

Small Business Franchise Study in 2026

Small Business Franchise Owners in 2026

AGE RANGE

Gen X (X)	57.1%
Boomers (B)	27.7%
Millennials (M)	14.7%



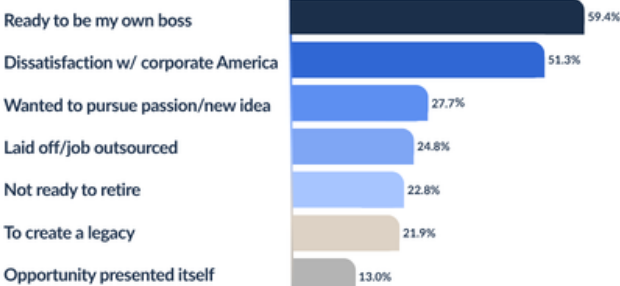
GENDER



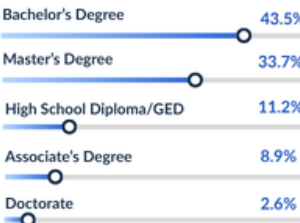
HAPPINESS LEVEL



MOTIVATION



EDUCATION



ETHNICITY

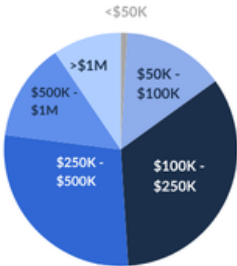
White (W)	83%
Asian (A)	5.8%
Black (B)	5.2%
Latino (L)	5.2%



Small Business Franchises of 2026

COST TO START

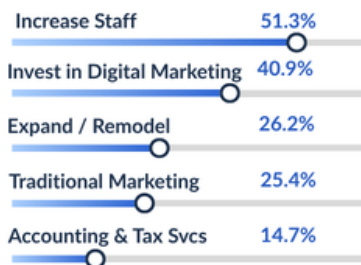
Less than \$50k	0.9%
\$50K-\$100K	13.9%
\$100K-\$250K	33.3%
\$250K-\$500K	27.5%
\$500K-\$1M	13.3%
More than \$1M	9.6%



TOP INDUSTRIES



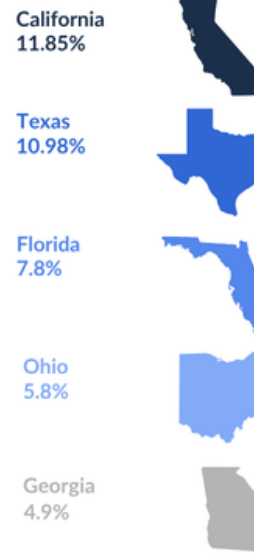
TOP PLANS FOR 2026



NEW OR EXISTING?



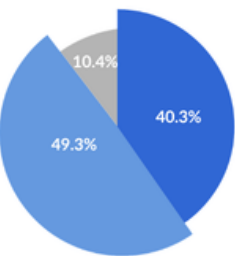
TOP STATES



Economic Climate in 2026

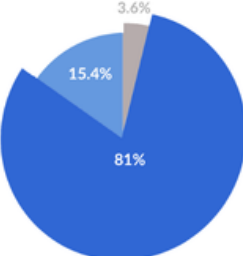
ECONOMIC CONFIDENCE

Yes - 40.3% Unsure - 49.3% No - 10.4%



SURVIVAL OUTLOOK

Yes - 81% Unsure - 15.4% No - 3.6%



ECONOMIC IMPACTS

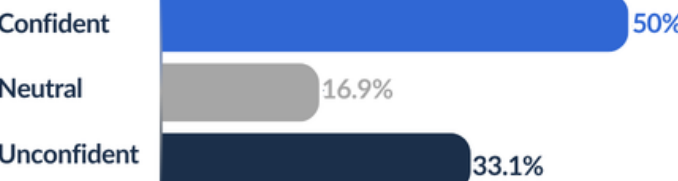


BIGGEST CHALLENGES



Political Climate in 2026

CONFIDENCE IN POLITICAL CLIMATE



POLITICAL AFFILIATION

Republican	43.8%
Independent/No Party	29.4%
Democratic	17.6%
Libertarian	5%
Other/Not Listed	4.1%

GOVERNMENT SHUTDOWN IMPACT

