

# Bespoke Survey Research

July 2024

## Fitness

Volume 31 | Quarterly Survey  
1,250 US Consumers Balanced To Census  
Tickers Covered: PTON, PLNT

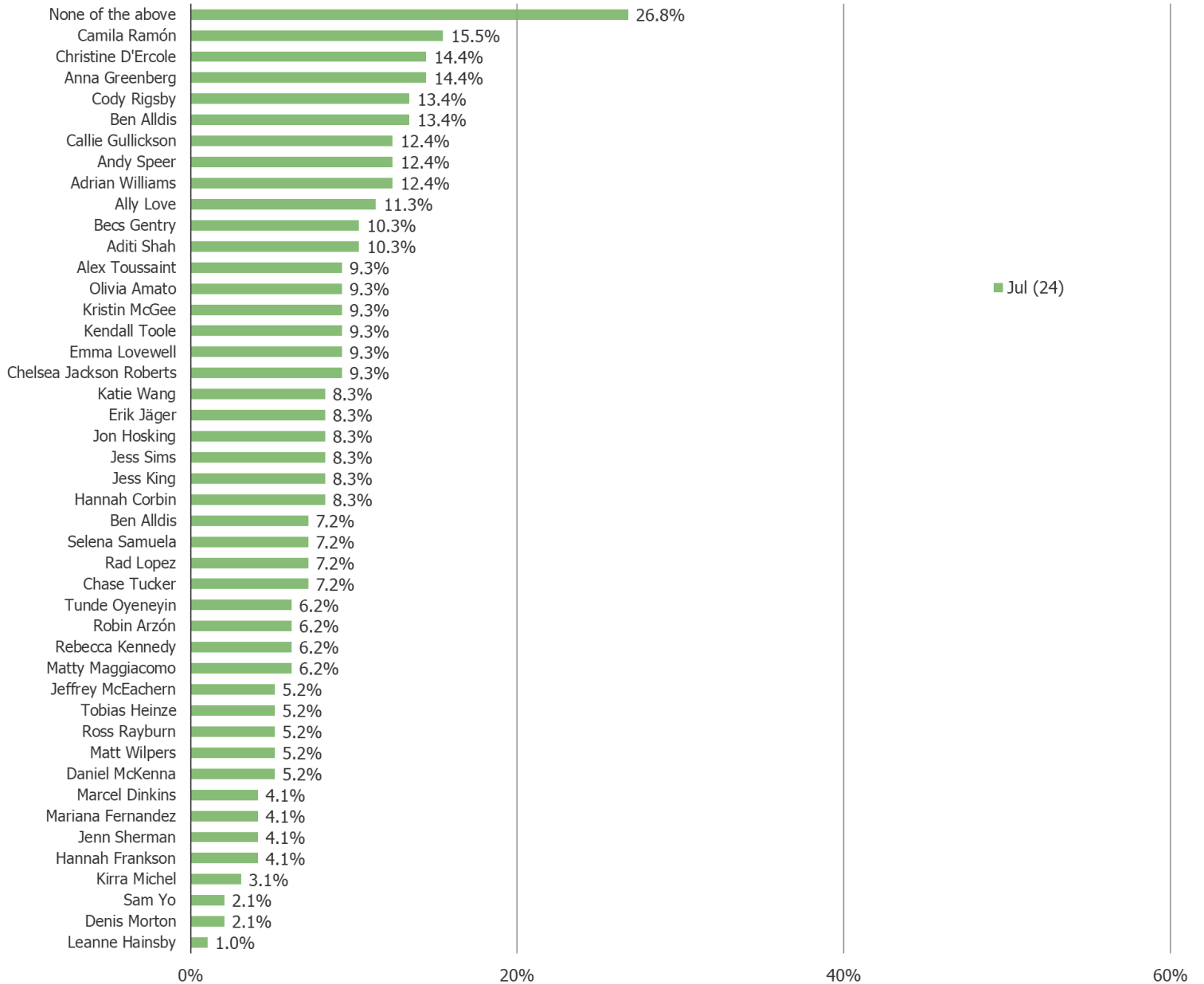
### **Key Takeaways:**

- ❑ This quarter, we asked Peloton users about specific instructors to understand potential impacts from instructors leaving Peloton. Out of the roster we presented to respondents, Camila Ramon, Christine D'Ercole, Anna Greenberg, Cody Rigsby, and Ben Alldis were the top instructors that were flagged as important to current Peloton users.
- ❑ McGee and Toole, both recent departures, were selected by 9.3% of customers each as being important to them.
- ❑ Close to 60% of Peloton users indicated that they would just try other instructors if a specific instructor left Peloton. Around 13% noted that they would cancel their subscription and stop using Peloton if any specific instructor were to leave Peloton.
- ❑ Interest in the standalone Peloton app is holding consistent wave to wave with overall low levels of interest.
- ❑ Gym goers have been shifting away from annual commitments in favor of monthly subscriptions.
- ❑ In general, Planet Fitness members have a favorable opinion of the Black Card membership value (slightly less so compared to when pricing was lower, but still very favorable). More broadly, Planet Fitness members are satisfied with the gym.
- ❑ Interest in at-home fitness peaked during the pandemic, regressed post-pandemic, and really hasn't inflected positively since then. Interest in Peloton products has followed a similar trend.
- ❑ Peloton is viewed a strong fitness brand by respondents and customers use it frequently, but it is also consistently viewed by consumers as expensive and more for the wealthy.

## RECENTLY ADDED QUESTIONS

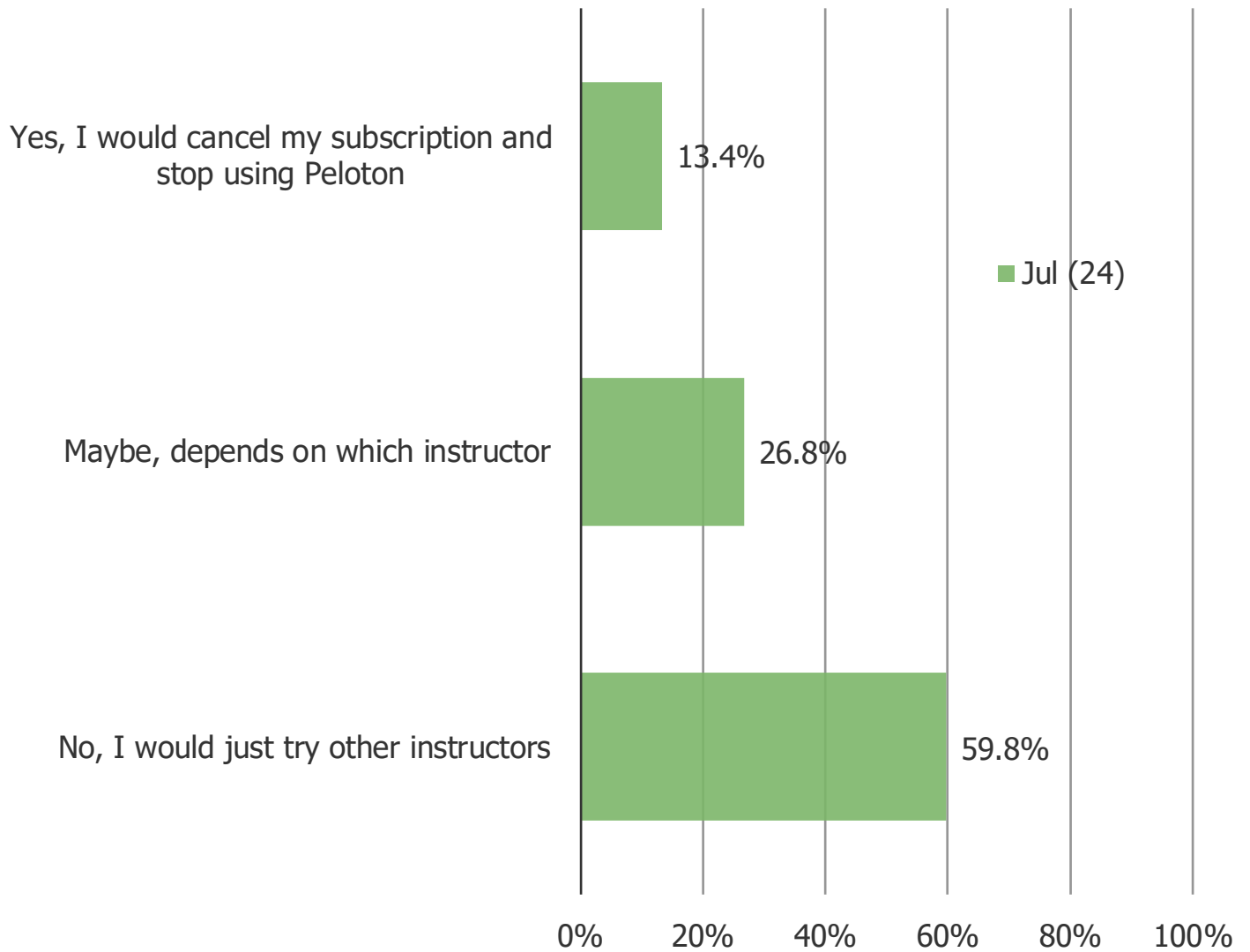
WHICH OF THESE PELOTON INSTRUCTORS ARE / HAVE BEEN IMPORTANT TO YOU? SELECT ALL THAT APPLY

Posed to all Peloton users.



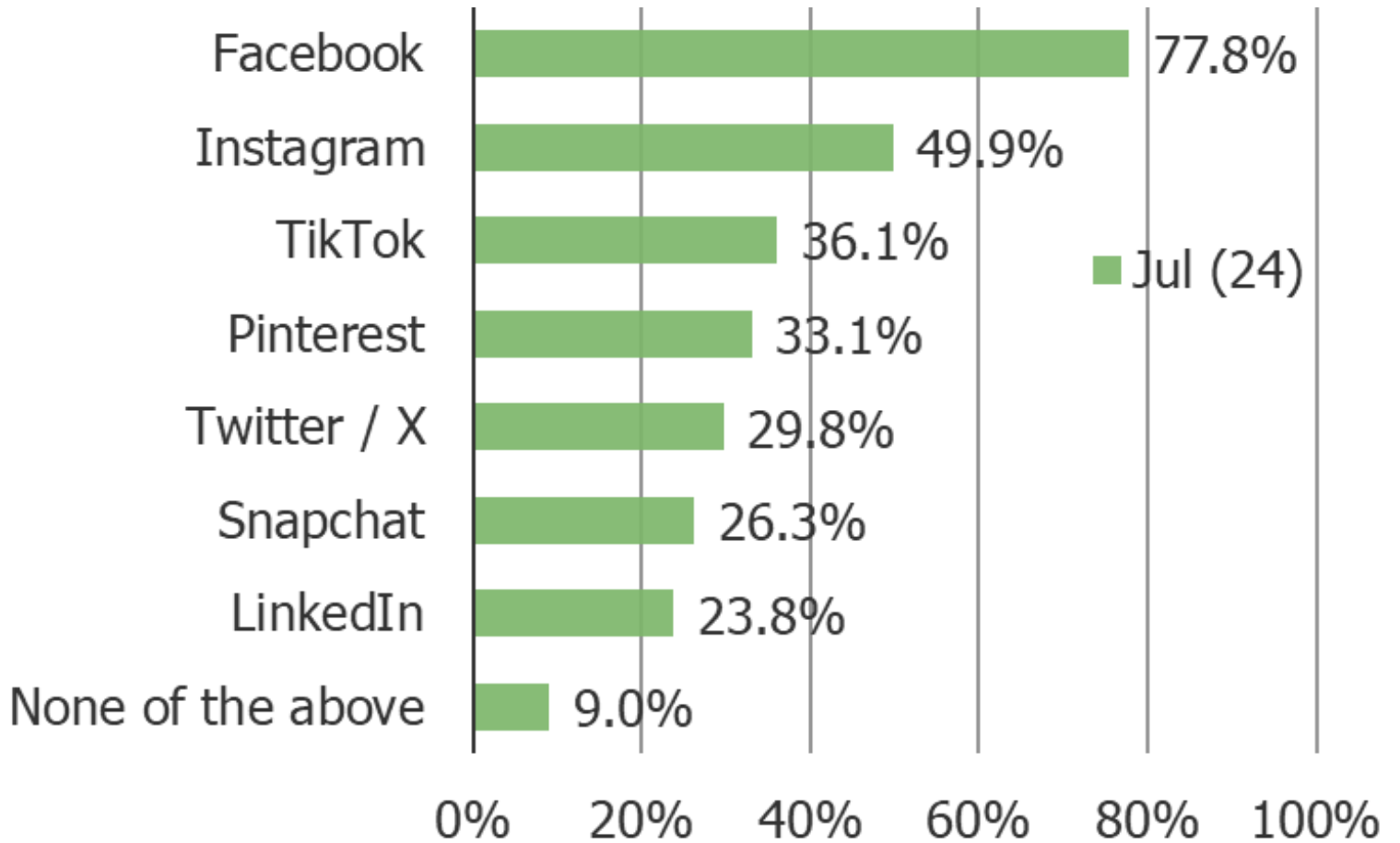
WOULD YOU CANCEL YOUR PELOTON SUBSCRIPTION IF ANY SPECIFIC INSTRUCTORS DECIDED TO LEAVE PELOTON?

Posed to all Peloton users.



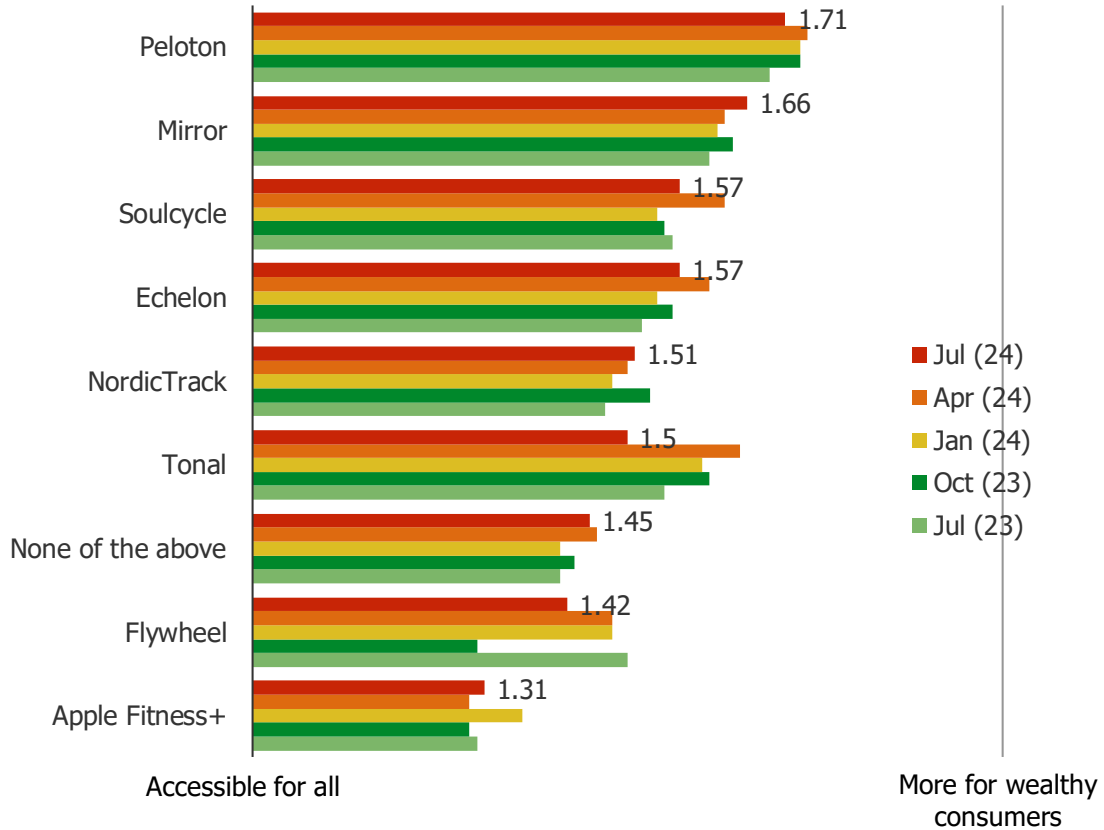
% AWARE OF PELOTON – FILTERED BY USERS OF DIFFERENT SOCIAL MEDIA APPS

Posed to all respondents.

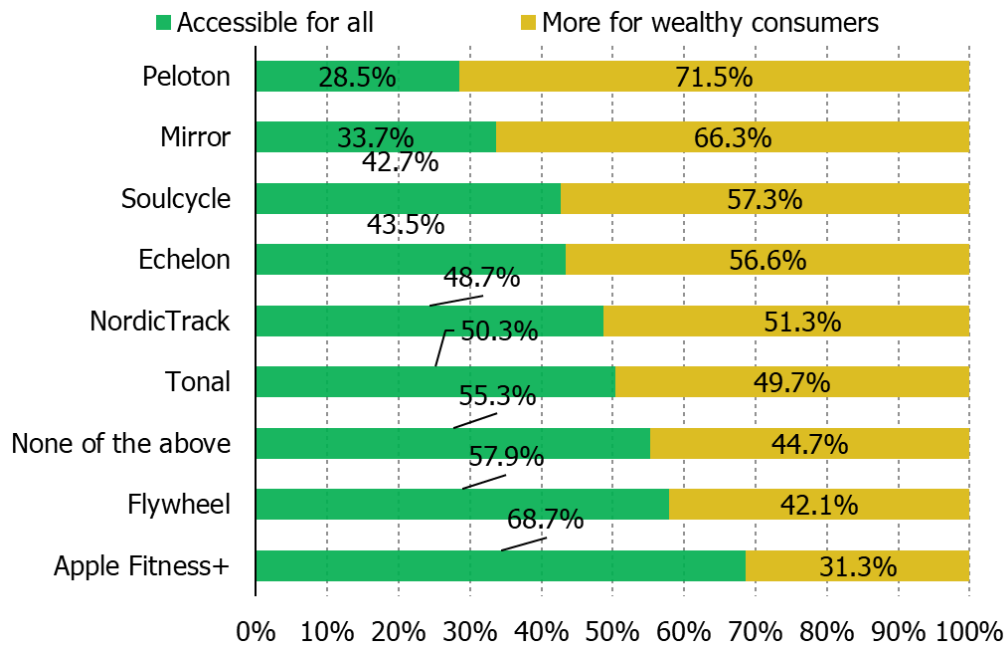


TO WHAT EXTENT DO YOU BELIEVE THIS BRAND IS...

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

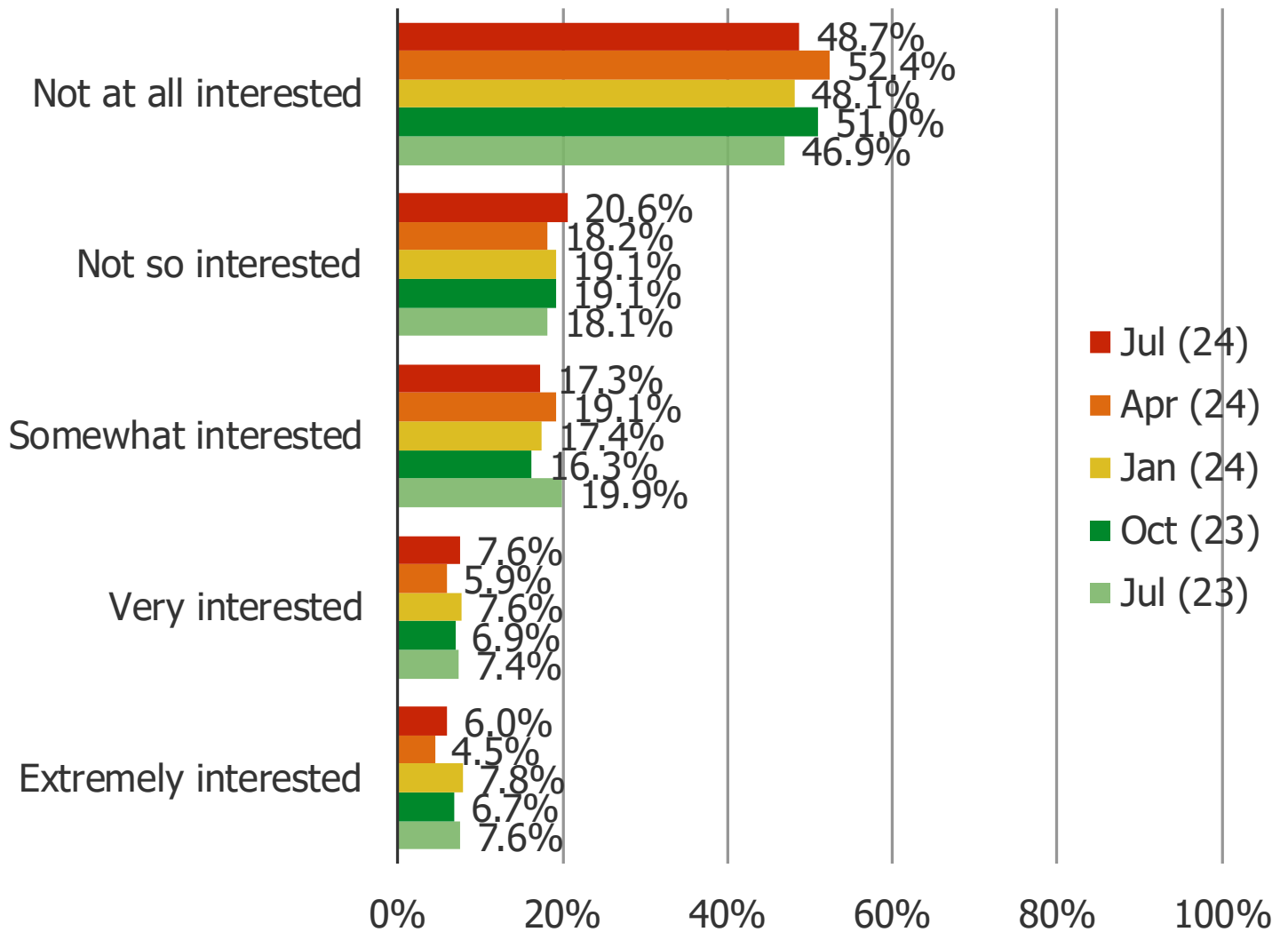


July 24 Data Breakout



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.

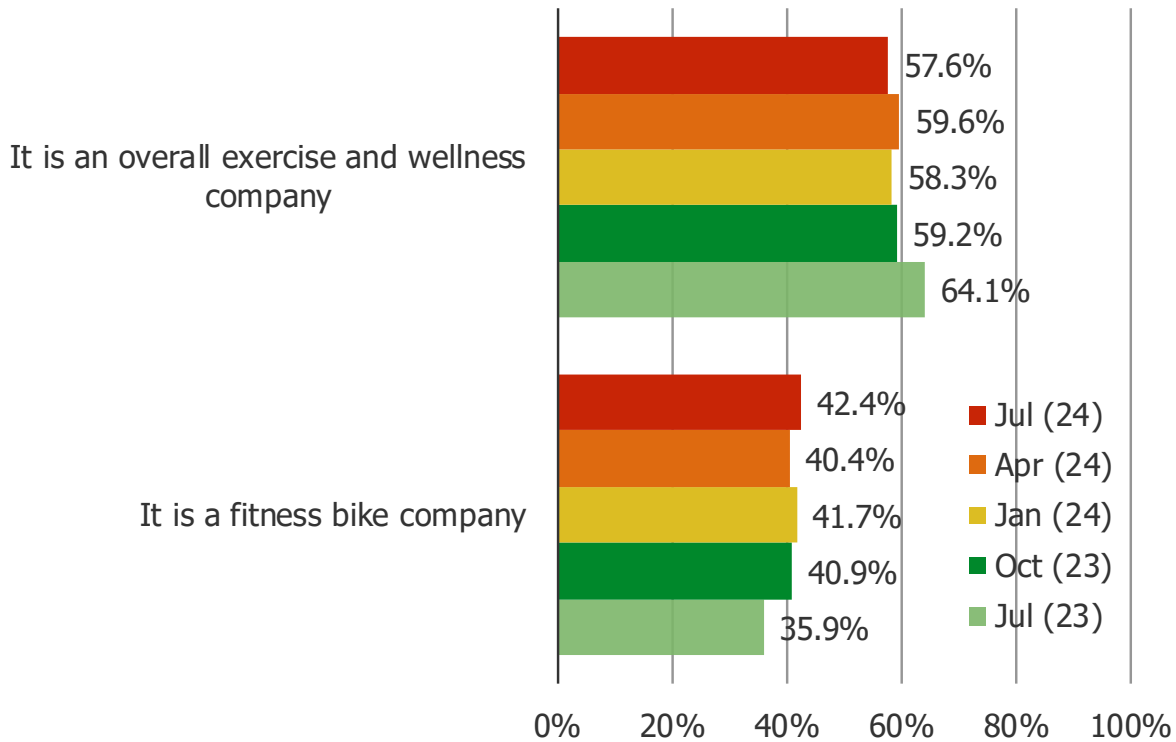




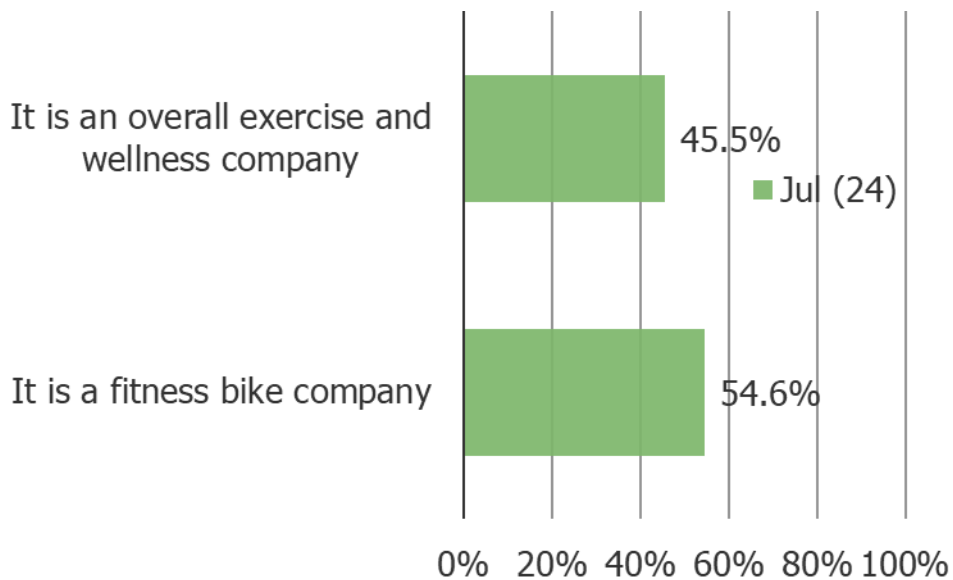


IN YOUR OPINION, WHAT BEST DESCRIBES PELOTON?

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

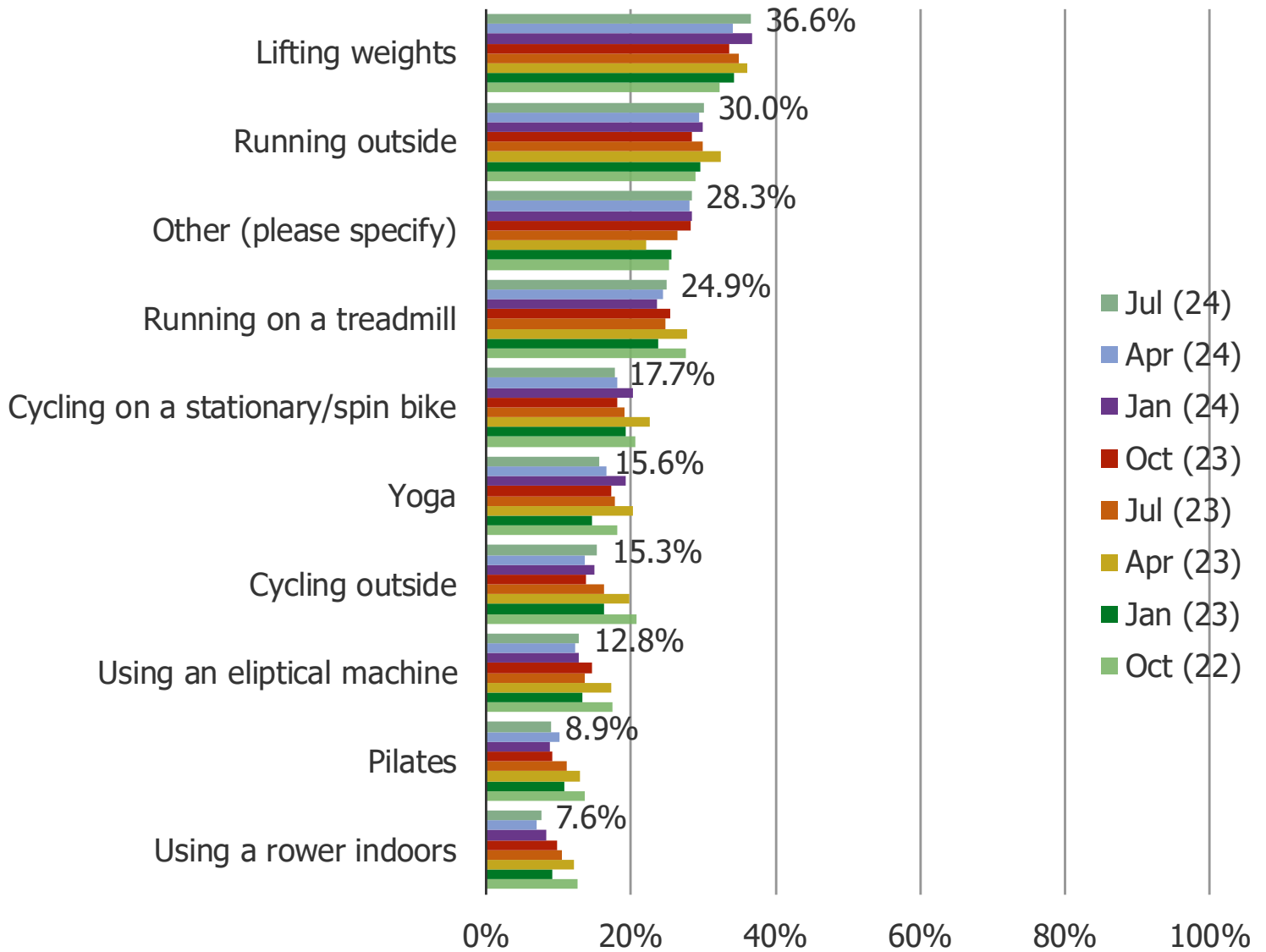


Posed to Peloton customers...



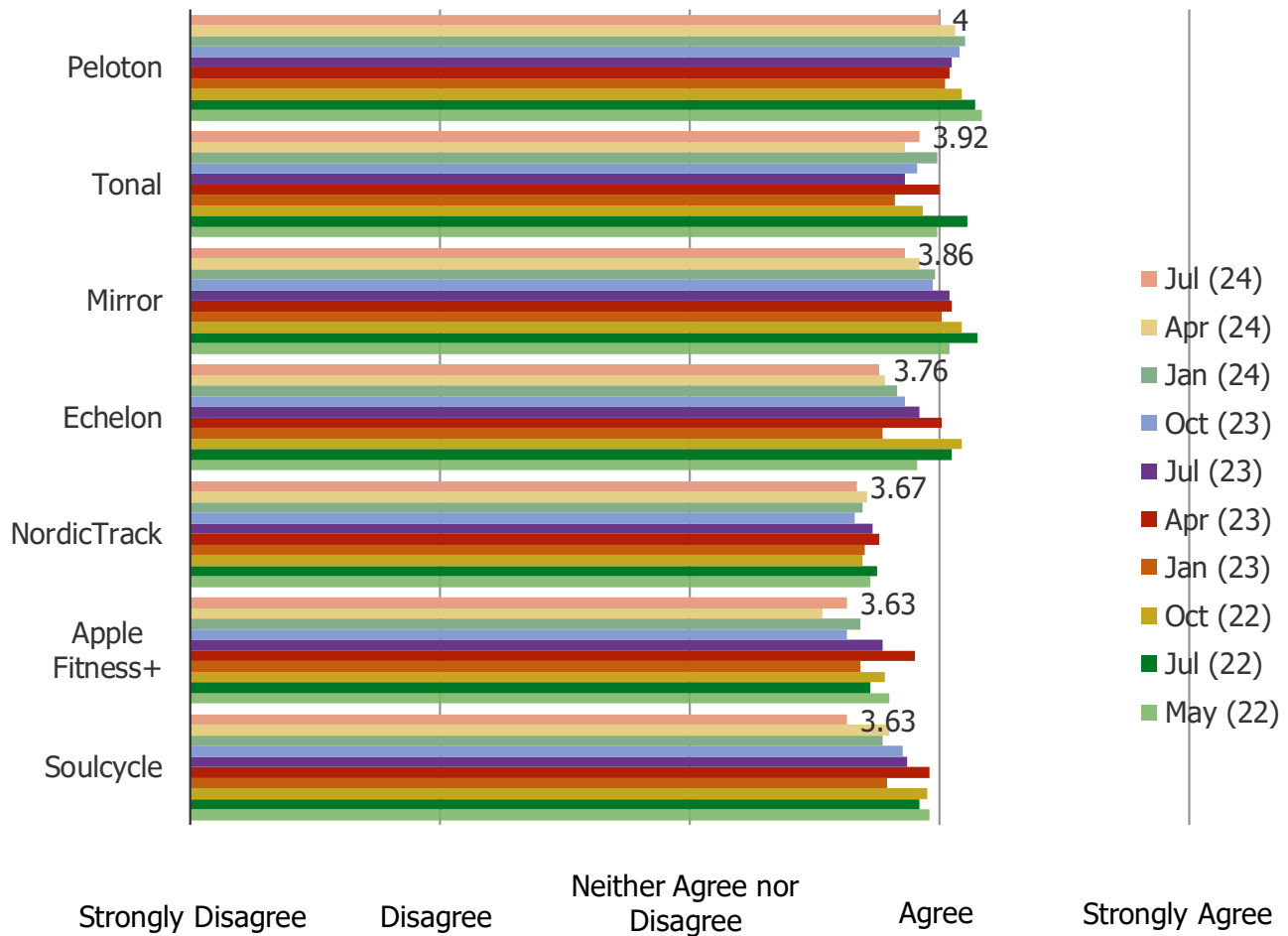
WHICH TYPES OF EXERCISE DO YOU INCLUDE IN YOUR FITNESS ROUTINE? SELECT ALL THAT APPLY

Posed to respondents who exercise.



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

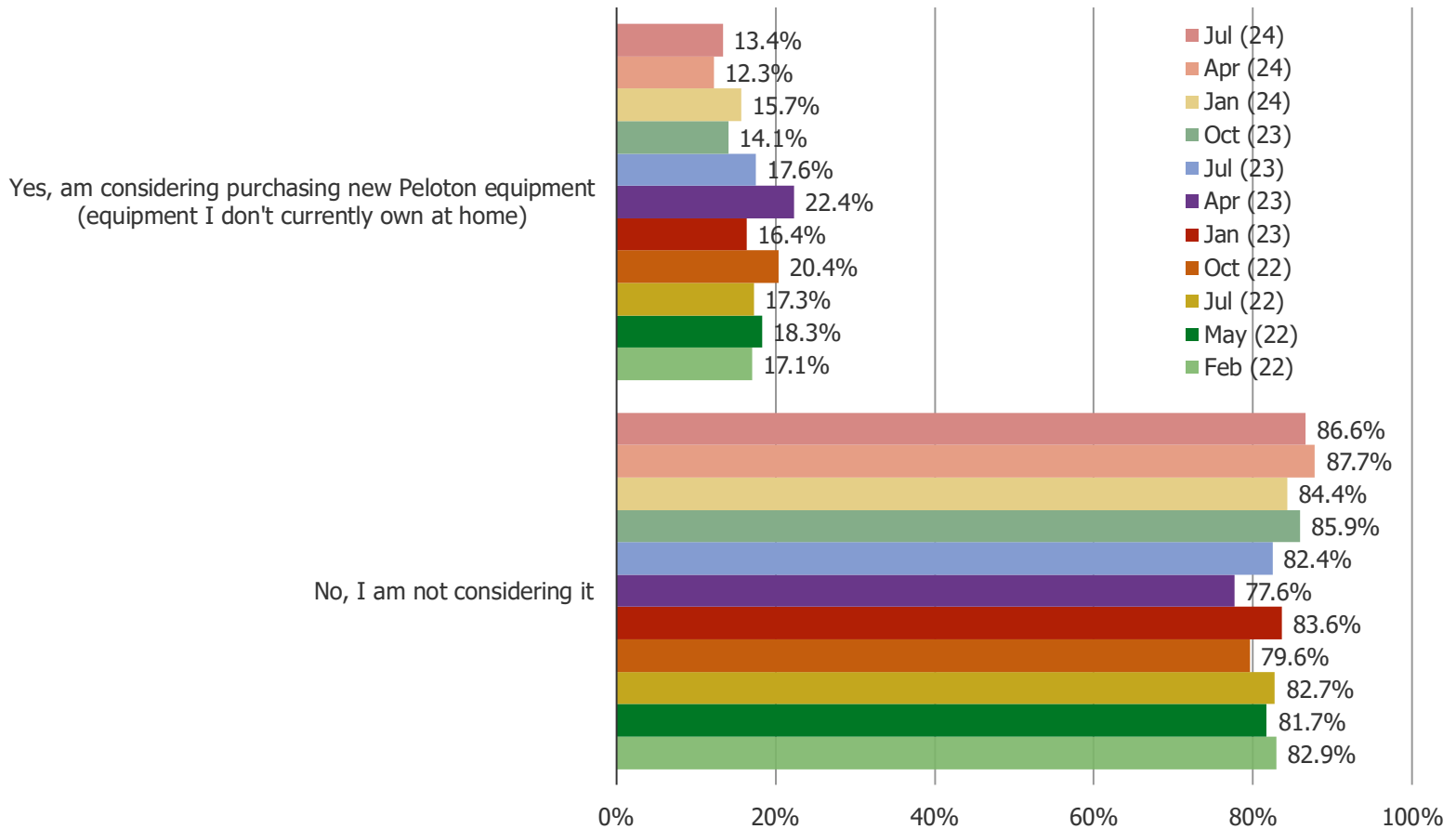
Posed to respondents who are aware of each of the following.



|                | N=  |
|----------------|-----|
| Peloton        | 726 |
| Echelon        | 168 |
| Flywheel       | 95  |
| Soulcycle      | 218 |
| NordicTrack    | 657 |
| Apple Fitness+ | 367 |
| Tonal          | 147 |
| Mirror         | 199 |

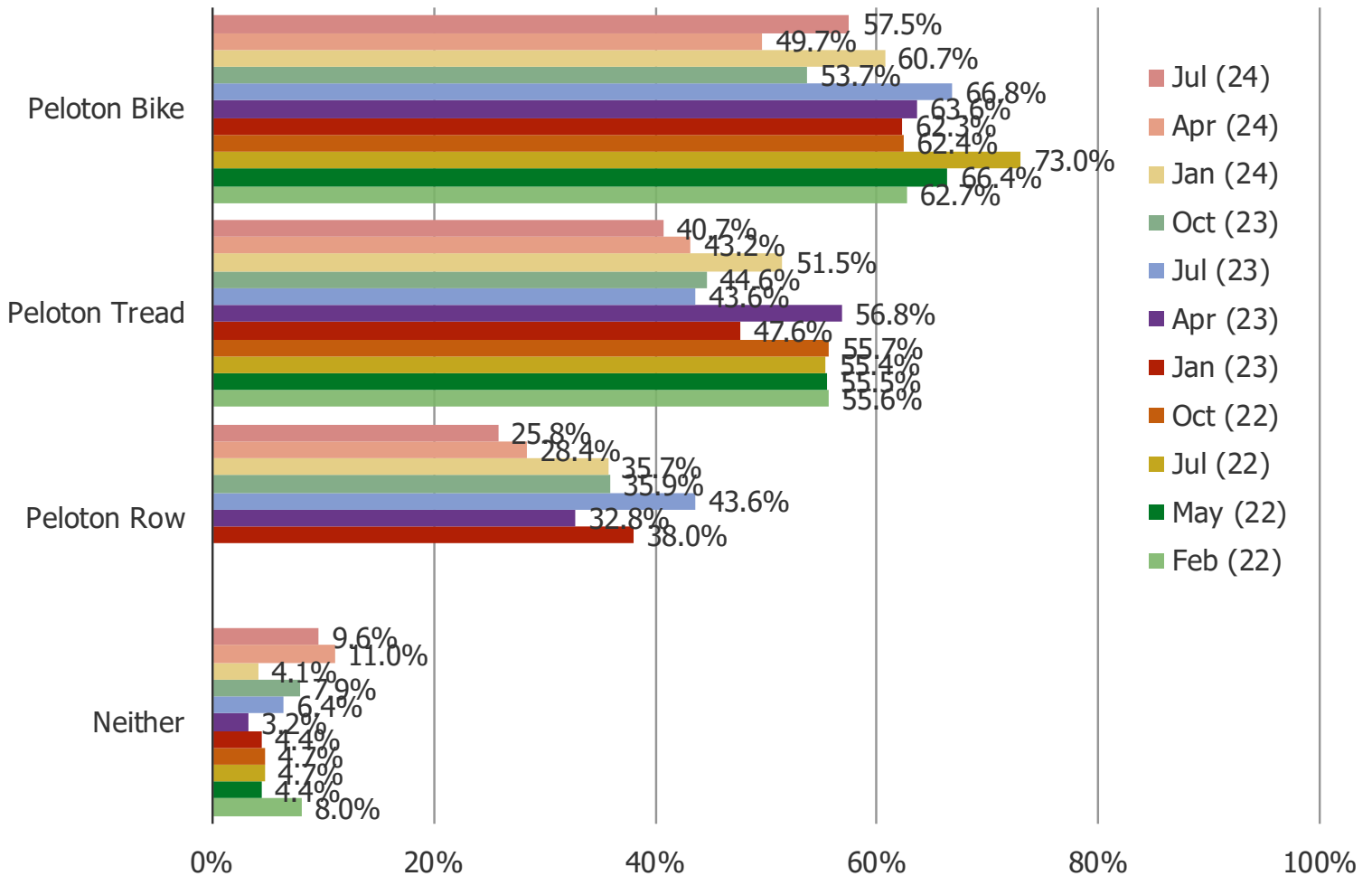
ARE YOU CURRENTLY CONSIDERING PURCHASING A NEW PIECE OF FITNESS EQUIPMENT FROM PELOTON?

Posed to all respondents



WHICH OF THE FOLLOWING ARE YOU CONSIDERING PURCHASING?

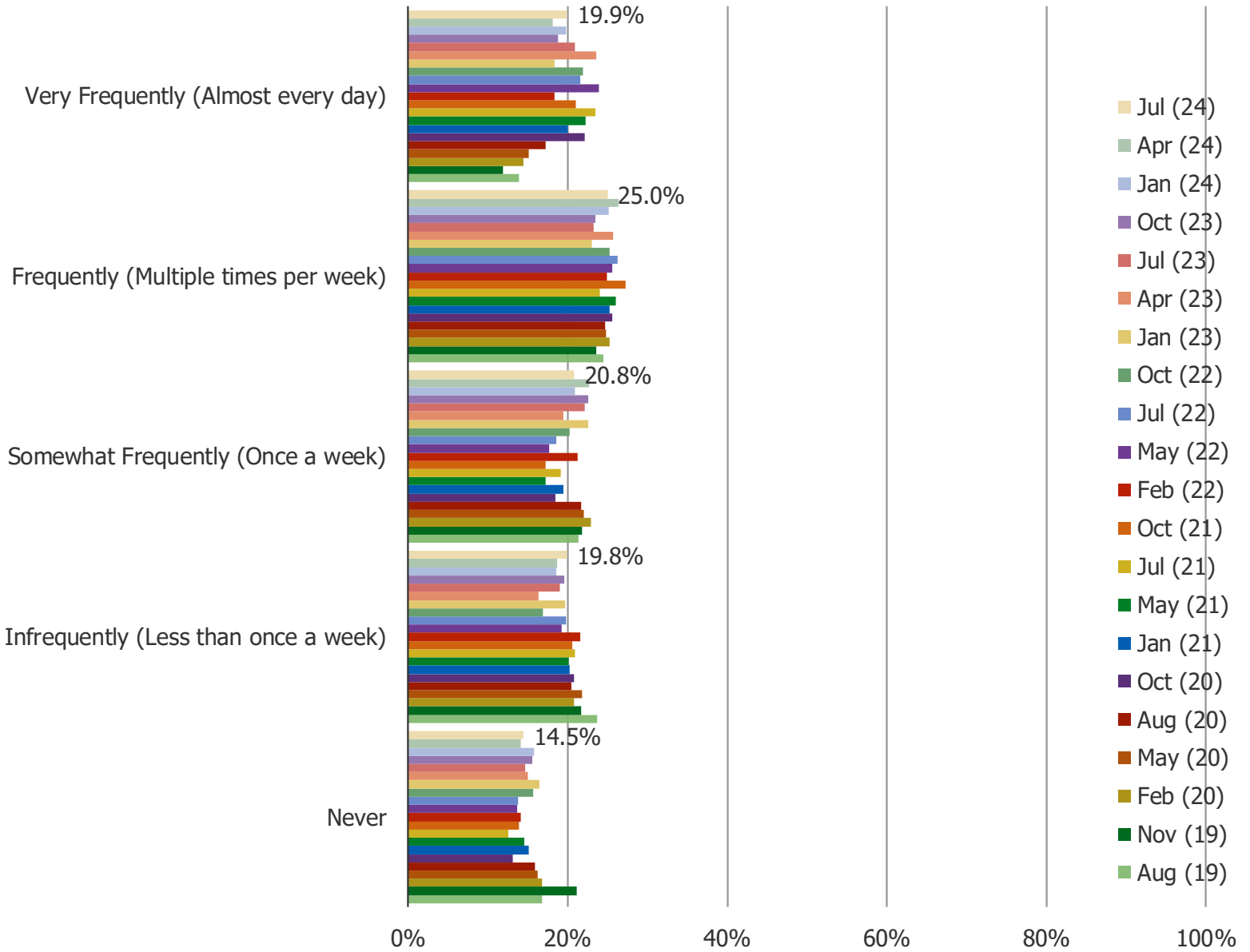
Posed to respondents who are currently considering buying Peloton equipment (N = 167).



## FITNESS OVERALL

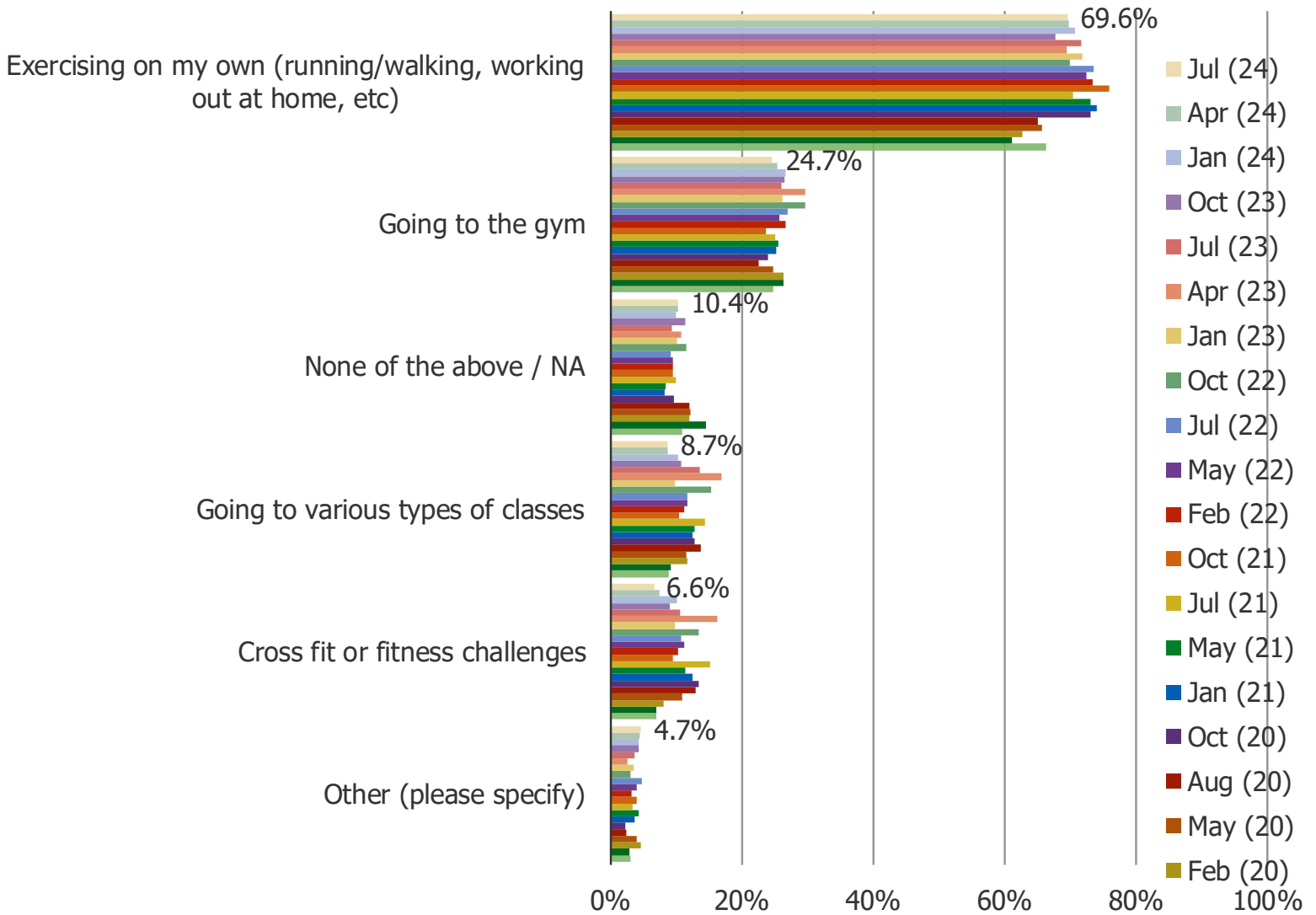
HOW OFTEN DO YOU EXERCISE?

Posed to all respondents



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

Posed to respondents who exercise

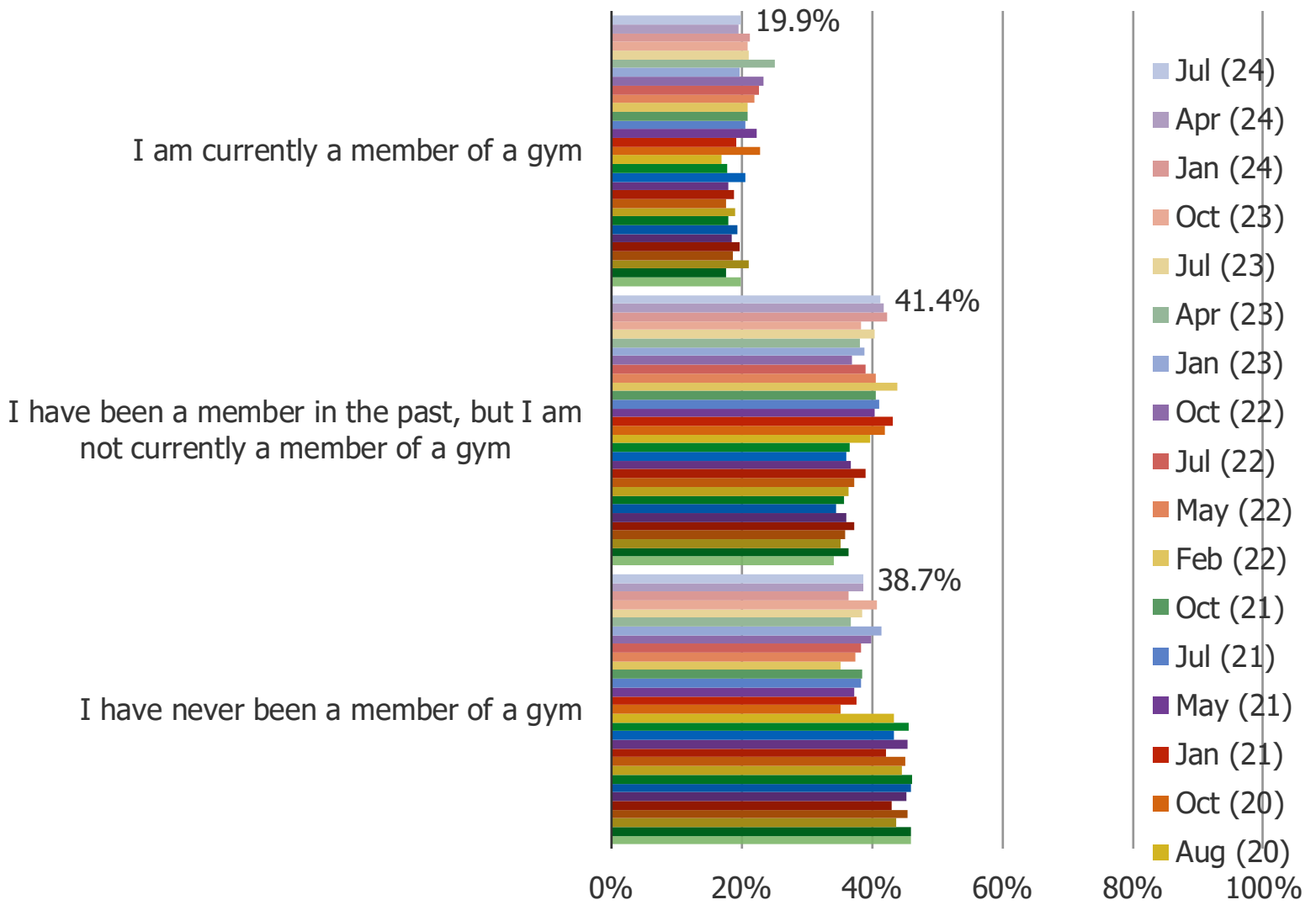




## EXERCISE AND GYM MEMBERSHIPS

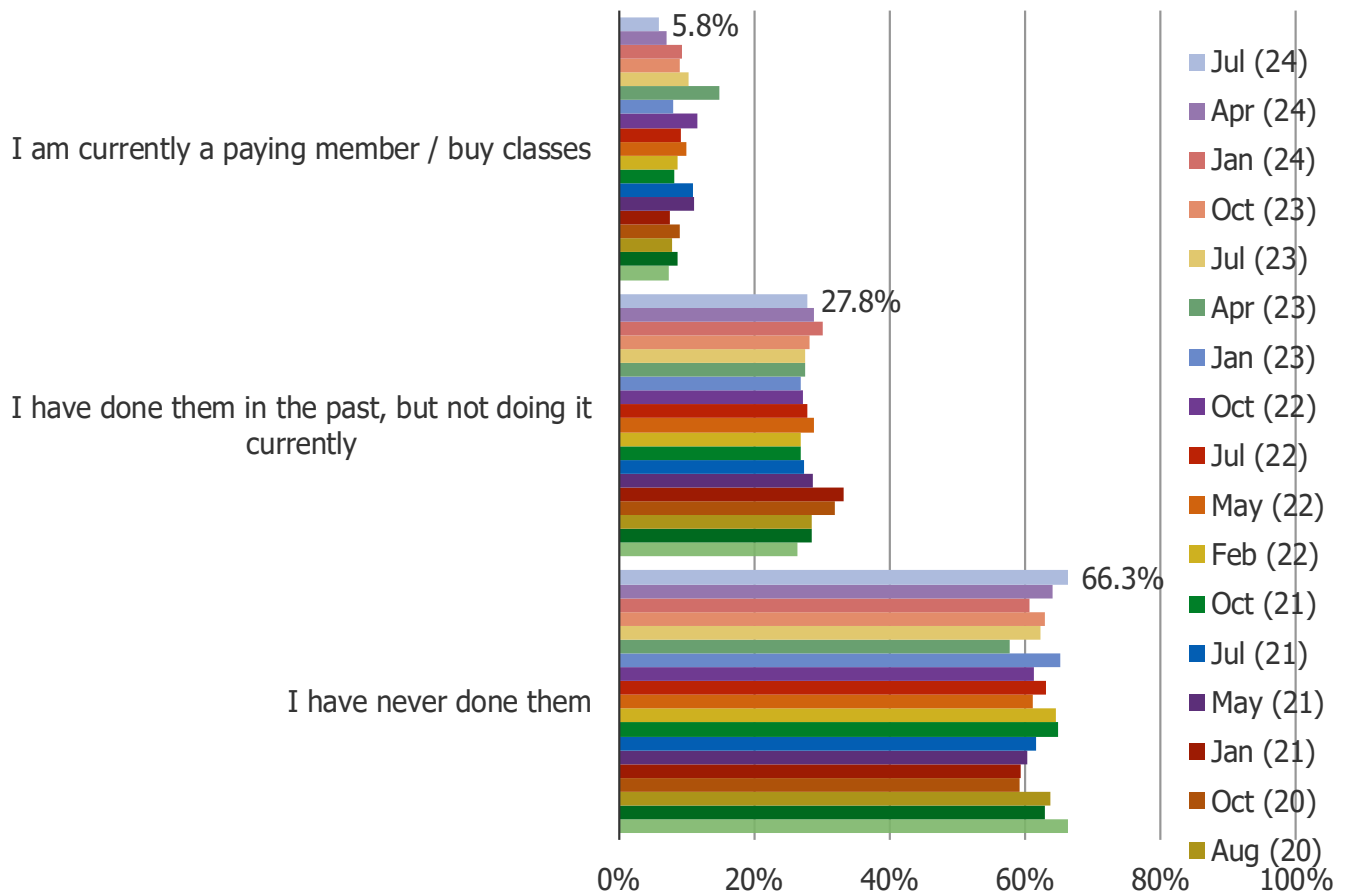
EXPERIENCE WITH FITNESS GYMS

Posed to all respondents



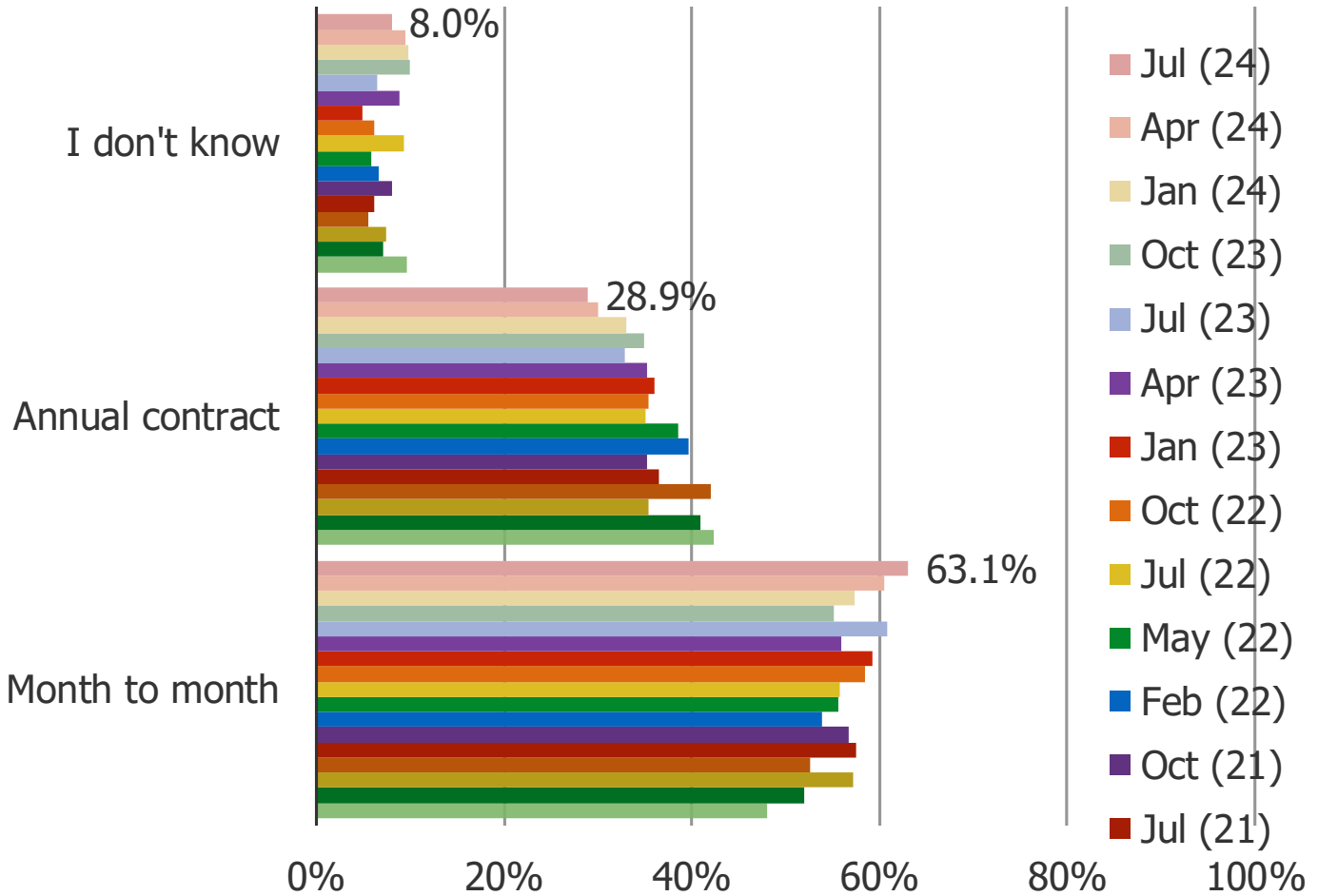
WHAT IS YOUR EXPERIENCE WITH FITNESS CLASS ENVIRONMENTS (SPIN CLASS, BOOT CAMPS, CROSS-FIT, ETC)?

Posed to all respondents



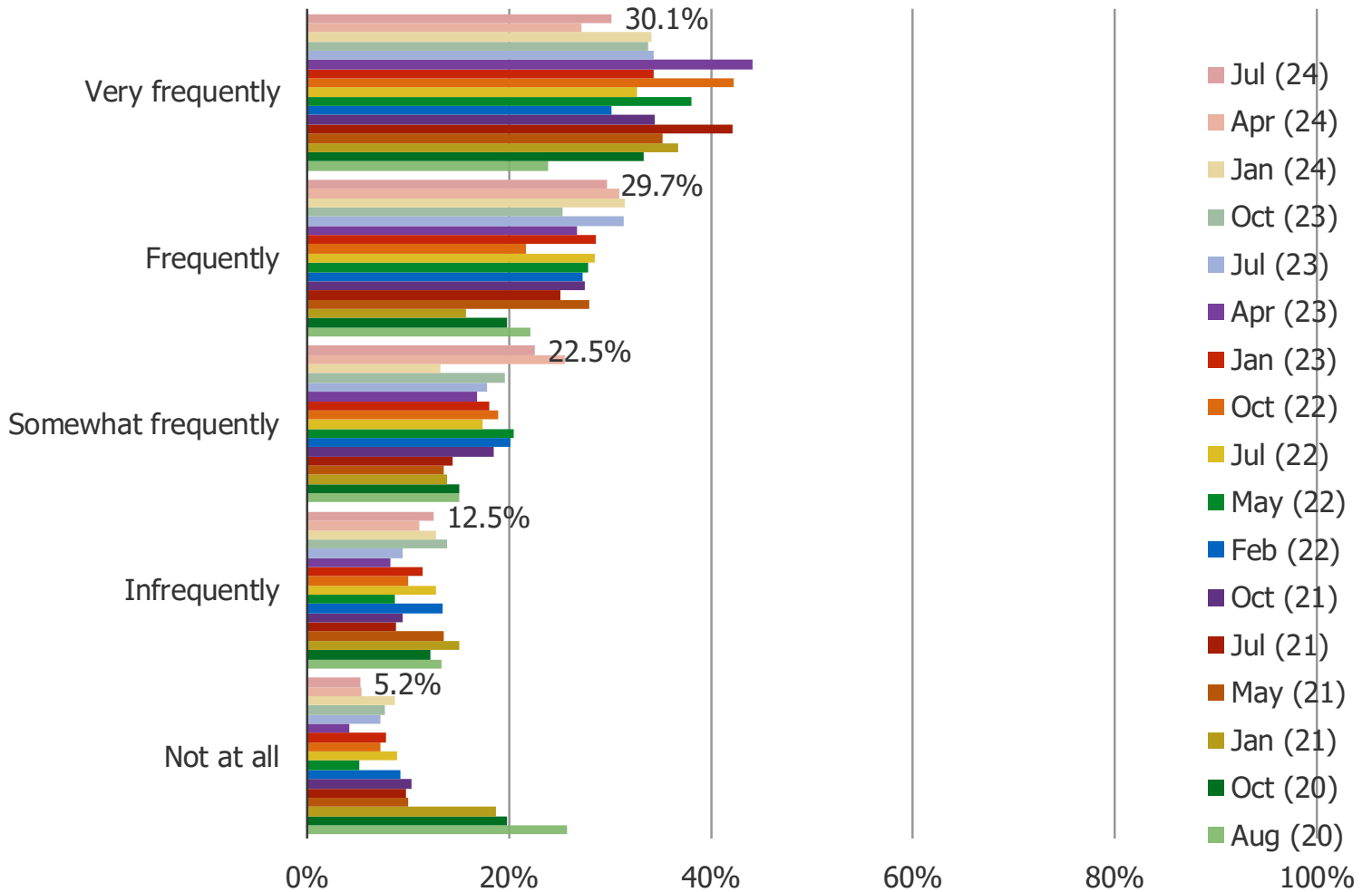
IS YOUR AGREEMENT WITH YOUR GYM...

Posed to current gym members.



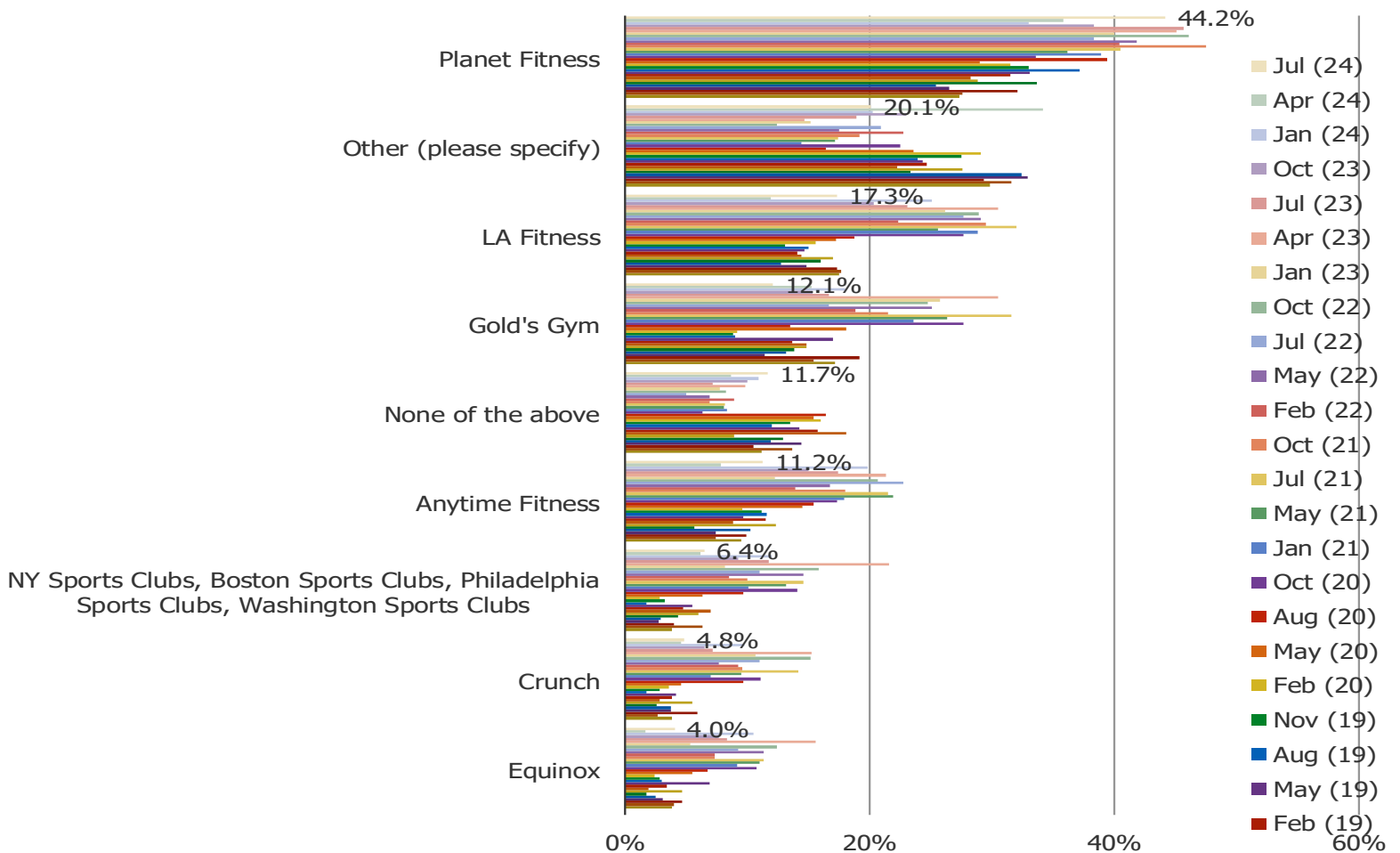
HOW OFTEN HAVE YOU BEEN GOING TO YOUR GYM IN THE PAST MONTH?

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



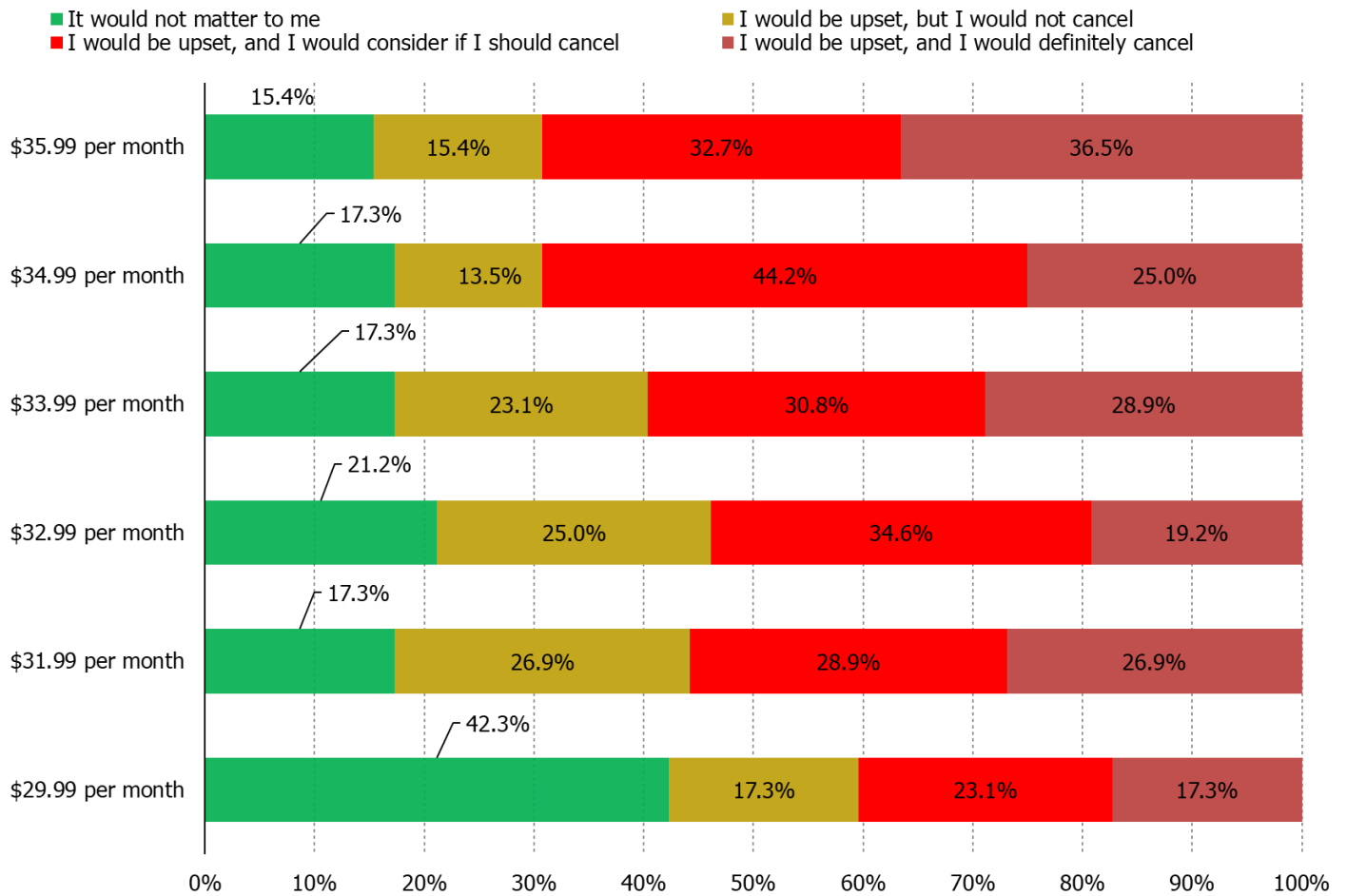
WHICH GYMS DO YOU CURRENTLY HAVE A MEMBERSHIP WITH? (SELECT ALL THAT APPLY)

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 = 52).

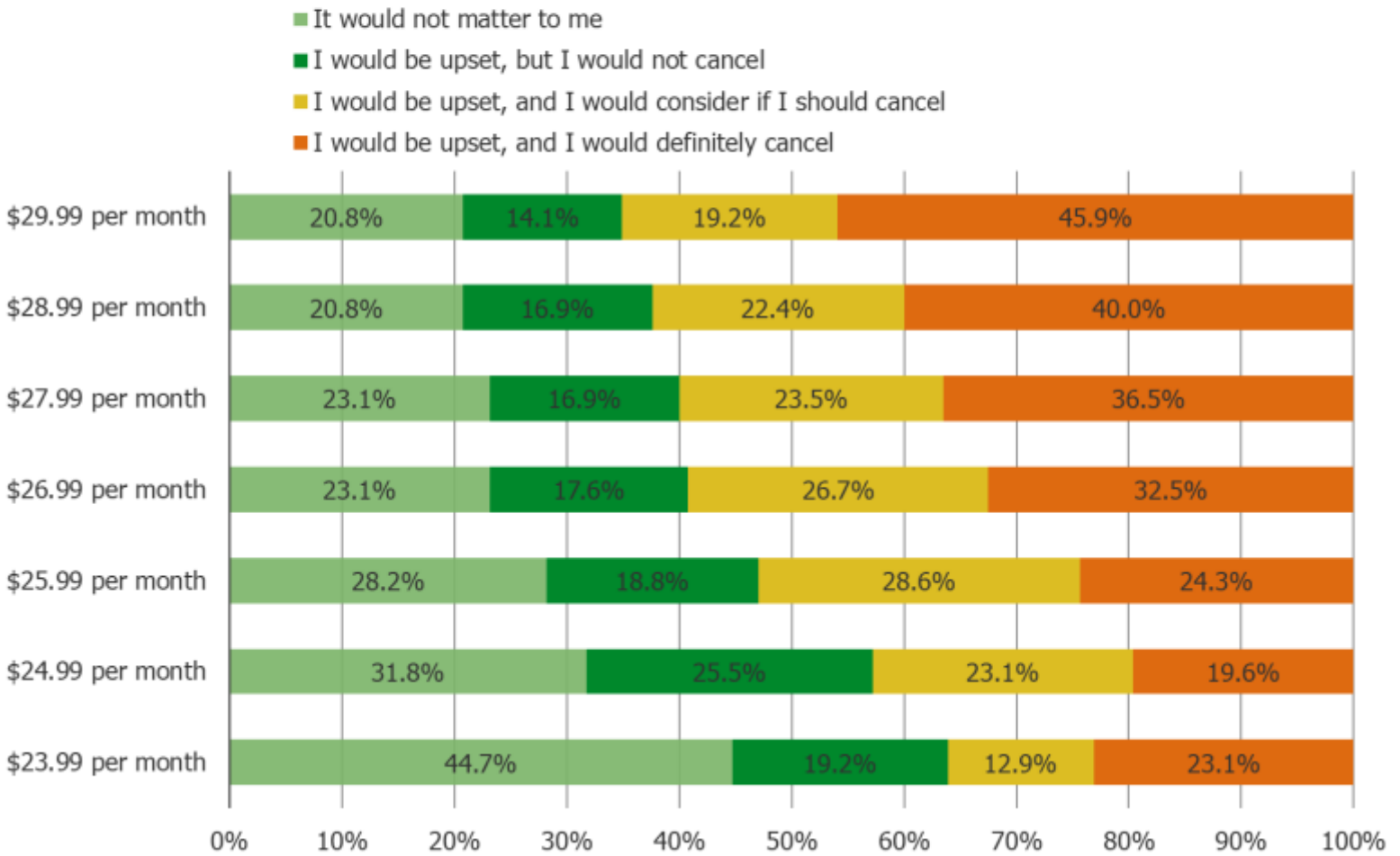


## HISTORICAL COMPARISON:

From our survey published on May 4<sup>th</sup>, 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.

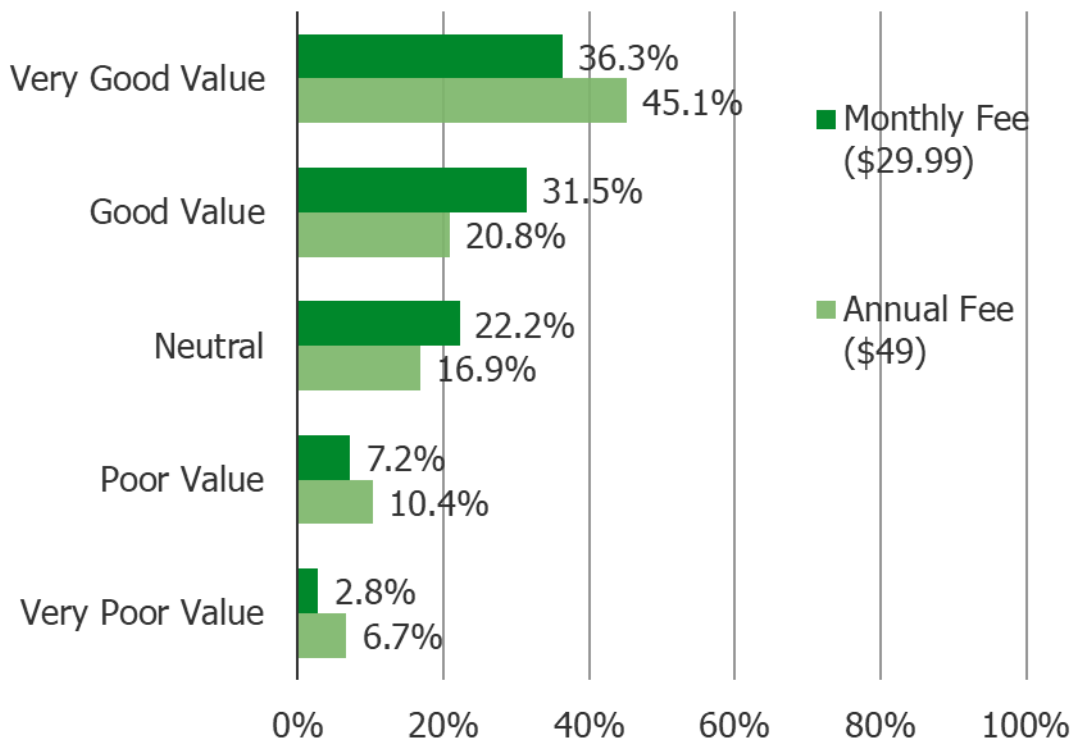




HOW DO YOU FEEL ABOUT THE VALUE PROPOSITION OF THE PF BLACK CARD MEMBERSHIP?

Posed to respondents who are currently Planet Fitness Members who have the Black Card Membership.

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

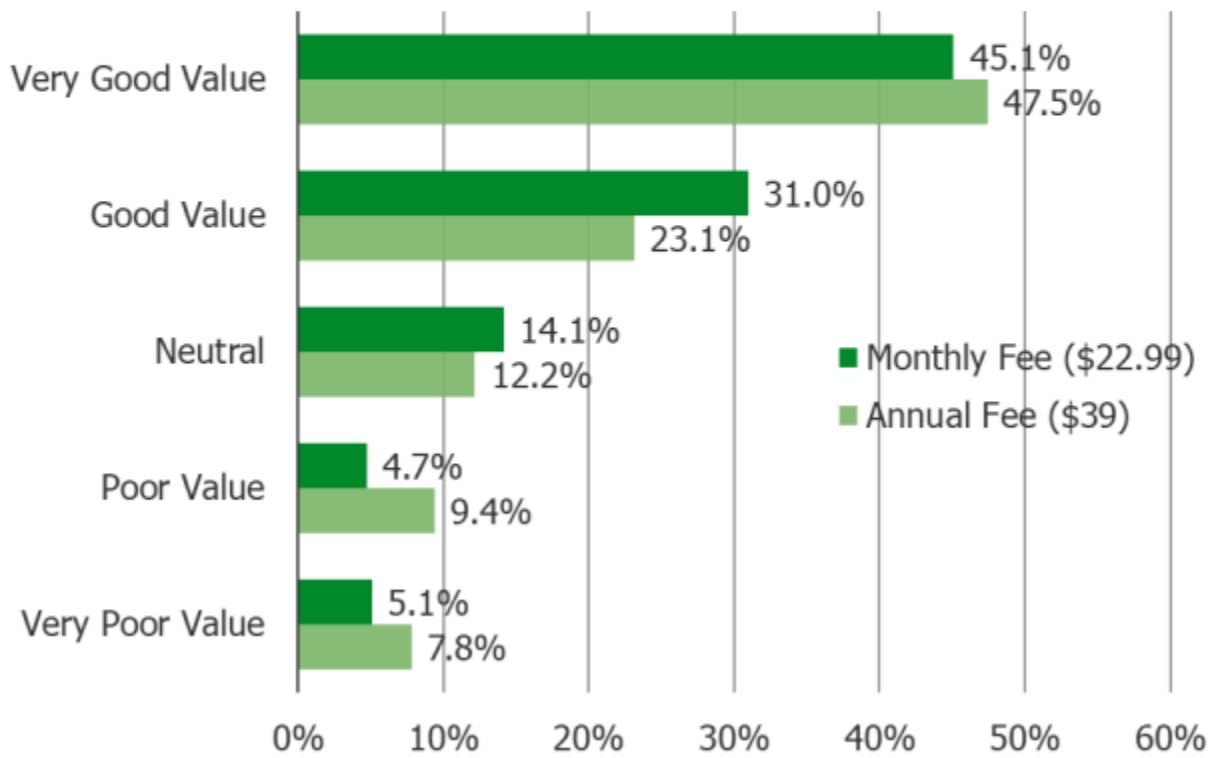


## HISTORICAL COMPARISON:

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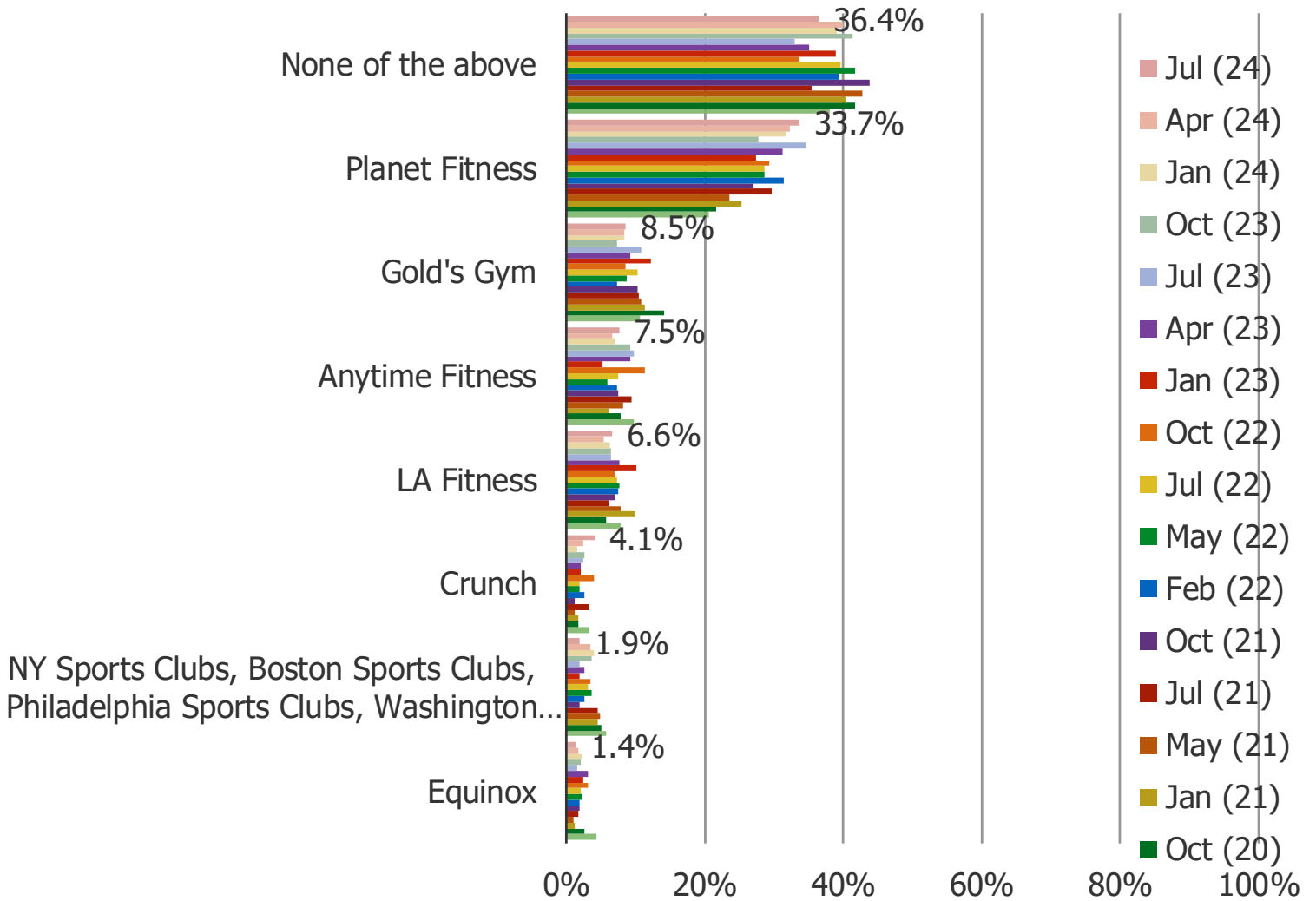
### HOW DO YOU FEEL ABOUT THE VALUE PROPOSITION OF THE PF BLACK CARD MEMBERSHIP?

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.

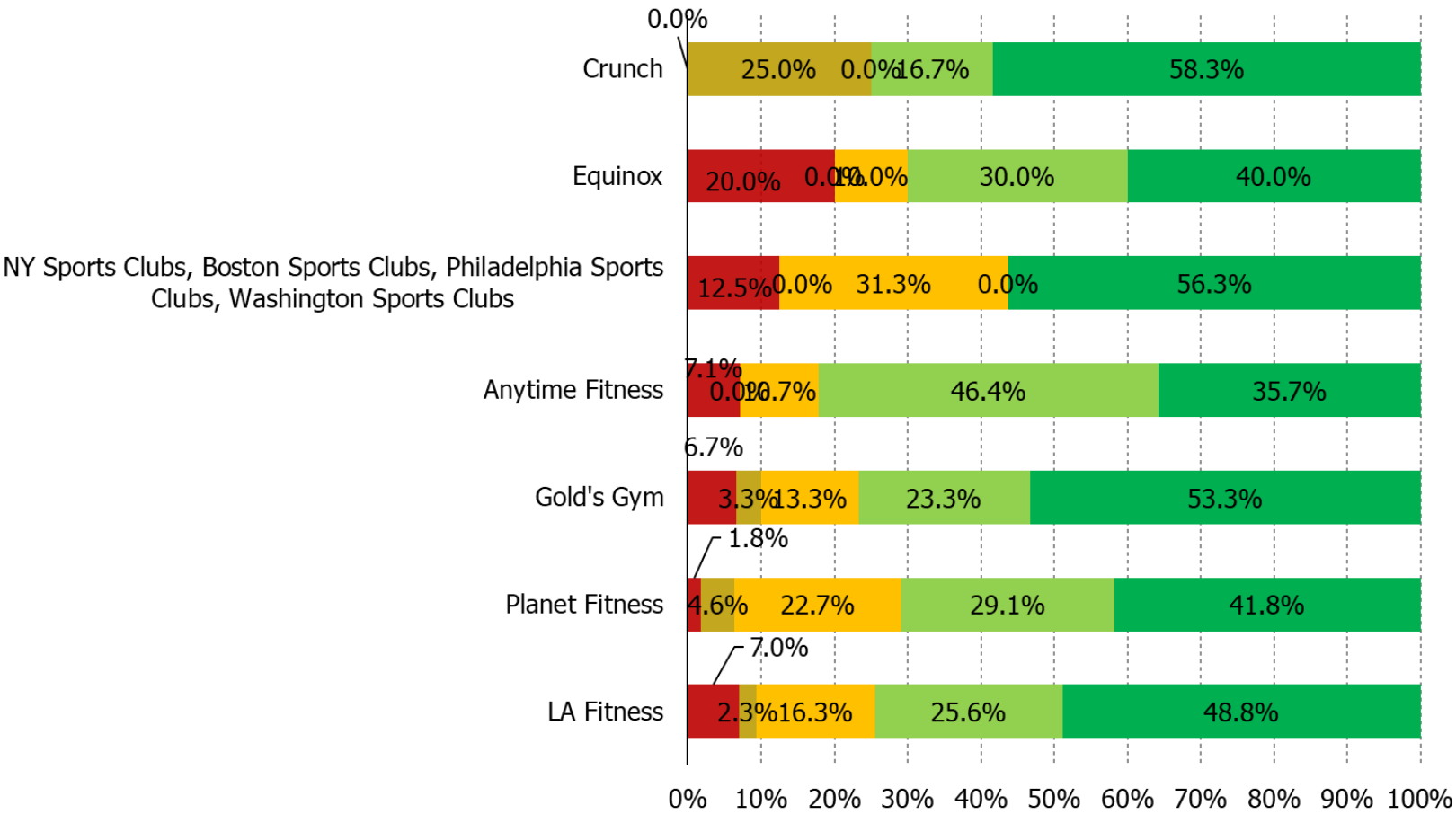


HOW SATISFIED ARE YOU WITH YOUR GYM MEMBERSHIP?

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

July 2024

■ Very Dissatisfied   ■ Dissatisfied   ■ Somewhat Satisfied   ■ Satisfied   ■ Very Satisfied

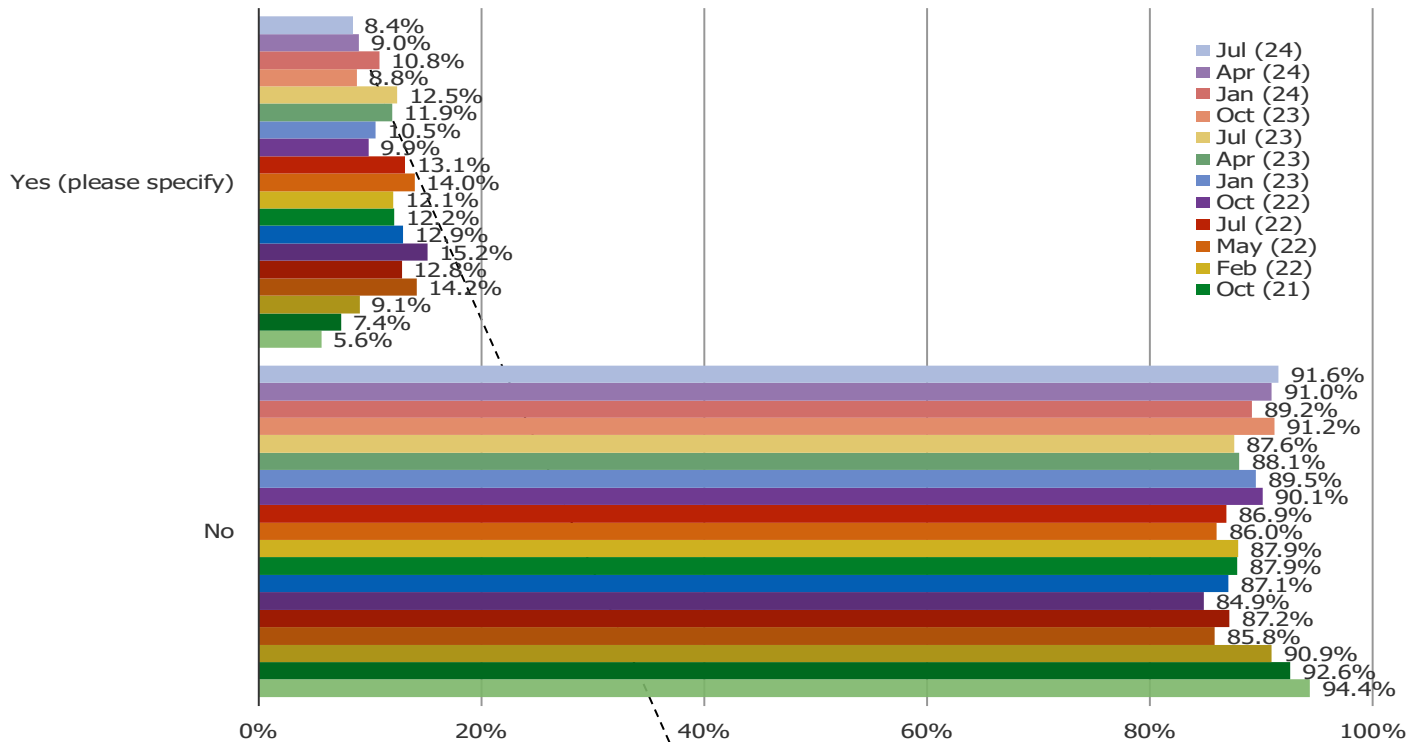


|                 | N=  |
|-----------------|-----|
| LA Fitness      | 43  |
| Planet Fitness  | 110 |
| Gold's Gym      | 30  |
| Anytime Fitness | 28  |
| NY Sports Clubs | 16  |
| Equinox         | 10  |
| Crunch          | 12  |

## AT-HOME FITNESS

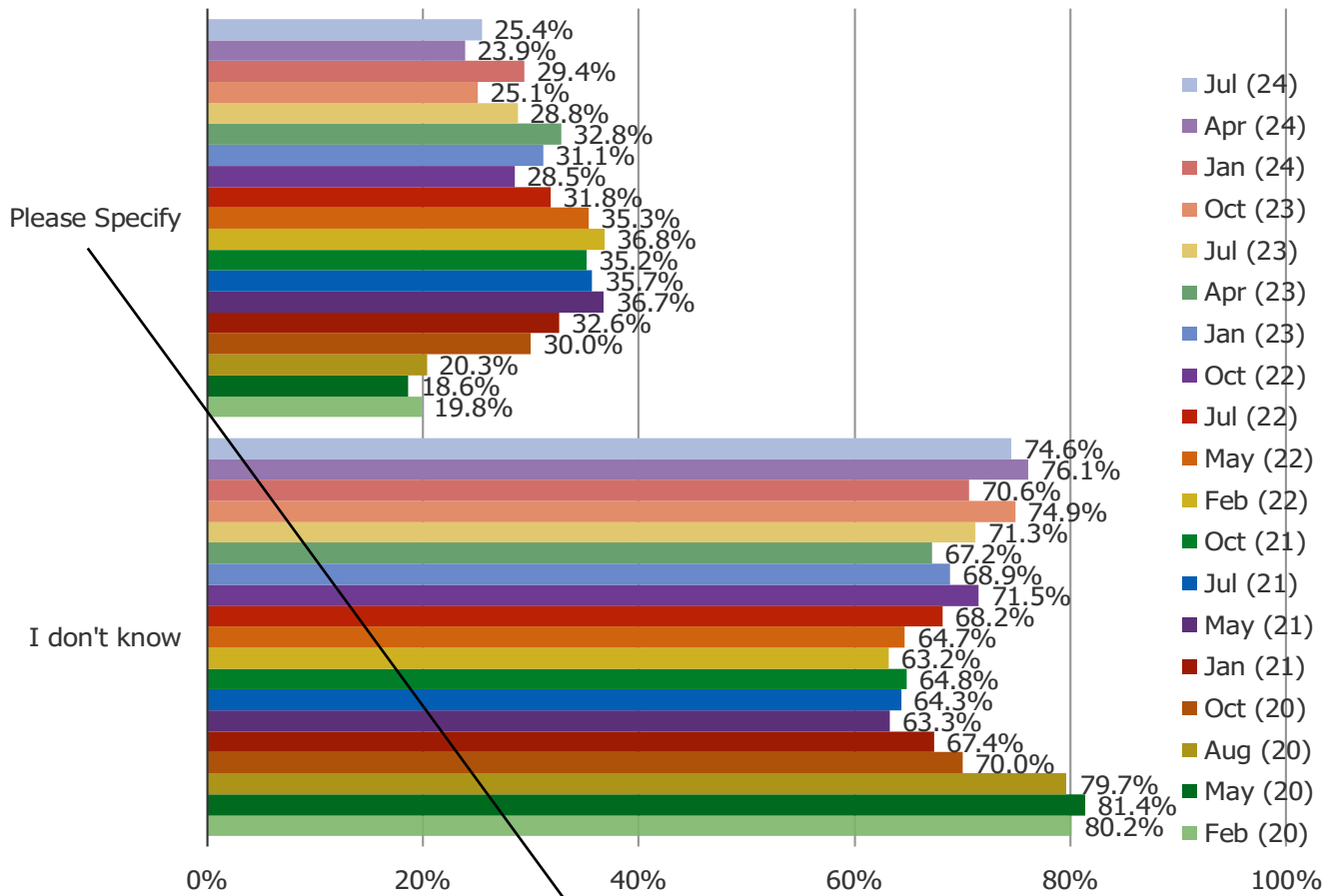
ARE THERE ANY FITNESS PRODUCTS OR SERVICES THAT YOU WOULD LIKE TO BUY OR SIGN UP FOR, THAT YOU DON'T ALREADY USE NOW?

Posed to respondents who exercise



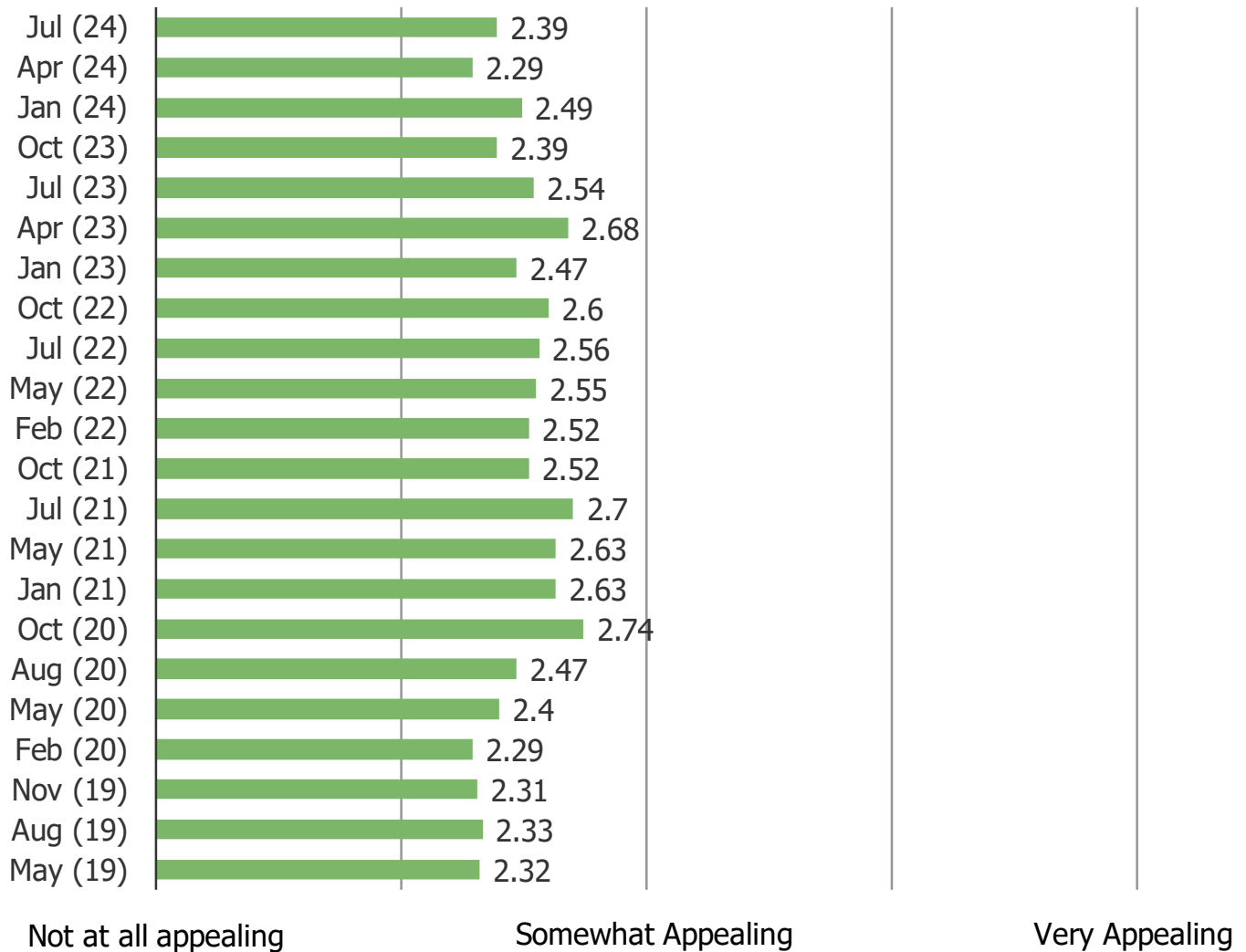
WHEN YOU THINK OF AT-HOME FITNESS BRANDS, WHICH COMES TO MIND FIRST?

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?

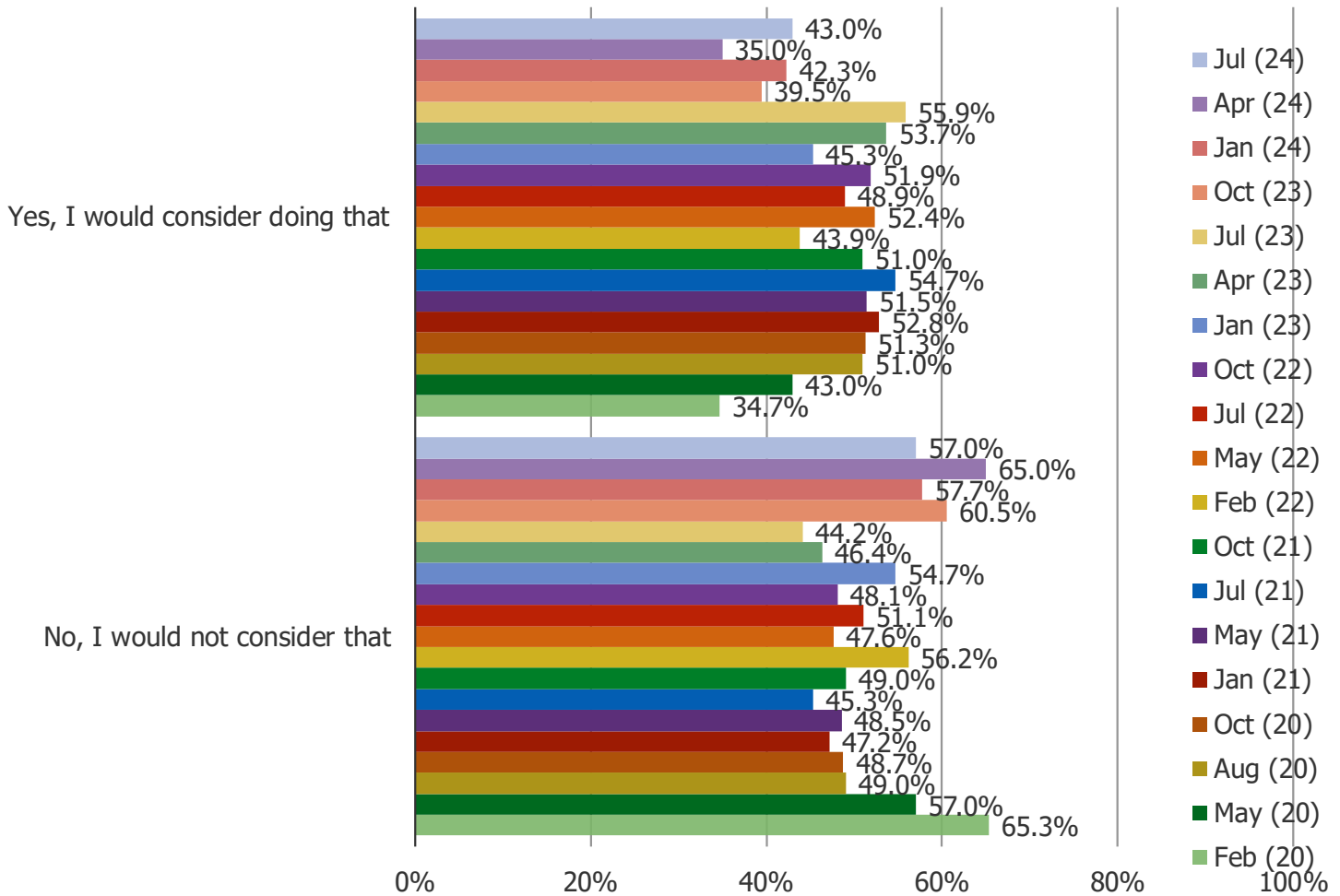
Posed to all respondents





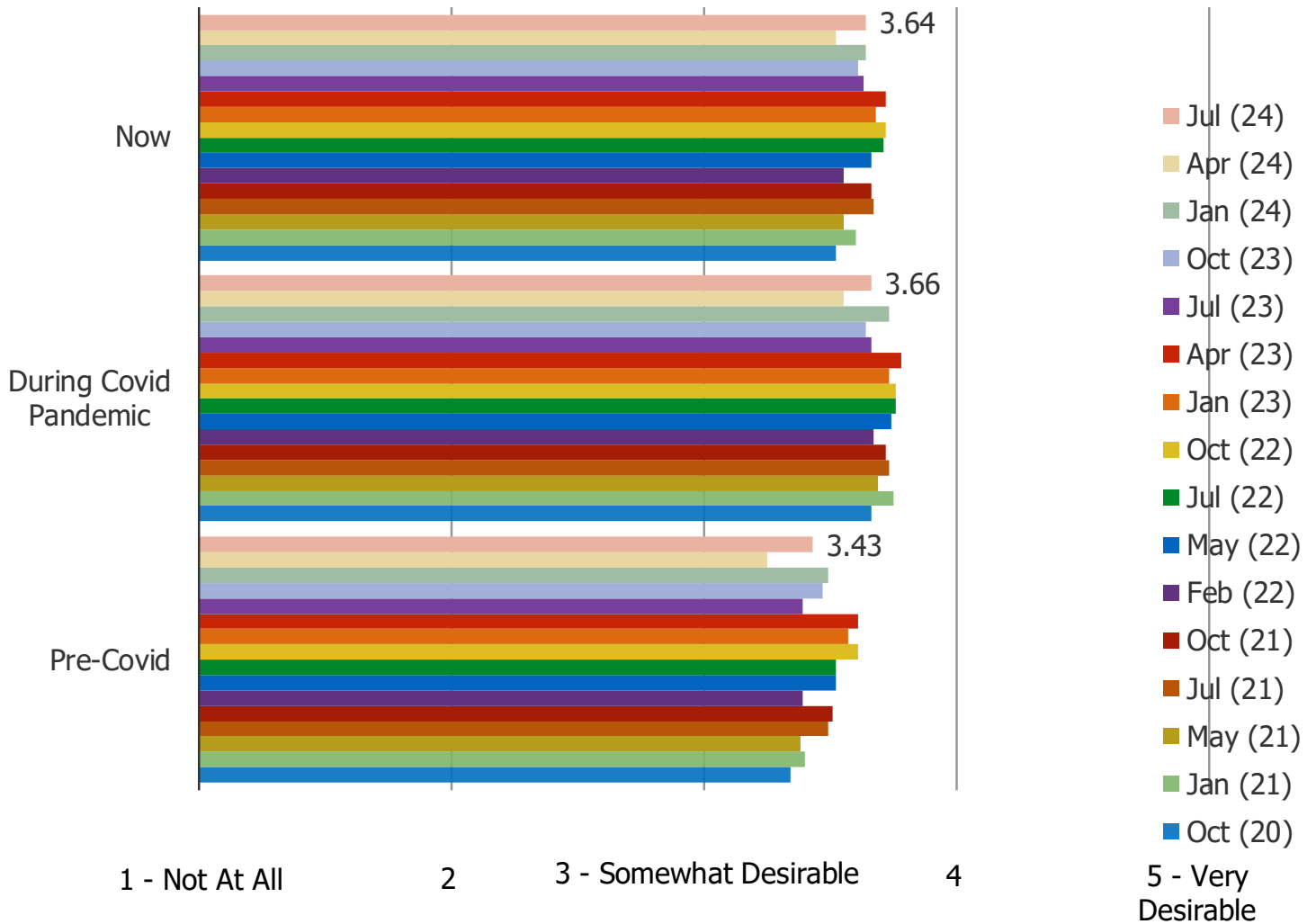
WOULD YOU CONSIDER DROPPING YOUR GYM MEMBERSHIP TO USE ONLY IN-HOME EXERCISE EQUIPMENT?

Posed to respondents WITH gym memberships



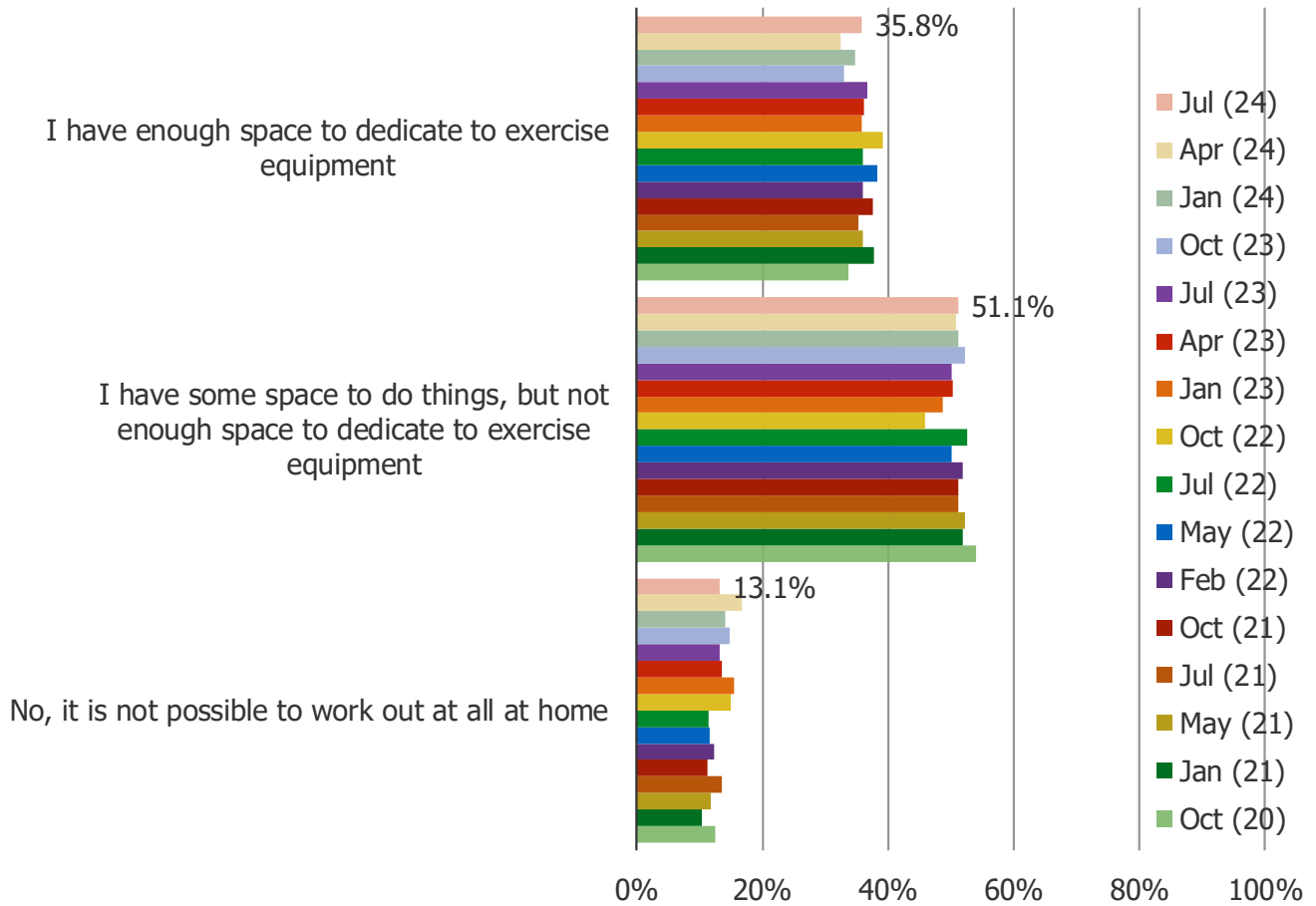
PLEASE RATE HOW DESIRABLE YOU WOULD FIND IT TO EXERCISE AT HOME?

Posed to respondents who exercise more often than never (N = 1069).



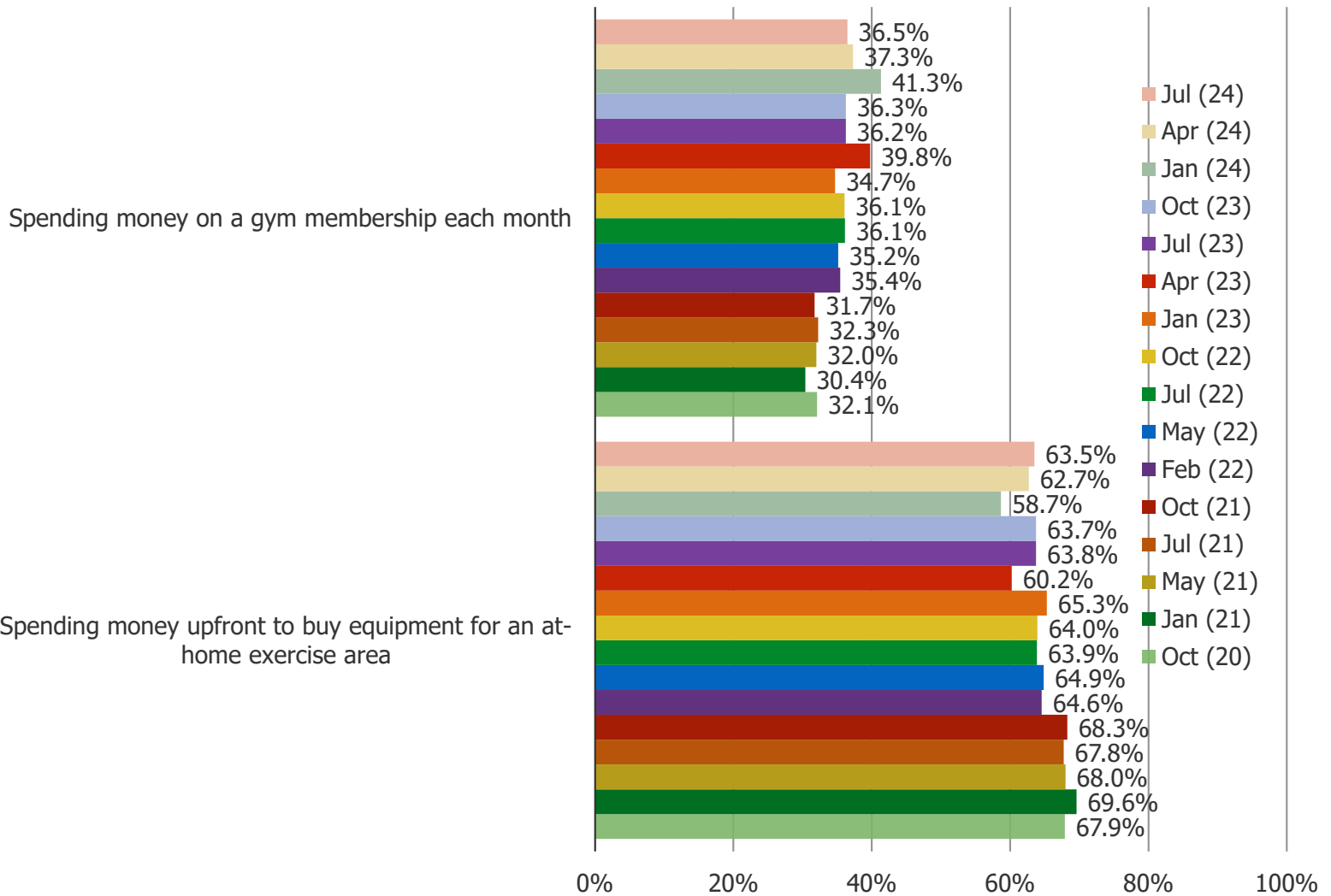
DO YOU HAVE THE SPACE IN YOUR HOME TO WORK OUT AT HOME?

Posed to respondents who exercise more often than never (N = 1069).



WHICH DO YOU THINK WOULD BE BETTER?

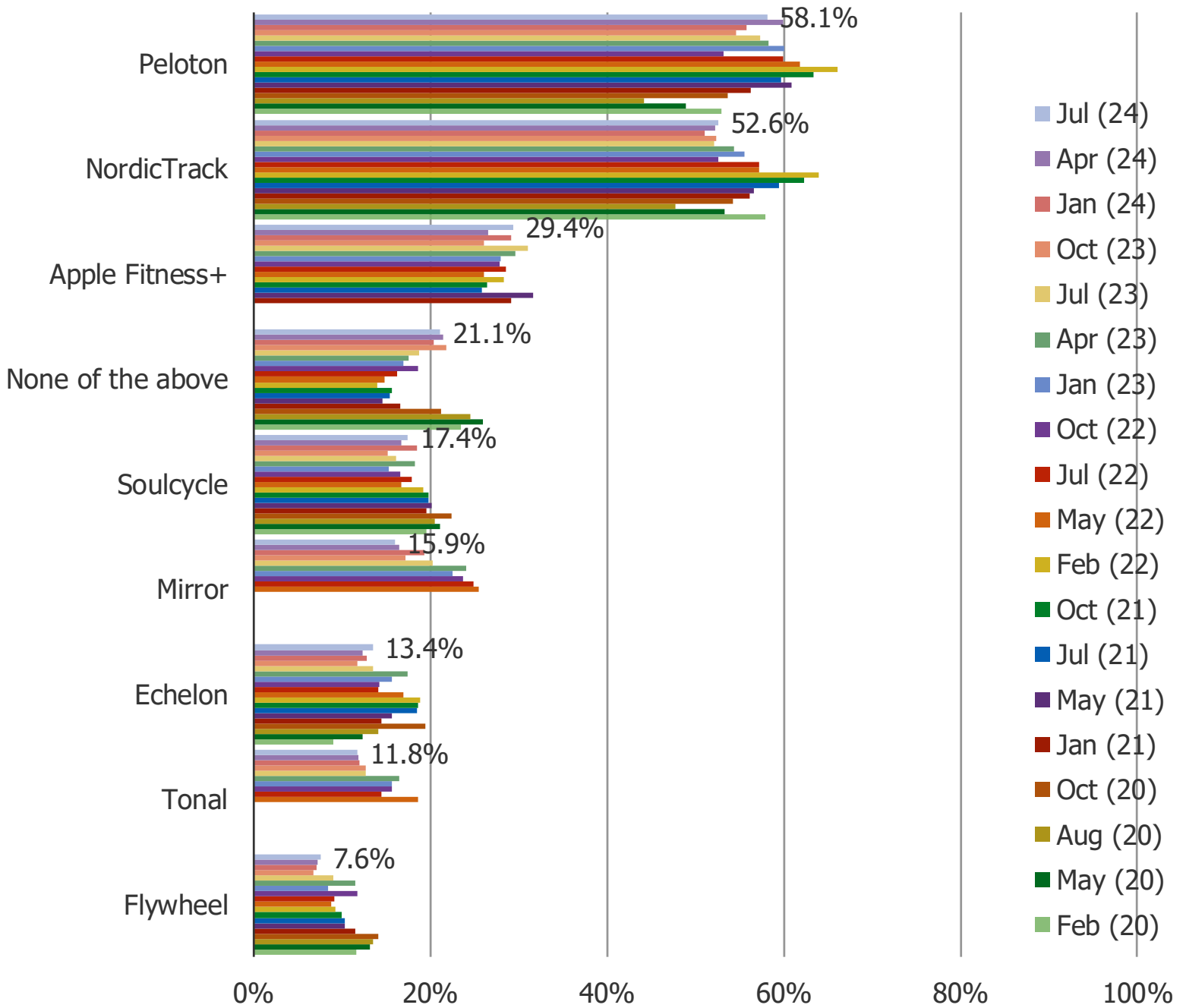
Posed to respondents who exercise more often than never (N = 1069).



## AT-HOME FITNESS BRANDS

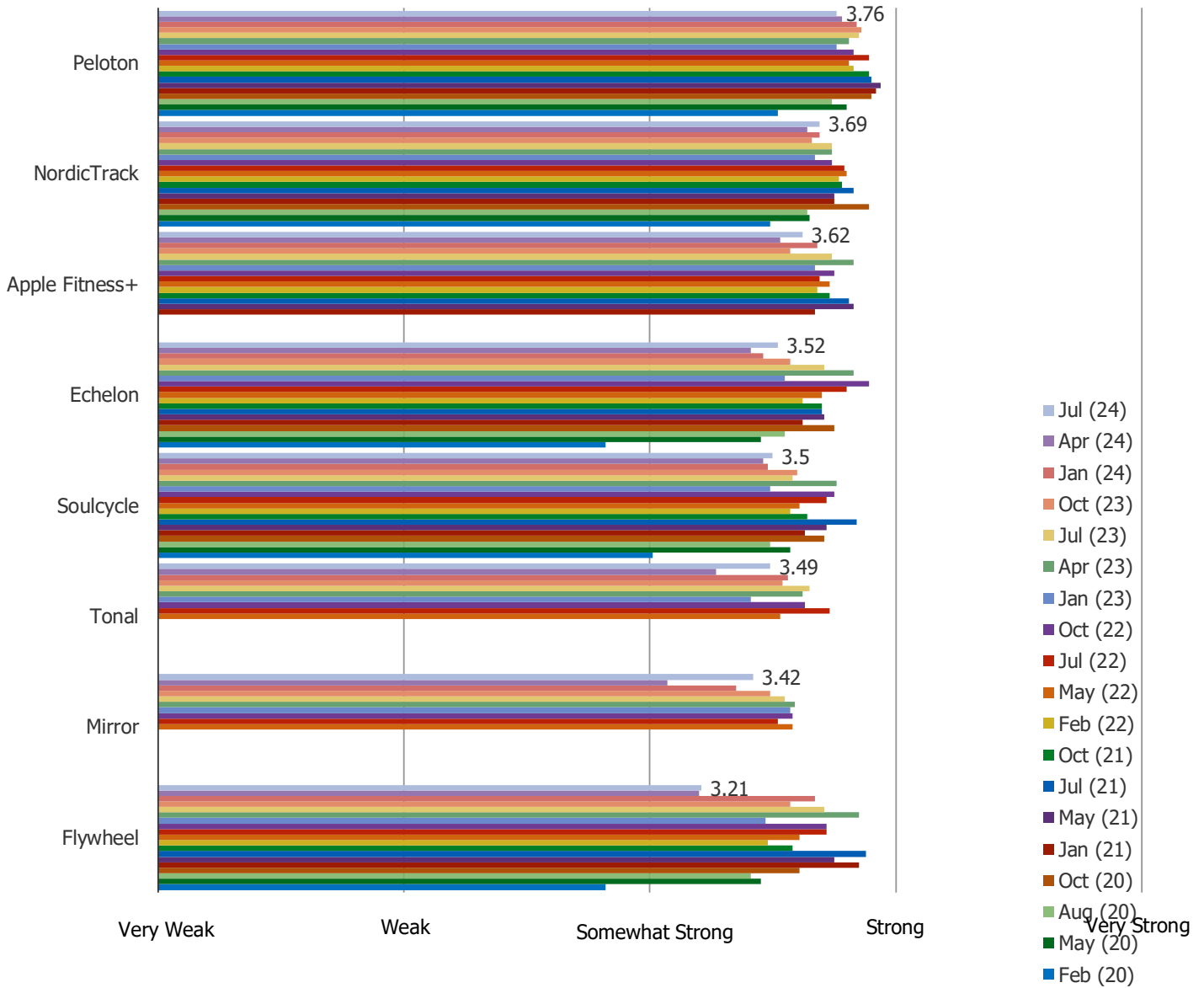
HAVE YOU HEARD OF ANY OF THE FOLLOWING?

Posed to all respondents



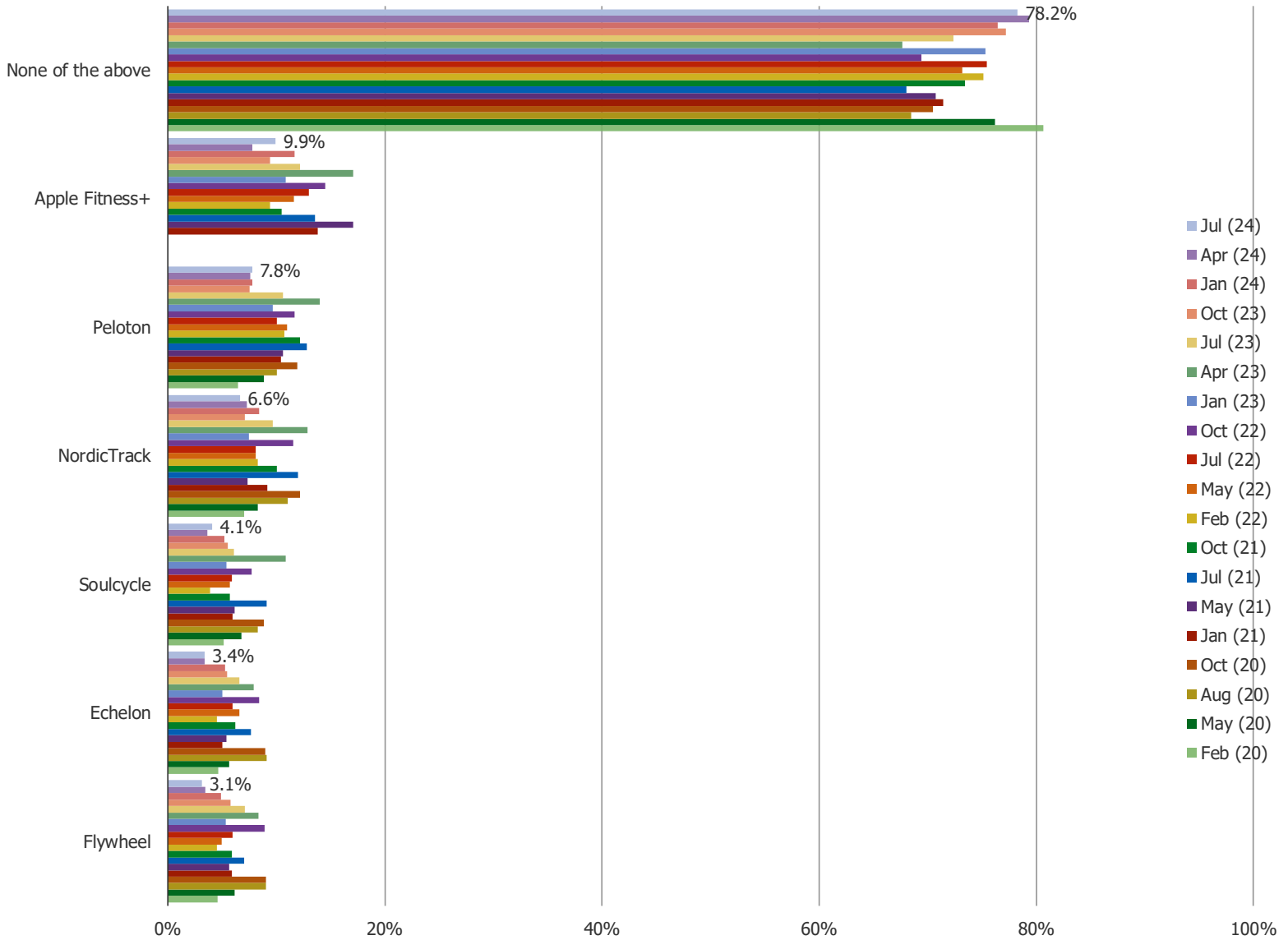
HOW STRONG OF A "FITNESS BRAND" DO YOU CONSIDER THE FOLLOWING TO BE?

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

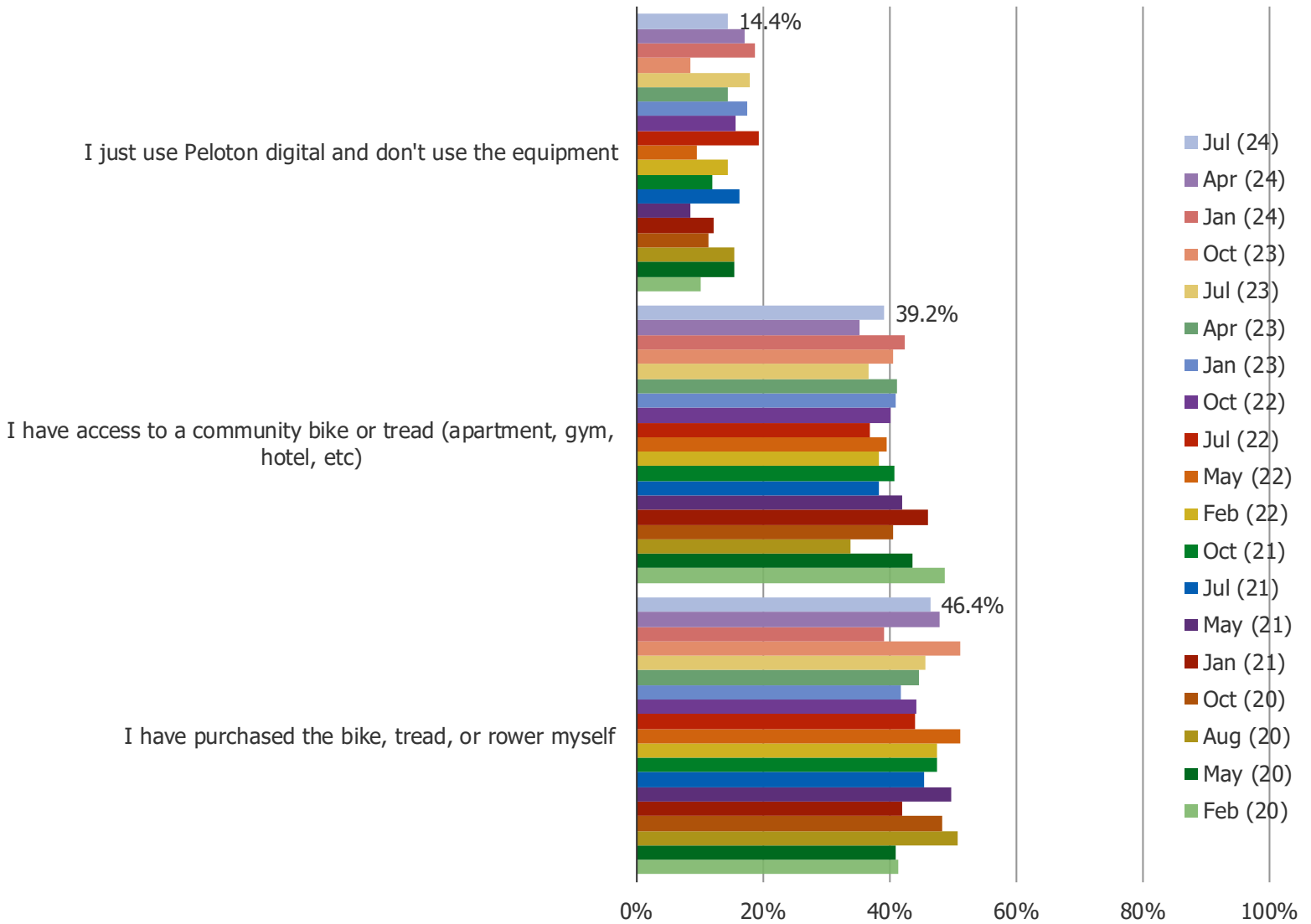




## PELOTON CUSTOMERS

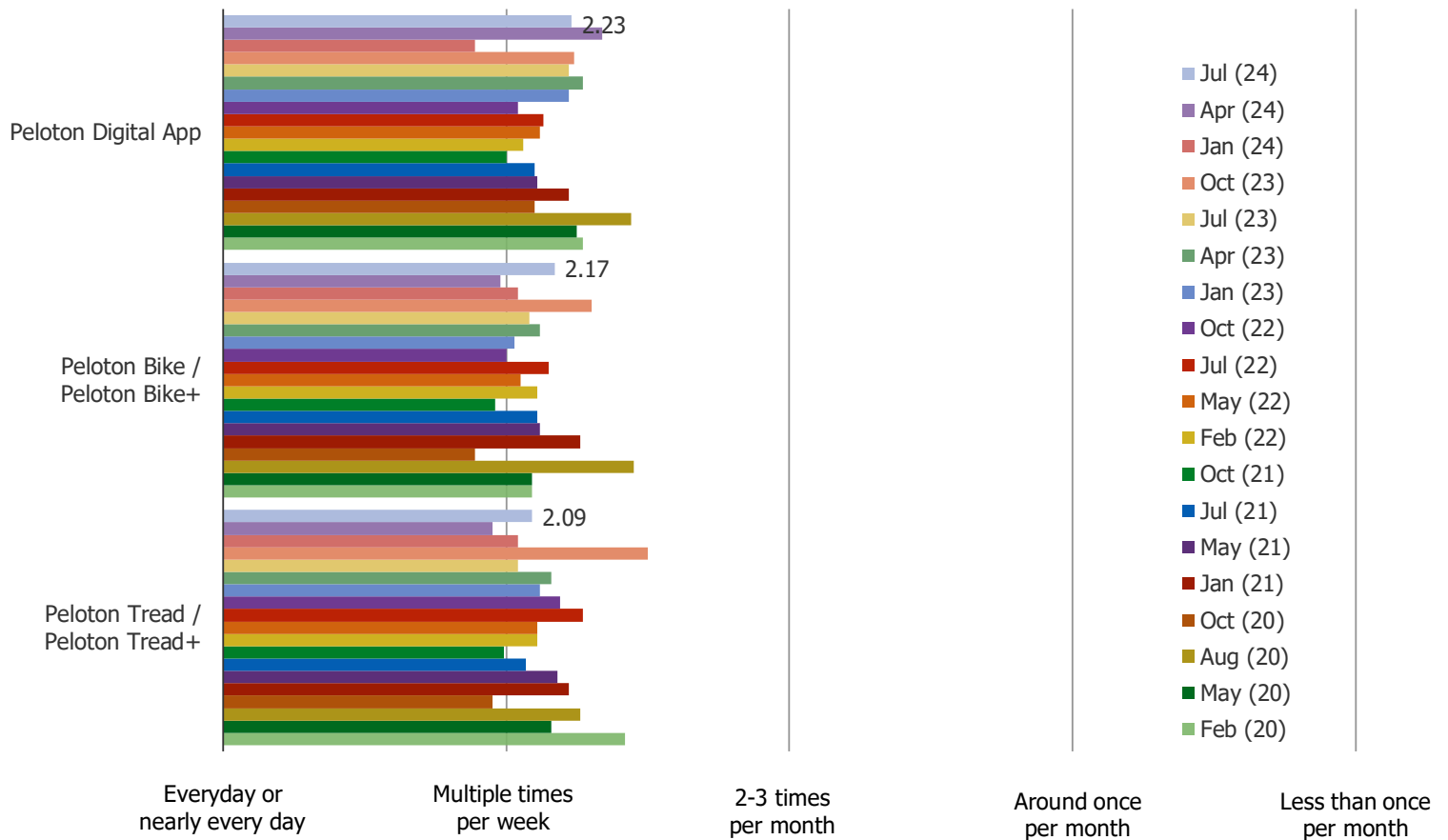
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF PELOTON?

Posed to Peloton owners



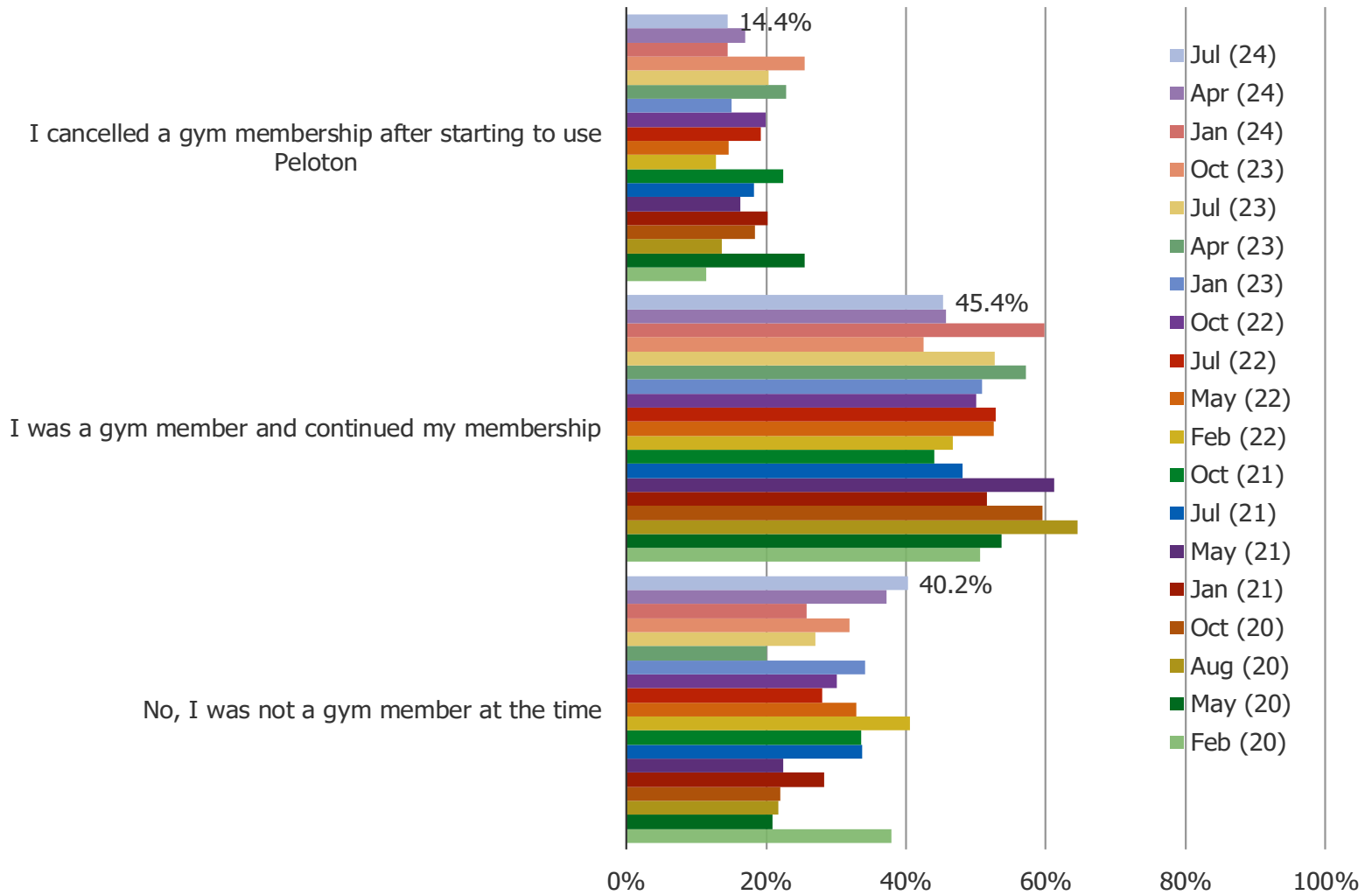
HOW OFTEN DO YOU USE THE FOLLOWING?

Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment). | N = 80



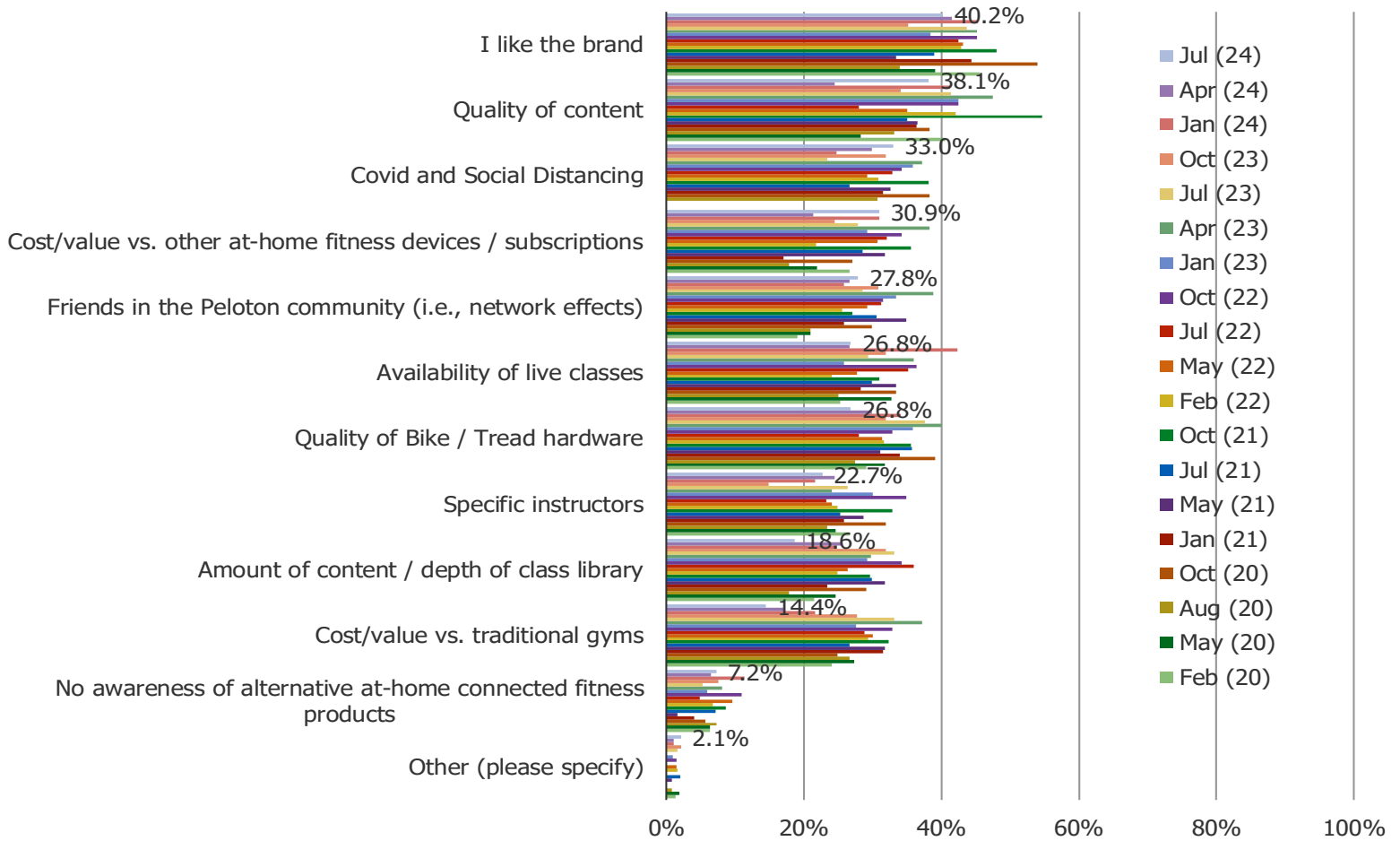
**DID YOU CANCEL A GYM MEMBERSHIP AFTER YOU STARTED USING PELOTON?**

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?**

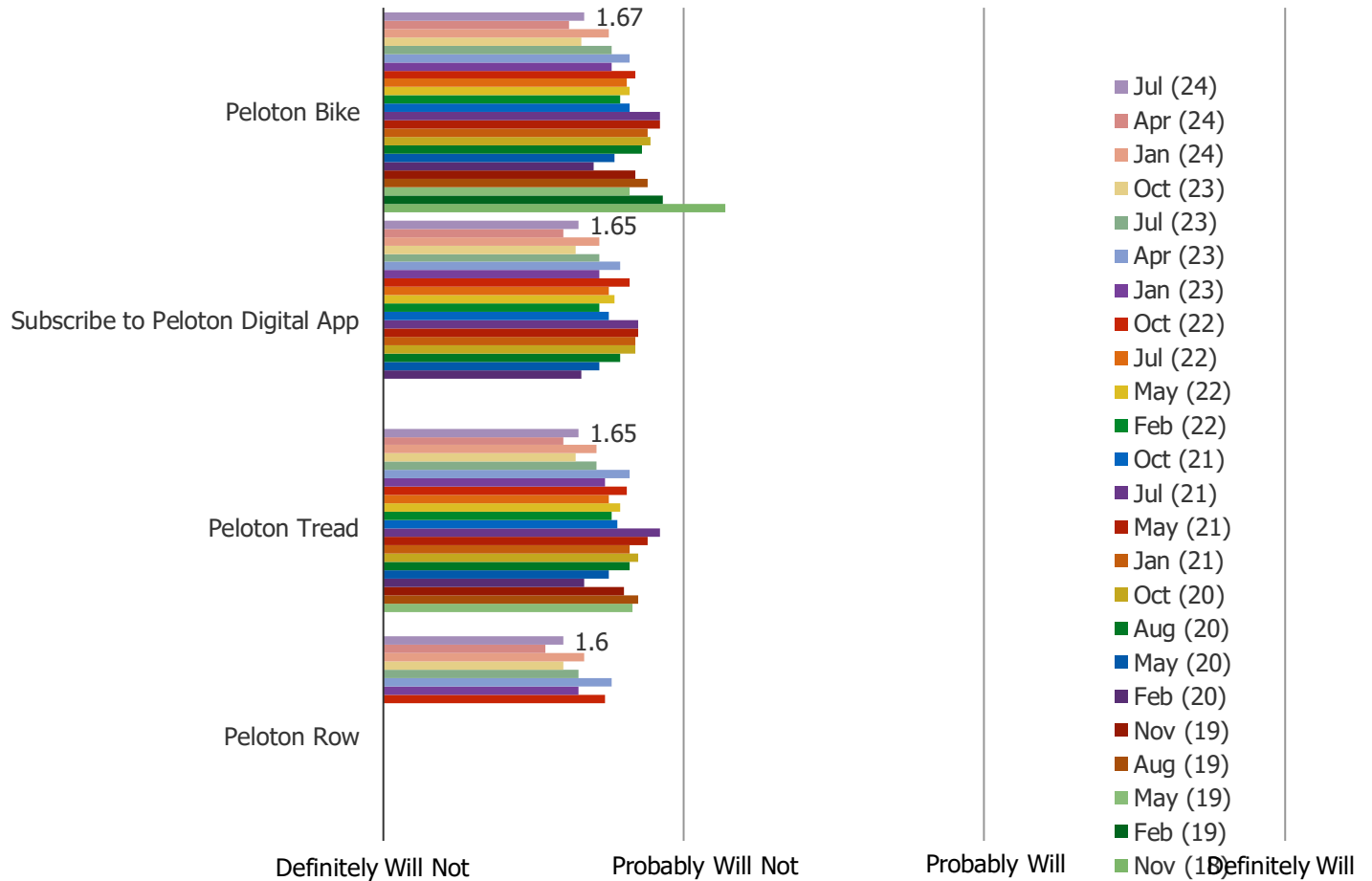
Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment).



## NON PELOTON CUSTOMERS

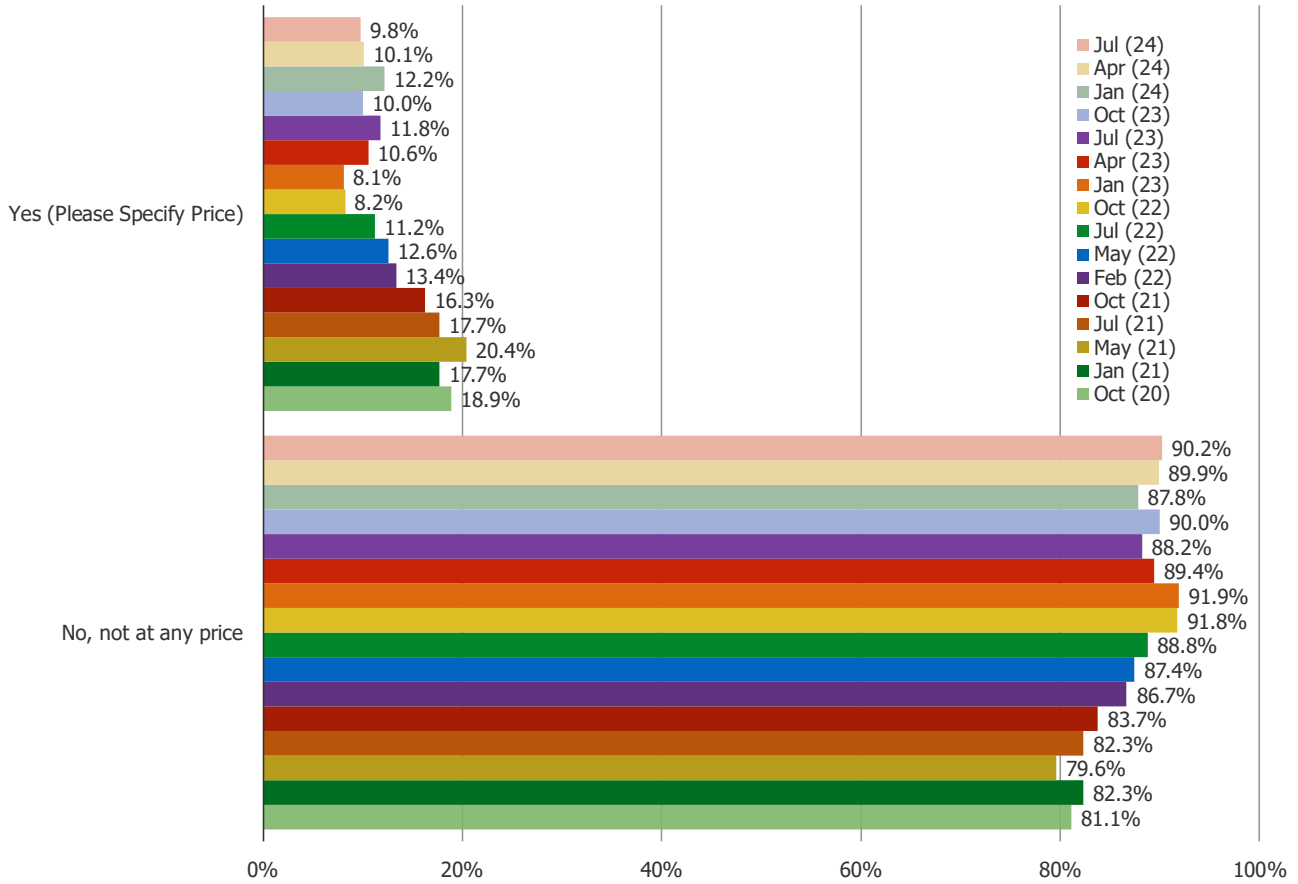
**HOW LIKELY ARE YOU TO BUY THE PELOTON EQUIPMENT IN THE FUTURE OR SIGN UP FOR THE DIGITAL APP?**

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?

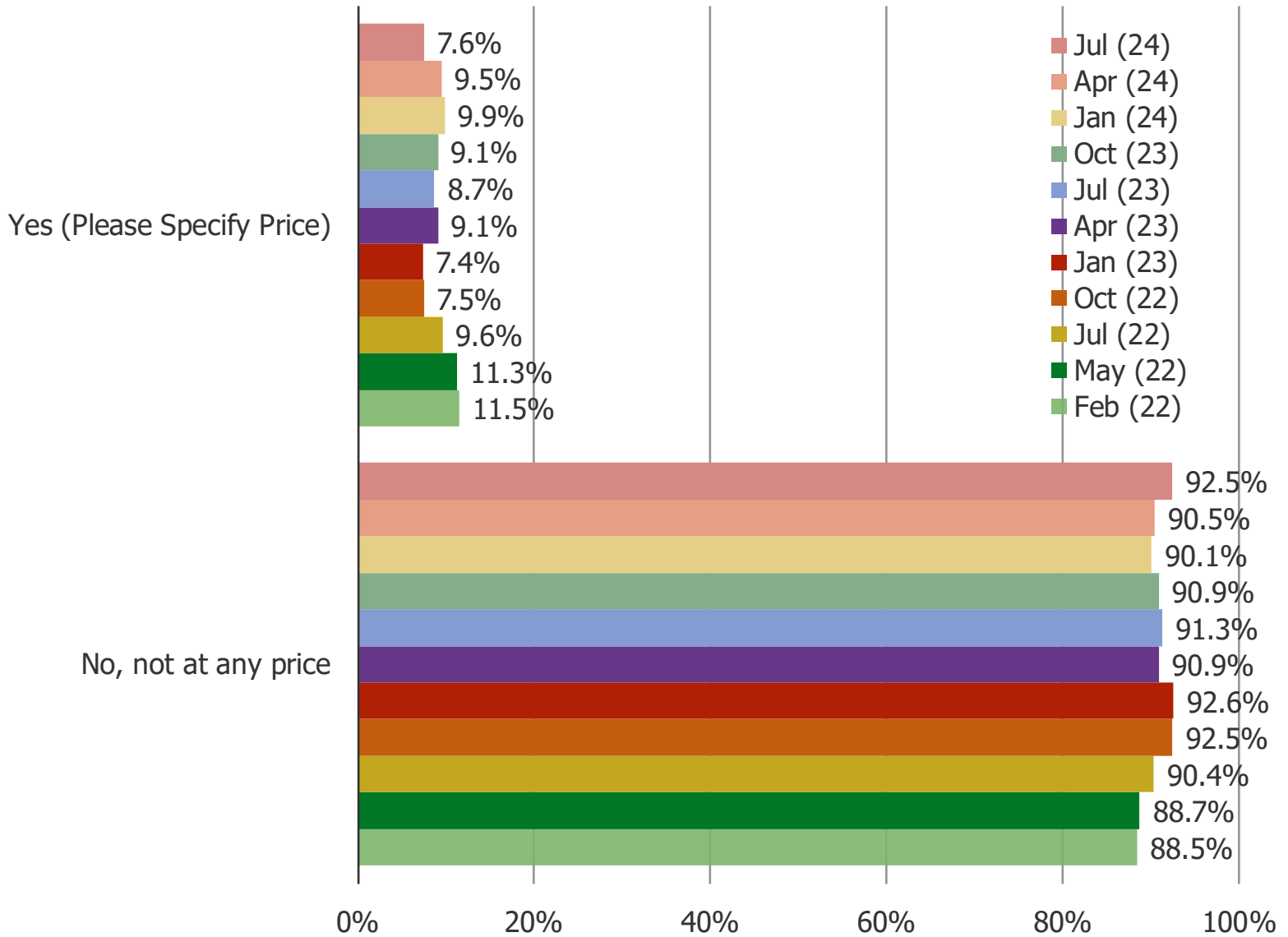
Posed to respondents who do not own or use any Peloton equipment.





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

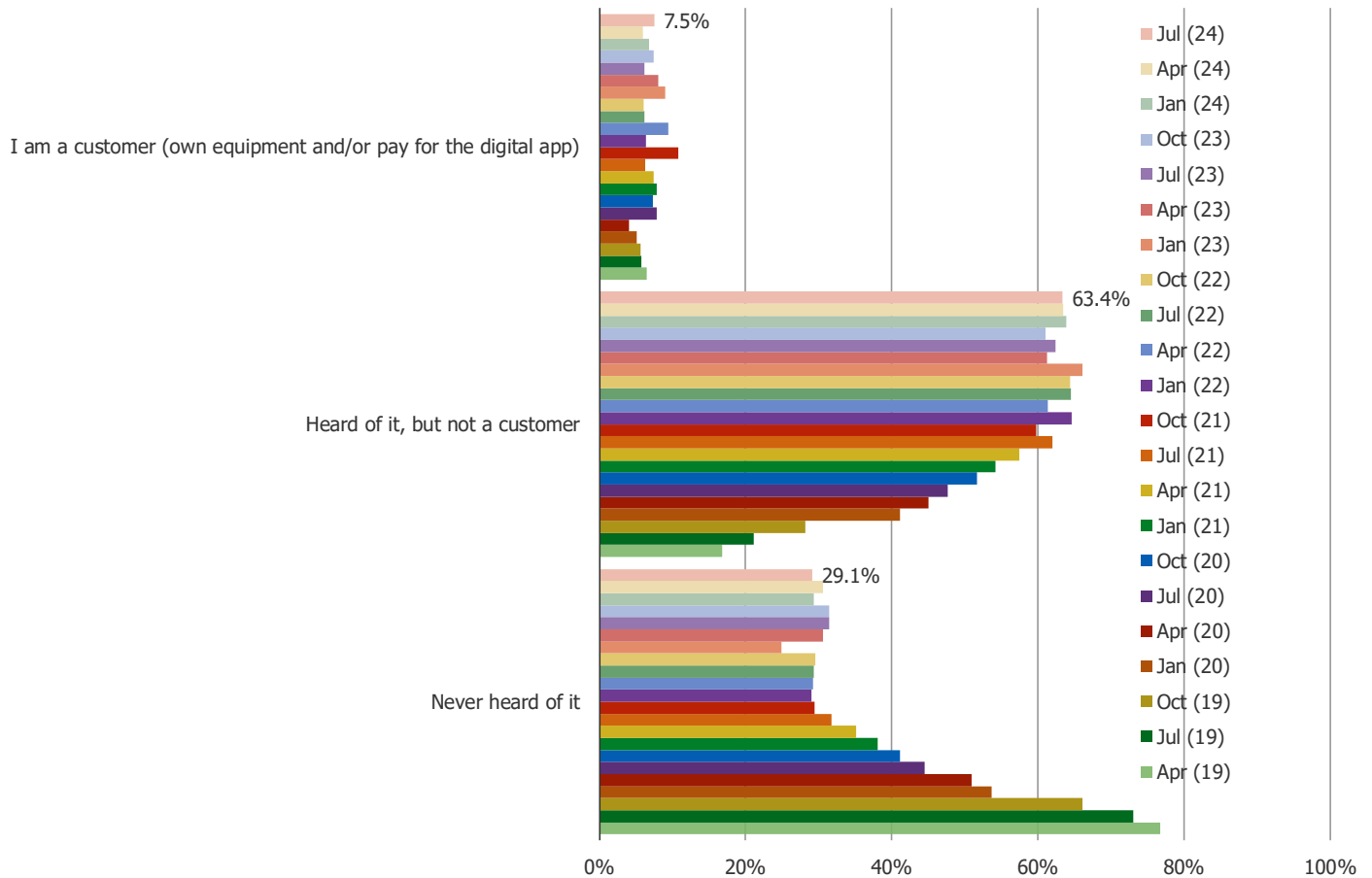
Posed to respondents who do not own or use any Peloton equipment.



## PELTON IN THE UK

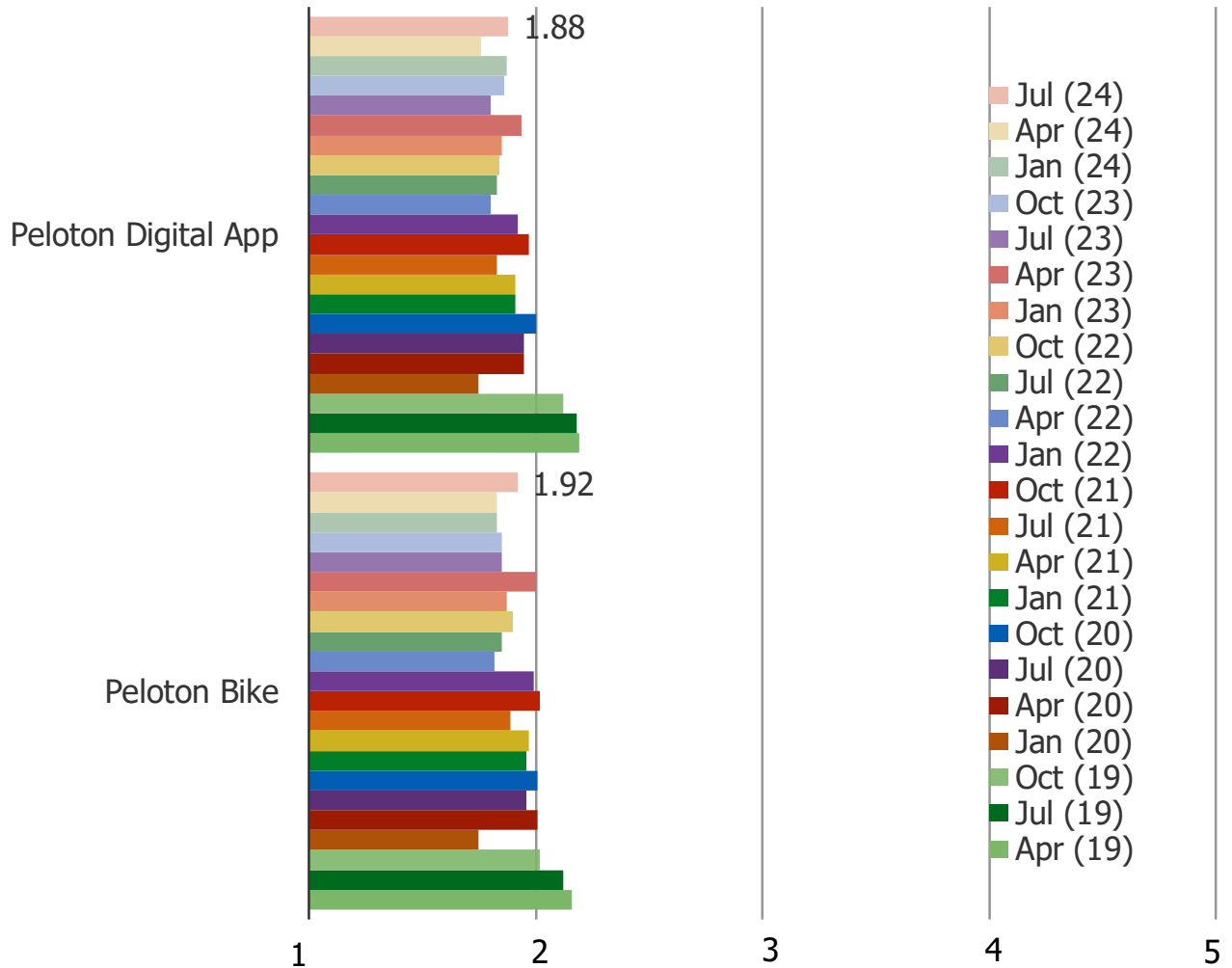
WHAT IS YOUR EXPERIENCE WITH PELOTON?

Posed to all respondents.



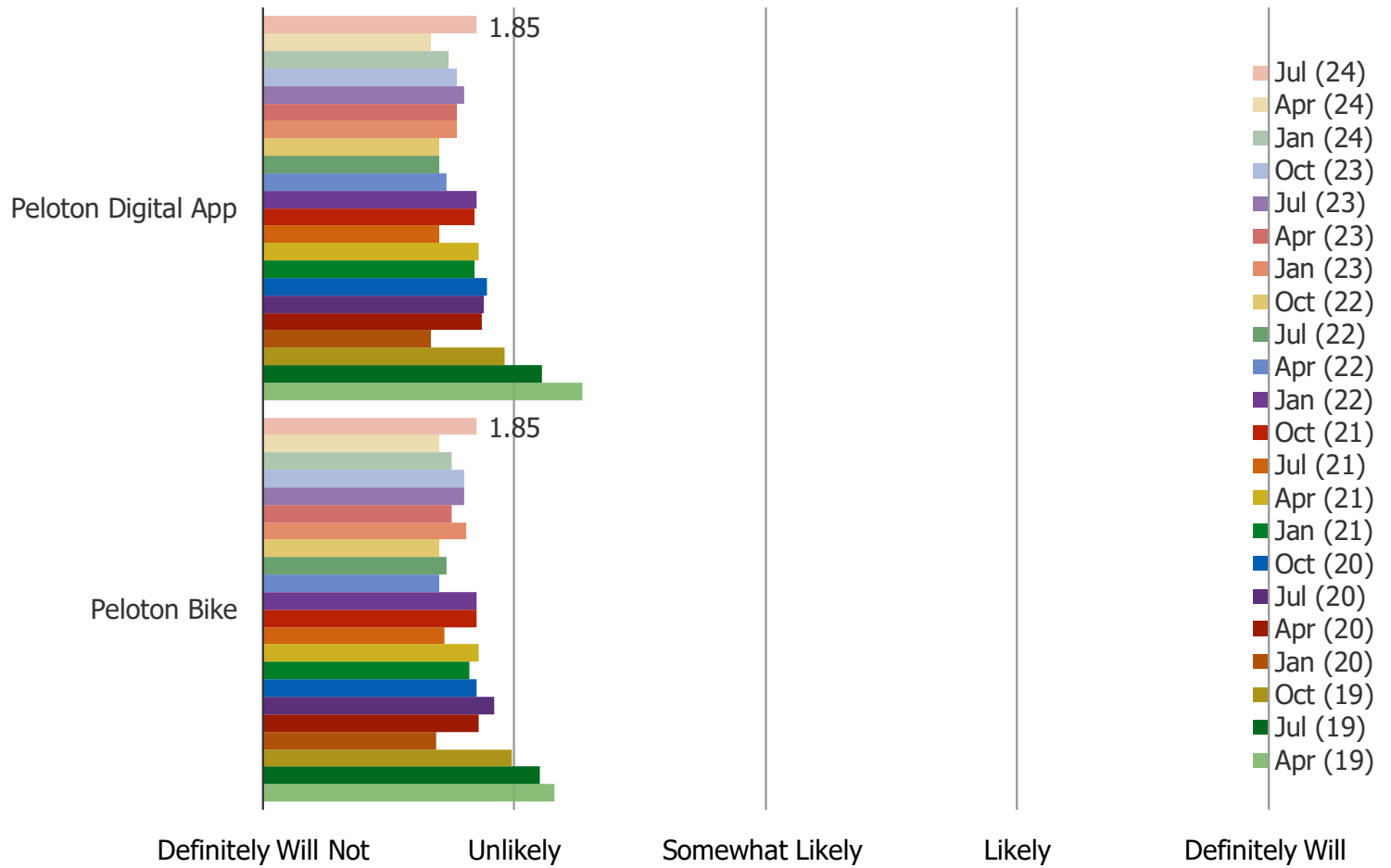
HOW MUCH INTEREST DO YOU HAVE IN THE FOLLOWING?

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.

