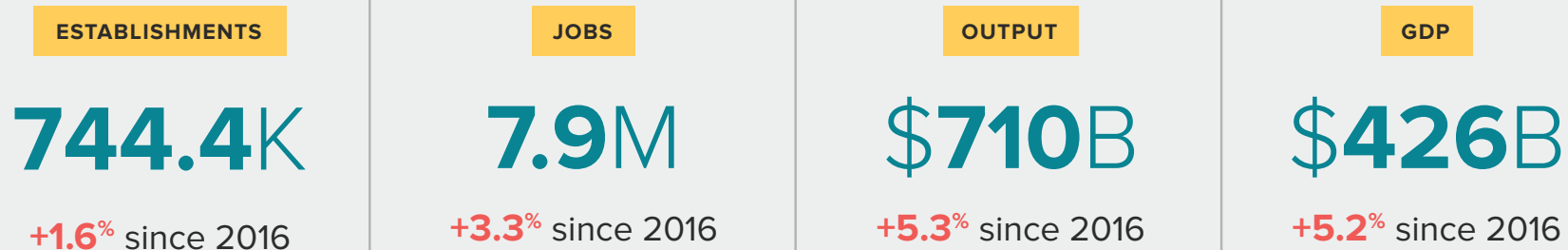


## ECONOMIC IMPACT OF FRANCHISING IN 2016\*

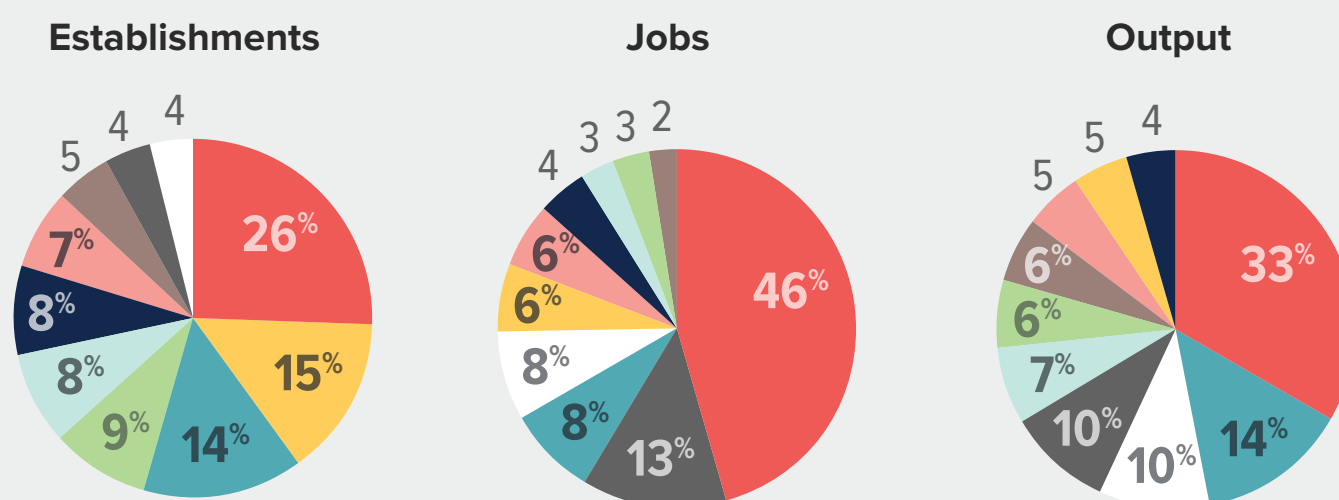
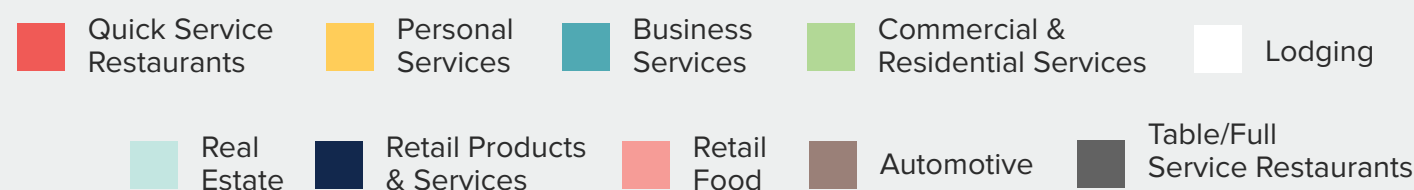
	In Franchise	Because of Franchise
Locations	733K	N/A
Jobs	7.6M	13.3M
Payroll	\$269.9B	\$565.8B
Output	\$674.3B	\$1.6T
GDP	\$404.6B	\$925.9B

\*Data prepared by PwC for the International Franchise Association Franchise Education and Research Foundation, September 2016.

## FRANCHISE BUSINESS FORECAST FOR 2017\*



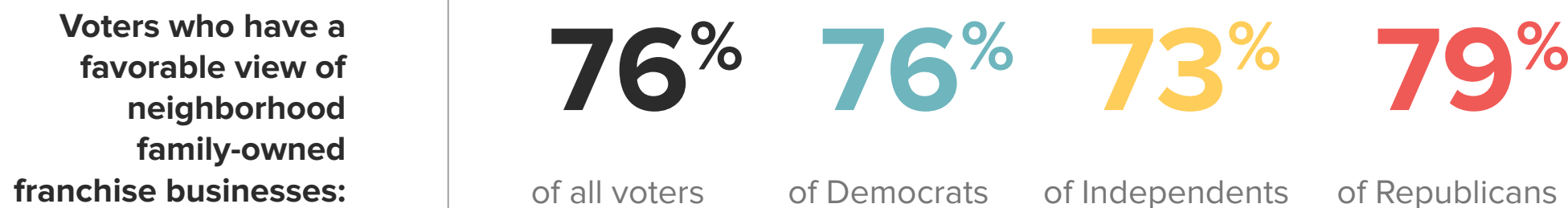
Distribution of Establishments, Jobs, and Output, By Sector (2017 Forecast)



\*Data prepared by IHS Markit Economics, for the International Franchise Association, Franchise Education and Research Foundation, January 2017.

## PUBLIC OPINION POLLING SHOWS AMERICANS SUPPORT FRANCHISES

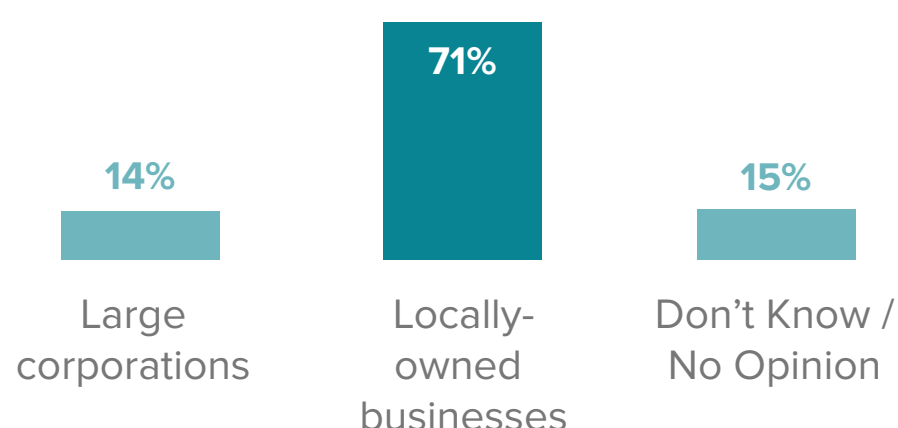
### Franchises Get High Marks From Voters Across Party Lines



Morning Consult conducted this poll among a national sample of 10,003 registered voters from May 13-27, 2016. Margin of error: +/- 1 percentage point.

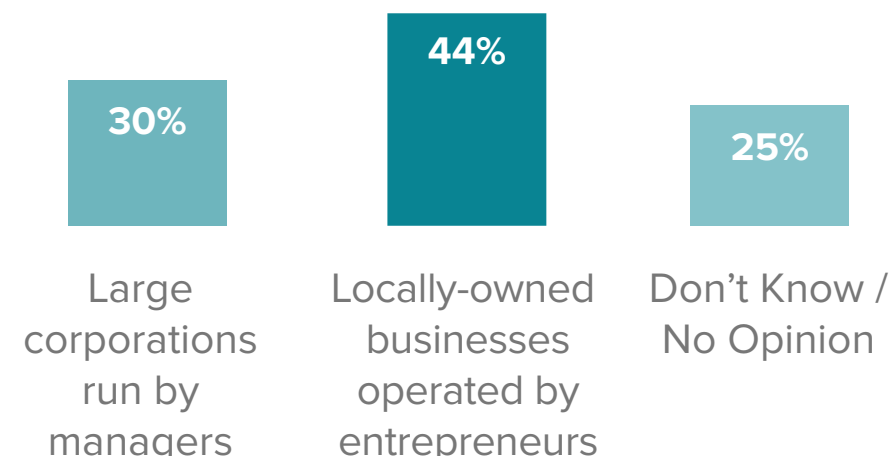
### Voters Think Locally-Owned Businesses Are More Likely to Work to Improve Local Community

Who do you think is likely to be more involved with improving the local community?



### Voters Say Locally-Owned Businesses Do a Better Job of Increasing Wages

Which of the following does better job of increasing wages in a community?



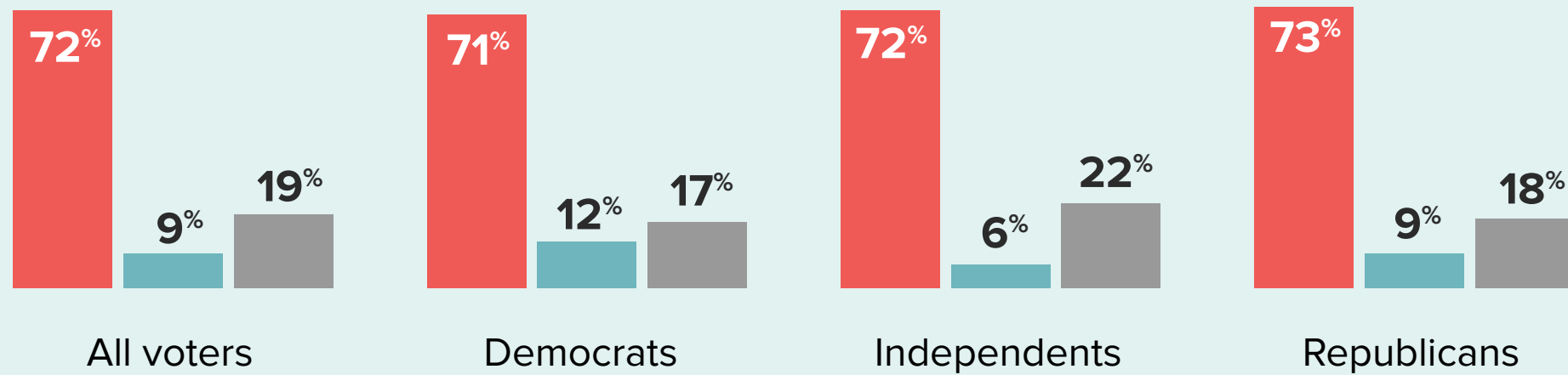
Morning Consult conducted this poll among a national sample of 1,991 registered voters from Jan. 12-13, 2017. Margin of error: +/- 2 percentage points.

# POLICY

## JOINT EMPLOYER

### Wide Bipartisan Majorities Want Congress and Administration to Support Locally-Owned Businesses

■ Prefer government policies that promote and support **local ownership** of stores and restaurants.
 ■ Prefer government policies that promote and support large **corporations owning and operating** local stores and restaurants.
 ■ Don't Know / No Opinion

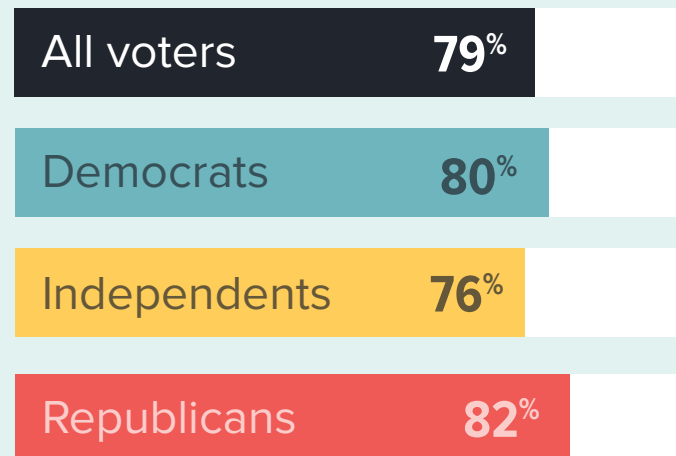


## HEALTH CARE

### Majority of Americans Support Cost Containment in Health Reform

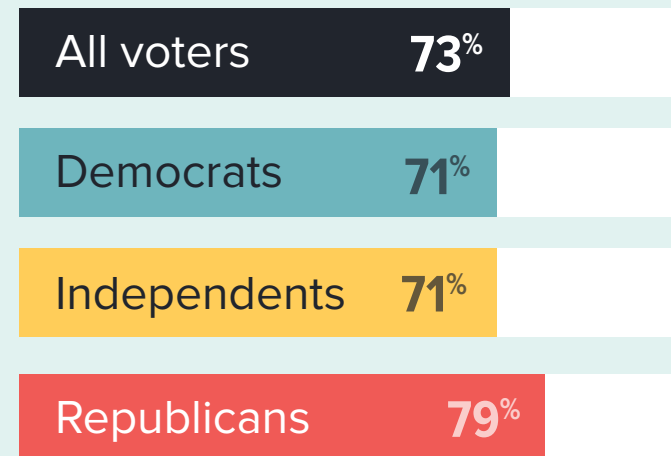
#### SUPPORT FOR:

Allowing small businesses to use their purchasing power to buy high quality and affordable health insurance in the large group market



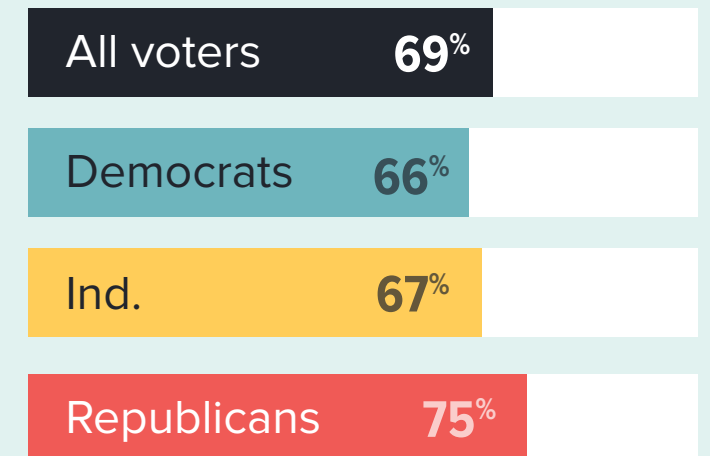
#### SUPPORT FOR:

Expanding and simplifying health savings accounts that provide individuals with opportunities to save for medical costs through tax-deductible contributions



#### SUPPORT FOR:

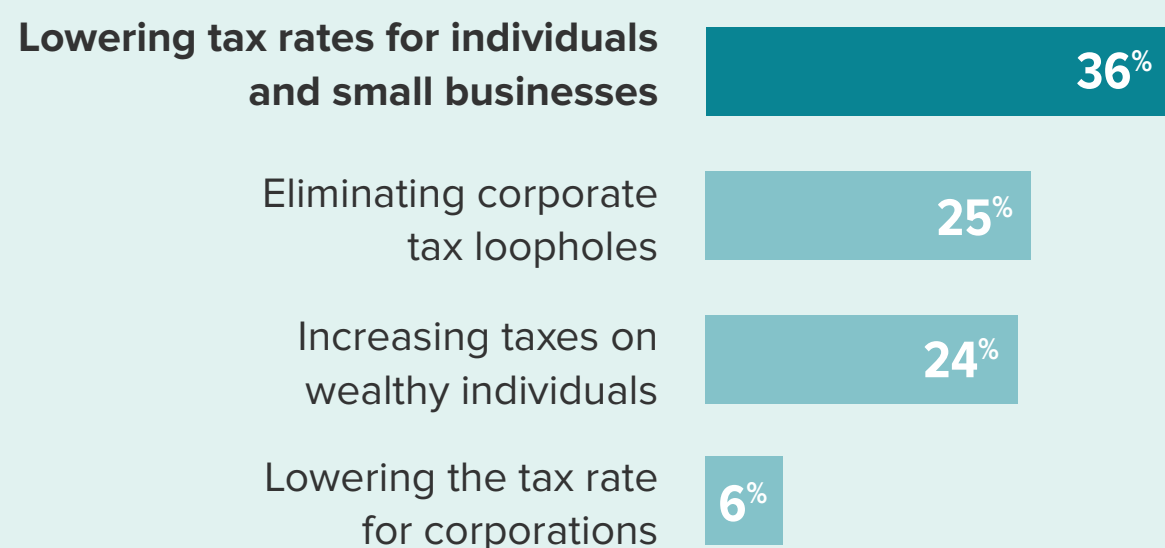
Allowing the sale of health insurance plans across state lines



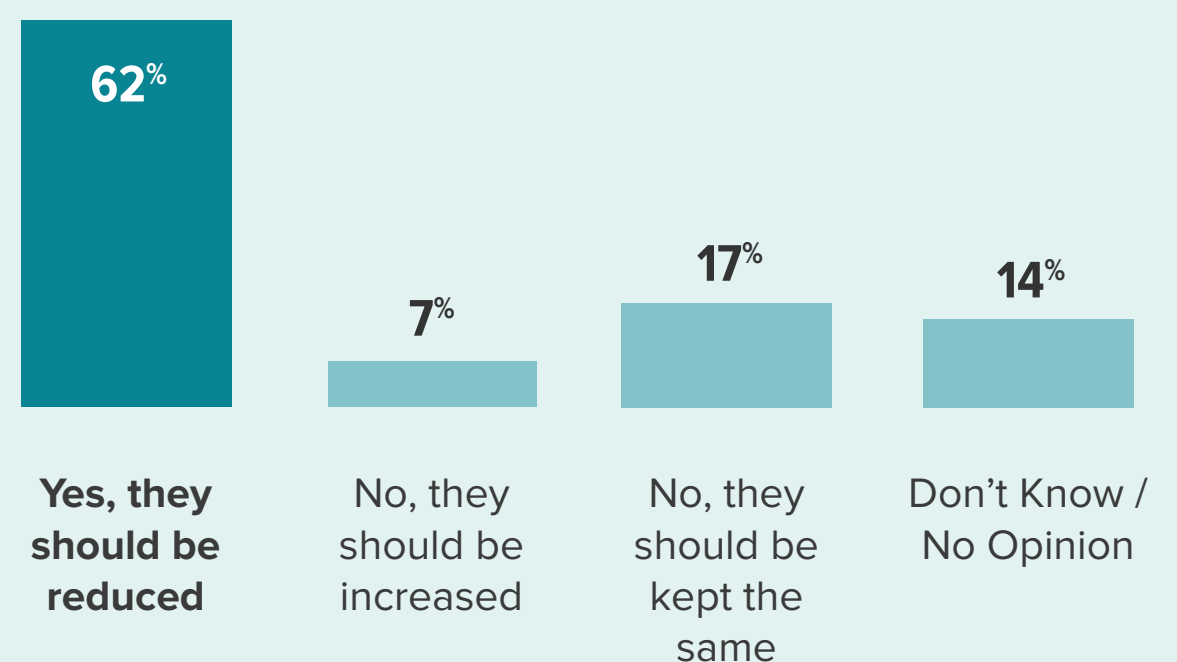
## TAX REFORM

### Americans Agree Tax Reform Should Reduce Taxes for Both Small and Large Businesses

When it comes to tax reform, which of the following should be the highest priority for the next Congress and Administration?



If effective tax rates for large corporations are reduced, should effective tax rates for small businesses also be reduced?



JOINT EMPLOYER: Morning Consult conducted this poll among a national sample of 11,994 registered voters from May 13-27, 2016 and Jan. 12-13, 2017. Margin of error: +/- 1 percentage point.

HEALTH CARE & TAX REFORM: Morning Consult conducted this poll among a national sample of 1,991 registered voters from Jan. 12-13, 2017. Margin of error: +/- 2 percentage points.