

Bespoke Survey Research

October 2024

Fitness

Volume 32 | Quarterly Survey
1,250 US Consumers Balanced To Census
Tickers Covered: PTON, PLNT

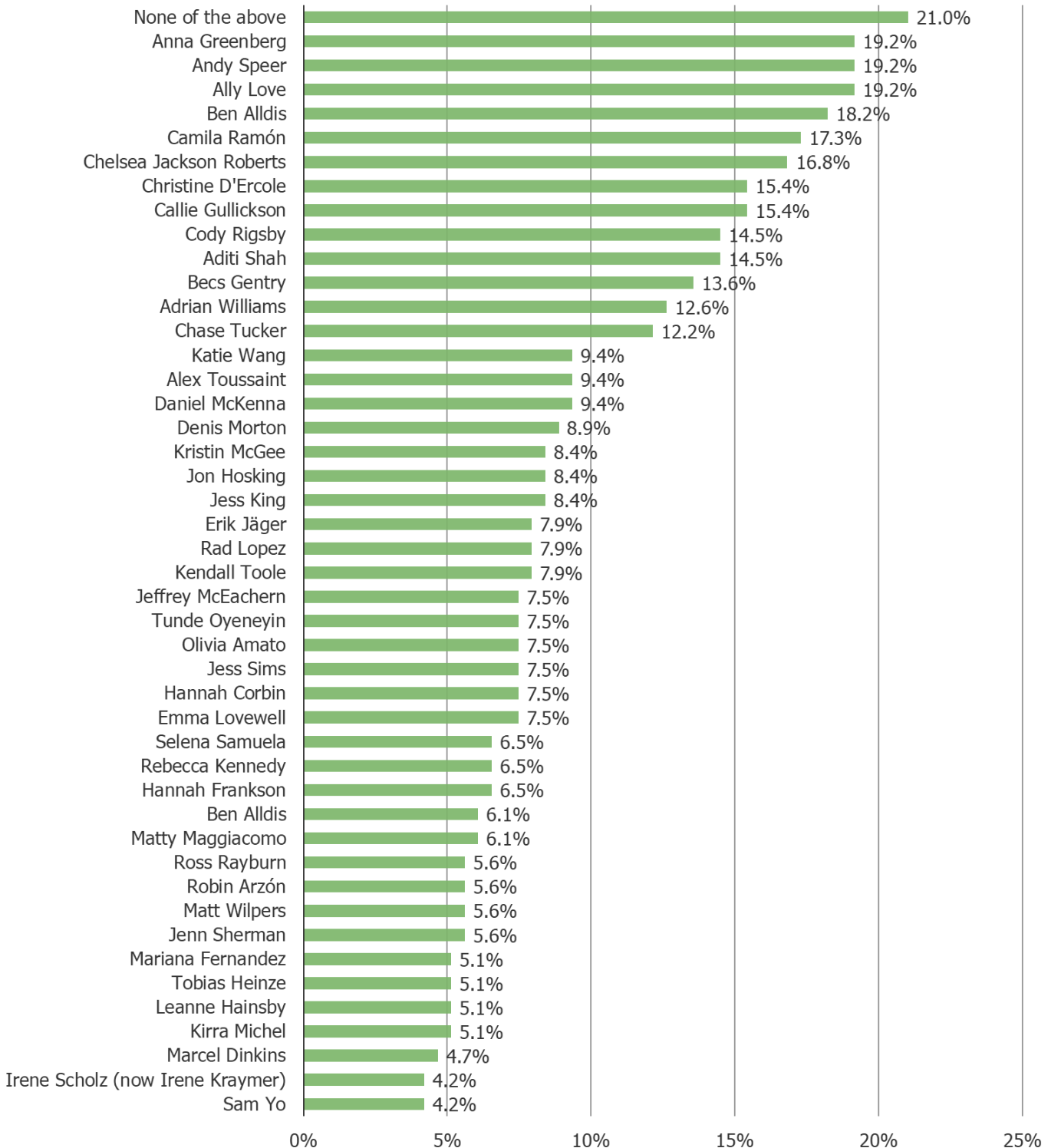
Key Takeaways:

- ❑ Interest in the standalone Peloton app has increased very slightly q/q, but overall interest remains relatively low.
- ❑ Peloton continues to be viewed as a luxury fitness brand for the most part, though the share who believe it is a brand “for all” increased a bit q/q.
- ❑ Among all consumers the share who said they would buy Peloton equipment at a lower cost reached a series low. There are some mixed readings on likelihood of buying Peloton equipment in the near future (most KPIs are muted on this front).
- ❑ The majority who are currently considering purchasing Peloton equipment are considering the bike (close to 60%).
- ❑ Respondents who are members of a gym have been increasingly likely to say they are month-to-month (as opposed to an annual contract).
- ❑ Satisfaction in general with gym memberships remain high. Planet Fitness customers have a positive view on the value to cost of the black card.
- ❑ Interest in at-home fitness surged during the pandemic and then regressed in the post-pandemic months/quarters. While readings are still far off pandemic highs, the data has stabilized and in some KPIs have shown improvement q/q.

RECENTLY ADDED QUESTIONS

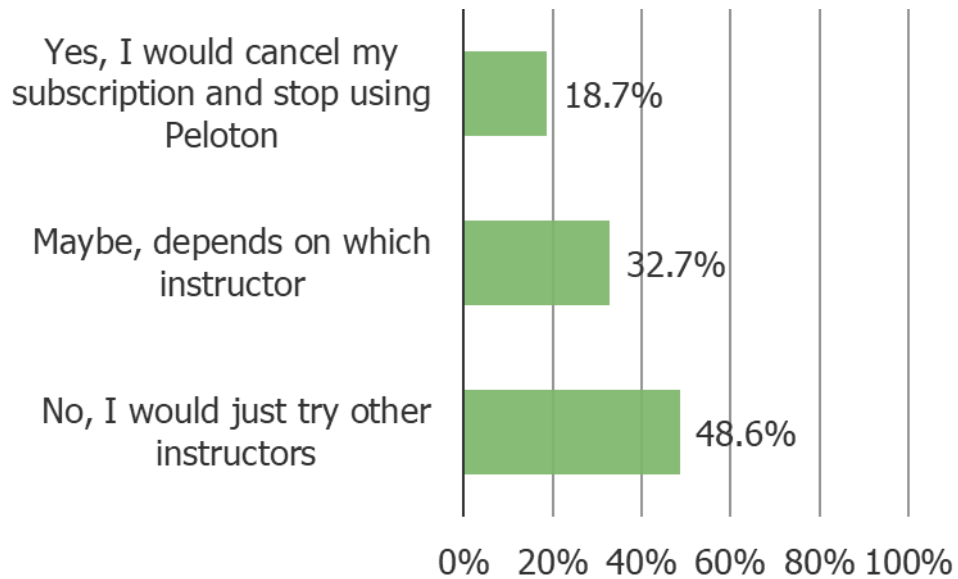
WHICH OF THESE PELOTON INSTRUCTORS ARE / HAVE BEEN IMPORTANT TO YOU? SELECT ALL THAT APPLY

Posed to all Peloton users.



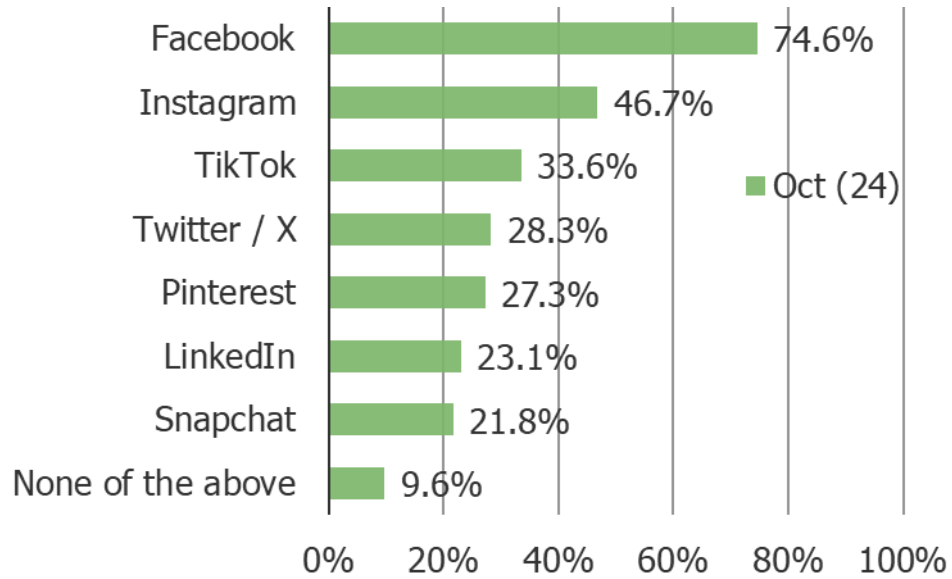
WOULD YOU CANCEL YOUR PELOTON SUBSCRIPTION IF ANY SPECIFIC INSTRUCTORS DECIDED TO LEAVE PELOTON?

Posed to all Peloton users.



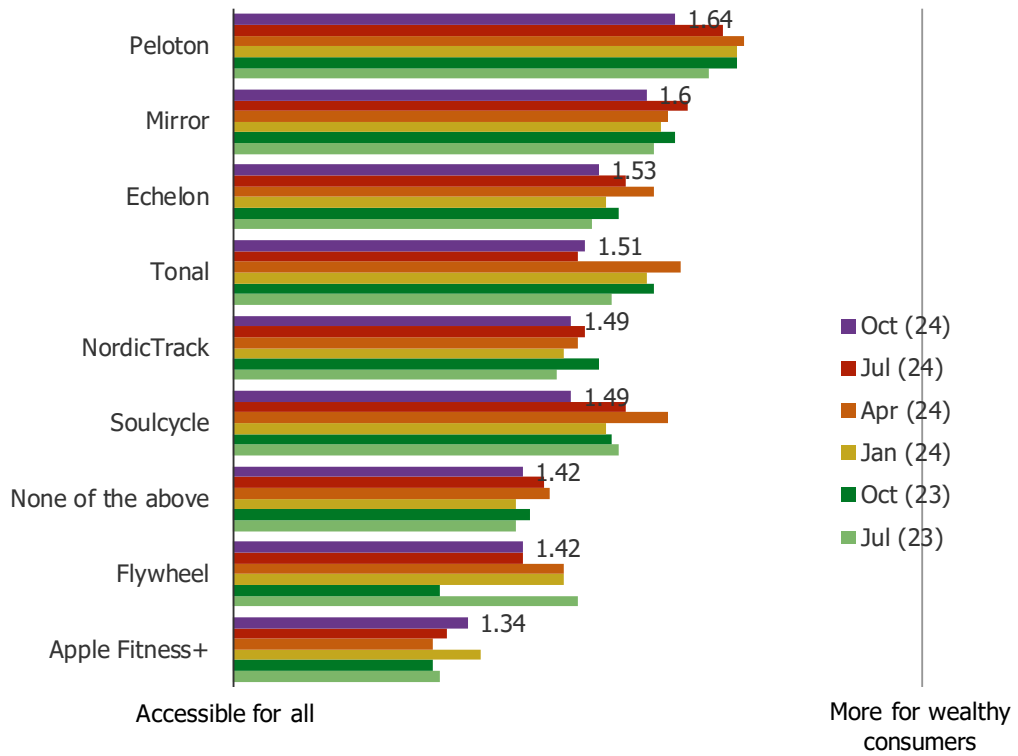
% AWARE OF PELOTON – FILTERED BY USERS OF DIFFERENT SOCIAL MEDIA APPS

Posed to all respondents.

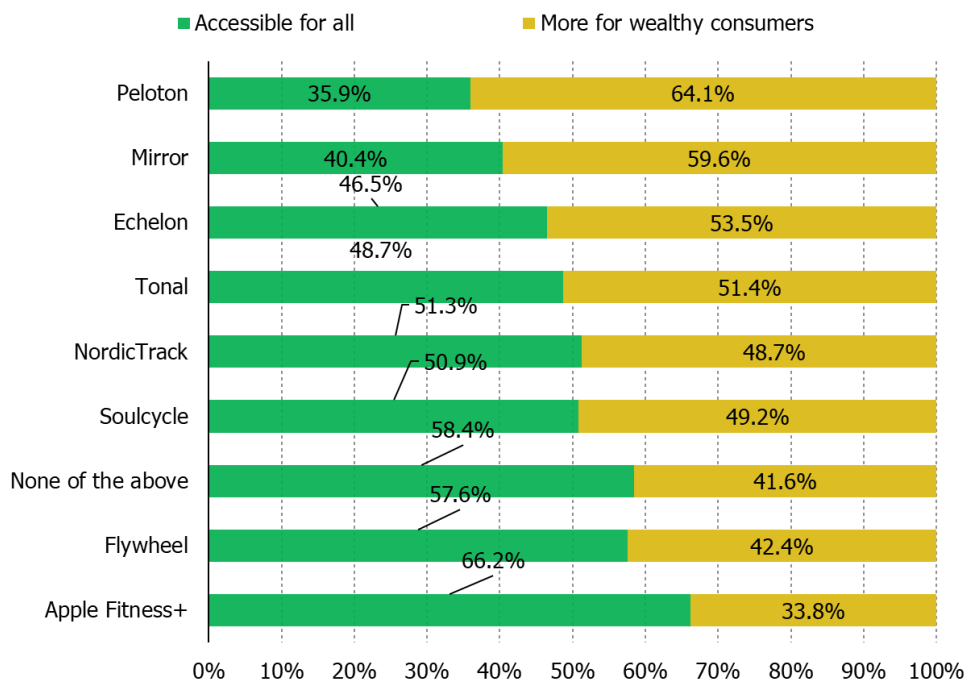


TO WHAT EXTENT DO YOU BELIEVE THIS BRAND IS...

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

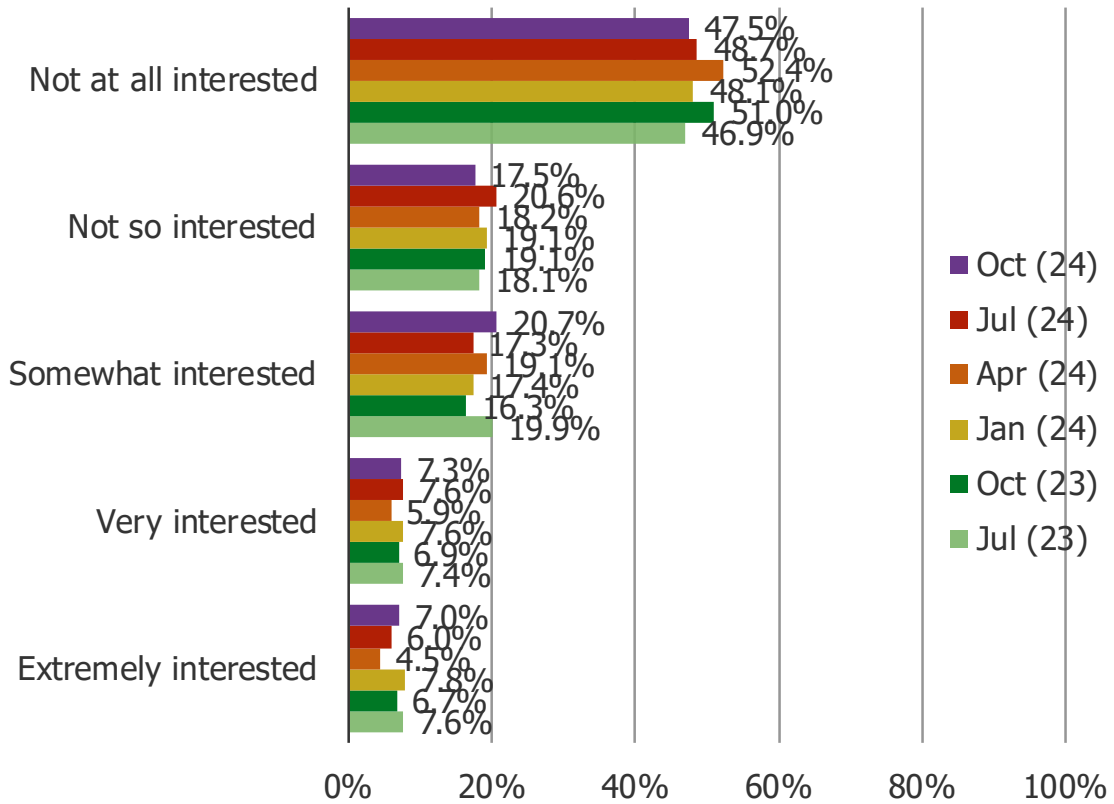


October 24 Data Breakout



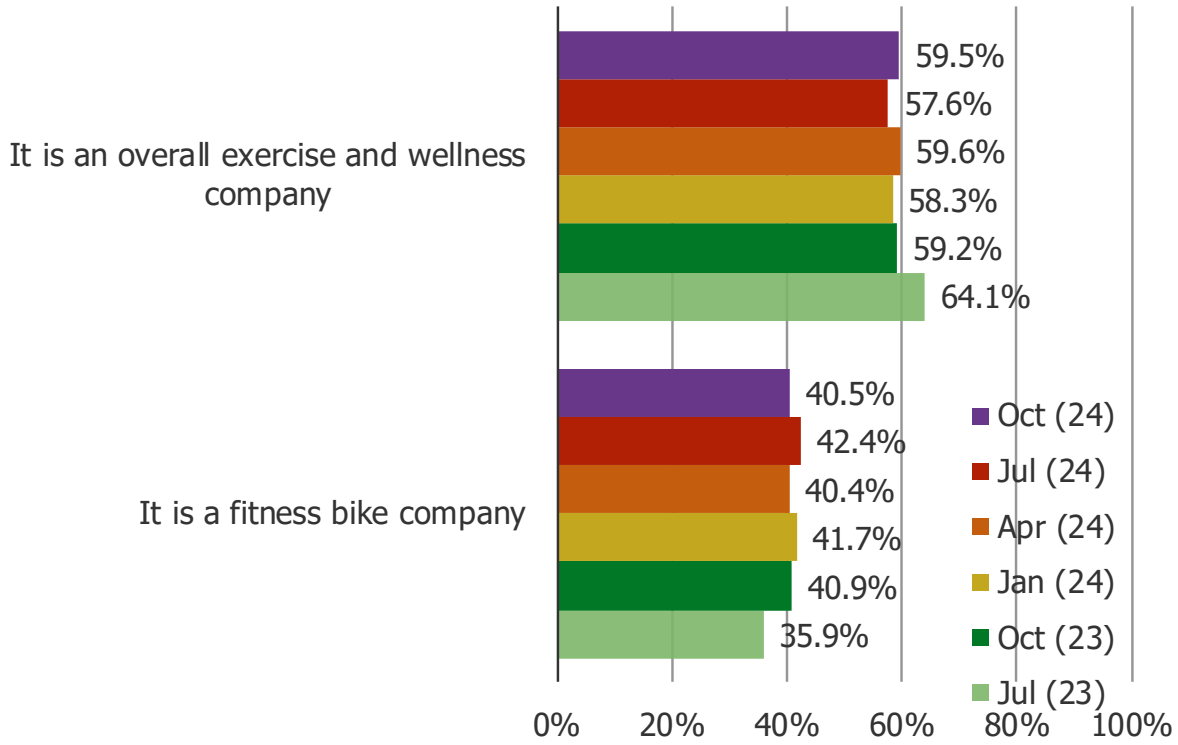
HOW MUCH INTEREST WOULD YOU HAVE IN USING THE PELOTON APP WITHOUT THE PELOTON EQUIPMENT?

Posed to respondents who do not own any Peloton equipment.

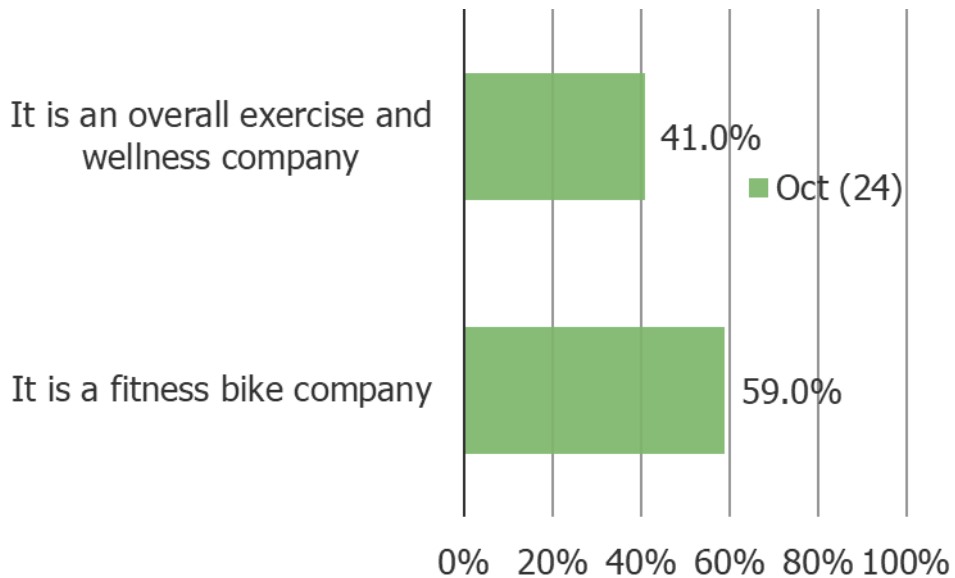


IN YOUR OPINION, WHAT BEST DESCRIBES PELOTON?

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

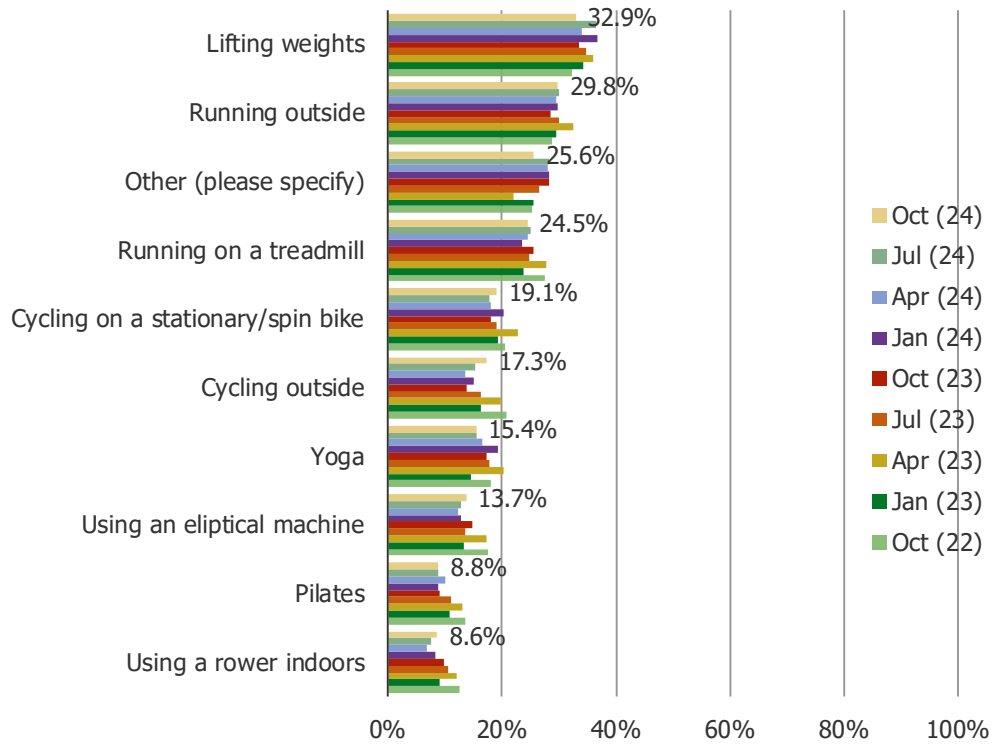


Posed to Peloton customers...



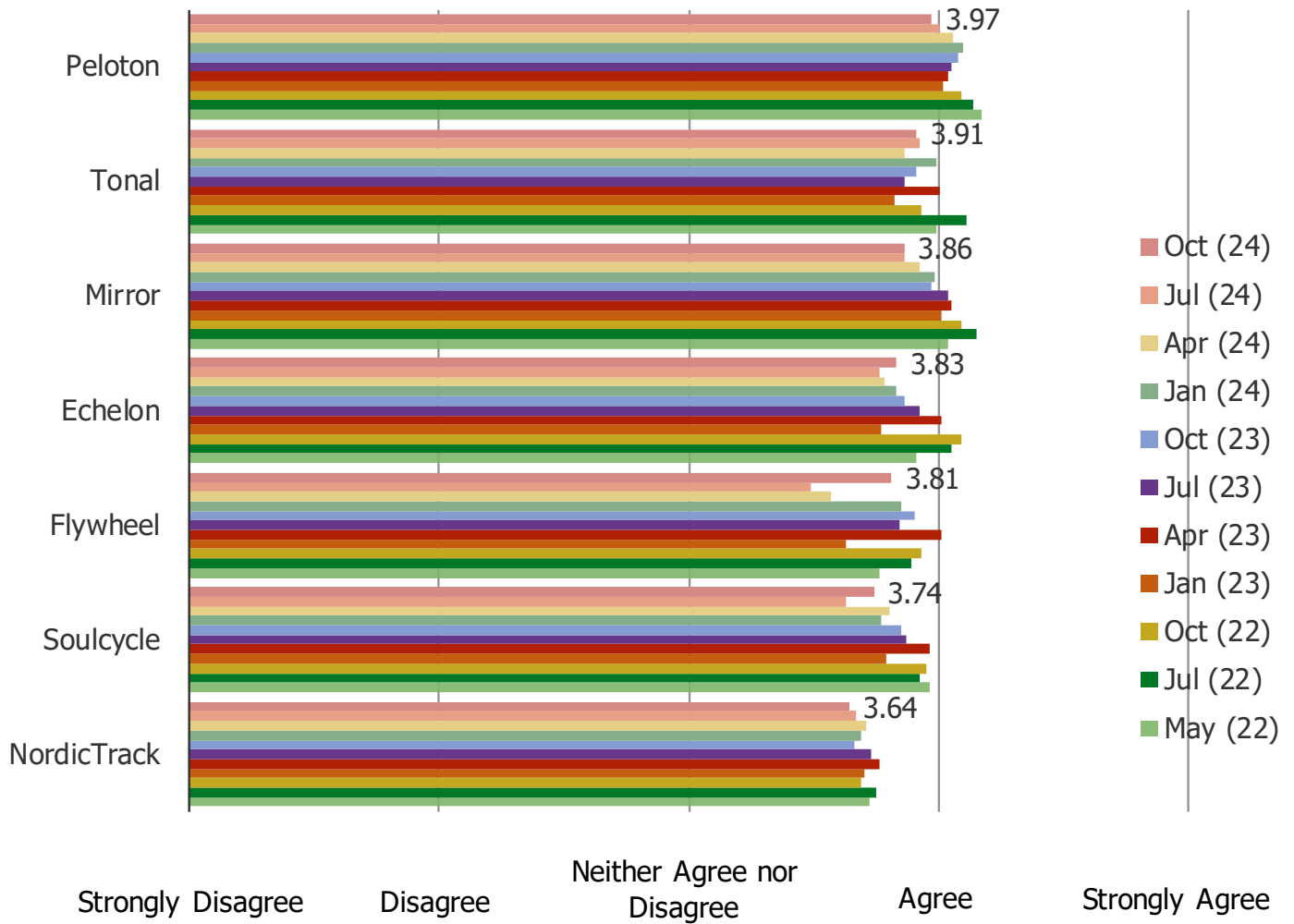
WHICH TYPES OF EXERCISE DO YOU INCLUDE IN YOUR FITNESS ROUTINE? SELECT ALL THAT APPLY

Posed to respondents who exercise.



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

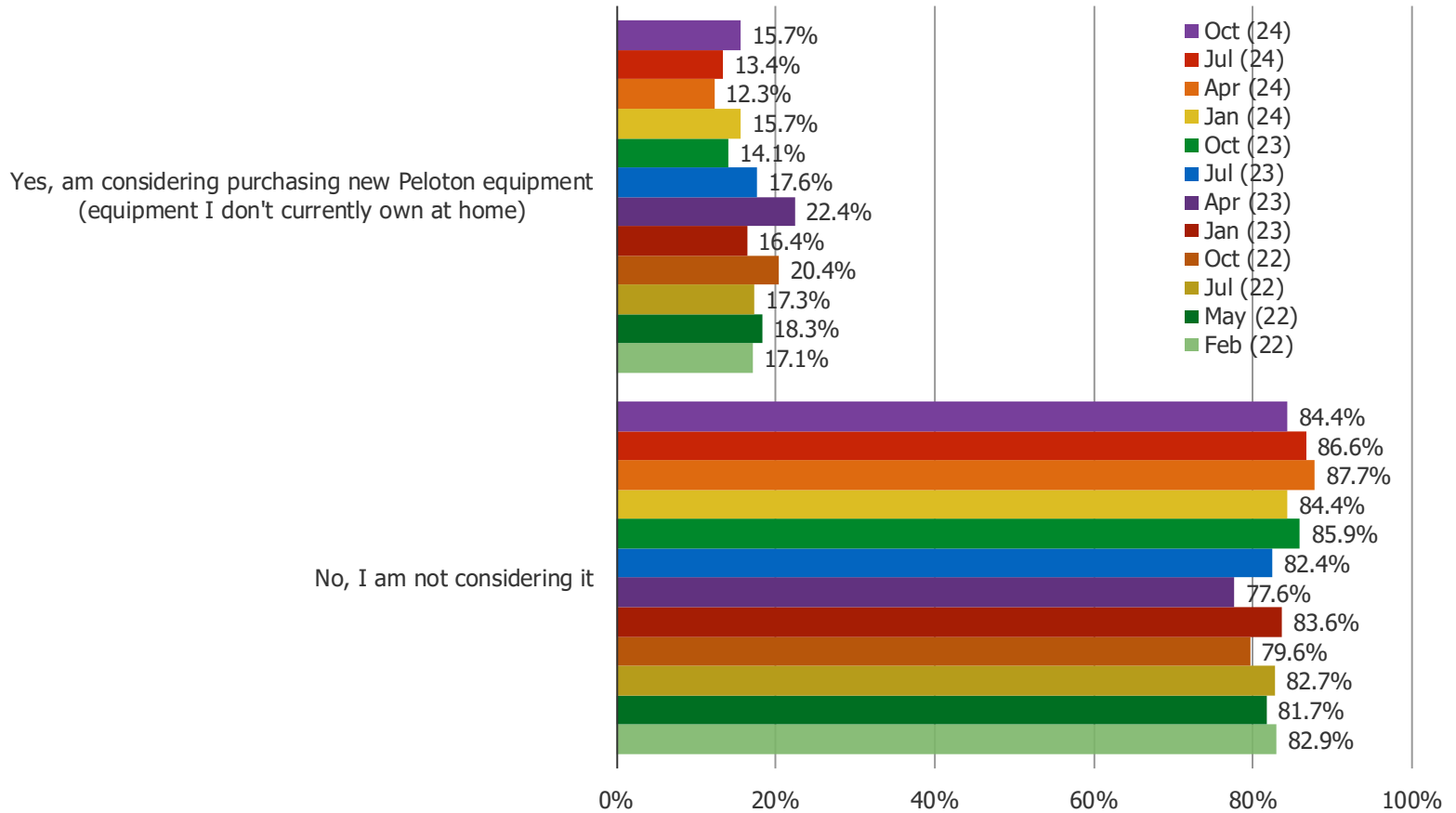
Posed to respondents who are aware of each of the following.



	N=
Peloton	682
Echelon	172
Flywheel	99
Soulcycle	177
NordicTrack	634
Apple Fitness+	370
Tonal	148
Mirror	198

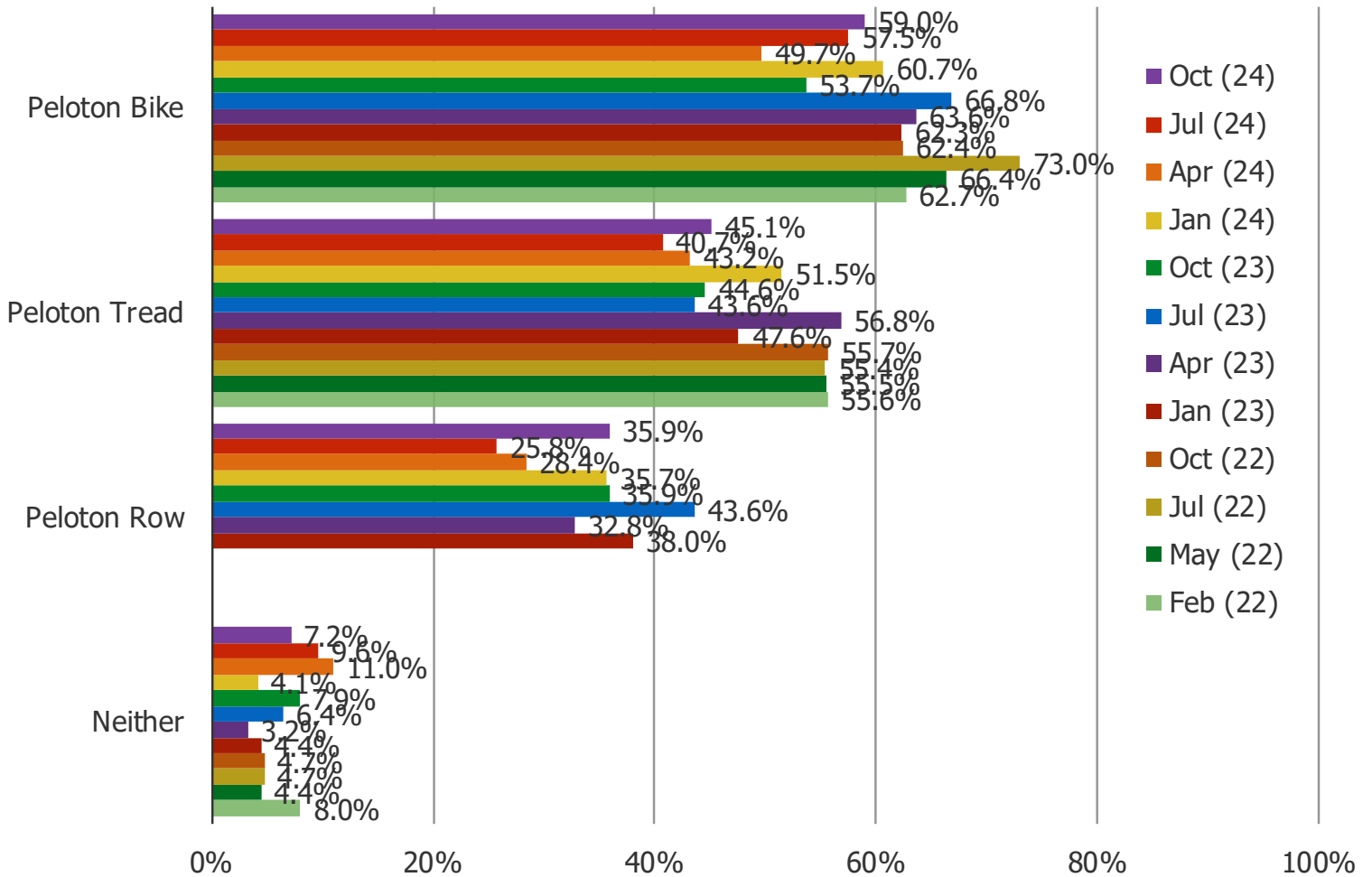
ARE YOU CURRENTLY CONSIDERING PURCHASING A NEW PIECE OF FITNESS EQUIPMENT FROM PELOTON?

Posed to all respondents



WHICH OF THE FOLLOWING ARE YOU CONSIDERING PURCHASING?

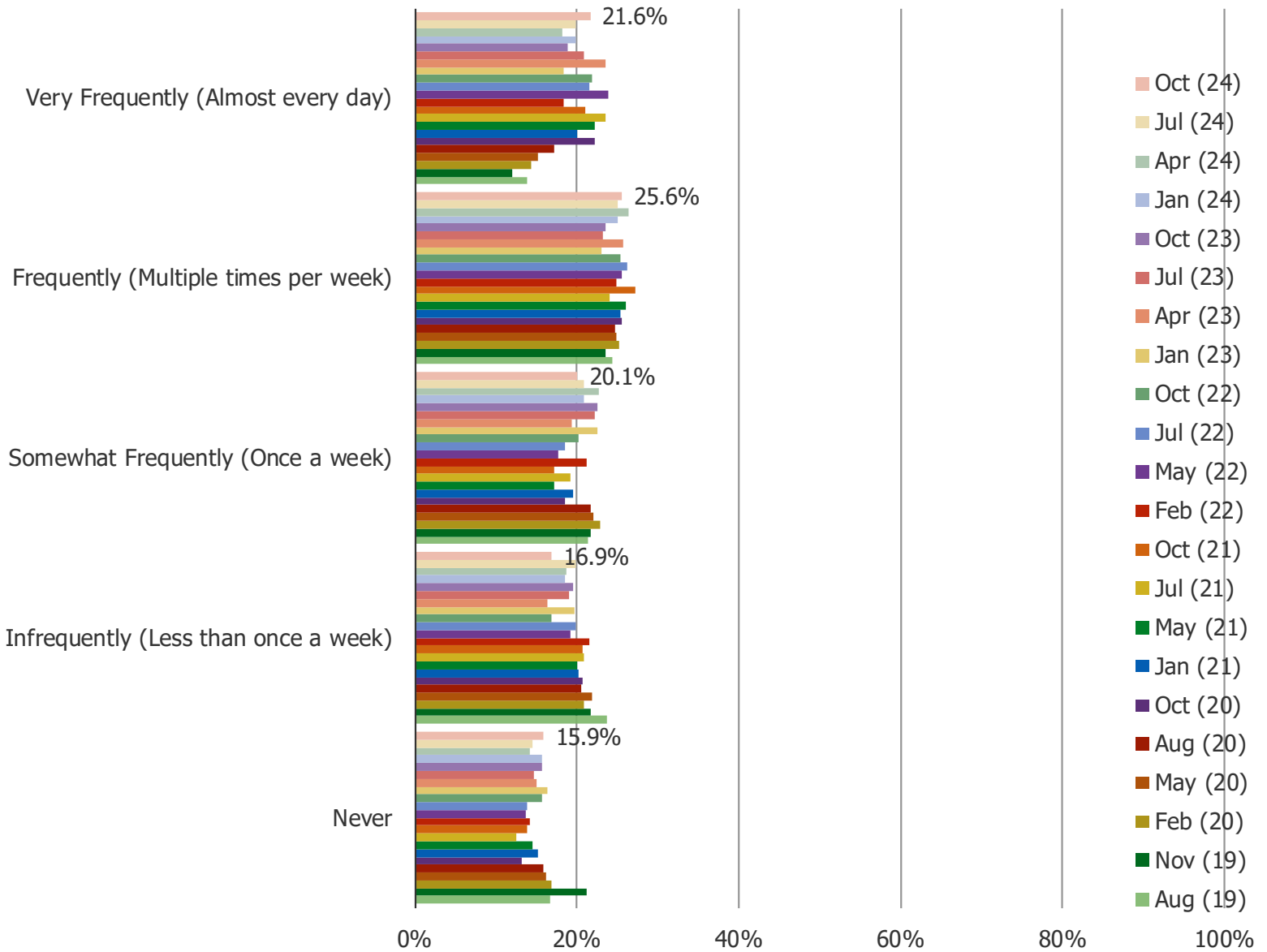
Posed to respondents who are currently considering buying Peloton equipment (N = 195).



FITNESS OVERALL

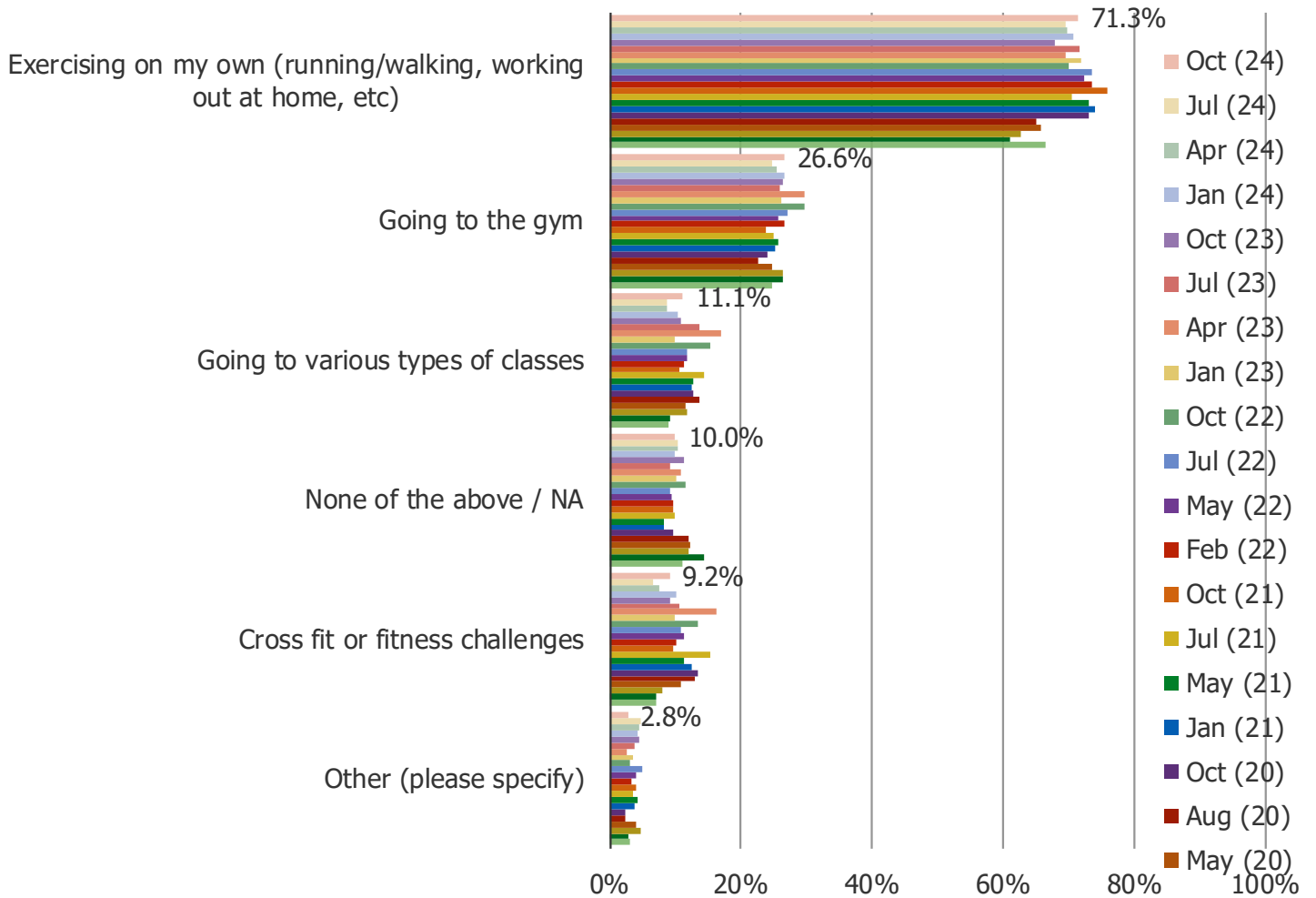
HOW OFTEN DO YOU EXERCISE?

Posed to all respondents



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

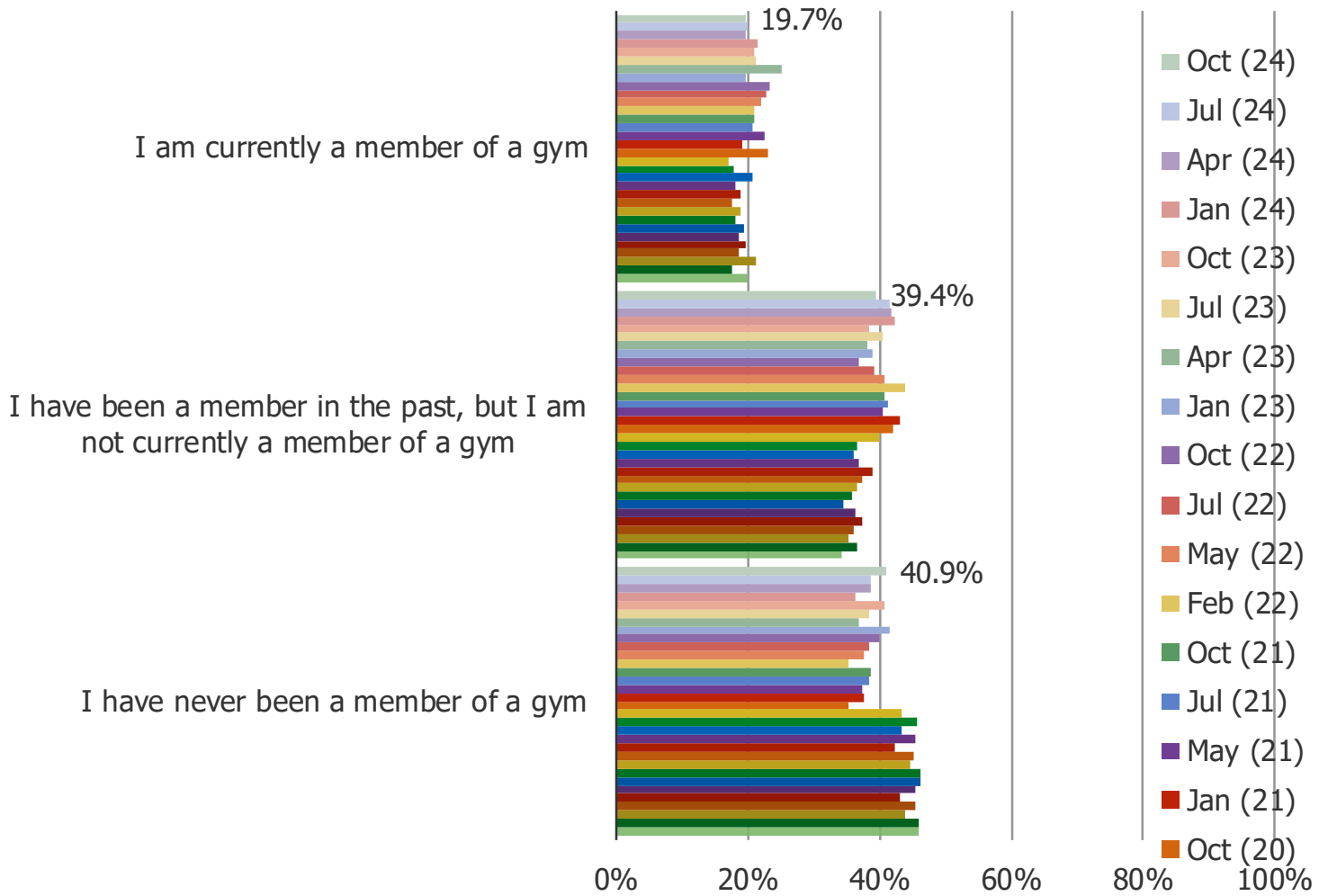
Posed to respondents who exercise



EXERCISE AND GYM MEMBERSHIPS

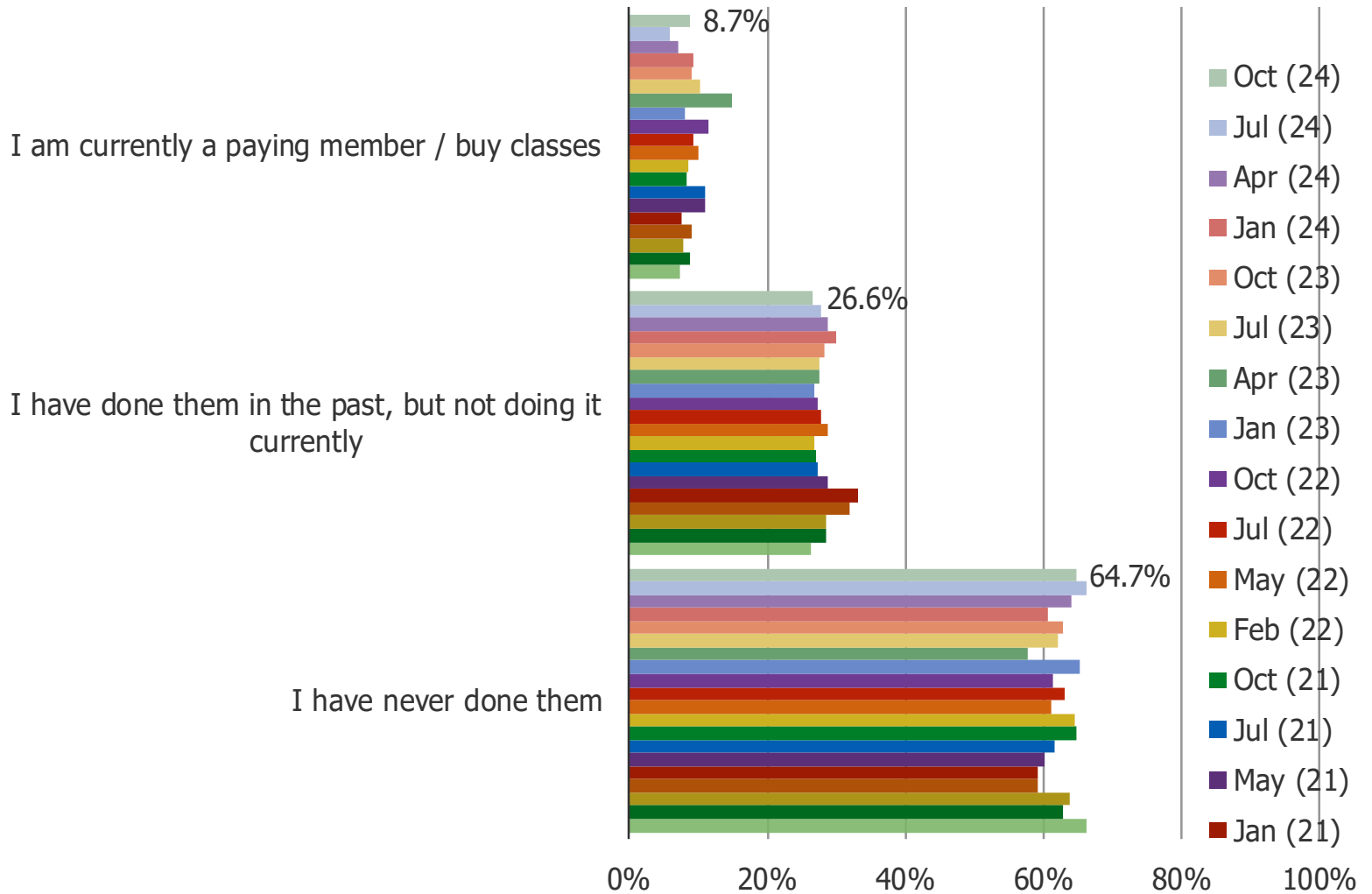
EXPERIENCE WITH FITNESS GYMS

Posed to all respondents



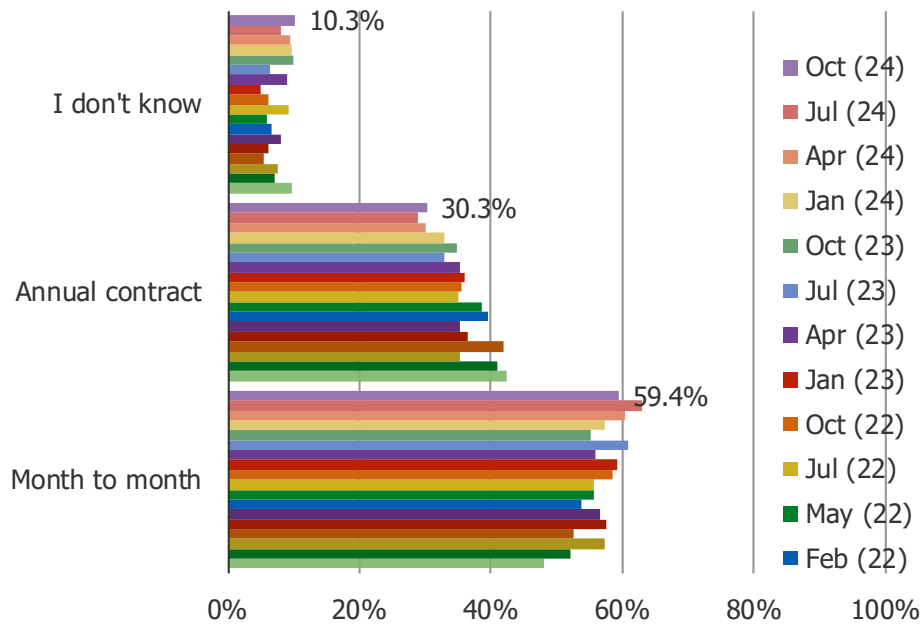
WHAT IS YOUR EXPERIENCE WITH FITNESS CLASS ENVIRONMENTS (SPIN CLASS, BOOT CAMPS, CROSS-FIT, ETC)?

Posed to all respondents



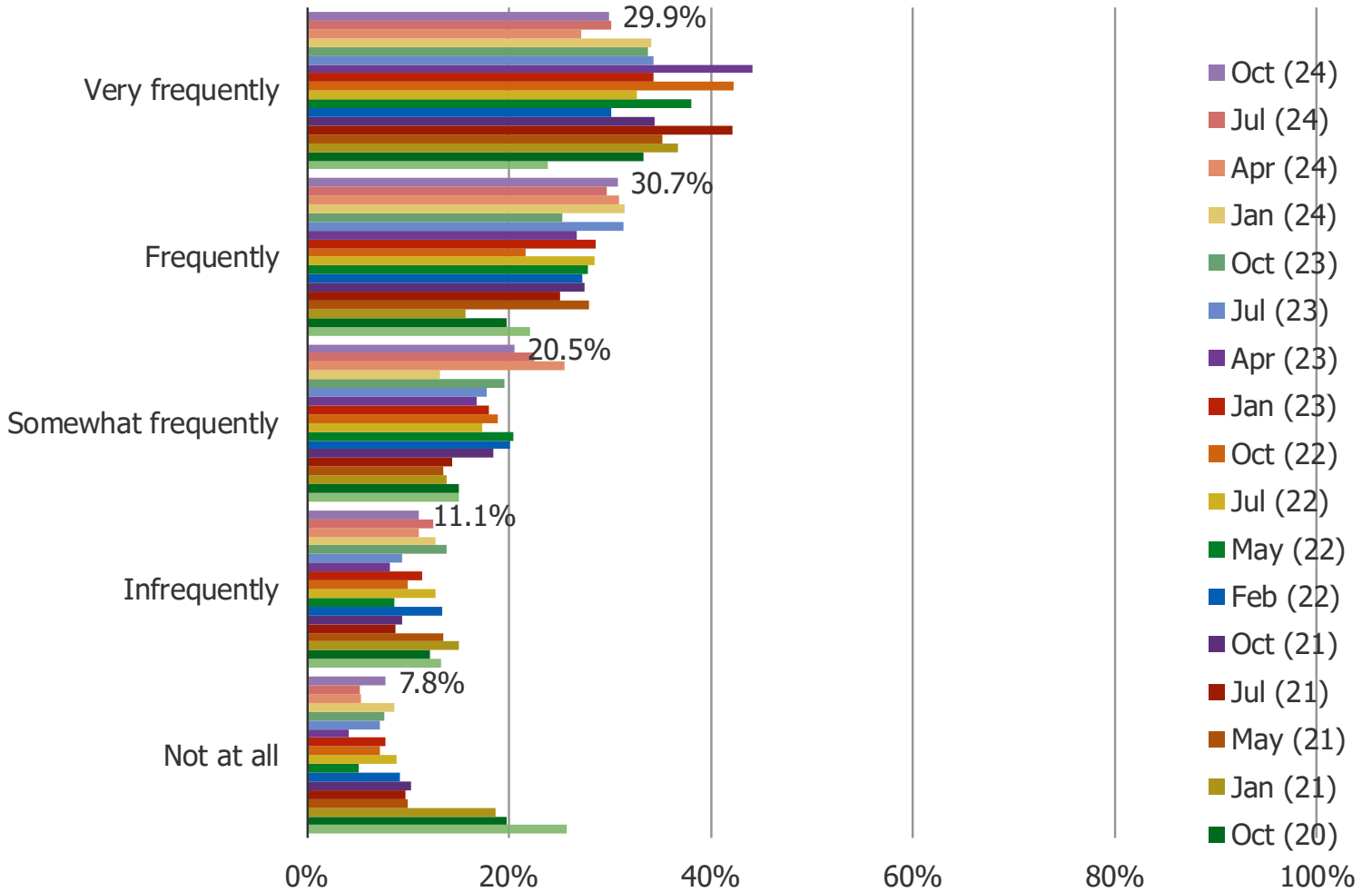
IS YOUR AGREEMENT WITH YOUR GYM...

Posed to current gym members.



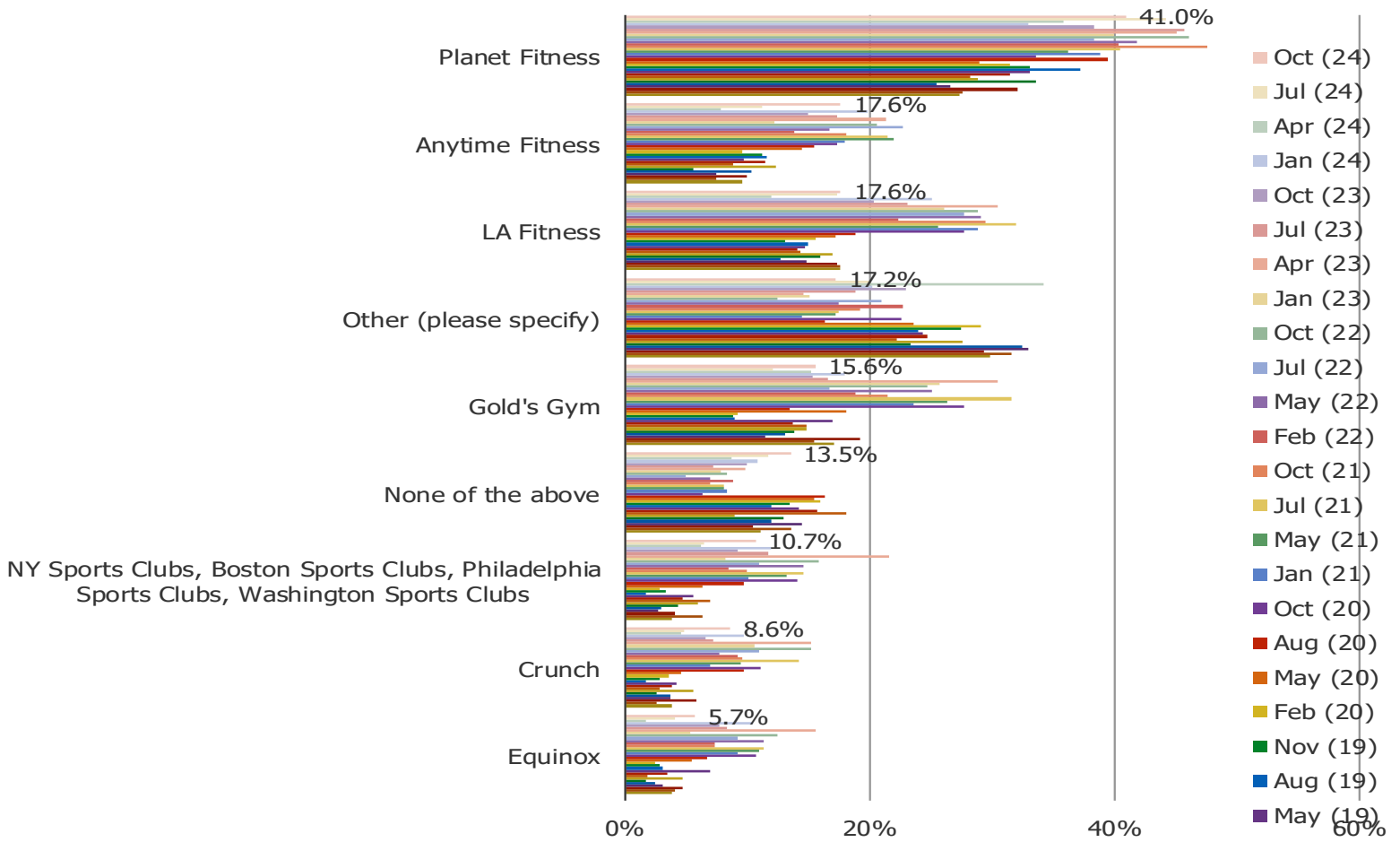
HOW OFTEN HAVE YOU BEEN GOING TO YOUR GYM IN THE PAST MONTH?

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



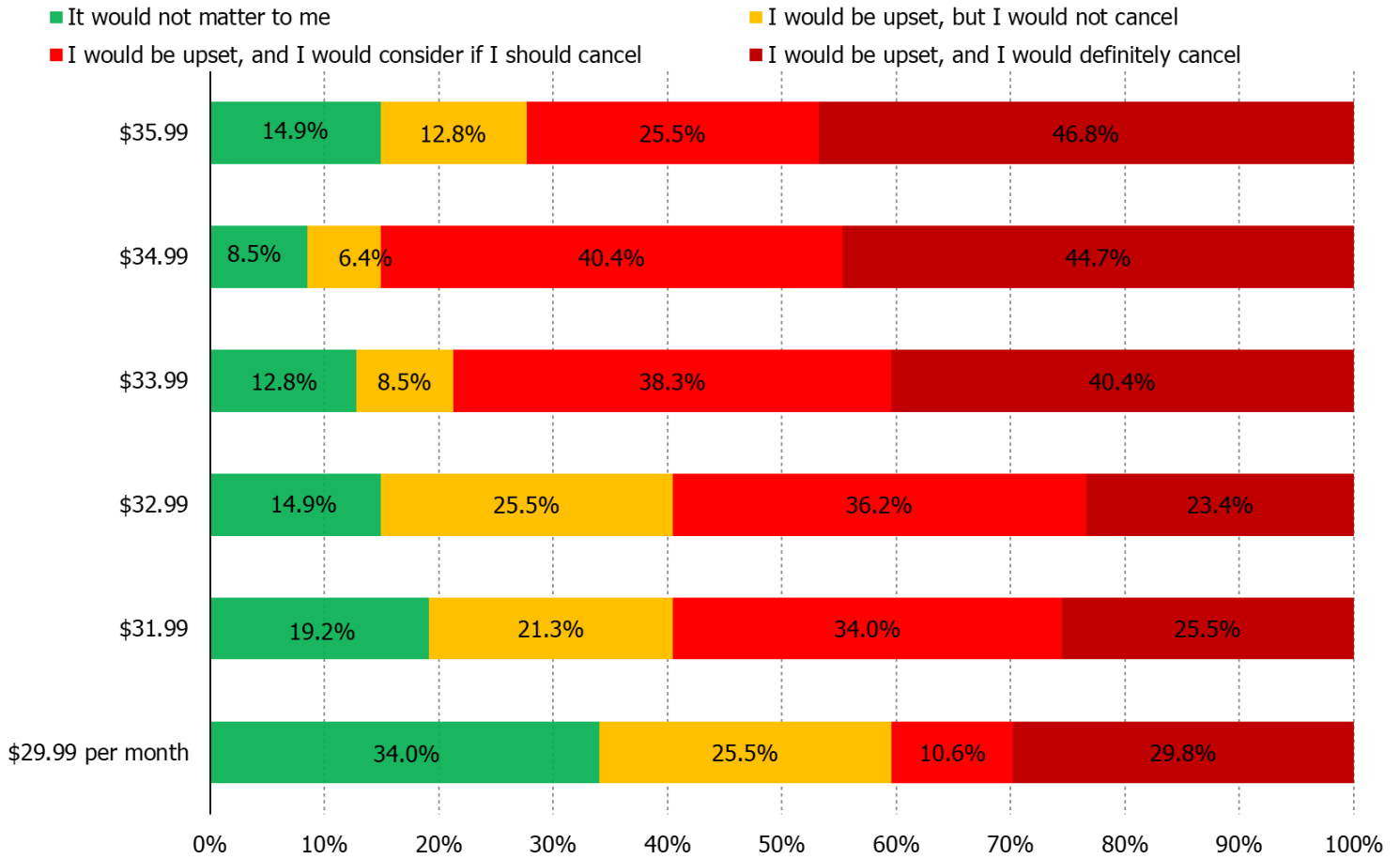
WHICH GYMS DO YOU CURRENTLY HAVE A MEMBERSHIP WITH? (SELECT ALL THAT APPLY)

Posed to respondents who are currently gym members.



THE PF BLACK CARD MEMBERSHIP CURRENTLY COSTS \$29.99 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 = 47).

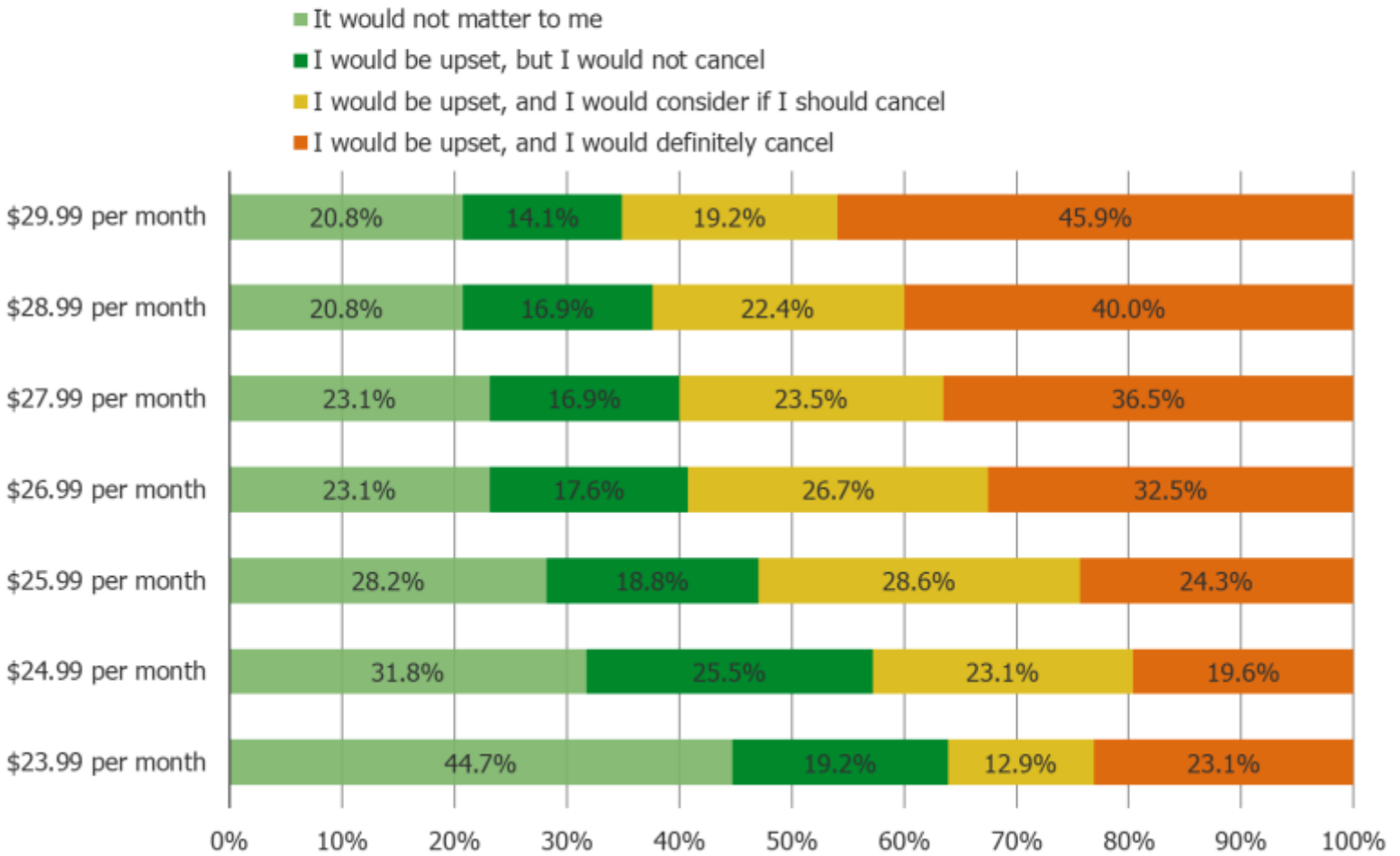


HISTORICAL COMPARISON:

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?

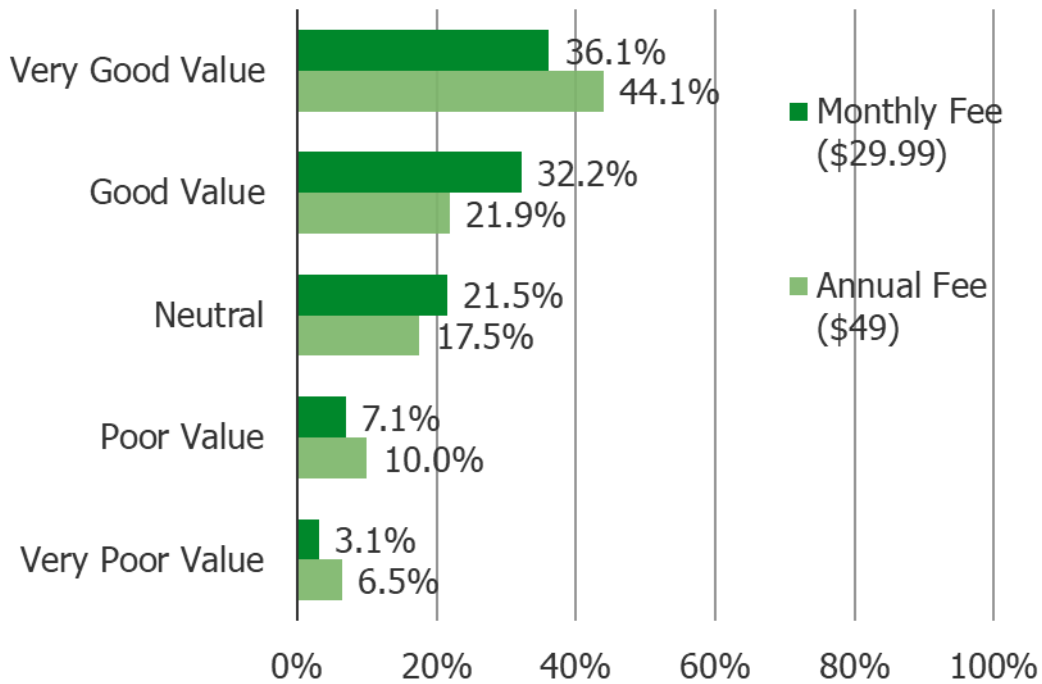
Posed to Planet Fitness members who have the PF Black Card membership.



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.

*Combining waves from July 2023 through present (October 2024) to achieve a larger N size.

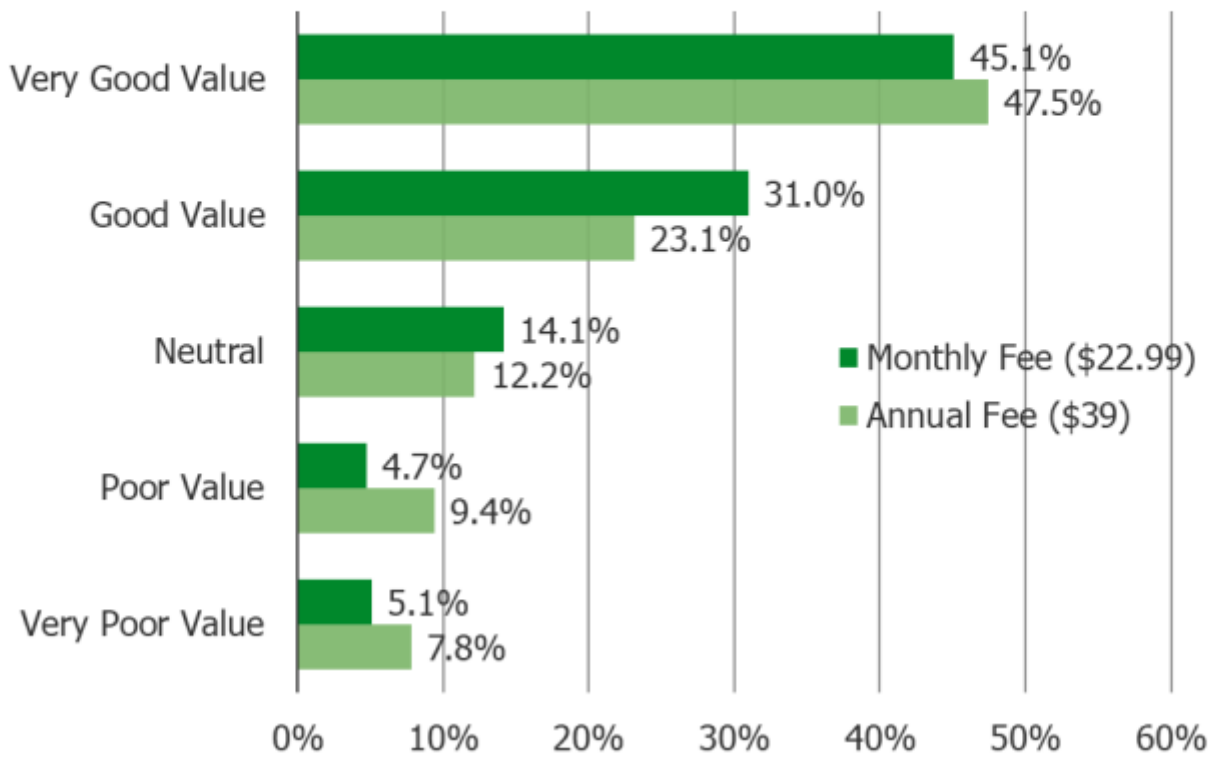


HISTORICAL COMPARISON:

From our survey published on May 4th, 2022

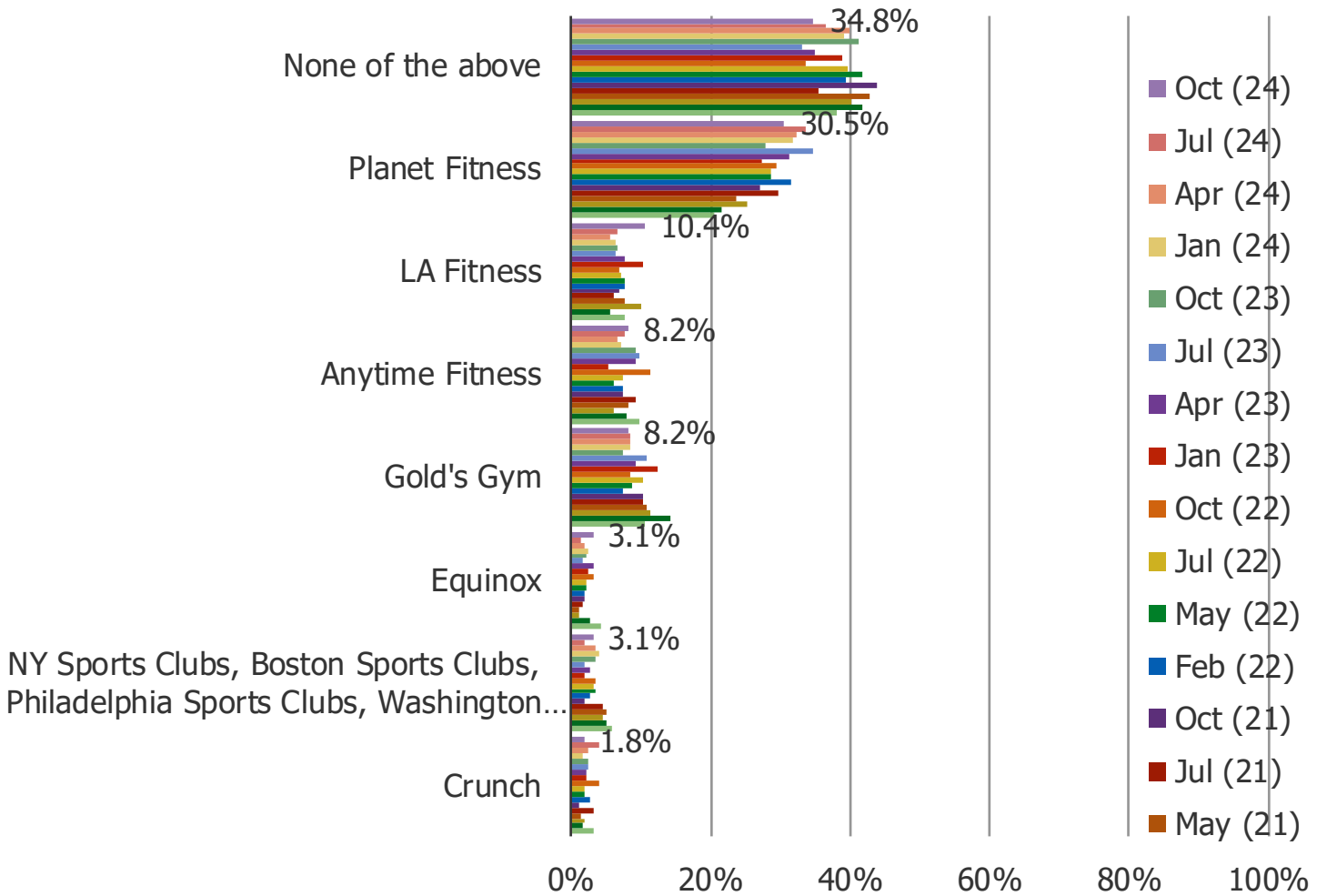
HOW DO YOU FEEL ABOUT THE VALUE PROPOSITION OF THE PF BLACK CARD MEMBERSHIP?

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



WHICH GYM WERE YOU MOST RECENTLY A MEMBER OF?

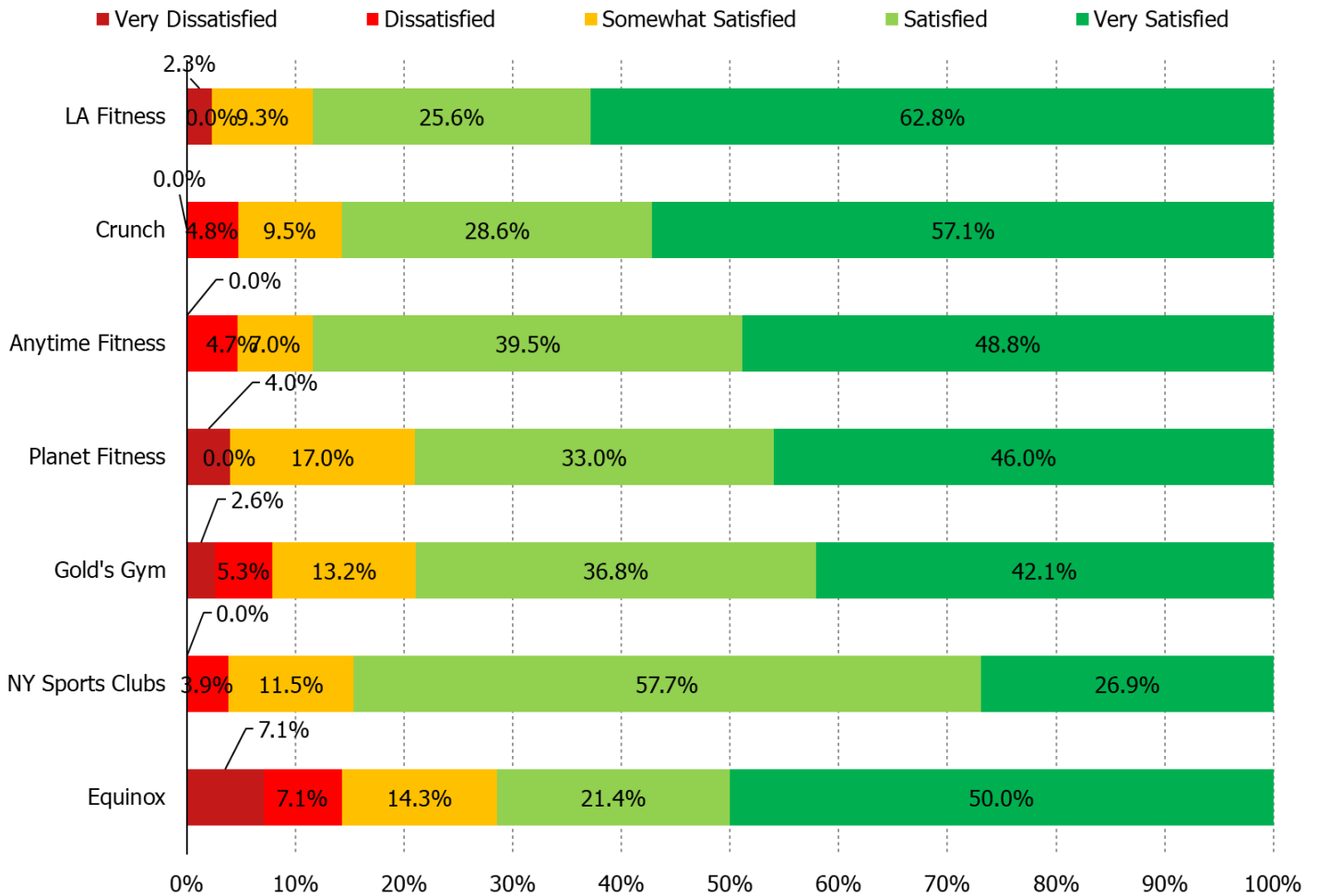
Posed to respondents who have been a member of a gym in the past, but not currently.



HOW SATISFIED ARE YOU WITH YOUR GYM MEMBERSHIP?

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

October 2024

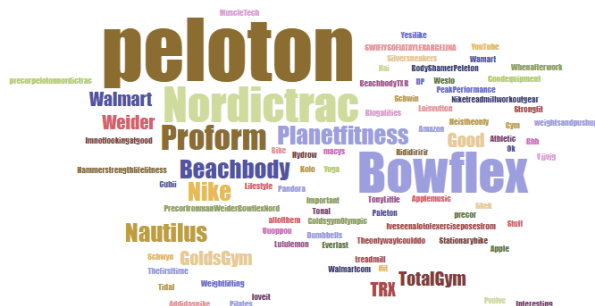
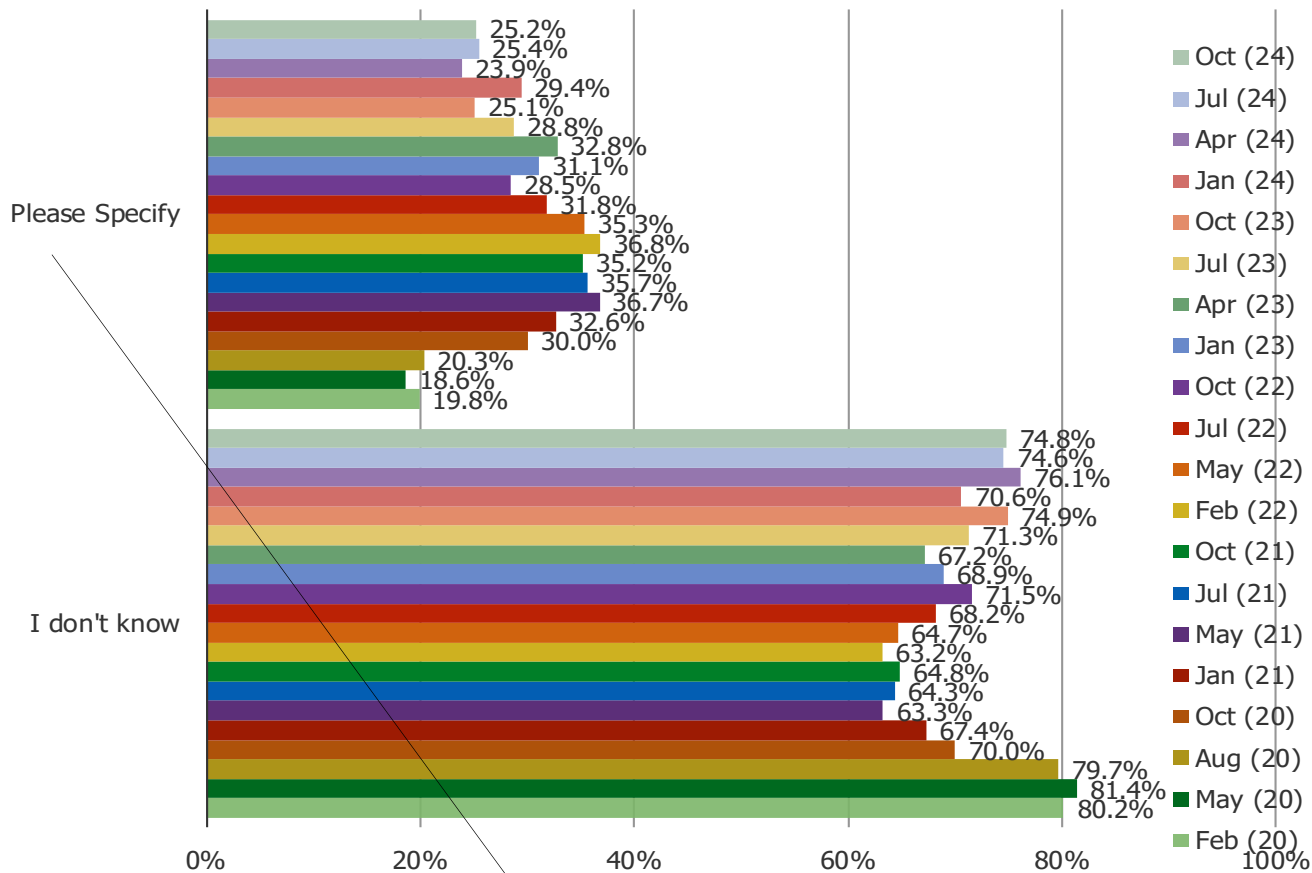


	N=
Equinox	14
NY Sports Clubs, Boston Sports Clubs, Philadelphia Sports Clubs, Washington Sports Clubs	26
Gold's Gym	38
Planet Fitness	100
Anytime Fitness	43
Crunch	21
LA Fitness	43

AT-HOME FITNESS

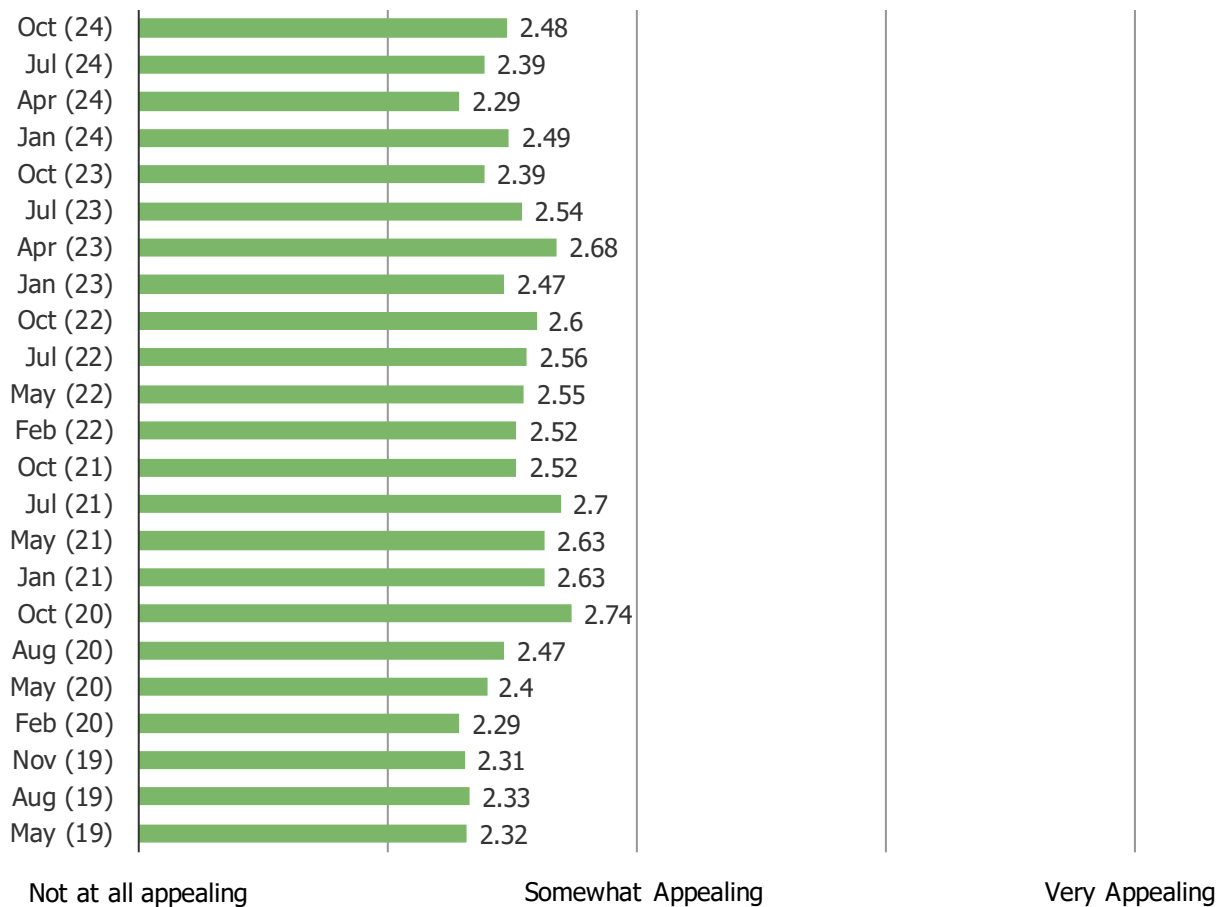
WHEN YOU THINK OF AT-HOME FITNESS BRANDS, WHICH COMES TO MIND FIRST?

Posed to respondents who exercise



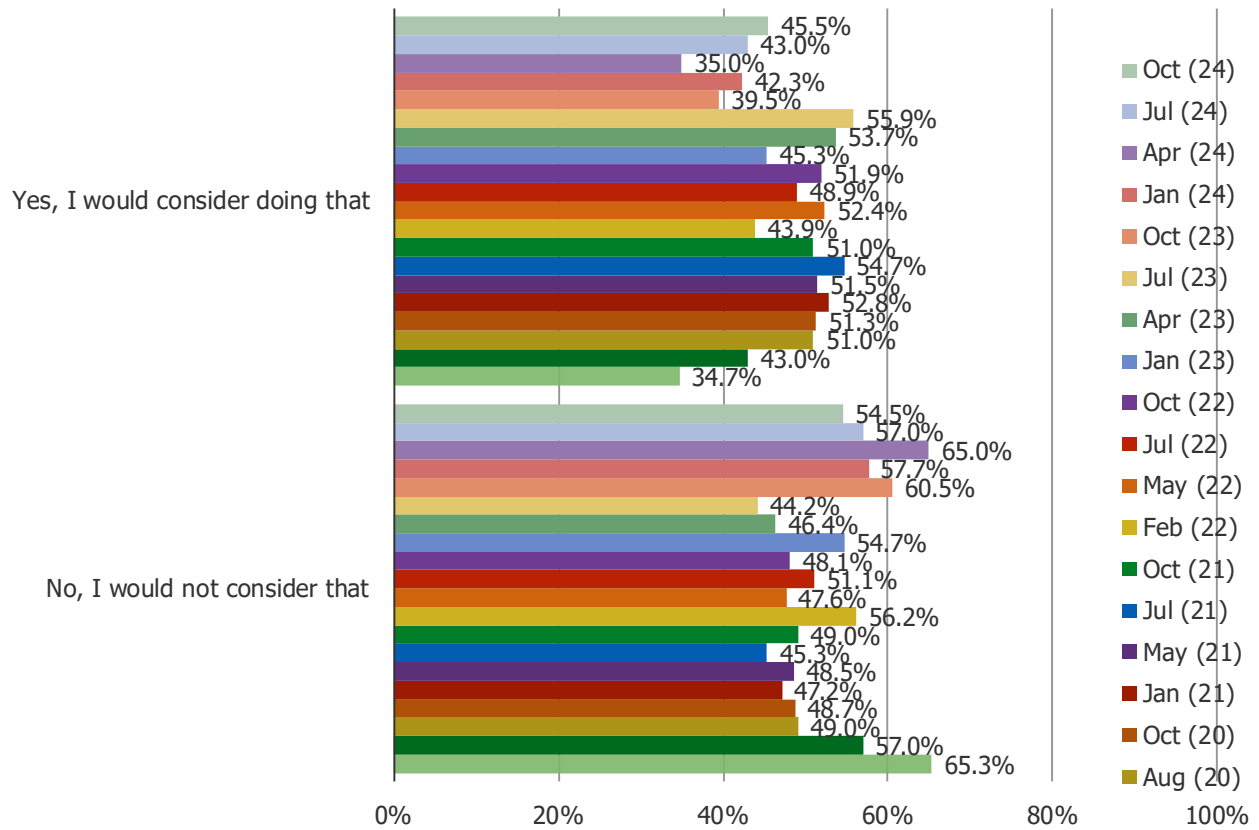
WOULD YOU FIND IT APPEALING TO BE ABLE TO PARTICIPATE IN AN EXERCISE CLASS ENVIRONMENT WHERE YOU WATCH A LIVE INSTRUCTOR AND COMPETE AGAINST OTHER PEOPLE FROM YOUR OWN HOME?

Posed to all respondents



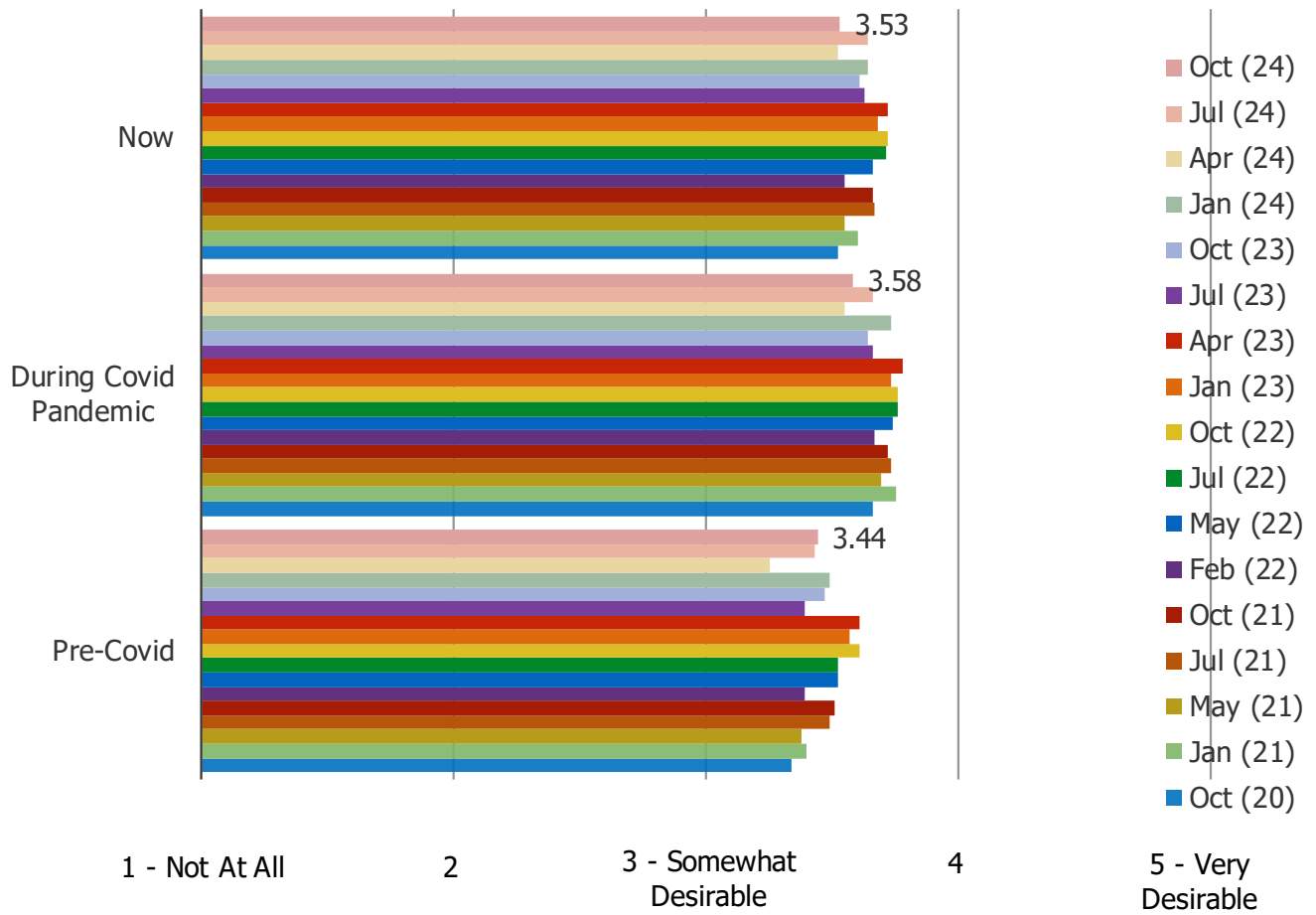
WOULD YOU CONSIDER DROPPING YOUR GYM MEMBERSHIP TO USE ONLY IN-HOME EXERCISE EQUIPMENT?

Posed to respondents WITH gym memberships



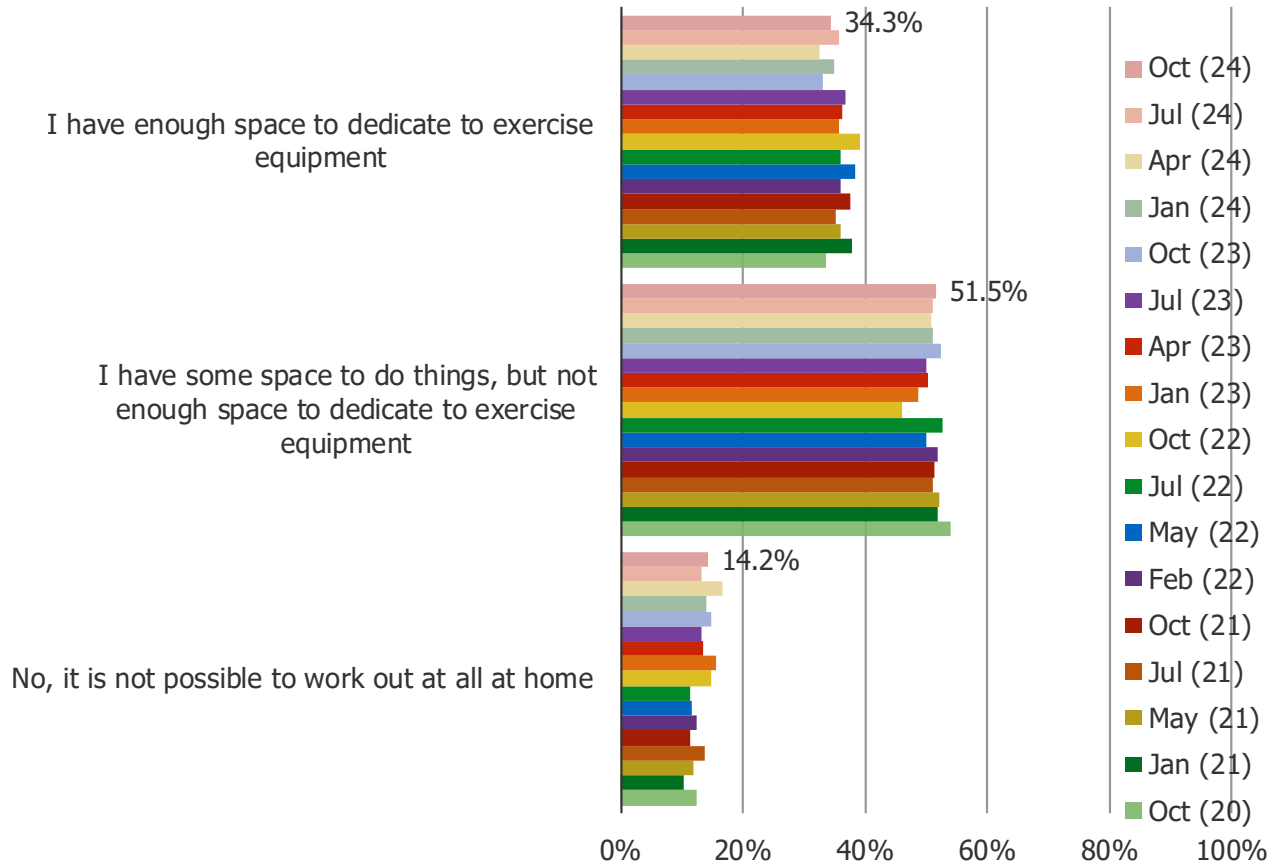
PLEASE RATE HOW DESIRABLE YOU WOULD FIND IT TO EXERCISE AT HOME?

Posed to respondents who exercise more often than never (N = 1043).



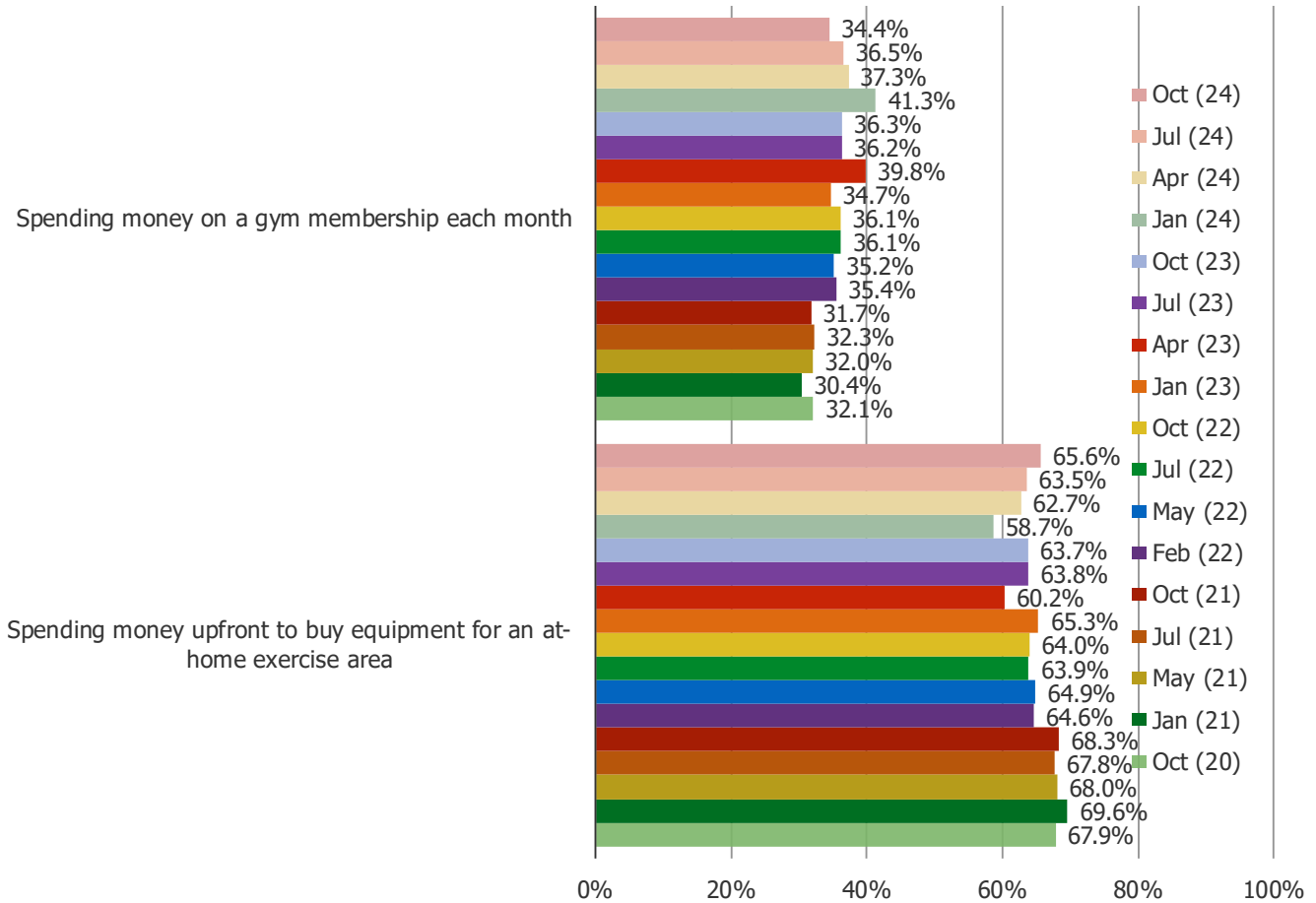
DO YOU HAVE THE SPACE IN YOUR HOME TO WORK OUT AT HOME?

Posed to respondents who exercise more often than never (N = 1043).



WHICH DO YOU THINK WOULD BE BETTER?

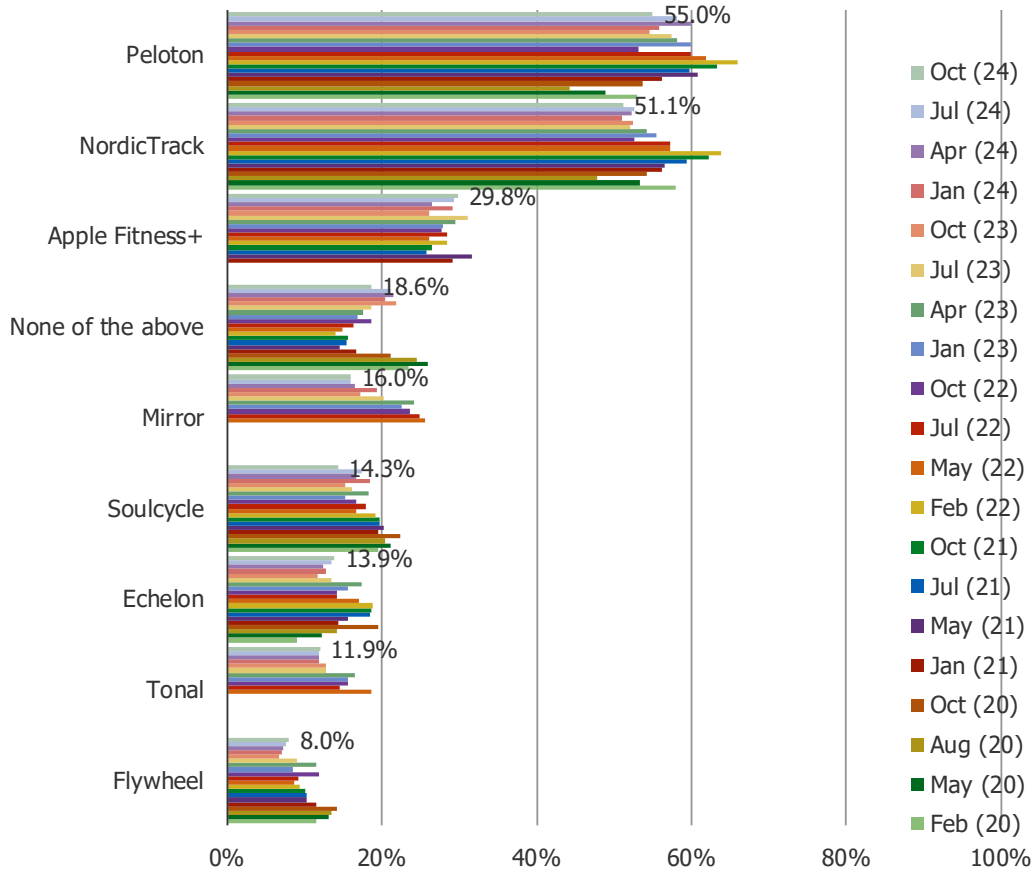
Posed to respondents who exercise more often than never (N = 1043).



AT-HOME FITNESS BRANDS

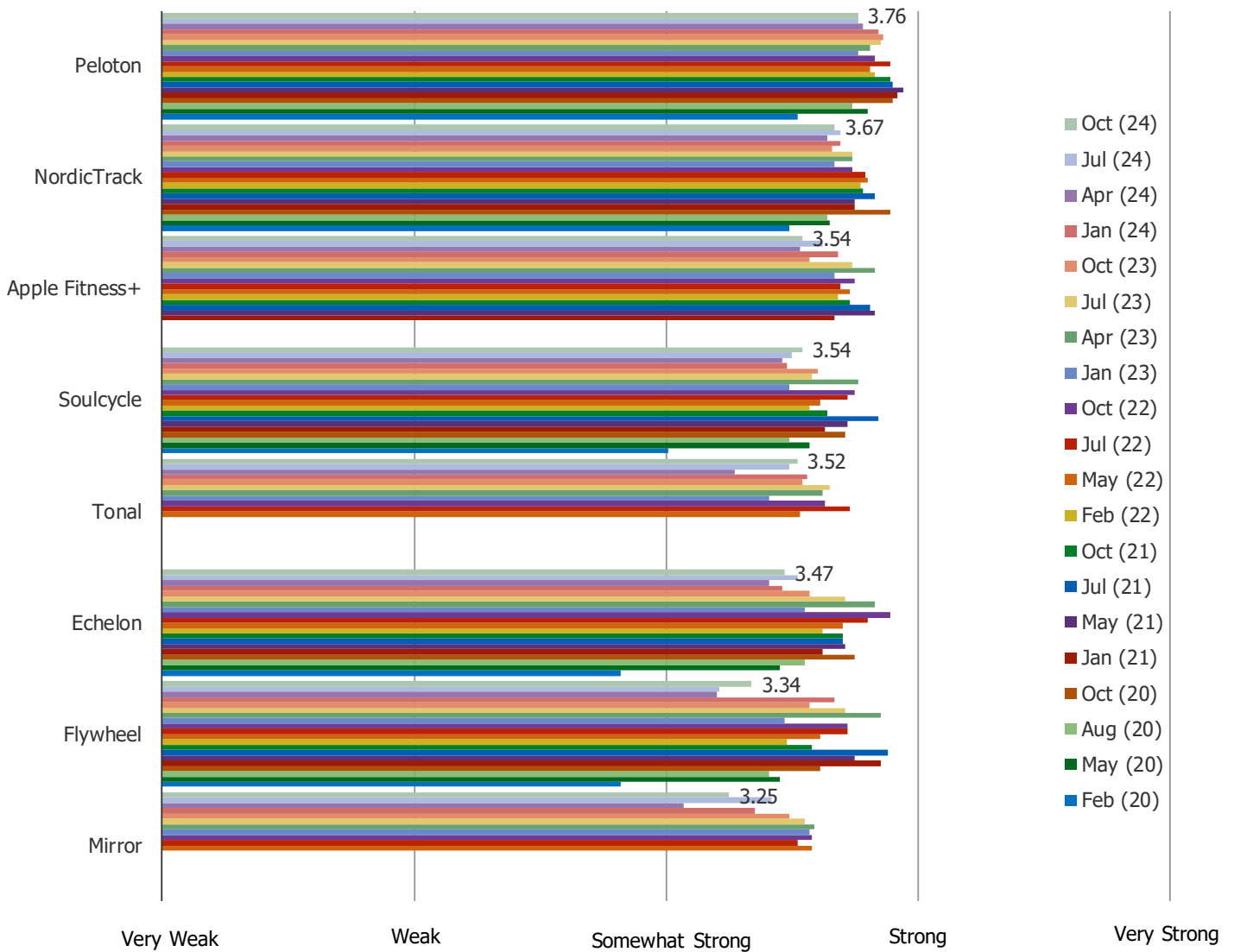
HAVE YOU HEARD OF ANY OF THE FOLLOWING?

Posed to all respondents



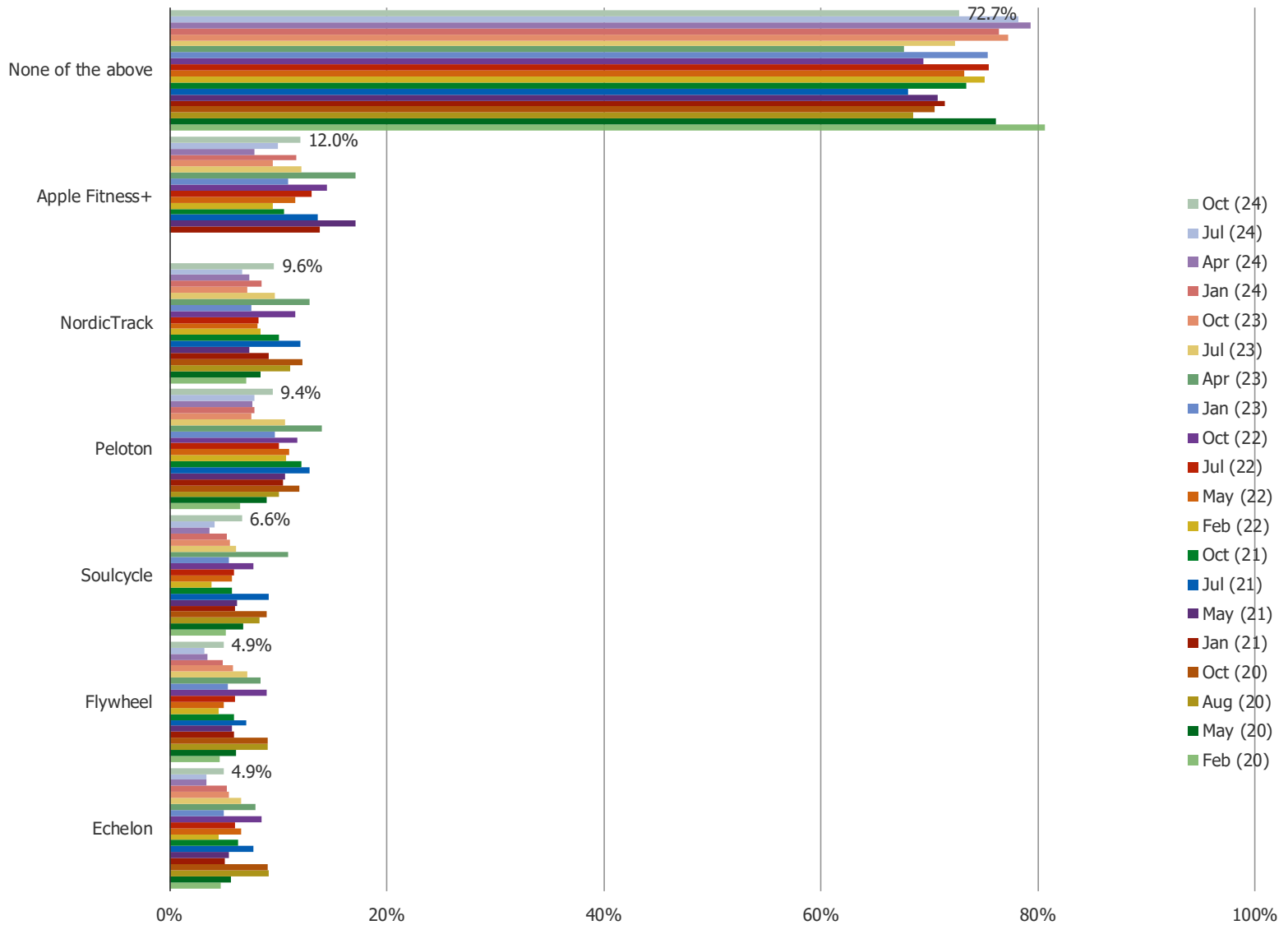
HOW STRONG OF A "FITNESS BRAND" DO YOU CONSIDER THE FOLLOWING TO BE?

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)

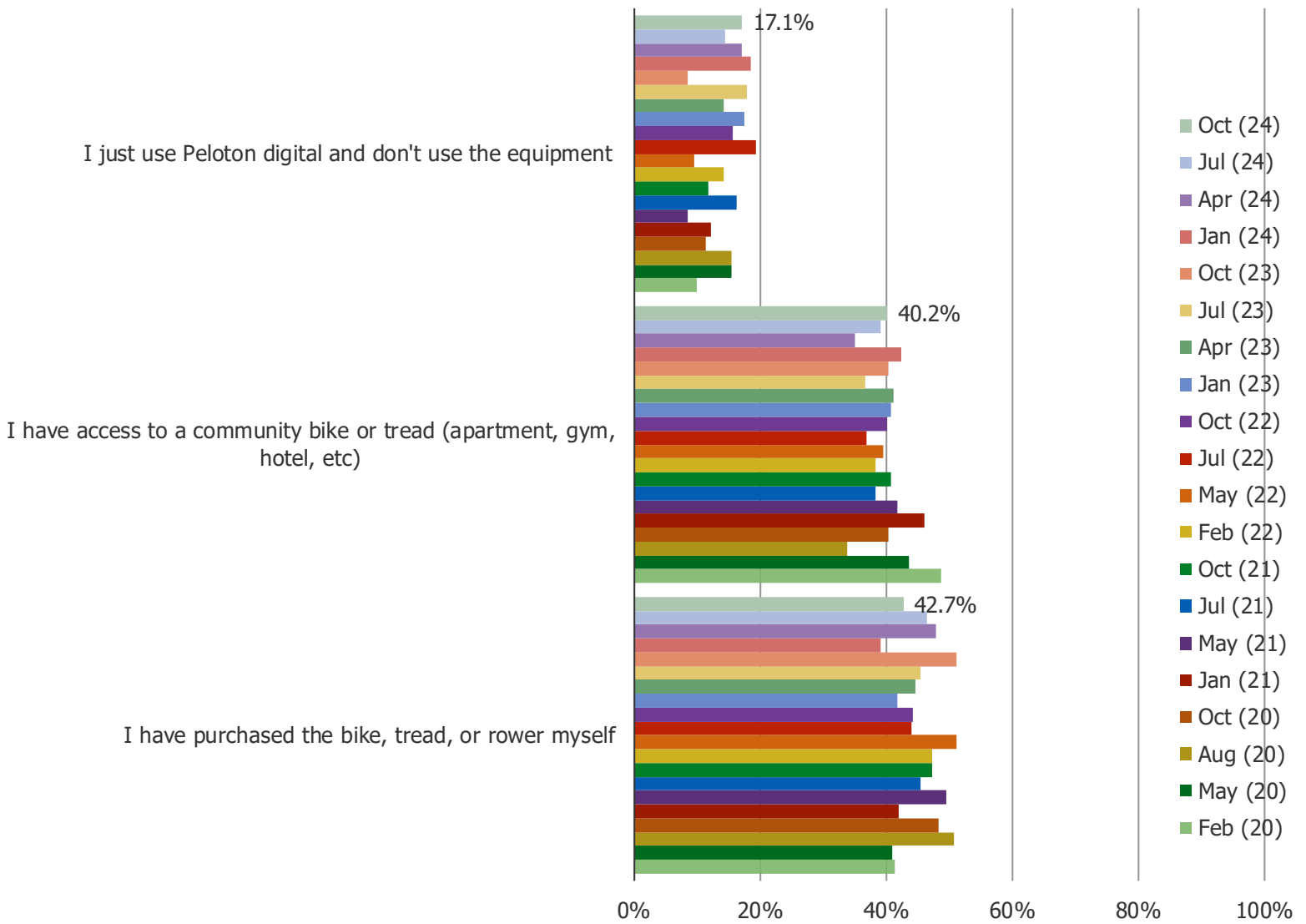
Posed to all respondents



PELOTON CUSTOMERS

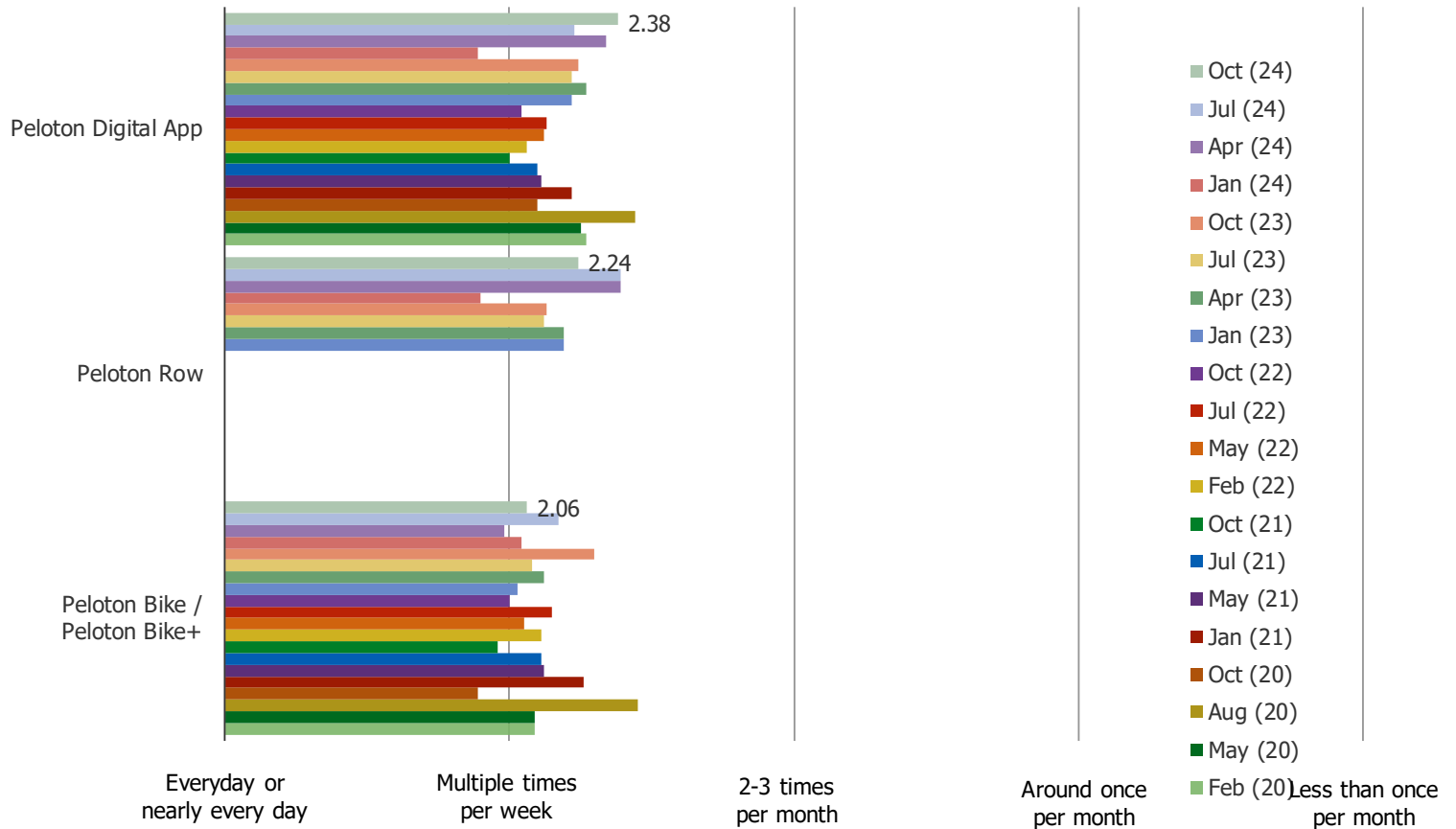
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF PELOTON?

Posed to Peloton owners



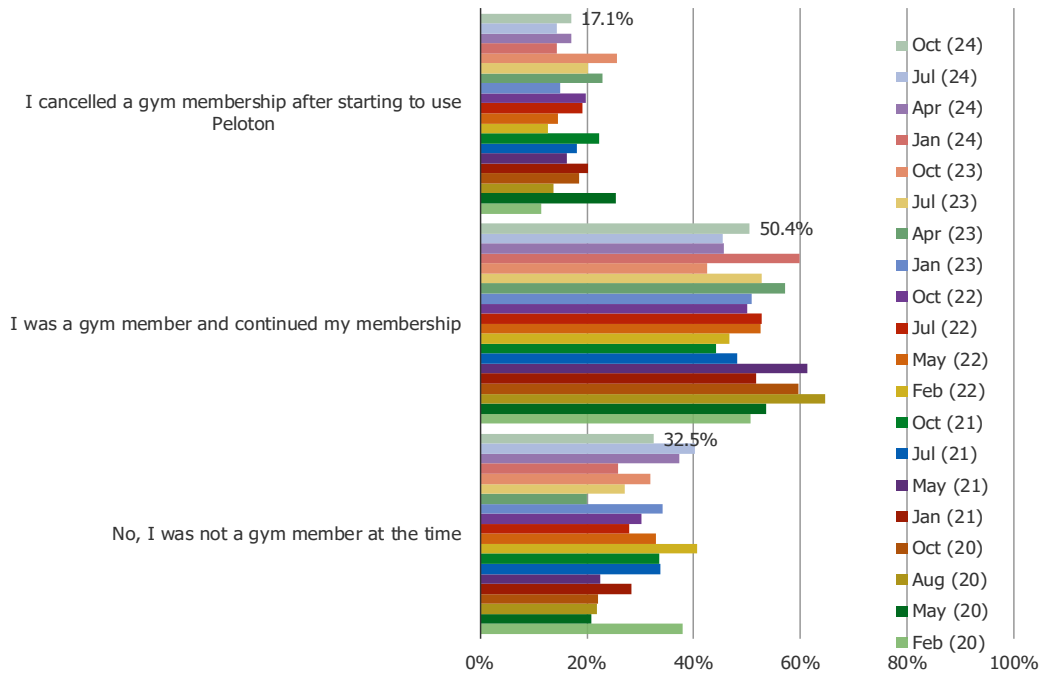
HOW OFTEN DO YOU USE THE FOLLOWING?

Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment). | N = 94



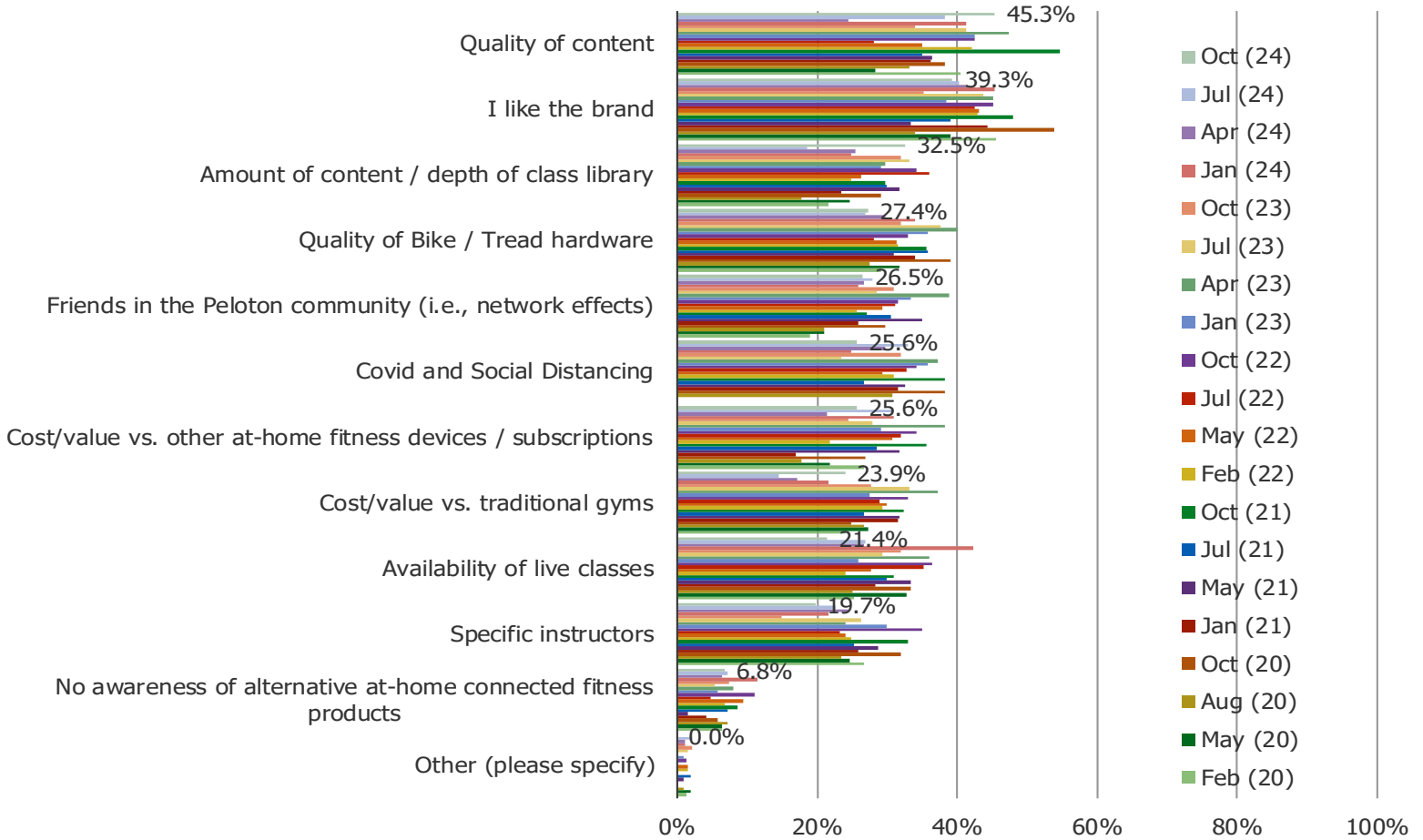
DID YOU CANCEL A GYM MEMBERSHIP AFTER YOU STARTED USING PELOTON?

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?

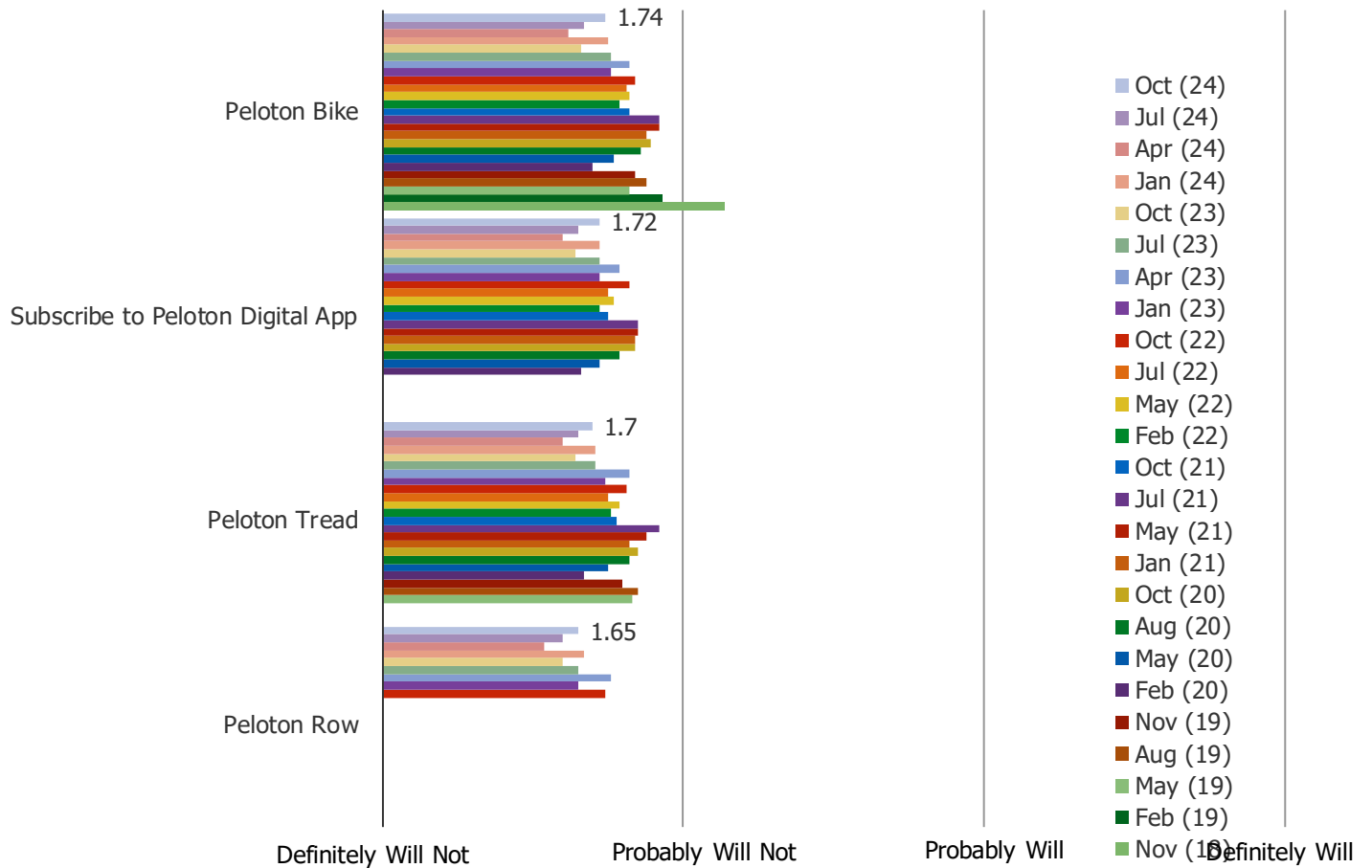
Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment).



NON PELOTON CUSTOMERS

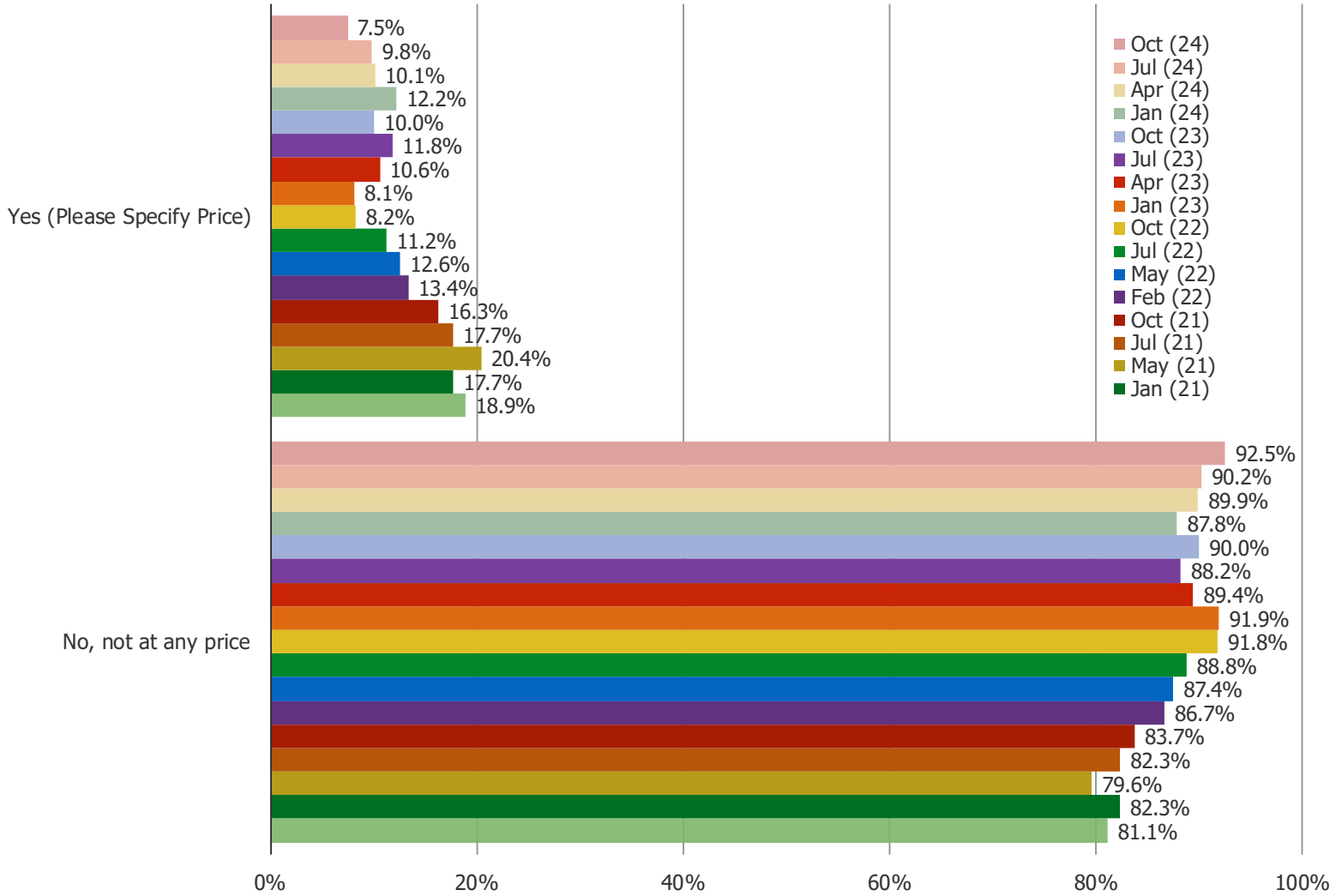
HOW LIKELY ARE YOU TO BUY THE PELOTON EQUIPMENT IN THE FUTURE OR SIGN UP FOR THE DIGITAL APP?

Posed to respondents who do not own any Peloton equipment.



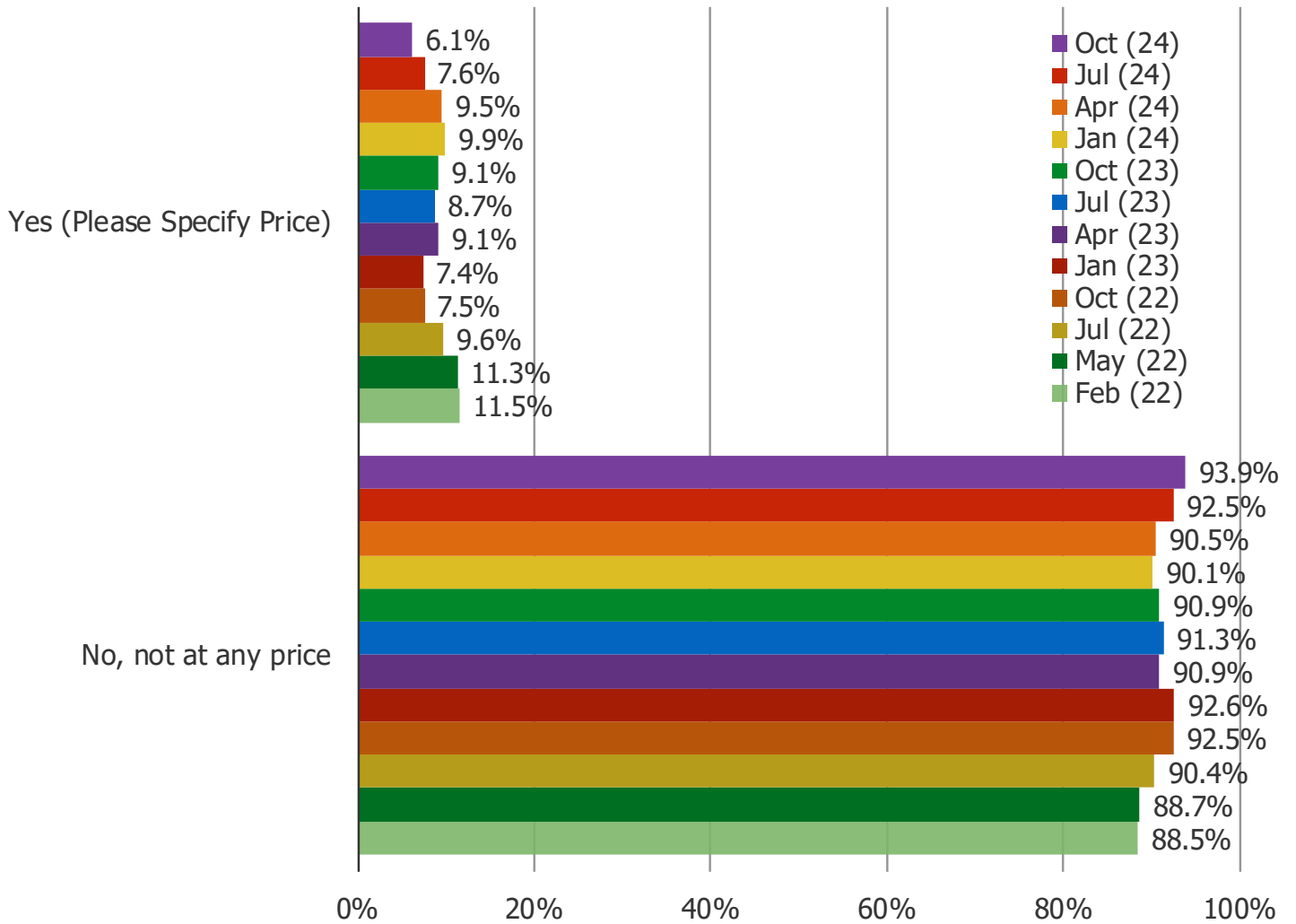
IS THERE A LOWER PRICE POINT THAT WOULD MAKE THE PELOTON BIKE OF INTEREST TO YOU?

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?

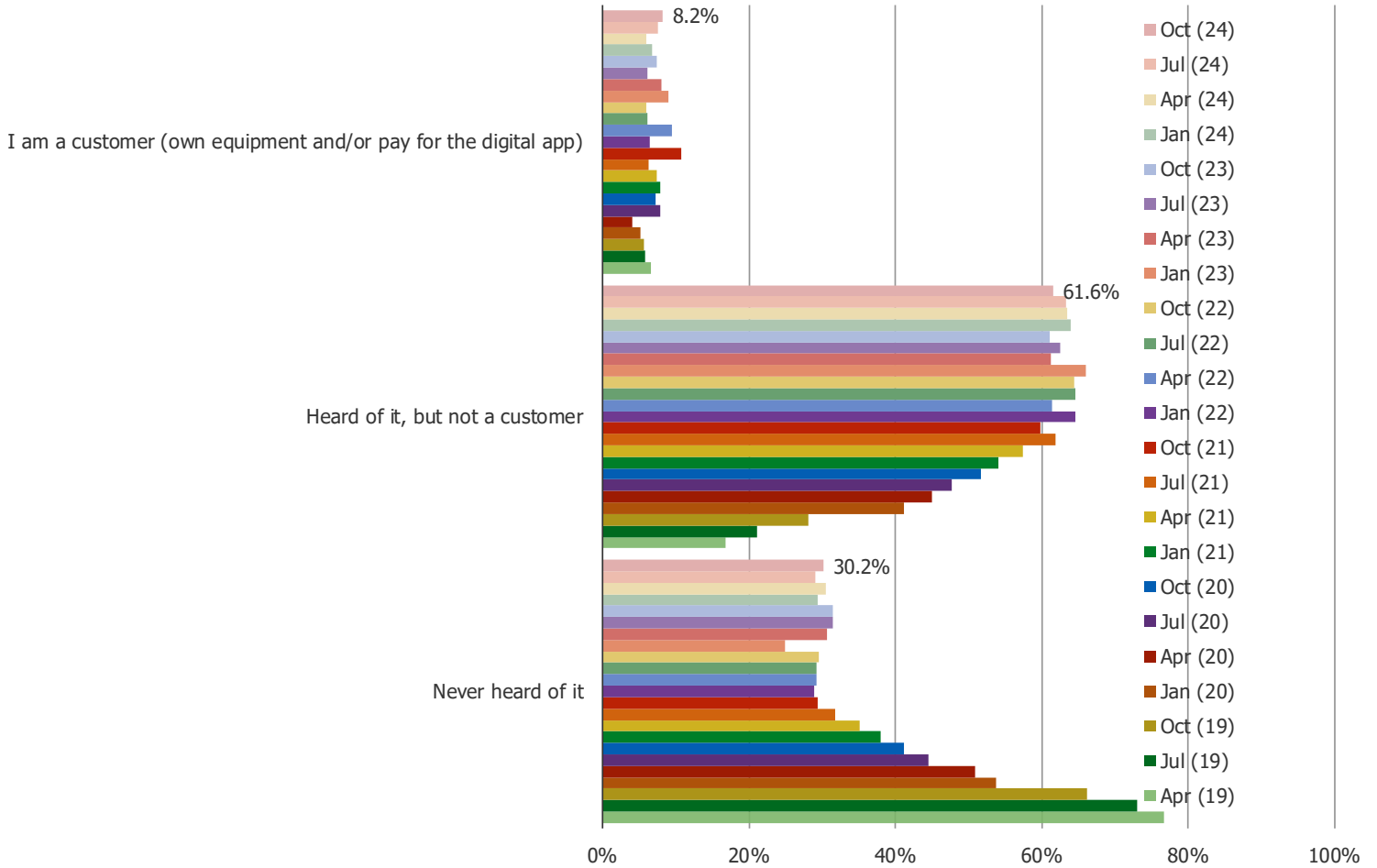
Posed to respondents who do not own or use any Peloton equipment.



PELTON IN THE UK

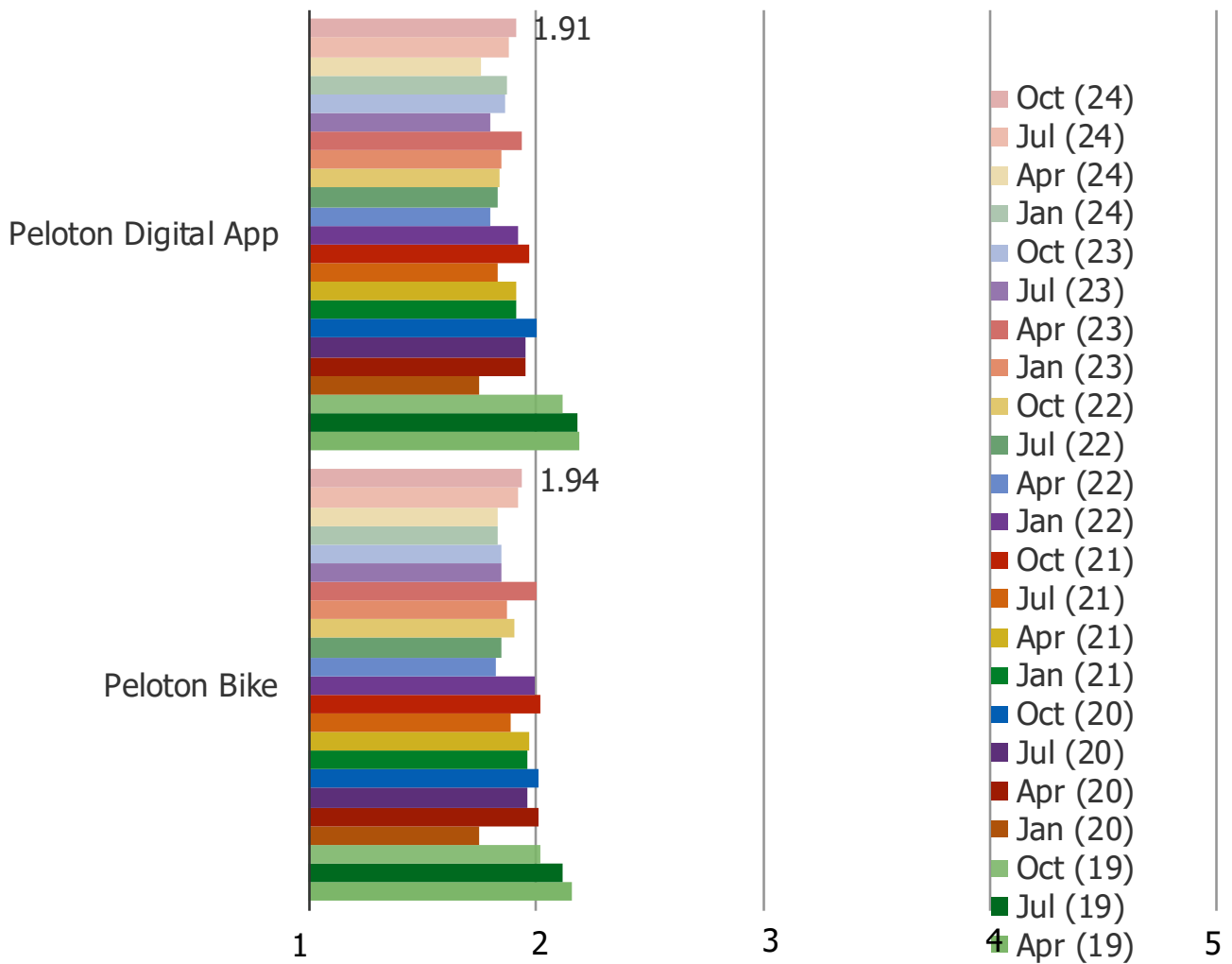
WHAT IS YOUR EXPERIENCE WITH PELOTON?

Posed to all respondents.



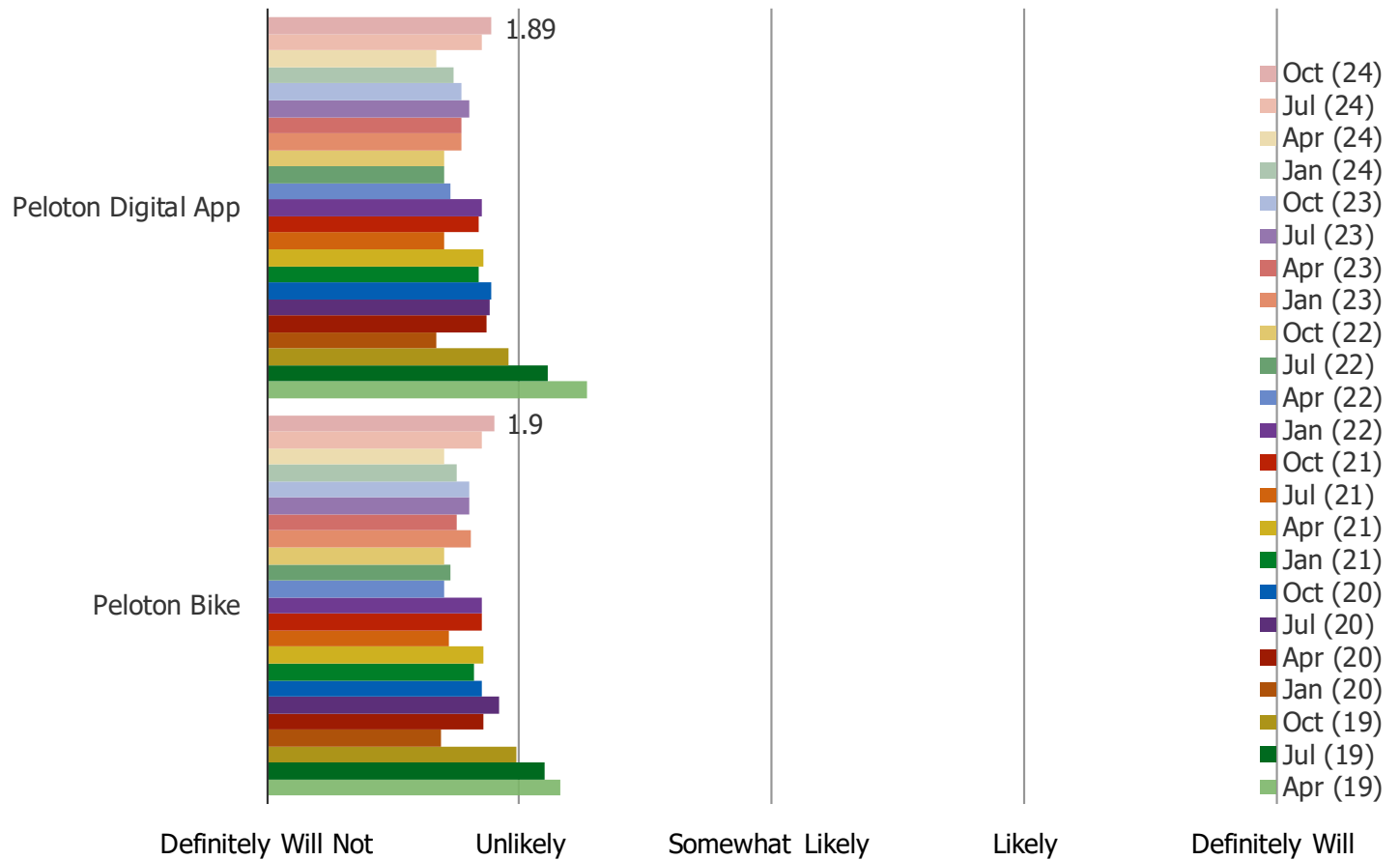
HOW MUCH INTEREST DO YOU HAVE IN THE FOLLOWING?

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.

