

TO: International Franchise Association
FR: Morning Consult
DT: June 7, 2017
RE: Survey of Franchise Owners and Potential Franchise Buyers/Investors

Morning Consult, on behalf of the International Franchise Association, conducted an online survey from May 22 – June 5, 2017, among a sample of self-reported franchise owners and potential franchise buyers/investors. Among the sample, 272 are members of the International Franchise Association and/or MFV Expositions mailing lists, while 422 cases were collected from the general population. Twenty-one percent of the sample is comprised of current franchise owners.

Franchise Owners and Prospective Owners Twice as Likely to Say Economy Is Improving

- 38% report that the economy is improving, versus 19% that say it is not improving.
- Current franchise owners are most positive, with over half (52%) saying that the economy is improving and only 14% saying it is not improving.
- Over half of current franchise owners (54%) report being more optimistic about their future business plans.
- Younger franchise owners and potential buyers/investors also show high levels of optimism. Almost half (45%) of 18-34 year olds report being more optimistic, while only 15% of this age cohort is less optimistic.

Large Majority Say They Are Likely to Invest in Business

- Three in 10 (31%) are more likely to buy or invest in a business than six months ago, 4 in 10 (36%) are as likely as before
- Only two in 10 (19%) are less likely.

Clear agreement on policy priorities

Franchise owners and potential buyers/investors are clear on steps policy makers can take to improve the economy and their business prospects.

- Large majorities say the following policies would improve the economy:
 - Reducing red tape to make it easier to start a business (78%)
 - Reducing regulations on small businesses (75%)
 - Lowering taxes (72%)
 - Providing more job training (69%)
 - Providing more credit access (68%)
- When asked which policy would do the most to improve the economy, reducing red tape to make it easier to start a business was the top policy proposal for younger respondents (23% of both 18-34 year olds and 35-44 year olds), while older respondents were more likely to prioritize lowering taxes and cutting regulations on small businesses.