ToolGPA

NOVEMBER 2026

Pollfish

The Insider's Guide

Survey platform that sells responses from its own panel



Every plan, grade, refund rule and rival among form and survey tools, read from Pollfish's own pages.

Made by Pollfish · checked Nov 12, 2026 · toolgpa.com

1.8
GPA



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

03 What it does
Its main features, where it runs, what it works with and who makes it

04 Where it stands
Its grades against its category, and whether to keep it or make your own

05 The alternatives
The tools it is most often weighed against, side by side

06 Quick answers
The questions people ask about it, each answered in a line or two

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Pollfish's own pages, its app-store listings and our grades. Every fact in it is on Pollfish's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 1 of the 60 other form and survey tools we grade

Pollfish is a survey platform where the builder is free to join and the main cost is paying for responses from its consumer panel, starting at $0.95 a response. It also sells full-service research projects and enterprise packages. Its site says the panel is backed by Prodege's consumer loyalty programs.

> "
>
> **You design the survey and the audience yourself.**
>
> From our grade for ease of use

To get you started, here are **8 things to know about Pollfish**, taken from its own pages and our grades.

1 **Best for surveys sent to a paid respondent panel**

Pollfish is a survey platform that sells answers from its own respondent panel.

2 **There is a free plan**

Free to join, with a free AI survey builder. There are no licenses or seats; you pay per survey response.

3 **It runs on Web**

Web.

4 **AI survey builder**

Describe a research goal and the builder drafts a survey with questions and logic, which can then be edited by hand.

5 **Drag-and-drop builder**

A visual editor handles skip logic, branching, answer shuffling, exclusive options and image or video questions, with live preview.

6 **Survey templates**

Templates cover brand awareness, concept testing, pricing studies such as Van Westendorp, conjoint and MaxDiff.

7 **A 1.8 GPA, above 1 of 60**

That is against the other form and survey tools we grade, on value, the free plan, features, ease of use and platforms.

8 **Your call**

A form at its plainest is questions, a button and a table of answers.

Pollfish at a glance

PRICING Free plan	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Pollfish	CATEGORY Forms & Surveys
OUR GRADE 1.8 GPA, weak	

The report card

Best for surveys sent to a paid respondent panel

Pollfish is a survey platform that sells answers from its own respondent panel. Joining and building are free, but each response is charged, from $0.95, so cost grows with sample size, and full-service projects start at $5,000.

TOOLGPA REPORT CARD	Pollfish	Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	Responses start at $0.95 each, so 500 answers cost several hundred dollars, and full-service projects start at $5,000. That sits far above what form tools charge.
Free plan and trial	C	The builder and joining are free, including an AI survey builder, but the page gives no free responses or trial.
Features	C	AI and drag-and-drop builders, templates, your own audience and full-service research. It is a research product, not a general form tool.
Ease of use	C	No store rating on record. You design the survey and the audience yourself.
Platforms and integrations	C	Web only, and the page lists no integrations or apps.
Grade point average		Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Pollfish is for

- ✓ Fits if you need answers from strangers rather than your own list
- ✓ Works for researchers who can set a budget per response

Who it is not for

- ✕ Pricey if you need many answers, because each response costs from $0.95
- ✕ Watch out: full-service projects start at $5,000 per market and enterprise at $10,000 a year
- ✕ Skip it if you only want to collect your own form entries, as it is built around its panel
- ✕ Tight if you want free responses, as the page gives no allowance or trial

Good to know

Good for

- ✓ Marketers and researchers who need respondents, not just a form tool
- ✓ Concept, ad and pricing tests that need a general-population sample
- ✓ Agencies with a steady stream of studies

Worth knowing

- ⓘ The platform is free but responses are charged per response, from $0.95 each, so cost grows with sample size.
- ⓘ Full-service projects start at $5,000 per market and enterprise packages at $10,000 a year.
- ⓘ It is a research product built around its own panel, not a general form or data-collection tool.
- ⓘ The page gives no free response allowance or trial; the free part is the builder and joining.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

3

plans to choose from

Pollfish has a free plan.

> **That sits far above what form tools charge.**
>
> From our grade for value for money

DIY PLATFORM

$0

Free to join and no seats. Responses from the panel cost from $0.95 each.

FULL SERVICE

$5,000

per project and up

Simple general-population studies start at $5,000 per market, with a dedicated research expert and presentation-ready reports.

ENTERPRISE

$10,000

per year and up

Annual commitments from $10,000 with volume discounts, a dedicated account manager and both DIY and full-service options.

The free plan

Free to join, with a free AI survey builder. There are no licenses or seats; you pay per survey response.

Read from pollfish.com on Nov 12, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Survey platform that sells responses from its own panel. Here is what it does, as its own site describes it, and what it covers: AI features, templates, forms, surveys, reports.

> **AI and drag-and-drop builders, templates, your own audience and full-service research.**
>
> From our grade for features

AI survey builder

Describe a research goal and the builder drafts a survey with questions and logic, which can then be edited by hand.

Drag-and-drop builder

A visual editor handles skip logic, branching, answer shuffling, exclusive options and image or video questions, with live preview.

Survey templates

Templates cover brand awareness, concept testing, pricing studies such as Van Westendorp, conjoint and MaxDiff.

Own audience

Responses come from Pollfish's own first-party panel, which the company says is drawn from Prodege's consumer programs.

Full-service research

Teams that want a managed study can buy a project with a dedicated research expert and finished reports.

Team tools

Single sign-on, shared access, folders and one-click survey duplication are listed for team use.

Where it runs

Web

What it works with

Its own pages name no integrations.

Pollfish is made by Pollfish.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

1/60

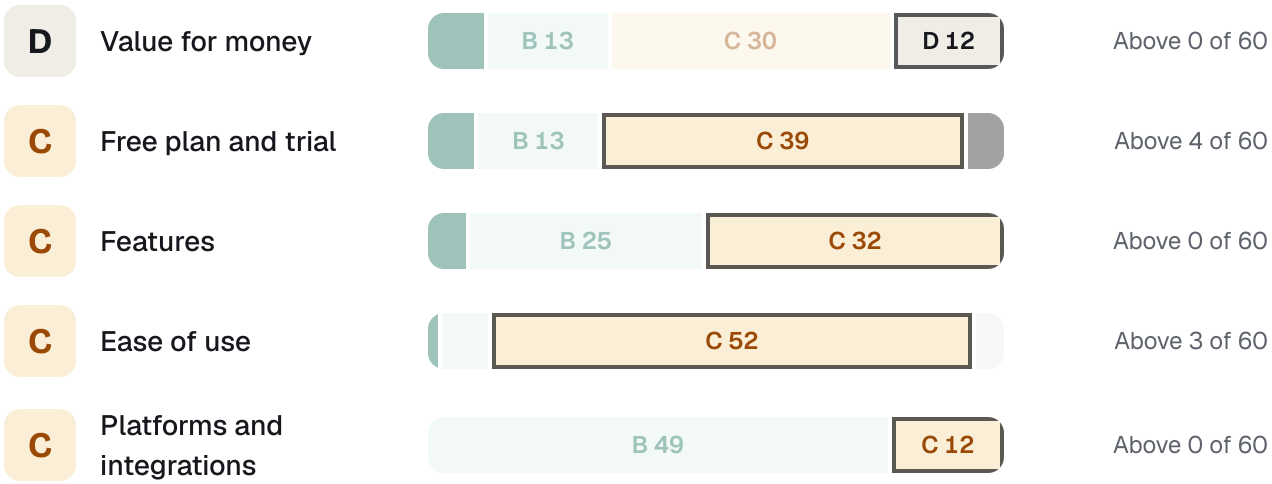
Other form and survey tools it is graded above

Pollfish's GPA of 1.8 is higher than 1 of the 60 other form and survey tools we grade, and level with 2.

It stands best on free plan and trial (C, above 4 of 60) and worst on value for money (D, above 0).

Each grade against the category

Every bar is all 61 form and survey tools we grade, cut by the letter each got. Pollfish's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Your call

A form at its plainest is questions, a button and a table of answers.

You could make the core of Pollfish for yourself: surveys, forms, templates and reports. What you would give up is listed below. Whether that is worth the price is your call.

What you could make

- Surveys, forms, templates and reports: an app builder makes these well.
- It runs in a browser, which is where something home-made would run too.

What you could not

- AI features, unless you pay a model provider for each request yourself.
- What a company asks for before it lets staff use something: single sign-on.

What this rests on. Pollfish's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



SurveyMonkey, Qualtrics, QuestionPro, Alchemer and SurveySparrow

The 5 tools Pollfish is most often weighed against, with where each one differs from it.

SurveyMonkey

2.4 GPA

Free plan · from $39/mo

Online survey and form platform with built-in analysis tools.

- Only SurveyMonkey lists iOS and Android apps.

Pollfish and SurveyMonkey compared in full

Qualtrics

2.2 GPA

Free plan · from $420/mo

Survey and experience research platform with a free account.

- Pollfish also covers templates.
- Qualtrics also covers dashboards.

Pollfish and Qualtrics compared in full

QuestionPro

2.4 GPA

Free plan · from $99/mo

Survey and market research platform with a free plan.

- Only QuestionPro lists iOS and Android apps.
- Pollfish also covers forms.

Pollfish and QuestionPro compared in full



2.4
GPA

Alchemer

Free plan · from $315/yr

Survey platform with advanced logic and market research questions.

- Pollfish also covers templates and forms.
- Alchemer also covers workflow automation.

Pollfish and Alchemer compared in full



2.4
GPA

SurveySparrow

Free plan · from $19/mo

Chat-style survey and customer feedback platform with AI analysis.

- Only SurveySparrow lists iOS and Android apps.
- SurveySparrow also covers workflow automation.

Pollfish and SurveySparrow compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

10

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Pollfish free?

Pollfish has a free plan. Free to join, with a free AI survey builder.

How much does Pollfish cost?

Pollfish lists 3 plans. DIY Platform: $0.

What platforms does Pollfish work on?

Pollfish is available on Web.

Does Pollfish have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Pollfish is listed for Web.

Does Pollfish have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Pollfish is listed for Web.

Is Pollfish open source?

Pollfish is not described as open source on its own site, as read on Nov 12, 2026.

Who makes Pollfish?

Pollfish is made by a company of the same name.

What are the alternatives to Pollfish?

The closest alternatives to Pollfish in our directory are SurveyMonkey, Qualtrics, QuestionPro, Alchemer and SurveySparrow.

How does Pollfish compare with other form and survey tools?

Pollfish's GPA of 1.8 is higher than 1 of the 60 other form and survey tools we grade, and level with 2.

Could I make my own version of Pollfish?

A form at its plainest is questions, a button and a table of answers. You could make the core of Pollfish for yourself: surveys, forms, templates and reports.

Where this guide comes from

The prices, plans, platforms and features were read from Pollfish's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Pollfish's own pages on 12 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Pollfish. Prices change, so check pollfish.com before you buy.

pollfish.com/pricing

pollfish.com/

pollfish.com/platform/survey-maker/

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

5,038

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Pollfish, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/pollfish

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

```
ToolGPA, "Pollfish: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/pollfish
```

Know someone choosing between form and survey tools?

Send them this guide: toolgpa.com/tools/pollfish/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded form and survey tools after Pollfish, each with an Insider's Guide of its own.

Forms & Surveys Insider's Guide

Every one of the 61 form and survey tools we grade, compared

Google Forms Insider's Guide

Form, survey and quiz builder that comes with a Google Account

3.2 GPA

Jotform Insider's Guide

No-code form builder with payments, e-signatures and workflows

3.0 GPA

Fillout Insider's Guide

Form builder with unlimited seats, payments and scheduling

2.8 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Pollfish's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Pollfish is a trademark of its owner, and this guide is not made, paid for or approved by Pollfish. Prices and plans change: check pollfish.com before you buy.