

NATIONAL ECONOMIC IMPACT OF FRANCHISING



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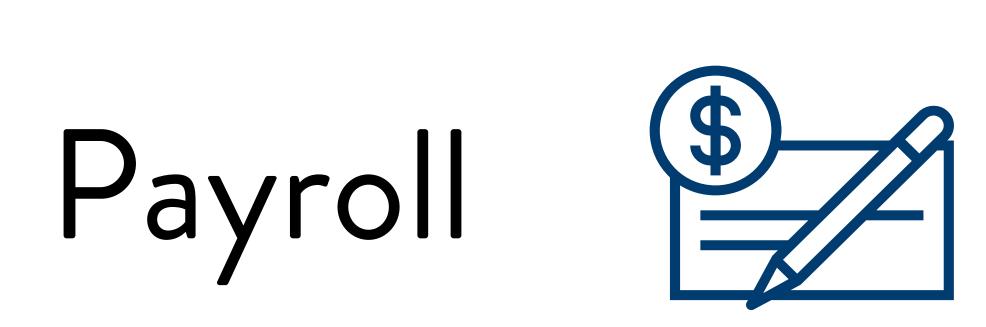
Establishments



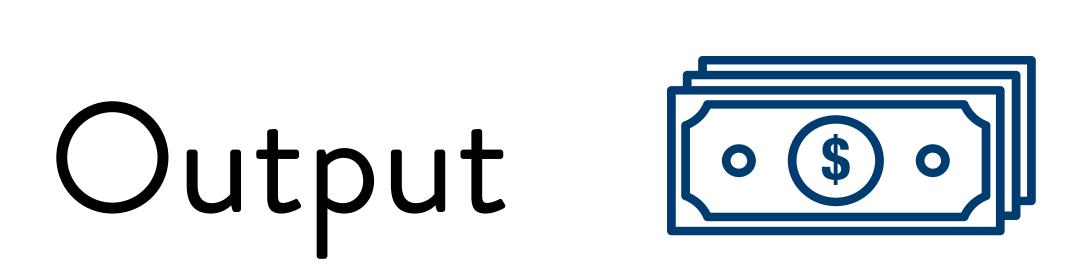
733K



7.6M



\$269.9B



\$674.3B



\$404.68

VOTERS SEE FRANCHISES AS

AN ECONOMIC FORCE

Percent of voters that think local franchise businesses help the following:

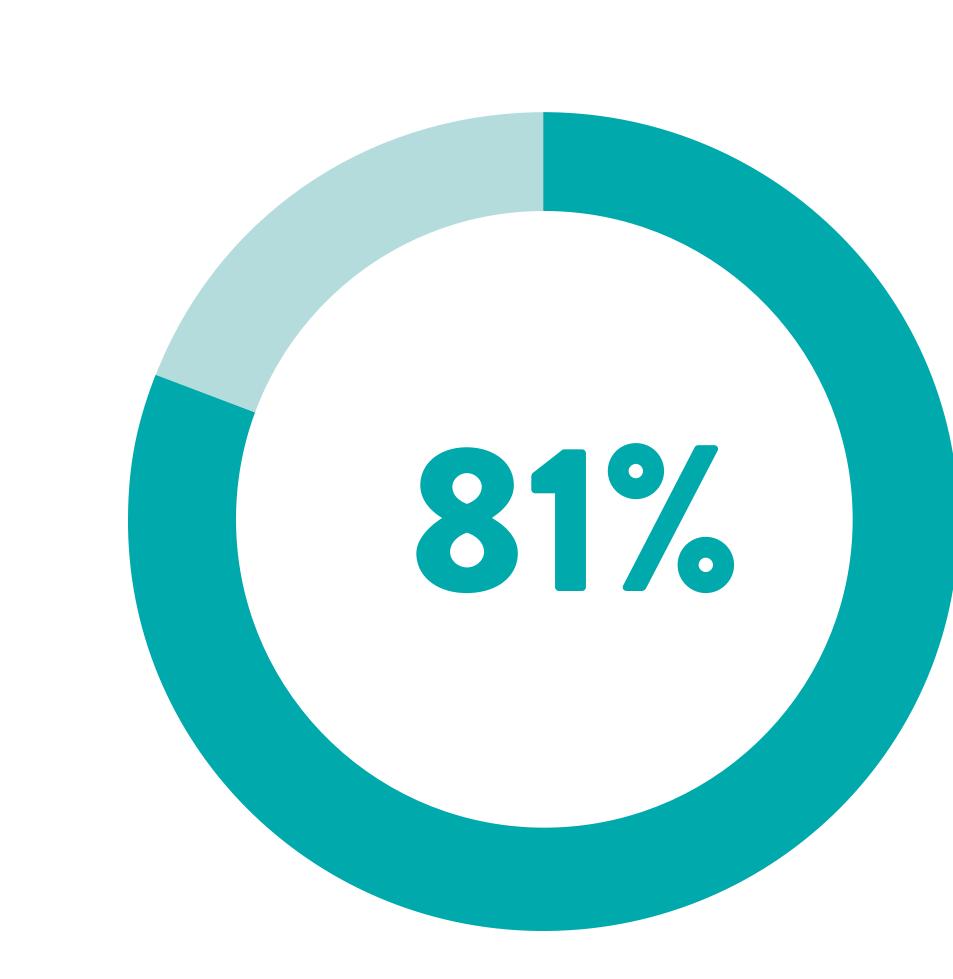
The U.S. Economy

My Local Economy

My State's Economy

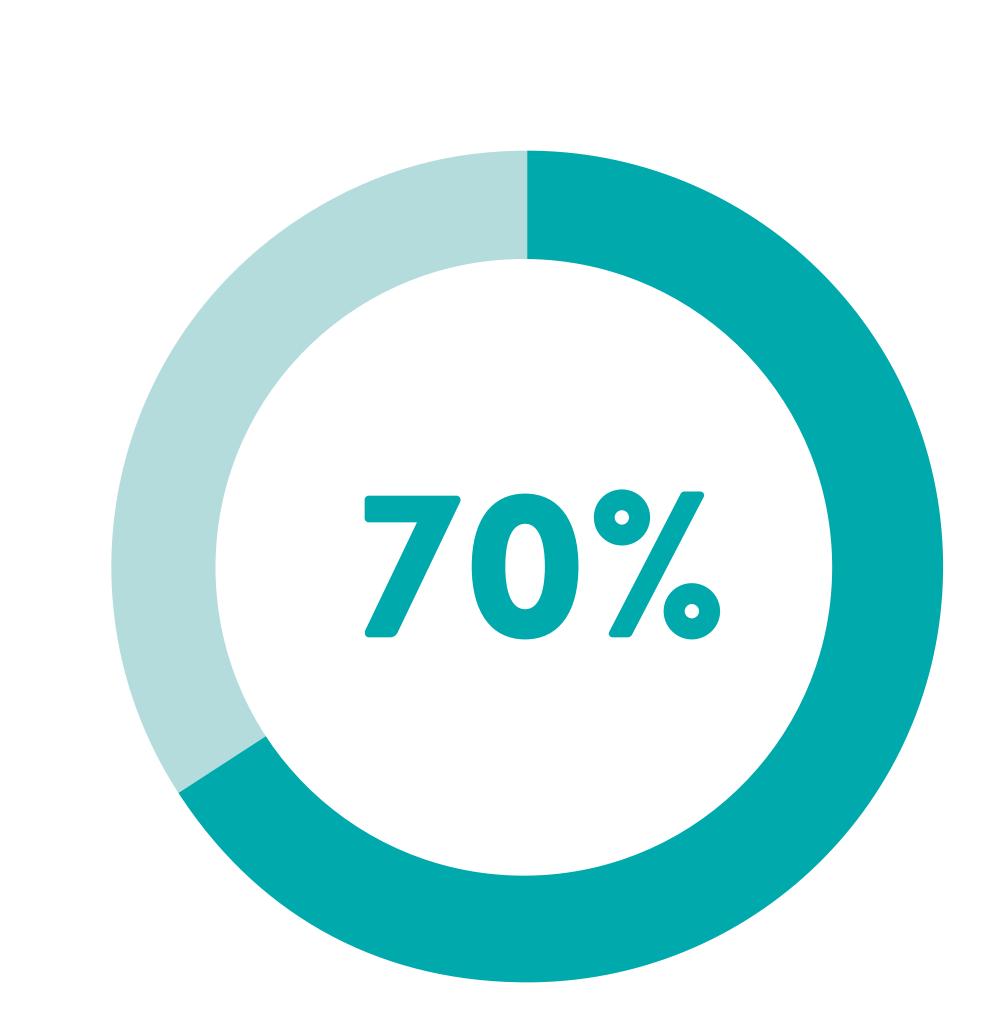
Jobs in the U.S.

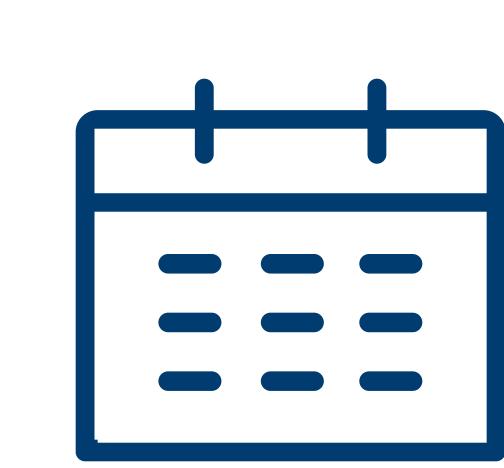
A MAJORITY OF VOTERS HAVE A FAVORABLE OPINION OF FAMILY-OWNED FRANCHISES





of voters have a favorable view of the family-owned franchise businesses in their neighborhood.





of voters say franchises businesses are a part of their everyday life.

FRANCHISING GIVES BACK

TO LOCAL COMMUNITIES

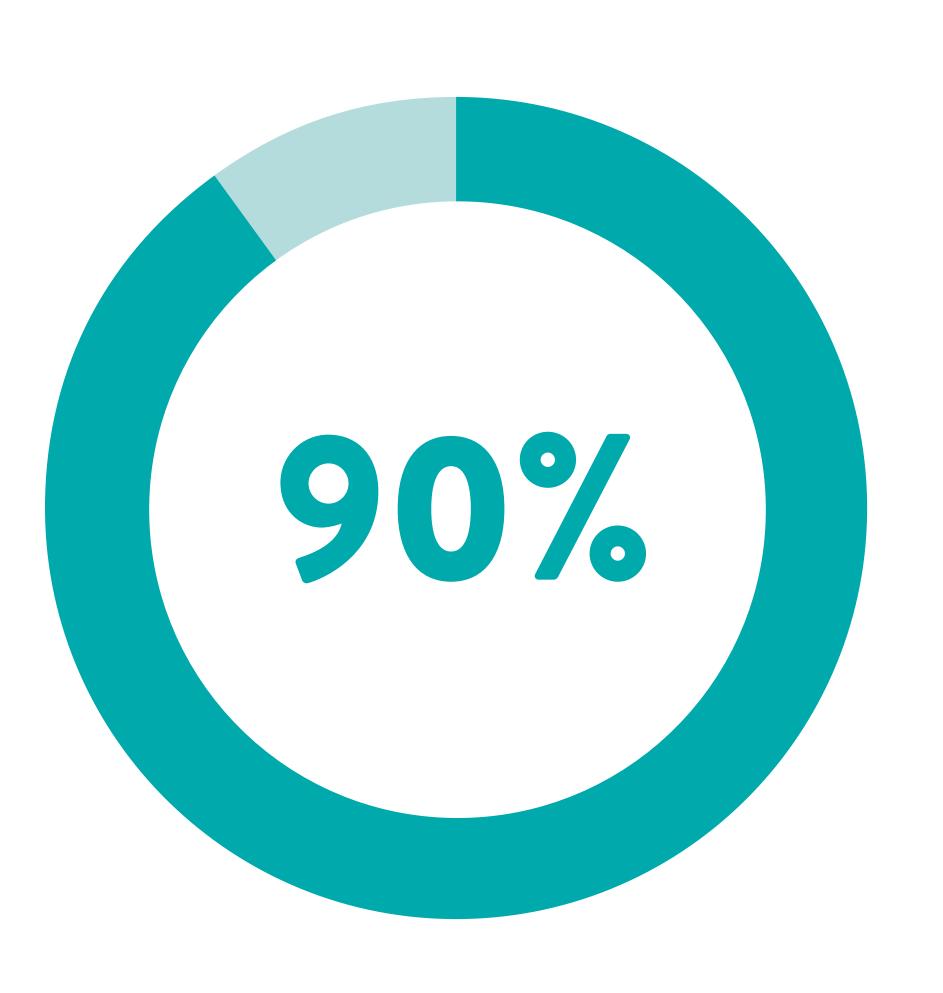
Franchise brands are seen as consistent, efficient, and affordable.

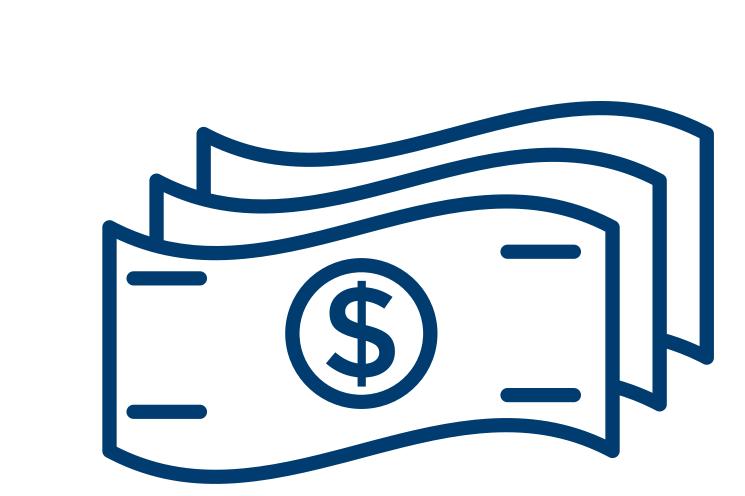
Who do you think is more likely to be more involved with improving your local community by assisting places such as local churches, charities, little league teams, etc.?

Locally-owned businesses

Large corporations

Don't Know/ No opinion





of money generated by tranchises stays local.