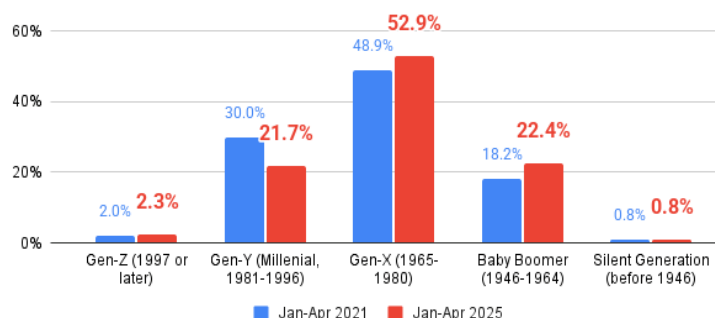


Gen-X Is The Most Popular Age Cohort for Franchise Interest

Source: FranchiseInsights.com Startup Sentiment Index™ Jan-Apr 2025



Most Franchise Seekers are Gen-X, But the Future Belongs to the Millennials

Interest in franchise ownership spans all adult ages, but the most likely cohort for taking the leap is around middle age. Self-reported demographics of prospective franchise owners from January through April 2025 show that the most popular ages for exploring business ownership range from the mid-40s up to 60.

A recent article in the Wall Street Journal told the story of investors who seek entrepreneurs in middle age or beyond because of their connections, credibility, industry experience, domain expertise and the kind of relationships that can take years to cultivate.

“Generation X” makes up the largest group of franchise prospects, with those 45- to 60-years old comprising 52.9% of prospects in 2025 year-to-date through April, up from 48.9% in the same period in 2021 when we did a deeper dive on demographics.

Millennials are a larger cohort in the general population than Boomers or Gen-X, and the first millennials reach age 45 in 2026.

“Baby Boomers” currently aged 61-79 made up 22.4% of franchise inquiries, and were the largest cohort in the general population until 2019, when they were overtaken by Millennials (or “Generation Y”). Millennials are a larger cohort than Boomers or Gen-X, and the first Millennials begin to reach age 45 in 2026. We began to see Millennials outpace Boomers among franchise inquiries in 2021, and the two cohorts have been neck-and-neck in monthly surveys since then.

Source: [Most Franchise Seekers Are Gen-X, But the Future Belongs to Millennials](#)



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AUGUST 2025



oh
DEER®

ALL NATURAL DEER, TICK
& MOSQUITO CONTROL

At ohDEER, we're here to bust these myths wide open and show you why an emerging brand like ours could be the perfect fit for your business goals. As a leader in all-natural deer, tick, and mosquito control, ohDEER offers a unique franchise opportunity that goes beyond the typical expectations.

Prime Territory Availability: With fewer existing locations, you have access to more desirable and untapped territories. This means you can choose a high-growth potential area, where there's less competition from other units of the same brand.

Proven Systems in Place: Franchising with ohDEER means you are not starting from scratch.



At ComForCare, we offer a range of flexible home care services to meet the needs of many people who could use a helping hand. ComForCare combines the flexibility of a mobile franchise with a proven, profitable model. Home Care is a service that provides support for the day-to-day activities of living. Transitional care, otherwise known as short-term services, can help support seniors during this critical time. Respite and short-term care come in when hiring a professional caregiver temporarily can give you the time you need to recharge, refresh, and reset.

At ComForCare, we continually strive to provide the most compassionate, consistent and competent care.



Back to School, Back to Business: Why August is a Prime Time to Start Your Franchise Journey

As summer winds down and the "back to school" buzz begins, August is an ideal month to **kickstart your franchise ownership journey**. Don't wait until after the holidays; August offers several strategic advantages- why August is Ideal:

- **Focused Research:** With summer vacations ending, August provides a clear window for in-depth research into franchise opportunities, including reviewing FDDs and speaking with existing franchisees.
- **Beat the New Year Rush:** Get ahead of the typical "New Year, New Career" wave. Starting now means less competition for prime territories and more dedicated attention from franchisors.
- **Franchisor Readiness:** By August, franchisors are actively looking to onboard qualified candidates and have their support systems primed to help you move efficiently through the process.

Don't let the end of summer delay your entrepreneurial dreams. Just as schools prepare for a new year, you can prepare for a new chapter of business success.

FOR MORE INFORMATION PLEASE CONTACT:

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Referrals are always appreciated! Feel free to share my contact information with others who may be looking into a franchise opportunity.