

# Sample Market Survey

## Fitness App Market Survey

Thank you for participating in our survey! Your feedback is invaluable as we work to create a cutting-edge fitness app. Please take a few minutes to share your thoughts with us.

### 1. Demographic Information:

#### a. Age

- i. Under 18
- ii. 18–24
- iii. 25–34
- iv. 35–44
- v. 45–54
- vi. 55–64
- vii. 65 or older

#### b. Location

- i. Urban
- ii. Rural

### 2. Fitness Habits

#### a. How often do you engage in physical exercise?

- i. Daily
- ii. 3–4 times a week
- iii. 1–2 times a week
- iv. Rarely
- v. Never

#### b. What types of exercise do you prefer? (Select all which apply.)

- i. Cardiovascular (e.g., running, cycling)
- ii. Strength training
- iii. Yoga/Pilates
- iv. Group classes (e.g., spin, Zumba)
- v. Outdoor activities (e.g., hiking, biking)

### 3. Technology Usage

#### a. How frequently do you use fitness or health-related apps?

- i. Multiple times a day
- ii. Daily
- iii. Weekly
- iv. Rarely

v. Never

b. What features do you find most valuable in a fitness app? (Select up to 3.)

- i. Workout routines
- ii. Progress tracking
- iii. Nutrition tracking
- iv. Social/community features
- v. Personalized recommendations

4. Preferences for a Fitness App

a. What motivates you to use a fitness app?

- i. Weight loss
- ii. Fitness goals (e.g., muscle gain, flexibility)
- iii. General health and well-being
- iv. Accountability and tracking progress

b. Would you prefer a free app with ads or a paid app without ads?

- i. Free app
- ii. Paid app

5. Potential Improvements

a. What challenges have you experienced with existing fitness apps?

- i. Lack of variety in workouts
- ii. Complicated user interface
- iii. Limited customization
- iv. Lack of social features
- v. Other (please specify)

b. Are there any specific features or improvements you would like to see in a new fitness app?

6. Additional Comments:

a. Is there anything else you want to share or suggest regarding fitness apps or our upcoming app?

*Thank you for completing our survey! Your input is valuable to us as we strive to create a fitness app tailored to your needs and preferences.*