ECONOMIC IMPACT OF FRANCHISING IN ARIZONA

<table>
<thead>
<tr>
<th></th>
<th>IN ARIZONA</th>
<th>NATIONALLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establishments</td>
<td>14,530</td>
<td>733k</td>
</tr>
<tr>
<td>Jobs</td>
<td>153,300</td>
<td>7.6 million</td>
</tr>
<tr>
<td>Payroll</td>
<td>$5.5 billion</td>
<td>$269.9 billion</td>
</tr>
<tr>
<td>Output</td>
<td>$13.6 billion</td>
<td>$674.3 billion</td>
</tr>
<tr>
<td>GDP</td>
<td>$8.2 billion</td>
<td>$404.6 billion</td>
</tr>
</tbody>
</table>

VOTERS SEE FRANCHISES AS AN ECONOMIC FORCE IN ARIZONA

Percent of voters that think local franchise businesses help the following:

- **71%** The U.S. Economy
- **75%** My Local Economy
- **73%** My State’s Economy
- **75%** Jobs in the U.S.

A MAJORITY OF STATE VOTERS HAVE A FAVORABLE OPINION OF FAMILY-OWNED FRANCHISES

- **80%** of voters have a favorable view of the family-owned franchise businesses in their neighborhood.
- **71%** of voters say franchise businesses are a part of their everyday life.

FRANCHISING GIVES BACK TO LOCAL COMMUNITIES

Arizona voters think locally-owned businesses are more likely to assist the local community.

Who do you think is more likely to be more involved with improving your local community by assisting places such as local churches, charities, little league teams, etc.?

- **71%** Locally-owned businesses
- **9%** Large corporations
- **19%** Don’t Know/No opinion

Franchising promotes diversity and inclusion.

- **30%** of franchises are owned by minorities, compared to **20%** of non-franchised businesses

EXAMPLES OF FRanchise BRANDS BASED IN ARIZONA

- Little Gym
- Massage Envy

For more information, please contact **Matthew Haller** | mhaller@franchise.org | 202.628.8000

powered by MORNING CONSULT