

Standard FranSurvey 2.5 (FS 2.5)

Q1

In general, how would you rate the overall quality of your franchisor?					
Excellent	Very Good	Good	Acceptable	Poor	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Q2A

Knowing what you know now, and if you had it to do over again, would you:					
Definitely buy this franchise	Very likely buy this franchise	Probably buy this franchise	Probably not buy this franchise	Definitely not buy this franchise	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

**If answered, 'Probably not' or 'Definitely not' continue to Q2B
All others SKIP to Q3A**

Q2B

If not, why not?
Verbatim Response here:
If you have no additional comments, please click "next page" below and continue.

Q3A

Would you recommend this franchise to a prospective franchisee?				
Definitely would recommend	Very likely would recommend	Probably would recommend	Probably would not recommend	Definitely would not recommend
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**If answered, 'Probably would not' or 'Definitely would not' continue to Q3B
All others SKIP to Q4**

If answered, 'Definitely would', 'Very Likely would', or 'Probably would' to Q3A AND answered 'Probably would not' or 'Definitely would not' to Q2A continue to Q3C

All others SKIP to Q4

Q3B

If not, why not?	
Verbatim Response here:	
If you have no additional comments, please click "next page" below and continue.	

Q4

Assigning an "A" through "F" grade, how would you rate your franchisor in the following areas:						
	A	B	C	D	F	Don't know/ N/A
The initial training supplied by the franchisor	<input type="radio"/>					
The initial opening support provided by the franchisor	<input type="radio"/>					
The ongoing training and support supplied by the franchisor	<input type="radio"/>					
The helpfulness and communication between fellow franchisees	<input type="radio"/>					

Q5

Does your franchise offer field support?					
Yes	No				
<input type="radio"/>	<input type="radio"/>				

If answered, 'Yes' continue to go to Q5A. If answered 'No' SKIP to Q6

Q5A

How would you grade the helpfulness of your franchisor's field representatives?					
A	B	C	D	F	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Q6

Do you agree or disagree with the following statements?					
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know/ N/A
My franchisor responds in a timely way to my questions and minor problems.	<input type="radio"/>				
My franchisor understands that if I am successful, they will be successful.	<input type="radio"/>				
My franchisor and I are committed to a positive, long-term relationship.	<input type="radio"/>				
My franchisor encourages high standards of quality performance throughout the organization.	<input type="radio"/>				
My franchisor is a competent, skillful organization which I can rely on for help.	<input type="radio"/>				
I am able to communicate directly and effectively with senior management.	<input type="radio"/>				

Q7

My franchisor is effective in resolving disagreements with franchisees.					
Strongly Agree	Agree	I'm not aware of any disagreements	Disagree	Strongly Disagree	Don't Know/ NA
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8

Do you agree or disagree with the following statements?					
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know/ N/A
My franchisor-sponsored advertising, promotional and marketing programs help improve my sales and profits.	<input type="radio"/>				
My franchisor effectively uses social media to help me promote my business.	<input type="radio"/>				
My franchisor effectively uses technology to help me manage and improve my business.	<input type="radio"/>				
My franchisor maintains a helpful and useful public website.	<input type="radio"/>				
My franchisor maintains a helpful and useful internal website.	<input type="radio"/>				
My franchisor's research and development (innovation) efforts help us to be competitive in the marketplace.	<input type="radio"/>				
The vendor programs facilitated by my franchisor are valuable to my business.	<input type="radio"/>				
My franchisor cares about franchisee profitability and success.	<input type="radio"/>				

These are a sample of the questions asked on the questionnaire. For a complete questionnaire contact the Franchise Research Institute at (402) 489-5205 or email: Mike@FranchiseResearchInstitute.com