

Bespoke Market Intelligence

Peloton Custom Survey
Wave 4

December 2021

OBJECTIVE

To conduct a survey on a large N (10,000) of US consumers balanced to census to gather consumer feedback toward Peloton and competitive fitness brands, with a focus on understanding purchase intentions around the new tread, gathering feedback on the tread recall, and understanding if/how purchase intentions have been impacted by the recall among those who don't currently own Peloton products.

STRATEGY

- ❑ *Conduct an electronic survey of 10,000 US consumers balanced to census electronically.*
- ❑ *Screening for existing bike / tread owners was a multi-stage process:*
 - ❑ *1. Respondents selected which fitness equipment they own from a list of options.*
 - ❑ *2. If they selected bike or tread, they were shown a list of brands and asked which they own.*
 - ❑ *3. If they selected Peloton, they were shown a picture of the Peloton tread or bike and asked to confirm this was the product they owned in their home (as opposed to using one at a communal gym).*
 - ❑ *4. If they looked at the image and selected that they own it in their home, they were asked to fill-in the room that houses the equipment. Any responses that didn't fill-in a room or location in the home were removed.*

DATES FIELDDED

- ❑ *December 17, 2021 – December 27, 2021.*

Top Takeaways

At-Home Fitness

The percentage of consumers participating in at-home fitness had declined from May to October, but ticked back up a touch in our current wave (December). Outside exercise took a step back following increases in May and October relative to our initial survey in March of 2021.

Pricing Demand Ladder

Pricing Demand Ladder – Among those who don't own Peloton equipment, 30-40% indicate they would move forward and buy the product at a lower price. The average prices that these respondents filled in are as follows: \$824 for the Peloton Bike, \$1,172 for the Peloton Bike+, and \$1,185 for the Peloton Tread. It is worth noting that there are price points above the averages that unlock chunks of demand (ie, ~43% of the 41.4% who said they would buy the bike at a lower price entered a price above \$1,000 that would trigger their moving forward).

Covid Pull Forward

Of those who had their Peloton bike delivered after the start of the pandemic, 57.3% said they would have bought the equipment when they did regardless of Covid (30.5% said they bought it sooner than they would have because of Covid and another 12.2% said they would not have bought the equipment if it were not for the pandemic). Among those who had their Peloton tread delivered after the start of the pandemic, 52.6% said they would have bought the equipment when they did regardless of the pandemic (38.8% said they bought it sooner than they would have because of Covid and another 8.6% said they would not have bought the equipment if it were not for the pandemic).

Purchase Intentions

The % of consumers currently in the market to buy fitness equipment is roughly unchanged compared to our October survey. Among those looking to get a spin bike, Peloton remains the most popular brand that respondents said they would be most likely to choose. Among those who are looking to buy a treadmill at the moment, Peloton is also the most popular brand that respondents said they would be most likely to choose (in our October and May waves, NordicTrack had the stop spot for treads). Of those looking to buy both the bike and the tread from Peloton, expected purchases shifted toward the cheaper models wave/wave.

New Products

Existing Peloton customers show a high degree of interest in purchasing new products or services from Peloton in the future that do not exist today. They also have positive feedback regarding Peloton apparel.

Top Takeaways

Brand Headwinds

The top reason why respondents didn't or won't choose Peloton is simply that it is too expensive / the price is too high.

Brand Tailwinds

Consumers are drawn to Peloton because they feel it has the most effective fitness equipment. Additionally, consumers give Peloton a lot of credit relative to peers for its strong sense of community. Among consumers who are familiar with it, sentiment toward Peloton has improved relative to our May survey (which was conducted in the immediate aftermath of the recall).

Churn

Usage metrics are positive and improving, according to Peloton equipment owners. Looking out over a multi-year horizon, Peloton equipment owners expect to use the equipment at virtually the same frequency in each of 2022, 2023, 2024, 2025, and 2026. When asked directly, a very low % of Peloton users intend to cancel their subscription and get rid of their equipment in the next year (~5-7%).

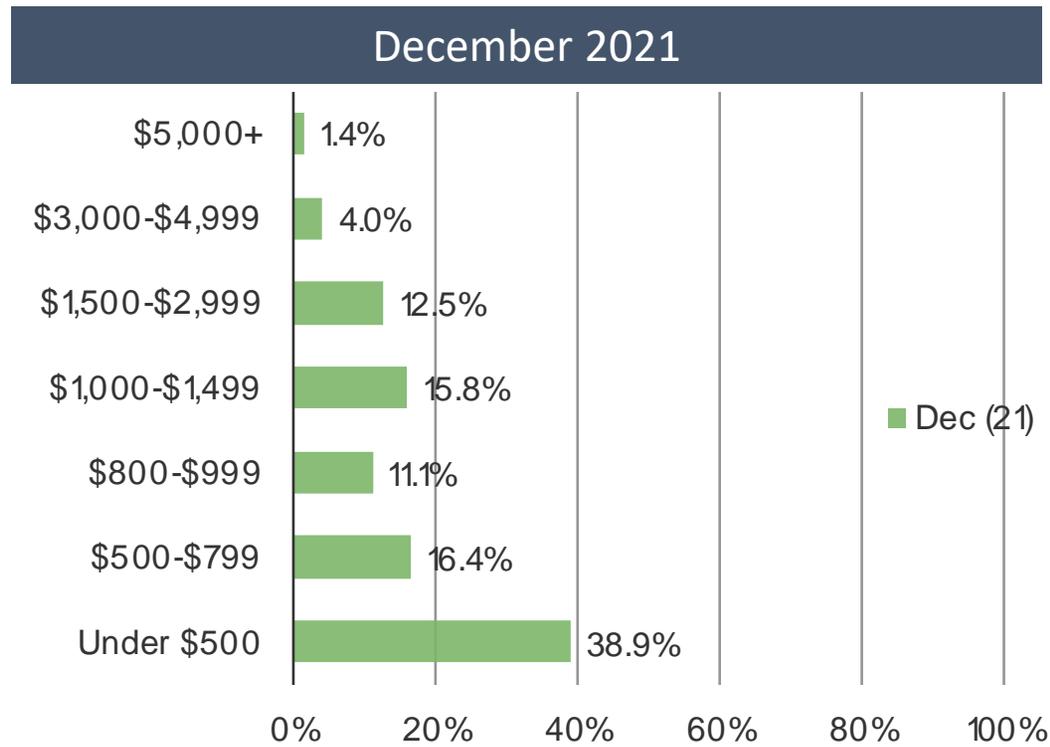
Pricing Power

Peloton has strong pricing power with existing users when it comes to the price of their digital content. To wit, 73.0% of Peloton owners selected that they would continue paying no matter the price. Of the 27% who said they would cancel at a higher price, the average price that would trigger their cancellation is \$52. Peloton owners have a very positive opinion of the value of the Peloton content subscription.

NEW QUESTIONS THIS WAVE

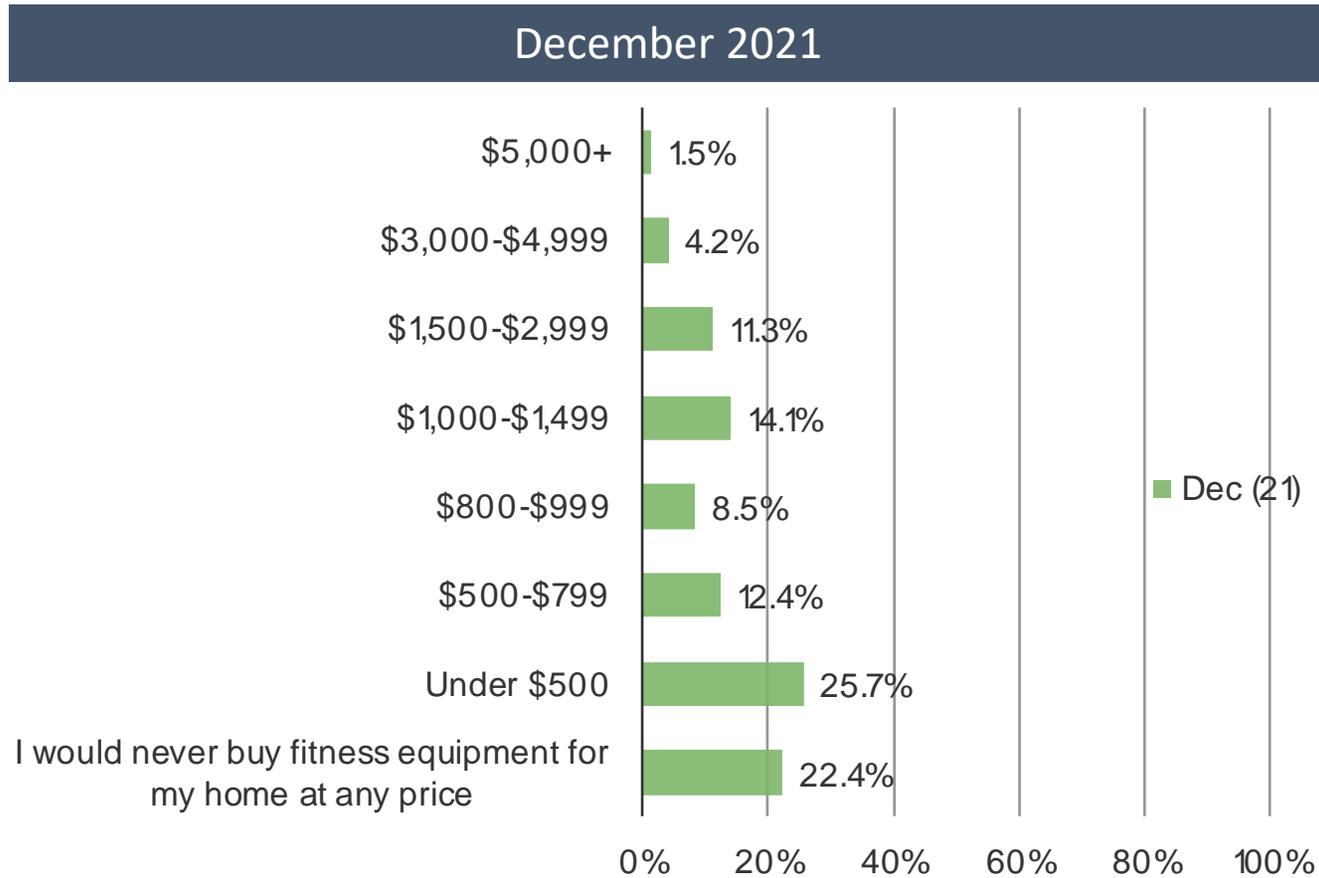
How expensive is the most expensive fitness equipment that you have ever bought for your home?

Posed to respondents who own fitness equipment at home. (N=6158)



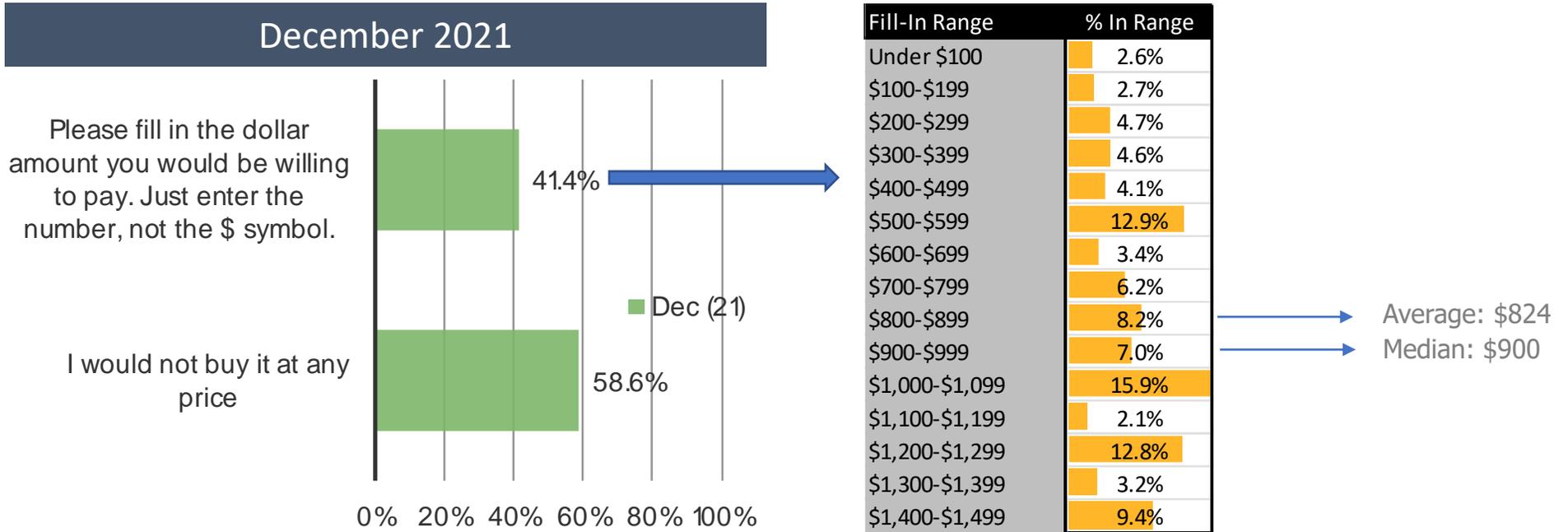
What is the most you would be willing spend on a piece of fitness equipment for your home?

Posed to all respondents. (N=9826)



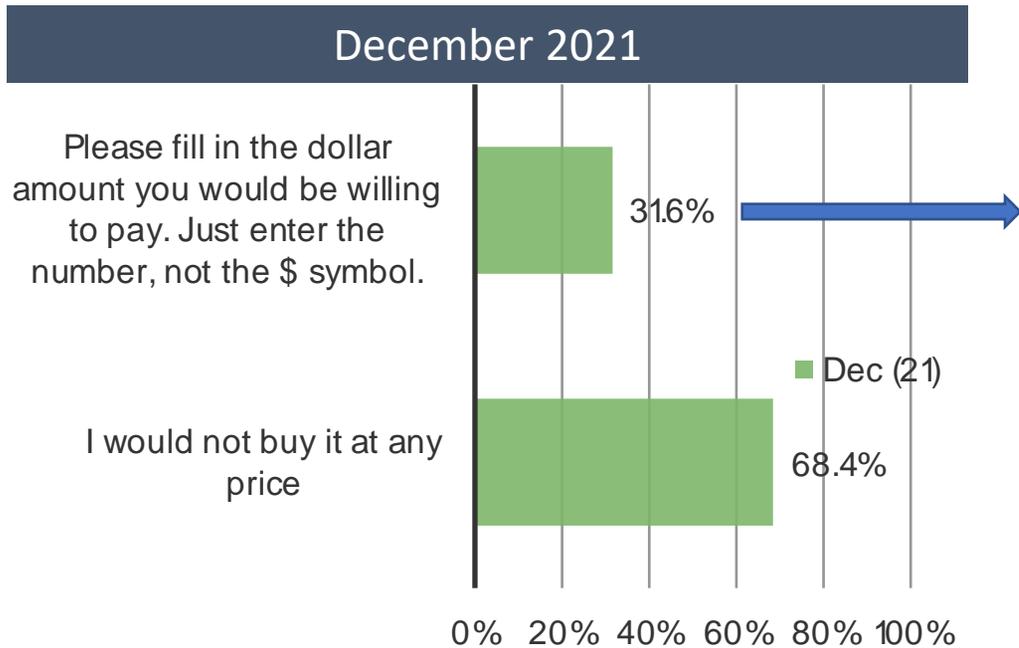
The Peloton bike costs \$1,495. What price would the bike have to be for you to move forward and actually buy it?

Posed to respondents who do not own the Peloton Bike at home. (N=9619)



The Peloton bike+ costs \$2,495. What price would the bike have to be for you to move forward and actually buy it?

Posed to respondents who do not own the Peloton Bike+ at home. (N=9749)



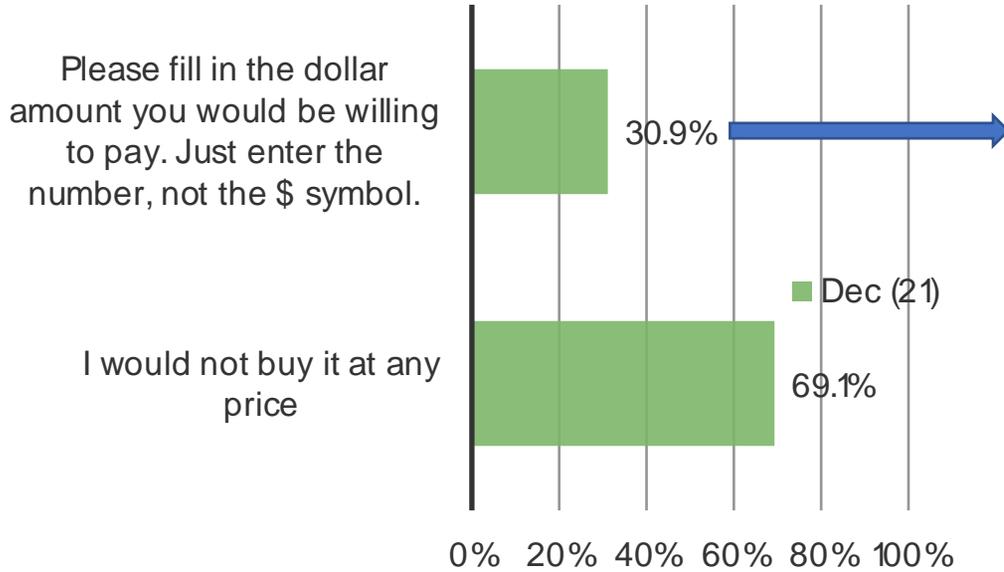
Fill-In Range	% In Range
Under \$100	2.8%
\$100-\$199	2.5%
\$200-\$299	4.7%
\$300-\$399	3.6%
\$400-\$499	3.3%
\$500-\$599	10.6%
\$600-\$699	2.5%
\$700-\$799	4.1%
\$800-\$899	4.0%
\$900-\$999	3.8%
\$1,000-\$1,099	9.6%
\$1,100-\$1,199	0.7%
\$1,200-\$1,299	4.8%
\$1,300-\$1,399	1.0%
\$1,400-\$1,499	2.5%
\$1,500-\$1,599	10.1%
\$1,600-\$1,699	1.1%
\$1,700-\$1,799	1.2%
\$1,800-\$1,899	2.3%
\$1,900-\$1,999	1.7%
\$2,000-\$2,099	13.0%
\$2,100-\$2,199	0.9%
\$2,200-\$2,299	2.4%
\$2,300-\$2,399	1.6%
\$2,400-\$2,499	5.2%

Median: \$1,000
Average: \$1,172

The Peloton tread costs \$2,495. What price would the bike have to be for you to move forward and actually buy it?

Posed to respondents who do not own the Peloton Tread at home. (N=9605)

December 2021



Fill-In Range	% In Range
Under \$100	3.1%
\$100-\$199	2.9%
\$200-\$299	4.5%
\$300-\$399	2.9%
\$400-\$499	3.5%
\$500-\$599	10.3%
\$600-\$699	2.3%
\$700-\$799	3.5%
\$800-\$899	4.0%
\$900-\$999	3.3%
\$1,000-\$1,099	10.3%
\$1,100-\$1,199	0.8%
\$1,200-\$1,299	4.6%
\$1,300-\$1,399	0.8%
\$1,400-\$1,499	2.4%
\$1,500-\$1,599	9.3%
\$1,600-\$1,699	1.0%
\$1,700-\$1,799	1.4%
\$1,800-\$1,899	3.0%
\$1,900-\$1,999	2.2%
\$2,000-\$2,099	13.3%
\$2,100-\$2,199	1.4%
\$2,200-\$2,299	2.2%
\$2,300-\$2,399	1.9%
\$2,400-\$2,499	5.1%

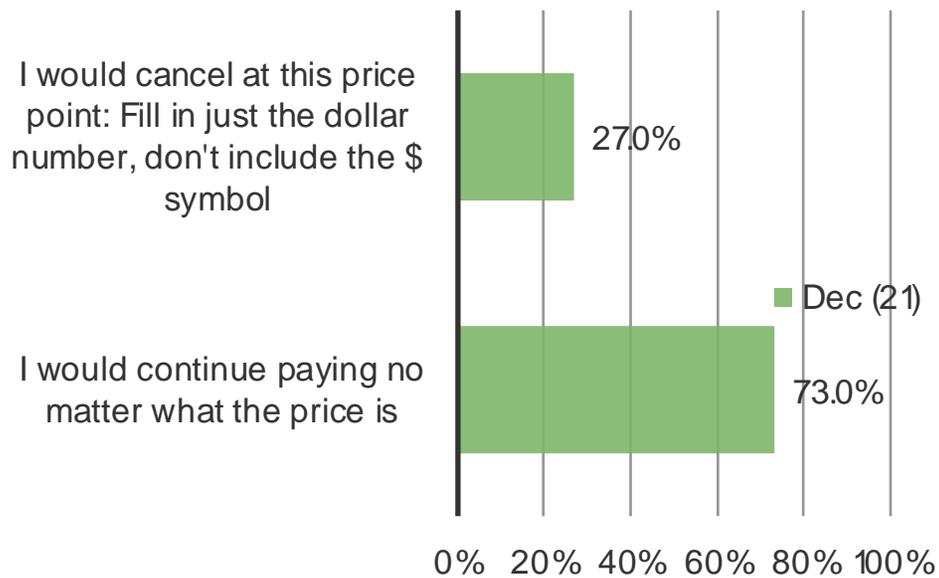
Median: \$1,000
Average: \$1,185

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The Peloton digital subscription to get content/classes on your bike and/or tread costs \$39 per month. If Peloton increases prices in the future, what is the most you would be willing to pay PER MONTH before you would decide to cancel the subscription?

Posed to respondents who have a Peloton subscription. (N=548)

December 2021



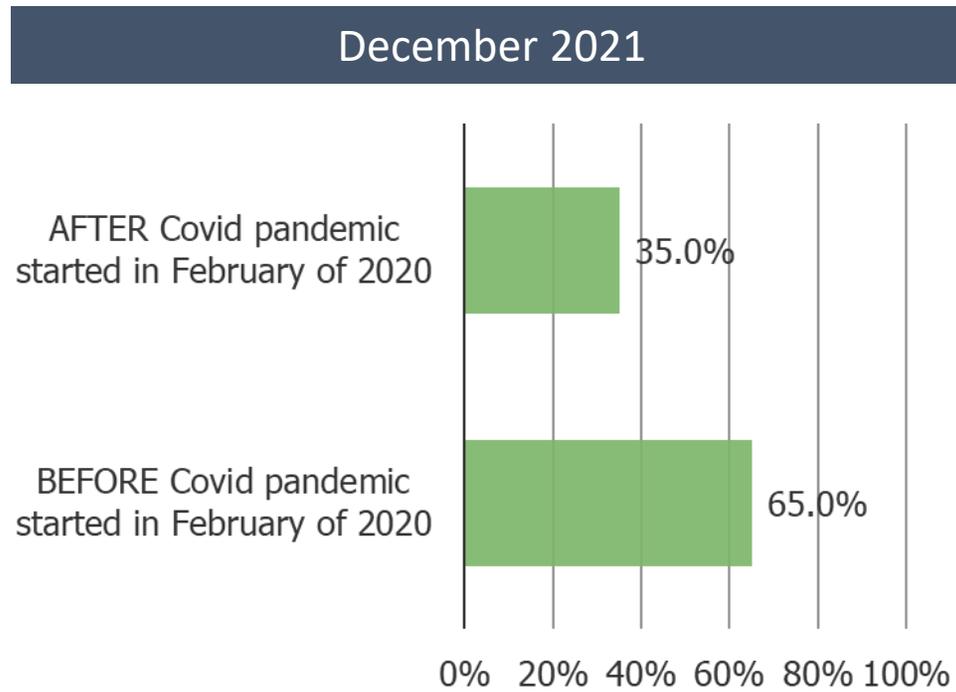
Fill-In Range	% In Range
\$ 39.00	15.0%
\$ 40.00	20.4%
\$ 41.00	0.7%
\$ 42.00	2.7%
\$ 43.00	0.7%
\$ 45.00	16.3%
\$ 46.00	0.7%
\$ 49.00	4.1%
\$ 50.00	26.5%
\$ 59.00	1.4%
\$ 60.00	3.4%
\$ 70.00	1.4%
\$ 78.00	0.7%
\$ 80.00	0.7%
\$100+	5.4%

Median: \$45

Average: \$52

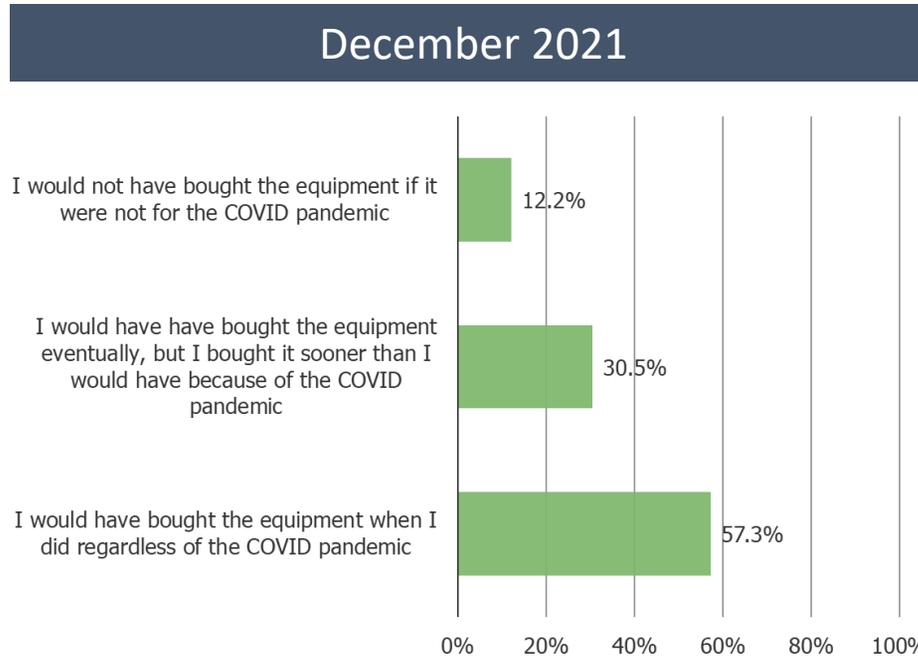
Earlier you mentioned that you own the Peloton bike, do you recall when you had it delivered?

Posed to respondents who own the Peloton bike. (N=157)



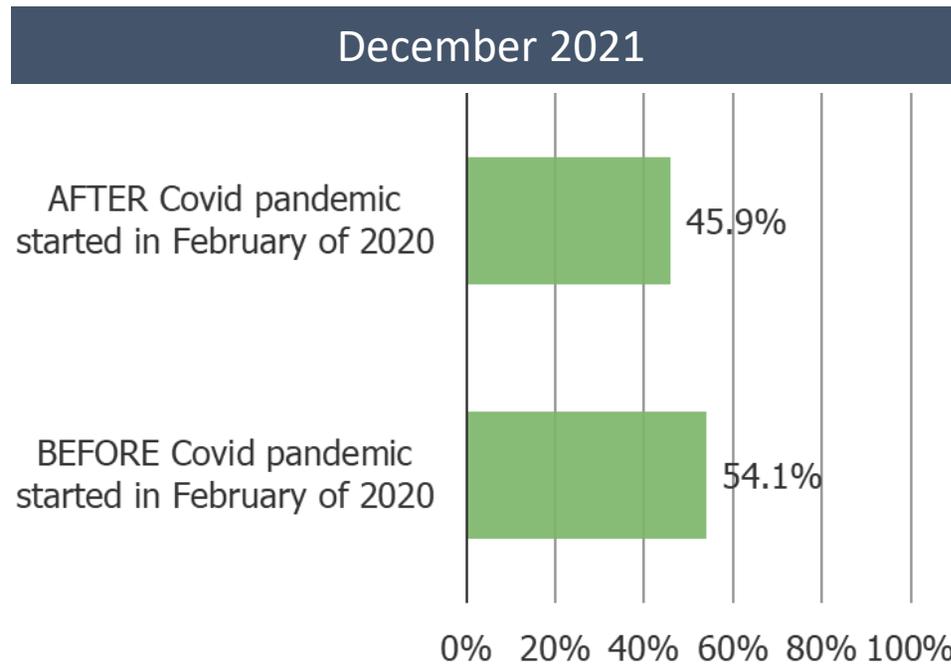
Which of the following best describes your purchase of the Peloton bike / bike+? Please read the choices below carefully and pick which best describes you.

Posed to respondents who own the Peloton bike or bike+ after Covid started. (N=82)



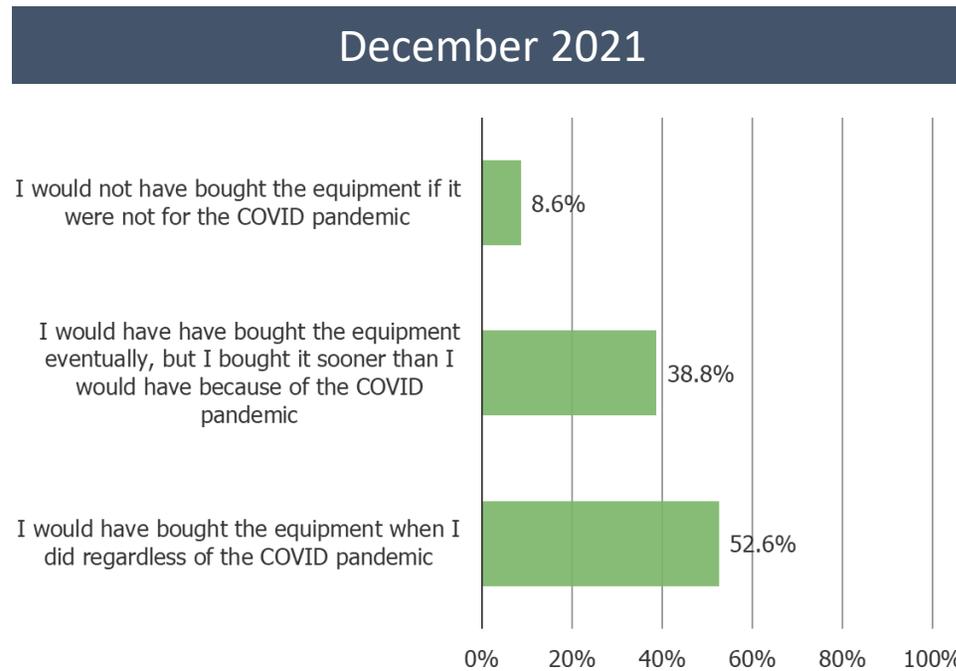
Earlier you mentioned that you own the Peloton tread+, do you recall when you had it delivered?

Posed to respondents who own the Peloton tread+. (N=62)



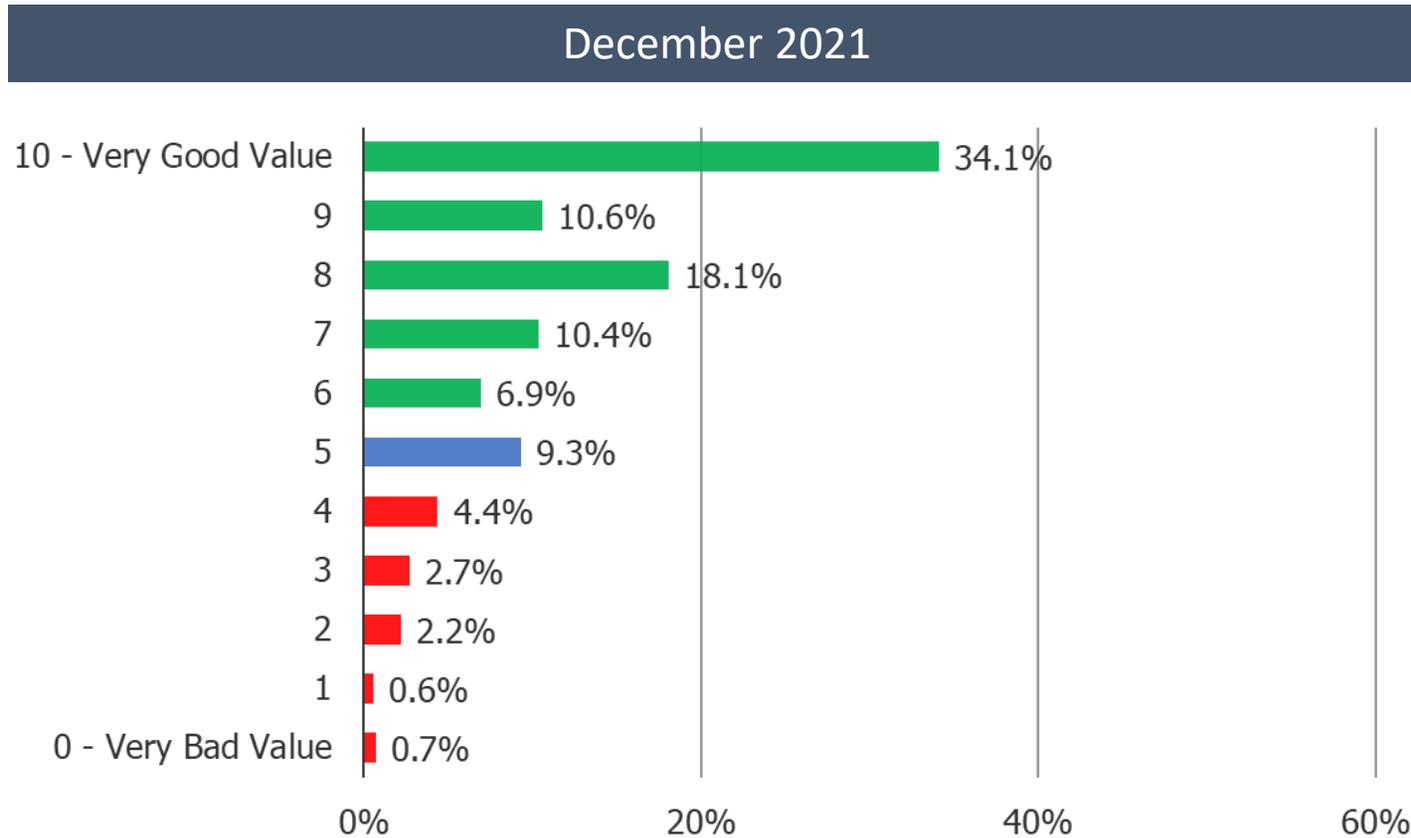
Which of the following best describes your purchase of the Peloton tread/tread+? Please read the choices below carefully and pick which best describes you.

Posed to respondents who own the Peloton tread+ or tread after Covid started. (N=116)



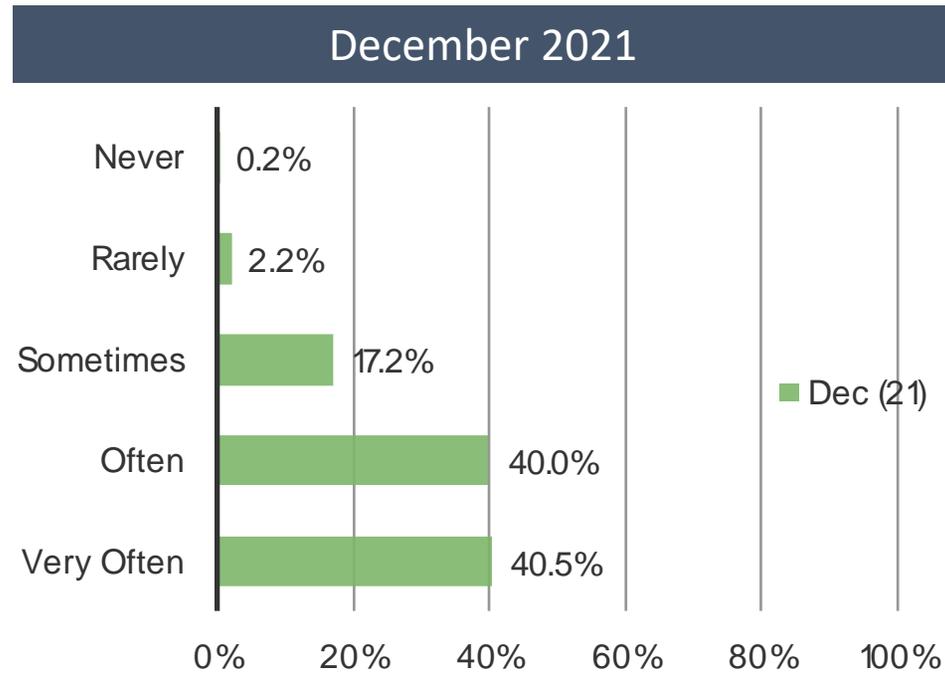
In your opinion, how good is the value of the Peloton content subscription (\$39 per month)

Posed to respondents who have a Peloton subscription. (N=548)



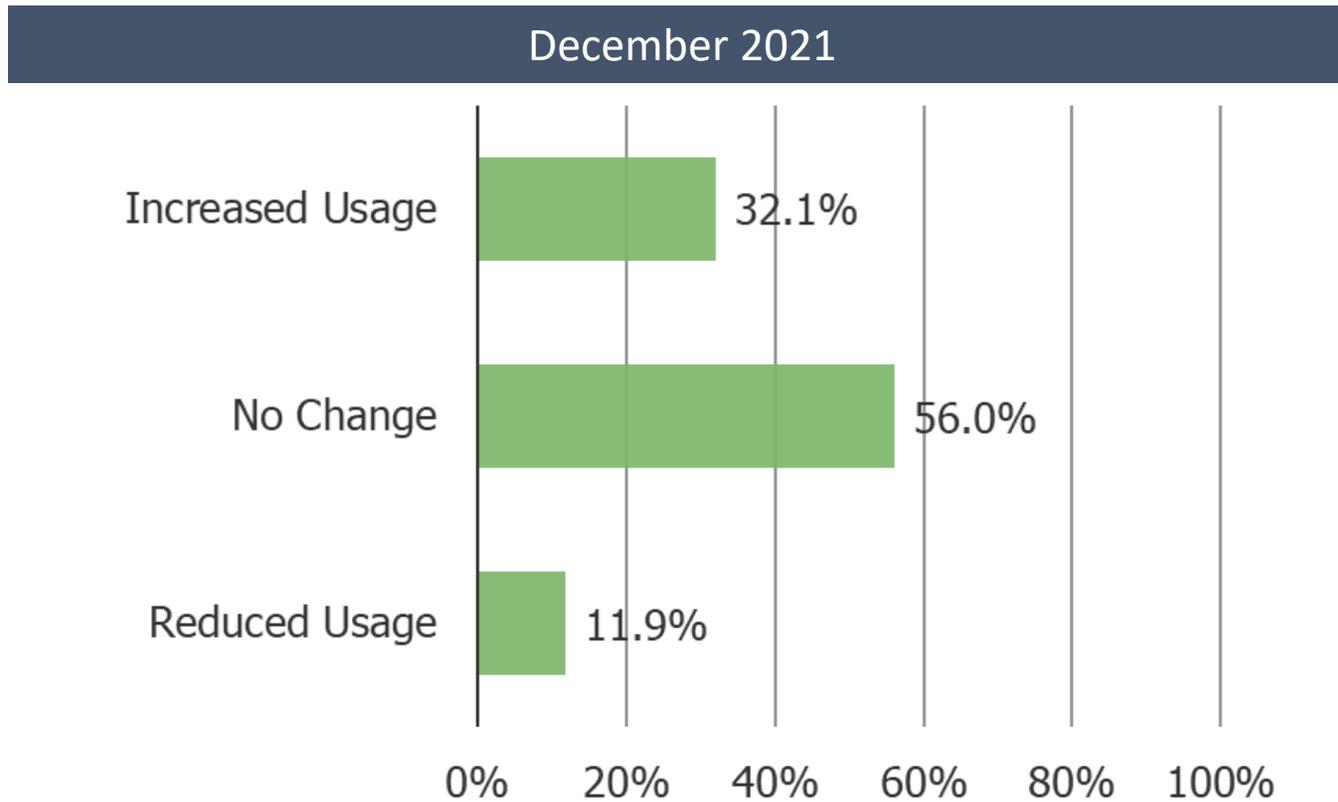
How often do you use your Peloton equipment?

Posed to respondents who own Peloton equipment. (N=548)



Have you changed how often you use your Peloton over time?

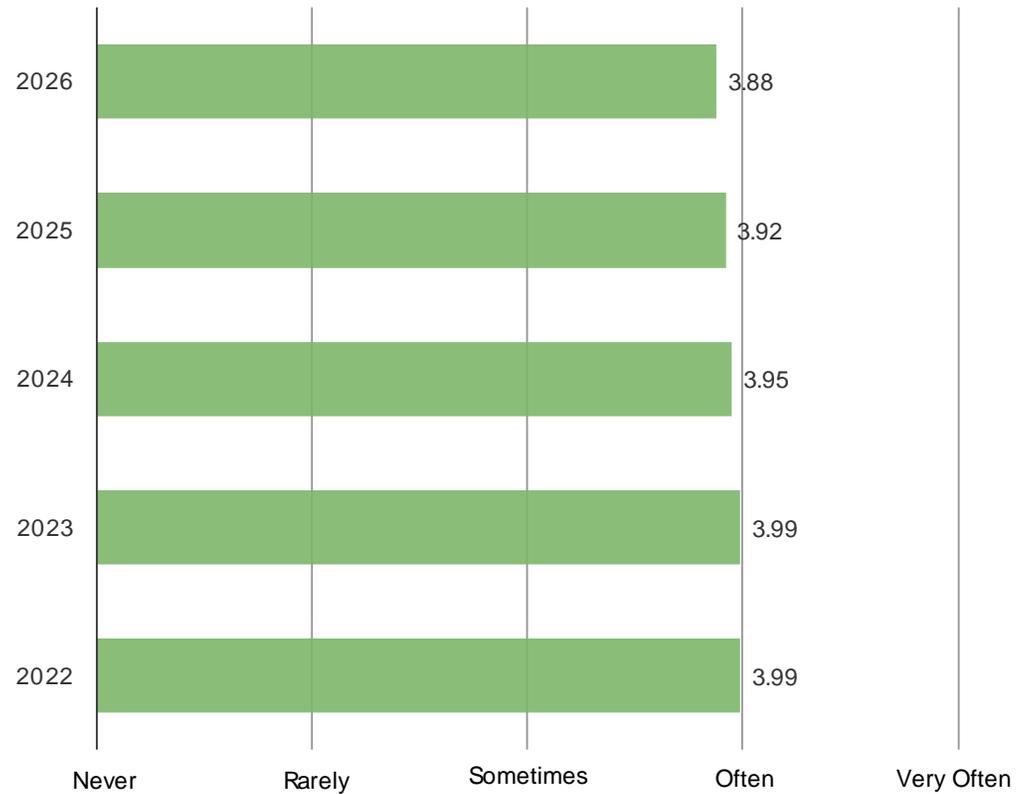
Posed to respondents who own Peloton equipment. (N=548)



How often do you expect to use your Peloton products during the following years?

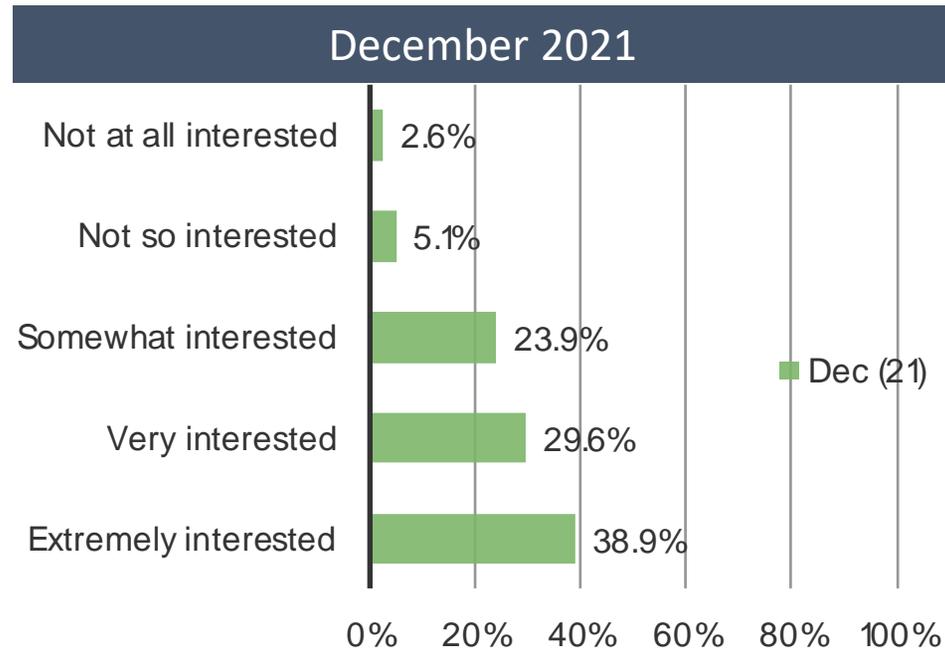
Posed to respondents who own Peloton equipment. (N=548)

December 2021



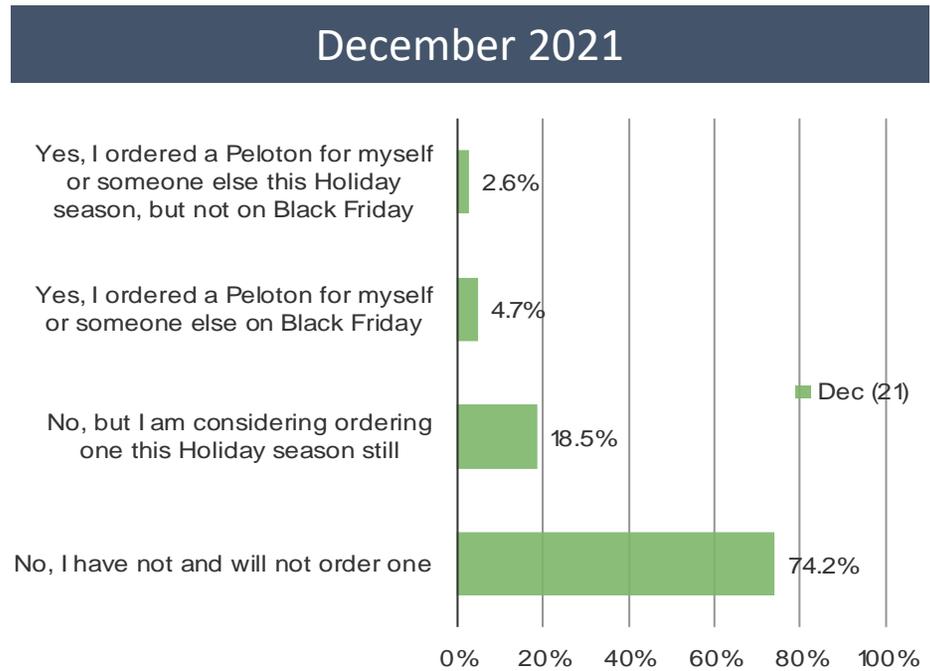
How much interest would you have in purchasing new products or services from Peloton in the future? IE - products that don't exist today

Posed to respondents who own Peloton equipment. (N=548)



Did you order a Peloton for yourself or for someone else on Black Friday or during the holiday season this year?

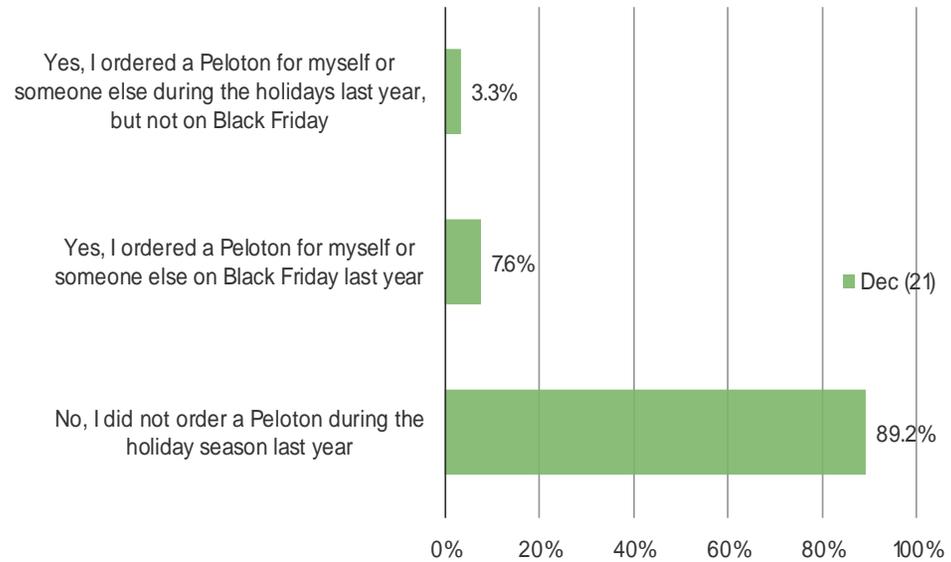
Posed to all respondents. (N=9826)



Last year in 2020, did you order a Peloton for yourself or for someone else during the Holiday season?

Posed to all respondents. (N=9826)

December 2021

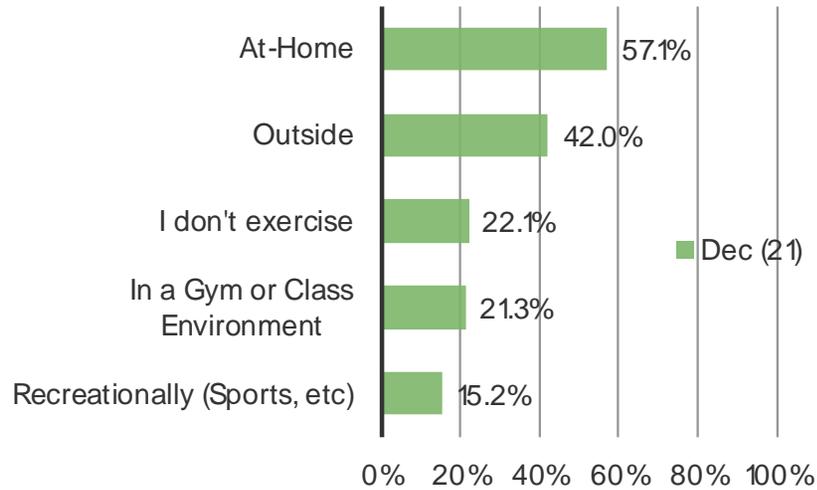


Exercise Background

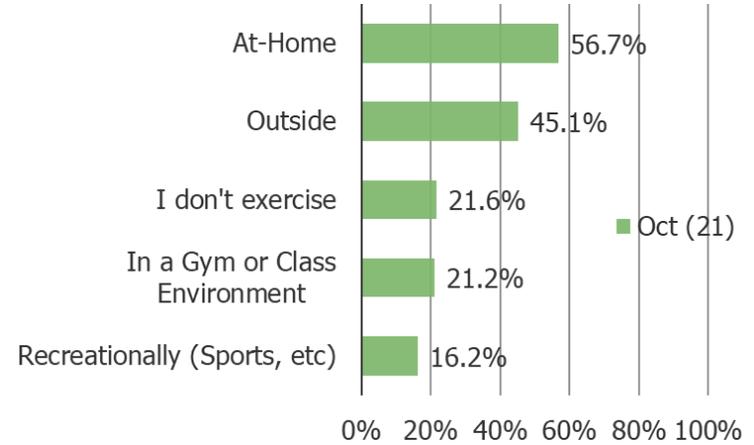
Do you exercise in any of the following ways? Select ALL that apply

Posed to all respondents.

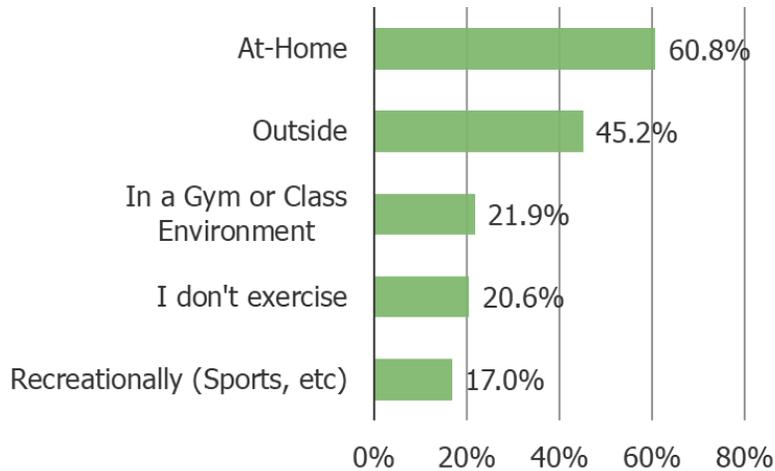
December 2021



October 2021 (N = 9839)

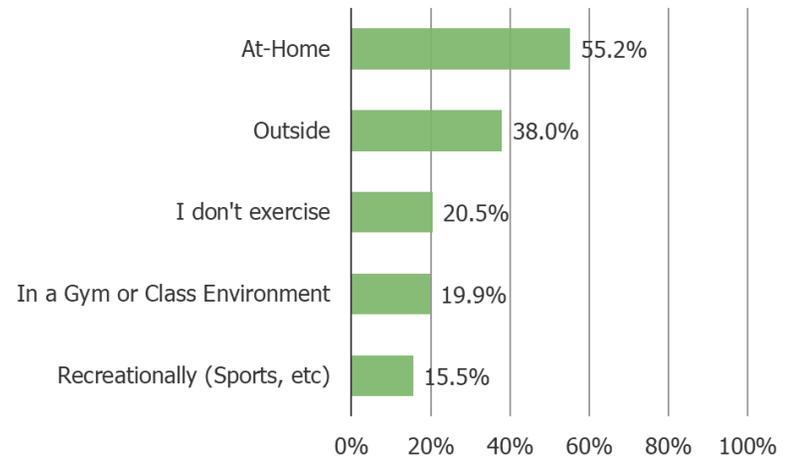


May 2021



N = 9,813

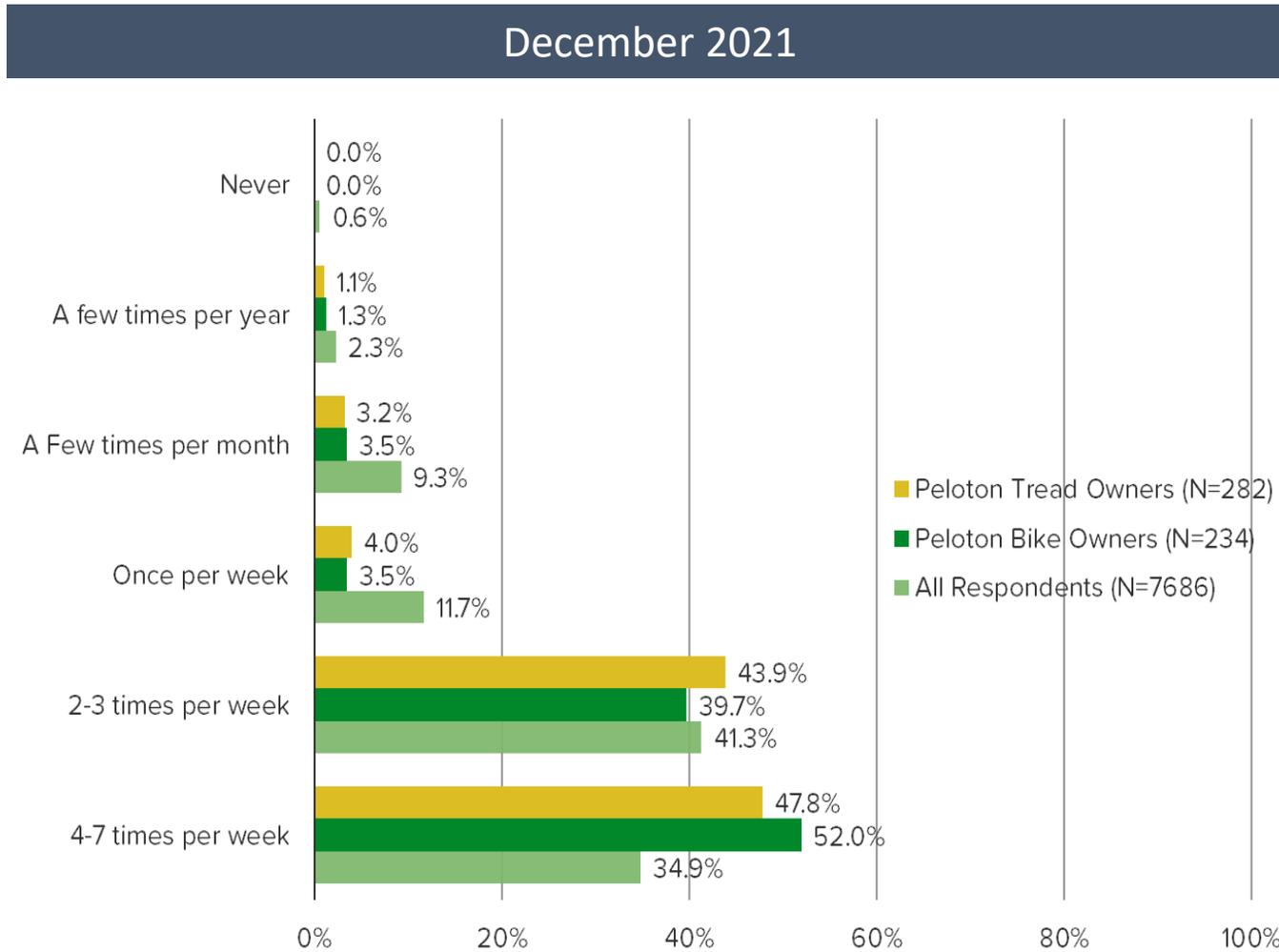
March 2021



N = 7,461

How often do you exercise?

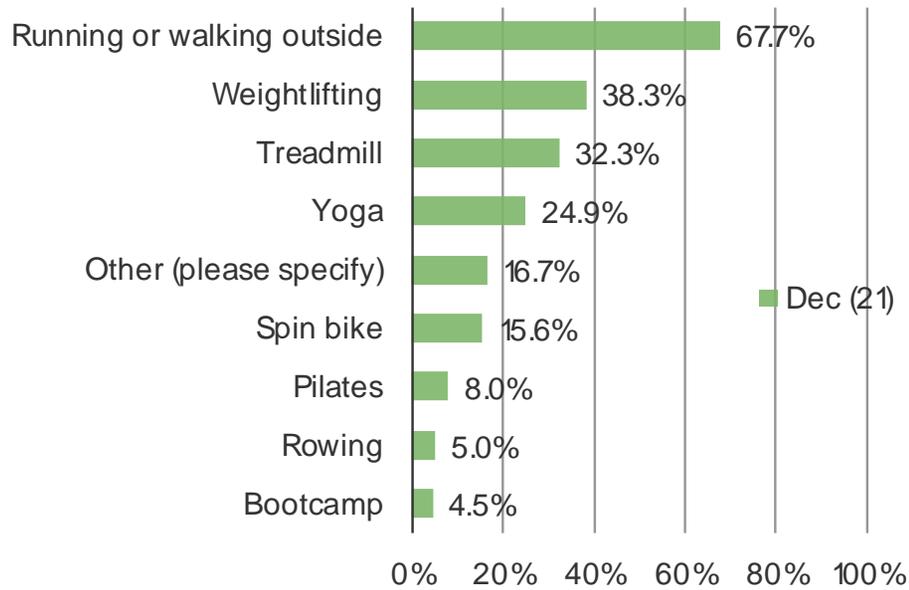
Posed to all respondents, cross-tabbed in chart (all respondents, vs. Peloton bike owners and tread owners)



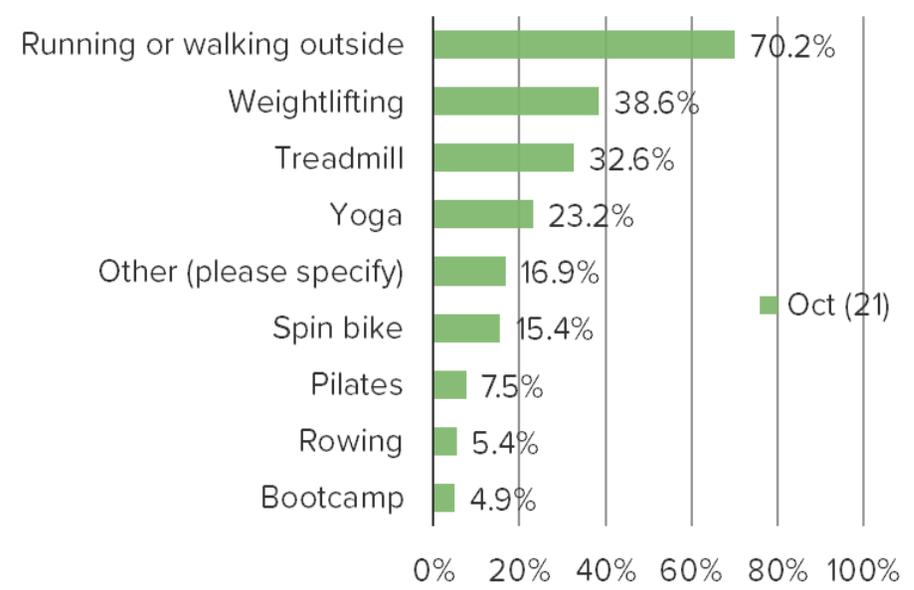
What types of exercise activities do you typically do?

Posed to all respondents who exercise.

December 2021 (N = 7685)



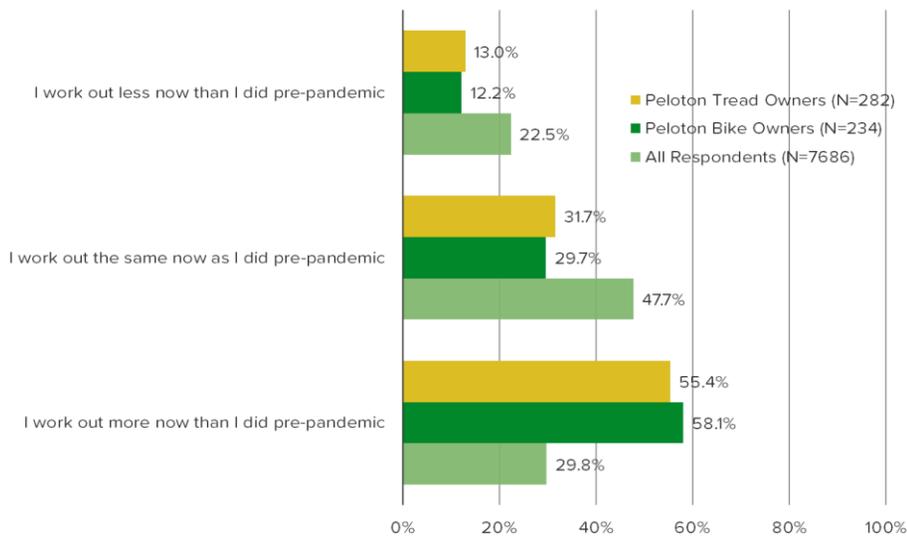
October 2021 (N = 7763)



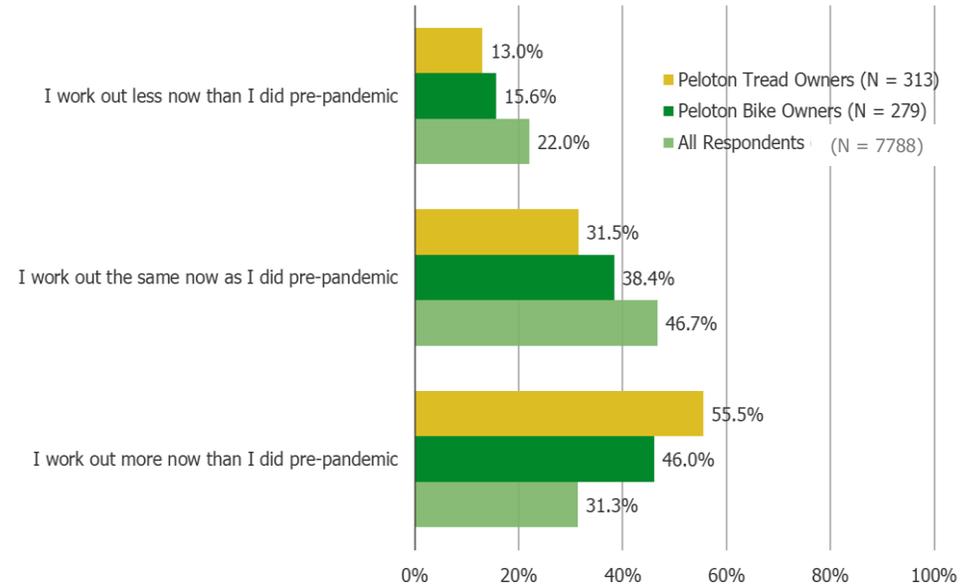
How has your fitness regiment changed from Pre-Pandemic vs. now?

Posed to all respondents who exercise, cross-tabbed in chart (all respondents, vs. Peloton bike owners and tread owners)

December 2021



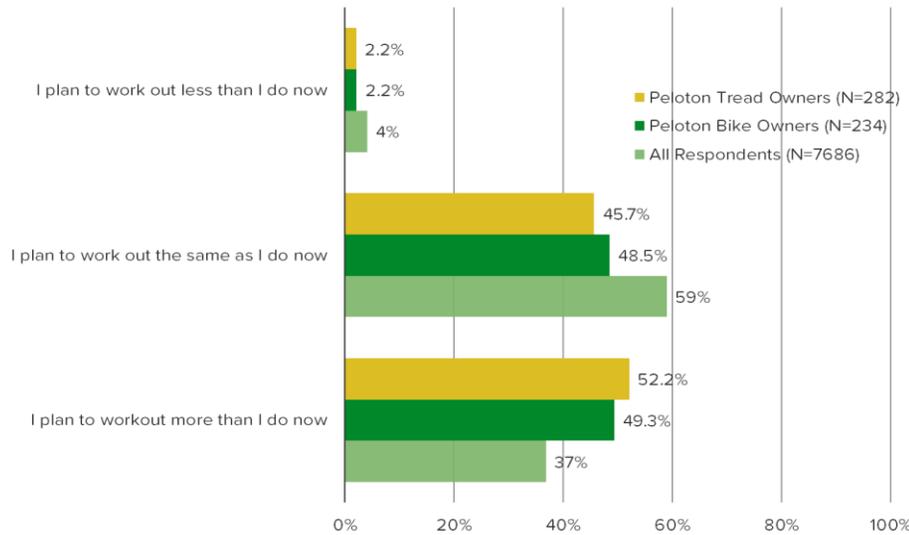
October 2021



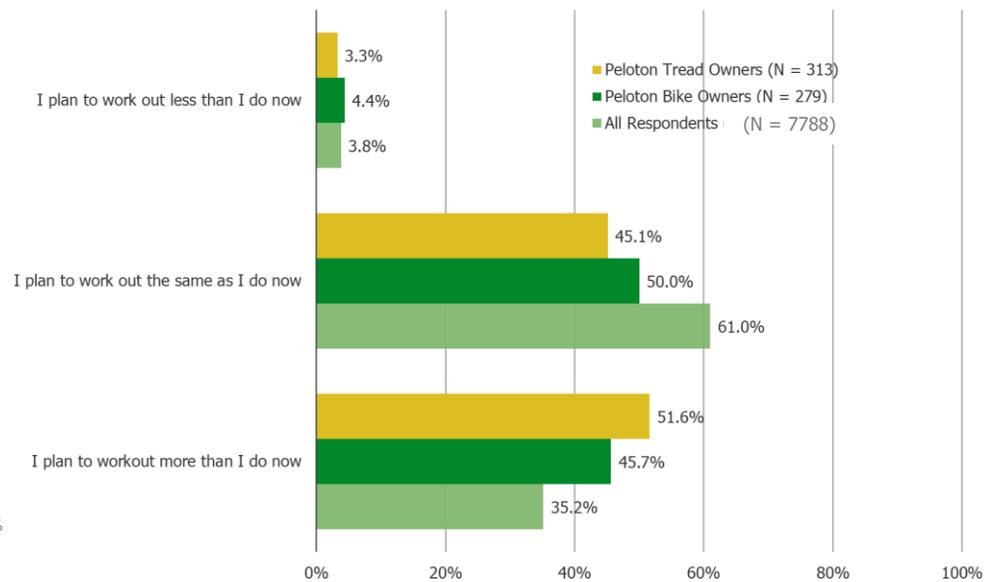
Do you expect your fitness regiment to change when activities fully return to normal and mask mandates are completely relaxed?

Posed to all respondents who exercise, cross-tabbed in chart (all respondents, vs. Peloton bike owners and tread owners)

December 2021



October 2021

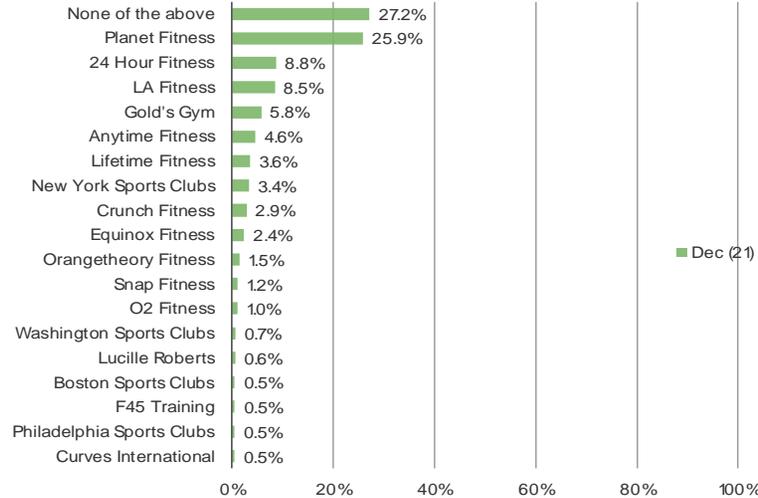


Gym Usage

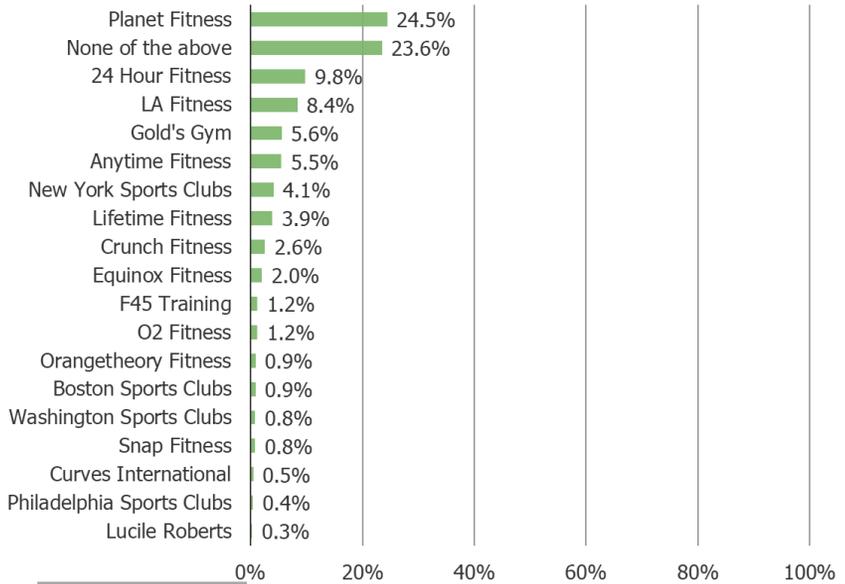
Which gym do you primarily use? If you are a member of more than one, select the one you use most often.

Posed to all respondents who exercise and are a member of a gym.

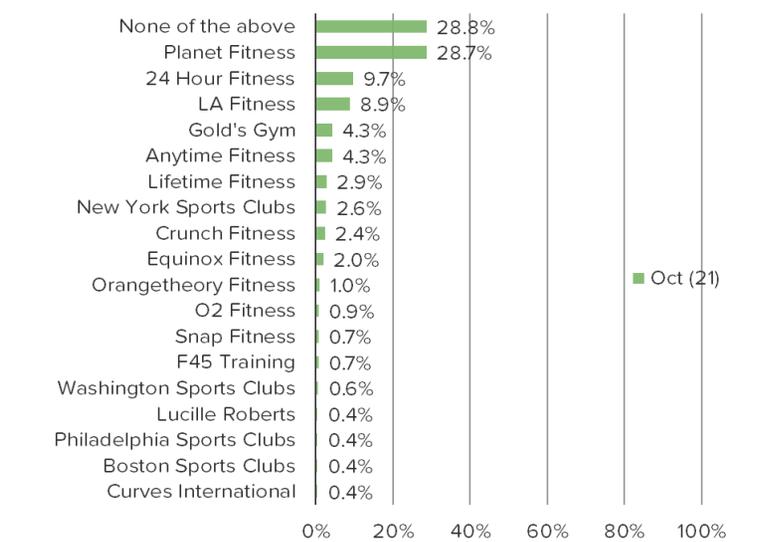
December 2021 (N = 2092)



May 2021 (N = 2146)



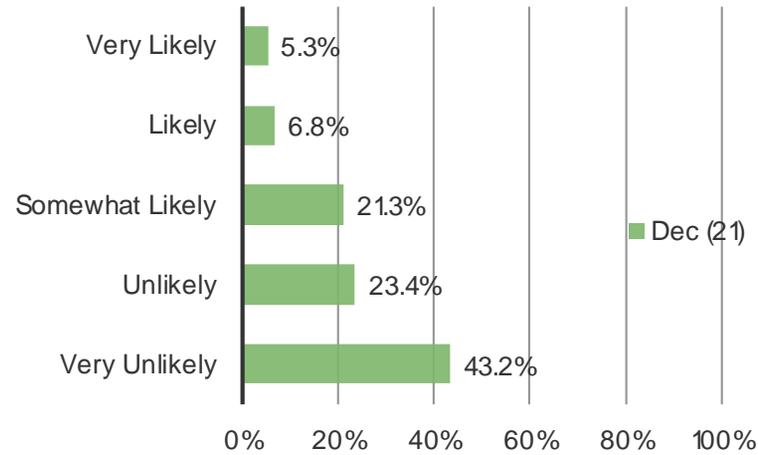
October 2021 (N = 2087)



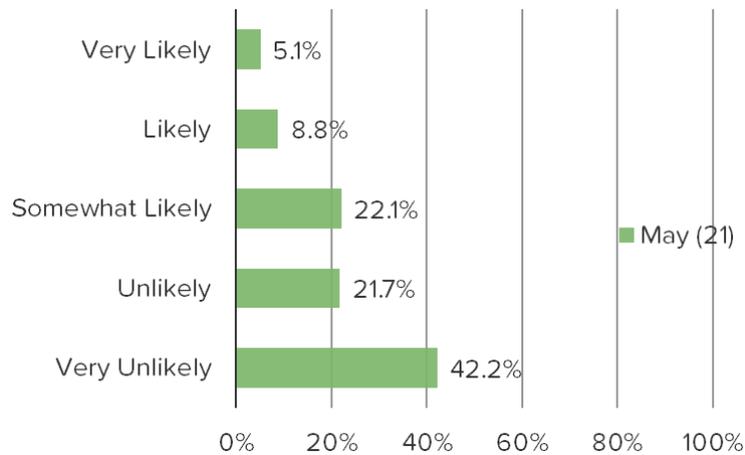
How likely are you to join a gym this year?

Posed to all respondents who are not members of a gym.

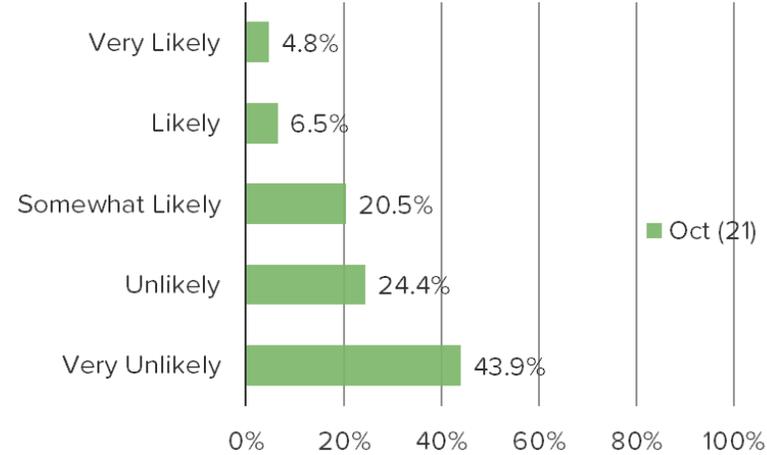
December 2021 (N = 7733)



May 2021 (N = 7669)



October 2021 (N = 7752)

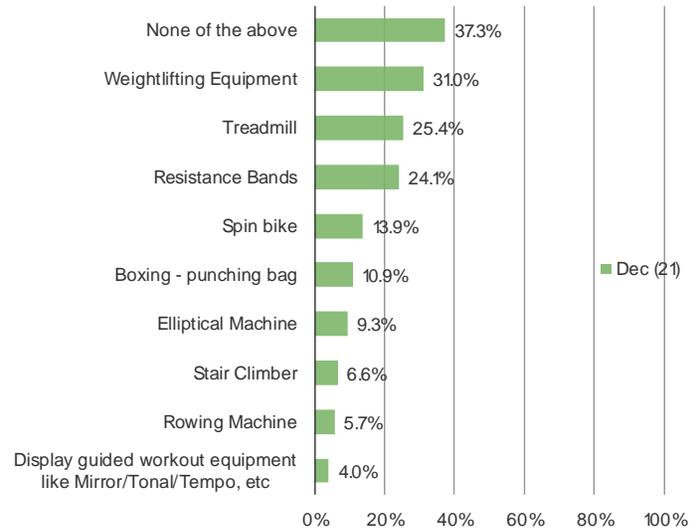


At-Home Workout Equipment

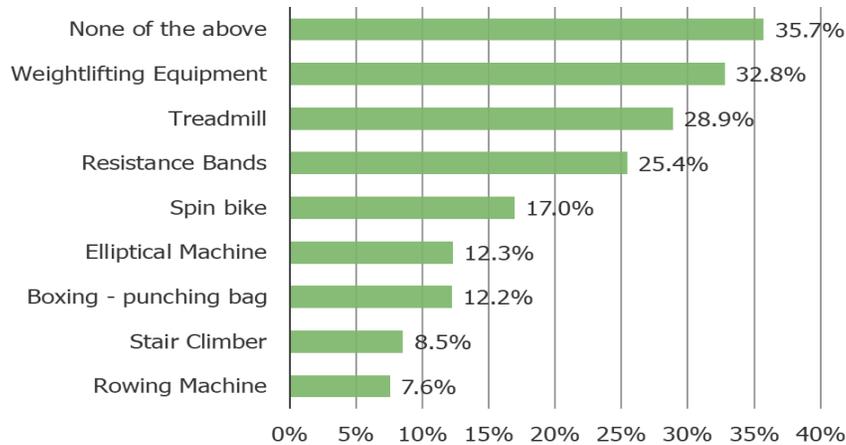
Do you own any of the following products in your home? Select ALL that apply

Posed to all respondents.

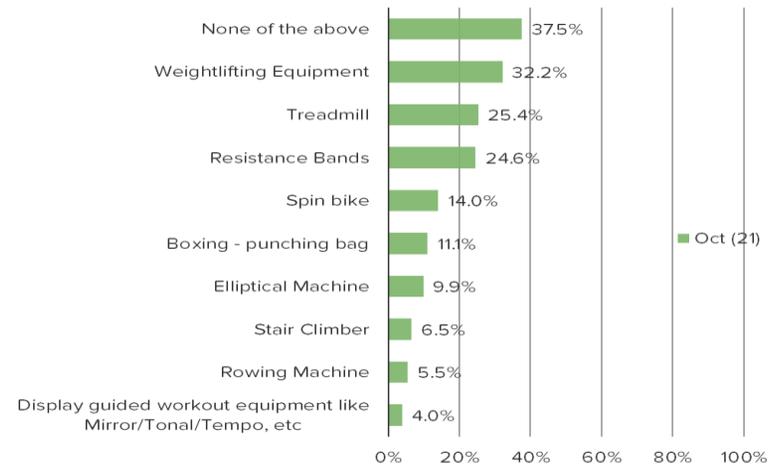
December 2021 (N = 9826)



May 2021 (N = 9813)



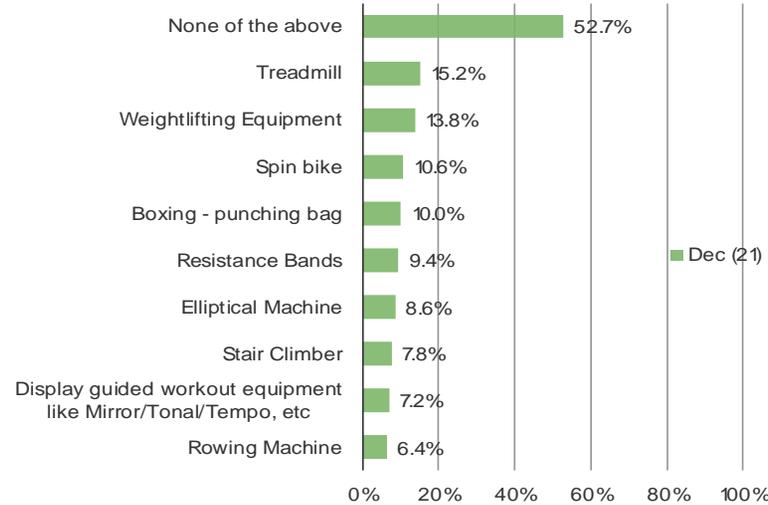
October 2021 (N = 9839)



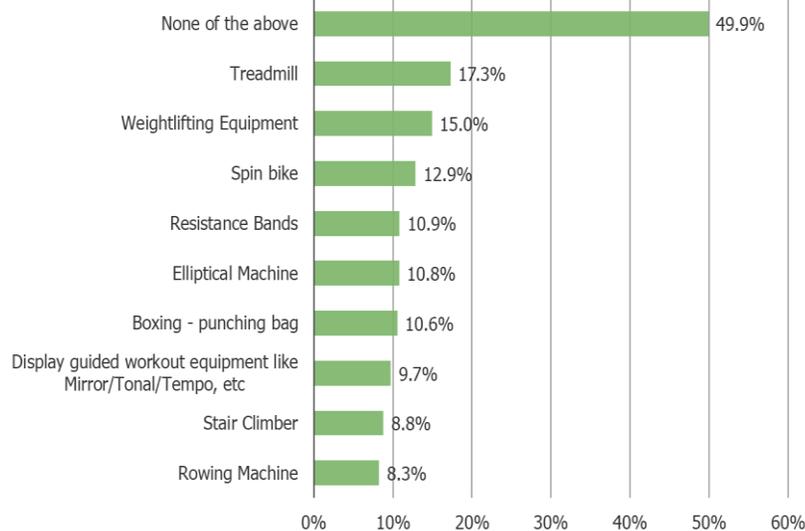
Are you currently in the market looking to buy any of the following for your home? NOT including any equipment you already own, select ALL that apply

Posed to all respondents.

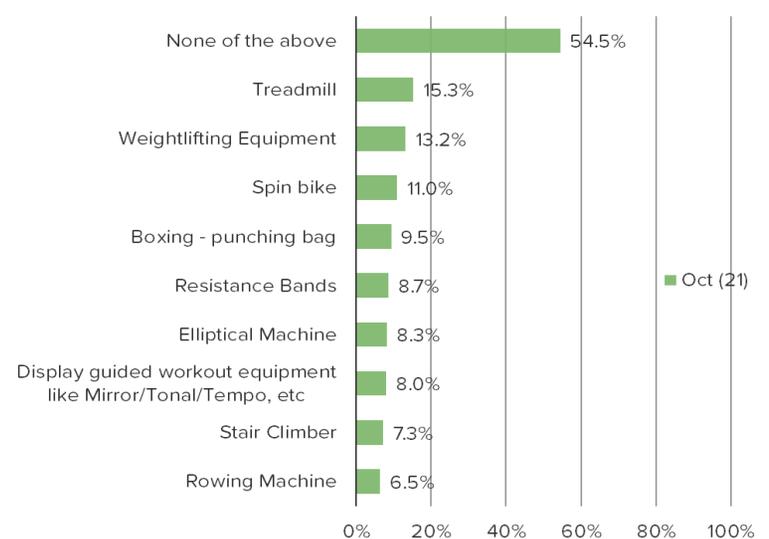
December 2021 (N = 9826)



May 2021 (N = 9813)



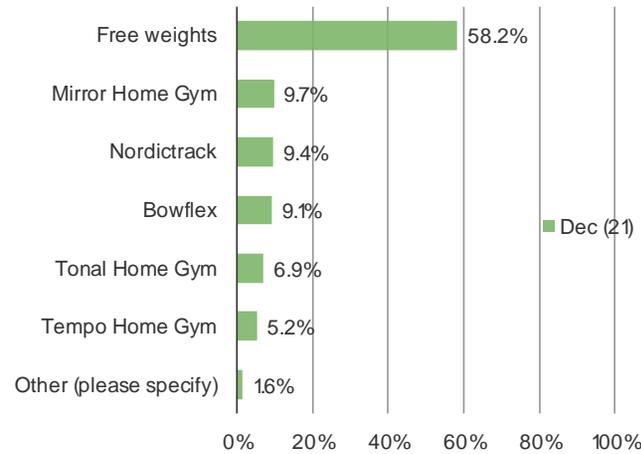
October 2021 (N = 9839)



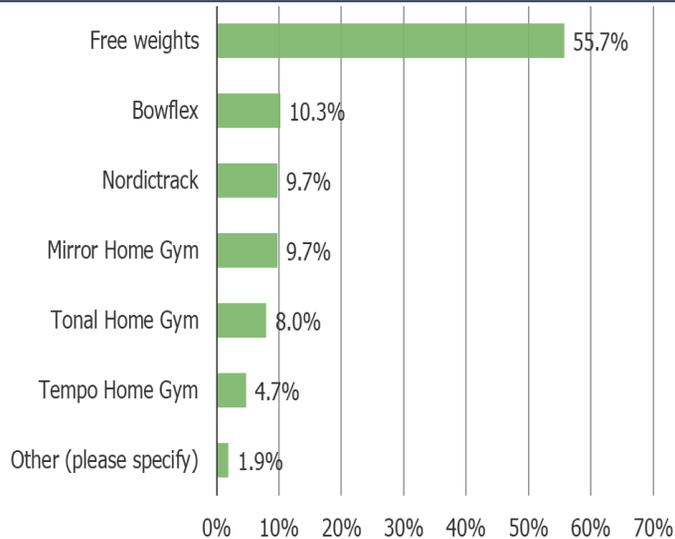
What type of weight lifting equipment are you most likely to buy?

Posed to all respondents who are considering weight lifting equipment.

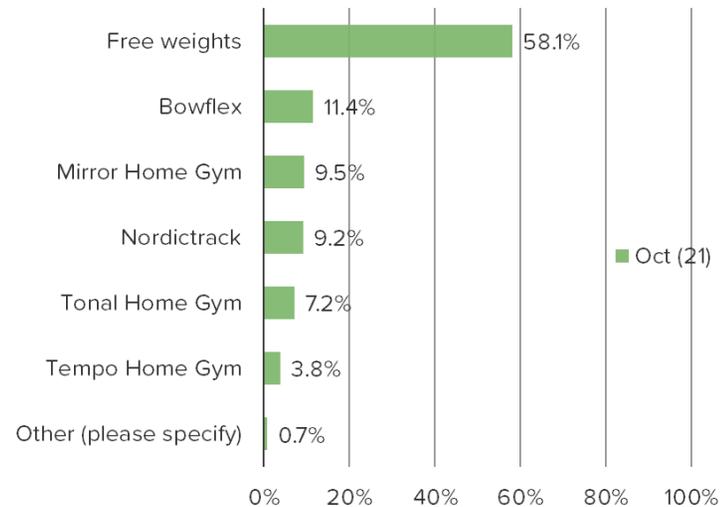
December 2021 (N = 1358)



May 2021 (N = 1469)

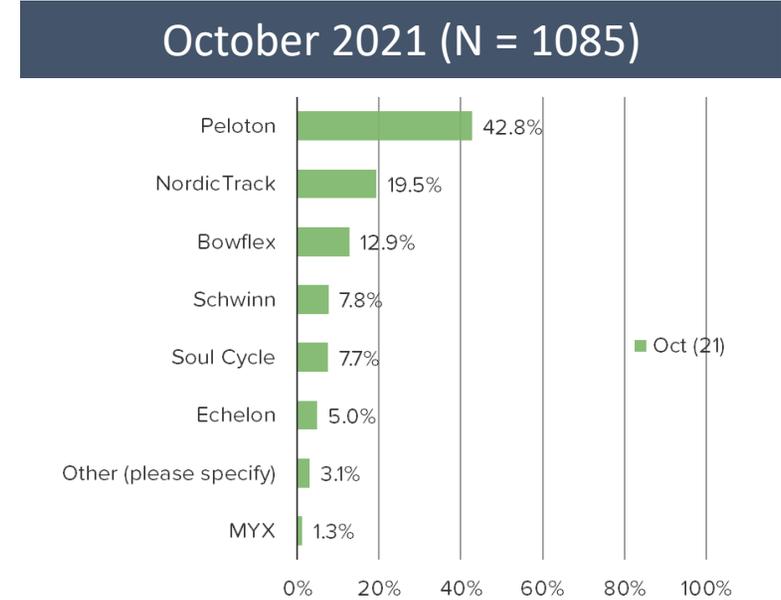
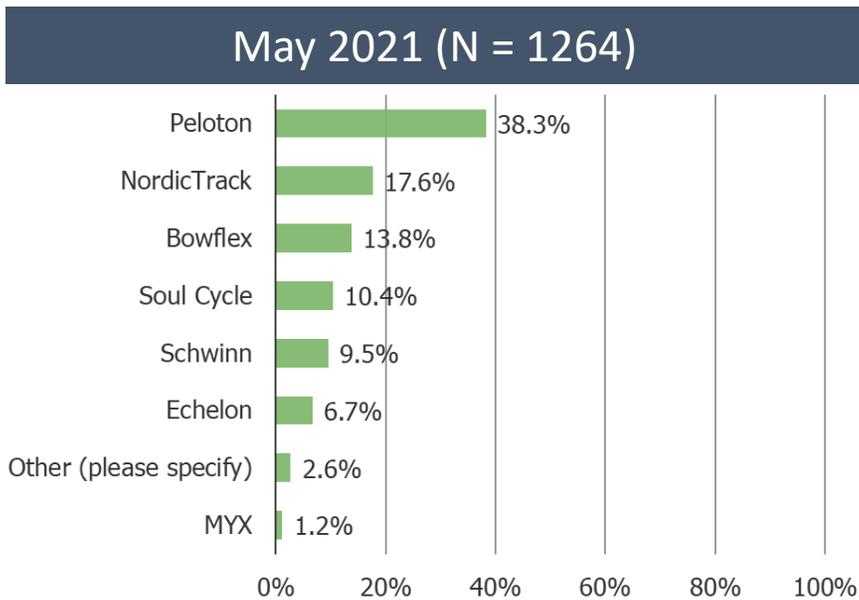
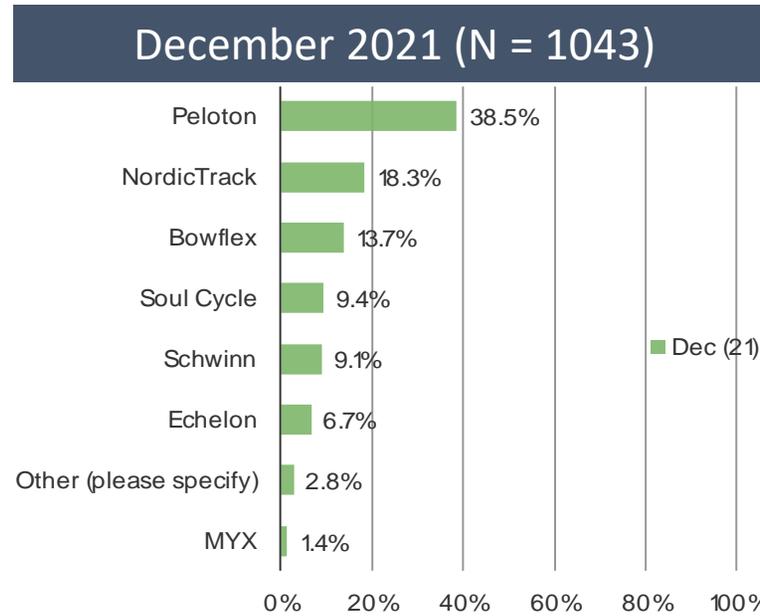


October 2021 (N = 1302)



Which brand are you most likely to choose for the Spin bike you are looking to buy?

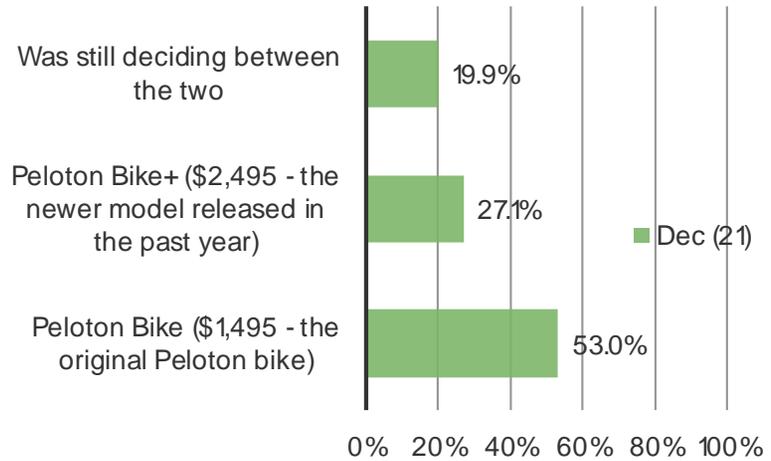
Posed to all respondents who are considering purchasing a spin bike.



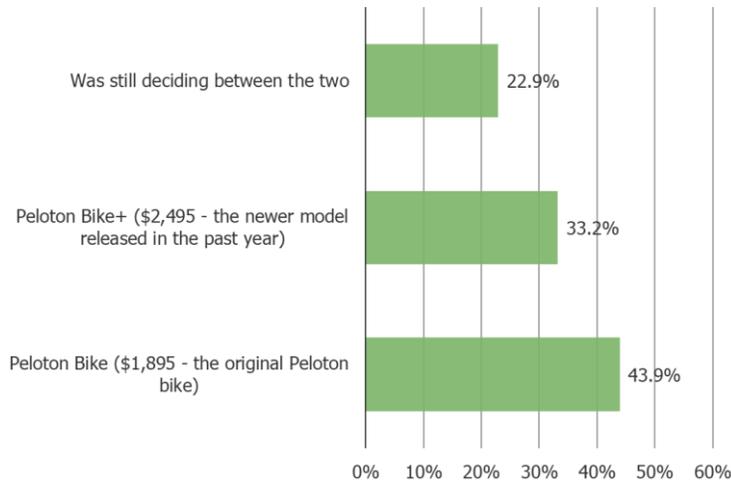
Which Peloton bike were you planning to purchase?

Posed to respondents who are in the market for a spin bike and said they are most likely to choose Peloton.

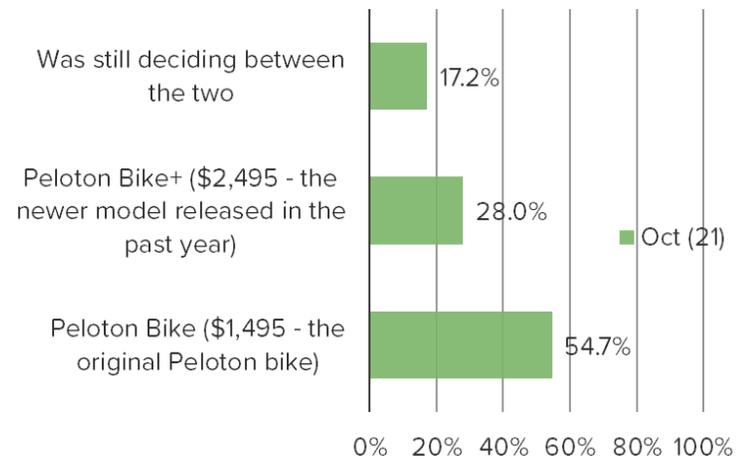
December 2021 (N = 402)



May 2021 (N = 485)

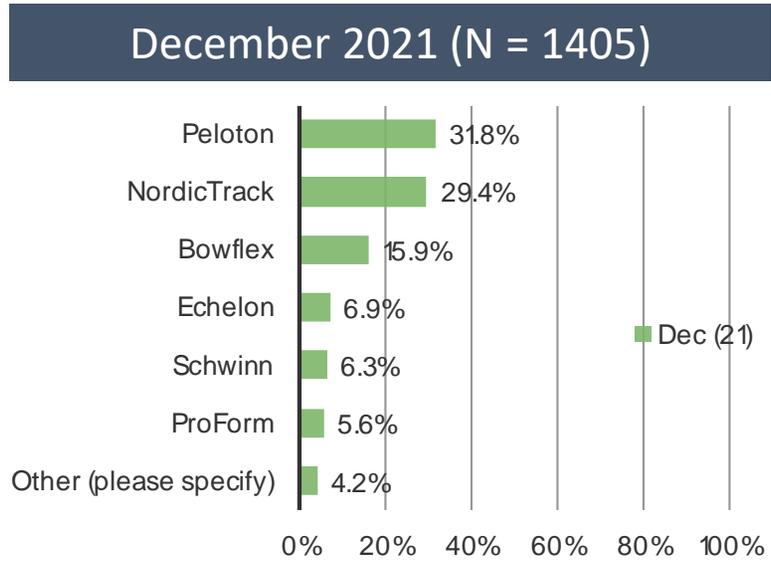


October 2021 (N = 464)

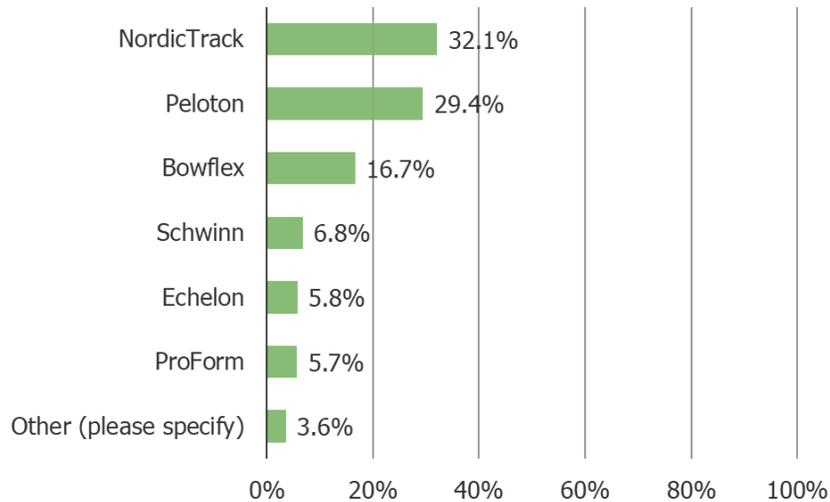


Which brand are you most likely to choose for the treadmill you are looking to buy?

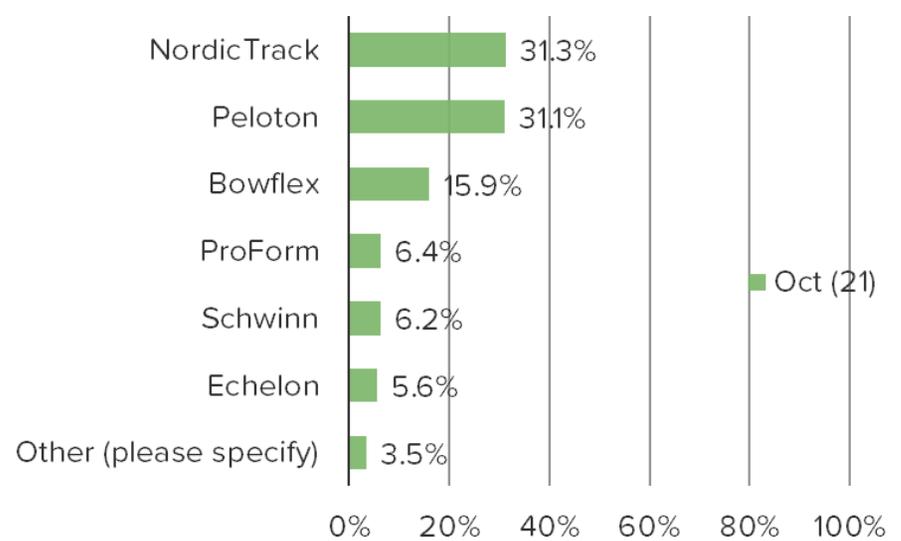
Posed to all respondents who are looking to buy a treadmill.



May 2021 (N = 1697)



October 2021 (N = 1507)



Peloton | Custom Survey

Why are you not likely to buy Peloton for the treadmill you are looking to buy?

Posed to respondents who are in the market for a treadmill and said they would buy a brand other than Peloton.

December 2021 (N = 1021)



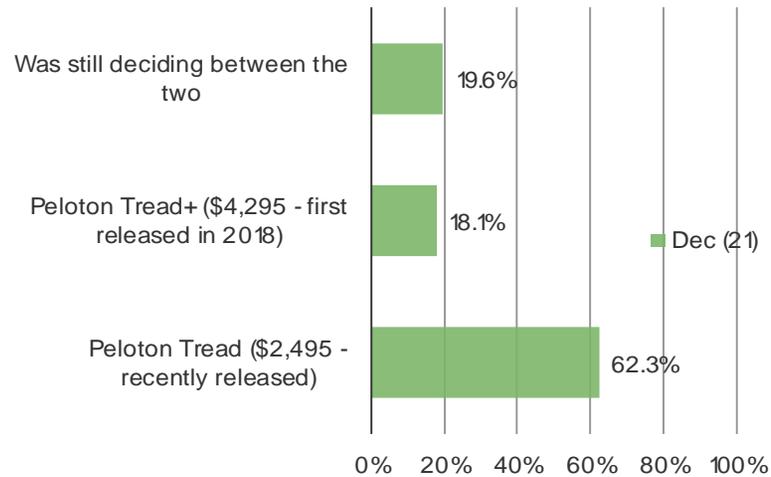
October 2021 (N = 1038)



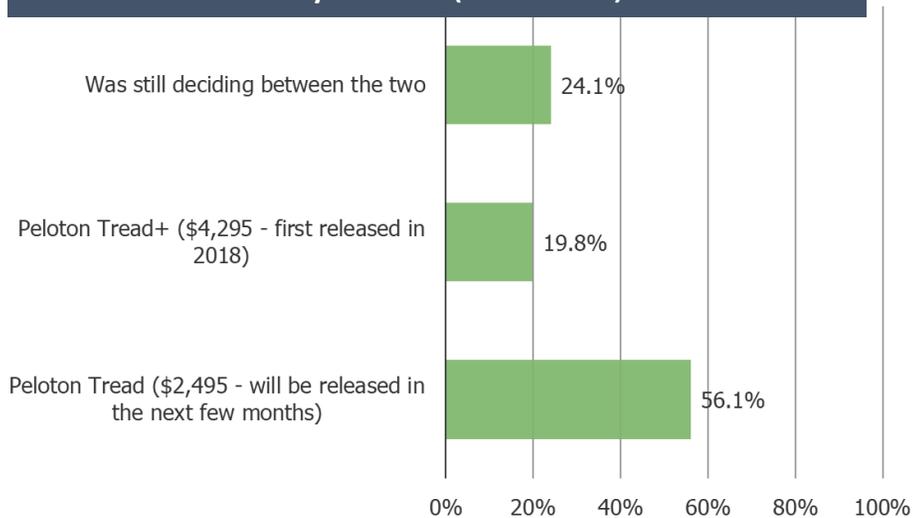
Which Peloton tread were you planning to purchase?

Posed to respondents who are in the market for a treadmill and said they are most likely to choose Peloton.

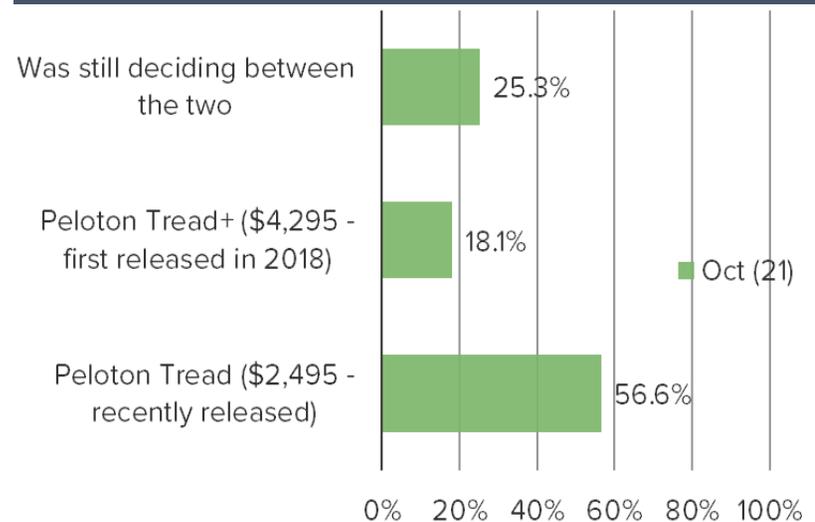
December 2021 (N = 475)



May 2021 (N = 499)



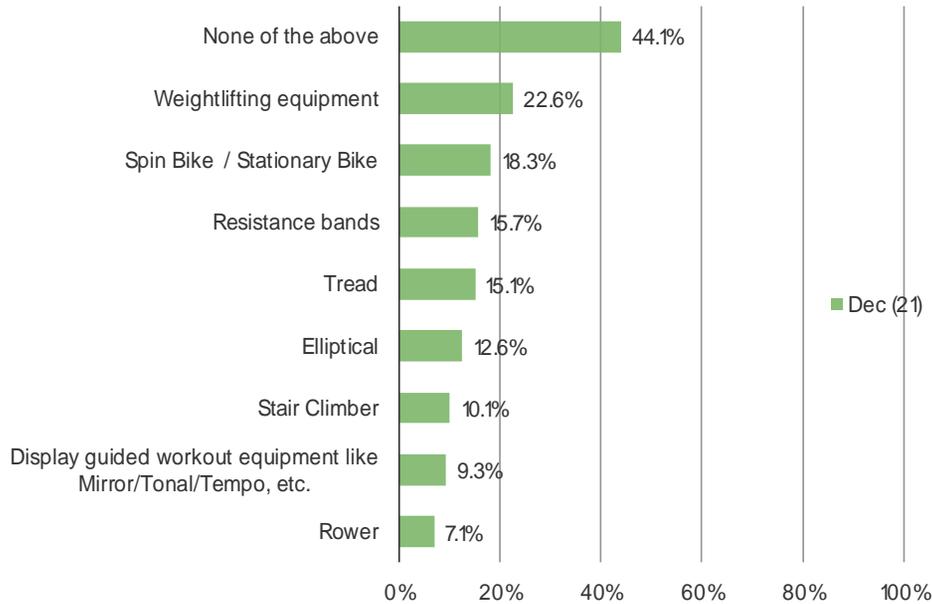
October 2021 (N = 470)



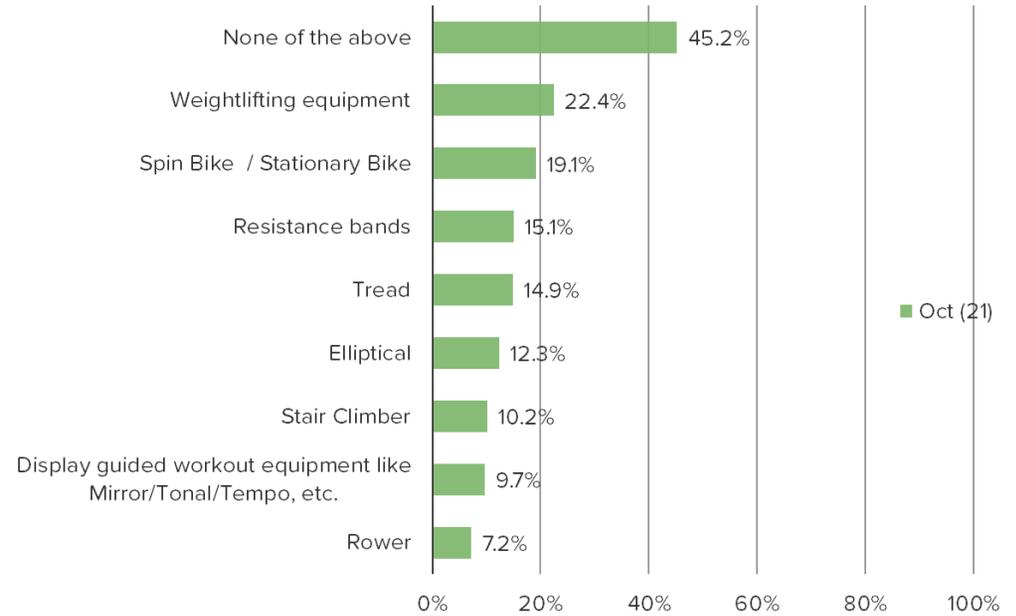
**In the next five years, would you consider buying or replacing any of the following for at home use?
Select ALL that apply**

Posed to all respondents.

December 2021 (N = 9826)



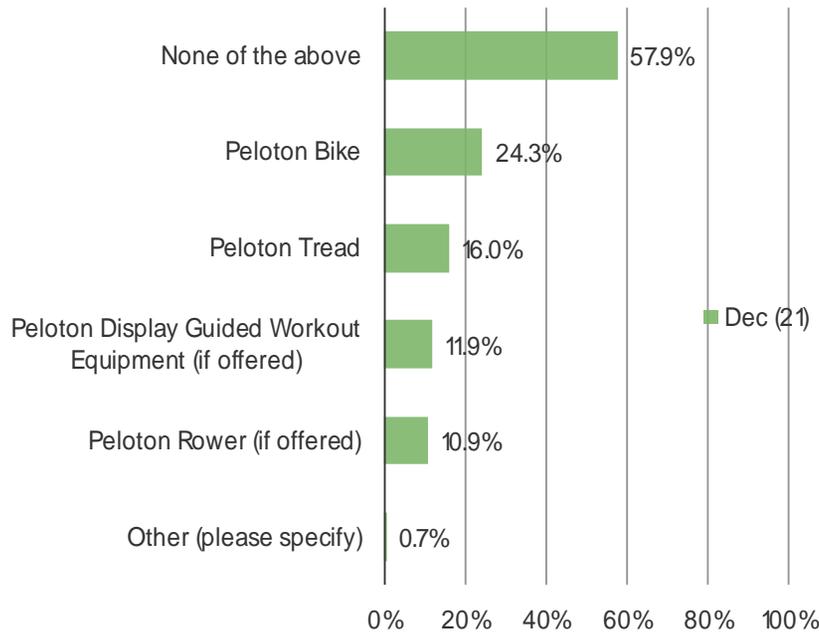
October 2021 (N = 9839)



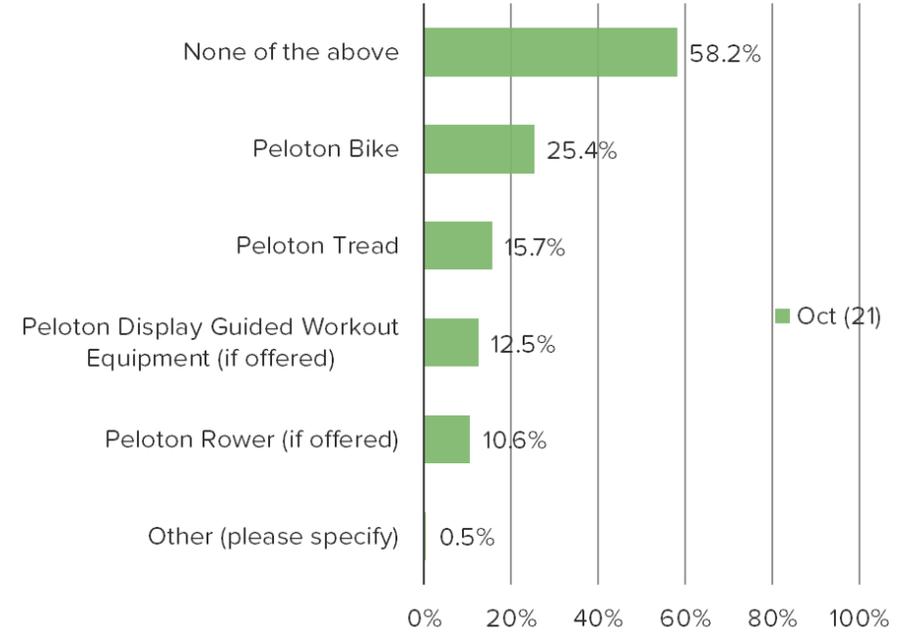
**In the next five years, would you consider buying or replacing any of the following Peloton products?
Select ALL that apply**

Posed to all respondents.

December 2021 (N = 9826)



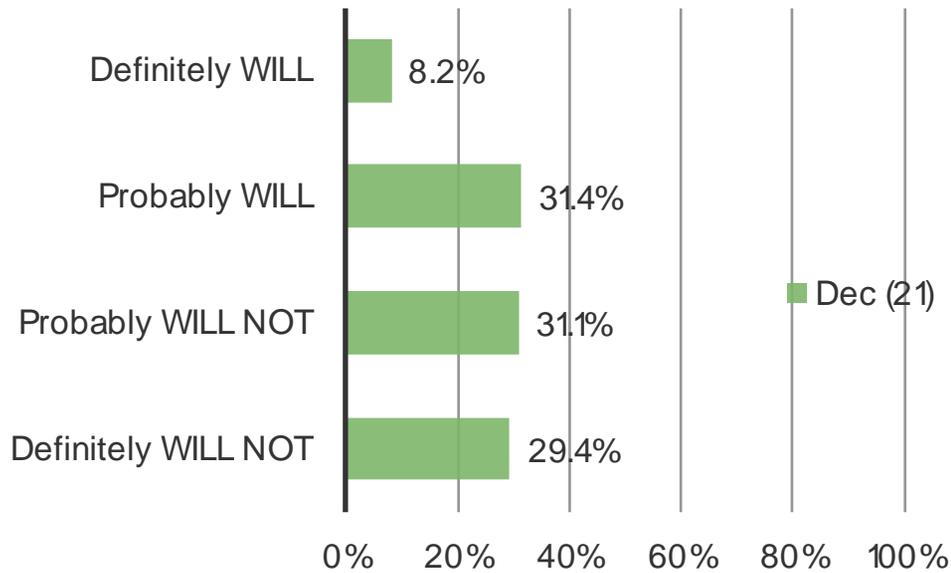
October 2021 (N = 9839)



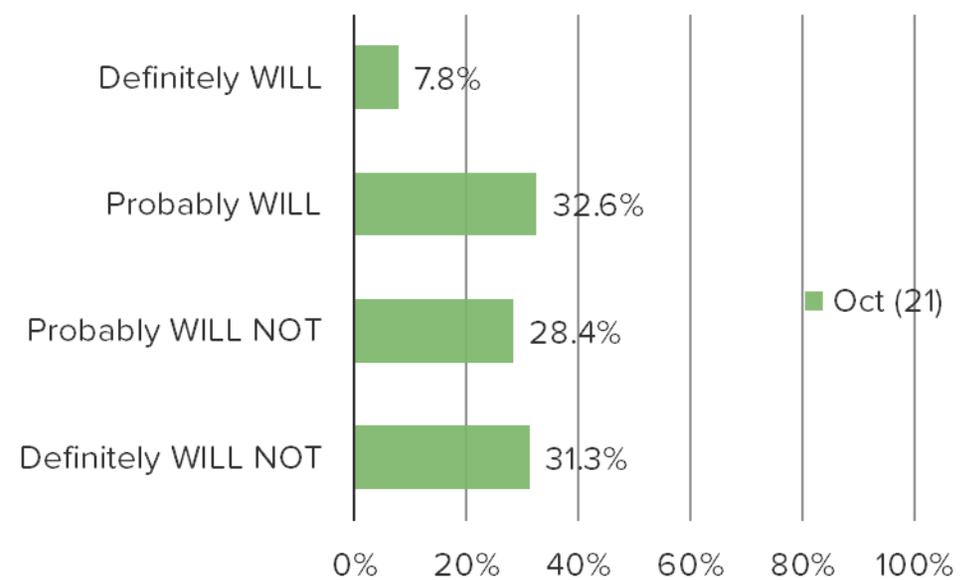
Do you think you will ever own fitness equipment in your home in the future?

Posed to respondents who do not own workout equipment in their home currently.

December 2021 (N = 3668)



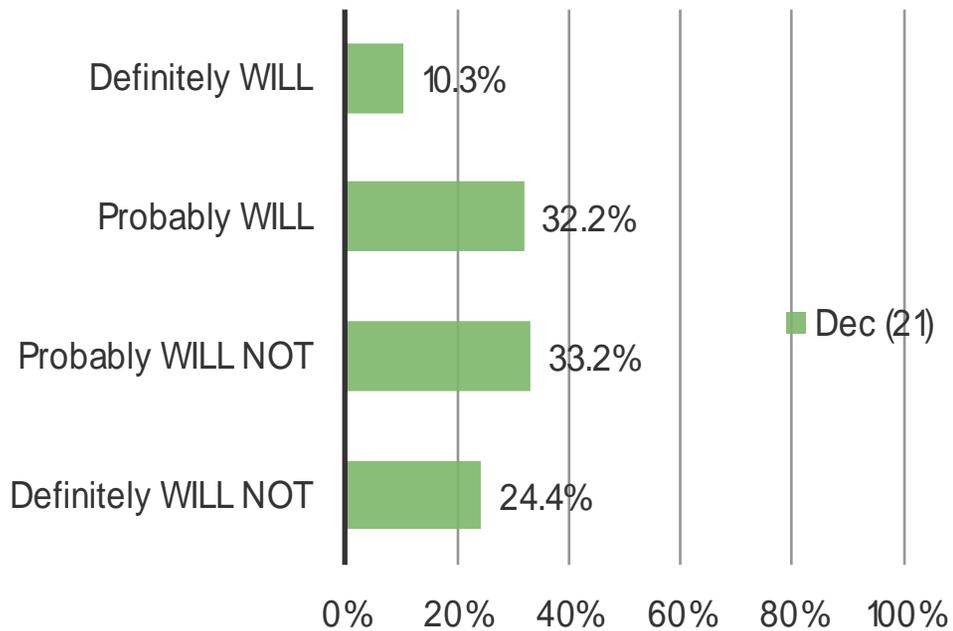
October 2021 (N = 3695)



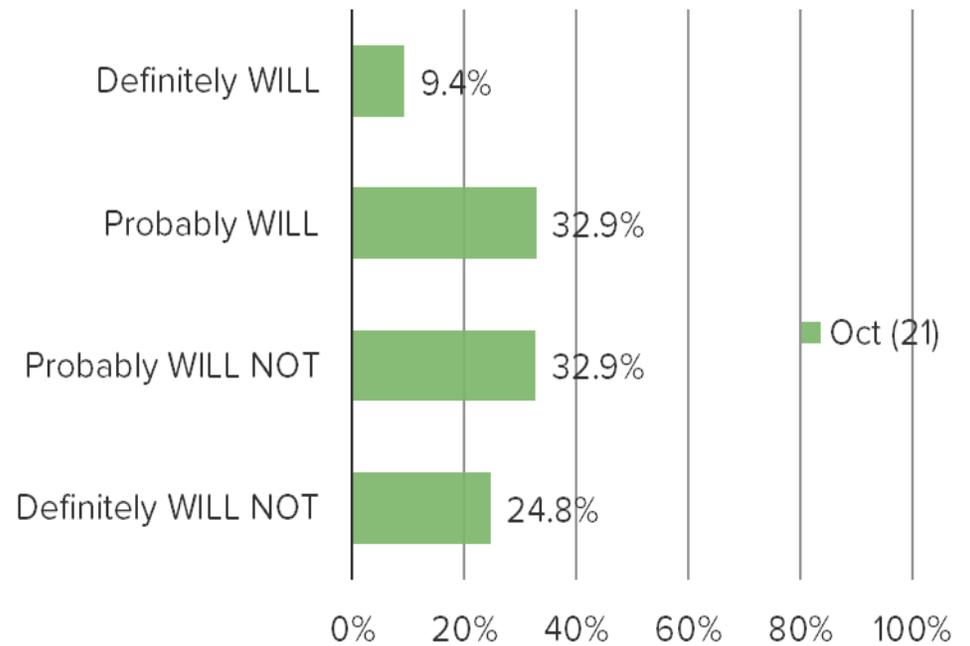
Do you think you will ever own Peloton fitness equipment in your home in the future?

Posed to all respondents who do not own Peloton equipment.

December 2021 (N = 9278)



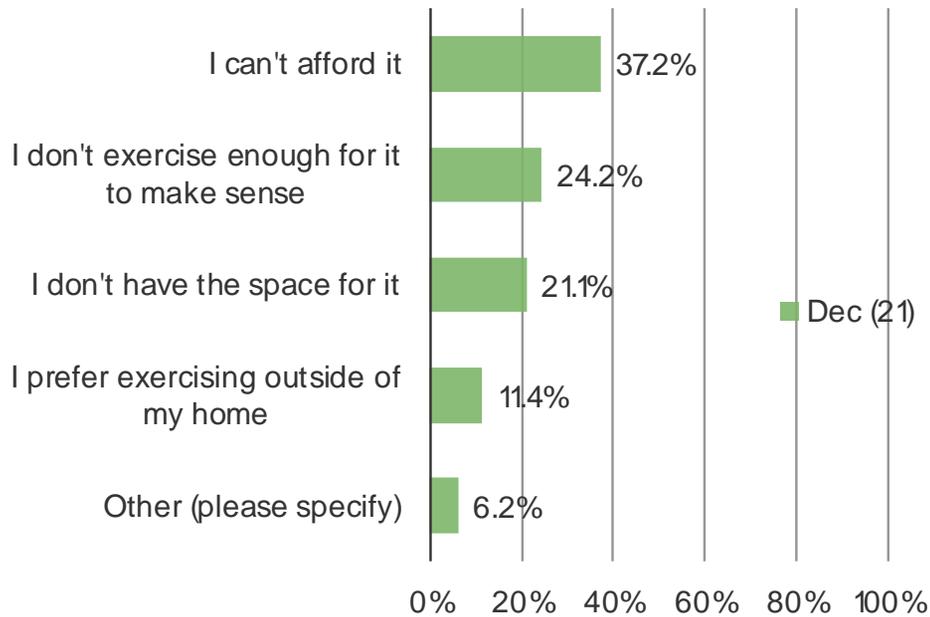
October 2021 (N = 9216)



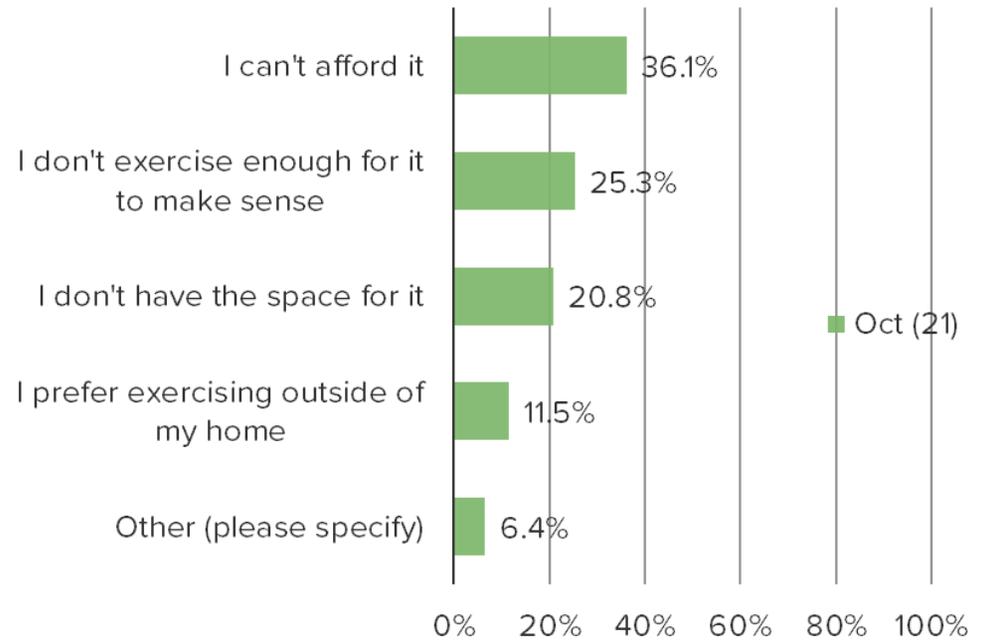
Which of the following best describes why you don't own fitness equipment in your home?

Posed to all respondents who don't own fitness equipment in their home.

December 2021 (N = 3668)



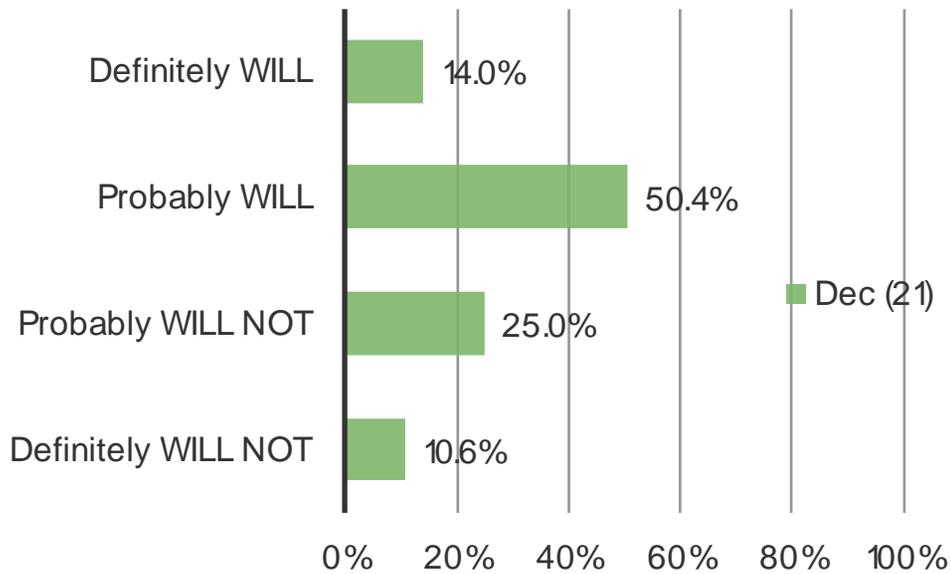
October 2021 (N = 3695)



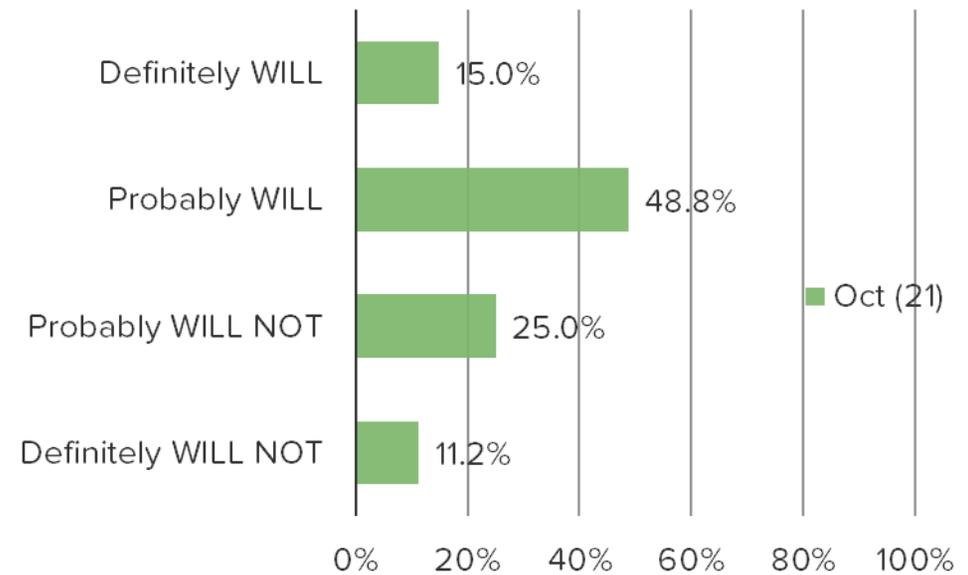
If you moved in the future into a larger home, how likely would you be to buy fitness equipment to be used in your home?

Posed to all respondents who don't own fitness equipment in their home and said the reason why is that they do not have enough room.

December 2021 (N = 772)



October 2021 (N = 767)

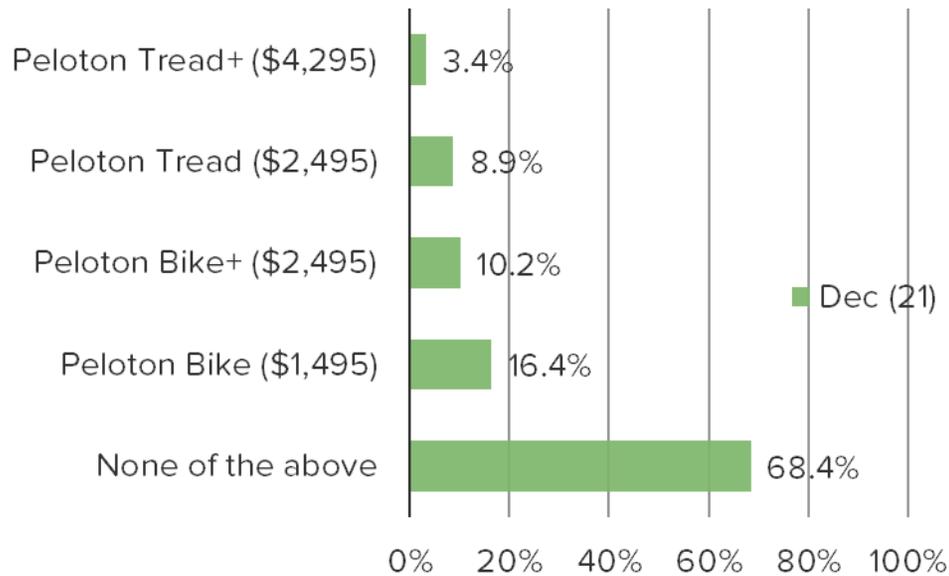


Peloton | Custom Survey

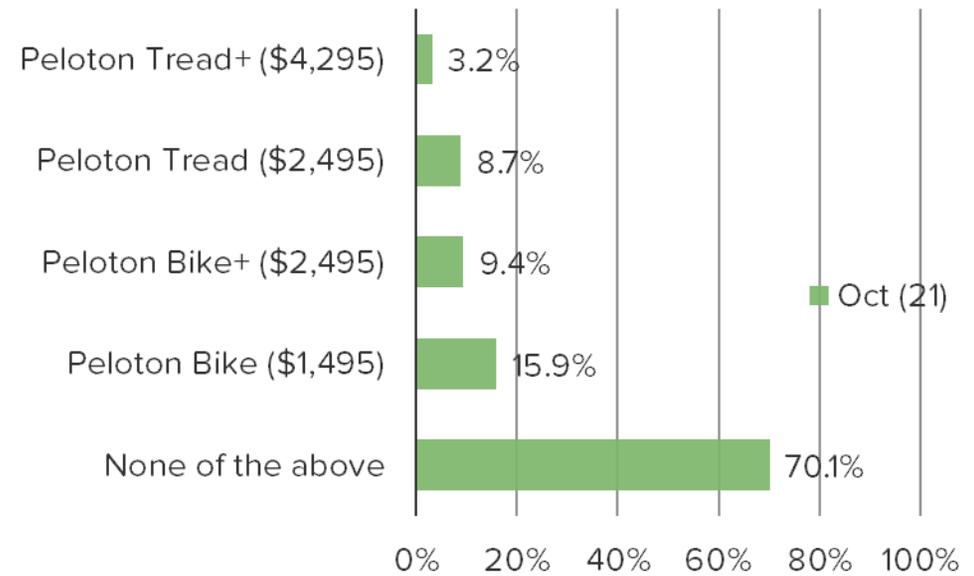
In the past month, have you thought about potentially ordering any of the following Peloton products? Select ALL that apply

Posed to all respondents.

December 2021 (N = 9826)



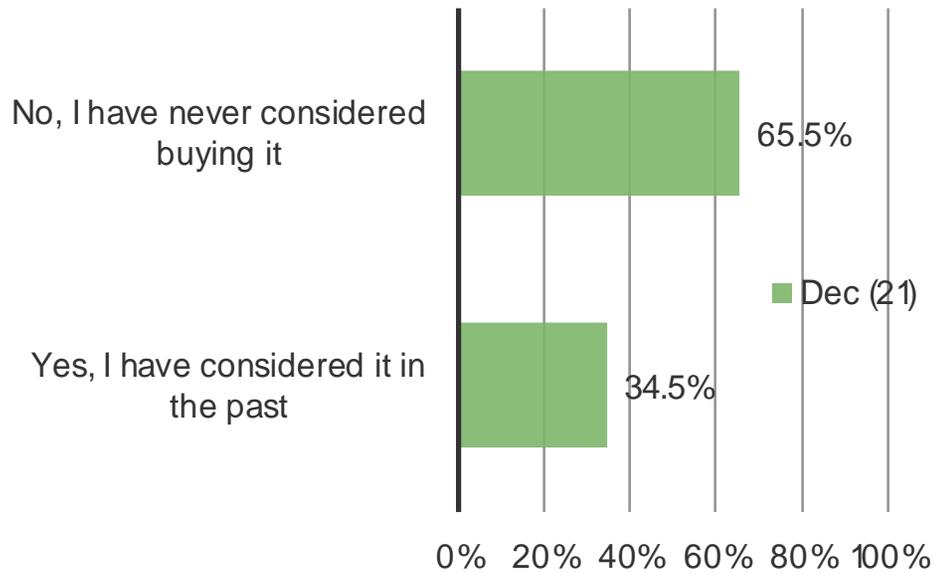
October 2021 (N = 9839)



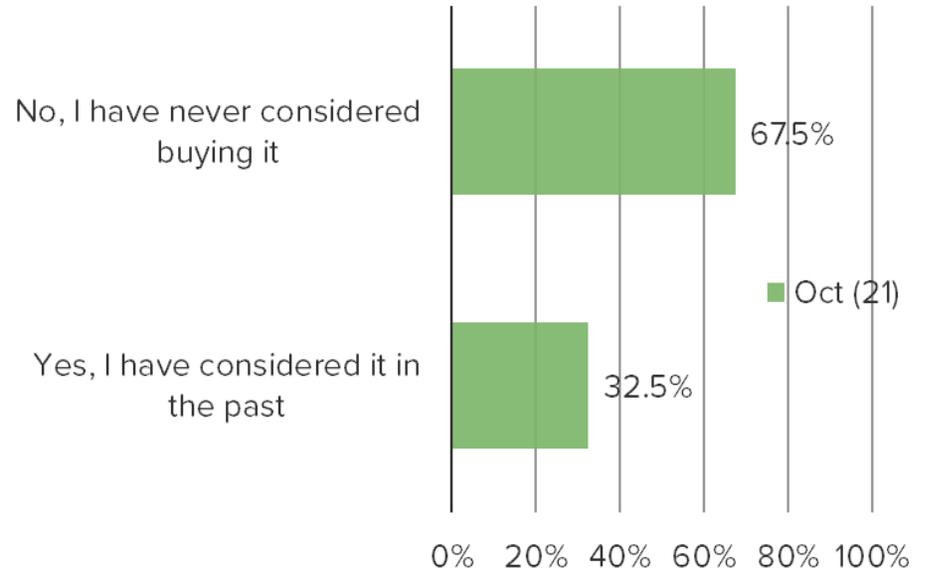
Have you ever considered purchasing a Peloton product in the past but decided not to buy?

Posed to all respondents who do not own Peloton equipment.

December 2021 (N = 9278)



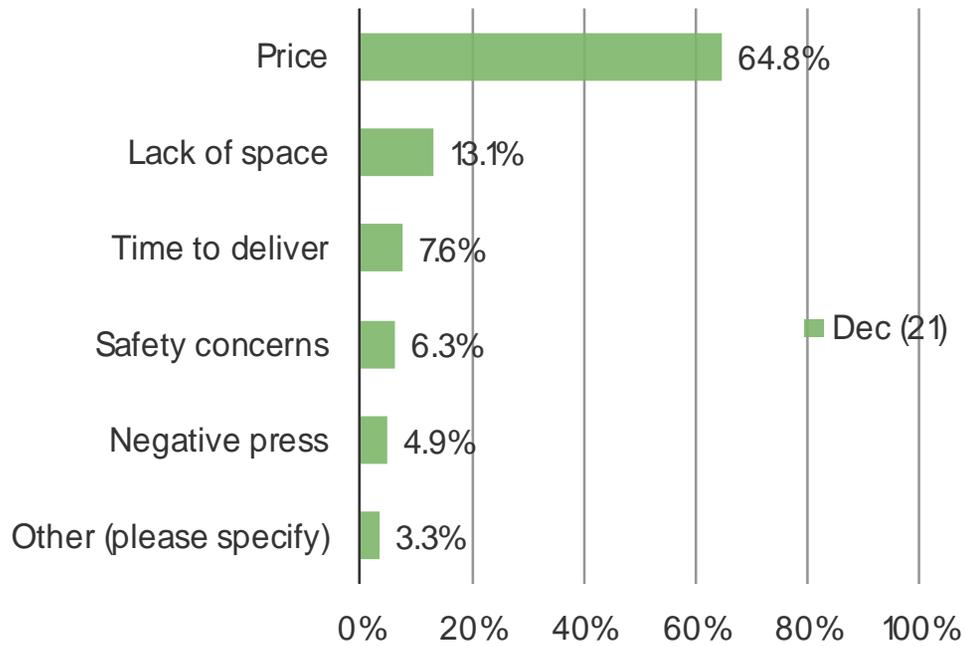
October 2021 (N = 9216)



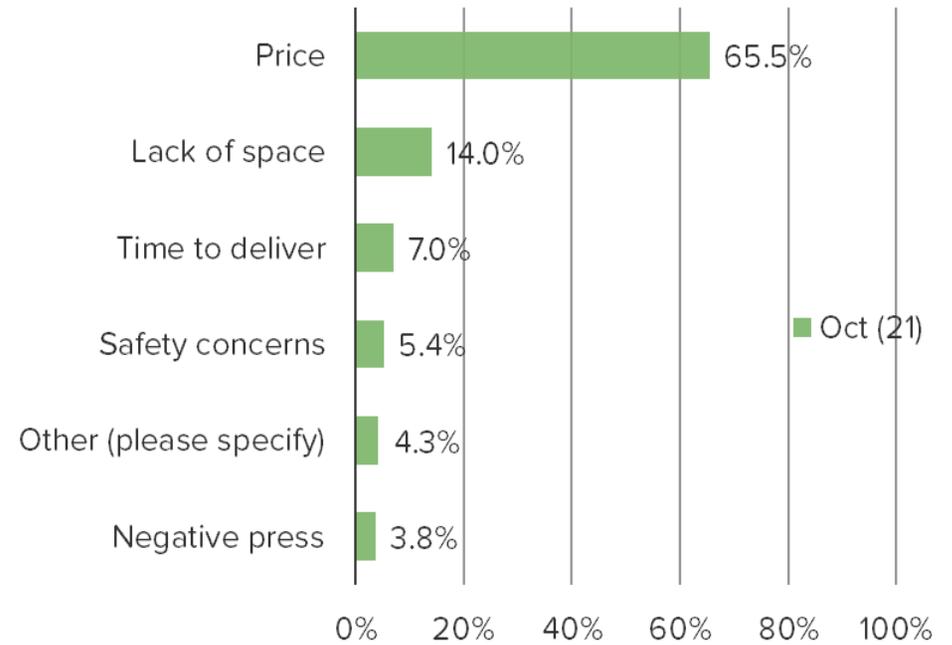
What was the primary reason you decided not to buy?

Posed to all respondents who have considered Peloton products in the past but decided not to buy them.

December 2021 (N = 3199)



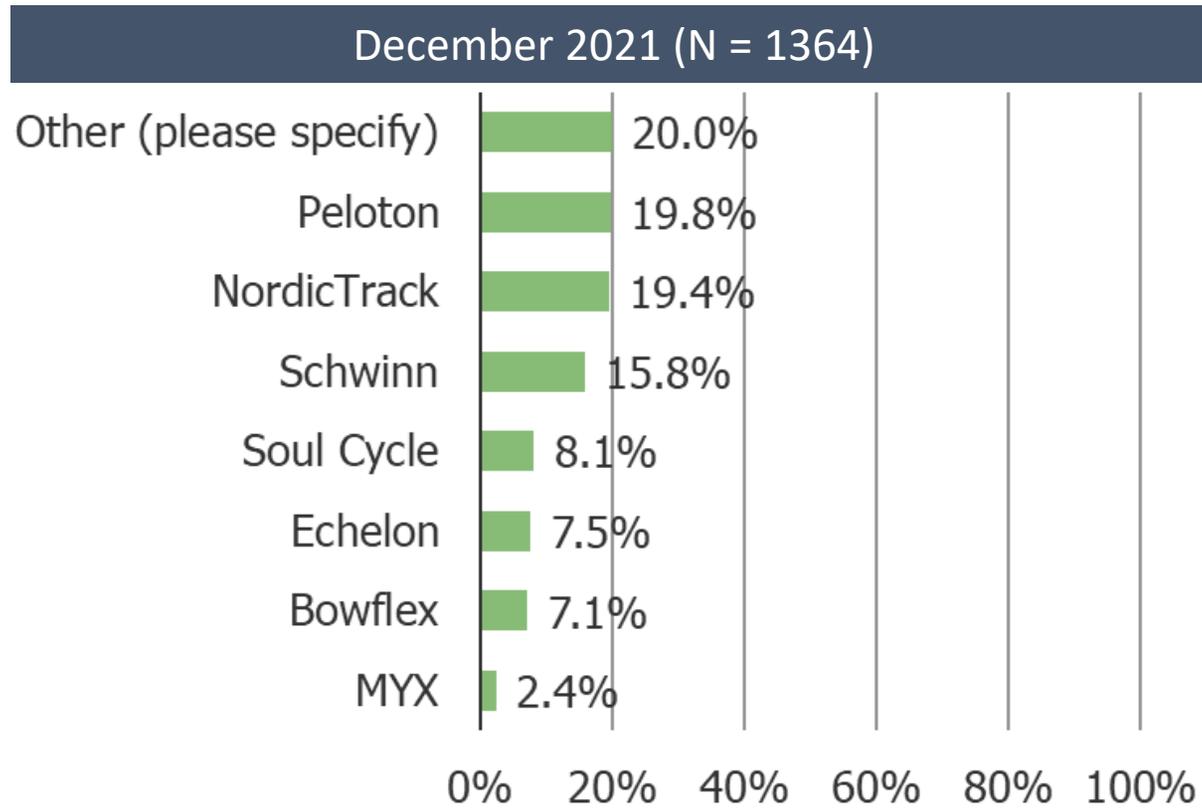
October 2021 (N = 2998)



Peloton Ownership

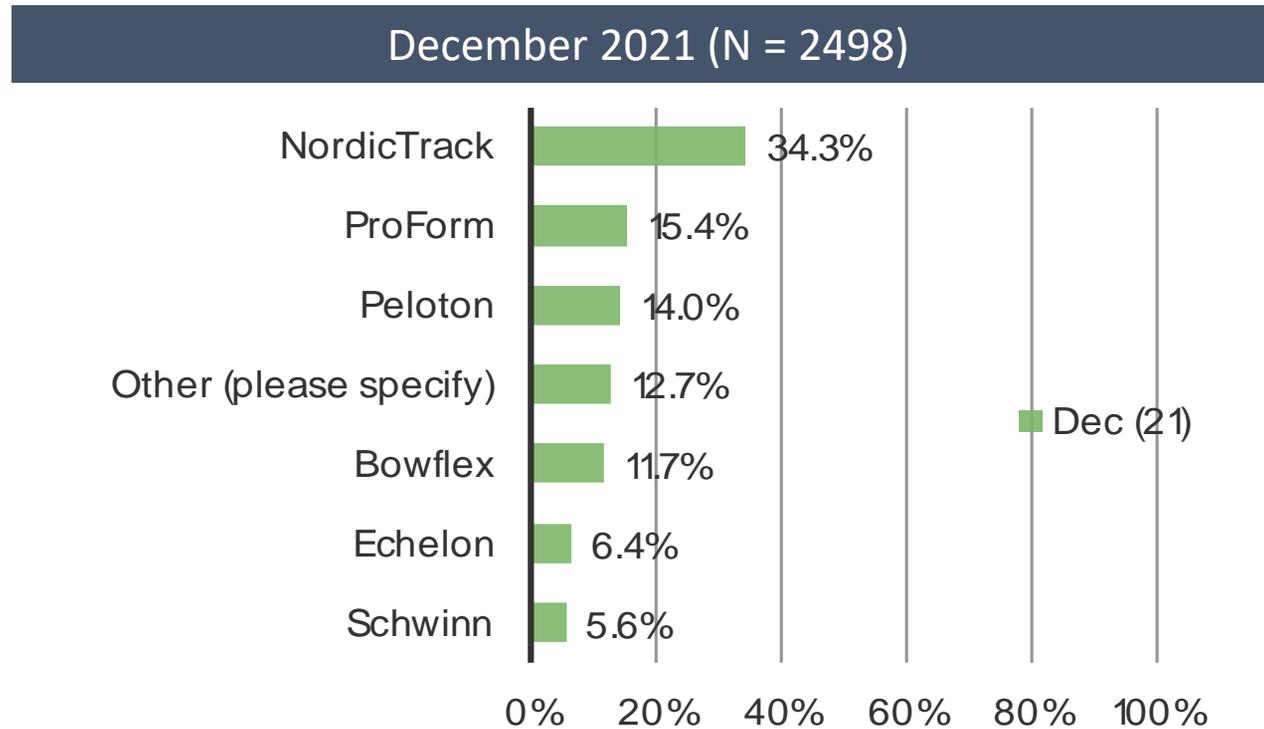
Which is the brand of the spin bike that you own in your house? If you own more than one pick the primary one that you use most often.

Posed to all respondents who own a spin bike.



Which is the brand of the treadmill that you own in your house? If you own more than one pick the primary one that you use most often.

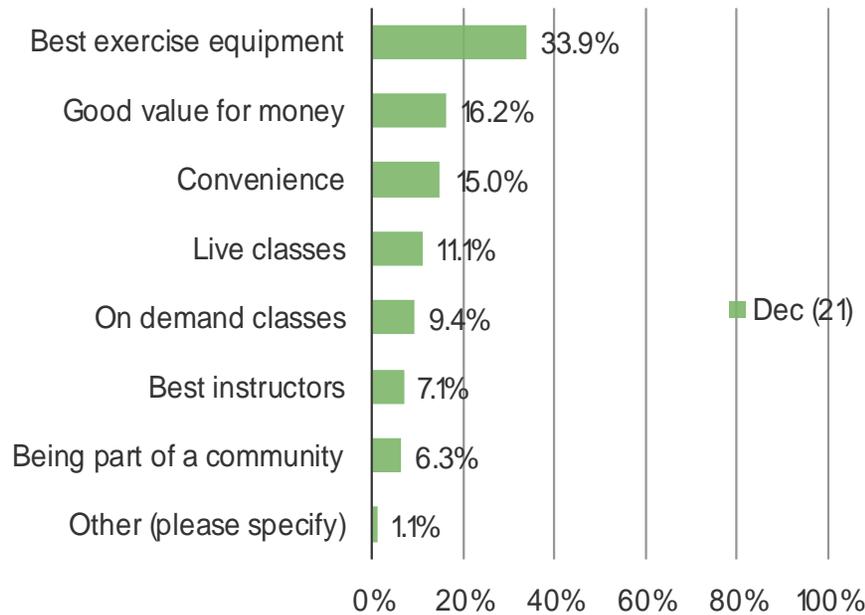
Posed to all respondents who own a treadmill.



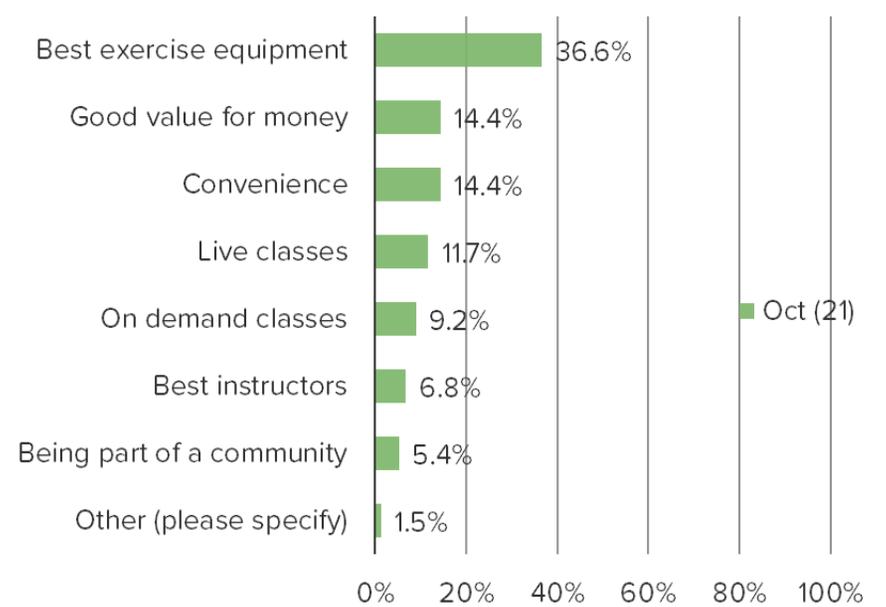
You mentioned previously that you own Peloton products or that you are considering getting Peloton products. What is the primary reason for selecting the Peloton brand?

Posed to all respondents who own or are considering getting Peloton products.

December 2021 (N = 1177)



October 2021 (N = 1296)



In what room of your home do you keep your Peloton bike?

Posed to all respondents who own the Peloton bike. (N=234)

December 2021 (N = 234)



October 2021 (N = 277)



*checked for verbatim quality – any bad completes were disqualified.

In what room of your home do you keep your Peloton tread?

Posed to all respondents who own the Peloton tread.

December 2021 (N = 282)



October 2021 (N = 313)

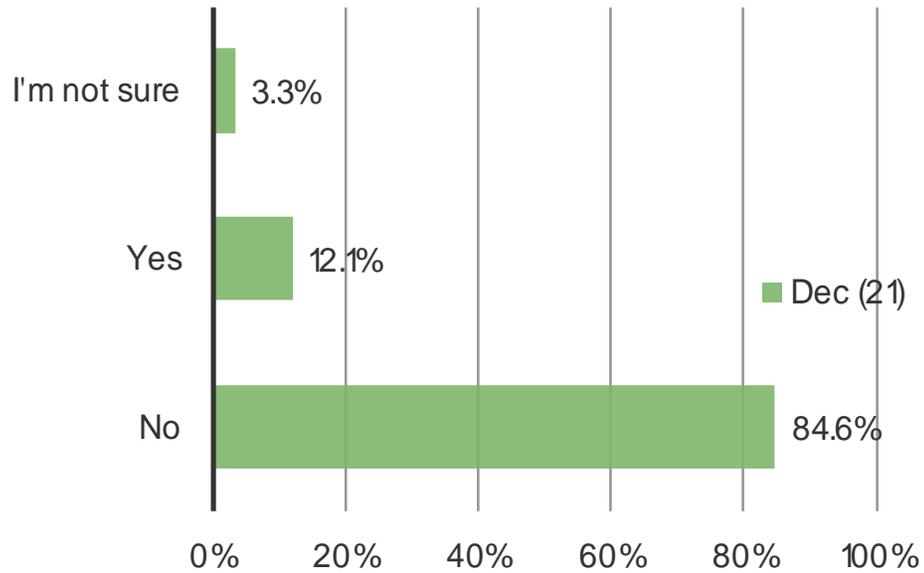


*checked for verbatim quality – any bad completes were disqualified.

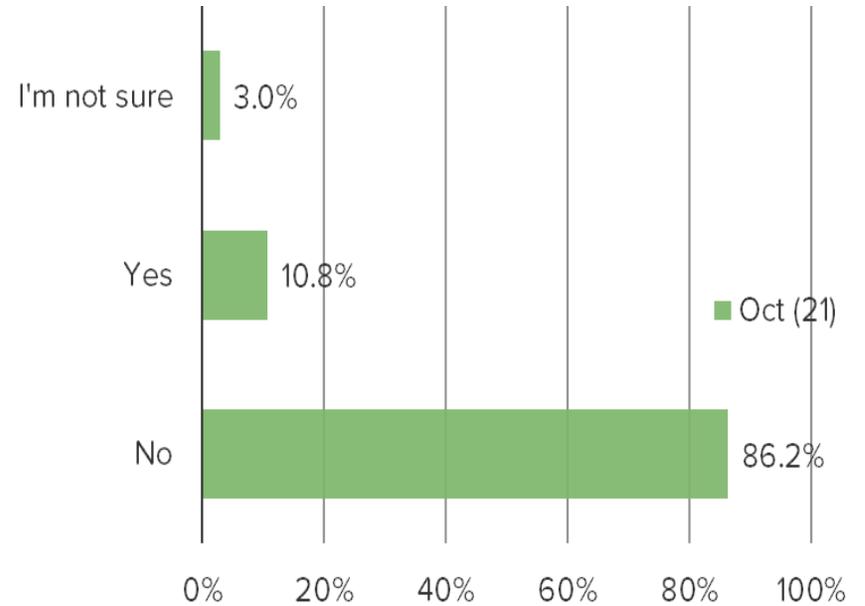
Have you ever trialed the Peloton app?

Posed to all respondents.

December 2021 (N = 9826)

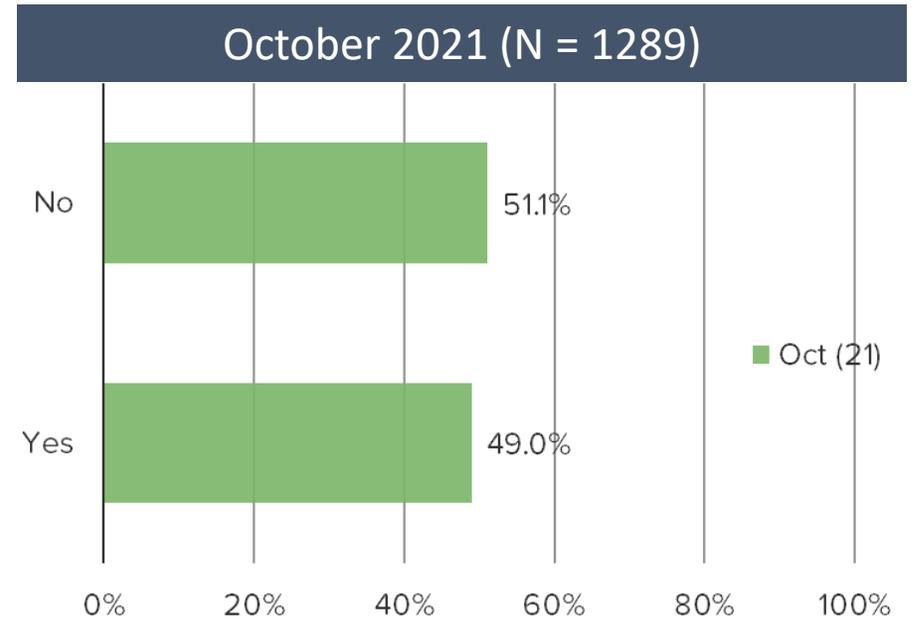
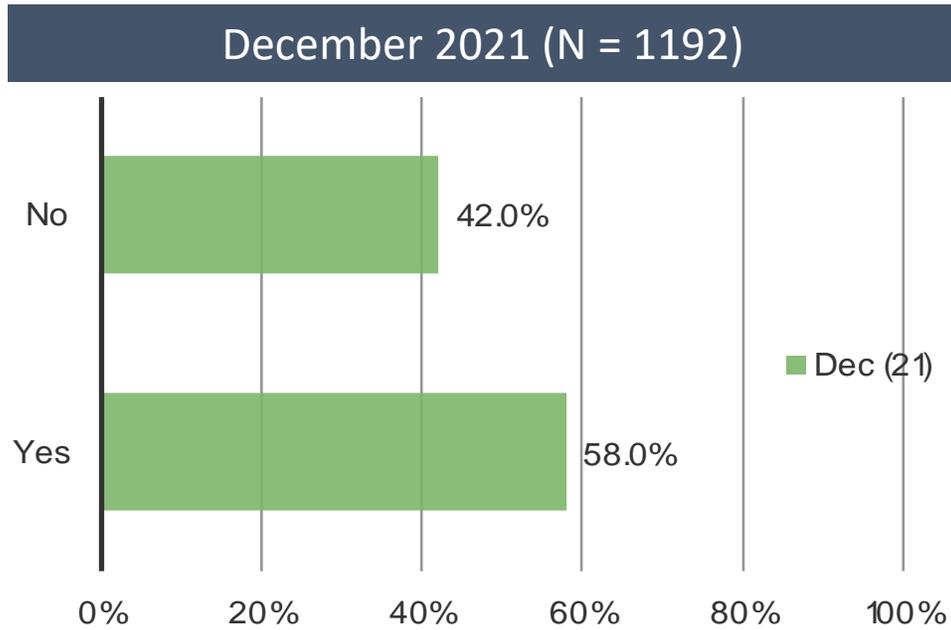


October 2021 (N = 9839)



Did you wind up paying for a digital membership after trialing the app?

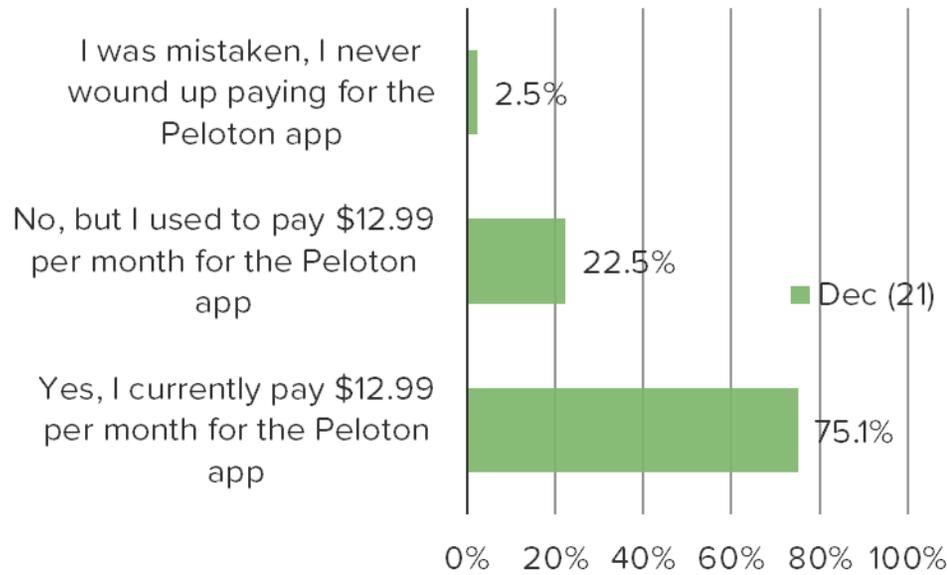
Posed to all respondents who did a trial for a digital membership.



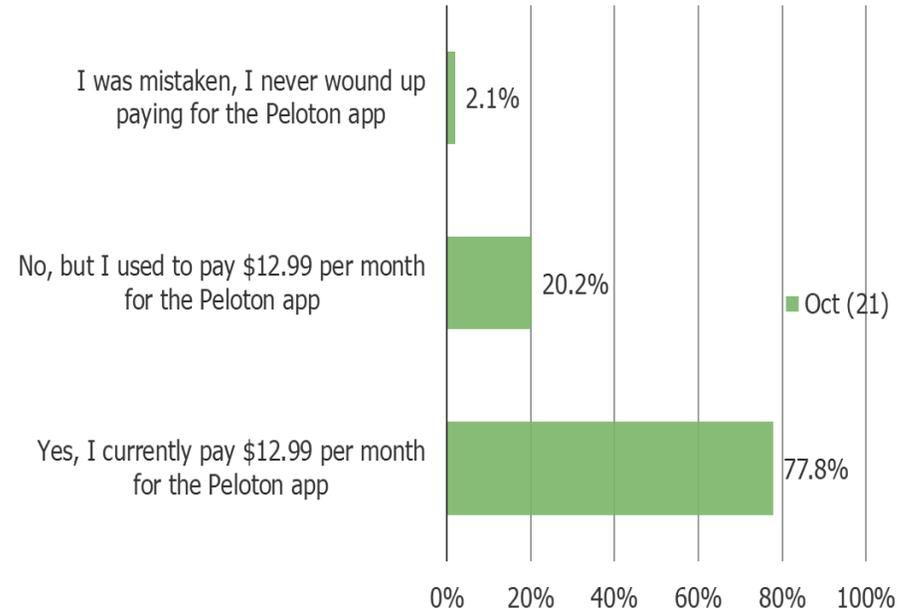
Do you currently pay \$12.99 per month to be a subscriber of the Peloton app?

Posed to respondents who trialed the Peloton app and said they paid for the app after the trial ended.

December 2021 (N = 690)



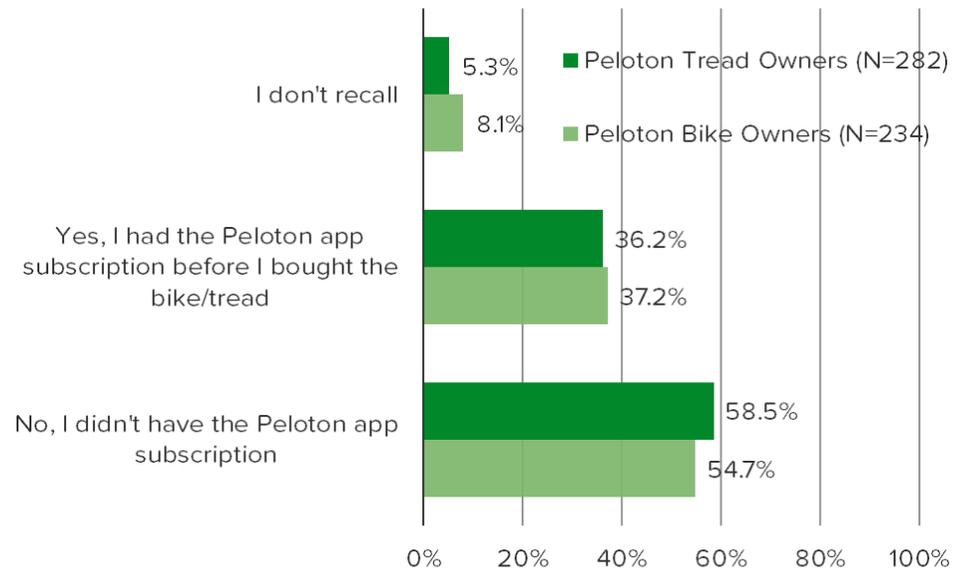
October 2021 (N = 635)



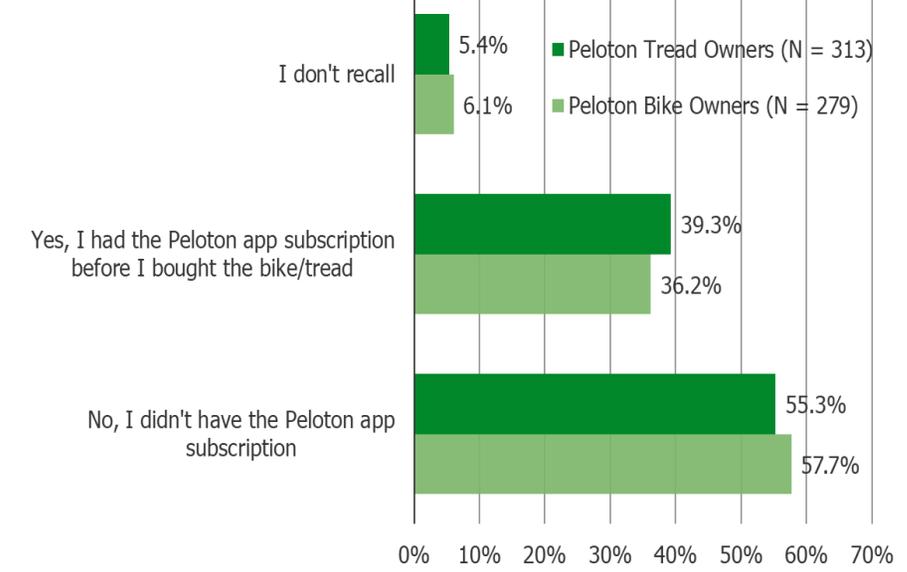
Did you have the Peloton Digital subscription before you decided to buy your bike or tread?

Posed to all respondents who own Peloton equipment.

December 2021



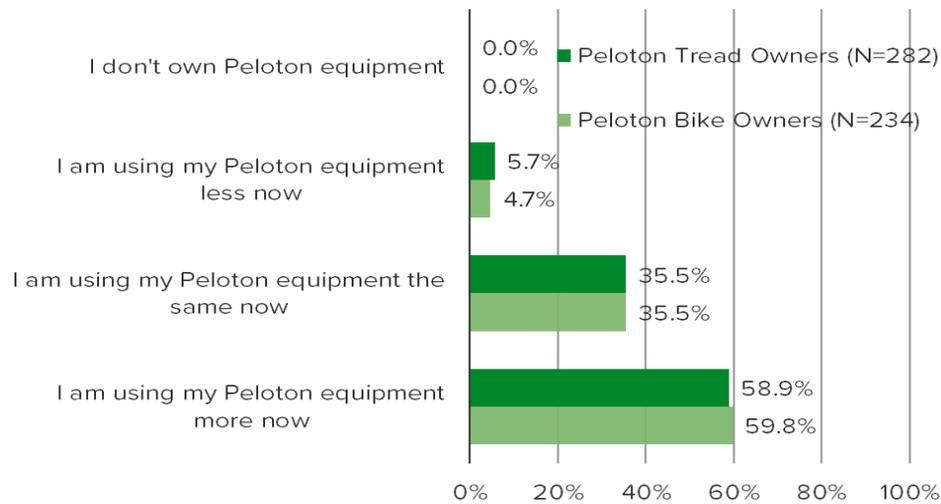
October 2021



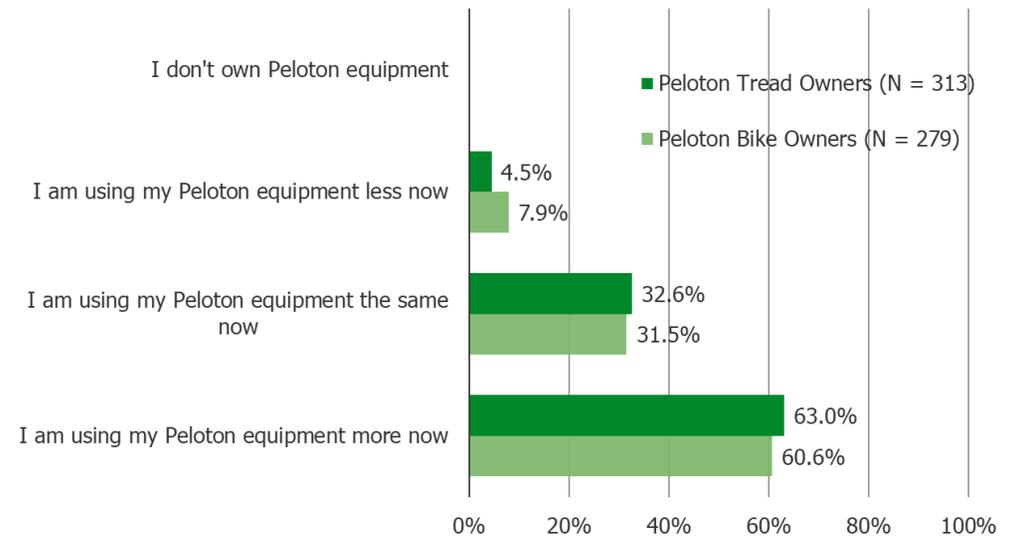
How often are you using your Peloton equipment now compared to during the height of the Covid pandemic?

Posed to all respondents who own Peloton equipment.

December 2021



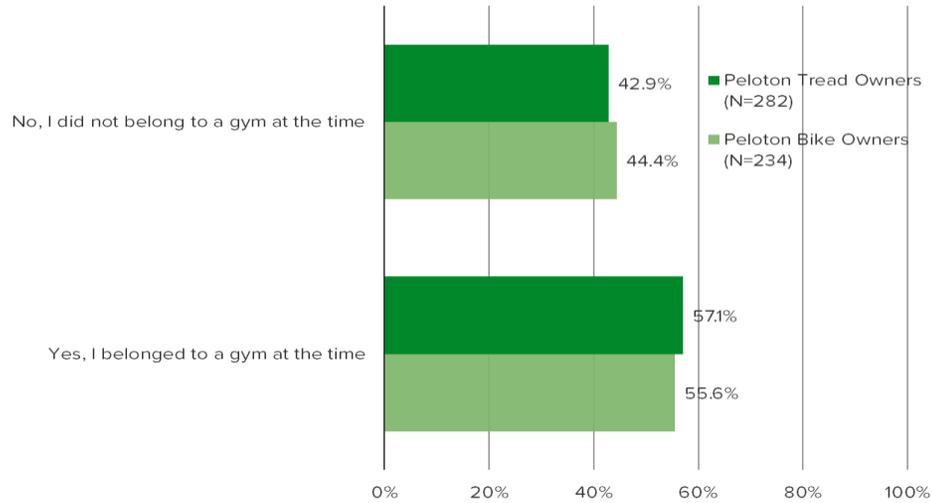
October 2021



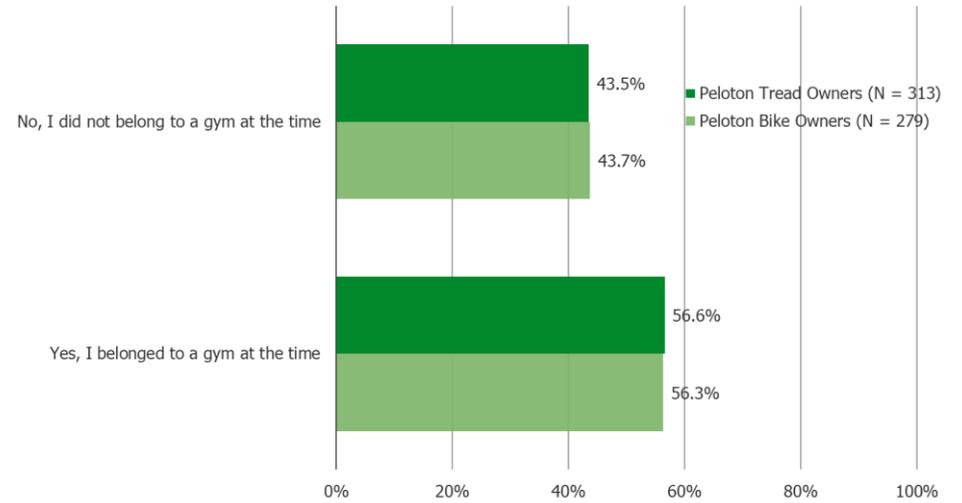
Did you belong to a gym or pay for fitness classes when you bought your Peloton?

Posed to all respondents who own Peloton equipment.

December 2021



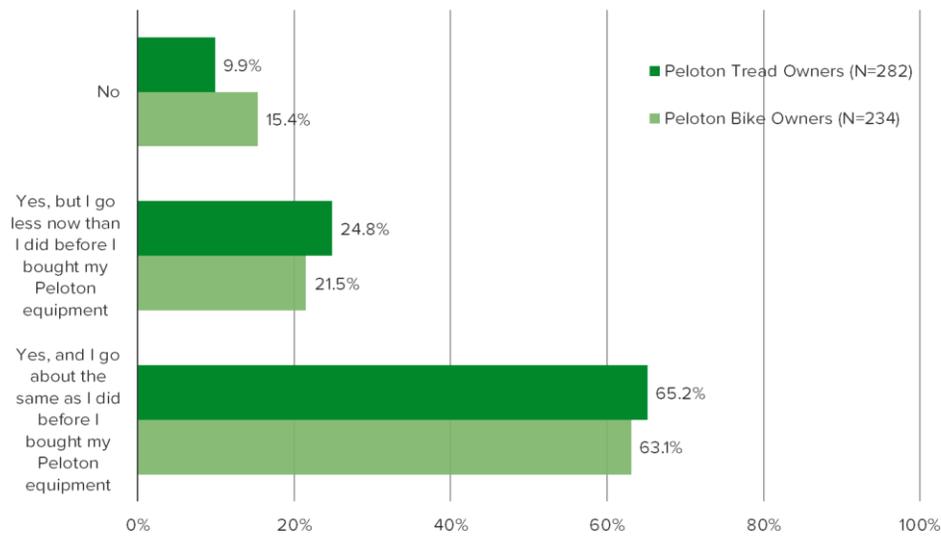
October 2021



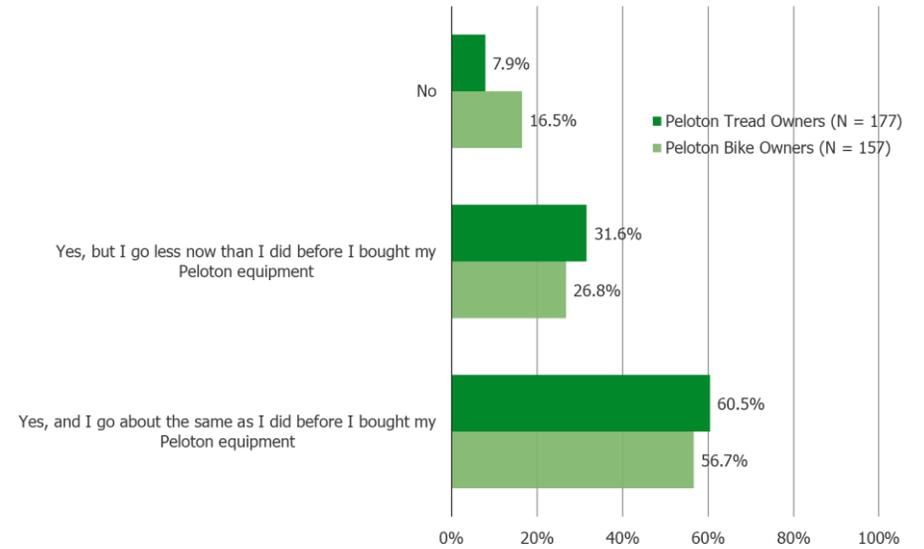
Do you still belong to your gym or pay for fitness classes?

Posed to all respondents who either belonged to a gym or paid for fitness classes when they bought their Peloton product.

December 2021



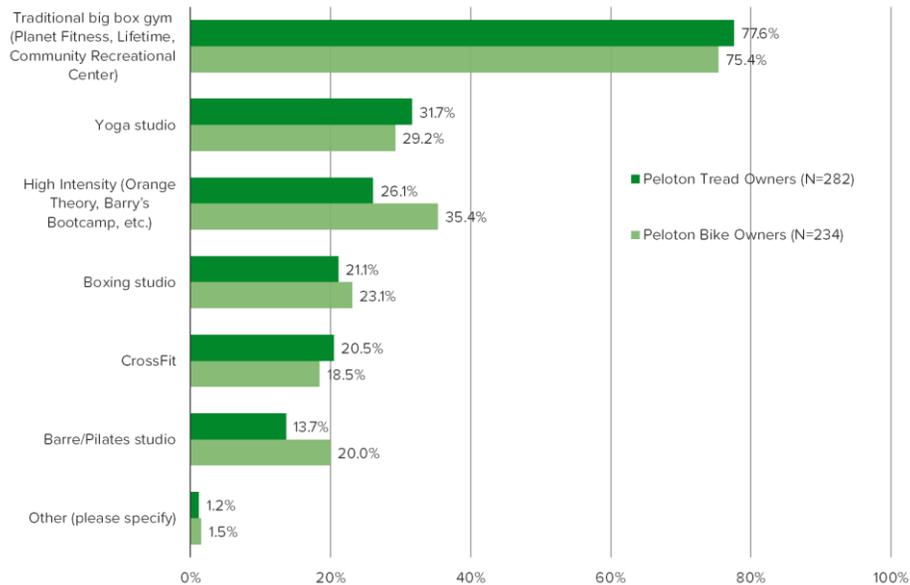
October 2021



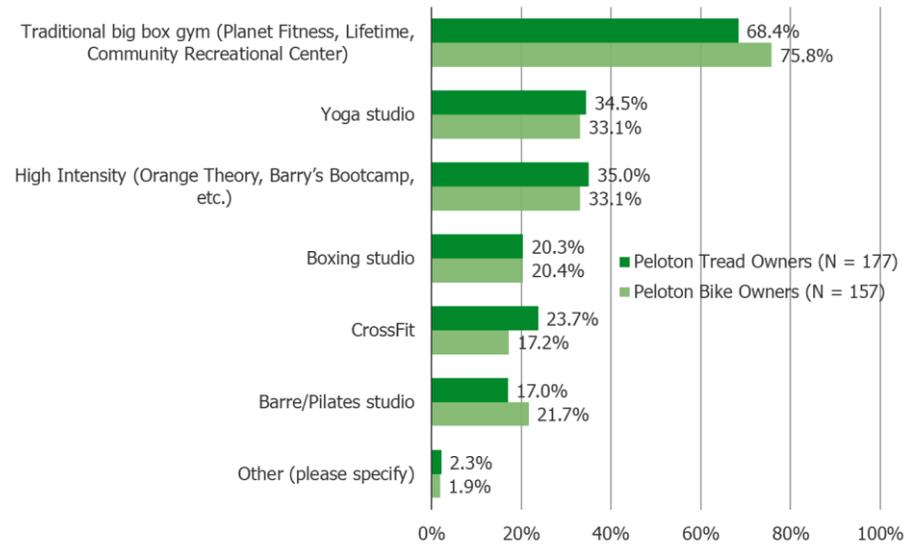
What type of gym/membership did you have/currently have? Please select ALL that apply

Posed to all respondents who either belonged to a gym or paid for fitness classes when they bought their Peloton product.

December 2021



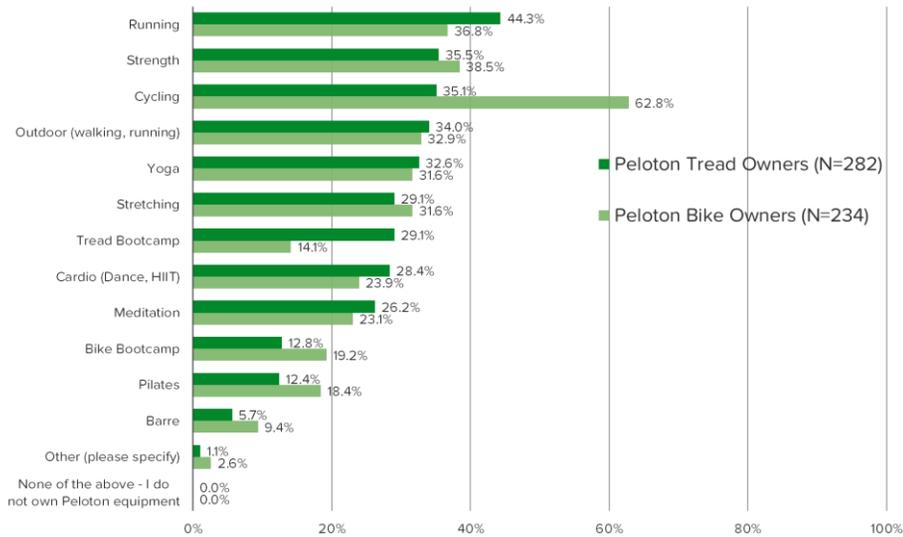
October 2021



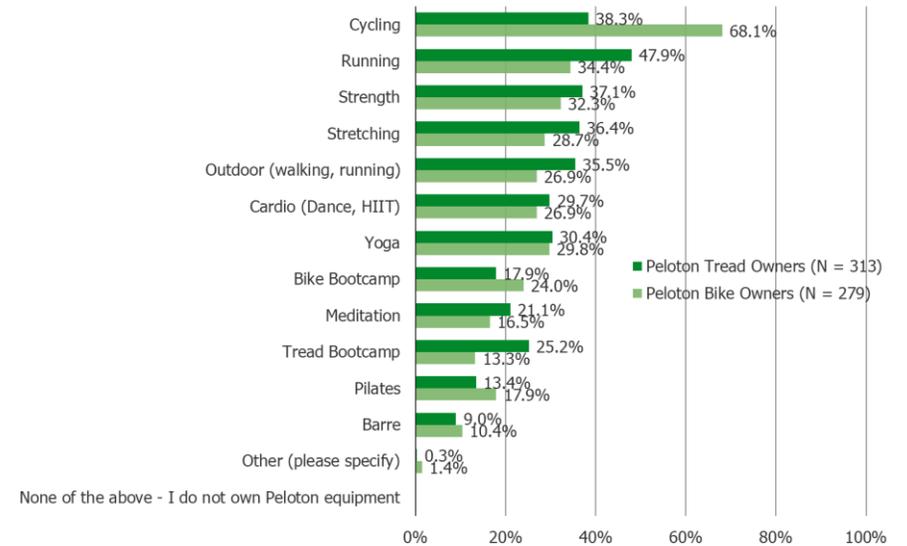
What types of Peloton classes do you do? (Please select ALL that apply)

Posed to all respondents own Peloton products.

December 2021



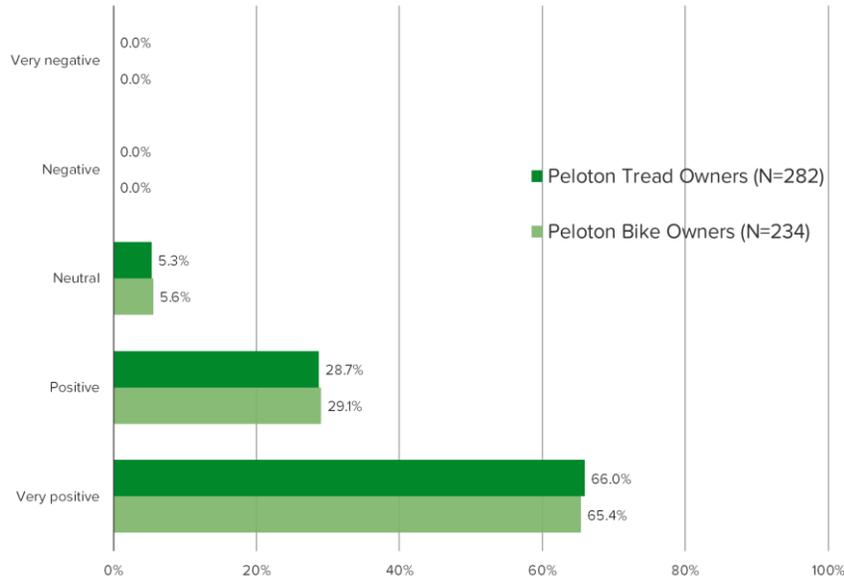
October 2021



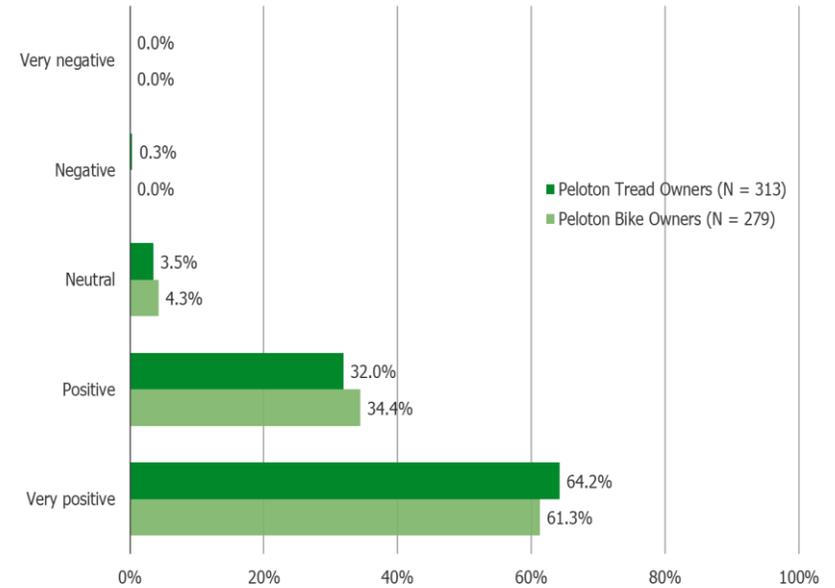
How would you rate the delivery/set-up experience when Peloton delivered your equipment?

Posed to all respondents own Peloton products.

December 2021



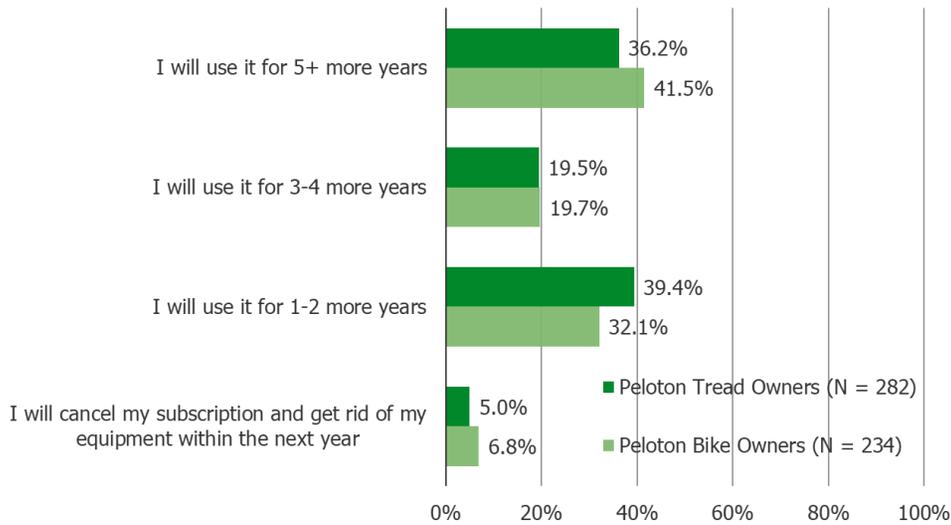
October 2021



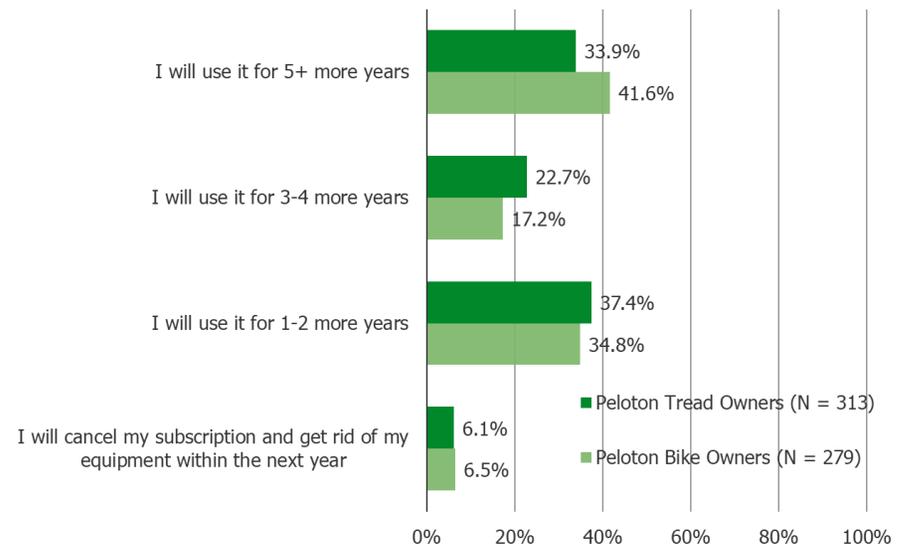
For how long going forward do you expect to own Peloton equipment and subscribe to the digital content?

Posed to all respondents own Peloton products.

December 2021



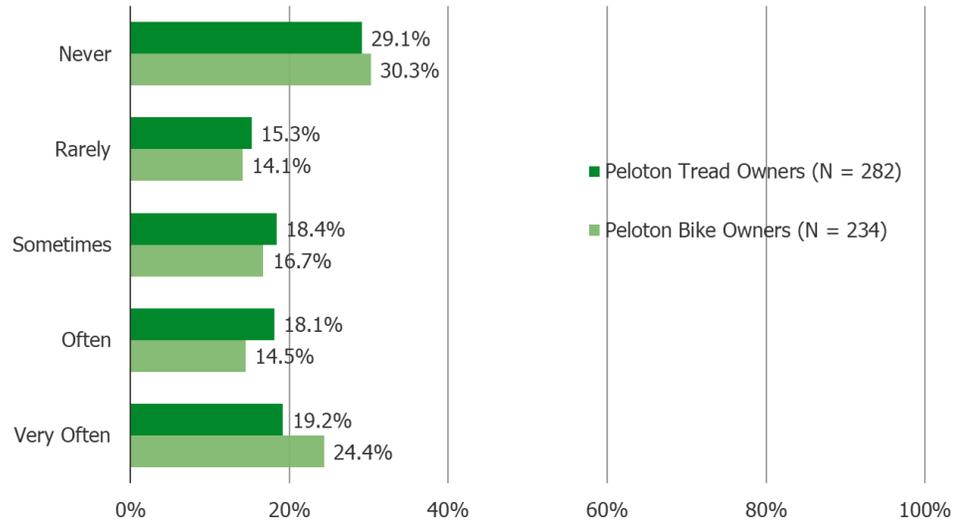
October 2021



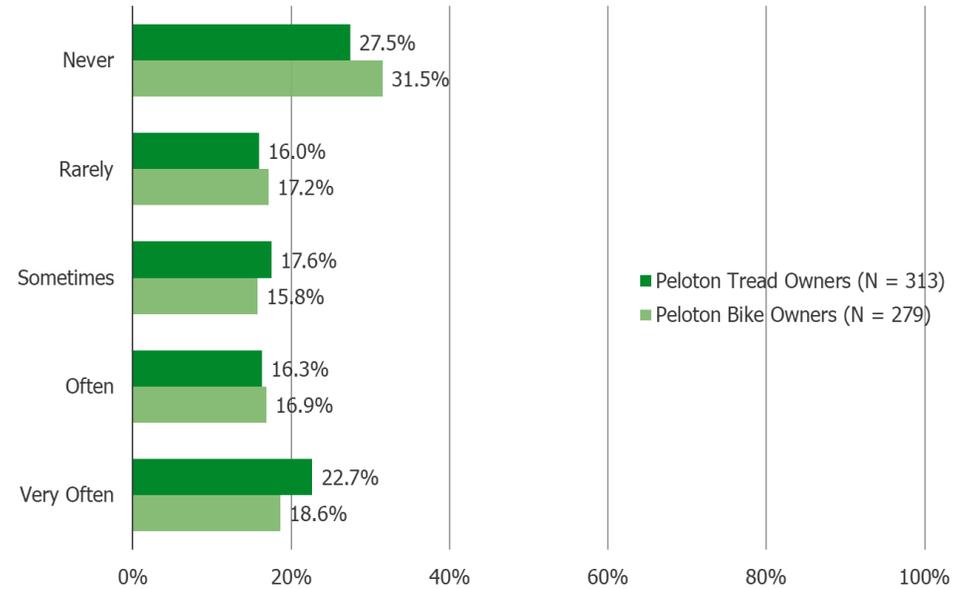
Do you ever buy apparel or clothing from Peloton?

Posed to all respondents own Peloton products.

December 2021



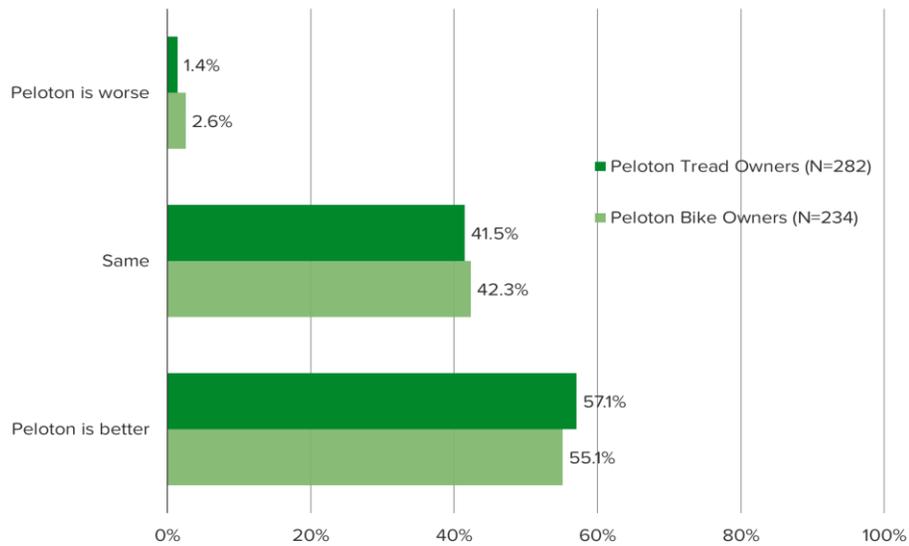
October 2021



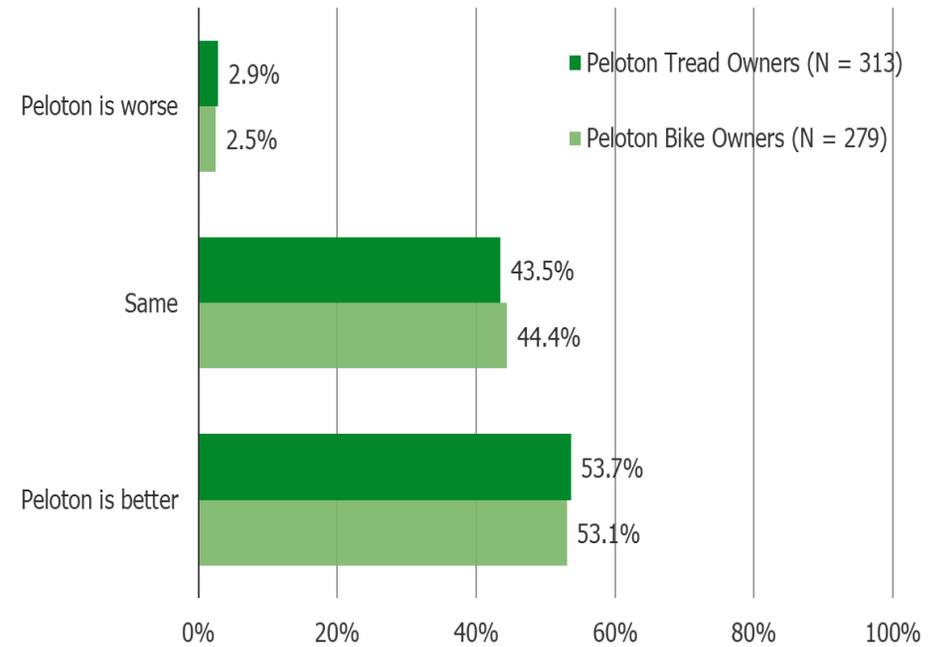
How does Peloton apparel compare to other brands?

Posed to all respondents own Peloton products.

December 2021



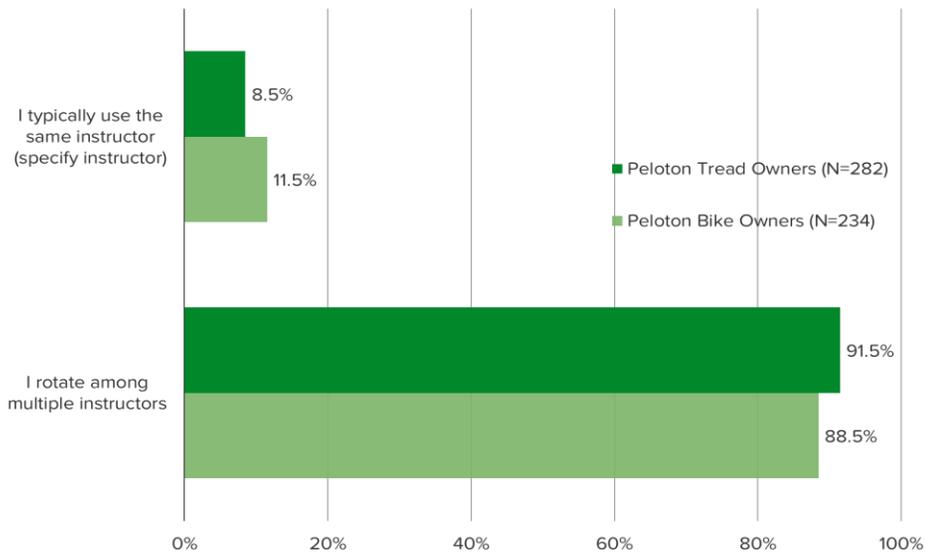
October 2021



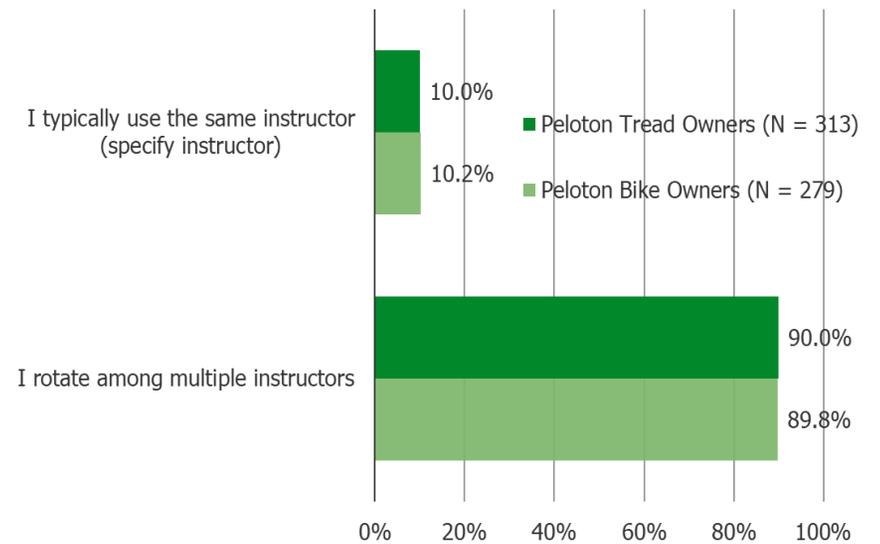
When using Peloton equipment, do you typically use the same instructor, or do you rotate among multiple instructors?

Posed to all respondents own Peloton products.

December 2021



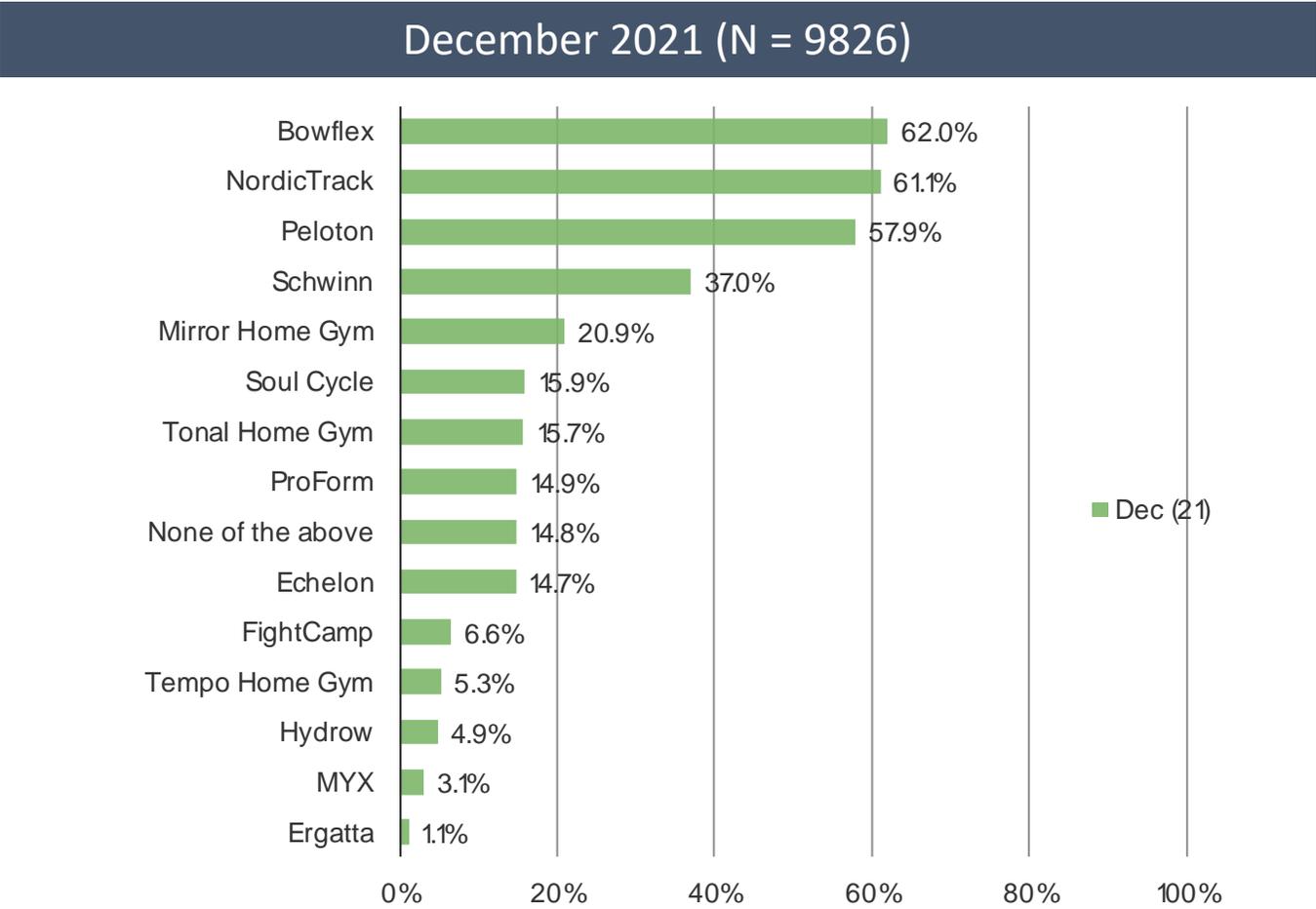
October 2021



Competitive Dynamics – Brand Sentiment

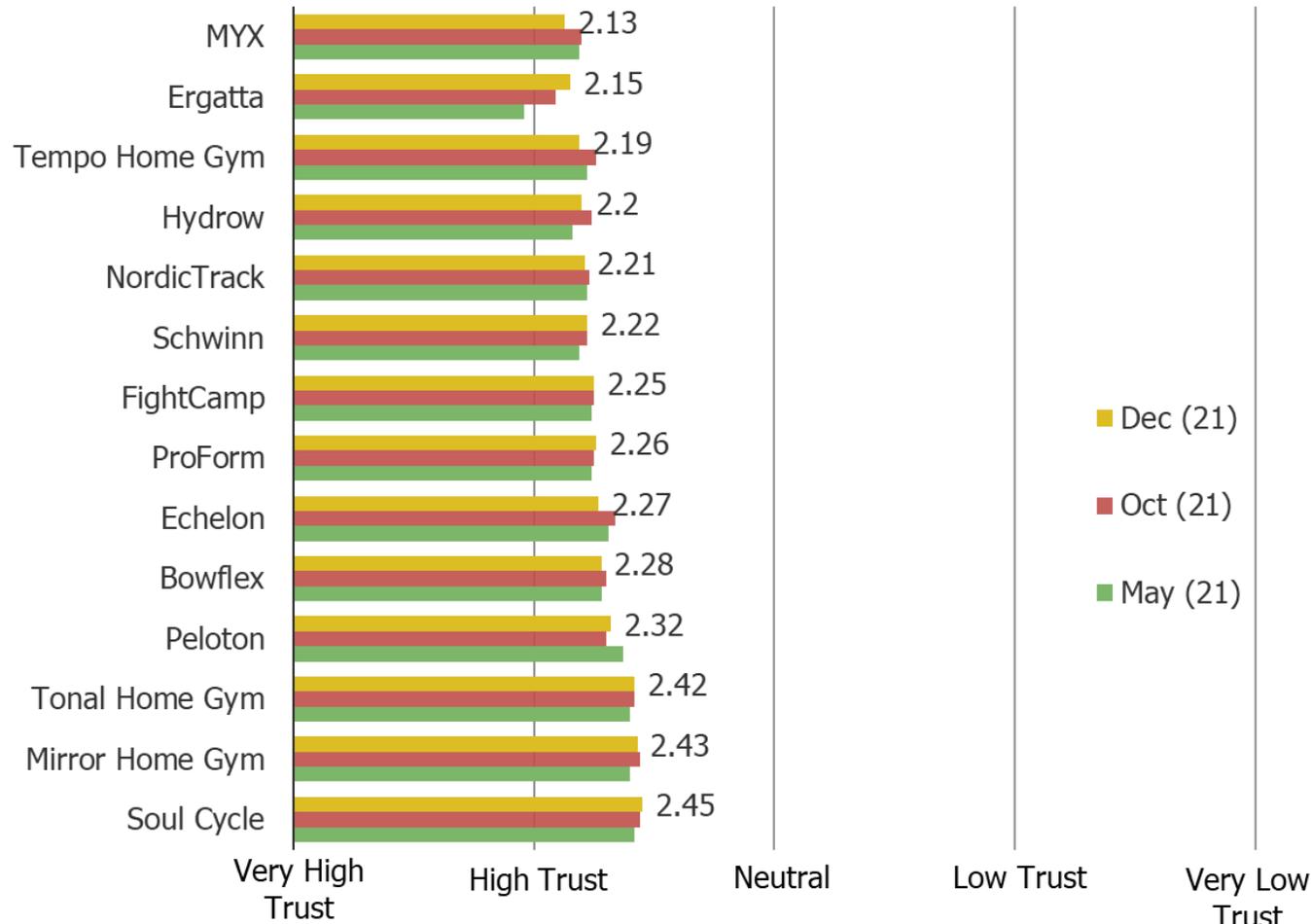
Which of the following fitness brands are you familiar with? (Select ALL that apply)

Posed to all respondents.



How much trust do you have in the following brands?

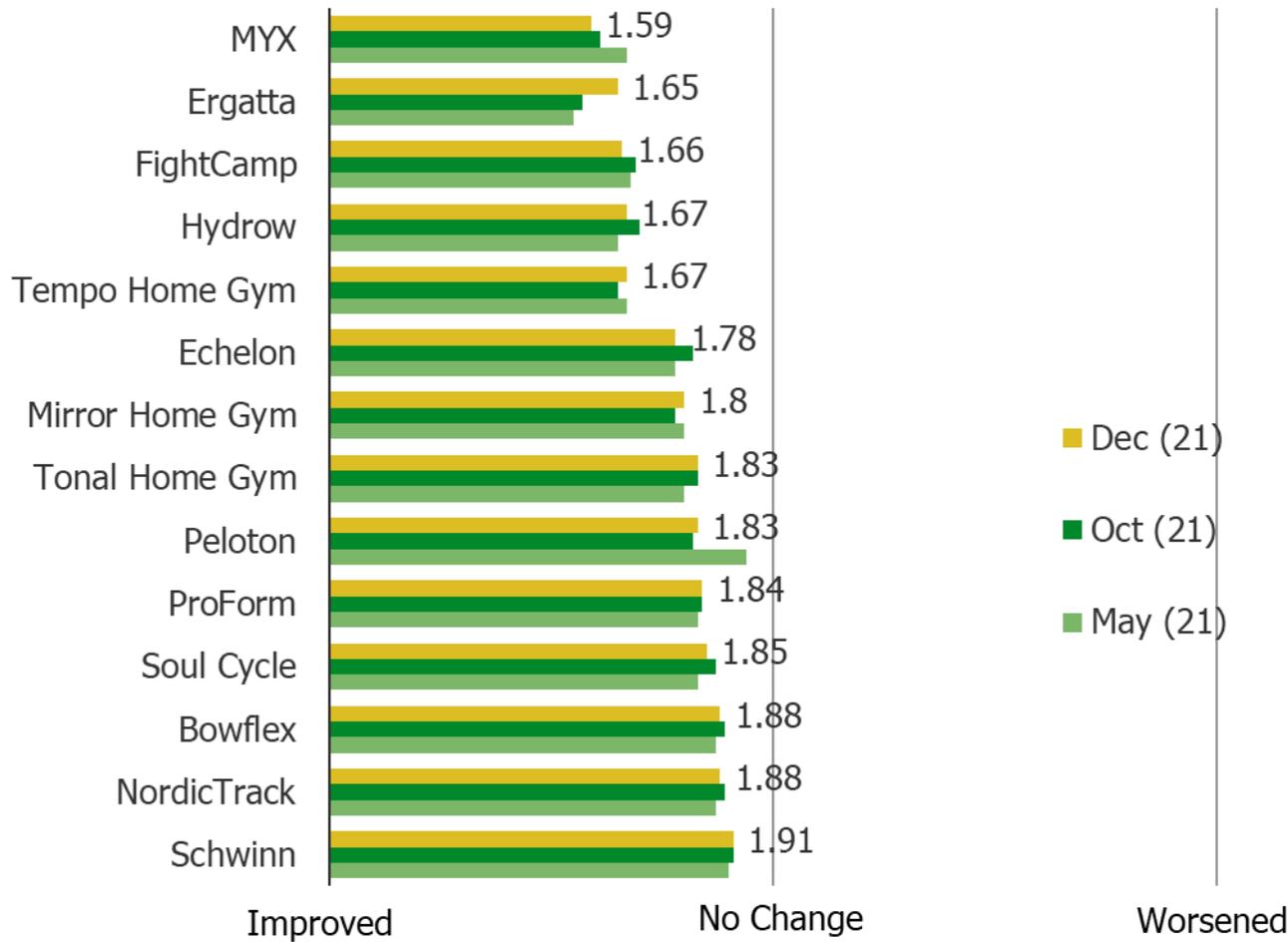
Posed to all respondents who are familiar with the below.



	N=
Peloton	5688
Echelon	1445
NordicTrack	6006
Bowflex	6091
ProForm	1463
Soul Cycle	1559
Schwinn	3633
MYX	306
Tonal Home Gym	1544
Tempo Home Gym	516
Mirror Home Gym	2054
FightCamp	644
Hydrow	478
Ergatta	111

Has your trust level in the following fitness brands changed in the past month?

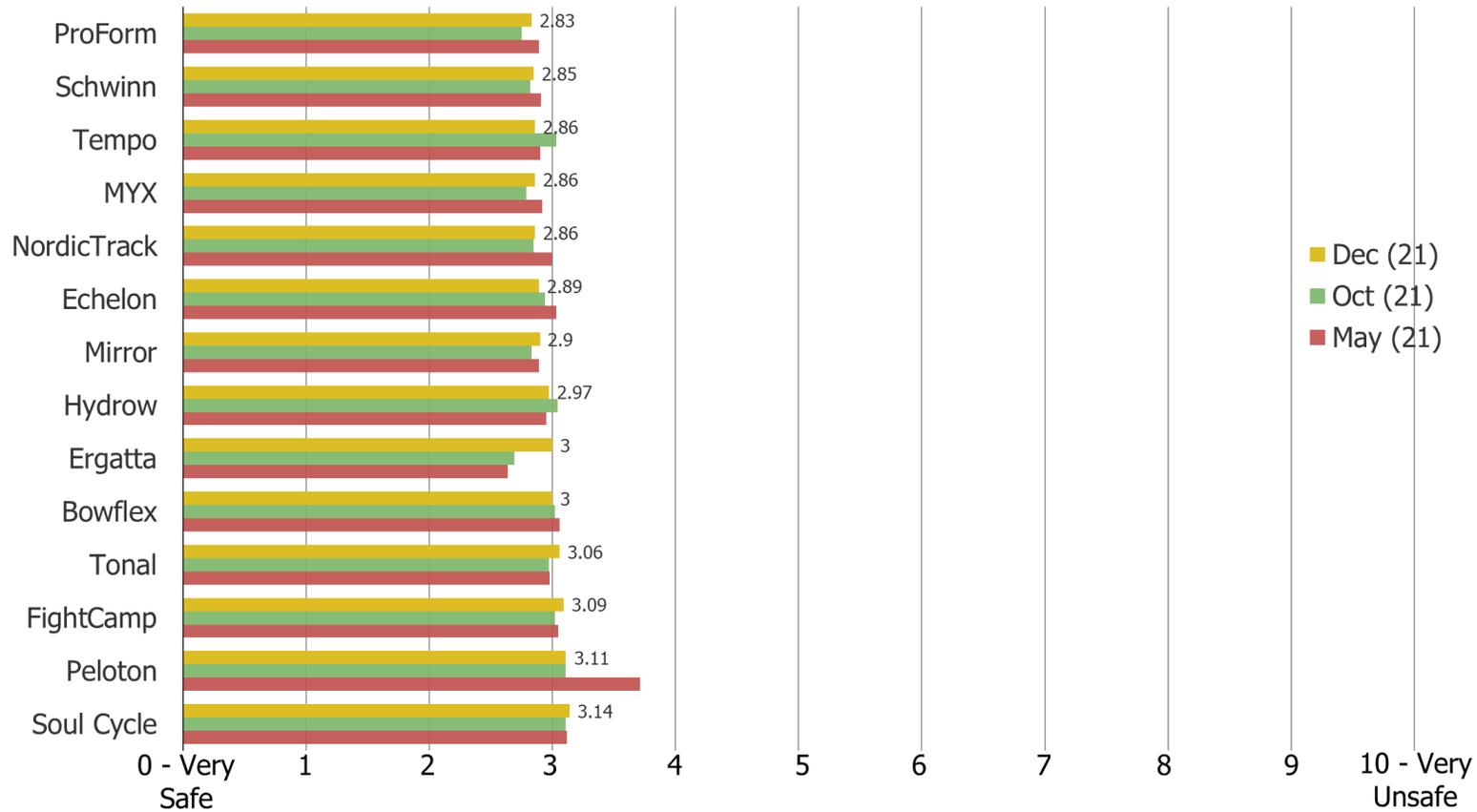
Posed to all respondents who are familiar with the below.



	N=
Peloton	5688
Echelon	1445
NordicTrack	6006
Bowflex	6091
ProForm	1463
Soul Cycle	1559
Schwinn	3633
MYX	306
Tonal Home Gym	1544
Tempo Home Gym	516
Mirror Home Gym	2054
FightCamp	644
Hydrow	478
Ergatta	111

In your view, how safe is the fitness equipment made by the following brands?

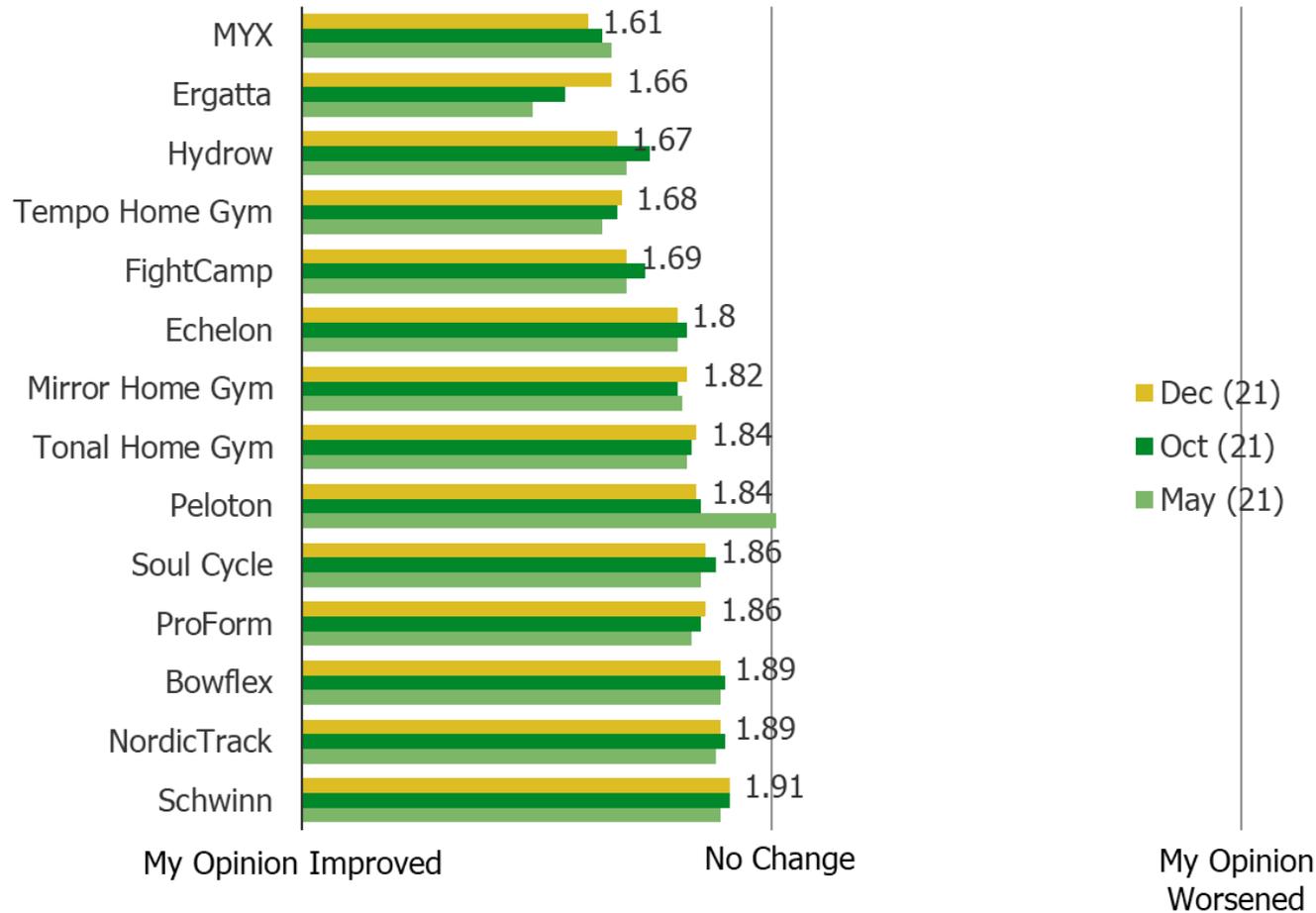
Posed to all respondents who are familiar with the below.



	N=
Peloton	5688
Echelon	1445
NordicTrack	6006
Bowflex	6091
ProForm	1463
Soul Cycle	1559
Schwinn	3633
MYX	306
Tonal Home Gym	1544
Tempo Home Gym	516
Mirror Home Gym	2054
FightCamp	644
Hydrow	478
Ergatta	111

Has your opinion of how safe equipment made by the following brands are changed in the past month?

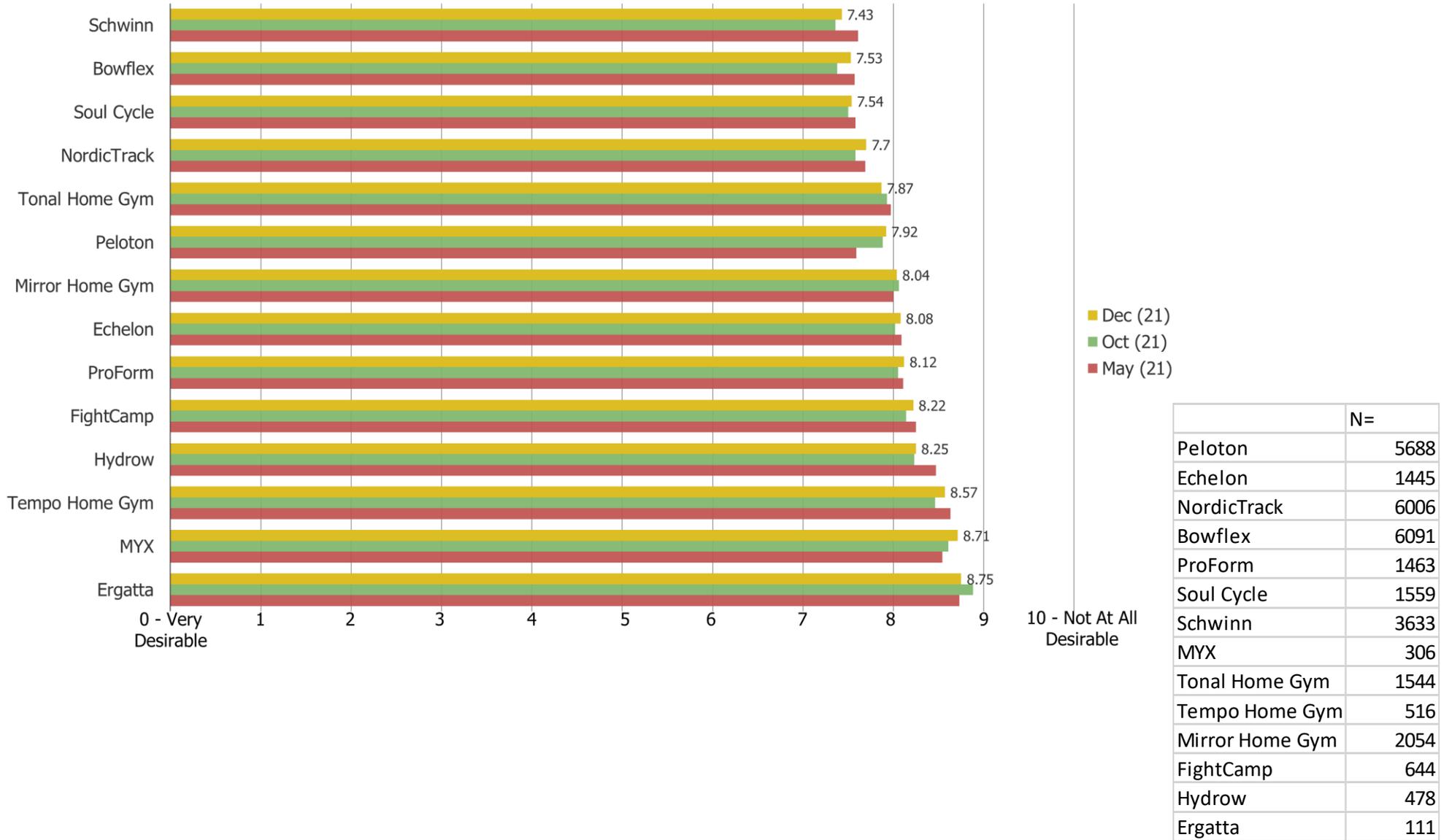
Posed to all respondents who are familiar with the below.



	N=
Peloton	5688
Echelon	1445
NordicTrack	6006
Bowflex	6091
ProForm	1463
Soul Cycle	1559
Schwinn	3633
MYX	306
Tonal Home Gym	1544
Tempo Home Gym	516
Mirror Home Gym	2054
FightCamp	644
Hydrow	478
Ergatta	111

In your opinion, how desirable is it to own fitness equipment from the following...

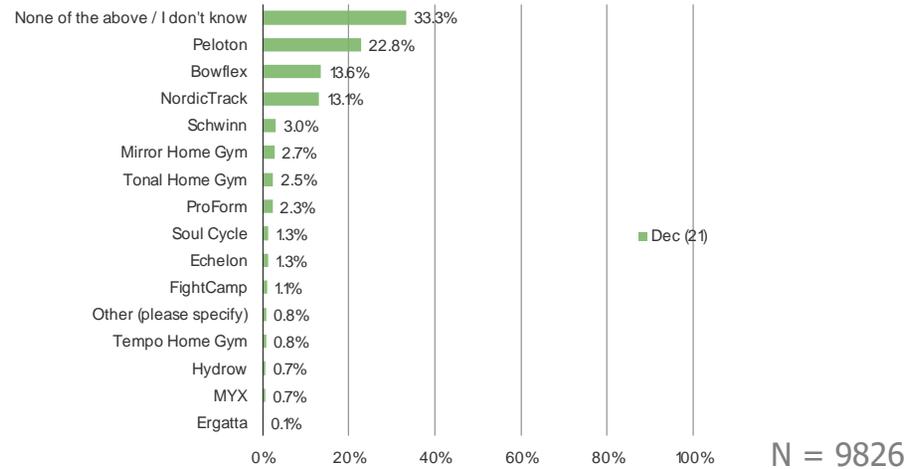
Posed to all respondents who are familiar with the below.



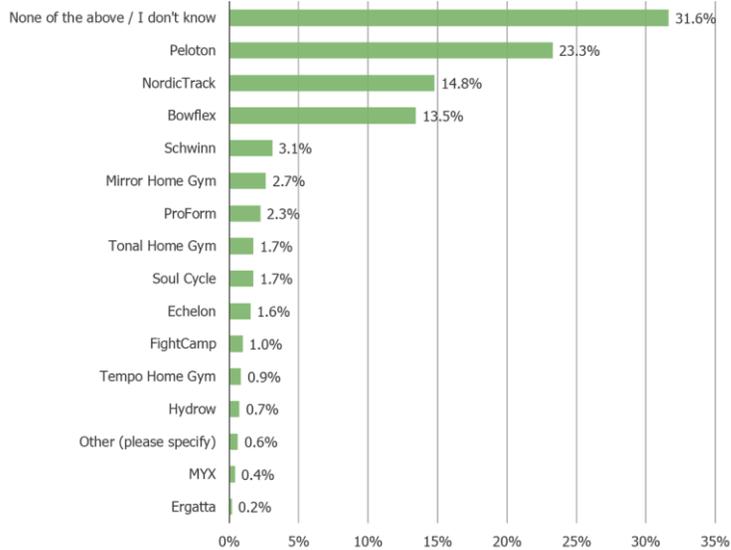
In your opinion, which of the following brands has the most effective fitness equipment?

Posed to all respondents.

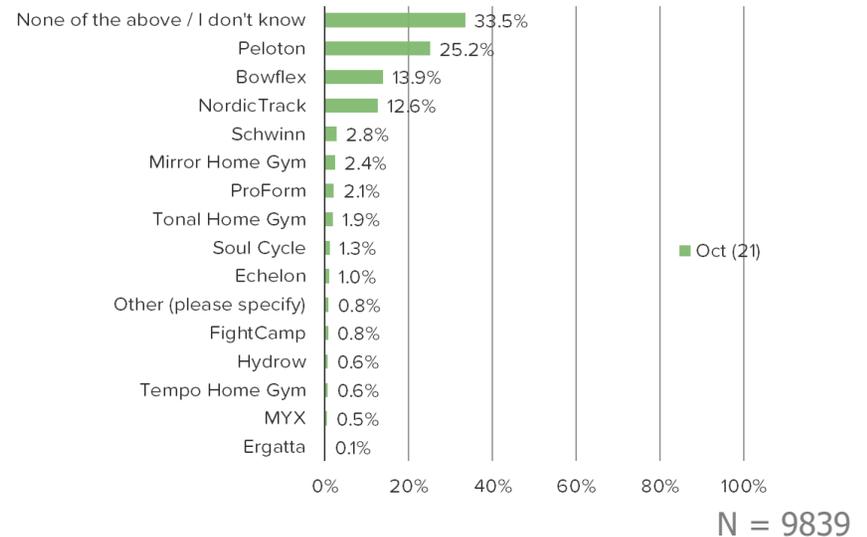
December 2021



May 2021



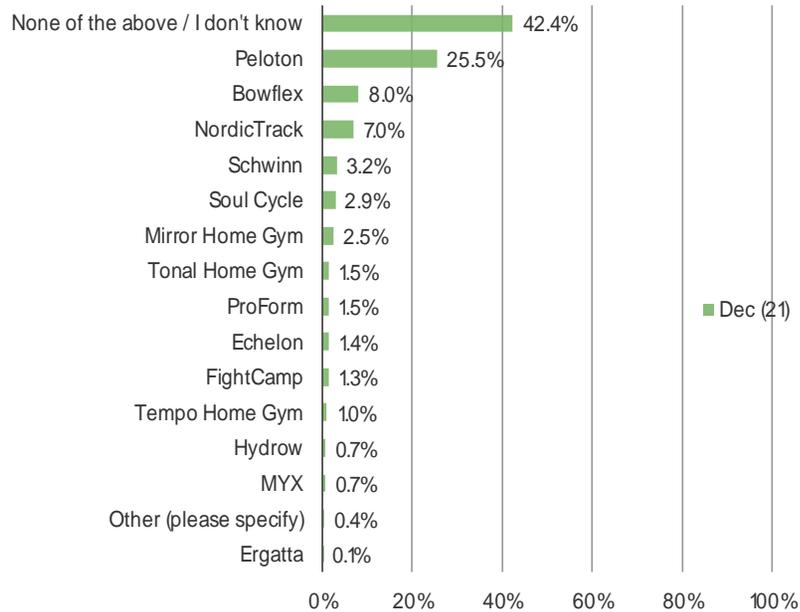
October 2021



In your opinion, which fitness brand has the best sense of community?

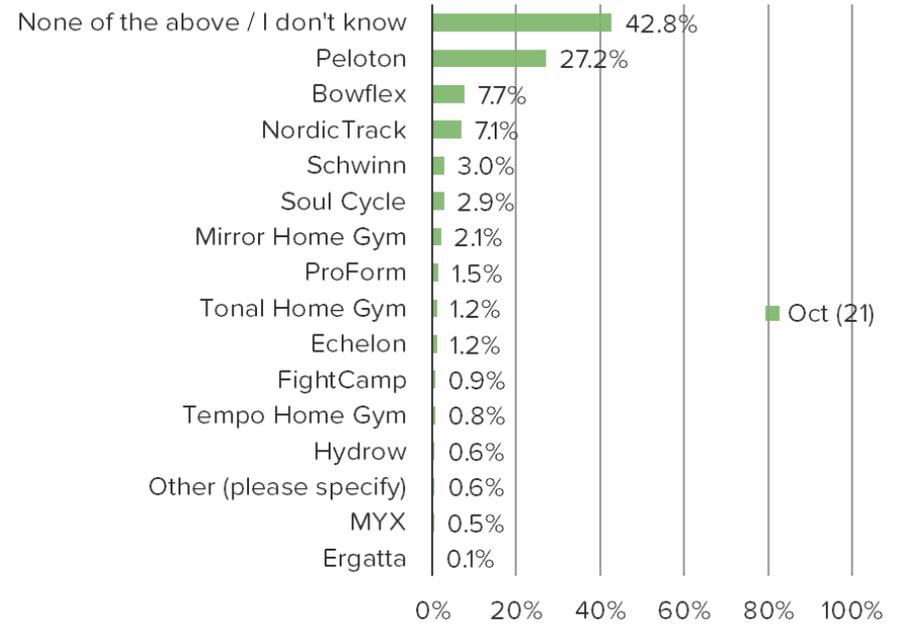
Posed to all respondents.

December 2021



N = 9826

October 2021



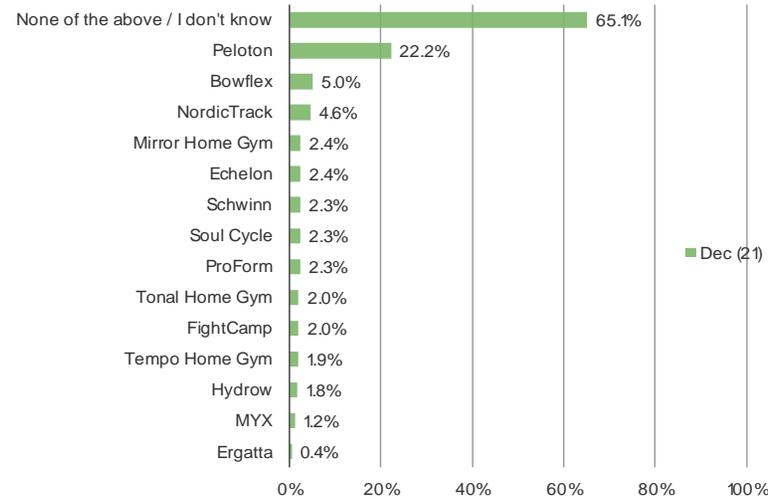
N = 9839

Peloton Recall Questions

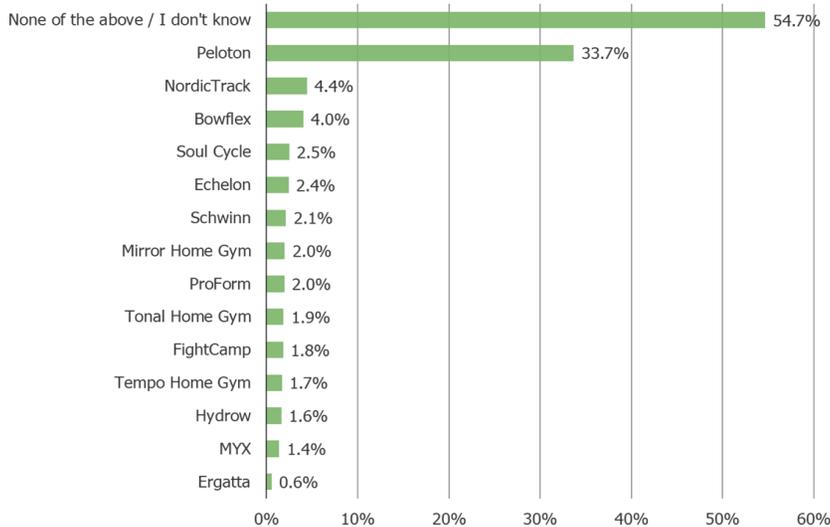
To your knowledge, have any of the following brands issued a recall on any of their equipment in the past year? Select ALL that apply

Posed to all respondents.

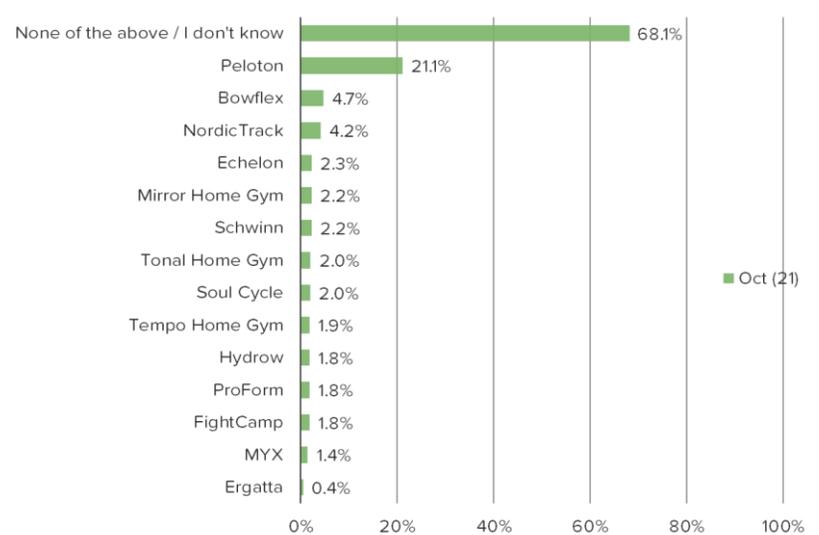
December 2021 (N = 9826)



May 2021 (N = 9813)

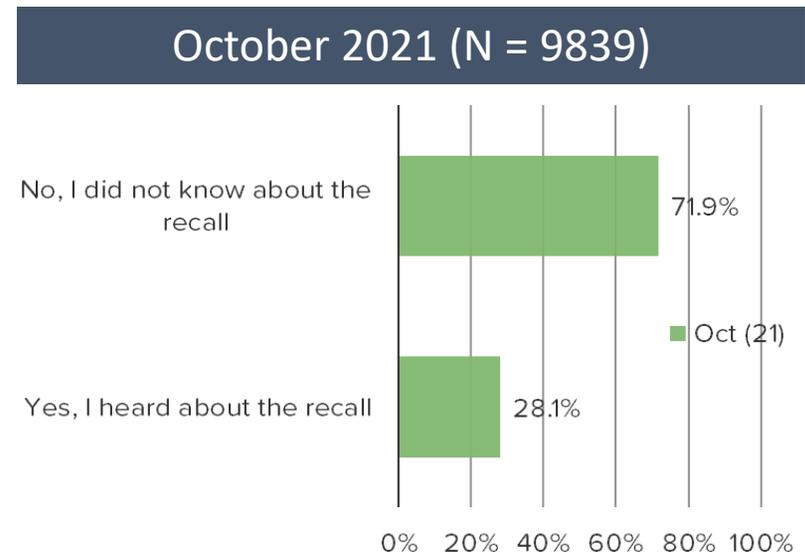
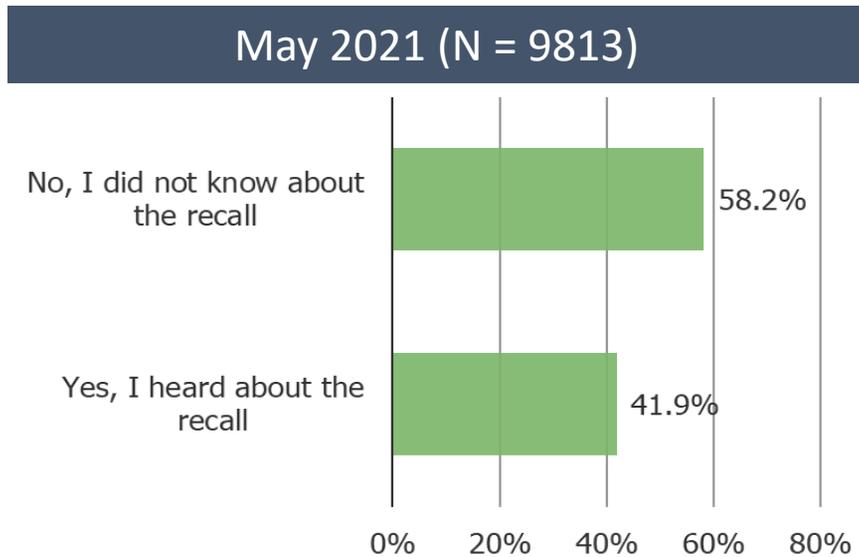
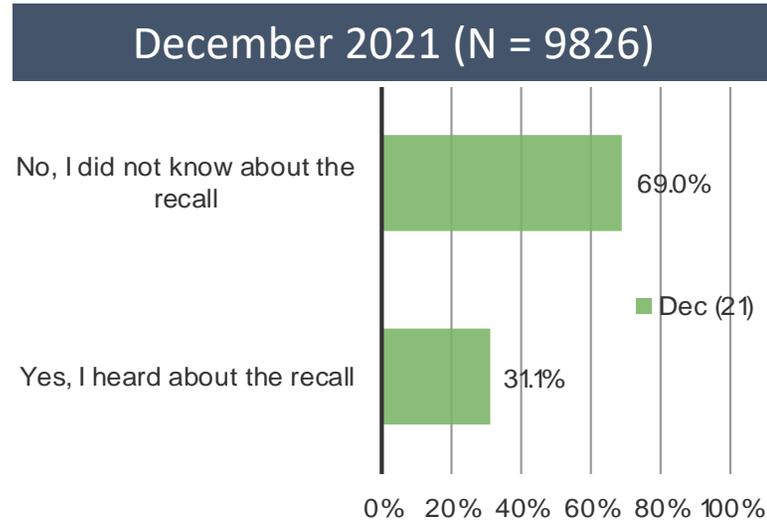


October 2021 (N = 9839)



Peloton issued a recall on their treadmills in May of this year. Before taking this survey, were you aware of the recall?

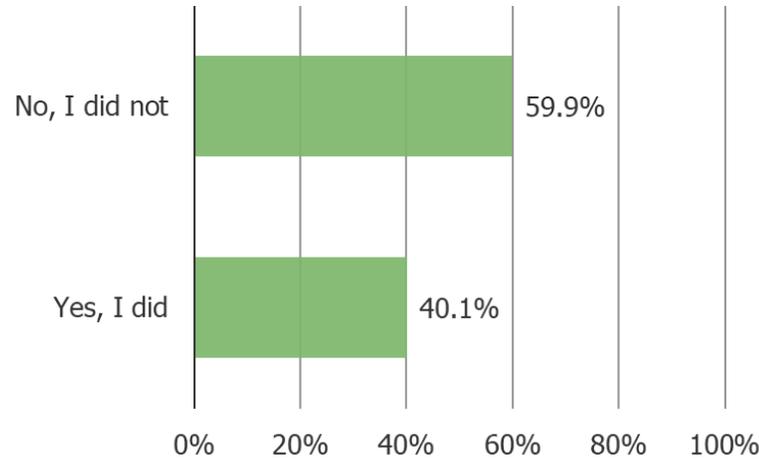
Posed to all respondents.



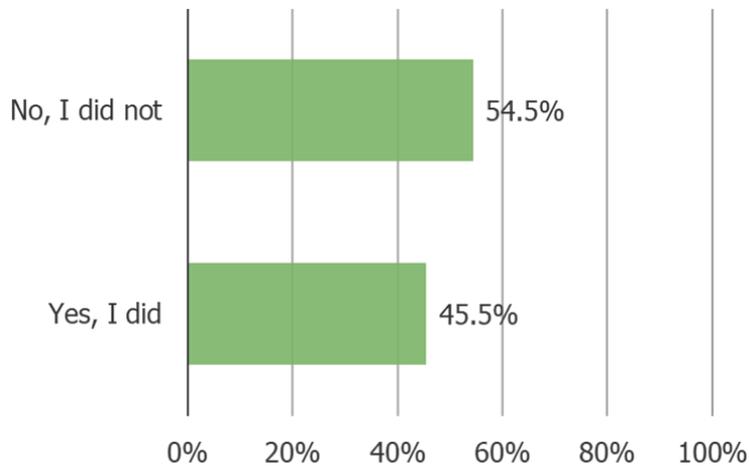
Did you receive any notification or outreach from Peloton notifying you that your tread was being recalled?

Posed to all respondents who own a Peloton tread.

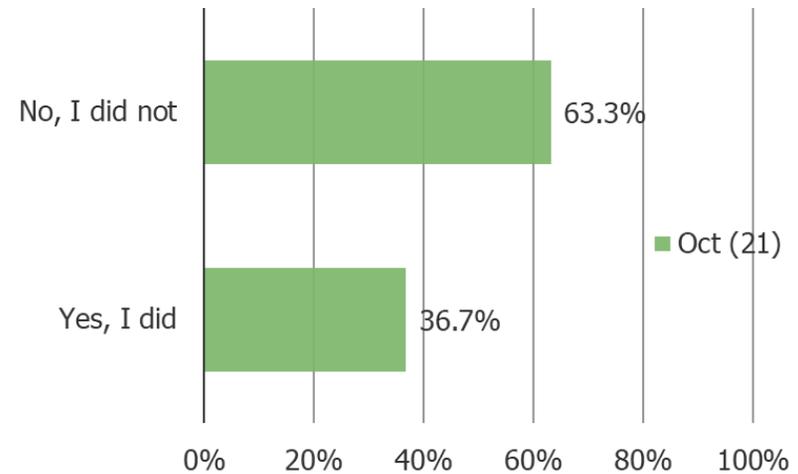
December 2021 (N = 282)



May 2021 (N = 318)



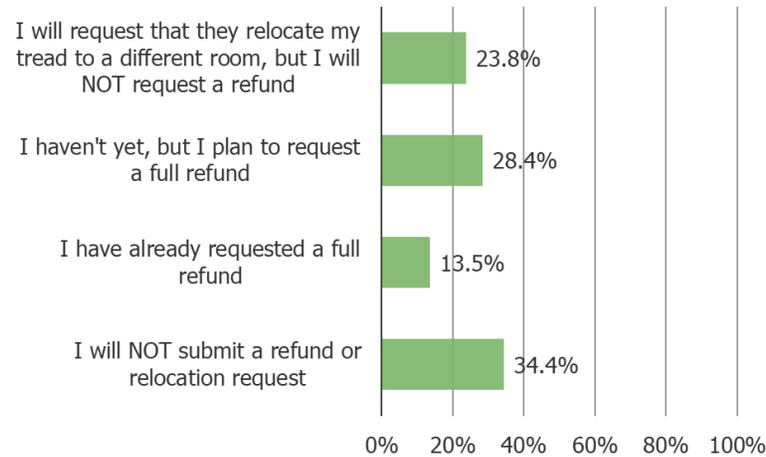
October 2021 (N = 313)



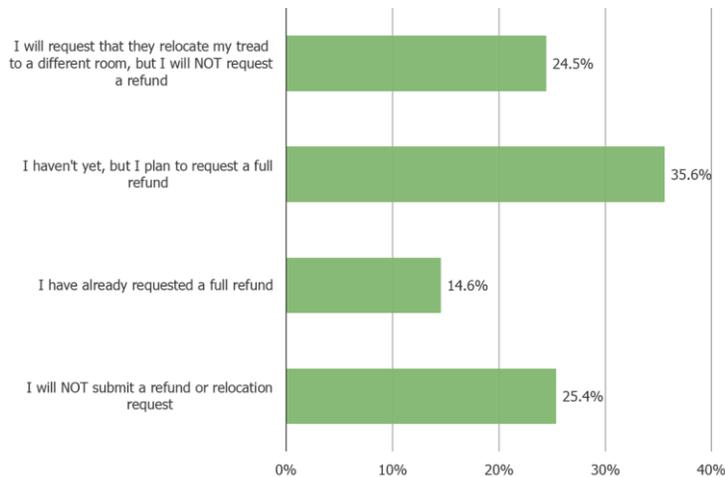
Below is a list of options you have for your Peloton Tread that is being recalled. Which best describes your position toward the recall? Please read the options below carefully.

Posed to all respondents who own a Peloton tread.

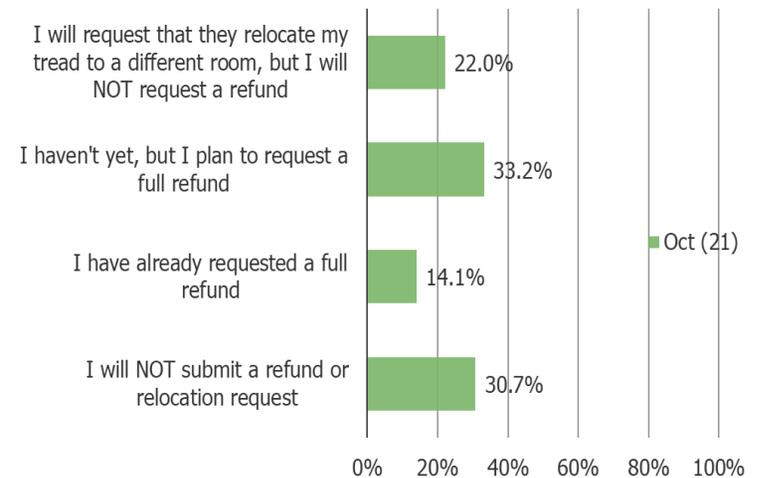
December 2021 (N = 282)



May 2021 (N = 318)



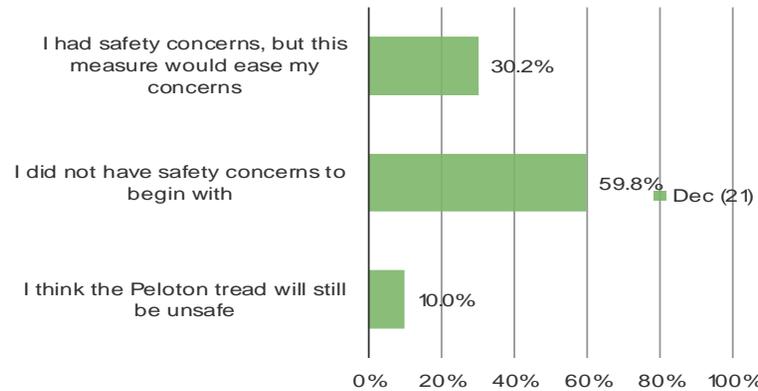
October 2021 (N = 313)



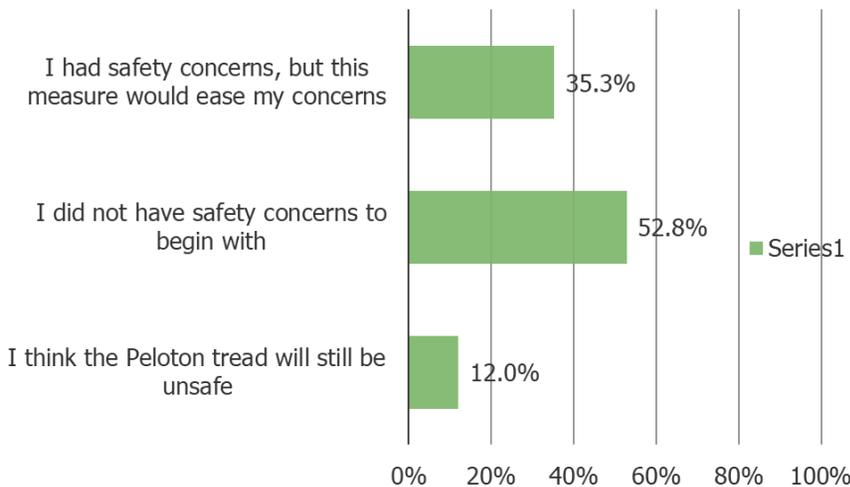
Peloton will be installing software updates on all Tread+ units that will automatically lock the Tread+ after each use. To prevent unauthorized access, the owner of the Tread+ must create a 4 digit password that will be required to unlock the Tread+. What is your opinion of this safety measure?

Posed to respondents who are aware of Peloton.

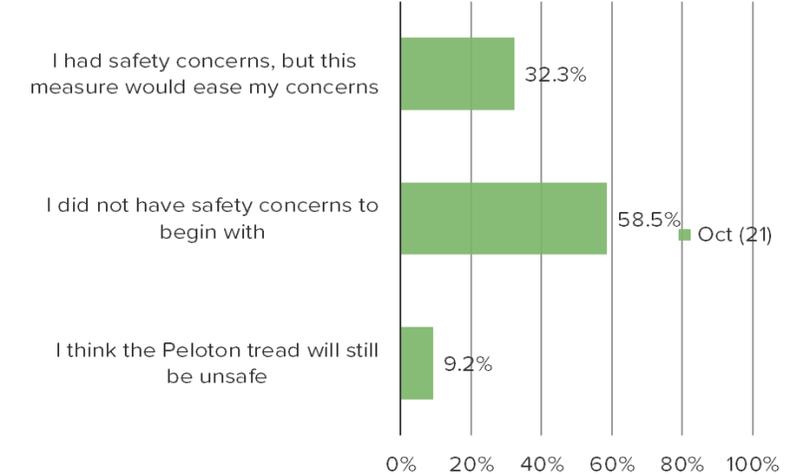
December 2021 (N = 5688)



May 2021 (N = 6023)



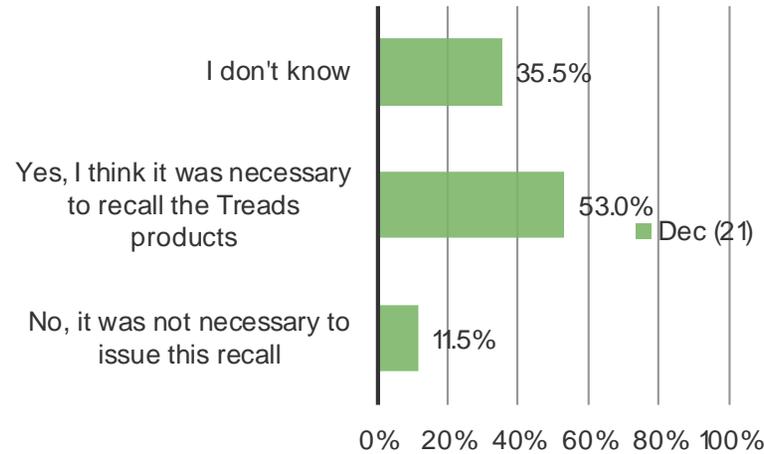
October 2021 (N = 5863)



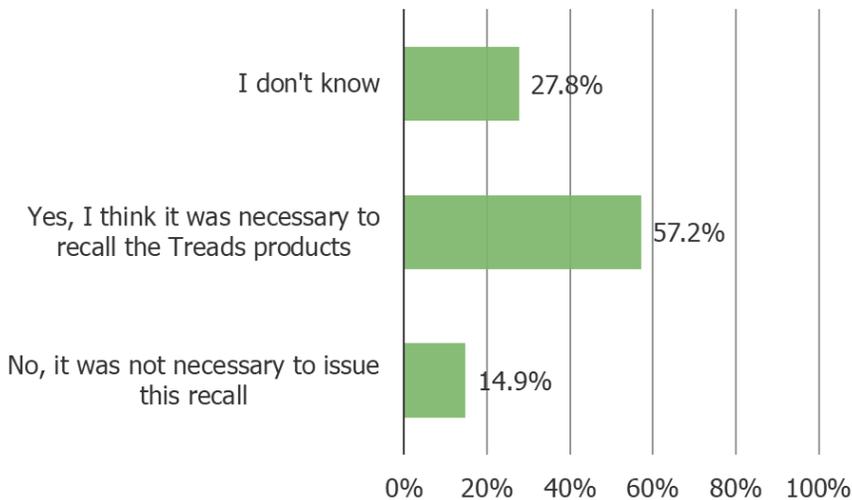
In your opinion, was it necessary that Peloton recall its tread products?

Posed to respondents who are aware of Peloton.

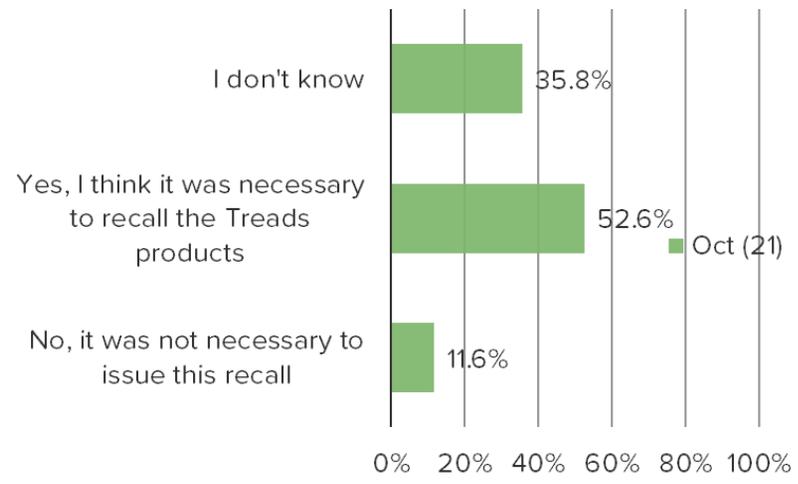
December 2021 (N = 5688)



May 2021 (N = 6023)



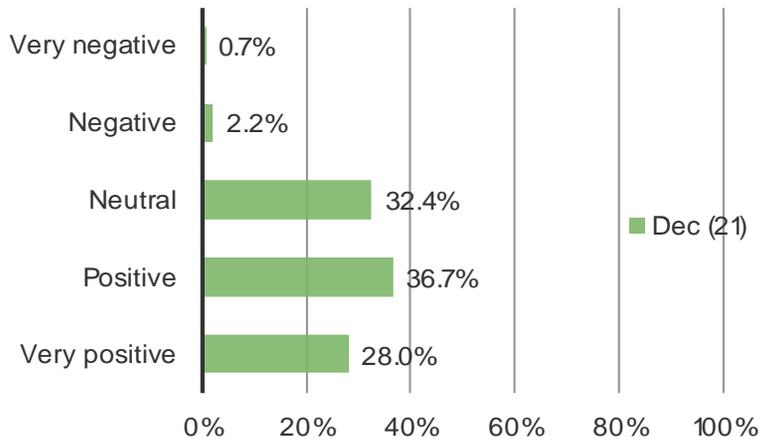
October 2021 (N = 5863)



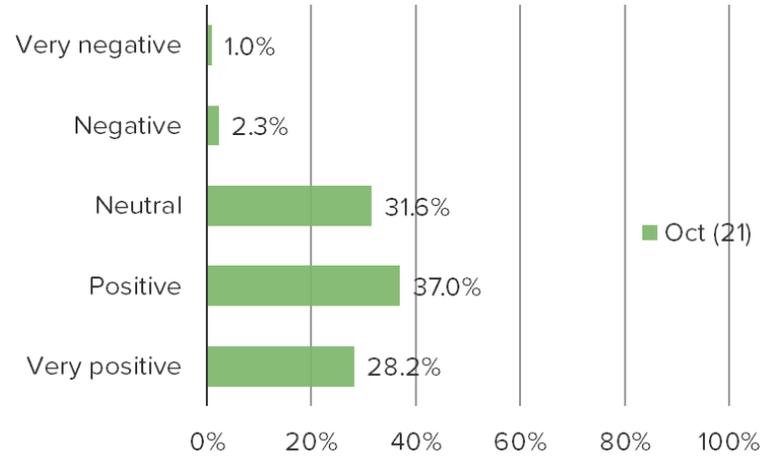
What is your opinion of how Peloton has handled the situation by issuing a recall on their tread products?

Posed to respondents who are aware of Peloton.

December 2021 (N = 5688)

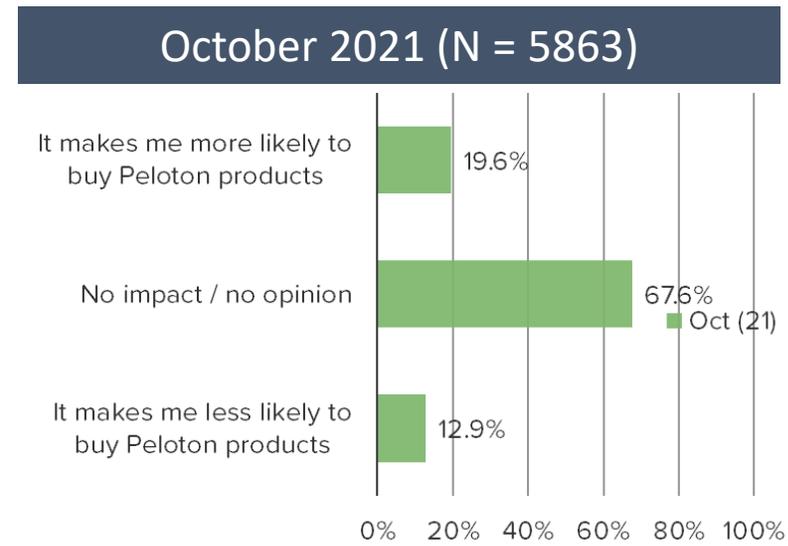
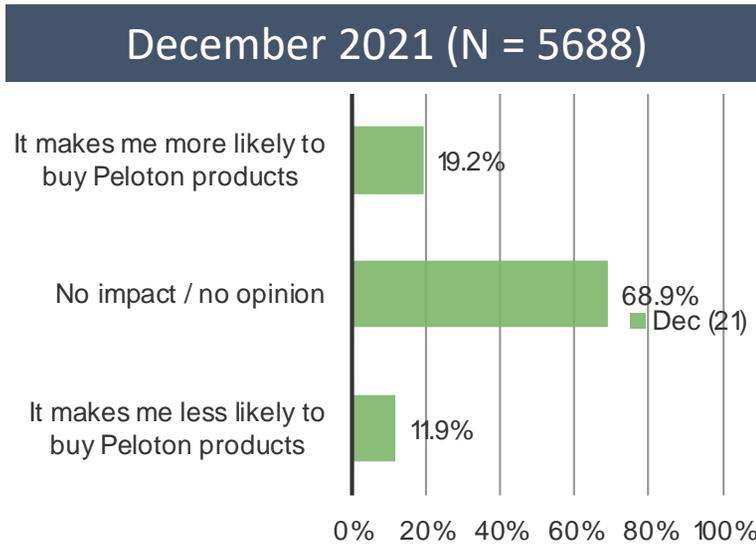


October 2021 (N = 5863)



Does the recall of Peloton treadmills make you more or less likely to buy Peloton products in the future?

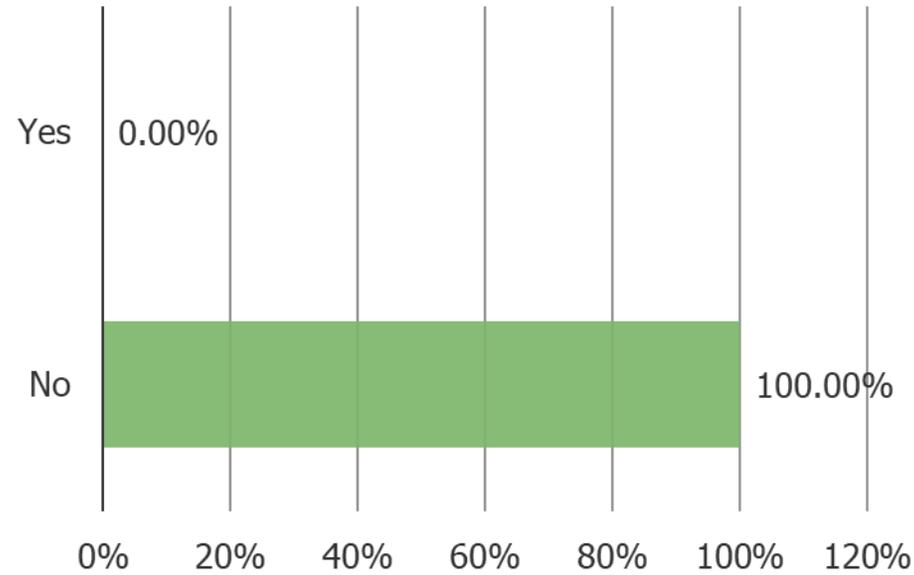
Posed to respondents who are aware of Peloton.



Compliance Questions

Are you or is your current employer subject to any confidentiality restrictions associated with the companies (or affiliates thereof) named in this survey?

Posed to all respondents.

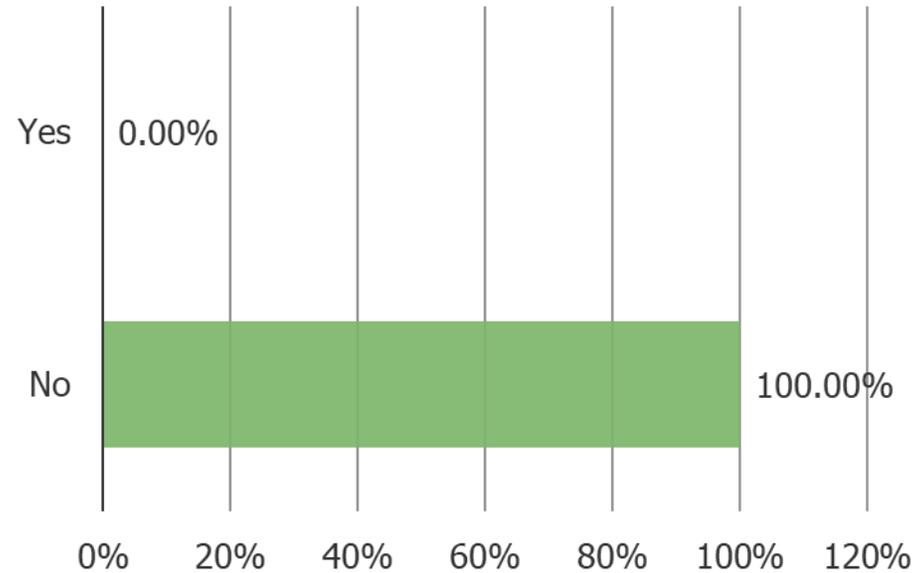


*anyone who replied yes was disqualified and removed from responses.

N = 9813

Are you currently, or have you been within the last twelve (12) months, an officer, director, employee, distributor, or consultant for any company (or affiliate thereof) named in this survey?

Posed to all respondents.



*anyone who replied yes was disqualified and removed from responses.

N = 9813