

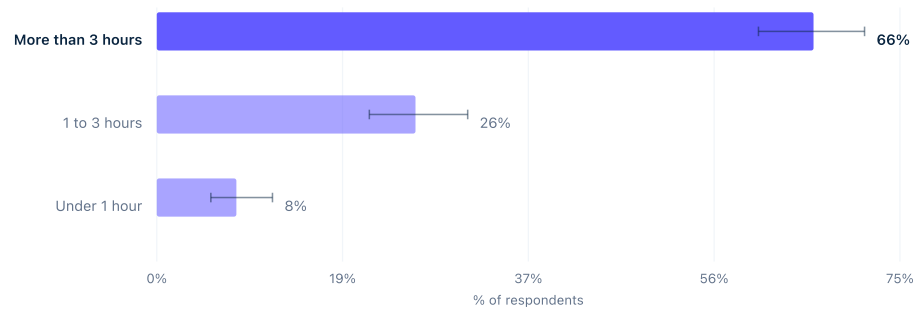
# Higher-usage AI assistant plans: price per month

3 October 2026 · n = 300 · 300 synthetic

**Synthetic results.** Every response in this report was generated by AI (simulated respondents), not given by real people. Use it to test your survey and get a directional read, not as evidence of what real buyers will pay.

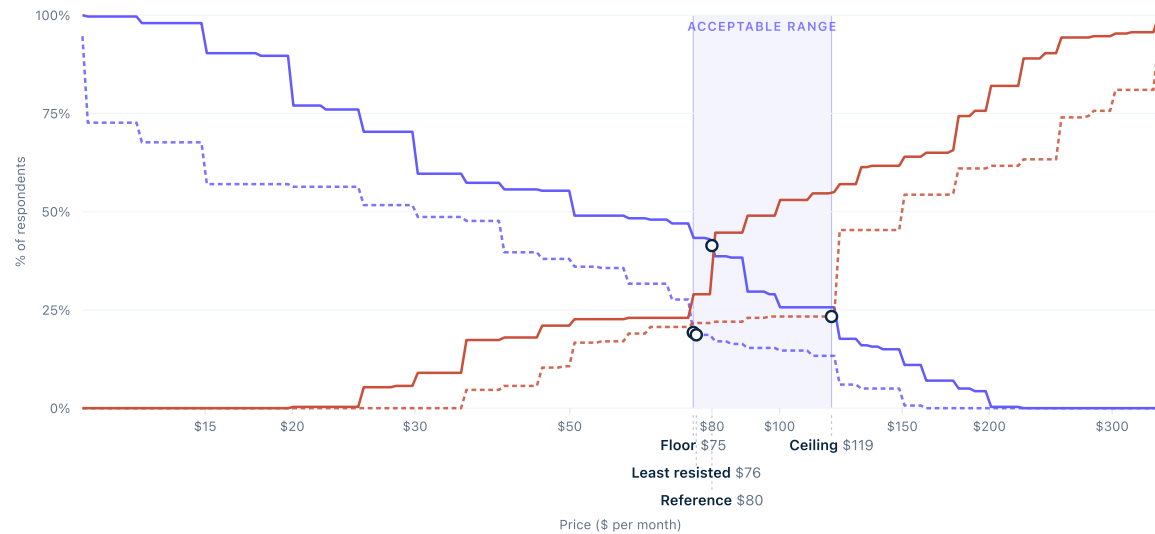
Q1 · Daily use · Single choice

Synthetic only



N = 300 · % of respondents · lines show the 95% range · the lead is clear: +40 pp (30–50)

► Question asked



---- Too cheap   
 — Cheap / bargain   
 — Getting expensive   
 ---- Too expensive

Shaded band = range of acceptable prices

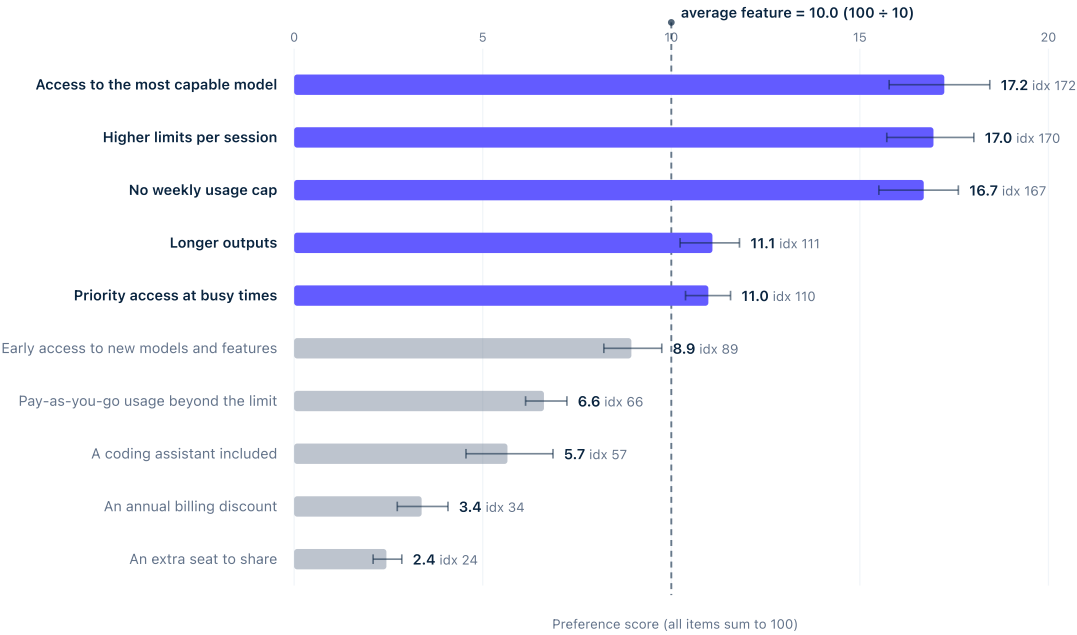
N = 300 of 300 used · none left out · middle 90% of prices shown (log scale); 3% outside, still counted

► Question asked



N = 300 · each respondent counts up to the highest price they accepted · people who said no to every price are counted · shaded band = 95% range

► Question asked



N = 300 · 2353 tasks · 4 items per screen · scores sum to 100, so 2× score = 2× preference · lines show the 95% range

► Question asked

Standard takes the most, 46% at \$100; 5% would buy none. Your revenue: \$86.34 per prospect, 53% of it from Standard.

|                       | ● Basic                             | ● Standard                                                | ● Premium                                                 | None of these                    | Your line-up                        |
|-----------------------|-------------------------------------|-----------------------------------------------------------|-----------------------------------------------------------|----------------------------------|-------------------------------------|
| Usage                 | Standard usage limits               | 5 times the standard usage                                | 20 times the standard usage                               |                                  |                                     |
| Priority              | Standard access                     | Priority access at busy times, early access to new models | Priority access at busy times, early access to new models |                                  |                                     |
| Price                 | \$20                                | \$100                                                     | \$200                                                     |                                  |                                     |
| Share of preference   | 32% 26–37<br><div><div></div></div> | 46% 41–51<br><div><div></div></div>                       | 17% 14–24<br><div><div></div></div>                       | 5% 4–6<br><div><div></div></div> | 95% 94–96<br><div><div></div></div> |
| Revenue per prospect  | \$6.43<br>\$5.12–\$7.38             | \$45.58<br>\$40.84–\$51.26                                | \$34.32<br>\$27.02–\$47.17                                | —                                | \$86.34<br>\$78.95–\$97.09          |
| Share of your revenue | 7% 5–9<br><div><div></div></div>    | 53% 46–59<br><div><div></div></div>                       | 40% 33–47<br><div><div></div></div>                       | —                                | 100%                                |

Share of preference is the chance a prospect picks that plan when these plans, and the option to buy none of them, are on the table; a row adds up to 100%. It is share of preference from the survey, not a market-share forecast: awareness, distribution and competitors are not in it · Revenue per prospect is a plan’s share times its price. “Your line-up” sums your plans; walking away earns nothing, and neither does a competitor’s plan · Share of your revenue is how your revenue splits between your plans · Prices between the tested ones are interpolated; one outside \$20–\$200 is held at the nearest end · “Everyone” is each segment simulated on its own model (Rarely hit usage limits n = 150, Hit usage limits often n = 150), weighted by its respondents · Small figures are 95% bootstrap intervals over respondents

► Question asked

Pick how many plans to sell; the search finds what goes in each, and the price, that earns the most.

Plans

1 2 **3** 4

Tiers build on each other

Keep at least

—

% buying

Find best line-ups

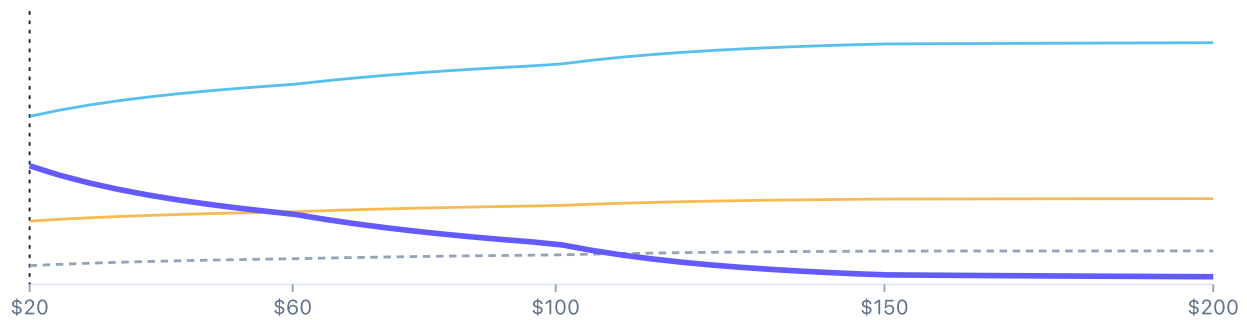
Line-ups are scored on the Plan simulator's market (each segment on its own model, weighted by its respondents) and ranked by your revenue per prospect · The search changes one plan's feature or price at a time, from several starting line-ups, and keeps any change that earns more; each result is a different set of features at its best prices · Prices are the tested ones and rounded prices between them, never outside the tested range · "Tiers build on each other": each plan has every feature of the one below and one more, and costs at least 25% more · "Keep at least ...% buying" ranks only line-ups that keep that share of prospects buying one of your plans · "Beats #2 in 81% of draws" compares two line-ups across the bootstrap: near 50%, the survey cannot tell them apart

▸ Question asked

Your revenue peaks with Basic at \$200: \$116 per prospect, against \$86.34 at \$20.

Move the price of **Basic** ☐ Standard ☐ Premium

WHERE THE SHARE GOES ☒ Basic 32% ☐ Standard 46% ☐ Premium 17% ☐ None 5% at \$20



YOUR REVENUE PER PROSPECT \$86.34 at \$20



Only the chosen plan's price moves; every other plan stays as set in the Plan simulator · The top chart shows where the share goes: what the plan loses at a higher price goes to your other plans, to competitors or to walking away · Your revenue is summed over all your plans, so a price that wins share from a sibling plan shows no gain. The peak is never read outside the tested prices

► Question asked

Price decides 54% of the choice.



Each bar is a level's pull on the choice (its part-worth), zero-centred within its feature; a feature's spread, as a share of all spreads, is its importance · Importance is a fact about the ranges tested: a wider price ladder raises price's share without anyone caring more about price · Worth in money prices a change from one level to another, inside the tested prices; with no competitor and no walking away in it, it is a ceiling. Money is read at \$82, the middle of the ladder · By segment, each segment is fitted on its own respondents and graded as a filter grades it: "directional" below 300, too few to show below 60, not offered below 30 · Lines are 95% bootstrap intervals over respondents

► Question asked