

**Statement of Ethical Standards  
in the Treatment of Research Respondents  
*Franchise Research Institute®***

The ***Franchise Research Institute®*** research organization of Johnson Franchise Consulting, Inc. is committed to the ethical treatment of people who respond to our surveys. This means that (1) we will value your time, (2) we will value your privacy, and (3) we will value your opinions.

If you choose to respond to a ***Franchise Research Institute®*** survey, we will keep the survey as short as possible. If at any time you feel a survey is taking too much of your time, you are free to discontinue participation. If you have any problems or concerns we encourage you to send us your comments at [Info@FranSurvey.com](mailto:Info@FranSurvey.com).

If you respond to one of our surveys, we will not reveal the fact that you have answered the survey, nor your answers to the survey, to anyone outside those members of our research staff and research contractors who have a need to know who you are in order to contact you or confirm that your data has been correctly recorded and analyzed. In particular, we will not reveal that you have answered the survey to the franchisor, group of franchisors, or association/organization that contracted with us to do the survey, nor will we reveal any answers you have given to the survey that might identify you. Our staff and our contractors are committed to maintaining your privacy in the strictest possible fashion.

We will maintain strict data security so that your data cannot be seen by anyone but our employees and contractors authorized to work on the study in which you have participated. In almost all cases, we will report only aggregate results to the franchisor, group of franchisors, or associations/organizations who commissioned the research. In the rare circumstance under which the franchisor requests a copy of the data file in order to do their own statistical analyses, all personally identifying information, such as name, address, and contact information, size of operation (including sales and number of employees), geographic location, franchise service representative, number of operating units, franchise agreement details, will be carefully removed from the data file so that the franchisor cannot identify the source of the data.

Finally, we will value your opinions. The ***Franchise Research Institute®*** survey project is dedicated to improving communication and understanding between franchisees and franchisors, for the betterment of the entire franchise industry. We will convey the opinions of you and the other franchisees who respond to our survey in a straightforward and truthful manner.

Again, if you have any concerns about a survey you have been asked to complete for the ***Franchise Research Institute*** program, we urge you to contact us at [Info@FranSurvey.com](mailto:Info@FranSurvey.com) or call: 800.410.5205 (toll free).