

# FRANCHISE RESEARCH

I N S T I T U T E <sup>®</sup>

## FRANCHISEE OPINION RESEARCH

### Standard FranSurvey 2.5 (FS 2.5)

Q1

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

Q2A

<b>Knowing what you know now, and if you had it to do over again, would you:</b>					
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

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

Q3A

<b>Would you recommend this franchise to a prospective franchisee?</b>				
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

<b>If not, why not?</b>
Verbatim Response here:
If you have no additional comments, please click “next page” below and continue.

**Q4**

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

Q5

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

**If answered, ‘Yes’ continue to go to Q5A. If answered ‘No’ SKIP to Q6**

Q5A

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

Q6

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

Q7

<b>My franchisor is effective in resolving disagreements with franchisees.</b>					
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

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