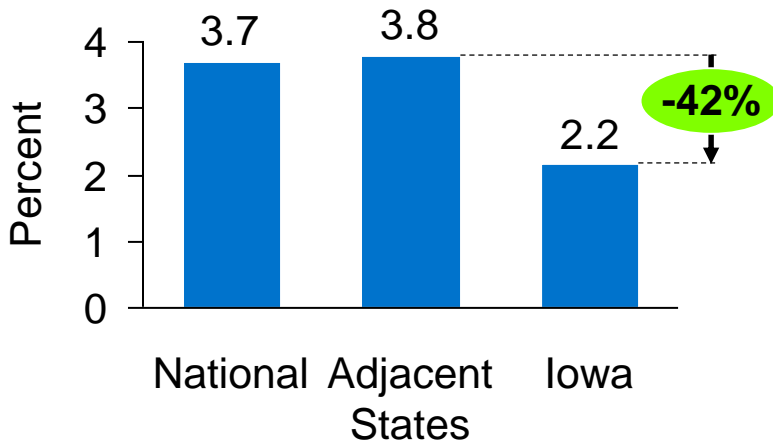


# Did The *Iowa Franchise Act* Help Franchises? The Answer is: No.

FRANdata analyzed 74 franchise brands to assess the impact of the Iowa Franchise Act. Here is what they found:

**In the first 4 years, Iowa franchises grew 42% slower than in adjacent states**

## Franchise Unit Growth From 1992-1996

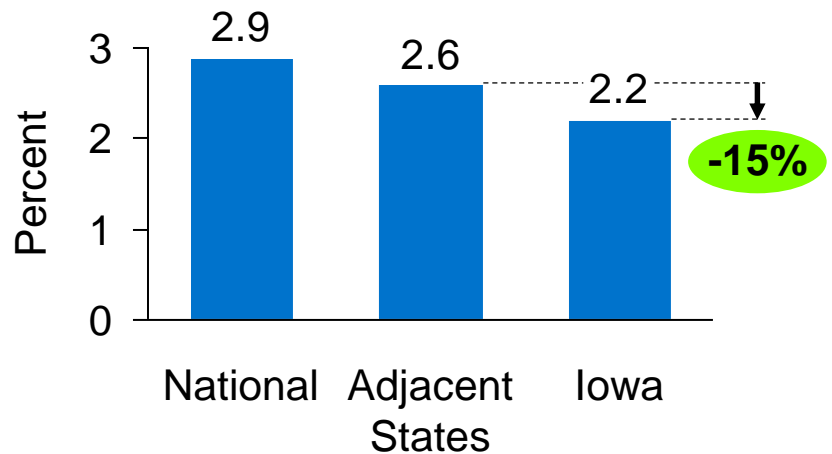


In the first four years, when the impact of the law was greatest, Iowa saw significantly less growth compared to the national average and saw the slowest growth compared to neighboring states.

**The impact of these first 4 years was felt even after 14 years**

FRANdata's analysis of disclosure documents from 74 brands doing business in Iowa and adjacent states, from 1992 to 2006, demonstrates that the Iowa Franchise Act constrained franchise unit growth in the state.

## Franchise Unit Growth From 1992-2006



## Conclusion

Franchises have added jobs faster than other businesses throughout the recovery. States should work to foster a business environment that helps franchises grow, and avoid policies like the Iowa Franchise Act.



**Franchising**  
Building local businesses,  
one opportunity at a time.