

Franchise Awareness and Preference Survey 2006 - Summary

Research on public opinion of franchising reveals that the public would prefer to buy goods and services from a franchised business over a non-franchised business. The research, conducted by independent research house BDRC on behalf of the British Franchise Association (bfa), polled a representative sample of 1235 UK residents aged between 18-55.

Respondents were asked about their preferences for purchasing goods or services from a franchise versus a non-franchise with the results highlighting a distinct favouritism towards franchised businesses. The majority - a massive 45% - said that they would first try out a franchise over a non-franchise whilst only 23% prefer to use a non-franchised brand.

Respondents identified a number of benefits which they feel that franchises have brought to them, explaining this newly identified consumer trend. They are follows:-

- **69% felt that they benefit from the local business which is backed by a national brand/organisation**
- **66% said they know exactly what they are getting in products and service**
- **64% said they felt the service is more likely provided at an agreed and consistent standard**
- **60% said that prices are more competitive (possibly due to the ability to bulk buy)**
- **55% said they like to know that they are keeping money in the local business community**
- **54% said they feel more valued as a customer**
- **53% said they receive better service because they deal with the owner.**

A copy of the full survey can be purchased from the BFA bookshop at www.proudtofranchise.co.uk/survey.pdf

