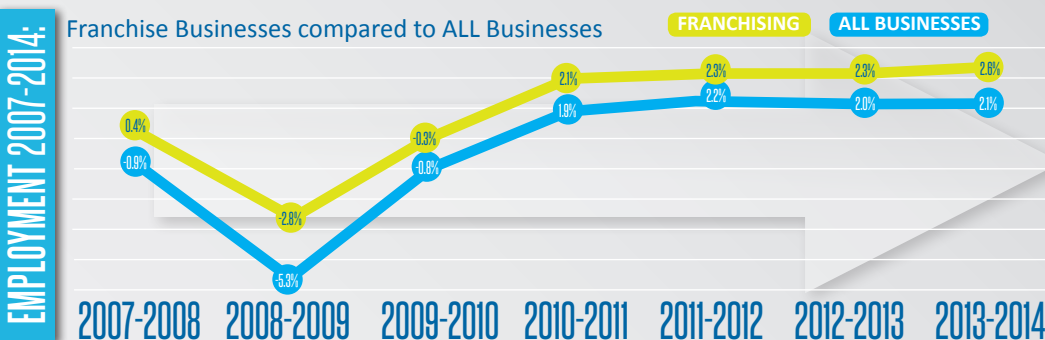


2014 FRANCHISE BUSINESS ECONOMIC OUTLOOK



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
Establishments	770,835	774,016	746,646	740,098	736,114	747,359	757,503	770,069
Percent change		0.4%	-3.5%	-0.9%	-0.5%	1.5%	1.4%	1.7%
Direct Employment	7,994,000	8,028,000	7,800,000	7,780,000	7,940,000	8,127,000	8,327,000	8,548,000
Percent change		0.4%	-2.8%	-0.3%	2.1%	2.3%	2.5%	2.6%
Output	\$675 B	\$696 B	\$674 B	\$699 B	\$734 B	\$768 B	\$803 B	\$841 B
Percent change		3.2%	-3.2%	3.6%	5.0%	4.7%	4.6%	4.8%
GDP	\$403 B	\$410 B	\$405 B	\$414 B	\$434 B	\$453 B	\$472 B	\$494 B
Percent change		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%
TOTAL	770,069	1.7%	8,547,642	2.6%	841.31	4.8%

EMPLOYMENT DISTRIBUTION BY SECTOR: 2014

Source: IHS Global Insight

