

QUESTIONNAIRE BOOKLET

Group Number _____

Location _____

Date _____

Concept Reaction

Which of the ratings below most closely describes your overall reaction to the new product idea described on the sheet?

- ☐ Like it a lot
- ☐ Like it somewhat
- ☐ Indifferent
- ☐ Dislike it somewhat
- ☐ Dislike it a lot

(DO NOT TURN PAGE)