

NEW NATIONAL POLLING: AMERICANS BACK FRANCHISING AND THE AMERICAN FRANCHISE ACT

A franchise is a local business owned by an individual entrepreneur who has invested in a brand. A chain is owned top to bottom by a corporation. New national polling shows Americans prefer the franchise model, and they want it protected with the American Franchise Act.

Morning Consult, May 2026. National sample of 2,207 adults and state samples in MI, MD, CO, and VA.

THE FRANCHISE MODEL HAS PUBLIC BACKING

75% of Americans want clear, consistent legal protections for franchise owners.

73% support franchising as a way for brands to grow.

72% prefer franchises over corporate chains for their shopping.



Colleen
Local Owner

THE FRANCHISE DIFFERENCE

Americans rightly recognize the many local contributions of franchise businesses.

83%

of franchisees give to local charities

- ▶ \$2.3B donated
- ▶ \$2.6B raised
- ▶ 34M volunteer hours in a single year

The public sees it.

51% of Americans say franchises support their communities, vs. just **16%** for corporate chains.

8.8M

jobs nationwide

Franchise jobs:

- ▶ Pay better
- ▶ Last longer
- ▶ Offer more benefits

Americans agree.

45% say franchises treat employees better than corporate chains. Just **17%** say chains do.

85%

of franchisees live in the towns they serve

And they spend there too.

- ▶ Franchisees buy 40% of their goods from local suppliers

The neighbors notice.

44% of Americans say franchises invest profits back into the community, vs. **18%** for corporate chains.

61% OF AMERICANS SUPPORT THE AMERICAN FRANCHISE ACT



Americans don't just prefer the franchise model. They want it protected.

Republicans



Democrats



Independents



FOUR STATES. SAME ANSWER.

The national pattern holds in Michigan, Maryland, Colorado, and Virginia: Voters back the franchise model and want it protected.



76%

of Michiganders support legal protections for franchise owners.



83%

of Marylanders support franchising as a way for businesses to grow.



76%

of Coloradans prefer franchises over corporate chains.



80%

of Virginians want the government to protect the franchise model.

PROTECT THE FRANCHISE MODEL. PASS THE AMERICAN FRANCHISE ACT.

Learn more at franchise.org | International Franchise Association

Methodology: Morning Consult conducted national polling May 28-29, 2026 (N=2,207 adults, MoE ±2%) and state polling in Michigan, Maryland, Colorado, and Virginia (Ns and dates TK).

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