

# Bespoke Survey Research

July 2023

## Fitness

Volume 27 | Quarterly Survey  
1,250 US Consumers Balanced To Census  
Tickers Covered: PTON, PLNT

### KPIs and Key questions

1. Of all the fitness brands tested, Peloton is the most likely to be viewed as “more for wealthy consumers” as opposed to “accessible for all” (among those who are aware of each of the brands we asked about).
2. There is a significant divergence in how Peloton is viewed by existing customers (amazing, high quality, awesome) and how the broader pool of consumers who are aware of the brand view it (expensive).
3. That said, there have been some gradual declines in the share of consumers who view Peloton as a “luxury” brand.
4. Those who are aware of Peloton but don’t own products from it are more likely to view it as an overall exercise and wellness company (as opposed to just a fitness bike company).
5. We set a baseline level of interest in the share of non-Peloton equipment owners who would be interested in using the Peloton app without the equipment (15% of these respondents said they would be interested or very interested).
6. Among those who are currently considering buying Peloton equipment, an increasing share said they are thinking about getting the bike and a declining share are thinking about getting the tread.
7. Among those who are gym members, an increasing percentage of respondents are on month-to-month contracts.
8. Fitness product interest is back on the upswing after reaching a recent series low in October of 2022. The data isn’t where it was during Covid, but it is improved relative to recent history.
9. Consumers continue to view Peloton as the strongest “fitness brand”, of all the brands tested in our survey.
10. Of those who told us they are Peloton owners, in recent quarters the share who just uses Peloton digital has increased.

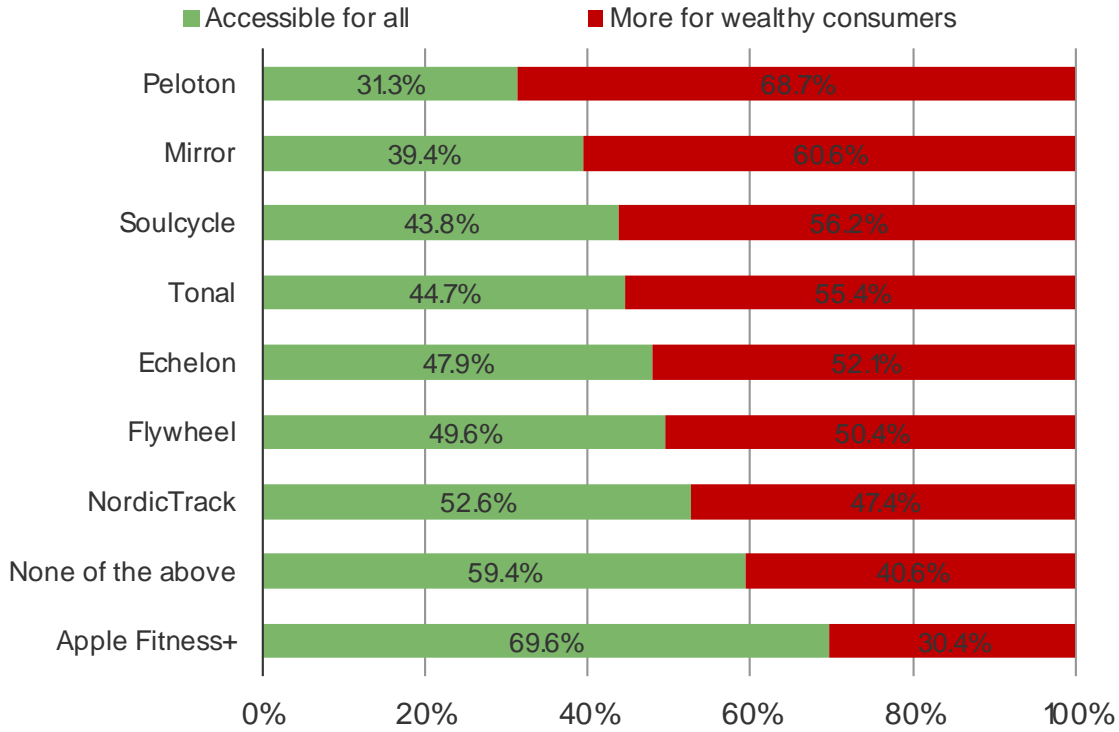
### Noteworthy Stats:

- 68.7%** Of respondents believe that Peloton is a brand that is more for wealthy consumers vs. accessible for all.
- 64.1%** Of respondents view Peloton as an overall exercise and wellness company vs. a pure bike company.
- 21.2%** Of respondents are currently a member of a gym.

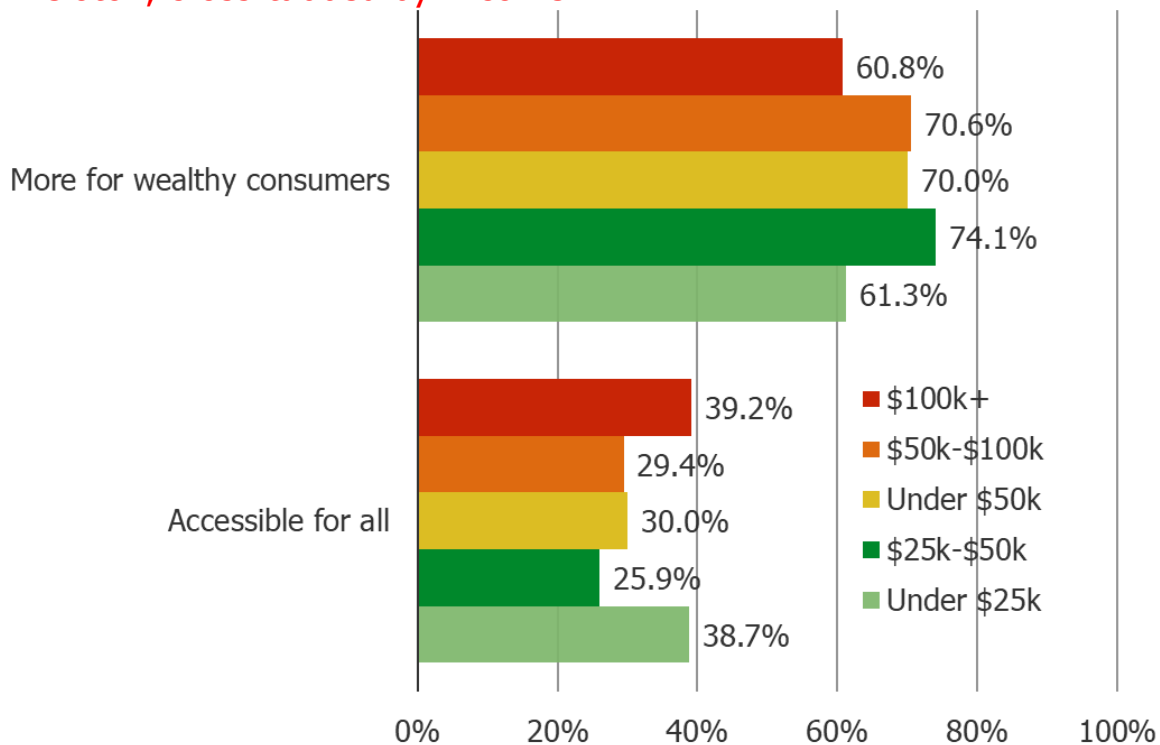
## RECENTLY ADDED QUESTIONS

TO WHAT EXTENT DO YOU BELIEVE THIS BRAND IS...

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

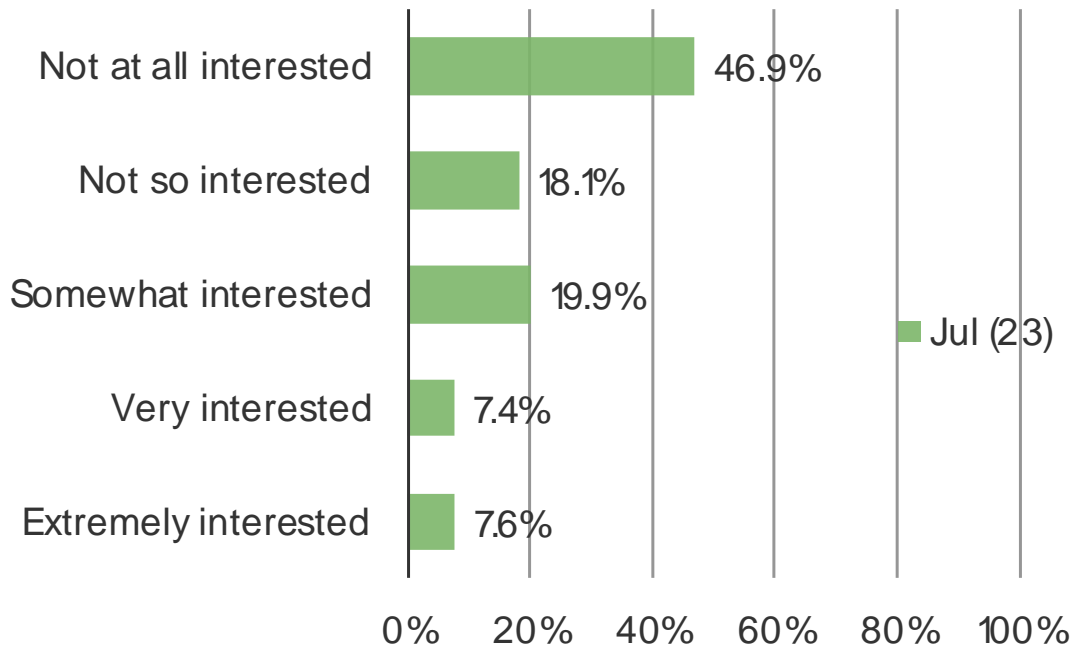


Opinion of Peloton, cross-tabbed by Income.



HOW MUCH INTEREST WOULD YOU HAVE IN USING THE PELOTON APP WITHOUT THE PELOTON EQUIPMENT?

Posed to respondents who do not own any Peloton equipment.



IF YOU HAD TO USE ONE WORD TO DESCRIBE THE PELOTON BRAND, WHAT WOULD IT BE?

Posed to respondents who are aware of the Peloton brand...

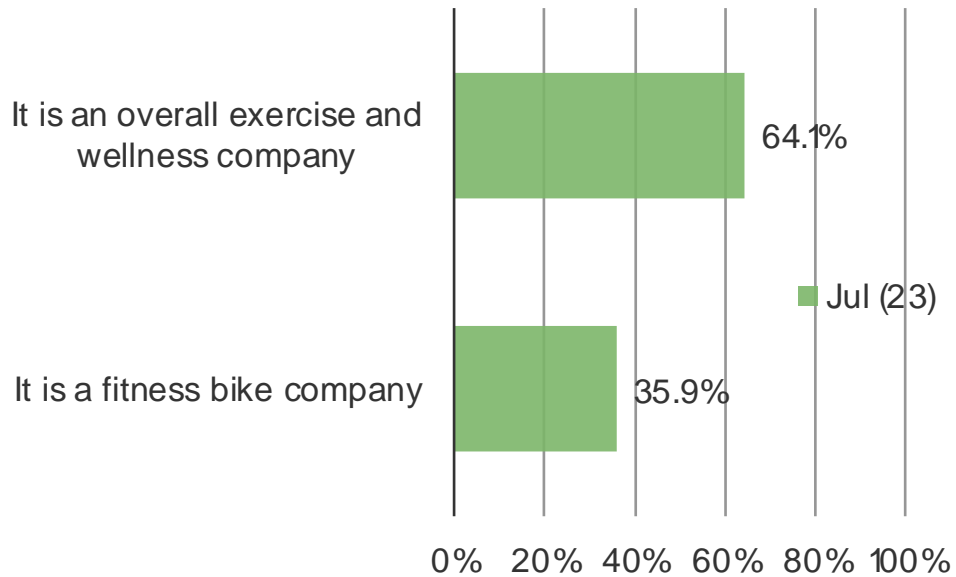


Posed to Peloton customers...

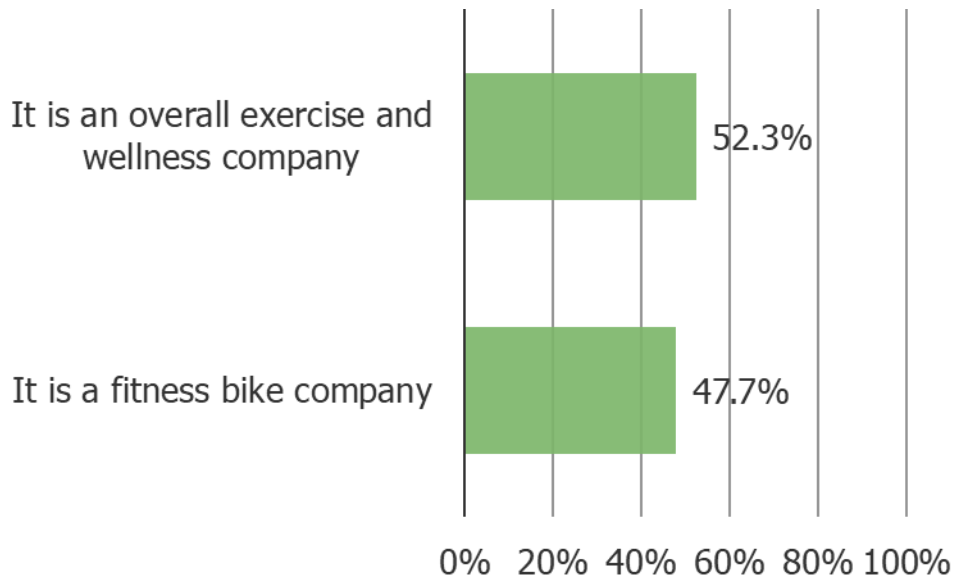


IN YOUR OPINION, WHAT BEST DESCRIBES PELOTON?

Posed to respondents who are aware of the Peloton brand...

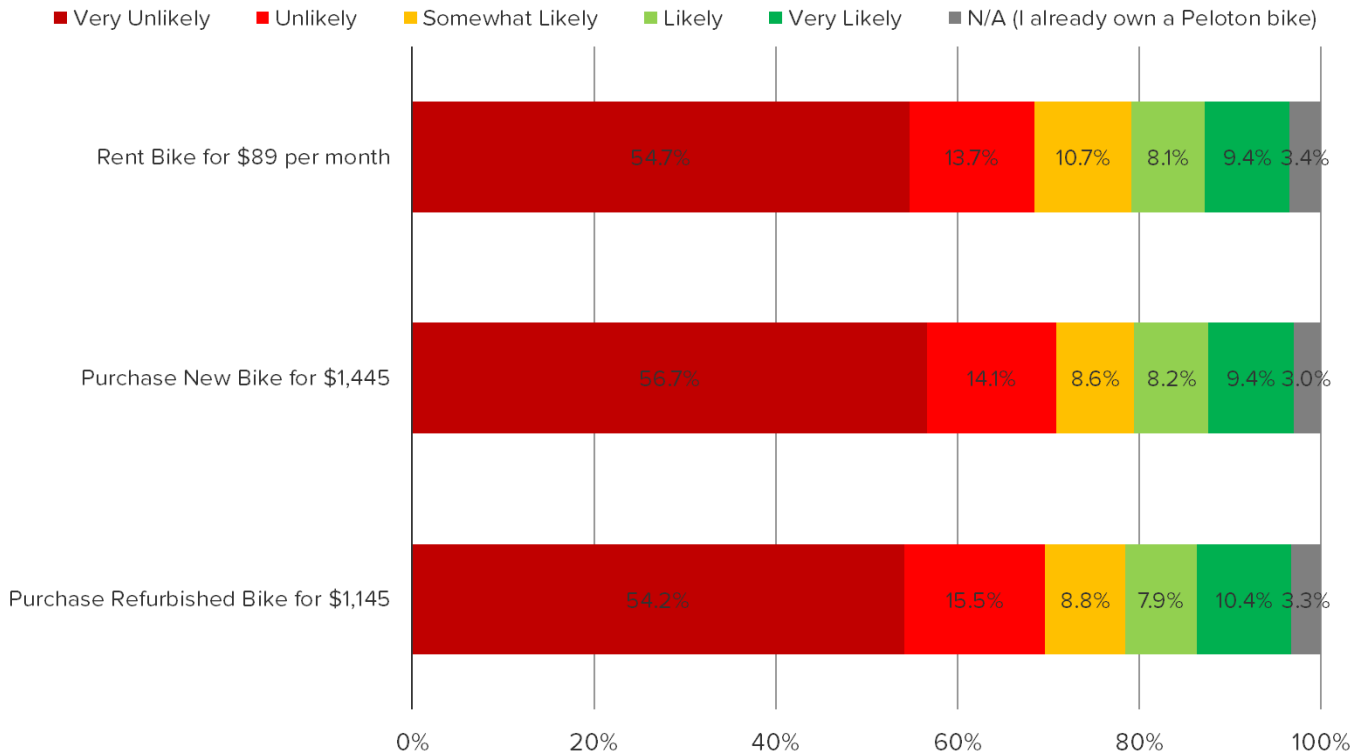


Posed to Peloton customers...

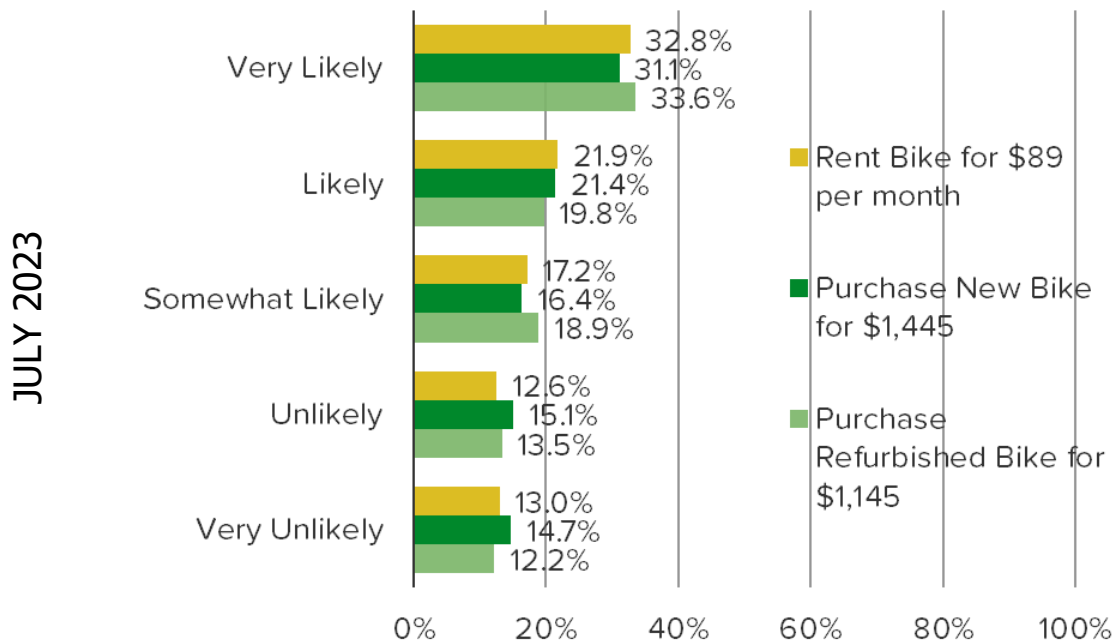


HOW LIKELY WOULD YOU BE TO GET A PELOTON BIKE IN THE FOLLOWING WAYS...

Posed to all respondents.

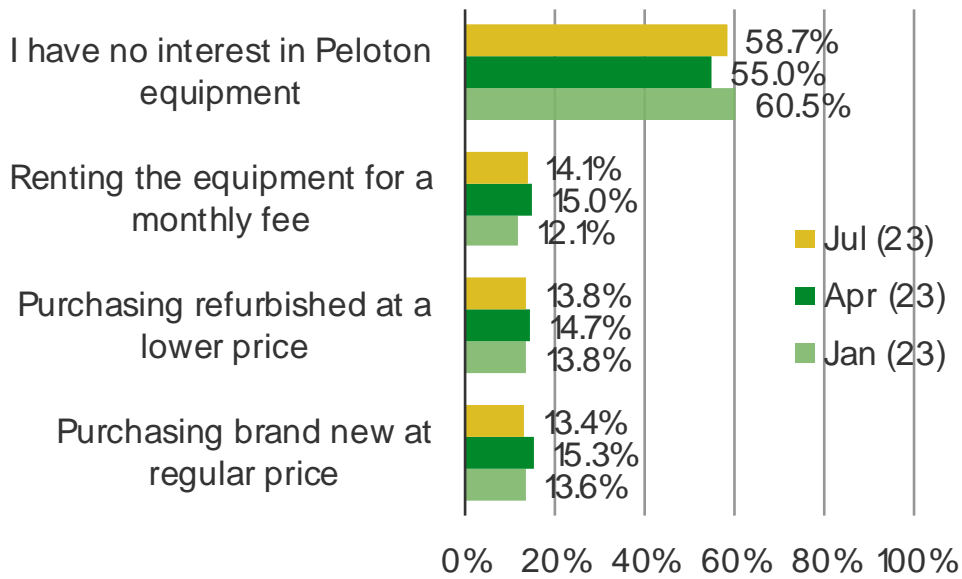


Posed to respondents who said they are currently considering purchasing Peloton equipment and are interested in the bike (N = 238)



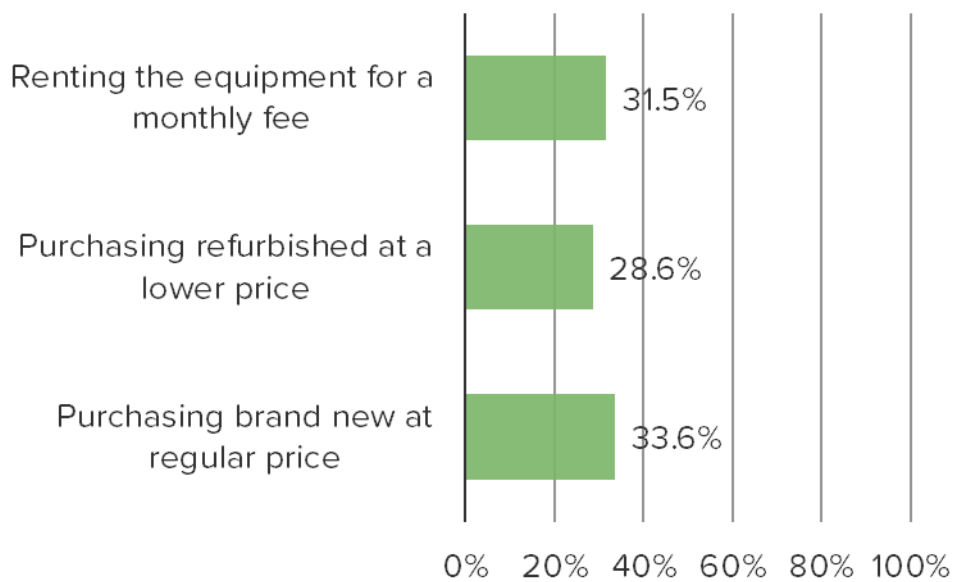
WHICH OF THE FOLLOWING DO YOU THINK WOULD BE THE BEST WAY TO GET ACCESS TO PELOTON PRODUCTS?

Posed to all respondents.



Posed to respondents who said they are currently considering purchasing Peloton equipment and are interested in the bike (N = 238)

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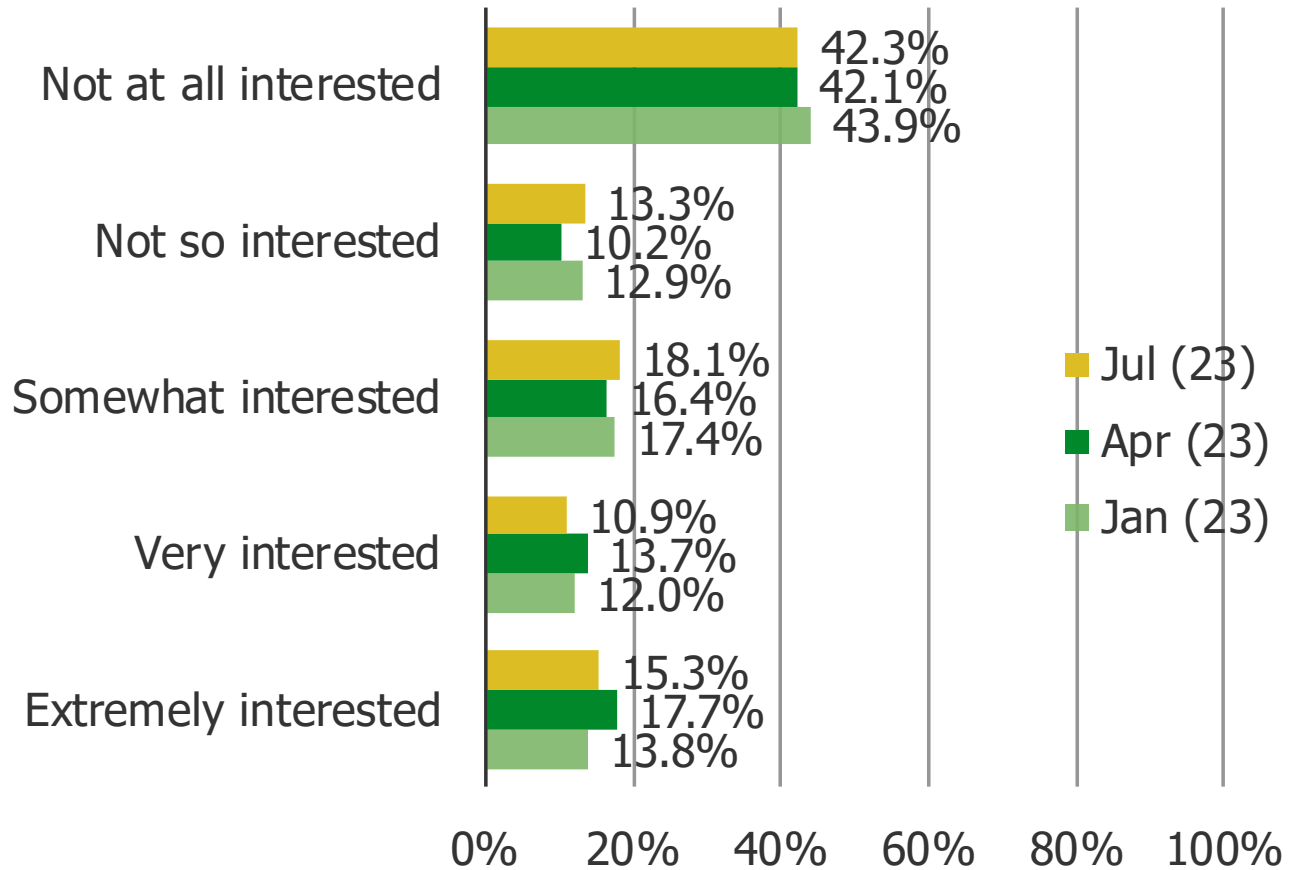
HOW DO YOU SHOP DICK'S SPORTING GOODS?

Posed to respondents who shop Dick's Sporting Goods.



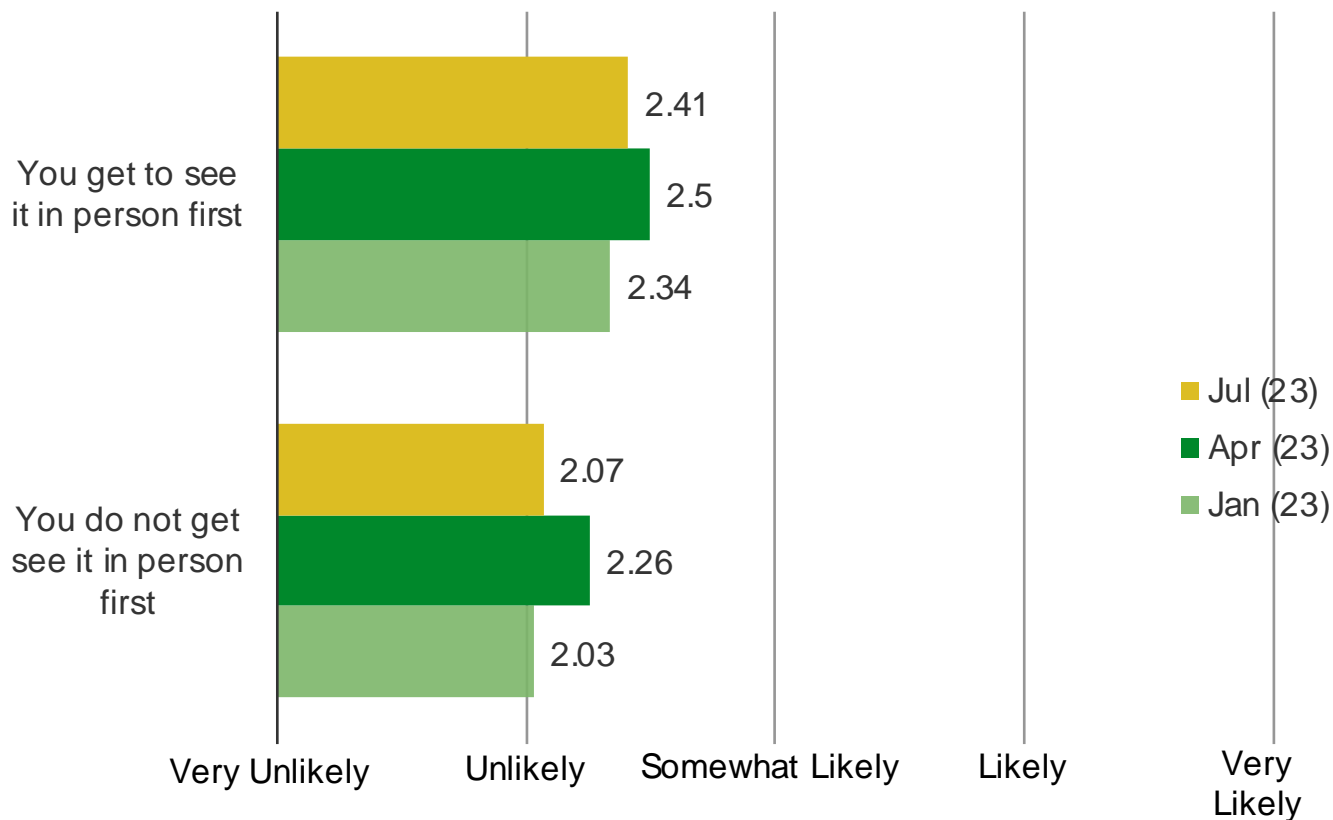
HOW INTERESTED WOULD YOU BE IN SEEING/TESTING THE PELOTON PRODUCT YOU ARE INTERESTED IN PERSON BEFORE DECIDING IF YOU WILL BUY IT?

Posed to respondents who are currently considering purchasing a new piece of fitness equipment from Peloton. (N = 280)



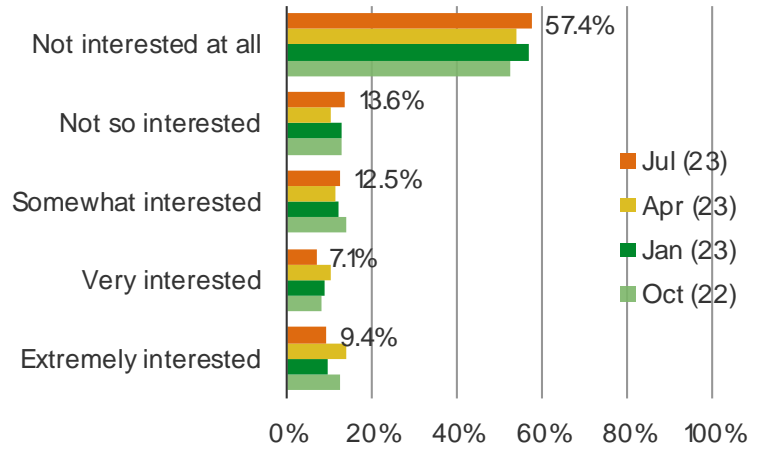
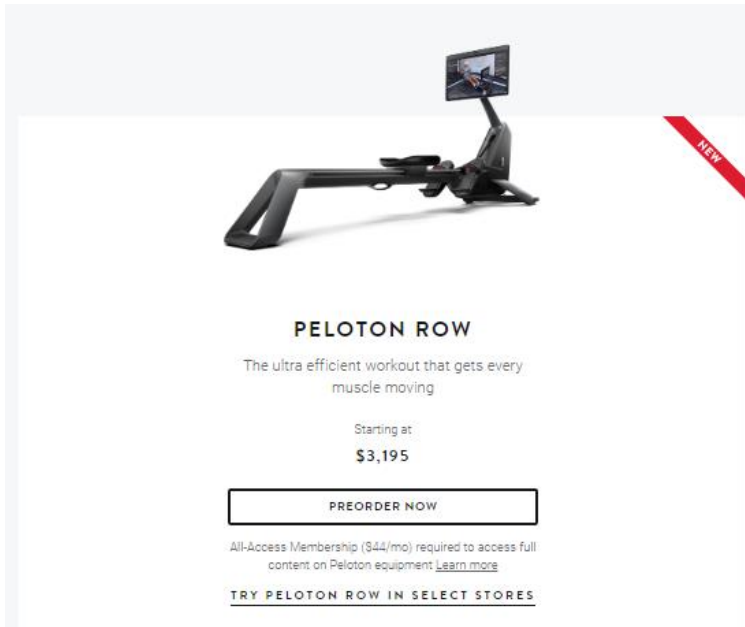
HOW LIKELY ARE YOU TO ACTUALLY FOLLOW THROUGH AND PURCHASE PELOTON EQUIPMENT IF...

Posed to respondents who are currently considering purchasing a new piece of fitness equipment from Peloton. (N = 280)



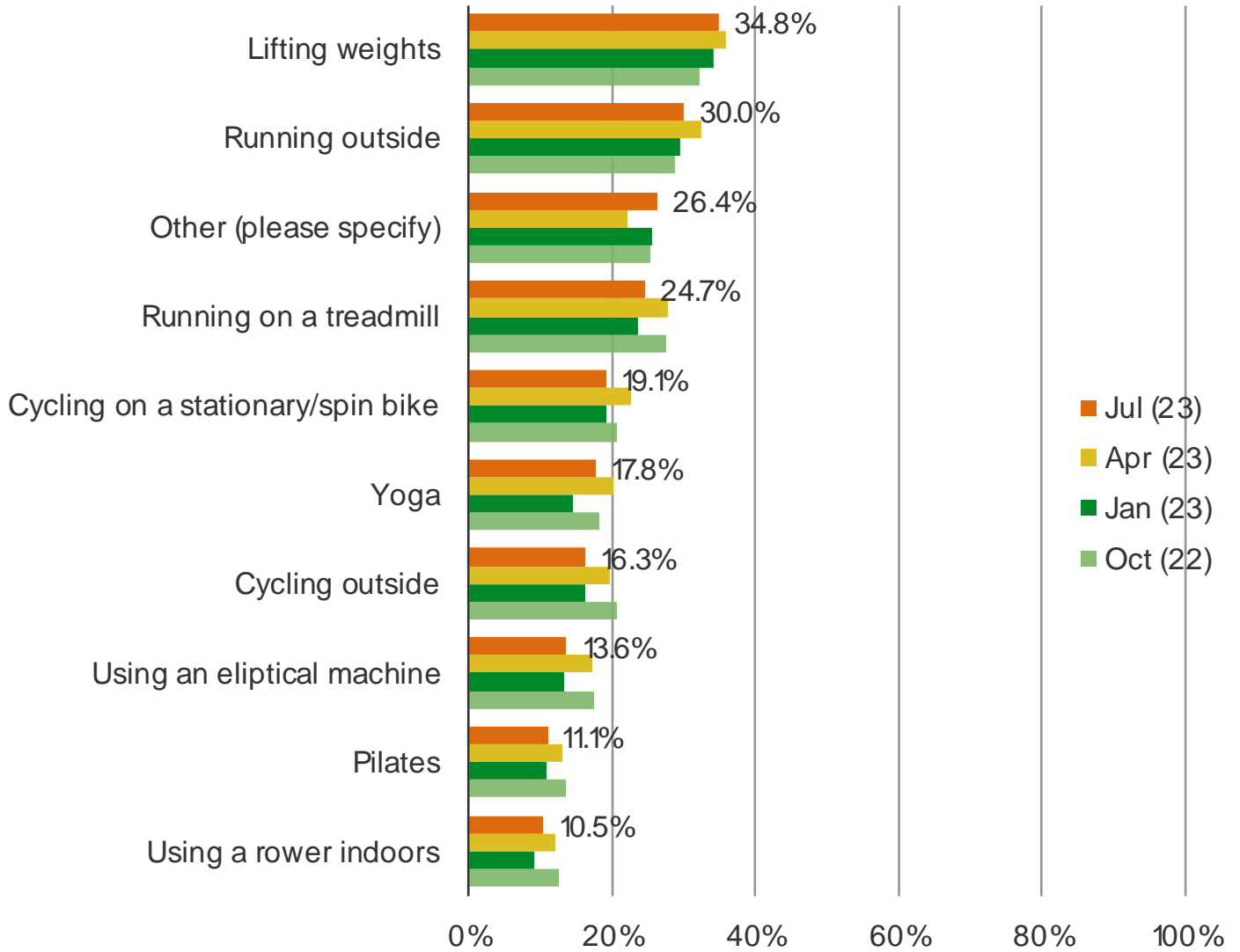
HOW MUCH INTEREST DO YOU HAVE IN THE PELOTON ROW PRODUCT (PICTURED)?

Posed to all respondents.



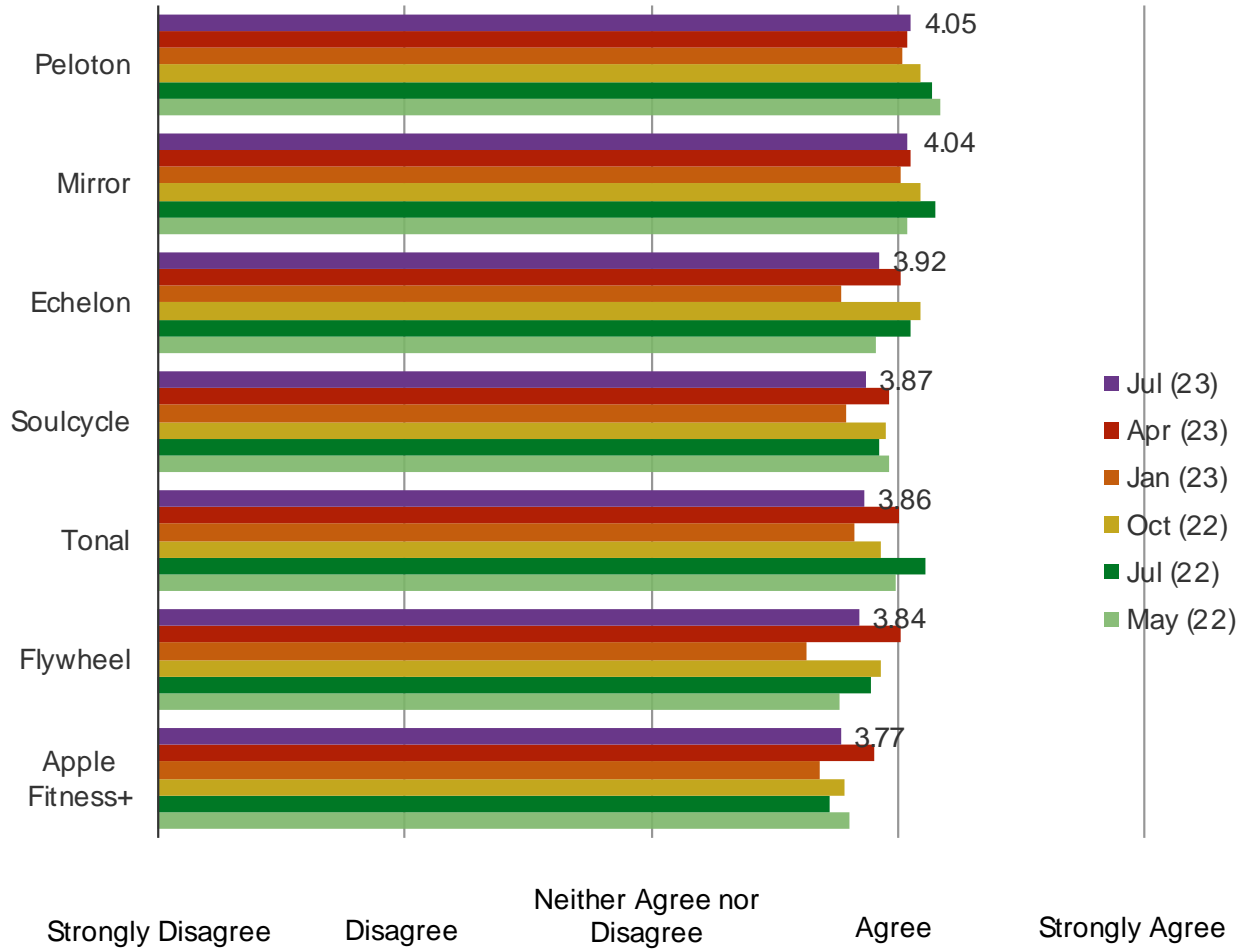
WHICH TYPES OF EXERCISE DO YOU INCLUDE IN YOUR FITNESS ROUTINE? SELECT ALL THAT APPLY

Posed to respondents who exercise.



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

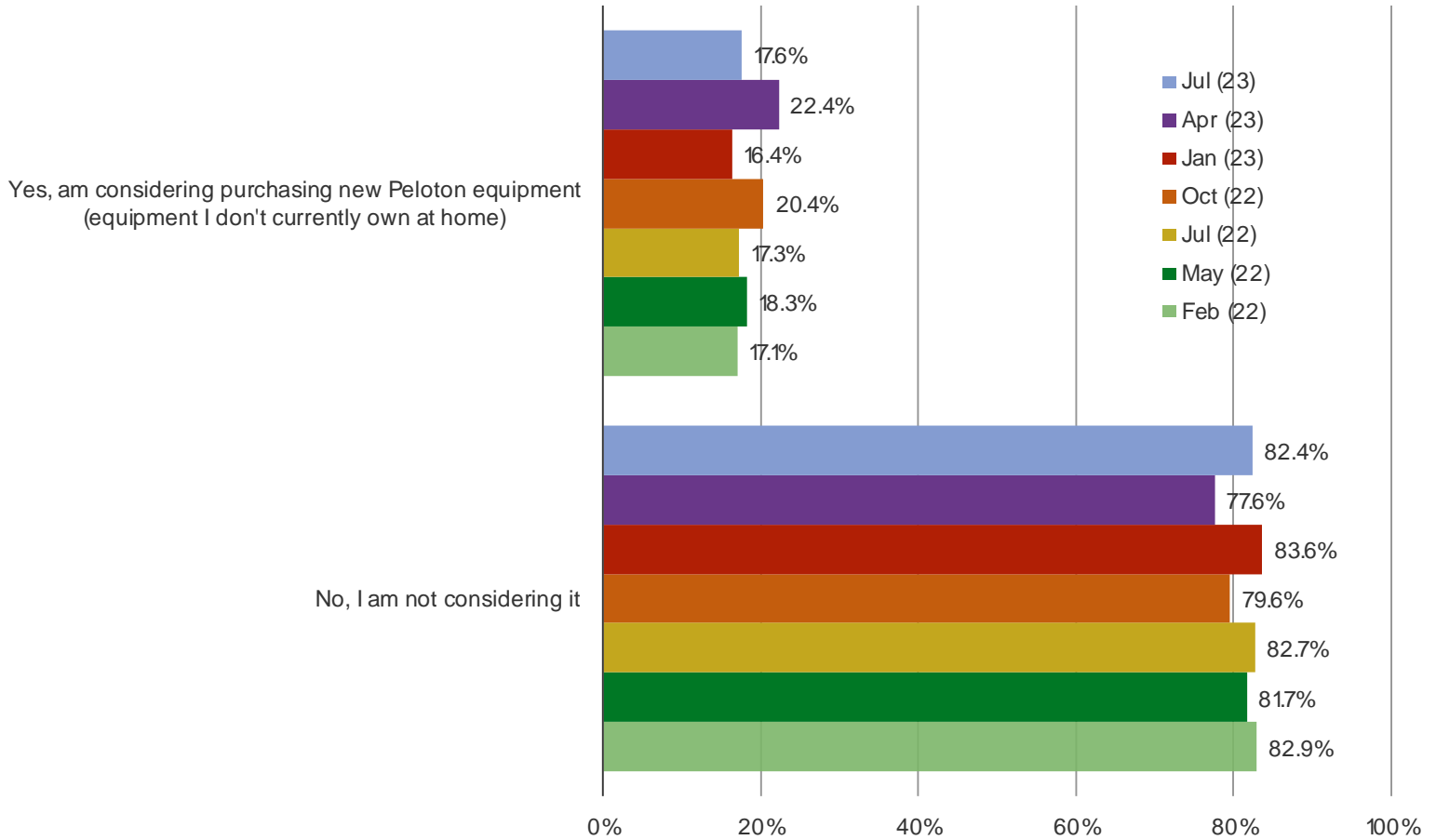
Posed to respondents who are aware of each of the following.



	N=
Peloton	718
Echelon	169
Flywheel	113
Soulcycle	201
NordicTrack	652
Apple Fitness+	388
Tonal	159
Mirror	254

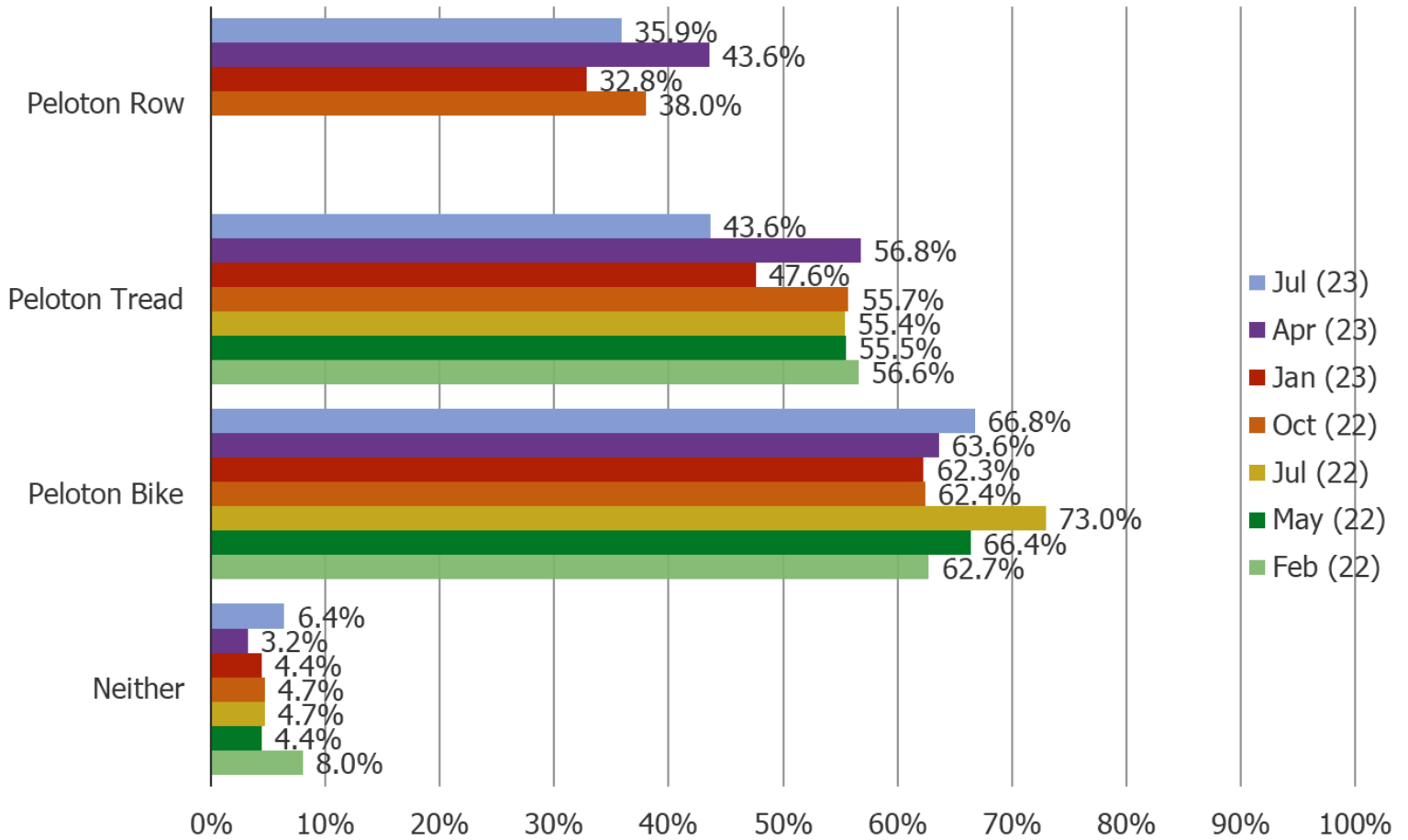
ARE YOU CURRENTLY CONSIDERING PURCHASING A NEW PIECE OF FITNESS EQUIPMENT FROM PELOTON?

Posed to all respondents



WHICH OF THE FOLLOWING ARE YOU CONSIDERING PURCHASING?

Posed to respondents who are currently considering buying Peloton equipment.

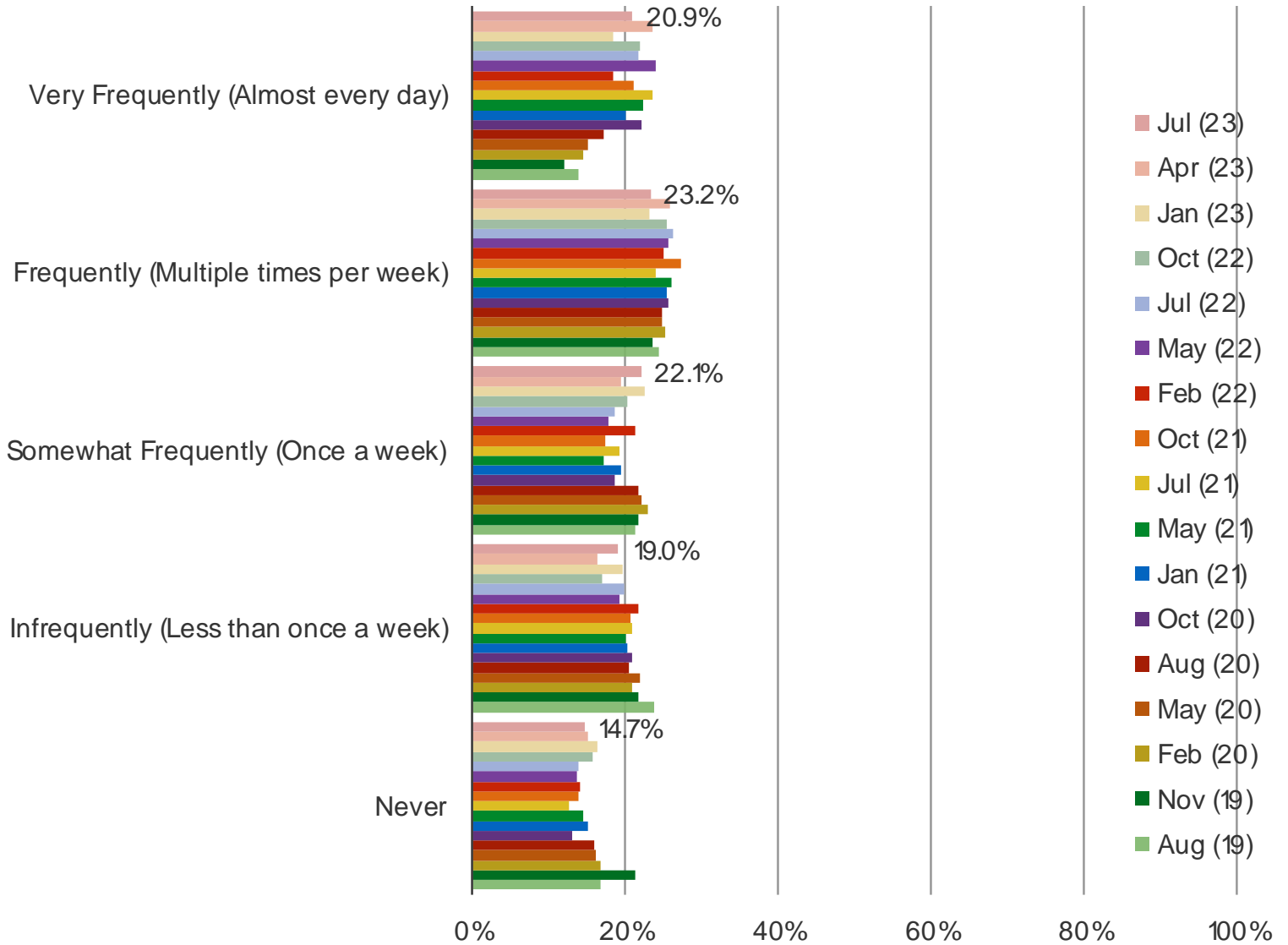




## FITNESS OVERALL

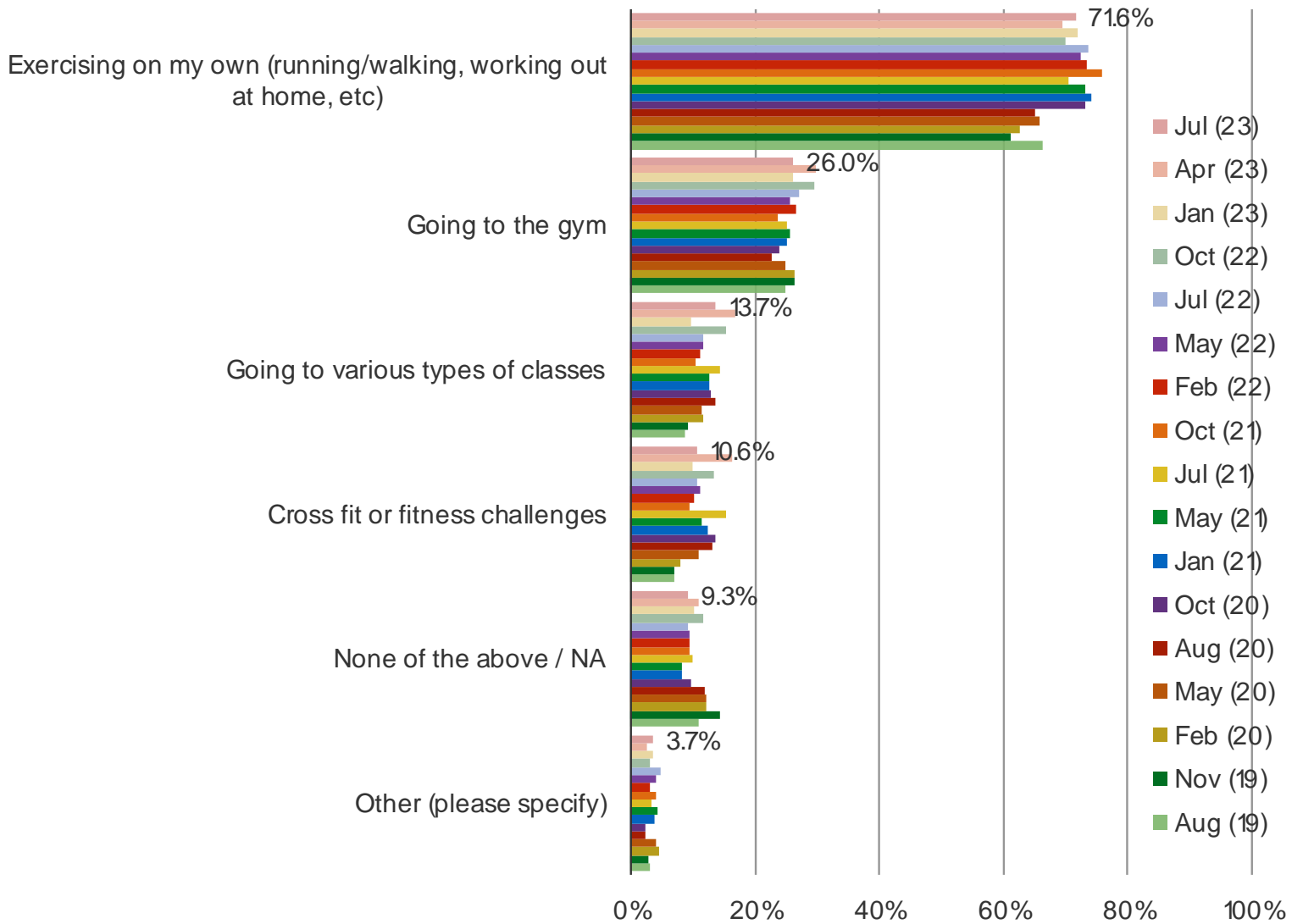
HOW OFTEN DO YOU EXERCISE?

Posed to all respondents



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

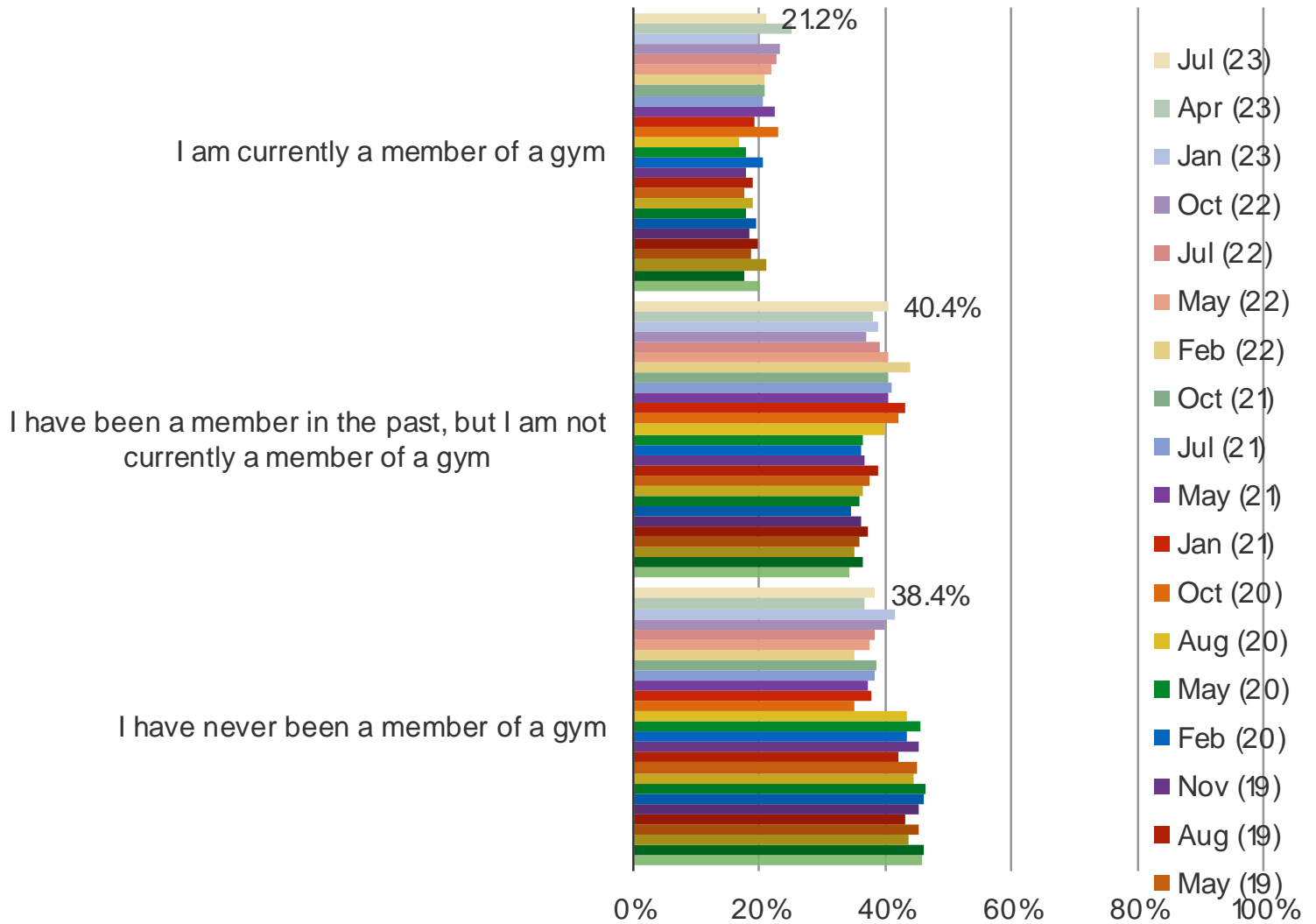
Posed to respondents who exercise



## EXERCISE AND GYM MEMBERSHIPS

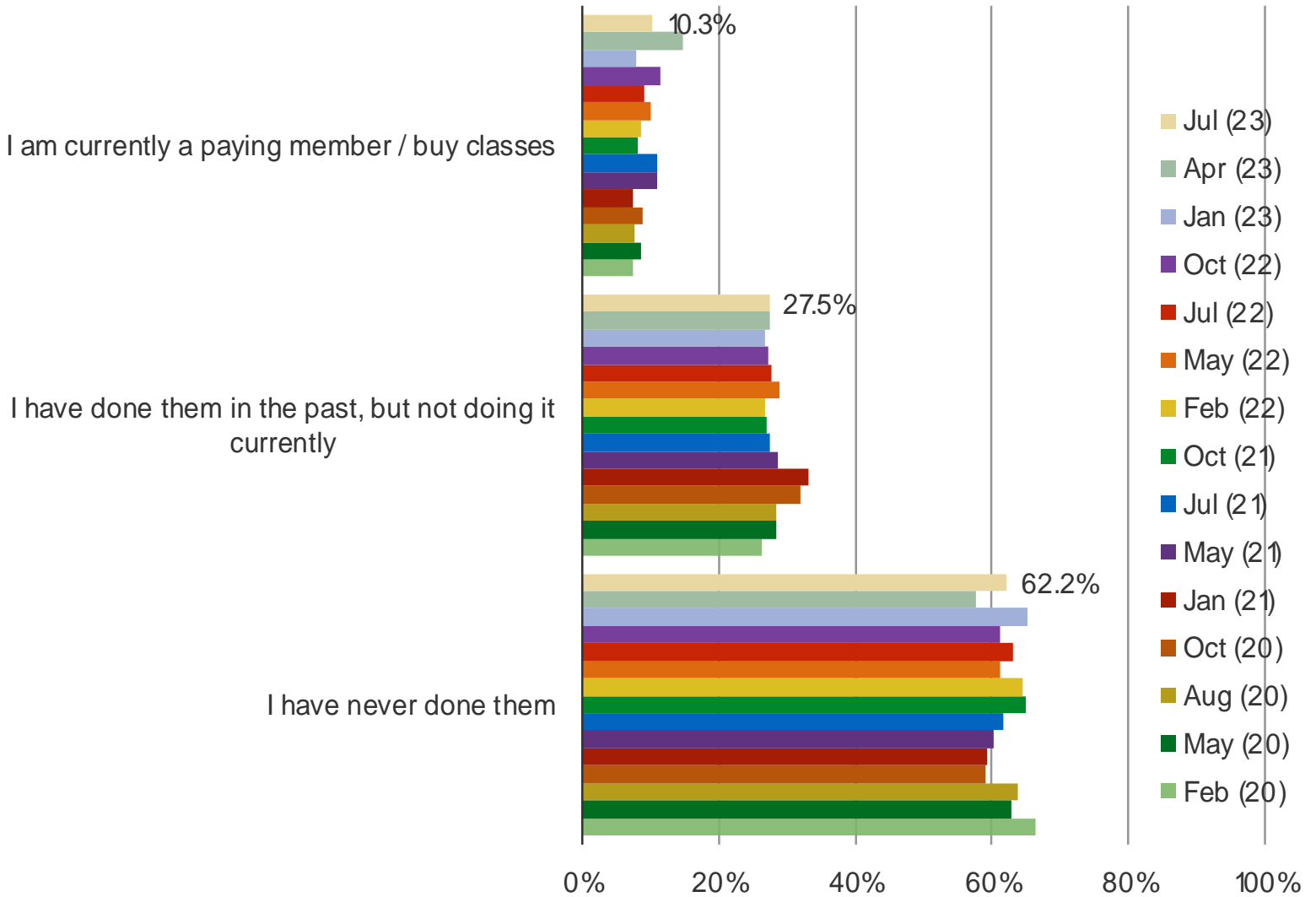
EXPERIENCE WITH FITNESS GYMS

Posed to all respondents



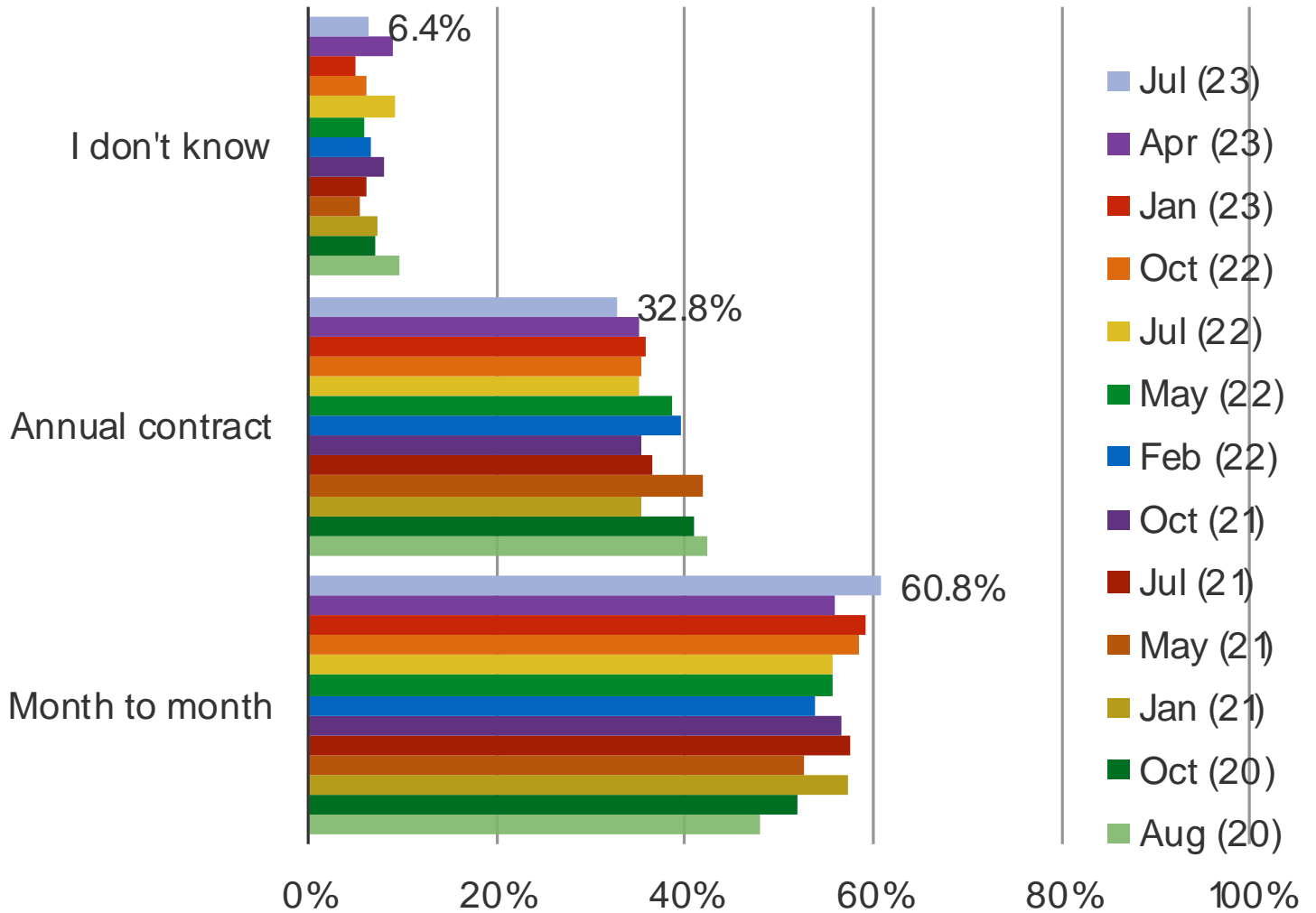
WHAT IS YOUR EXPERIENCE WITH FITNESS CLASS ENVIRONMENTS (SPIN CLASS, BOOT CAMPS, CROSS-FIT, ETC)?

Posed to all respondents



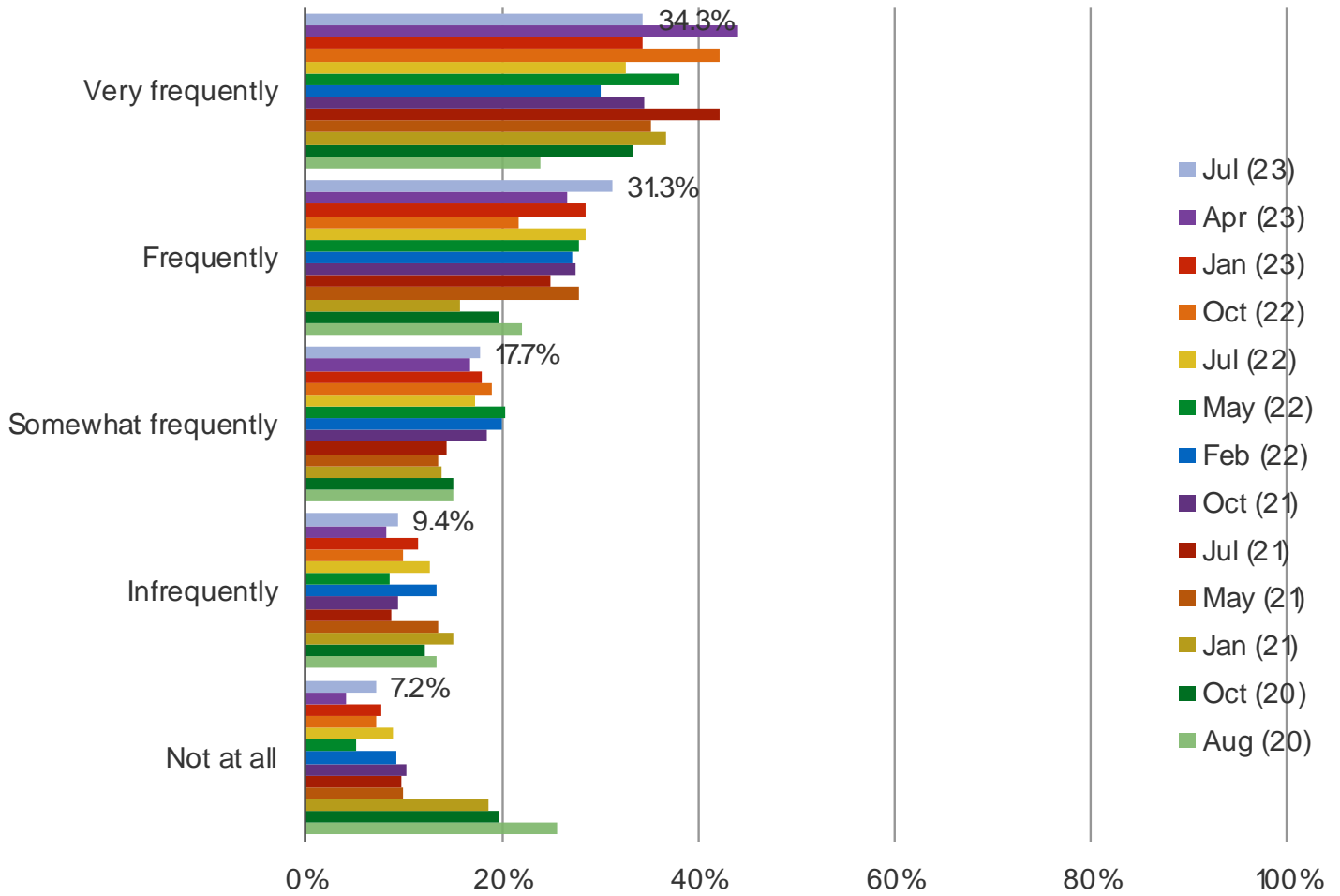
IS YOUR AGREEMENT WITH YOUR GYM...

Posed to current gym members.



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

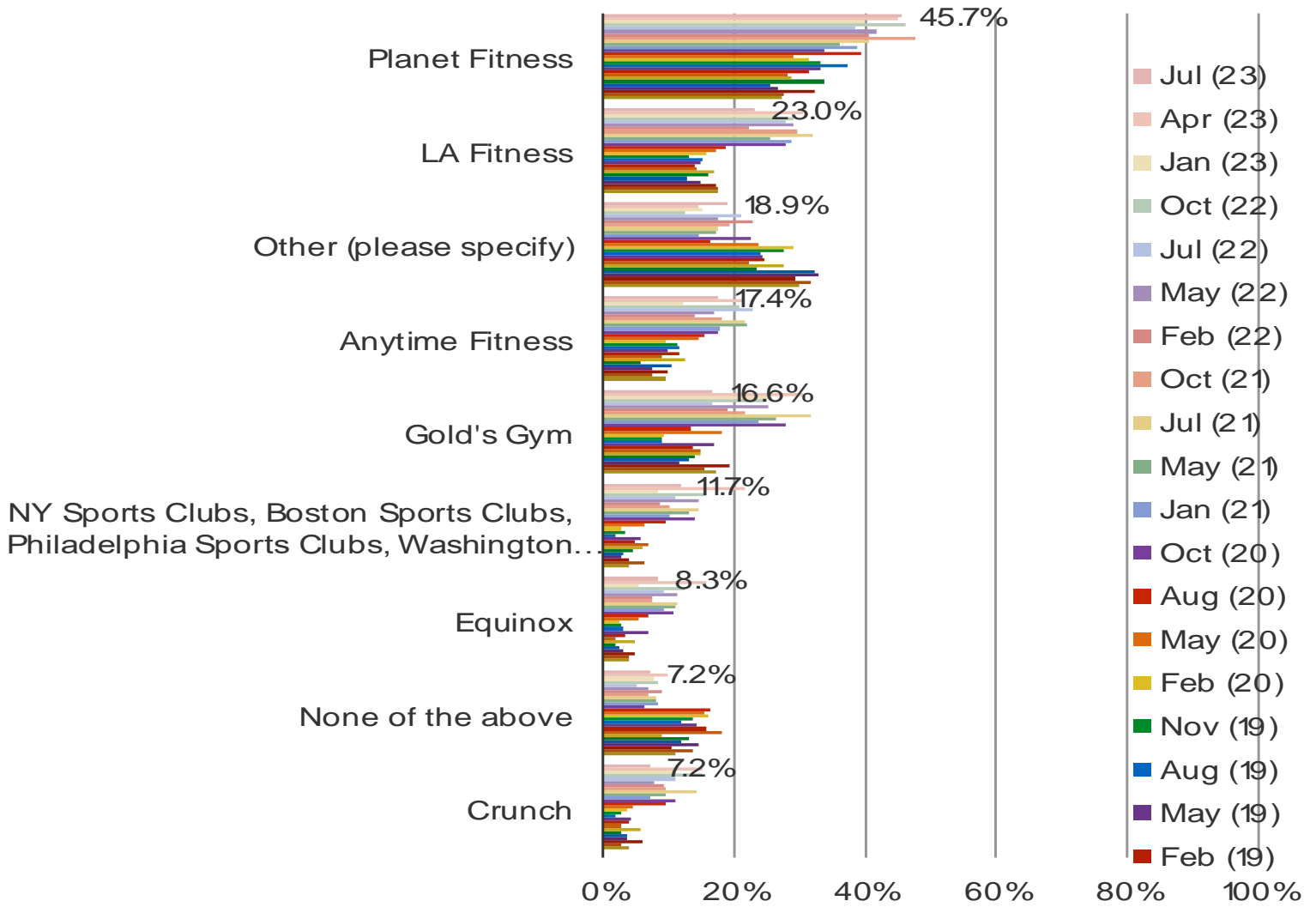
Posed to current members who said their gym is currently open.





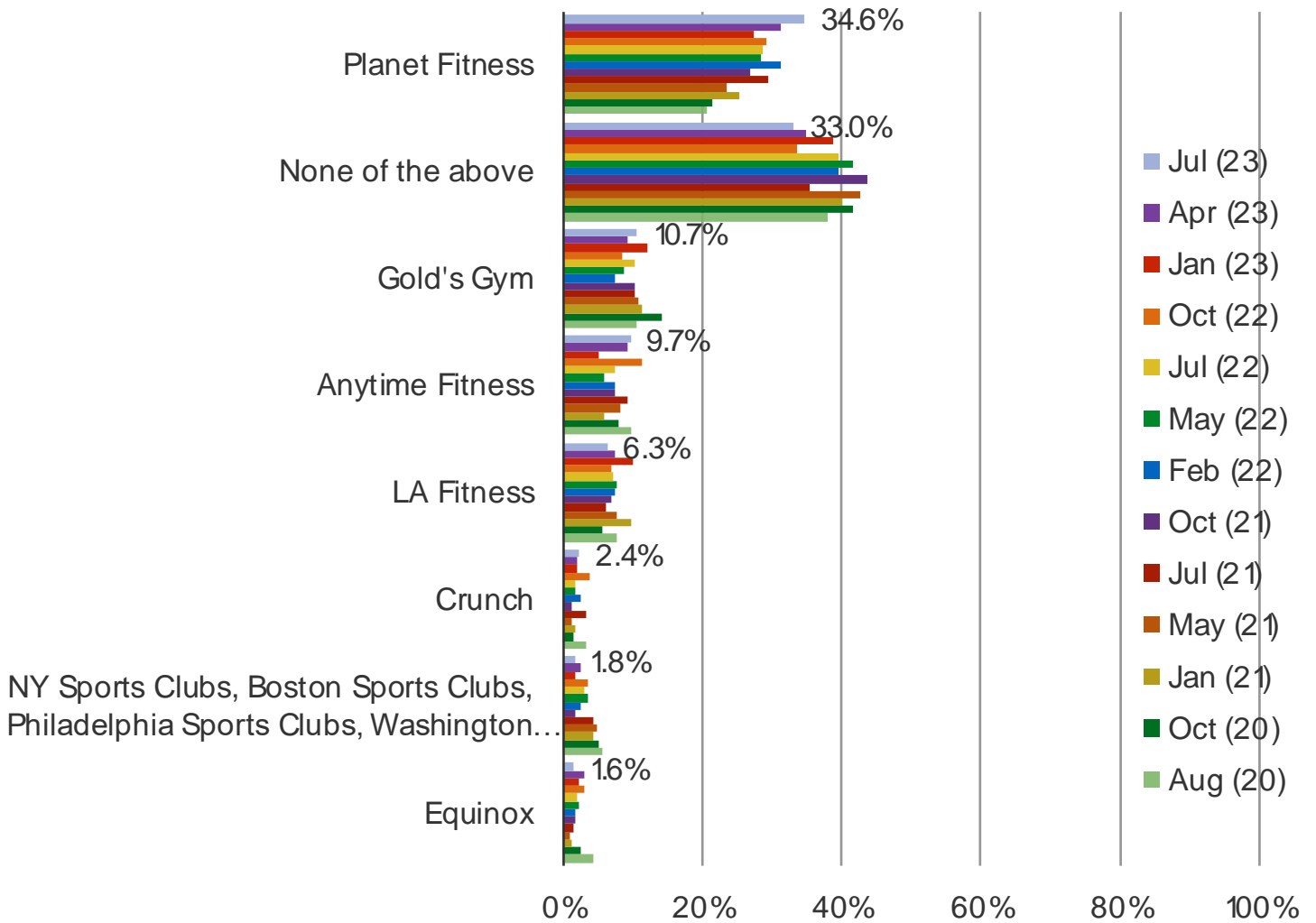
WHICH GYMS DO YOU CURRENTLY HAVE A MEMBERSHIP WITH? (SELECT ALL THAT APPLY)

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.

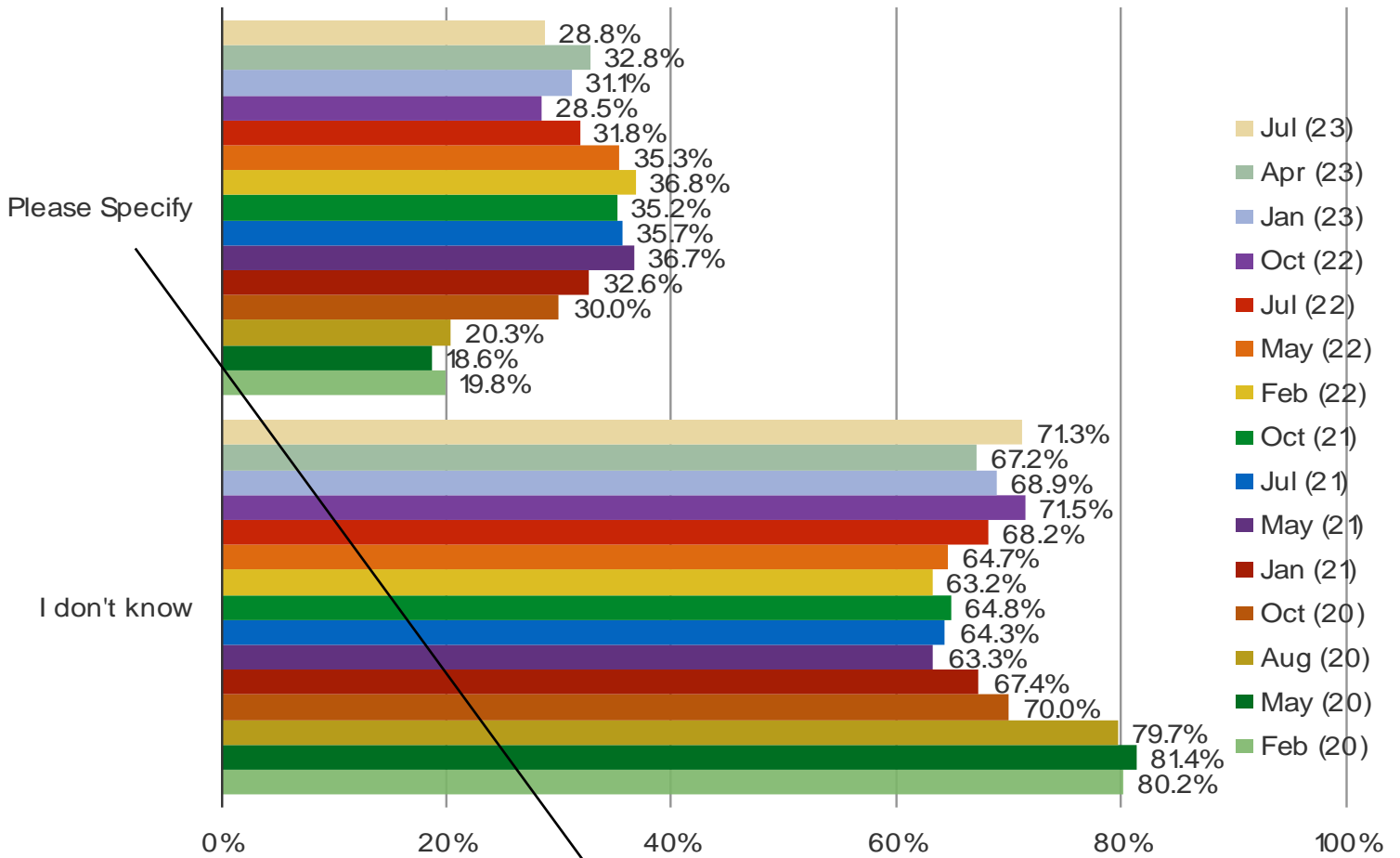


## AT-HOME FITNESS



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

Posed to respondents who exercise

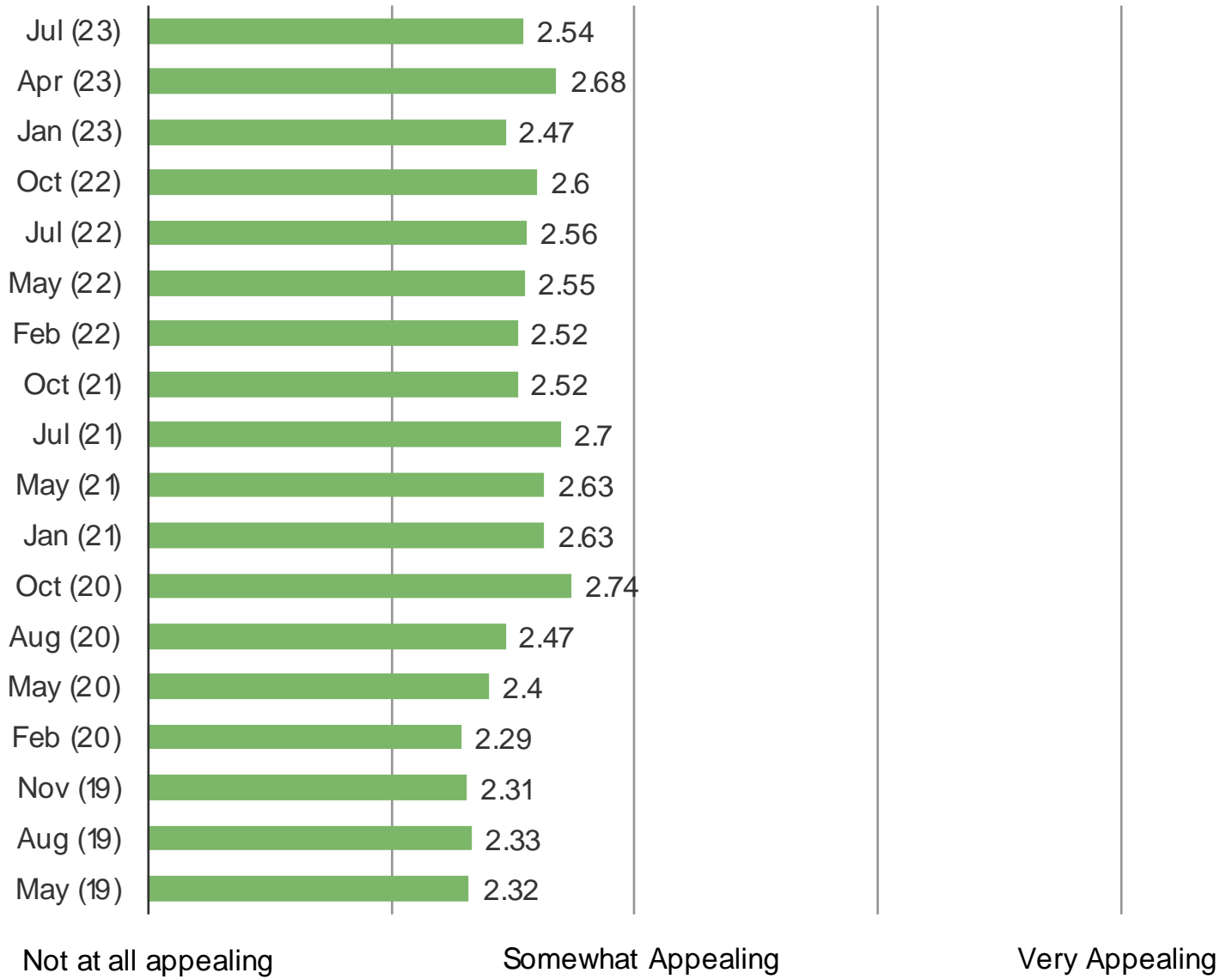


**PELOTON**



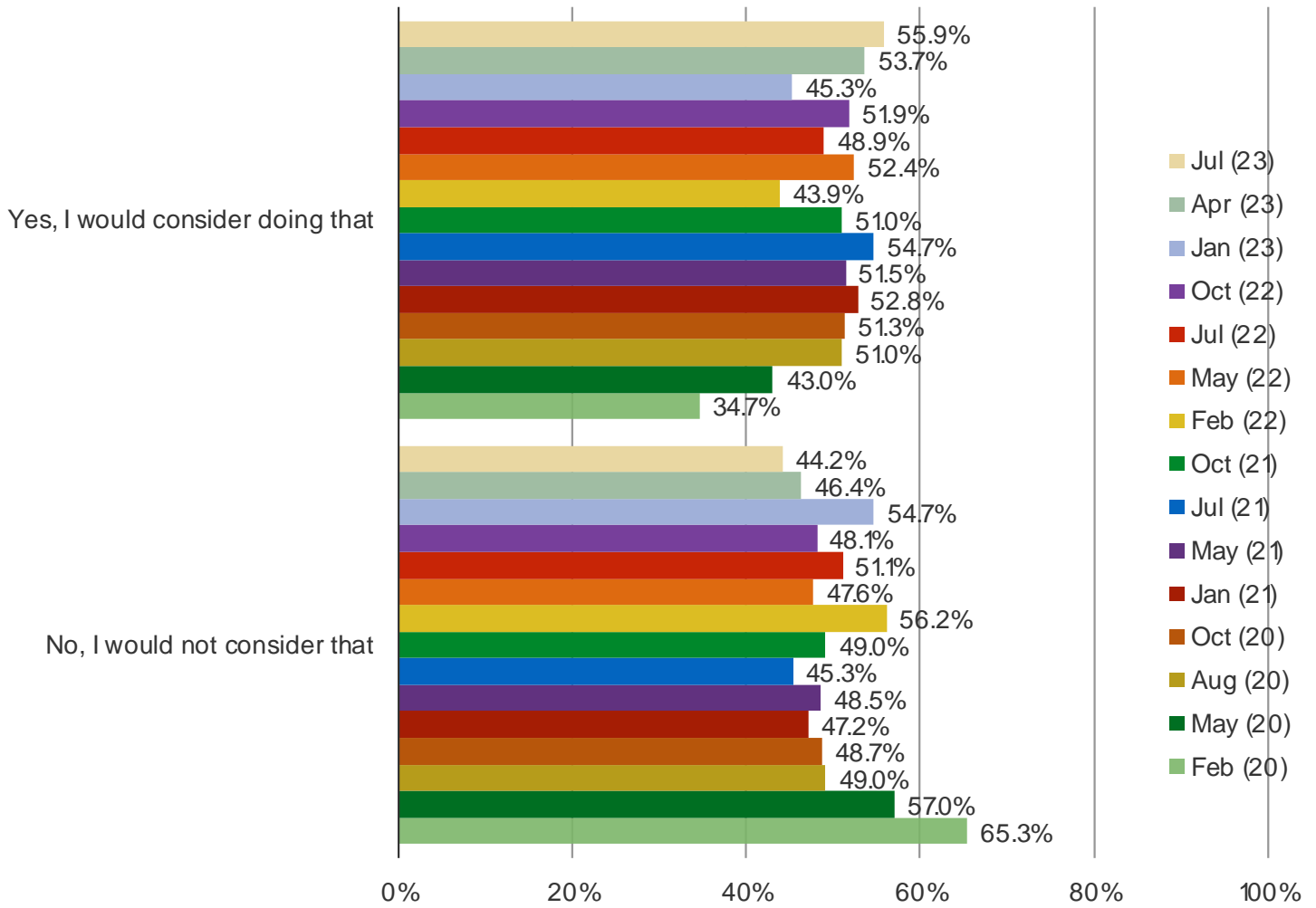
WOULD YOU FIND IT APPEALING TO BE ABLE TO PARTICIPATE IN AN EXERCISE CLASS ENVIRONMENT WHERE YOU WATCH A LIVE INSTRUCTOR AND COMPETE AGAINST OTHER PEOPLE FROM YOUR OWN HOME?

Posed to all respondents



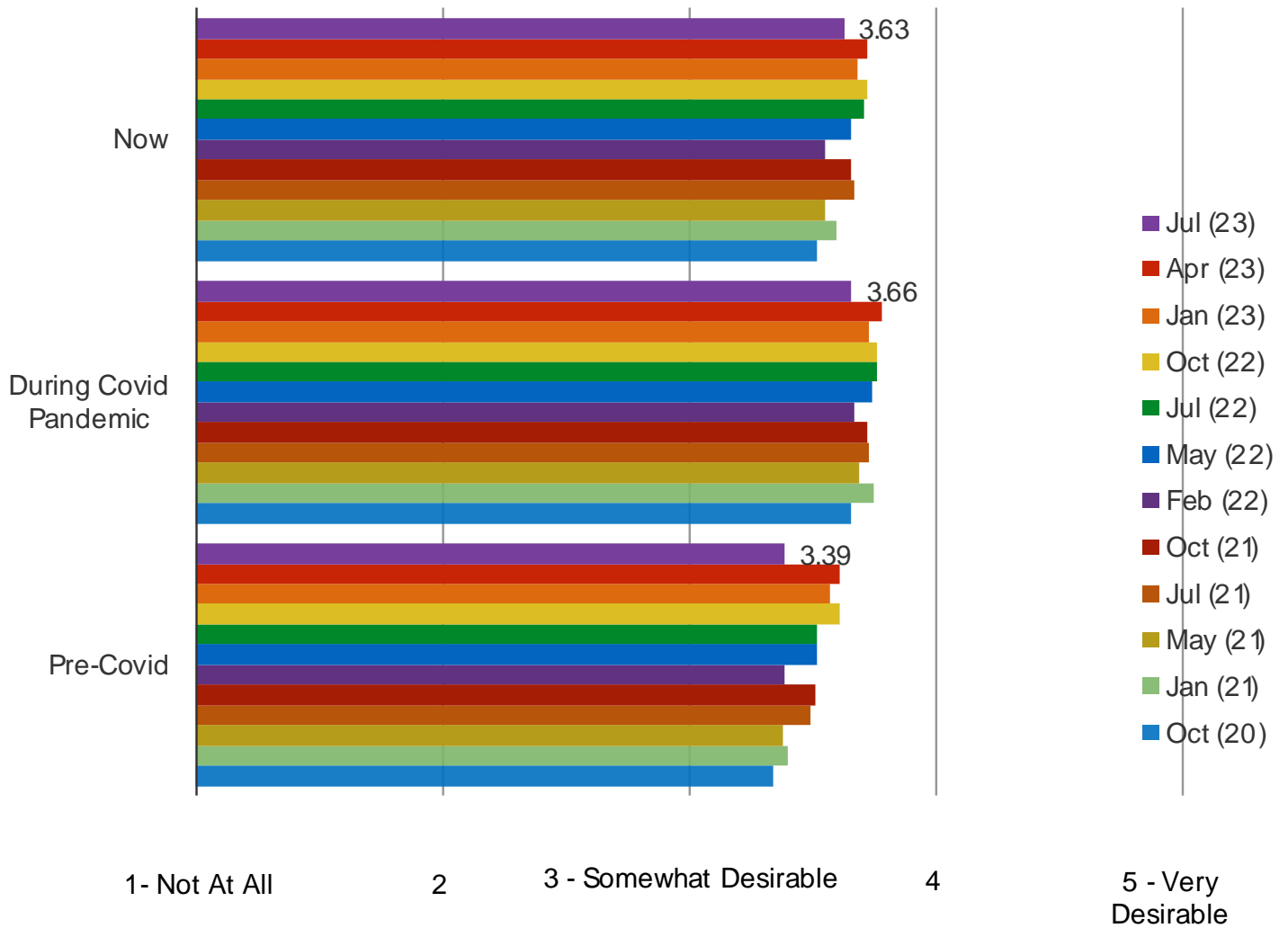
WOULD YOU CONSIDER DROPPING YOUR GYM MEMBERSHIP TO USE ONLY IN-HOME EXERCISE EQUIPMENT?

Posed to respondents WITH gym memberships



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

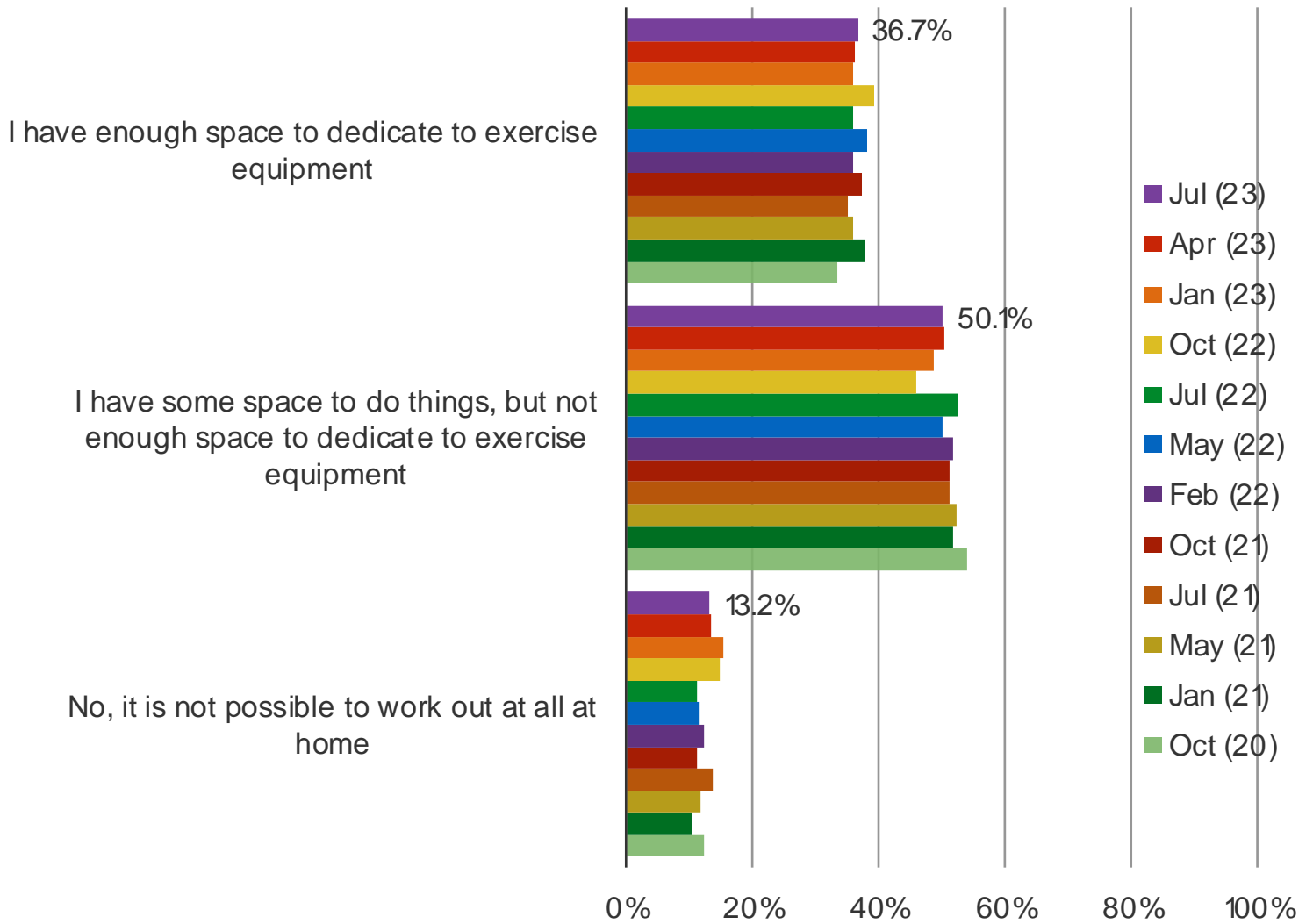
Posed to current gym members.





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

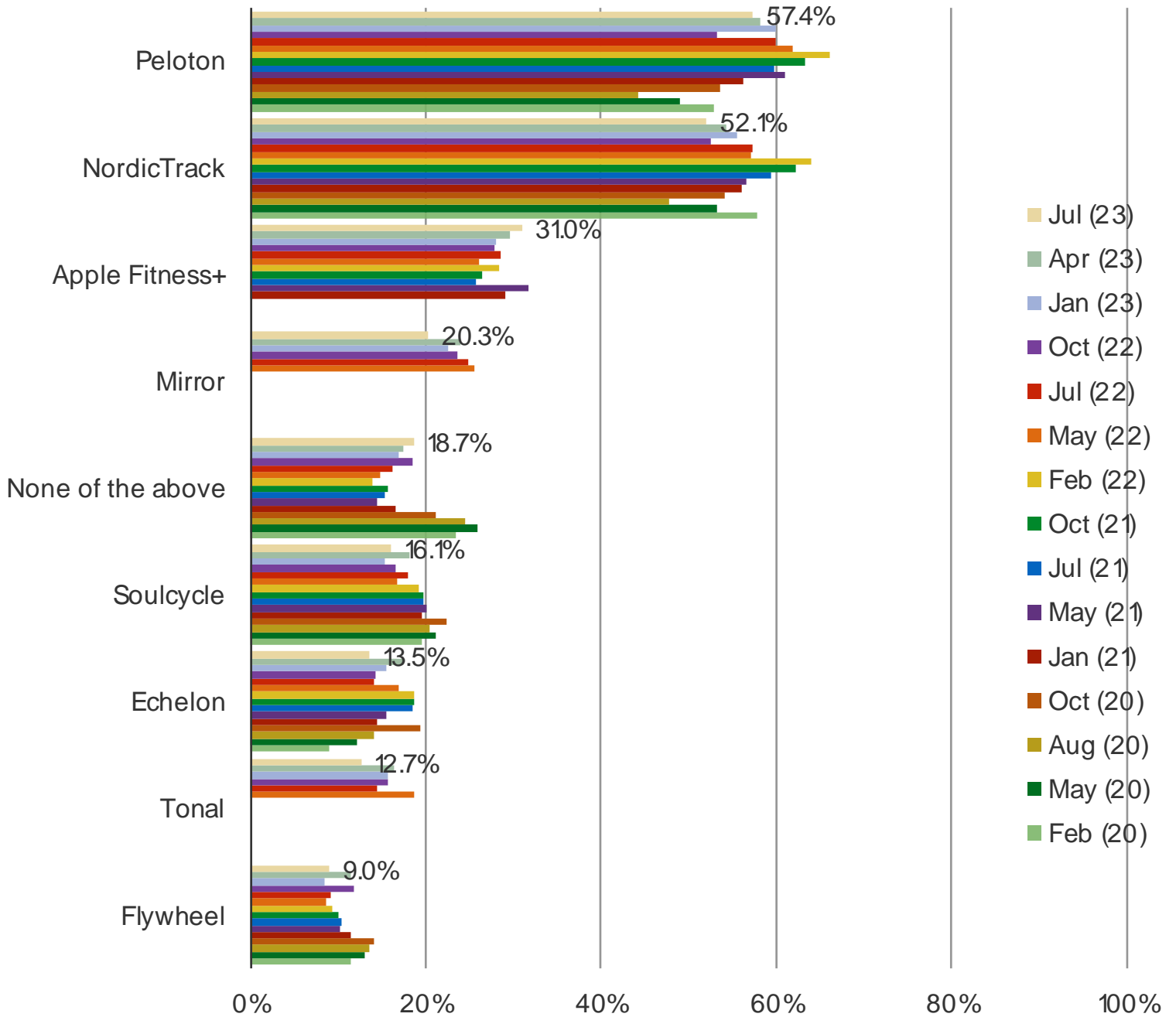
Posed to current gym members.



## AT-HOME FITNESS BRANDS

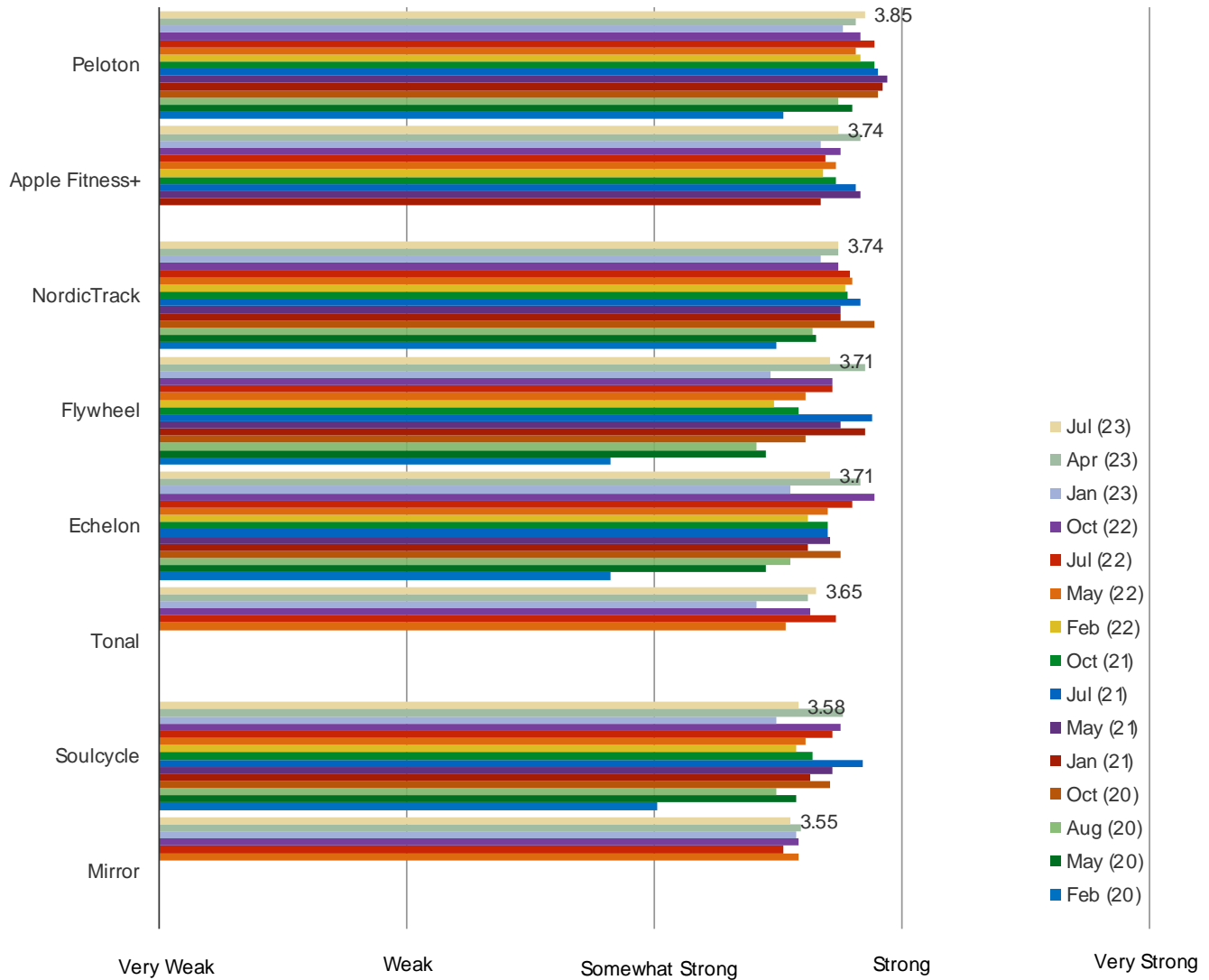
HAVE YOU HEARD OF ANY OF THE FOLLOWING?

Posed to all respondents



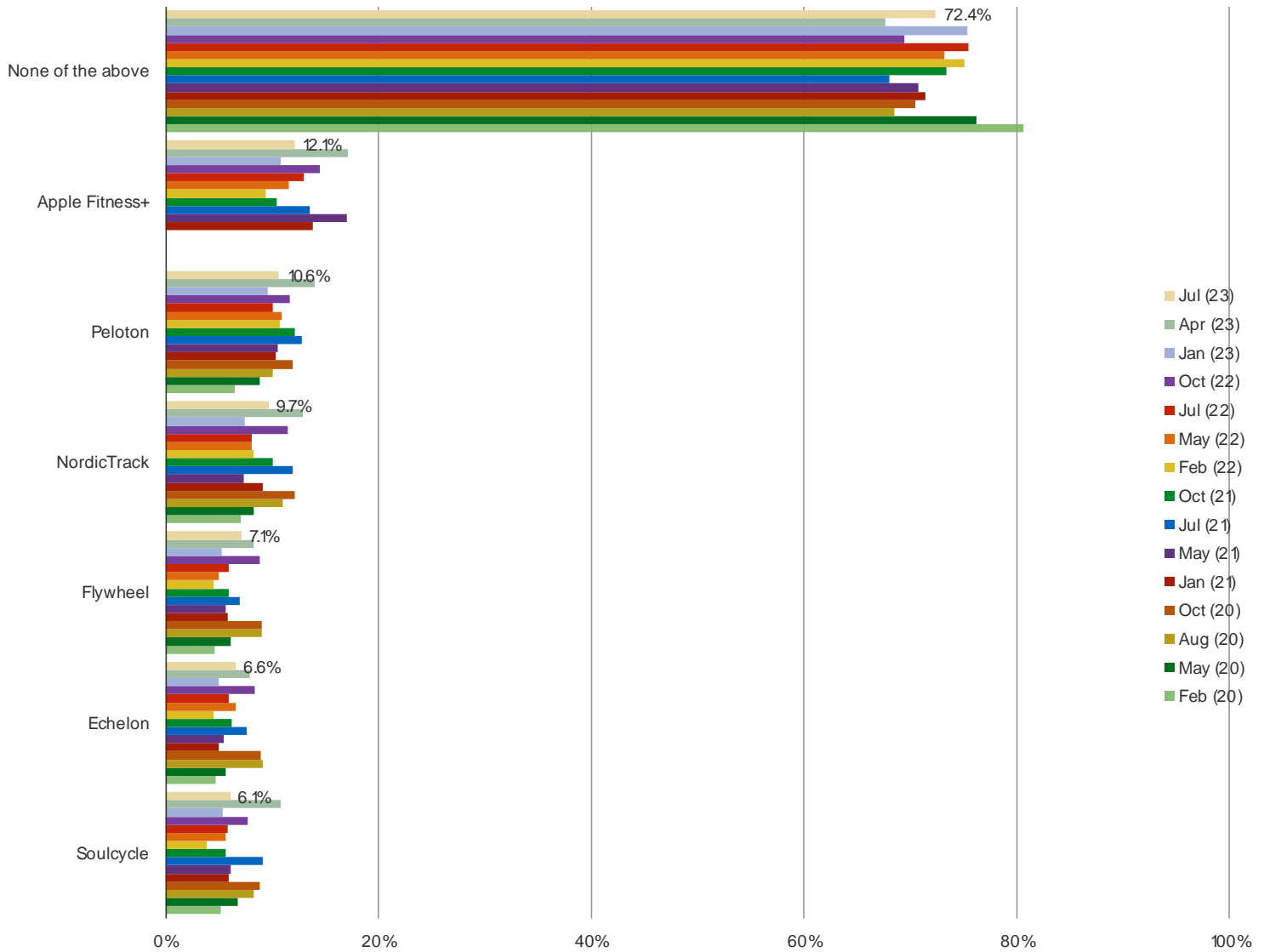
HOW STRONG OF A "FITNESS BRAND" DO YOU CONSIDER THE FOLLOWING TO BE?

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)

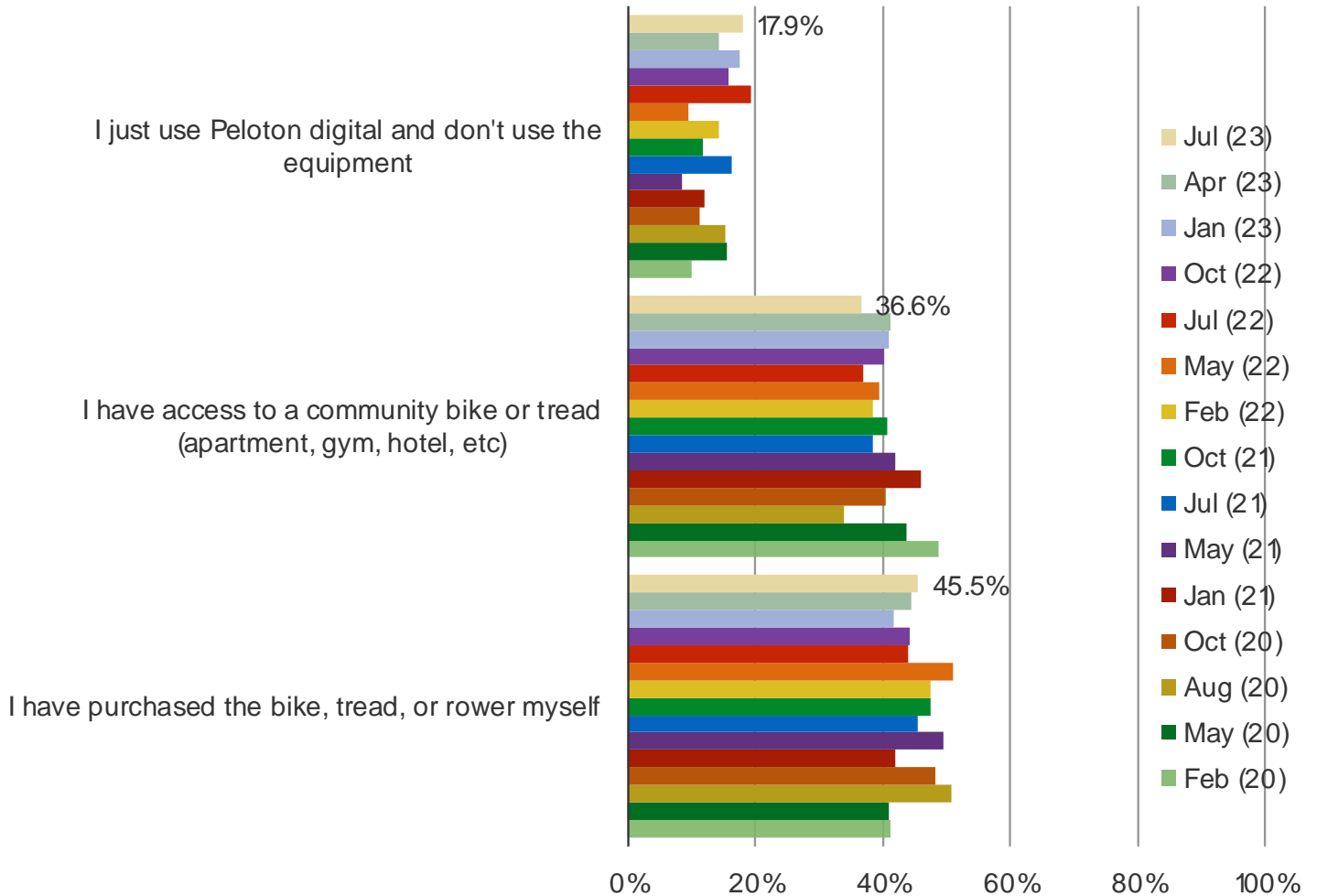
Posed to all respondents



## PELOTON CUSTOMERS

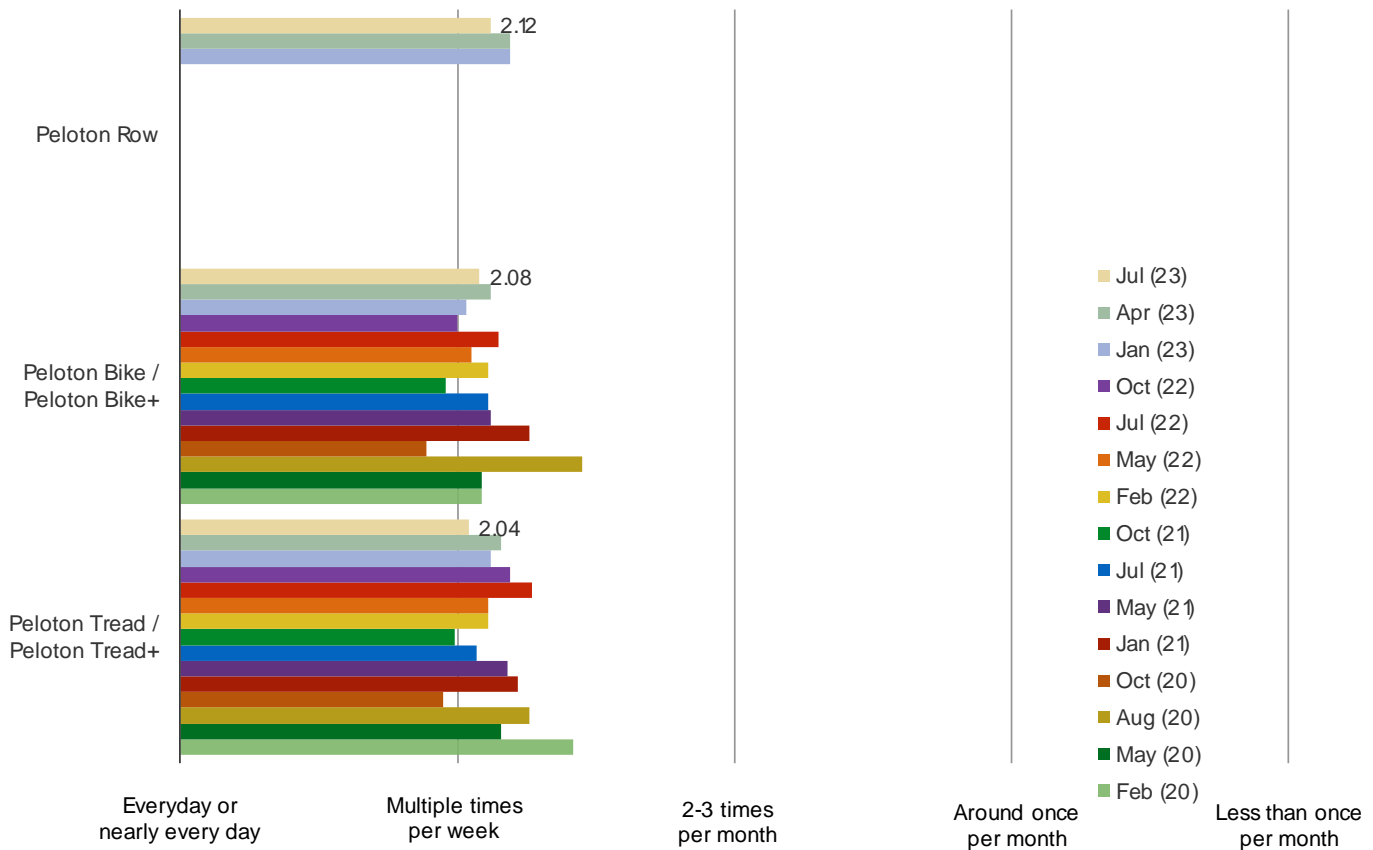
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF PELOTON?

Posed to Peloton owners



HOW OFTEN DO YOU USE THE FOLLOWING?

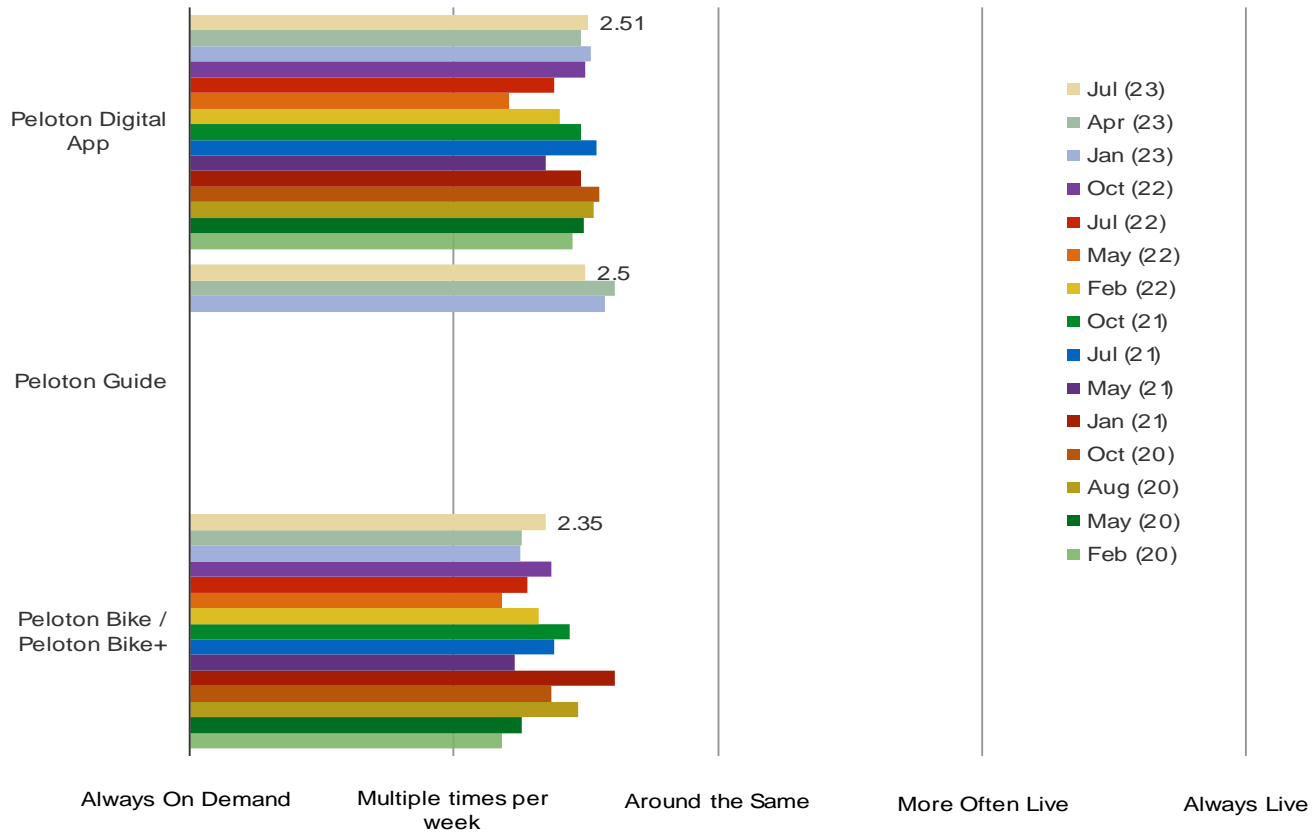
Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment). | N = 113





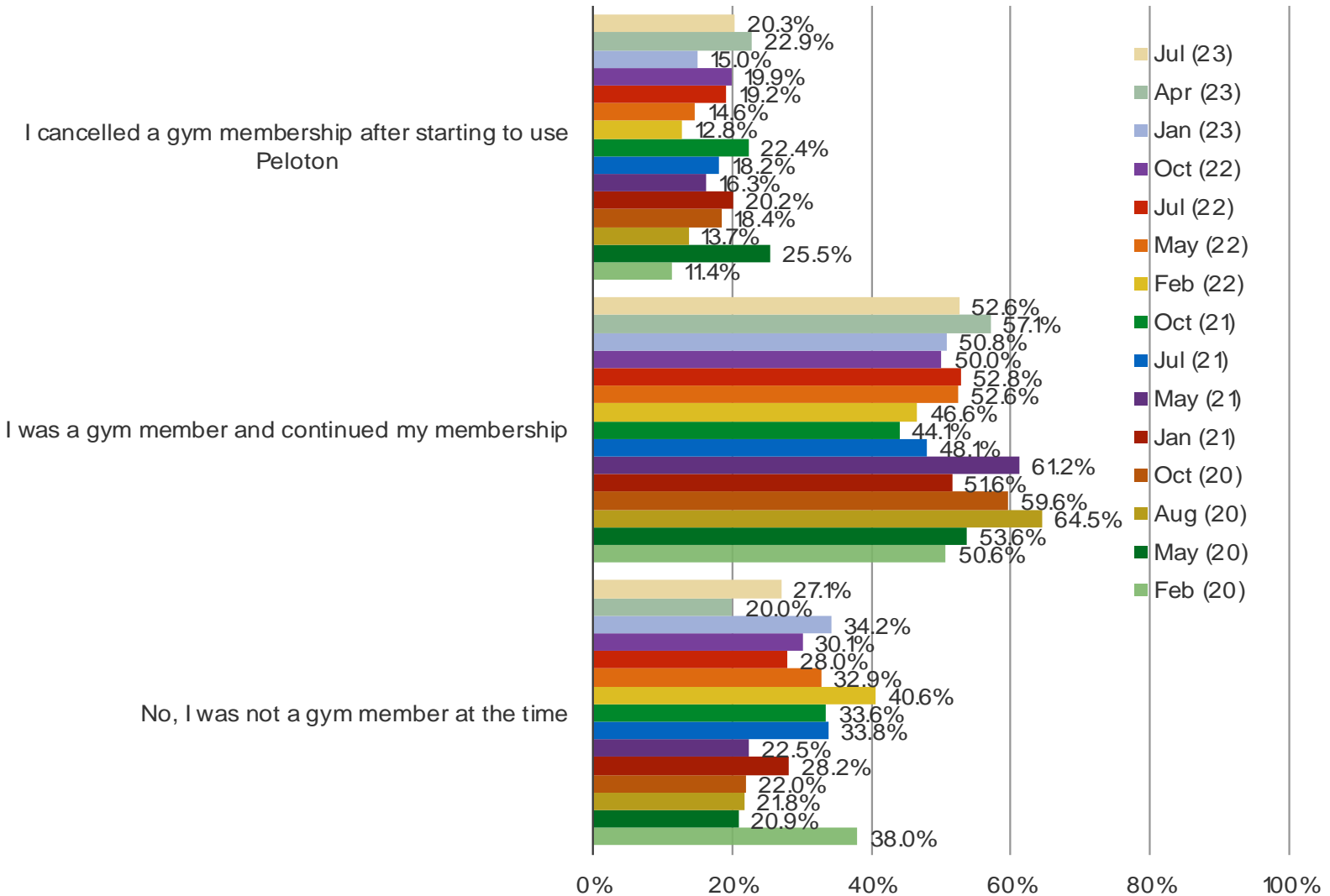
HOW OFTEN DO YOU TAKE LIVE CLASSES VS. ON DEMAND?

Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment). N = 113



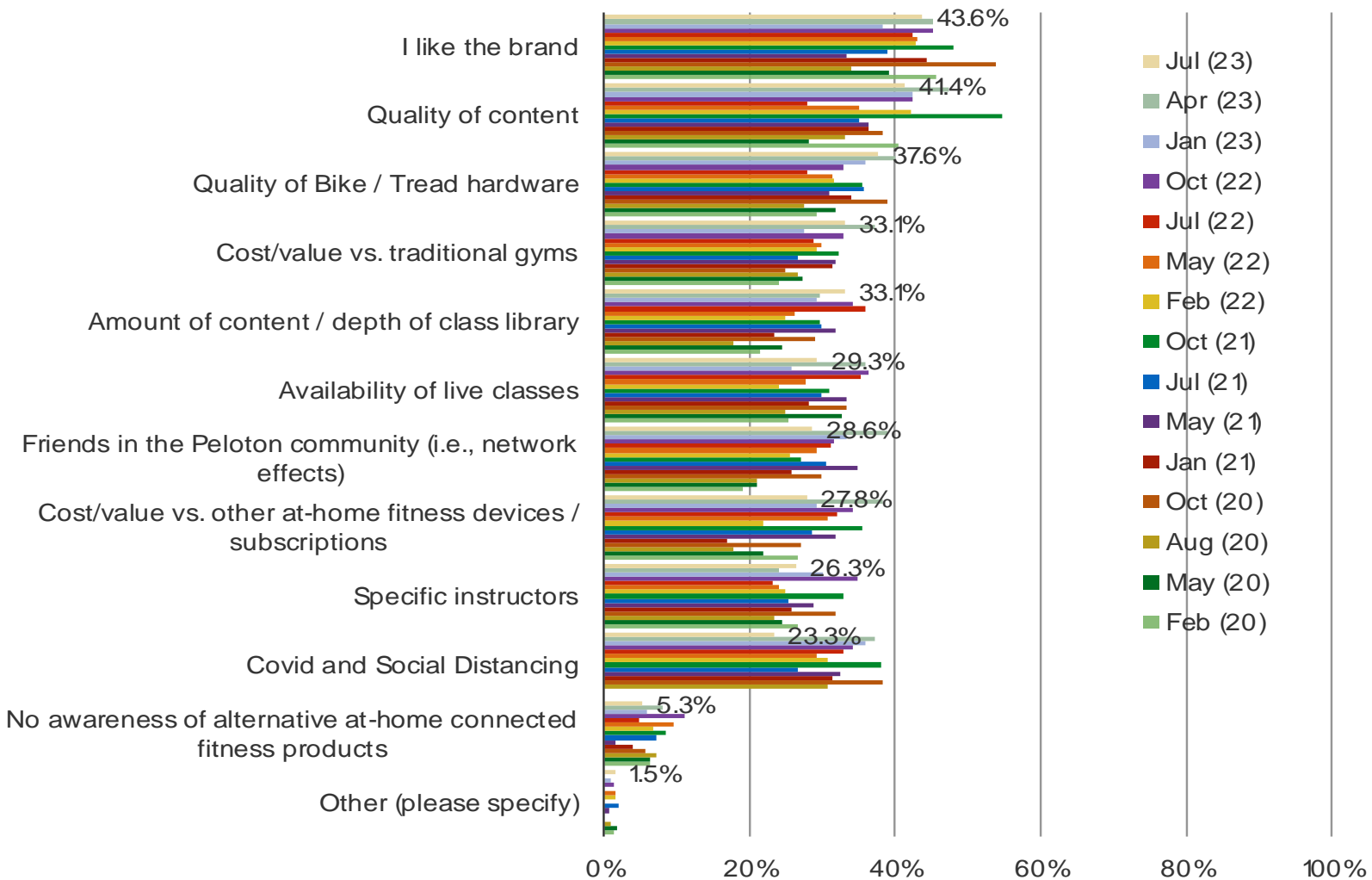
DID YOU CANCEL A GYM MEMBERSHIP AFTER YOU STARTED USING PELOTON?

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?

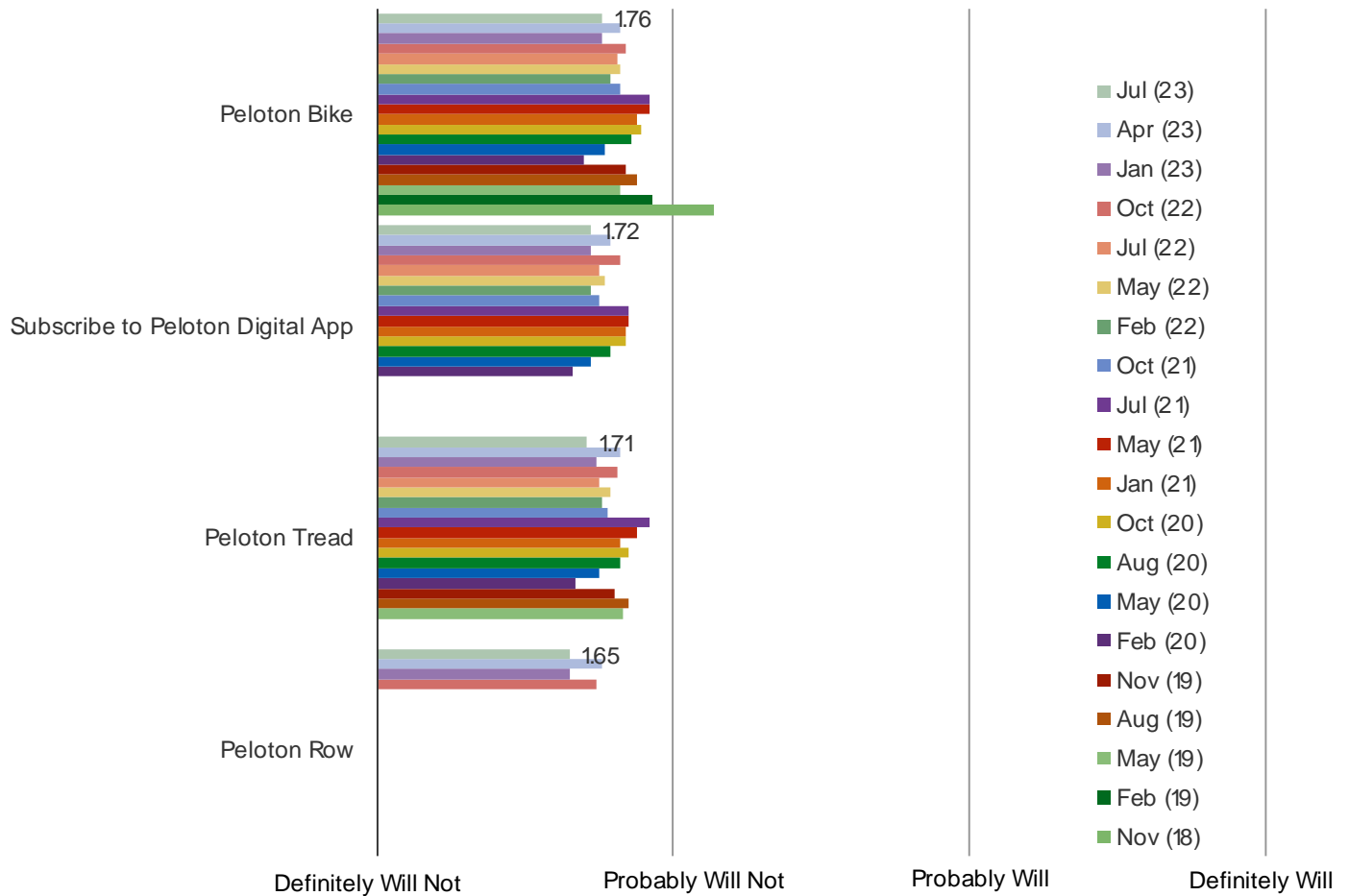
Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment).



## NON PELOTON CUSTOMERS

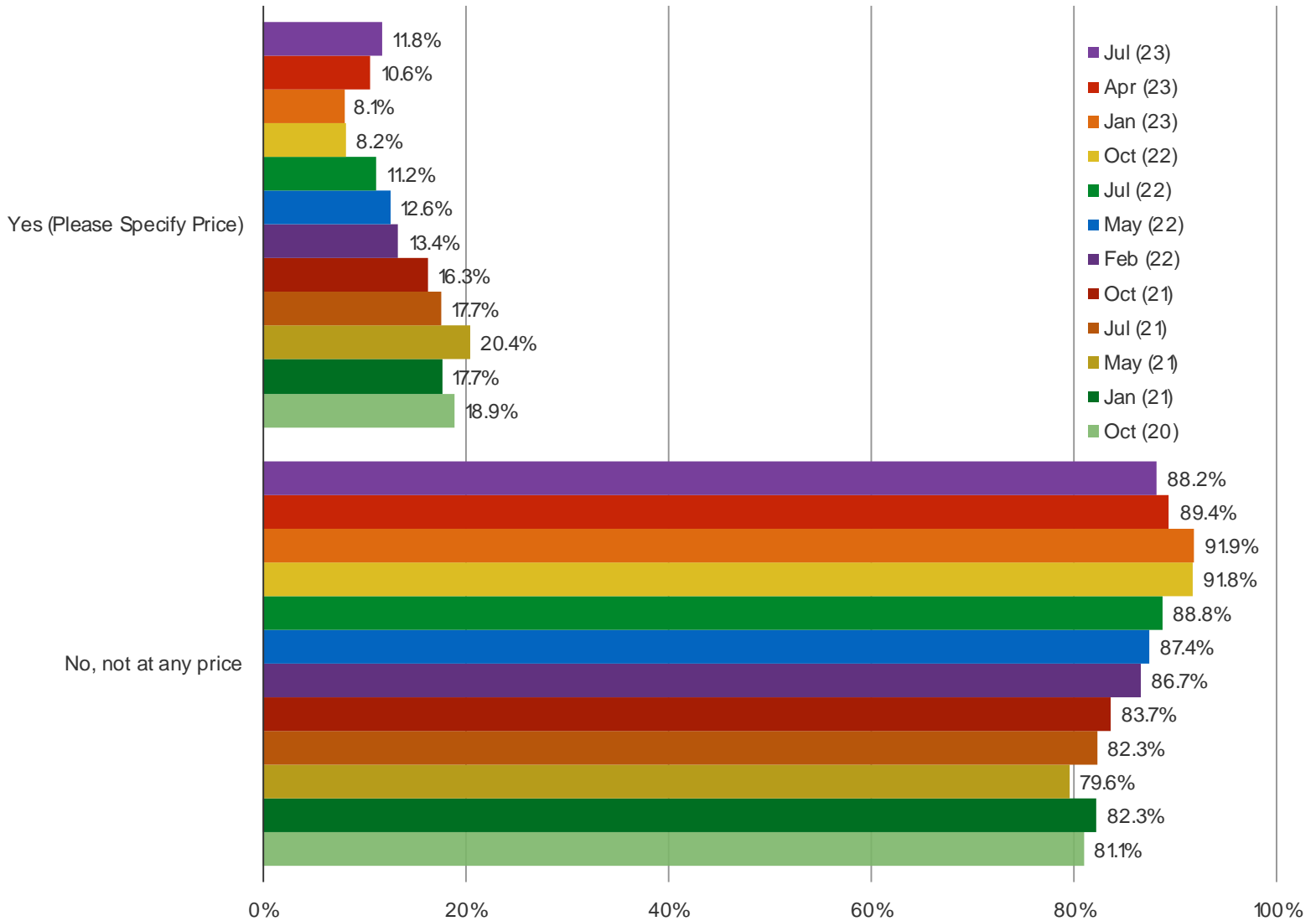
HOW LIKELY ARE YOU TO BUY THE PELOTON EQUIPMENT IN THE FUTURE OR SIGN UP FOR THE DIGITAL APP?

Posed to respondents who do not own any Peloton equipment.



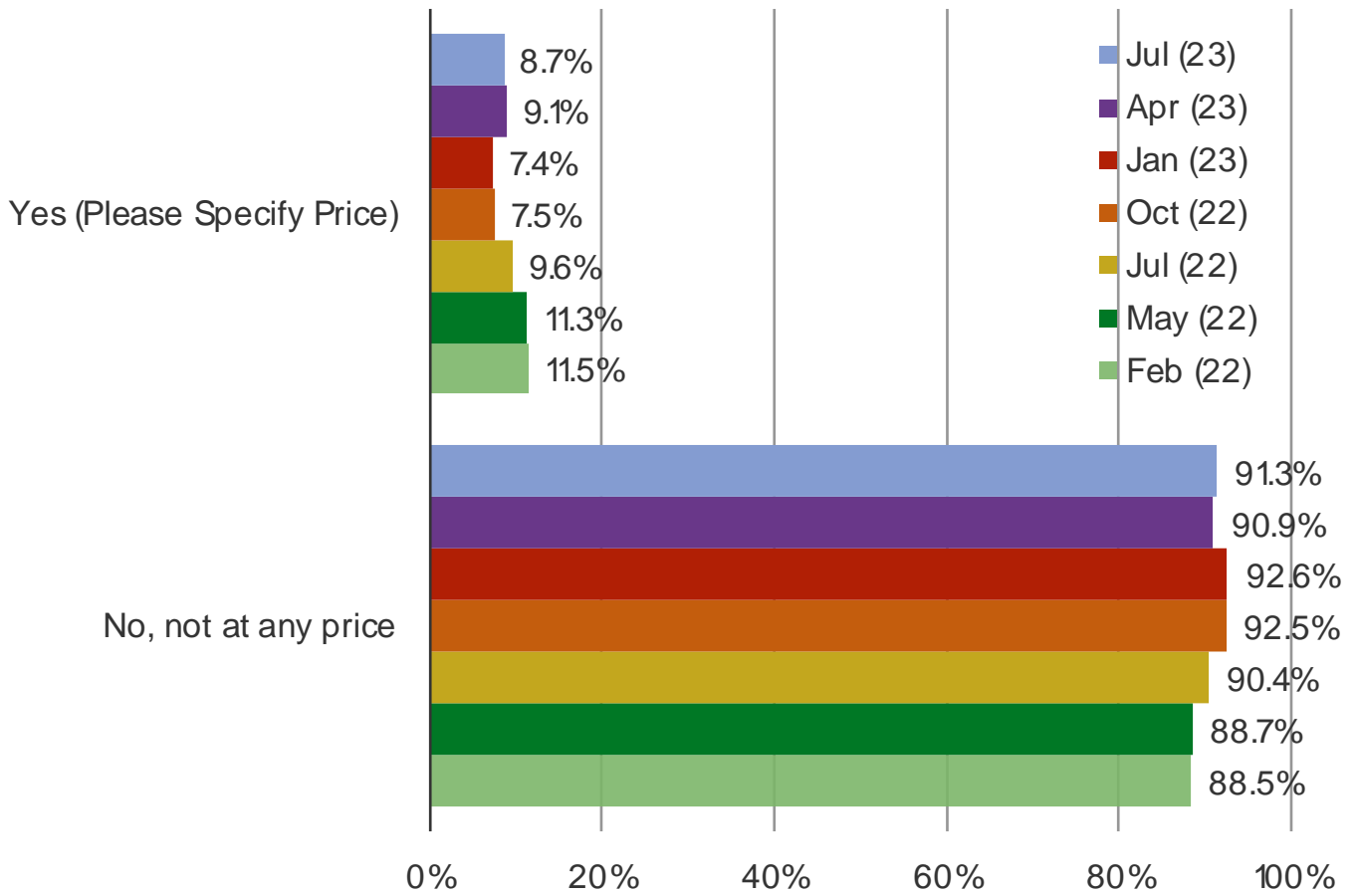
IS THERE A LOWER PRICE POINT THAT WOULD MAKE THE PELOTON BIKE OF INTEREST TO YOU?

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.

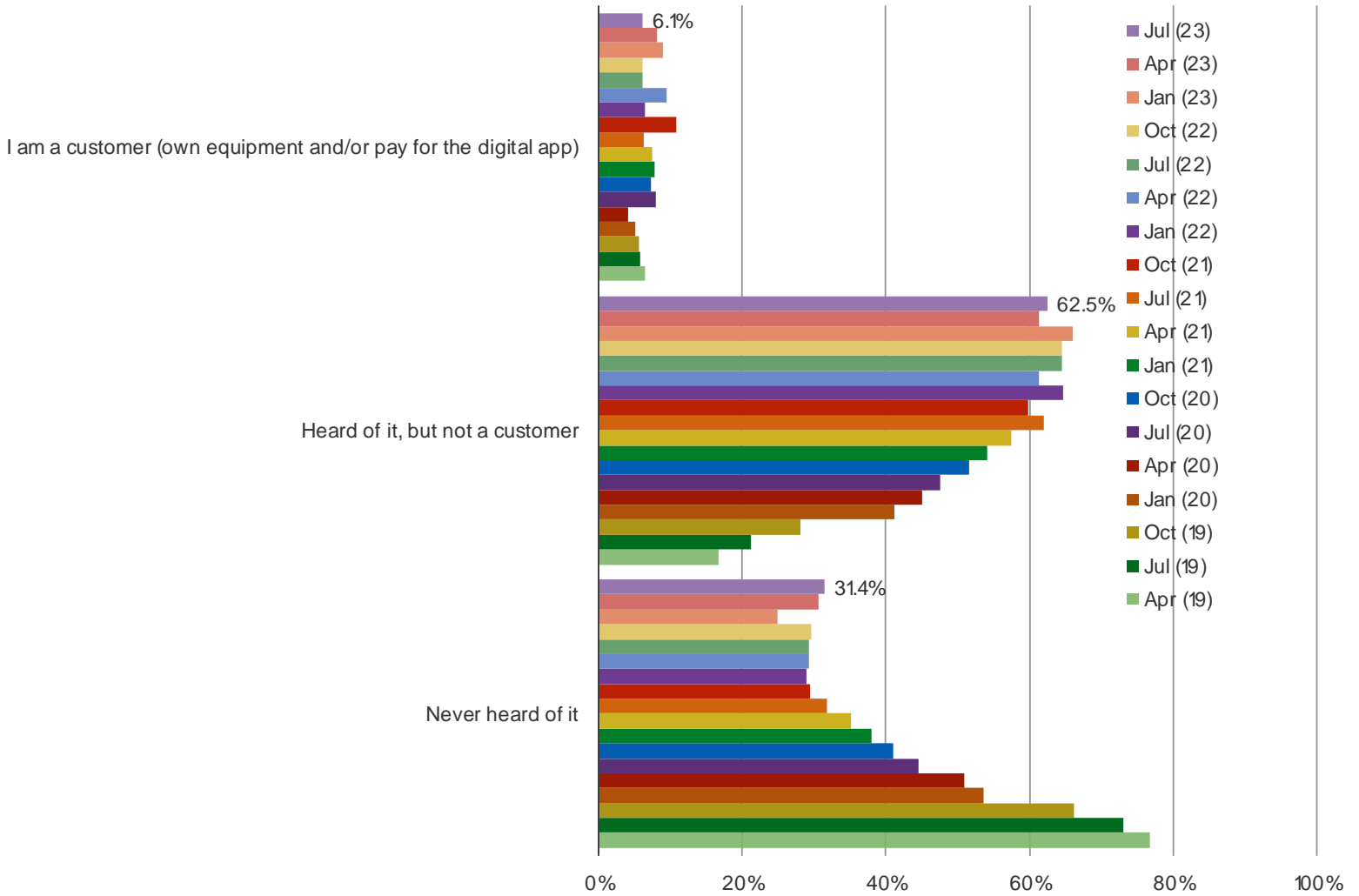


## PELTON IN THE UK



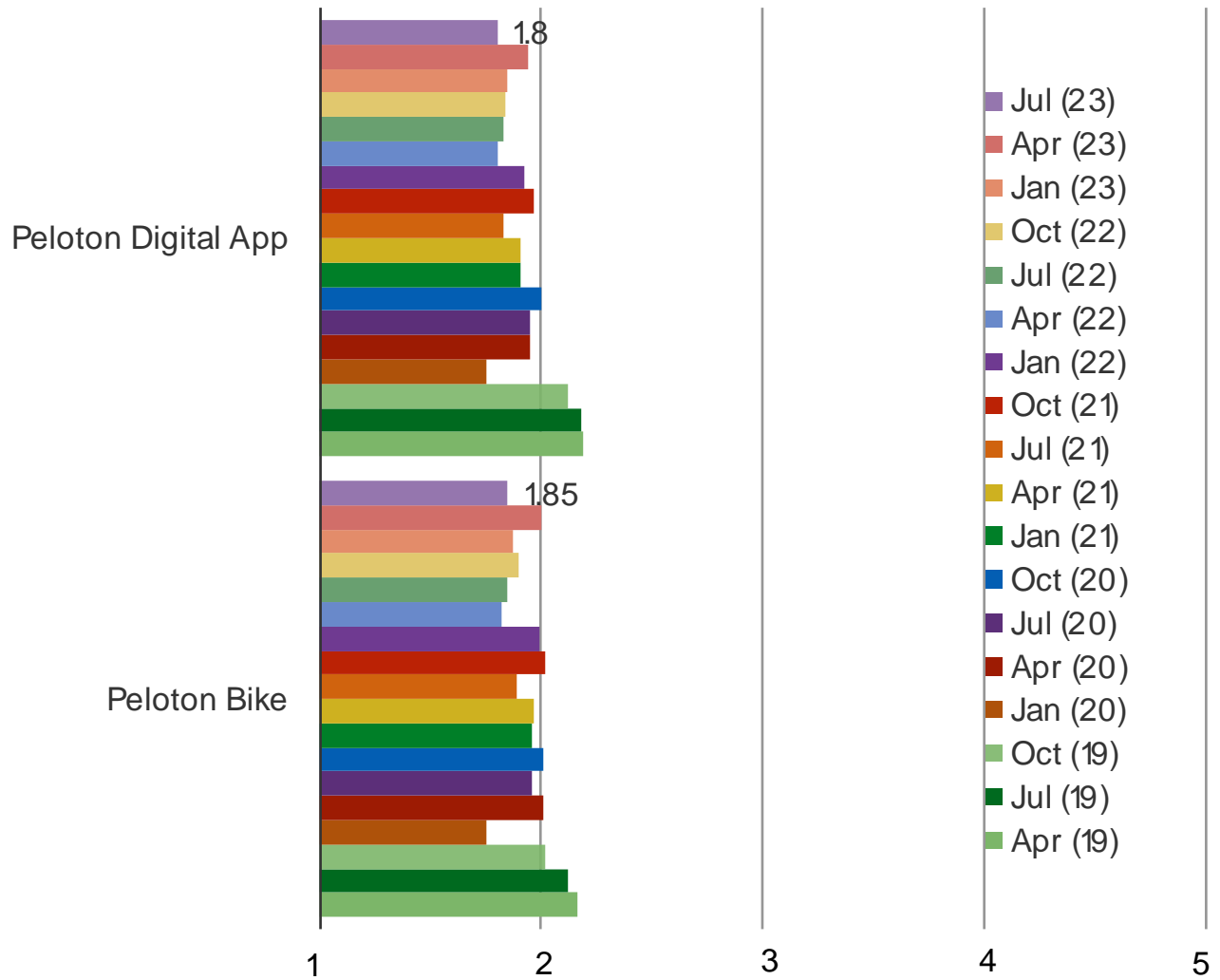
WHAT IS YOUR EXPERIENCE WITH PELOTON?

Posed to all respondents.



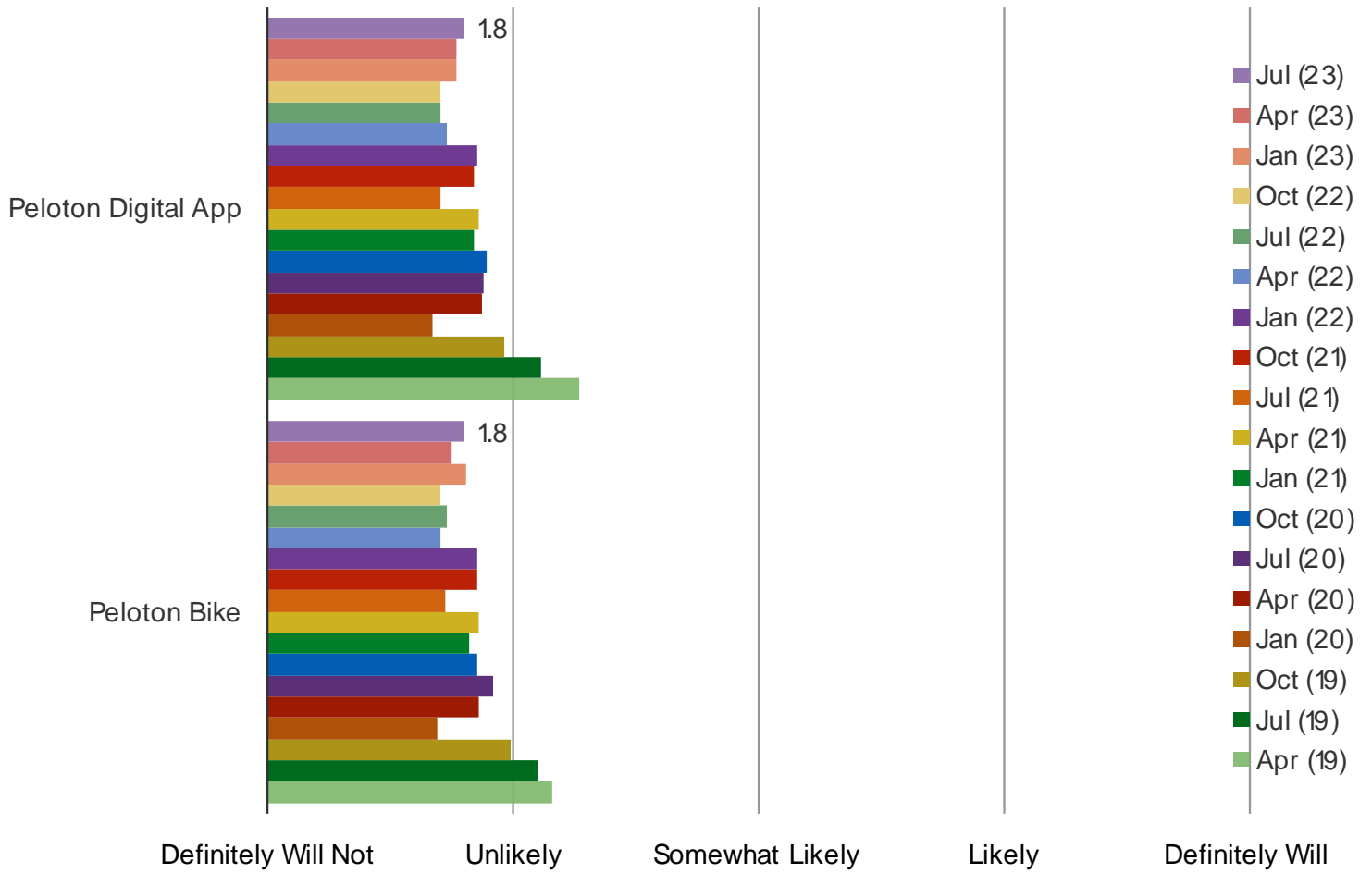
HOW MUCH INTEREST DO YOU HAVE IN THE FOLLOWING?

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.

