

BESPOKE SURVEYS

## Fitness Volume 22

PTON, PLNT, and Peers

1,250+ US Consumers, Balanced to Census

## CHECK BREAKDOWN: FITNESS

### TREND CHECKS

#### Overall Exercise Activity

Exercise activity has improved sequentially. The share of consumers who currently have a gym membership also increased q/q. Planet Fitness memberships specifically increased relative to last quarter. Gym members offer positive sentiments toward Planet Fitness and other brands in our survey (satisfaction, NPS, value, etc).

#### At-Home Fitness Interest

Interest in at-home fitness products/services peaked in our May 2021 survey. Interest remains above pre-pandemic levels, but a touch lower than series bests. Peloton remains, by far, the first product/service that comes to mind for consumers interested in getting at-home fitness products that they do not already have. The percentage of consumers who would find it appealing to work out at home in an exercise class environment is above pre-pandemic levels but has declined relative to series highs set in October of 2020.

#### Peloton Trends

More so than any other fitness brand that we ask about, Peloton is viewed as “luxury.”

Most consumers were not aware of Peloton’s latest price changes. Among the population of consumers who do not own Peloton equipment, likelihood of purchasing is virtually identical at the old AND new price points. In fill-in responses, the general takeaway from consumers about the price change is that it is still too expensive. We also noticed some respondents complaining that the price decrease on the equipment comes at a time when the all-access membership price is increasing.

Of all the at-home fitness brands we ask about in our survey, Peloton is still viewed as the “strongest” fitness brand. That said, the weighted average for Peloton in this chart as softened sequentially in recent quarters.

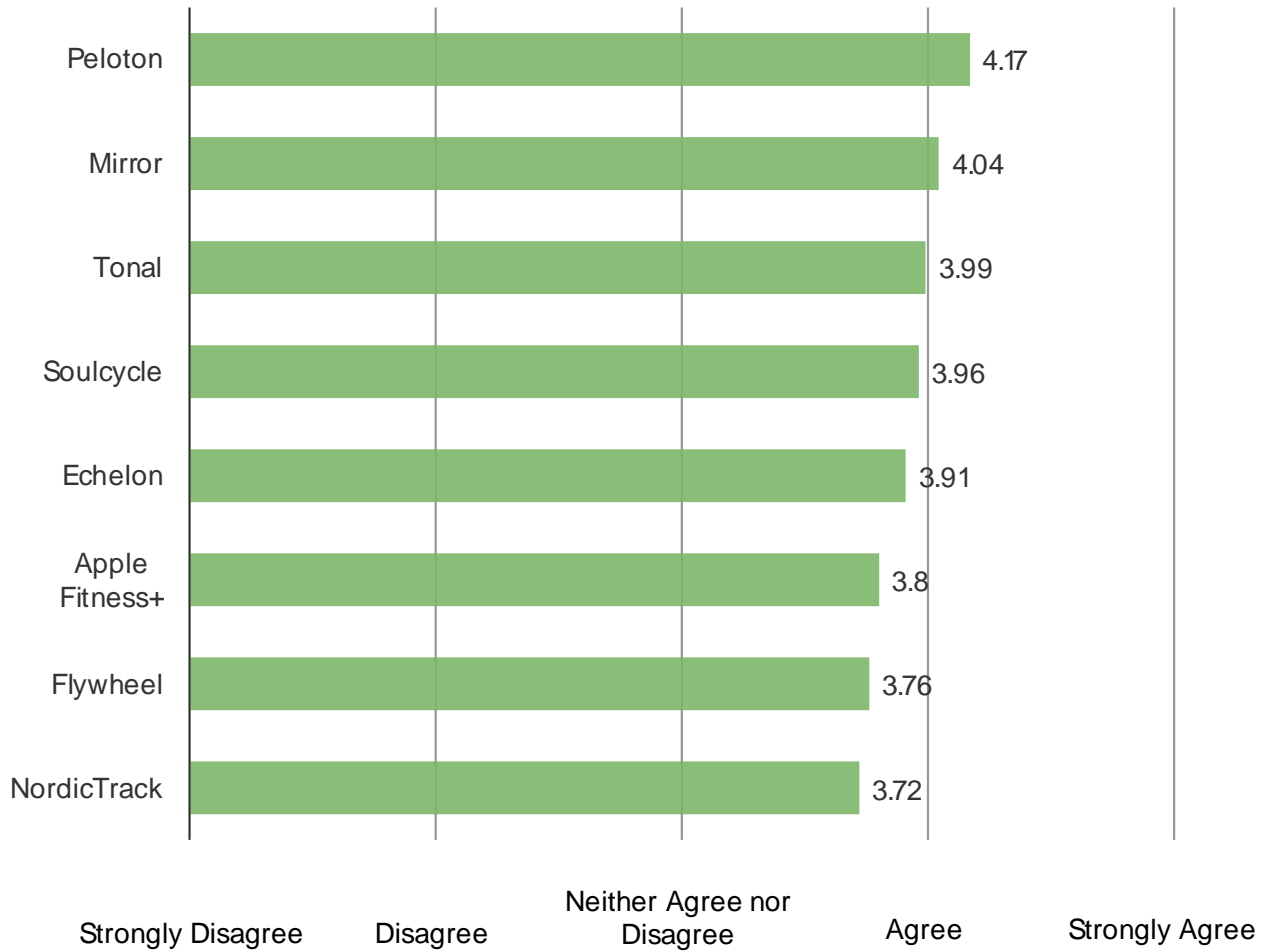
Another noteworthy trend – Peloton users have been increasingly likely over time to tell us that they do on-demand classes (over live classes).

Among those who do not own Peloton bikes, the percentage who said they would not be interested one at a lower price has increased over time.

## NEW QUESTIONS THIS QUARTER (FOCUS ON PRICING CHANGES)

TO WHAT EXTENT DO YOU AGREE THAT THE FOLLOWING IS A "LUXURY" FITNESS BRAND?

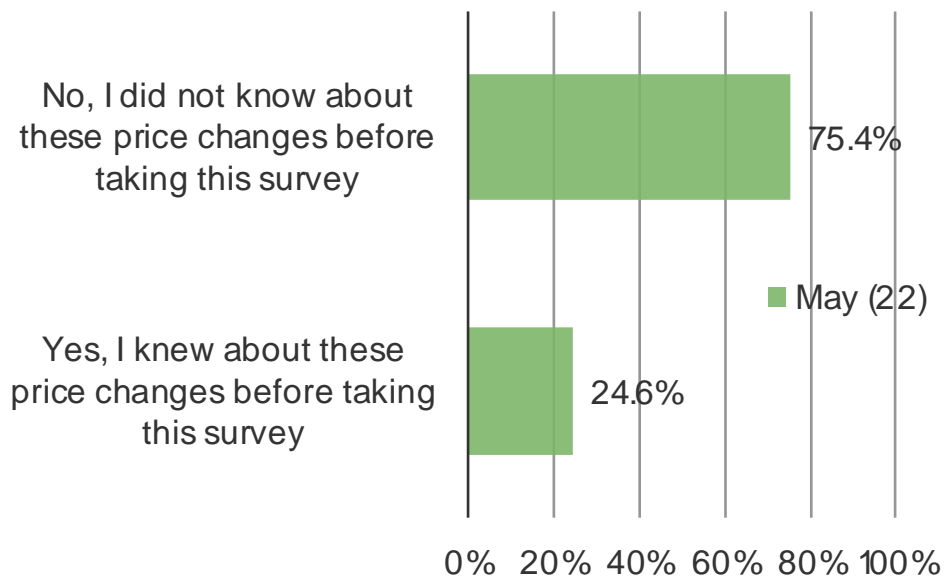
Posed to respondents who are aware of each of the following.



	N =
Peloton	774
Echelon	212
Flywheel	109
Soulcycle	209
NordicTrack	716
Apple Fitness+	326
Tonal	233
Mirror	319

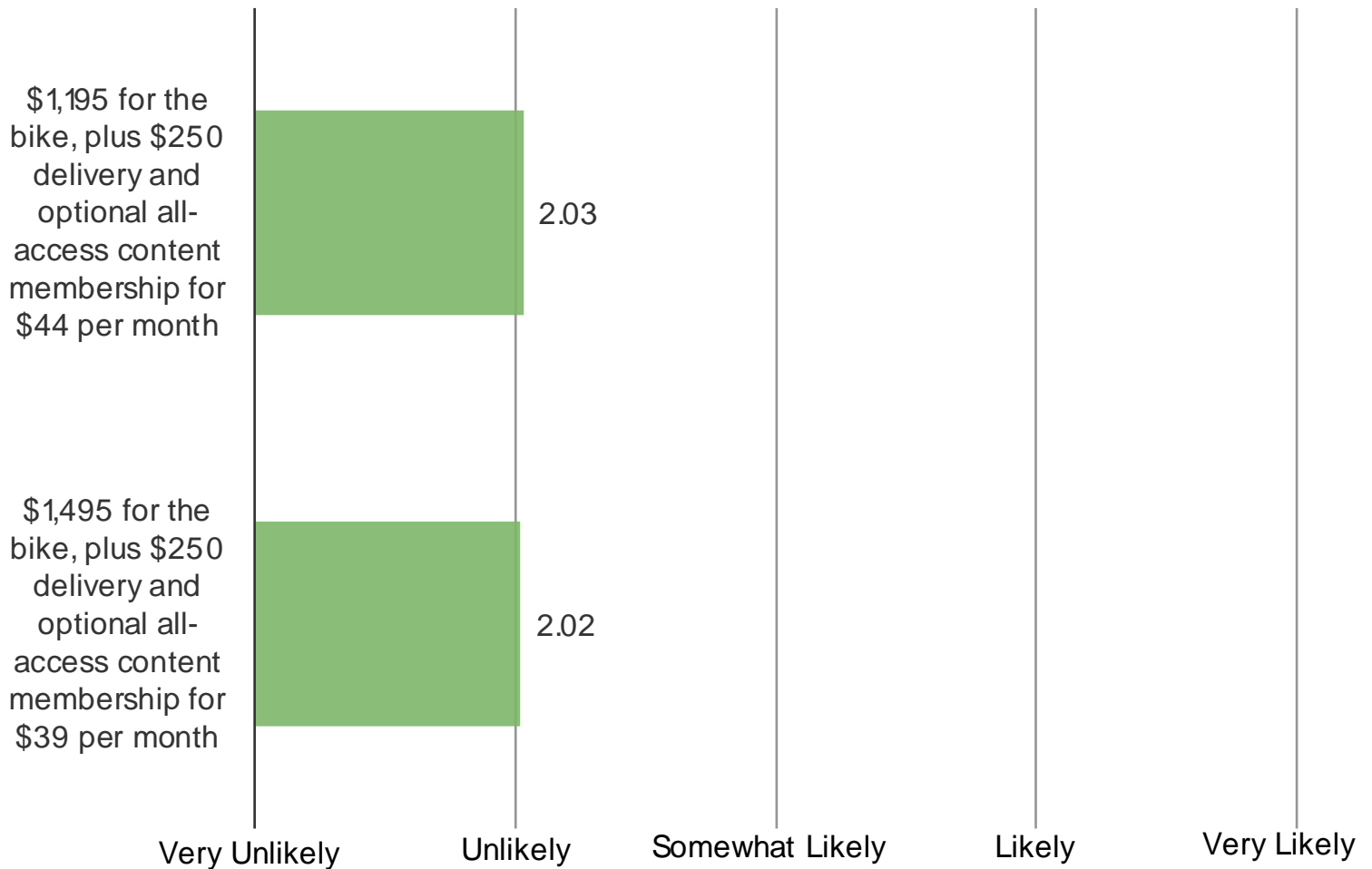
DID YOU KNOW THAT PELOTON RECENTLY CHANGED ITS PRICING? THE PRICE OF THE BIKE CHANGED FROM \$1,495 TO \$1,195 (PLUS \$250 DELIVERY) THE PRICE OF THE TREAD CHANGED FROM \$2,495 TO \$2,345 (PLUS \$350 DELIVERY) THE PRICE OF THE ALL-ACCESS CONTENT MEMBERSHIP CHANGED FROM \$39 TO \$44 PER MONTH

Posed to all respondents



HOW LIKELY WOULD YOU BE TO BUY A PELOTON BIKE AT THE FOLLOWING PRICE POINTS?

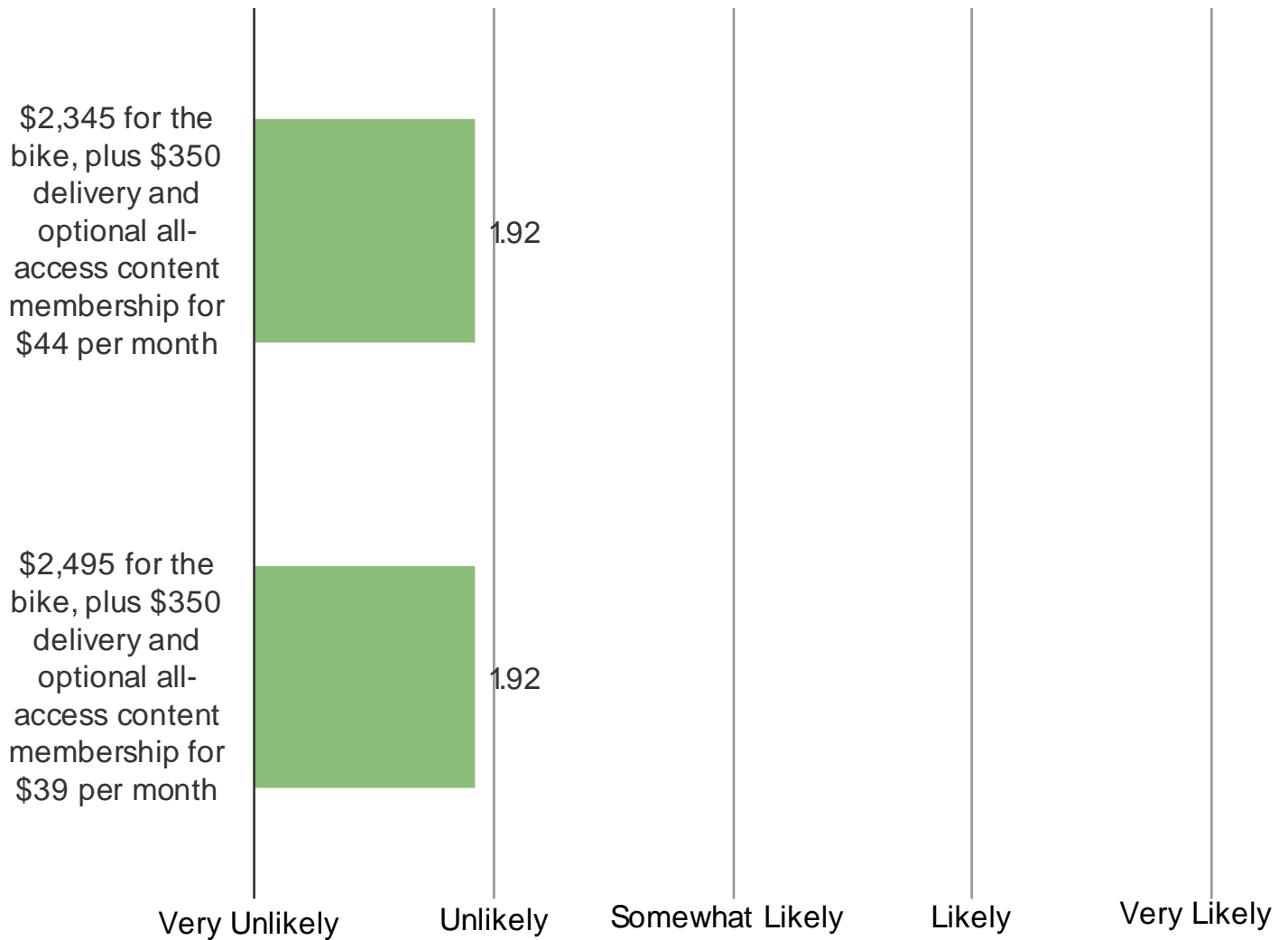
Posed to respondents who do not own the Peloton bike.



1.3% of those who said they would be unlikely or very unlikely to buy the Peloton Bike at \$1,495 said they would be likely or very likely to buy it at \$1,195.

HOW LIKELY WOULD YOU BE TO BUY A PELOTON BIKE AT THE FOLLOWING PRICE POINTS?

Posed to respondents who do not own the Peloton tread.



1.8% of those who said they would be unlikely or very unlikely to buy the Peloton Tread at \$2,495 said they would be likely or very likely to buy it at \$2,345.

DO YOU HAVE ANY THOUGHTS TO SHARE ABOUT THE CHANGES TO PELOTON'S PRICING?

Posed to all respondents (removing people who offered no opinion / didn't know)

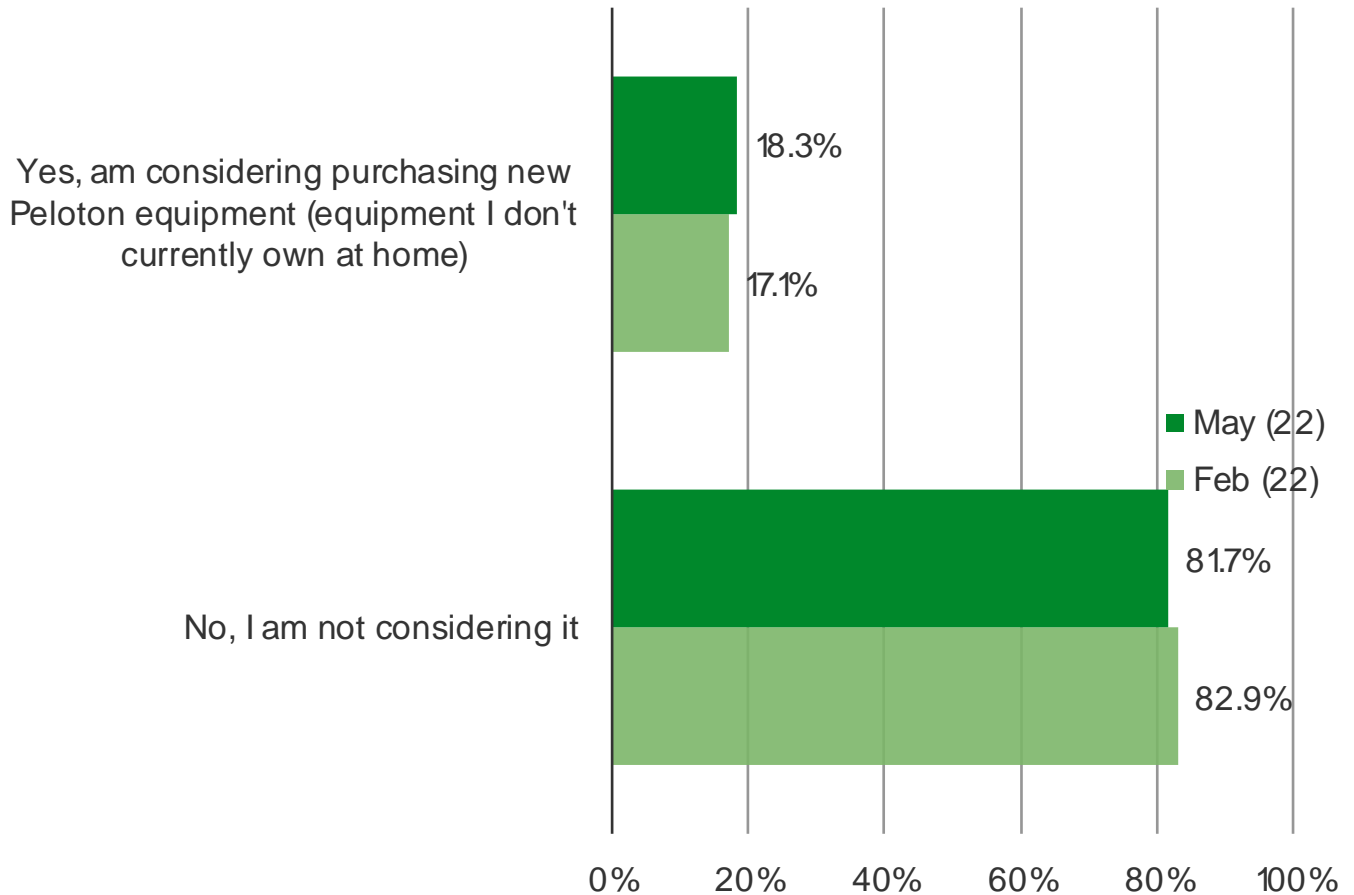


[USE THIS LINK TO VIEW FULL FILL-IN RESPONSES IN EXCEL](#)



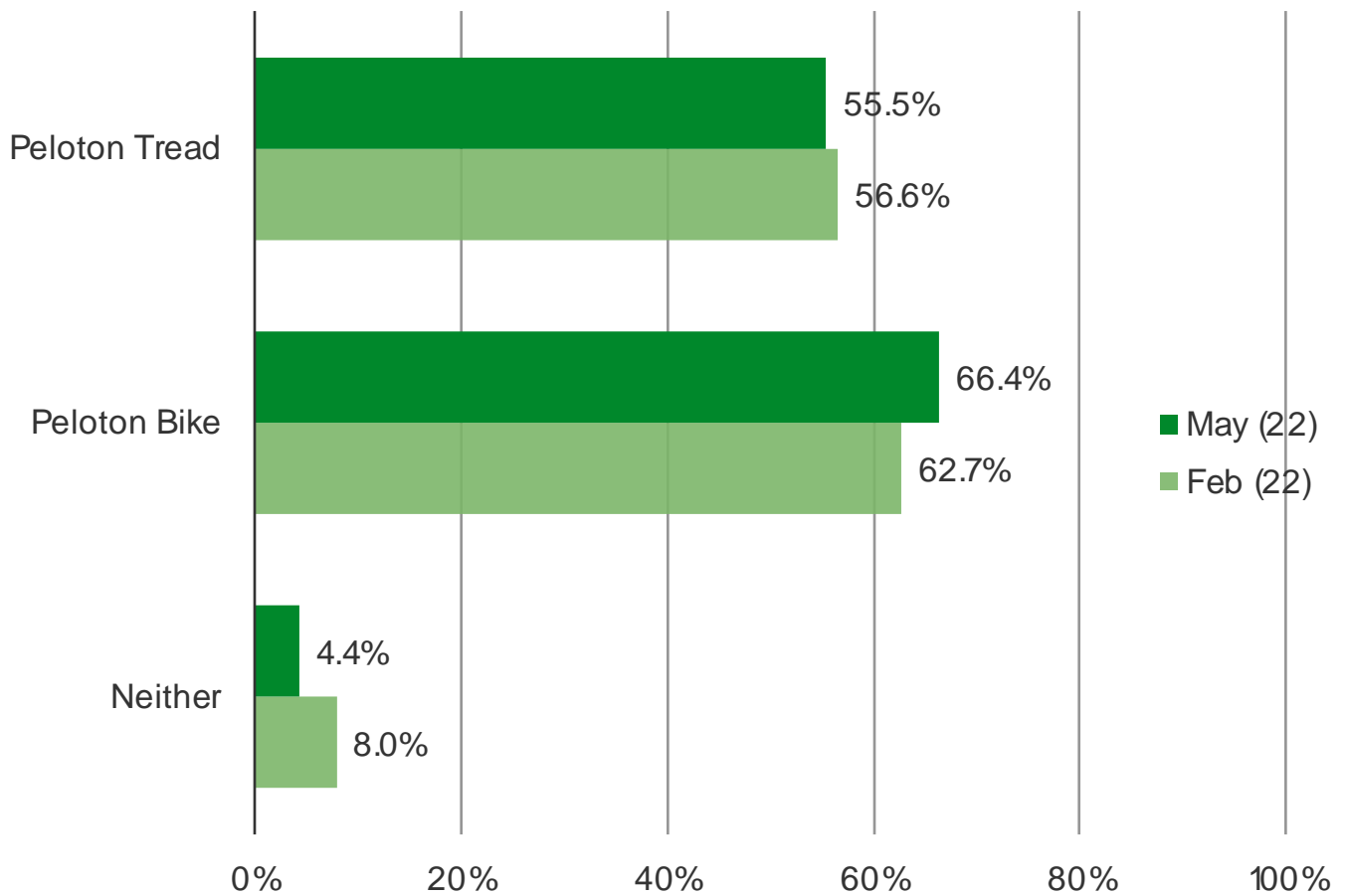
ARE YOU CURRENTLY CONSIDERING PURCHASING A NEW PIECE OF FITNESS EQUIPMENT FROM PELOTON?

Posed to all respondents



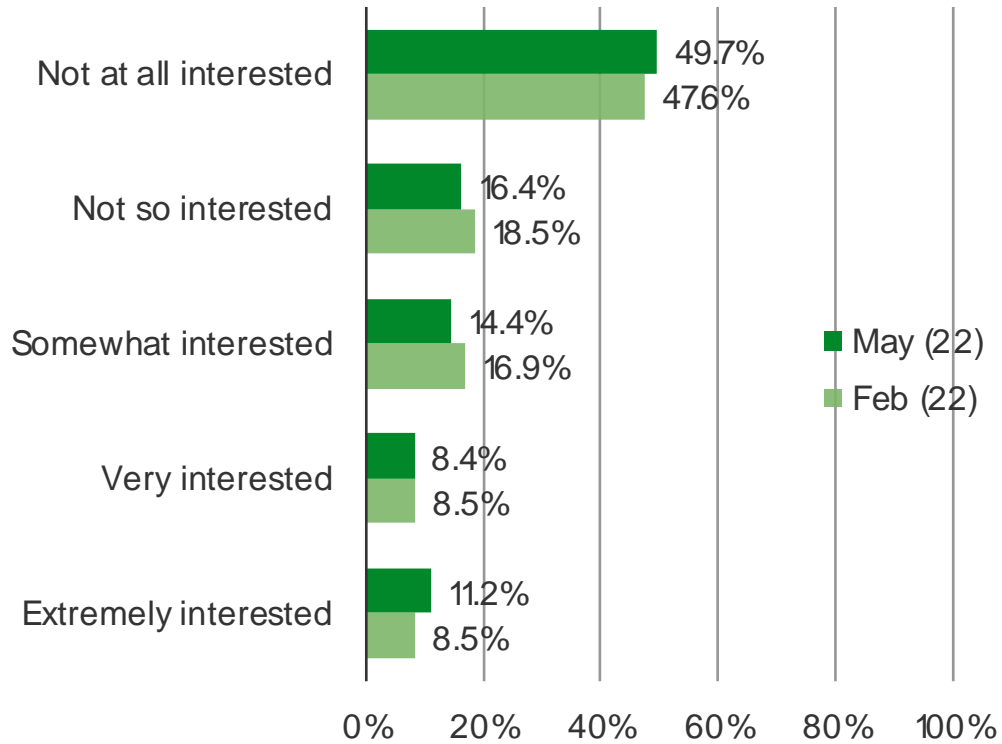
WHICH OF THE FOLLOWING ARE YOU CONSIDERING PURCHASING?

Posed to respondents who are currently considering buying Peloton equipment.



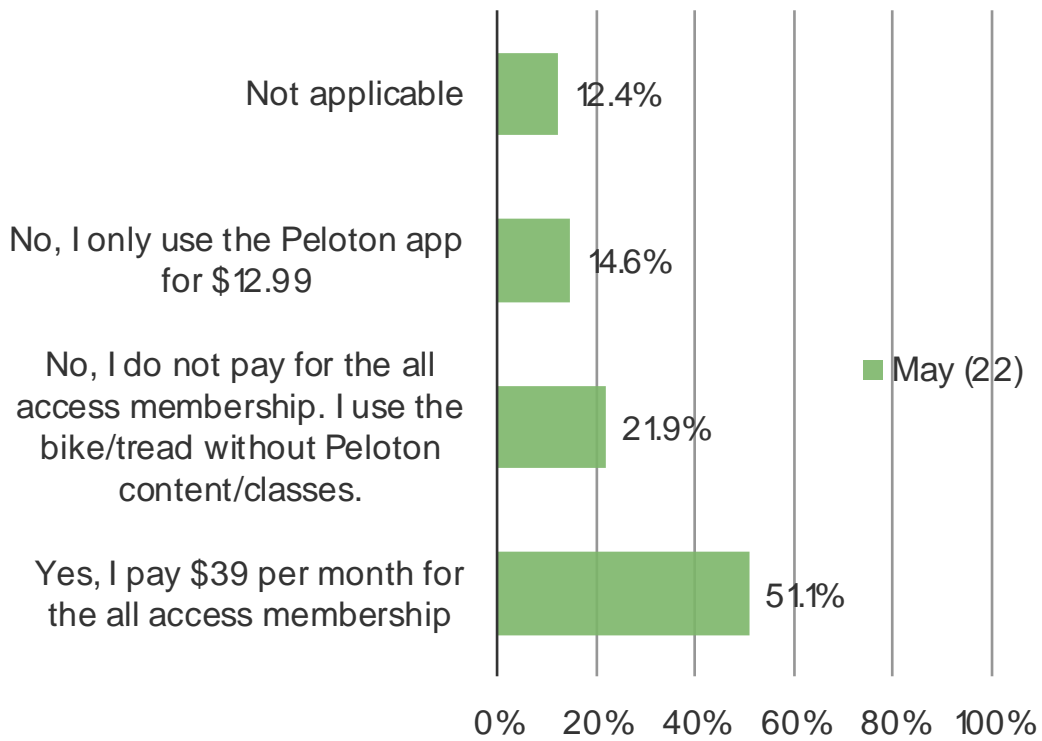
DO YOU HAVE ANY INTEREST IN PURCHASING PELOTON'S UPCOMING STRENGTH TRAINING PRODUCT, CALLED GUIDE?

Posed to all respondents.



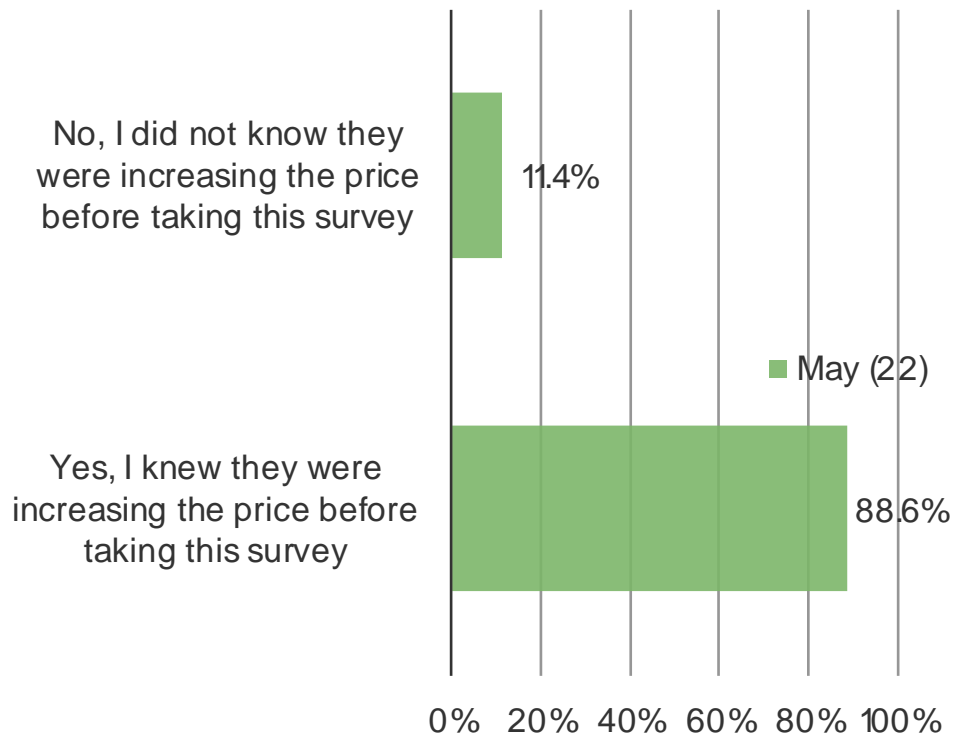
DO YOU CURRENTLY PAY FOR THE PELOTON ALL-ACCESS MEMBERSHIP? CURRENTLY \$39 PER MONTH TO GET ACCESS TO ALL PELOTON CONTENT/CLASSES ON PELOTON BIKES / TREADS AND THE PELOTON GUIDE.

Posed to Peloton users (N = 137)



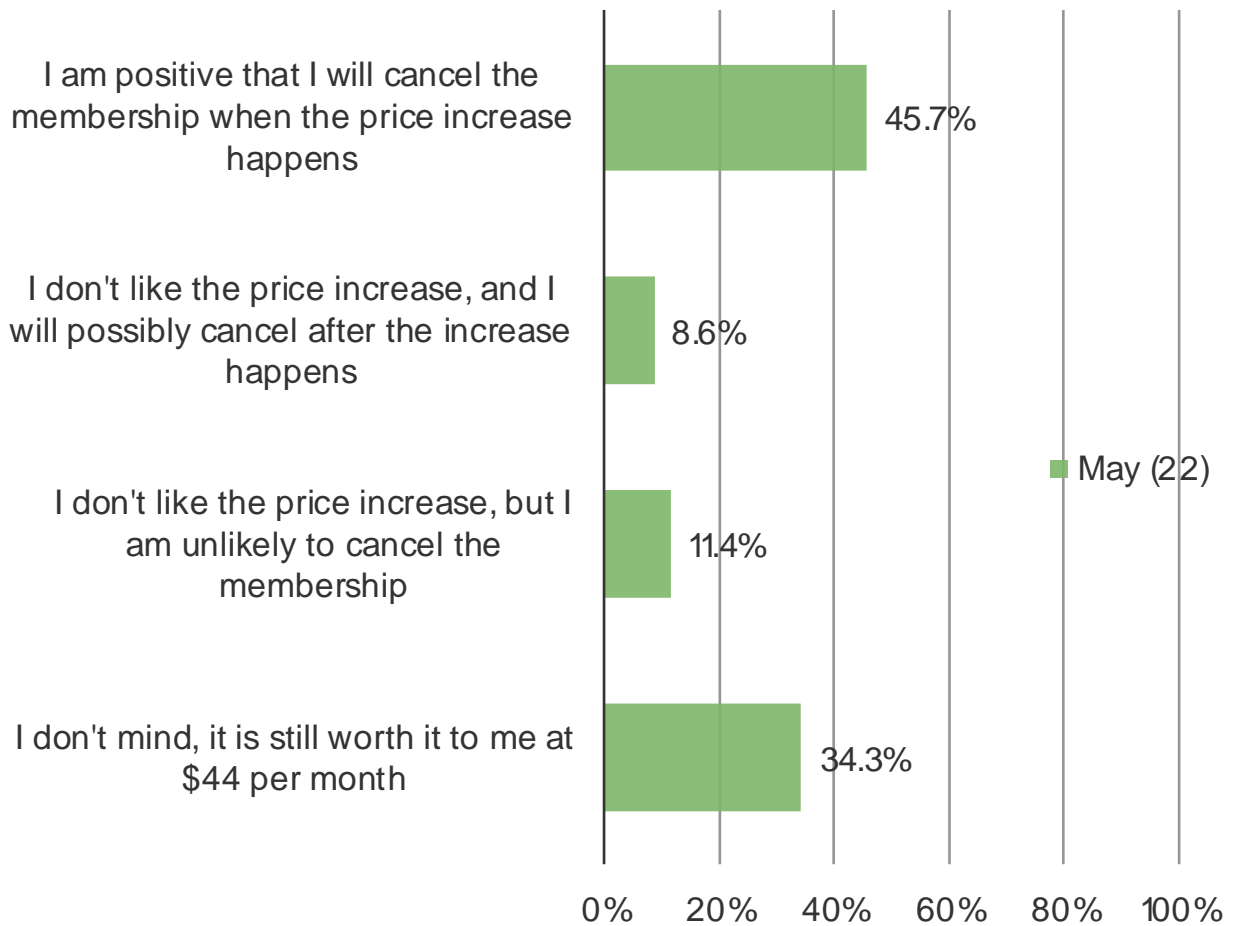
DID YOU KNOW THAT PELOTON WILL BE INCREASING THE PRICE OF THE ALL-ACCESS MEMBERSHIP FROM \$39 PER MONTH TO \$44 PER MONTH ON JUNE 1ST OF 2022?

Posed to all Peloton owners who have the all-access membership (N = 70).



ON JUNE 1ST, THE PRICE OF THE PELOTON ALL-ACCESS MEMBERSHIP WILL CHANGE FROM \$39 TO \$44, WHICH OF THE FOLLOWING BEST DESCRIBES YOUR MOST LIKELY RESPONSE TO THE INCREASED PRICE OF THE ALL-ACCESS MEMBERSHIP?

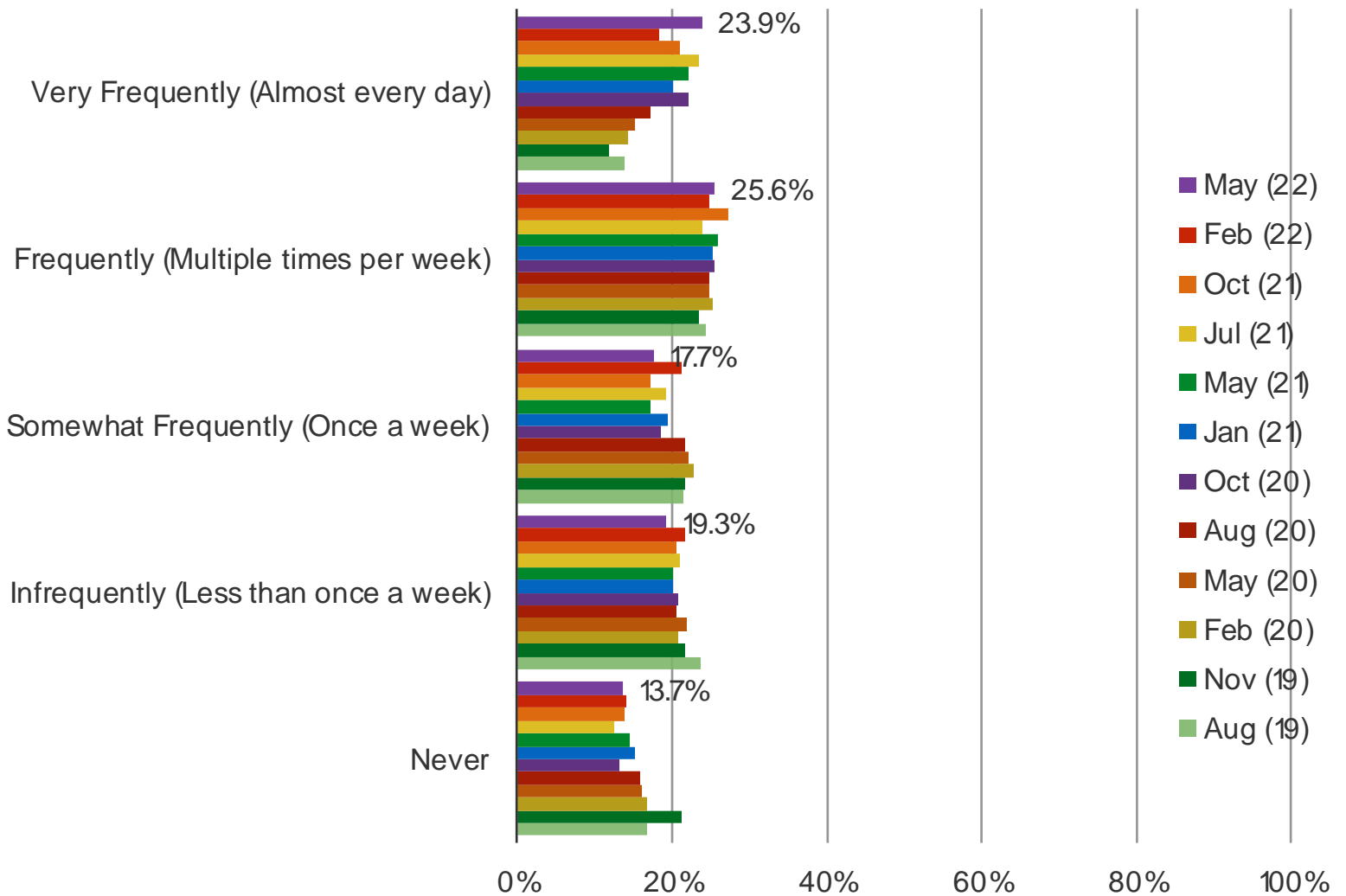
Posed to all Peloton owners who have the all-access membership (N = 70).



## FITNESS OVERALL

HOW OFTEN DO YOU EXERCISE?

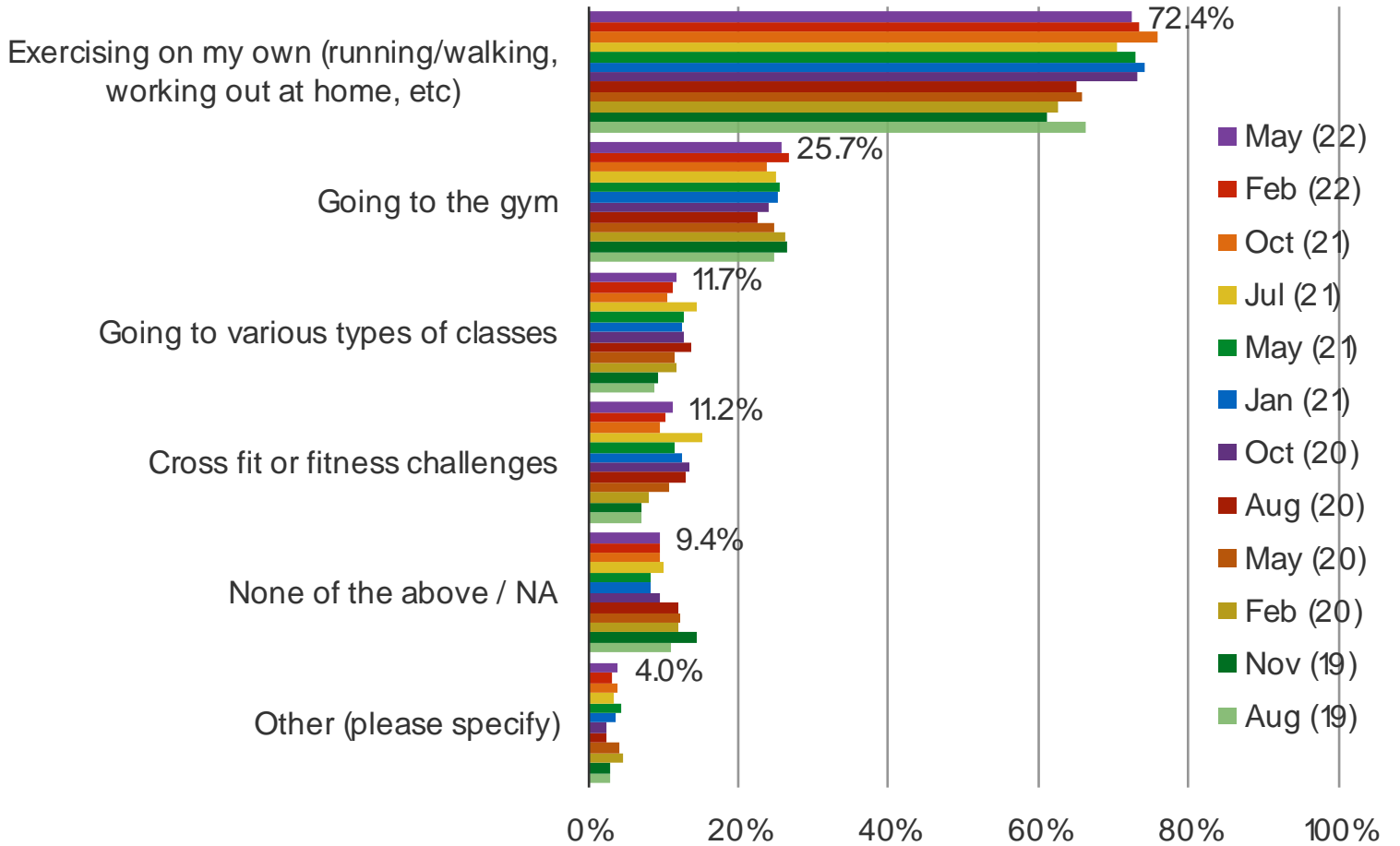
Posed to all respondents





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

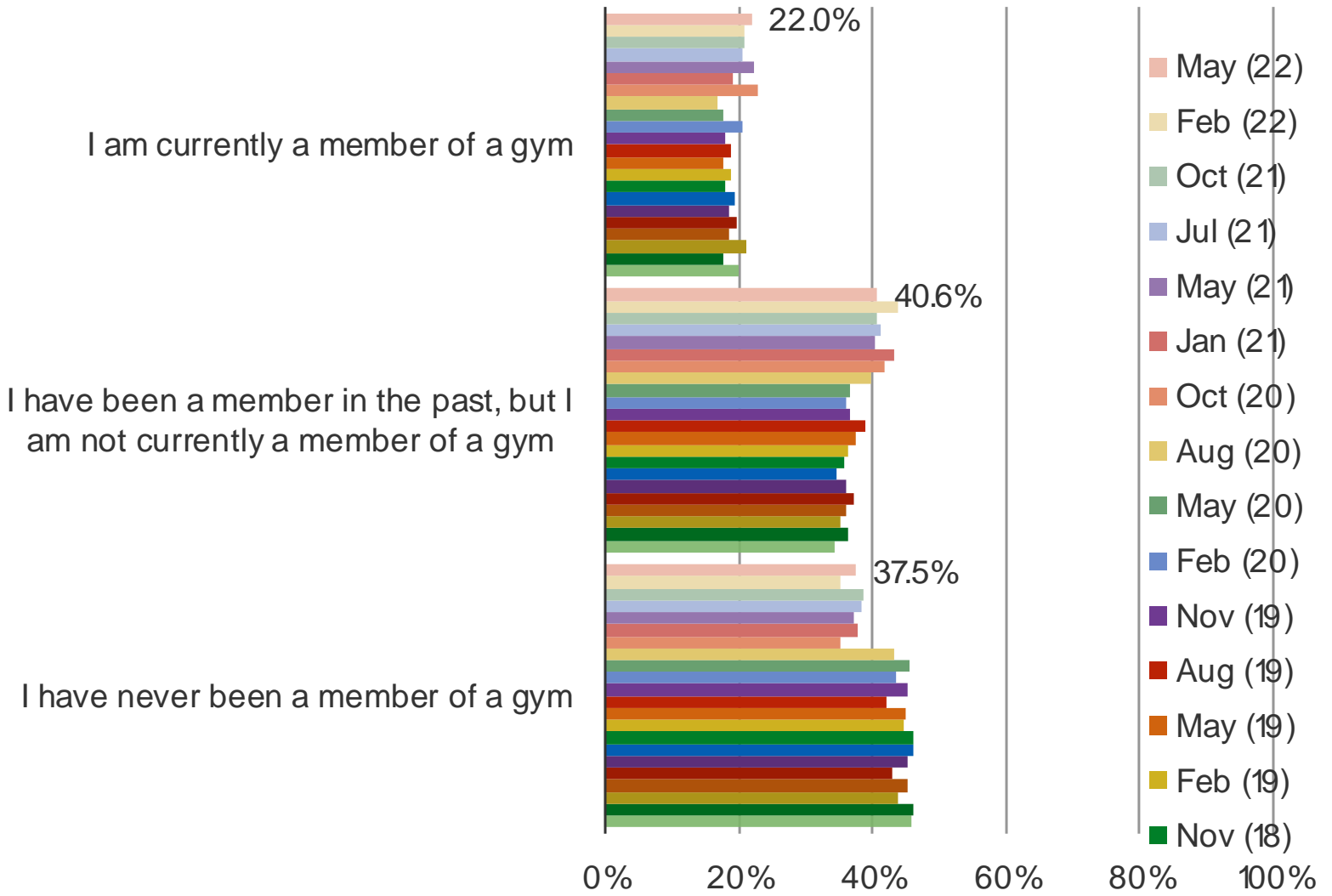
Posed to respondents who exercise



## EXERCISE AND GYM MEMBERSHIPS

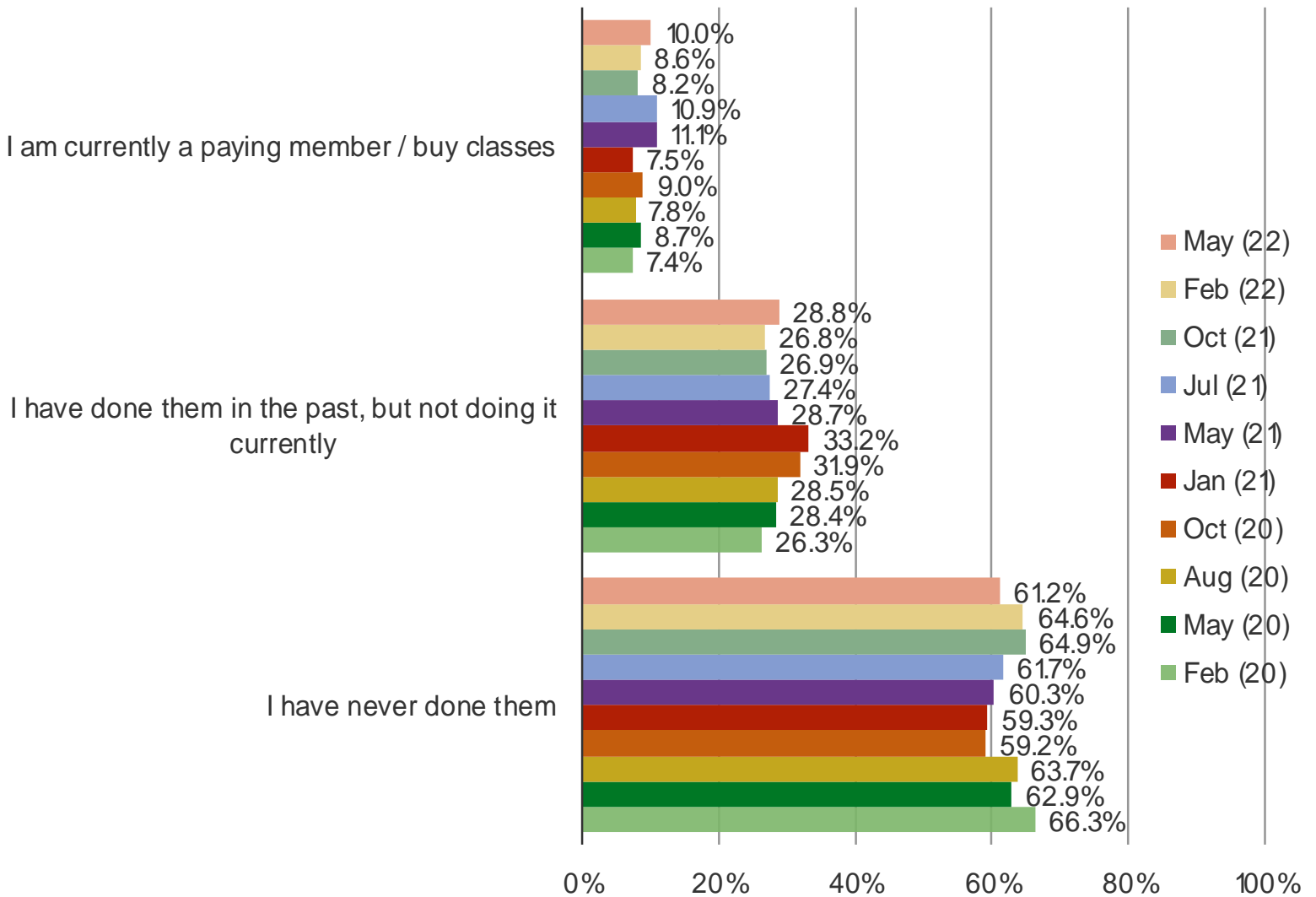
EXPERIENCE WITH FITNESS GYMS

Posed to all respondents



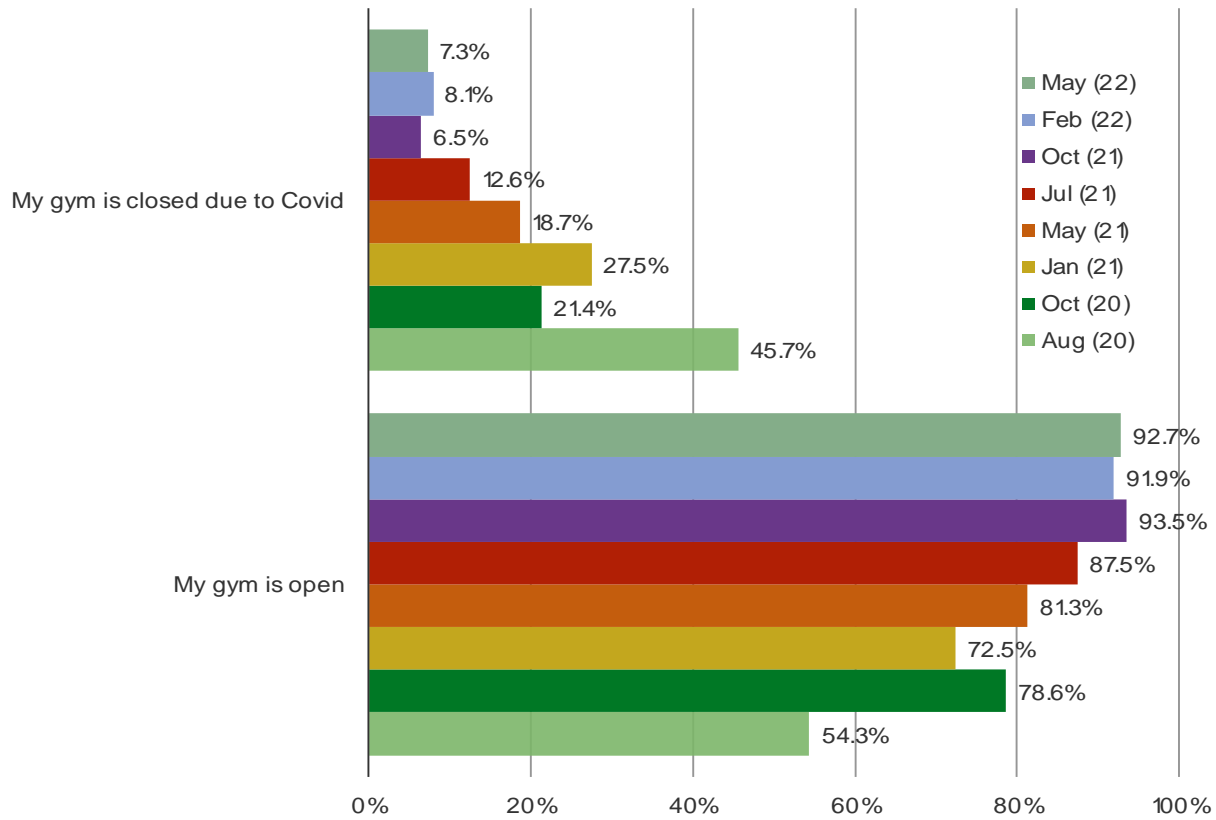
WHAT IS YOUR EXPERIENCE WITH FITNESS CLASS ENVIRONMENTS (SPIN CLASS, BOOT CAMPS, CROSS-FIT, ETC)?

Posed to all respondents

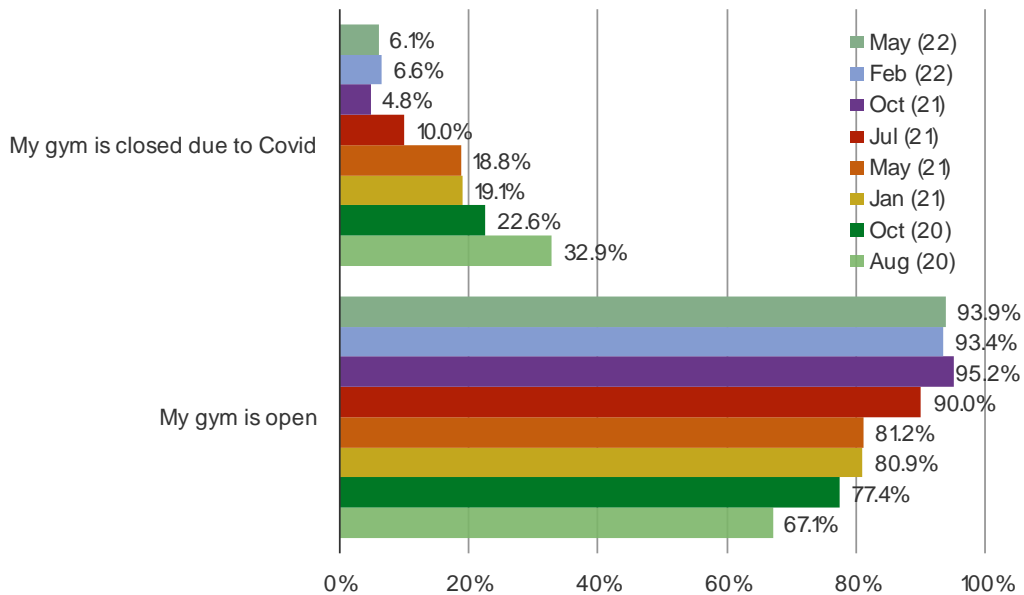


IS YOUR GYM CURRENTLY OPEN OR CLOSED DUE TO COVID?

Posed to current gym members.

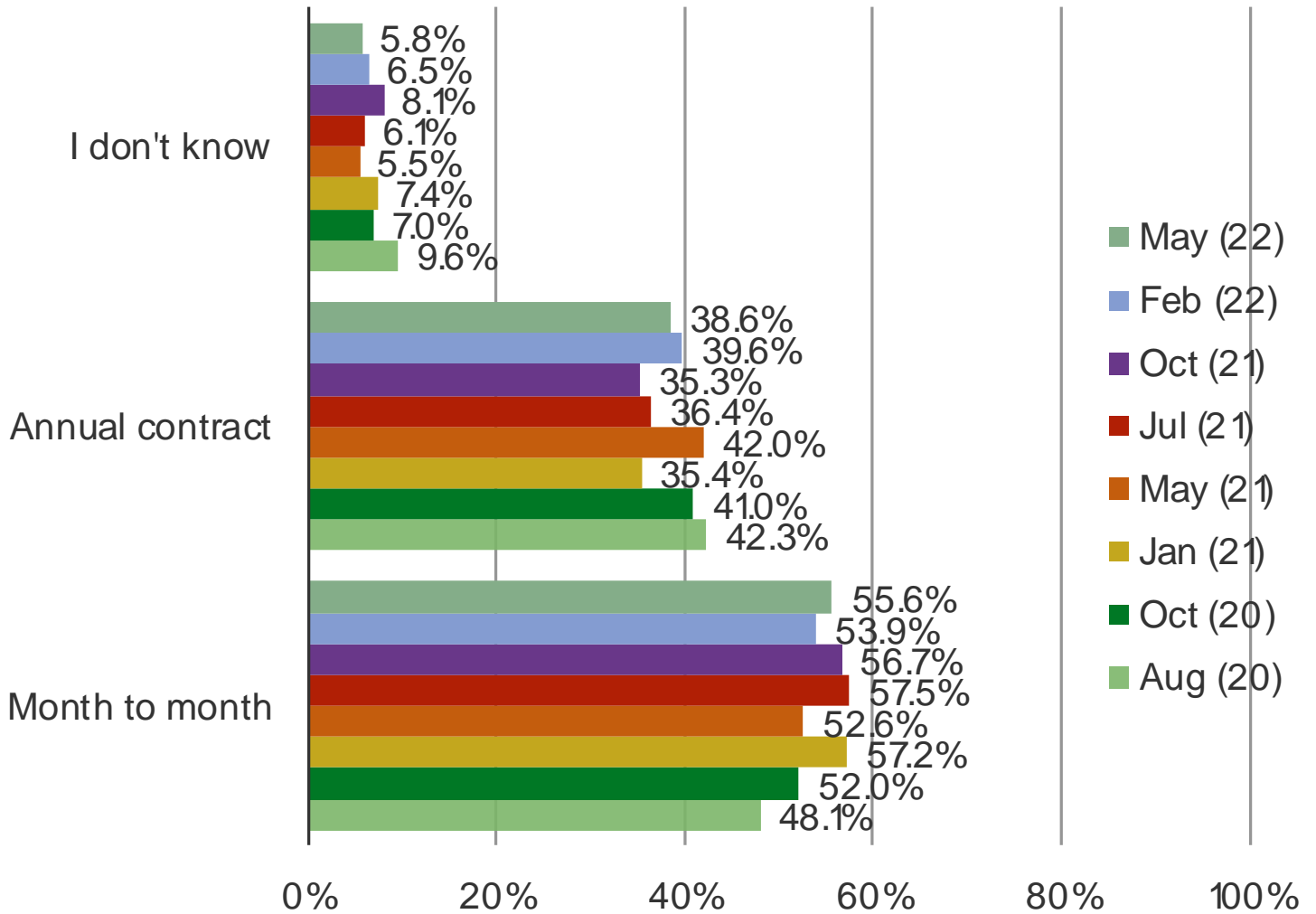


Posed to current Planet Fitness gym members (n = 115).



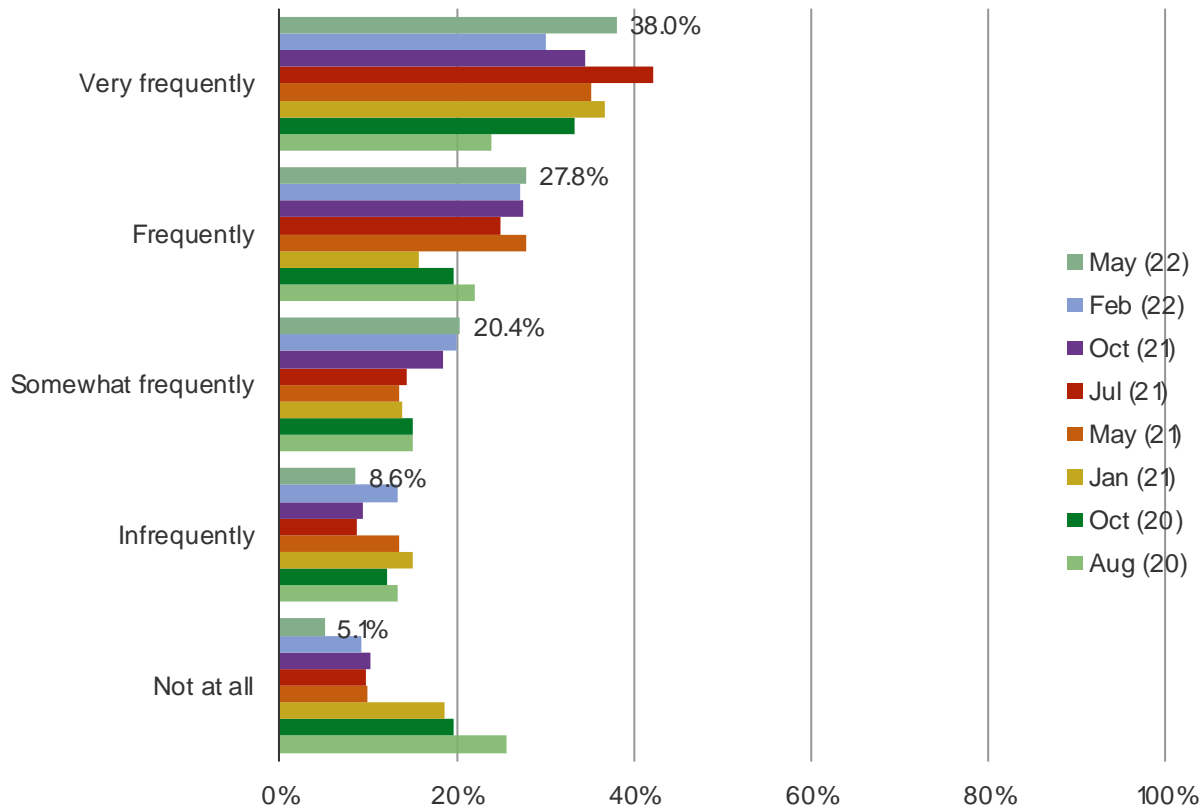
IS YOUR AGREEMENT WITH YOUR GYM...

Posed to current gym members.

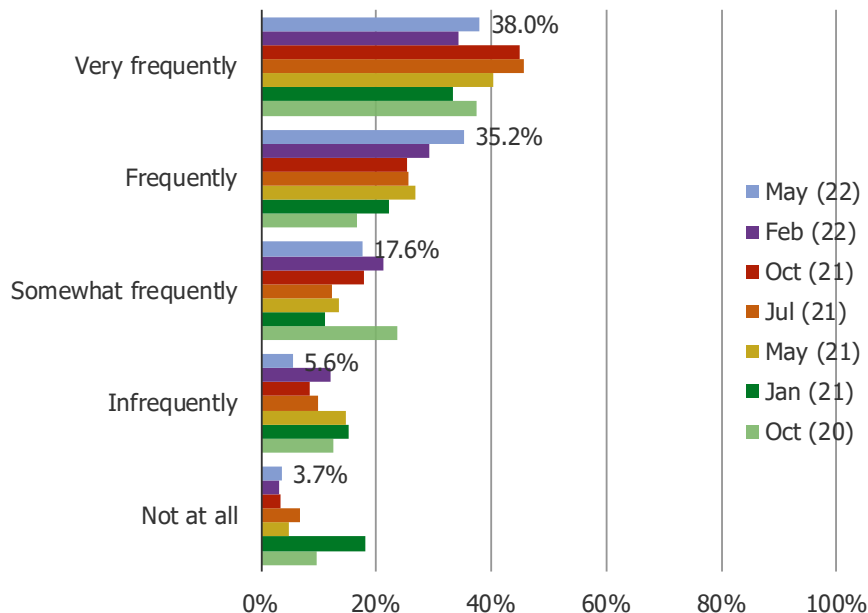


HOW OFTEN HAVE YOU BEEN GOING TO YOUR GYM IN THE PAST MONTH?

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

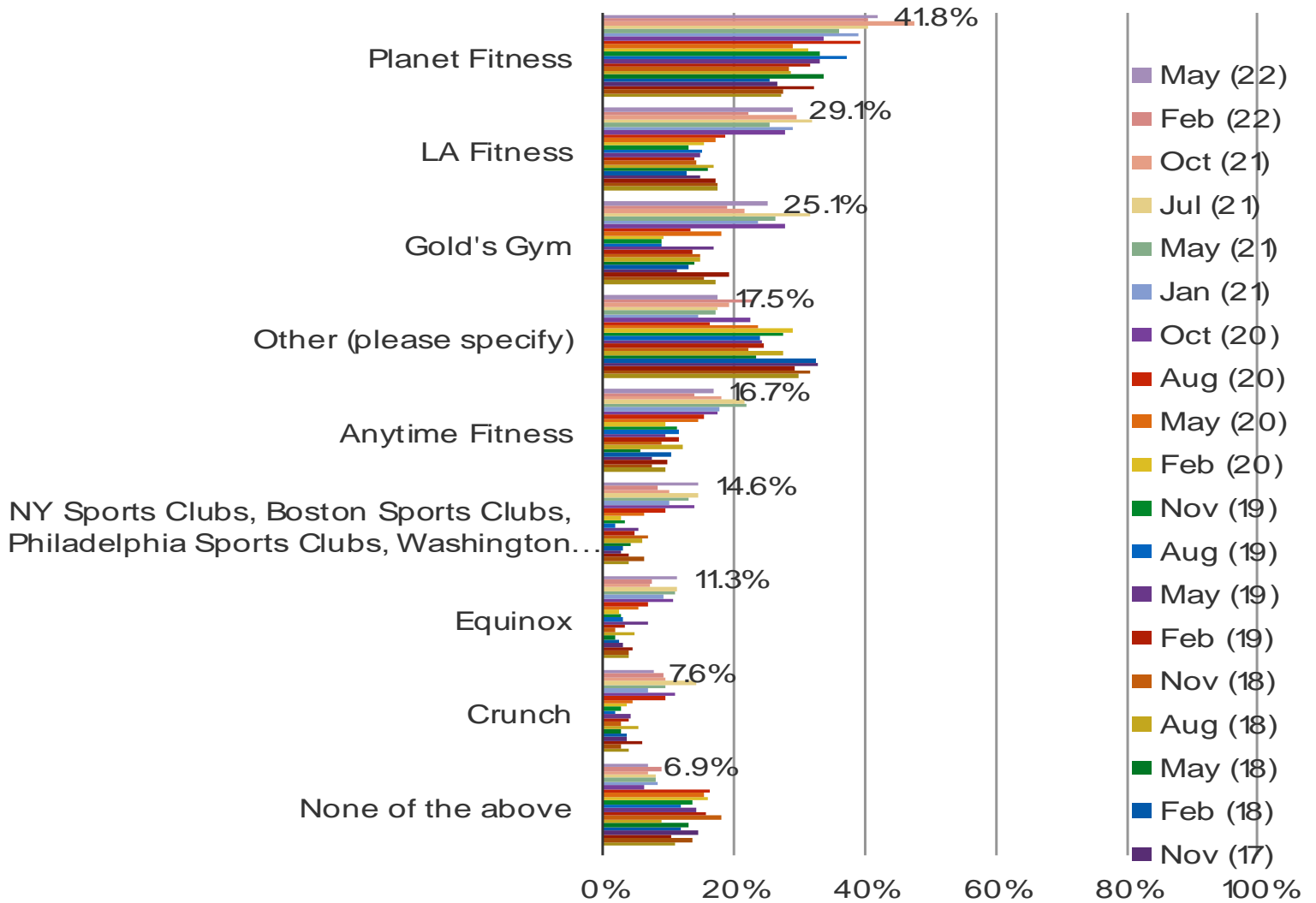


Posed to current Planet Fitness gym members who said their gym is open (n = 115).



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

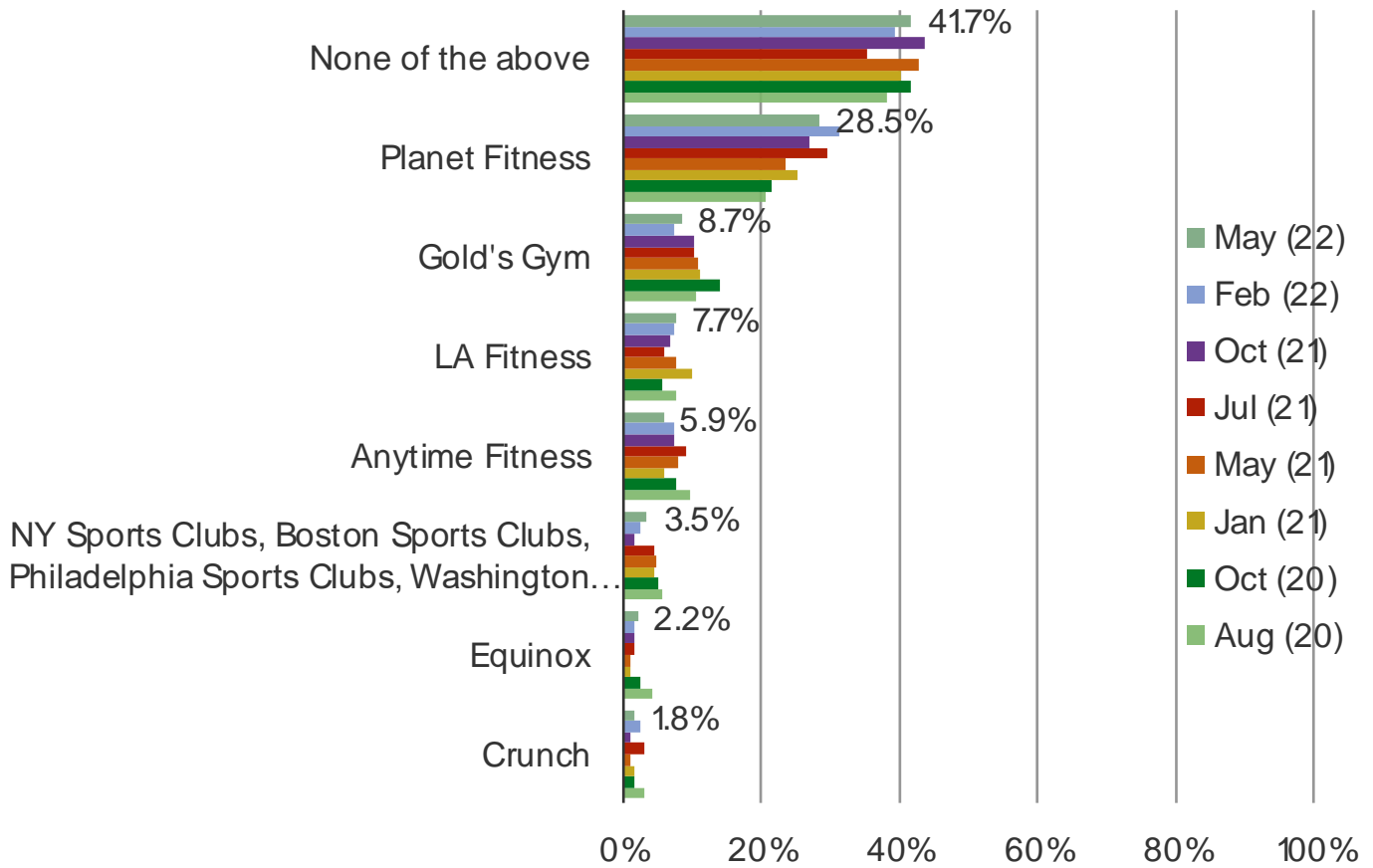
Posed to respondents who are currently gym members.





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

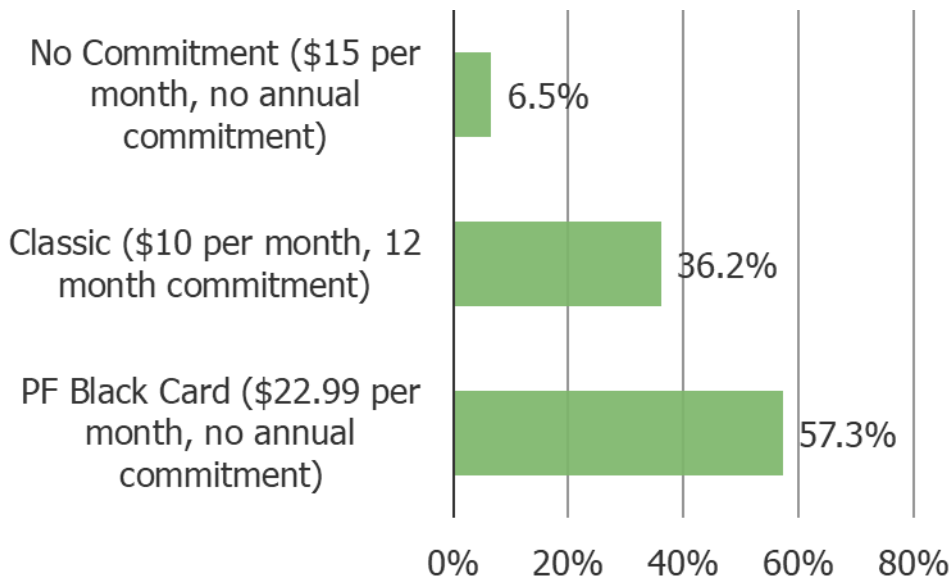
No Pain. No Gain.

Audience: 1,250 US Consumers  
Date: May 2022

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

Posed to Planet Fitness members.

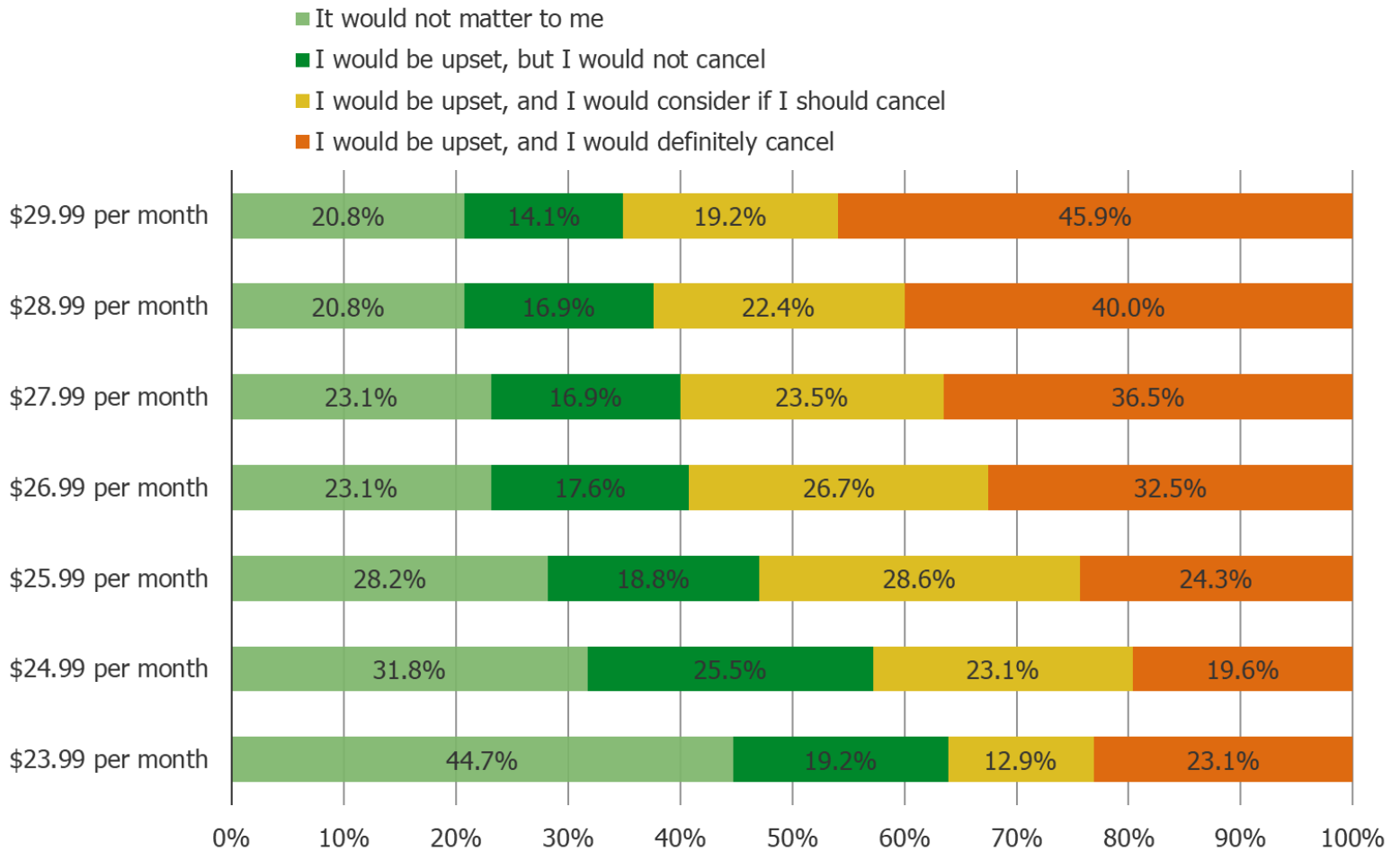
PF BLACK CARD <sup>®</sup> \$1 Down - No Commitment - Black Card!	CLASSIC \$10 Never Went So Far!	NO COMMITMENT No Commitment! No Catches! No Kidding!
Access to Any Club & All the Perks	Unlimited Access to Your Home Club	Cancel Anytime!
<b>\$22.99</b> /mo plus taxes and fees	<b>\$10</b> /mo plus taxes and fees	<b>\$15</b> /mo plus taxes and fees
<a href="#">Select</a>	<a href="#">Select</a>	<a href="#">Select</a>
Offer Expires August 1st	Offer Expires August 1st	Offer Expires August 1st
<b>What you get</b>	<b>What you get</b>	<b>What you get</b>
<ul style="list-style-type: none"> <li>✓ Unlimited Access to Home Club</li> <li>✓ Free Fitness Training</li> <li>✓ Free WiFi</li> <li>✓ Use of Any Planet Fitness Worldwide</li> <li>✓ Bring a Guest Anytime</li> <li>✓ Use of HydroMassage</li> <li>✓ Use of Tanning</li> <li>✓ Use of Total Body Enhancement</li> <li>✓ Use of Massage Chairs</li> <li>✓ 50% Off Drinks</li> <li>✓ Worldwide Travel Deals</li> <li>✓ 20% off at Reebok.com</li> </ul>	<ul style="list-style-type: none"> <li>✓ Unlimited Access to Home Club</li> <li>✓ Free Fitness Training</li> <li>✓ Free WiFi</li> <li>Use of Any Planet Fitness Worldwide</li> <li>Bring a Guest Anytime</li> <li>Use of HydroMassage</li> <li>Use of Tanning</li> <li>Use of Total Body Enhancement</li> <li>Use of Massage Chairs</li> <li>50% Off Drinks</li> <li>Worldwide Travel Deals</li> <li>20% off at Reebok.com</li> </ul>	<ul style="list-style-type: none"> <li>✓ Unlimited Access to Home Club</li> <li>✓ Free Fitness Training</li> <li>✓ Free WiFi</li> <li>Use of Any Planet Fitness Worldwide</li> <li>Bring a Guest Anytime</li> <li>Use of HydroMassage</li> <li>Use of Tanning</li> <li>Use of Total Body Enhancement</li> <li>Use of Massage Chairs</li> <li>50% Off Drinks</li> <li>Worldwide Travel Deals</li> <li>20% off at Reebok.com</li> </ul>
<b>How you get it</b>	<b>How you get it</b>	<b>How you get it</b>
Startup Fee <b>\$1</b>	Startup Fee <b>\$10</b>	Startup Fee <b>\$15</b>
Monthly Dues <b>\$22.99</b>	Monthly Dues <b>\$10</b>	Monthly Dues <b>\$15</b>
Annual Fee <b>\$39</b>	Annual Fee <b>\$39</b>	Annual Fee <b>\$39</b>
Commitment <b>no</b>	Commitment <b>12 month</b>	Commitment <b>no</b>



N = 445 (combining results from May 2022 and prior 3 waves 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?

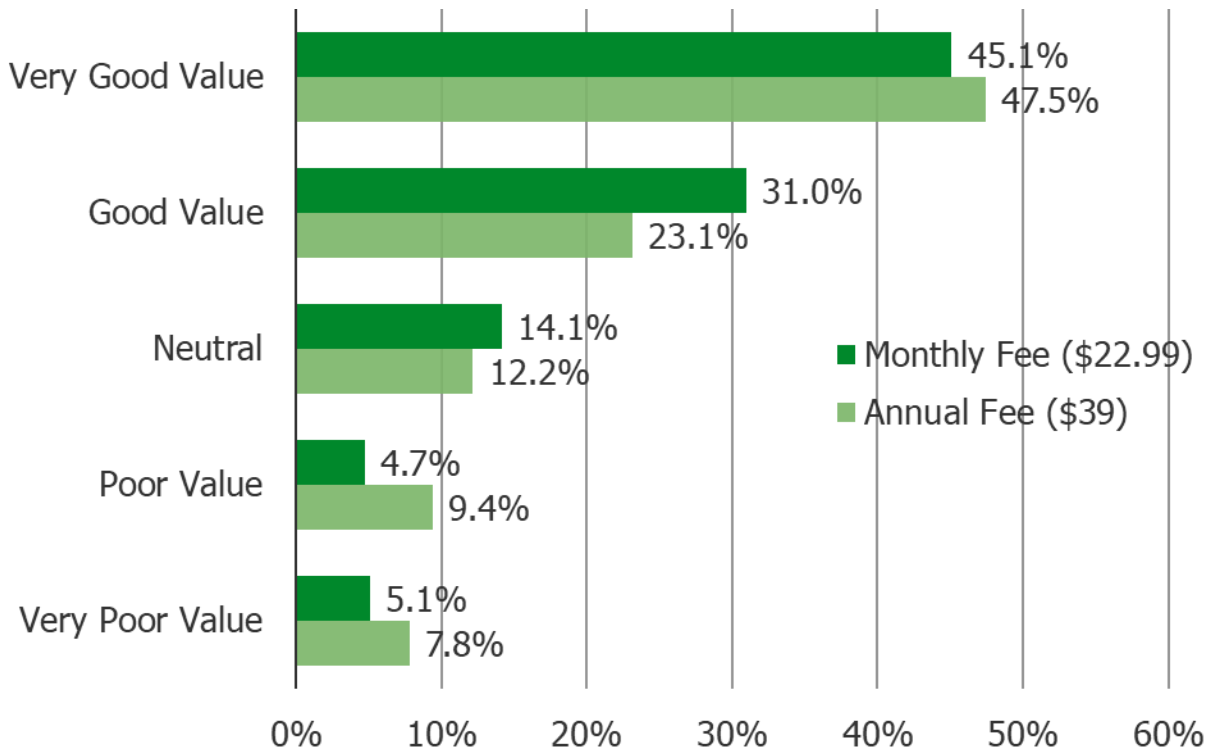
Posed to Planet Fitness members who have the PF Black Card membership.



N = 255 (combining results from May 2022 and prior 3 waves to achieve a large N size)

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

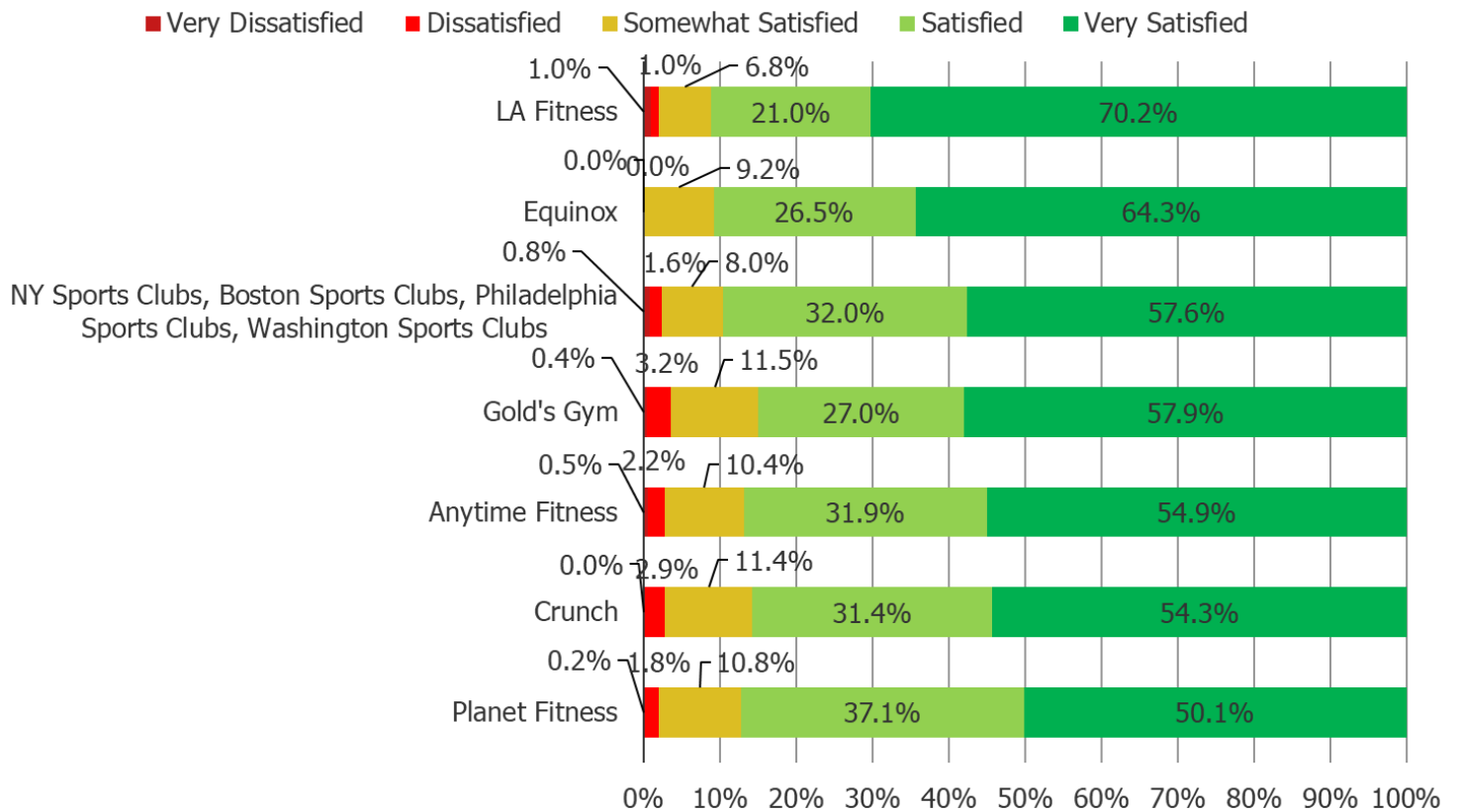
Posed to Planet Fitness members who have the PF Black Card membership.



N = 255 (combining results from May 2022 and prior 3 waves to achieve a large N size)

HOW SATISFIED ARE YOU WITH YOUR GYM MEMBERSHIP?

Posed to respondents who are members with each of the following gyms.

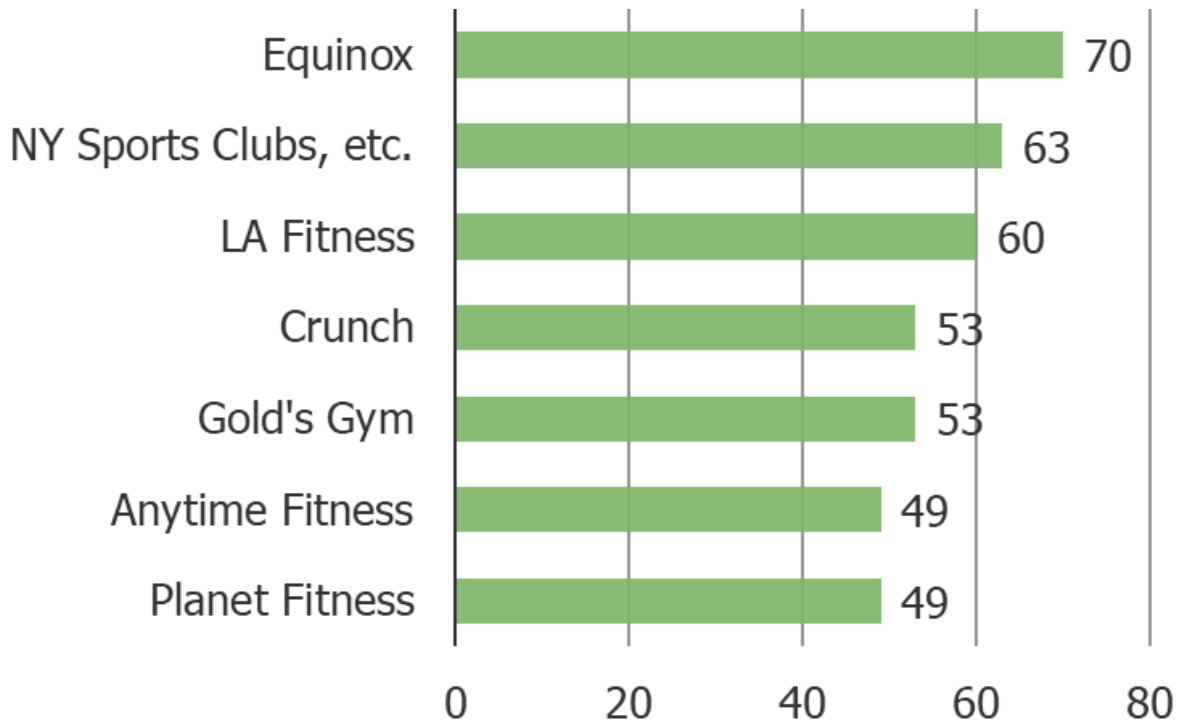


	N =
LA Fitness	295
Planet Fitness	445
Gold's Gym	252
Anytime Fitness	182
NY Sports Clubs, etc	125
Equinox	98
Crunch	105

N = 255 (combining results from May 2022 and prior 3 waves to achieve a large N size)

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

Posed to members of the below.



	N =
LA Fitness	295
Planet Fitness	445
Gold's Gym	252
Anytime Fitness	182
NY Sports Clubs, etc	125
Equinox	98
Crunch	105

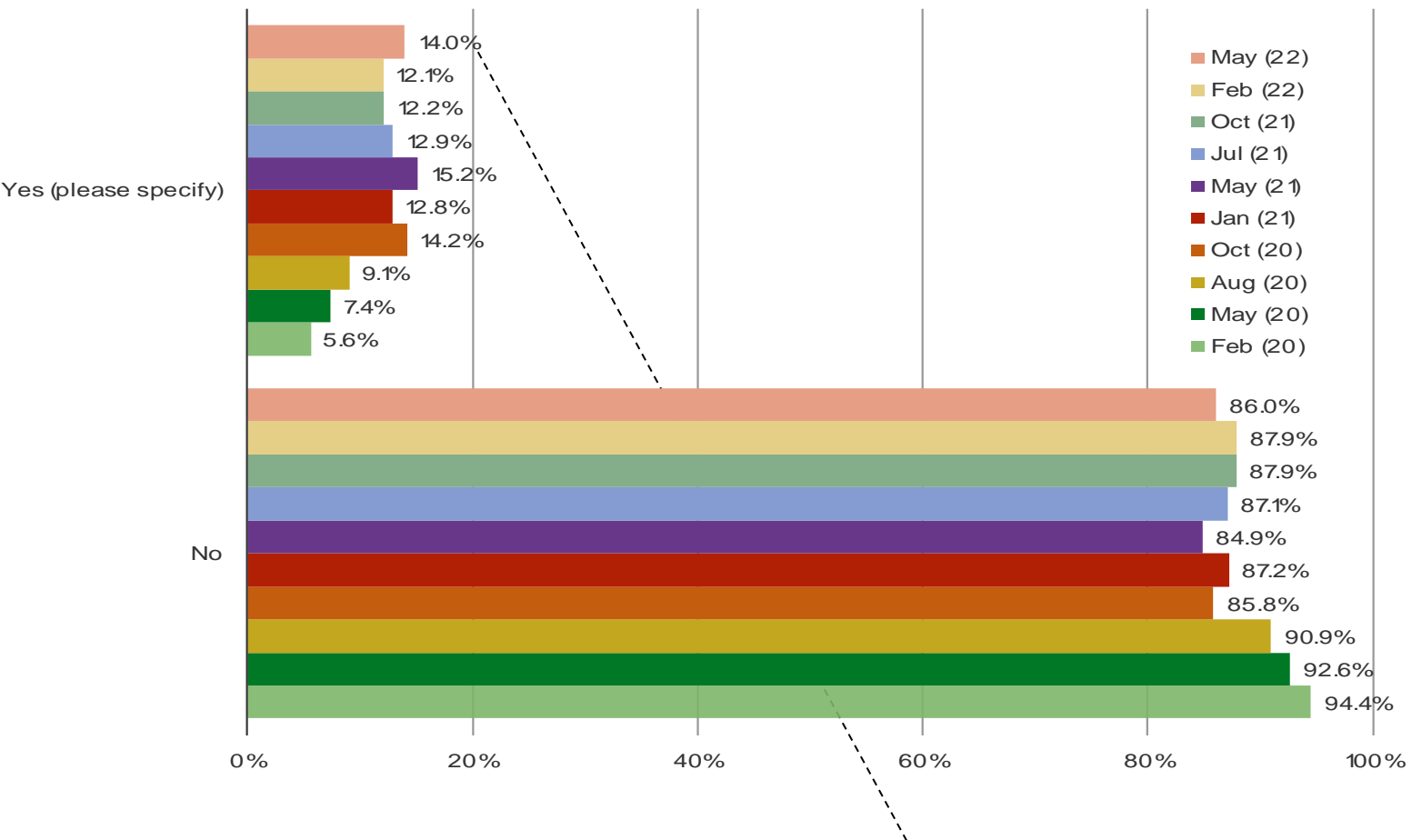
N = 255 (combining results from May 2022 and prior 3 waves to achieve a large N size)

## AT-HOME FITNESS



ARE THERE ANY FITNESS PRODUCTS OR SERVICES THAT YOU WOULD LIKE TO BUY OR SIGN UP FOR THAT YOU DON'T ALREADY USE NOW?

Posed to respondents who exercise

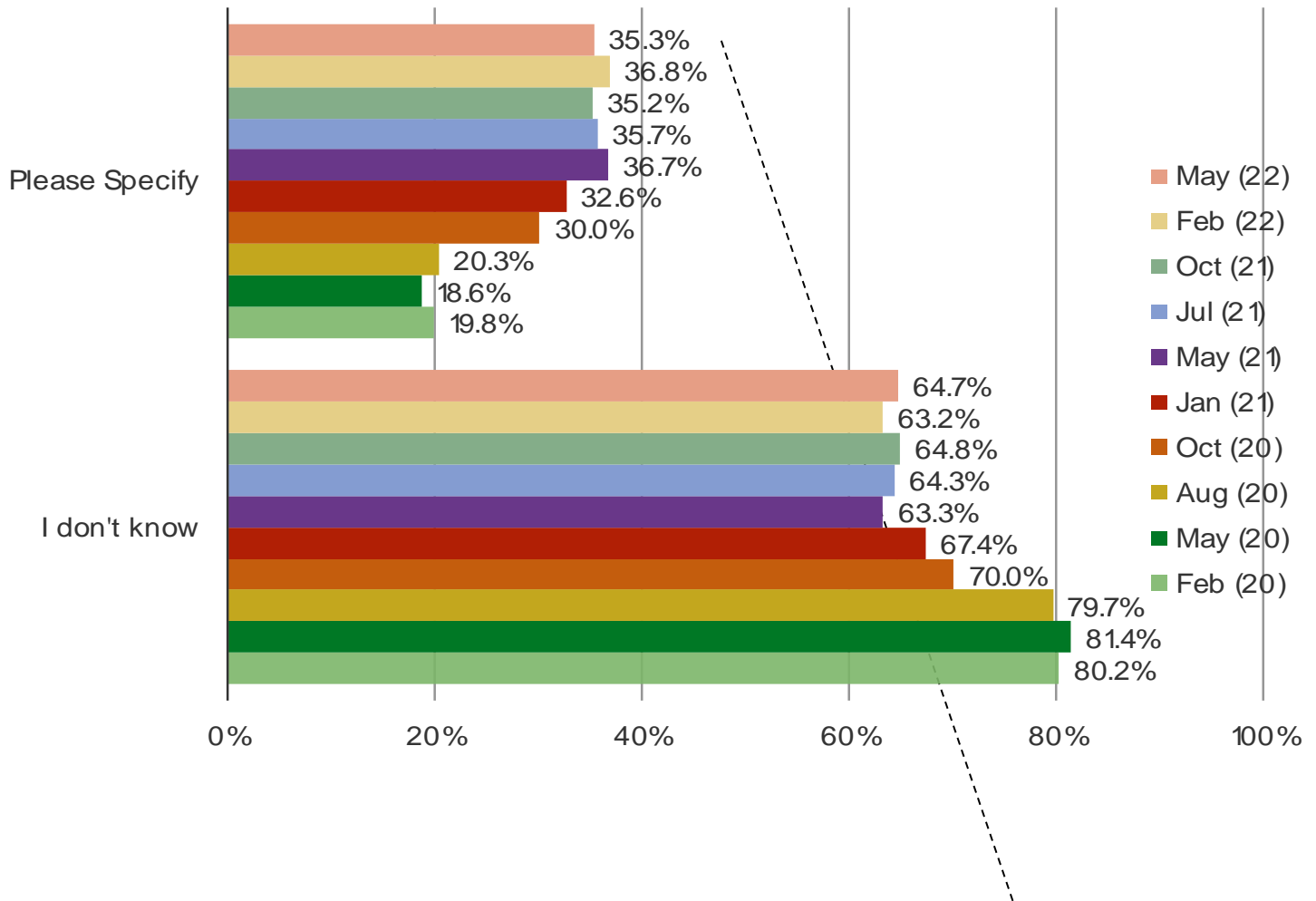


TREADMILL  
 PELOTON

WATERAEROBICS TONAL GYM PLANET FITNESS APPLE

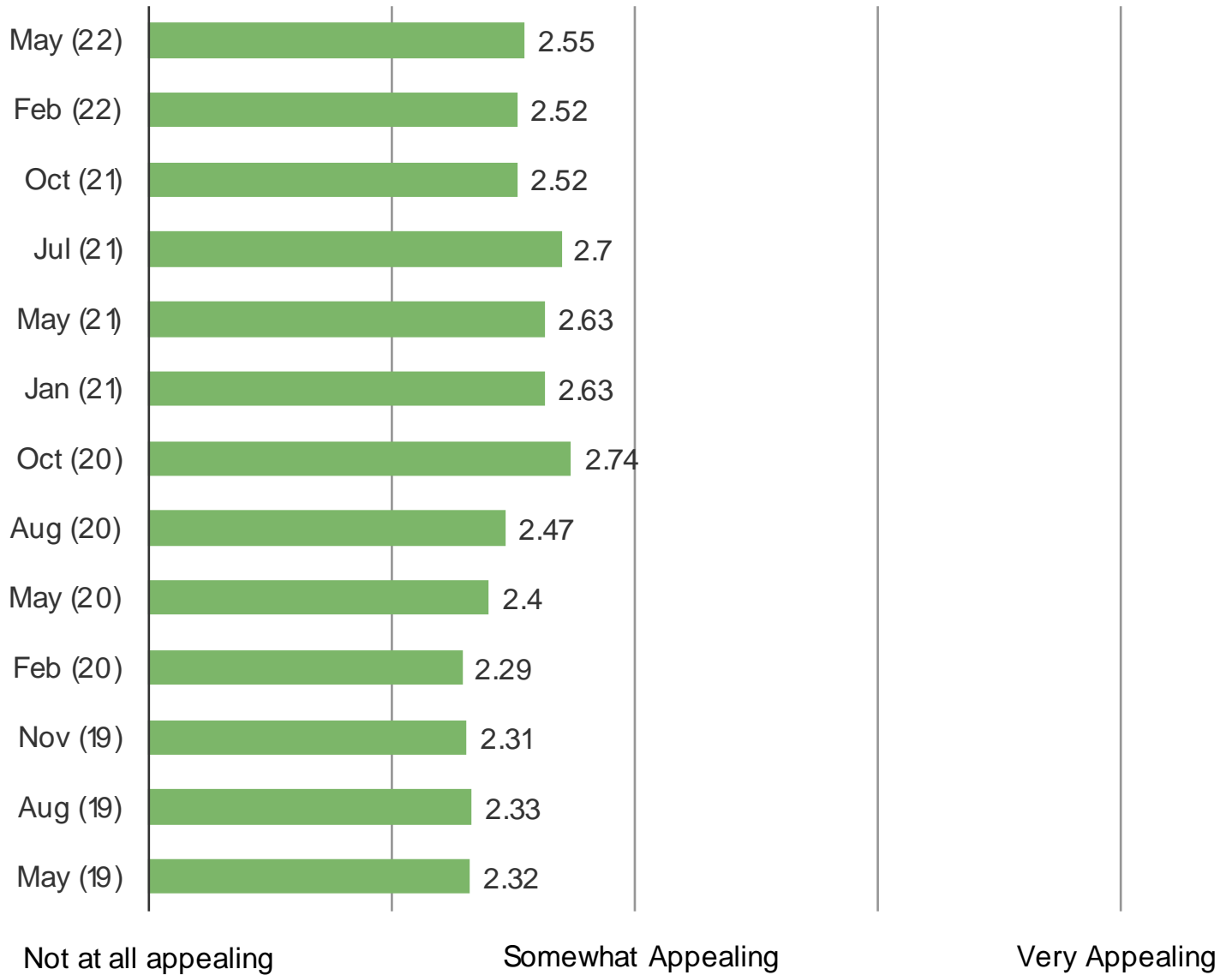
WHEN YOU THINK OF AT-HOME FITNESS BRANDS, WHICH COMES TO MIND FIRST?

Posed to respondents who exercise



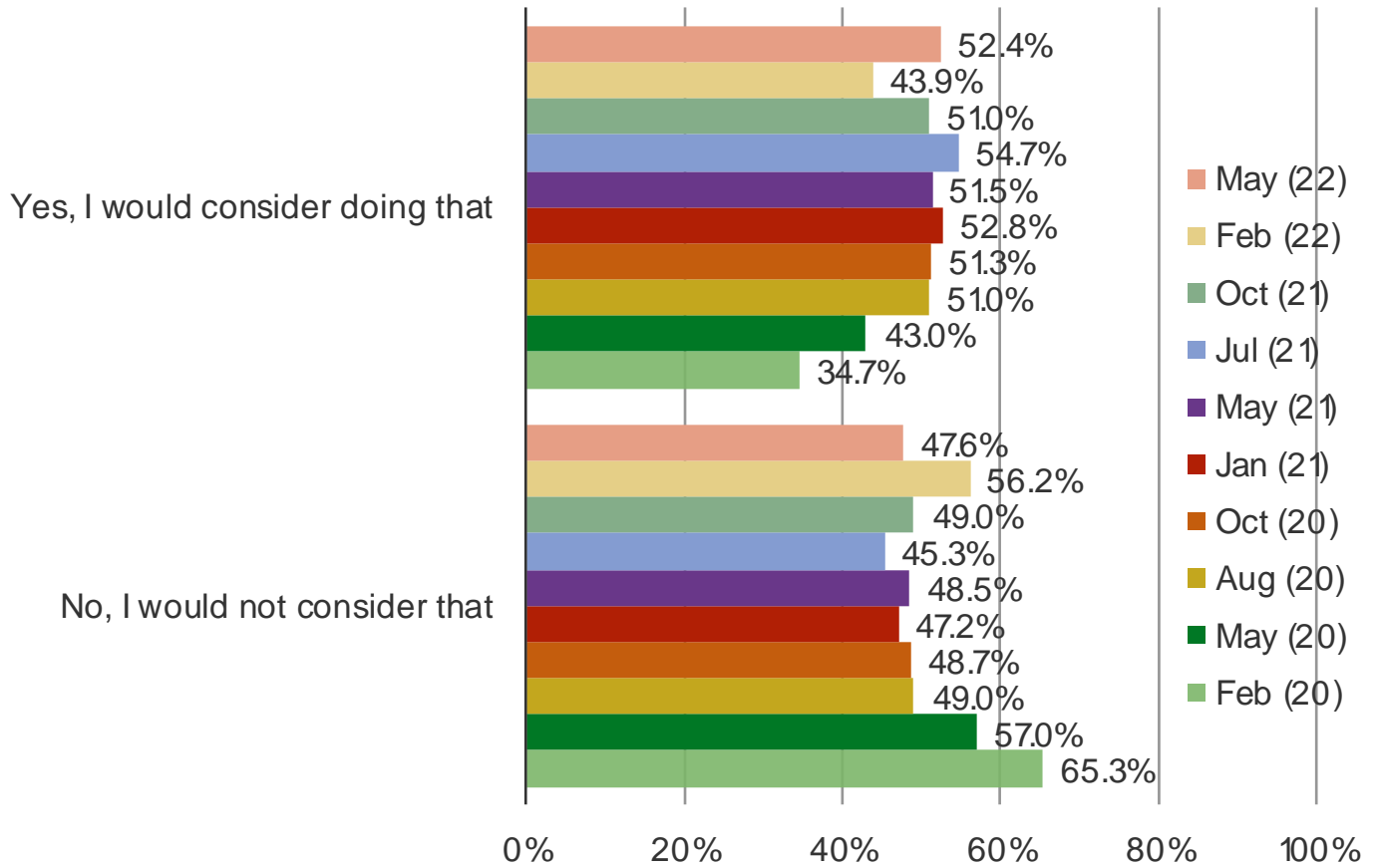
WOULD YOU FIND IT APPEALING TO BE ABLE TO PARTICIPATE IN AN EXERCISE CLASS ENVIRONMENT WHERE YOU WATCH A LIVE INSTRUCTOR AND COMPETE AGAINST OTHER PEOPLE FROM YOUR OWN HOME?

Posed to all respondents



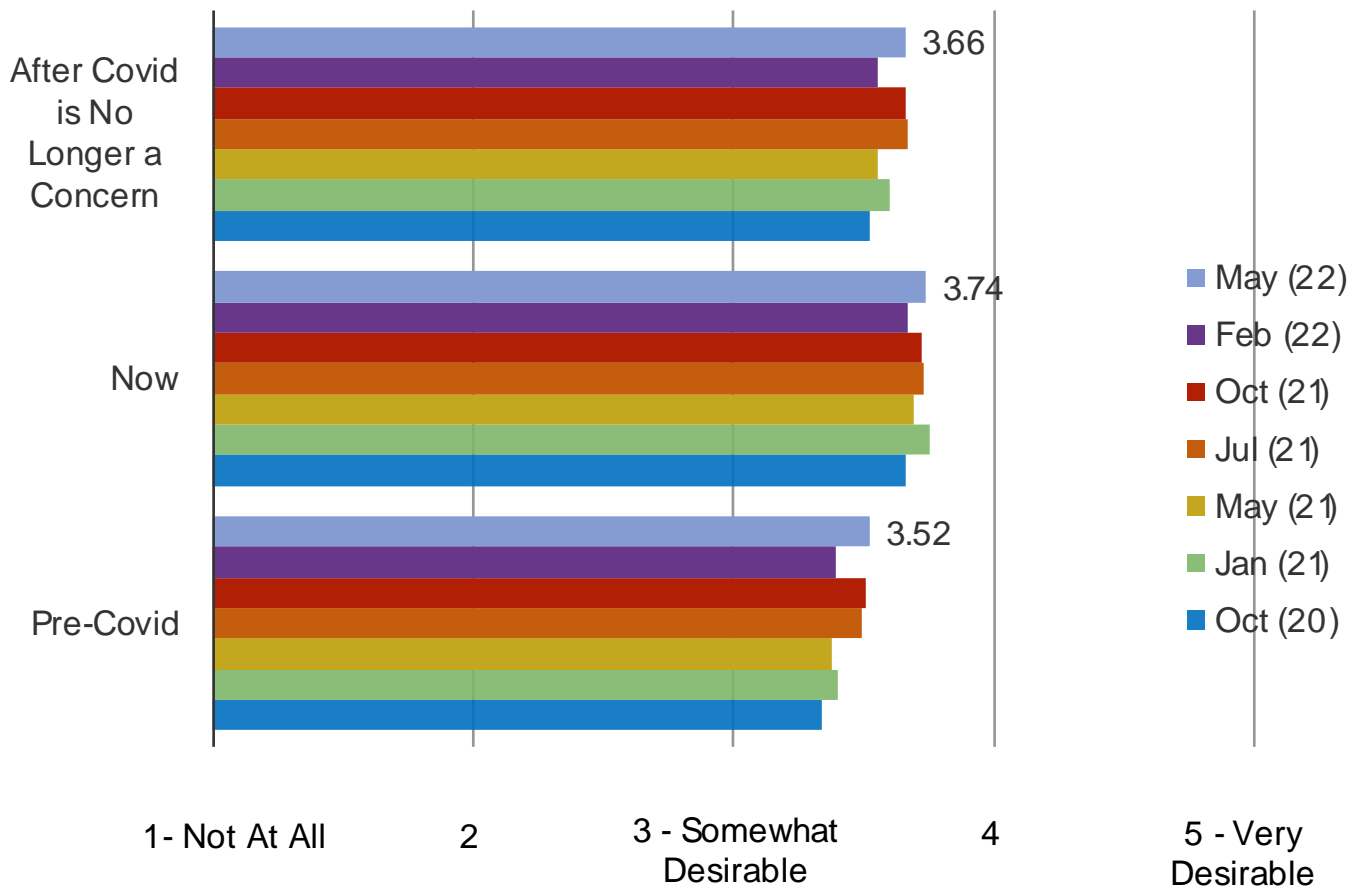
WOULD YOU CONSIDER DROPPING YOUR GYM MEMBERSHIP TO USE ONLY IN-HOME EXERCISE EQUIPMENT?

Posed to respondents WITH gym memberships



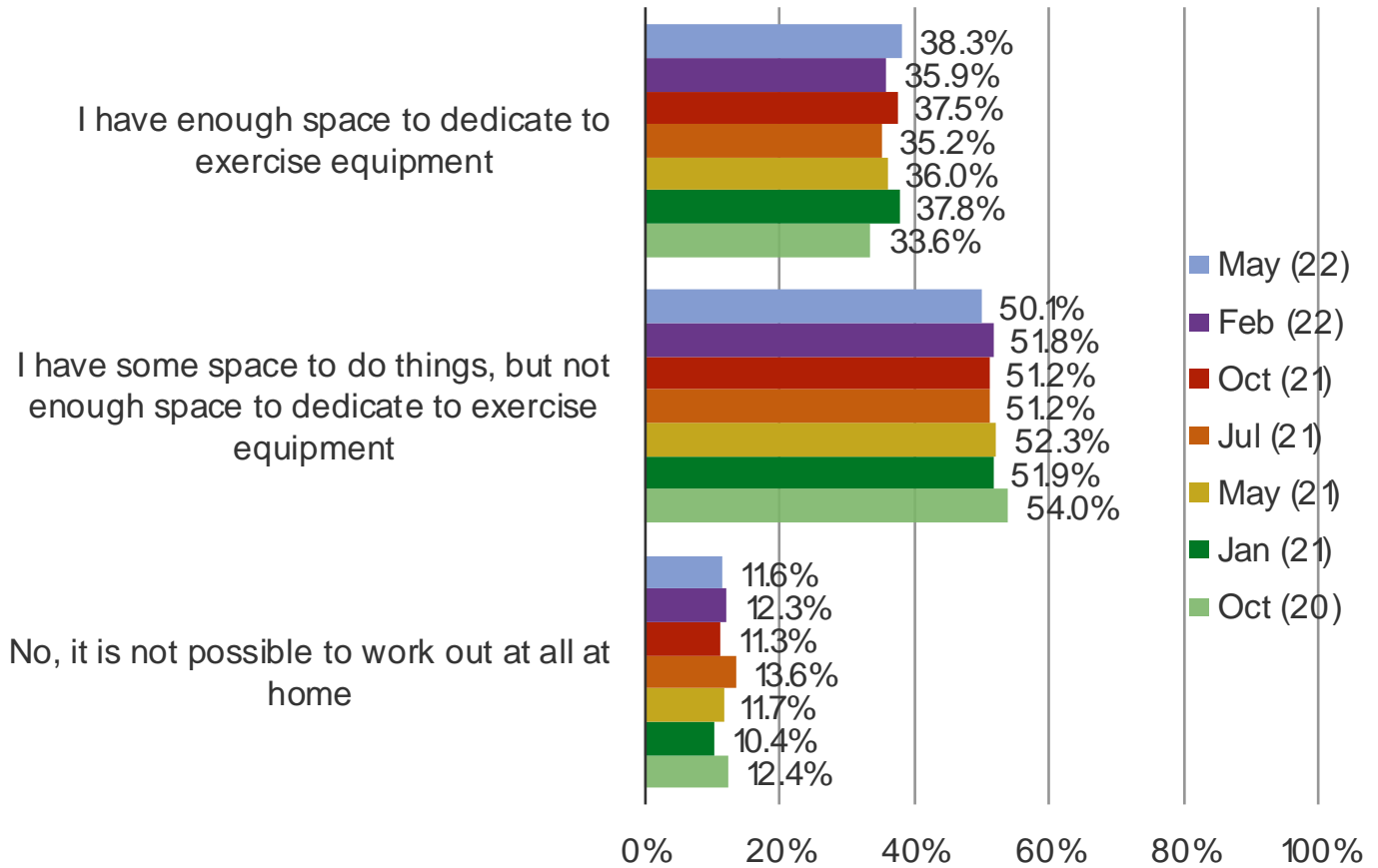
PLEASE RATE HOW DESIRABLE YOU WOULD FIND IT TO EXERCISE AT HOME?

Posed to current gym members.



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

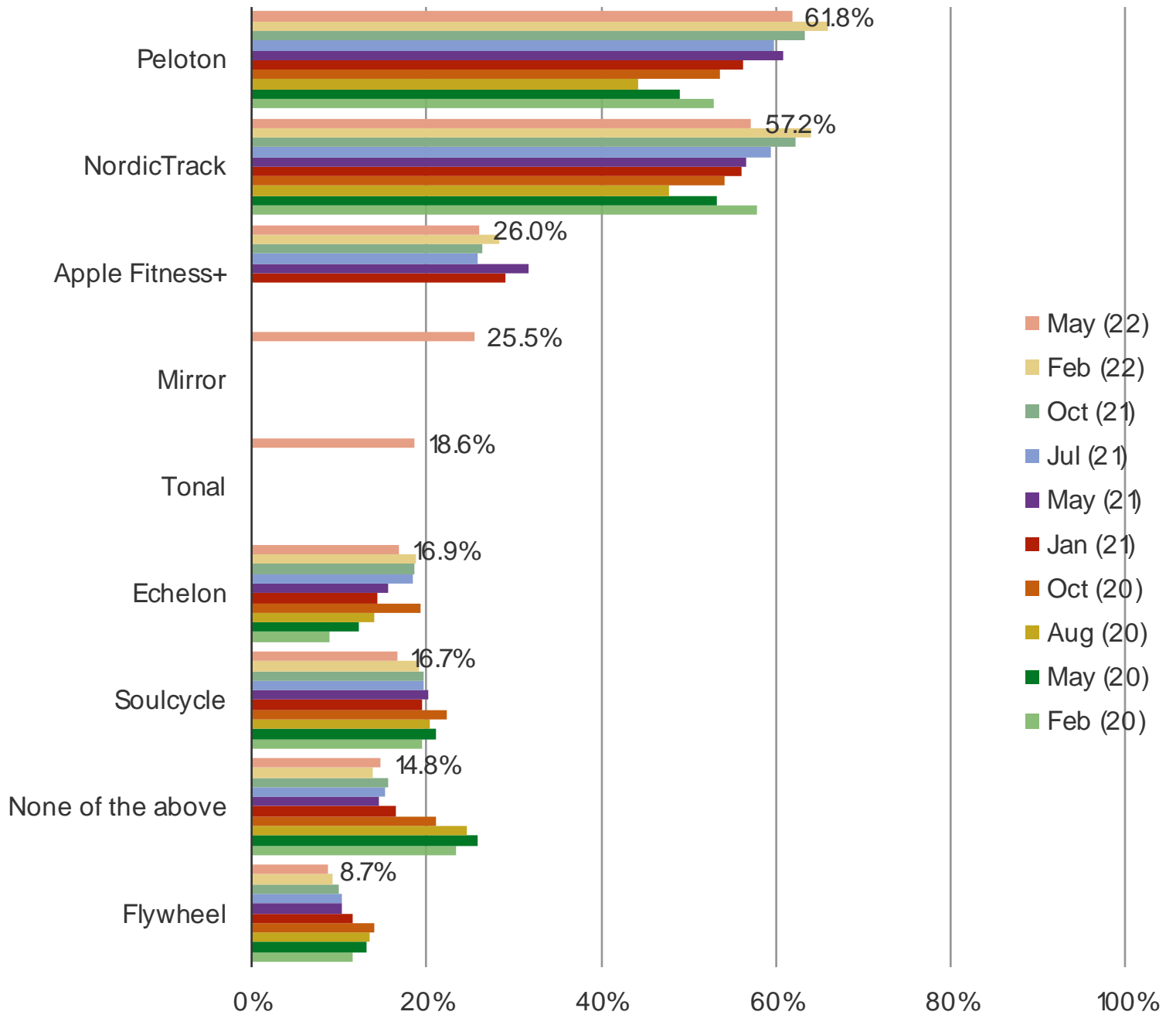
Posed to current gym members.



## AT-HOME FITNESS BRANDS

HAVE YOU HEARD OF ANY OF THE FOLLOWING?

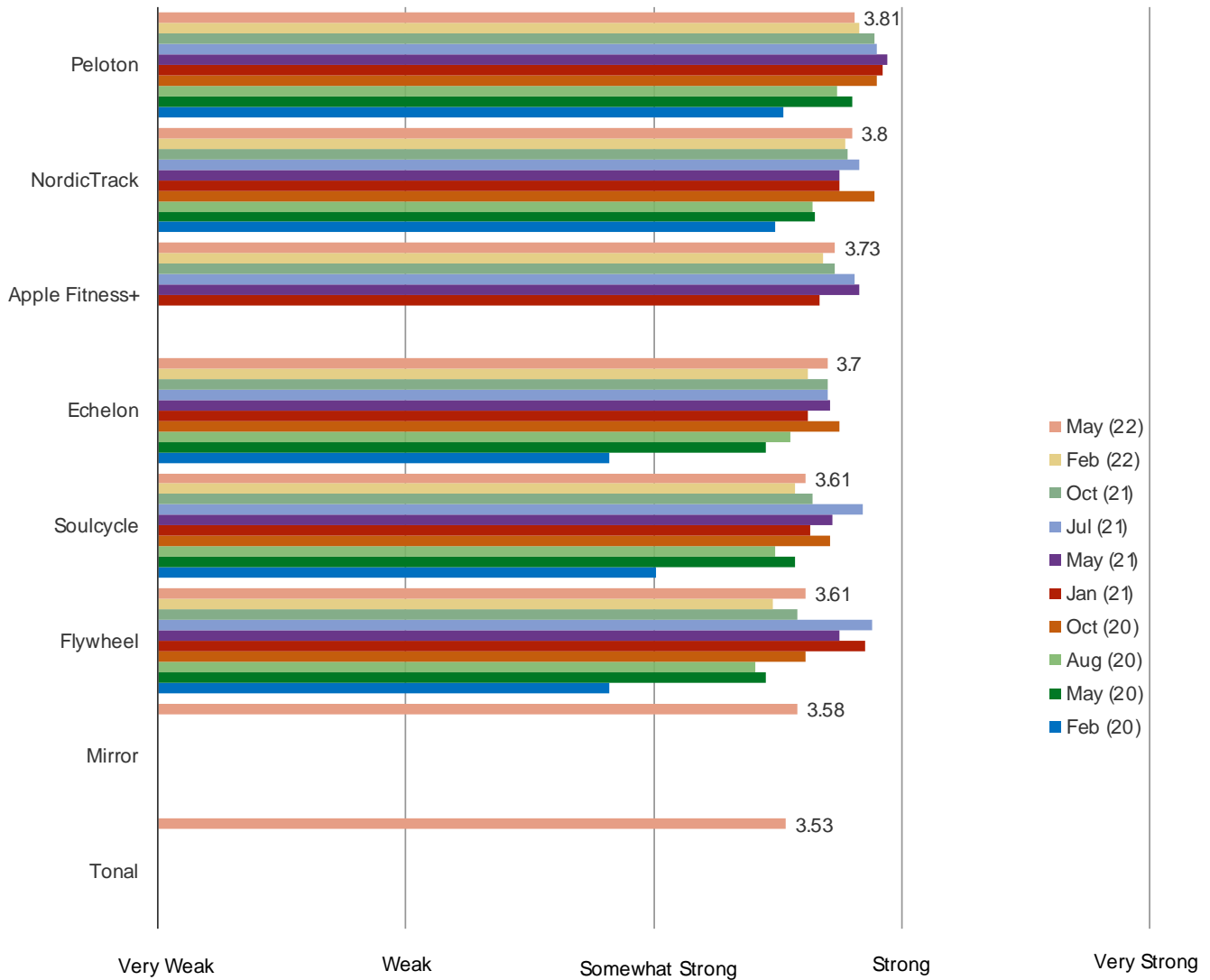
Posed to all respondents





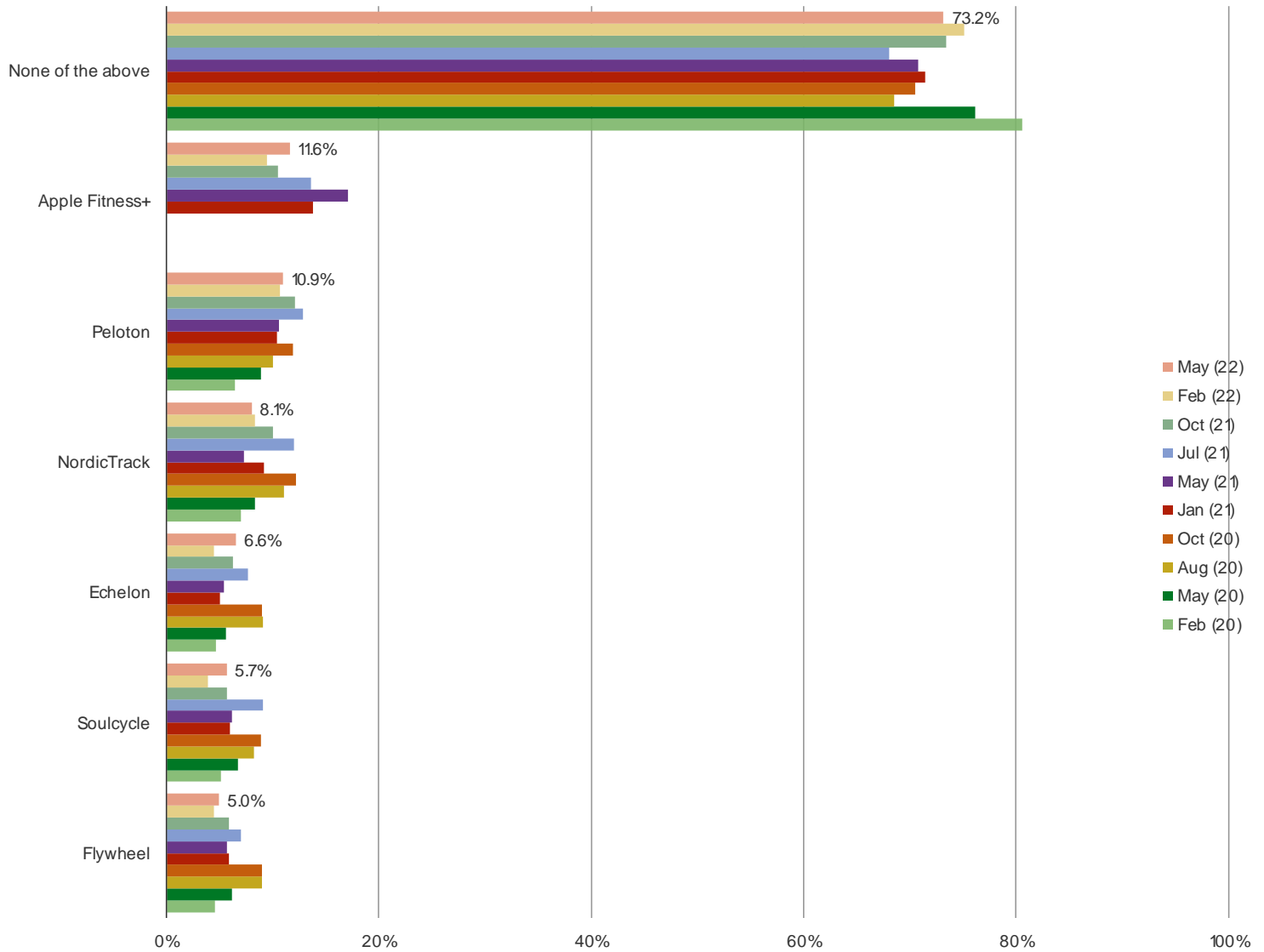
HOW STRONG OF A "FITNESS BRAND" DO YOU CONSIDER THE FOLLOWING TO BE?

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)

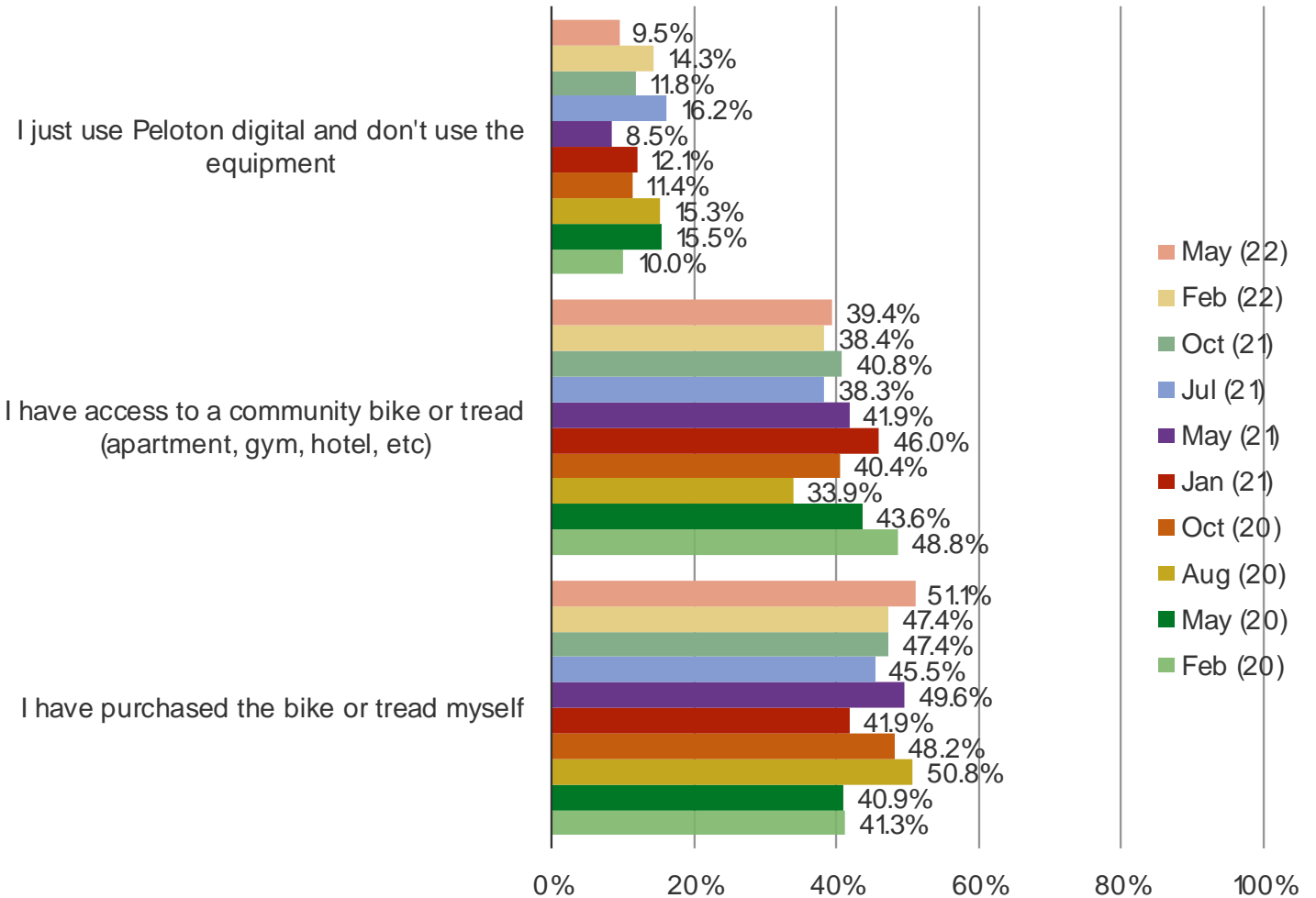
Posed to all respondents



## PELOTON CUSTOMERS

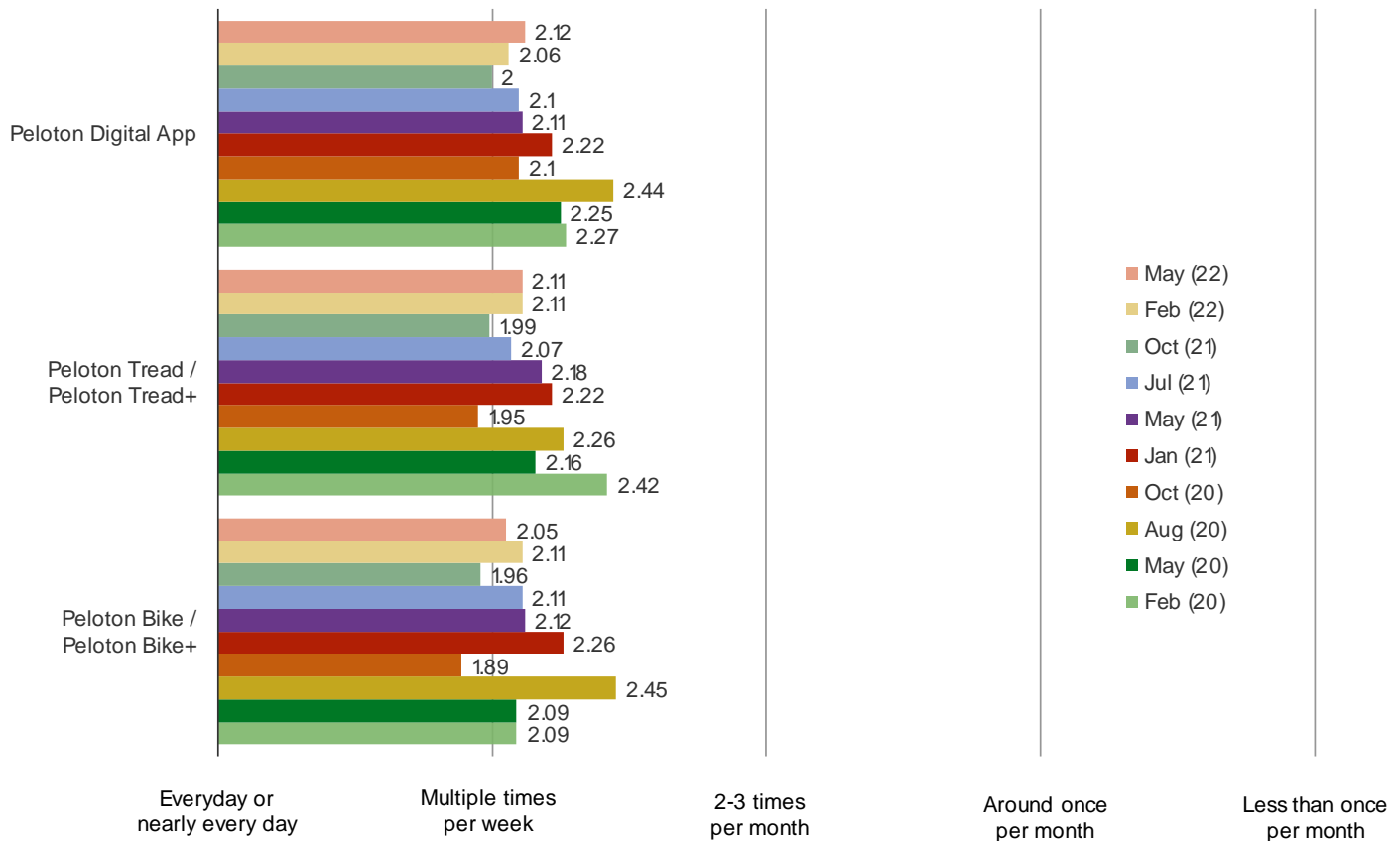
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF PELOTON?

Posed to Peloton owners



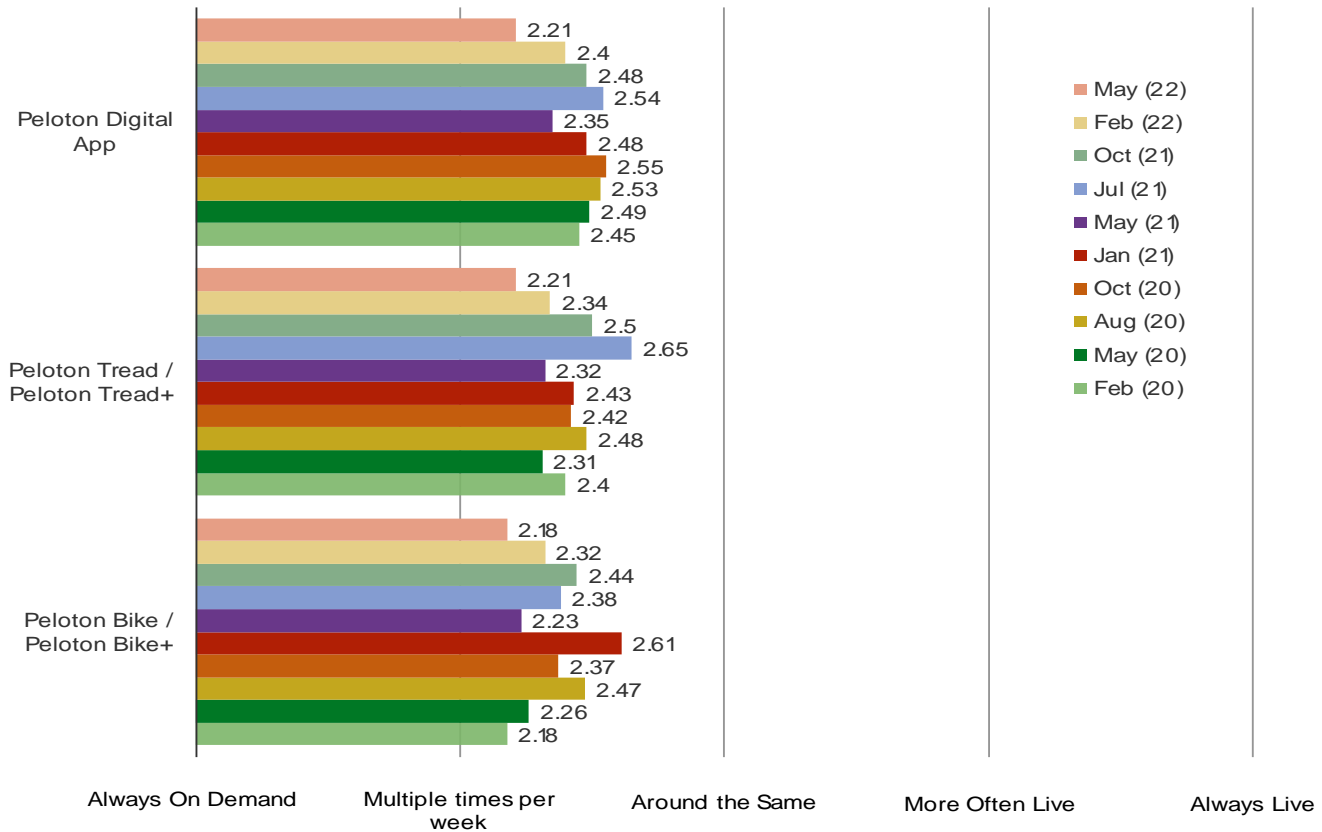
HOW OFTEN DO YOU USE THE FOLLOWING?

Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment). | N = ~118



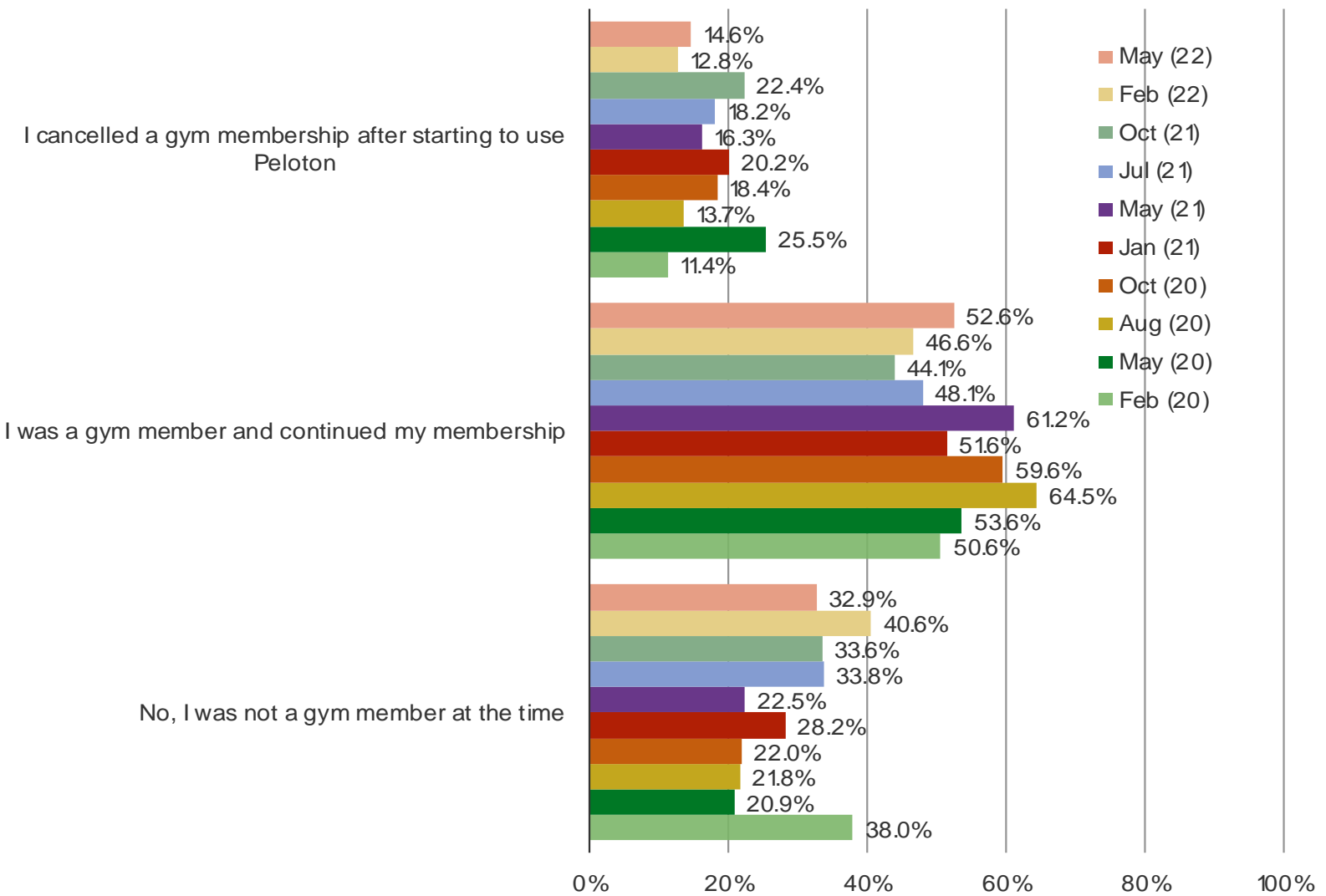
HOW OFTEN DO YOU TAKE LIVE CLASSES VS. ON DEMAND?

Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment). N = ~118



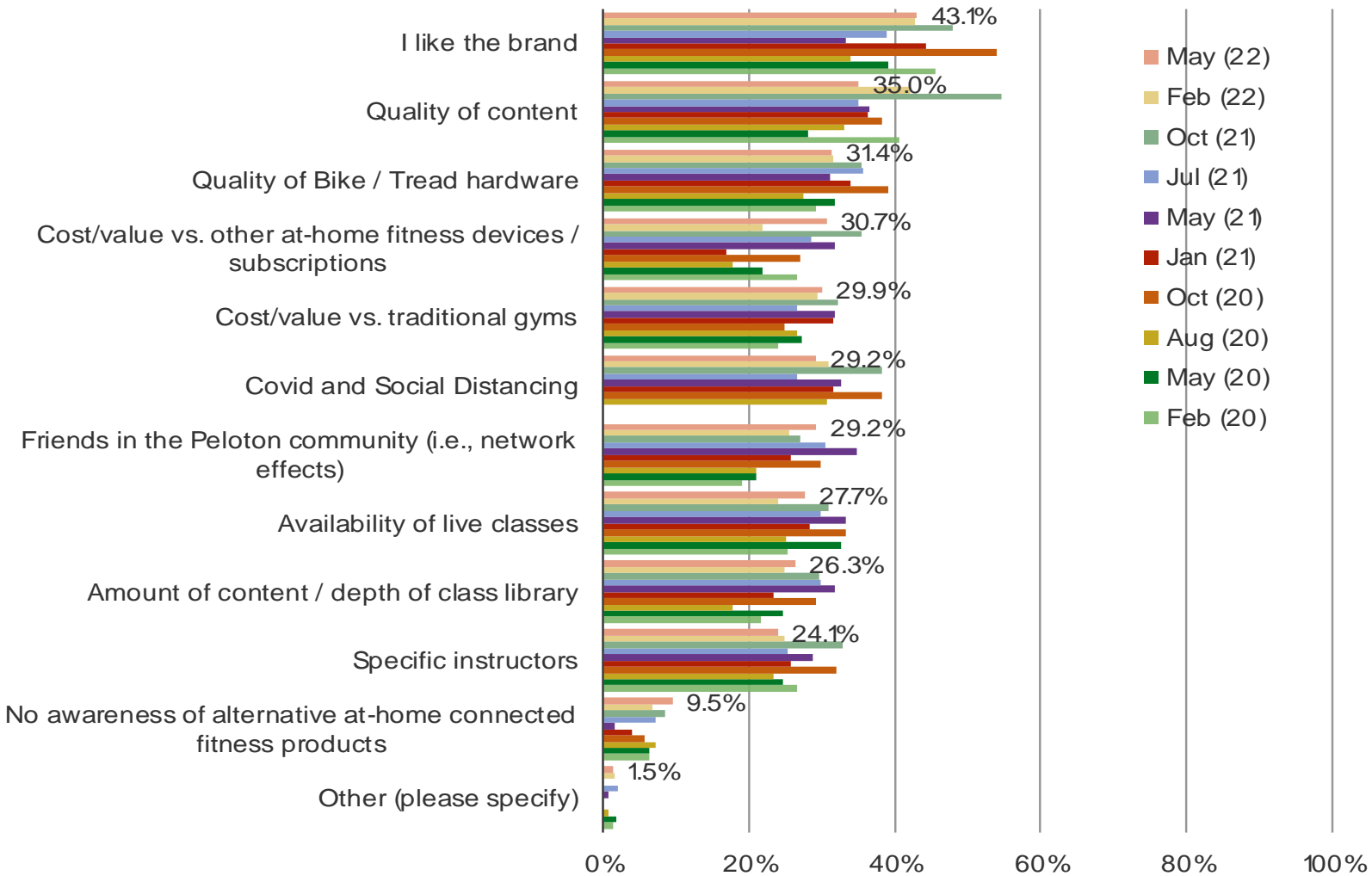
DID YOU CANCEL A GYM MEMBERSHIP AFTER YOU STARTED USING PELOTON?

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).

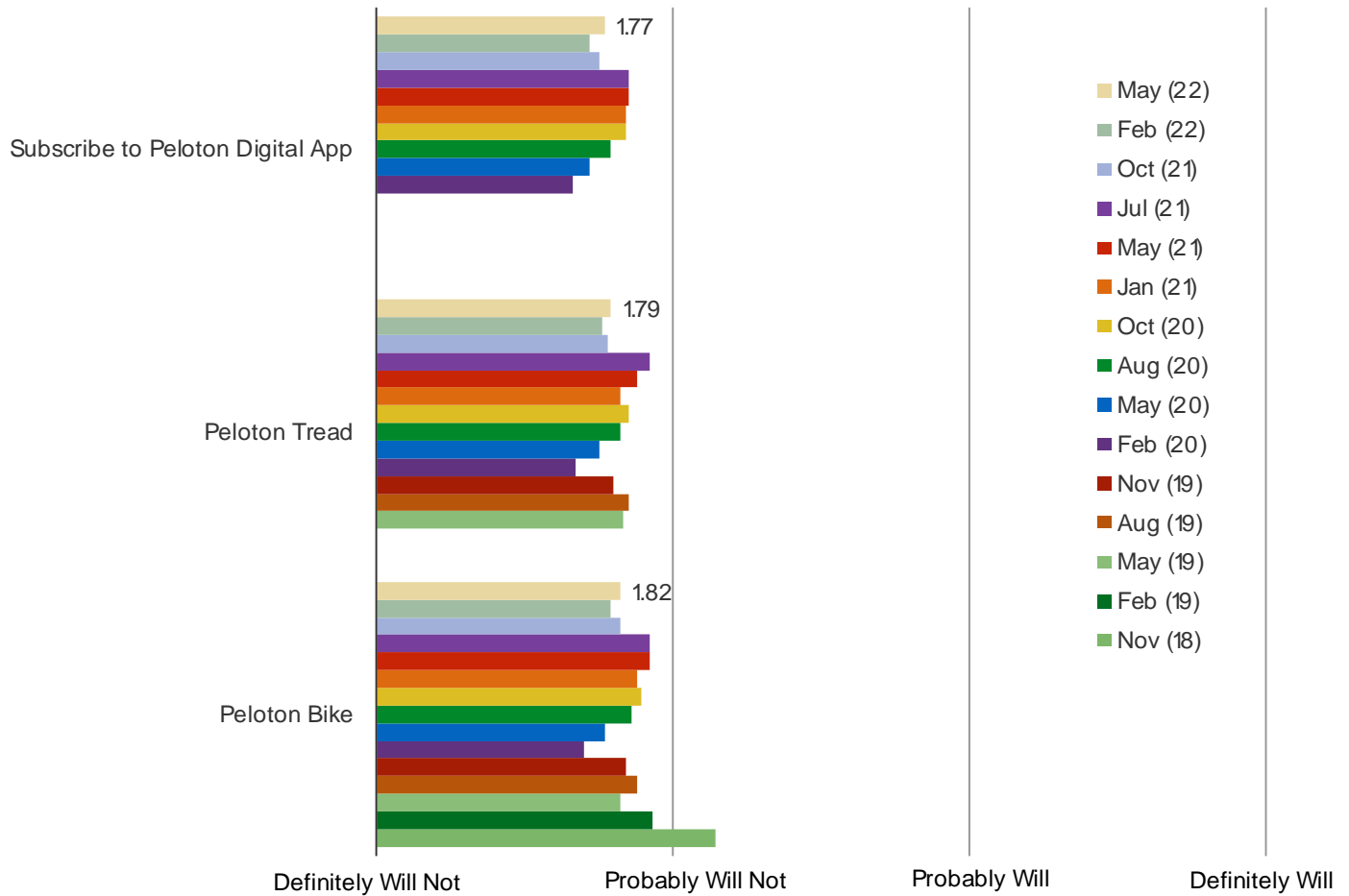




## NON PELOTON CUSTOMERS

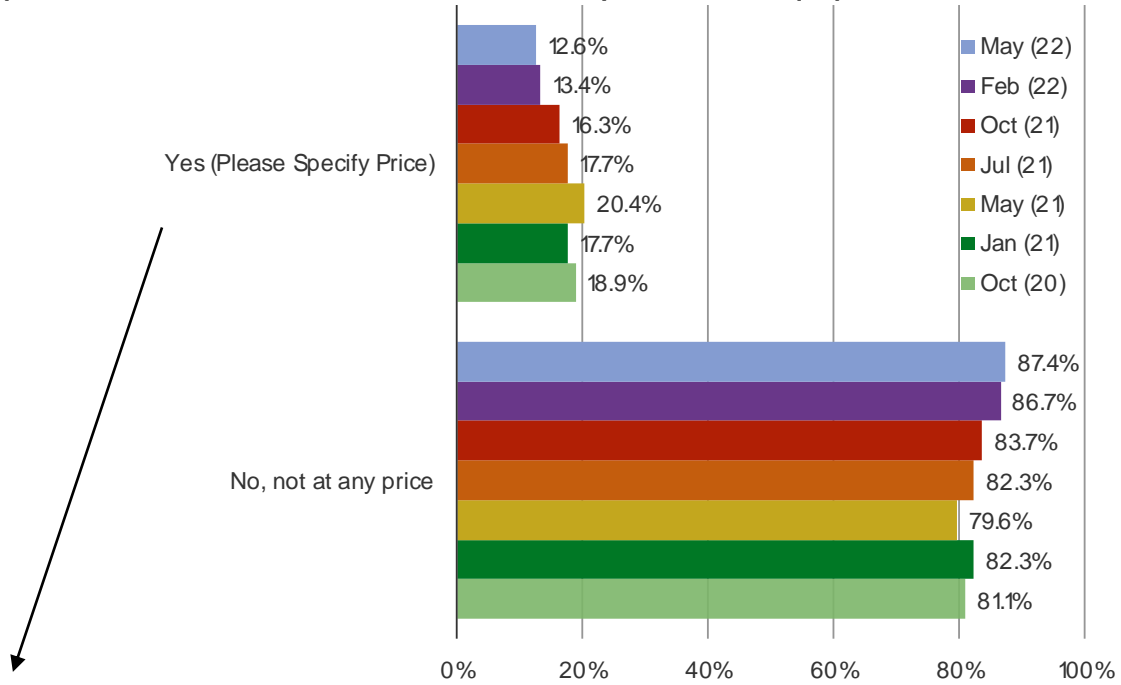
HOW LIKELY ARE YOU TO BUY THE PELOTON EQUIPMENT IN THE FUTURE OR SIGN UP FOR THE DIGITAL APP?

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.

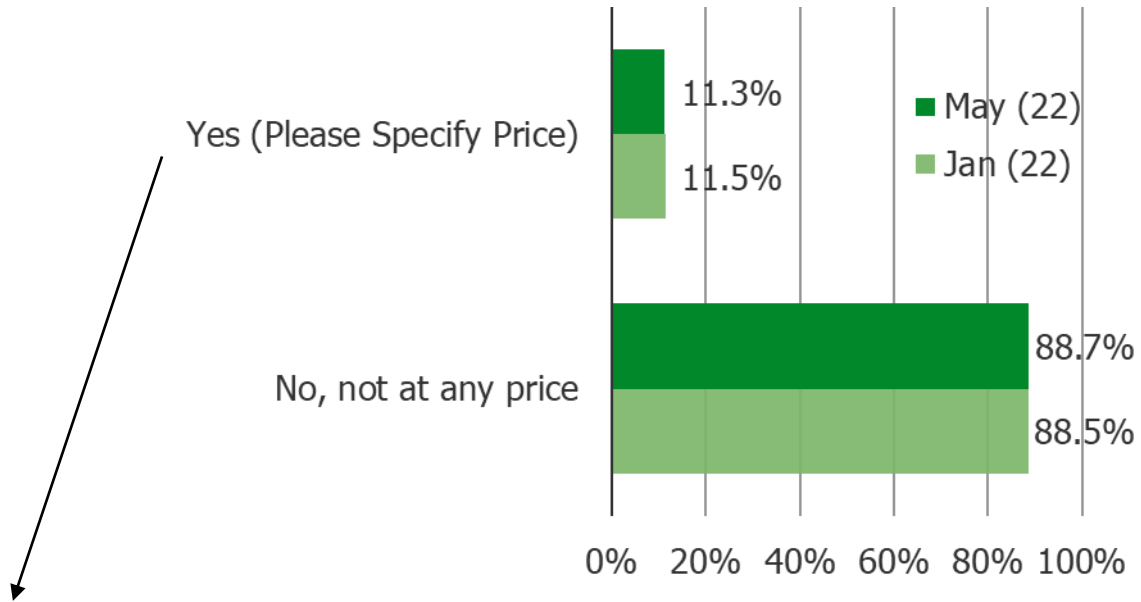


Average Across Prior 5 Quarterly Volumes: \$732

Respondents had to choose a number between 100 and 1895

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

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



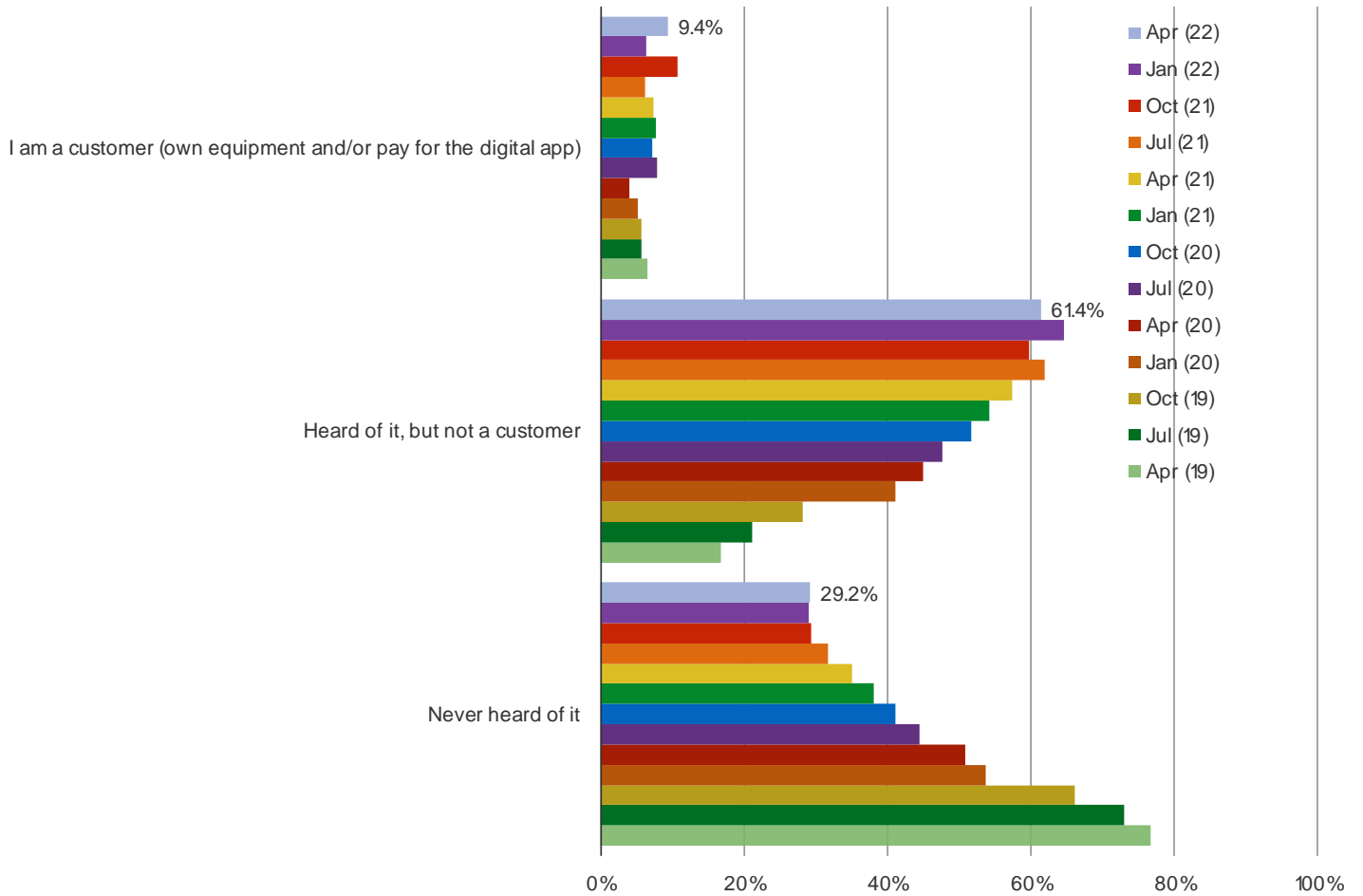
Average Across Prior 5 Quarterly Volumes: \$513

Respondents had to choose a number between 100 and 1895

## PELTON IN THE UK

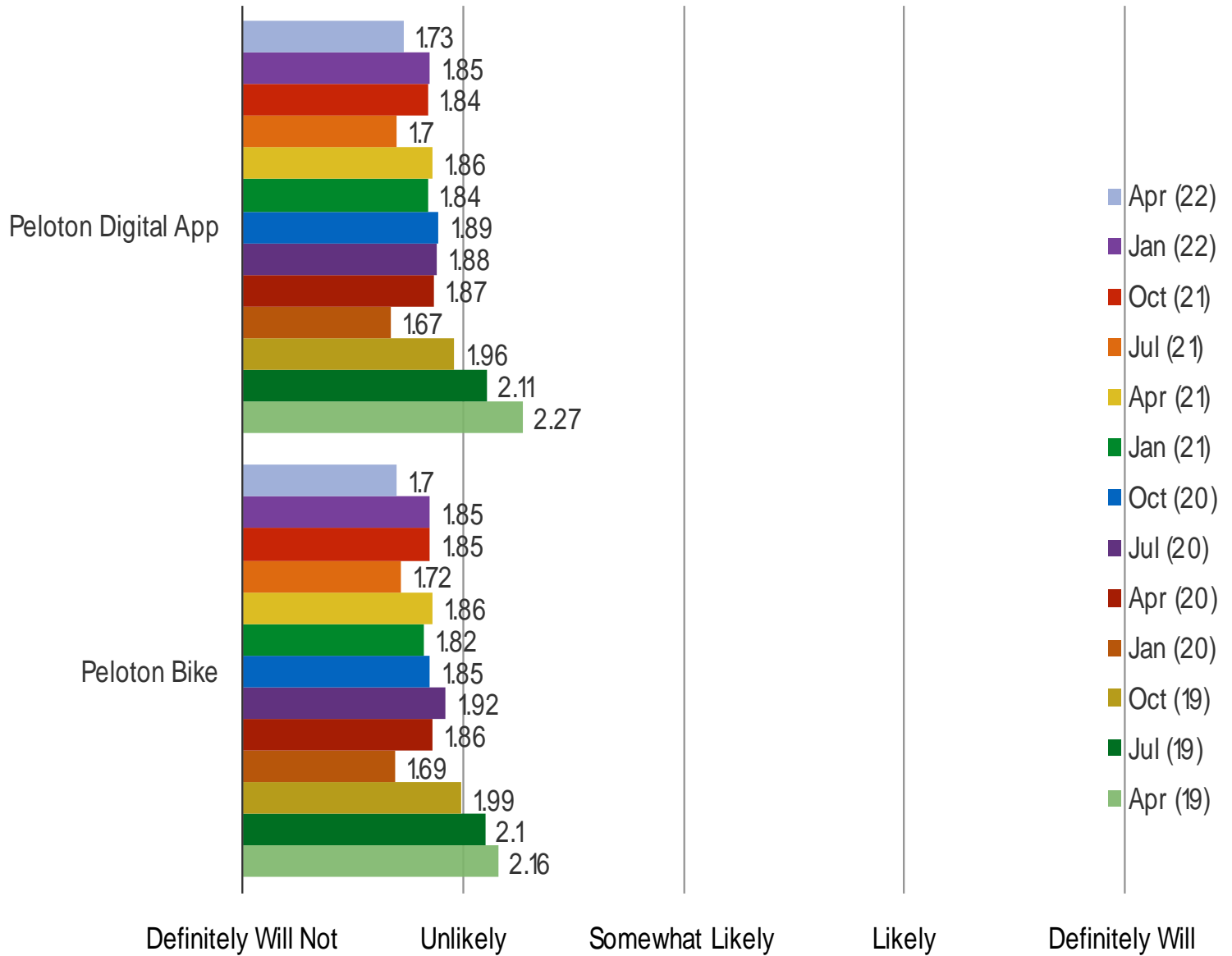
WHAT IS YOUR EXPERIENCE WITH PELOTON?

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.

