

Willingness to pay survey

Please read the short description of the product first. There are no right answers: we want to know what it would be worth to you.

Product

Date

1 Here is the idea: [describe the product in one or two sentences]. How useful would this be to you?

☐ Extremely ☐ Very ☐ Somewhat ☐ Not very ☐ Not at all

2 What do you use for this today?

☐ A paid product ☐ A free tool ☐ Do it myself ☐ Pay someone ☐ Nothing yet

3 What would you expect this to cost per month, in dollars?

4 What is the most you would pay for this per month, in dollars?

5 About how much do you spend on this now, per month?

☐ Nothing ☐ Under \$10 ☐ \$10 to \$49 ☐ \$50 to \$199 ☐ \$200 or more

6 Would you buy it at [your price] a month?

☐ Yes ☐ No ☐ Not sure

7 How sure are you of that answer?

☐ Definitely sure ☐ Probably sure ☐ I said not sure

8 How would you rather pay for a product like this?

☐ One payment ☐ Monthly ☐ Yearly ☐ Per use

9 What would stop you from buying it at that price?

Thank you. Your answers are anonymous.

poll-maker.com/willingness-to-pay-questions

Optional questions (1 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Prices and plans

10 Which is the highest of these monthly prices you would still pay?

☐ \$10 ☐ \$15 ☐ \$20 ☐ \$30 ☐ None of these

11 Which plan would you pick?

☐ Basic, \$10 ☐ Standard, \$20 ☐ Premium, \$40 ☐ None of these

12 Which of these extras would you pay more for? (tick all that apply)

☐ Fast shipping ☐ Setup help ☐ Live support ☐ Warranty ☐ None

13 Would you pay for a year up front to get two months free?

☐ Yes ☐ Maybe ☐ No

14 How would a free trial change your decision?

☐ Only after a trial ☐ A trial would help ☐ No difference

Customers who already pay

STATEMENT

VERY
POOR

EXCELLENT

15 How would you rate the value for money you get from us?

16 If the price went up by [amount], what would you do?

☐ Keep paying ☐ Move to a cheaper plan ☐ Look at other options ☐ Cancel

17 What is the most you would pay each month before you would cancel?

18 What would we need to add for a higher price to feel fair?

Thank you. Your answers are anonymous.

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Optional questions (2 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Business buyers

19 Who signs off on buying something like this?

- ☐ I do ☐ My manager ☐ Finance or purchasing ☐ A committee

20 How much could you spend on this without asking anyone?

- ☐ Nothing ☐ Under \$100 ☐ \$100 to \$499 ☐ \$500 to \$1,999 ☐ \$2,000 or more

21 Which way of pricing would suit your team best?

- ☐ Per user ☐ One flat fee ☐ By usage ☐ One-off licence

22 Which budget would this come out of?

- ☐ An existing budget ☐ A project budget ☐ A new budget line ☐ Not sure

A public program (residents answer)

23 If you paid more for this, what would you most likely spend less on?

- ☐ Eating out ☐ Savings ☐ Other bills ☐ Nothing ☐ Could not pay more

24 How would you vote on [the program] at [\$24] a year on your [bill]?

- ☐ For it ☐ Against it ☐ Would not vote

25 Why would you vote that way?

26 How much do you believe [the program] would work as described?

- ☐ Completely ☐ Mostly ☐ Partly ☐ Not at all

Thank you. Your answers are anonymous.

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Optional questions (3 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Four-price range (Van Westendorp)

27 At what price would it seem so cheap you would doubt its quality?

28 At what price would it feel like a real bargain?

29 At what price would it start to feel expensive but still possible?

30 At what price would it be too expensive to consider at all?

About you (optional)

31 Have you bought something like this in the past year?

☐ Yes ☐ No ☐ Not sure

32 What is your age?

☐ 18 to 29 ☐ 30 to 44 ☐ 45 to 59 ☐ 60 or older

33 What is your yearly household income?

☐ Under \$35,000 ☐ \$35,000 to \$74,999 ☐ \$75,000 to \$149,999 ☐ \$150,000 or more
☐ Prefer not to say