

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.