

Bespoke Survey Research

April 2024

Fitness

Volume 30 | Quarterly Survey
1,250 US Consumers Balanced To Census
Tickers Covered: PTON, PLNT

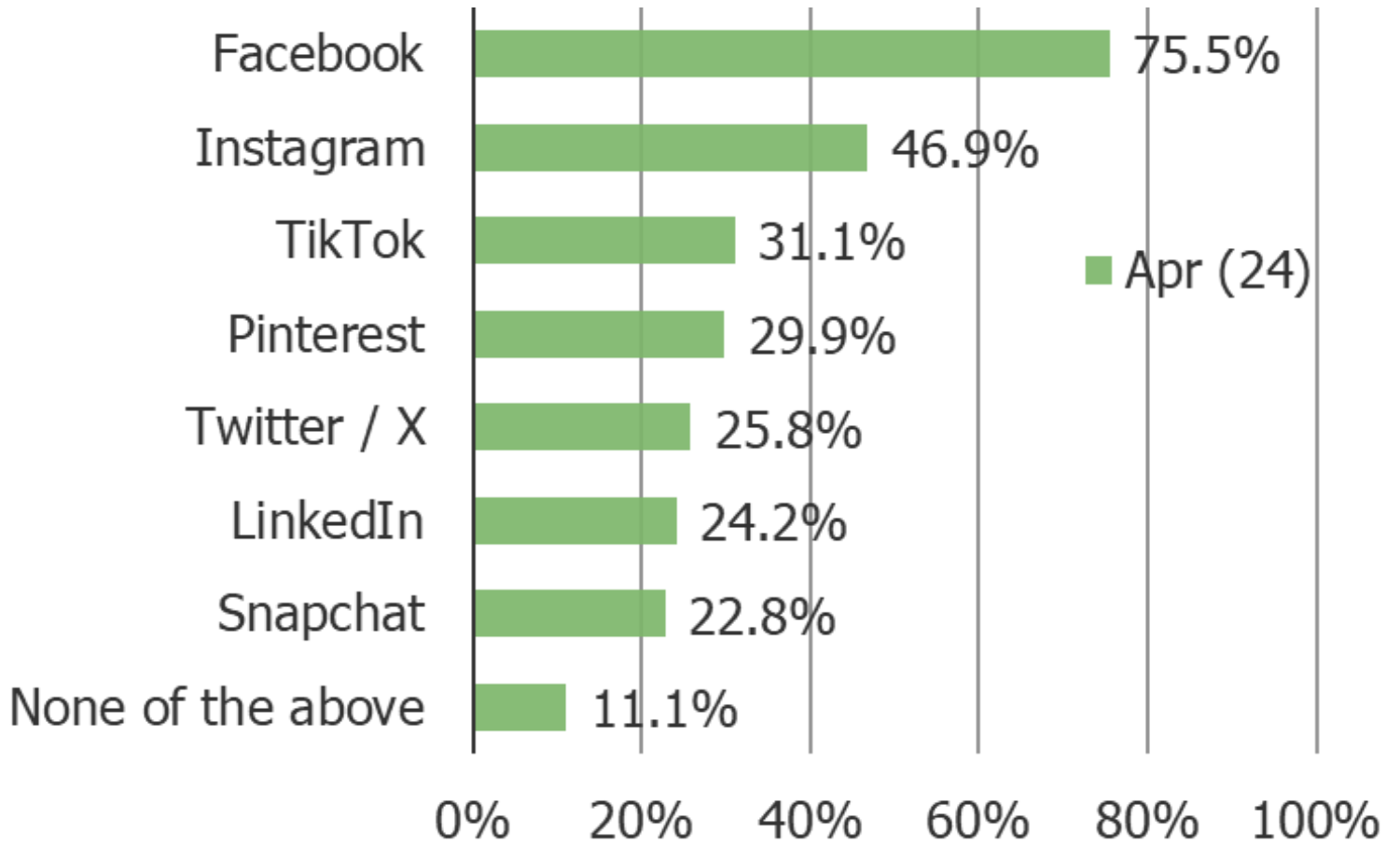
Key Takeaways:

- ❑ Consumers see the Peloton brand as more for wealthy consumers than for all. This sentiment has strengthened over time, as opposed to moving consumers in the direction of believing it is a brand for all.
- ❑ General interest in using the Peloton app without the equipment is low and has softened slightly sequentially.
- ❑ The share who are currently considering purchasing Peloton equipment continues to decline (hitting a new series low this quarter).
- ❑ The share of respondents who are Planet Fitness members has increased q/q, but our reading remains below series highs.
- ❑ Consumer satisfaction levels with their Planet Fitness memberships remain high/positive.
- ❑ Consumer interest in at-home fitness has worsened in recent quarters. Consumers have been increasingly likely to say they would find it preferable to get a gym membership and decreasingly likely to say that they would prefer to invest upfront in fitness equipment for home.

RECENTLY ADDED QUESTIONS

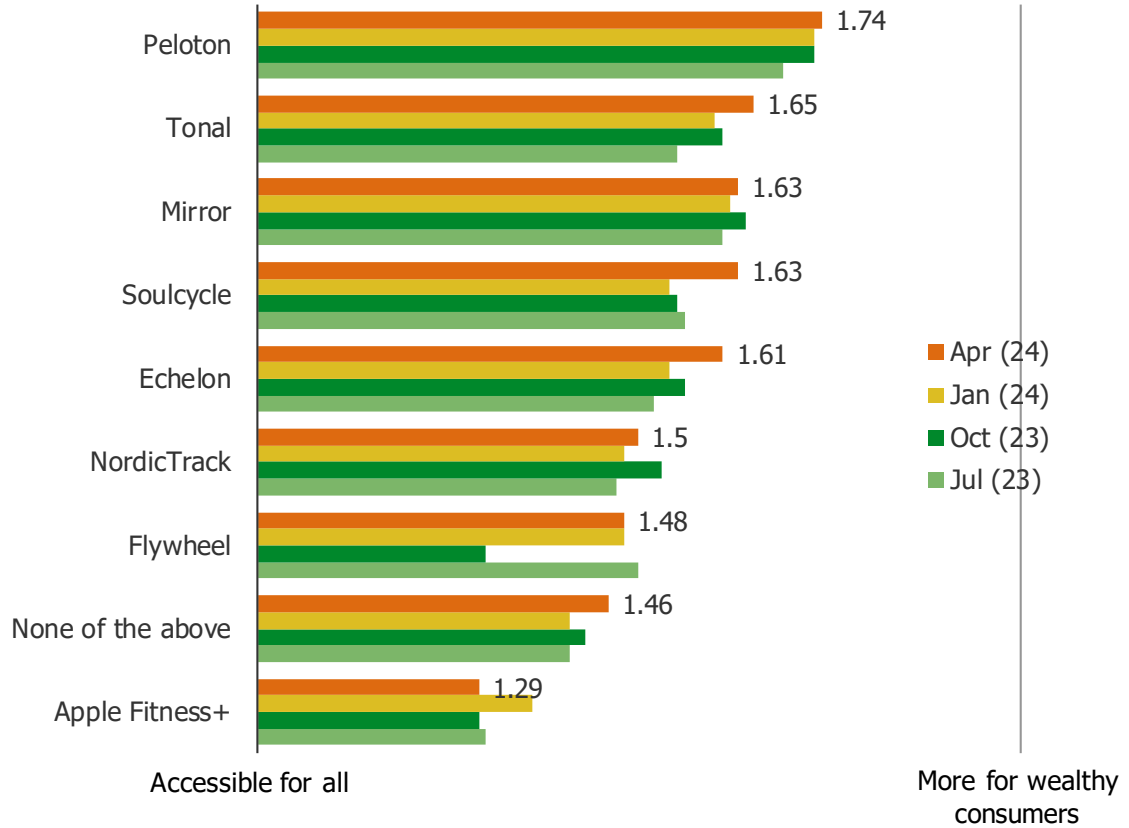
% AWARE OF PELOTON – FILTERED BY USERS OF DIFFERENT SOCIAL MEDIA APPS

Posed to all respondents.

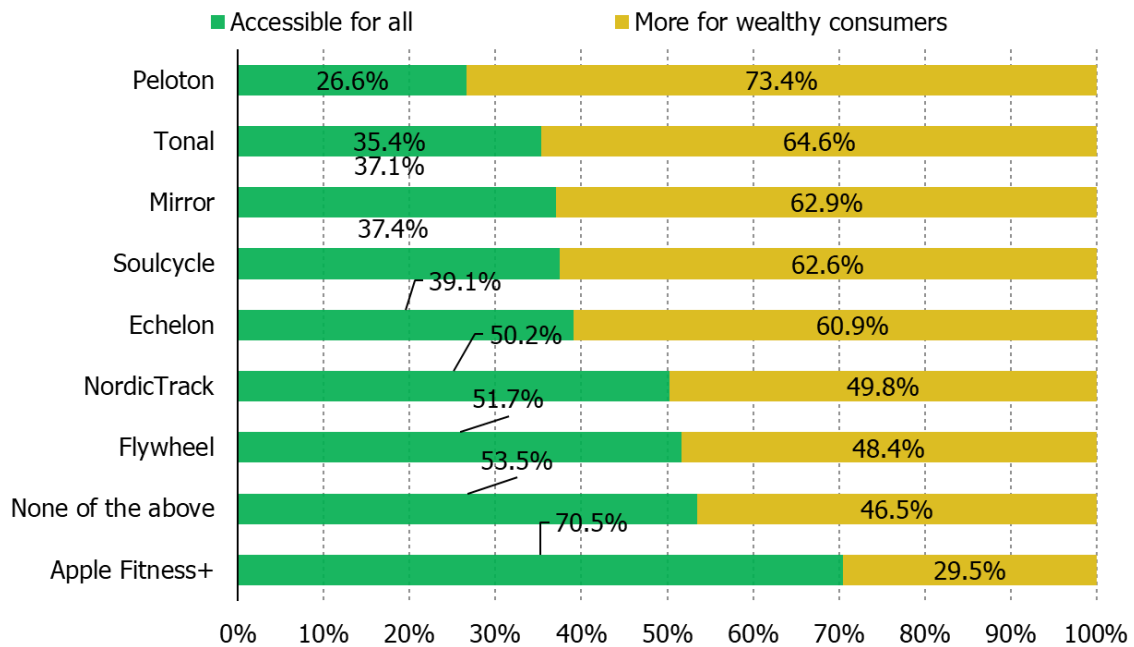


TO WHAT EXTENT DO YOU BELIEVE THIS BRAND IS...

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

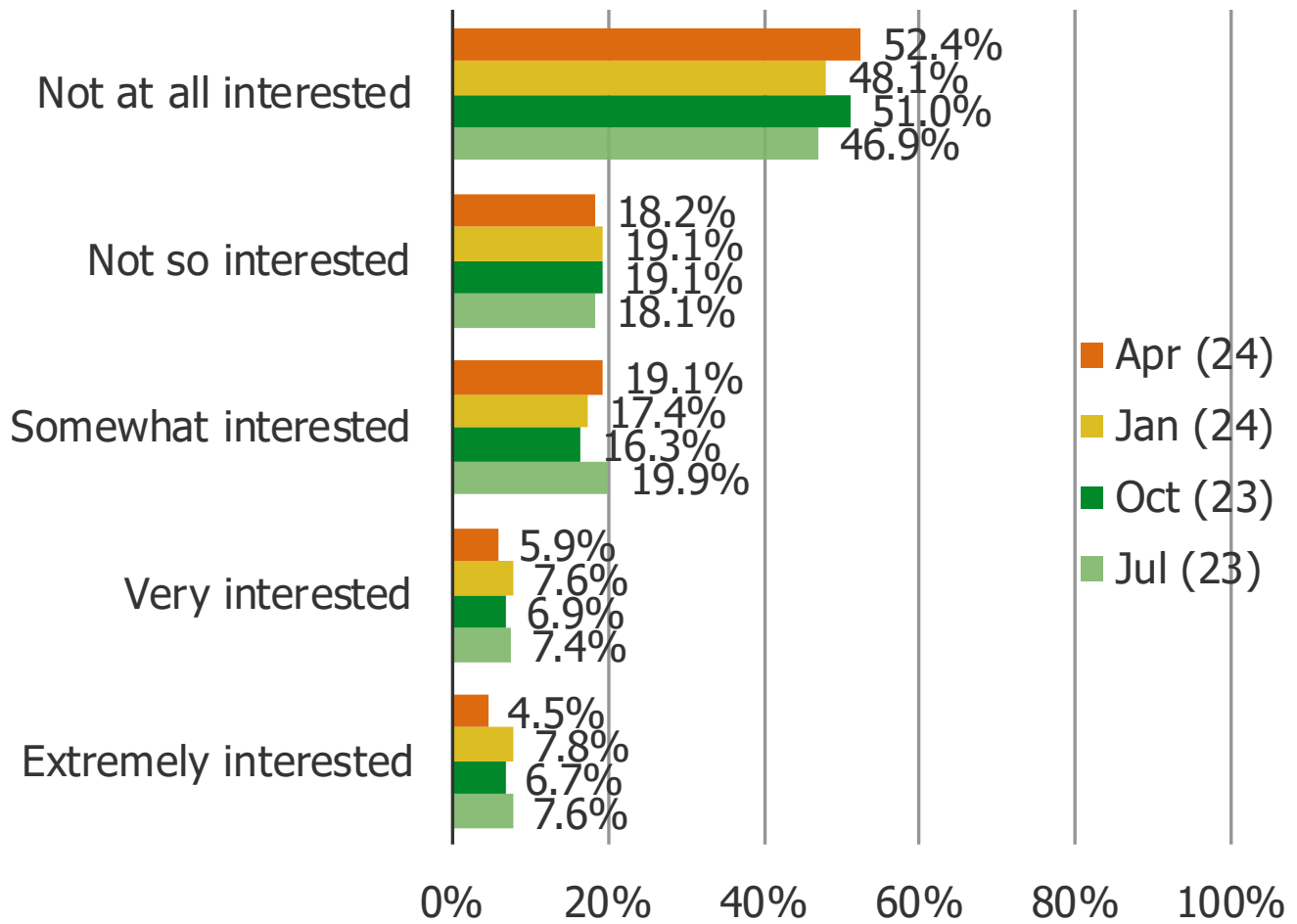


April 24 Data Breakout



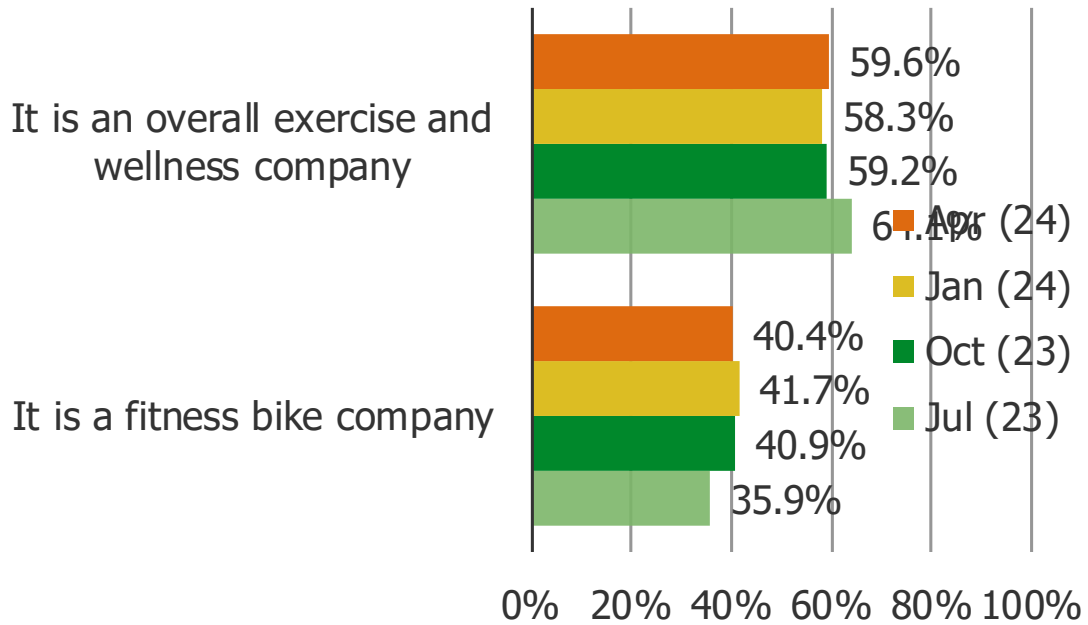
HOW MUCH INTEREST WOULD YOU HAVE IN USING THE PELOTON APP WITHOUT THE PELOTON EQUIPMENT?

Posed to respondents who do not own any Peloton equipment.

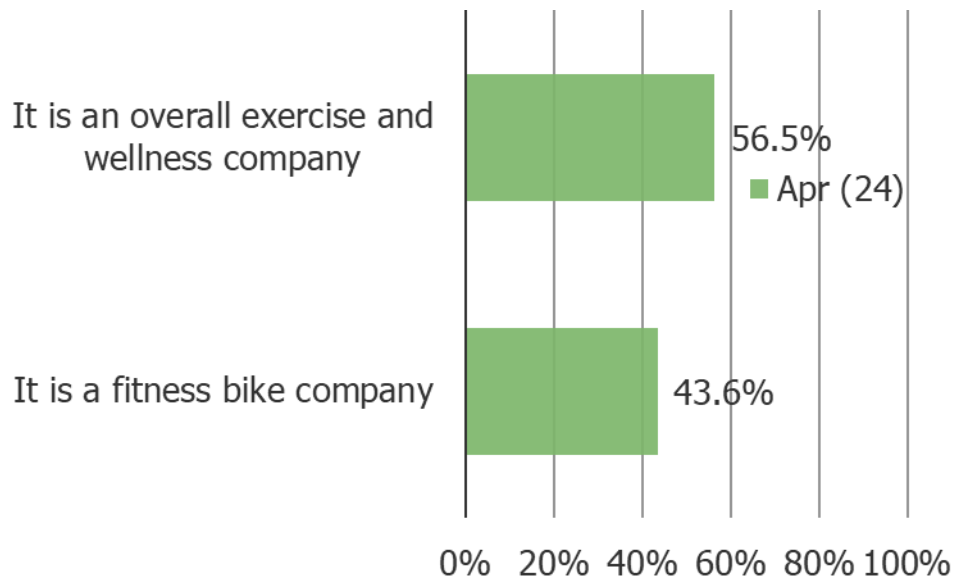


IN YOUR OPINION, WHAT BEST DESCRIBES PELOTON?

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

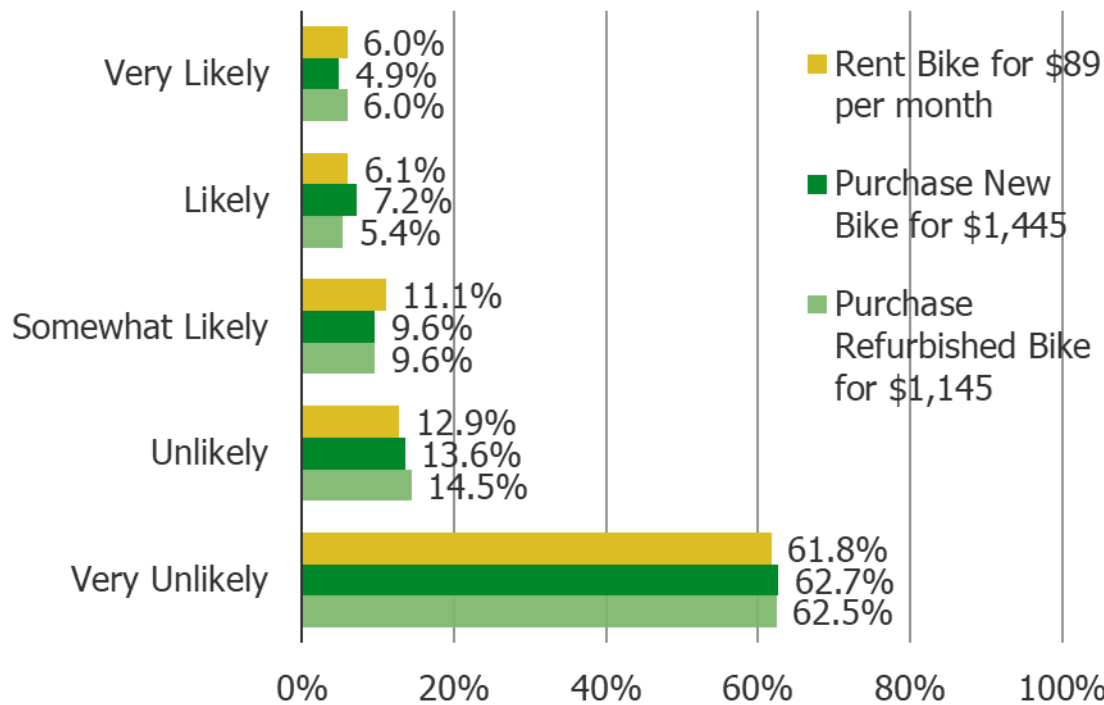


Posed to Peloton customers...



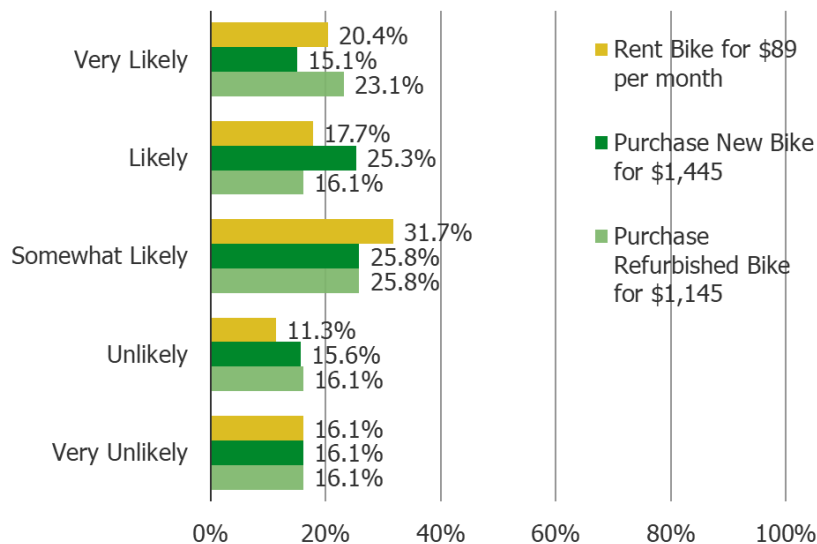
HOW LIKELY WOULD YOU BE TO GET A PELOTON BIKE IN THE FOLLOWING WAYS...

Posed to all respondents.



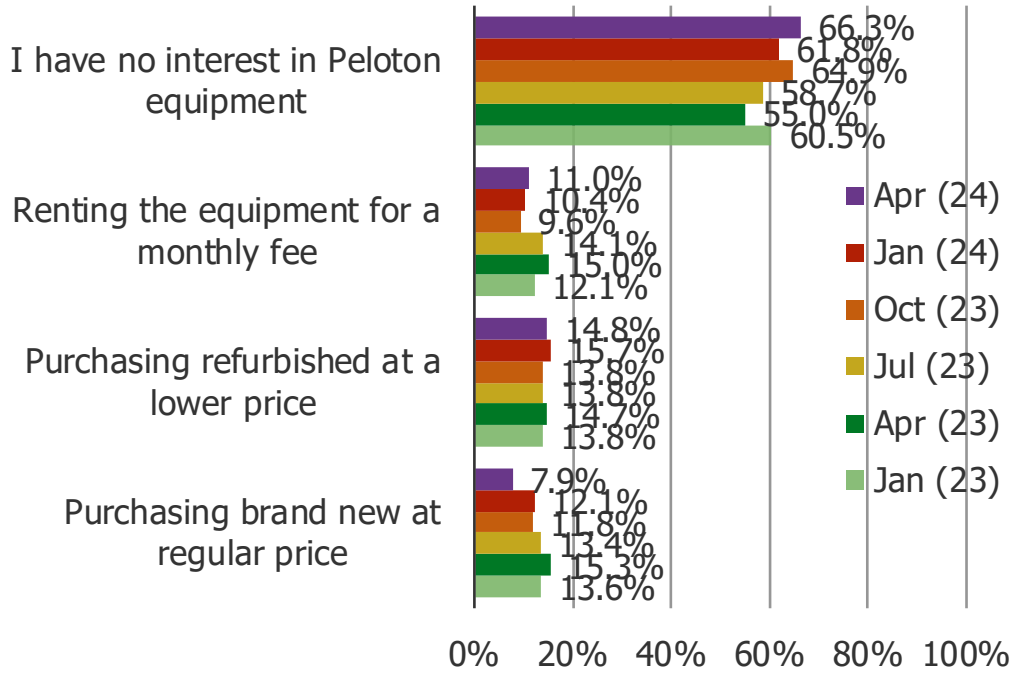
Posed to respondents who said they are currently considering purchasing Peloton equipment and are interested in the bike (N = 186)

APRIL 2024

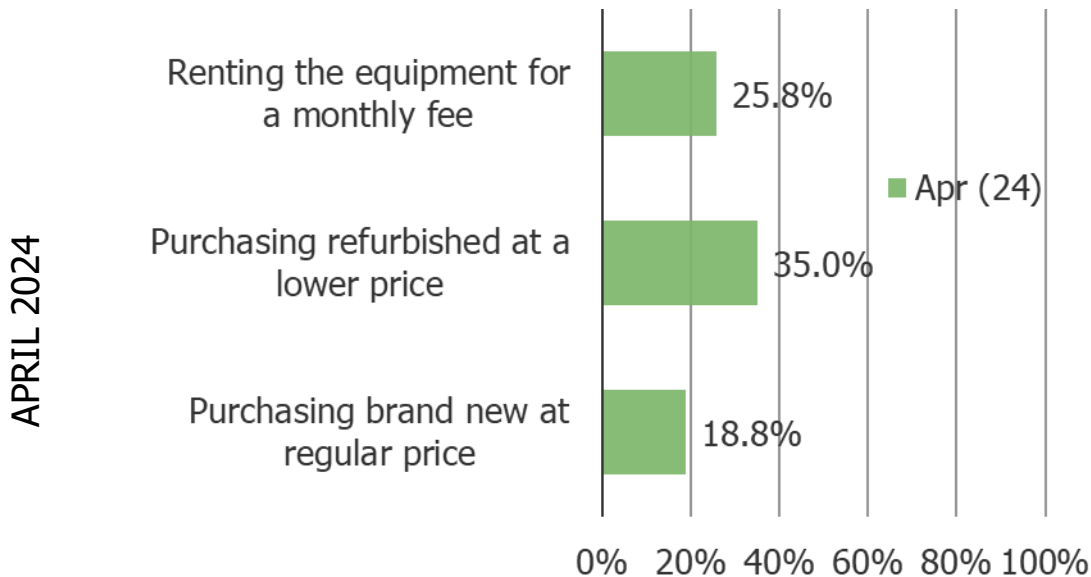


WHICH OF THE FOLLOWING DO YOU THINK WOULD BE THE BEST WAY TO GET ACCESS TO PELOTON PRODUCTS?

Posed to all respondents.

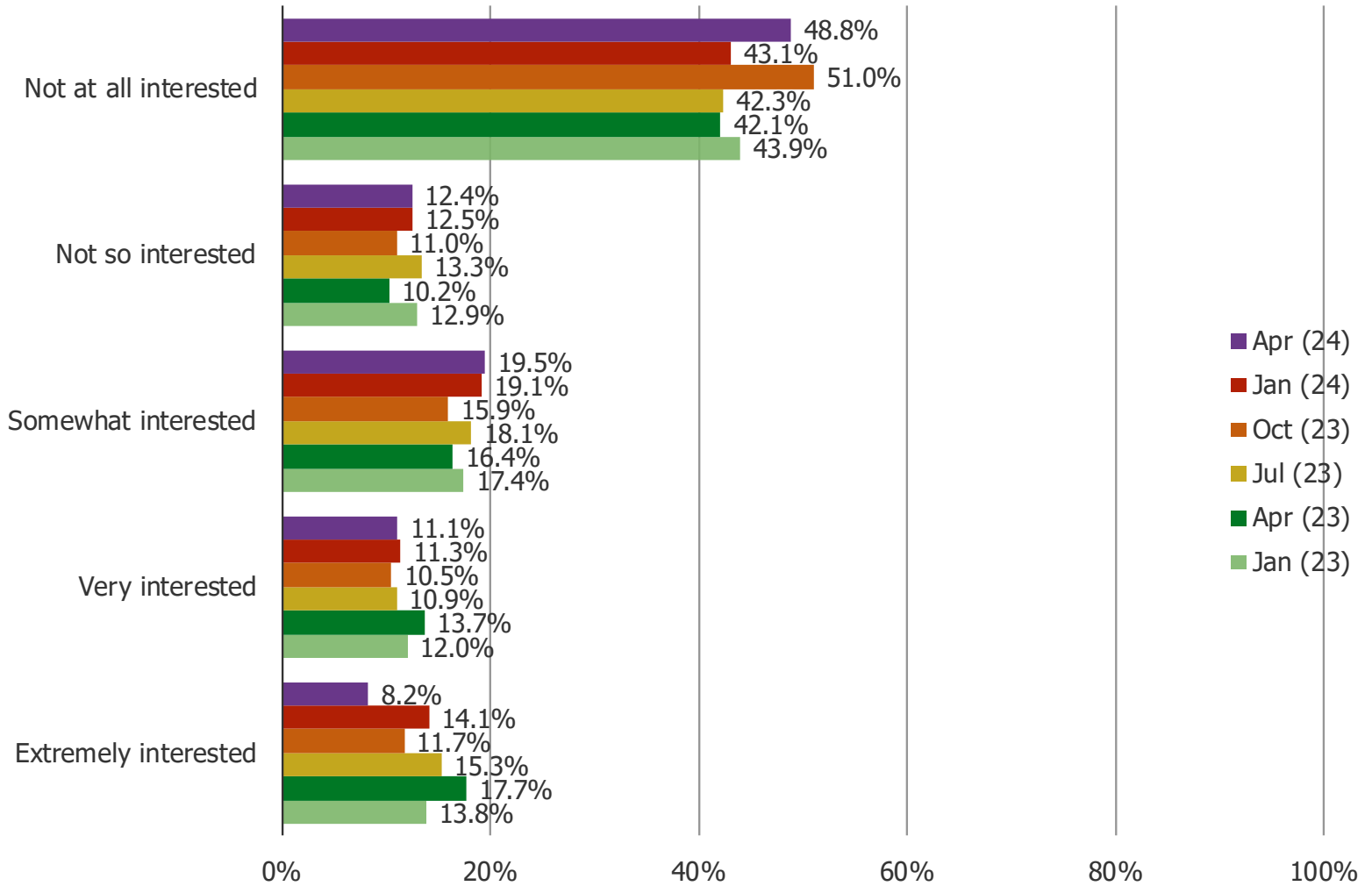


Posed to respondents who said they are currently considering purchasing Peloton equipment and are interested in the bike (N = 186)



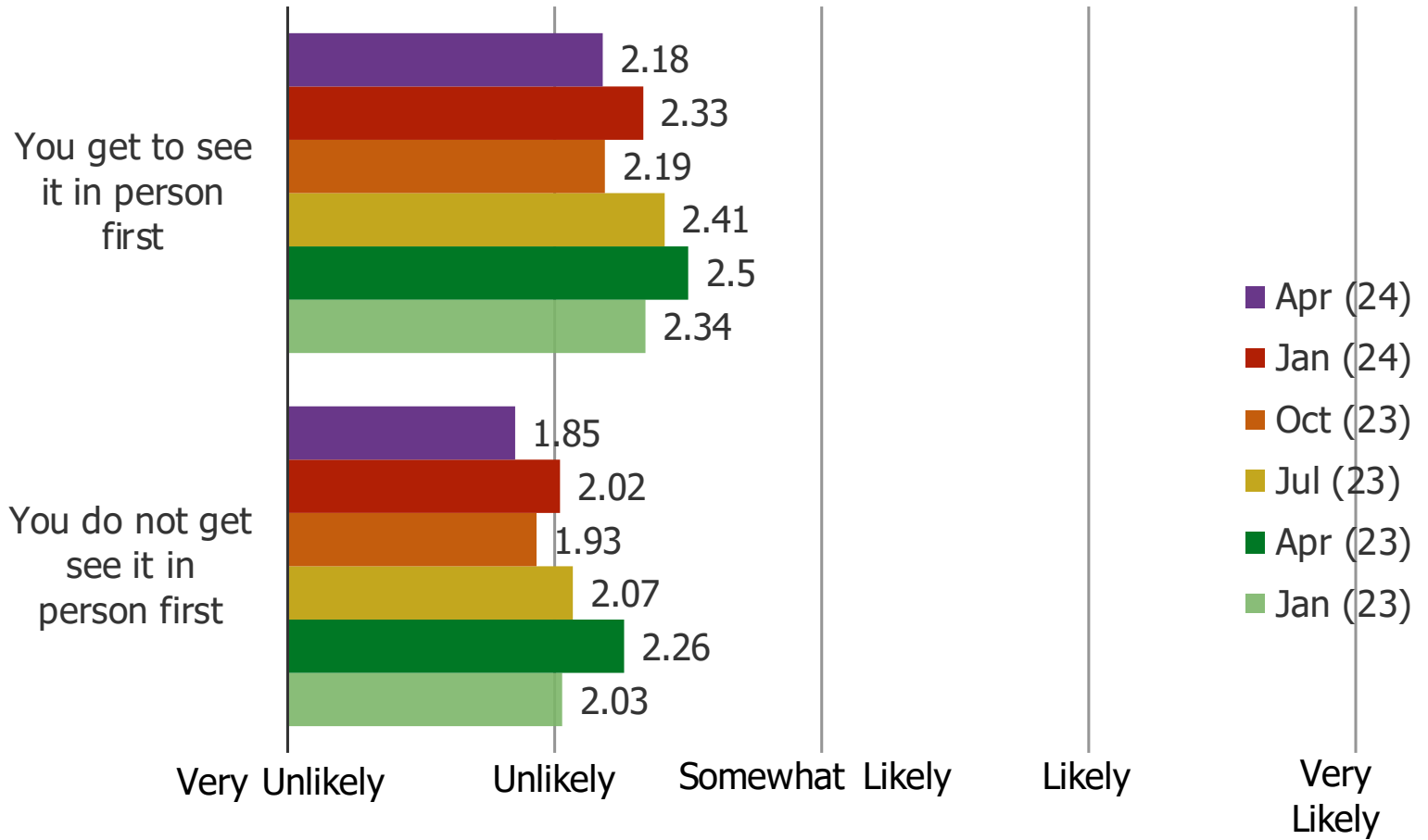
HOW INTERESTED WOULD YOU BE IN SEEING/TESTING THE PELOTON PRODUCT YOU ARE INTERESTED IN PERSON BEFORE DECIDING IF YOU WILL BUY IT?

Posed to respondents who are currently considering purchasing a new piece of fitness equipment from Peloton.



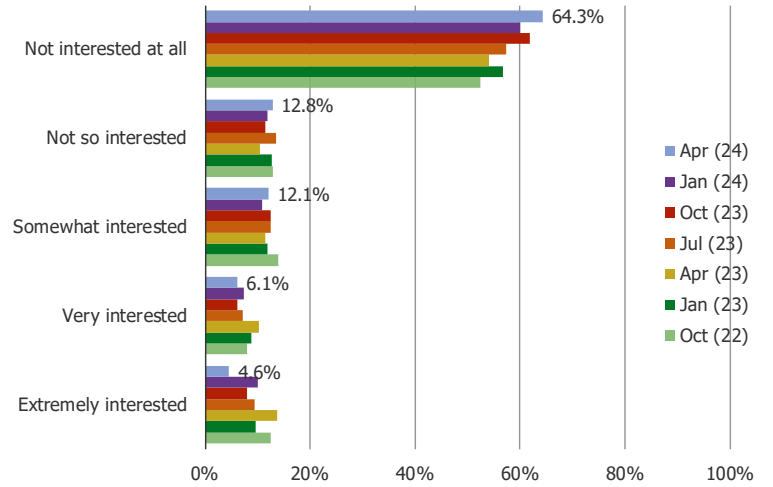
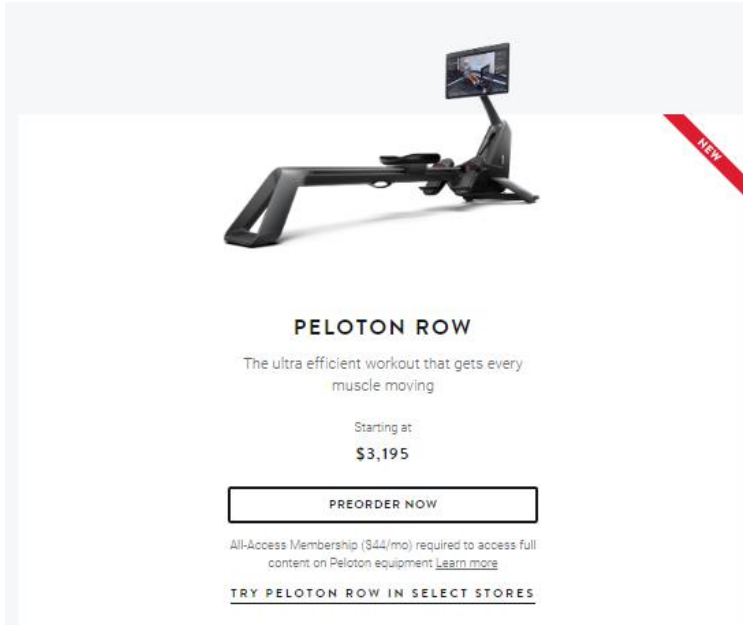
HOW LIKELY ARE YOU TO ACTUALLY FOLLOW THROUGH AND PURCHASE PELOTON EQUIPMENT IF...

Posed to respondents who are currently considering purchasing a new piece of fitness equipment from Peloton.



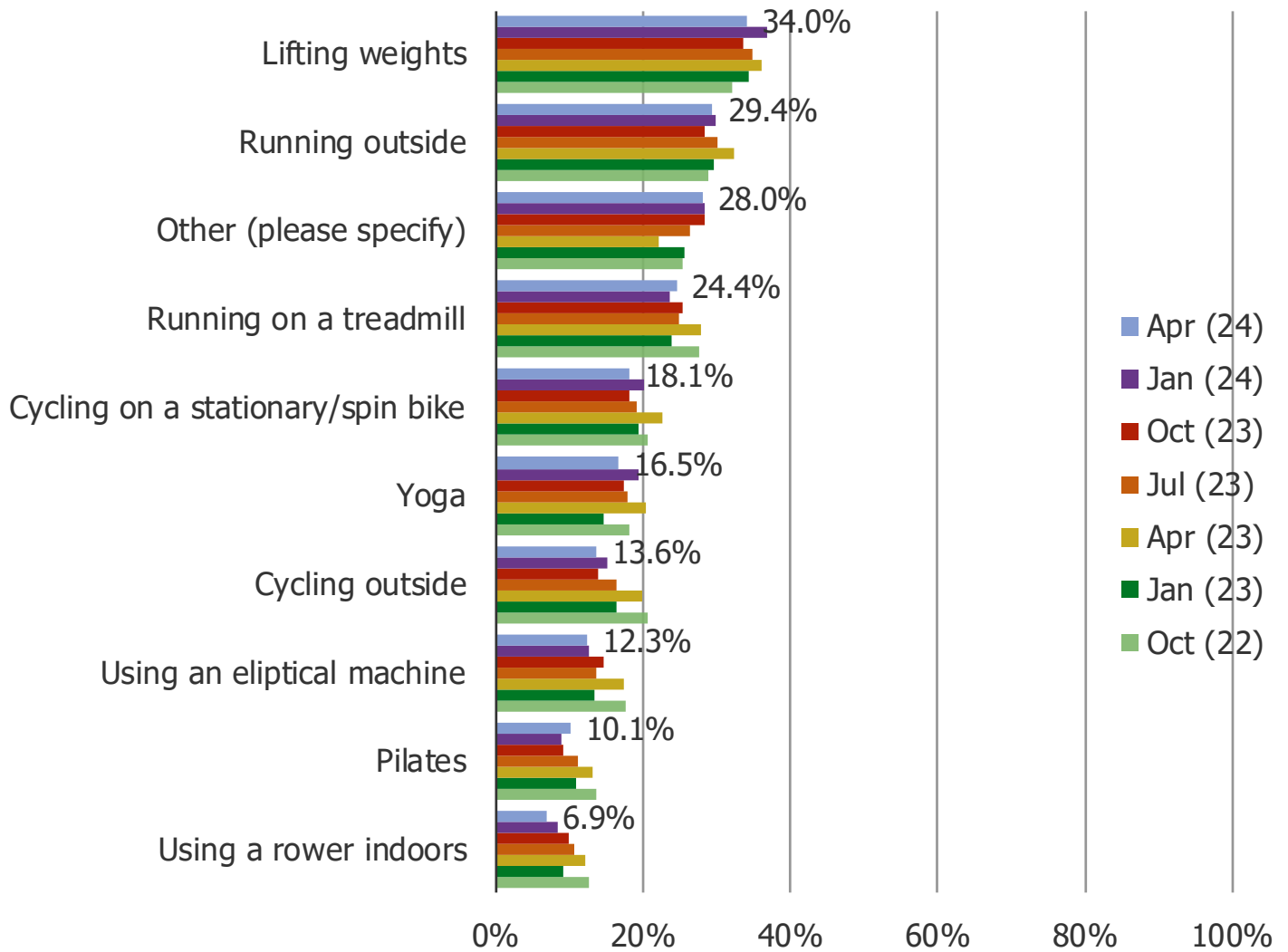
HOW MUCH INTEREST DO YOU HAVE IN THE PELOTON ROW PRODUCT (PICTURED)?

Posed to all respondents.



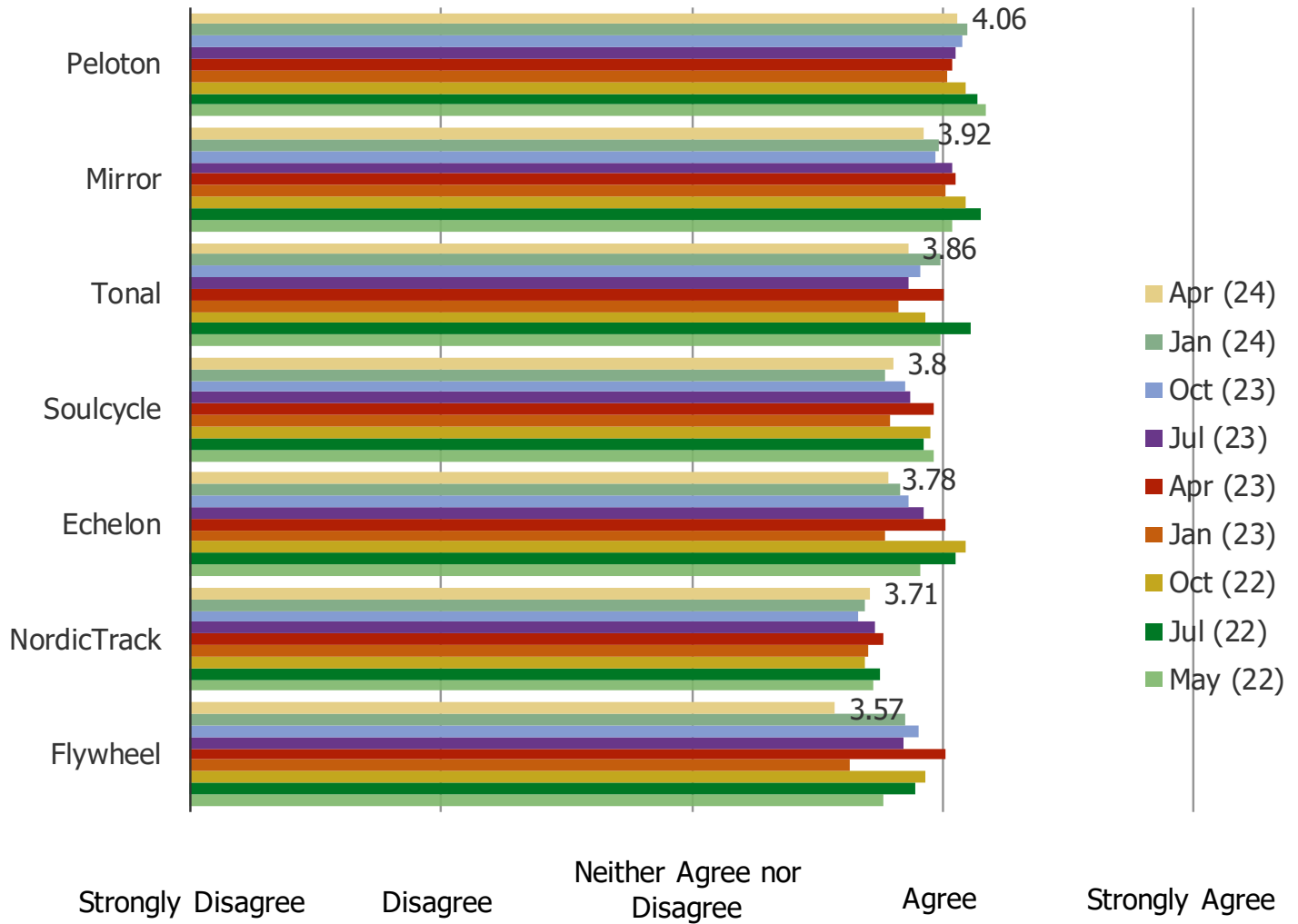
WHICH TYPES OF EXERCISE DO YOU INCLUDE IN YOUR FITNESS ROUTINE? SELECT ALL THAT APPLY

Posed to respondents who exercise.



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

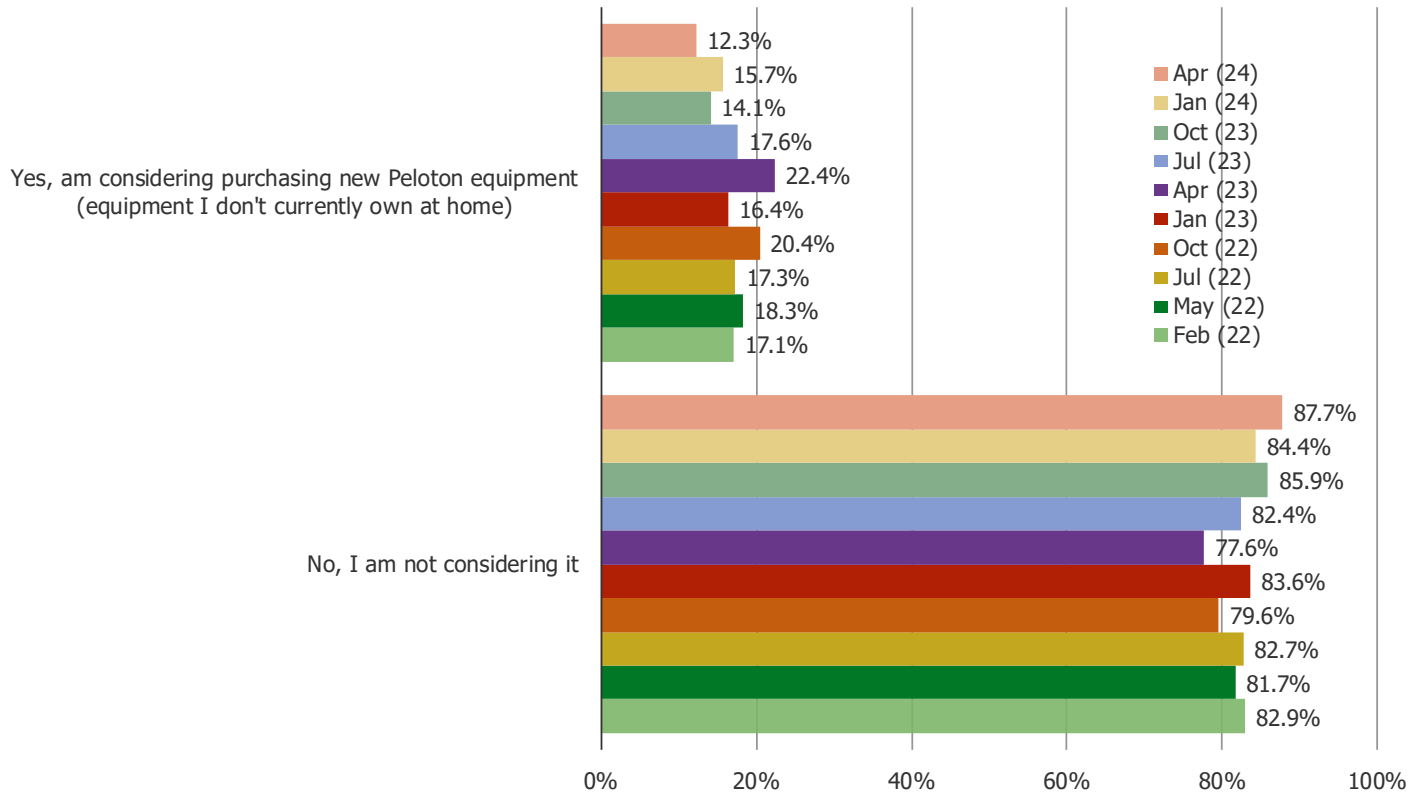
Posed to respondents who are aware of each of the following.



	N=
Peloton	747
Echelon	156
Flywheel	91
Soulcycle	211
NordicTrack	649
Apple Fitness+	332
Tonal	147
Mirror	205

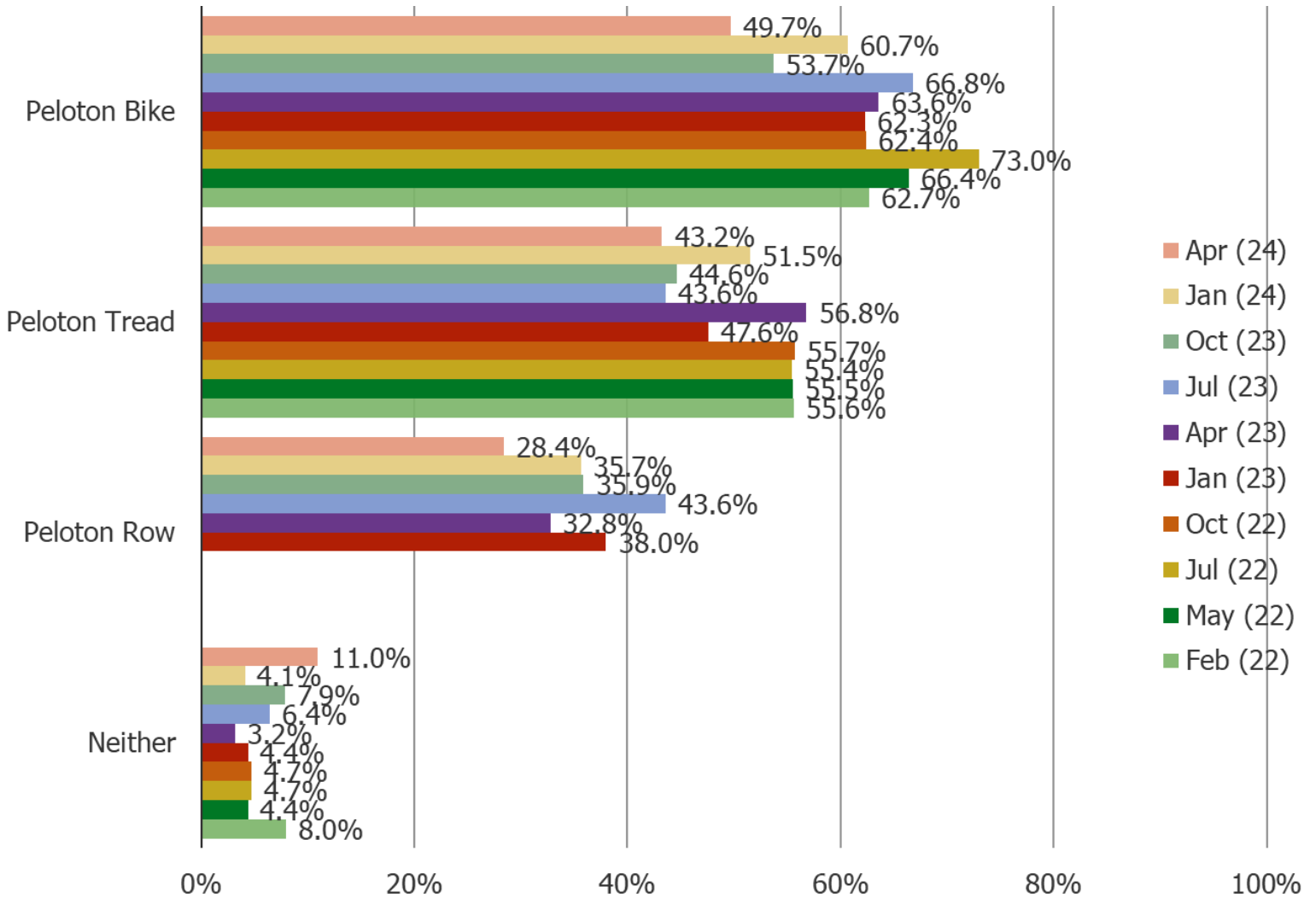
ARE YOU CURRENTLY CONSIDERING PURCHASING A NEW PIECE OF FITNESS EQUIPMENT FROM PELOTON?

Posed to all respondents



WHICH OF THE FOLLOWING ARE YOU CONSIDERING PURCHASING?

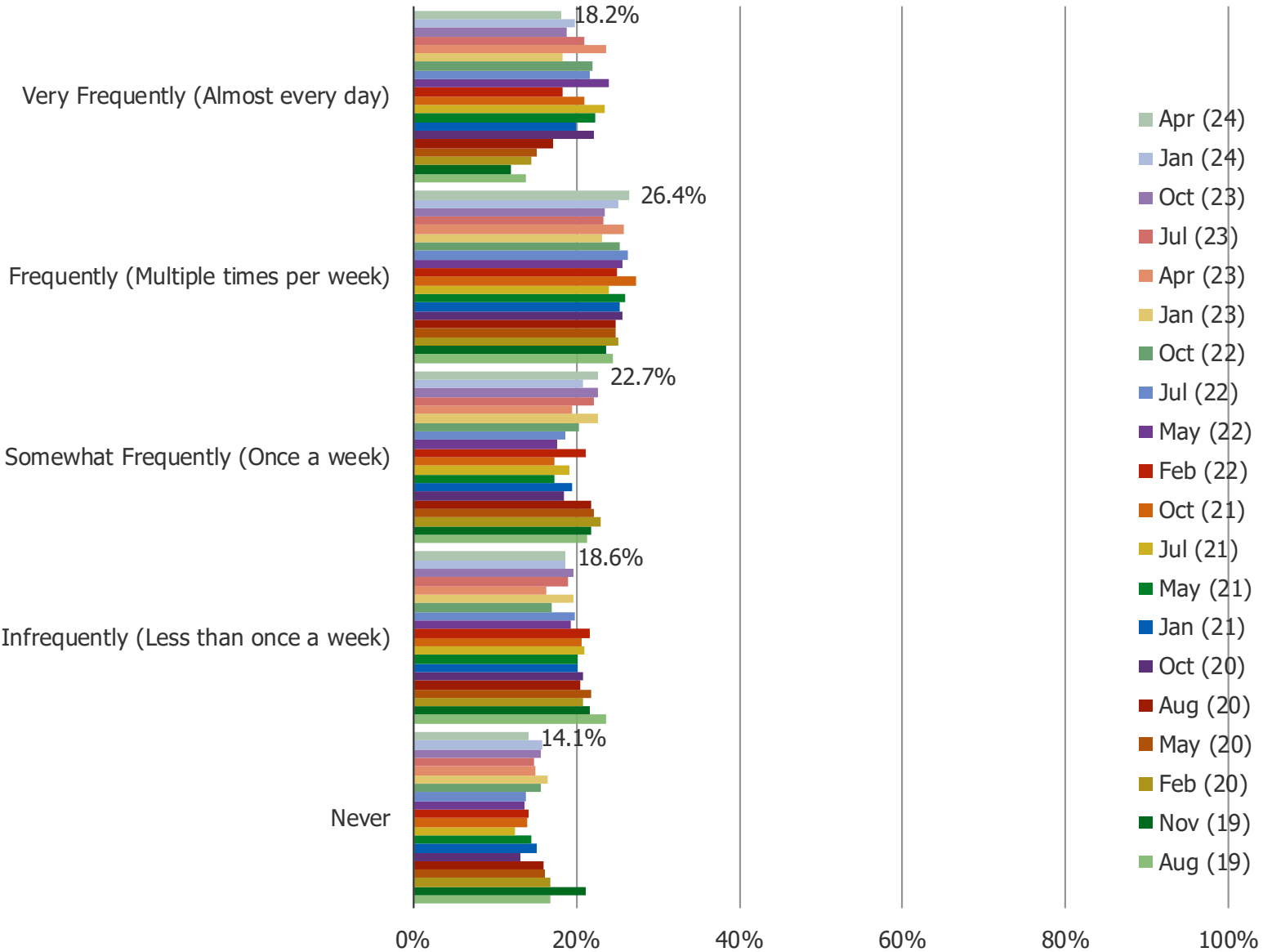
Posed to respondents who are currently considering buying Peloton equipment (N = 196).



FITNESS OVERALL

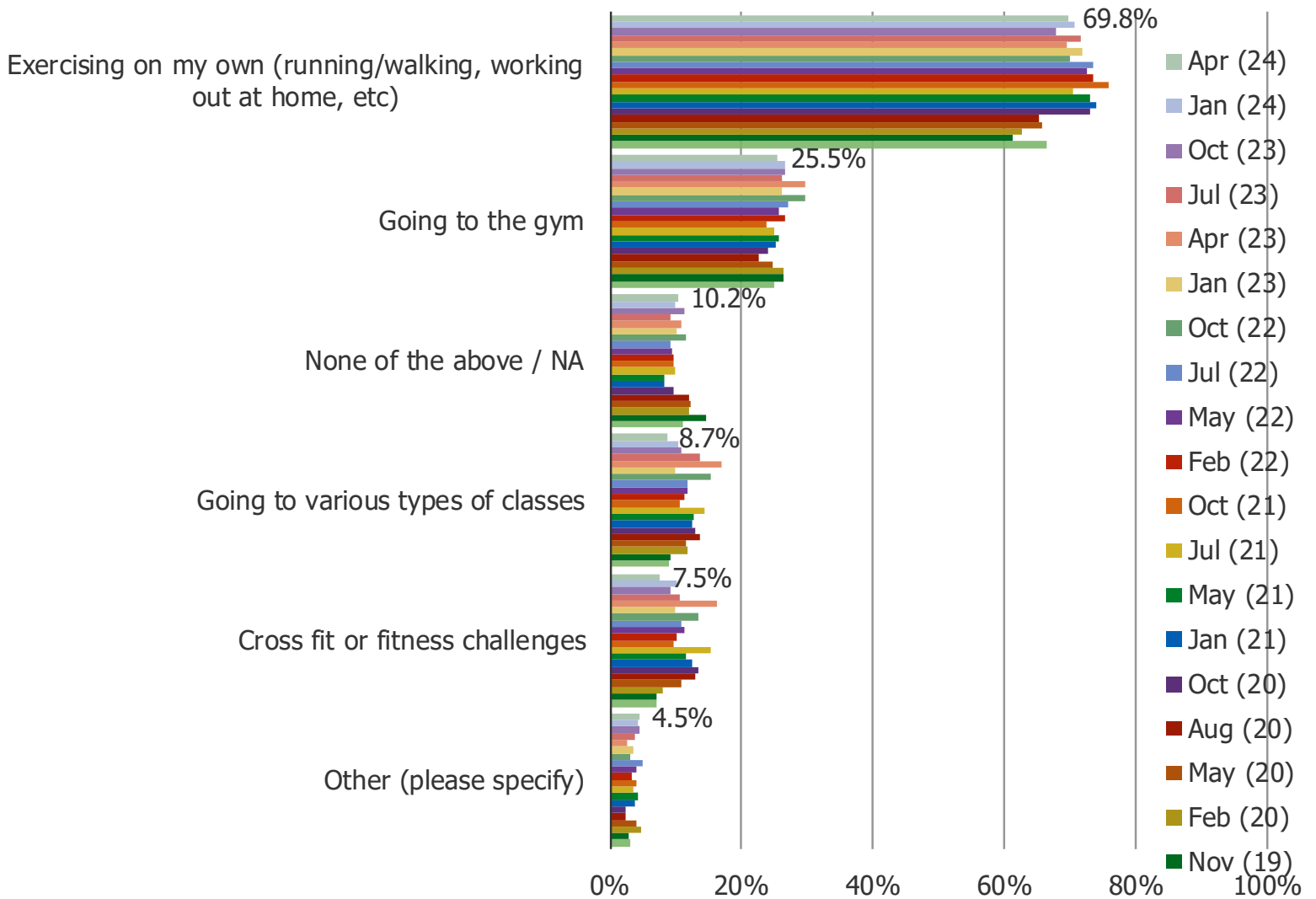
HOW OFTEN DO YOU EXERCISE?

Posed to all respondents



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

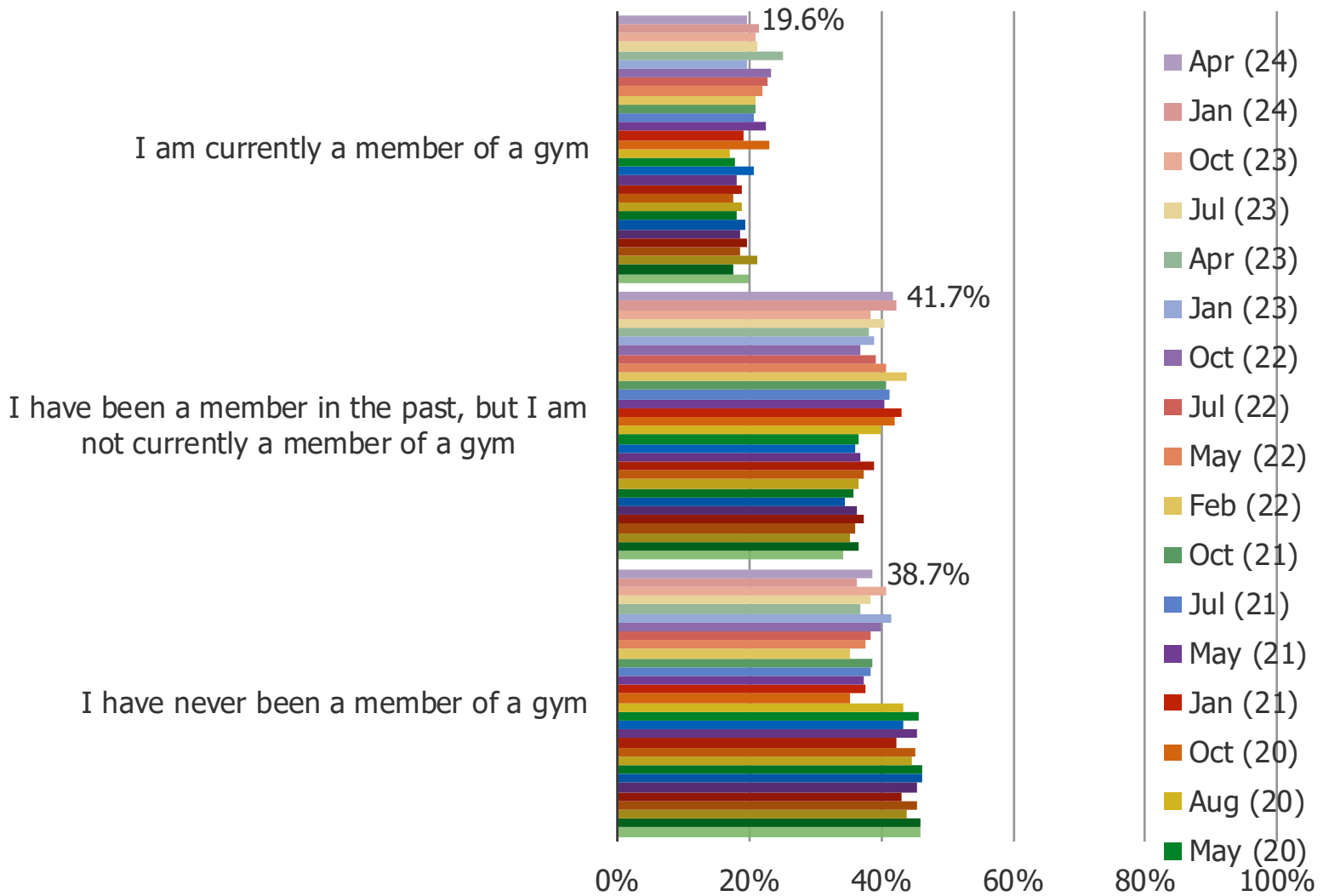
Posed to respondents who exercise



EXERCISE AND GYM MEMBERSHIPS

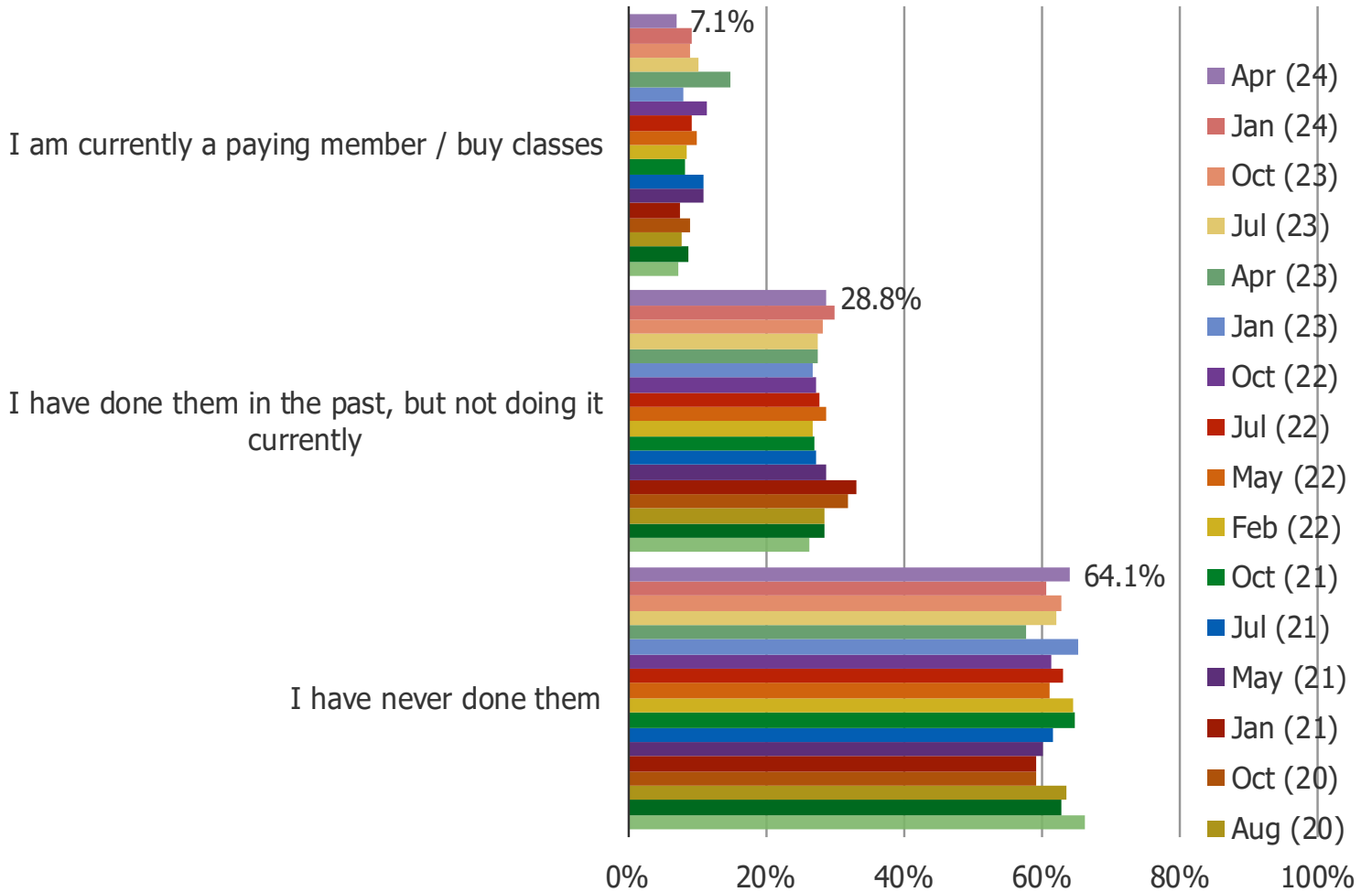
EXPERIENCE WITH FITNESS GYMS

Posed to all respondents



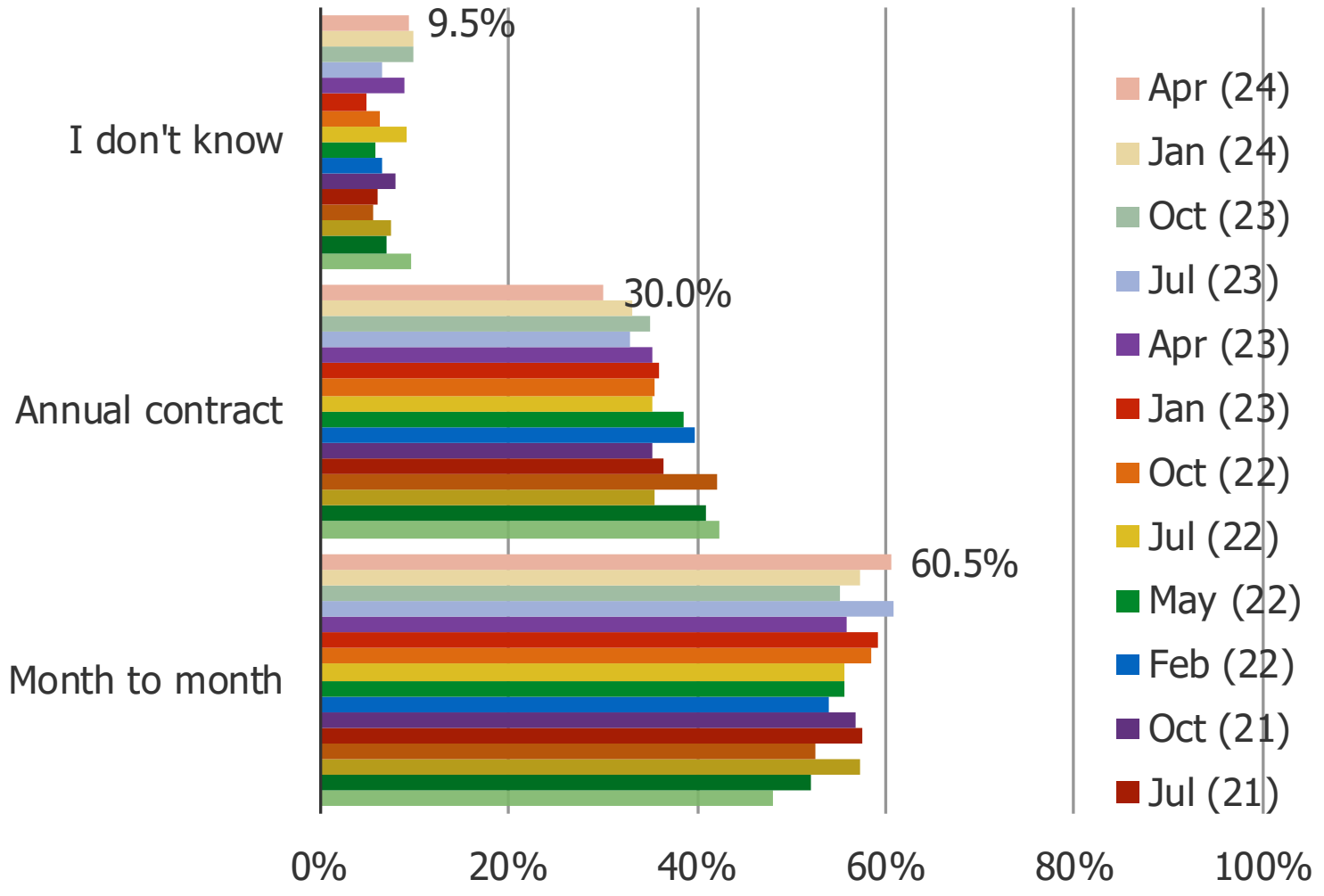
WHAT IS YOUR EXPERIENCE WITH FITNESS CLASS ENVIRONMENTS (SPIN CLASS, BOOT CAMPS, CROSS-FIT, ETC)?

Posed to all respondents



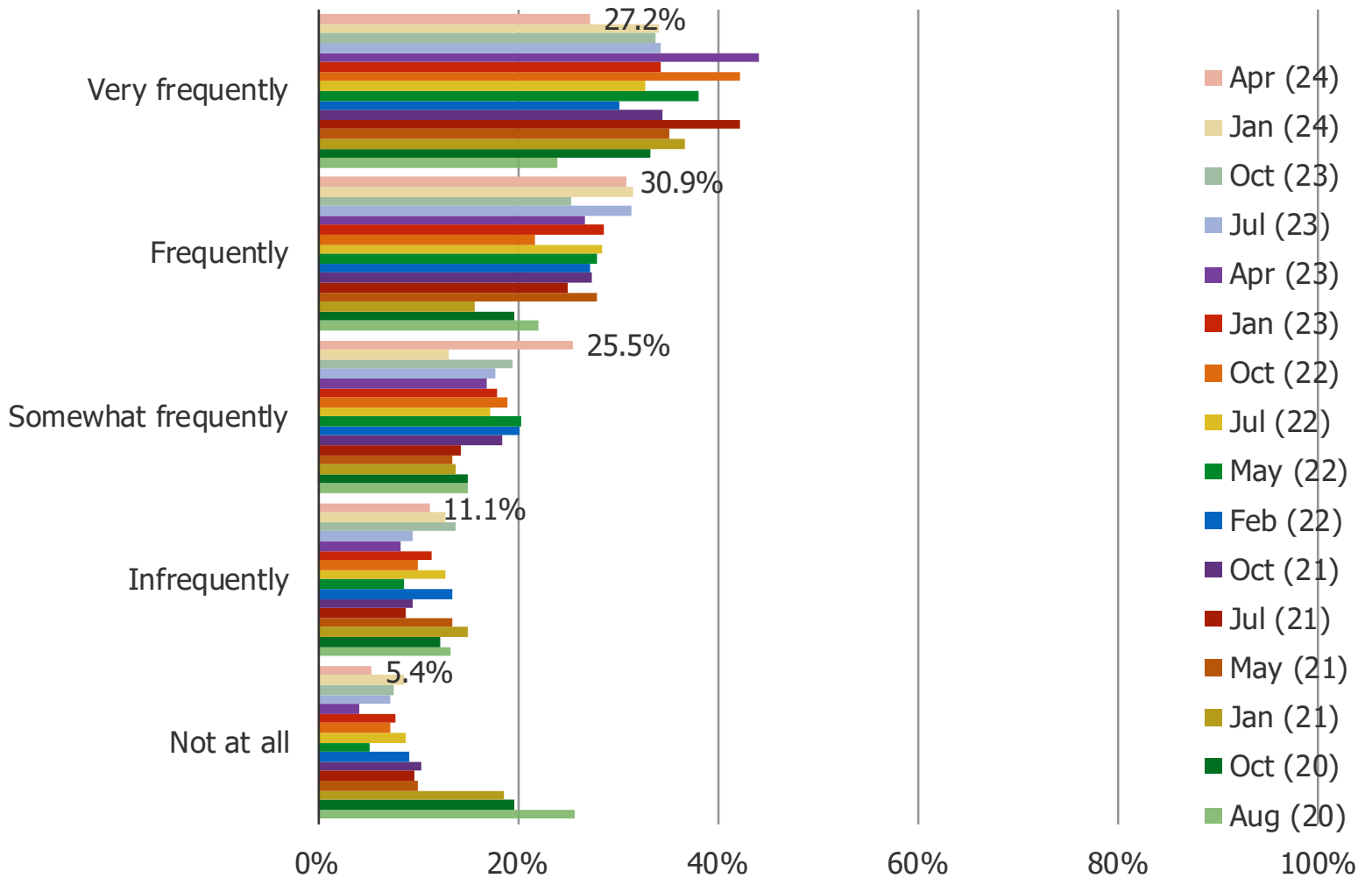
IS YOUR AGREEMENT WITH YOUR GYM...

Posed to current gym members.



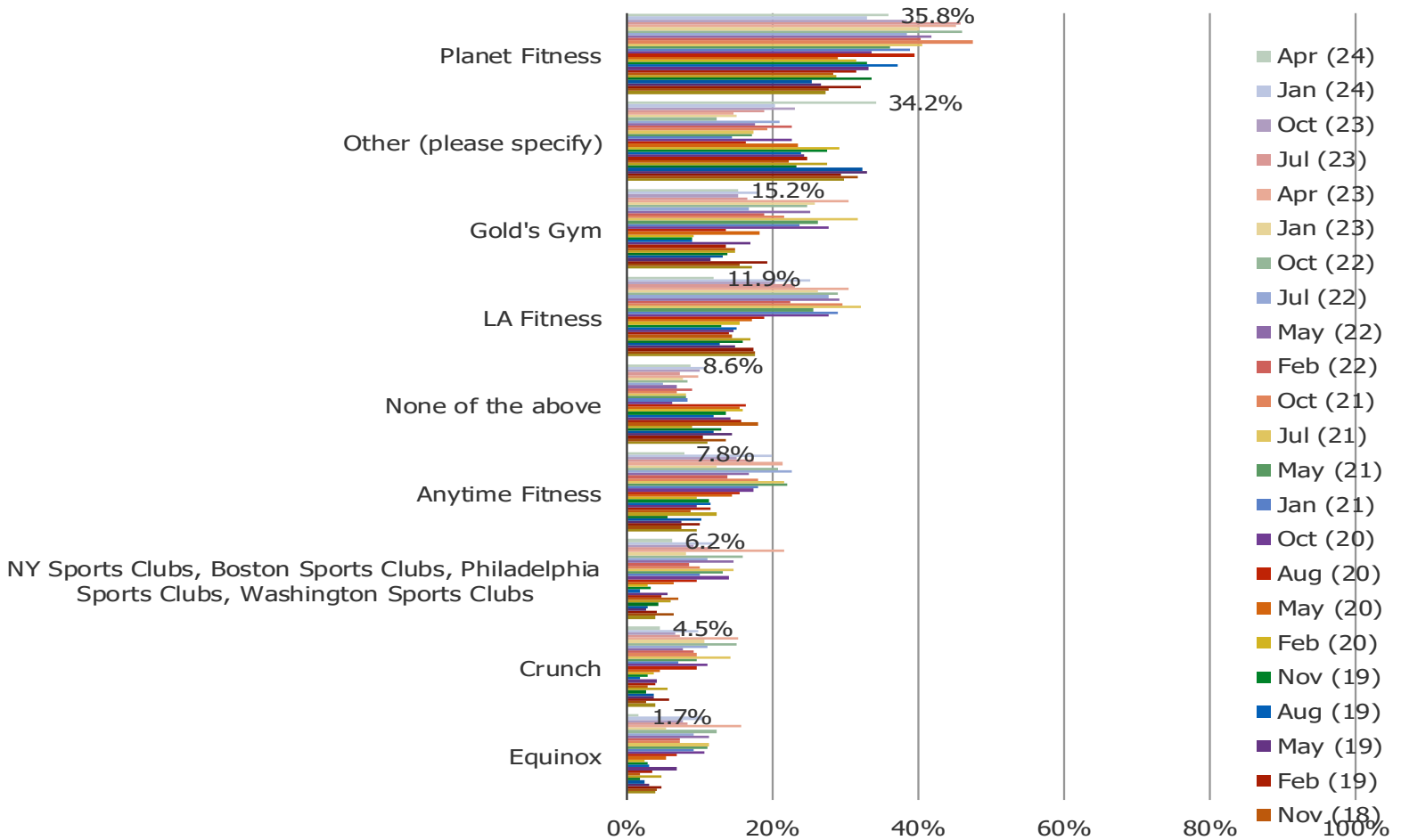
HOW OFTEN HAVE YOU BEEN GOING TO YOUR GYM IN THE PAST MONTH?

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.

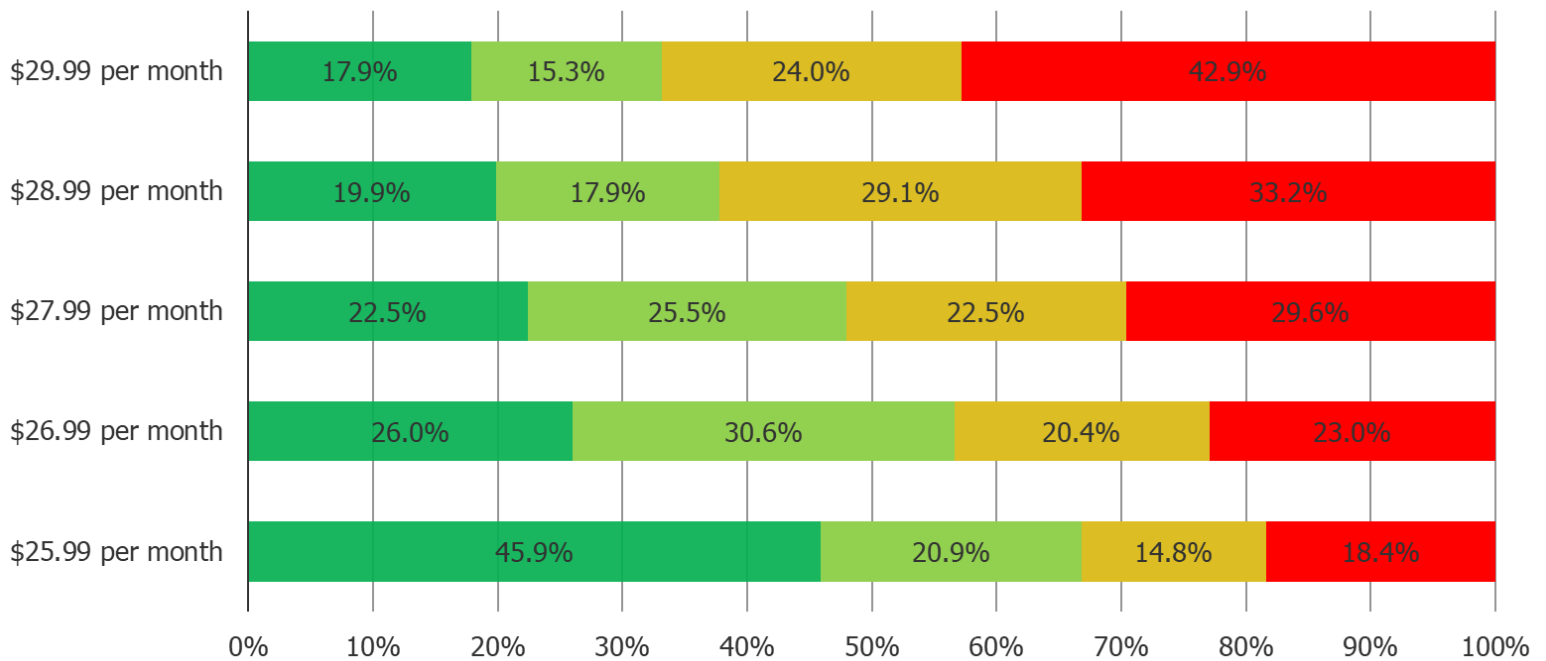


THE PF BLACK CARD MEMBERSHIP CURRENTLY COSTS \$24.99 IF THE PRICE OF THE PF BLACK CARD WAS AS FOLLOWS, WHAT WOULD BEST DESCRIBE YOUR MOST LIKELY RESPONSE?

Posed to respondents who are currently Planet Fitness Members who have the Black Card Membership (N = 196).

*Combining waves from July 2023 through present to achieve a larger N size.

- It would not matter to me
- I would be upset, but I would not cancel
- I would be upset, and I would consider if I should cancel
- I would be upset, and I would definitely cancel

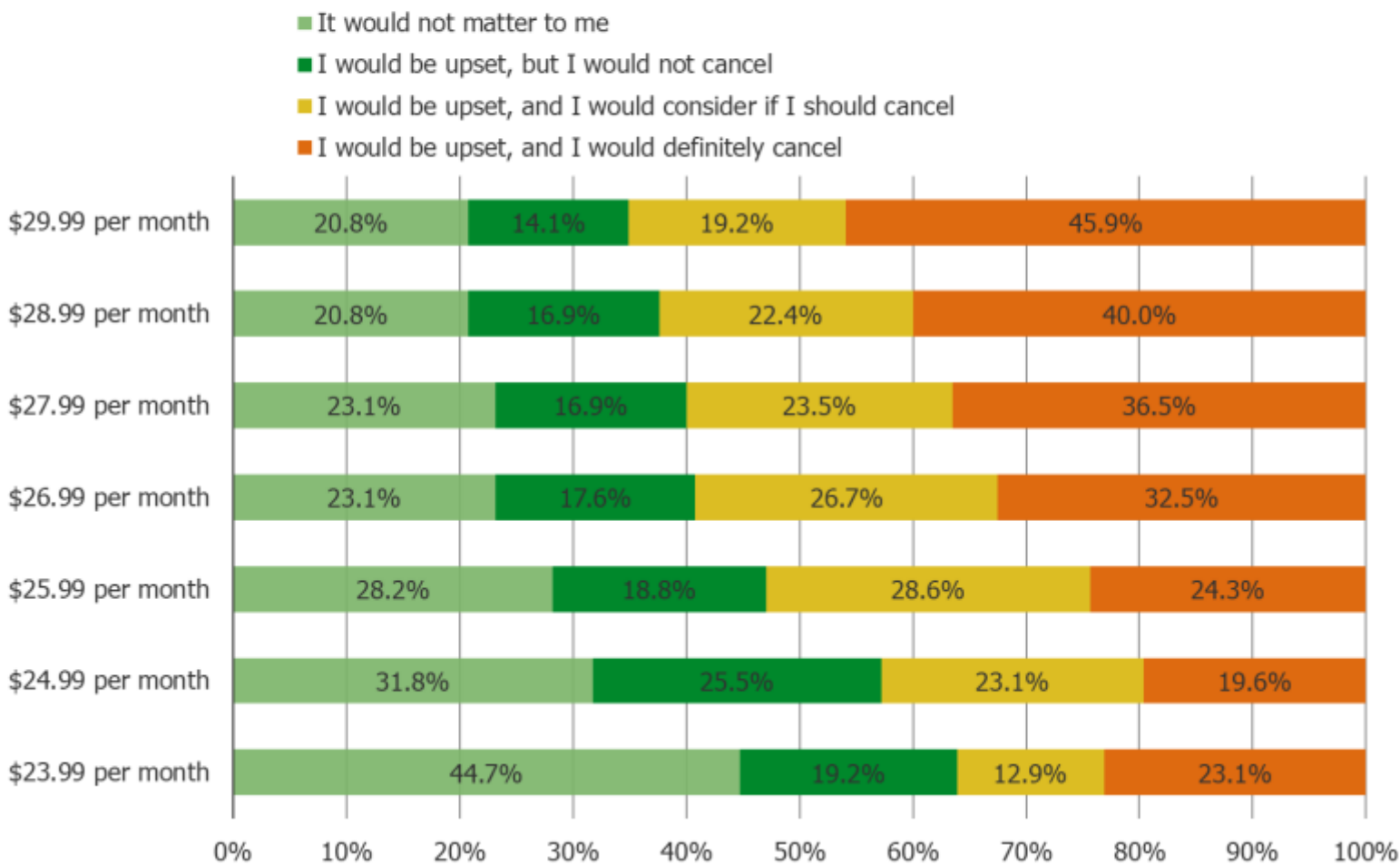


HISTORICAL COMPARISON:

From our survey published on May 4th, 2022

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?

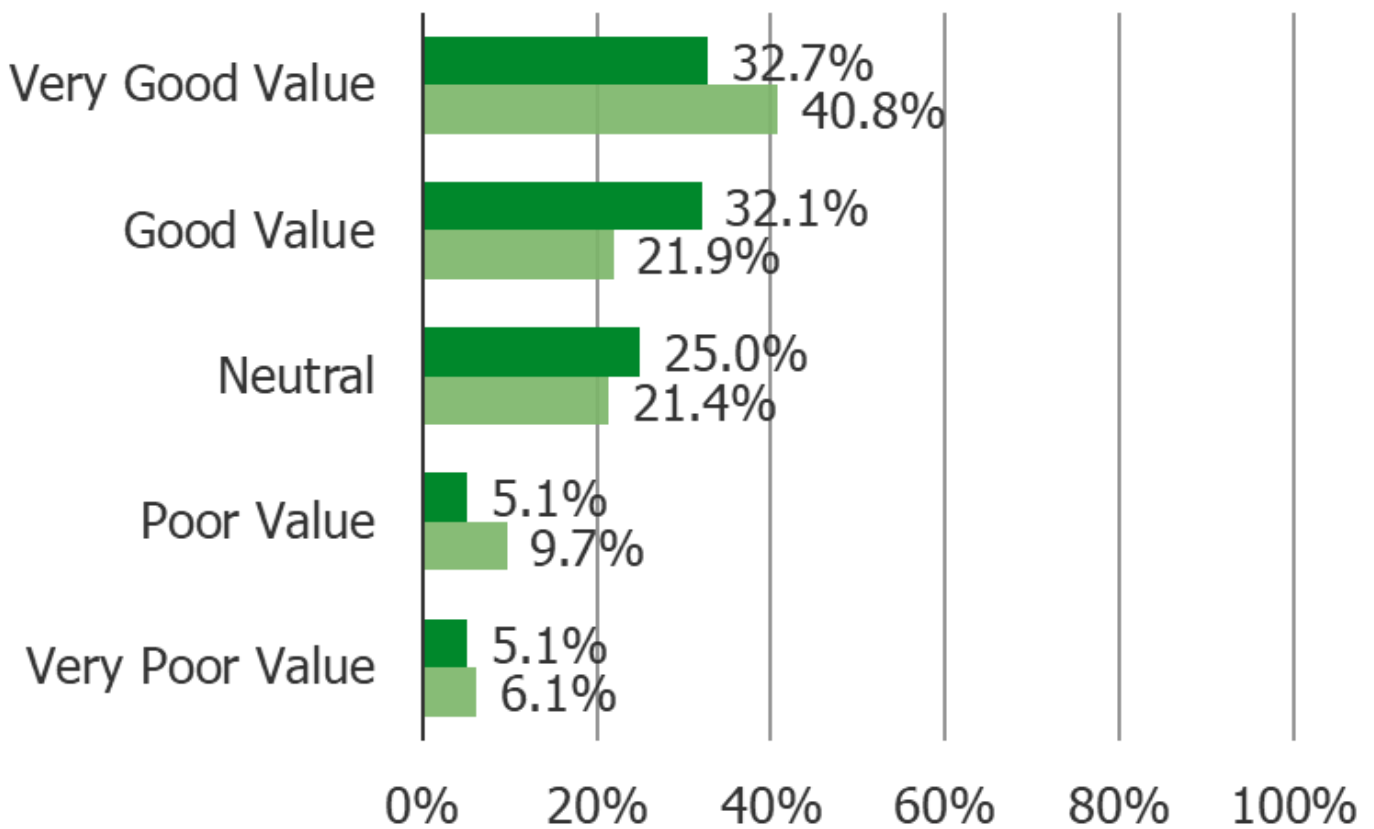
Posed to Planet Fitness members who have the PF Black Card membership.



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

Posed to respondents who are currently Planet Fitness Members who have the Black Card Membership (N = 196).

*Combining waves from July 2023 through present to achieve a larger N size.

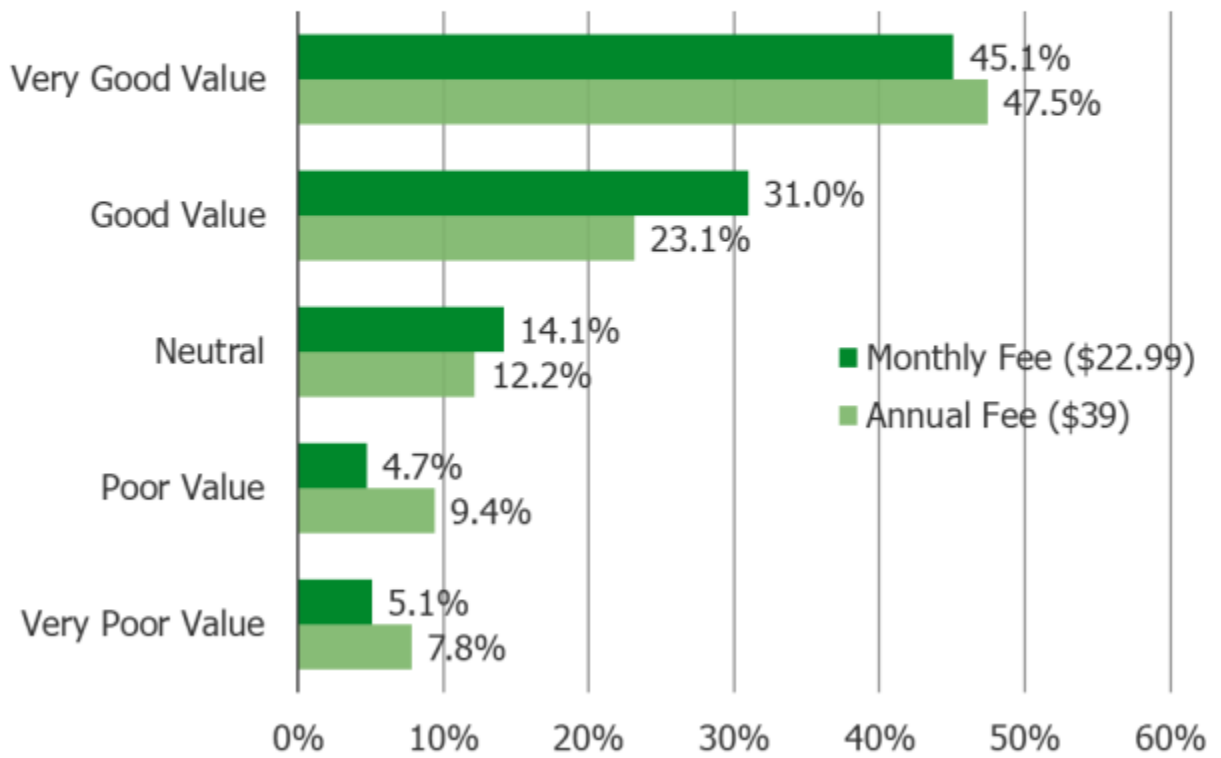


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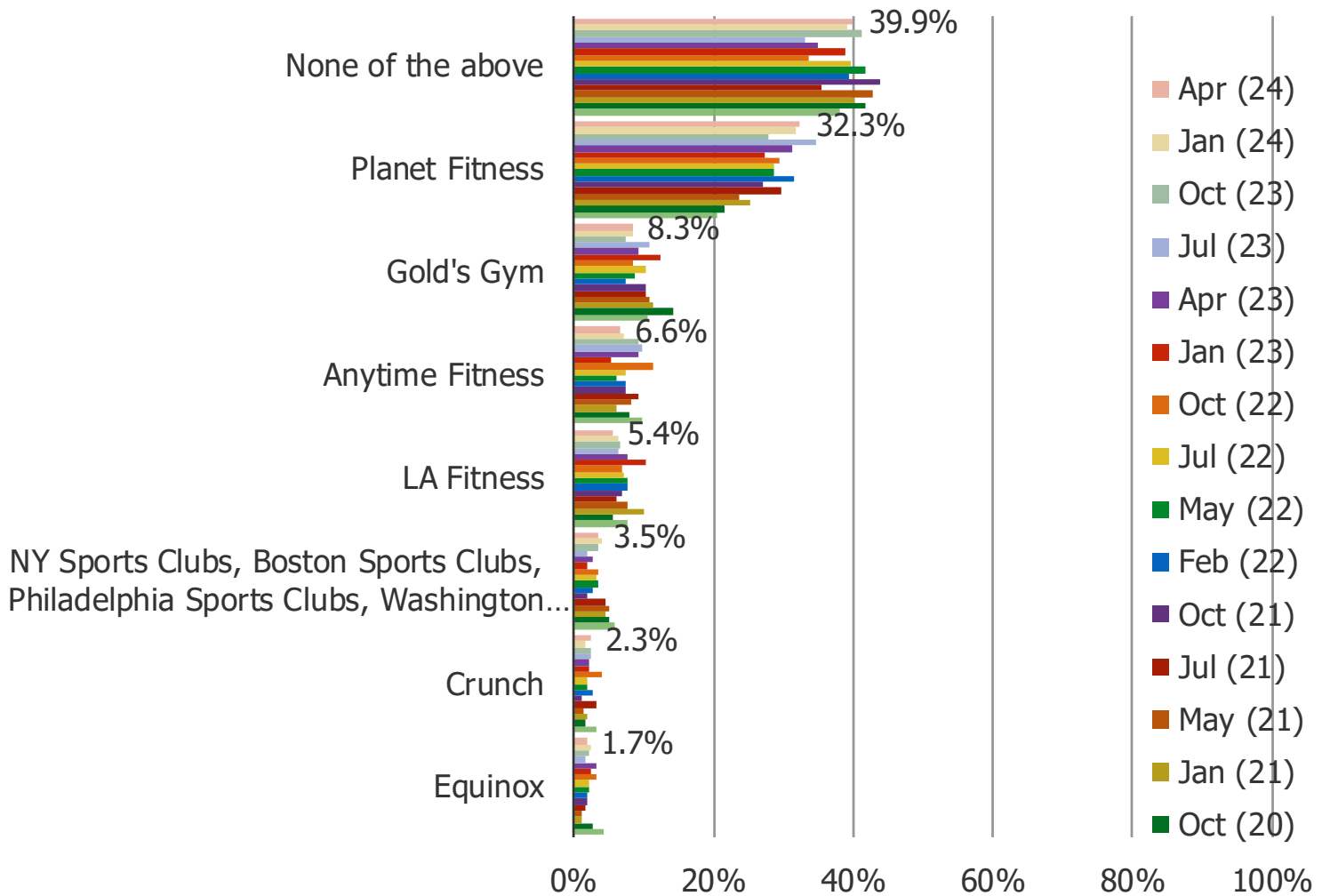
HOW DO YOU FEEL ABOUT THE VALUE PROPOSITION OF THE PF BLACK CARD MEMBERSHIP?

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



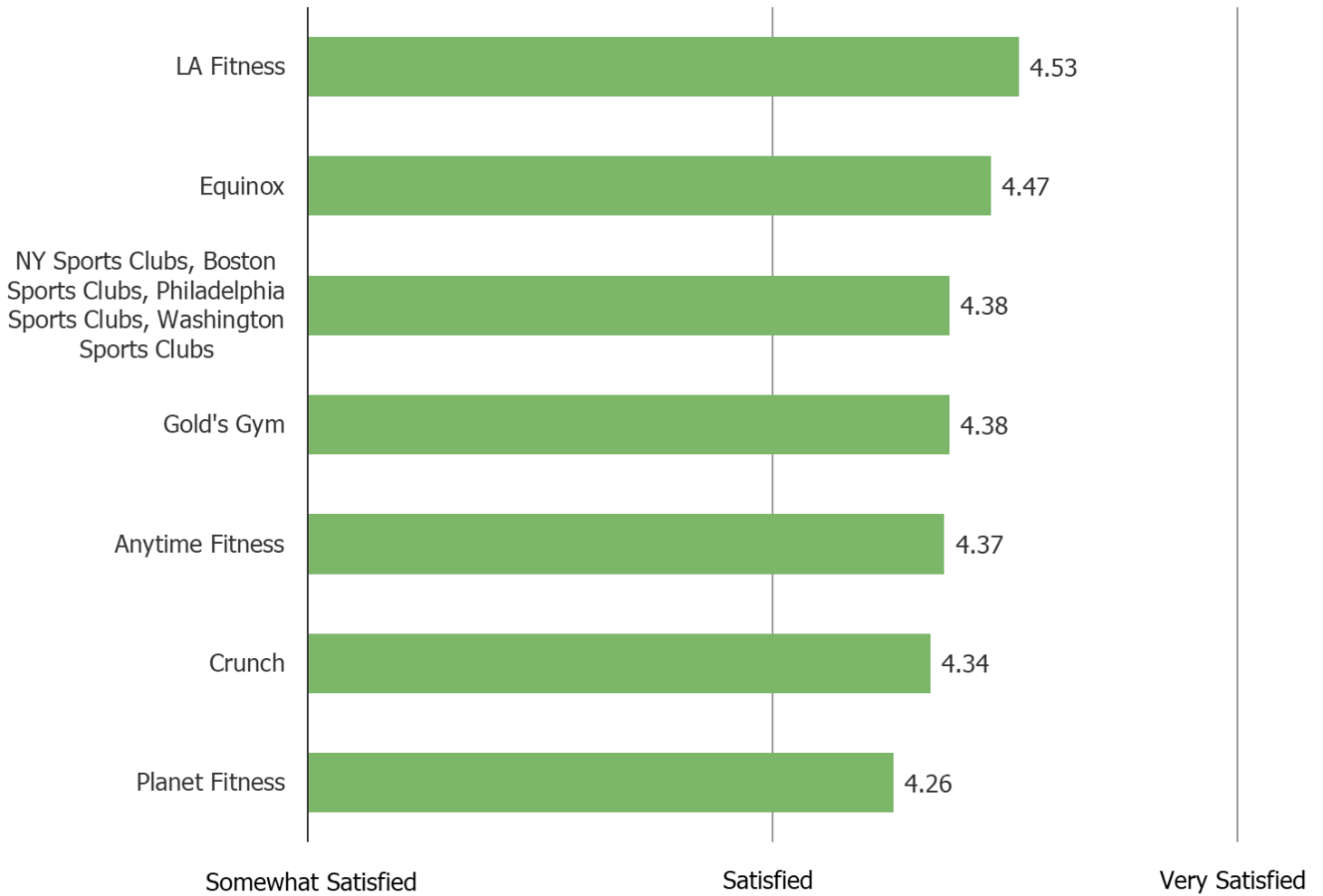
WHICH GYM WERE YOU MOST RECENTLY A MEMBER OF?

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



HOW SATISFIED ARE YOU WITH YOUR GYM MEMBERSHIP?

Posed to respondents who said they have a membership with each of the following...

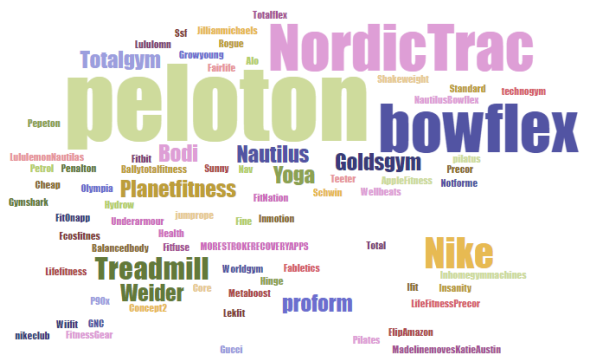
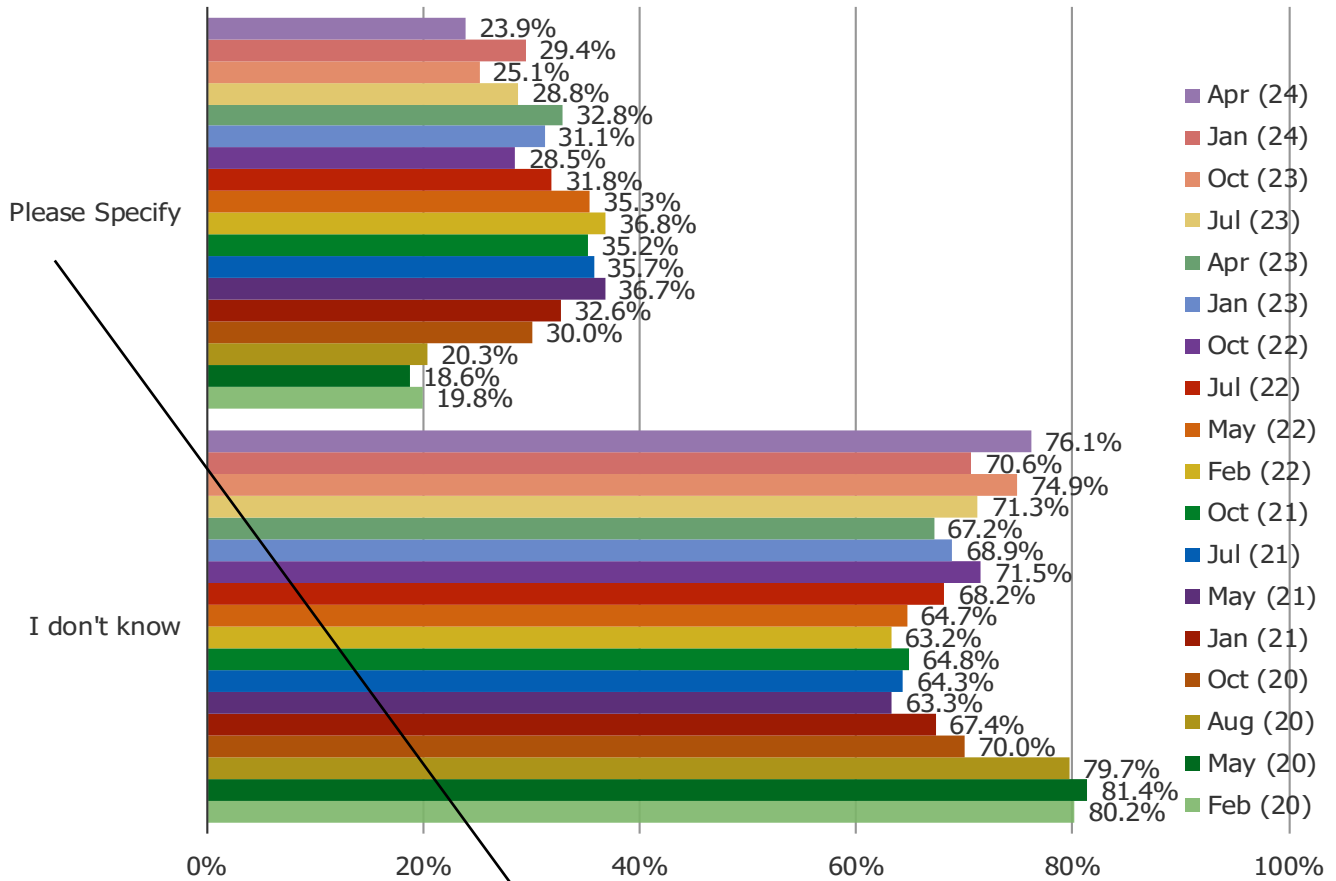


	N =
Planet Fitness	772
Crunch	191
Anytime Fitness	314
Gold's Gym	400
NY Sports Clubs, etc.	236
Equinox	172
LA Fitness	457

AT-HOME FITNESS

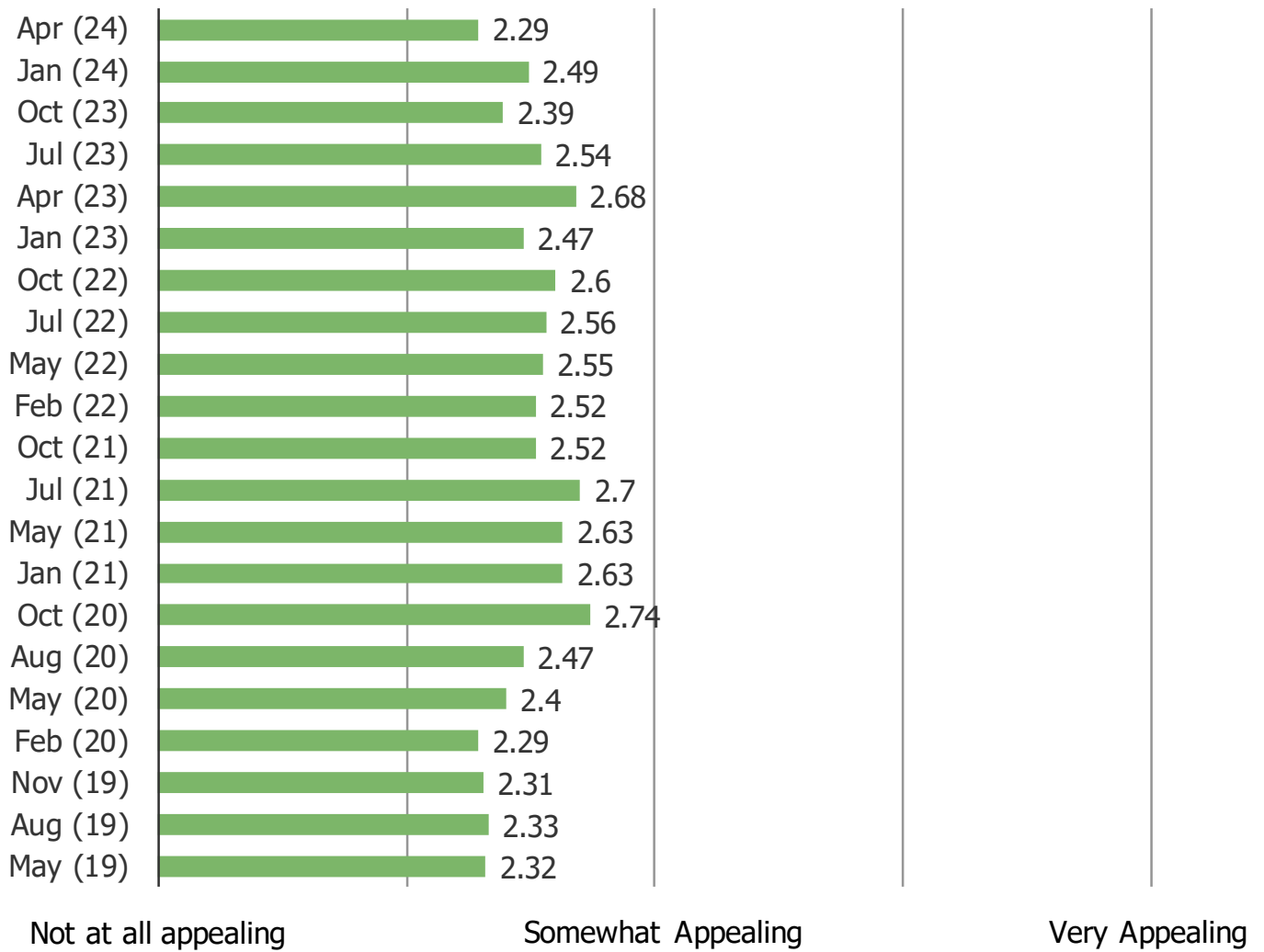
WHEN YOU THINK OF AT-HOME FITNESS BRANDS, WHICH COMES TO MIND FIRST?

Posed to respondents who exercise



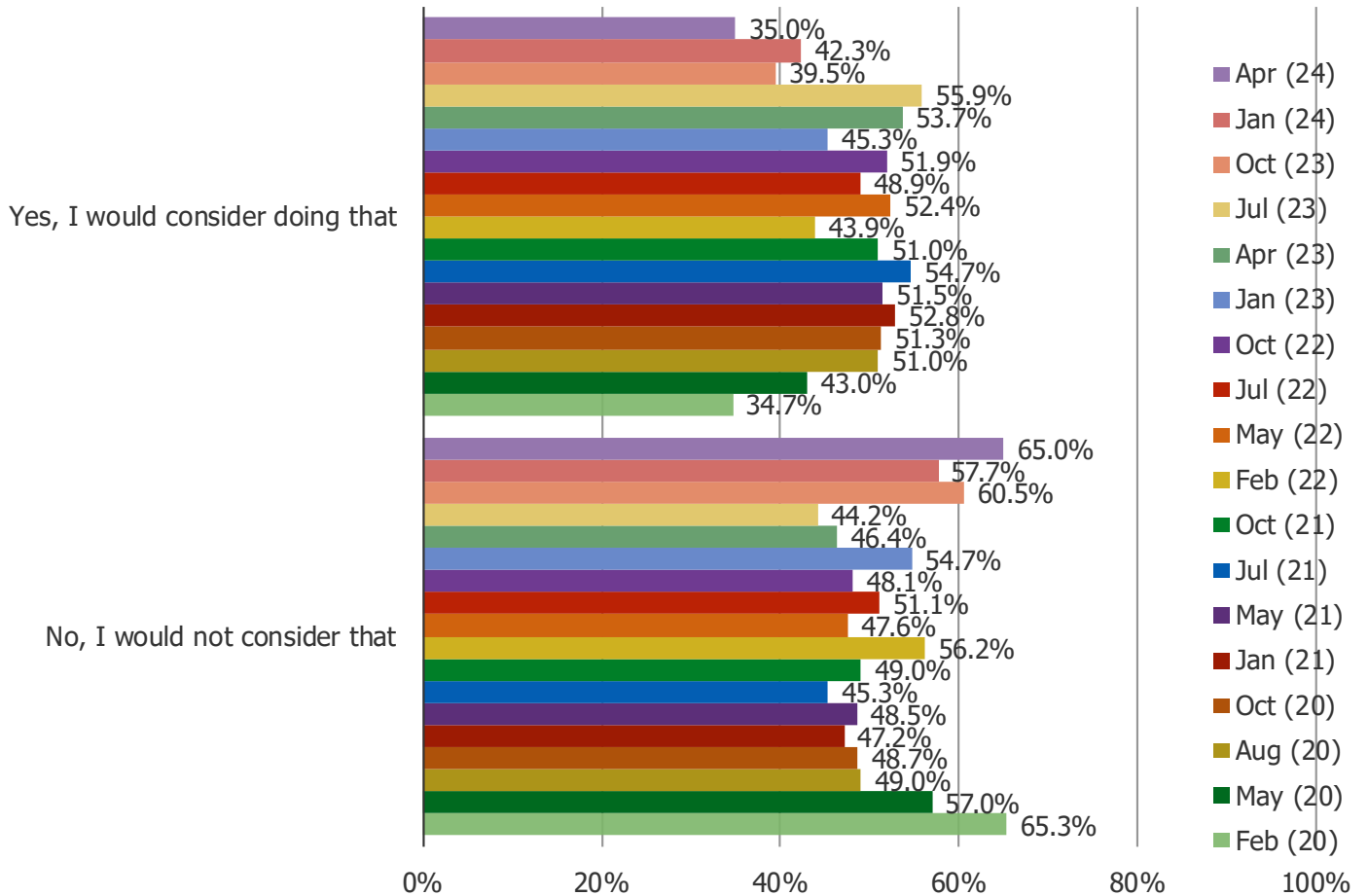
WOULD YOU FIND IT APPEALING TO BE ABLE TO PARTICIPATE IN AN EXERCISE CLASS ENVIRONMENT WHERE YOU WATCH A LIVE INSTRUCTOR AND COMPETE AGAINST OTHER PEOPLE FROM YOUR OWN HOME?

Posed to all respondents



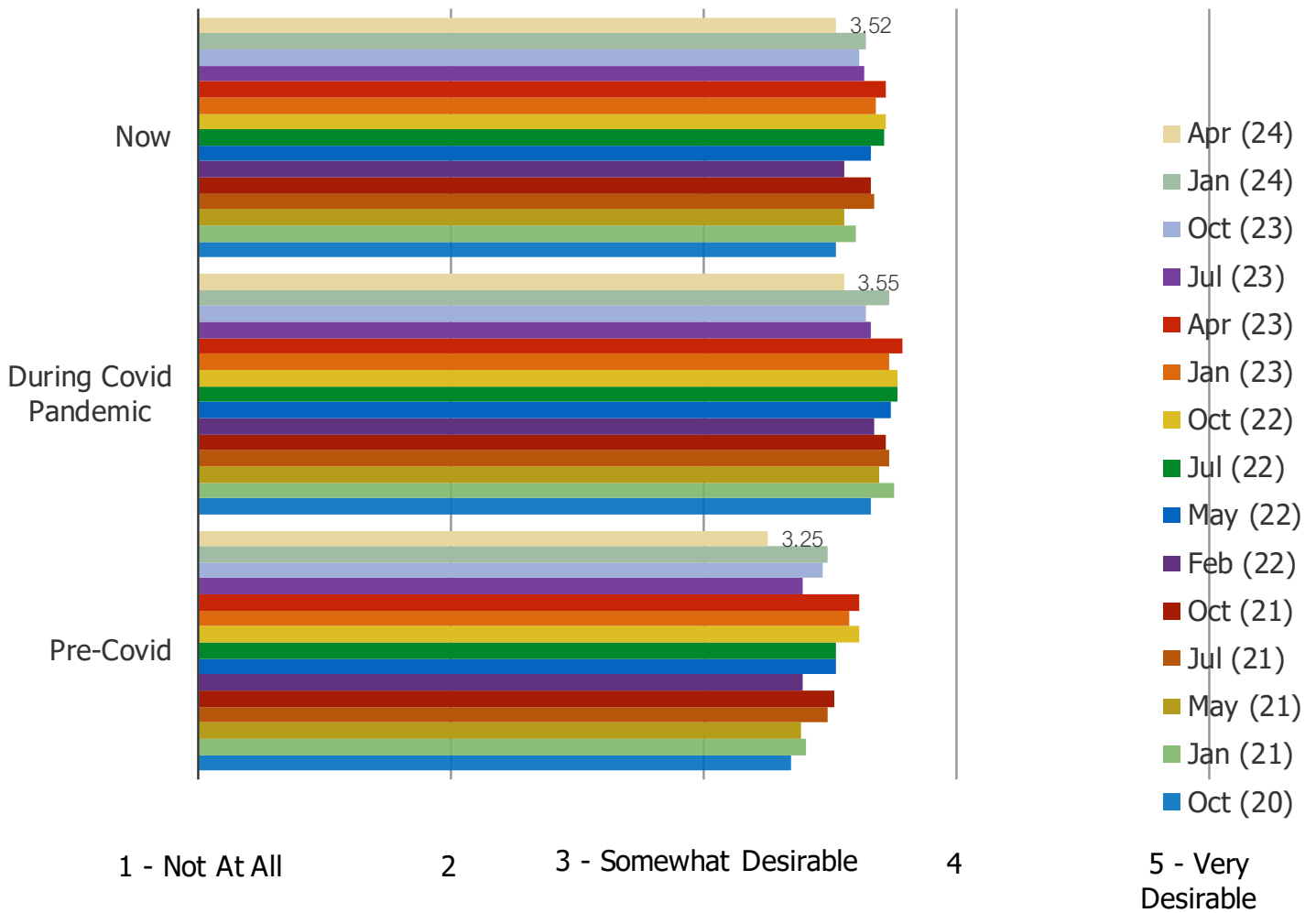
WOULD YOU CONSIDER DROPPING YOUR GYM MEMBERSHIP TO USE ONLY IN-HOME EXERCISE EQUIPMENT?

Posed to respondents WITH gym memberships



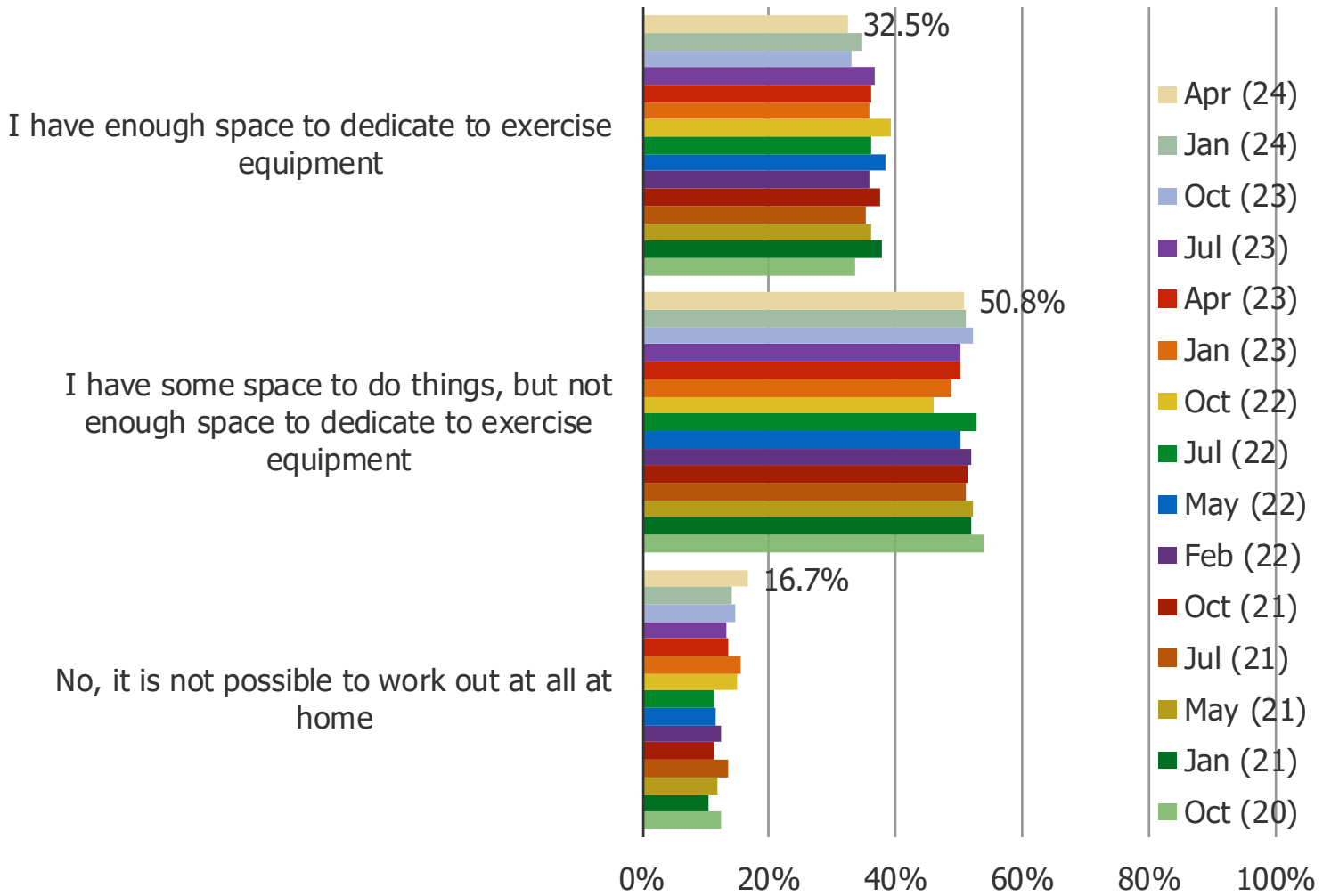
PLEASE RATE HOW DESIRABLE YOU WOULD FIND IT TO EXERCISE AT HOME?

Posed to respondents who exercise more often than never (N = 1055).



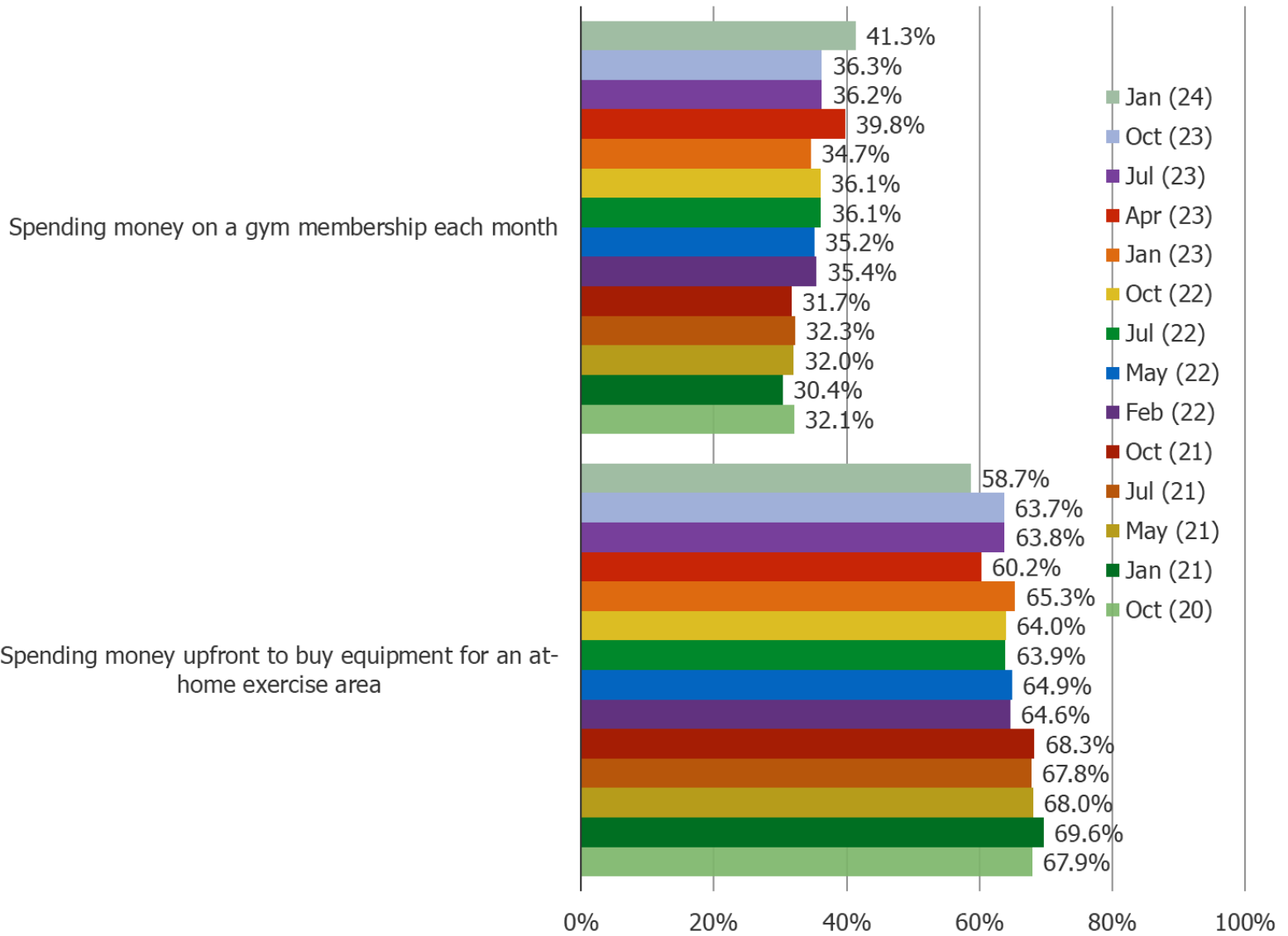
DO YOU HAVE THE SPACE IN YOUR HOME TO WORK OUT AT HOME?

Posed to respondents who exercise more often than never (N = 1055).



WHICH DO YOU THINK WOULD BE BETTER?

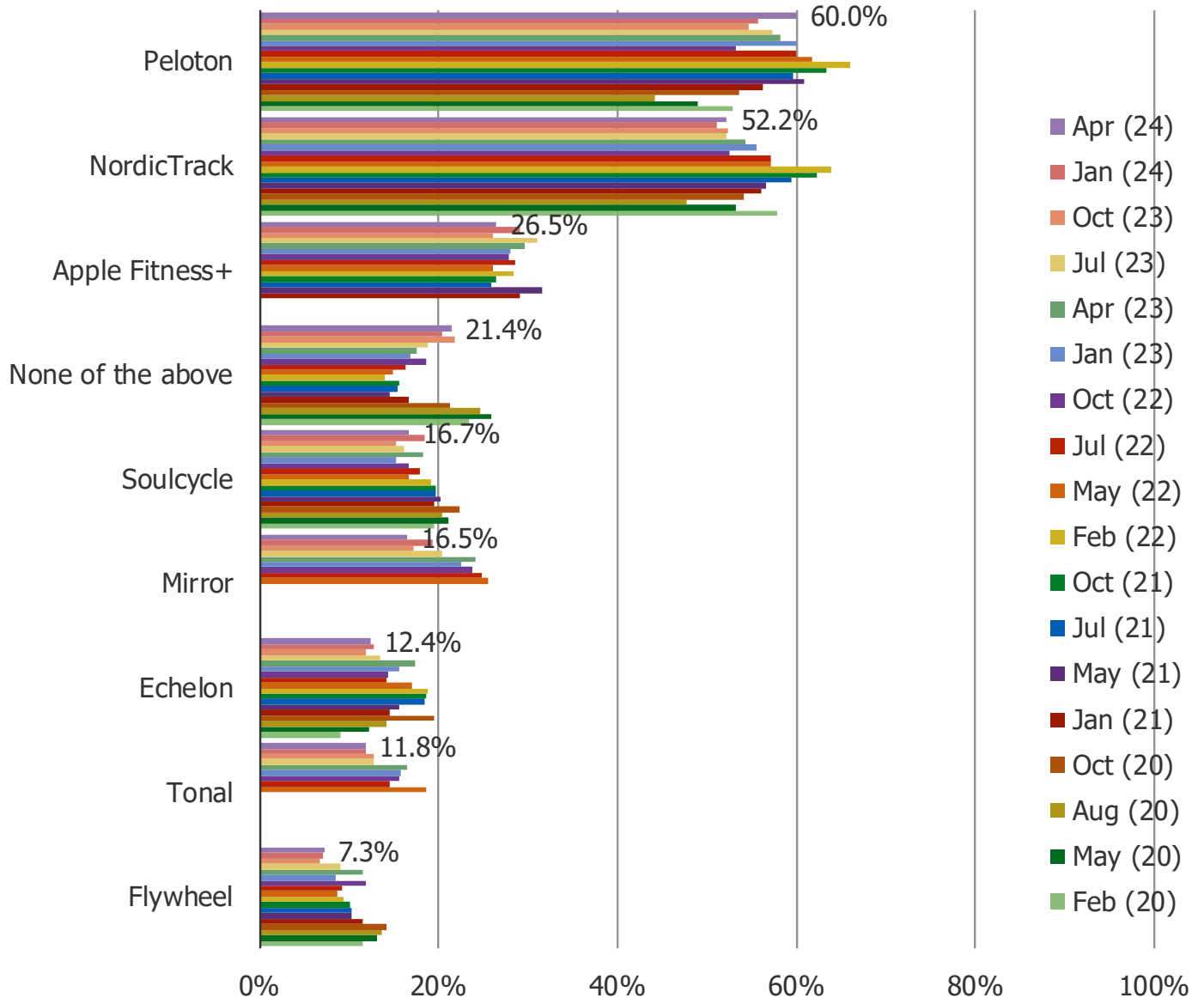
Posed to respondents who exercise more often than never (N = 1055).



AT-HOME FITNESS BRANDS

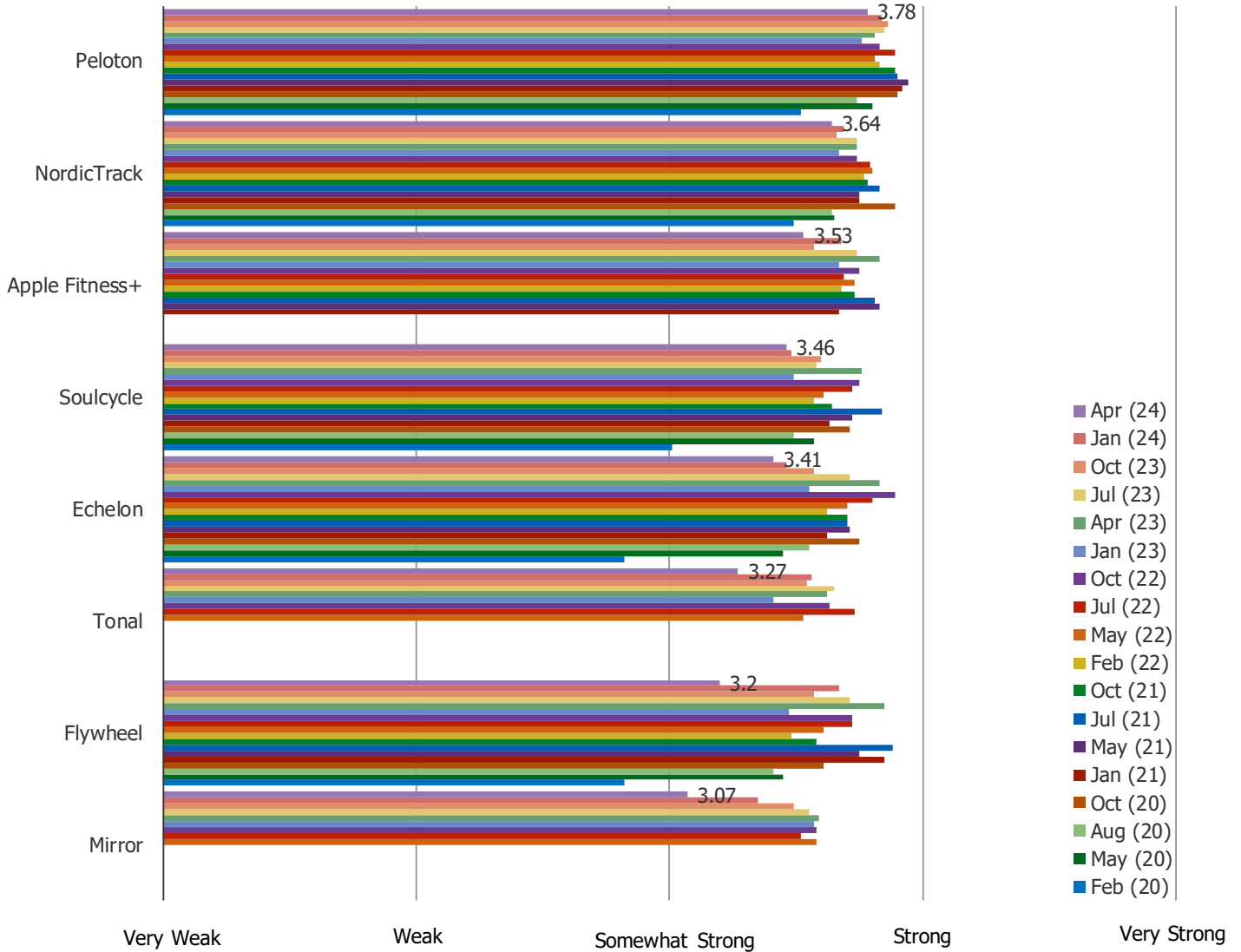
HAVE YOU HEARD OF ANY OF THE FOLLOWING?

Posed to all respondents



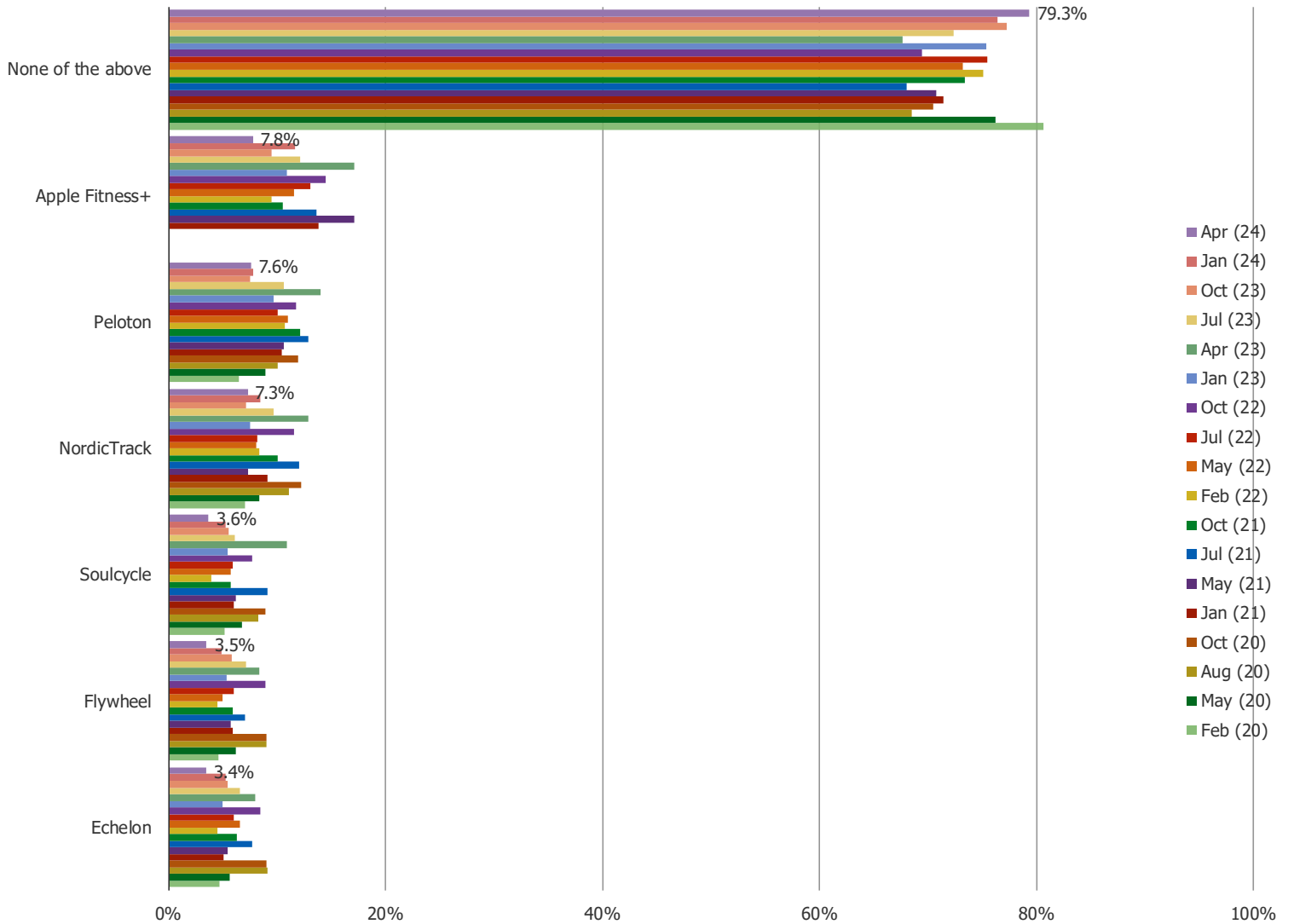
HOW STRONG OF A "FITNESS BRAND" DO YOU CONSIDER THE FOLLOWING TO BE?

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)

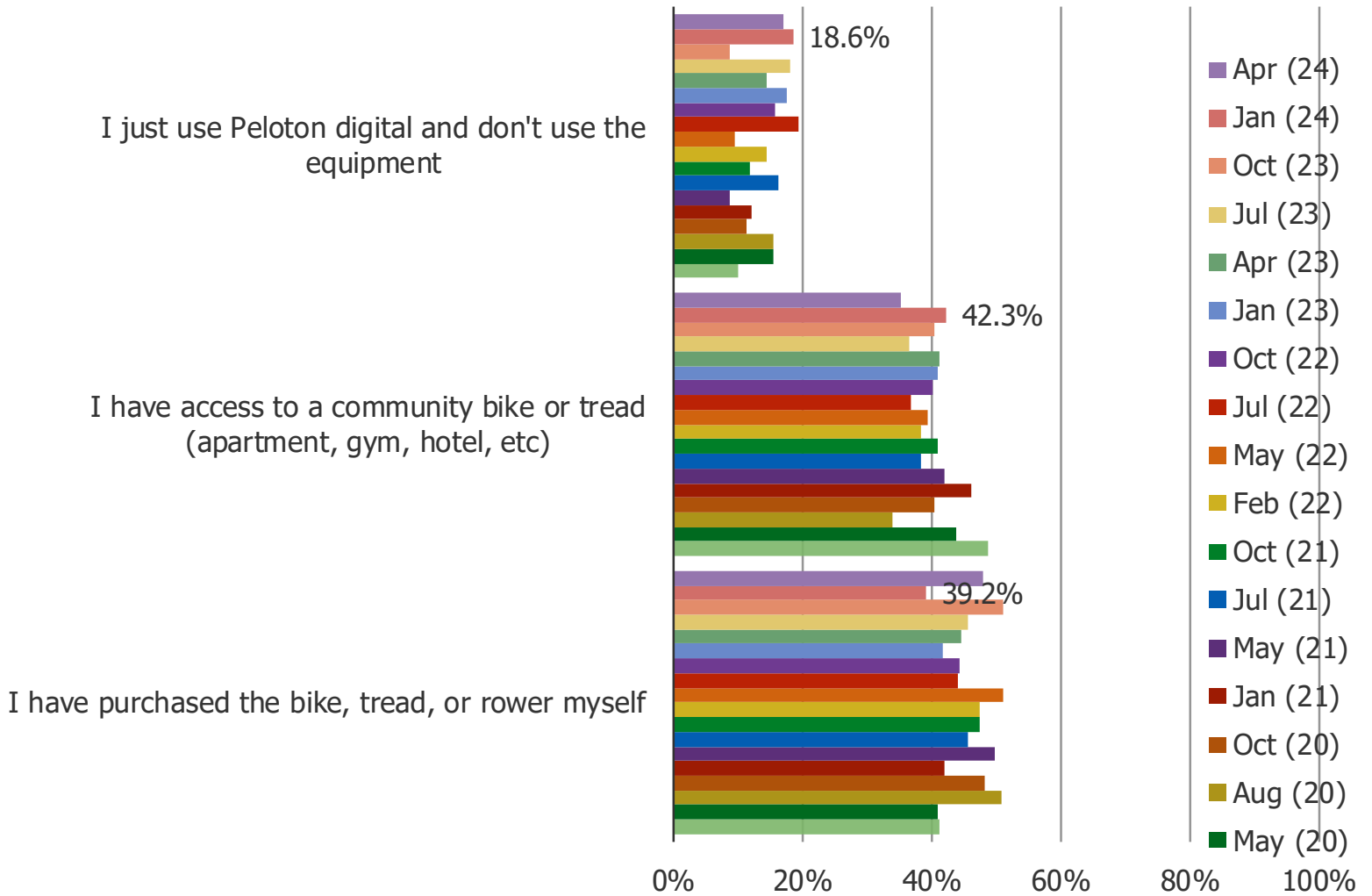
Posed to all respondents



PELTON CUSTOMERS

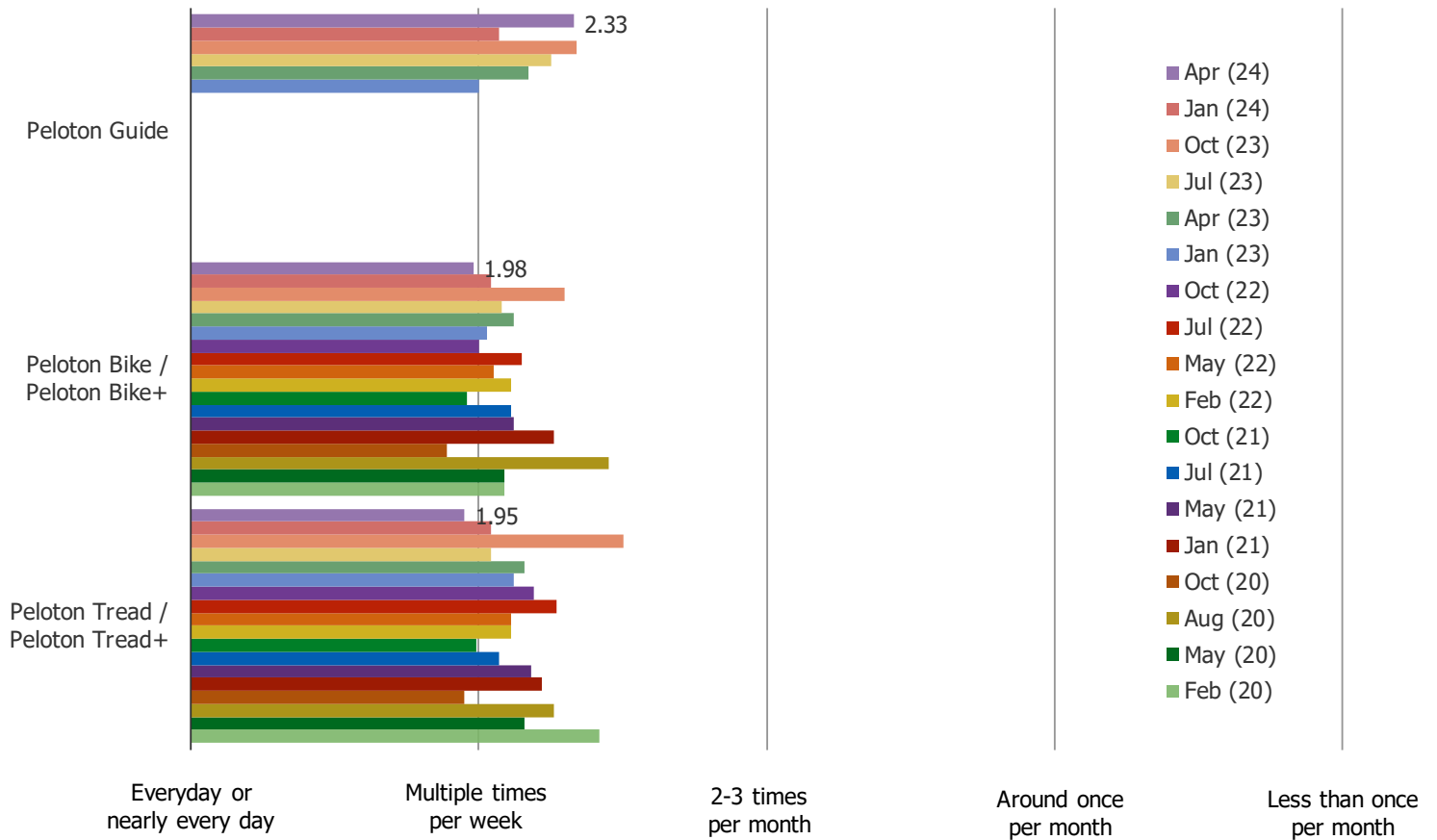
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF PELOTON?

Posed to Peloton owners



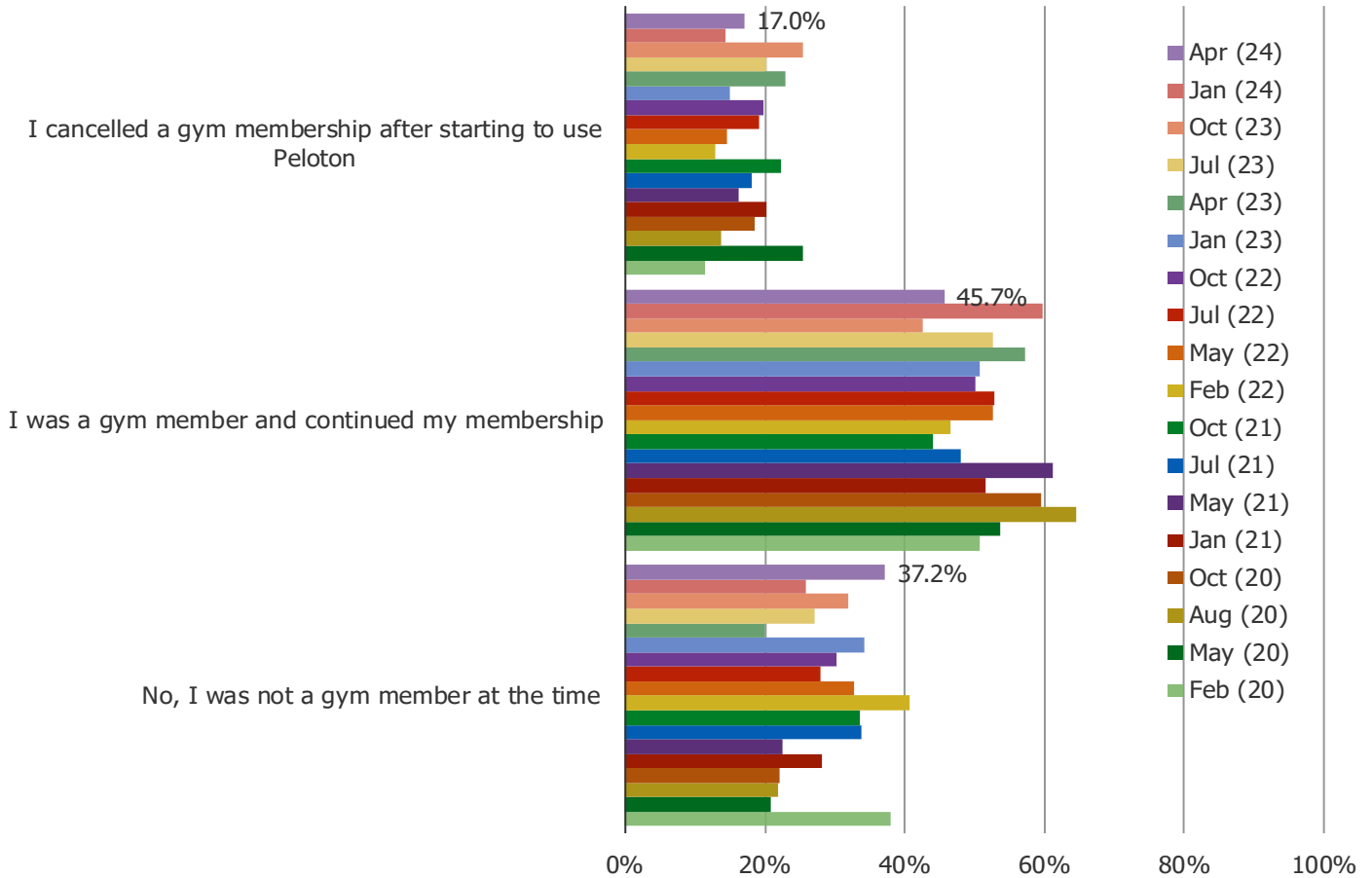
HOW OFTEN DO YOU USE THE FOLLOWING?

Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment). | N = 77



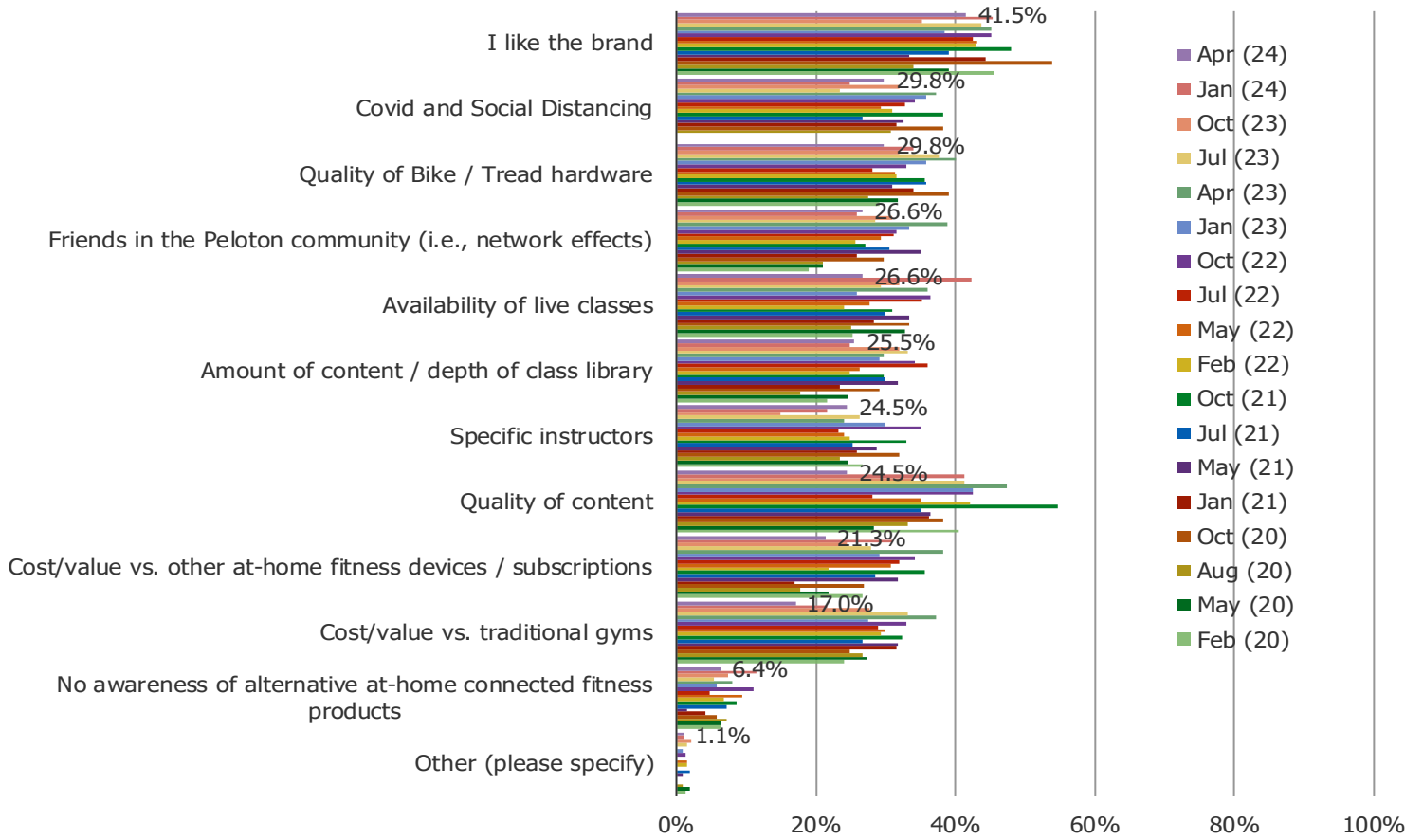
DID YOU CANCEL A GYM MEMBERSHIP AFTER YOU STARTED USING PELOTON?

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?

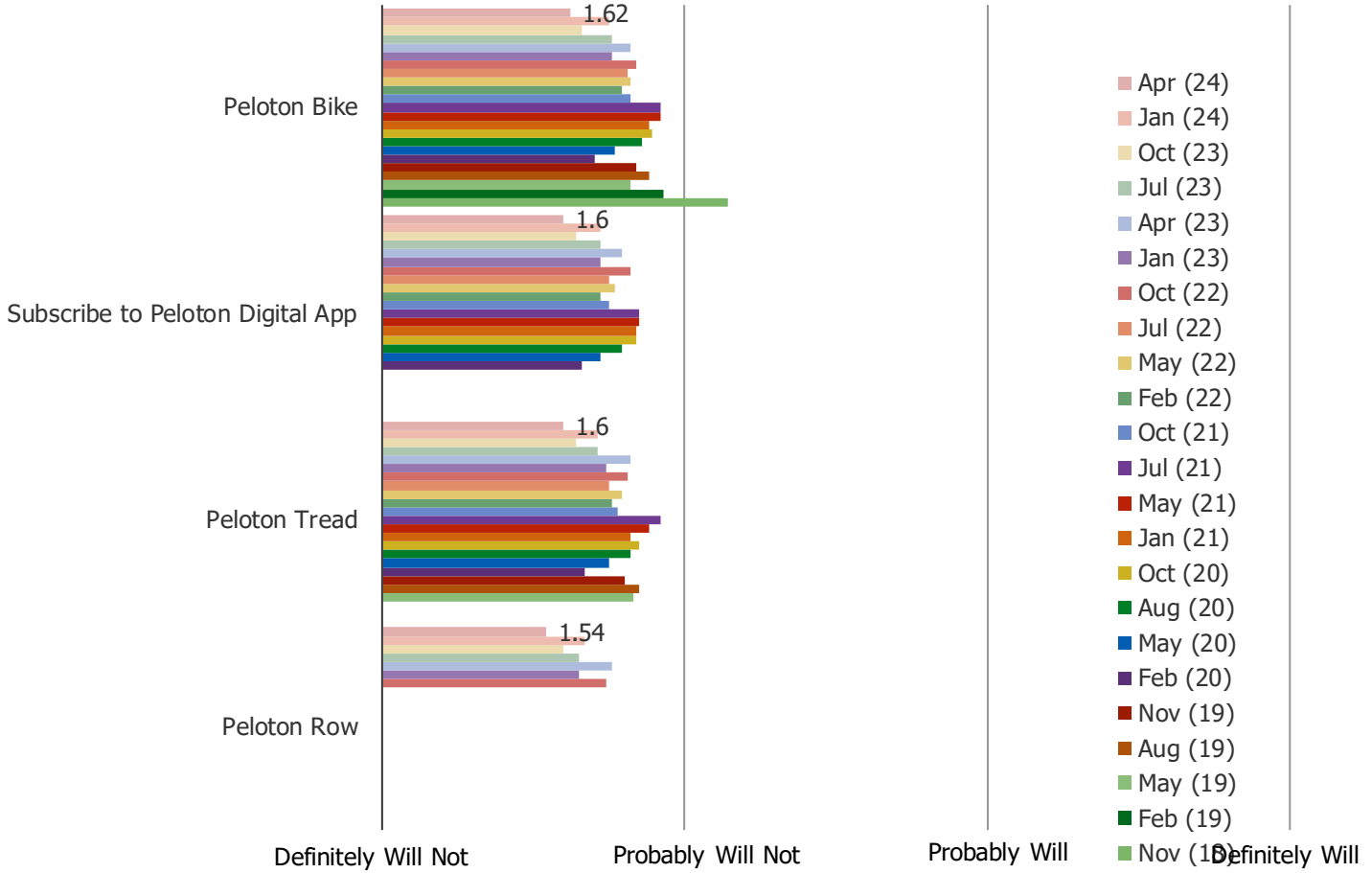
Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment).



NON PELOTON CUSTOMERS

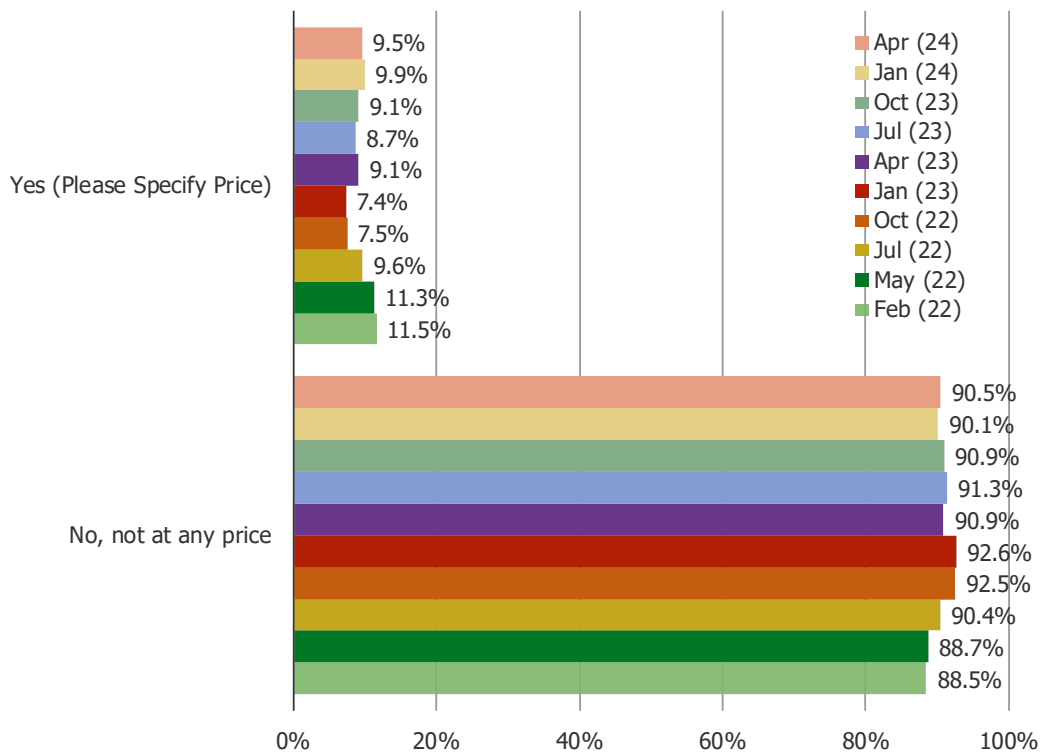
HOW LIKELY ARE YOU TO BUY THE PELOTON EQUIPMENT IN THE FUTURE OR SIGN UP FOR THE DIGITAL APP?

Posed to respondents who do not own any Peloton equipment.



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

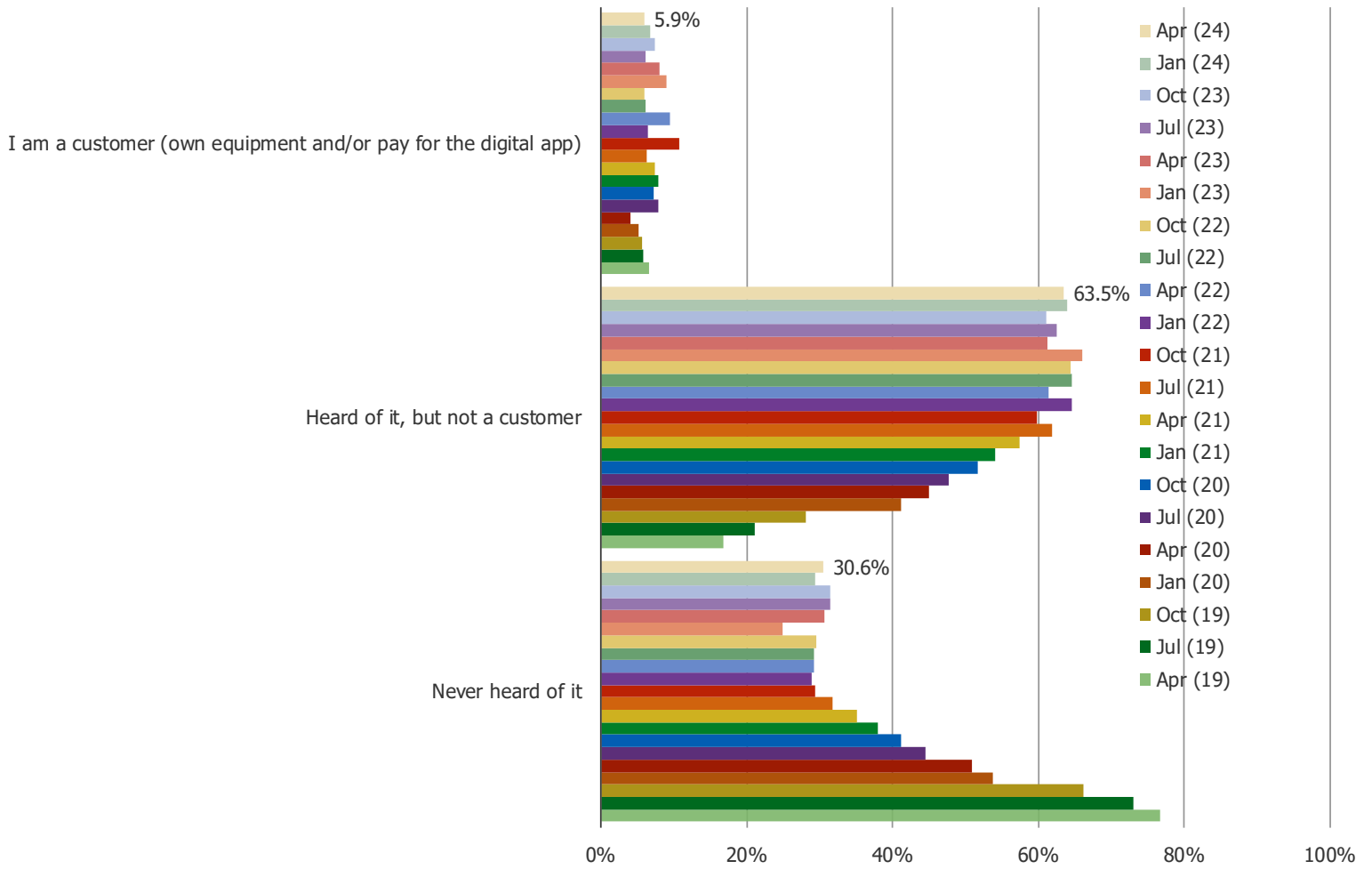
Posed to respondents who do not own or use any Peloton equipment.



PELTON IN THE UK

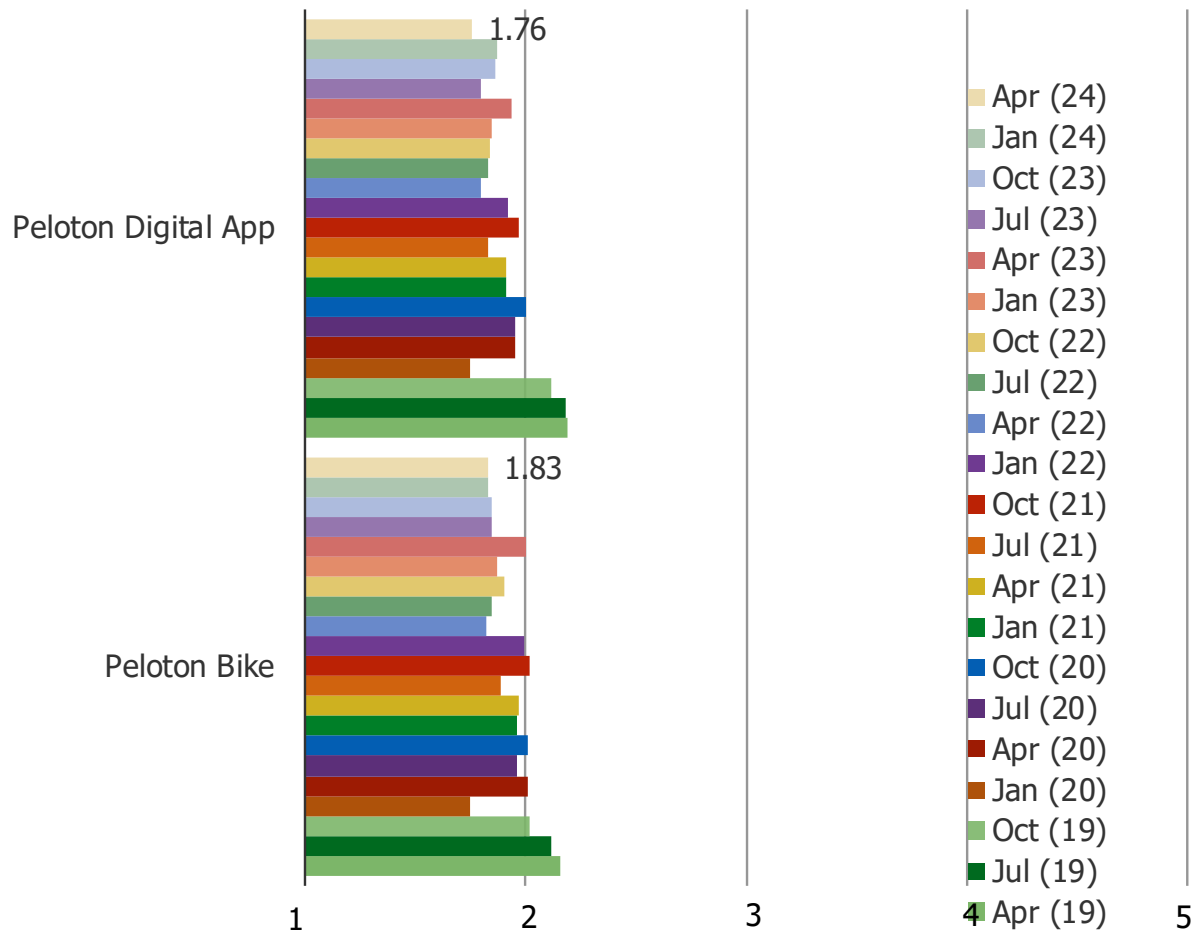
WHAT IS YOUR EXPERIENCE WITH PELOTON?

Posed to all respondents.



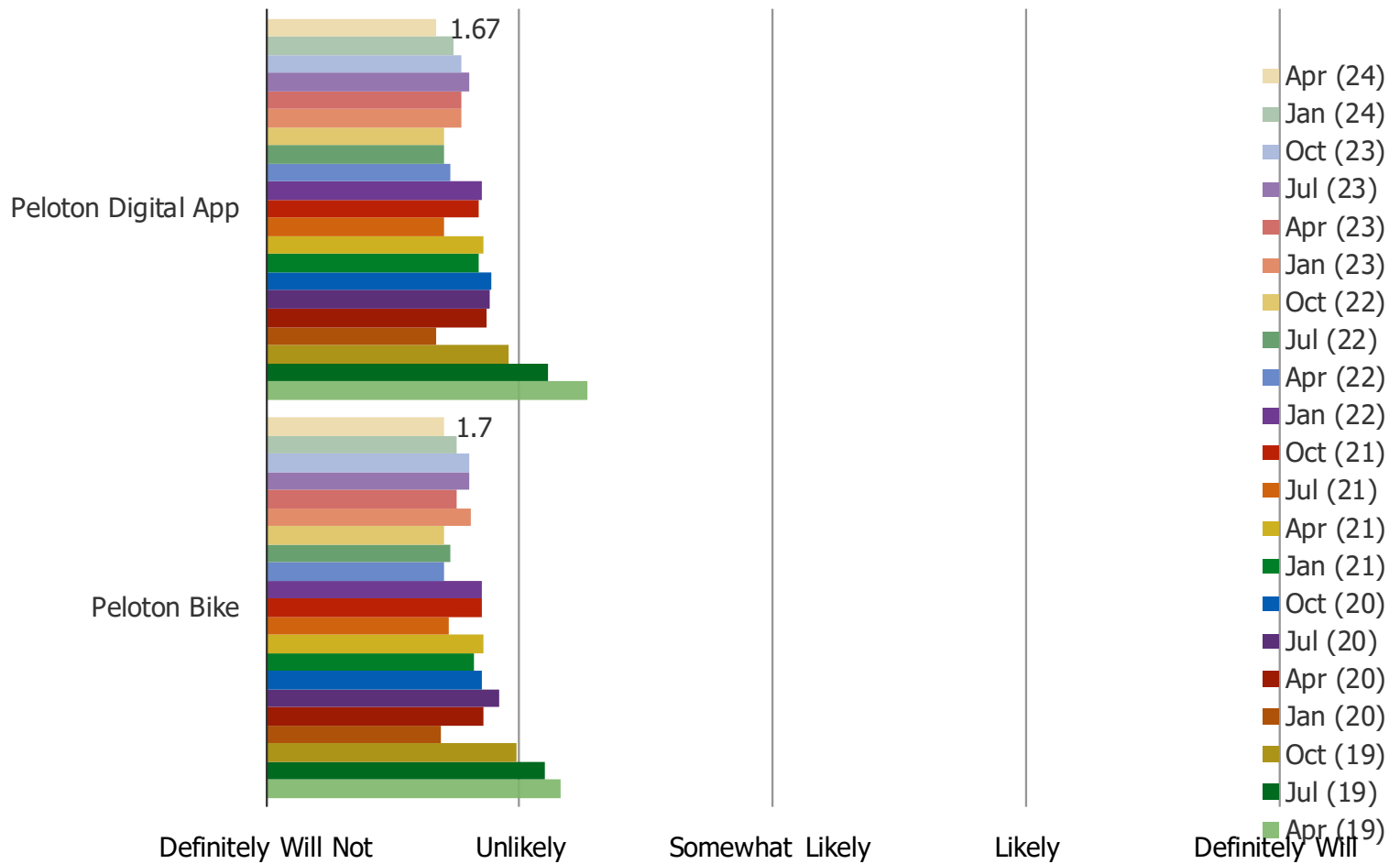
HOW MUCH INTEREST DO YOU HAVE IN THE FOLLOWING?

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.

