

BESPOKE SURVEYS

## Fitness Volume 23

PTON, PLNT, and Peers

1,250+ US Consumers, Balanced to Census

## CHECK BREAKDOWN: FITNESS

### Overall Exercise Activity

Exercise activity has held relatively stable q/q.

### At-Home Fitness Interest

Interest in at-home fitness increased during the pandemic. In recent quarters, however, interest has been flatter and has regressed/pulled back from series highs. Interest in at-home fitness brands followed the same pattern – increases during the pandemic with some subsequent softening/regression.

### Peloton Trends

Consumers continue to mostly agree with the notion that Peloton is a “luxury” fitness brand.

In the minds of consumers, Peloton remains the top fitness brand that we ask about.

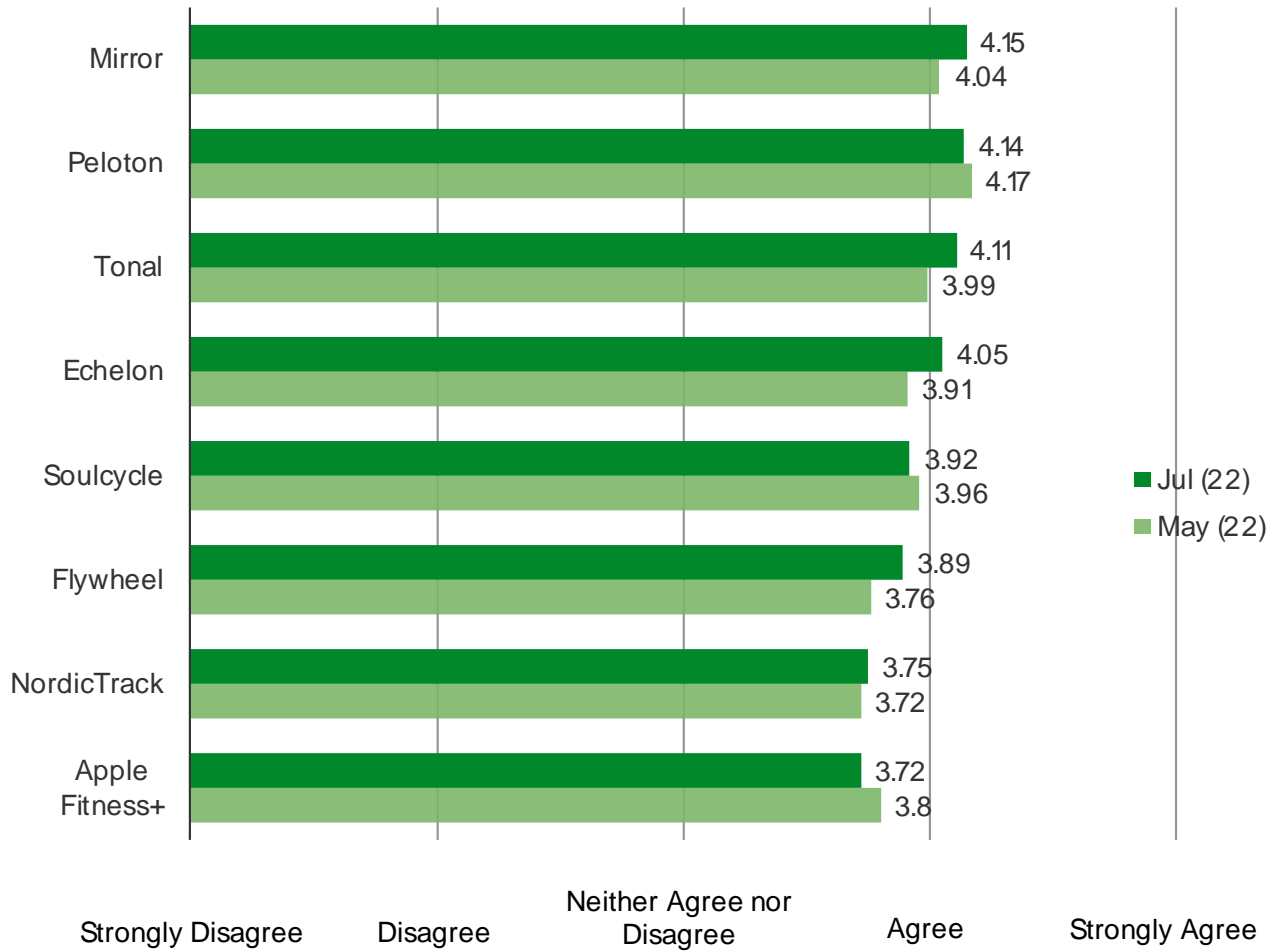
Feedback indicates that the brand remains the top driver behind Peloton purchases. The content, live classes, and Covid, however, also rank quite high in terms of purchasing decisions.

The percentage of respondents who say they would buy Peloton equipment at a lower price point has declined sequentially in recent quarters. Interest/likelihood among the broader population has been stagnant over time and not terribly different when we pose interest questions at the old and new price points. When asked for direct color on the new price points, the overall sentiment among respondents is that the price is still too expensive.

## PRICING CHANGES

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

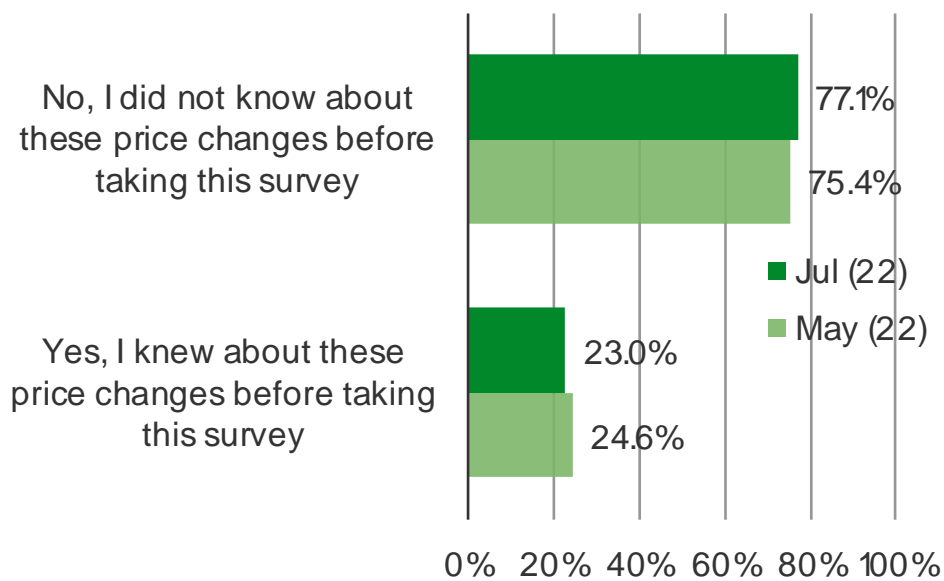
Posed to respondents who are aware of each of the following.



	N=
Peloton	748
Echelon	177
Flywheel	114
Soulcycle	223
NordicTrack	714
Apple Fitness+	358
Tonal	182
Mirror	309

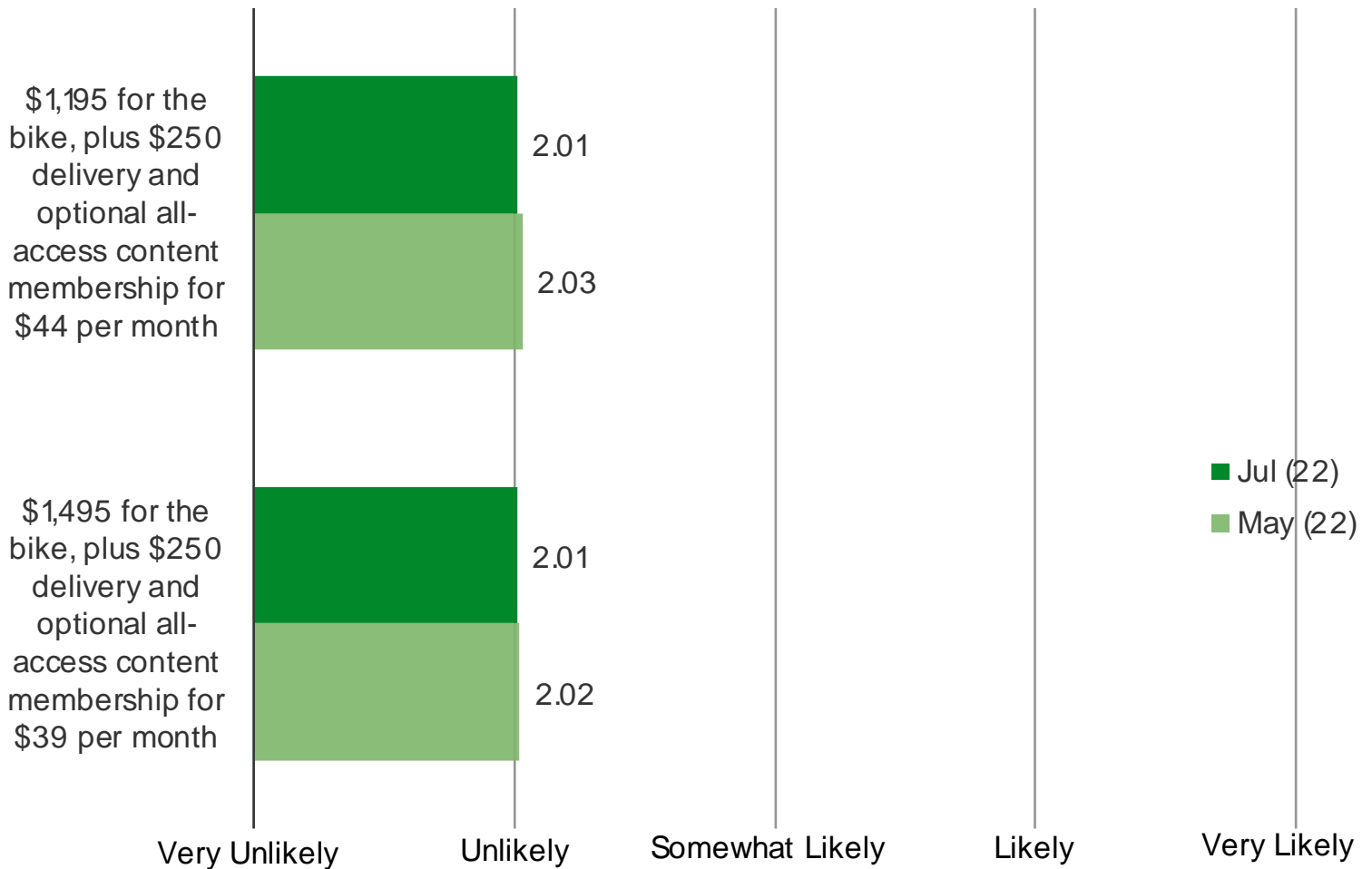
DID YOU KNOW THAT PELOTON RECENTLY CHANGED ITS PRICING? THE PRICE OF THE BIKE CHANGED FROM \$1,495 TO \$1,195 (PLUS \$250 DELIVERY) THE PRICE OF THE TREAD CHANGED FROM \$2,495 TO \$2,345 (PLUS \$350 DELIVERY) THE PRICE OF THE ALL-ACCESS CONTENT MEMBERSHIP CHANGED FROM \$39 TO \$44 PER MONTH

Posed to all respondents



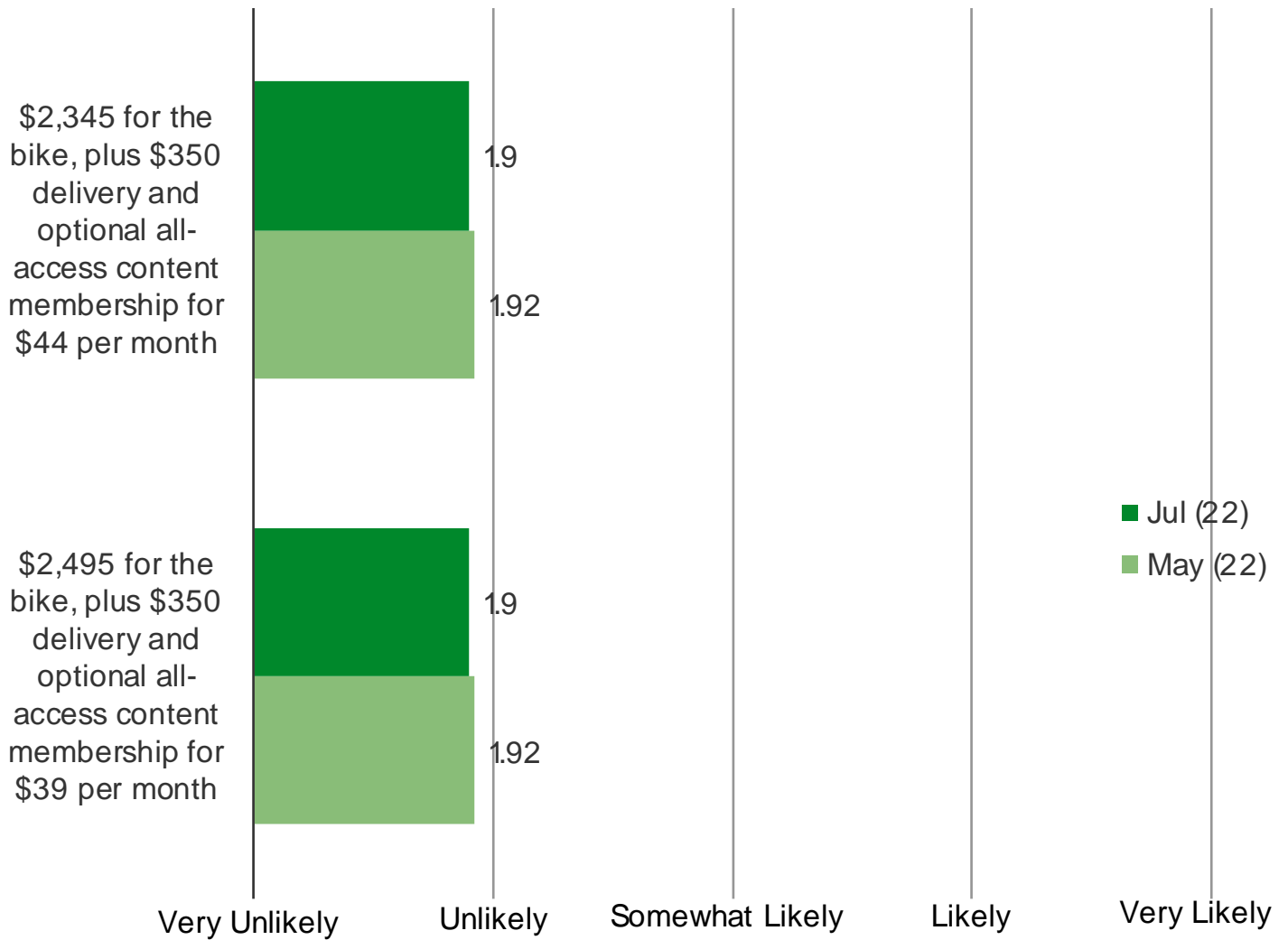
HOW LIKELY WOULD YOU BE TO BUY A PELOTON BIKE AT THE FOLLOWING PRICE POINTS?

Posed to respondents who do not own the Peloton bike.



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

Posed to respondents who do not own the Peloton tread.

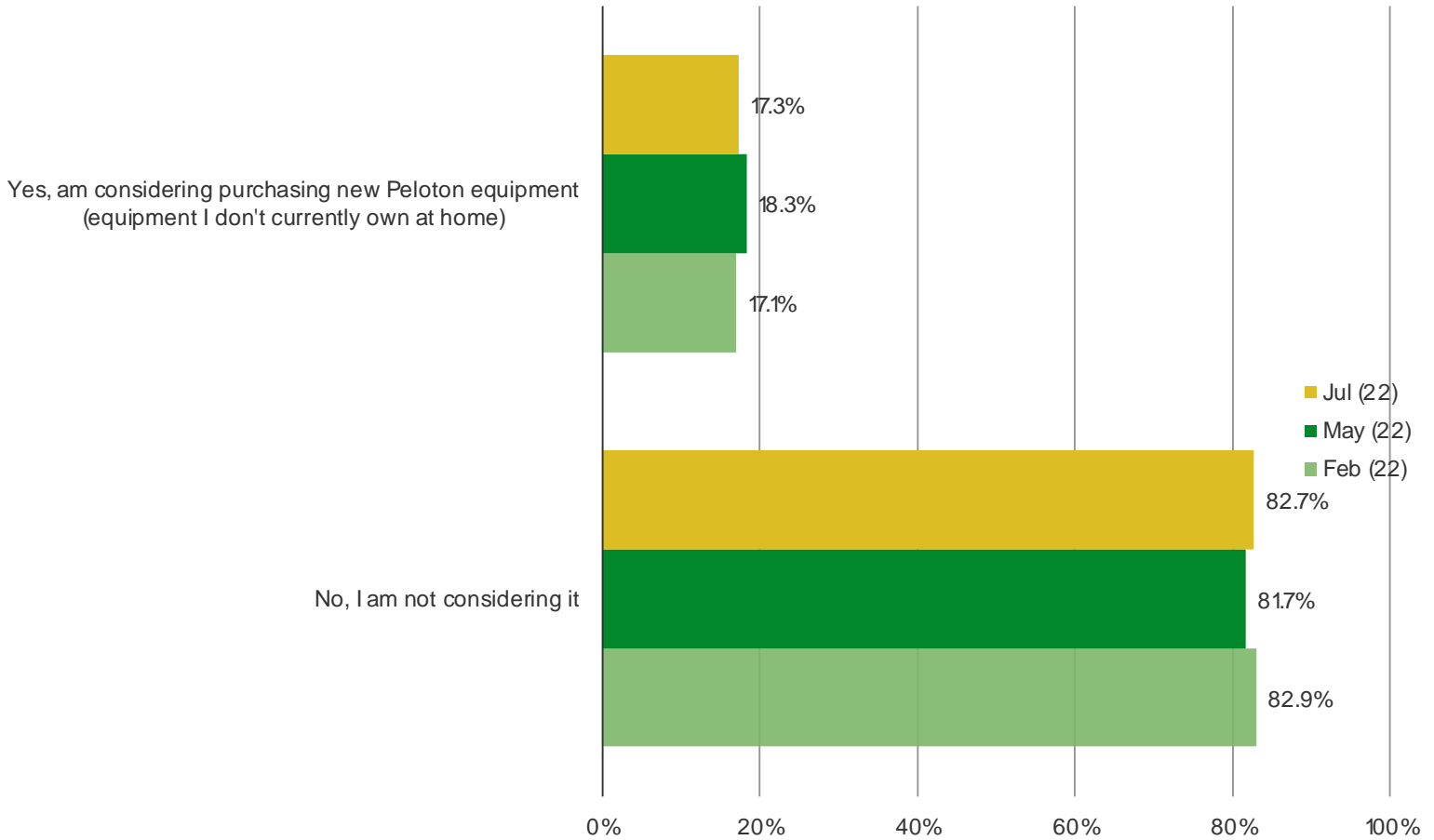






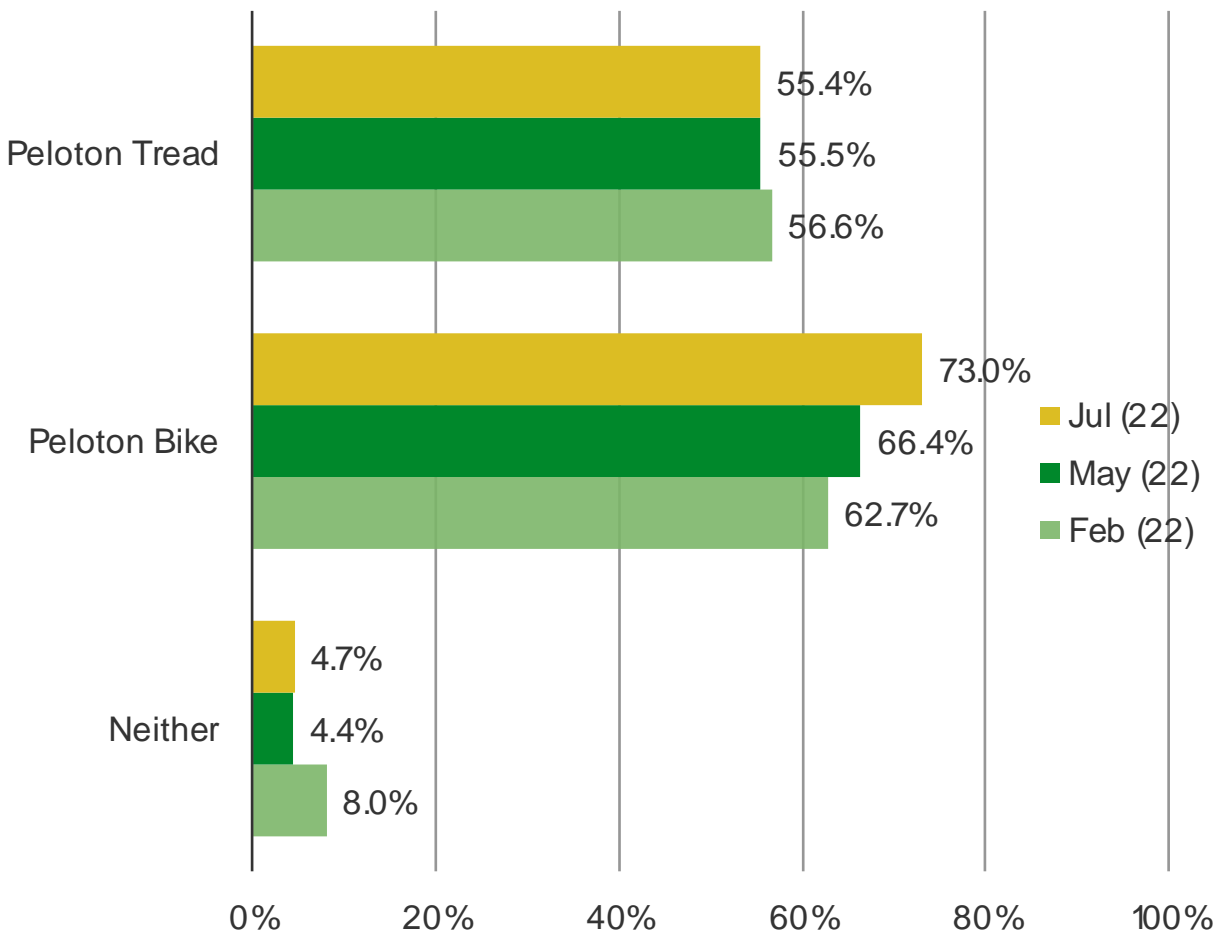
ARE YOU CURRENTLY CONSIDERING PURCHASING A NEW PIECE OF FITNESS EQUIPMENT FROM PELOTON?

Posed to all respondents



WHICH OF THE FOLLOWING ARE YOU CONSIDERING PURCHASING?

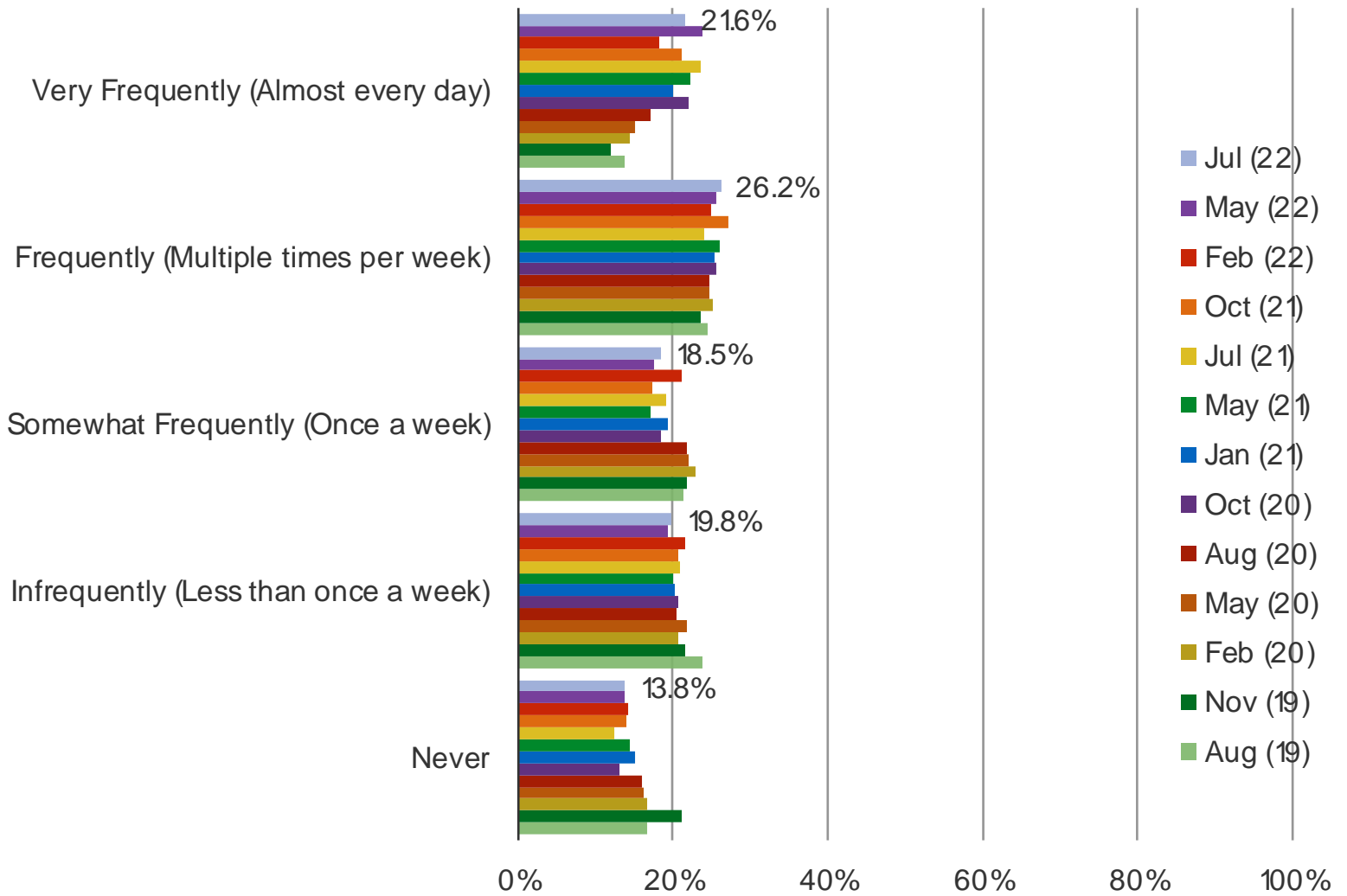
Posed to respondents who are currently considering buying Peloton equipment.



## FITNESS OVERALL

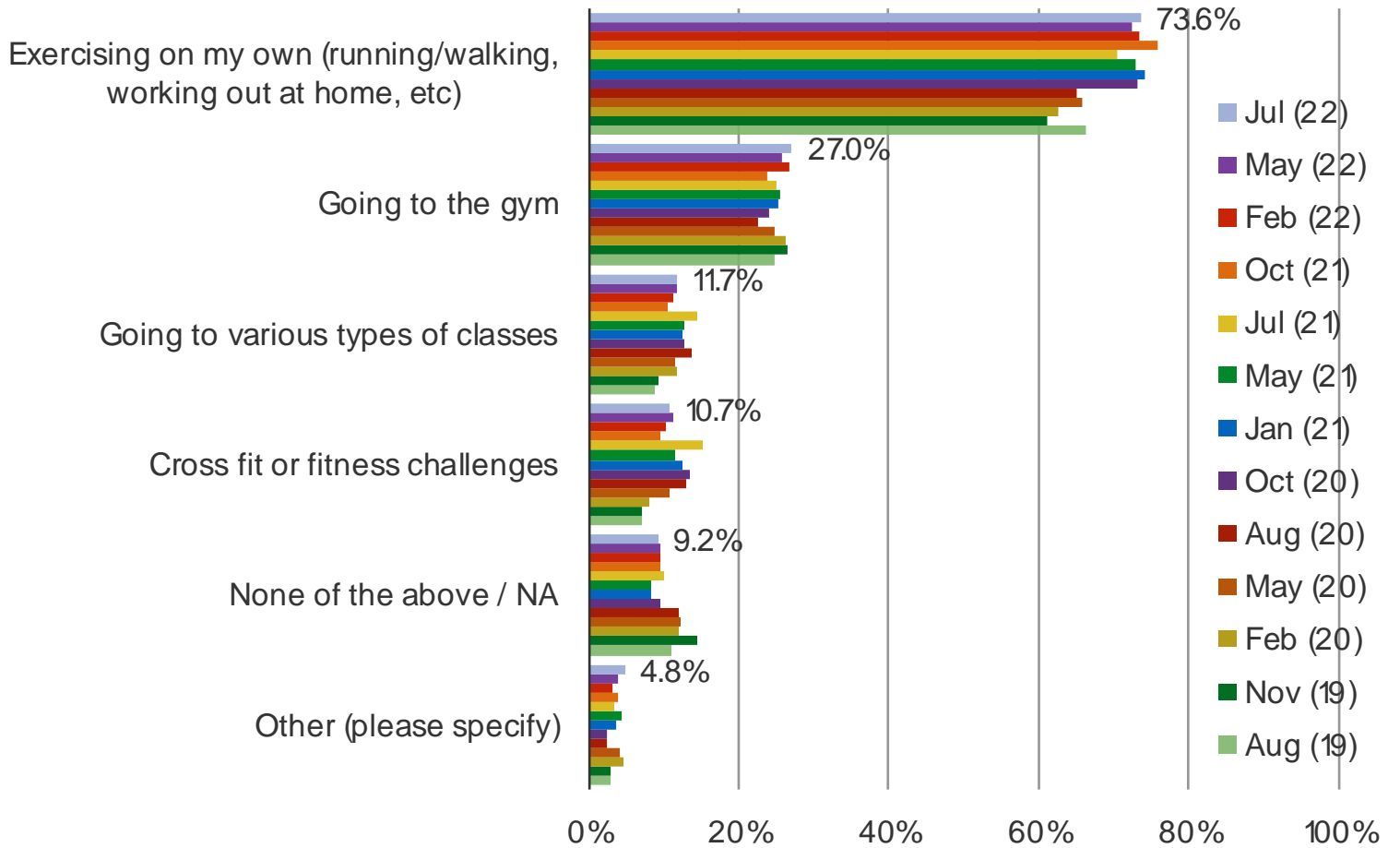
HOW OFTEN DO YOU EXERCISE?

Posed to all respondents



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

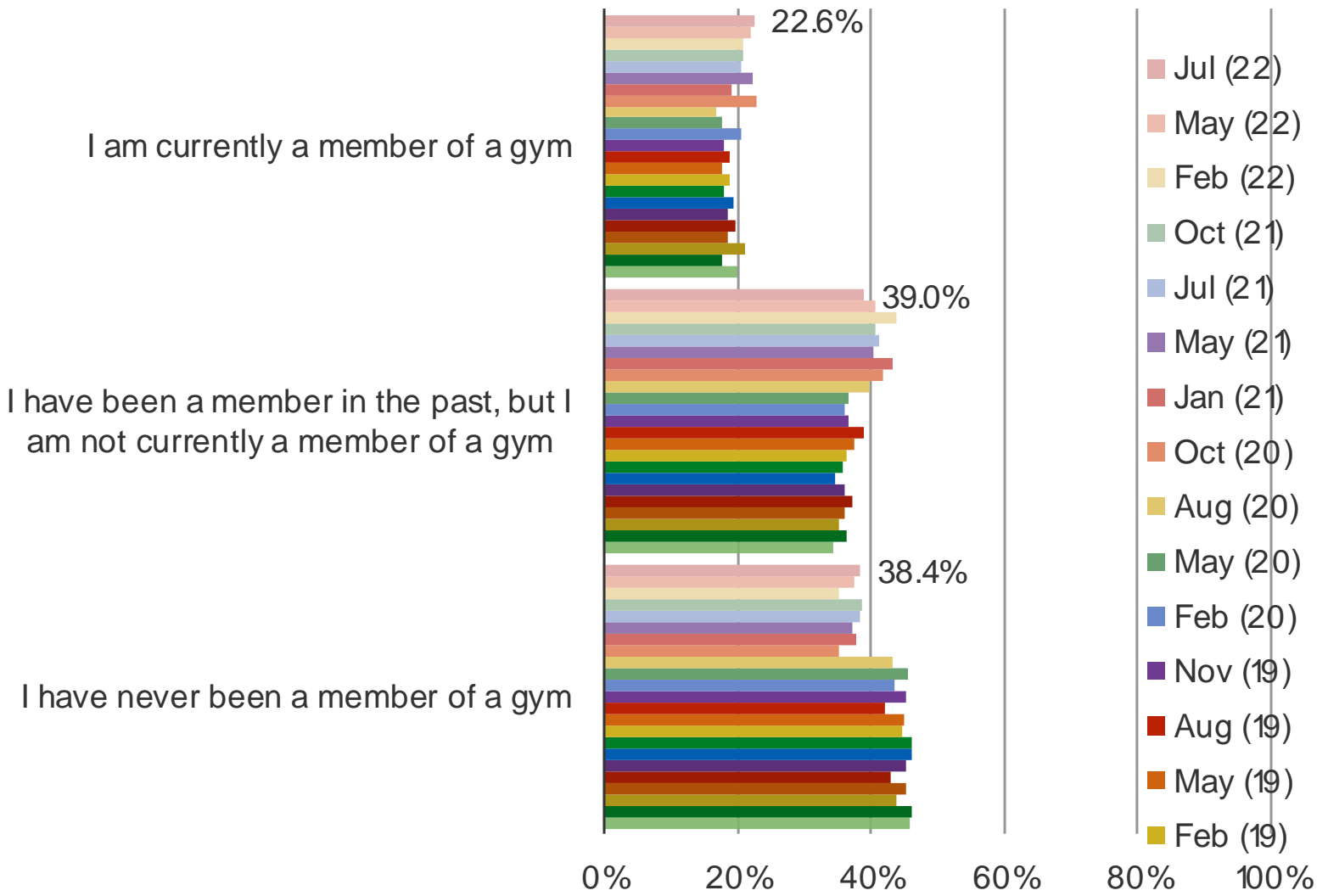
Posed to respondents who exercise



## EXERCISE AND GYM MEMBERSHIPS

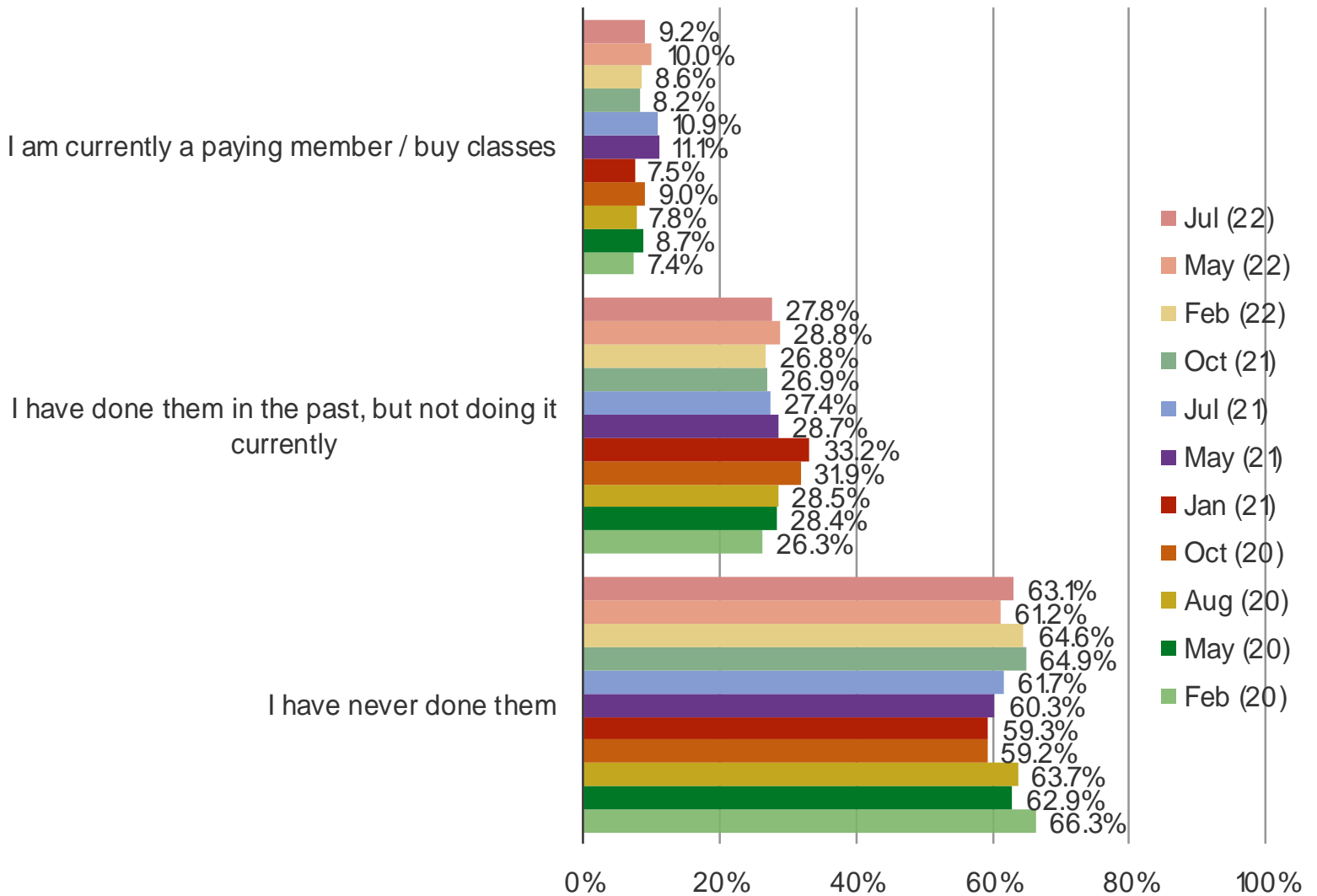
EXPERIENCE WITH FITNESS GYMS

Posed to all respondents



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

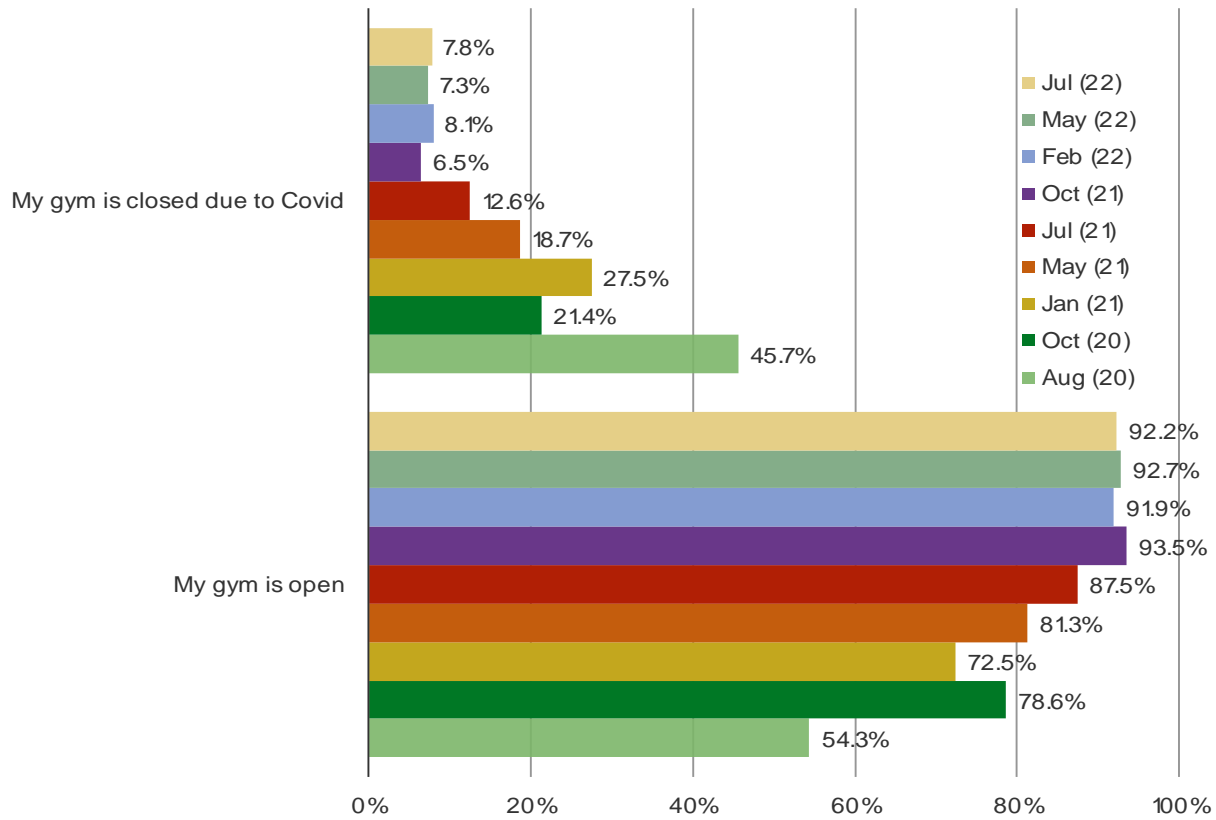
Posed to all respondents



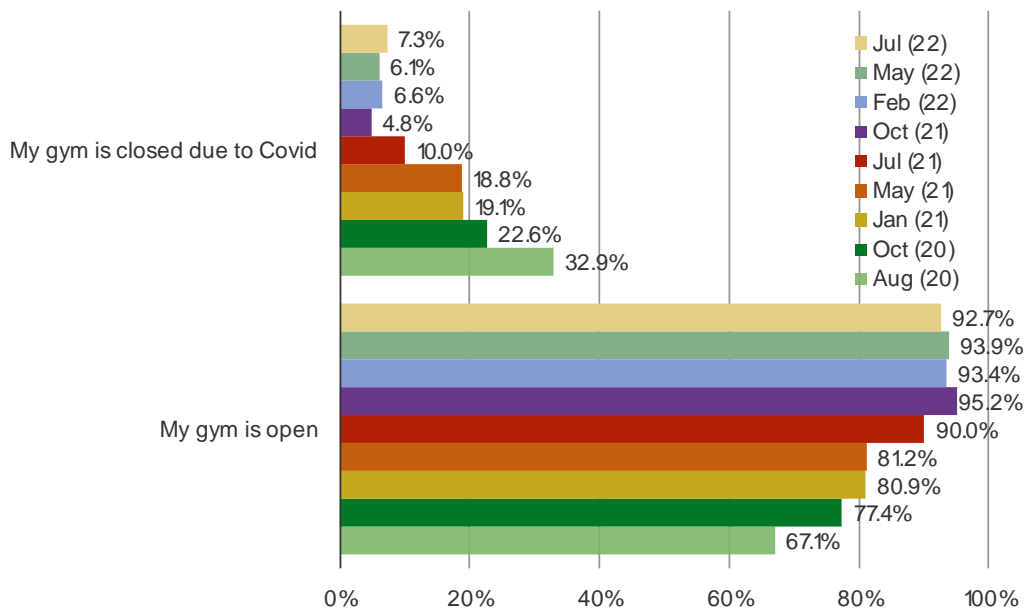


IS YOUR GYM CURRENTLY OPEN OR CLOSED DUE TO COVID?

Posed to current gym members.

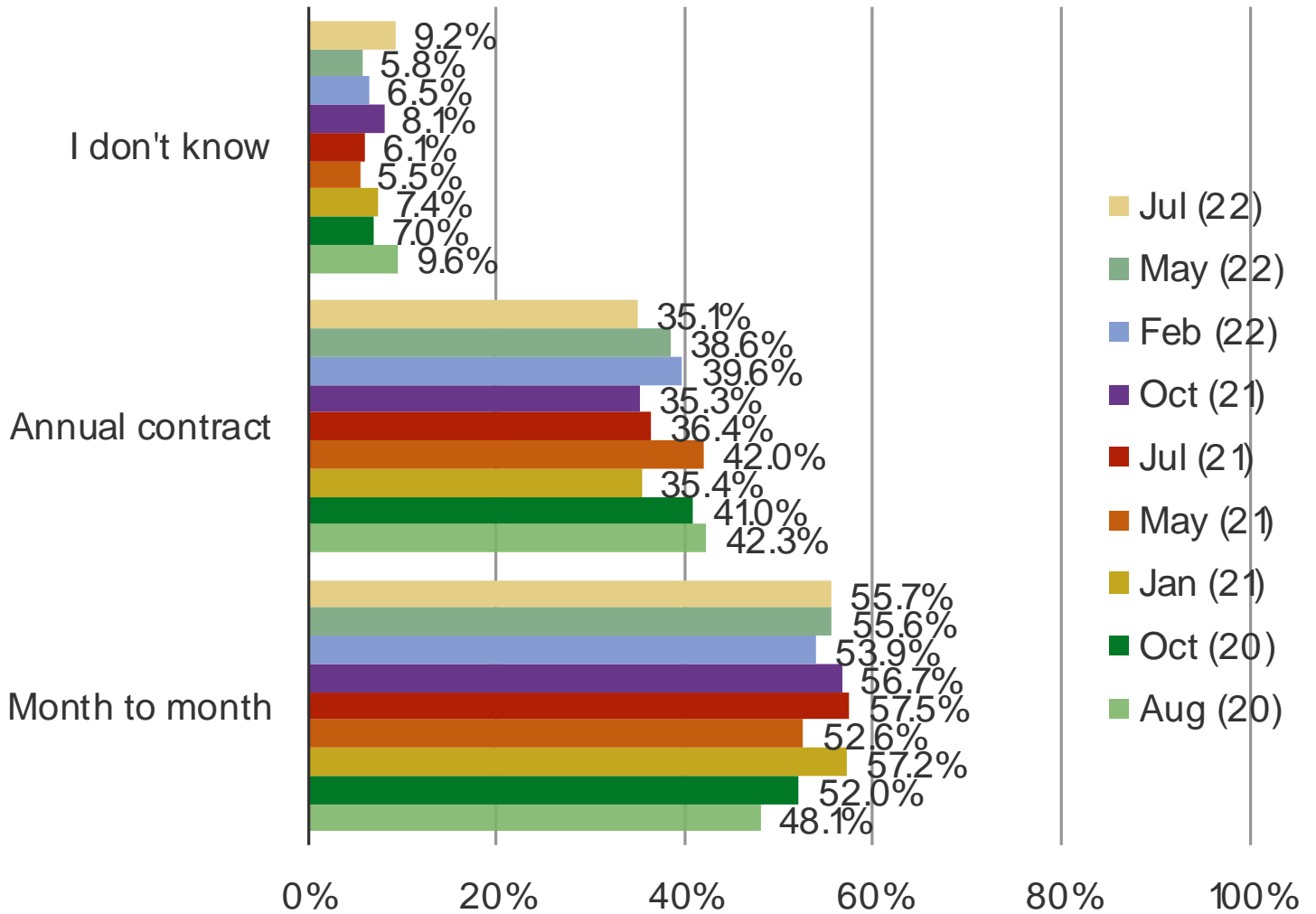


Posed to current Planet Fitness gym members (n = 115).



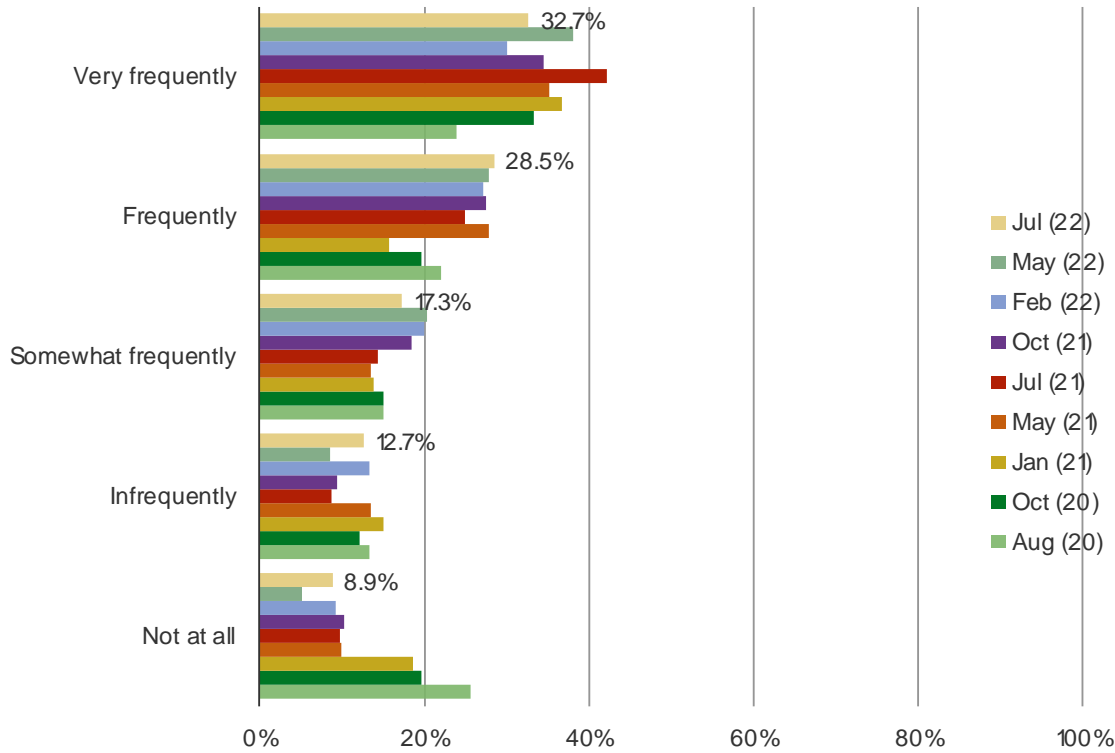
IS YOUR AGREEMENT WITH YOUR GYM...

Posed to current gym members.

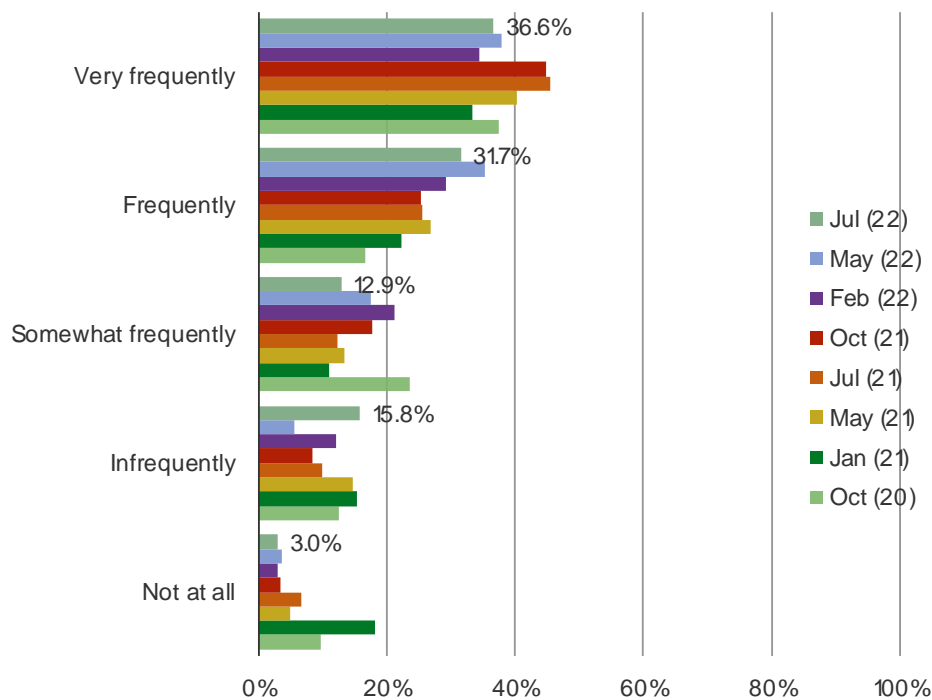


HOW OFTEN HAVE YOU BEEN GOING TO YOUR GYM IN THE PAST MONTH?

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

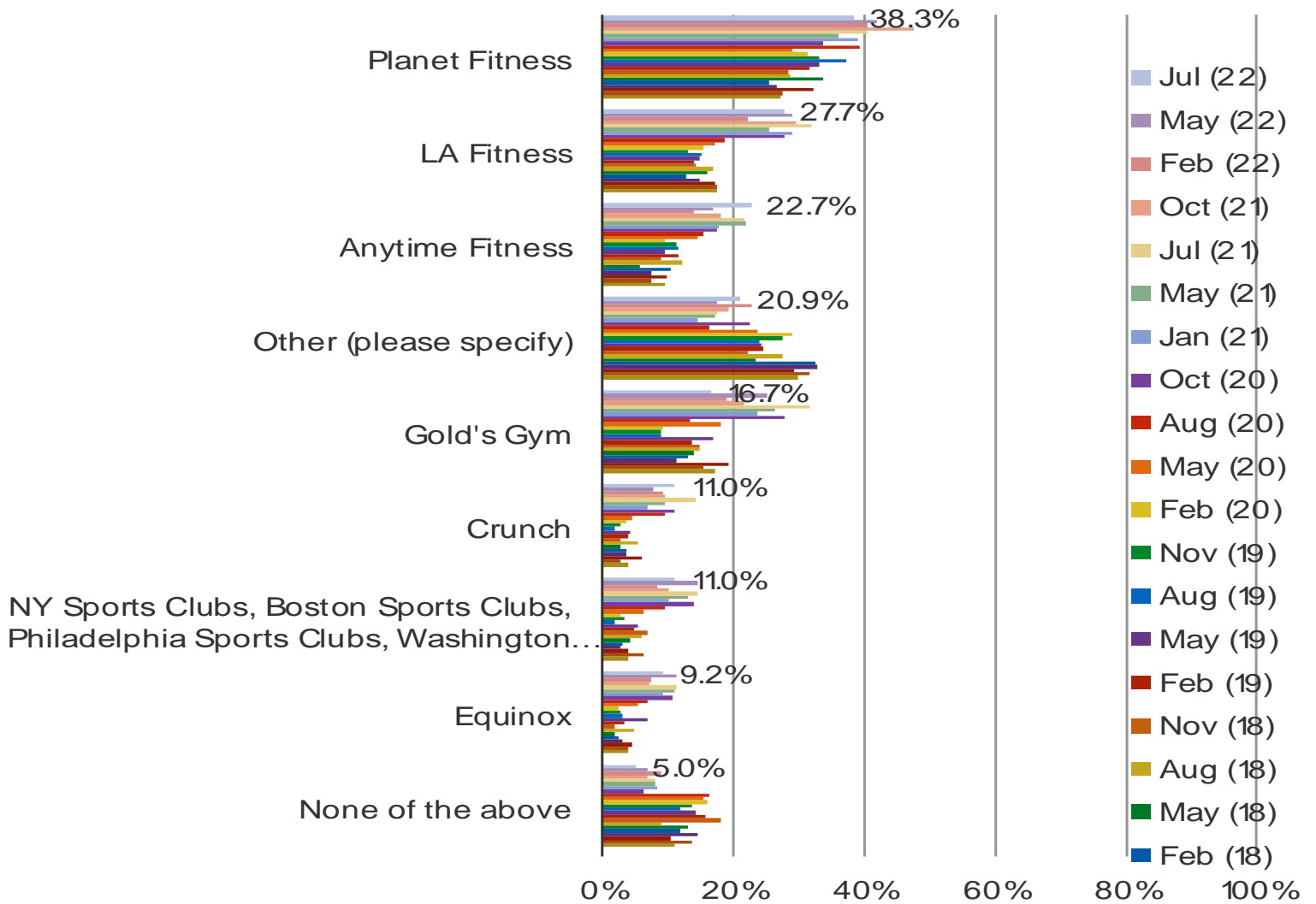


Posed to current Planet Fitness gym members who said their gym is open (n = 115).



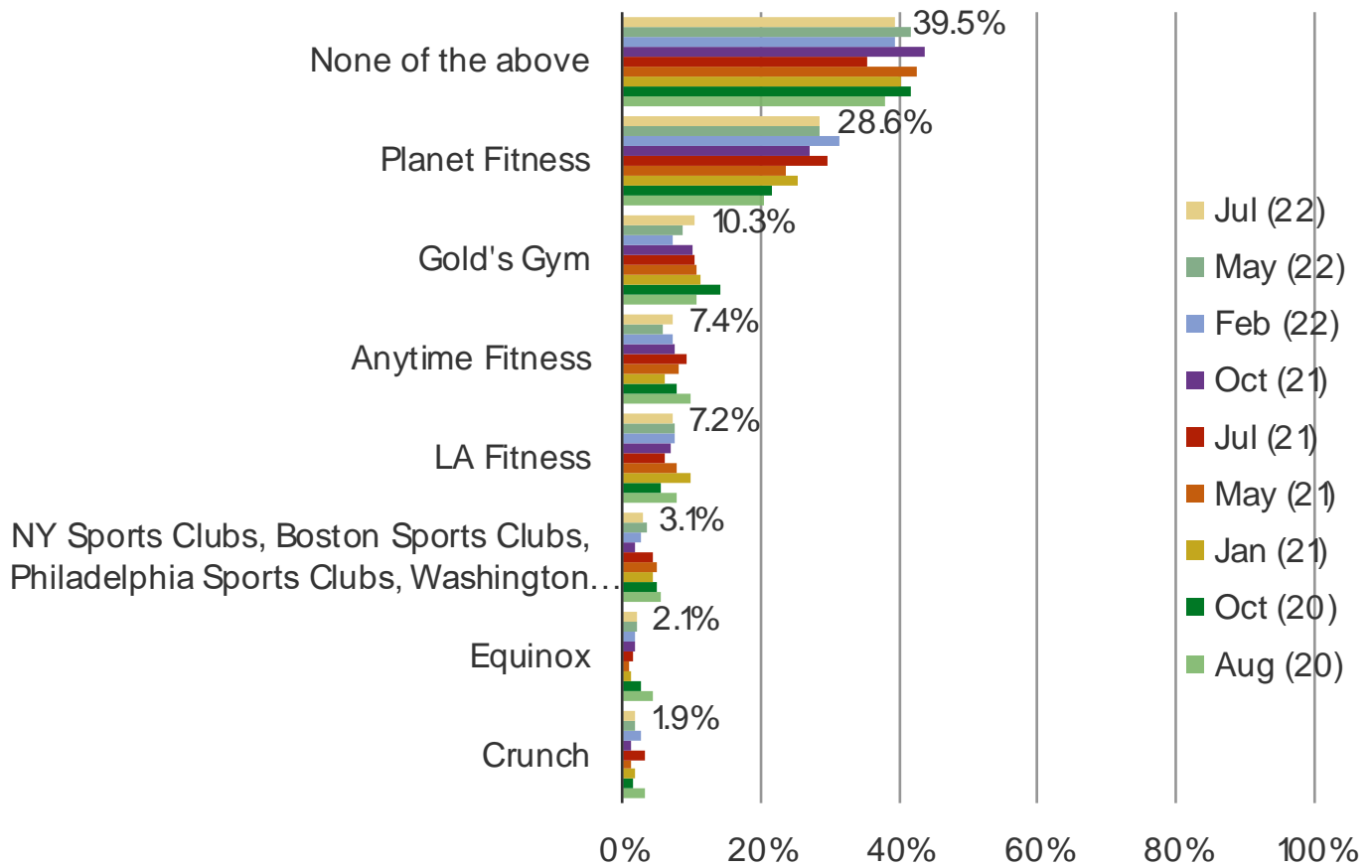
WHICH GYMS DO YOU CURRENTLY HAVE A MEMBERSHIP WITH? (SELECT ALL THAT APPLY)

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

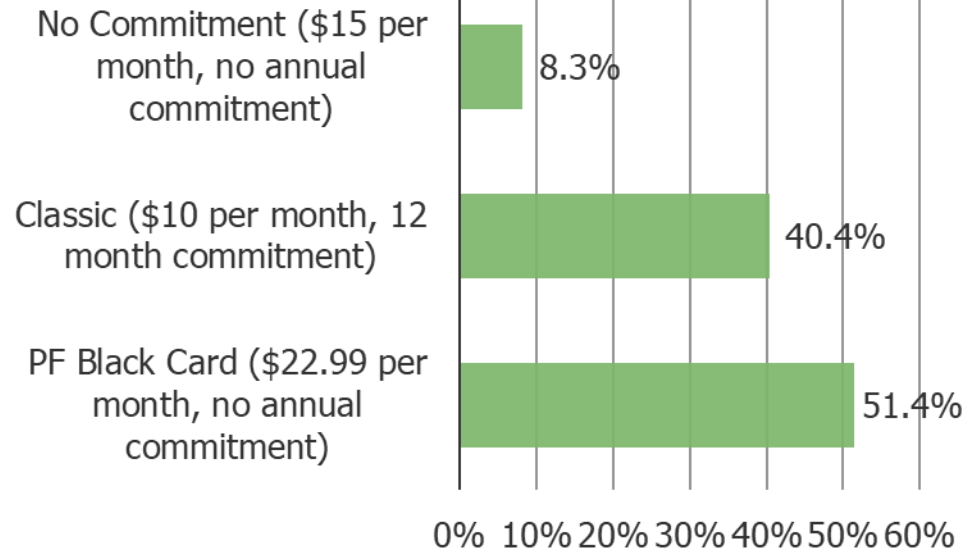
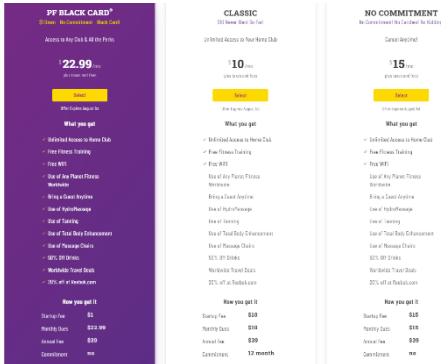
No Pain. No Gain.

Audience: 1,250 US Consumers

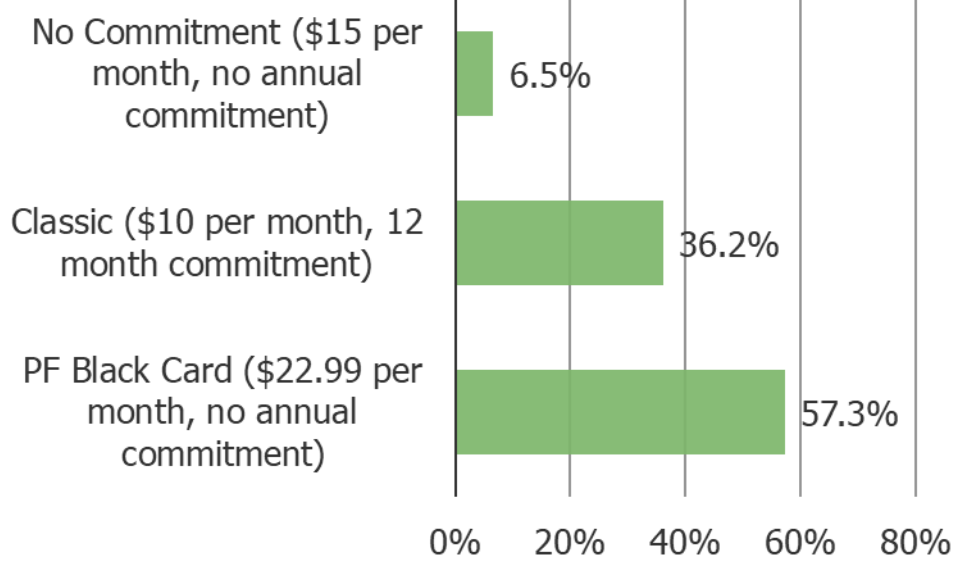
Date: July 2022

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

Posed to Planet Fitness members.



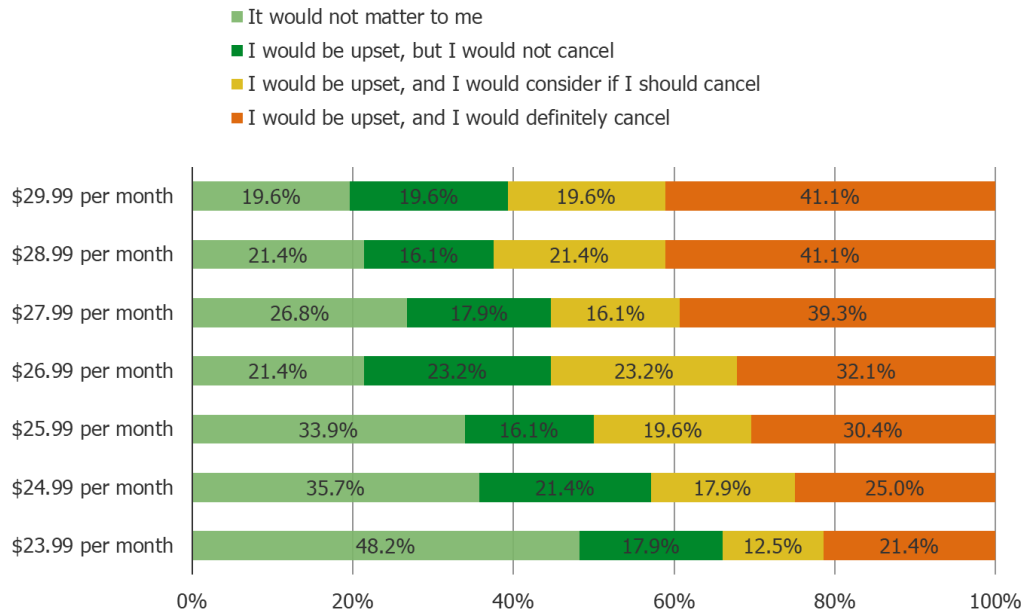
N – 109 (Just July 2022 wave)



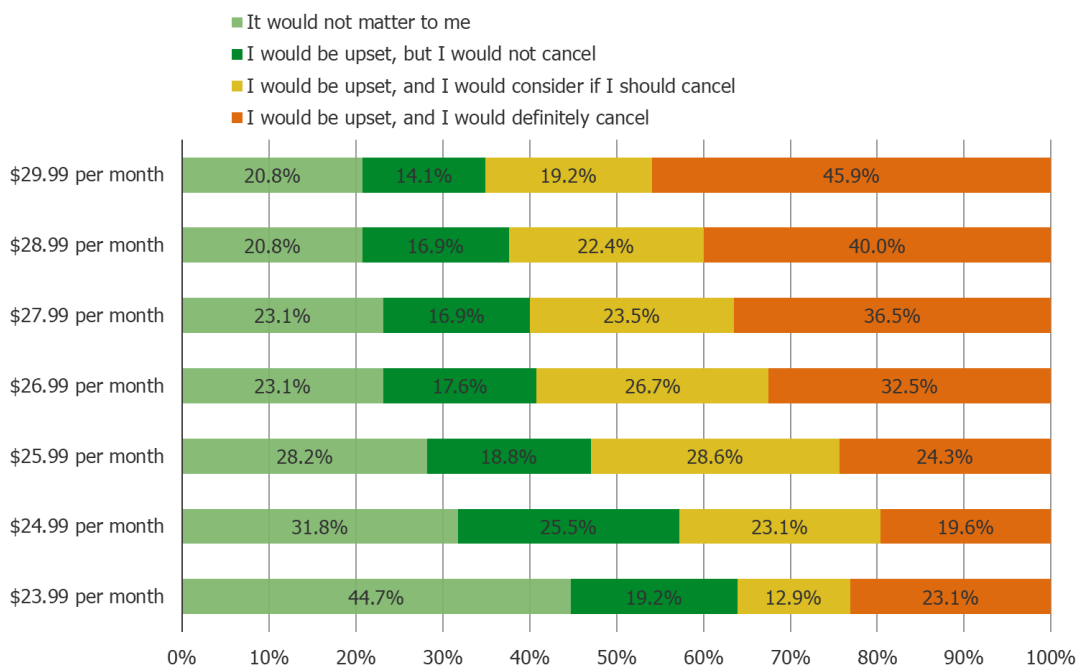
N = 445 (combining results from May 2022 and prior 3 waves to achieve a large N size)

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 = 56 (just July 2022 wave)

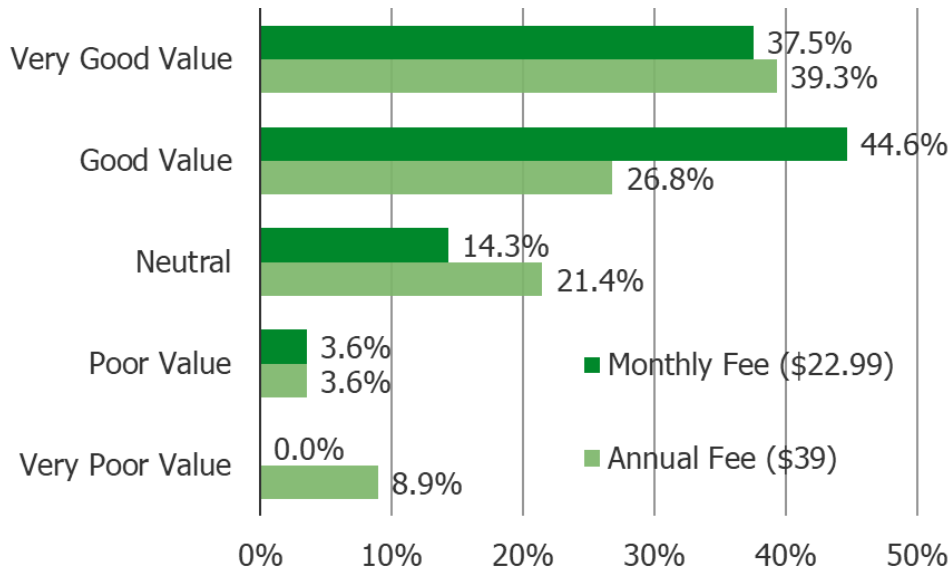


N = 255 (combining results from May 2022 and prior 3 waves to achieve a large N size)

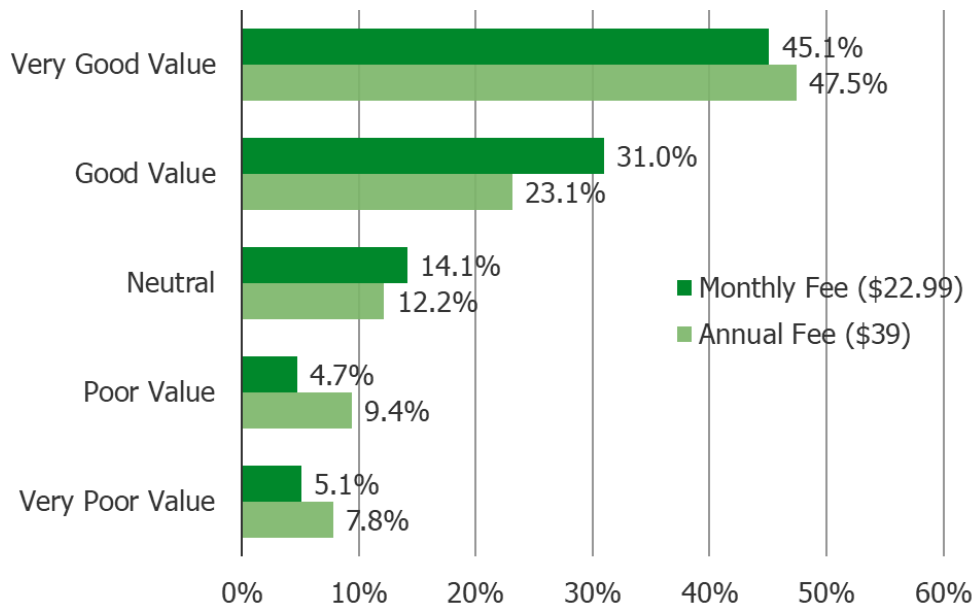


HOW DO YOU FEEL ABOUT THE VALUE PROPOSITION OF THE PF BLACK CARD MEMBERSHIP?

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



N = 56 (just July 2022 wave)



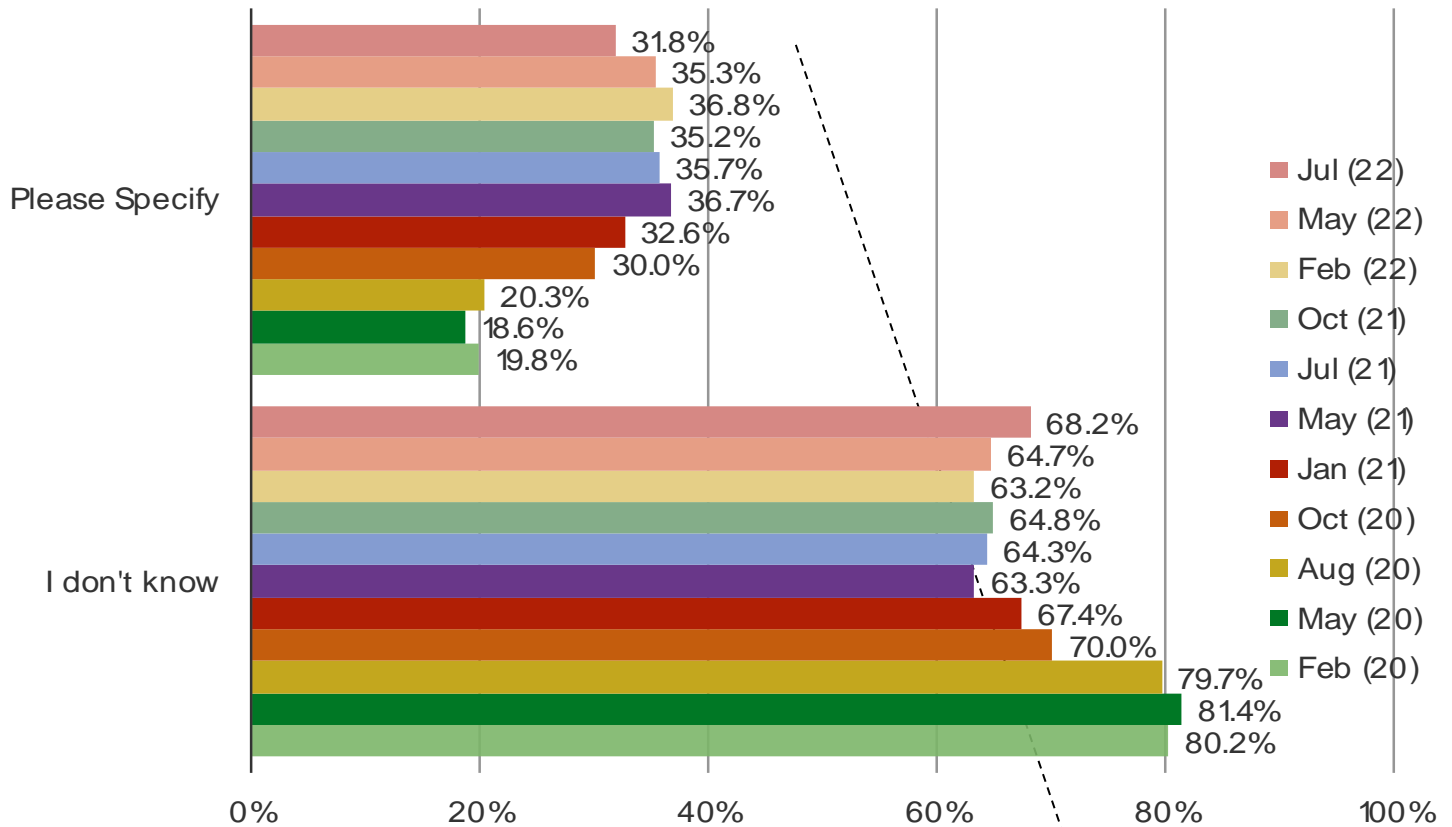
N = 255 (combining results from May 2022 and prior 3 waves to achieve a large N size)

## AT-HOME FITNESS



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

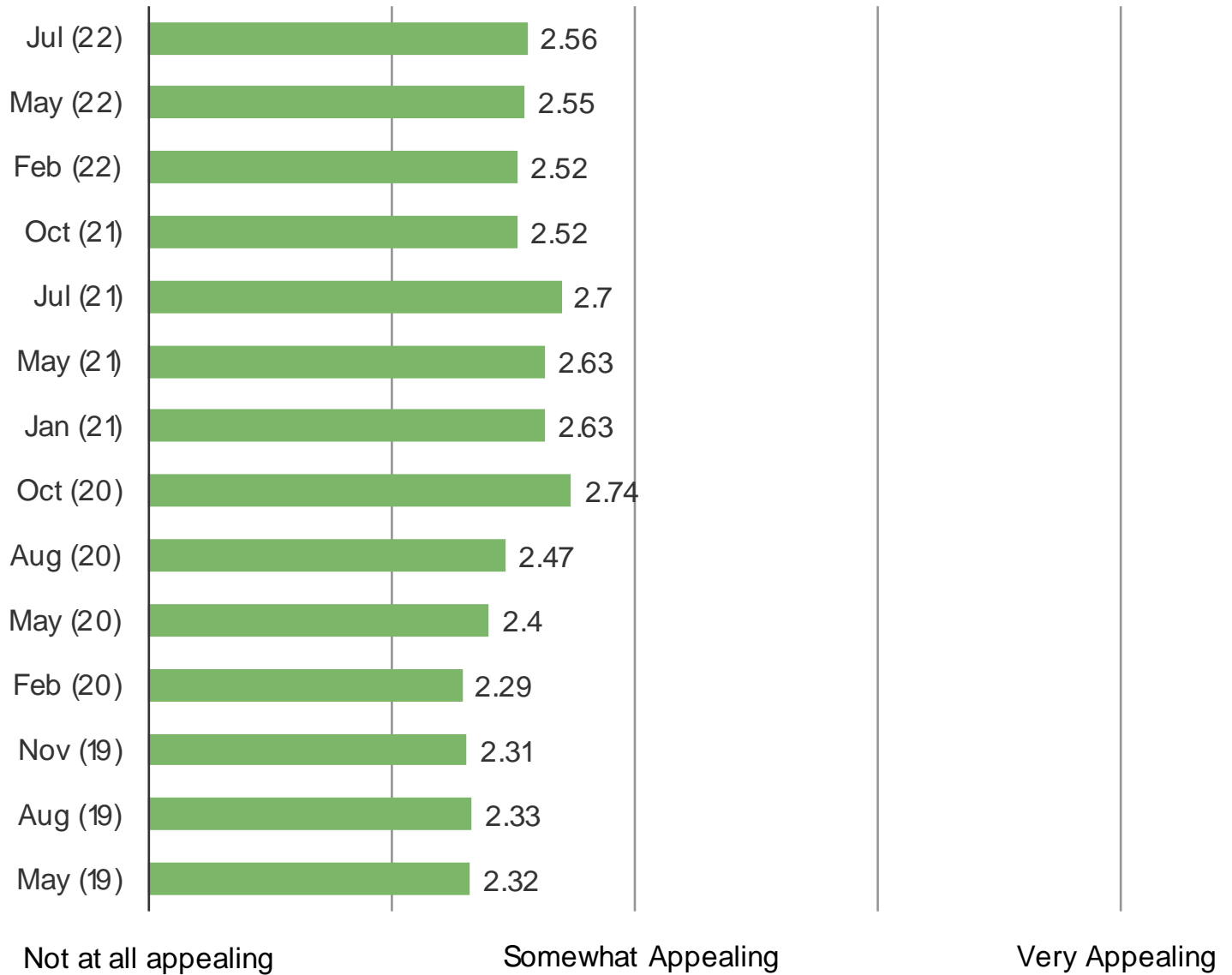
Posed to respondents who exercise



**PELOTON**

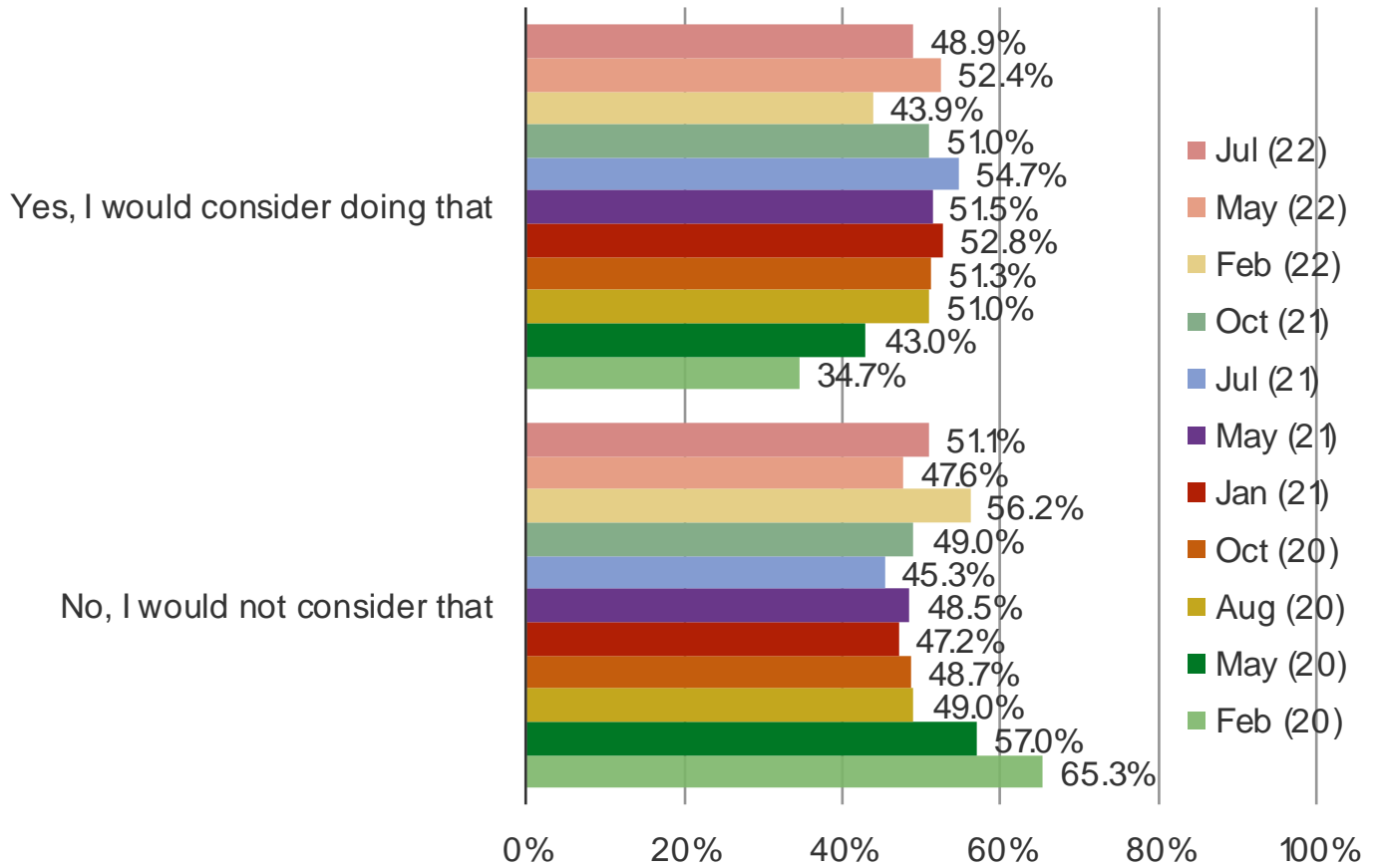
WOULD YOU FIND IT APPEALING TO BE ABLE TO PARTICIPATE IN AN EXERCISE CLASS ENVIRONMENT WHERE YOU WATCH A LIVE INSTRUCTOR AND COMPETE AGAINST OTHER PEOPLE FROM YOUR OWN HOME?

Posed to all respondents



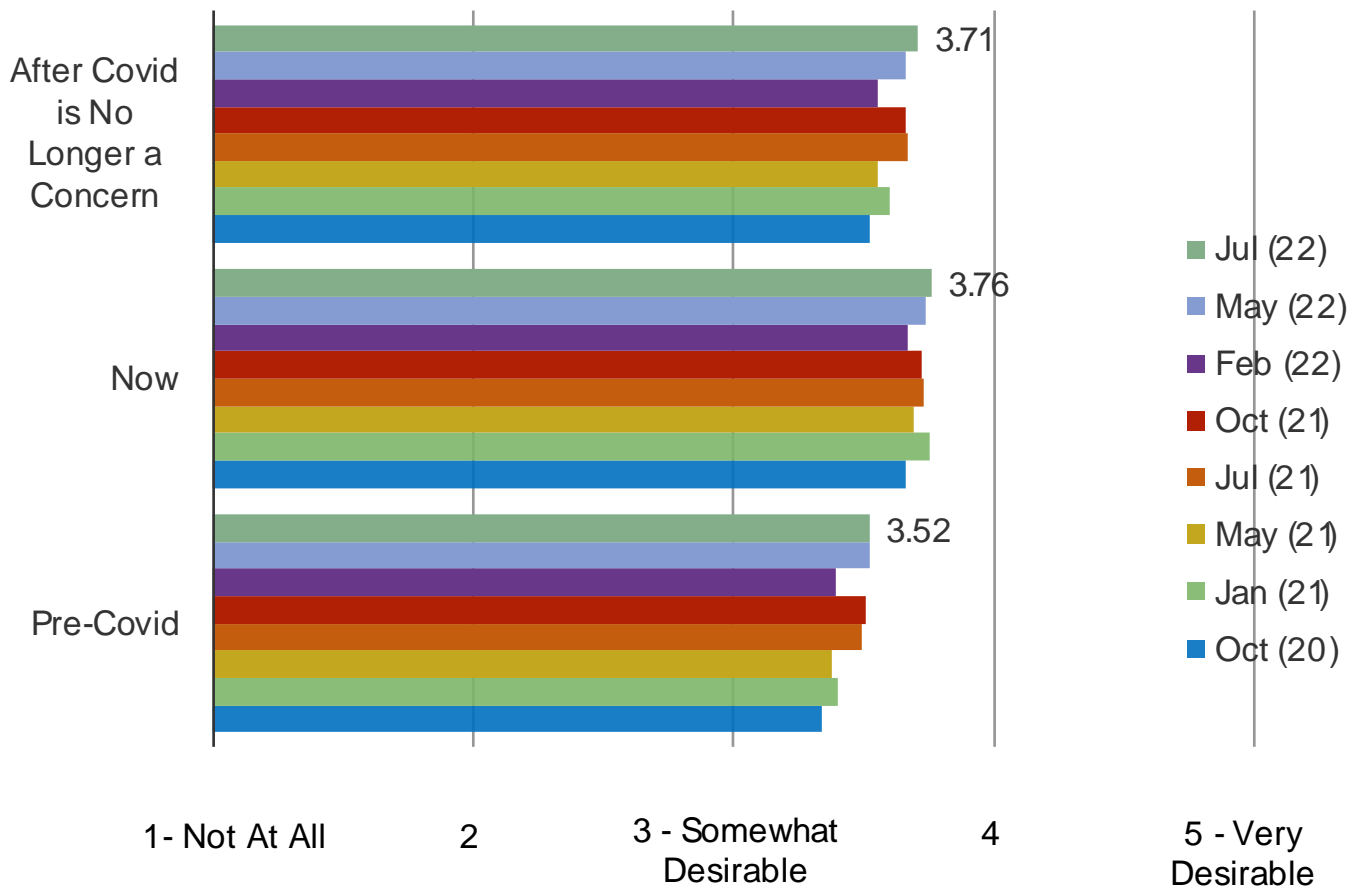
WOULD YOU CONSIDER DROPPING YOUR GYM MEMBERSHIP TO USE ONLY IN-HOME EXERCISE EQUIPMENT?

Posed to respondents WITH gym memberships



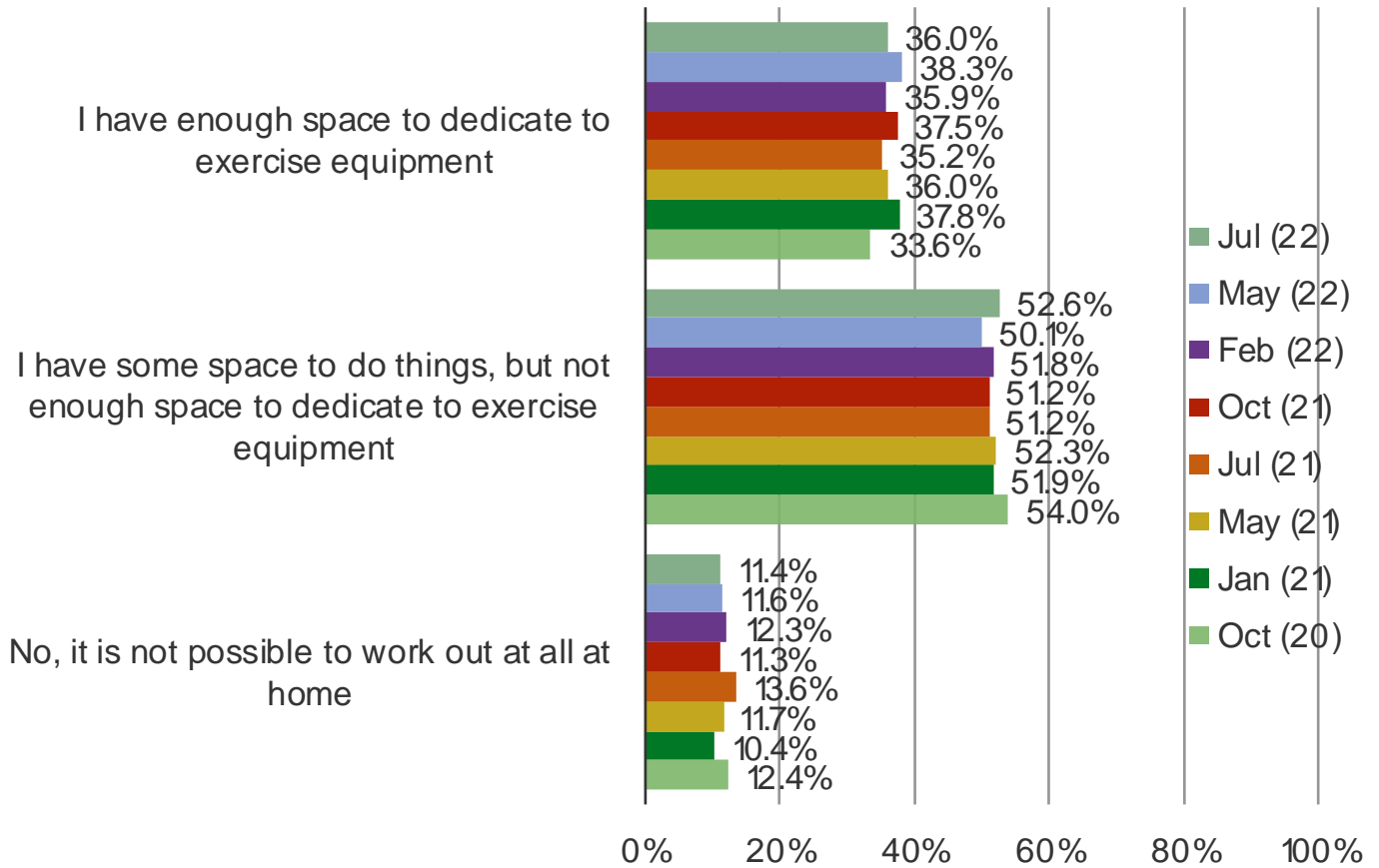
PLEASE RATE HOW DESIRABLE YOU WOULD FIND IT TO EXERCISE AT HOME?

Posed to current gym members.



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

Posed to current gym members.

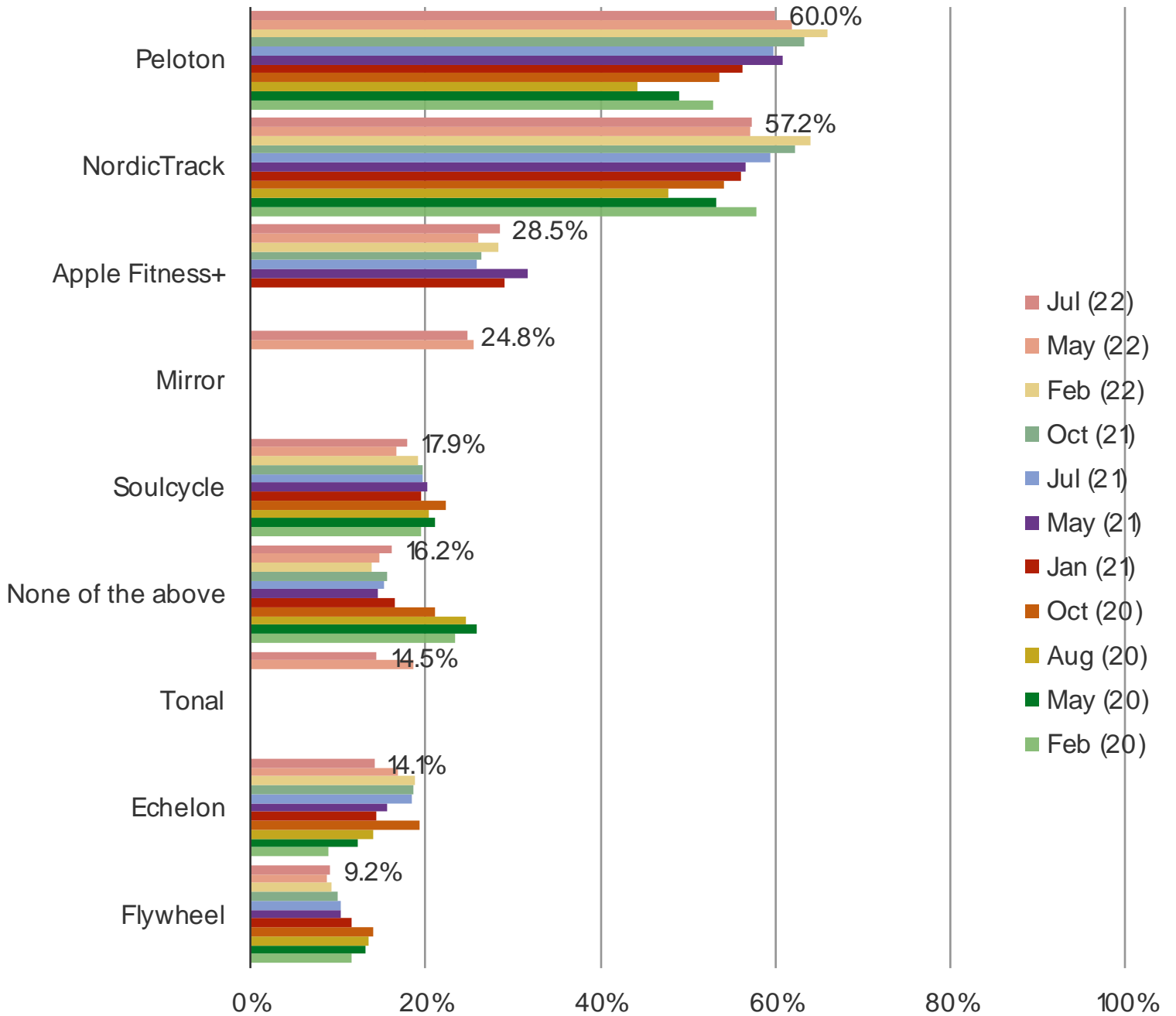




## AT-HOME FITNESS BRANDS

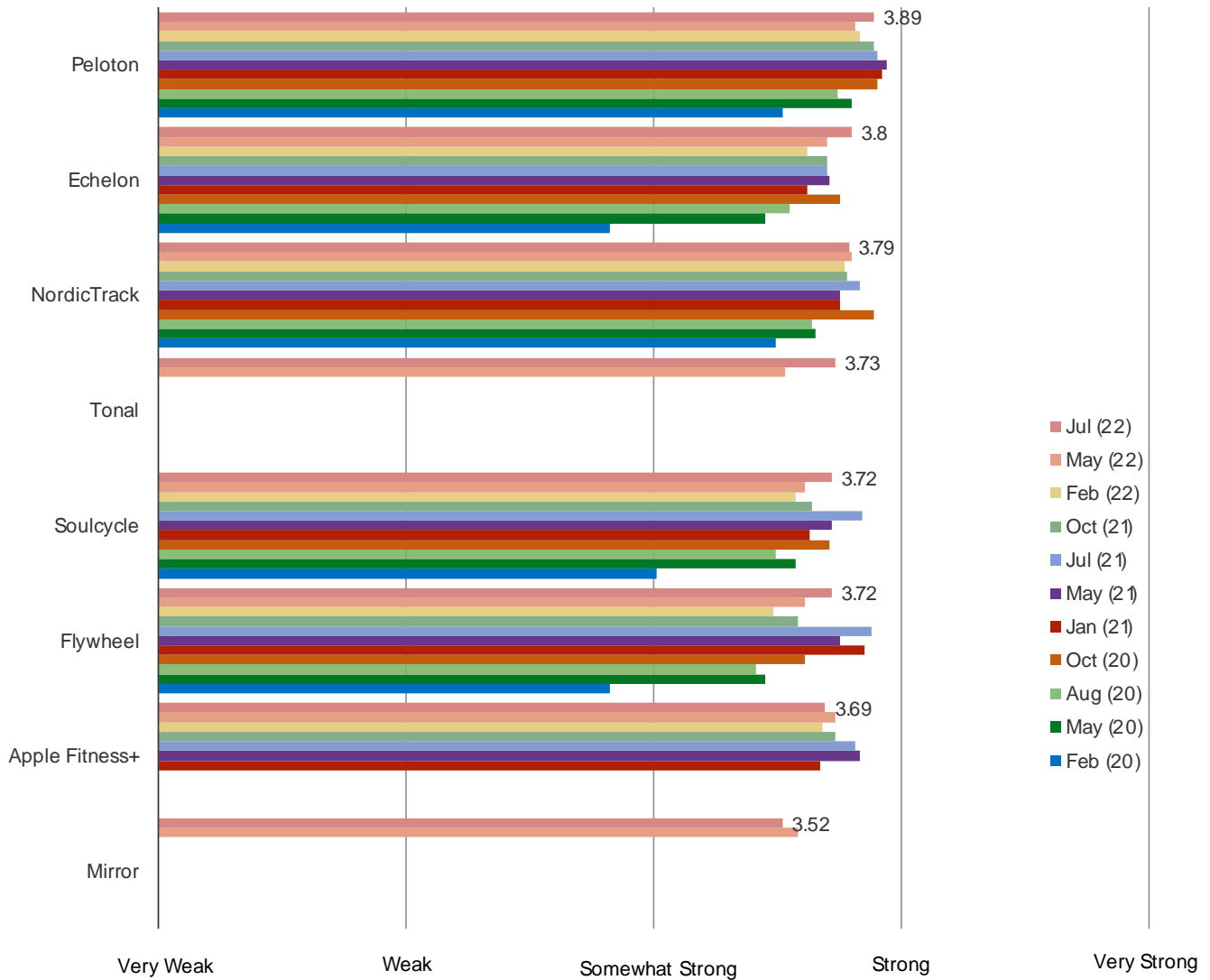
HAVE YOU HEARD OF ANY OF THE FOLLOWING?

Posed to all respondents



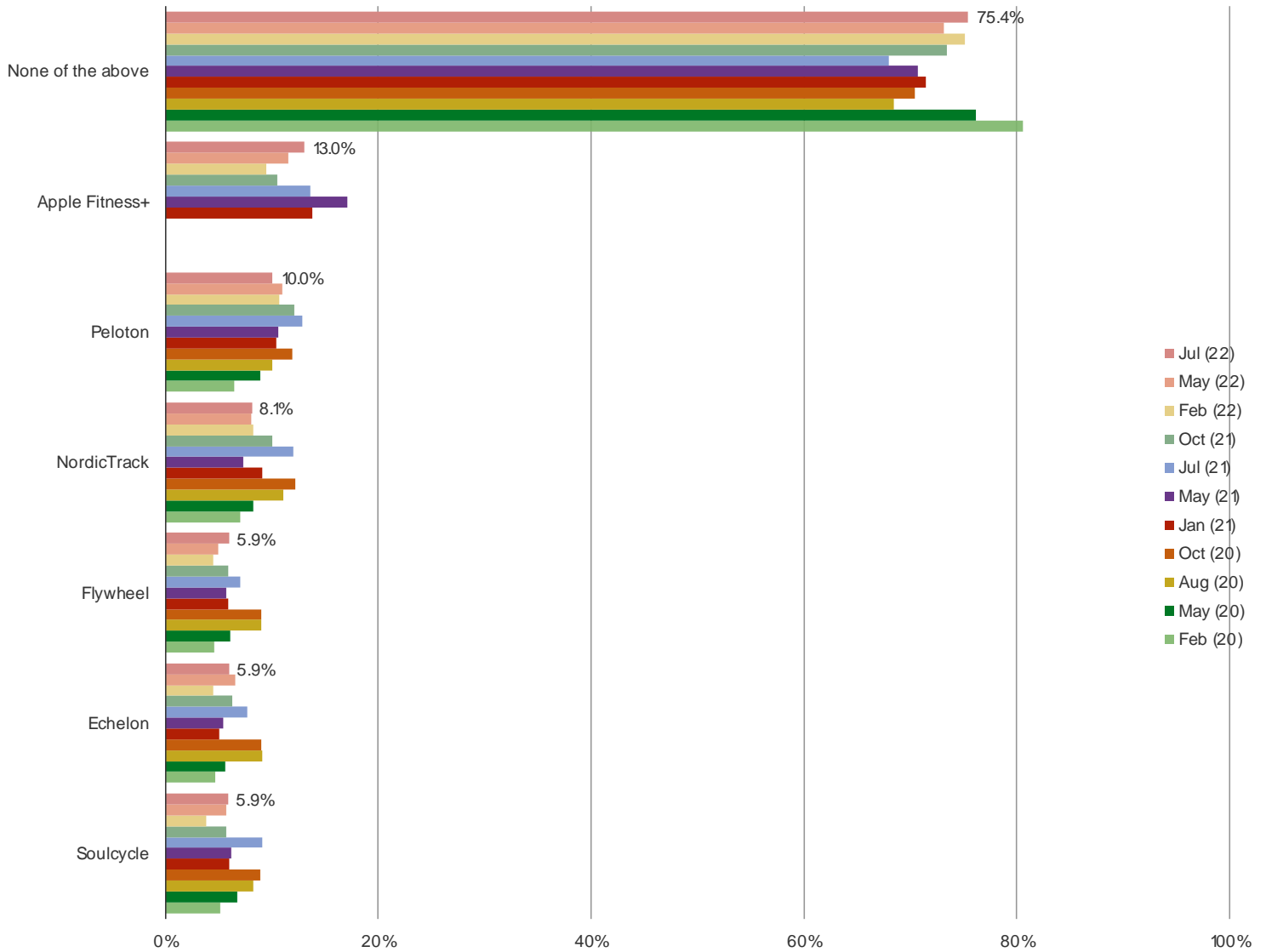
HOW STRONG OF A "FITNESS BRAND" DO YOU CONSIDER THE FOLLOWING TO BE?

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)

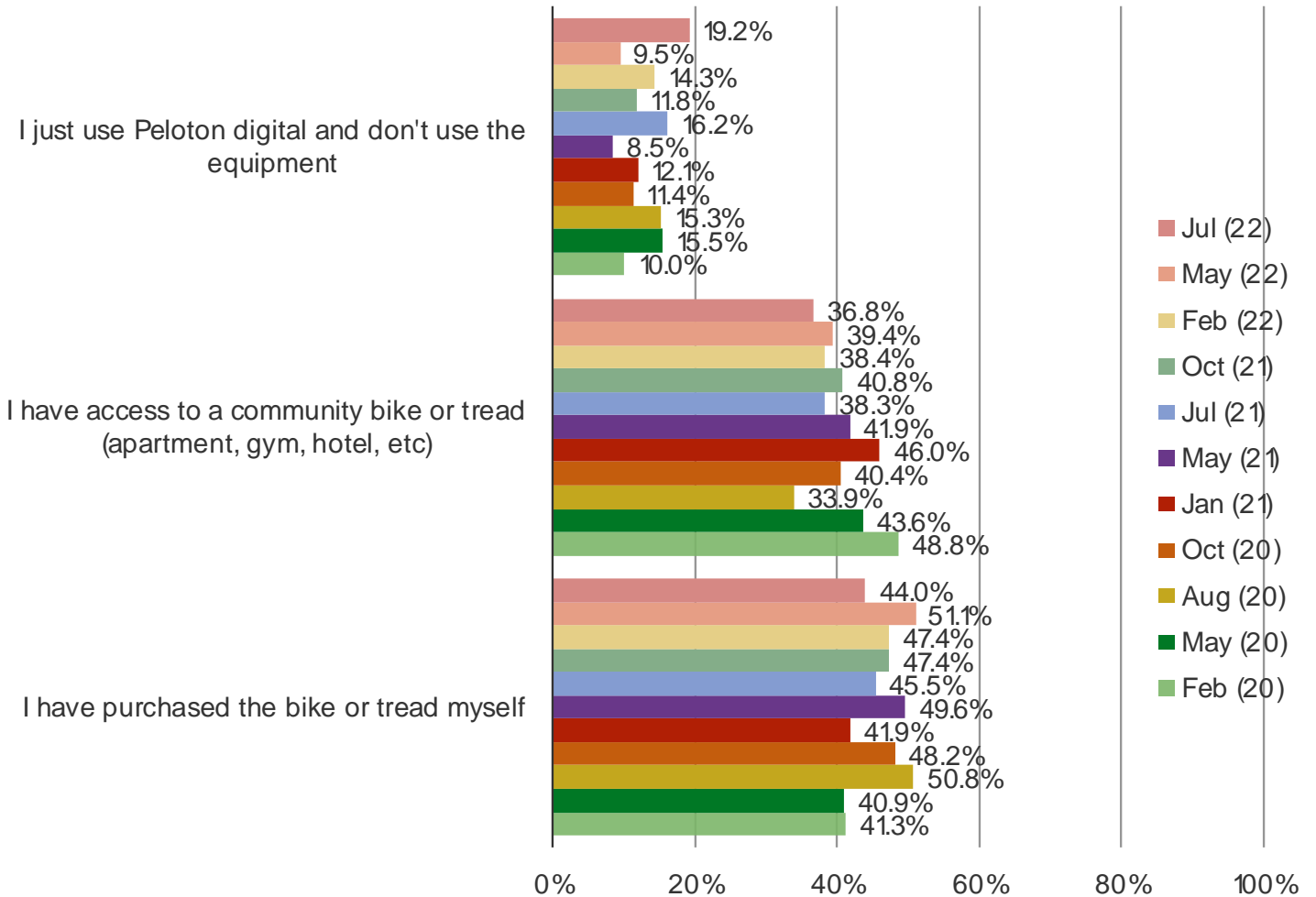
Posed to all respondents



## PELOTON CUSTOMERS

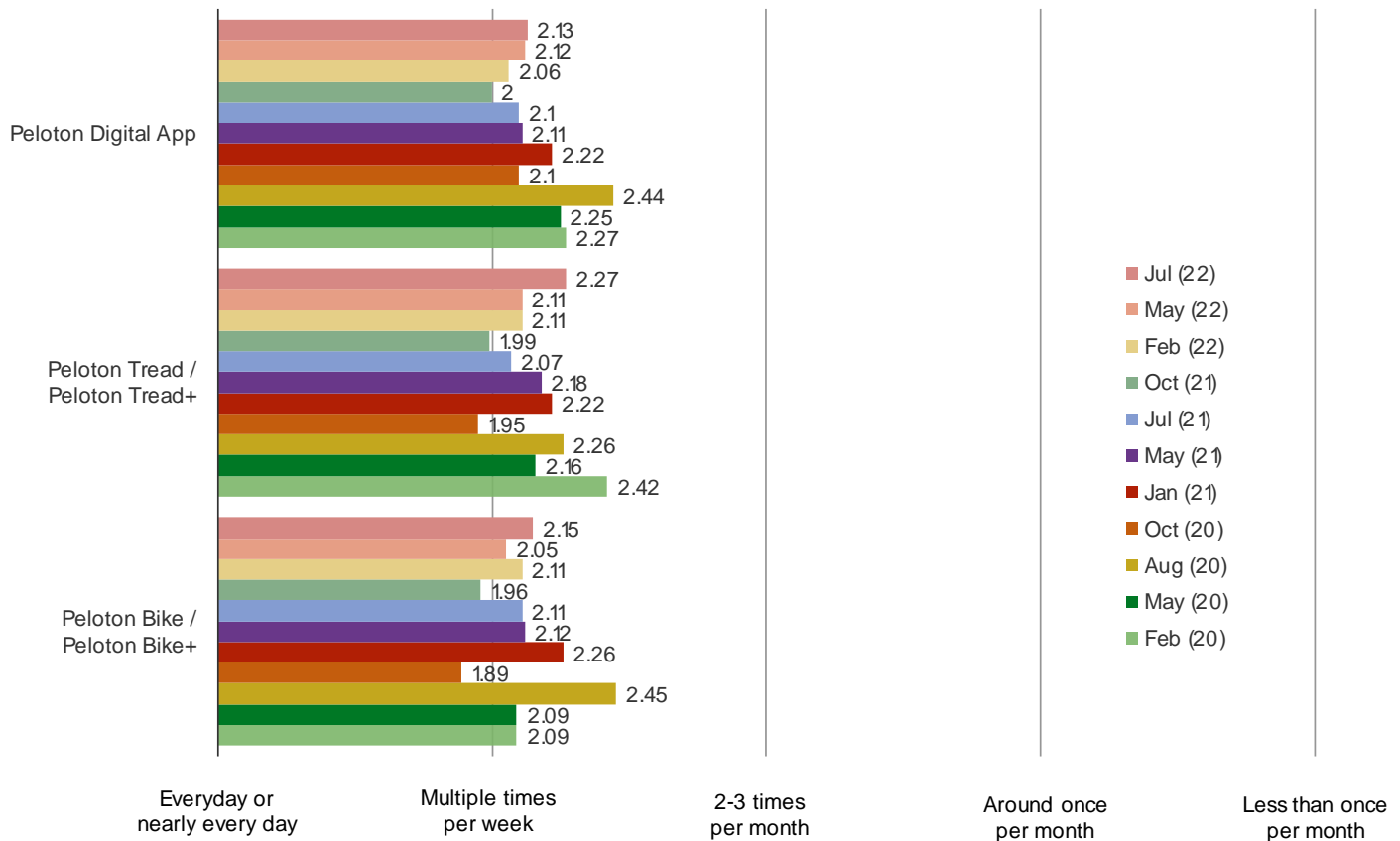
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF PELOTON?

Posed to Peloton owners



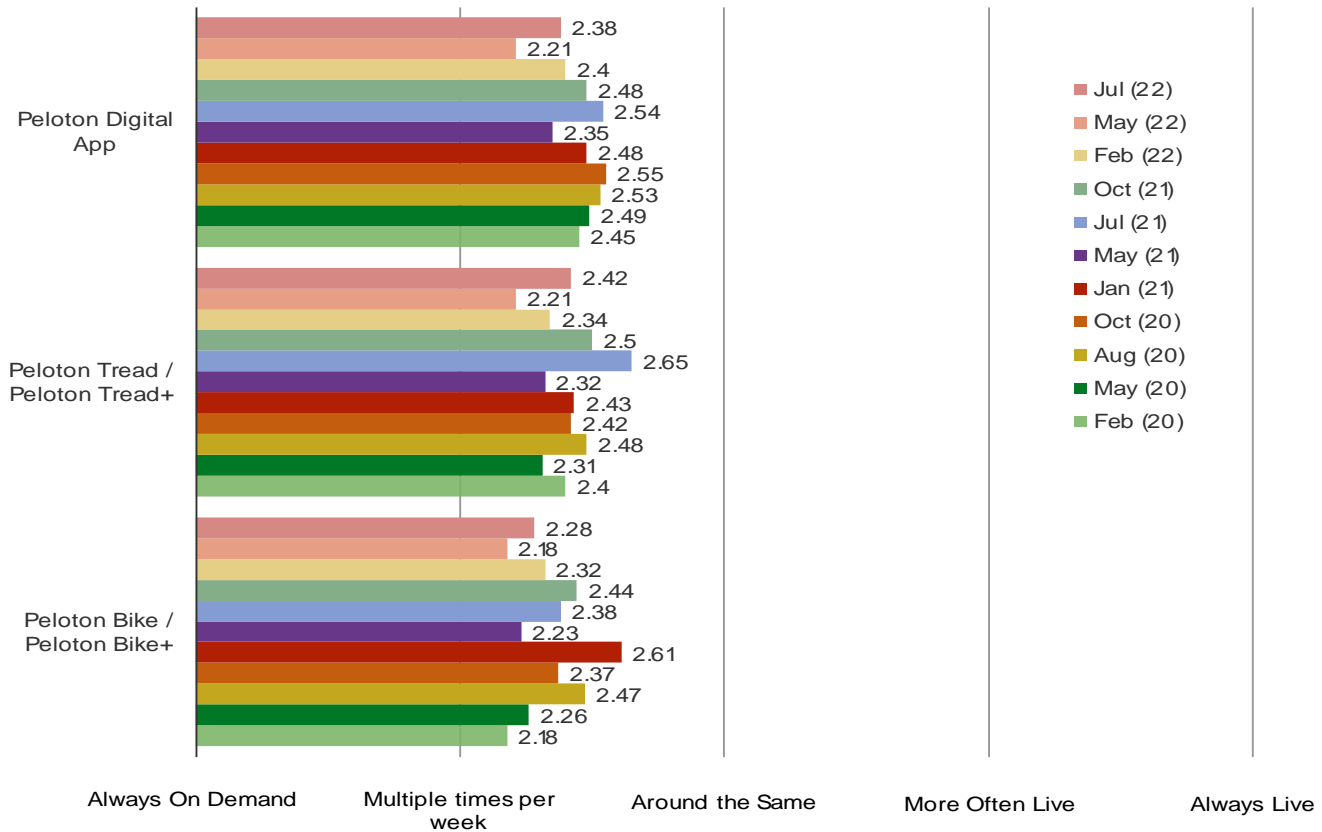
HOW OFTEN DO YOU USE THE FOLLOWING?

Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment). | N = ~107



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

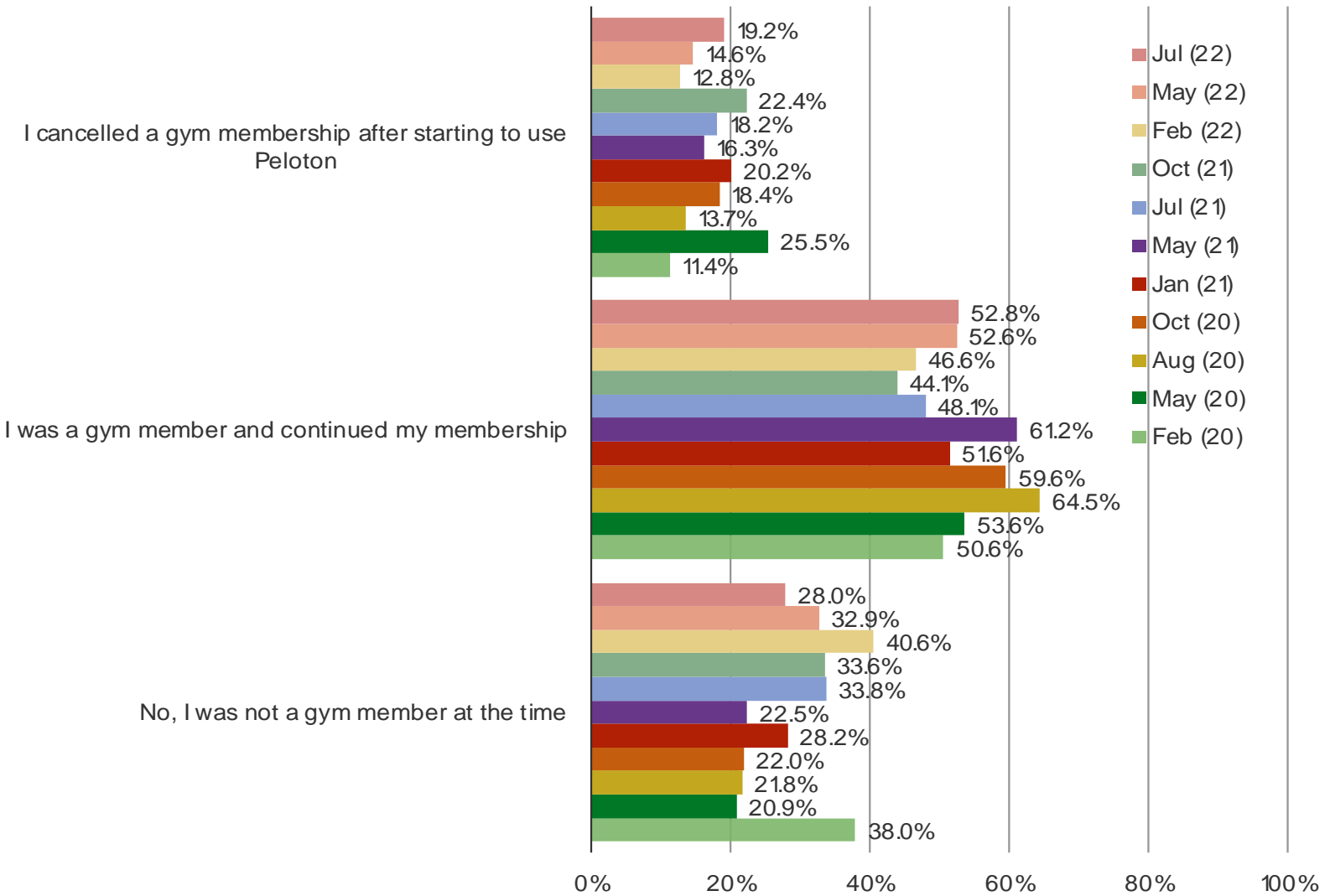
Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment). N = ~107





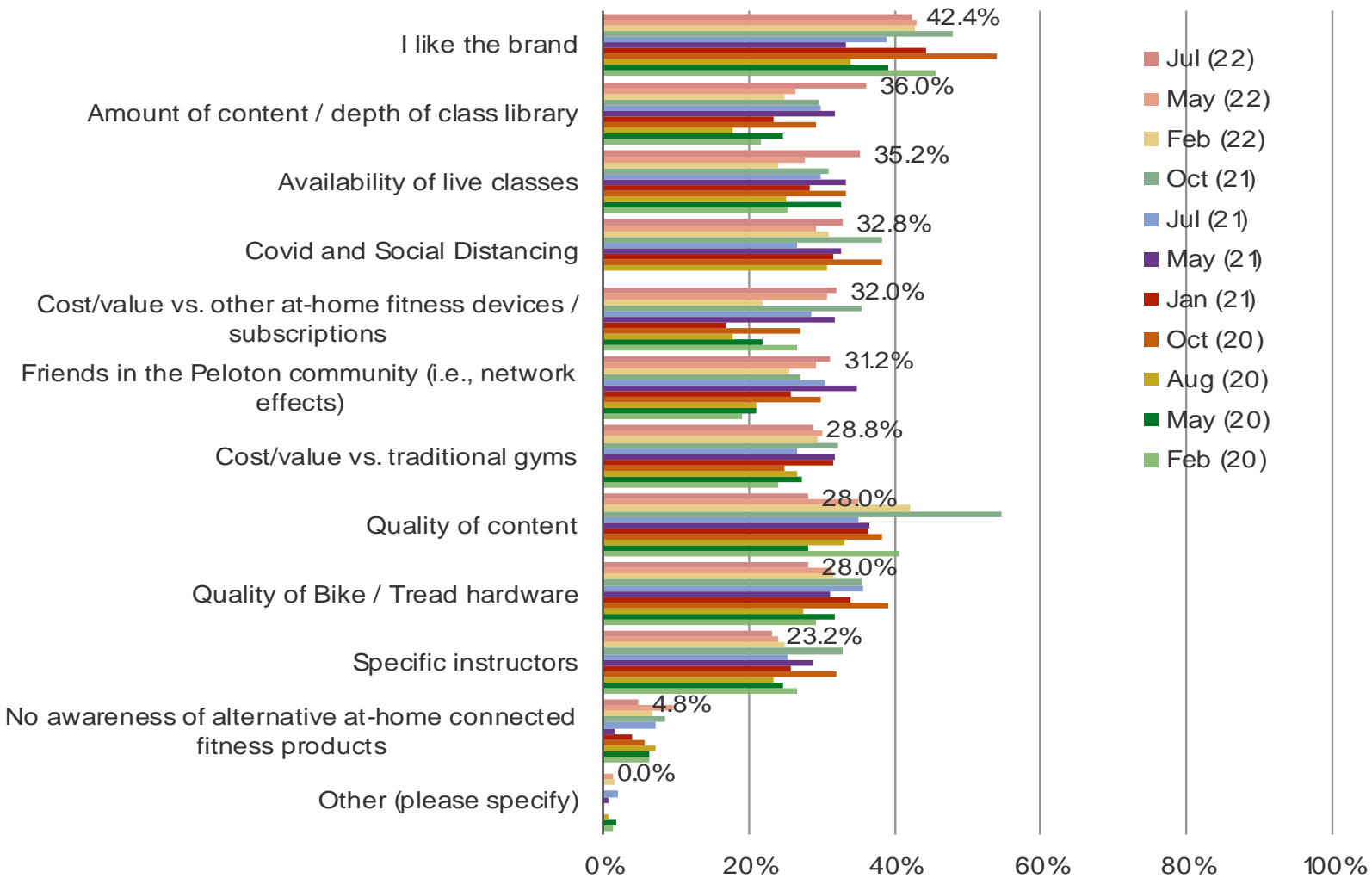
DID YOU CANCEL A GYM MEMBERSHIP AFTER YOU STARTED USING PELOTON?

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?

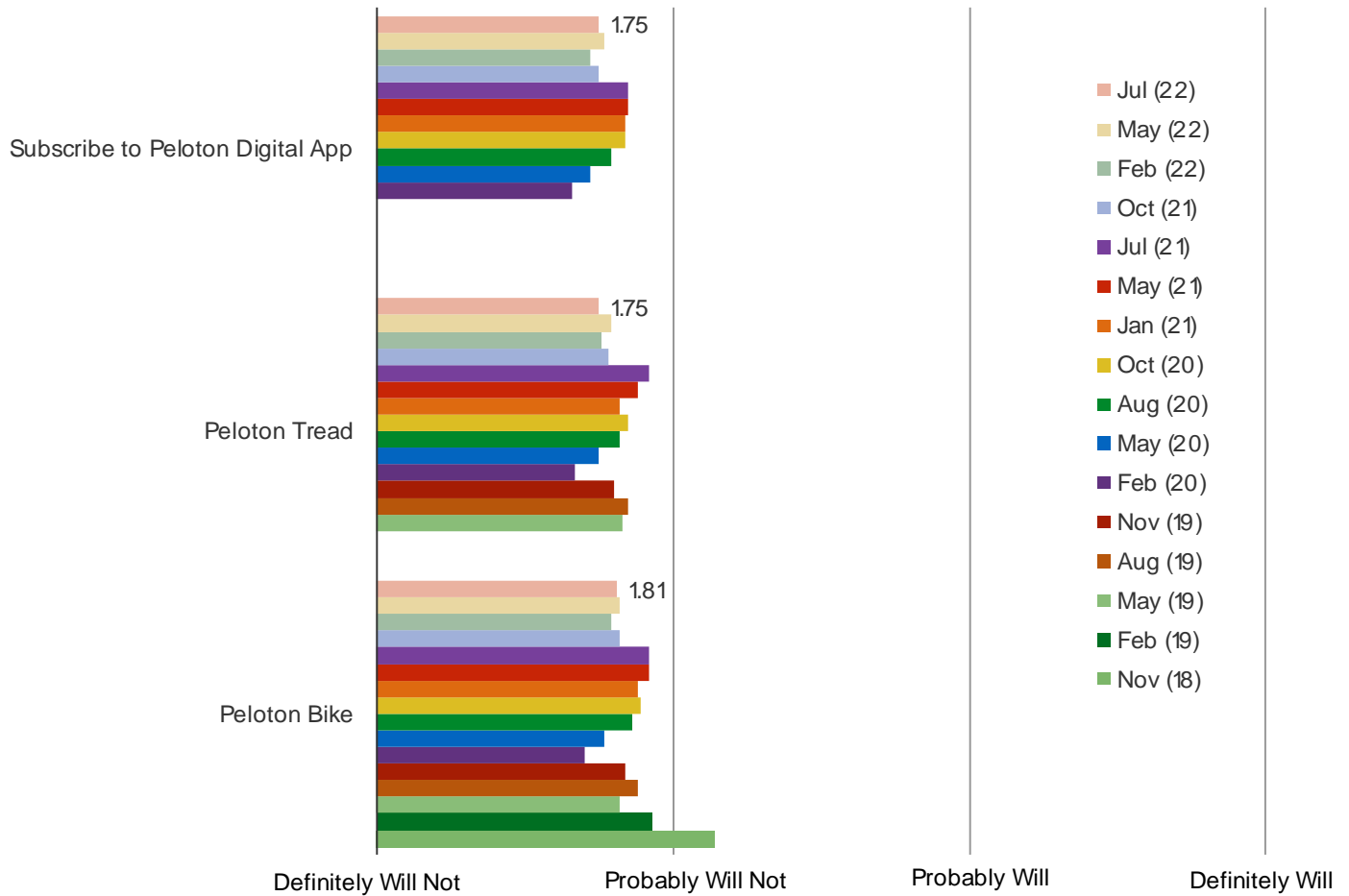
Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment).



## NON PELOTON CUSTOMERS

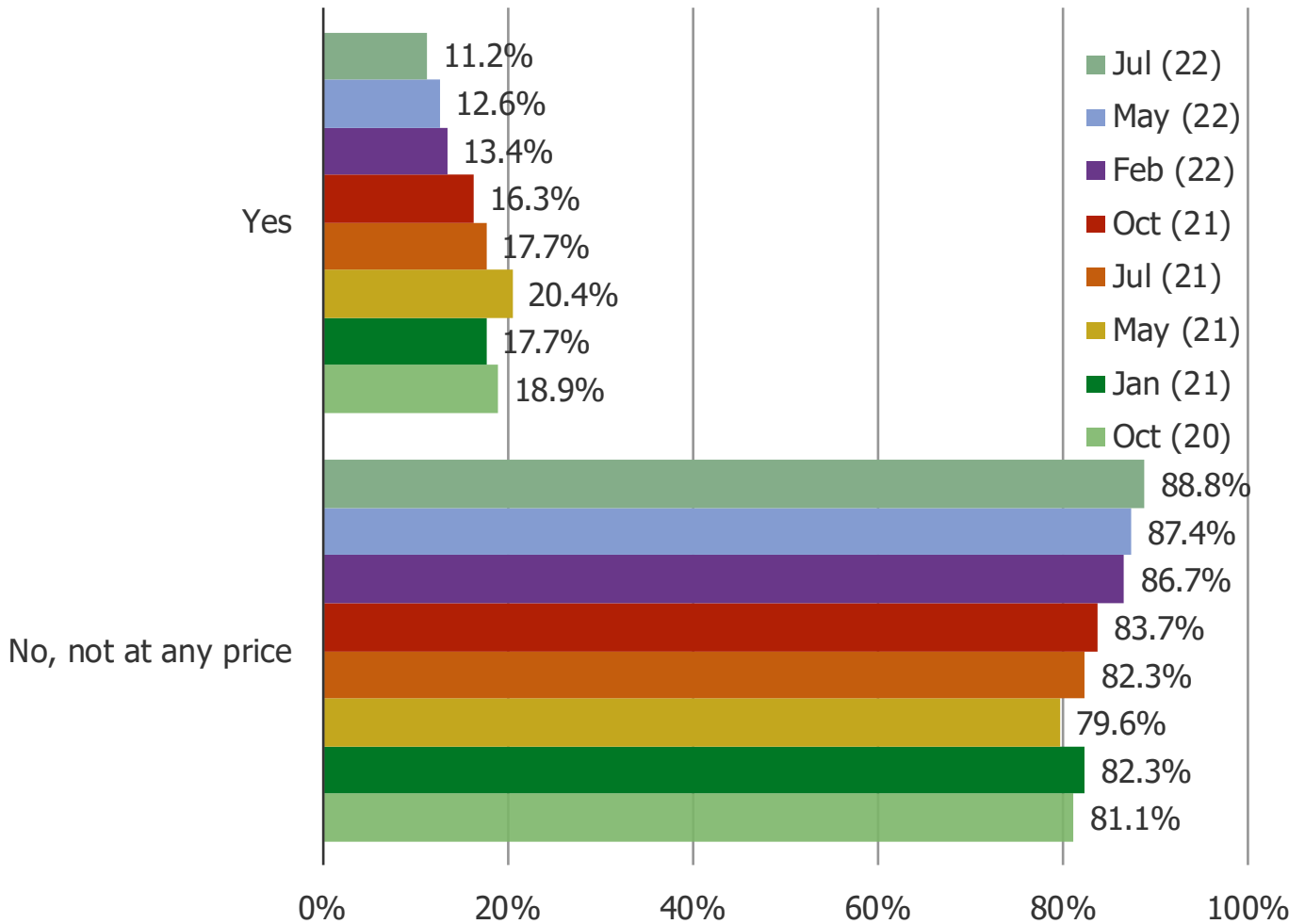
HOW LIKELY ARE YOU TO BUY THE PELOTON EQUIPMENT IN THE FUTURE OR SIGN UP FOR THE DIGITAL APP?

Posed to respondents who do not own any Peloton equipment.



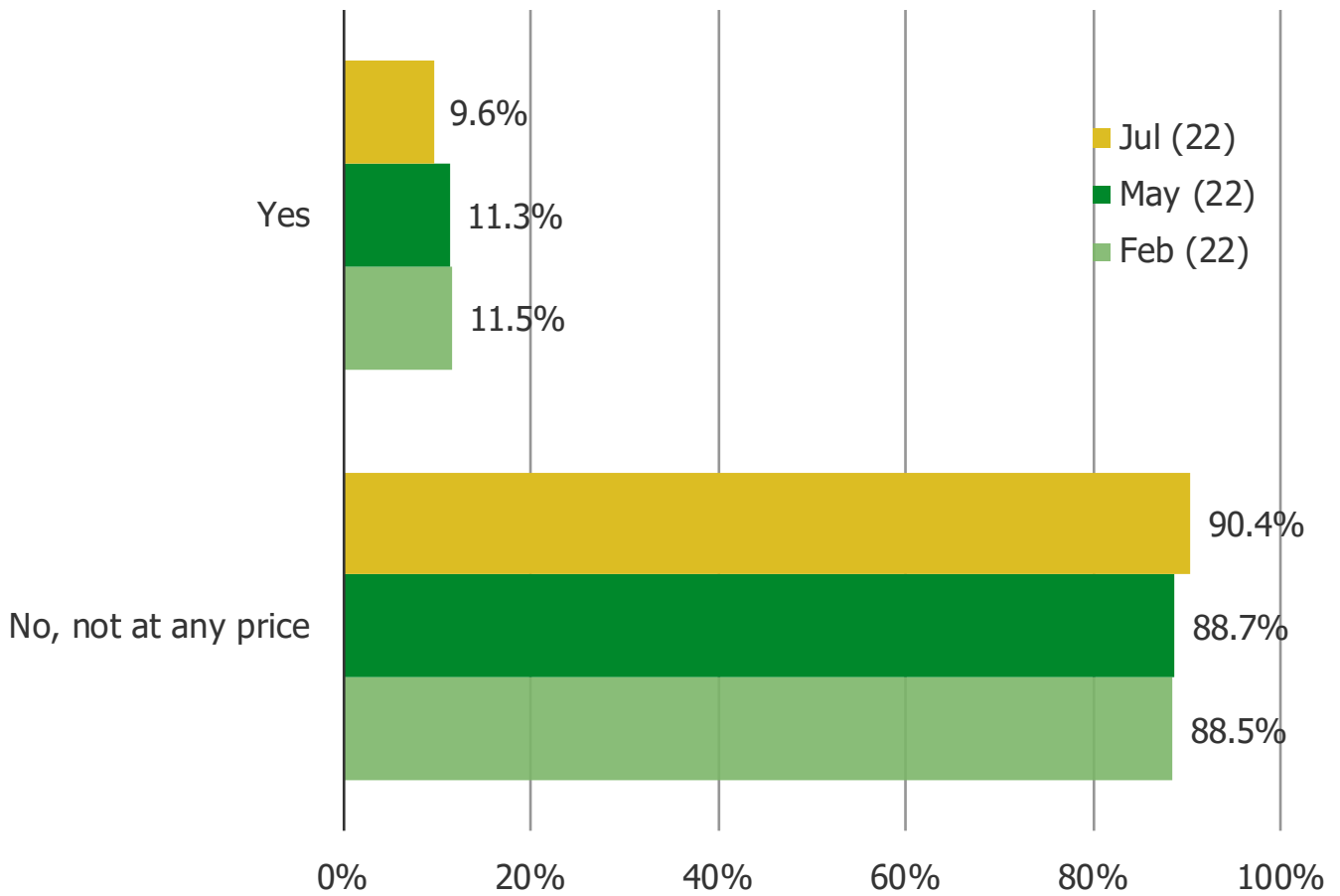
IS THERE A LOWER PRICE POINT THAT WOULD MAKE THE PELOTON BIKE OF INTEREST TO YOU?

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



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

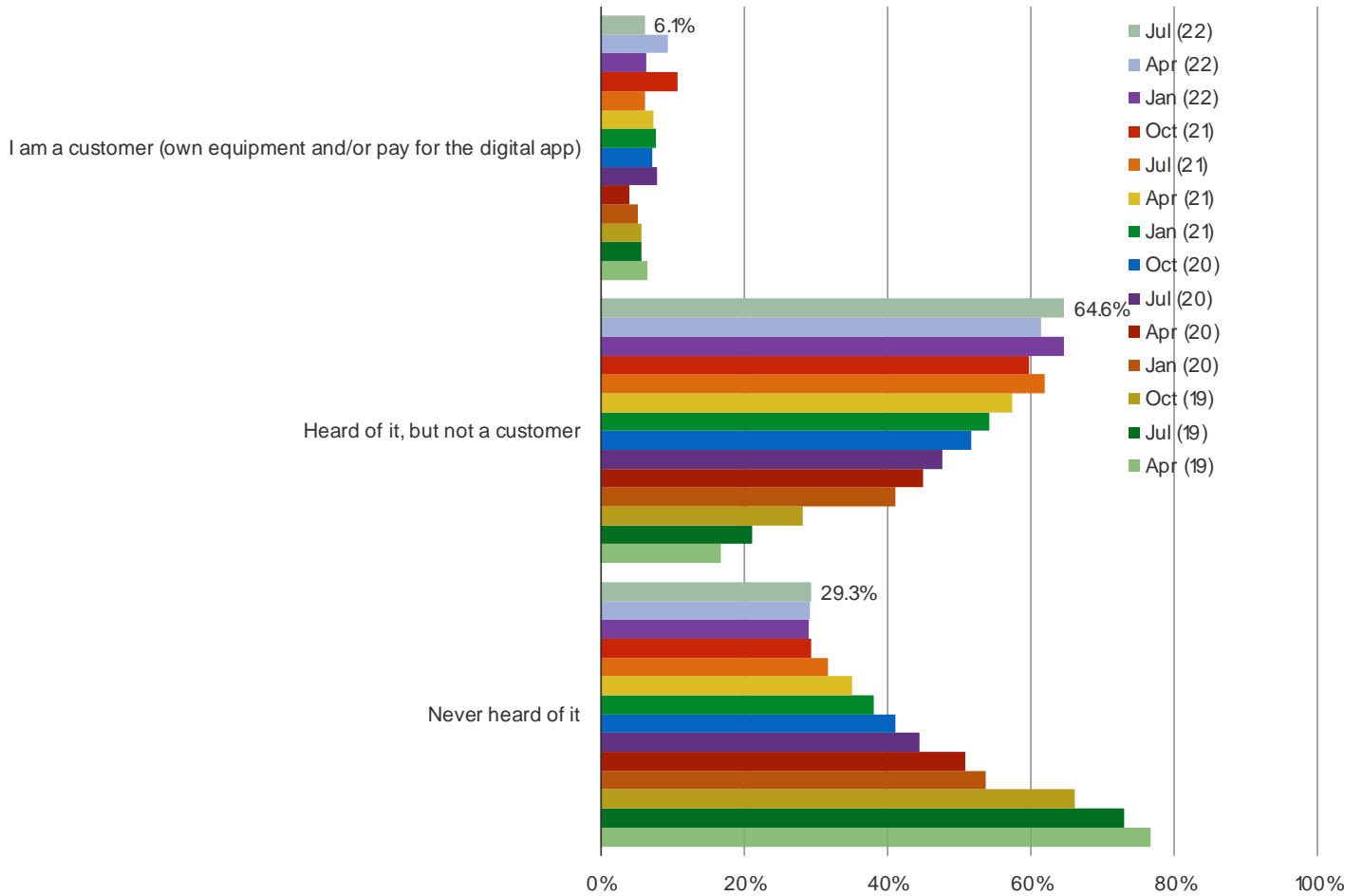
Posed to respondents who do not own or use any Peloton equipment.



## PELTON IN THE UK

WHAT IS YOUR EXPERIENCE WITH PELOTON?

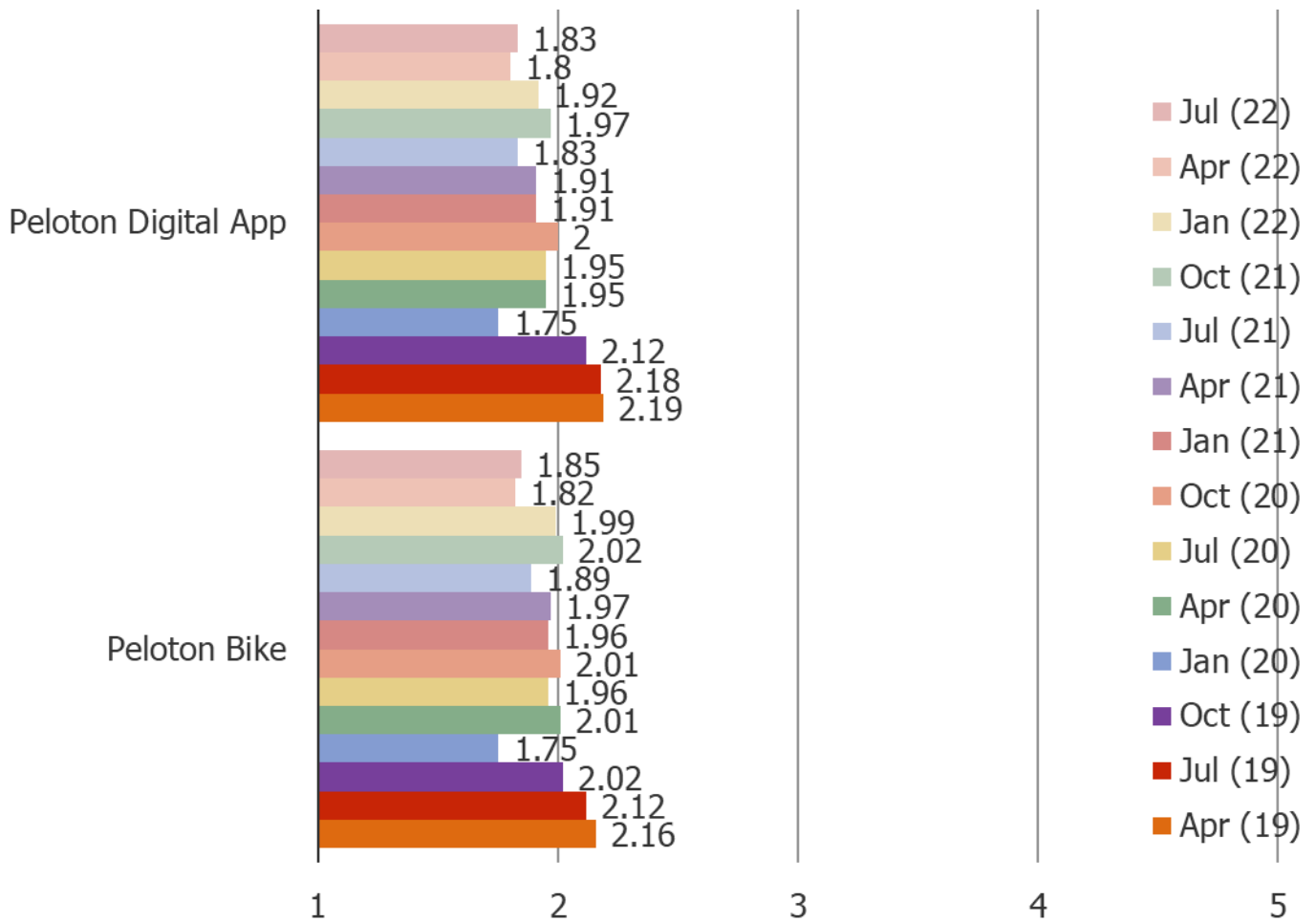
Posed to all respondents.





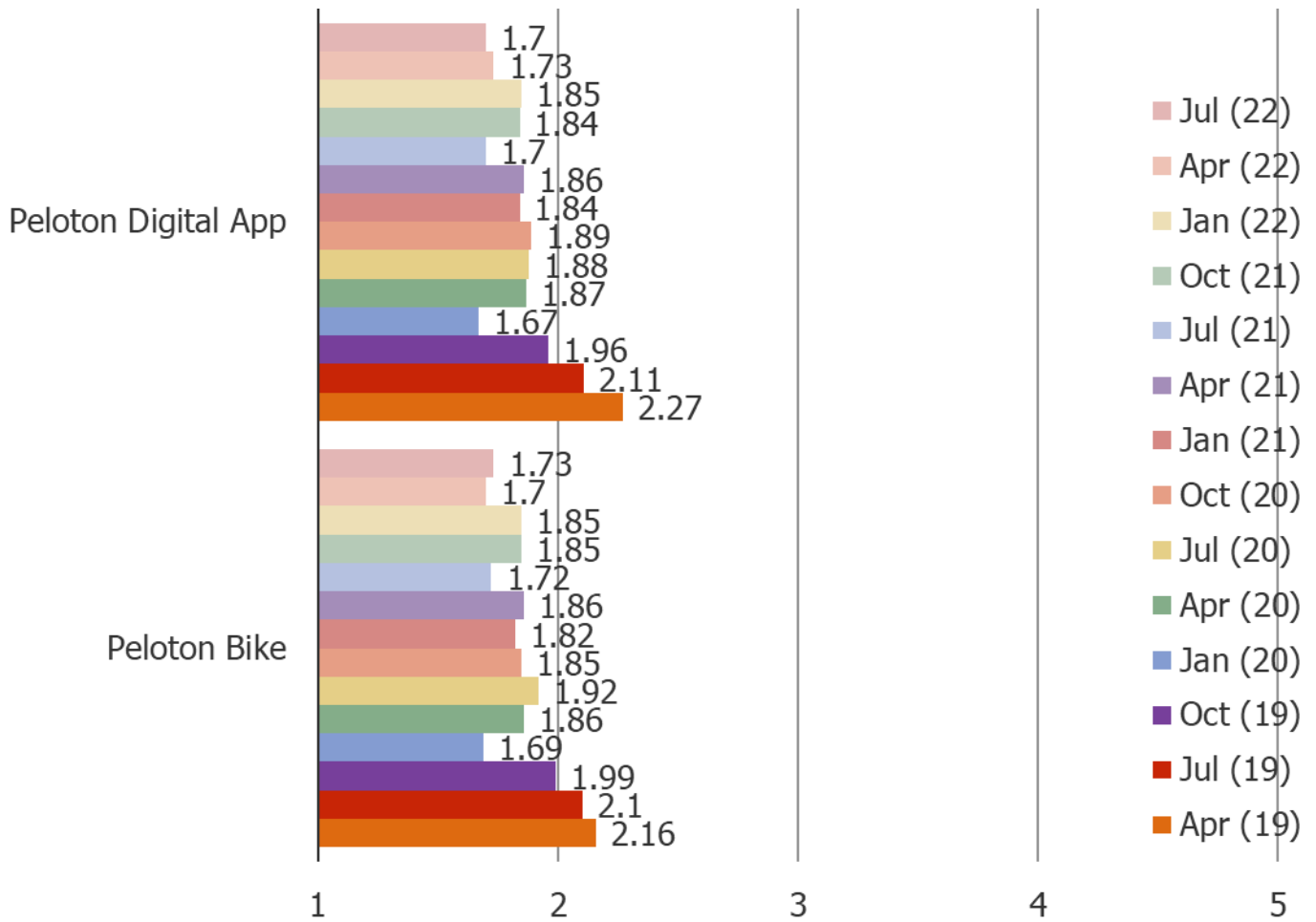
HOW MUCH INTEREST DO YOU HAVE IN THE FOLLOWING?

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



HOW LIKELY ARE YOU TO PURCHASE THE FOLLOWING IN THE NEXT YEAR?

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



HOW OFTEN DO YOU EXERCISE?

Posed to all respondents.

