

FranSurvey® Express Questionnaire

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"/>	

Q2

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"/>	

Q3

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"/>

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"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The initial opening support provided by the franchisor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ongoing training and support supplied by the franchisor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5

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

Q6

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"/>

Q7

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"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The vendor programs facilitated by my franchisor are valuable to my business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My franchisor cares about franchisee profitability and success.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8

	Excellent	Very Good	Good	Acceptable	Poor
How would you rate the overall communication between home office personnel and franchisees?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, how would you rate the opportunity provided by this franchise system?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate the long-term growth potential for your franchise business?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate your franchise business compared to the local competition?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9

What would you like to share with senior management (what you like most, concerns, suggestions, Etc)? All responses will be shared anonymously.

Verbatim Response here:

If you have no additional comments, please click “next page” below and continue.

Q10

What age group do you fit in?					
18-24	25-34	35-44	45-54	55-64	65 + years
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11

How long have you owned this franchise?							
1 Year or less	More than 1 to 2 years	More than 2 to 3 years	More than 3 to 5 years	More than 5 to 10 years	More than 10 to 20 years	More than 20 to 30 years	More than 30 years
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12

How many stores, outlets, or territories of THIS franchise do you own?							
Currently unopened	1	2	3	4	5 - 10	10 - 20	20 +
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>