

MARYLAND AUTOMOBILE DEALERS ASSOCIATION ECONOMIC IMPACT STUDY SURVEY

This study is a critical legislative and public relations tool for Maryland automobile dealers. Please take the time to fill out this survey. Please fax it to Auto Outlook (610-640-2907), email by clicking on "Submit", or mail (PO Box 390, Exton, PA 19341).
If you operate more than one dealership, please complete one survey form for each location.

1. Taxes



TAXES COLLECTED AND REMITTED - 2014

Federal Employee Taxes (include employer and employee S.S. and Medicare, and employee income taxes withheld)	\$
State Employee Taxes (include state income taxes withheld)	\$
Local Property Taxes	\$
State Sales and Use Taxes Collected	\$

2. Personnel



NUMBER OF EMPLOYEES – 2014 (as of Dec. 31, 2014)

TOTAL EMPLOYEES	
New Vehicle Sales Dept.	
Used Vehicle Sales Dept.	
Service Dept.	
Body Shop Dept.	
Parts and Accessories Dept.	
Title and Registration (Billing)	
Administration and Office	
Vehicle Prep	
Other	

3. Vehicle Sales History (units)



VEHICLES (# of units) - 2014

	New	Used (retail)
TOTAL UNITS		

4. Financial



VEHICLE SALES (DOLLARS)- 2014 RESULTS

New Vehicle Sales	\$
Used Vehicle Sales	\$

SERVICE AND BODY SHOP DEPTS. - 2014 RESULTS

Total Service Dept. Sales	\$
Total Body Shop Dept. Sales	\$
Total Number of Repair Orders	

PARTS AND ACCESSORIES DEPT. - 2014 RESULTS

Total P&A Sales	\$
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TOTAL DEALERSHIP - 2014 RESULTS

Total Sales All Departments	\$
Total Expenses	\$
Total Advertising (including contribution to manufacturer regional advertising funds)	\$
Total Payroll	\$
Total Fringe Benefits (not including Social Security)	\$

**This survey may be faxed to
Auto Outlook at:
610-640-2907**

**Or emailed by clicking on "Submit"
at the top of the screen**

Thank you!

5. Questions



Question #1

How much was spent on facilities upgrade/image programs during 2013 and 2014? \$ _____

Question #2

What were your total personal and dealership contributions to charitable and civic organizations in 2014? \$ _____

Question #3

Please estimate the percentage breakdown of your total advertising expenditures for 2014.

Newspaper	_____ %	Direct Mail	_____ %
Radio	_____ %	Internet	_____ %
Television	_____ %	Other	_____ %

ALL SURVEYS ARE STRICTLY CONFIDENTIAL