

## **FOUR STANDARD SURVEY QUESTIONS**

- 1. Explain who will be surveyed and why the group is appropriate to survey.**
- 2. Explain how the survey was developed including consultation with interested parties, pre-testing, and responses to suggestions for improvement.**
- 3. Explain how the survey will be conducted, how customers will be sampled if fewer than all customers will be surveyed, expected response rate, and actions your agency plans to take to improve the response rate.**
- 4. Describe how the results of the survey will be analyzed and used to generalize the results to the entire customer population.**