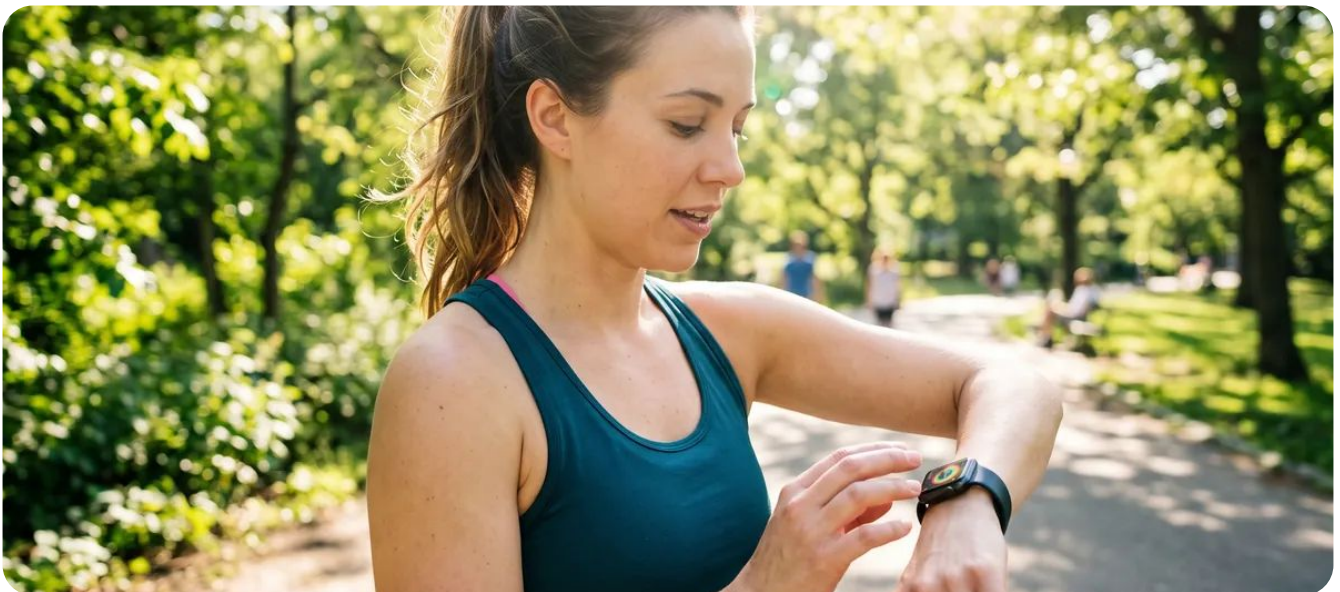


TECHNOLOGY & IT | NORTH AMERICA

A 2,000-respondent fitness segmentation survey

An online segmentation survey of adults who exercise weekly and are open to fitness technology, built to support a full segmentation model.



AT A GLANCE

CLIENT

Major technology company

INDUSTRY

Technology & IT

MARKET

North America

METHOD

Online segmentation survey,
20 minutes

SAMPLE

2,000 fitness-minded adults

THE CHALLENGE

A major technology company needed a robust segmentation of adults who care about fitness and are open to technology, at a scale and quality that could anchor a full segmentation model. Large sample, balanced quotas and a modest incidence meant disciplined screening and strong fraud prevention.

OUR APPROACH

We screened on mindset and activity, balanced the sample on five dimensions and protected quality at volume.

- 1 Screened active adults open to fitness technology and spending
- 2 Balanced the sample on age, gender, region, income and ethnicity
- 3 Planned fielding around the expected incidence
- 4 Applied digital fingerprinting and fraud checks throughout

THE RESULTS

- ✓ 2,000-respondent sample designed for segmentation
- ✓ Screening captured real fitness intent, not just interest
- ✓ Strong fraud controls protected quality at scale

SERVICES USED

Online data collection Fieldwork management Quantitative recruitment Survey programming

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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SEND A BRIEF

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Client project. Client details are anonymised.