

# New Study Benchmarks Diversity, Equity, and Inclusion Efforts within the Franchise Sector

*Research from Franchise Business Review Reveals 84 Percent of Franchise Employees Say Their Company Values Diversity*

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The highest performing franchise brands understand that diversity is important to their company's success and are committed to creating an environment that is inclusive, transparent, and genuine."

*Michelle Rowan, President & COO, Franchise Business Review*

[Review](#) has released the results of the fourth annual [Franchising@WORK Employee Engagement Study](#), an independent industry-wide survey of employee satisfaction among franchise employees.

Franchise Business Review (FBR) is a market research firm that specializes in benchmarking satisfaction and engagement in the franchise sector across North America.

The 2023 [Franchising@WORK survey](#) included seven new questions to help measure diversity, equity, and inclusion (DEI) efforts across the franchise sector. Overall, 84 percent of employees surveyed say their company values diversity.

"There is overwhelming evidence that diverse teams and companies that promote inclusive cultures perform at a higher level, but there has never been research to benchmark diversity, equity, and inclusion efforts specifically within the franchise sector, until now," said Eric Stites, founder & CEO of Franchise Business Review. "This year's Franchising@WORK study established a baseline benchmark that franchise organizations can use to measure how satisfied their employees are with the diversity of their organization—a critical factor in recruiting and retaining top talent."

FBR collected data from 6,000 franchise employees, representing 40% corporate staff and 60% unit-level employees, across nearly 180 franchise organizations. Participants were asked 32 core benchmark questions related to job satisfaction, engagement, skills and experience, management, brand leadership, and culture, as well as questions about their role and demographics.

Key DEI findings from the Franchising@WORK study:

- 84 percent of employees surveyed say their company values diversity.
- 86 percent of employees feel their co-workers demonstrate a commitment to creating an inclusive work environment.
- 83 percent feel senior management understands that diversity is important to the company's success.
- 80 percent say their company represents a diverse group of talent.
- 79 percent say their co-workers are comfortable talking about their social and cultural backgrounds at work.
- 71 percent of employees surveyed report that their employee training promotes inclusivity.

"Embracing diversity, equity, and inclusion has a direct impact on the health of franchise organizations' growth, profitability, innovation, and culture," said Michelle Rowan, president & COO of Franchise Business Review. "The highest performing franchise brands understand that diversity is important to their company's success and are committed to creating an environment that is inclusive, transparent, and genuine about their mission and values."

The full results of the study are available at:

<https://fbrinfo.franchisebusinessreview.com/franchising-at-work-report>. The presentation of the key findings can be viewed at: <https://vimeo.com/836916215>

To request a copy of the questions from Franchise Business Review's survey, email Michelle Rowan at [michelle@franchisebusinessreview.com](mailto:michelle@franchisebusinessreview.com). Franchise Business Review can conduct diversity, equity, and inclusion surveys for any franchise organization and provide detailed reporting and benchmarking data. Request more information here:

<https://tour.franchisebusinessreview.com/diversity-equity-inclusion/>

## About Franchise Business Review

Franchise Business Review (FBR) is a leading independent market research firm that specializes in benchmarking franchisee and employee satisfaction. FBR provides franchise companies with benchmarks and best practices to improve satisfaction, employee engagement and retention. FBR has partnered with over 1,200 top-performing franchise companies to drive franchise growth and achieve greater success through data-driven insights. Learn more about FBR's research at <https://tour.franchisebusinessreview.com/research-and-insights/>

Ali Forman

Franchise Business Review

+1 603-319-4818

[ali@franchisebusinessreview.com](mailto:ali@franchisebusinessreview.com)

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