

Menu Price Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

For this hypothetical example, imagine a casual café offering a lunch plate with one vegetable sandwich and a side salad for a total of US\$12, including any applicable tax and with no required additional charge. Drinks are separate. This is an example for feedback, not an available offer. All questions are optional.

1. How clear is what is included in the lunch offer?

- ☐ Not at all clear
- ☐ Slightly clear
- ☐ Moderately clear
- ☐ Very clear
- ☐ Extremely clear

2. How appealing is the described lunch plate to you?

- ☐ Not at all appealing
- ☐ Slightly appealing
- ☐ Moderately appealing
- ☐ Very appealing
- ☐ Extremely appealing
- ☐ I cannot judge

3. How would you describe the stated price for this offer?

- ☐ Much too low
- ☐ A little too low
- ☐ About right
- ☐ A little too high
- ☐ Much too high
- ☐ I cannot judge

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4. How would you rate the value of the described offer at that price?

- ☐ Very poor
- ☐ Somewhat poor
- ☐ Neither poor nor good
- ☐ Somewhat good
- ☐ Very good
- ☐ I need more information

5. If this offer were available when you wanted a café lunch, how likely would you be to consider ordering it?

- ☐ Very unlikely
- ☐ Somewhat unlikely
- ☐ Neither likely nor unlikely
- ☐ Somewhat likely
- ☐ Very likely
- ☐ I cannot judge

6. What information, if any, is missing from the description?

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7. What would be your main reason for choosing or passing on this offer?
