

**Economic Impact of Franchised Businesses****FRANCHISING IN WISCONSIN**

|                                 | <b>All Franchises</b>                       |  |  |  |
|---------------------------------|---|--|--|--|
|                                 | <b><u>In Franchised Businesses</u></b>      |  | <b><u>Because of Franchised Businesses</u></b> |  |
| <b>Jobs</b>                     | 216,621                                     |  | 408,498  |  |
| <b>Payroll (in \$ millions)</b> | \$ 5,295                                    |  | \$ 12,208                                      |  |
| <b>Output (in \$ millions)</b>  | \$ 15,886                                   |  | \$ 40,194                                      |  |
| <b>Establishments</b>           | 17,438                                      |  |  |  |
|                                 | <b><u>Business Format Franchises</u></b>    |  | <b><u>Product Distribution Franchises</u></b>  |  |
|                                 | <b><u>In Franchised<br/>Businesses</u></b>  | <b><u>Because of<br/>Franchised Businesses</u></b> | <b><u>In Franchised<br/>Businesses</u></b>     | <b><u>Because of<br/>Franchised Businesses</u></b> |
| <b>Jobs</b>                     | 171,568                                     | 313,439  | 45,053   | 95,059   |
| <b>Payroll (in \$ millions)</b> | \$ 3,854                                    | \$ 8,694   | \$ 1,441                                       | \$ 3,514   |
| <b>Output (in \$ millions)</b>  | \$ 11,804                                   | \$ 30,046  | \$ 4,082                                       | \$ 10,149  |
| <b>Establishments</b>           | 14,940                                      |  | 2,499  |  |
|                                 | <b><u>In Business Format Franchises</u></b> |  |  |  |
|                                 | <b><u>Franchisor Owned</u></b>              |  | <b><u>Franchisee Owned</u></b>                 |  |
| <b>Jobs</b>                     | 47,343                                      |  | 124,224  |  |
| <b>Payroll (in \$ millions)</b> | \$ 908                                      |  | \$ 2,946                                       |  |
| <b>Output (in \$ millions)</b>  | \$ 2,909                                    |  | \$ 8,895                                       |  |
| <b>Establishments</b>           | 3,627                                       |  | 11,313   |  |

*Data pertain to 2005*

***Economic Impact of Franchised Businesses*****FRANCHISING AND JOBS  
IN THE CONGRESSIONAL DISTRICTS OF WISCONSIN**

| <b><u>Congressional District</u></b> | <b><u>Jobs in Franchised<br/>Businesses</u></b> | <b><u>Jobs Created by Franchised<br/>Businesses</u></b> |
|--------------------------------------|---|---|
| <b>#1</b>                            | 78,863  | 109,551   |
| <b>#2</b>                            | 40,898  | 56,670  |
| <b>#3</b>                            | 27,718  | 39,567  |
| <b>#4</b>                            | 37,560  | 51,141  |
| <b>#5</b>                            | 67,928  | 94,349  |
| <b>#6</b>                            | 34,547  | 46,871  |
| <b>#7</b>                            | 24,495  | 33,511  |
| <b>#8</b>                            | 32,092  | 44,990  |

*Data pertain to 2005*

**Economic Impact of Franchised Businesses in the United States****FRANCHISING IN THE 1<sup>ST</sup> CONGRESSIONAL DISTRICT OF WISCONSIN**

|                                 | <b>All Franchises</b>                  |          |  |          |
|---------------------------------|--|----------|--|----------|
|                                 | <b><u>In Franchised Businesses</u></b> |          | <b><u>Because of Franchised Businesses</u></b> |          |
| <b>Jobs</b>                     |  | 78,863   |  | 109,551  |
| <b>Payroll (in \$ millions)</b> |  | \$ 2,128 |  | \$ 3,155 |
| <b>Output (in \$ millions)</b>  |  | \$ 5,930 |  | \$ 9,040 |
| <b>Establishments</b>           |  | 5,810    |  |          |

  

|                                 | <b>Business Format Franchises</b>      |  | <b>Product Distribution Franchises</b> |  |
|---------------------------------|--|--|--|--|
|                                 | <b><u>In Franchised Businesses</u></b> | <b><u>Because of Franchised Businesses</u></b> | <b><u>In Franchised Businesses</u></b> | <b><u>Because of Franchised Businesses</u></b> |
| <b>Jobs</b>                     | 64,332                                 | 87,553   | 14,531                                 | 21,998   |
| <b>Payroll (in \$ millions)</b> | \$ 1,568                               | \$ 2,329                                       | \$ 560                                 | \$ 826   |
| <b>Output (in \$ millions)</b>  | \$ 4,514                               | \$ 6,872                                       | \$ 1,416                               | \$ 2,168                                       |
| <b>Establishments</b>           | 5,156                                  |  | 654                                    |  |

  

|                                 | <b>In Business Format Franchises</b> |                                |
|---------------------------------|--------------------------------------|--------------------------------|
|                                 | <b><u>Franchisor Owned</u></b>       | <b><u>Franchisee Owned</u></b> |
| <b>Jobs</b>                     | 17,568                               | 46,764                         |
| <b>Payroll (in \$ millions)</b> | \$ 366                               | \$ 1,202                       |
| <b>Output (in \$ millions)</b>  | \$ 1,114                             | \$ 3,401                       |
| <b>Establishments</b>           | 1,265                                | 3,891                          |

*Data pertain to 2005*

**Economic Impact of Franchised Businesses in the United States****FRANCHISING IN THE 2<sup>ND</sup> CONGRESSIONAL DISTRICT OF WISCONSIN**

|                                 | <b>All Franchises</b>                  |  |
|---------------------------------|--|--|
|                                 | <b><u>In Franchised Businesses</u></b> | <b><u>Because of Franchised Businesses</u></b> |
| <b>Jobs</b>                     | 40,898                                 | 56,670   |
| <b>Payroll (in \$ millions)</b> | \$ 982                                 | \$ 1,459                                       |
| <b>Output (in \$ millions)</b>  | \$ 3,049                               | \$ 4,665                                       |
| <b>Establishments</b>           | 3,352                                  |  |

  

|                                 | <b>Business Format Franchises</b>      |  | <b>Product Distribution Franchises</b> |  |
|---------------------------------|--|--|--|--|
|                                 | <b><u>In Franchised Businesses</u></b> | <b><u>Because of Franchised Businesses</u></b> | <b><u>In Franchised Businesses</u></b> | <b><u>Because of Franchised Businesses</u></b> |
| <b>Jobs</b>                     | 33,291                                 | 45,145   | 7,607                                  | 11,526   |
| <b>Payroll (in \$ millions)</b> | \$ 744                                 | \$ 1,108                                       | \$ 239                                 | \$ 351   |
| <b>Output (in \$ millions)</b>  | \$ 2,301                               | \$ 3,518                                       | \$ 748                                 | \$ 1,148                                       |
| <b>Establishments</b>           | 2,924                                  |  | 427                                    |  |

  

|                                 | <b>In Business Format Franchises</b> |                                |
|---------------------------------|--------------------------------------|--------------------------------|
|                                 | <b><u>Franchisor Owned</u></b>       | <b><u>Franchisee Owned</u></b> |
| <b>Jobs</b>                     | 9,131                                | 24,160                         |
| <b>Payroll (in \$ millions)</b> | \$ 174                               | \$ 569                         |
| <b>Output (in \$ millions)</b>  | \$ 569                               | \$ 1,732                       |
| <b>Establishments</b>           | 681                                  | 2,243                          |

*Data pertain to 2005*

**Economic Impact of Franchised Businesses in the United States****FRANCHISING IN THE 3<sup>RD</sup> CONGRESSIONAL DISTRICT OF WISCONSIN**

|                                 | <b>All Franchises</b>                  |          |  |          |
|---------------------------------|--|----------|--|----------|
|                                 | <b><u>In Franchised Businesses</u></b> |          | <b><u>Because of Franchised Businesses</u></b> |          |
| <b>Jobs</b>                     |  | 27,718   |  | 39,567   |
| <b>Payroll (in \$ millions)</b> |  | \$ 606   |  | \$ 930   |
| <b>Output (in \$ millions)</b>  |  | \$ 1,928 |  | \$ 3,037 |
| <b>Establishments</b>           |  | 2,430    |  |          |

  

|                                 | <b>Business Format Franchises</b>      |  | <b>Product Distribution Franchises</b> |  |
|---------------------------------|--|--|--|--|
|                                 | <b><u>In Franchised Businesses</u></b> | <b><u>Because of Franchised Businesses</u></b> | <b><u>In Franchised Businesses</u></b> | <b><u>Because of Franchised Businesses</u></b> |
| <b>Jobs</b>                     | 21,777                                 | 30,345   | 5,941                                  | 9,222  |
| <b>Payroll (in \$ millions)</b> | \$ 442                                 | \$ 682   | \$ 163                                 | \$ 248   |
| <b>Output (in \$ millions)</b>  | \$ 1,411                               | \$ 2,214                                       | \$ 518                                 | \$ 824   |
| <b>Establishments</b>           | 2,067                                  |  | 363                                    |  |

  

|                                 | <b>In Business Format Franchises</b> |                                |
|---------------------------------|--------------------------------------|--------------------------------|
|                                 | <b><u>Franchisor Owned</u></b>       | <b><u>Franchisee Owned</u></b> |
| <b>Jobs</b>                     | 6,038                                | 15,739                         |
| <b>Payroll (in \$ millions)</b> | \$ 105                               | \$ 337                         |
| <b>Output (in \$ millions)</b>  | \$ 355                               | \$ 1,056                       |
| <b>Establishments</b>           | 496                                  | 1,571                          |

*Data pertain to 2005*

**Economic Impact of Franchised Businesses in the United States****FRANCHISING IN THE 4<sup>TH</sup> CONGRESSIONAL DISTRICT OF WISCONSIN**

|                                 | <b>All Franchises</b>                       |  |  |  |
|---------------------------------|---|--|--|--|
|                                 | <b><u>In Franchised Businesses</u></b>      |  | <b><u>Because of Franchised Businesses</u></b> |  |
| <b>Jobs</b>                     |   | 37,560   |  | 51,141   |
| <b>Payroll (in \$ millions)</b> |   | \$ 1,097                                       |  | \$ 1,593                                       |
| <b>Output (in \$ millions)</b>  |   | \$ 2,848                                       |  | \$ 4,267                                       |
| <b>Establishments</b>           |   | 2,322  |  |  |
|                                 | <b><u>Business Format Franchises</u></b>    |  | <b><u>Product Distribution Franchises</u></b>  |  |
|                                 | <b><u>In Franchised Businesses</u></b>      | <b><u>Because of Franchised Businesses</u></b> | <b><u>In Franchised Businesses</u></b>         | <b><u>Because of Franchised Businesses</u></b> |
| <b>Jobs</b>                     | 30,731                                      | 41,009   | 6,829  | 10,132   |
| <b>Payroll (in \$ millions)</b> | \$ 774                                      | \$ 1,128                                       | \$ 324   | \$ 465   |
| <b>Output (in \$ millions)</b>  | \$ 2,170                                    | \$ 3,248                                       | \$ 679   | \$ 1,020                                       |
| <b>Establishments</b>           | 2,062                                       |  | 260  |  |
|                                 | <b><u>In Business Format Franchises</u></b> |  |  |  |
|                                 | <b><u>Franchisor Owned</u></b>              |  | <b><u>Franchisee Owned</u></b>                 |  |
| <b>Jobs</b>                     | 8,397                                       |  | 22,334   |  |
| <b>Payroll (in \$ millions)</b> | \$ 184                                      |  | \$ 590   |  |
| <b>Output (in \$ millions)</b>  | \$ 543                                      |  | \$ 1,626                                       |  |
| <b>Establishments</b>           | 532   |  | 1,530  |  |

*Data pertain to 2005*

**Economic Impact of Franchised Businesses in the United States****FRANCHISING IN THE 5<sup>TH</sup> CONGRESSIONAL DISTRICT OF WISCONSIN**

|                                 | <b>All Franchises</b>                  |  |  |  |
|---------------------------------|--|--|--|--|
|                                 | <b><u>In Franchised Businesses</u></b> |  | <b><u>Because of Franchised Businesses</u></b> |  |
| <b>Jobs</b>                     | 67,928                                 |  | 94,349   |  |
| <b>Payroll (in \$ millions)</b> | \$ 1,855                               |  | \$ 2,755                                       |  |
| <b>Output (in \$ millions)</b>  | \$ 5,135                               |  | \$ 7,840                                       |  |
| <b>Establishments</b>           | 4,643                                  |  |  |  |
|                                 | <b>Business Format Franchises</b>      |  | <b>Product Distribution Franchises</b>         |  |
|                                 | <b><u>In Franchised Businesses</u></b> | <b><u>Because of Franchised Businesses</u></b> | <b><u>In Franchised Businesses</u></b>         | <b><u>Because of Franchised Businesses</u></b> |
| <b>Jobs</b>                     | 55,172                                 | 75,060   | 12,755   | 19,289   |
| <b>Payroll (in \$ millions)</b> | \$ 1,350                               | \$ 2,007                                       | \$ 504   | \$ 748   |
| <b>Output (in \$ millions)</b>  | \$ 3,880                               | \$ 5,920                                       | \$ 1,255                                       | \$ 1,920                                       |
| <b>Establishments</b>           | 4,103                                  |  | 540  |  |
|                                 | <b>In Business Format Franchises</b>   |  |  |  |
|                                 | <b><u>Franchisor Owned</u></b>         |  | <b><u>Franchisee Owned</u></b>                 |  |
| <b>Jobs</b>                     | 15,112                                 |  | 40,060   |  |
| <b>Payroll (in \$ millions)</b> | \$ 318                                 |  | \$ 1,033                                       |  |
| <b>Output (in \$ millions)</b>  | \$ 963                                 |  | \$ 2,917                                       |  |
| <b>Establishments</b>           | 1,035                                  |  | 3,068  |  |

*Data pertain to 2005*

**Economic Impact of Franchised Businesses in the United States****FRANCHISING IN THE 6<sup>TH</sup> CONGRESSIONAL DISTRICT OF WISCONSIN**

|                                 | <b>All Franchises</b>                  |  |
|---------------------------------|--|--|
|                                 | <b><u>In Franchised Businesses</u></b> | <b><u>Because of Franchised Businesses</u></b> |
| <b>Jobs</b>                     | 34,547                                 | 46,871   |
| <b>Payroll (in \$ millions)</b> | \$ 788                                 | \$ 1,145                                       |
| <b>Output (in \$ millions)</b>  | \$ 2,425                               | \$ 3,578                                       |
| <b>Establishments</b>           | 2,882                                  |  |

  

|                                 | <b>Business Format Franchises</b>      |  | <b>Product Distribution Franchises</b> |  |
|---------------------------------|--|--|--|--|
|                                 | <b><u>In Franchised Businesses</u></b> | <b><u>Because of Franchised Businesses</u></b> | <b><u>In Franchised Businesses</u></b> | <b><u>Because of Franchised Businesses</u></b> |
| <b>Jobs</b>                     | 26,870                                 | 35,765   | 7,678                                  | 11,106   |
| <b>Payroll (in \$ millions)</b> | \$ 580                                 | \$ 842   | \$ 209                                 | \$ 303   |
| <b>Output (in \$ millions)</b>  | \$ 1,748                               | \$ 2,578                                       | \$ 677                                 | \$ 1,000                                       |
| <b>Establishments</b>           | 2,376                                  |  | 507                                    |  |

  

|                                 | <b>In Business Format Franchises</b> |                                |
|---------------------------------|--------------------------------------|--------------------------------|
|                                 | <b><u>Franchisor Owned</u></b>       | <b><u>Franchisee Owned</u></b> |
| <b>Jobs</b>                     | 7,366                                | 19,504                         |
| <b>Payroll (in \$ millions)</b> | \$ 134                               | \$ 446                         |
| <b>Output (in \$ millions)</b>  | \$ 424                               | \$ 1,324                       |
| <b>Establishments</b>           | 574                                  | 1,802                          |

*Data pertain to 2005*

**Economic Impact of Franchised Businesses in the United States**

**FRANCHISING IN THE 7<sup>TH</sup> CONGRESSIONAL DISTRICT OF WISCONSIN**

|                                 |  | <b>All Franchises</b>           |  |   |  |
|---------------------------------|--|---------------------------------|--|---|--|
|                                 |  | <u>In Franchised Businesses</u> |  | <u>Because of Franchised Businesses</u> |  |
| <b>Jobs</b>                     |  | 24,495                          |  | 33,511                                  |  |
| <b>Payroll (in \$ millions)</b> |  | \$ 550                          |  | \$ 797                                  |  |
| <b>Output (in \$ millions)</b>  |  | \$ 1,749                        |  | \$ 2,603                                |  |
| <b>Establishments</b>           |  | 2,438                           |  |   |  |

  

|                                 |  | <b>Business Format Franchises</b> |   | <b>Product Distribution Franchises</b> |   |
|---------------------------------|--|-----------------------------------|---|--|---|
|                                 |  | <u>In Franchised Businesses</u>   | <u>Because of Franchised Businesses</u> | <u>In Franchised Businesses</u>        | <u>Because of Franchised Businesses</u> |
| <b>Jobs</b>                     |  | 17,938                            | 23,993                                  | 6,557                                  | 9,518                                   |
| <b>Payroll (in \$ millions)</b> |  | \$ 359                            | \$ 527                                  | \$ 191                                 | \$ 270                                  |
| <b>Output (in \$ millions)</b>  |  | \$ 1,183                          | \$ 1,757                                | \$ 566                                 | \$ 846                                  |
| <b>Establishments</b>           |  | 2,029                             |   | 409                                    |   |

  

|                                 |  | <b>In Business Format Franchises</b> |                         |
|---------------------------------|--|--------------------------------------|-------------------------|
|                                 |  | <u>Franchisor Owned</u>              | <u>Franchisee Owned</u> |
| <b>Jobs</b>                     |  | 5,023                                | 12,915                  |
| <b>Payroll (in \$ millions)</b> |  | \$ 86                                | \$ 273                  |
| <b>Output (in \$ millions)</b>  |  | \$ 296                               | \$ 887                  |
| <b>Establishments</b>           |  | 499                                  | 1,530                   |

Data pertain to 2005

**Economic Impact of Franchised Businesses in the United States****FRANCHISING IN THE 8<sup>TH</sup> CONGRESSIONAL DISTRICT OF WISCONSIN**

|                                 | <b>All Franchises</b>                  |  |
|---------------------------------|--|--|
|                                 | <b><u>In Franchised Businesses</u></b> | <b><u>Because of Franchised Businesses</u></b> |
| <b>Jobs</b>                     | 32,092                                 | 44,990   |
| <b>Payroll (in \$ millions)</b> | \$ 737                                 | \$ 1,115                                       |
| <b>Output (in \$ millions)</b>  | \$ 2,312                               | \$ 3,585                                       |
| <b>Establishments</b>           | 2,692                                  |  |

  

|                                 | <b>Business Format Franchises</b>      |  | <b>Product Distribution Franchises</b> |  |
|---------------------------------|--|--|--|--|
|                                 | <b><u>In Franchised Businesses</u></b> | <b><u>Because of Franchised Businesses</u></b> | <b><u>In Franchised Businesses</u></b> | <b><u>Because of Franchised Businesses</u></b> |
| <b>Jobs</b>                     | 24,632                                 | 33,845   | 7,460                                  | 11,145   |
| <b>Payroll (in \$ millions)</b> | \$ 528                                 | \$ 802   | \$ 209                                 | \$ 313   |
| <b>Output (in \$ millions)</b>  | \$ 1,657                               | \$ 2,566                                       | \$ 656                                 | \$ 1,019                                       |
| <b>Establishments</b>           | 2,214                                  |  | 478                                    |  |

  

|                                 | <b>In Business Format Franchises</b> |                                |
|---------------------------------|--------------------------------------|--------------------------------|
|                                 | <b><u>Franchisor Owned</u></b>       | <b><u>Franchisee Owned</u></b> |
| <b>Jobs</b>                     | 6,845                                | 17,788                         |
| <b>Payroll (in \$ millions)</b> | \$ 126                               | \$ 402                         |
| <b>Output (in \$ millions)</b>  | \$ 410                               | \$ 1,246                       |
| <b>Establishments</b>           | 536                                  | 1,678                          |

*Data pertain to 2005*