



Tribal C-Store Benchmarking Study 2018

The Tribal Convenience Store Association is pleased to announce its third biennial *Databook of Tribal Convenience Stores, 2018*. This study confidentially gathers detailed operating, financial, and employment statistics from voluntary participants and distributes back hundreds of averages, medians, and distributions of statistics, including:

- Fuel selling price,
- Tobacco sales volume per month,
- Direct store operating expense per month,
- Packaged beverage inventory turns per year, and
- Inside sales per labor hour.

The 2018 edition reflects the participation of 10 tribes in Washington and one in California, representing 31 stores and more than \$409 million in total sales. Distribution of the report is limited to tribes providing data. For more information about the Tribal Convenience Store Association or the benchmarking study, contact:

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Below is a random selection from stores' databooks. Explanations are on the next page.

| | Indicator | TCSA Store Avg 2016 | TCSA Store Avg 2018 | Own-Store Value 2018 | Units | TCSA as % of NACS 2017* | N | Distribution of TCSA Stores |
|-----|-------------------------------|---------------------|---------------------|----------------------|--------|-------------------------|----|-----------------------------|
| 31 | Stores per Firm | 2.2 | 2.8 | - | | 2% | 11 | |
| 32 | Store Size | 5,563 | 4,778 | 5,000 | sq.ft. | 155% | 29 | |
| 33 | Motor Fuel Pool Margin | 18.7¢ | 22.8¢ | 15.8¢ | /gal | 103% | 28 | |
| 34 | Fuel Gallons | 242,376 | 237,278 | 554,771 | gal/mo | 165% | 28 | |
| 35 | Average Selling Price of Fuel | \$2.41 | \$3.16 | \$3.09 | /gal | 133% | 28 | |
| 254 | Full-Time Store | 10.8 | 8.0 | 16.0 | /store | 125% | 31 | |
| 255 | Part-Time Store | 9.6 | 8.1 | 13.0 | /store | 101% | 31 | |
| 263 | Percent Indian | 38.8% | 36.5% | 13.8% | | | 28 | |
| 264 | Non-Indian | 61.2% | 63.5% | - | | | 28 | |

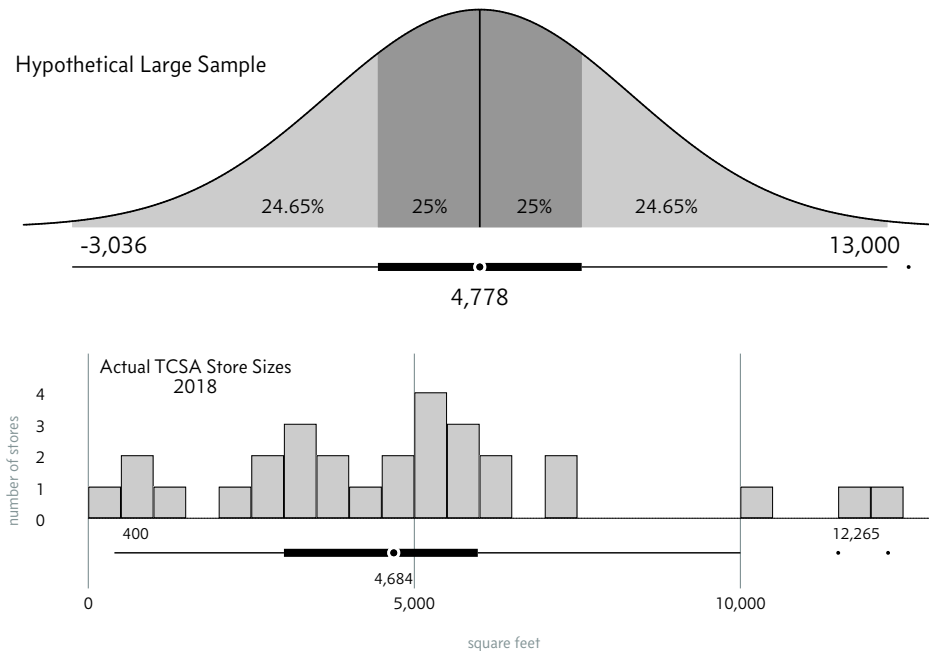
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average values of the TCSA respondents' store-level data; here, the average of all stores reporting square feet
 ratio of the TCSA 2018 average to the comparable statistic in NACS's 2017 data
 the # of TCSA stores reporting data
 a boxplot with min, median, and max values of the TCSA stores reporting (see below)

HOW TO READ THE TABLES

The data tables follow the pattern above. The 2018 store-level responses are averaged for comparison with the TCSA 2016 and NACS 2017 averages. The own-store value for the store named on the cover and in the header of each page is given in the column with the red title. Column N gives the number of TCSA stores reporting the statistic for calendar year 2018. The final column contains a diagram called a boxplot, displaying the minimum, median, and maximum values of the stores' statistics (excluded for fewer than 15 stores reporting). The heavy bar indicates the middle-half of the data—the observations between the 25th and the 75th percentiles. The whiskers extend outward from the heavy bar about 150% further. Outliers beyond the whiskers are plotted as dots. As in the diagram of the normal distribution to the right, boxplots make handy thumbnail sketches of distributions (Tukey, 1977).

Actual store-by-store statistics are not as smoothly distributed (lower right). Even so, the boxplot below the graph does a decent job summarizing the distribution succinctly: there are outliers to the right, but the data tends to fall more or less symmetrically around the median. The red diamond and enclosed vertical line in the boxplot at the top right indicates this store's particular value in the distribution. The Appendix describes cautions for using the data, especially with the most granular indicators and at extreme values.



* Readers interested in 2018-to-2018 comparisons of TCSA to NACS should pre-order a copy of *NACS State of the Industry Annual Report, 2018 Data*. Items do not sum across indicators because different numbers of stores are represented behind each value. Additional caveats are noted in the Appendix. Sources: TCSA Member Survey; NACS (2018).