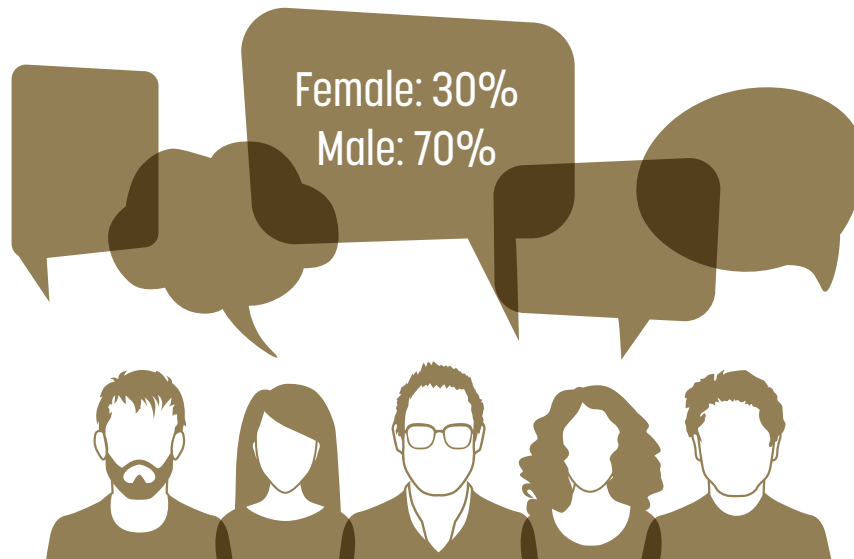


Snapshot Profile of Prospective Franchisees Today



How old are they?

18 - 24	6%
25 - 34	28%
35 - 44	23%
45 - 54	31%
55+	12%

How educated are they?

High School	9%
College/University	62%
Graduate Degree	29%

Where do they live?

BC	9%
AB	18%
SK	3%
MB	2%
ON	57%
QC	6%
Atlantic Provinces	5%
Territories	0%

How much money do they have?

Under \$10,000	6%
\$10,000 - \$50,000	20%
\$50,000 - \$100,000	19%
\$100,000 - \$250,000	28%
\$250,000 - \$500,000	14%
\$500,000 - \$1,000,000	9%
Over \$1,000,000	4%

What level of investment are they looking for?

Under \$10,000	19%
\$10,000 - \$50,000	22%
\$50,000 - \$100,000	24%
\$100,000 - \$300,000	25%
\$300,000 - \$500,000	6%
\$500,000+	4%

What kind of franchise are they looking for?

Food	26%
Home-based	20%
Retail	23%
Services	25%
Other	6%

When are they looking to invest?

Now	43%
6 months	38%
1 - 2 years	16%
3 - 4 years	2%
5 years +	1%

How much time do they spend each week looking for a franchise investment?

1 hour or less	60%
2 - 5 hours	21%
5+ hours	19%

What do they consider most important when evaluating a franchise opportunity?

Brand Recognition	38%
Level of Investment	22%
Concept	18%
Profitability	9%
Credibility	9%
Support	4%

Why are they looking to invest in a franchise?

Want to own a business	48%
Already an entrepreneur	29%
Not happy with job	10%
Investment income	9%
Unemployed/Uncertain job security	4%

What is the top thing they want to get out of owning a franchise?

Owning business/ being the boss	58%
Direct control over investment	18%
Flexibility work/life	11%
Being part of a brand they believe in	7%
Profit	6%

Source: The Franchise Show attendee registrations & surveys, LookforaFranchise.ca information request data