

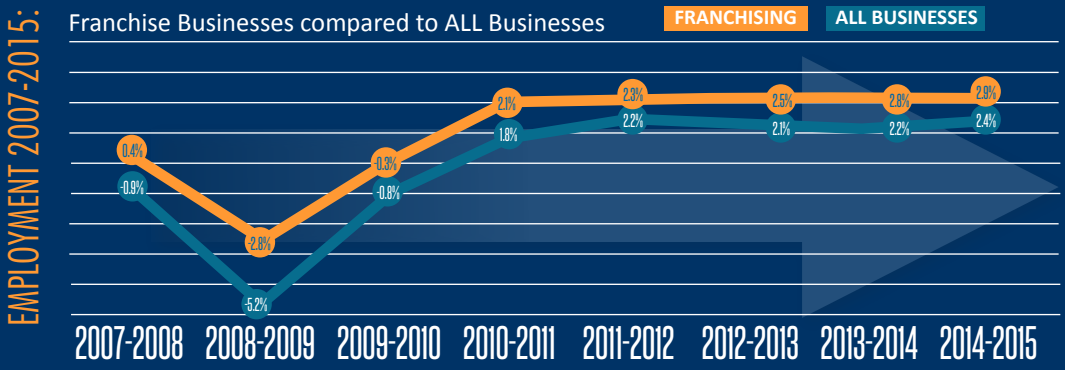
2015

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 2015 will increase 5.4 percent from \$844 billion to \$889 billion (an increase of \$45 billion).



ESTABLISHMENTS

The number of franchise establishments in the United States will increase by 1.6 percent in 2015, from 769,683 to 781,794 (an increase of 12,111).



EMPLOYMENT

The number of direct jobs in franchise establishments will increase 2.9 percent in 2015 from 8.569 million to 8.816 million (an increase of 247,000).

Source: IHS Global Insight

Franchise Business Economic Outlook, 2007-2015

Source: IHS Global Insight

	ESTIMATES								FORECAST
	2007	2008	2009	2010	2011	2012	2013	2014	2015
Establishments	770,835	774,016	746,646	740,098	736,114	747,359	757,857	769,683	781,794
Percent change		0.4%	-3.5%	-0.9%	-0.5%	1.5%	1.4%	1.6%	1.6%
Direct Employment	7,994,000	8,028,000	7,800,000	7,780,000	7,940,000	8,127,000	8,334,000	8,569,000	8,816,000
Percent change		0.4%	-2.8%	-0.3%	2.1%	2.3%	2.5%	2.8%	2.9%
Output	\$675 B	\$696 B	\$674 B	\$699 B	\$734 B	\$768 B	\$804 B	\$844 B	\$889 B
Percent change		3.2%	-3.2%	3.6%	5.0%	4.7%	4.7%	4.9%	5.4%
GDP	\$403 B	\$410 B	\$405 B	\$414 B	\$434 B	\$453 B	\$473 B	\$495 B	\$521 B
Percent change		1.8%	-1.2%	2.2%	4.8%	4.4%	4.4%	4.7%	5.1%

Franchise Business Economic Outlook by Business Lines: 2015

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	31,418	1.3%	192,729	2.6%	41.79	4.3%
Business Services	96,837	1.7%	987,835	2.7%	164.45	5.1%
Commercial & Residential Services	63,671	1.6%	374,227	2.8%	57.18	5.1%
Lodging	26,905	1.8%	746,588	2.7%	89.36	6.3%
Personal Services	113,875	1.9%	703,971	2.9%	97.00	5.3%
Quick Service Restaurants	157,595	1.6%	3,341,694	3.2%	233.36	5.7%
Real Estate	90,320	1.5%	321,794	2.6%	54.91	6.3%
Retail Food	62,740	1.1%	515,848	2.5%	42.30	3.9%
Retail Products & Services	100,897	1.6%	524,264	3.1%	43.32	5.1%
Table/Full Service Restaurants	37,536	1.2%	1,107,011	2.4%	65.36	5.1%
TOTAL	781,794	1.6%	8,815,961	2.9%	889.03	5.4%

EMPLOYMENT DISTRIBUTION BY SECTOR: 2015

Source: IHS Global Insight

