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.

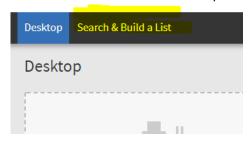
NOTE: there might not be an RMA report for every industry, particularly if the industry is very niche. If you run into this issue, then select a broader industry NAICS code.

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 **Industries** search template.

Click (change) and select NAICS 2022.

Make sure **Primary Only** is selected.

Industries

NAICS 2022 (change)



You have 2 options for locating your industry:

- 1. Type 1-2 words in the search box; relevant industry labels will display; click the best match, then click **View Results** on the upper right of the page.
- 2. If keyword searching doesn't work, leave the search box empty and click **Browse** to the right of the search box; expand the industry options, select the industry, click **Submit**, then click **View Results** on the upper right of the page.





On the returned page, click the link to NAICS2022 for your industry.



D&B Hoovers Sector: Entertainment, Travel and Leisure, Food and Beverage

D&B Hoovers Industry: Restaurants and Bars

Parent Industry: Food Services and Drinking Places

On the next page, on the left click **RMA Industry Norms** under Market Research.



Click on the **Title** to view the PDF of the RMA Industry Norms page for that industry.



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

Current Data Sorted by Assets

Comparative Historical Data

46		28 21 0-500M	3 19 25 11 (4/1-9/3 500M-2		2 6 10 2-10MM	3 2 114 (10/1/2 10-50MM	1 2 22-3/31/23) 50-100MM	3 100-250MM	Type of Statement Unqualified Reviewed Compiled Tax Returns Other		2 6 15 89 96 4/1/18- 3/31/19 ALL		3 3 8 47 98 4/1/19- 3/31/20 ALL	
27.0 23.0 14.1 Can & Standers 18.4 16.5									NUMBER OF STATEMENTS					
S						70	70	,,,						
3.3									Trade Receivables (net)					
Sol. 43.4 33.1 Total Current 32.3 30.7														
Price Acade (1997) 14.5 14.6 14.6 14.8 14.8 14.5 14.8														
7.5 8.5 11.3 Al Other Hen Current 11.6 12.2 12.2 100.0									Fixed Assets (net)					
Total Tota														
A3	1													
1														
3.4 1.7 5.5 Trade Papables 4.6 6.0 1														
10														
30.7 9.8 8.0 All Other Current 18.9 20.4 Section 18.9 18.0 Section 18.9 18.0 All Other Current 18.9 30.4 Section 18.0 18.0 Section 18.0		.0	.0		.1						.2		.2	
Section Sect									All Other Current					
Deferred Tases														
13.9 36.6 43.7 Net Worth 29.9 17.3 100.0									Deferred Taxes					
Total Liabities & New Worth														
100.0 100.0 100.0 100.0 Net States 100.0 100.0 64.5 62.4 60.6 67.4 61.2 62.2 62.2 Coparating Parties 66.6 67.4 61.0 61														
64.5 62.4 60.6 Gross Portit 63.3 63.9 63.9 65.4 52.2 62.2 Coparating Expenses 56.6 67.4 6.5 1 10.2 8.4 Coparating Expenses portit 6.7 6.5 6.5 1 10.2 8.4 Coparating Expenses portit 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0									INCOME DATA					
Section Sect														
8.1 10.2 8.4 Operating Pote 6.7 6.5 6.5 10.8 8.6 -2 All Other Expenses religit 1.0 1.0 1.0 1.0 11.0 8.9 4.8 ARMOS 3.6 2.9 ARMOS 3.6 2.9 ARMOS 3.6 2.9 3.8 2.1 0.0 3.8 2.1 0.0 0.0 3.8 2.1 0.0														
11.0 8.9														
11.0														
11.0 8.9 4.8 3.5 3.4 2.1 1.0 1.3 .8 3.7 2 2.9 2.0 2.7 1.1 0.0 IND 0 UND 5 72.6 0.0 UND 1 435.8 5 71.5 2.6 14.2 44 15.0 228 1.6 0.0 UND 0 UND 28 47.2 0.0 UND 0 UND 26 13.9 9.42.4 8 45.4 \$4 6.7 9.42.4 8 45.4 \$4 6.7 9.42.4 8 45.4 \$4 6.7 9.42.4 8 45.4 \$4 6.7 9.42.4 8 45.4 \$4 6.7 9.42.4 8 45.4 \$4 6.7 9.42.4 8 45.4 \$4 6.7 9.42.5 \$2.5 2.5 1.1 2.0 3.1 1.1 3.3 3.0 1.2 2.3 2.0 1.2 2.3 2.0 1.3 3.0 1.1 33.0 1.4 3.1 3.0 1.1 33.0 1.5 3.1 3.0 1.1 33.0 1.5 3.1 3.0 1.1 33.0 1.5 3.1 3.0 1.1 33.0 1.1 33.0 1.5 3.1 3.0 1.1 33.0 1.1		5.4	10.0		0.0						5.7		5.5	
1.0									Initio					
8.3 7.2 2.9 2.0 2.7 1.1 8.6 9 3.3 9 3.3 0 UND 1 618.2 0 UND 0 UND 5 72.5 0 840.3 0 999.8 0 UND 1 455.8 5 71.5 12 20.0 11 347.6 5 5.6 0 UND 0 UND 28 47.2 2 10 UND 0 UND 0 UND 26 13.9 0 UND 0 UND 26 13.9 0 UND 27.8 18.1 7.4 3.1 20.3 16.4 6.4 4 Sales/Working Capital 55.0 59.0 UND 54.1 -60.5 2 1.2 2 1.1 2 2 1.1 2 2 1.1 2 2 1.1 2 3 3 4 4 5 5.2 (15) 10.3 5 EBIT/Interest (123) 6.0 (94) 3.9 3 8.4 33.0 1 33.0 8 Net Profit + Depr., Dep., Amort./Our. Mat. LVT/D 4 1.1 9 8 8 4 1.2 1.2 3 1.3 4 5 Debt/Worth 1.4 2.2 5 1.8 2.9 5 Debt/Worth 2.0 0 0.0 5 15.8 5.0 5.9 5 15.8 5.0 5.9 5 15.8 5.0 5.9 5 15.8 5.0 5.9 5 15.8 5.0 5.9 5 15.8 5.0 5.9 5 15.8 5.9 5 15.8 5.9 5 15.9 5 10.3 5 15									Current					
2.0 2.7 1.1 Quick 7, (158) 7, (2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2														
O UND O UN		2.0	2.7		1.1				Quick		.7	(158)	.7	
0 UND 0 UND 1 1618.2 Sales/Receivables 0 UND 0 UND 5 72.6 Sales/Receivables 0 840.3 0 999.8 0 UND 1 435.8 5 71.5 Sales/Receivables 0 840.3 0 999.8 0 UND 1 435.8 5 71.5 Sales/Receivables 0 840.3 0 999.8 0 UND 1 435.8 5 71.5 Sales/Receivables 0 840.3 0 999.8 Sales/Receivables 0 999.8 Sales/Receiv														
0 UND 0 UND 5 72.6 0 UND 1 435.8 5 71.5 12 30.0 11 34.7 65 5.6 0 UND 0 UND 8 47.2 16 14.2 24 15.0 228 1.6 0 UND 0 UND 8 47.2 0 UND 0 UND 8 47.2 0 UND 0 UND 8 47.2 0 UND 0 UND 25 13.9 14.2 8 45.4 54 6.7 0 UND 0 UND 25 13.9 15.2 1 1 1.7 36 10.2 15.2 1 1 1 7.4 15.2 1 1 1 7.4 15.3 1 1 1 7.4 17.4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1									Sales/Reneivables					
12 30.0									- Carcarraction					
28 14.2 24 15.0 228 1.6 0 UND 0 UND 8 47.2 0 UND 0 UND 26 13.9 9 42.4 8 45.4 54 6.7 20.3 16.4 6.4 20.3 16.4 6.4 20.3 16.4 (28) 5.2 (15) 10.3 20.3 16.4 (28) 5.2 (15) 10.3 20.3 16.4 (28) 5.2 (15) 10.3 20.4 (27) 4.4 (28) 5.2 (15) 10.3 20.5 16.4 (28) 5.2 (15) 10.3 20.5 16.4 (28) 5.2 (15) 10.3 20.5 16.4 (28) 5.2 (15) 10.3 20.5 16.4 (28) 5.2 (15) 10.3 20.5 16.4 (28) 5.2 (15) 10.3 20.5 16.5 (28) 4.7 (28) 5.2 (15) 10.3 20.6 (28) 4.7 (28) 5.2 (28) 5.6 (28) 4.8 (28) 5.2 (28) 4.8 (28) 5.2 (28) 4.8 (28) 5.2 (28) 4.8 (28) 5.2 (28) 5.1 (28) 4.8 (28) 5.2 (28) 5.1 (28) 4.8 (28) 5.2 (28) 5.1 (28) 4.8 (28) 5.2 (28) 5.1 (28) 4.8 (28) 5.2 (28) 5.1 (28) 4.8 (28) 5.2 (28) 5.1 (28) 4.8 (28) 5.2 (28) 5.1 (28) 5														
0 UND 0 UND 6 UND 26 13.9 9 42.4 8 45.4 54 6.7 2.1 7.4 3.1 2.0.3 16.4 6.4 UND 54.1 -60.5 38.4 33.0 133.0 2.1 1.2 2.1 2.0.7 15.4 (22) 4.4 (28) 5.2 (15) 10.3 -1.0 2 1.2 11.1 9 8 9 8 Profit Before Taxes/Tangble (129.1 106.4 (139.5 5.0 15.5 15.5 15.5 15.5 15.5 15.5 15.									Cost of Sales/Inventory					
9 42.4 8 45.4 54 6.7	0 (JND	0 UND	8	47.2					0	UND	0	UND	
8.1 7.4 3.1 20.3 16.4 6.4 6.4 6.4 6.5 56.0 59.0 38.4 33.0 133.0 (22) 4.4 (28) 5.2 (15) 10.3 -1.0 .2 1.2 Net Profit + Depr., Dep., Amort/Cur. Mat. L/T/D Net Profit + Depr., Dep., Amort/Cur. Mat. L/T/D Net Profit + Depr., Dep., Amort/Cur. Mat. L/T/D 1.1 9 8 8									Cost of Sales/Payables					
20.3 16.4 6.4 6.4 Sales/Working Capital 55.0 59.0	9			54						29		30		
38.4 33.0 133.0 (22) 4.4 (28) 5.2 (15) 10.3 (27) 15.4 (27) 4.4 (28) 5.2 (15) 10.3 (27) 1.2 (123) 6.0 (94) 3.9 (1.0 9)		20.3							Sales/Working Capital					
Reproperty Rep														
Net Profit + Depr., Dep., Amort / Cur. Mat. L/T/D				(15)					FBIT/Interest	(123)		(94)		
Amort/Cur. Mat. L/T/D 2. 1 2 1.1 9 .8 5.1 3.1 Fixed/Worth 1.4 2.2 2.5 2.5 1.8 2.9 2.5 2.5 1.8 2.9 3.6 (36) 54.8 (16) 19.5 54.4 53.1 16.3 18.7 22.6 10.1 4.8 1.8 1.3 106.7 79.8 31.4 20.6 8.1 3.0 106.7 79.8 31.4 20.6 8.1 3.0 106.7 79.8 31.4 20.6 8.1 3.0 3.8 2.4 1.4 20.6 8.1 3.0 3.8 2.4 1.4 3.9 3.8 2.4 1.4 3.9 3.8 2.4 1.4 3.9 3.8 2.4 1.4 3.9 3.9 3.8 2.4 1.4 3.9 3.9 3.8 2.4 1.4 3.9 3.9 3.8 2.4 1.4 3.9 3.9 3.8 2.4 1.4 3.9 3.9 3.8 2.9 2.0 3.9 3.9 3.9 3.9 3.9 3.9 3.9 3.9 3.9 3.9														
1.1 .9 .8 -2.8 5.1 3.1 .3 .3 .4 2.5 1.8 2.9 -2.5 25.0 10.3 158.8 202.8 56.9 (32) 93.6 (36) 54.8 (16) 19.5 54.4 53.1 16.3 18.7 22.6 10.1 -4.8 1.8 1.3 106.7 79.8 31.4 20.6 8.1 3.0 3.8 2.4 1.4 2.6 3.6 2.6 7.7 5.0 1.7 3.8 2.4 1.4 3.9 3.6 2.6 4.6 2.8 2.0 5.1 3.4 5.0 5.2 1.7 8 1.2 (23) 1.1 (19) 3.4 4.6 2.8 2.0 5.1 3.4 8 1.2 3.3 3.4 9.0 9.0 4.6 2.8 2.0 3.6 2.6 5.0 3.7 8 1.2 3.7 9.0 9.0 9.0 4.6 2.8 2.0 9.0 <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<>														
-2.8 5.1 3.1 3.1 5.4 -2.7 3.1 3.1 3.1 3.1 3.1 4.1 5.5 3.1 3.1 4.1 5.5 3.1 5.2 5.5 5.0 5.0 5.0 5.0 5.0 5.0 5.0 5.0 5.0									Fixed Attents					
2.5 1.8 2.9 -2.5 25.0 10.3 158.8 202.8 56.9 (32) 93.6 (36) 54.8 (16) 19.5 15.7 15.4 7.7 54.4 53.1 16.3 18.7 22.6 10.1 4.8 1.8 1.3 106.7 79.8 31.4 20.6 8.1 3.0 4.6 2.8 2.0 3.8 2.4 1.4 3.8 2.4 1.4 3.8 2.4 1.4 3.8 2.4 1.4 3.3 .7 (23) 1.1 (19) 3.4 3.9 4.6 5.2 1.7 (21) 7.3 (16) 4.7 Debt/Worth #Profit Before Taxes/Total #Profit Before Taxes/Tota									FIXEU/WORTH					
-2.5 25.0 10.3 -8.7 -5.0 158.8 202.8 56.9 % Profit Before Taxes/Tangible Net Worth 10.0 12.5 15.7 15.4 7.7 7.7 42.6 35.9 18.7 22.6 10.1 42.6 35.9 18.7 22.6 10.1 42.6 35.9 18.7 79.8 31.4 11.5 20.6 8.1 3.0 Sales/Net Fixed Assets 8.7 7.6 4.6 2.8 2.0 5.0 3.8 2.4 1.4 Sales/Total Assets 3.3 2.9 1.8 1.2 .7 5.0 3.9 4.6 3.9 4.6 5.2 1.7 6.0 3.4 3.9 4.6 3.9 4.8 5.2 1.7 6.0 6.5 3.9 4.6 3.9 4.8 5.2 1.7 6.0 6.5 3.9 4.6 3.9 4.8 5.2 1.7 6.0 3.9 5.2 1.7 6.0 6.5 5.0 6.5 6.0 5.0 6.0 6.0 5.0 6.0 6.0 5.0 6.0 6.0 5.0 6.0 6.0 5.0 6.0 6.0 5.0 6.0 6.0 5.0 6.0 6.0 5.0 6.0 6.0 5.0 6.0 6.0 5.0 6.0 6.0 5.0 6.0 6.0														
158.8 202.8 56.9 % Profit Before Taxes/Tangible Net Worth 129.1 106.4 138 50.3 (103) 62.6 15.7 15.4 7.7 % Profit Before Taxes/Total Net Worth 10.0 12.5									Debt/Worth					
15.7 15.4 7.7 16.3 16.3 16.3 42.6 35.9 18.7 22.6 10.1 13.4 11.5 Assets 2.8 1.3 106.7 79.8 31.4 20.6 8.1 3.0 Sales/Net Fixed Assets 8.7 7.6 4.6 2.8 2.0 Sales/Total Assets 3.3 2.9 1.8 1.2 7 Sales/Total Assets 3.3 2.9 1.8 1.2 7 8 1.2 7 8 1.2	1													
18.7 15.4 7.7 16.3 16.3 42.6 35.9 18.7 22.6 10.1 13.4 11.5 11.5 4.8 1.8 1.3 8 -1.3 8 -1.3 10.6 7 79.8 31.4 26.1 46.4 20.6 8.1 3.0 Sales/Net Fixed Assets 8.7 7.6 2.6 2.8 2.0 5.1 3.6 2.6 2.6 7.7 5.0 1.7 5.0 1.7 5.0 1.7 5.0 1.7 5.0 1.7 5.0 1.7 5.0 1.7 5.0 1.7 5.0 1.7 5.0 1.7 5.0 1.7 5.0 1.7 5.0 1.7 5.0 1.7 5.0 1.8 1.6 2.8 2.9 1.8 1.2 7.7 5.0 1.8 1.8 1.6 5.5 5.0 3.9 4.8 5.2 5.2 5.2 5.2 5.2 5.2 5.2 5.2 5.2 5.2				(16)						(138)		(103)		
18.7 22.6 10.1 % Profit Before Taxes/Total Assets 13.4 11.5 -4.8 1.8 1.3 .8 -1.3 106.7 79.8 31.4 26.1 46.4 20.6 8.1 3.0 Sales/Net Fixed Assets 8.7 7.6 4.6 2.8 2.0 3.6 2.6 2.6 7.7 5.0 1.7 6.5 5.0 3.8 2.4 1.4 Sales/Total Assets 3.3 2.9 1.8 1.2 .7 1.8 1.6 .3 .7 .8 1.2 (23) 1.1 (19) 3.4 % Depr., Dep., Amort/Sales (136) 1.8 (98) 2.0 3.9 4.6 .8 3.9 4.8 5.2 1.7 % Officers', Directors' (21) 7.7 (71) 4.7 (47) 3.6									1100 1100					
-4.8														
20.6 8.1 3.0 Sales/Net Fixed Assets 8.7 7.6 4.6 2.8 2.0 3.6 2.6 7.7 5.0 1.7 6.5 5.0 3.8 2.4 1.4 Sales/Total Assets 3.3 2.9 1.8 1.2 .7 1.8 1.6 .3 .7 .8 1.2 (23) 1.1 (19) 3.4 8 1.2 3.9 4.6 3.9 4.8 5.2 1.7 % Officers', Directors' 2.2 2.1 (21) 7.3 (16) 4.7 (71) 4.7 (47) 3.6		-4.8	1.8		1.3				Assets		.8		-1.3	
4.6 2.8 2.0 7.7 5.0 1.7 3.8 2.4 1.4 1.8 1.2 .7 1.8 1.2 .7 (23) 1.1 (19) 3.4 3.9 4.6 3.9 4.8 5.2 1.7 % Officers', Directors' 2.2 2.1 (21) 7.3 (16) 4.7 (71) 4.7 (47) 3.6									Colon Alot Flood Assets					
7.7 5.0 1.7 Sales/Total Assets 6.5 5.0 Sales/Total Assets 3.3 2.9 1.8 1.2 .7 Sales/Total Assets 3.3 2.9 1.8 1.6 1.6 1.8 1.6 1.8 1.6 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.8 1.2 1.8 1.2 1.8 1.8 1.2 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.8 1.2 1.									Sales/Net Fixed Assets					
1.8 1.2 .7 1.3 .7 (23) 1.1 (19) 3.4 3.9 4.6 5.2 1.7 (21) 7.3 (16) 4.7 (21) 7.3 (16) 4.7 (21) 7.3 (16) 4.7 (21) 7.3 (71) 4.7 (47) 3.6		7.7	5.0		1.7						6.5		5.0	
.3 .7 (23) 1.1 (19) 3.4 3.9 4.6 5.2 1.7 (21) 7.3 (16) 4.7 .8 1.2 (8) Depr., Dep., Amort/Sales (136) 1.8 (98) 2.0 3.9 4.8 (98) 2.0 3.9 4.8 (100) 3.9 4.8 (10									Sales/Total Assets					
(23) 1.1 (19) 3.4 % Depr., Dep., Amort/Sales (136) 1.8 (98) 2.0 3.9 4.8 5.2 1.7 % Officers', Directors' 2.2 2.1 (21) 7.3 (16) 4.7 (27) 3.6					.,					 				
(21) 7.3 (16) 4.7 (47) 3.6 (https://comp/Scape.	(23)	1.1 (3.9	(19) 3.4 4.6						% Depr., Dep., Amort./Sales	(136)	1.8 3.9	(98)	2.0 4.8	
	(21)									(71)		(47)		
									Owners' Comp/Sales	,,				