

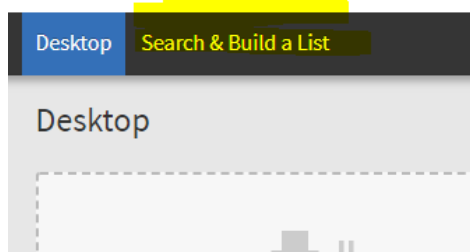
Locating Industry Ratios and Industry Norms in Hoovers/Dun & Bradstreet Database

RMA's Industry Norms (also known as Annual Statement Studies) is a credible source of financial benchmarking figures broken down by NAICS, are available via Hoovers. For each NAICS, the data includes balance sheet and income statement line items, multiple standard industry average ratios such as the current ratio, quick ratio, and turnover ratios, and more. Updated daily, the data is gathered from small and medium-size US businesses. The print copy resides in the Goizueta Business Library's Reference Collection: HF5681 .B2 R6

Follow these steps to locate an **RMA Industry Norms** report for your industry.

[Hoovers/Dun & Bradstreet](#)

Once logged in, click **Search & Build a List** at the top of the page. Then click **Industries** from the drop down menu.



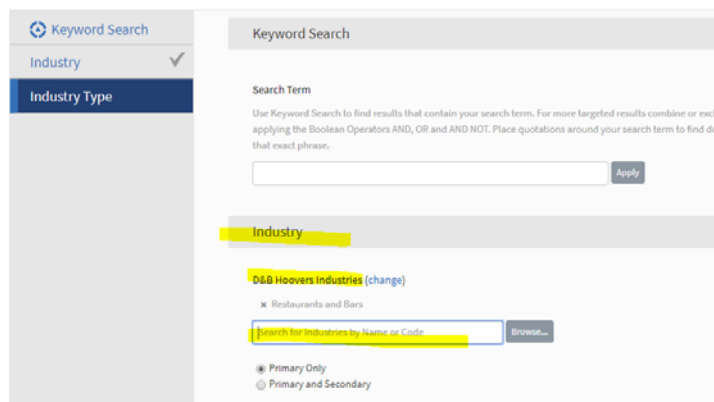
That brings you to the Industry search template.

Run searches in the Industry>D&B Hoovers section.

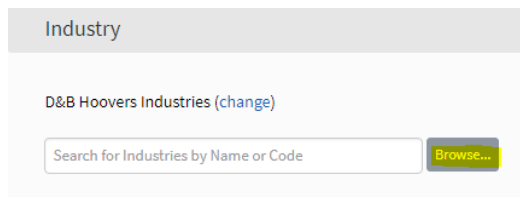
You have two options for locating your industry reports:

1. Begin typing your industry description (keep it simple, 1 word); select the auto-generated industry description that pops up. NOTE: Hoovers will not recognize any other industry descriptions.

Search Industries 1 Results



2. Leave the search box empty and click the **Browse** button.



Clicking **Browse** displays an expandable list of all the D&B Hoovers Industries. You can either:

- Click on the broader, higher level description – which automatically selects all of the niche sectors within this industry, OR
- Click **+** to expand the industry and select only the sectors you want

D&B Hoovers Industries

Find an Industry

- Aerospace and Defense
- Agriculture, Forestry and Fishing
- Automotive and Transportation
- Banking and Finance
- Biotechnology, Pharmaceuticals and Medicine
- Business and Management Services
- Chemicals
- Computers
- Construction and Building Materials
- Consumer Services
- Education
- Electronics
- Entertainment, Travel and Leisure
- Food and Beverage
- Healthcare
- High Tech

Cancel Submit

Click **Submit**.

A list of all of your selected industries will display.

Click **View Results** to access the RMA Annual Statement Studies

Industry

D&B Hoovers Industries (change) Exclude

- x 10 - Alcoholic Beverage Wholesale
- x 18 - Beer, Wine, and Liquor Stores
- x 19 - Beverage Manufacturing
- x 34 - Commercial Fishing
- x 50 - Crop and Animal Production
- x 67 - Food Manufacturing
- x 73 - Grocery Stores
- x 74 - Grocery Wholesale
- x 164 - Restaurants and Bars

Search for Industries by Name or Code Browse...

Primary Only

Cancel View Results

In the **Results List**, click on the link to an industry. **NOTE:** you can only access one industry at a time.

Search Industries

On the left frame, click **RMA Industry Norms** to view the available RMA reports for that sector.

Restaurants and Bars

Click on the sector link to view the PDF.

Country/Region	Title	Date	Source	File Format
United States	Food Service Contractors	Jan-19	RMA Industry Norms	PDF
United States	Caterers	Jan-19	RMA Industry Norms	PDF
United States	Drinking Places (Alcoholic Beverages)	Jan-19	RMA Industry Norms	PDF

RESTAURANT/LODGING—Drinking Places (Alcoholic Beverages) NAICS 722410

Current Data Sorted by Assets

Comparative Historical Data

Current Data Sorted by Assets						Comparative Historical Data		
						Type of Statement		
1	2					Unqualified	1	2
4	3					Reviewed	4	2
7	10	2				Complied	36	30
63	34	7				Tax Returns	137	130
51	19	9				Other	90	89
10 (4/1-9/30/17)		207 (10/1/17-3/31/18)				4/1/13-3/31/14		4/1/14-3/31/15
0-500M	500M-2MM	2-10MM	10-50MM	50-100MM	100-250MM	ALL	ALL	
126	63	23	2	2	1	268	253	
%	%	%	%	%	%	NUMBER OF STATEMENTS		
21.0	16.9	8.6				ASSETS		
1.1	1.0	.8				Cash & Equivalents	16.1 19.0	
10.7	8.1	4.2				Trade Receivables (net)	1.3 1.8	
.9	3.1	5.1				Inventory	9.9 10.1	
33.7	29.0	18.7				All Other Current	2.5 2.4	
43.8	46.7	61.1				Total Current	29.8 33.3	
11.4	17.3	11.6				Fixed Assets (net)	45.3 45.8	
11.1	7.0	8.6				Intangibles (net)	13.7 10.5	
100.0	100.0	100.0				All Other Non-Current	11.2 10.4	
						Total	100.0 100.0	
						LIABILITIES		
7.7	1.8	3.2				Notes Payable-Short Term	5.8 5.1	
2.9	1.1	4.2				Cur. Mat.-L.T.D.	3.2 2.2	
5.1	3.5	5.3				Trade Payables	7.7 7.4	
.2	.1	.0				Income Taxes Payable	.0 .4	
22.1	7.4	16.4				All Other Current	17.0 21.9	
38.0	13.9	29.1				Total Current	33.8 37.0	
20.5	29.9	33.7				Long-Term Debt	24.4 25.4	
.1	.0	.0				Deferred Taxes	.0 .0	
27.7	10.0	10.4				All Other Non-Current	18.4 18.8	
13.7	46.2	26.9				Net Worth	23.4 18.8	
100.0	100.0	100.0				Total Liabilities & Net Worth	100.0 100.0	
						INCOME DATA		