SurveyNinja

Pricing survey

6 questions. About 3 min to answer.

The four Van Westendorp price questions

1. At what price would [Product] be so expensive that you would not consider buying it? Required

Enter an amount in [currency], numbers only.

2. At what price would [Product] start to seem expensive, but you would still consider buying it? Required

Enter an amount in [currency], numbers only.

3. At what price would [Product] be a bargain, a great buy for the money? Required

Enter an amount in [currency], numbers only.

4. At what price would [Product] be so cheap that you would doubt its quality? Required

Enter an amount in [currency], numbers only.

Purchase intent and segment

5. If [Product] had a price you find reasonable, how likely would you be to buy it? Required

Choose one answer.

- ○ Definitely would buy
- ○ Probably would buy
- ○ Might or might not buy
- ○ Probably would not buy
- ○ Definitely would not buy

6. Do you use a similar product today? Required

Choose one answer.

- ○ Yes, regularly
- ○ Yes, from time to time
- ○ No, but I've looked for one
- ○ No

Run it online for free

Copy this template to SurveyNinja, send the link and the answers go into a ready report with charts.

surveyninja.io/templates/pricing-survey

Survey template from SurveyNinja: surveyninja.io