

CONCEPT TEST 301

TopGrade, a new measuring level by "Kapro", contains, in addition to the usual eyepiece, two more eyepieces, set at 1% and 2% slopes. This allows for an accurate measurement of moderate slopes (for instance - of rooftops requiring drainage). Similar to other levels by Kapro, the accuracy and quality of the level are high. The price of the new level is 20% higher than a similar single-eyepiece Kapro level. The level is available in several standard sizes.

1. How likely would you be to buy this level if it was available on the market?

- Definitely would buy
- Probably would buy
- Might or might not buy
- Probably wouldn't buy
- Definitely wouldn't buy

2. Imagine that the level is here in front of you. Are interested in buying it right now?

- Yes
- No

3. What is your opinion of the described level?

4. To what extent is this level unique and different from existing levels?

1	2	3	4	5
Not at all				Very much

5. To what extent do you believe that the describe benefits of this level are fulfilled?

1	2	3	4	5
Not at all				Very much

6. To what extent does this level solve you an existing problem?

1	2	3	4	5
Not at all				Very much

7. To what extent are you interested in this level?

1	2	3	4	5
Not at all				Very much

8. To what extent does this level offers value-for-money?

1	2	3	4	5
Not at all				Very much

9. What would be your main reason for buying or not buying this level?

10. What do you like best about the described level?

11. What do you like least about the described level?

12. Please rate the importance of the following attributes when you buy a level:

Product's Attribute	Very Important			Not at all important	
Accuracy	5	4	3	2	1
Ease of use	5	4	3	2	1
Quality	5	4	3	2	1
Known brand	5	4	3	2	1
Price	5	4	3	2	1

13. Please tell us how the described level would rate on the following attributes:

Product's Attribute	Very good			Very bad	
Accuracy	5	4	3	2	1
Ease of use	5	4	3	2	1
Quality	5	4	3	2	1
Known brand	5	4	3	2	1
Price	5	4	3	2	1

14. Personal information:

<ul style="list-style-type: none">• Age: _____• Residence (area code): _____• Occupation: _____	<ul style="list-style-type: none">• Gender: Female / Male• State of residence: _____• Years of education: _____
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<ul style="list-style-type: none">• Relation to product: User / Buy for employees / Distributor / Retailer / Kapro employee / Other (please specify): _____• Where do you usually purchase levels? _____• How many levels do you purchase a year? _____• Do you always purchase levels made by the same company? Yes / No<ul style="list-style-type: none">○ If yes, which company? _____• What are your 3 major considerations when purchasing a level? 1. _____ 2. _____ 3. _____

We thank you for your cooperation,
Kapro