

## National Tracking Poll

Project: 170513

N Size: 694 Franchise Owners/Potential Buyers

Margin of Error: ± 4%

May 22 - June 05, 2017

### Topline Report

Question	Response	Frequency	Percentage
P1	<i>Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?</i>		
	Right Direction	337	49%
	Wrong Track	357	51%
Q172	<i>Do you approve or disapprove of the job Donald Trump is doing as President?</i>		
	Strongly Approve	169	24%
	Somewhat Approve	172	25%
	Somewhat Disapprove	97	14%
	Strongly Disapprove	234	34%
	Don't Know / No Opinion	22	3%
P3	<i>Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?</i>		
	Economic Issues	290	42%
	Security Issues	112	16%
	Health Care Issues	128	18%
	Senior's Issues	36	5%
	Women's Issues	33	5%
	Education Issues	44	6%
	Energy Issues	29	4%
	Other	22	3%
IFA1_1	<i>Have you ever considered doing any of the following? Purchasing a franchise business or obtaining a franchise license</i>		
	Yes	370	53%
	No	299	43%
	Don't Know / No Opinion	25	4%
IFA1_2	<i>Have you ever considered doing any of the following? Starting your own small business</i>		
	Yes	584	84%
	No	102	15%
	Don't Know / No Opinion	8	1%

Question	Response	Frequency	Percentage
IFA1_3	<i>Have you ever considered doing any of the following? Investing in a small business or startup company</i>		
	Yes	439	63%
	No	233	34%
	Don't Know / No Opinion	22	3%
IFA1_4	<i>Have you ever considered doing any of the following? Requesting more information on purchasing or starting a franchise business</i>		
	Yes	395	57%
	No	276	40%
	Don't Know / No Opinion	23	3%
IFA2	<i>Are you considering investing or buying a franchise in the next 6 months?</i>		
	Yes	211	30%
	No	483	70%
IFA3	<i>Do you currently own and/or operate a franchise business?</i>		
	Yes	145	21%
	No	543	78%
	Don't Know / No Opinion	6	1%
IFA5	<i>Has your attitude about the economy changed in the last six months?</i>		
	Economy is improving	261	38%
	Economy is about the same	279	40%
	Economy is not improving	134	19%
	Don't Know / No Opinion	20	3%
IFA7	<i>As you think about your own business plans for the future, would you say you are...</i>		
	More optimistic	277	40%
	About the same	256	37%
	Less optimistic	119	17%
	Don't Know / No Opinion	42	6%
IFA9	<i>As you think about going into business investing in a current business or buying into a new business are you...</i>		
	More likely to buy/invest in a business than six months ago	215	31%
	No difference	252	36%
	Less likely to buy/invest in a business than six months ago	130	19%
	Don't Know / No Opinion	97	14%

Question	Response	Frequency	Percentage
IFA12	<i>Since the 2016 election for president, do you think the country is moving more...</i>		
	On the right track	297	43%
	On the wrong track	315	45%
	No difference since the election	82	12%
IFA13_1	<i>Here are some potential steps policymakers and elected officials could take that may improve the economy and your business prospects. How likely are each of the following to improve the economy and your business prospects? Lower taxes</i>		
	Very likely	287	41%
	Somewhat likely	215	31%
	Not too likely	98	14%
	Not likely at all	61	9%
	Don't Know / No Opinion	33	5%
IFA13_2	<i>Here are some potential steps policymakers and elected officials could take that may improve the economy and your business prospects. How likely are each of the following to improve the economy and your business prospects? Reduce regulations on small business</i>		
	Very likely	280	40%
	Somewhat likely	242	35%
	Not too likely	92	13%
	Not likely at all	49	7%
	Don't Know / No Opinion	31	4%
IFA13_3	<i>Here are some potential steps policymakers and elected officials could take that may improve the economy and your business prospects. How likely are each of the following to improve the economy and your business prospects? Make it easier for businesses to start (reduce red tape)</i>		
	Very likely	303	44%
	Somewhat likely	235	34%
	Not too likely	85	12%
	Not likely at all	33	5%
	Don't Know / No Opinion	38	5%
IFA13_4	<i>Here are some potential steps policymakers and elected officials could take that may improve the economy and your business prospects. How likely are each of the following to improve the economy and your business prospects? Provide more job training</i>		
	Very likely	226	33%
	Somewhat likely	251	36%
	Not too likely	134	19%
	Not likely at all	42	6%
	Don't Know / No Opinion	41	6%

Question	Response	Frequency	Percentage
IFA13_5	<i>Here are some potential steps policymakers and elected officials could take that may improve the economy and your business prospects. How likely are each of the following to improve the economy and your business prospects? Provide more credit access</i>		
	Very likely	215	31%
	Somewhat likely	259	37%
	Not too likely	131	19%
	Not likely at all	47	7%
	Don't Know / No Opinion	42	6%
IFA14	<i>Which of the following would do the most to improve the economy and your business prospects?</i>		
	Lower taxes	176	25%
	Reduce regulations on small business	149	21%
	Make it easier for businesses to start (reduce red tape)	125	18%
	Provide more job training	78	11%
	Provide more credit access	98	14%
	Other (Please Specify)	22	3%
	Don't Know / No Opinion	46	7%

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Franchise Owners/Potential Buyers	694	100%
xdemGender	Gender: Male	451	65%
	Gender: Female	243	35%
	N	694	
age5	Age: 18-29	105	15%
	Age: 30-44	273	39%
	Age: 45-54	120	17%
	Age: 55-64	104	15%
	Age: 65+	92	13%
	N	694	
xpid3	PID: Dem (no lean)	211	30%
	PID: Ind (no lean)	231	33%
	PID: Rep (no lean)	252	36%
	N	694	
xpidGender	PID/Gender: Dem Men	123	18%
	PID/Gender: Dem Women	88	13%
	PID/Gender: Ind Men	155	22%
	PID/Gender: Ind Women	76	11%
	PID/Gender: Rep Men	173	25%
	PID/Gender: Rep Women	79	11%
	N	694	
xdemTea	Tea Party: Supporter	217	31%
	Tea Party: Not Supporter	473	68%
	N	690	
xdemIdeo3	Ideo: Liberal (1-3)	249	36%
	Ideo: Moderate (4)	166	24%
	Ideo: Conservative (5-7)	261	38%
	N	676	
xeduc3	Educ: < College	204	29%
	Educ: Bachelors degree	248	36%
	Educ: Post-grad	242	35%
	N	694	
xdemInc3	Income: 50k-100k	389	56%
	Income: 100k+	305	44%
	N	694	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	580	84%
xdemHispBin	Ethnicity: Hispanic	84	12%
demBlackBin	Ethnicity: Afr. Am.	51	7%
demRaceOther	Ethnicity: Other	63	9%
xrelNet	Relig: Protestant	168	24%
	Relig: Roman Catholic	198	29%
	Relig: Ath./Agn./None	174	25%
	Relig: Something Else	128	18%
	<i>N</i>	668	
xreligion1	Relig: Jewish	36	5%
xreligion2	Relig: Evangelical	139	20%
	Relig: Non-Evang. Catholics	252	36%
	<i>N</i>	391	
xreligion3	Relig: All Christian	391	56%
	Relig: All Non-Christian	302	44%
	<i>N</i>	693	
xdemUsr	Community: Urban	222	32%
	Community: Suburban	374	54%
	Community: Rural	98	14%
	<i>N</i>	694	
xdemEmploy	Employ: Private Sector	368	53%
	Employ: Government	43	6%
	Employ: Self-Employed	146	21%
	Employ: Homemaker	24	3%
	Employ: Student	18	3%
	Employ: Retired	59	9%
	Employ: Unemployed	17	2%
	Employ: Other	19	3%
	<i>N</i>	694	
	xdemJobStatus	Job Type: White-collar	450
Job Type: Blue-collar		195	28%
Job Type: Don't Know		49	7%
<i>N</i>		694	
xdemMilHH1	Military HH: Yes	137	20%
	Military HH: No	557	80%
	<i>N</i>	694	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	337	49%
	RD/WT: Wrong Track	357	51%
	N	694	
Q172	Strongly Approve	169	24%
	Somewhat Approve	172	25%
	Somewhat Disapprove	97	14%
	Strongly Disapprove	234	34%
	Don't Know / No Opinion	22	3%
	N	694	
xnr3	#1 Issue: Economy	290	42%
	#1 Issue: Security	112	16%
	#1 Issue: Health Care	128	18%
	#1 Issue: Medicare / Social Security	36	5%
	#1 Issue: Women's Issues	33	5%
	#1 Issue: Education	44	6%
	#1 Issue: Energy	29	4%
	#1 Issue: Other	22	3%
	N	694	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	256	37%
	2016 Vote: Republican Donald Trump	282	41%
	2016 Vote: Someone else	66	10%
	N	604	
xsubVote12O	2012 Vote: Barack Obama	297	43%
	2012 Vote: Mitt Romney	244	35%
	2012 Vote: Other	18	3%
	2012 Vote: Didn't Vote	135	19%
	N	694	
xreg4	4-Region: Northeast	152	22%
	4-Region: Midwest	121	17%
	4-Region: South	265	38%
	4-Region: West	141	20%
	N	679	
elites	Is Elite	272	39%
	Is Not Elite	422	61%
	N	694	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

