

CHECK BREAKDOWN: FITNESS

EXERCISE FREQUENCY

Exercise frequency hasn't changed much sequentially, but among those who exercise the % who do so on their own has been on the rise while the % who said they go to the gym has been flat to down.

GYM VISIT FREQUENCY

Most gym members indicate that their gym is currently open (over 90%, which is a series high). Among those who have said their gym is currently open, gym visit frequency is slightly down sequentially.

PLANET FITNESS – BLACK CARD SEEN AS A GOOD VALUE

The share of respondents who say they currently have a membership with Planet Fitness jumped higher (Planet Fitness remains the share leader in our trackers). Planet Fitness Black Card members offer positive feedback on the value proposition of the membership. Black Card members show some degree of willingness to digest price increases (that recedes as the magnitude of the proposed price increases go up in dollar increments).

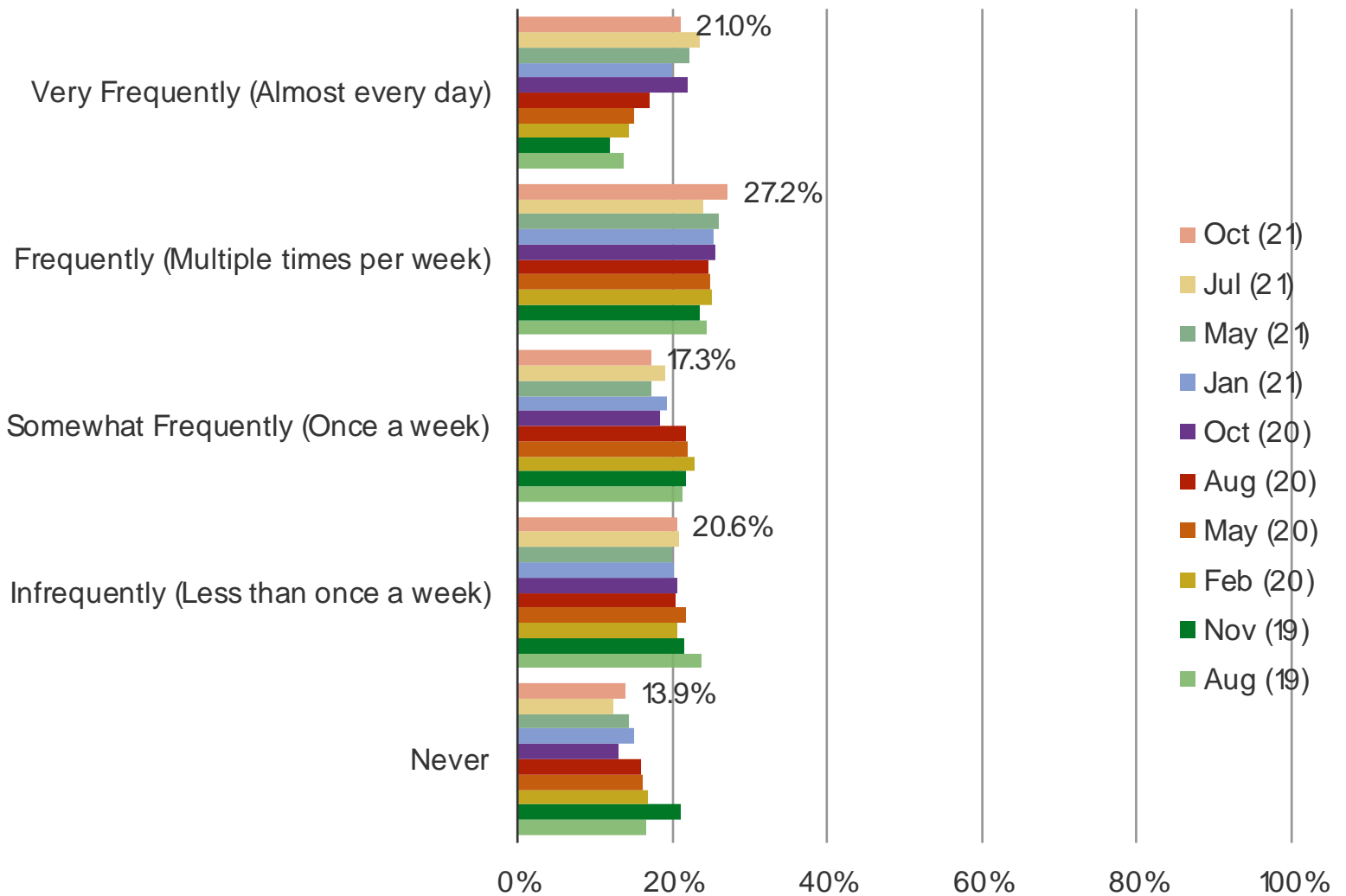
PELOTON – POSITIVE FEEDBACK

Peloton continues to be mindshare dominant when it comes to fitness products or services that consumers would like to buy or sign up for that they don't already use. Simply put, Peloton is mindshare dominant when it comes to at-home fitness brands consumers think of first, among a growing % of consumers who are familiar with at-home fitness brands. Peloton users have been using their Pelotons more often, on average, with each quarterly run of our survey.

FITNESS OVERALL

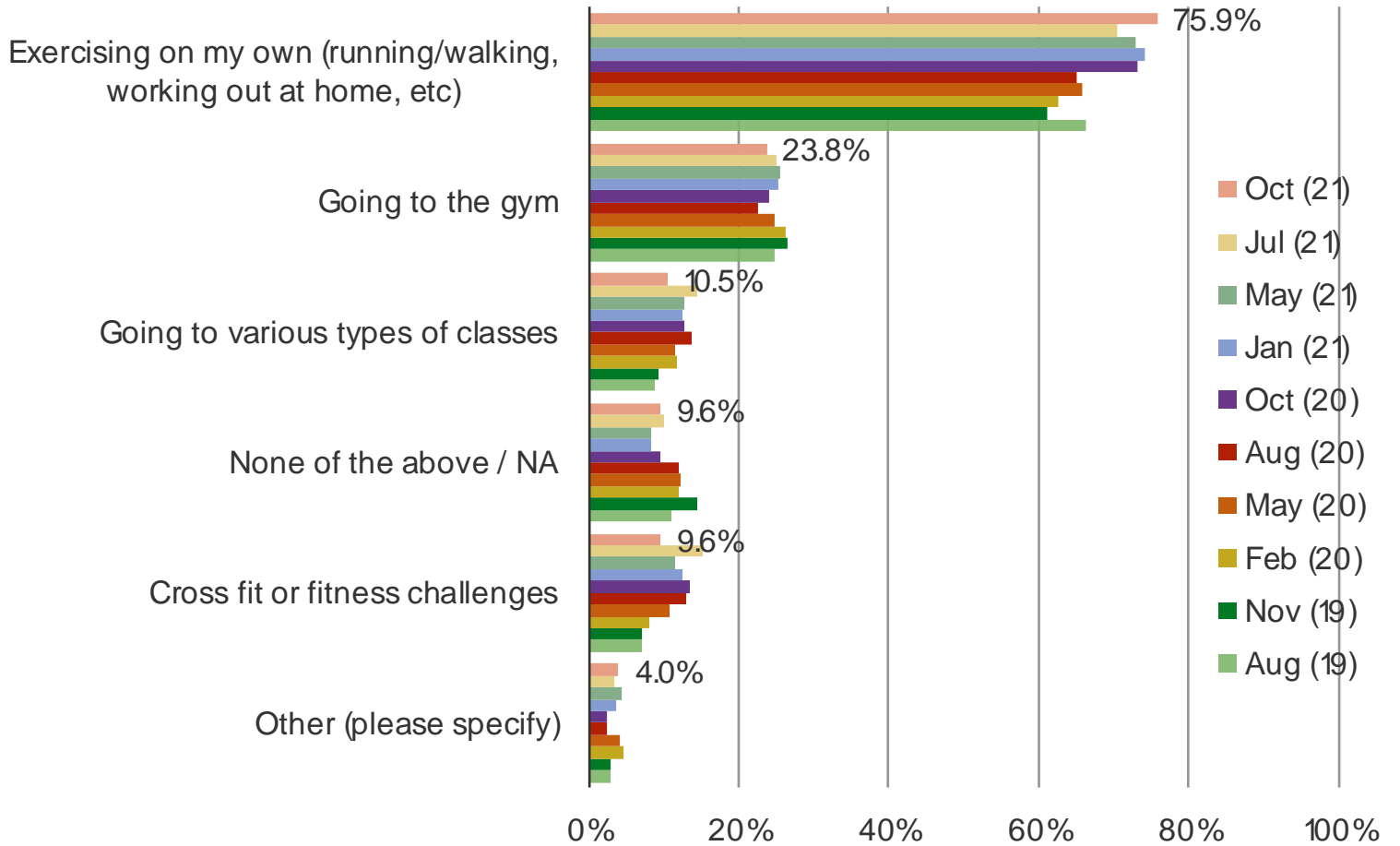
HOW OFTEN DO YOU EXERCISE?

Posed to all respondents



HOW DO YOU TYPICALLY WORK OUT? (SELECT ALL THAT APPLY)

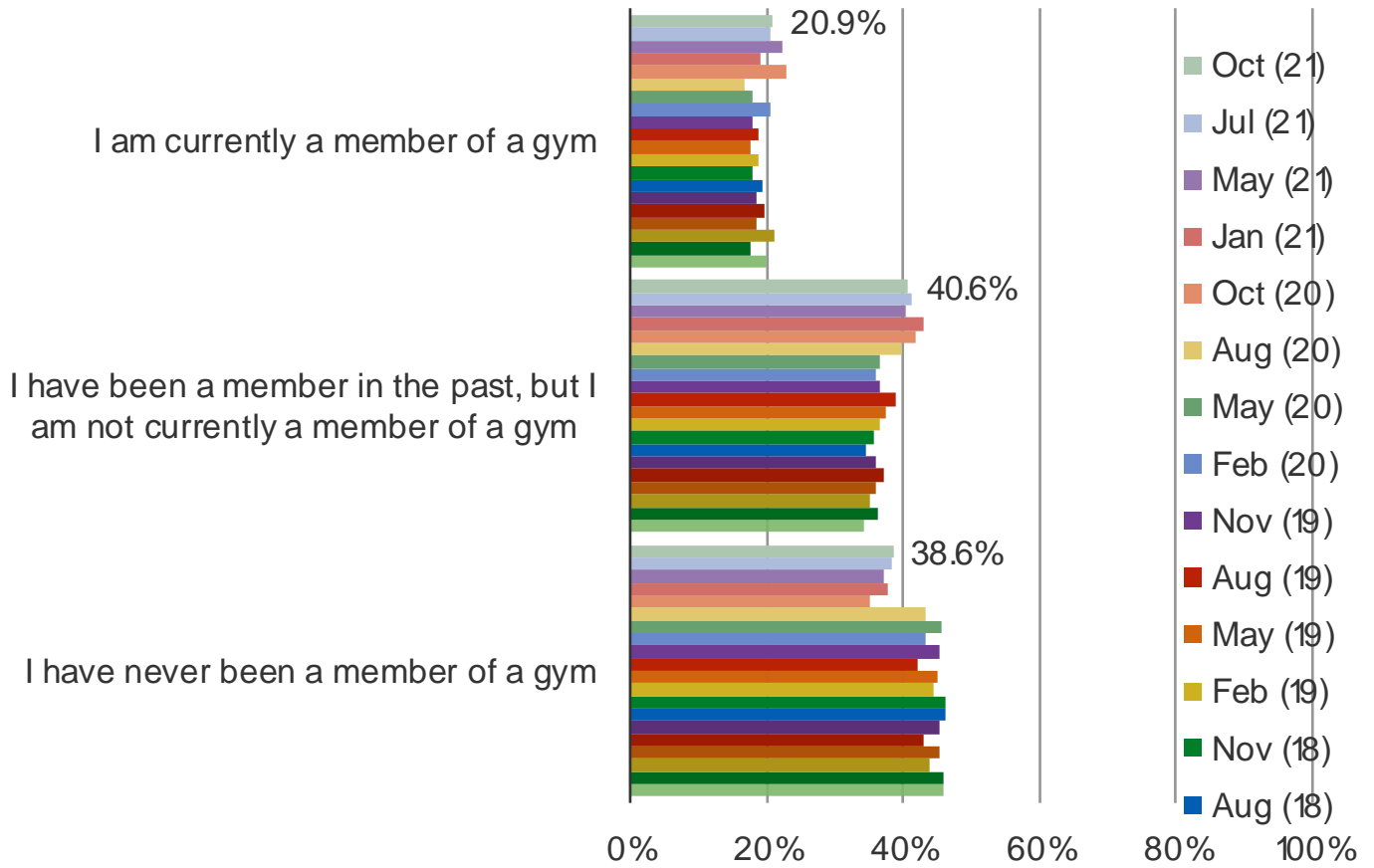
Posed to respondents who exercise



EXERCISE AND GYM MEMBERSHIPS

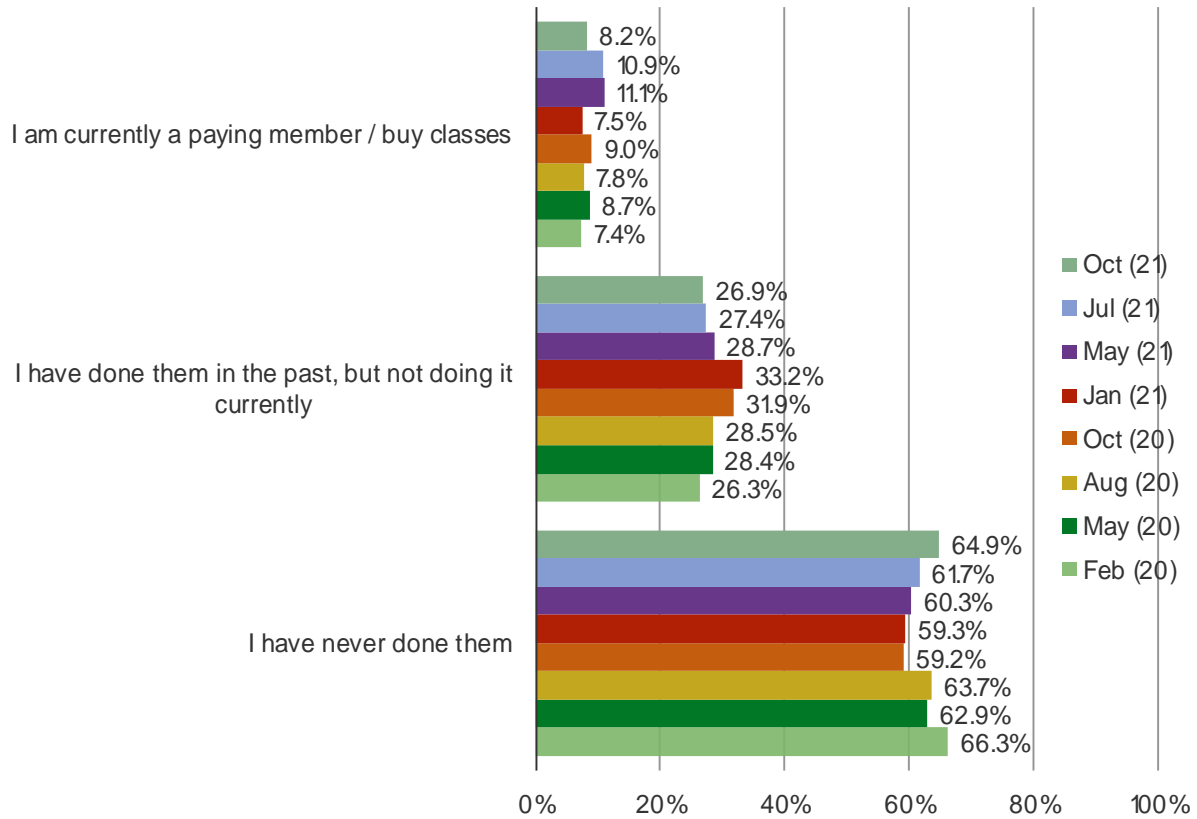
EXPERIENCE WITH FITNESS GYMS

Posed to all respondents



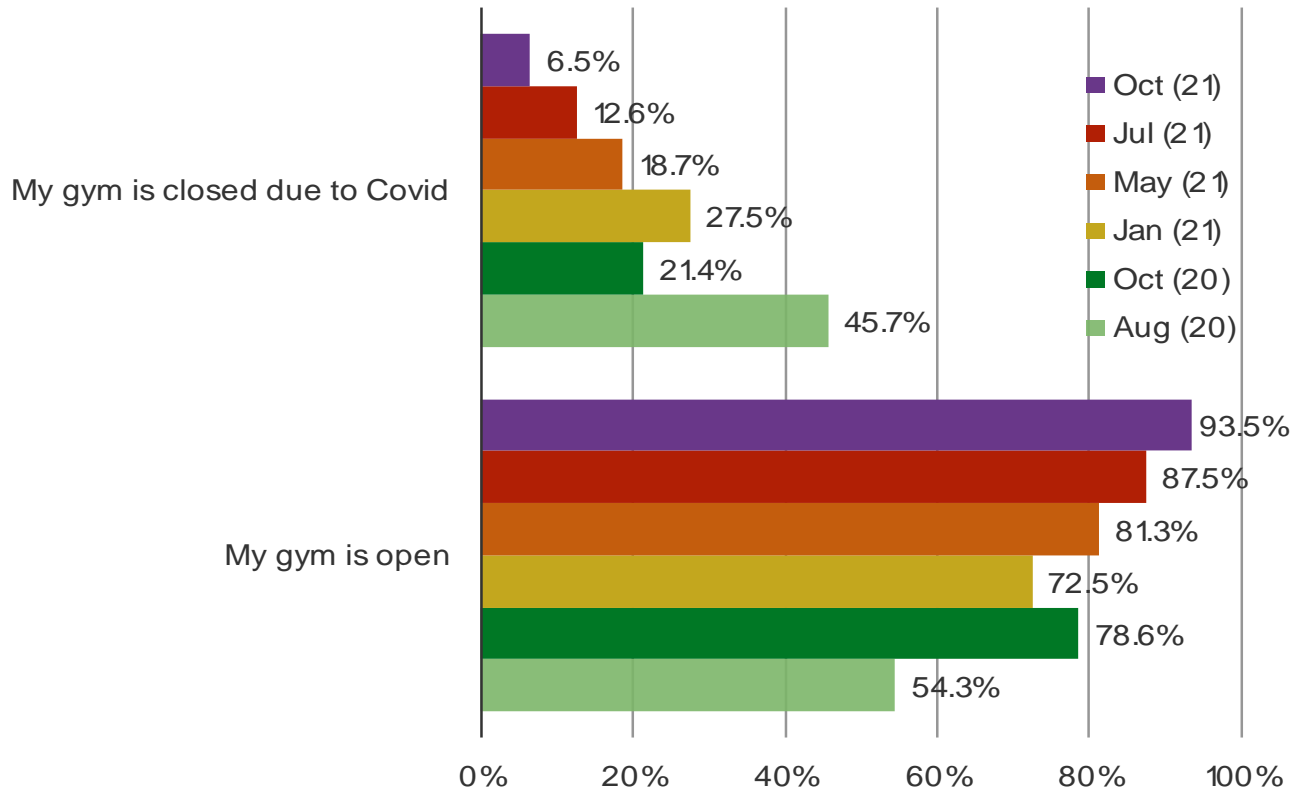
WHAT IS YOUR EXPERIENCE WITH FITNESS CLASS ENVIRONMENTS (SPIN CLASS, BOOT CAMPS, CROSS-FIT, ETC)?

Posed to all respondents

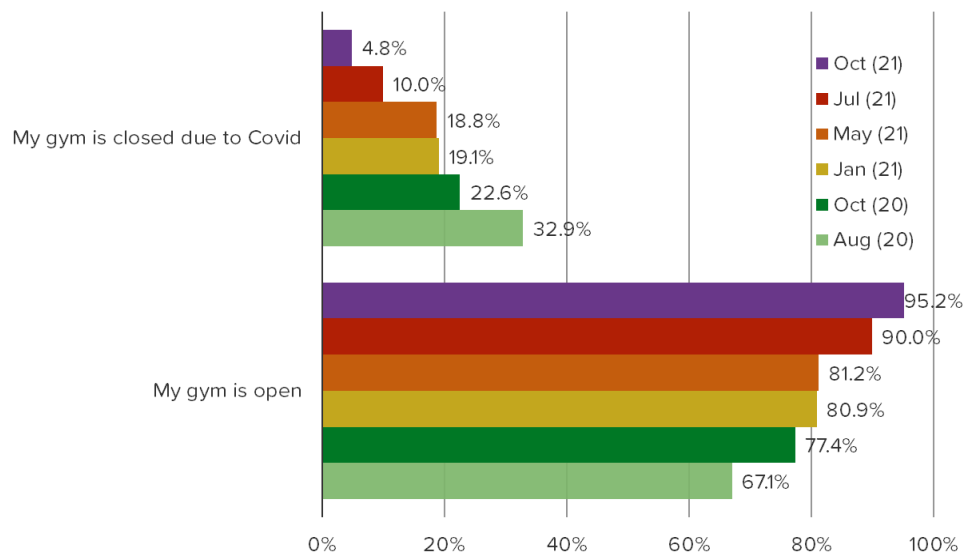


IS YOUR GYM CURRENTLY OPEN OR CLOSED DUE TO COVID?

Posed to current gym members.

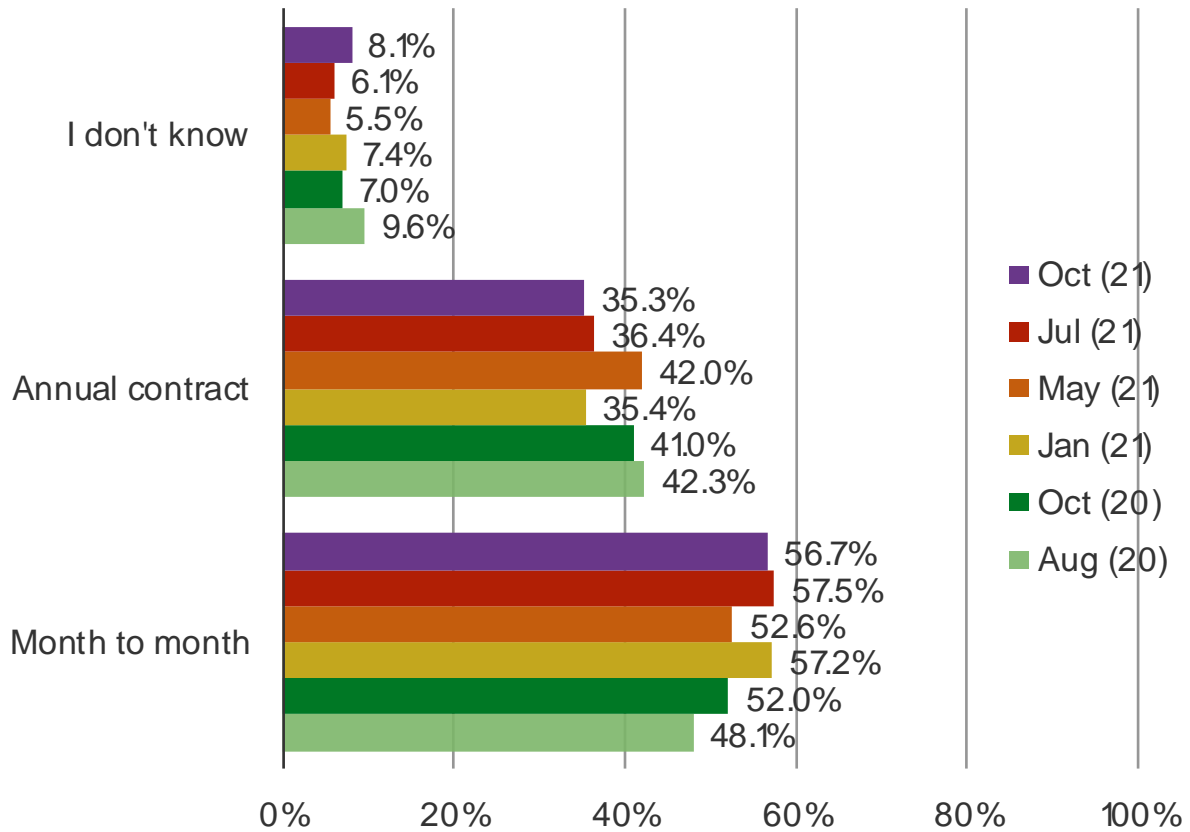


Posed to current Planet Fitness gym members (n = 100).



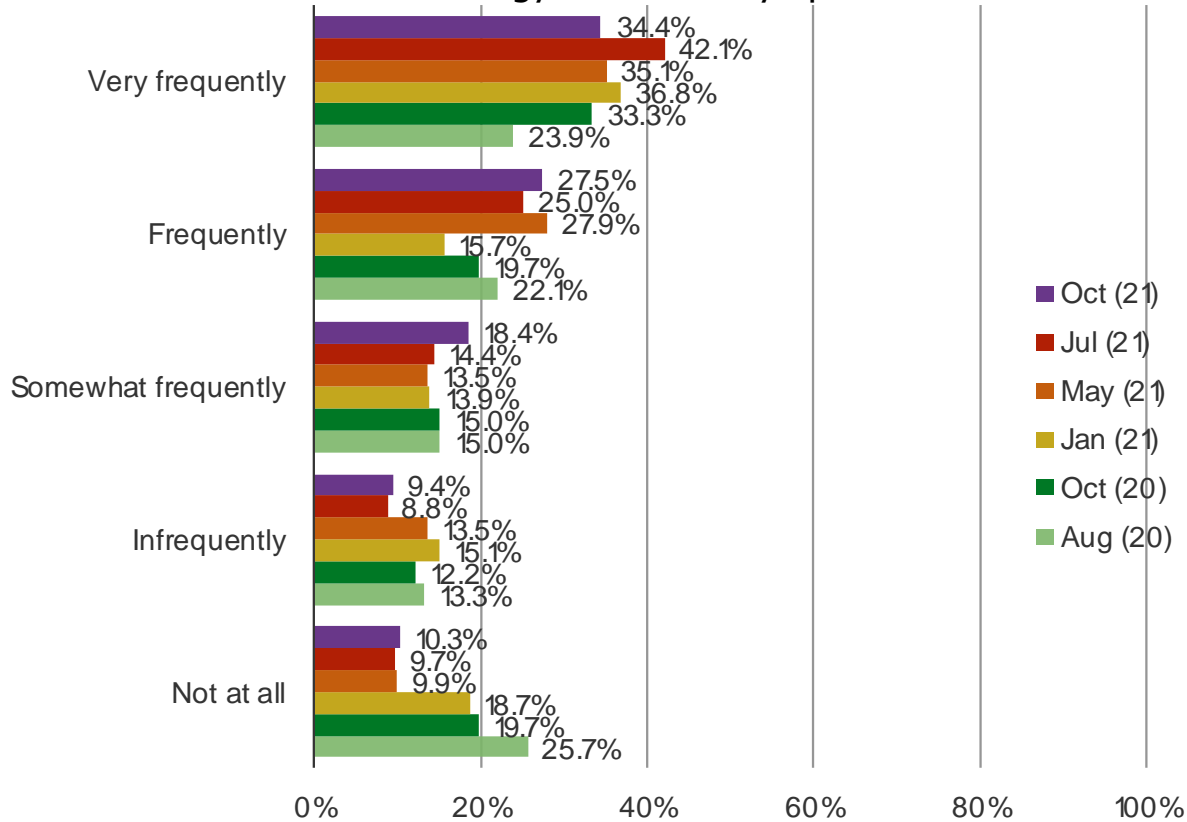
IS YOUR AGREEMENT WITH YOUR GYM...

Posed to current gym members.

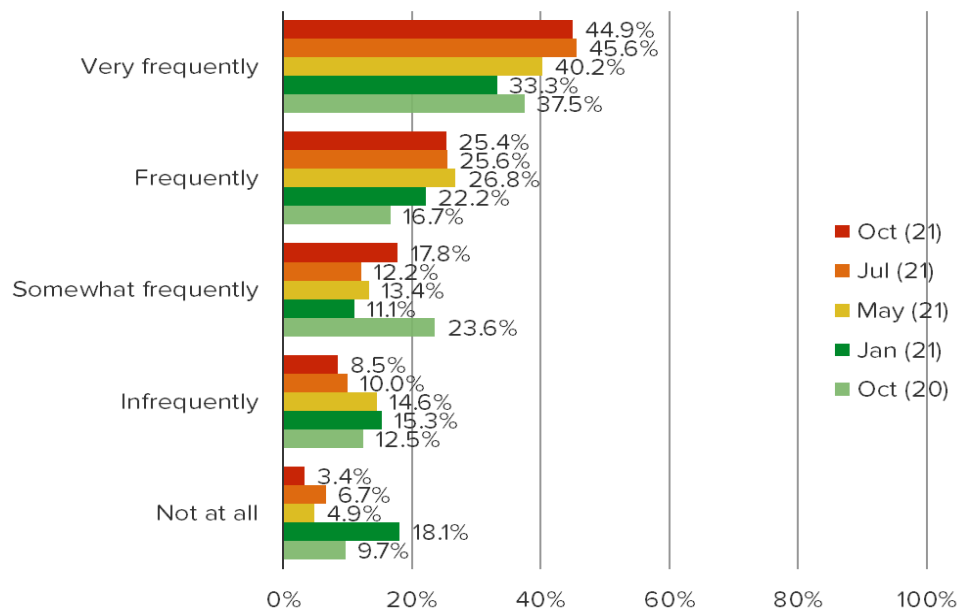


HOW OFTEN HAVE YOU BEEN GOING TO YOUR GYM IN THE PAST MONTH?

Posed to current members who said their gym is currently open.

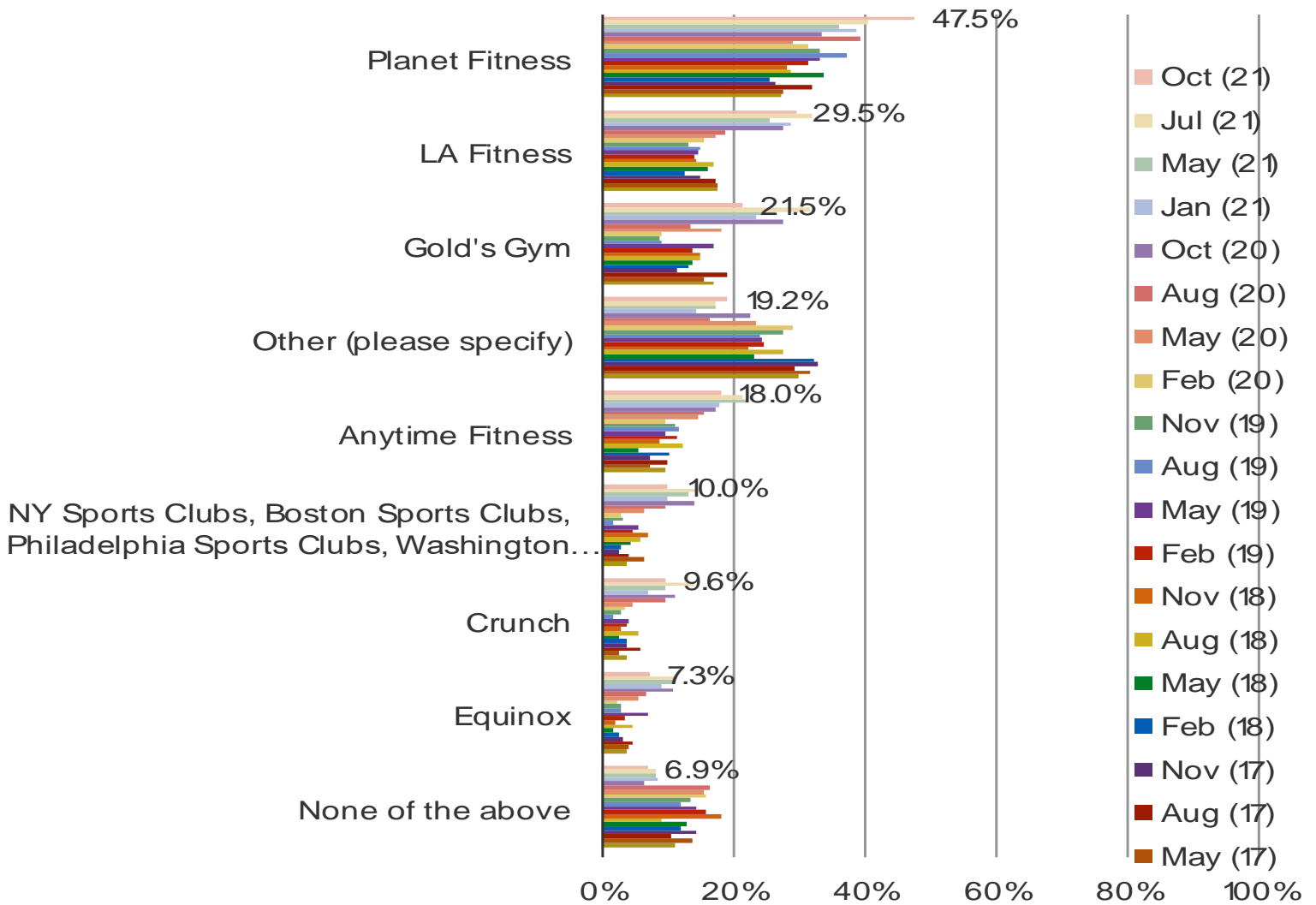


Posed to current Planet Fitness gym members who said their gym is open (n = 90).



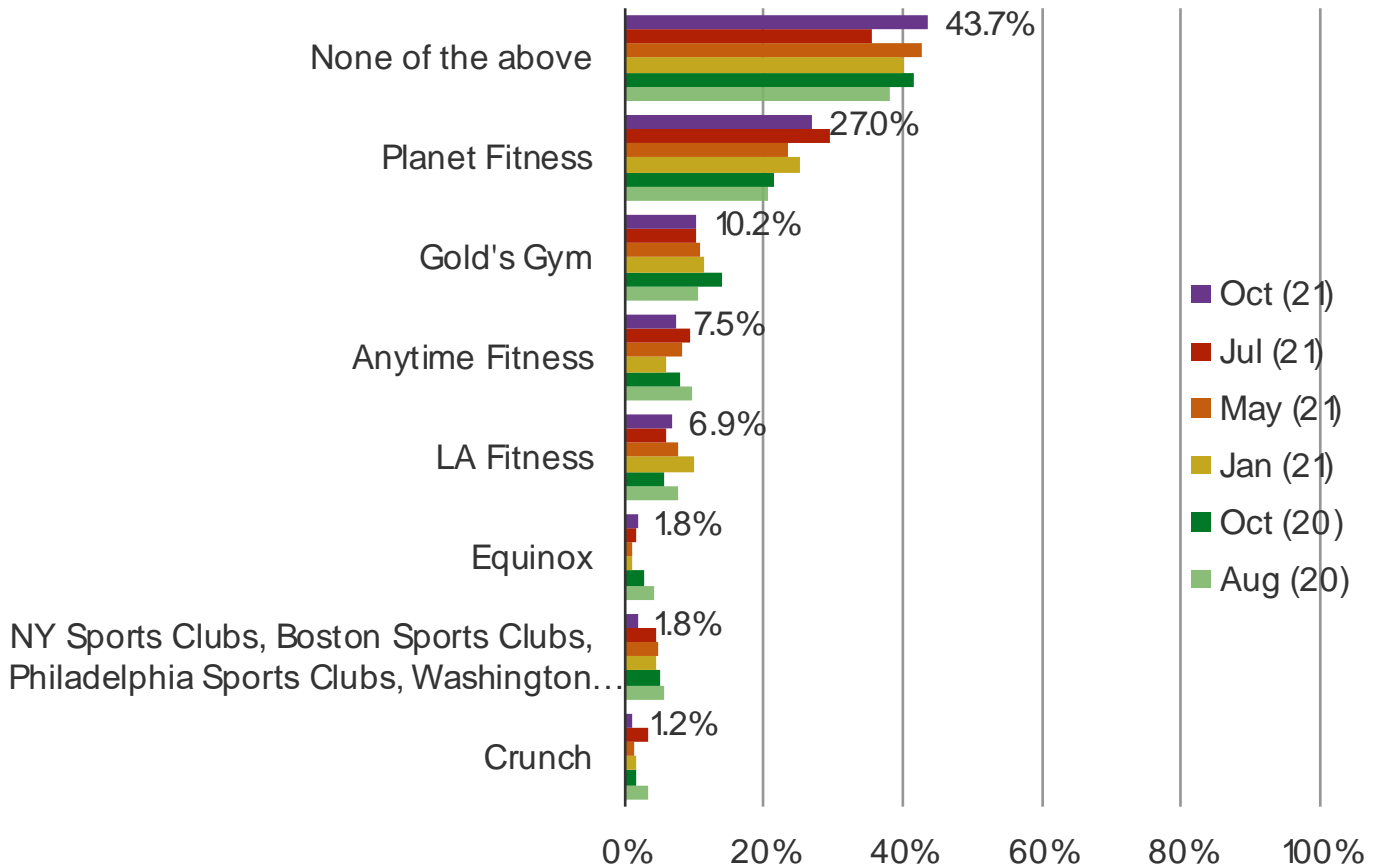
WHICH GYMS DO YOU CURRENTLY HAVE A MEMBERSHIP WITH? (SELECT ALL THAT APPLY)

Posed to respondents who are currently gym members.



WHICH GYM WERE YOU MOST RECENTLY A MEMBER OF?

Posed to respondents who have been a member of a gym in the past, but not currently.



PLANET FITNESS

No Pain. No Gain.

Audience: 1,250 US Consumers

Date: October 2021

PICTURED ABOVE ARE PLANET FITNESS MEMBERSHIP OPTIONS. WHICH MEMBERSHIP DO YOU HAVE?

Posed to Planet Fitness members.

PF BLACK CARD®
\$1 Down - No Commitment - Black Card!

Access to Any Club & All the Perks

\$22.99 /mo
plus taxes and fees

Select

Offer Expires August 1st

What you get

- ✓ Unlimited Access to Home Club
- ✓ Free Fitness Training
- ✓ Free WiFi
- ✓ Use of Any Planet Fitness Worldwide
- ✓ Bring a Guest Anytime
- ✓ Use of HydroMassage
- ✓ Use of Tanning
- ✓ Use of Total Body Enhancement
- ✓ Use of Massage Chairs
- ✓ 50% Off Drinks
- ✓ Worldwide Travel Deals
- ✓ 20% off at Reebok.com

How you get it

| | |
|--------------|---------|
| Startup Fee | \$1 |
| Monthly Dues | \$22.99 |
| Annual Fee | \$39 |
| Commitment | no |

CLASSIC
\$10 Never Went So Far!

Unlimited Access to Your Home Club

\$10 /mo
plus taxes and fees

Select

Offer Expires August 1st

What you get

- ✓ Unlimited Access to Home Club
- ✓ Free Fitness Training
- ✓ Free WiFi
- Use of Any Planet Fitness Worldwide
- Bring a Guest Anytime
- Use of HydroMassage
- Use of Tanning
- Use of Total Body Enhancement
- Use of Massage Chairs
- 50% Off Drinks
- Worldwide Travel Deals
- 20% off at Reebok.com

How you get it

| | |
|--------------|----------|
| Startup Fee | \$10 |
| Monthly Dues | \$10 |
| Annual Fee | \$39 |
| Commitment | 12 month |

NO COMMITMENT
No Commitment! No Catches! No Kidding!

Cancel Anytime!

\$15 /mo
plus taxes and fees

Select

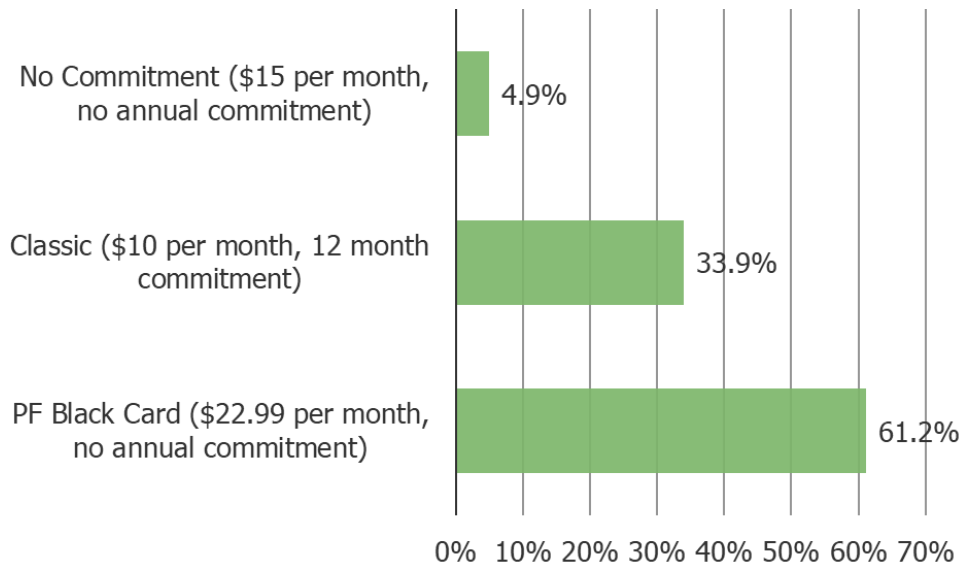
Offer Expires August 1st

What you get

- ✓ Unlimited Access to Home Club
- ✓ Free Fitness Training
- ✓ Free WiFi
- Use of Any Planet Fitness Worldwide
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- Use of HydroMassage
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- Use of Total Body Enhancement
- Use of Massage Chairs
- 50% Off Drinks
- Worldwide Travel Deals
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How you get it

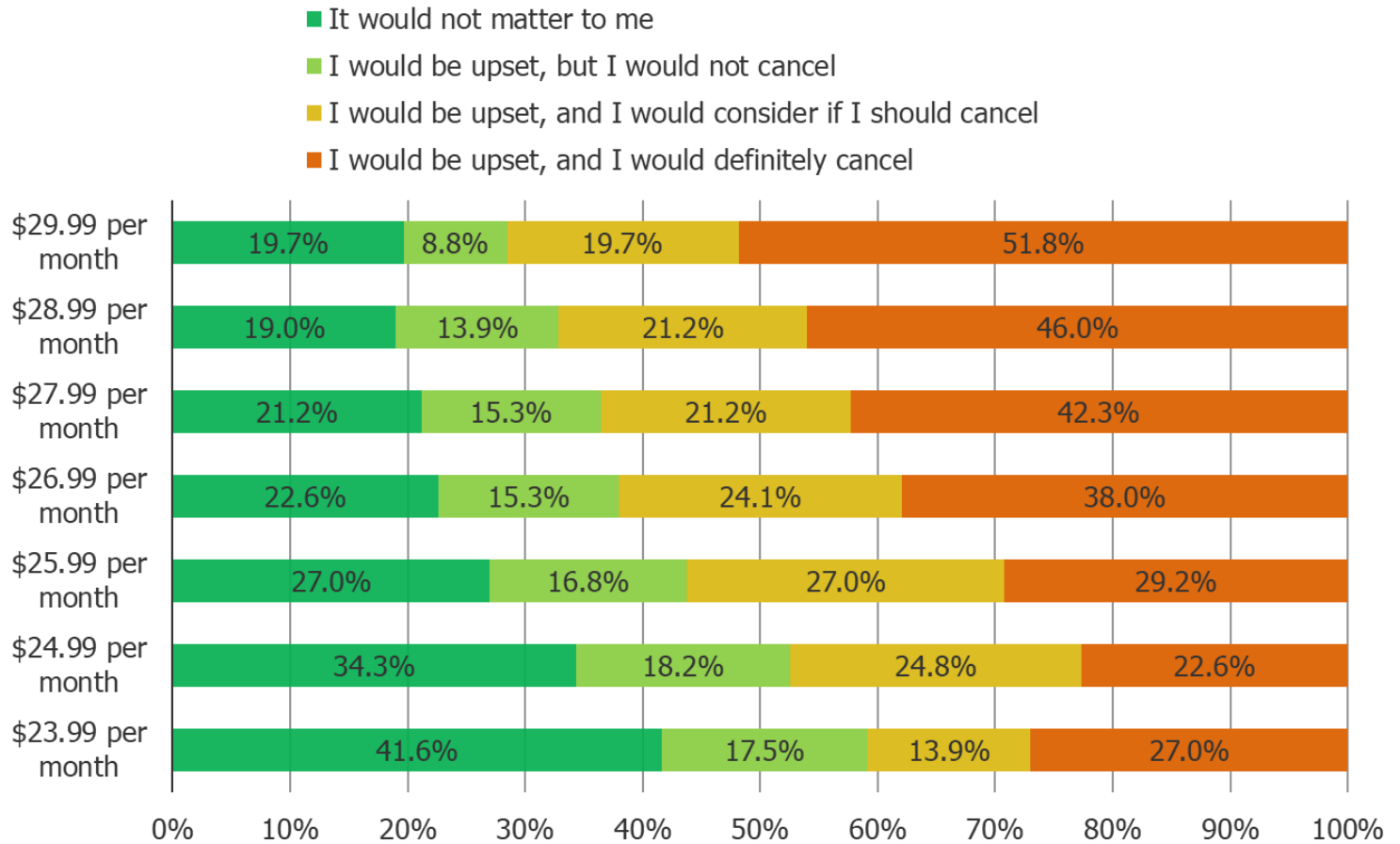
| | |
|--------------|------|
| Startup Fee | \$15 |
| Monthly Dues | \$15 |
| Annual Fee | \$39 |
| Commitment | no |



N = 224 (combining results from August and October to achieve a large N size)

THE PF BLACK CARD MEMBERSHIP CURRENTLY COSTS \$22.99 IF THE PRICE OF THE PF BLACK CARD WAS AS FOLLOWS, WHAT WOULD BEST DESCRIBE YOUR MOST LIKELY RESPONSE?

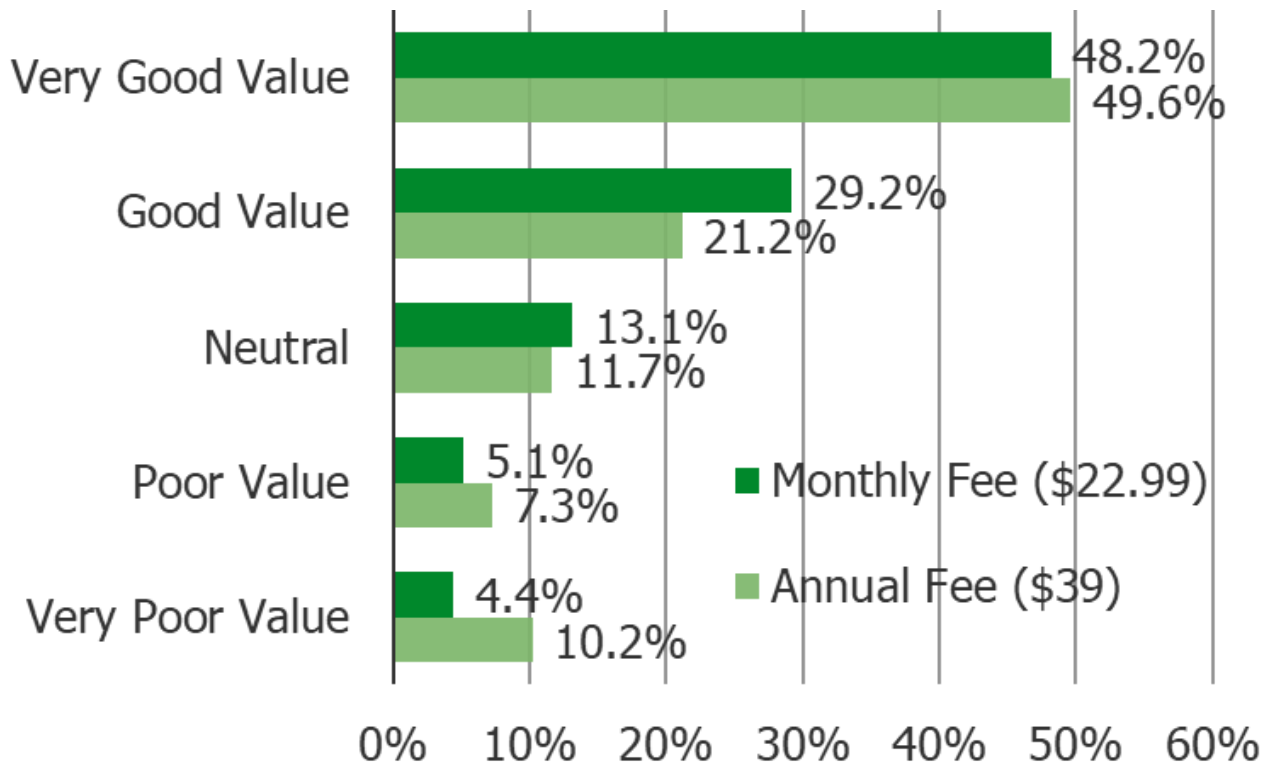
Posed to Planet Fitness members who have the PF Black Card membership.



N = 137 (combining results from August and October to achieve a large N size)

HOW DO YOU FEEL ABOUT THE VALUE PROPOSITION OF THE PF BLACK CARD MEMBERSHIP?

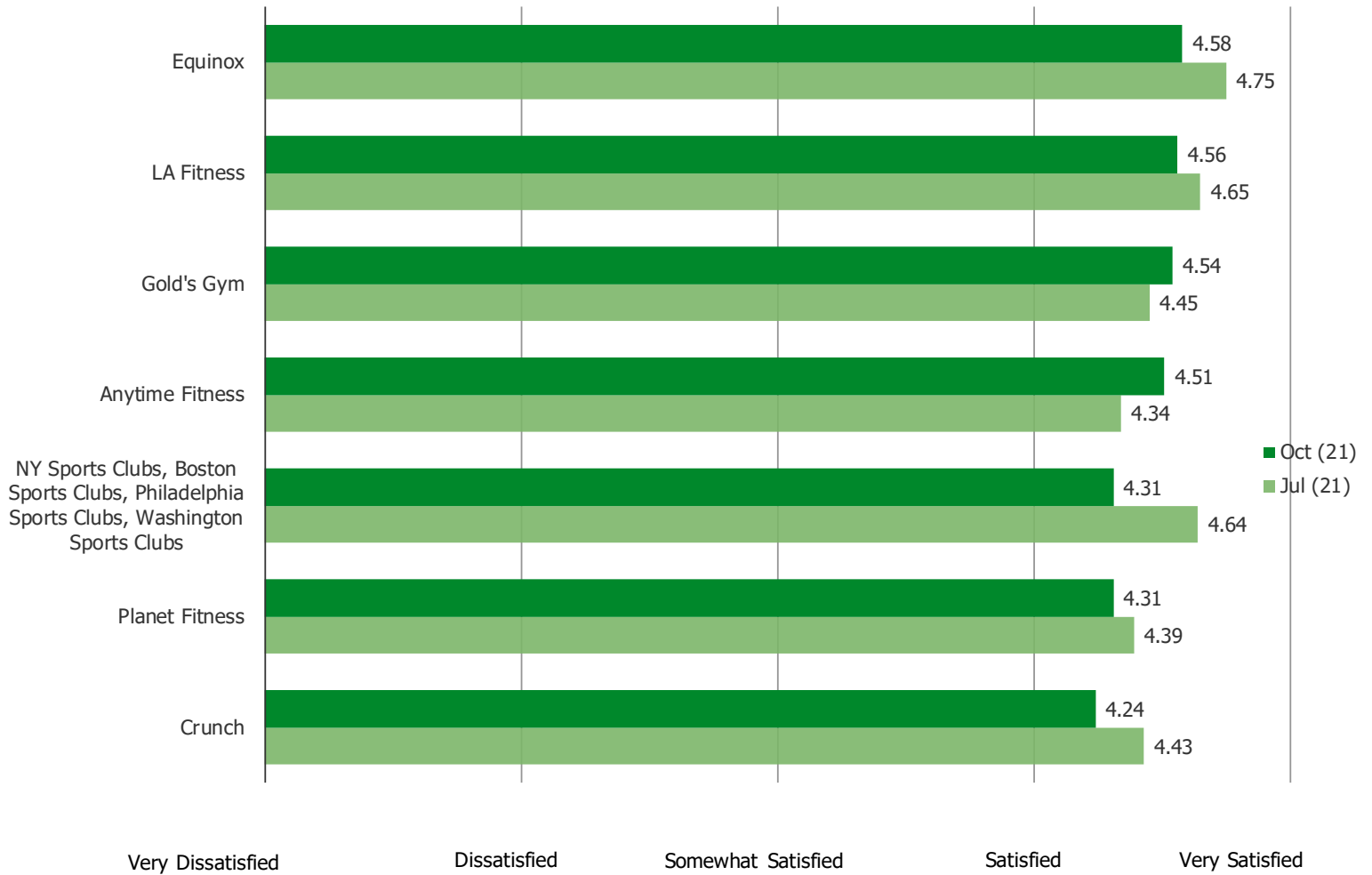
Posed to Planet Fitness members who have the PF Black Card membership.



N = 137 (combining results from August and October to achieve a large N size)

HOW SATISFIED ARE YOU WITH YOUR GYM MEMBERSHIP?

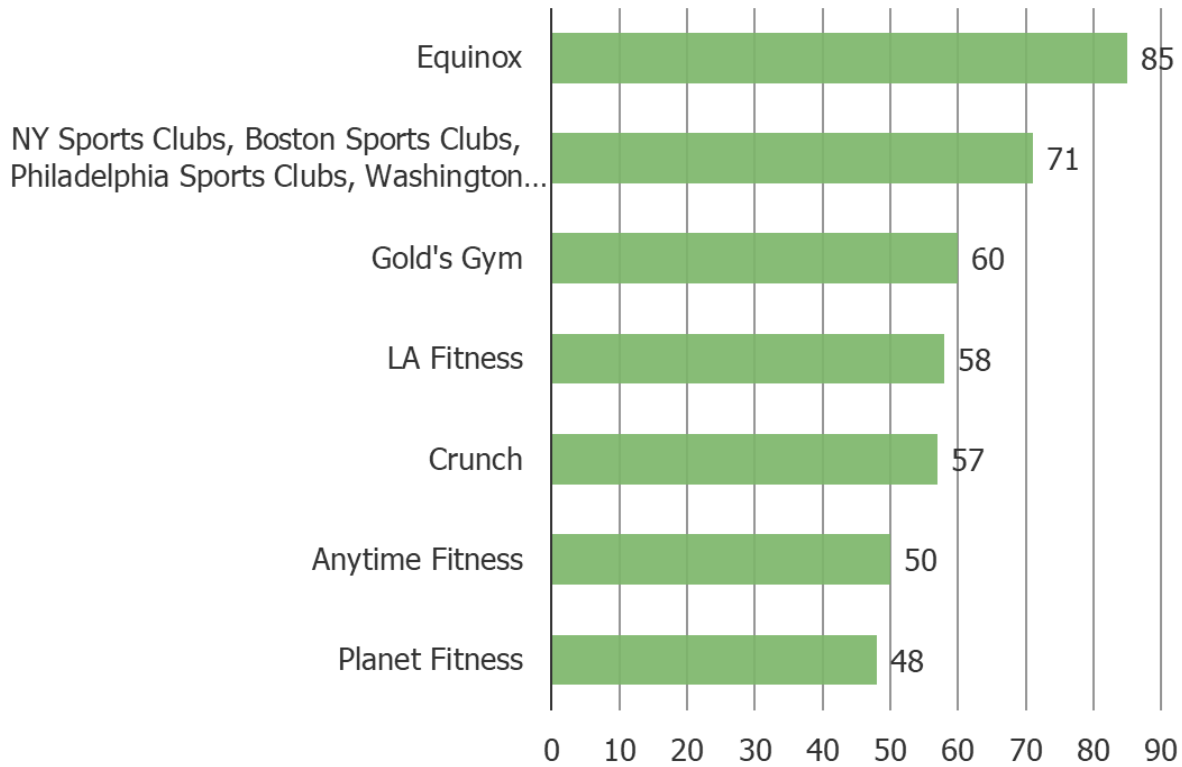
Posed to all gym members.



| | N= |
|--|-----|
| LA Fitness | 77 |
| Planet Fitness | 124 |
| Gold's Gym | 56 |
| Anytime Fitness | 47 |
| NY Sports Clubs, Boston Sports Clubs, Philadelphia Sports Clubs, Washington Sports Clubs | 26 |
| Equinox | 19 |
| Crunch | 25 |

HOW LIKELY ARE YOU TO RECOMMEND THE FOLLOWING TO A FRIEND OR COLLEAGUE?

Posed to members of the below.



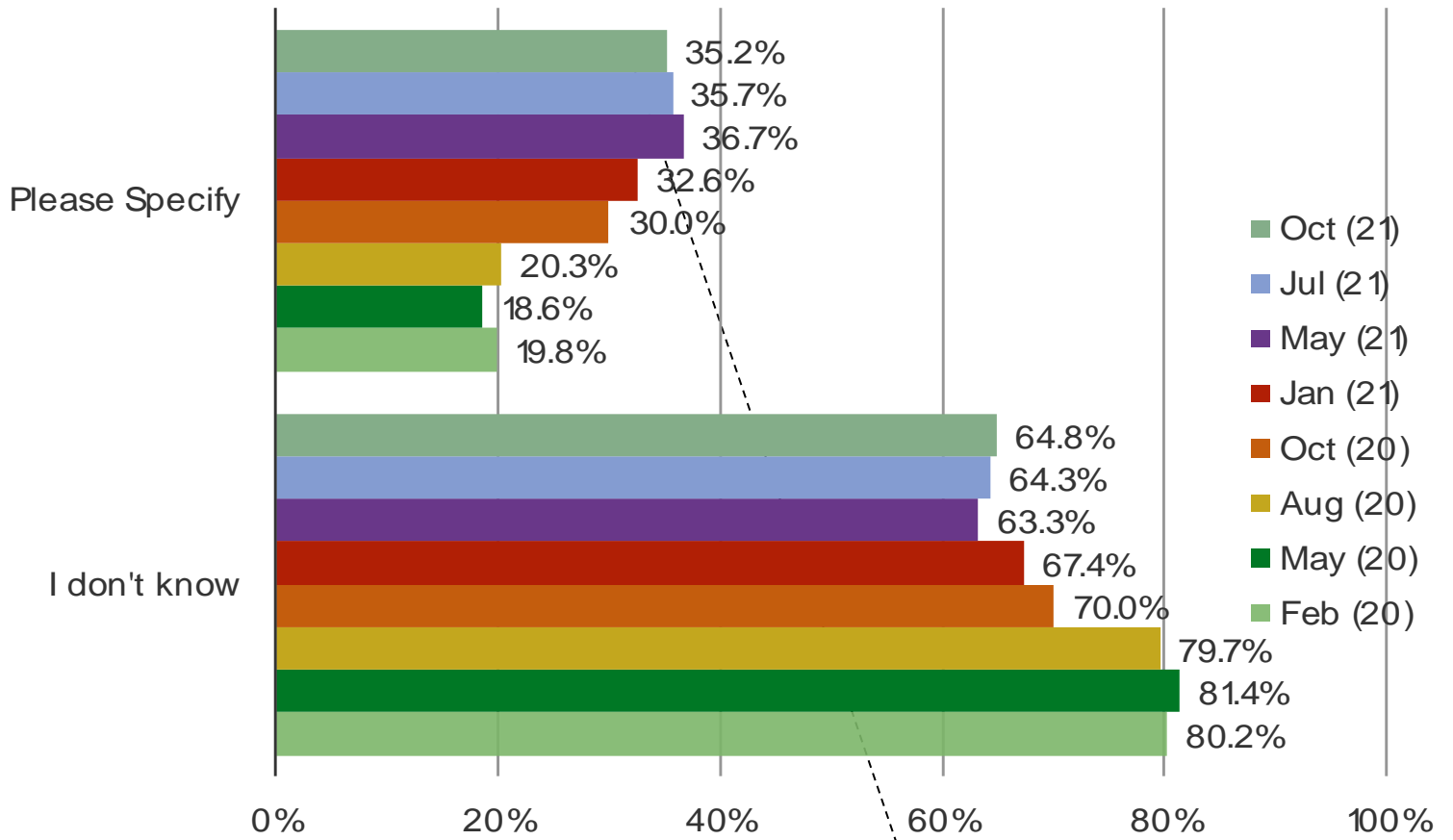
| | N = |
|--|-----|
| Planet Fitness | 224 |
| LA Fitness | 156 |
| Gold's Gym | 134 |
| Anytime Fitness | 100 |
| NY Sports Clubs, Boston Sports Clubs, Philadelphia Sports Clubs, Washington Sports Clubs | 62 |
| Crunch | 60 |
| Equinox | 47 |

*Combining results from August and October to achieve a large N sizes.

AT-HOME FITNESS

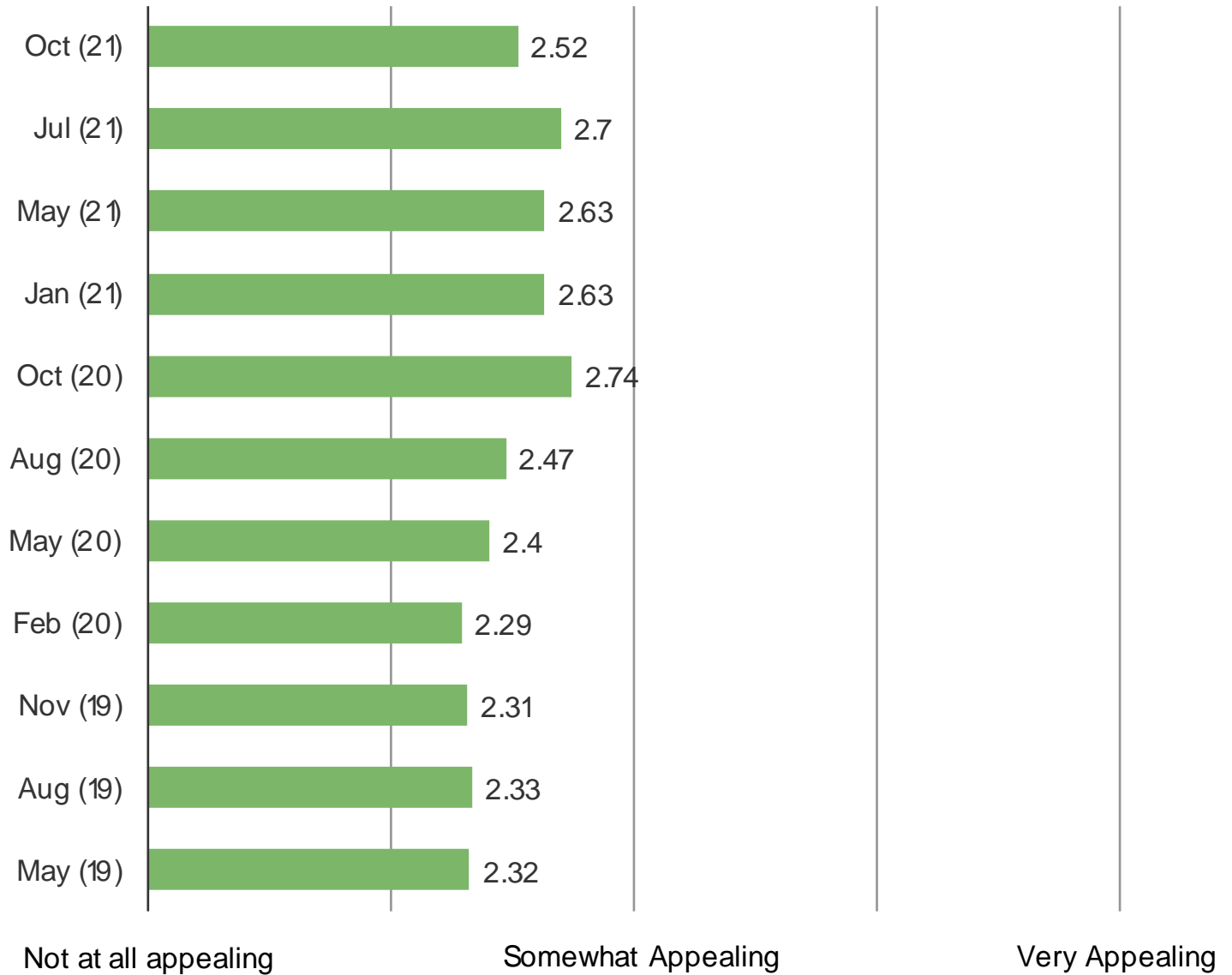
WHEN YOU THINK OF AT-HOME FITNESS BRANDS, WHICH COMES TO MIND FIRST?

Posed to respondents who exercise



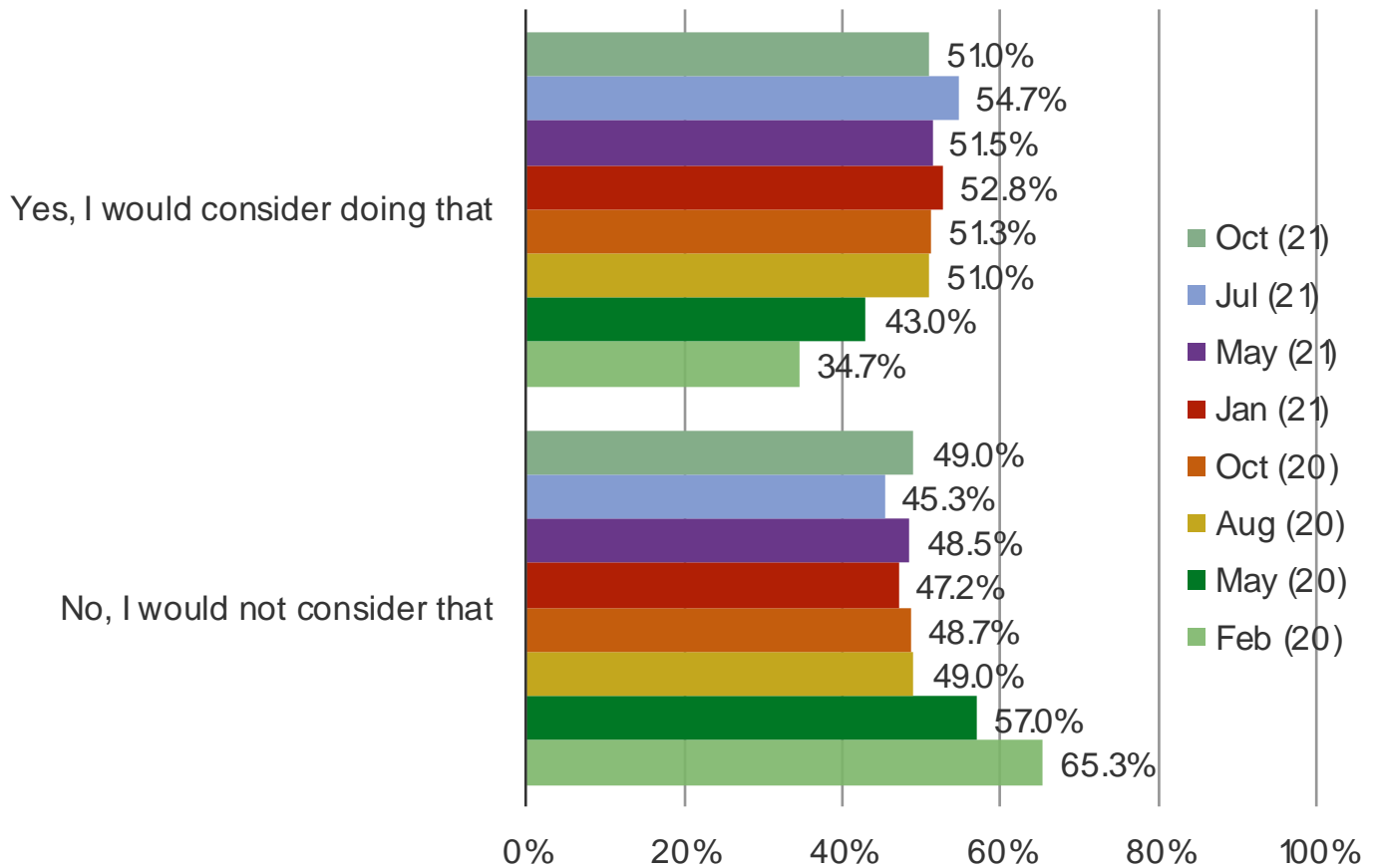
WOULD YOU FIND IT APPEALING TO BE ABLE TO PARTICIPATE IN AN EXERCISE CLASS ENVIRONMENT WHERE YOU WATCH A LIVE INSTRUCTOR AND COMPETE AGAINST OTHER PEOPLE FROM YOUR OWN HOME?

Posed to all respondents



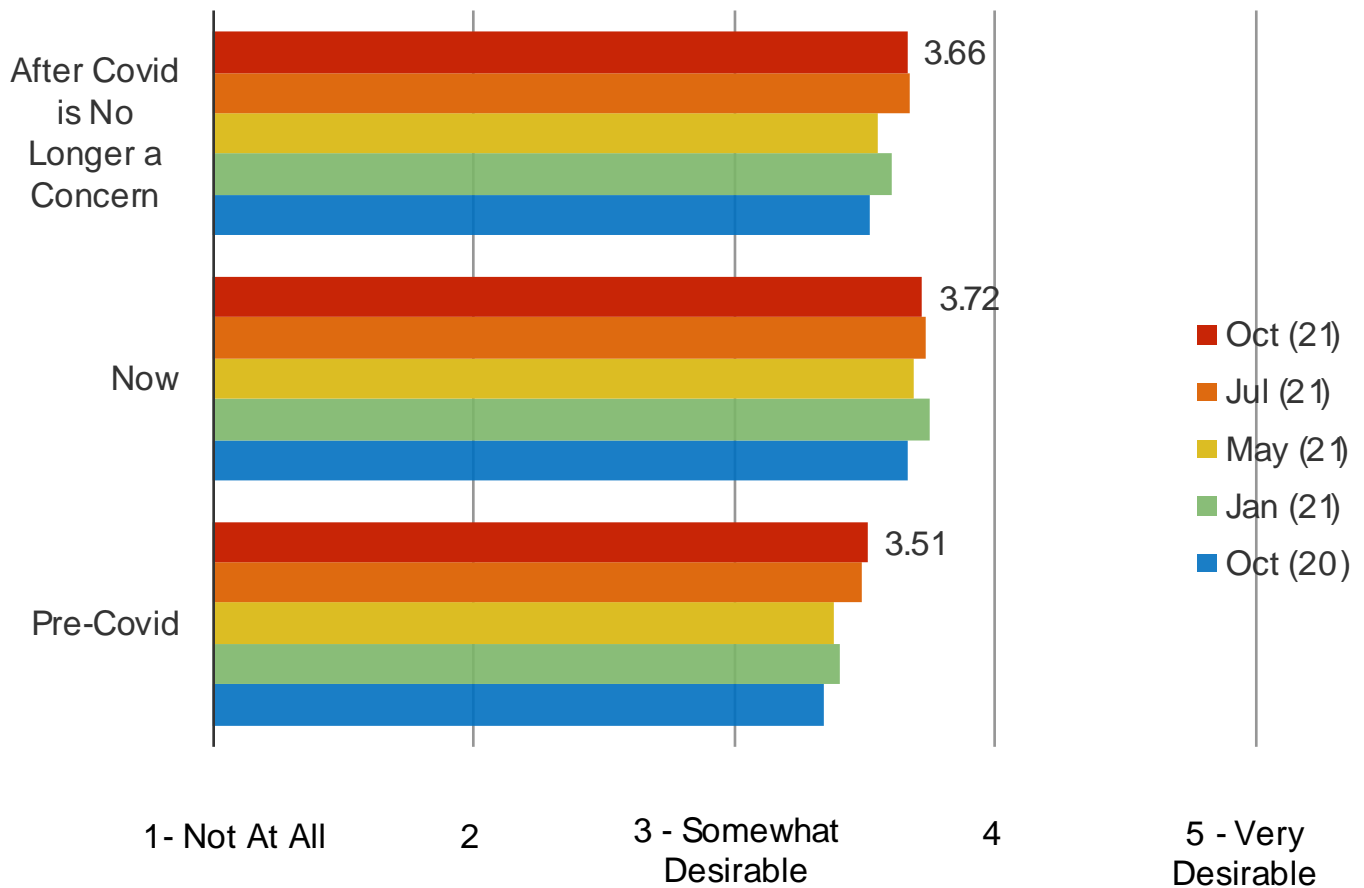
WOULD YOU CONSIDER DROPPING YOUR GYM MEMBERSHIP TO USE ONLY IN-HOME EXERCISE EQUIPMENT?

Posed to respondents WITH gym memberships



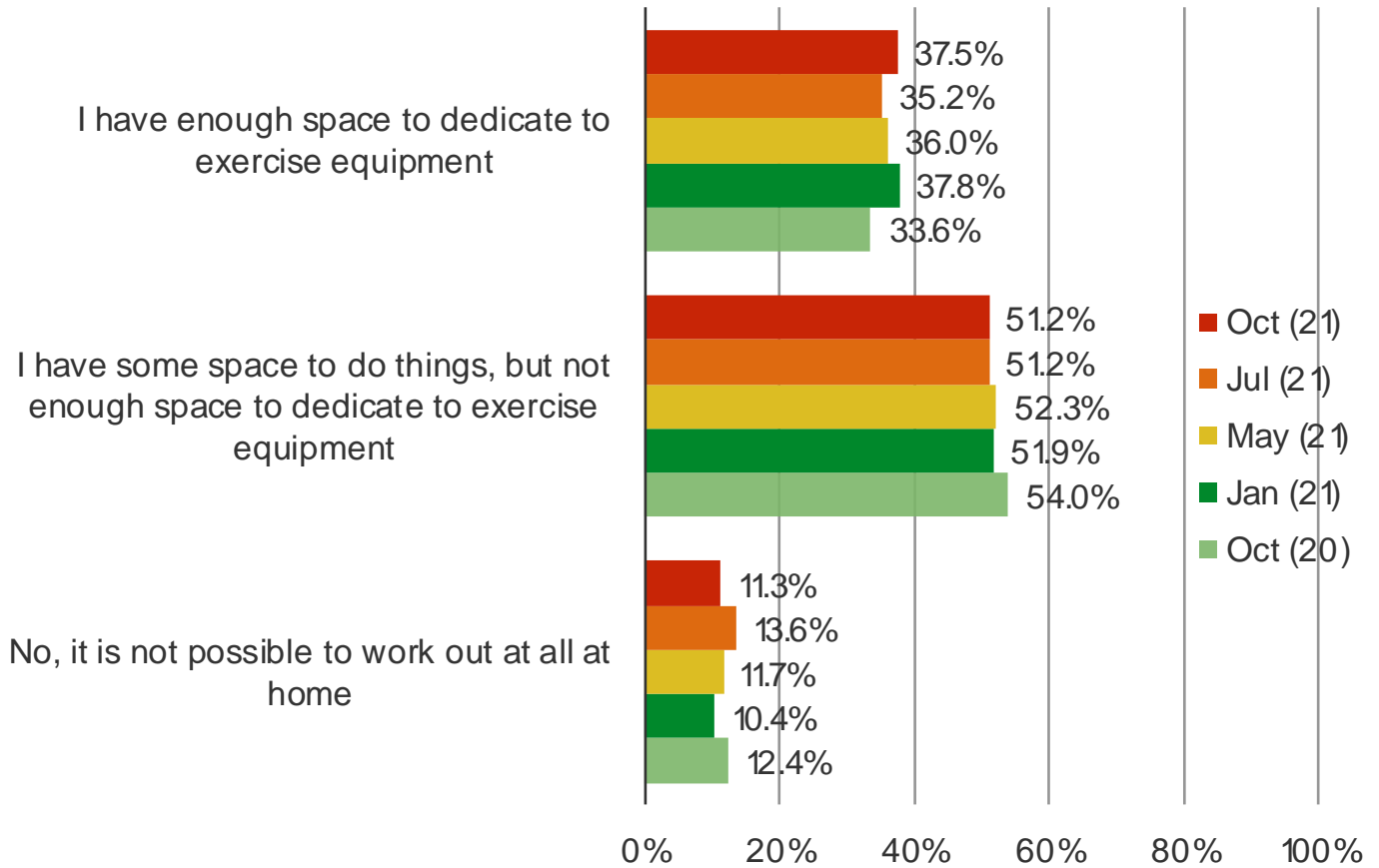
PLEASE RATE HOW DESIRABLE YOU WOULD FIND IT TO EXERCISE AT HOME?

Posed to current gym members.



DO YOU HAVE THE SPACE IN YOUR HOME TO WORK OUT AT HOME?

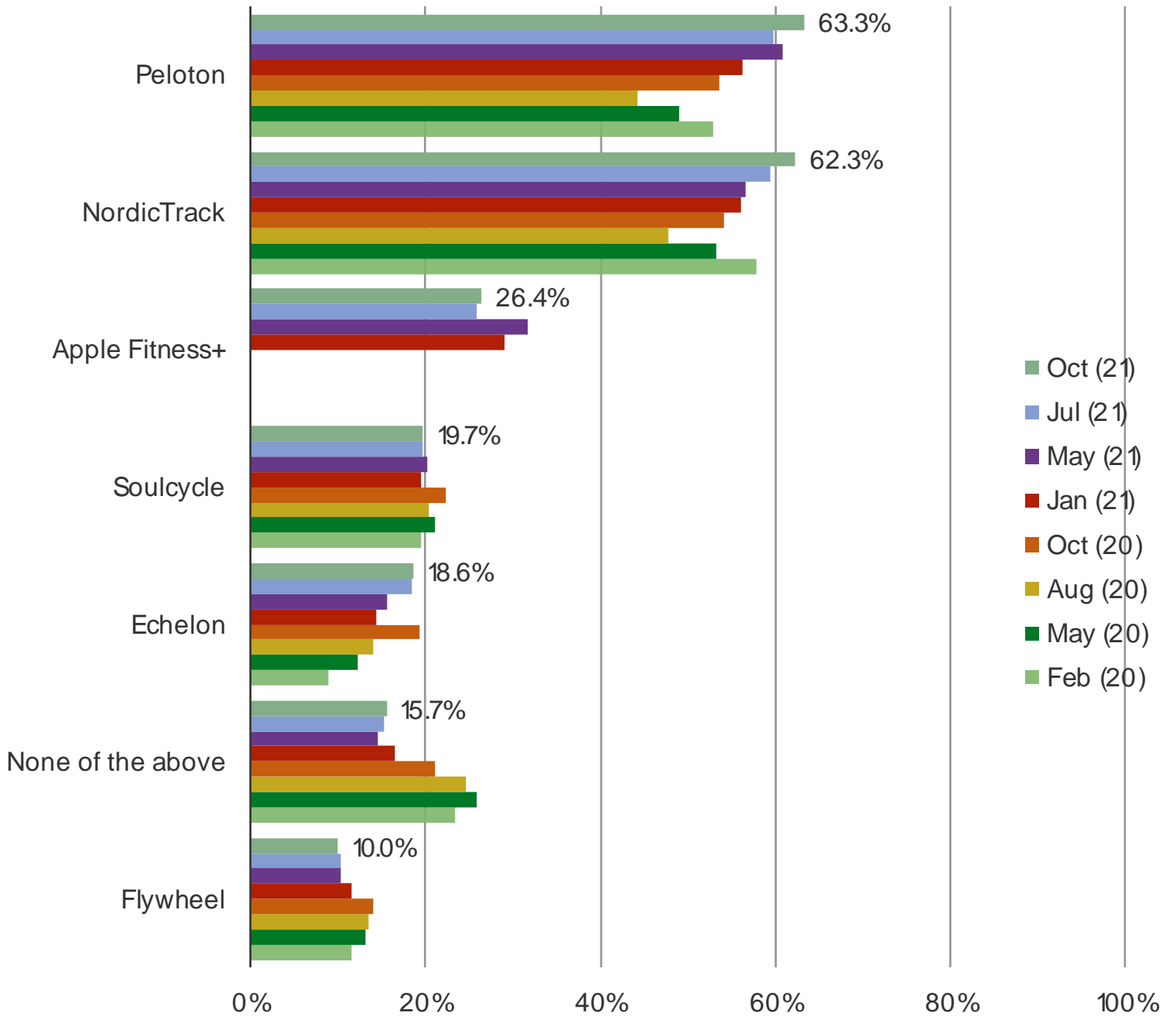
Posed to current gym members.



AT-HOME FITNESS BRANDS

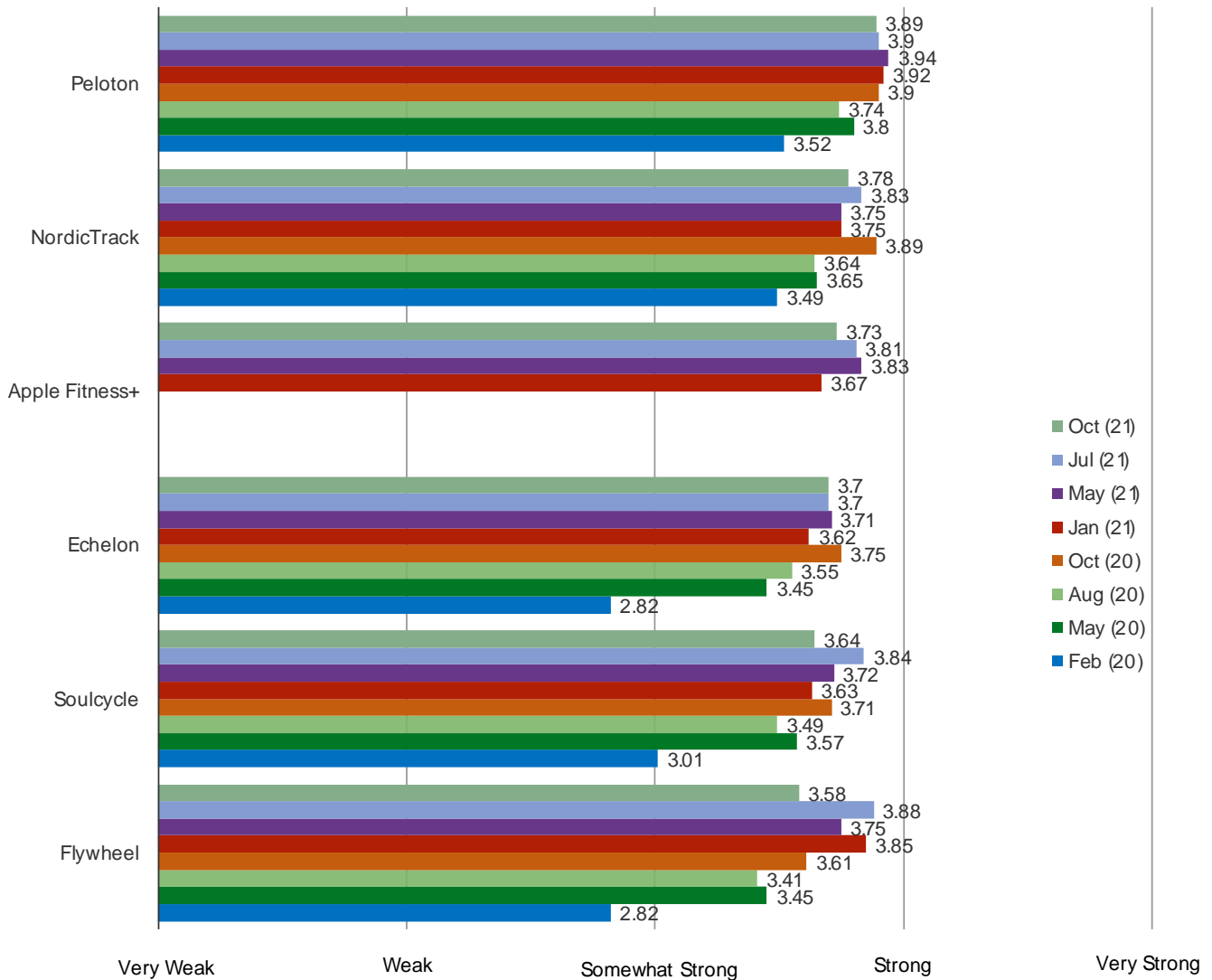
HAVE YOU HEARD OF ANY OF THE FOLLOWING?

Posed to all respondents



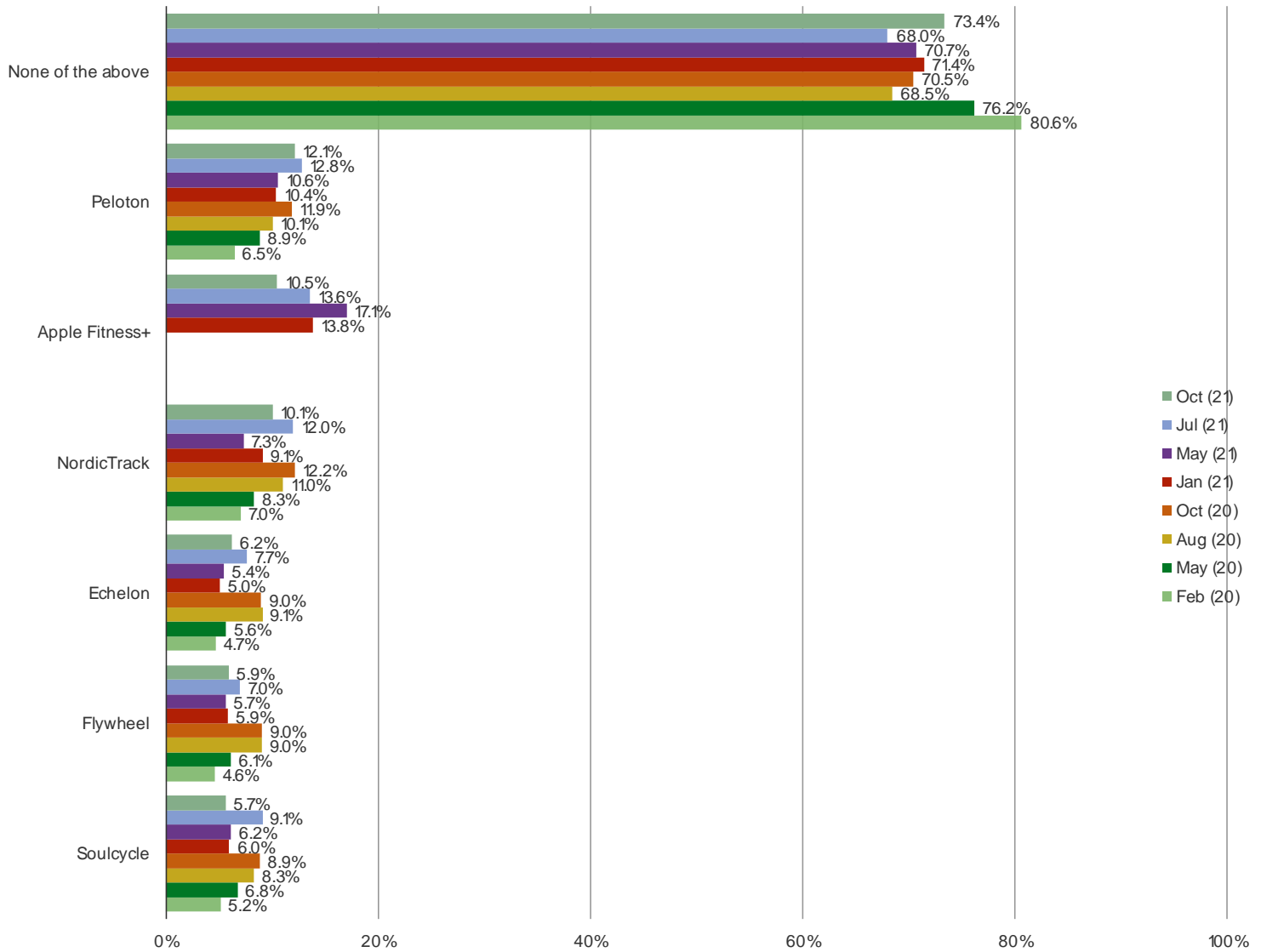
HOW STRONG OF A "FITNESS BRAND" DO YOU CONSIDER THE FOLLOWING TO BE?

Posed respondents who have heard of the following fitness brands



DO YOU CURRENTLY OWN PRODUCTS OR SUBSCRIBE/PAY FOR APPS OR CLASSES FROM ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

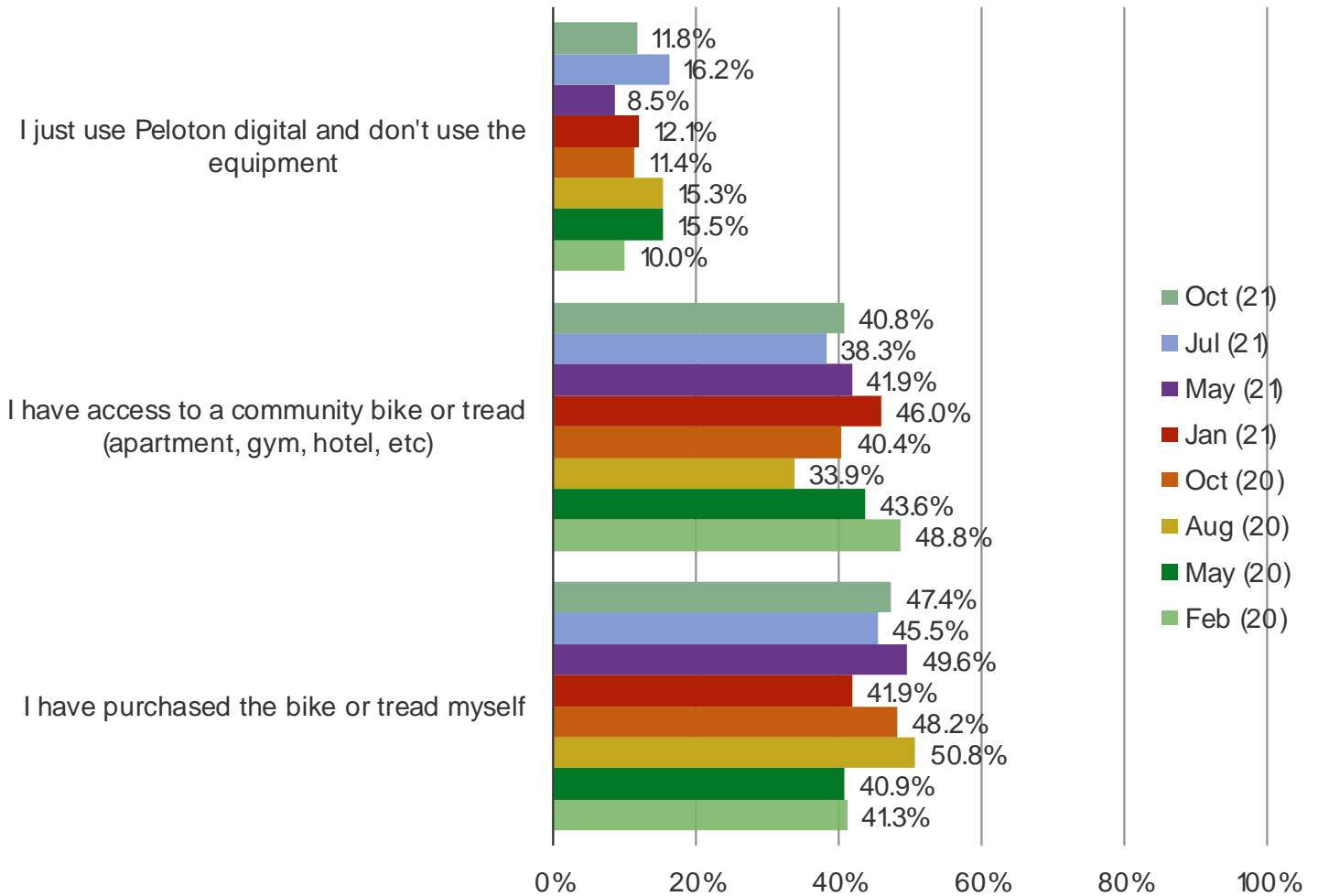
Posed to all respondents



PELOTON CUSTOMERS

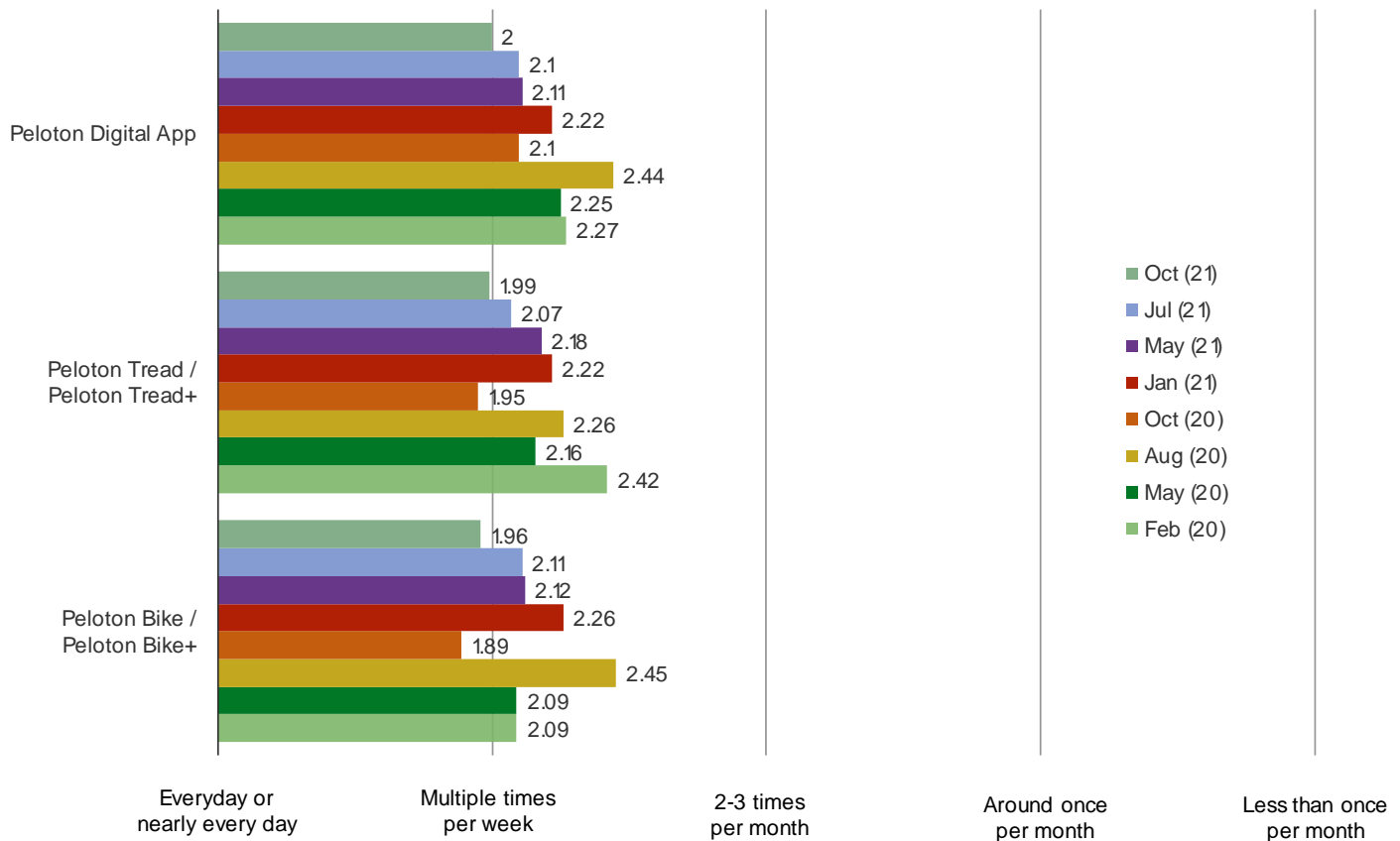
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF PELOTON?

Posed to Peloton owners



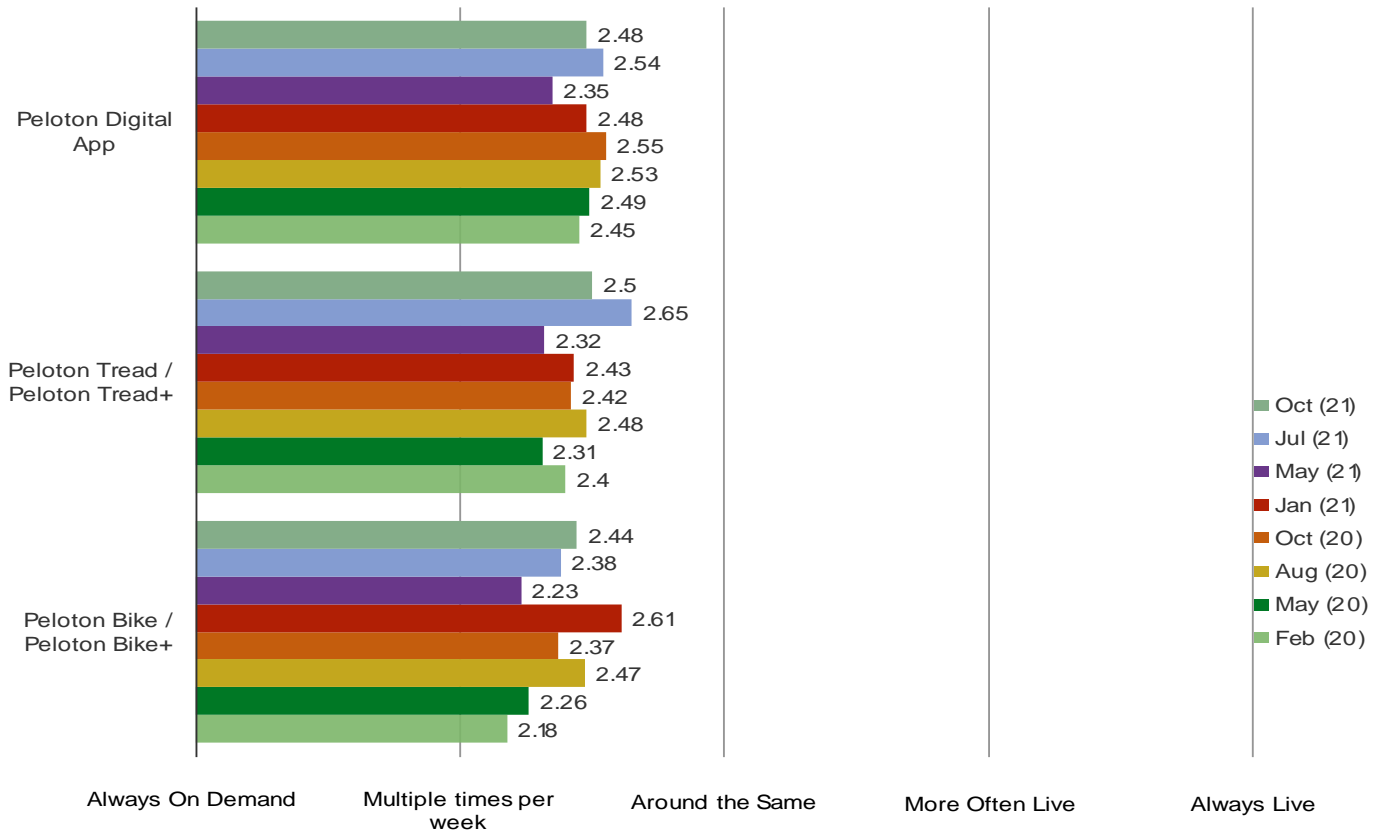
HOW OFTEN DO YOU USE THE FOLLOWING?

Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment). | N = ~127



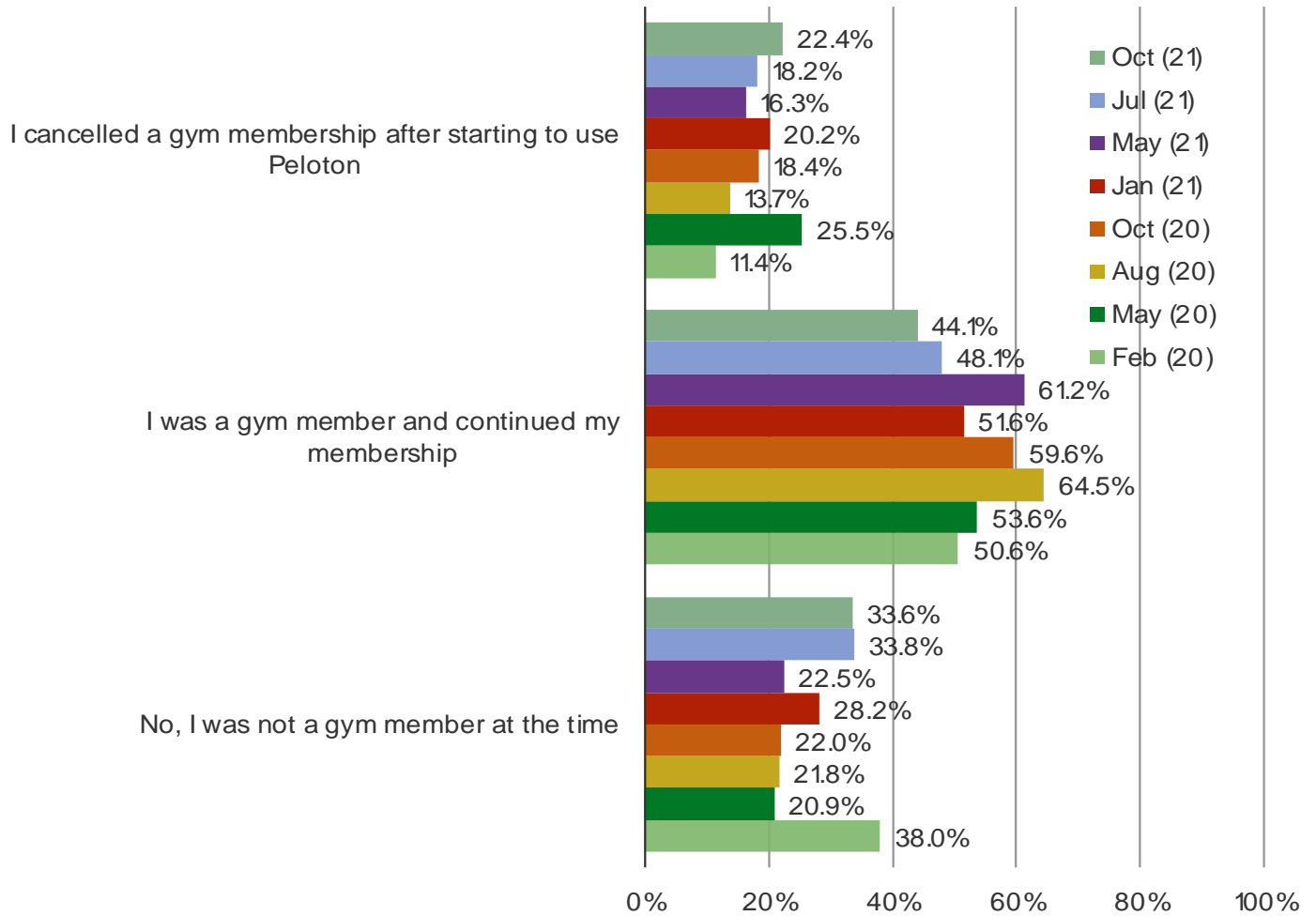
HOW OFTEN DO YOU TAKE LIVE CLASSES VS. ON DEMAND?

Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment). N = ~127



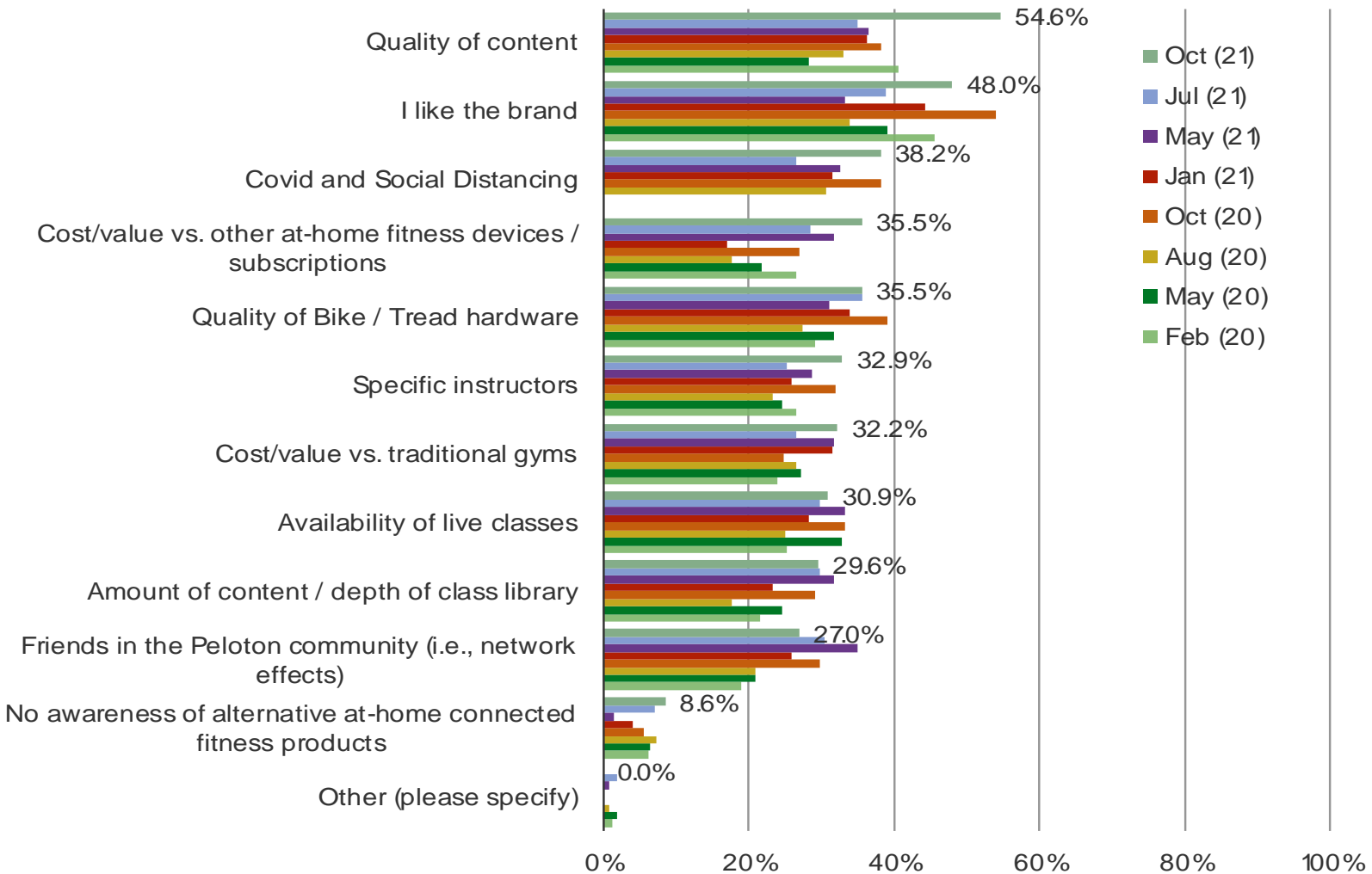
DID YOU CANCEL A GYM MEMBERSHIP AFTER YOU STARTED USING PELOTON?

Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment).



WHAT WERE THE MOST IMPORTANT REASONS FOR WHY YOU ORIGINALLY PURCHASED PELOTON EQUIPMENT?

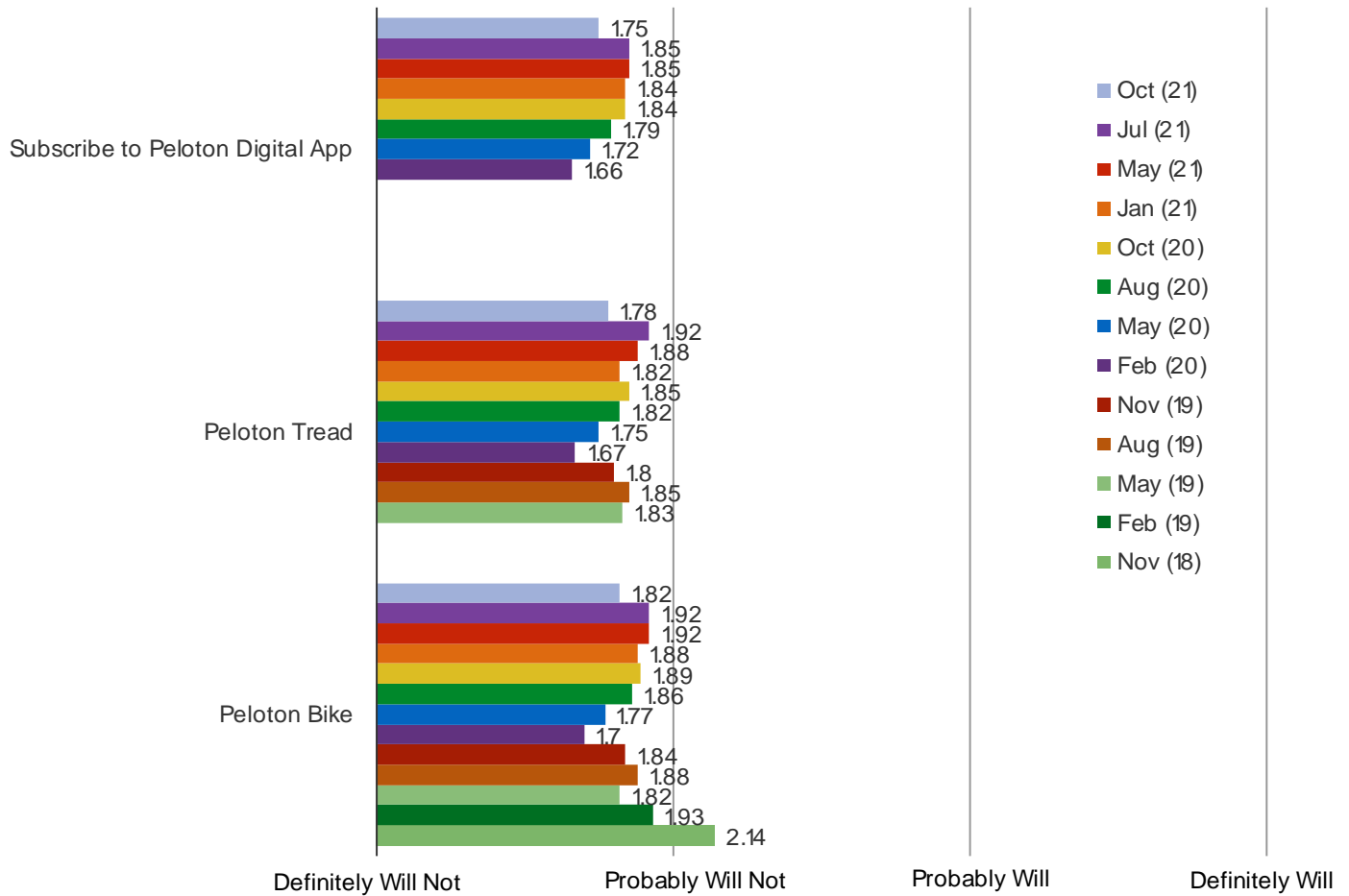
Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment).



NON PELOTON CUSTOMERS

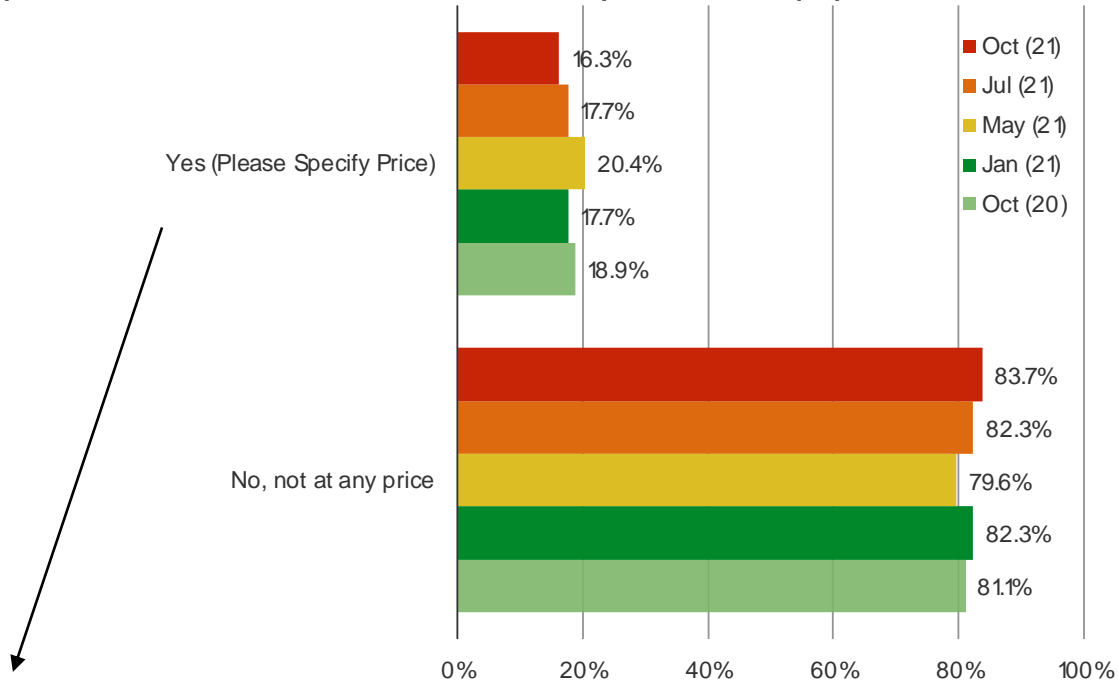
HOW LIKELY ARE YOU TO BUY THE PELOTON EQUIPMENT IN THE FUTURE OR SIGN UP FOR THE DIGITAL APP?

Posed to respondents who do not own any Peloton equipment.



IS THERE A LOWER PRICE POINT THAT WOULD MAKE THE PELOTON BIKE OF INTEREST TO YOU?

Posed to respondents who do not own or use any Peloton equipment.



Respondents who filled in an amount (under current prices):

Oct (21)

Average: \$676.41

Median: \$700

Jul (21)

Average: \$747

Median: \$700

May (21)

Average: \$771

Median: \$800

Jan (21)

Average: \$742.03

Median: \$800

Oct (20)

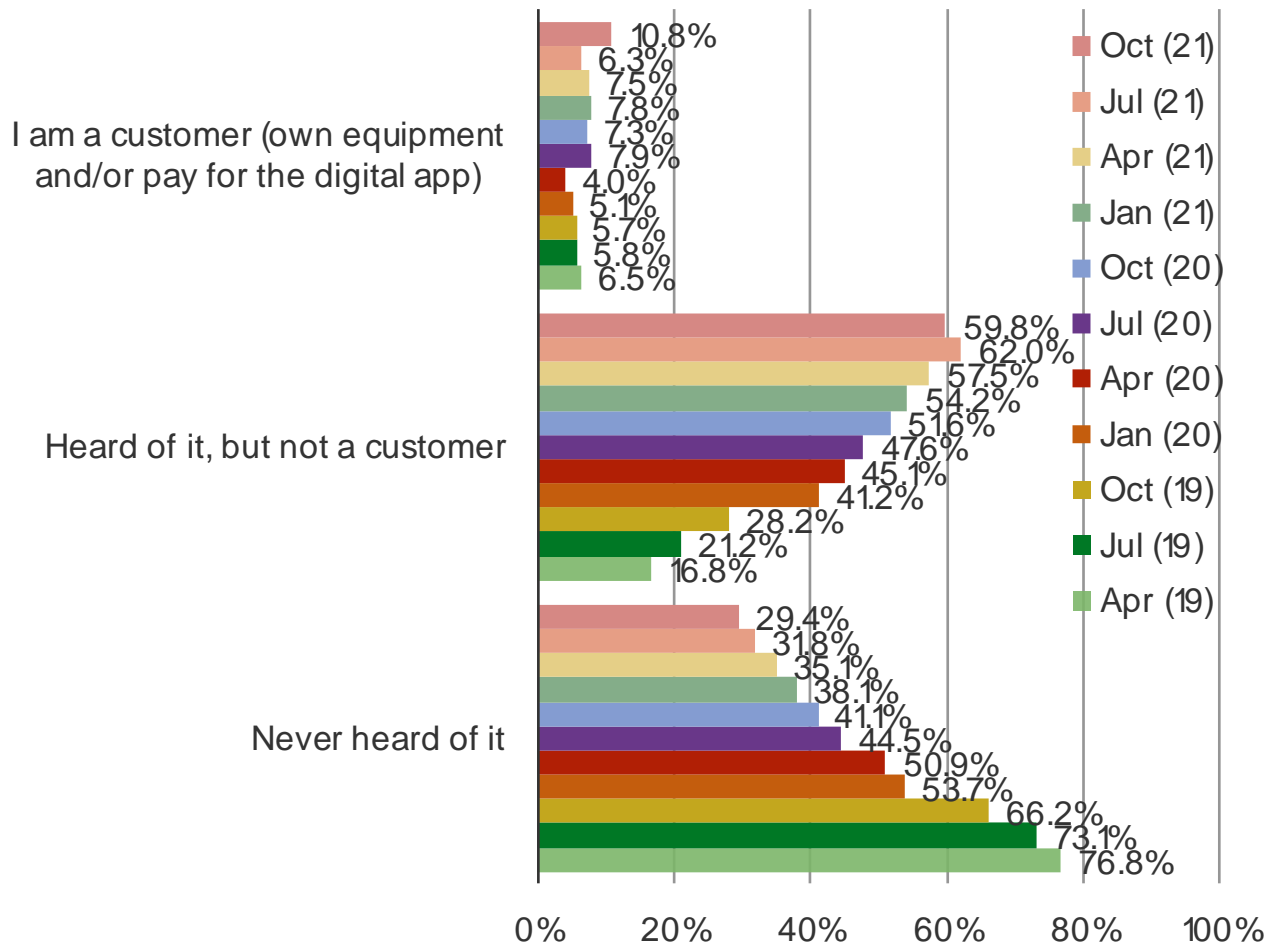
Average: \$740.89

Median: \$800

PELTON IN THE UK

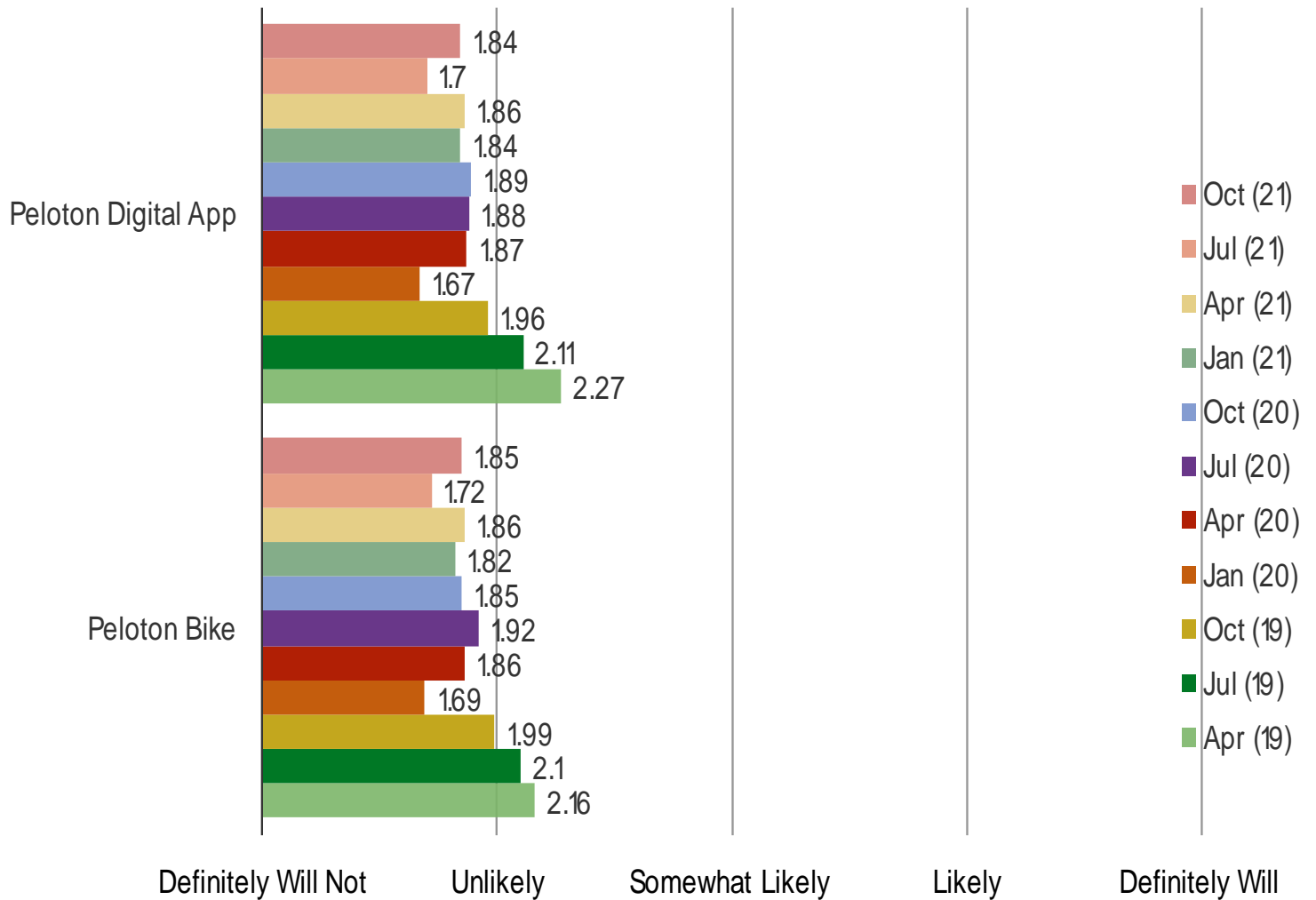
WHAT IS YOUR EXPERIENCE WITH PELOTON?

Posed to all respondents.



HOW MUCH INTEREST DO YOU HAVE IN THE FOLLOWING?

Posed to respondents who are aware of Peloton but do not own any Peloton equipment.



HOW OFTEN DO YOU EXERCISE?

Posed to all respondents.

