

# Research Methodology

Introduction

# How does Tracksuit work?

## Premium data sources

World's largest panel provider

Real people, verified profiles

## Statistical precision

3.1% – 3.9% margin of error

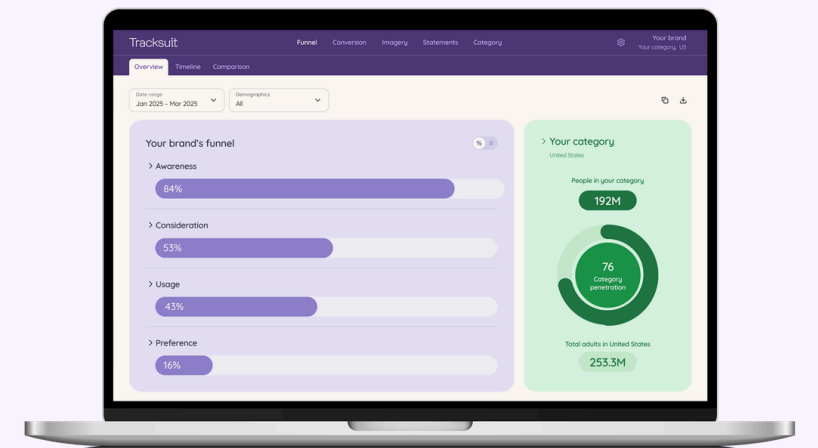
Industry gold standard for accuracy

## Robust sample size

2,400–4,000 responses annually

More data than most quarterly studies

## Always-on intelligence



Continuous data collection

Updated in the dashboard monthly

Enterprise research standards

Statistical confidence you can trust

Powered by premium data sources

Affordable

# Key things you need to know

Everyday, we survey real-life humans to measure and understand your brand health.



We partner with the world's largest panel provider that connects us to 62 million humans in 45 countries.



The survey is done on a nationally representative sample based on age, gender and region and then weighted to the latest census population counts.



We qualify survey respondents into the category based on a purchase behaviour.



We commit to 2,400 qualified survey respondents annually across ANZ and 4,000 in US, UK & Canada.



This sample size give us a margin of error of 3.9% at a confidence level of 95% - following the global standard for enterprise brand tracking.



Your Tracksuit dashboard is made up of a rolling average of three months, which includes at least 600 responses (via API you get access to custom rolling averages between 1 month to 12 months)



We have a skilled team of brilliant minds such as researchers, data experts, and product engineers.

# Who are you surveying?

Tracksuit uses a third-party panel provider called Dynata, one of the world’s largest first-party data companies. This is the same source used by enterprise-level brand trackers for many of the world’s leading brands (like Amazon and Spotify).

Respondents are compensated nominally for their participation by the survey panel provider. This compensation varies but is often points that are exchanged for rewards.

## WE ARE OFTEN ASKED

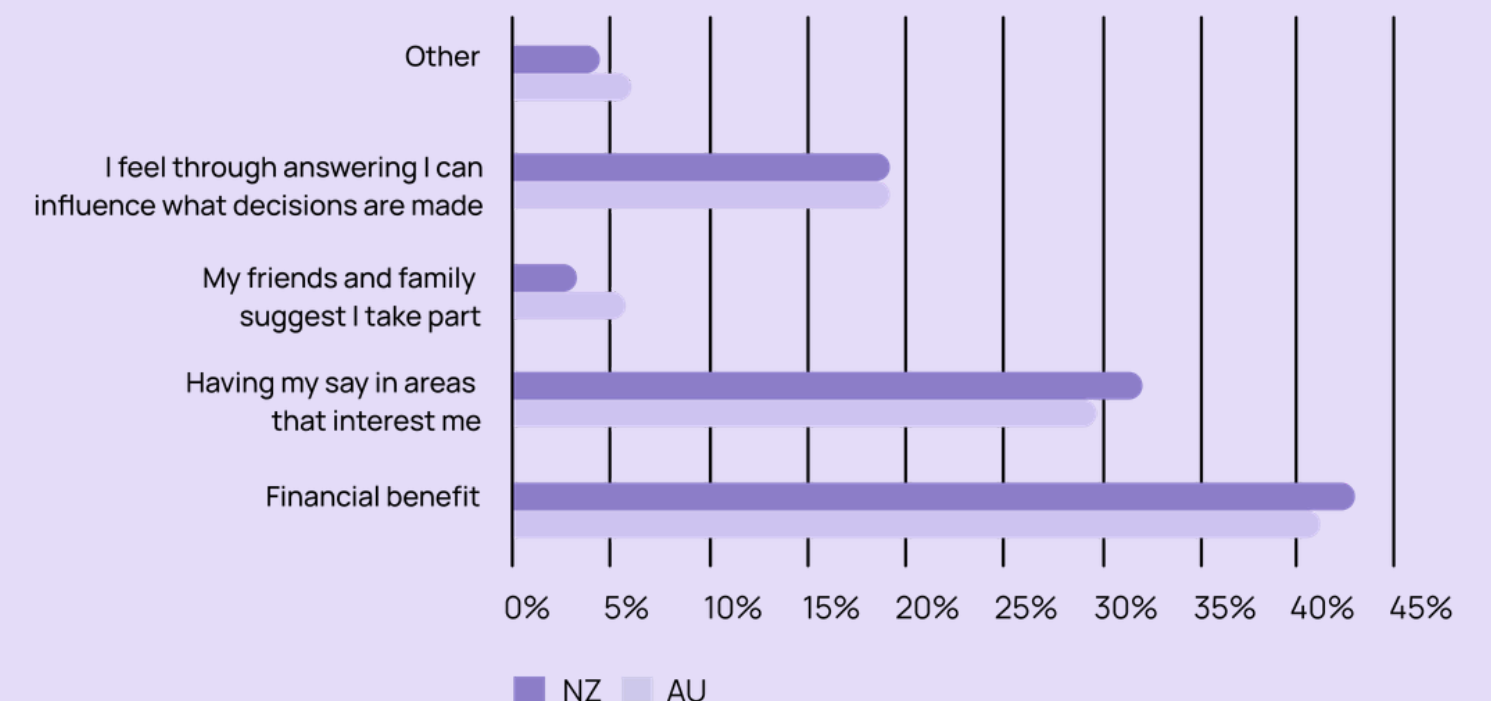
“What are people’s motivations to answer these surveys?”

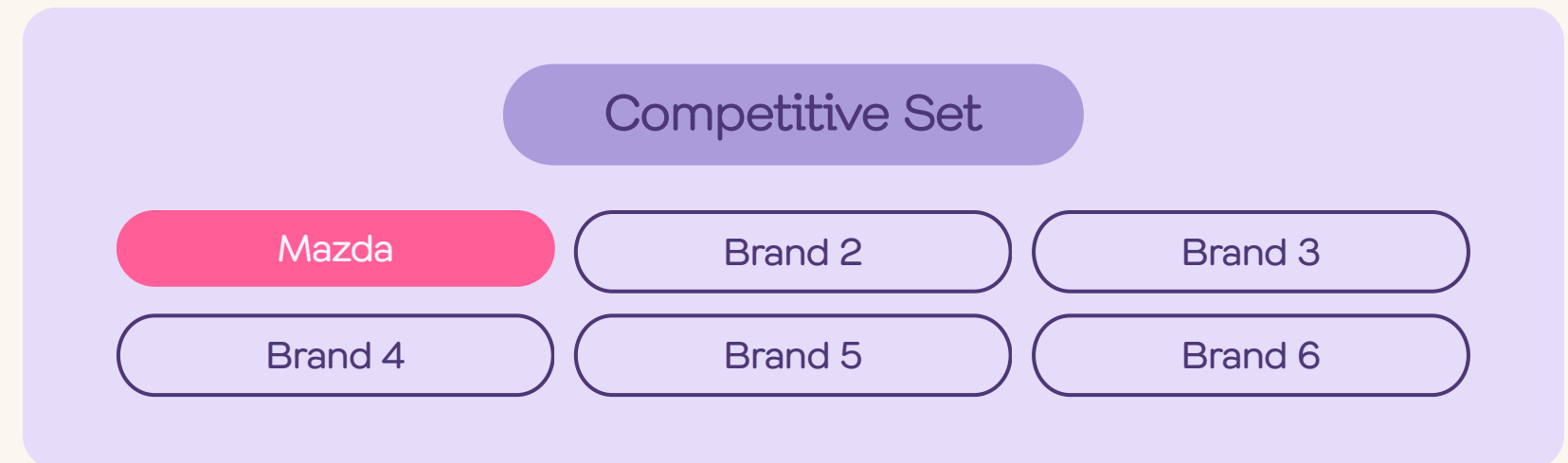
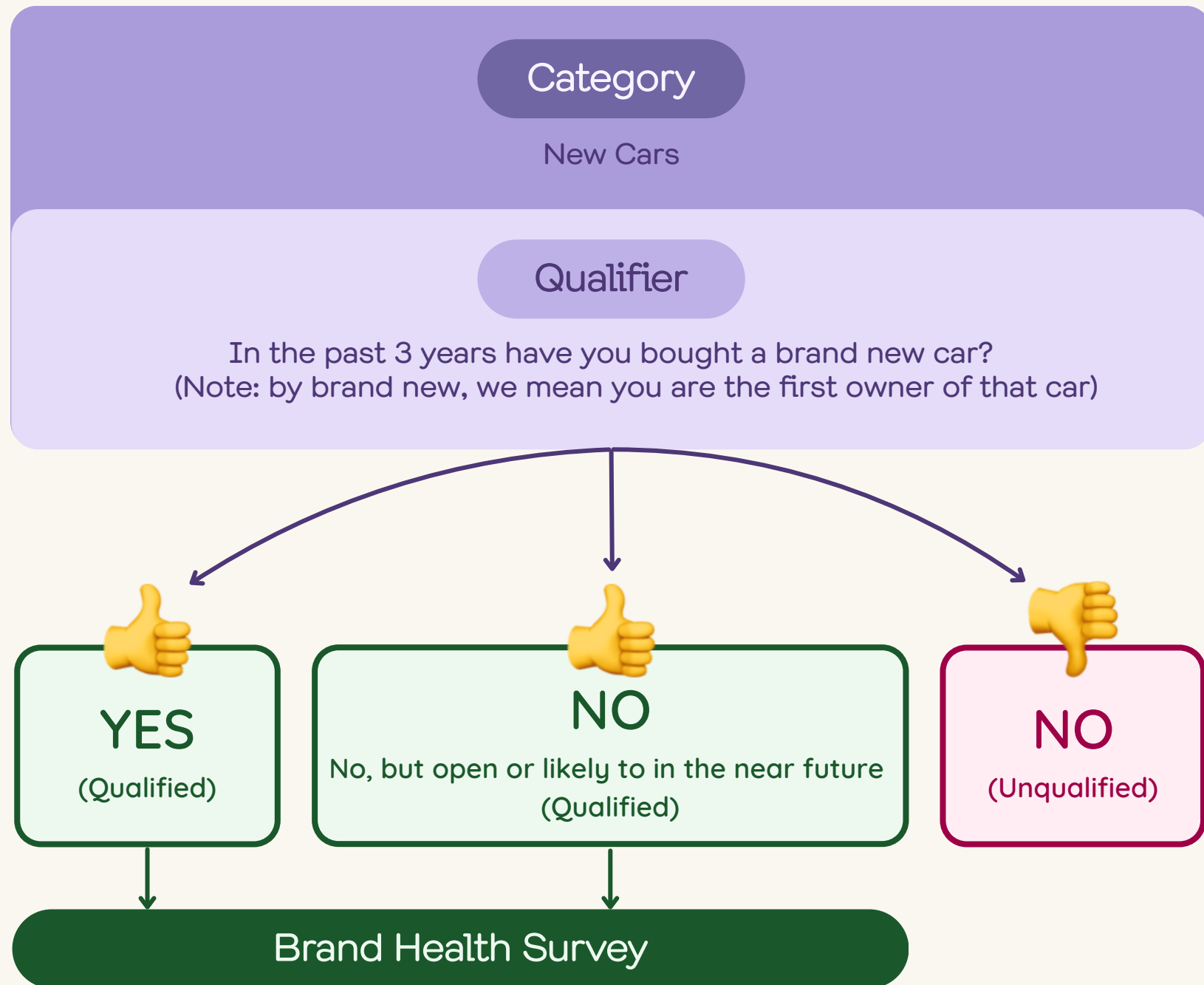
The people engage in these surveys do so for a wide range of reasons, not just financial incentives but for the joy and interest of doing surveys.

## PARTICIPANTS

Not only do we survey a diverse range of people across age, gender, and region, but other demographics like ethnicity, income distribution (both high and low salaries) and education level — you can find what group each individual respondent falls in via your raw data found in the export button on your survey details page.

## PARTICIPANT’S MOTIVATION





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Tracksuit

Thank you