

The Profile of Franchising

Volume III: A Statistical Abstract of
1998 UFOC Data

Prepared By:

FRANDATA Corporation
Washington, DC

In conjunction with:

IFA Educational
Foundation, Inc.
Washington, DC



Release Date: February 2000

IFA Educational Foundation, Inc.
1350 New York Ave., NW, Suite 900
Washington, DC 20005,
(202) 628-0812

All Rights Reserved.

**This publication may not be reproduced,
stored in any information retrieval systems,
or transmitted in whole or in part, in any
form or by electronic or mechanical
means, photocopying, recording, or
otherwise, without written permission of the
publishers.**

3.1 Franchise Population by Years in Business

Description

Pie Chart: Chart 3.1 breaks down the Franchise Population by the number of years the companies have been in business. Each slice of the pie chart represents the percentage of franchise systems falling into one of the six operational year ranges, listed in the legend at the bottom of the opposite page.

Bar Graph: The bar graph breaks down the number of years companies have been doing business, in relation to each system's industry category. Each bar represents the number of franchise systems within each industry category, for each of the six operational year ranges.

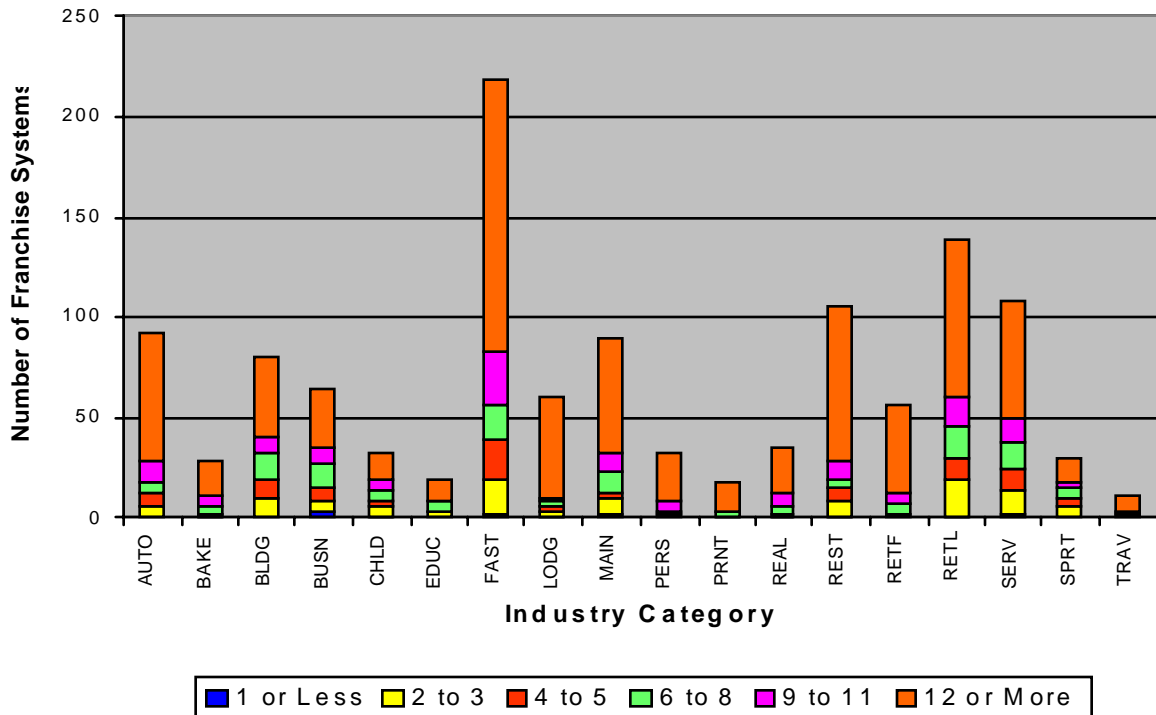
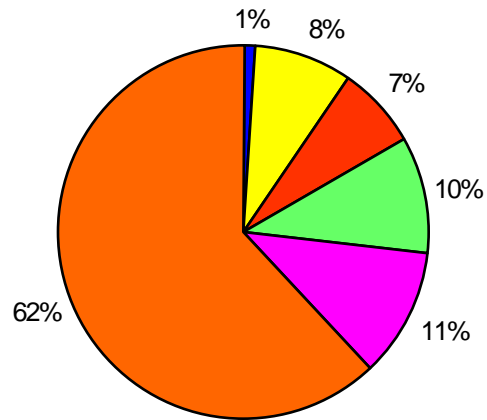
Methodology

The data for this chart was collected primarily from Item 1 of the UFOC (it is part of the mandatory filing requirements that each franchisor record the date they began doing business). In order to establish "Years in Business," the earliest date that the company, or any company directly related to the franchisor (e.g. predecessor), began doing business (not necessarily franchising) was chosen as the date of operational commencement. It should be noted that the year the franchisor was incorporated is not necessarily the year the company began doing business.

Selected Findings

- 1) 62% of franchisors in the Franchise Population have been in business for 12 years or more.
- 2) The Printing (PRNT) and Lodging (LODG) industries have both had 83% of their systems in business for more than 12 years.
- 3) Only 39% of the systems in the Child Related Industry (CHLD) have been in business for over 12 years.

3.1 Franchise Population by Years in Business



3.1 Franchise Population by Years in Business

	1 or Less	2 to 3	4 to 5	6 to 8	9 to 11	12 or More	Total
AUTO	0	6	6	6	10	65	93
BAKE	0	1	1	4	5	18	29
BLDG	0	10	10	12	9	39	80
BUSN	3	5	7	12	9	28	64
CHLD	1	5	2	6	6	13	33
EDUC	0	3	1	4	1	10	19
FAST	2	17	20	18	26	136	219
LODG	1	2	2	3	2	50	60
MAIN	2	8	3	10	10	57	90
PERS	0	0	2	2	4	25	33
PRNT	0	0	1	2		15	18
REAL	0	1	1	4	7	23	36
REST	1	7	7	4	9	78	106
RETF	0	0	2	5	5	45	57
RETL	1	19	10	16	15	78	139
SERV	2	12	10	13	13	59	109
SPRT	0	6	4	5	3	12	30
TRAV	0	0	2	0	1	8	11
Total	13	102	91	126	135	759	1226

	1 or Less	2 to 3	4 to 5	6 to 8	9 to 11	12 or More	Total
AUTO	0%	6%	6%	6%	11%	70%	100%
BAKE	0%	3%	3%	14%	17%	62%	100%
BLDG	0%	13%	13%	15%	11%	49%	100%
BUSN	5%	8%	11%	19%	14%	44%	100%
CHLD	3%	15%	6%	18%	18%	39%	100%
EDUC	0%	16%	5%	21%	5%	53%	100%
FAST	1%	8%	9%	8%	12%	62%	100%
LODG	2%	3%	3%	5%	3%	83%	100%
MAIN	2%	9%	3%	11%	11%	63%	100%
PERS	0%	0%	6%	6%	12%	76%	100%
PRNT	0%	0%	6%	11%	0%	83%	100%
REAL	0%	3%	3%	11%	19%	64%	100%
REST	1%	7%	7%	4%	8%	74%	100%
RETF	0%	0%	4%	9%	9%	79%	100%
RETL	1%	14%	7%	12%	11%	56%	100%
SERV	2%	11%	9%	12%	12%	54%	100%
SPRT	0%	20%	13%	17%	10%	40%	100%
TRAV	0%	0%	18%	0%	9%	73%	100%
Total	1%	8%	7%	10%	11%	62%	100%

3.1 Franchise Population by Years in Business

	1 or Less	2 to 3	4 to 5	6 to 8	9 to 11	12 or More	Total
AUTO	2	7	4	11	11	66	101
BAKE	0	3	9	2	7	14	35
BLDG	3	2	6	9	9	42	71
BUSN	1	6	7	7	4	32	57
CHLD	1	3	4	3	4	15	30
EDUC	0	1	1	2	0	14	18
FAST	4	16	14	25	32	123	214
LODG	3	1	0	6	5	36	51
MAIN	2	6	5	8	7	46	74
PERS	1	1	0	5	2	26	35
PRNT	0	2	0	0	0	14	16
REAL	1	3	4	5	8	14	35
REST	2	6	6	2	9	65	90
RETF	1	4	5	3	5	40	58
RETL	10	9	11	17	16	71	134
SERV	7	7	7	16	13	60	110
SPRT	3	3	1	6	5	17	35
TRAV	0	0	0	2	1	11	14
Total	41	80	84	129	138	706	1178

	1 or Less	2 to 3	4 to 5	6 to 8	9 to 11	12 or More	Total
AUTO	2%	7%	4%	11%	11%	65%	100%
BAKE	0%	9%	26%	6%	20%	40%	100%
BLDG	4%	3%	8%	13%	13%	59%	100%
BUSN	2%	11%	12%	12%	7%	56%	100%
CHLD	3%	10%	13%	10%	13%	50%	100%
EDUC	0%	6%	6%	11%	0%	78%	100%
FAST	2%	7%	7%	12%	15%	57%	100%
LODG	6%	2%	0%	12%	10%	71%	100%
MAIN	3%	8%	7%	11%	9%	62%	100%
PERS	3%	3%	0%	14%	6%	74%	100%
PRNT	0%	13%	0%	0%	0%	88%	100%
REAL	3%	9%	11%	14%	23%	40%	100%
REST	2%	7%	7%	2%	10%	72%	100%
RETF	2%	7%	9%	5%	9%	69%	100%
RETL	7%	7%	8%	13%	12%	53%	100%
SERV	6%	6%	6%	15%	12%	55%	100%
SPRT	9%	9%	3%	17%	14%	49%	100%
TRAV	0%	0%	0%	14%	7%	79%	100%
Total	3%	7%	7%	11%	12%	60%	100%

3.1 Franchised Population by Years in Business

Description

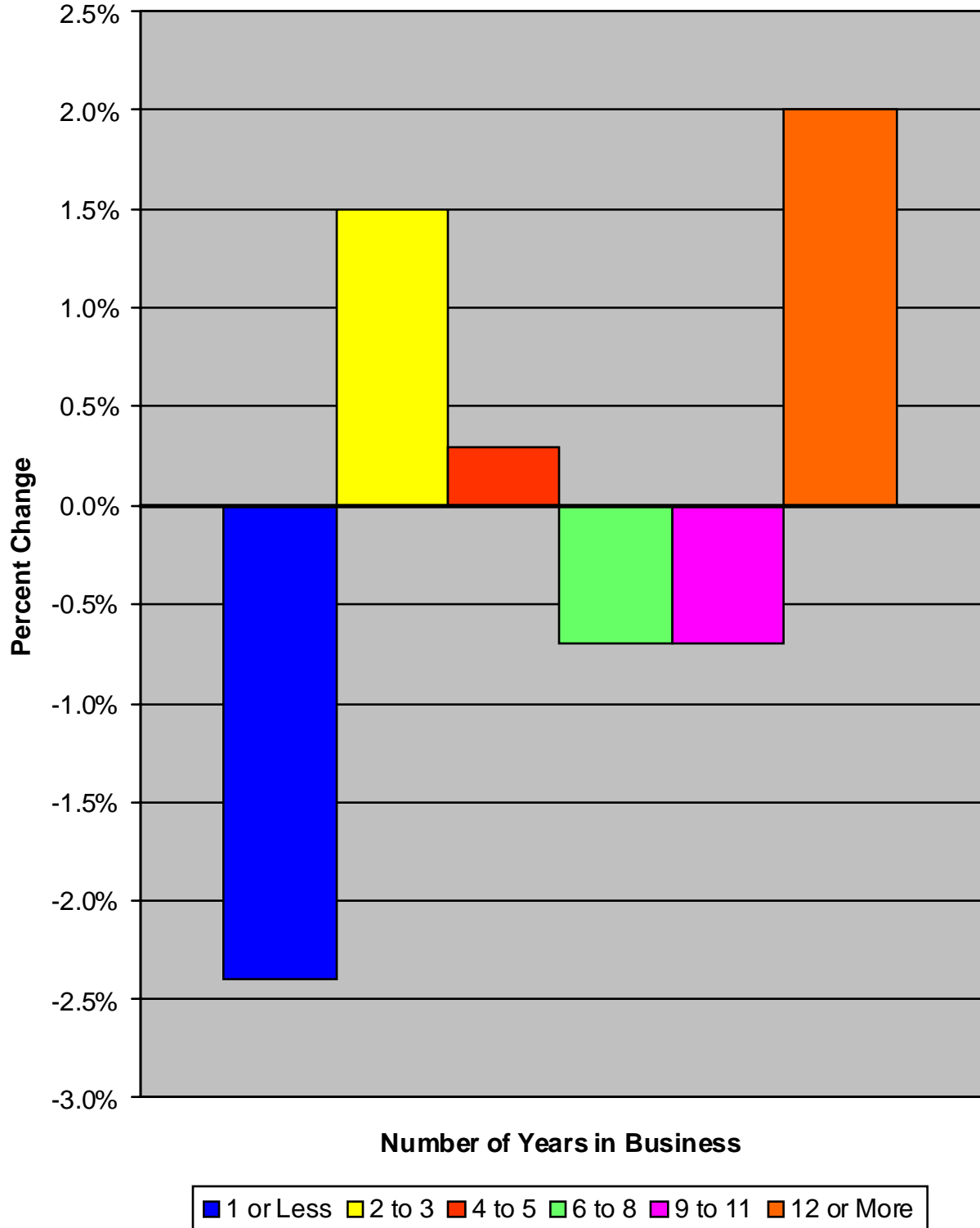
Bar graph: The bar graph on the opposite page depicts the percentage change in franchise population from 1997 to 1998 by industry category. The chart found below contains the source data from which the graph was created.

Positive percentages represent an increase in the number of systems falling into one of the numbers of years in business ranges in 1998. Conversely, negative percentages represent a decrease in the number of systems falling into a specific number of years in business range in 1998. Data is presented by the 18 Industry Categories and by the total company-owned Population (delineated in the "Total" category).

	1 or Less	2 to 3	4 to 5	6 to 8	9 to 11	12 or More	Total
AUTO	-2.0%	-0.5%	2.5%	-4.4%	-0.1%	4.5%	0.0%
BAKE	0.0%	-5.1%	-22.3%	8.1%	-2.8%	22.1%	0.0%
BLDG	-4.2%	9.7%	4.0%	2.3%	-1.4%	-10.4%	0.0%
BUSN	2.9%	-2.7%	-1.3%	6.5%	7.0%	-12.4%	0.0%
CHLD	-0.3%	5.2%	-7.3%	8.2%	4.8%	-10.6%	0.0%
EDUC	0.0%	10.2%	-0.3%	9.9%	5.3%	-25.1%	0.0%
FAST	-1.0%	0.3%	2.6%	-3.5%	-3.1%	4.6%	0.0%
LODG	-4.2%	1.4%	3.3%	-6.8%	-6.5%	12.7%	0.0%
MAIN	-0.5%	0.8%	-3.4%	0.3%	1.7%	1.2%	0.0%
PERS	-2.9%	-2.9%	6.1%	-8.2%	6.4%	1.5%	0.0%
PRNT	0.0%	-12.5%	5.6%	11.1%	0.0%	-4.2%	0.0%
REAL	-2.9%	-5.8%	-8.7%	-3.2%	-3.4%	23.9%	0.0%
REST	-1.3%	-0.1%	-0.1%	1.6%	-1.5%	1.4%	0.0%
RETF	-1.7%	-6.9%	-5.1%	3.6%	0.2%	10.0%	0.0%
RETL	-6.7%	7.0%	-1.0%	-1.2%	-1.1%	3.1%	0.0%
SERV	-4.5%	4.6%	2.8%	-2.6%	0.1%	-0.4%	0.0%
SPRT	-8.6%	11.4%	10.5%	-0.5%	-4.3%	-8.6%	0.0%
TRAV	0.0%	0.0%	18.2%	-14.3%	1.9%	-5.8%	0.0%
Total	-2.4%	1.5%	0.3%	-0.7%	-0.7%	2.0%	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.

3.1 Franchise Population by Years in Business



3.2 Franchise Population by Years Franchising

Description

Pie Chart: Chart 3.2 breaks down the Franchise Population by the number of years the companies have been franchising. Each slice of the pie chart represents one of the six operational year ranges, listed in the legend at the bottom of the opposite page.

Bar Graph: The bar graph breaks down the number of years companies have been franchising, in relation to each system's industry category. Each bar represents the number of franchise systems within each industry category, for each of the six operational year ranges.

Methodology

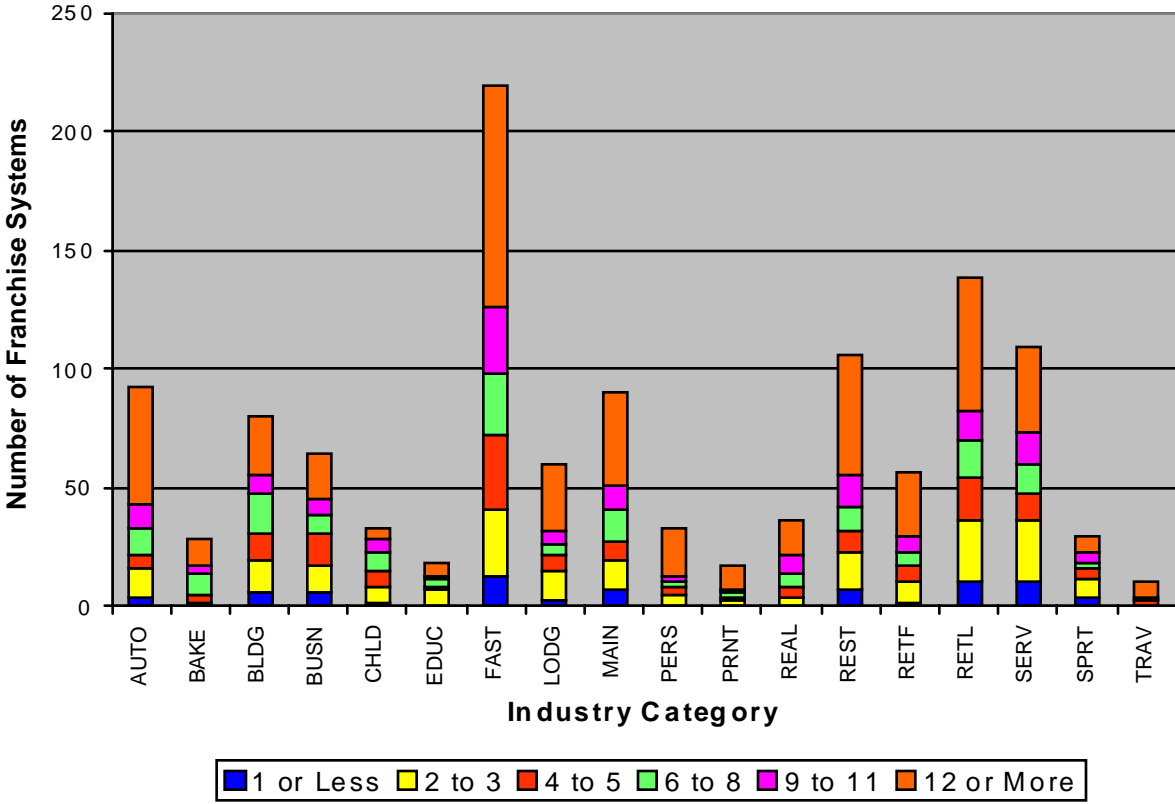
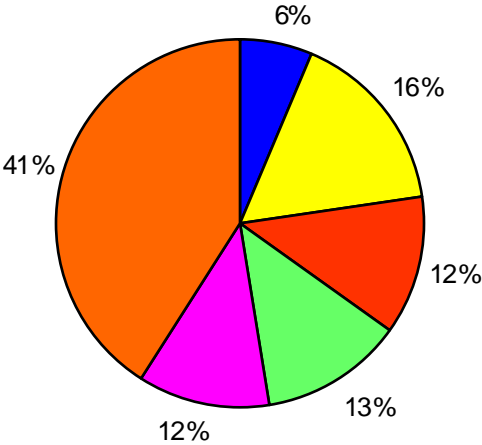
The data for this chart was collected primarily from Item 1 of the UFOC (it is part of the mandatory filing requirements that each franchisor record the date franchising commenced). In order to establish "Years Franchising," the earliest date that the company, or any company directly related to the franchisor (e.g. predecessor), began offering the sale of any concept similar to the one used for this study was chosen as the date franchise offerings originated. If the franchisor did not disclose the "Years Franchising," we used the number of years that have been in business. Although "Years Franchising" is a mandatory disclosure, sometimes the franchisor does not specify this figure, in these cases, we made the assumption that the franchisor failed to specify this date only because it was identical to the date they were founded.

Selected Findings

- 1) 41% of the franchise population have been offering franchises for more than 12 years.
- 2) The Travel Industry (TRAVL) had the highest percentage (64%) of systems (which have been offering franchises for 12 years or more), while the Child Related Industry (CHLD) had the lowest percentage of systems with 12 years or more of franchise industry experience (12%, respectively).

3.2 Franchise Population by Years Franchising

1998



3.2 Franchise Population by Years Franchising

	1 or Less	2 to 3	4 to 5	6 to 8	9 to 11	12 or More	Total
AUTO	4	12	6	11	10	50	93
BAKE	0	2	3	9	4	11	29
BLDG	6	14	11	17	8	24	80
BUSN	6	12	13	8	7	18	64
CHLD	2	6	7	8	6	4	33
EDUC	0	7	1	4	1	6	19
FAST	13	28	31	26	28	93	219
LODG	3	12	7	4	6	28	60
MAIN	7	13	8	13	10	39	90
PERS	1	4	3	3	2	20	33
PRNT	0	3	1	2	1	11	18
REAL	1	3	4	6	8	14	36
REST	7	16	9	10	13	51	106
RETF	2	9	7	5	7	27	57
RETL	11	26	17	16	13	56	139
SERV	11	25	12	12	13	36	109
SPRT	4	8	4	3	4	7	30
TRAV	0	0	3	0	1	7	11
Total	78	200	147	157	142	502	1226

	1 or Less	2 to 3	4 to 5	6 to 8	9 to 11	12 or More	Total
AUTO	4%	13%	6%	12%	11%	54%	100%
BAKE	0%	7%	10%	31%	14%	38%	100%
BLDG	8%	18%	14%	21%	10%	30%	100%
BUSN	9%	19%	20%	13%	11%	28%	100%
CHLD	6%	18%	21%	24%	18%	12%	100%
EDUC	0%	37%	5%	21%	5%	32%	100%
FAST	6%	13%	14%	12%	13%	42%	100%
LODG	5%	20%	12%	7%	10%	47%	100%
MAIN	8%	14%	9%	14%	11%	43%	100%
PERS	3%	12%	9%	9%	6%	61%	100%
PRNT	0%	17%	6%	11%	6%	61%	100%
REAL	3%	8%	11%	17%	22%	39%	100%
REST	7%	15%	8%	9%	12%	48%	100%
RETF	4%	16%	12%	9%	12%	47%	100%
RETL	8%	19%	12%	12%	9%	40%	100%
SERV	10%	23%	11%	11%	12%	33%	100%
SPRT	13%	27%	13%	10%	13%	23%	100%
TRAV	0%	0%	27%	0%	9%	64%	100%
Total	6%	16%	12%	13%	12%	41%	100%

3.2 Franchise Population by Years Franchising

	1 or Less	2 to 3	4 to 5	6 to 8	9 to 11	12 or More	Total
AUTO	8	10	6	21	13	43	101
BAKE	3	10	9	3	3	7	35
BLDG	7	6	16	15	6	21	71
BUSN	8	13	10	9	3	14	57
CHLD	4	5	6	6	4	5	30
EDUC	2	1	3	2	3	7	18
FAST	28	27	18	44	25	72	214
LODG	10	7	2	11	7	14	51
MAIN	9	15	10	9	2	29	74
PERS	3	3	5	4	6	14	35
PRNT	1	1	1	1	0	12	16
REAL	4	10	2	6	4	9	35
REST	10	12	6	13	7	42	90
RETF	8	8	8	5	8	21	58
RETL	26	24	12	18	17	37	134
SERV	22	12	14	18	13	31	110
SPRT	8	5	3	8	2	9	35
TRAV	0	2	2	1	3	6	14
Total	161	171	133	194	126	393	1178

	1 or Less	2 to 3	4 to 5	6 to 8	9 to 11	12 or More	Total
AUTO	8%	10%	6%	21%	13%	43%	100%
BAKE	9%	29%	26%	9%	9%	20%	100%
BLDG	10%	8%	23%	21%	8%	30%	100%
BUSN	14%	23%	18%	16%	5%	25%	100%
CHLD	13%	17%	20%	20%	13%	17%	100%
EDUC	11%	6%	17%	11%	17%	39%	100%
FAST	13%	13%	8%	21%	12%	34%	100%
LODG	20%	14%	4%	22%	14%	27%	100%
MAIN	12%	20%	14%	12%	3%	39%	100%
PERS	9%	9%	14%	11%	17%	40%	100%
PRNT	6%	6%	6%	6%	0%	75%	100%
REAL	11%	29%	6%	17%	11%	26%	100%
REST	11%	13%	7%	14%	8%	47%	100%
RETF	14%	14%	14%	9%	14%	36%	100%
RETL	19%	18%	9%	13%	13%	28%	100%
SERV	20%	11%	13%	16%	12%	28%	100%
SPRT	23%	14%	9%	23%	6%	26%	100%
TRAV	0%	14%	14%	7%	21%	43%	100%
Total	14%	15%	11%	16%	11%	33%	100%

3.2 Franchise Population by Years Franchising

Description

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

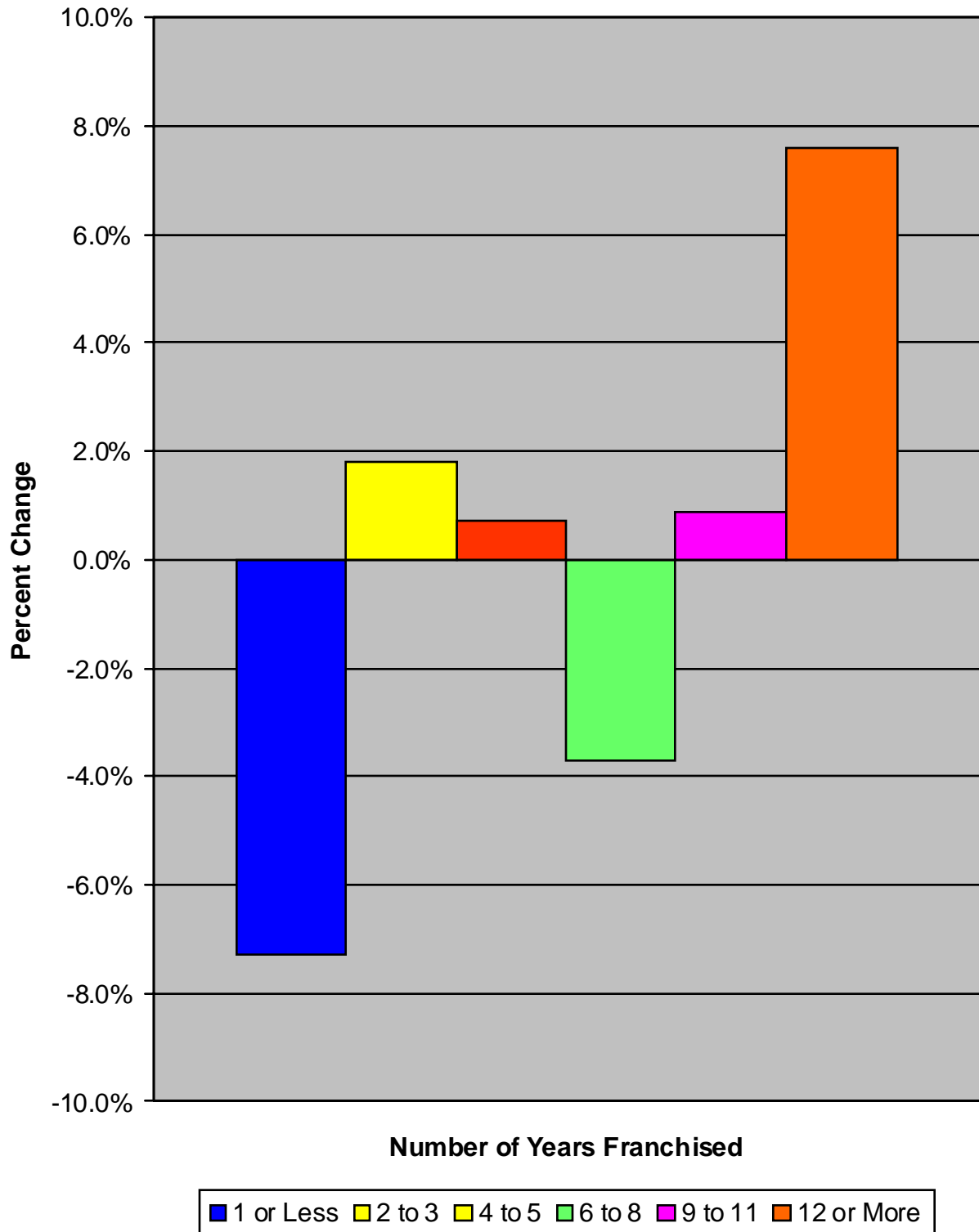
Positive percentages represent an increase in the number of systems falling into one of the number of years franchising ranges in 1998. Conversely, negative percentages represent a decrease in the number of systems falling into a specific number of years franchising range in 1998. Data is presented by the 18 Industry Categories and by the total company-owned Population (delineated in the "Total" category).

	1 or Less	2 to 3	4 to 5	6 to 8	9 to 11	12 or More	Total
AUTO	-3.6%	3.0%	0.5%	-9.0%	-2.1%	11.2%	0.0%
BAKE	-8.6%	-21.7%	-15.4%	22.5%	5.2%	17.9%	0.0%
BLDG	-2.4%	9.0%	-8.8%	0.1%	1.5%	0.4%	0.0%
BUSN	-4.7%	-4.1%	2.8%	-3.3%	5.7%	3.6%	0.0%
CHLD	-7.3%	1.5%	1.2%	4.2%	4.8%	-4.5%	0.0%
EDUC	-11.1%	31.3%	-11.4%	9.9%	-11.4%	-7.3%	0.0%
FAST	-7.1%	0.2%	5.7%	-8.7%	1.1%	8.8%	0.0%
LODG	-14.6%	6.3%	7.7%	-14.9%	-3.7%	19.2%	0.0%
MAIN	-4.4%	-5.8%	-4.6%	2.3%	8.4%	4.1%	0.0%
PERS	-5.5%	3.5%	-5.2%	-2.3%	-11.1%	20.6%	0.0%
PRNT	-6.3%	10.4%	-0.7%	4.9%	5.6%	-13.9%	0.0%
REAL	-8.7%	-20.2%	5.4%	-0.5%	10.8%	13.2%	0.0%
REST	-4.5%	1.8%	1.8%	-5.0%	4.5%	1.4%	0.0%
RETF	-10.3%	2.0%	-1.5%	0.2%	-1.5%	11.2%	0.0%
RETL	-11.5%	0.8%	3.3%	-1.9%	-3.3%	12.7%	0.0%
SERV	-9.9%	12.0%	-1.7%	-5.4%	0.1%	4.8%	0.0%
SPRT	-9.5%	12.4%	4.8%	-12.9%	7.6%	-2.4%	0.0%
TRAV	0.0%	-14.3%	13.0%	-7.1%	-12.3%	20.8%	0.0%
Total	-7.3%	1.8%	0.7%	-3.7%	0.9%	7.6%	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.

3.2

Franchise Population by Years Franchising



Change 97/98

3.3

Average Years in Business and Average Years Franchising

Description

Bar Graph: Graph 3.3 shows aggregate statistics on the average number of years in business, and the average number of years franchising by industry category. Each bar represents the average number of years that the franchisors in each industry category: 1) have been doing business; and, 2) have been offering franchises.

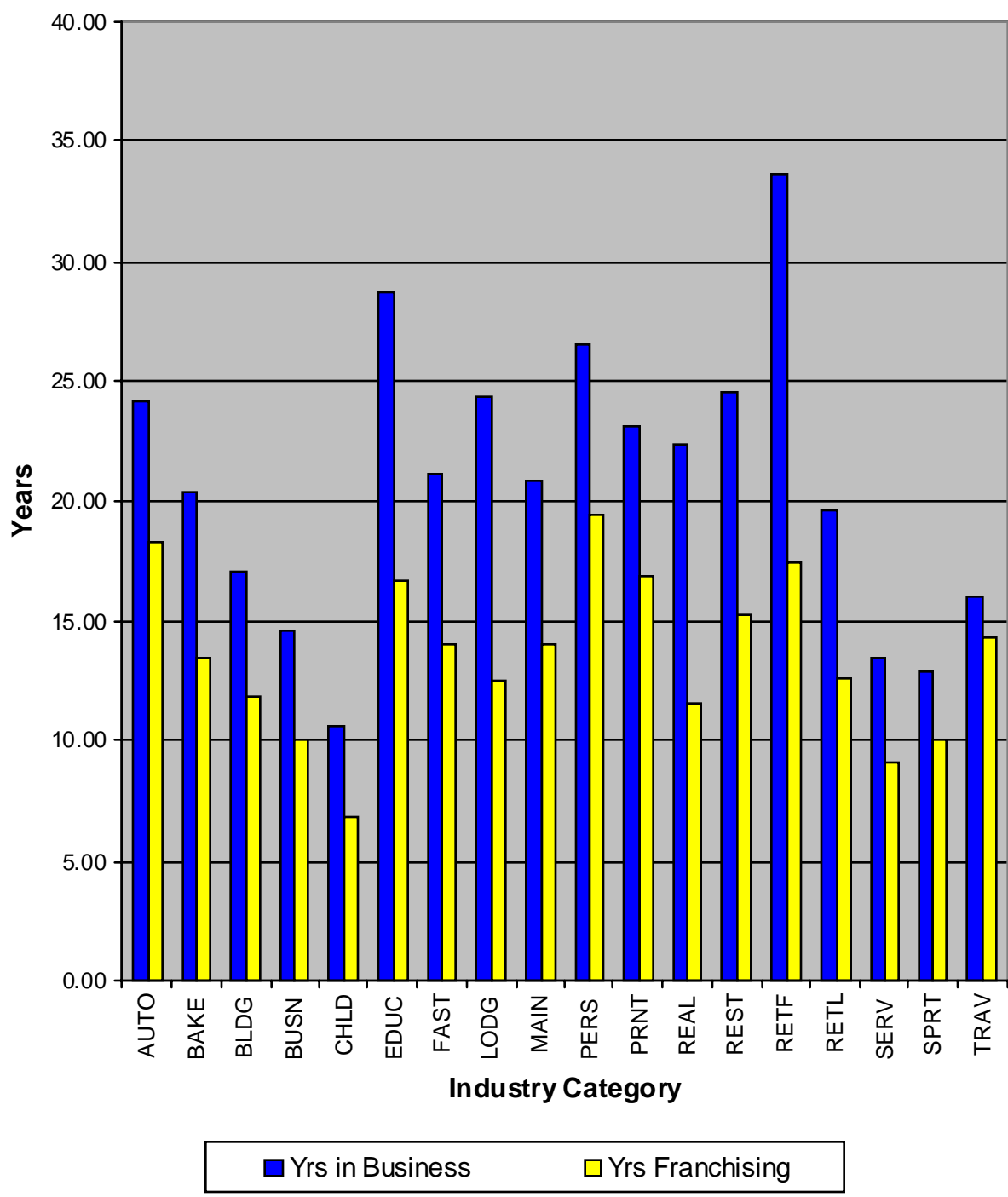
Methodology

The data for this chart was collected from Item 1 of the UFOC (it is part of the mandatory filing requirements that each franchisor record the date they began doing business as well as the date franchising commenced). In order to establish “Years Franchising,” FRANDATA chose the earliest date that the company, or any company directly related to the franchisor (e.g. predecessor), began offering the sale of any concept similar to the one used for this study, as the date franchise offerings originated. In order to establish “Years in Business,” the earliest date that the company, or any company directly related to the franchisor (e.g. predecessor), began doing business (not necessarily franchising) was chosen as the date of operational commencement. It should be noted that the year the franchisor was incorporated is not necessarily designated as the year the company began doing business. After establishing both of these dates for every system in the Franchise Population, the dates were subtracted from the base year (1998) and averaged together with all the other systems in their industry category.

Selected Findings

- 1) Retail Food has the longest average years in business (33.7).
- 2) The Child Related Industry (CHLD) is the youngest concept in regards to industry averages for both years in business (10.8) and years franchising (6.3).
- 3) The Personnel Industry has the longest average years franchising at 19.5.

3.3 Average Years in Business and Average Years Franchising



3.3 Average Years in Business and Average Years Franchising

	Yrs in Business	Yrs Franchising
AUTO	24.2	18.3
BAKE	20.4	13.5
BLDG	17.0	11.9
BUSN	14.5	10.0
CHLD	10.6	6.8
EDUC	28.7	16.7
FAST	21.1	14.0
LODG	24.4	12.5
MAIN	20.9	14.1
PERS	26.5	19.5
PRNT	23.1	16.9
REAL	22.4	11.6
REST	24.6	15.3
RETF	33.7	17.5
RETL	19.6	12.6
SERV	13.4	9.1
SPRT	12.9	10.0
TRAV	16.1	14.3
Total	22.0	14.4

3.3 Average Years in Business and Average Years Franchising

	Yrs in Business	Yrs Franchising
AUTO	22.4	13.4
BAKE	13.7	8.6
BLDG	20.3	9.1
BUSN	16.3	7.9
CHLD	10.8	6.3
EDUC	31.9	18.5
FAST	18.7	11.8
LODG	20.2	9.3
MAIN	21.0	12.3
PERS	27.5	13.0
PRNT	22.4	17.5
REAL	19.1	7.8
REST	24.4	13.7
RETF	25.4	10.4
RETL	19.5	10.4
SERV	14.1	7.6
SPRT	15.2	8.2
TRAV	14.4	9.6
Total	19.7	10.8

1997

3.3 Average Years in Business and Average Years Franchising

Description

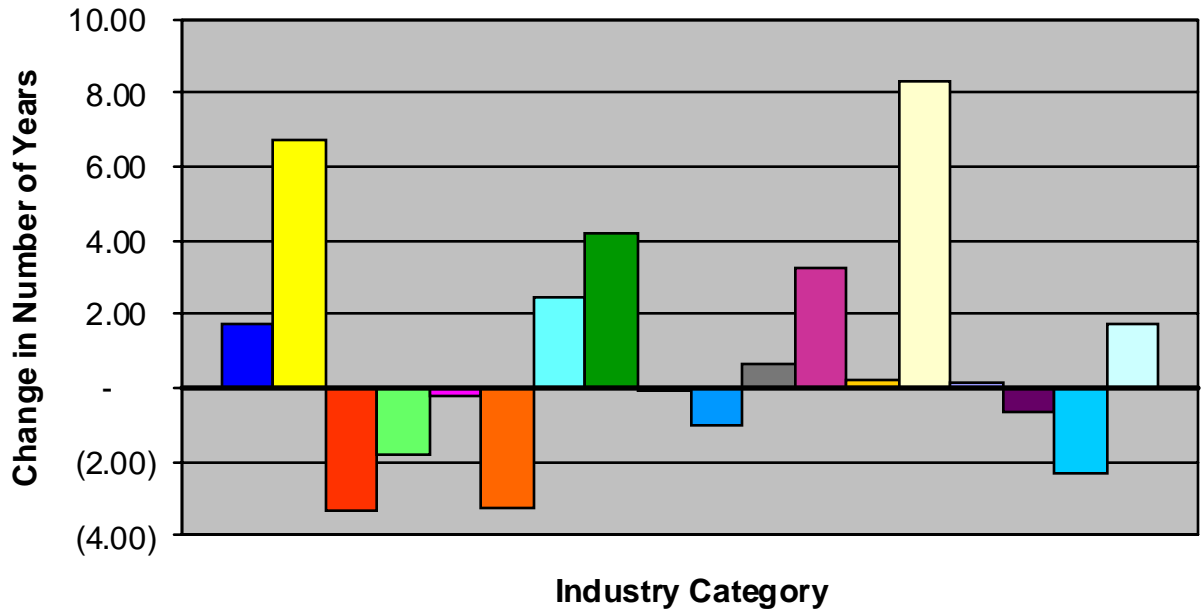
Bar graph: The bar graph on the opposite page depicts the average number of years change in the franchise population from 1997 to 1998 by industry category. The chart found below contains the source data from which the graph was created.

Positive numbers under "Years in Business" or "Years Franchising" represent an increase in the average number of years for each of the categories in 1998. Conversely, negative numbers under "Years in Business" or "Years Franchising" represent a decrease in the average number of years for each of the categories in 1998. Data is presented by the 18 Industry Categories and by the total Franchise Population (delineated in the "Total" category).

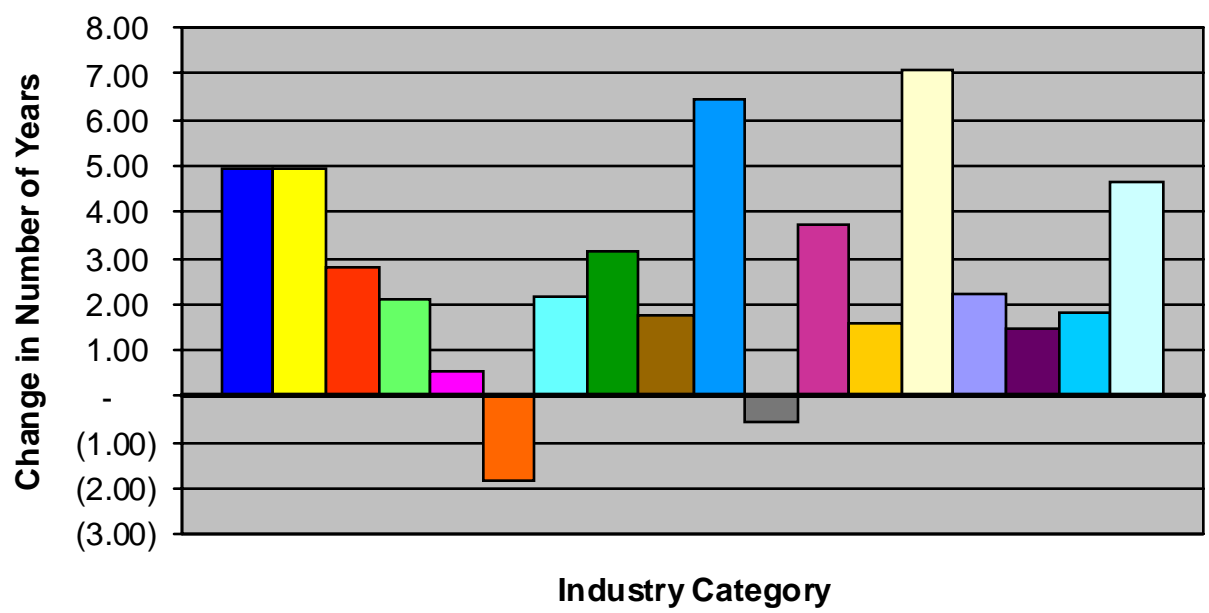
	Yrs in Business	Yrs Franchising
AUTO	1.76	4.90
BAKE	6.68	4.92
BLDG	(3.28)	2.79
BUSN	(1.75)	2.15
CHLD	(0.19)	0.52
EDUC	(3.22)	(1.82)
FAST	2.45	2.17
LODG	4.17	3.18
MAIN	(0.10)	1.76
PERS	(1.02)	6.45
PRNT	0.66	(0.56)
REAL	3.29	3.76
REST	0.20	1.56
RETF	8.30	7.09
RETL	0.14	2.21
SERV	(0.68)	1.46
SPRT	(2.33)	1.83
TRAV	1.69	4.67
Total	2.35	3.62

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.

3.3 Average Years in Business



Average Years Franchising



■ AUTO	■ BAKE	■ BLDG	■ BUSN	■ CHLD	■ EDUC	■ FAST
■ LODG	■ MAIN	■ PERS	■ PRNT	■ REAL	■ REST	■ RETF
■ RETL	■ SERV	■ SPRT	■ TRAV			

3.4 Franchise Population by Franchisor's Corporate Structure

Description

Pie Chart: Chart 3.4 breaks down the Franchise Population by the type of corporate ownership structure the franchise system discloses. Each slice of the pie chart represents one of the three possible ownership structures, listed in the legend at the bottom of the opposite page.

Bar Graph: The bar graph displays how the corporate structures of the companies relate to the different industry categories. Each bar depicts the number of franchise systems within each category, which fit into one of the three corporate structures.

Methodology

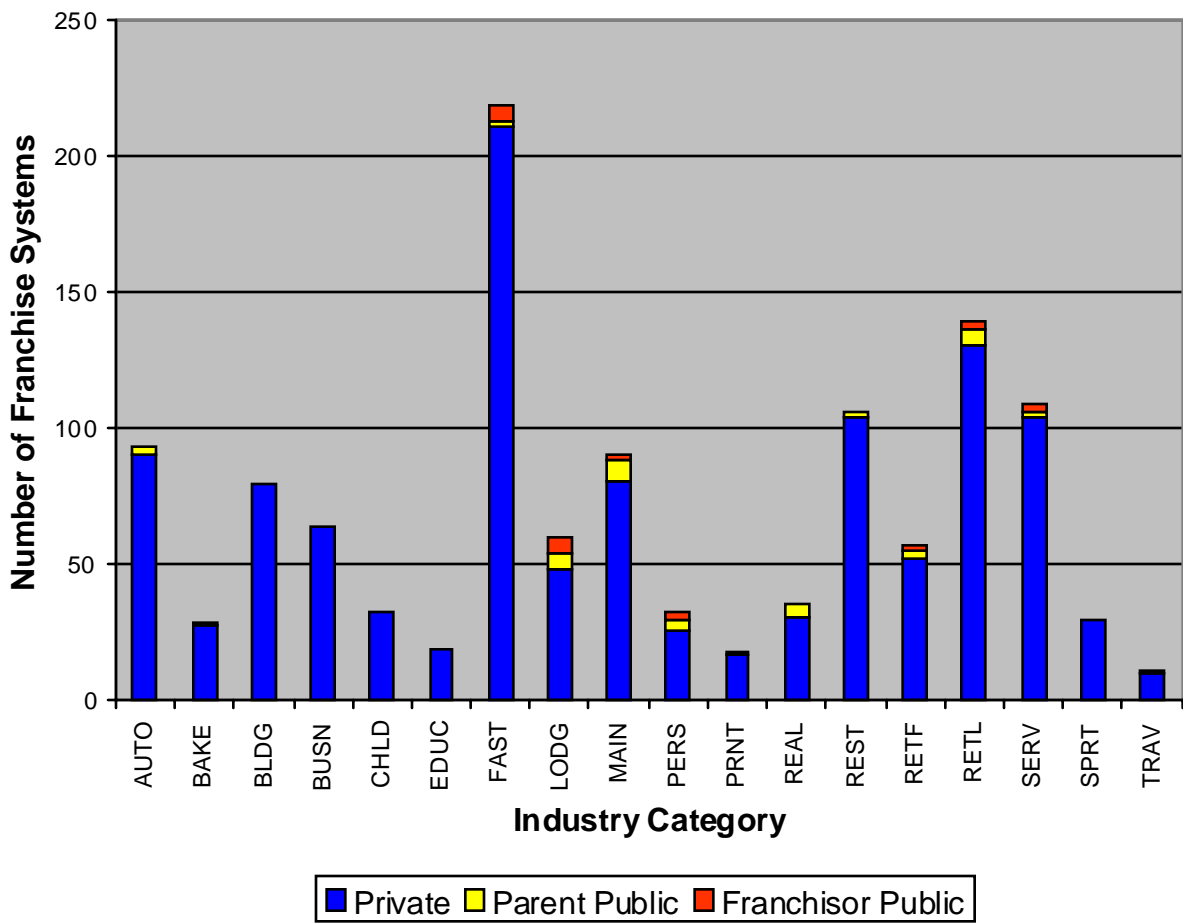
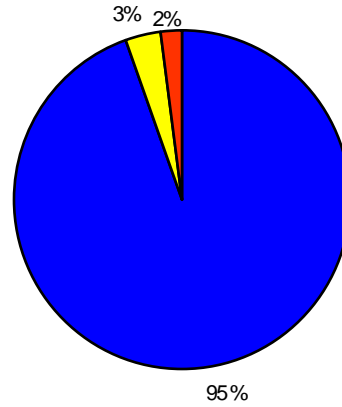
The data for this chart was collected from Items 1 and 22 of the UFOC. If neither the franchisor nor its parent were disclosed to be publicly-held corporations, the system was deemed "PRIVATE." If the franchisor was a publicly-held corporation (by virtue of the parent being publicly-held), the system was labeled "PARENT." If the franchisor was a publicly-held corporation that has no parent, it was labeled as "PUBLIC." It must be noted that disclosure of a franchise company's corporate structure is not required in any item of the UFOC. Therefore, if the company did not disclose their corporate ownership status it was assumed to be privately-held.

FRANDATA did not undertake any independent investigation of the status of each system (whether "PUBLIC," "PRIVATE," or "PARENT"). Readers are encouraged to check other resources for more details on this issue.

Selected Findings

- 1) Only 5% of the entire Franchise Population disclosed that either they or their parent is a publicly-held company.
- 2) The Lodging Industry (LODG) disclosed the highest percentage (20%) of publicly-traded companies (10% classified as a "PARENT" and 10% classified as "PUBLIC") within any of the 18 main industry categories.

3.4 Franchise Population by Franchisor's Corporate Structure



3.4 Franchise Population by Franchisor's Corporate Structure

	Private	Parent Public	Franchisor Public	Total
AUTO	90	3		93
BAKE	28	0	1	29
BLDG	80	0	0	80
BUSN	64	0	0	64
CHLD	33	0	0	33
EDUC	19	0	0	19
FAST	211	2	6	219
LODG	48	6	6	60
MAIN	81	7	2	90
PERS	26	4	3	33
PRNT	17	1	0	18
REAL	31	5	0	36
REST	104	2	0	106
RETF	52	3	2	57
RETL	131	5	3	139
SERV	104	2	3	109
SPRT	30	0	0	30
TRAV	10	0	1	11
Total	1159	40	27	1226

	Private	Parent Public	Franchisor Public	Total
AUTO	97%	3%	0%	100%
BAKE	97%	0%	3%	100%
BLDG	100%	0%	0%	100%
BUSN	100%	0%	0%	100%
CHLD	100%	0%	0%	100%
EDUC	100%	0%	0%	100%
FAST	96%	1%	3%	100%
LODG	80%	10%	10%	100%
MAIN	90%	8%	2%	100%
PERS	79%	12%	9%	100%
PRNT	94%	6%	0%	100%
REAL	86%	14%	0%	100%
REST	98%	2%	0%	100%
RETF	91%	5%	4%	100%
RETL	94%	4%	2%	100%
SERV	95%	2%	3%	100%
SPRT	100%	0%	0%	100%
TRAV	91%	0%	9%	100%
Total	95%	3%	2%	100%

3.4 Franchise Population by Franchisor's Corporate Structure

	Private	Parent Public	Franchisor Public	Total
AUTO	98	1	2	101
BAKE	35	0	0	35
BLDG	71	0	0	71
BUSN	53	2	2	57
CHLD	29	1	0	30
EDUC	16	0	2	18
FAST	203	5	6	214
LODG	39	7	5	51
MAIN	66	5	3	74
PERS	25	6	4	35
PRNT	15	1	0	16
REAL	30	3	2	35
REST	78	7	5	90
RETF	55	1	2	58
RETL	131	1	2	134
SERV	108	1	1	110
SPRT	34	0	1	35
TRAV	13	1	0	14
Total	1099	42	37	1178

	Private	Parent Public	Franchisor Public	Total
AUTO	97%	1%	2%	100%
BAKE	100%	0%	0%	100%
BLDG	100%	0%	0%	100%
BUSN	93%	4%	4%	100%
CHLD	97%	3%	0%	100%
EDUC	89%	0%	11%	100%
FAST	95%	2%	3%	100%
LODG	76%	14%	10%	100%
MAIN	89%	7%	4%	100%
PERS	71%	17%	11%	100%
PRNT	94%	6%	0%	100%
REAL	86%	9%	6%	100%
REST	87%	8%	6%	100%
RETF	95%	2%	3%	100%
RETL	98%	1%	1%	100%
SERV	98%	1%	1%	100%
SPRT	97%	0%	3%	100%
TRAV	93%	7%	0%	100%
Total	93%	4%	3%	100%

3.4 Franchise Population by Franchisor's Corporate Structure

Description

Bar graph: The bar graph on the opposite page depicts the percentage change in the 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 falling into a given corporate structure in 1998. Conversely, negative percentages represent a decrease in the number of systems falling into a given corporate structure in 1998. Data is presented by the 18 Industry Categories and by the total company-owned Population (delineated in the "Total" category).

	Private	Parent Public	Franchisor Public	Total
AUTO	-0.3%	2.2%	-2.0%	0.0%
BAKE	-3.4%	0.0%	3.4%	0.0%
BLDG	0.0%	0.0%	0.0%	0.0%
BUSN	7.0%	-3.5%	-3.5%	0.0%
CHLD	3.3%	-3.3%	0.0%	0.0%
EDUC	11.1%	0.0%	-11.1%	0.0%
FAST	1.5%	-1.4%	-0.1%	0.0%
LODG	3.5%	-3.7%	0.2%	0.0%
MAIN	0.8%	1.0%	-1.8%	0.0%
PERS	7.4%	-5.0%	-2.3%	0.0%
PRNT	0.7%	-0.7%	0.0%	0.0%
REAL	0.4%	5.3%	-5.7%	0.0%
REST	11.4%	-5.9%	-5.6%	0.0%
RETF	-3.6%	3.5%	0.1%	0.0%
RETL	-3.5%	2.9%	0.7%	0.0%
SERV	-2.8%	0.9%	1.8%	0.0%
SPRT	2.9%	0.0%	-2.9%	0.0%
TRAV	-1.9%	-7.1%	9.1%	0.0%
Total	1.2%	-0.3%	-0.9%	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.

3.4 Franchise Population by Franchisor's Corporate Structure

Change 97/98

