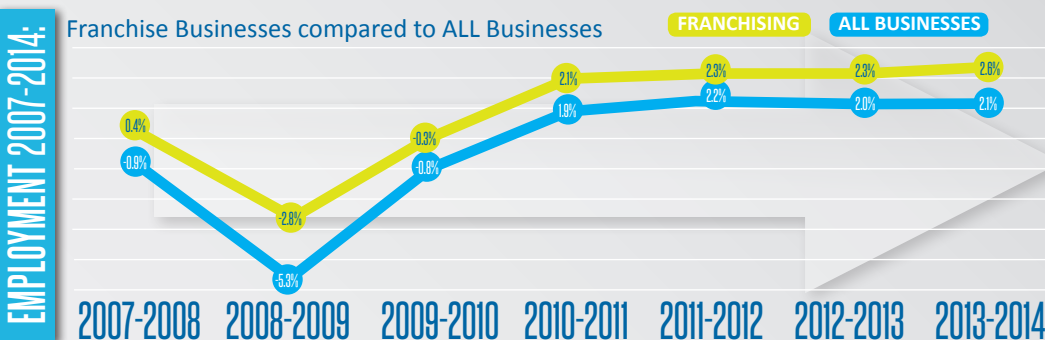


# 2014 FRANCHISE BUSINESS ECONOMIC OUTLOOK



**Franchising**  
Building local businesses,  
one opportunity at a time.

## Franchise Businesses Create Jobs Faster than Other Businesses



## FRANCHISE BUSINESS ECONOMIC OUTLOOK



### OUTPUT

The output of franchise establishments in nominal dollars in 2014 will increase 4.8 percent from \$803 billion to \$841 billion (an increase of \$38 billion).



### ESTABLISHMENTS

The number of franchise establishments in the United States will increase by 1.7 percent in 2014, from 757,503 to 770,069 (an increase of 12,566).



### EMPLOYMENT

The number of direct jobs in franchise establishments will increase 2.6 percent in 2014 from 8,327 million to 8,548 million (an increase of 221,000).

Source: IHS Global Insight

## Franchise Business Economic Outlook, 2007-2014

Source: IHS Global Insight

	ESTIMATES							FORECAST
	2007	2008	2009	2010	2011	2012	2013	(May 2014) 2014
<b>Establishments</b>	770,835	774,016	746,646	740,098	736,114	747,359	757,503	770,069
<i>Percent change</i>		0.4%	-3.5%	-0.9%	-0.5%	1.5%	1.4%	1.7%
<b>Direct Employment</b>	7,994,000	8,028,000	7,800,000	7,780,000	7,940,000	8,127,000	8,327,000	8,548,000
<i>Percent change</i>		0.4%	-2.8%	-0.3%	2.1%	2.3%	2.5%	2.6%
<b>Output</b>	\$675 B	\$696 B	\$674 B	\$699 B	\$734 B	\$768 B	\$803 B	\$841 B
<i>Percent change</i>		3.2%	-3.2%	3.6%	5.0%	4.7%	4.6%	4.8%
<b>GDP</b>	\$403 B	\$410 B	\$405 B	\$414 B	\$434 B	\$453 B	\$472 B	\$494 B
<i>Percent change</i>		1.8%	-1.2%	2.2%	4.8%	4.4%	4.3%	4.6%

## Franchise Business Economic Outlook by Business Lines: 2014

Source: IHS Global Insight

BUSINESS LINES	ESTABLISHMENTS		EMPLOYMENT		OUTPUT (\$ BILLIONS)	
	Amount	Percent change over prior year	Amount	Percent change over prior year	Amount	Percent change over prior year
Automotive	30,954	1.2%	188,024	2.7%	40.23	3.9%
Business Services	96,201	2.8%	964,640	3.9%	155.72	5.1%
Commercial & Residential Services	63,102	2.1%	366,878	3.2%	54.88	4.8%
Lodging	26,403	1.8%	721,266	2.1%	82.79	5.3%
Personal Services	111,370	1.9%	678,176	2.5%	91.41	3.7%
Quick Service Restaurants	155,418	1.4%	3,241,180	2.8%	220.34	4.9%
Real Estate	89,265	1.7%	314,562	1.9%	52.64	5.6%
Retail Food	61,691	0.8%	496,894	1.8%	40.40	3.7%
Retail Products & Services	98,573	1.2%	498,144	1.7%	40.84	4.2%
Table/Full Service Restaurants	37,092	1.2%	1,077,878	2.4%	62.06	5.1%
<b>TOTAL</b>	<b>770,069</b>	<b>1.7%</b>	<b>8,547,642</b>	<b>2.6%</b>	<b>841.31</b>	<b>4.8%</b>

## EMPLOYMENT DISTRIBUTION BY SECTOR: 2014

Source: IHS Global Insight

