

# ADP NATIONAL FRANCHISE REPORT: TWO YEAR REVIEW





**ADP**<sup>®</sup>

**Research**  
INSTITUTE



# National Franchise Report<sup>®</sup>

Monthly Average for Last Two Years



↑ **22,900**

Change in U.S. franchise employment

## EMPLOYMENT GROWTH BY SELECTED INDUSTRIES\*

\*Components represent selected industries only. Growth rates reflect change from prior month.



Restaurants

↑ 11,600 / 0.3%



Auto Parts & Dealers

↑ 4,500 / 0.4%



Food Retailers

↑ 600 / 0.3%



Business Services

↑ 1,400 / 0.3%



Accommodations

↑ 1,200 / 0.2%



Real Estate

↑ <100 / 0.1%

# Overview



**15 diverse industries**



**Franchise employment comprises a large share of some industries**



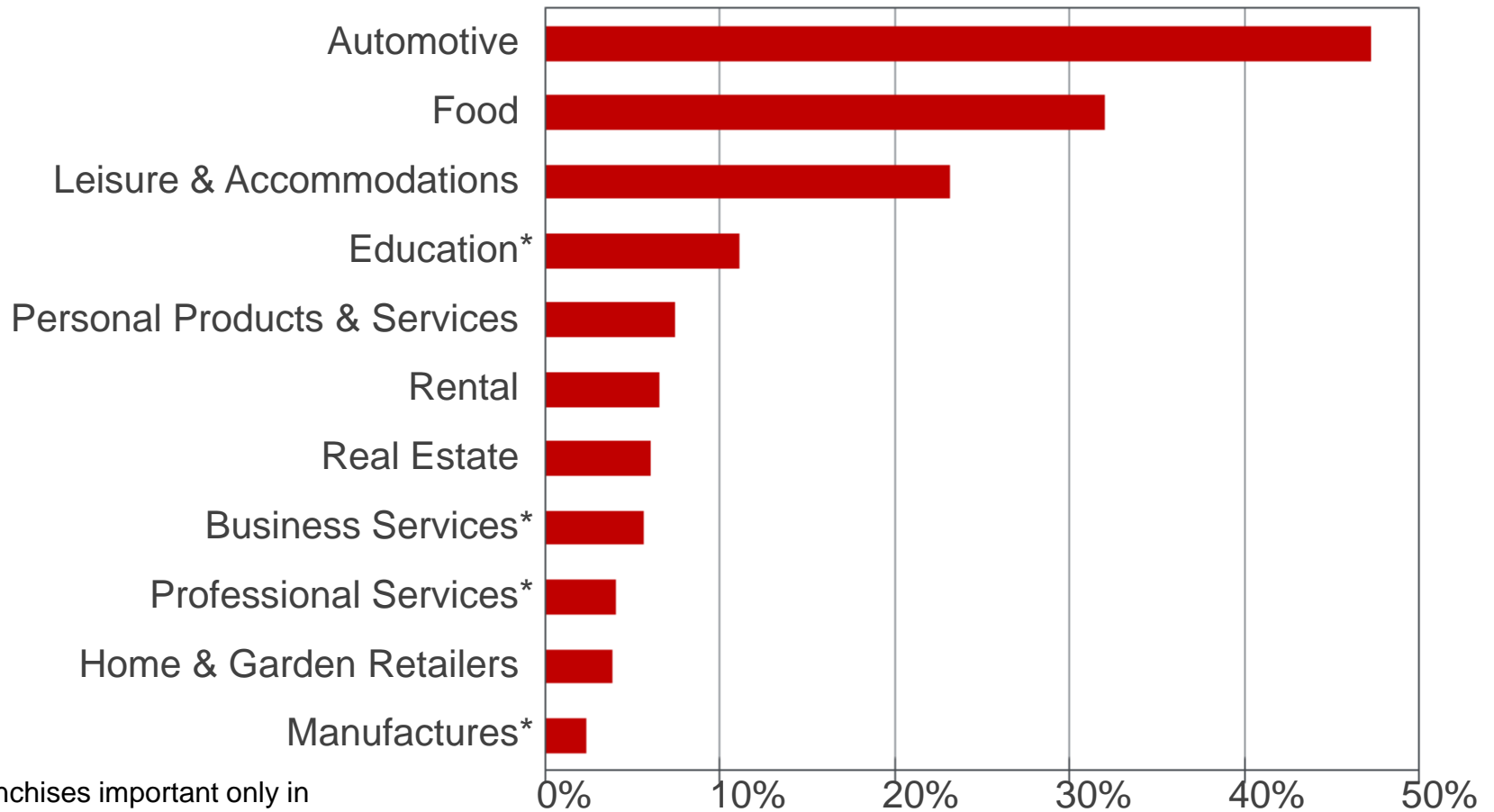
**Franchise market growth rate is strong**



**Top 6 = 90%**

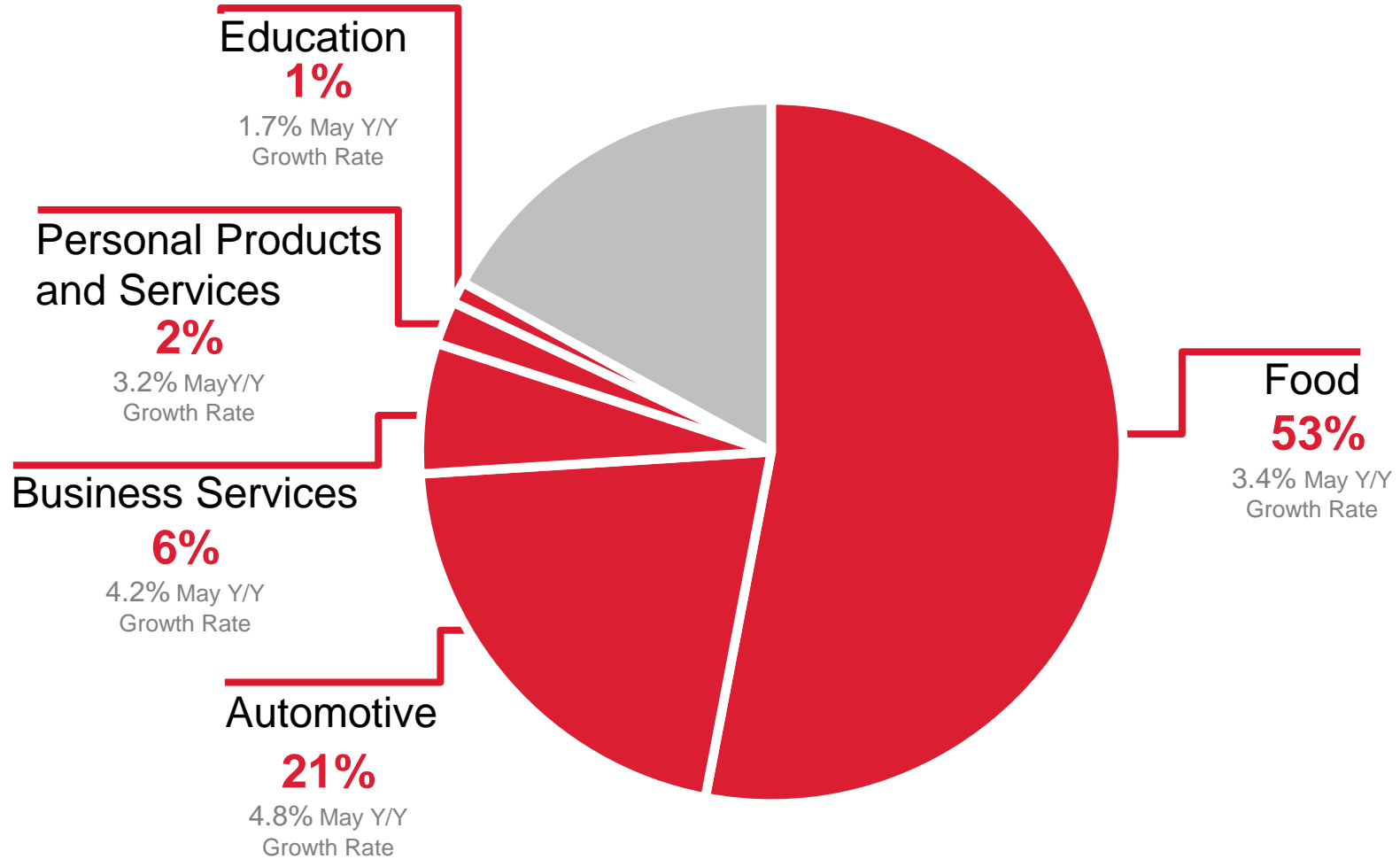
# Franchises Large Share of Some Industries

## Franchise share of industry employment



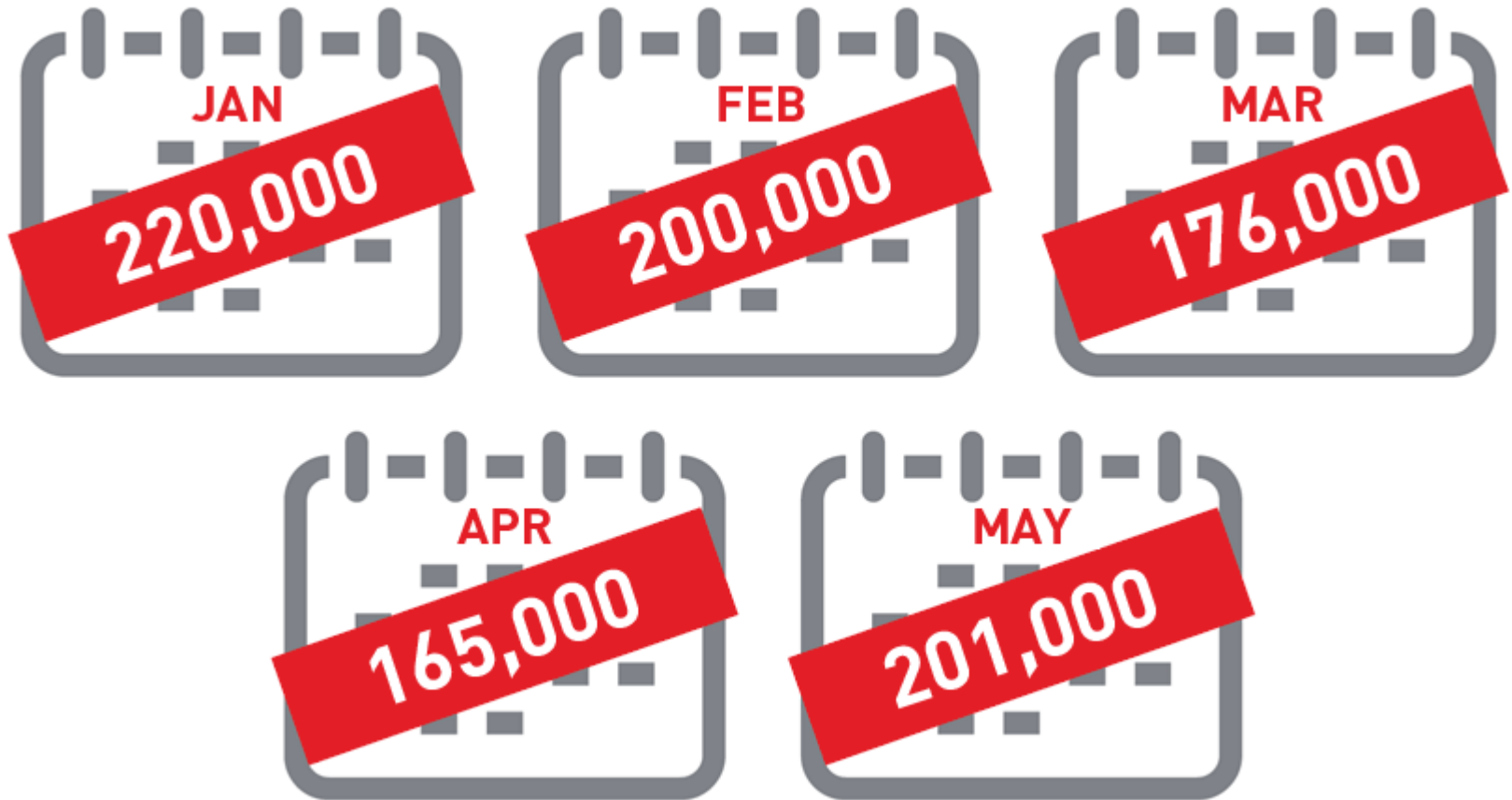
\* Franchises important only in sub-industries May 2014, 12 mo. avg.

# These Franchise Industries Comprise 83% of Franchise Market



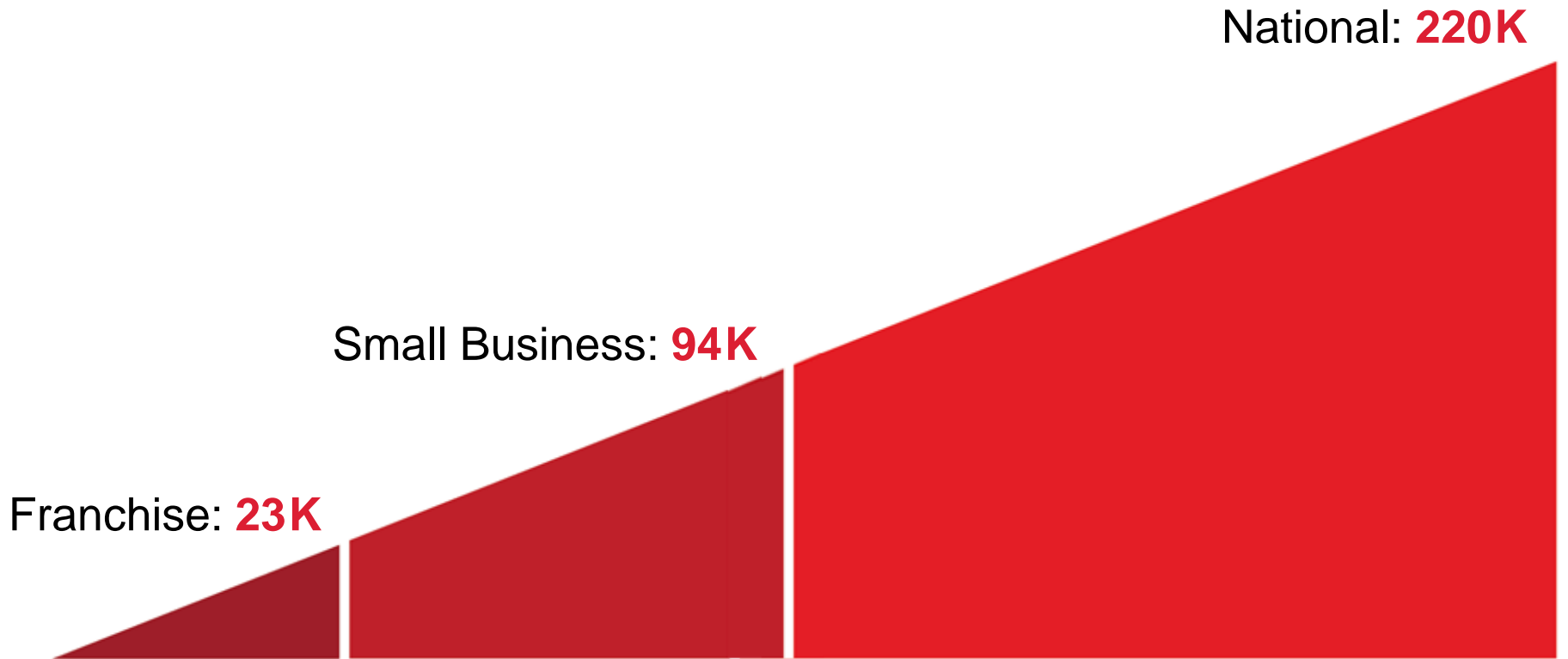
Source: ADP LLC, Moody's Analytics

For the last 5 months, the nation has averaged more than 190,000 new jobs each month



# The Franchise Market is an Integral Component of the U.S. Workforce

(average monthly jobs added last two years)

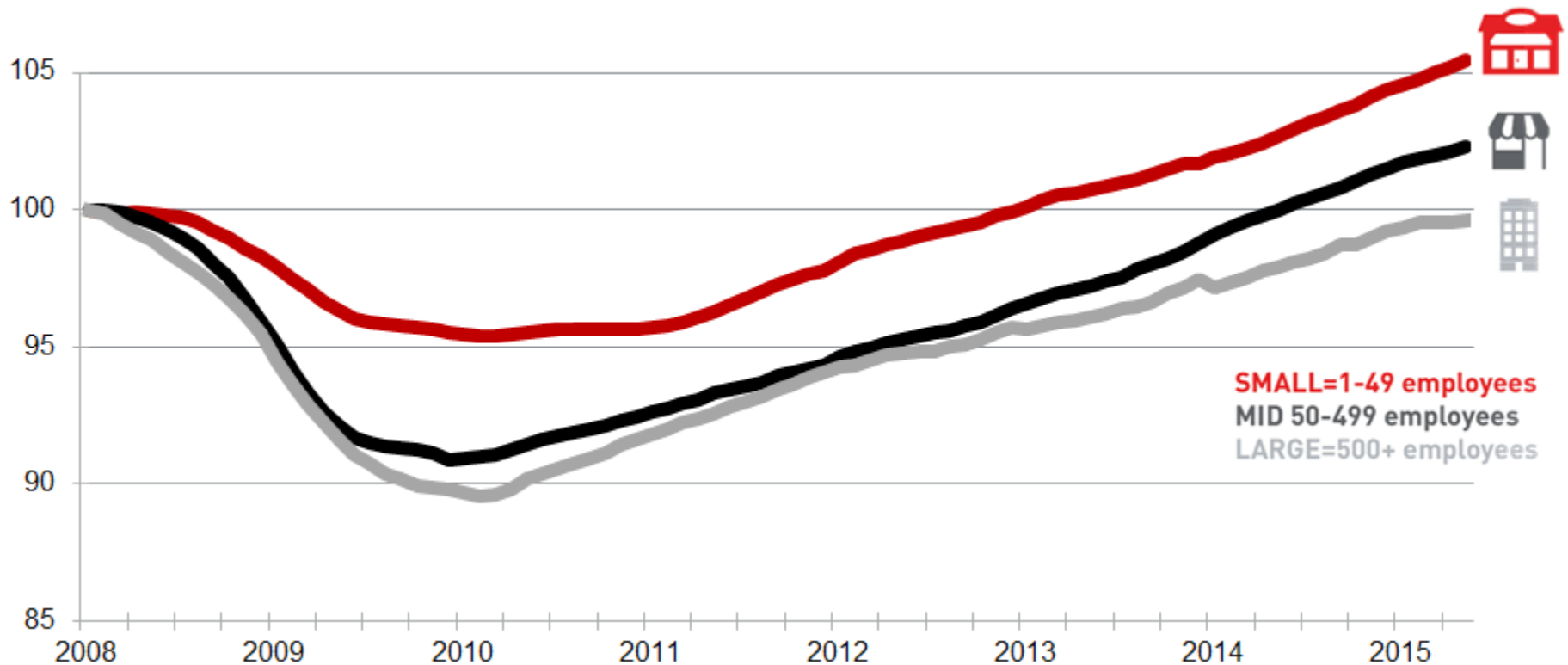


Source: ADP LLC, Moody's Analytics






**Larger companies were hit harder by the recession than smaller companies.**

**Since 2008, small companies have increased employment at the fastest rate.**



Source: ADP LLC, Moody's Analytics

# Franchise Market Growth Outpacing U.S. Total Employment and Small Business Market for Last Two Years

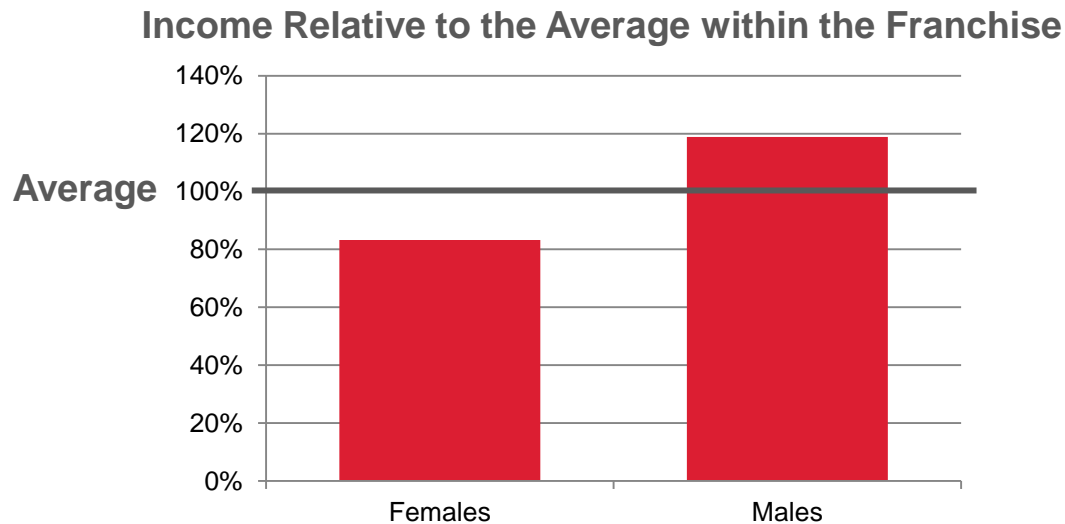
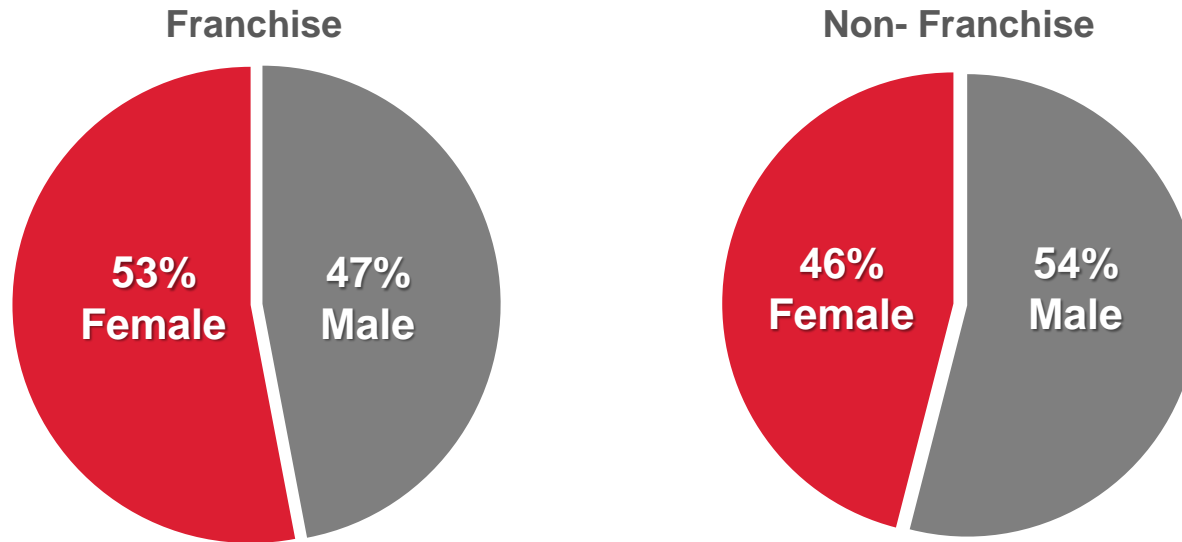
		<u>2015*</u>	<u>2014**</u>
Franchise		3.6%	3.2%
Small Business		2.7%	1.9%
National Employment		2.4%	2.2%

\* 2015 growth reflects May 2015 versus May 2014

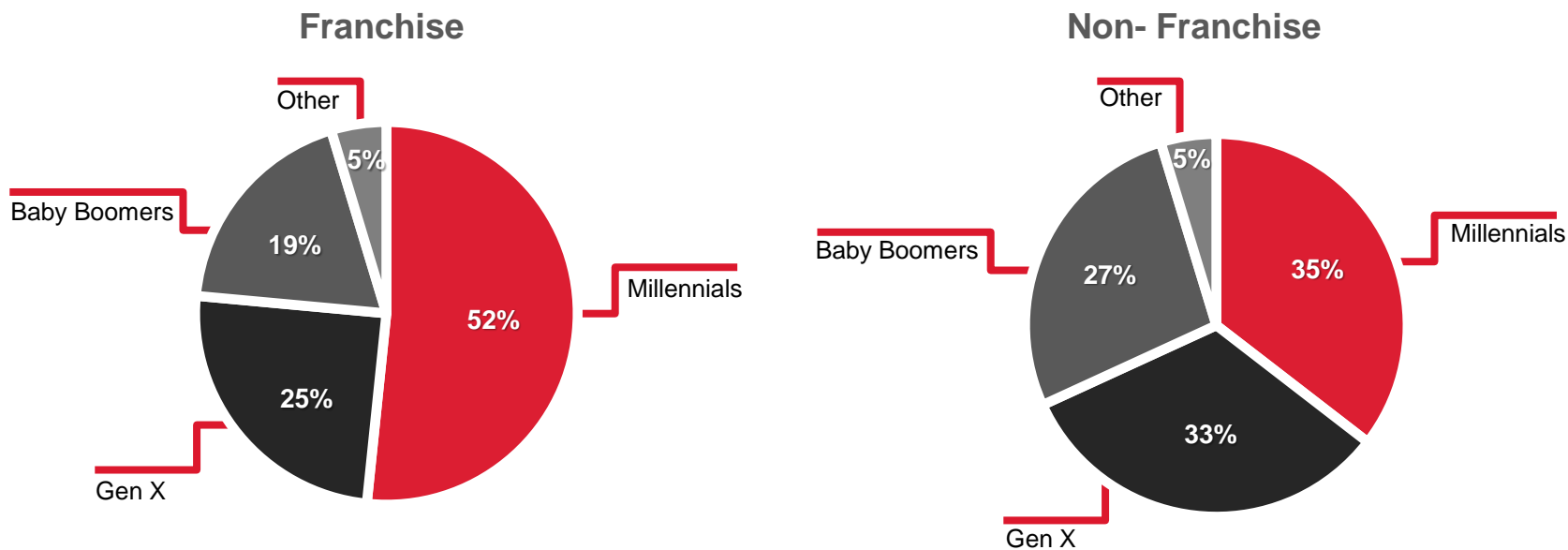
\*\* 2014 growth reflects May 2014 versus May 2013

Source: ADP LLC, Moody's Analytics

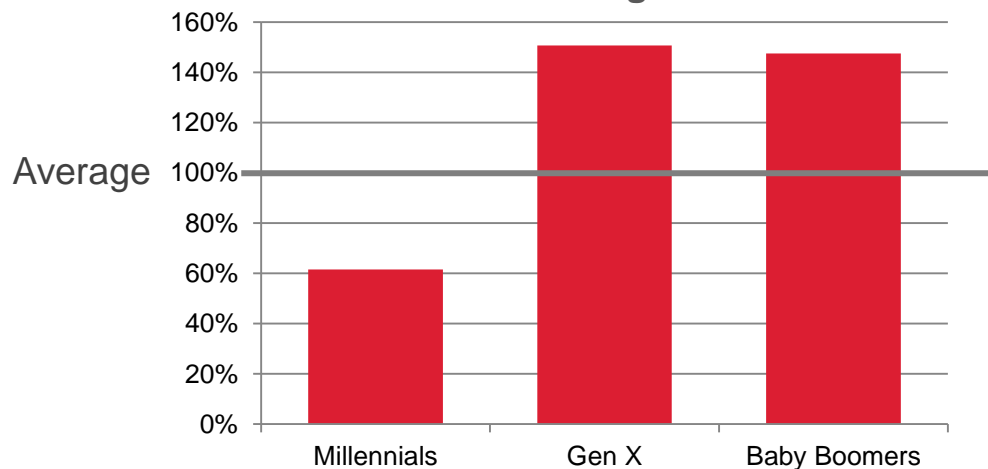
# Women and Franchises: Some Good, Some Not So Good



# Youth Rules in Franchises



### Income Relative to the Average within the Franchise



THANK YOU

