

Price Testing Survey Template

All questions are optional. Select one answer for each choice question.

Write your answers to the open questions in the space provided.

Review the offer card, including the price, currency, billing period, and what is included. Answer based on your own situation. This is research, not an order or payment. All questions are optional.

1. How clear is what you would receive for the stated price?

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

2. How relevant is this offer to a need you currently have?

- ☐ Not at all relevant
- ☐ Slightly relevant
- ☐ Moderately relevant
- ☐ Very relevant
- ☐ Extremely relevant
- ☐ Not sure

3. How would you rate the value of the offer at the stated price?

- ☐ Very poor value
- ☐ Somewhat poor value
- ☐ Neither poor nor good value
- ☐ Somewhat good value
- ☐ Very good value
- ☐ Not enough information

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4. How likely would you be to purchase the offer at the stated price?

- ☐ Very unlikely
- ☐ Somewhat unlikely
- ☐ Neither likely nor unlikely
- ☐ Somewhat likely
- ☐ Very likely
- ☐ Not enough information

5. What is the main reason you might hesitate?

- ☐ The price
- ☐ What is included
- ☐ Uncertainty about quality
- ☐ The payment or commitment terms
- ☐ I do not need the offer
- ☐ Another reason
- ☐ I would not hesitate

6. What would you use or buy instead, if anything?

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7. What information would help you judge this offer more confidently?
