

METHODOLOGY

266
BRANDS

8,880
FEMALE
FRANCHISEES

33
BENCHMARK
QUESTIONS



enjoy operating
their business



respect their
franchisor



would recommend
their franchise
brand to others



would "do it
again" knowing
what they know
today

"The beauty of starting a franchise is that there is no glass ceiling to break through because you are your own boss – it is very empowering."

Catherine Monson,
CEO, FASTSIGNS

Source: Franchise Business Review,
as of June 2019

INSIGHTS FROM FBR'S 2019 Research on Women Franchisees

FLEXIBILITY

There is just a **6% GAP** between men and women when asked about the flexibility of their work schedule.

Report that their schedule is "flexible" or "very flexible":

72% WOMEN
68% MEN



HOURS

The median weekly hours worked for both genders is **40-50 HOURS**

43: Average hours worked by **WOMEN**
48: Average hours worked by **MEN**



FINANCIAL EXPECTATIONS

While men and women are closely aligned on financial expectations being met, there is a significant gap in income.

Report their financial expectations are being met:

64% of WOMEN
63% of MEN



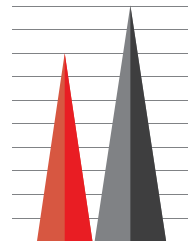
INCOME

Women earn significantly less than men, but nearly 1 in 5 women indicate they work part-time.

Report they work fewer than 30 hours per week:

17% of WOMEN
12% of MEN

Mean pre-tax income:



female: \$69,000
male: \$98,000

INDUSTRY

More women tend to choose franchises in sectors with a lower average pre-tax income.

The most popular industries for women are:

Travel & Hospitality | Child Services | Advertising & Sales

