

EXPLORE STATE-BY-STATE DATA

Select a region to see:

- 2016 economic data
- 2017 forecast data
- Public opinion on franchising



NATIONAL ECONOMIC IMPACT

	In Franchises	Because of Franchises	Overall 2017 forecast
establishments	733K	N/A	EMPLOYMENT
jobs	7.6M	744.4K 13.3M	7.9M
payroll	\$269.9B	\$565.8B +1.6% from 2016	+3.3% from 2016
output	\$674.3B	\$1.6T \$710B	GDP
GDP	\$404.6B	\$925.9B +5.3% from 2016	\$426B +5.2% from 2016

FULL REPORT  
([HTTP://WWW.FRANCHISE.ORG/SITES/DEFAULT/FILES/ECONOMIC%20IMPACT%20OF%20FRANCHISED%20BUSINESS](http://www.franchise.org/sites/default/files/economic%20impact%20of%20franchised%20businesses))

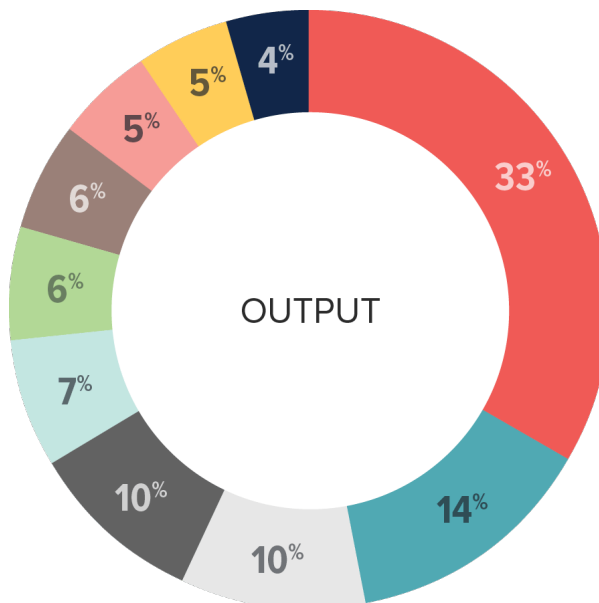
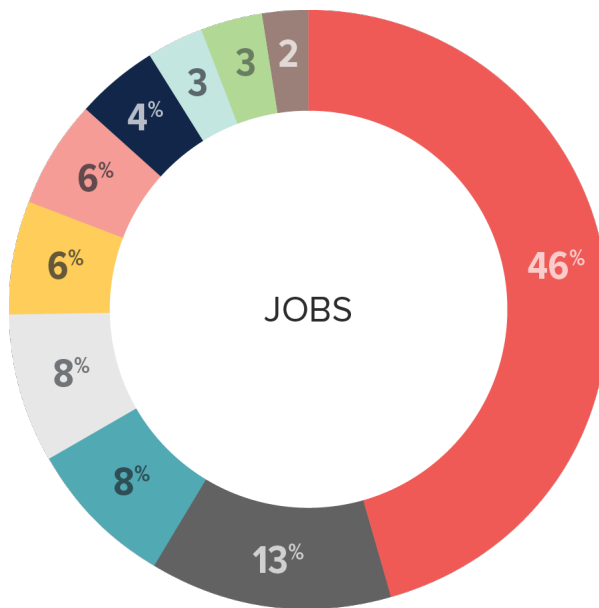
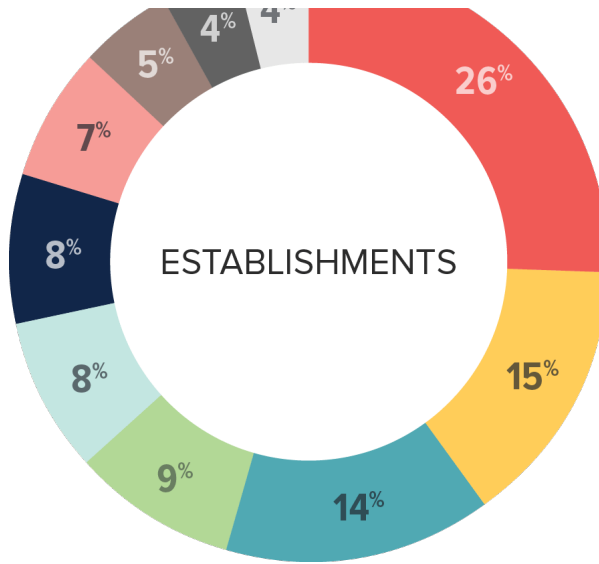
NATIONAL POLLING  
See State-by-State Forecast Data:

76% have a favorable opinion of family owned franchises.

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

ALL POLLING

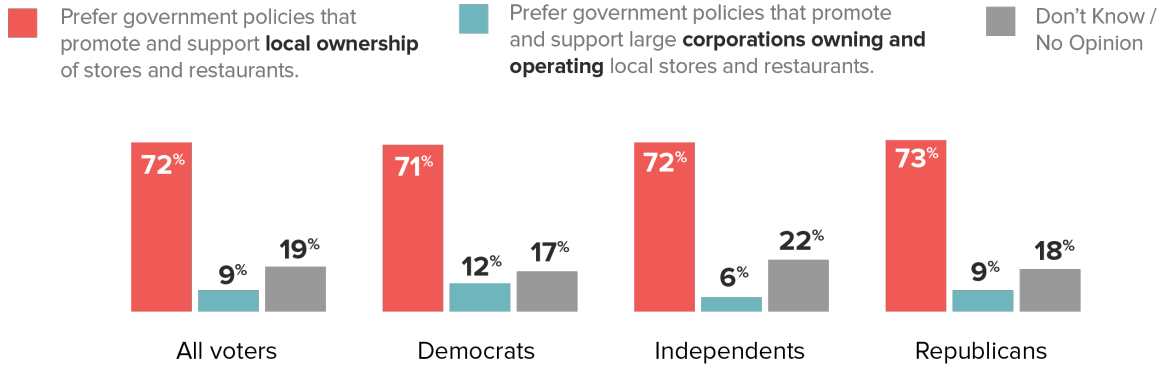
- Quick Service Restaurants
- Personal Services
- Business Services
- Commercial & Residential Services
- Real Estate
- Retail Products & Services
- Retail Food
- Automotive
- Table/Full Service Restaurants
- Lodging



**POLICY**

**JOINT EMPLOYER** **Wide Bipartisan Majorities Want Congress and the Administration to Support Locally-Owned Businesses**

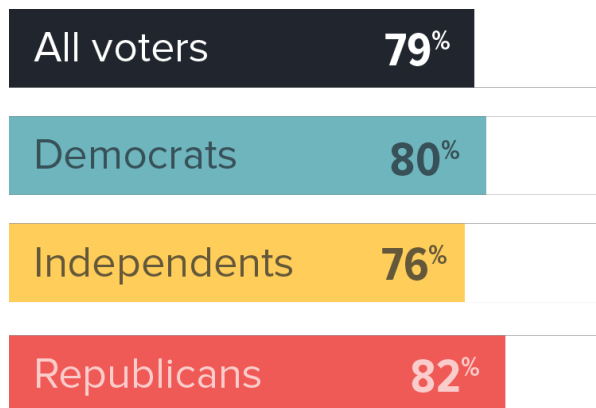
**Which of the following would you prefer?**



**HEALTHCARE** **Majority of Americans Support Cost Containment in Health Reform**

**SUPPORT FOR:**

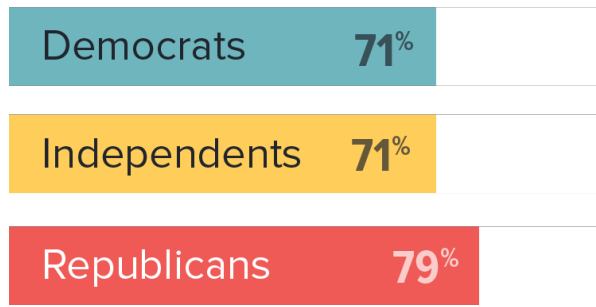
Allowing small businesses to use their purchasing power to buy high quality and affordable health insurance in the large group market



**SUPPORT FOR:**

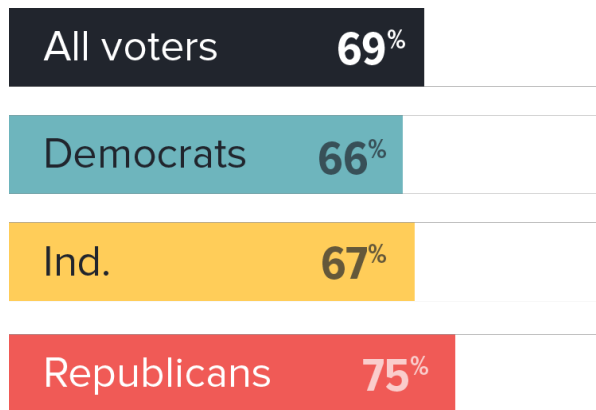
Expanding and simplifying health savings accounts that provide individuals with opportunities to save for medical costs through tax-deductible contributions





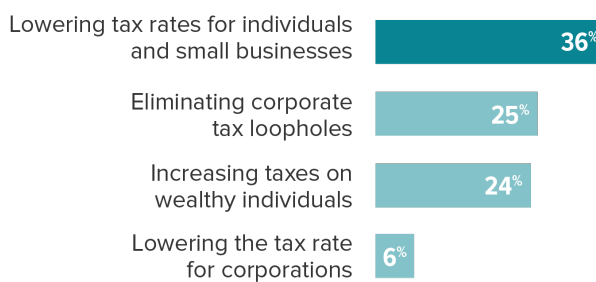
**SUPPORT FOR:**

Allowing the sale of health insurance plans across state lines

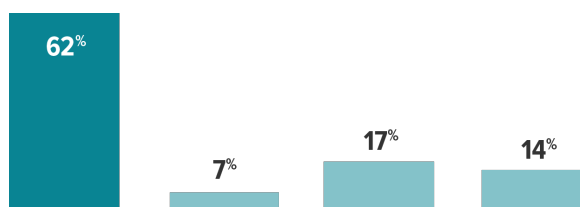


**TAX REFORM Americans Agree Tax Reform Should Reduce Taxes for Both Small and Large Businesses**

**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?**



Yes, they  
should be  
**reduced**

No, they  
should be  
**increased**

No, they  
should be  
**kept the  
same**

Don't Know /  
No Opinion

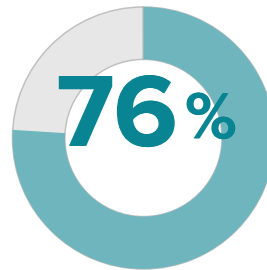
## PUBLIC OPINION POLLING SHOWS AMERICANS SUPPORT FRANCHISES

### Franchise Establishments Get High Marks From Voters Across Party Lines

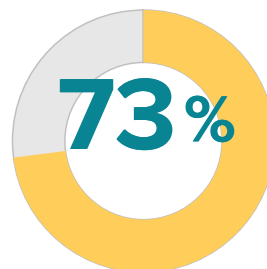
Voters who have a favorable view of neighborhood family-owned franchise businesses:

# 76%

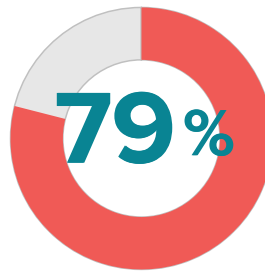
of all voters



of Democrats



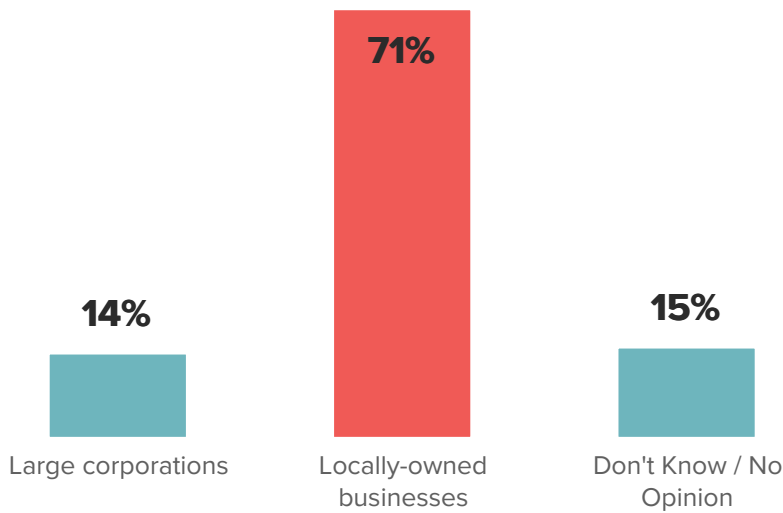
of Independents



of Republicans

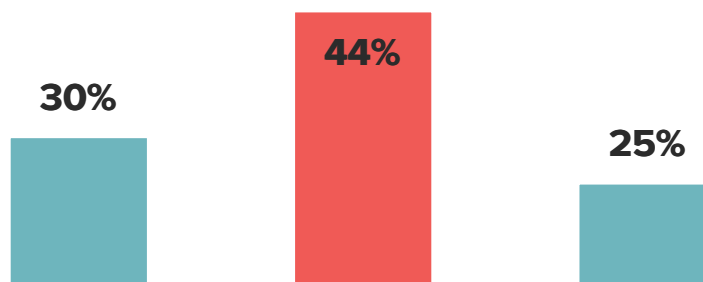
### Voters Think Locally-Owned Businesses Are More Likely to Work to Support Local Community

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



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

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





Large corporations  
run by managers



Locally-owned  
businesses operated  
by entrepreneurs



Don't Know / No  
Opinion

## FRANCHISE FAST FACTS

### THE FRANCHISE BUSINESS MODEL

- Brings together brands, local business owners, employees, and the local community.
- Is a uniquely accessible business model which allows you to start at the entry level and have the opportunity to own your own business.

Has created tens of thousands of small business owners and millions of opportunities for workers while being the largest vocational training industry in America.

### U.S. FRANCHISE FACTS

- Locally owned franchises are America's hidden small businesses, with 733,000 establishments across the country.
- Franchising directly contributes \$674.3 billion in economic output, accounting for roughly 2.5% of private sector U.S. GDP.

Franchising is a job-creating mechanism that not only offers opportunities to entrepreneurs but also supports more than 7.6 million direct jobs nationwide.

### FRANCHISE BUSINESS: GOOD FOR AMERICA, GOOD FOR LOCAL COMMUNITIES

The International Franchise Association is the world's oldest and largest organization representing franchising worldwide. Celebrating 50 years of excellence, education and advocacy, IFA works to protect franchisees, and promote franchising through its government relations and public policy, media relations, and educational programs.