

MASSACHUSETTS STATE AUTOMOBILE DEALERS ASSOCIATION ECONOMIC IMPACT STUDY SURVEY

This study is a critical legislative and public relations tool for Massachusetts's franchised new car dealers. Please take time to fill out this survey and mail it to Auto Outlook (PO Box 390, Exton, PA 19341), or fax it to (610-640-2907).

IF YOU OPERATE MORE THAN ONE DEALERSHIP, PLEASE COMPLETE A SEPARATE FORM FOR EACH LOCATION.

1. Personnel—2014



Number of Full Time Employees	
Number of Part Time Employees	
Total Payroll	\$
Total employee benefits (excluding Payroll Taxes and Social Security)	\$
Do all of your employees and their dependents have access to health insurance through your dealership?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Unemployment insurance premiums paid	\$
Workers' Compensation premiums paid	\$

2. Vehicle Sales—2014



	New	Used
Total number of new and used vehicles sold		

3. Financial—2014



SALES/REVENUE	
New Vehicle Sales	\$
Used Vehicle Sales	\$
Service Department	\$
Parts and Accessories	\$
F & I Department	\$
Other Revenue	\$
TOTAL SALES	\$

4. Taxes and Fees—2014



TAXES COLLECTED AND REMITTED - 2014	
Federal Payroll Taxes (include employer and employee S.S., Medicare, and employee income taxes withheld)	\$
State Payroll Taxes (include state disability and income taxes withheld)	\$
Real Estate Taxes	\$
State Sales and Use Taxes Collected	\$
Other State/Local Business Taxes or Fees	\$

5. Questions



1. In what county is the dealership located? _____

2. How many franchises are housed at the dealership? _____

3. What were your total personal and dealership contributions to charitable and civic organizations in 2014?

\$ _____

4. How much did the dealership spend on Advertising during 2014? \$ _____

What percentage of your 2014 advertising dollars went to:

Newspaper _____% Direct Mail _____%

Radio _____% Internet _____%

Television _____% Other _____%

5. Please *estimate* the total amount the dealership spent in 2014 for products and services from other Massachusetts businesses (e.g., utilities, professional fees, office equipment, supplies, etc.).

\$ _____

**THIS SURVEY MAY BE FAXED TO
AUTO OUTLOOK AT:
610-640-2907**

Thank you!

ALL SURVEYS ARE STRICTLY CONFIDENTIAL