

# EXECUTIVE SUMMARY

## DIRECT AND TOTAL CONTRIBUTIONS OF FRANCHISED BUSINESSES BY STATE

// ESTABLISHMENTS, JOBS, PAYROLL AND ECONOMIC OUTPUT // 2005

State	Franchise Establishments	Franchising Jobs	Franchising Payroll (\$ millions)	Franchising Output (\$ millions)	Jobs Due to Franchising	Payroll Due to Franchising (\$ millions)	Output Due to Franchising (\$ millions)
Utah	7,669	94,352	\$2,106.0	\$6,986.2	183,350	\$4,991.6	\$18,262.1
Vermont	1,982	19,167	\$462.5	\$1,492.3	38,227	\$1,077.2	\$3,770.5
Virginia	26,028	336,901	\$8,595.6	\$26,807.6	627,460	\$20,235.9	\$69,454.1
Washington	18,741	203,194	\$5,399.4	\$16,896.4	378,611	\$12,394.4	\$42,774.3
West Virginia	5,595	66,610	\$1,219.2	\$4,353.8	116,882	\$2,613.8	\$10,150.9
Wisconsin	17,438	216,621	\$5,295.5	\$15,886.1	408,498	\$12,207.9	\$40,194.1
Wyoming	2,091	21,924	\$470.8	\$1,552.8	38,900	\$1,019.6	\$3,662.8
<b>TOTAL U.S.</b>	<b>909,253</b>	<b>11,029,206</b>	<b>\$278,643.2</b>	<b>\$880,914.7</b>	<b>20,974,636</b>	<b>\$660,921.9</b>	<b>\$2,306,812.8</b>

## METHODOLOGY

*The key economic measures in this study are: employment (jobs), payroll, output, and establishments. Total employment, payroll, and establishment values were obtained at the county level from two databases: County Business Patterns and Nonemployer Statistics. Output values were obtained from IMPLAN at the national and State levels and were differentiated by type of ownership. Data about franchising were obtained from two data sources: D&B MarketPlace DVD-ROM and a Survey of IFA members. The main databases used for the study contain information down to the county or county-like unit level within each state. How these databases were used, how franchise business categories were mapped to NAICS categories, and how county-level data was reported for use in the study is explained in a detailed methodology section in the full report.*