

# The Profile of Franchising

Volume III: A Statistical Abstract of  
1998 UFOC Data

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## 1.1

## Franchise Population by Industry Category

## Description

*Pie Chart:* Chart 1.1 breaks down the Franchise Population by industry category. Each slice of the pie chart represents the percentage of the entire Franchise Population in each of the 18 main industry categories.

## Methodology

FRANDATA analyzes the franchise industry according to its own coding system of 30 main industry category headings, and 212 sub-categories. For the purposes of this study, the 30 main categories were compressed into 18 larger groupings. The following chart explains how the 30 main categories were consolidated into the 18 industry categories used throughout this report:

AUTO: Automotive	RETL: Retail
BAKE: Baked Goods	BEAU: Beauty Related
BLDG: Building & Construction	COMP: Computer Products & Services
BLDG: Building & Construction	CLTH: Clothing & Accessories
DECR: Decorating & Home Design	PRTY: Party Related Goods & Services
BUSN: Business Services	PETS: Pet Related Products & Services
CHLD: Child Related	PHTO: Photographic Products & Services
EDUC: Education Related	RETL: Retail
FAST: Fast Food	VDEO: Video
FAST: Fast Food	SERV: Service Businesses
FRZN: Frozen Desserts	HLTH: Health & Fitness
LODG: Lodging	PUBL: Publications
MAIN: Maintenance Services	SECR: Security Related
PERS: Personnel Services	SERV: Service Businesses
PRNT: Printing	SPRT: Sports & Recreation
REAL: Real Estate	TRAV: Travel
REST: Restaurants	
RETF: Retail Food	

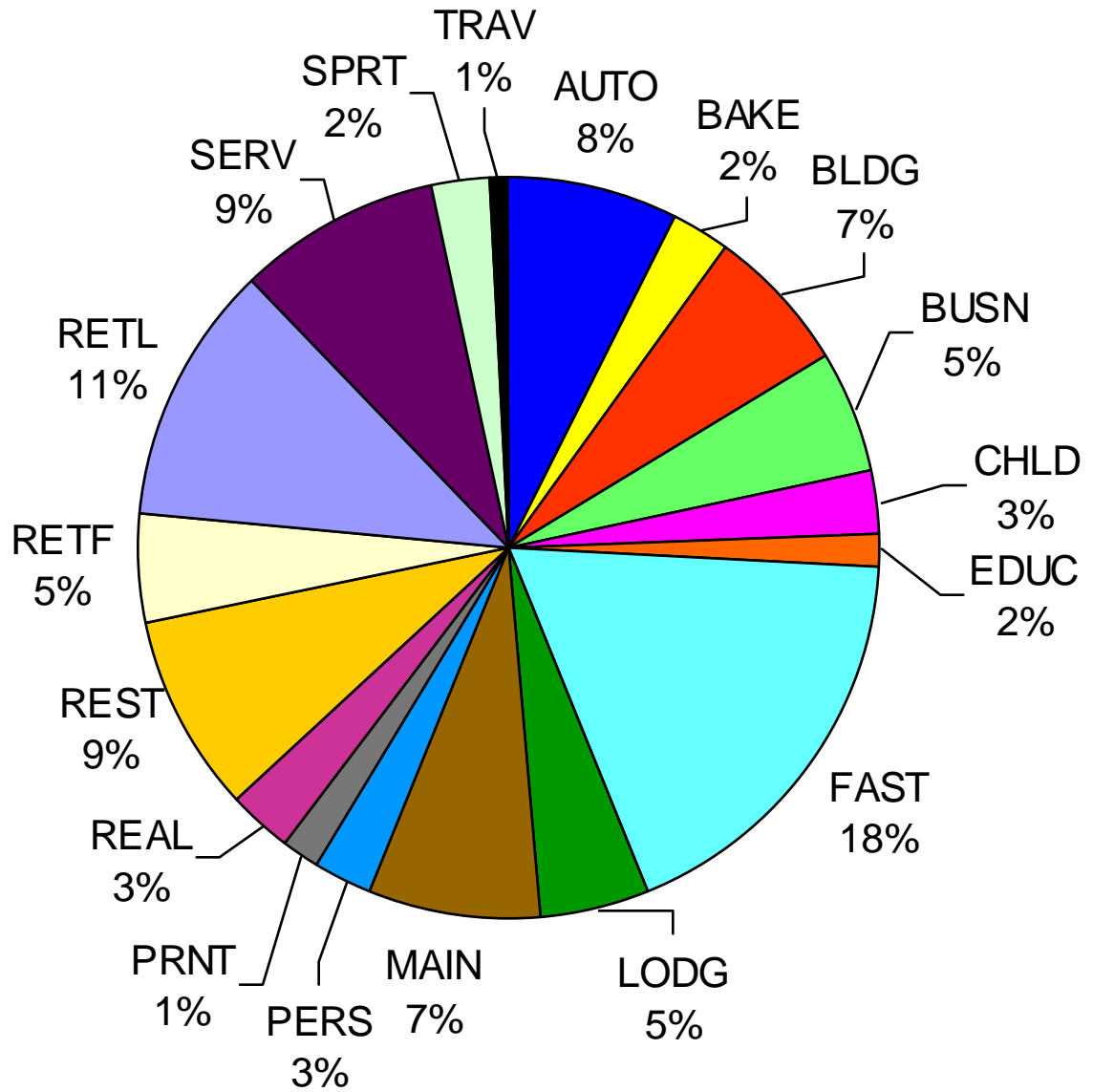
## Selected Findings

This initial chart serves as a guide to the categorical breakdown of the industries composing the Franchise Population. There are several general observations regarding this chart:

- 1) The four food-related industries (BAKE, FAST, REST, and RETF) comprise 34% of the Franchise Population.
- 2) The two largest Industries Fast Food Industry (FAST) and Retail Industry (RETL) combine to constitute 29% of the Franchise Population.
- 3) The Fast Food Industry (FAST) has the highest percentage of systems, capturing 18% of the Franchise Population (219 concepts).

1.1  
Franchise Population  
by Industry Category

1998



## 1.1 Franchise Population by Industry Category

	<b>Number of Systems</b>
AUTO	93
BAKE	29
BLDG	80
BUSN	64
CHLD	33
EDUC	19
FAST	219
LODG	60
MAIN	90
PERS	33
PRNT	18
REAL	36
REST	106
RETF	57
RETL	139
SERV	109
SPRT	30
TRAV	11
Total	1226

	<b>Percent of Systems</b>
AUTO	8%
BAKE	2%
BLDG	7%
BUSN	5%
CHLD	3%
EDUC	2%
FAST	18%
LODG	5%
MAIN	7%
PERS	3%
PRNT	1%
REAL	3%
REST	9%
RETF	5%
RETL	11%
SERV	9%
SPRT	2%
TRAV	1%
Total	100%

# 1.1 Franchise Population by Industry Category

1997

	<b>Number of Systems</b>
AUTO	101
BAKE	35
BLDG	71
BUSN	57
CHLD	30
EDUC	18
FAST	214
LODG	51
MAIN	74
PERS	35
PRNT	16
REAL	35
REST	90
RETF	58
RETL	134
SERV	110
SPRT	35
TRAV	14
Total	1178

	<b>Percent of Systems</b>
AUTO	9%
BAKE	3%
BLDG	6%
BUSN	5%
CHLD	3%
EDUC	2%
FAST	18%
LODG	4%
MAIN	6%
PERS	3%
PRNT	1%
REAL	3%
REST	8%
RETF	5%
RETL	11%
SERV	9%
SPRT	3%
TRAV	1%
Total	100%

# 1.1 Franchise Population by Industry Category

## Description

*Bar graph:* The bar graph on the opposite page depicts the percentage change in franchise population from 1997 to 1998 by industry category. The chart found below contains the source data from which the graph was created.

Positive percentages represent an increase in the number of systems comprising a given Industry Category in 1998. Conversely, negative percentages represent a decrease in the number of systems comprising a given Industry Category in 1998. Data is presented by the 18 Industry Categories and by the total Franchise Population (delineated in the "Total" category).

	Percent Change
AUTO	-1.0
BAKE	-0.6
BLDG	0.5
BUSN	0.4
CHLD	0.1
EDUC	0.0
FAST	-0.3
LODG	0.6
MAIN	1.1
PERS	-0.3
PRNT	0.1
REAL	0.0
REST	1.0
RETF	-0.3
RETL	0.0
SERV	-0.4
SPRT	-0.5
TRAV	-0.3
Total	0.0

In reviewing this data, it is important to understand that the Franchise Population from which the data was drawn in Volume III of the **Profile** is not identical to the Franchise Population which was used to collect data for Volume II of the **Profile** (see Chapter V and Appendix B). In fact, only 75% of the systems in Volume III of **Profile** were also in Volume II of the **Profile**. Therefore, large fluctuations in variances may be directly attributable to a change in population within a particular industry group, rather than to any real change in that industry. Please use caution when drawing conclusions from these results.

**1.1 Franchise Population by Industry Category**

