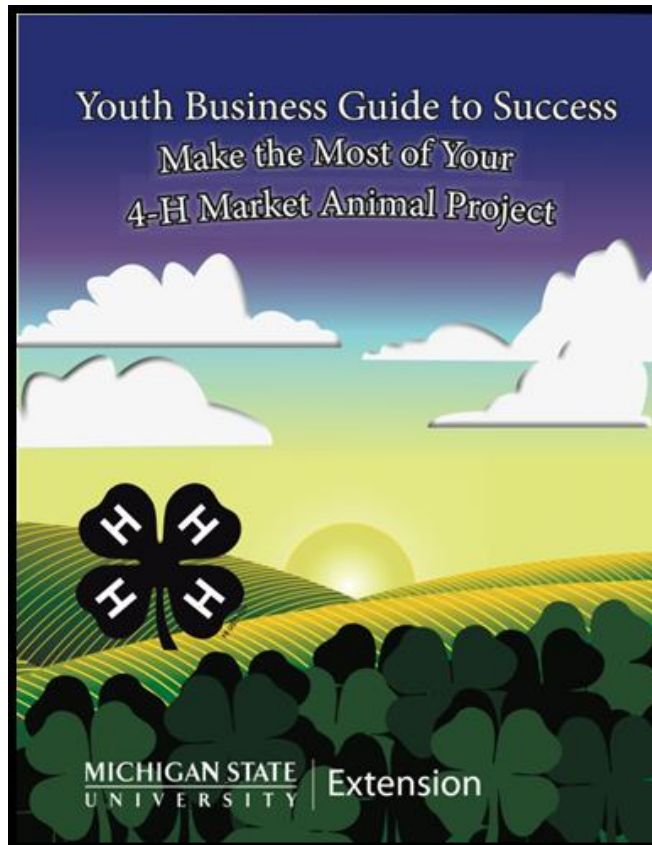


This image of a good customer satisfaction survey example is intended to be used with the Youth Business Guide to Success: Make the Most of Your 4-H Market Animal Project curriculum.



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West Delta 4-H Beef Buyer's Questionnaire



1. When you purchase a meat product, how do you define quality?
2. Is there anything else about the meat product that is important to you?
3. What factors affect your meat buying decision?
4. How important is the ultra sound results when it comes to your purchase?
5. Do you come to the livestock barns at the U.P. State Fair to look at individual animals or do you know in advance which animal you would like to purchase?
6. How important is the appearance of the barn area in which the animal you are looking at is located?

On a scale of 1 to 3, how would you rate the following?

1-BEING VERY IMPORTANT 2-SOMEWHAT IMPORTANT 3-NOT IMPORTANT

1. Meeting and speaking in person with the youth whose animal you Will be bidding on in advance of the sale.	
2. The breed of the animal.	
3. Where the animal was purchased.	
4. How well the exhibitor presents the animal.	
5. Receiving a hand written letter from the youth.	