1. What is your first reaction to the product?

* Very positive
* Somewhat positive
* Neutral
* Somewhat negative
* Very negative
* 2. How innovative is the product?
* Extremely innovative
* Very innovative
* Somewhat innovative
* Not so innovative
* Not at all innovative  
    
  3. When you think about the product, do you think of it as something you need or don’t need?
* Definitely need
* Probably need
* Neutral
* Probably don’t need
* Definitely don’t need  
    
  4. How would you rate the value for money of the product?
* Excellent
* Above average
* Average
* Below average
* Poor   
    
    
  5. If the product were available today, how likely would you be to buy the product?
* Extremely likely
* Very likely
* Somewhat likely
* Not so likely
* Not at all likely

6. How likely is it that you would recommend our new product to a friend or colleague?

| Not at all likely - 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Extremely likely - 10 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |

7. How often do you lose your personal belongings?

* Never
* Rarely
* Occasionally
* All the time
* Other (please specify)

8. Where do you usually lose your personal belongings?

* I never lose anything
* Airport
* Home
* Gym
* School/Uni
* Toilet/Bathroom
* Shopping center
* Local shop
* Other (please specify)
* Nightclub
* Bar
* Coffee shop/Cafe
* Restaurant
* Hotel
* Public Transport (bus, tube..)

9. what age group do fall into ?

* 13 -18
* 19 - 25
* 26 - 31
* 31 - 41
* 41 -50
* 50 plus

10. Which of the following best describes your current occupation?

* Part-time student
* Manager
* Self -employed
* Health worker (Nurse, Doctor...)
* Teacher
* Full-time student
* Office worker
* Construction worker
* Emergency service worker
* IT worker