



**Contact: Patricia S. Koziol**  
**Executive Director**  
[Pat.koziol@hmahobby.org](mailto:Pat.koziol@hmahobby.org)

## **FOR IMMEDIATE RELEASE**

### **HMA GENERAL HOBBY DIVISION COUNCIL RELEASES PRODUCT SURVEY #2**

**April 26, 2011.** In conjunction with the National Retail Hobby Stores Association (NRHSA), the General Hobby Division Council of the Hobby Manufacturers Association (HMA) released the second of its general hobby product surveys. As a follow-up to the 2010 Hobby Manufacturers Association General Hobby Division Survey, the division council conducted a survey of retailers with the cooperation and collaboration of the National Retail Hobby Stores Association in March of this year. This survey updated the previous survey to assess ***the value of general hobby (GH) products in retail hobby stores*** in order to provide retailers with information to increase their sales by adding more general hobby products. The objective of this research project was to validate the data obtained from HMA manufacturer members with retailer input. The retailers confirmed the initial findings, thereby making the point that GH products are a valuable traffic and revenue stream for retailers. The survey received a 30% participation rate among the NRHSA members.

#### **Significant Survey results included:**

1. General Hobby products on average represent approximately \$50,000 of total annual sales in a typical hobby store. "Other GH" products including specialty toys, puzzles, school project supplies, and other hobby kits represent 40% of general hobby products that retailers sell annually. Publications were added in 2011 and they represent an additional 10% of sales.
2. General Hobby products require on average 75 lineal feet in a typical hobby store. Many of the general hobby products sold today are blister packs and kits that can easily be displayed in conjunction with other mainline hobby products or with other general hobby accessory items. From a lineal foot perspective, General Hobby products supply over \$650 of sales per lineal foot per year.
3. General Hobby products provide excellent margins and tend to have a higher rate of turns annually than other hobby products. The average turn for all General Hobby products is 4 times per year; however, adhesives turn 6 times per year. Retailers can expect to make sales margins of over 44% on General Hobby products. General Hobby products generate \$4,100 of sales per month and \$1,800 in margin dollars per month. According to Ed Rogala (Quest Aerospace), President of the General Hobby Division Council, "hobby retailers who add products from the General Hobby segment provide a "one-stop shop" experience for all hobbyists – whether experienced or new consumers. They also add considerable margins that boost a retailer's bottom line. Our thanks to the NRHSA Board of Directors for their cooperation in surveying their members."

The General Hobby Division of the HMA represents 70 manufacturer/distributor companies in the association. The survey can be downloaded at [www.hmahobby.org](http://www.hmahobby.org).