

EXECUTIVE SUMMARY

To indicate economic size in a different way, franchised businesses provided more jobs in 2005 than all manufacturers of durable goods, such as computers, cars, trucks, planes, communications equipment, primary metals, wood products, and instruments.

DIRECT EMPLOYMENT // BY ECONOMIC SECTOR // 2005

Economic Sector	Jobs
Franchised businesses	11,029,000
Durable goods manufacturing	8,955,000
Financial activities	8,153,000
Construction	7,336,000
Nondurable goods manufacturing	5,272,000
Information	3,061,000

DIRECT EMPLOYMENT // BY ECONOMIC SECTOR // 2005

