

Bespoke Survey Research

January 2025

Fitness

Volume 33 | Quarterly Survey
1,250 US Consumers Balanced To Census
Tickers Covered: PTON, PLNT

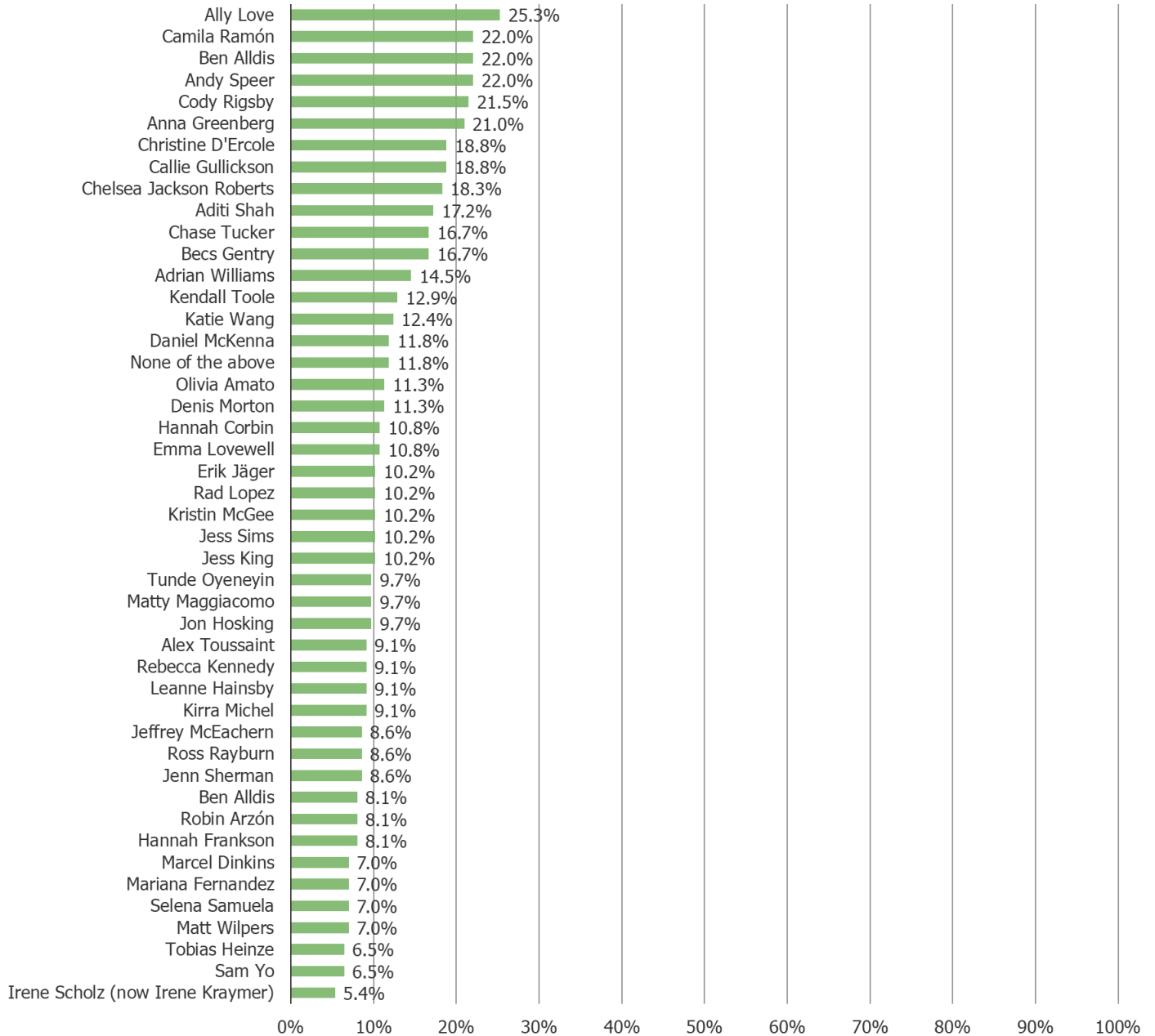
Key Takeaways:

- ❑ Peloton is viewed favorably as a fitness brand, but it continues to be viewed as more for wealthy consumers (as opposed to accessible for all).
- ❑ Among the broader population, it is seen as expensive. Within the customer base, most feedback is positive.
- ❑ Interest in buying new Peloton equipment remains at the lower end of what we've recorded historically. These readings
- ❑ At home fitness interest has been in decline since reaching series highs in October of 2022.
- ❑ Peloton is prominently recognized among those who are interested – its just the share of consumers interested in at-home fitness has declined.
- ❑ The share of consumers who say they are currently a member of a gym has been slowly declining since reaching a series high in April of 2023.
- ❑ The share of gym members who report being a member of Planet Fitness increased q/q and sits near series highs.
- ❑ Sentiment toward PF among its members is positive, but a bit worse than other gyms we ask about (LA Fitness, Gold's, Equinox, Anytime, NY Sports Clubs, Crunch, etc).

RECENTLY ADDED QUESTIONS

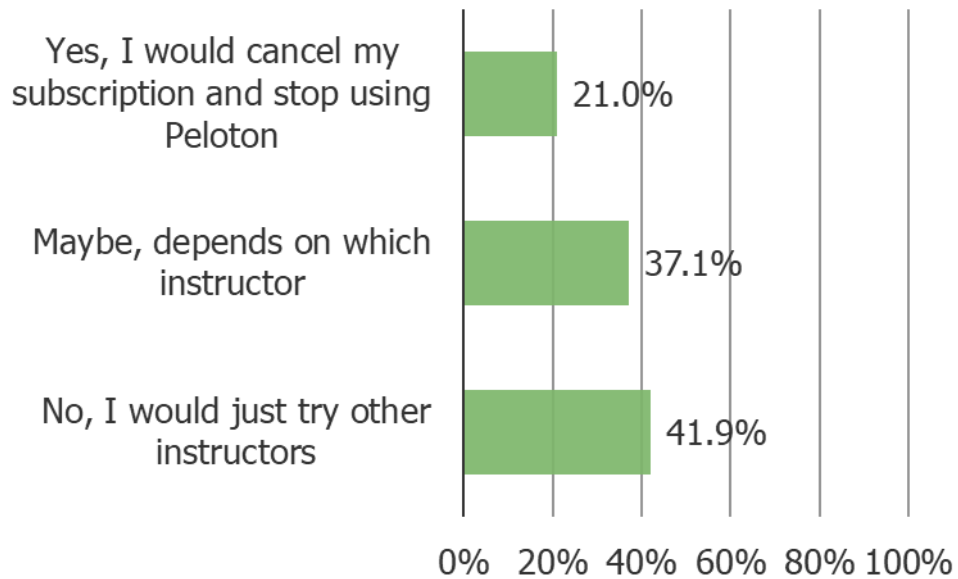
WHICH OF THESE PELOTON INSTRUCTORS ARE / HAVE BEEN IMPORTANT TO YOU? SELECT ALL THAT APPLY

Posed to all Peloton users, combining past three waves to reach a larger N (N = 186).



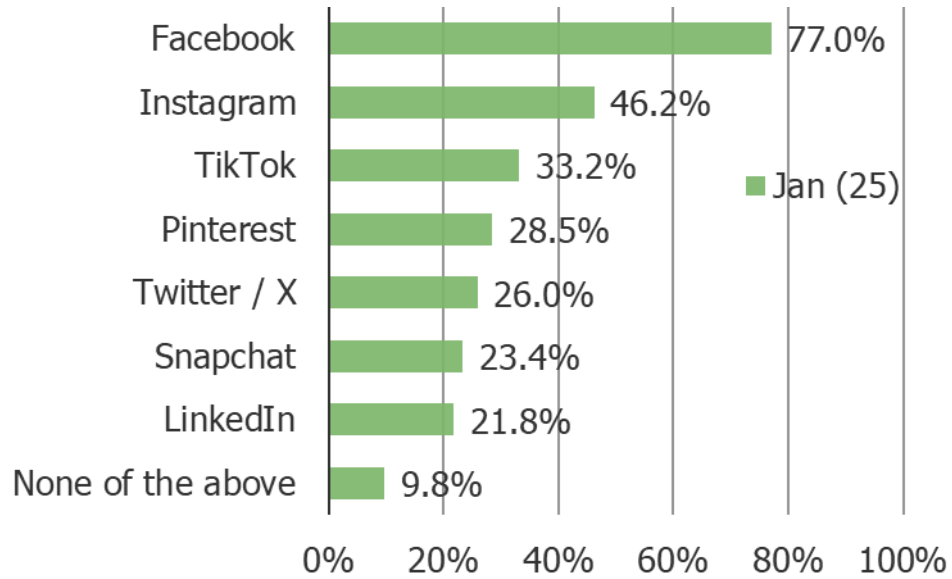
WOULD YOU CANCEL YOUR PELOTON SUBSCRIPTION IF ANY SPECIFIC INSTRUCTORS DECIDED TO LEAVE PELOTON?

Posed to all Peloton users, combining past three waves to reach a larger N (N = 186).



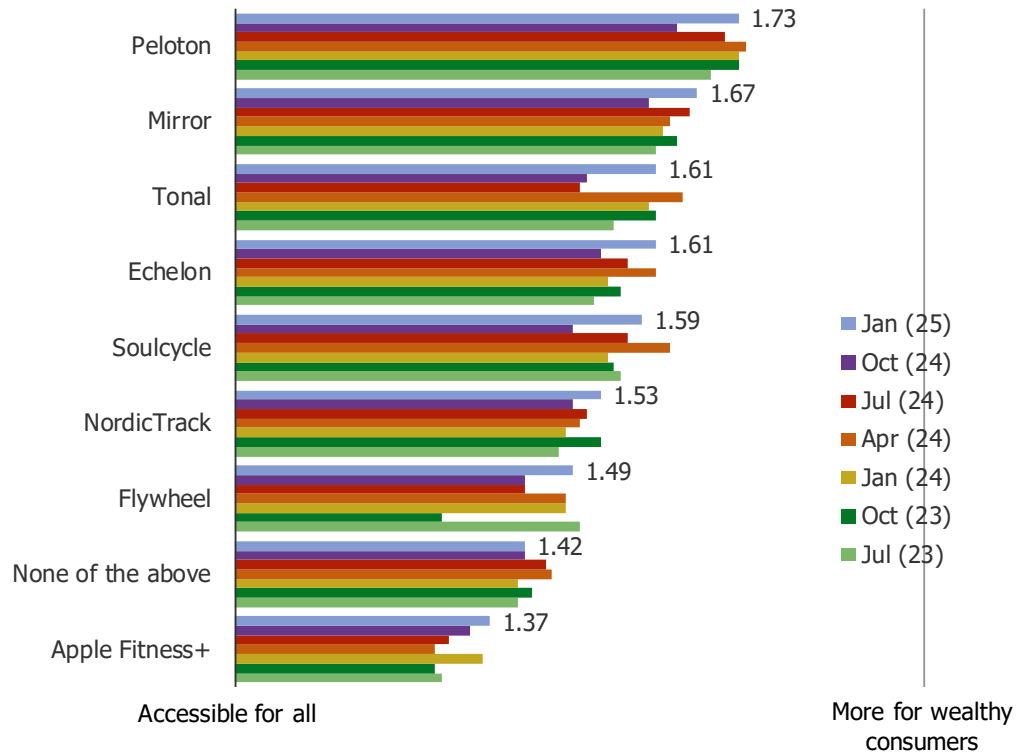
% AWARE OF PELOTON – FILTERED BY USERS OF DIFFERENT SOCIAL MEDIA APPS

Posed to all respondents.

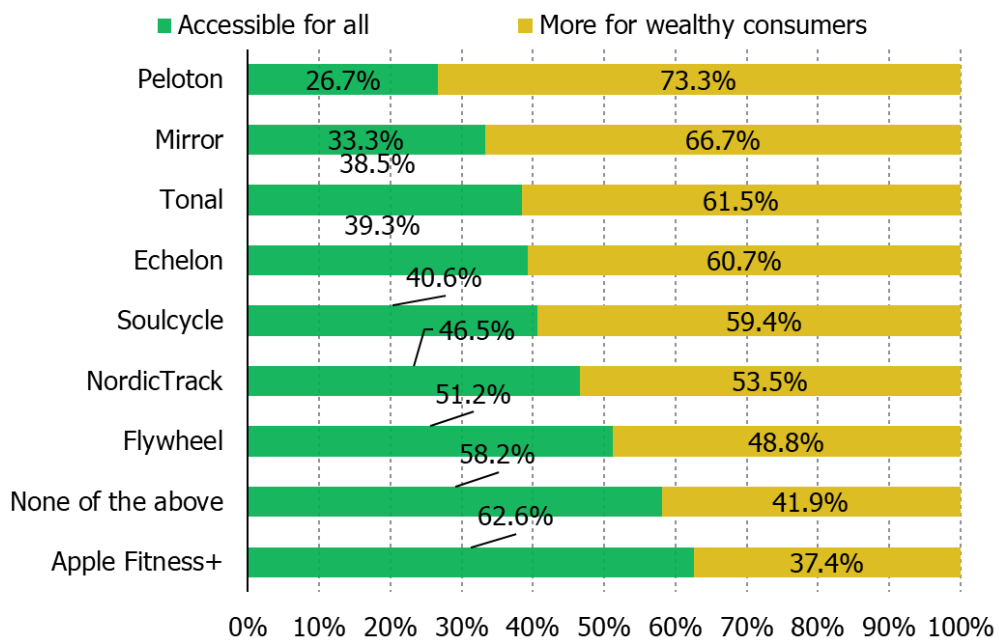


TO WHAT EXTENT DO YOU BELIEVE THIS BRAND IS...

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

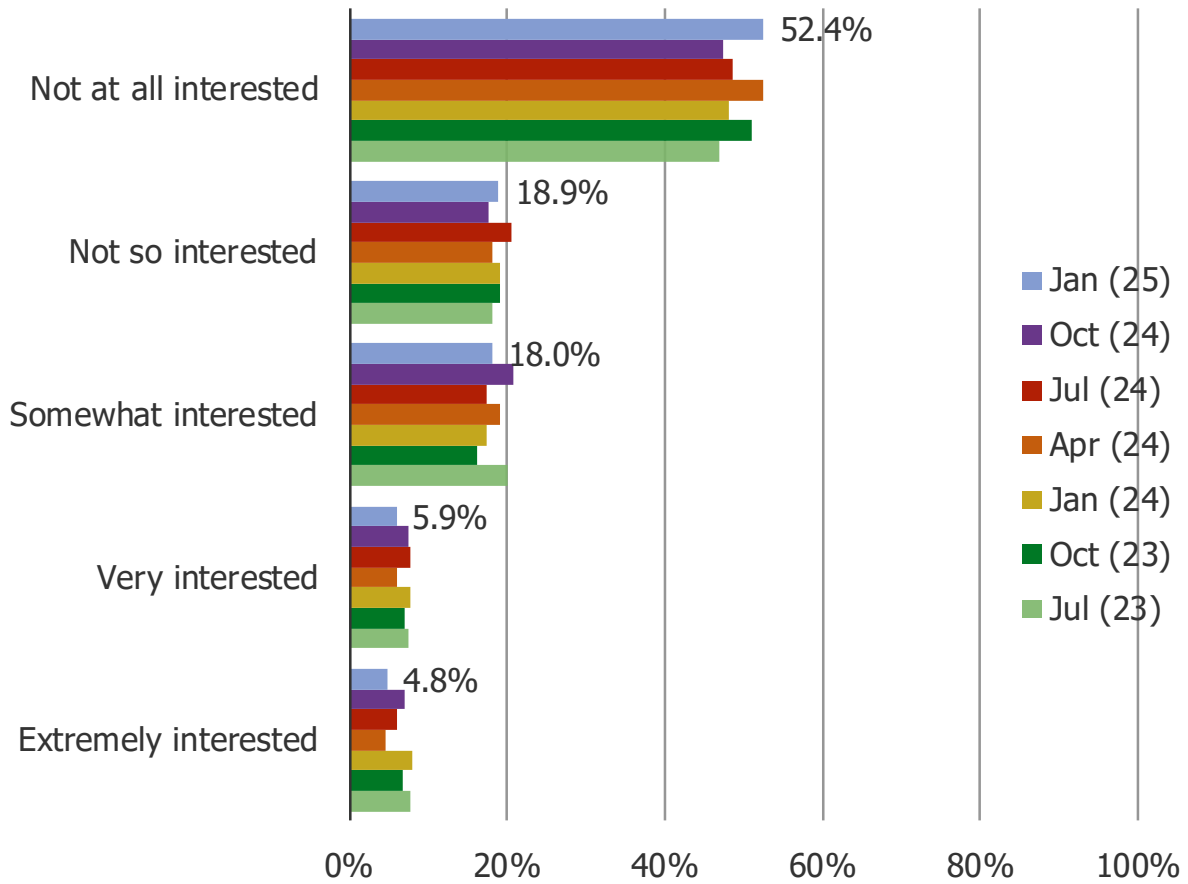


January 25 Data Breakout



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.



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...



Negative words (28.5%):

Expensive/Pricy/Costly (appears ~100 times)

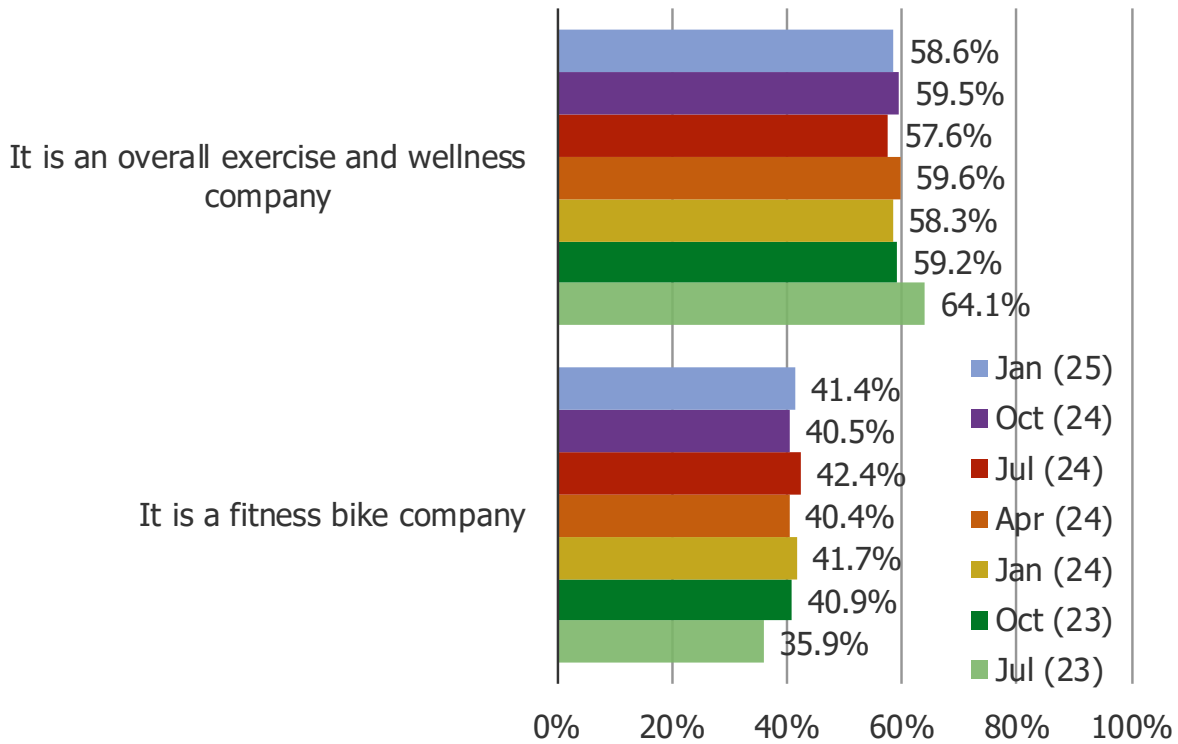
Boring, Bad, Pretentious, Waste, Useless, Dangerous, Overrated, Unnecessary, Pompous, Snobby, Lame, Dumb

Positive words (35.5%): Quality, Innovative, Reliable, Excellent, Premium, Luxury, Great, Amazing, Effective, Good, Fun, Awesome

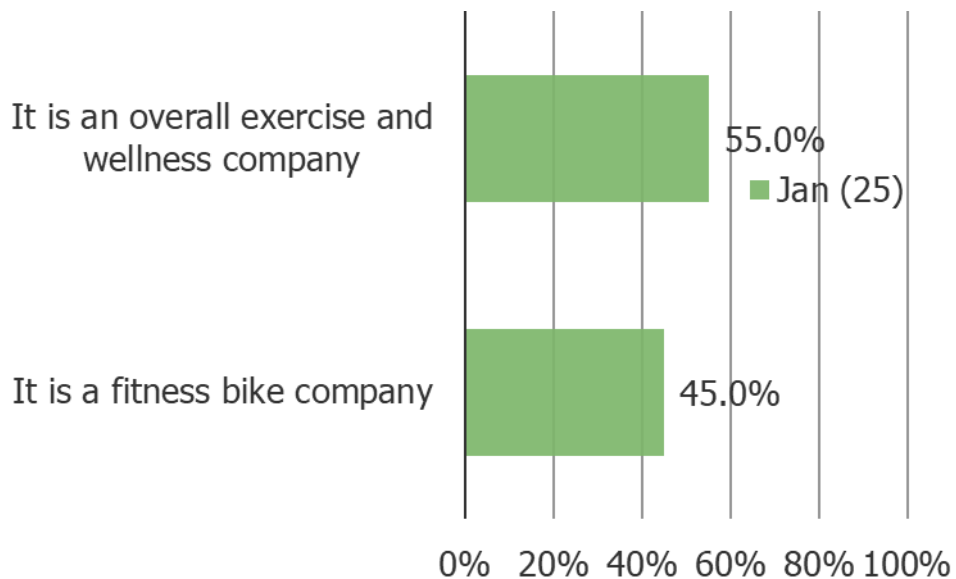
Neutral words (36%): Exercise, Fitness, Bike, Unknown, None, Trendy, Elite, Popular, "Fancy", "Upscale"

IN YOUR OPINION, WHAT BEST DESCRIBES PELOTON?

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

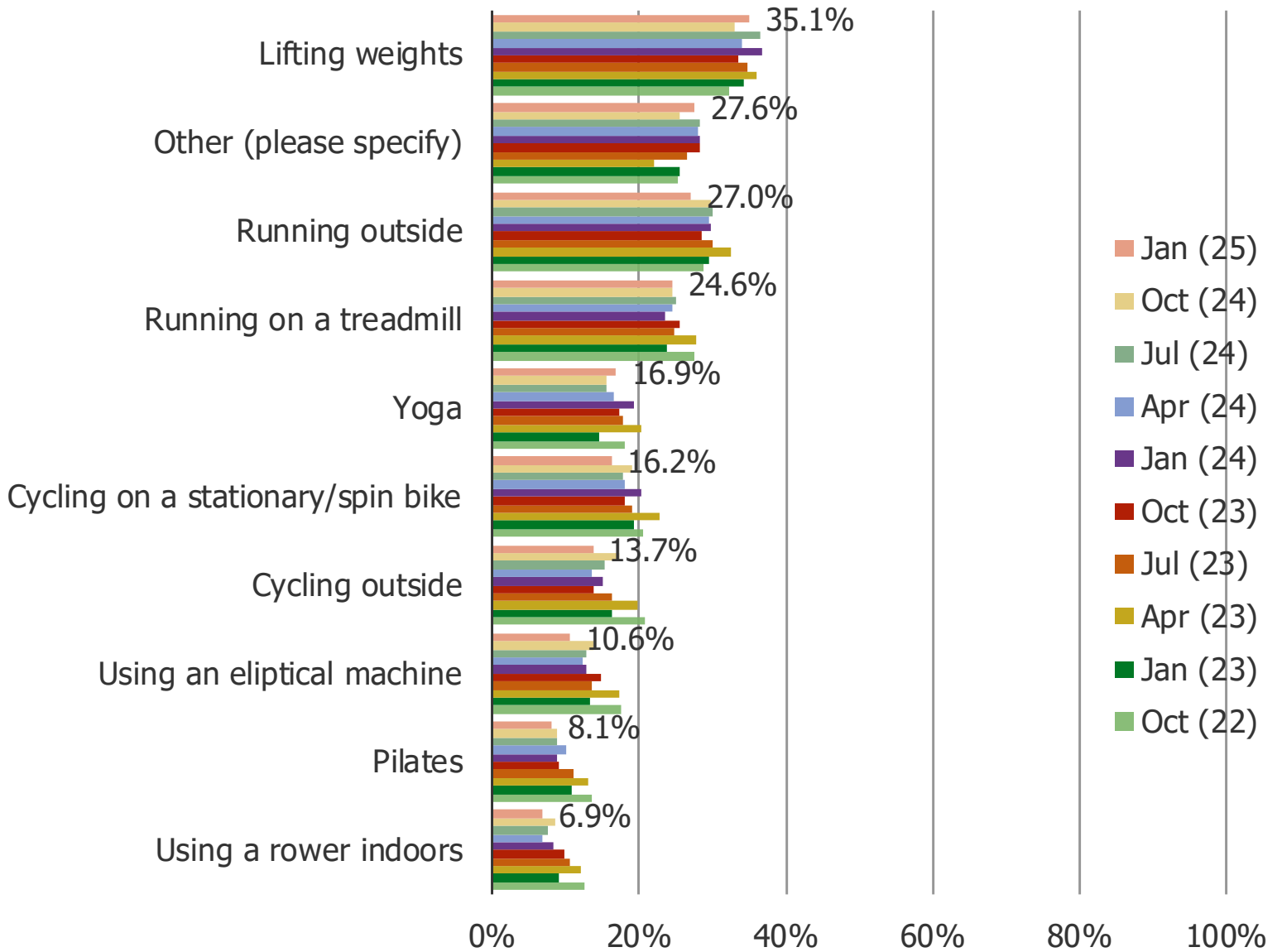


Posed to Peloton customers...



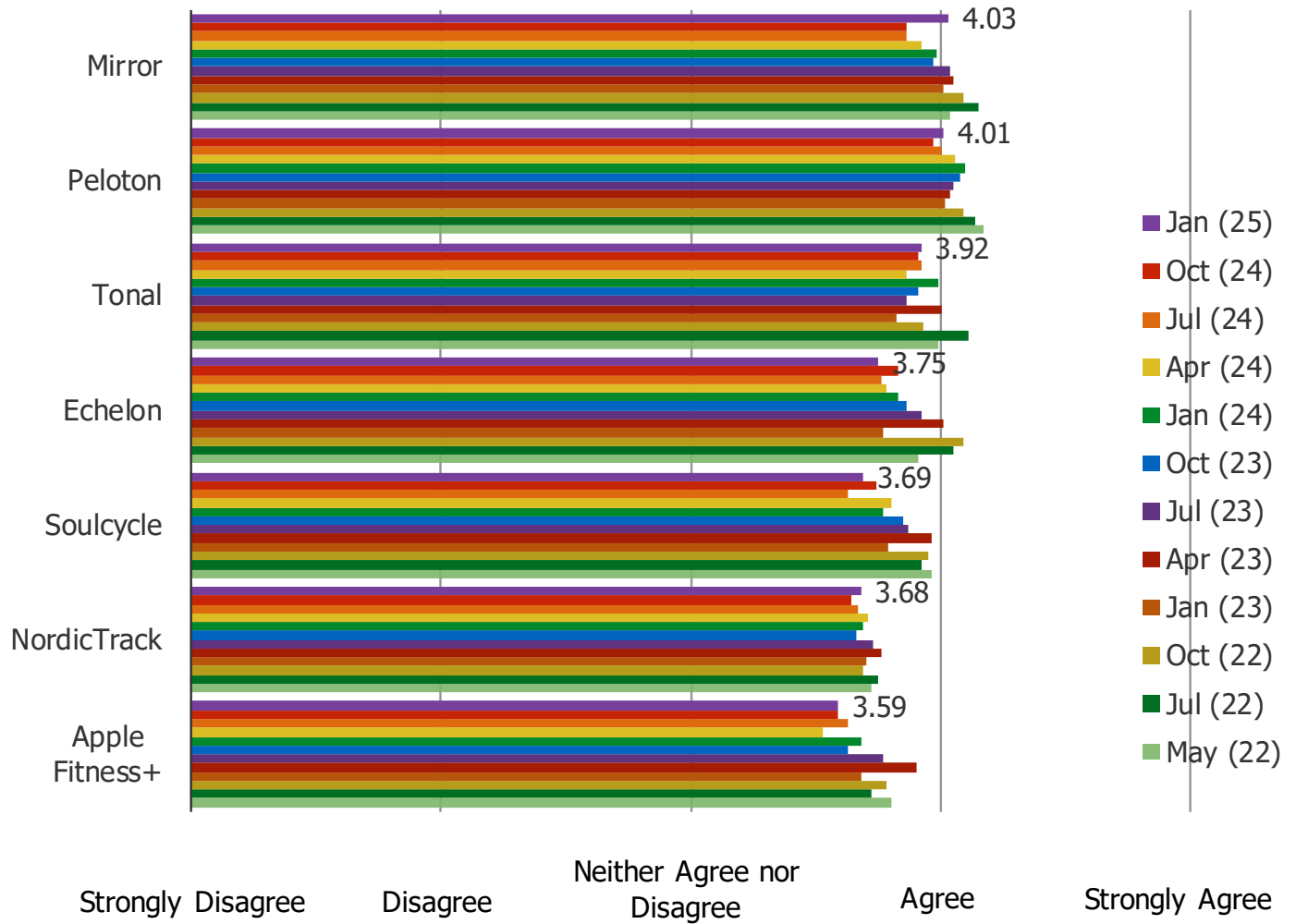
WHICH TYPES OF EXERCISE DO YOU INCLUDE IN YOUR FITNESS ROUTINE? SELECT ALL THAT APPLY

Posed to respondents who exercise.



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

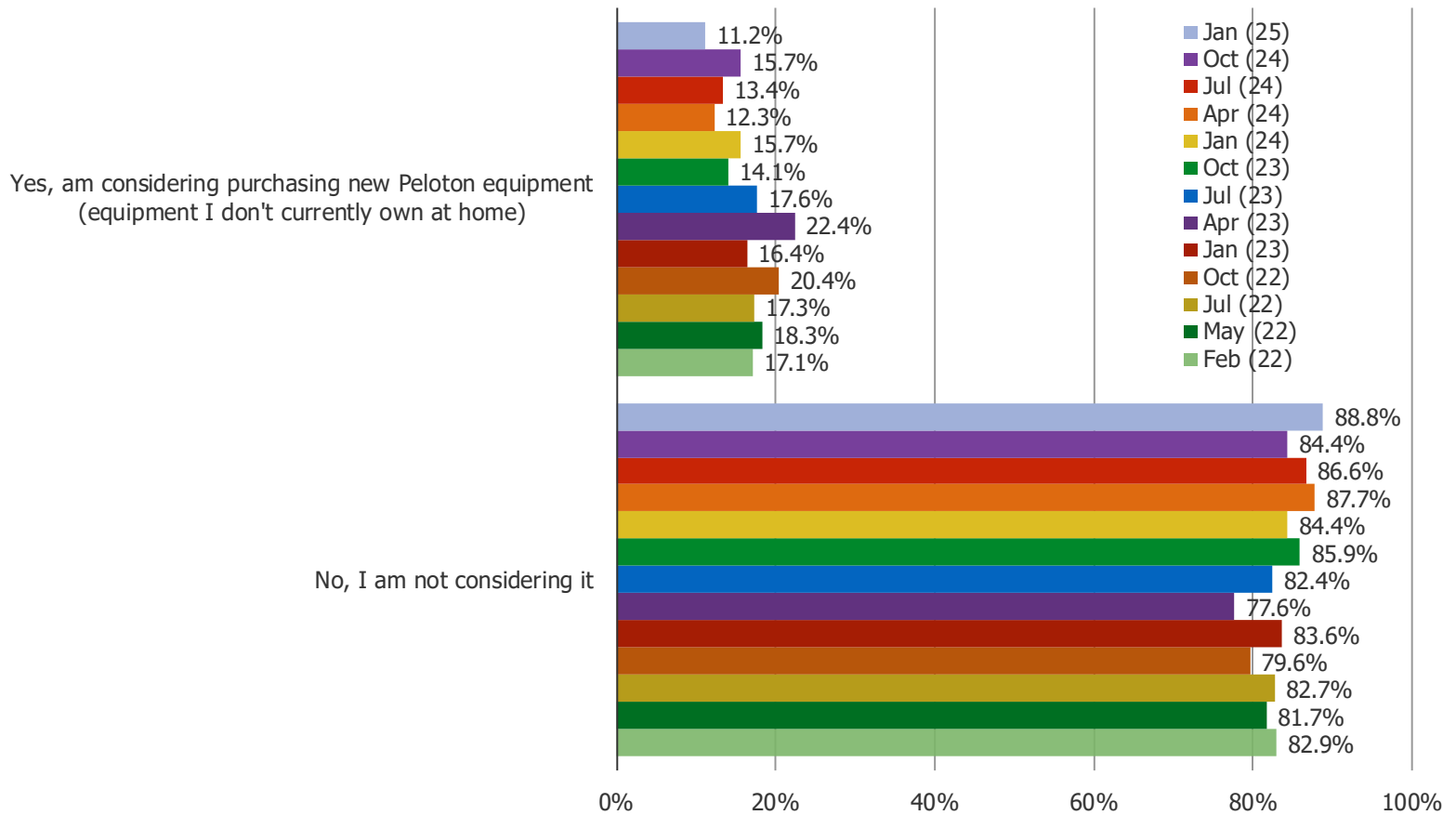
Posed to respondents who are aware of each of the following.



	N=
Peloton	705
Echelon	145
Flywheel	86
Soulcycle	192
NordicTrack	636
Apple Fitness+	358
Tonal	135
Mirror	198

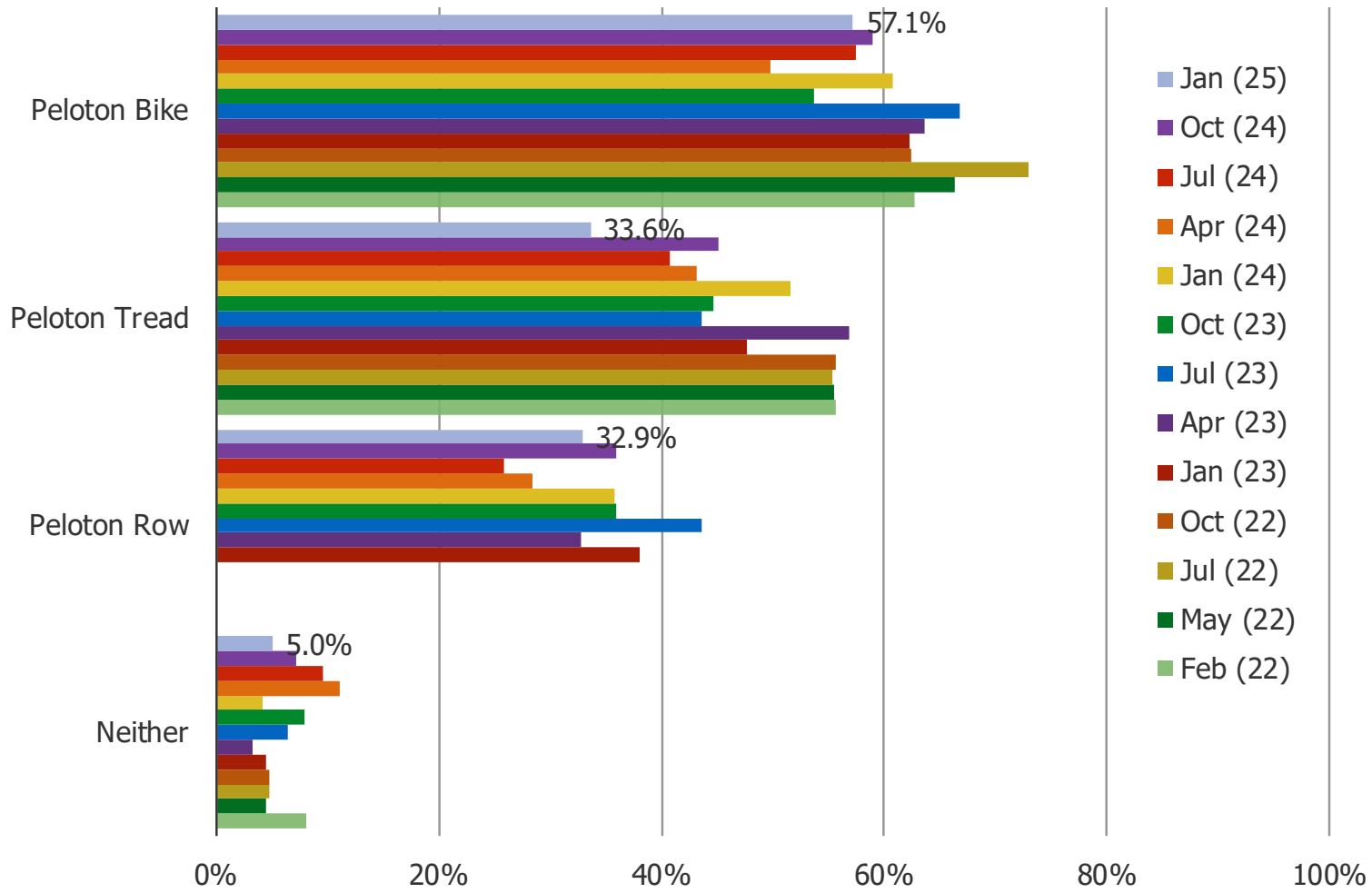
ARE YOU CURRENTLY CONSIDERING PURCHASING A NEW PIECE OF FITNESS EQUIPMENT FROM PELOTON?

Posed to all respondents



WHICH OF THE FOLLOWING ARE YOU CONSIDERING PURCHASING?

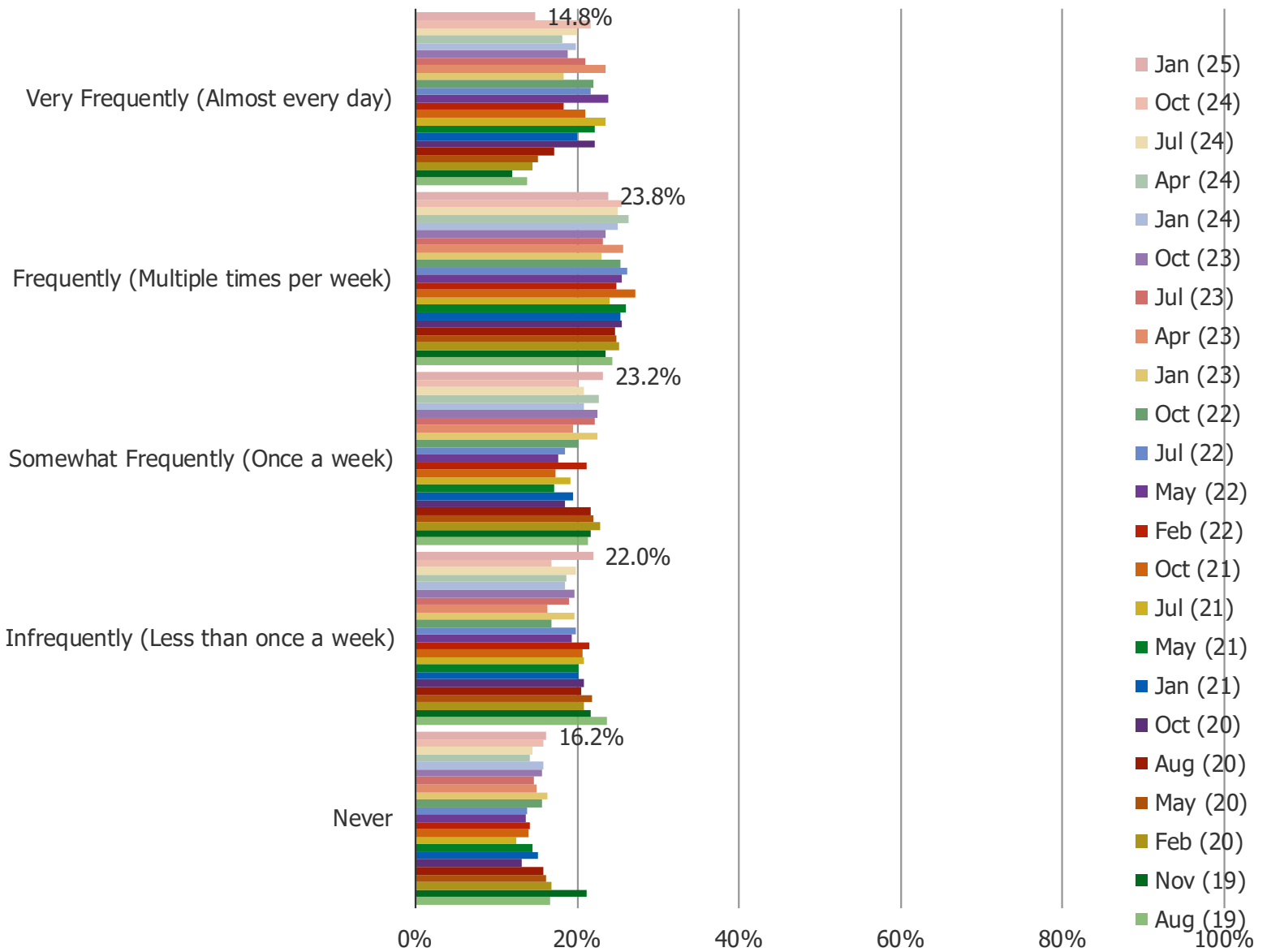
Posed to respondents who are currently considering buying Peloton equipment (N = 140).



FITNESS OVERALL

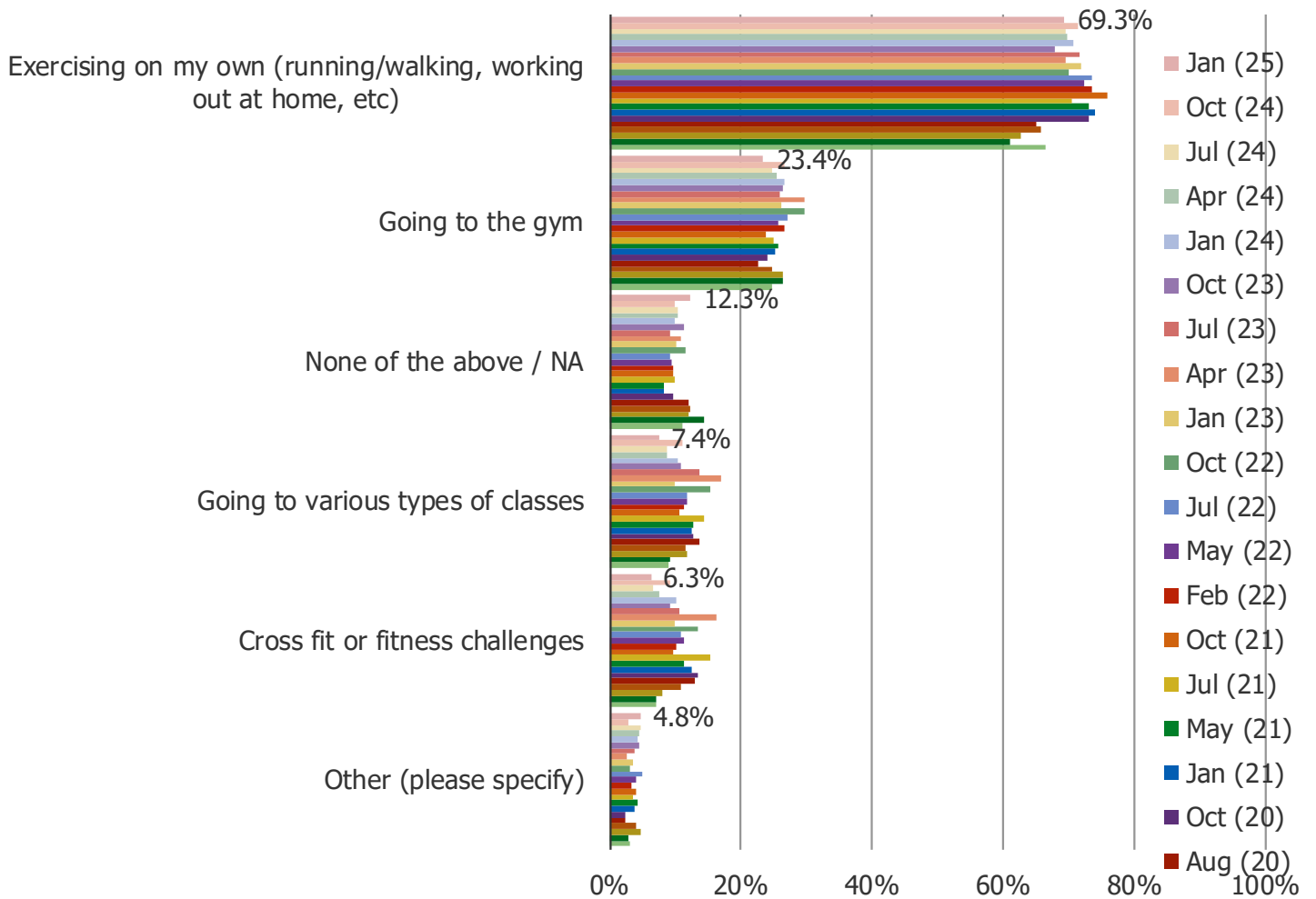
HOW OFTEN DO YOU EXERCISE?

Posed to all respondents



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

Posed to respondents who exercise



EXERCISE AND GYM MEMBERSHIPS

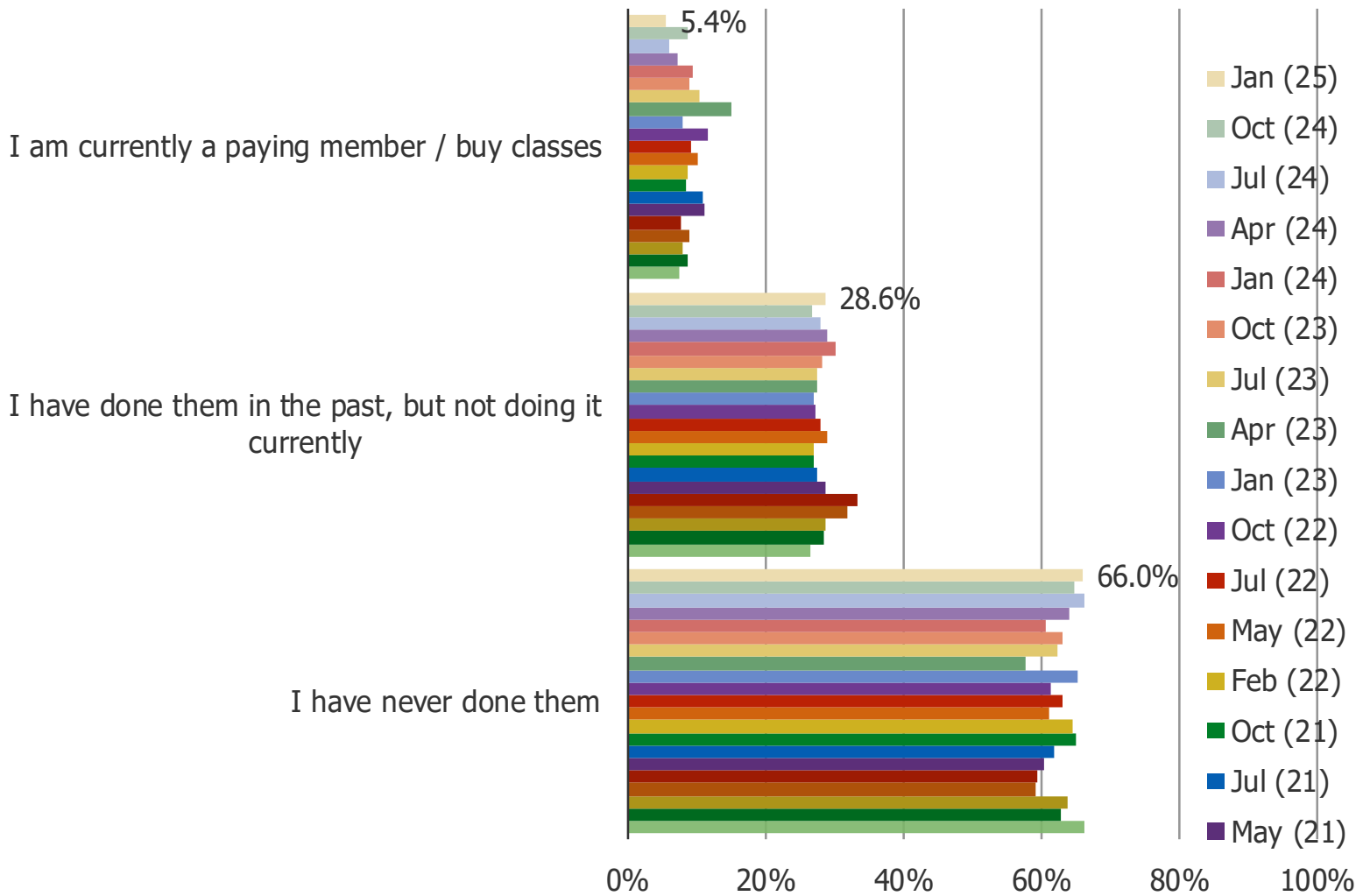
EXPERIENCE WITH FITNESS GYMS

Posed to all respondents



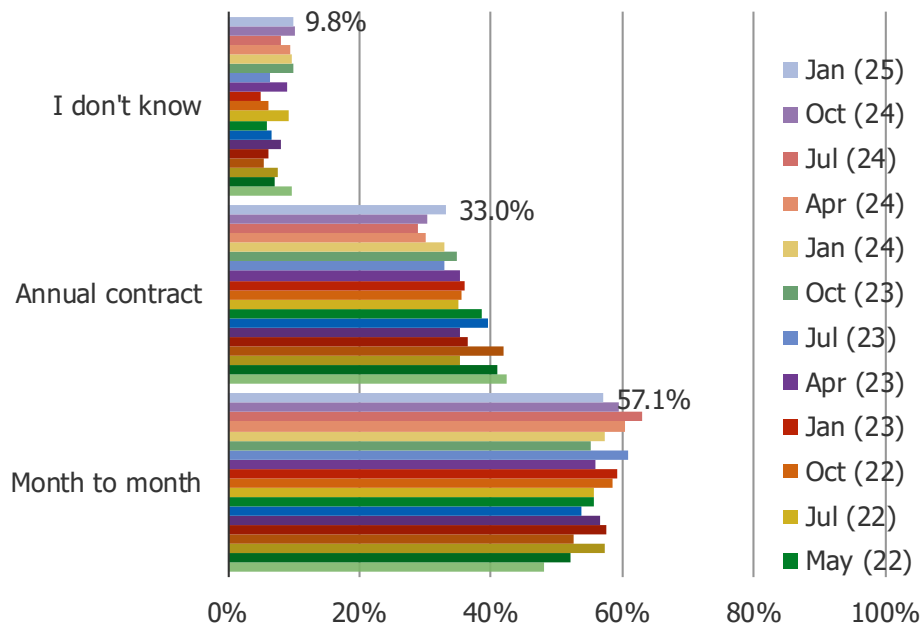
WHAT IS YOUR EXPERIENCE WITH FITNESS CLASS ENVIRONMENTS (SPIN CLASS, BOOT CAMPS, CROSS-FIT, ETC)?

Posed to all respondents



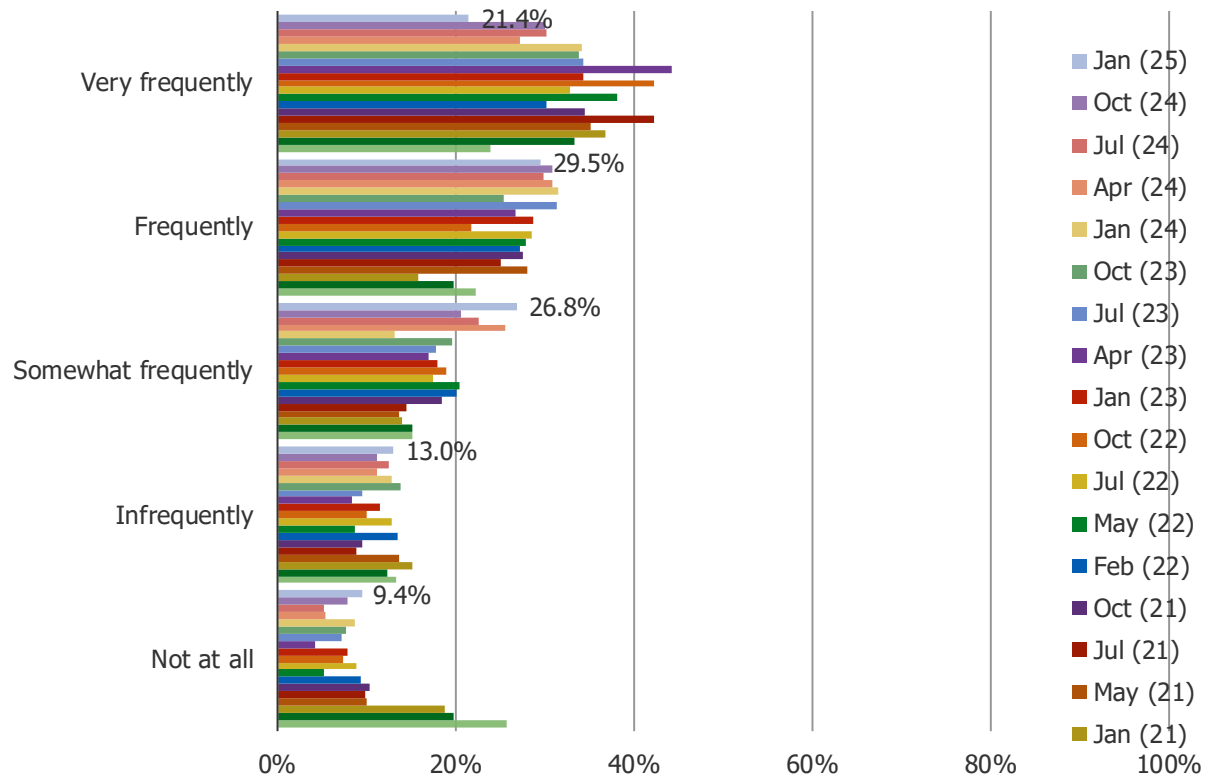
IS YOUR AGREEMENT WITH YOUR GYM...

Posed to current gym members.



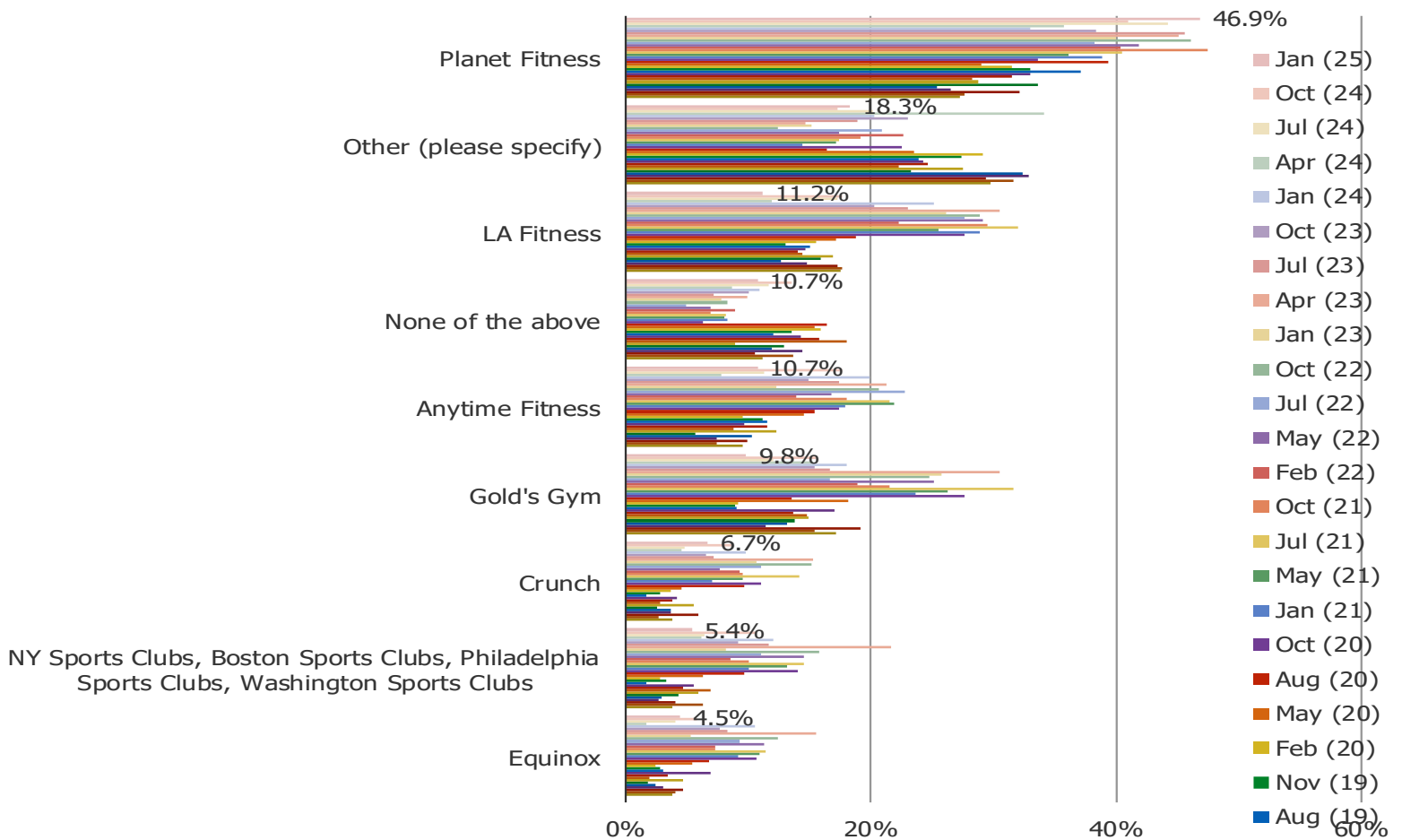
HOW OFTEN HAVE YOU BEEN GOING TO YOUR GYM IN THE PAST MONTH?

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



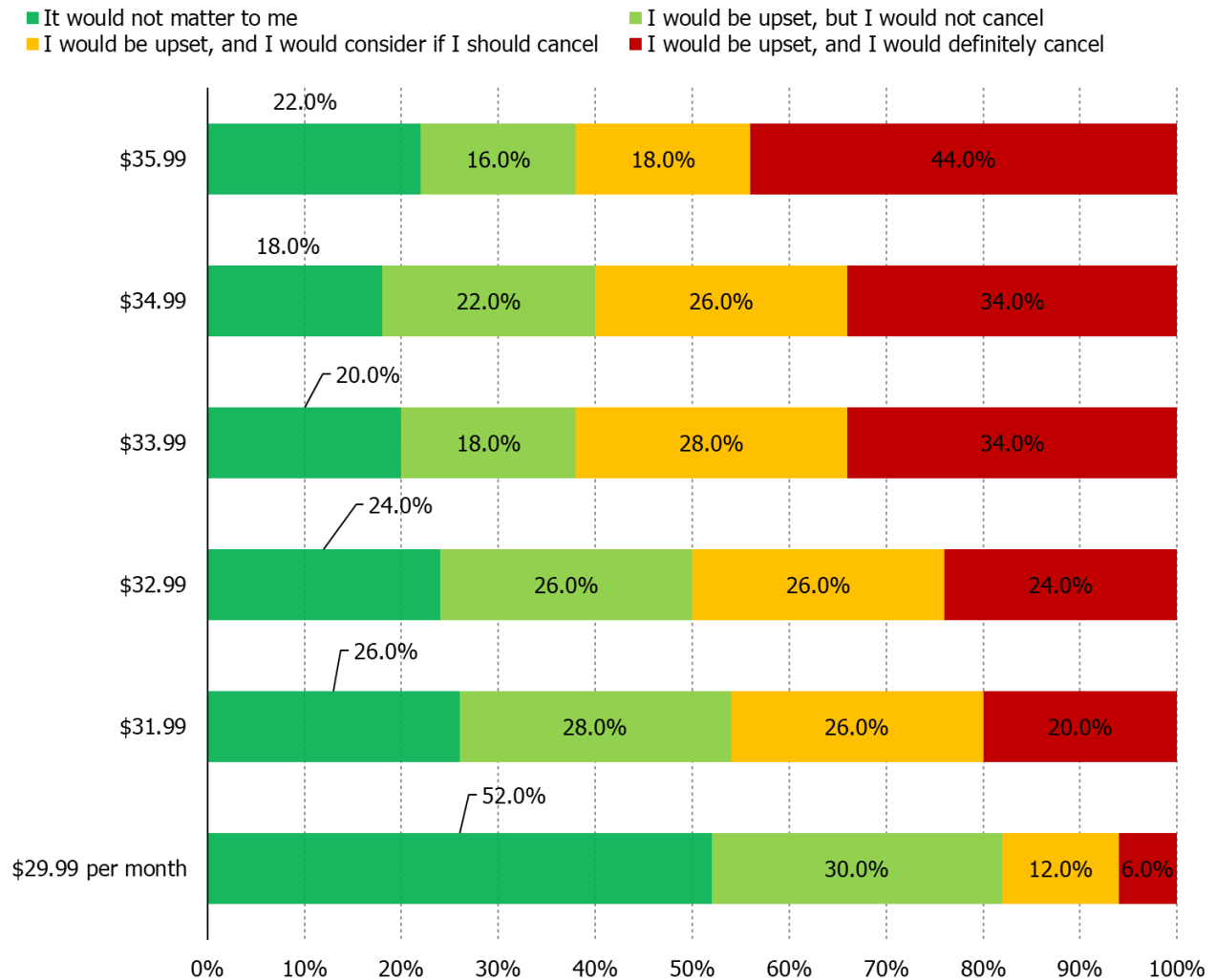
WHICH GYMS DO YOU CURRENTLY HAVE A MEMBERSHIP WITH? (SELECT ALL THAT APPLY)

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 = 50).

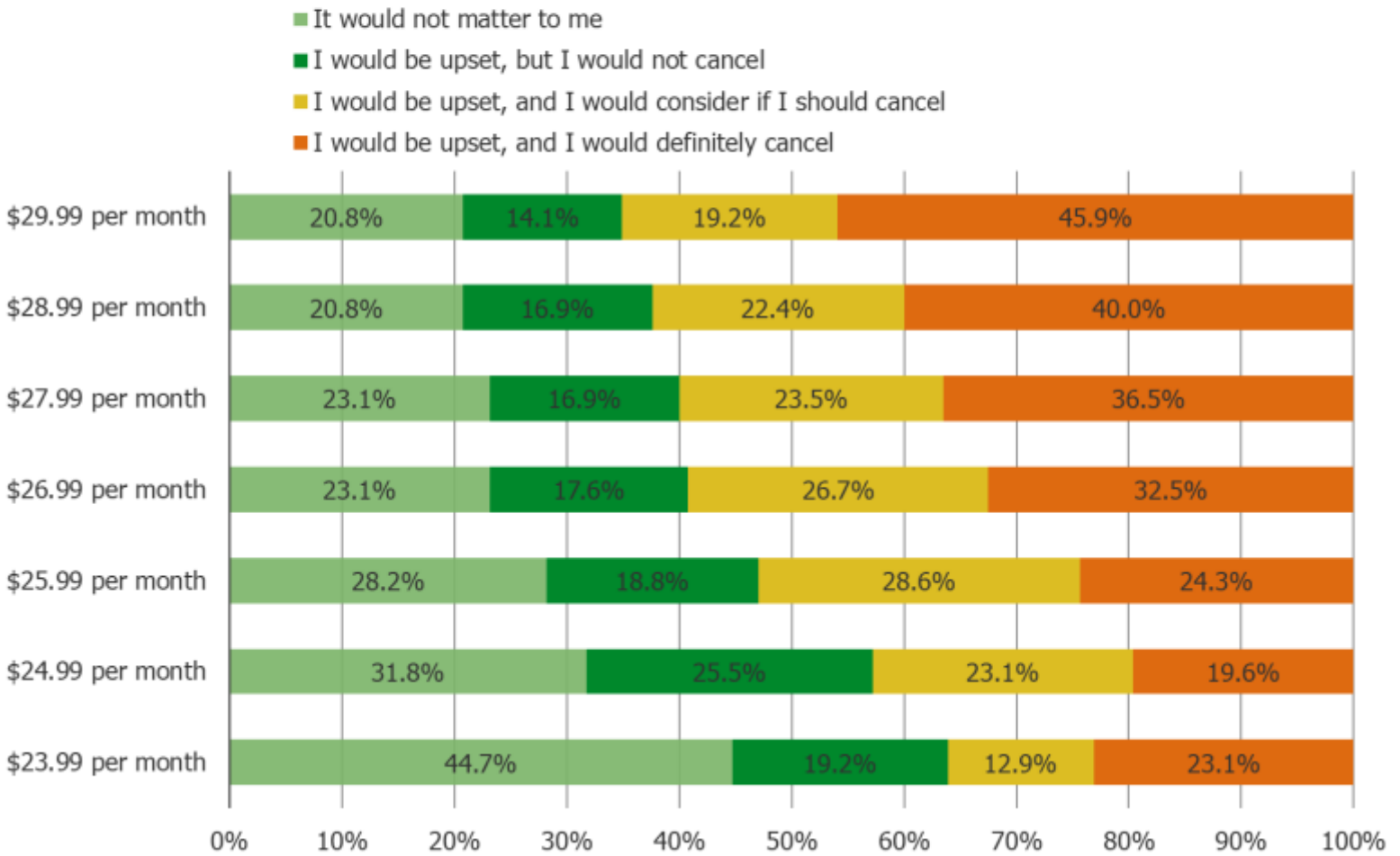


HISTORICAL COMPARISON:

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?

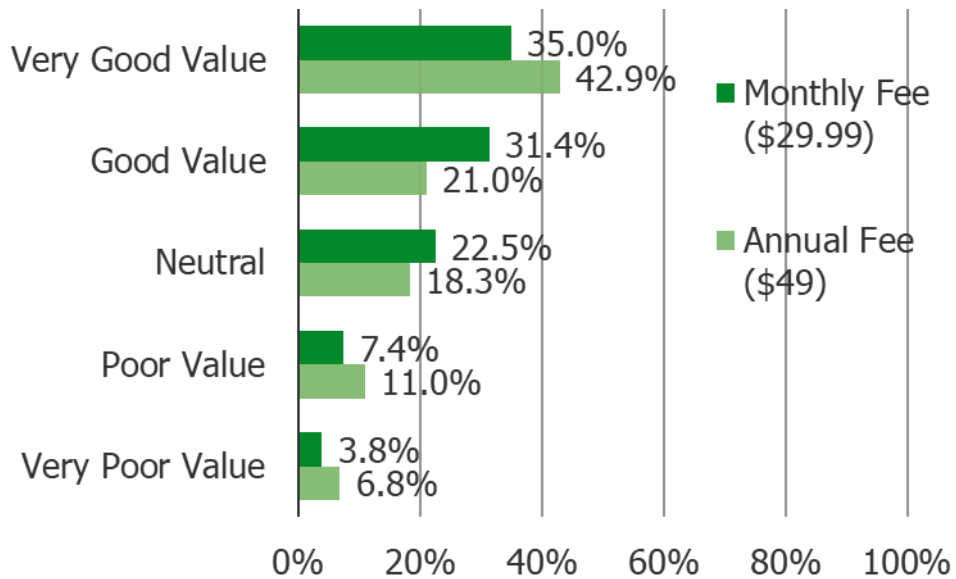
Posed to Planet Fitness members who have the PF Black Card membership.



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 (January 2025) to achieve a larger N size.

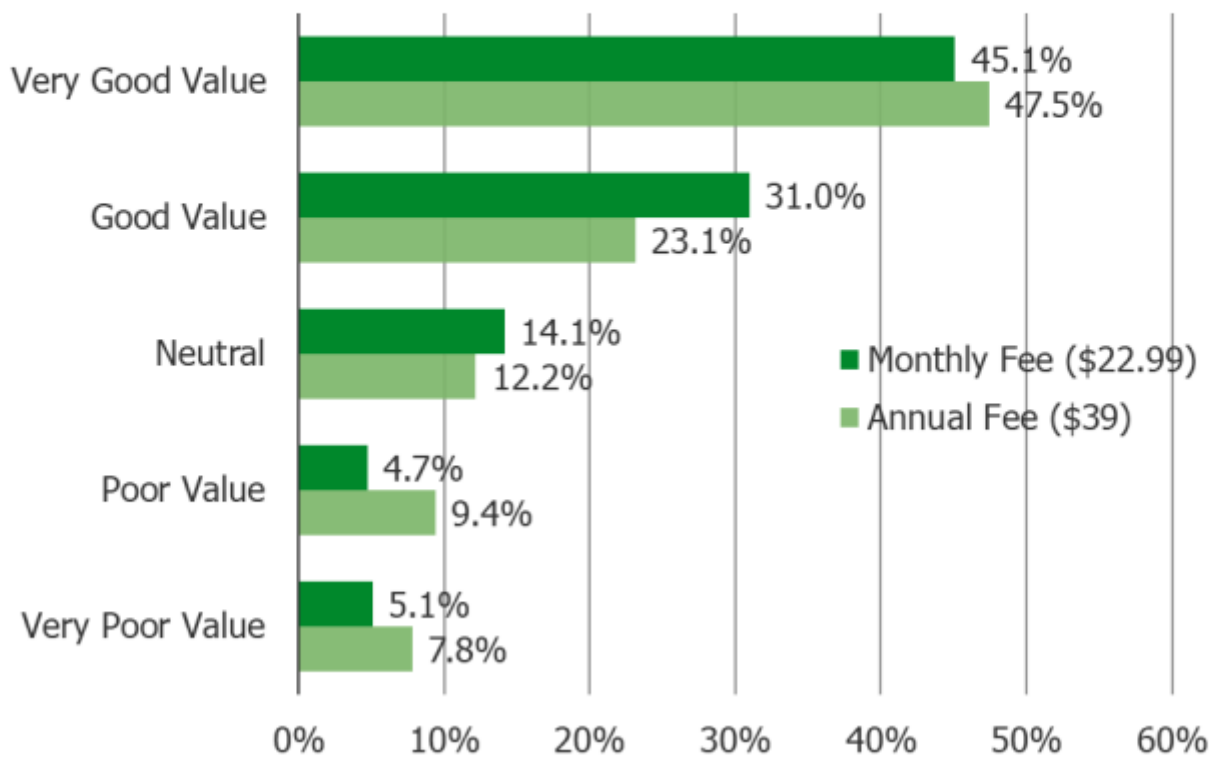


HISTORICAL COMPARISON:

From our survey published on May 4th, 2022

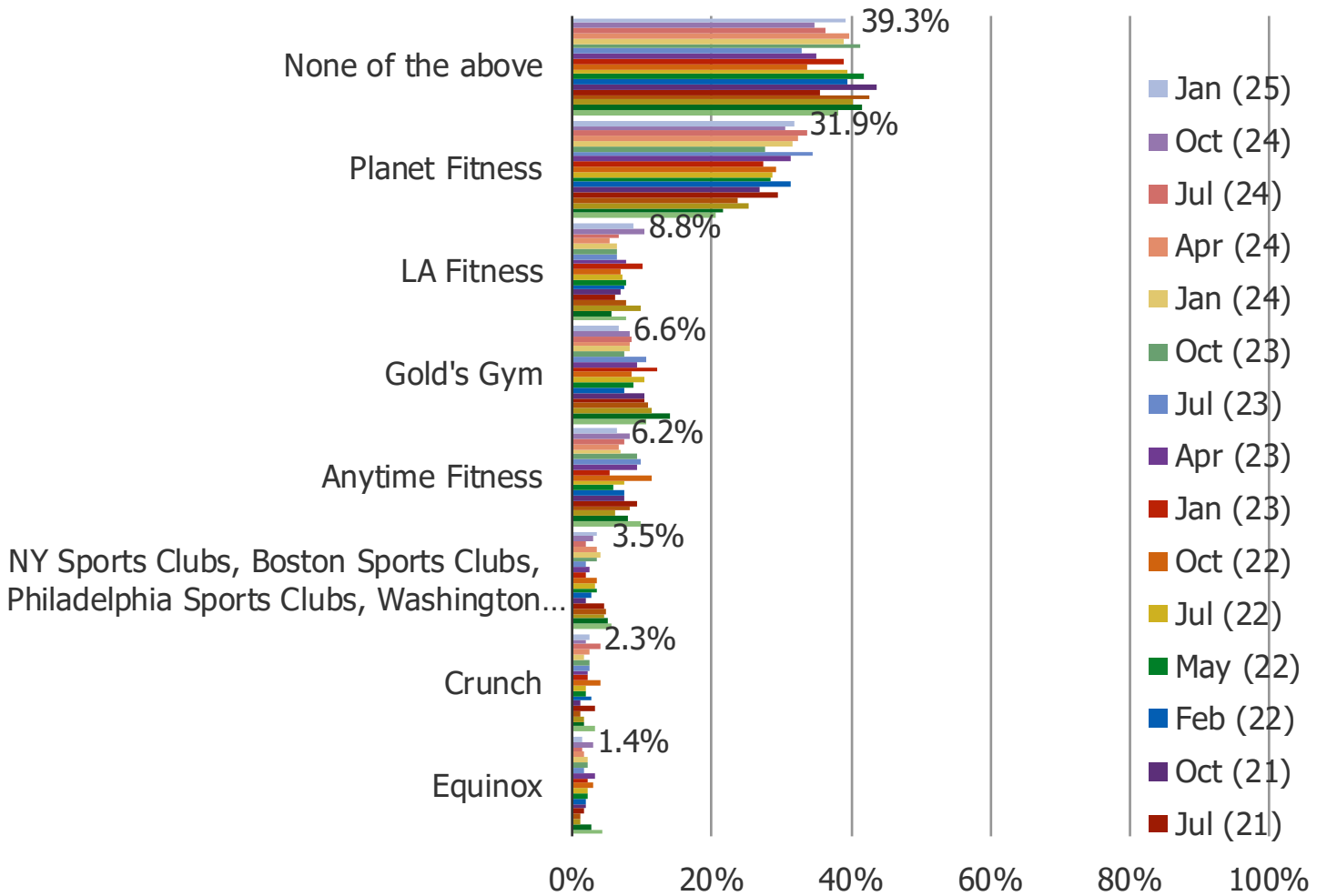
HOW DO YOU FEEL ABOUT THE VALUE PROPOSITION OF THE PF BLACK CARD MEMBERSHIP?

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



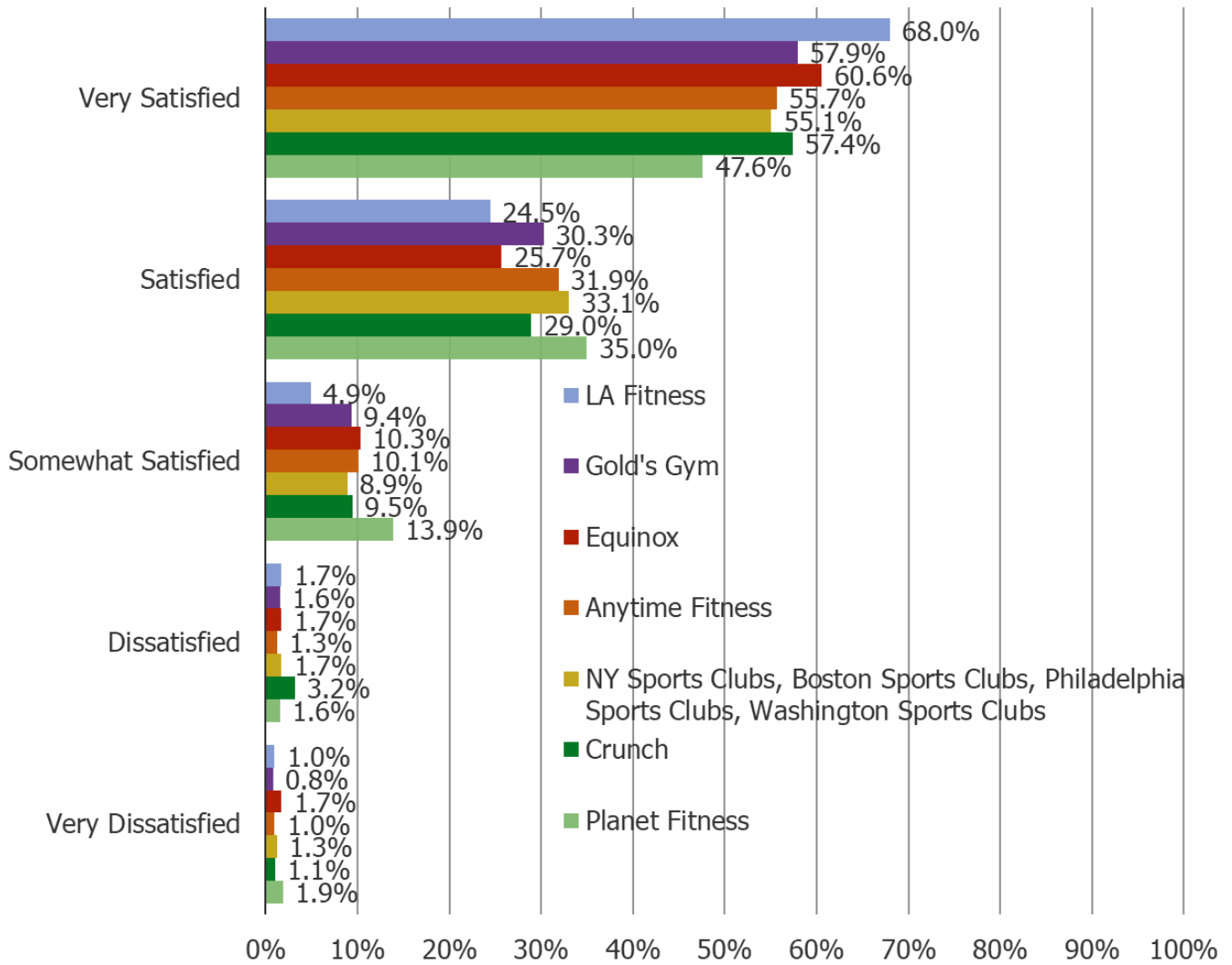
WHICH GYM WERE YOU MOST RECENTLY A MEMBER OF?

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...



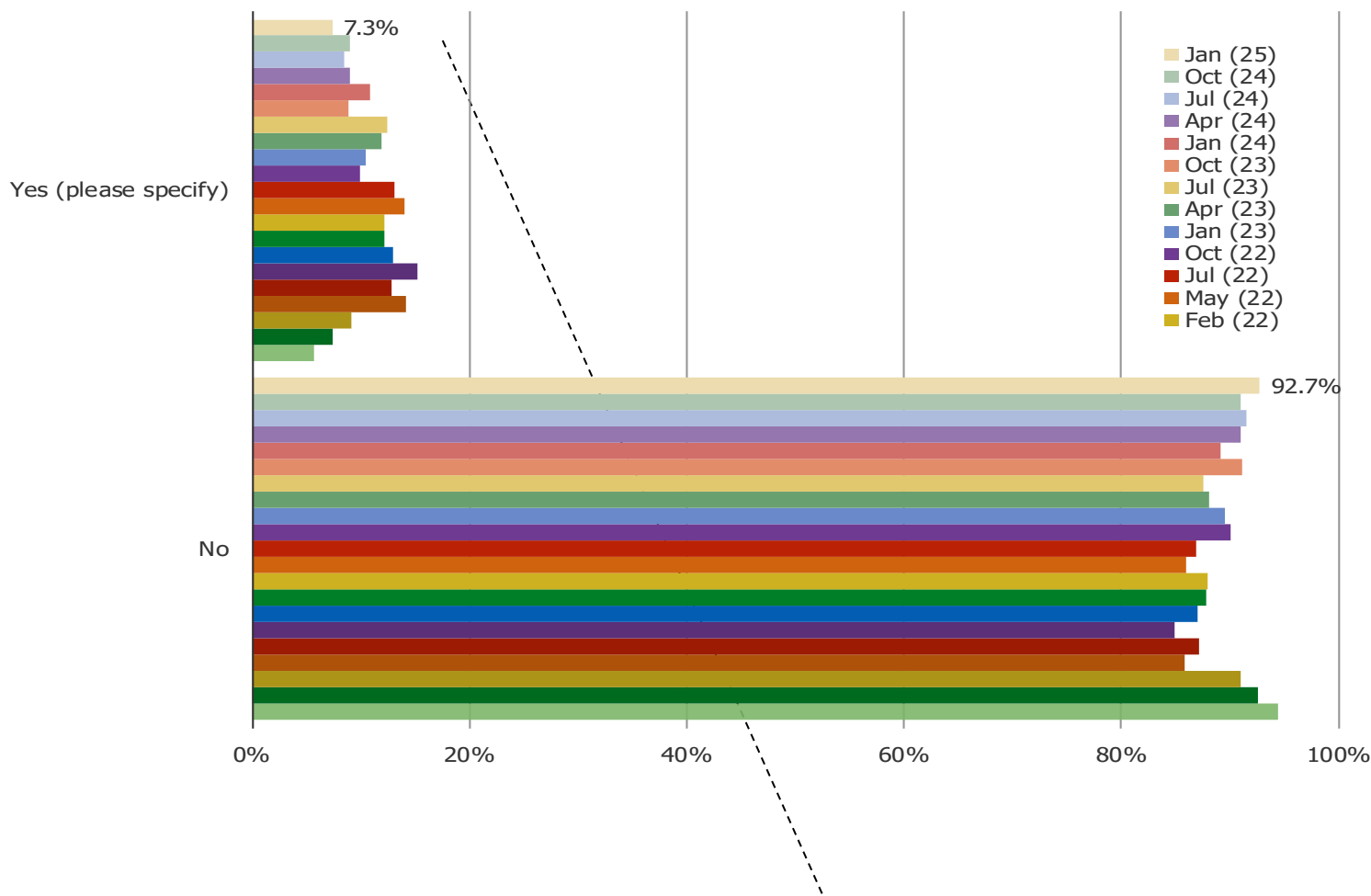
Combining current with prior waves to achieve larger N size...

	N =
Planet Fitness	678
Crunch	190
NY Sports Clubs, etc...	236
Anytime Fitness	307
Equinox	175
Gold's Gym	373
LA Fitness	409

AT-HOME FITNESS

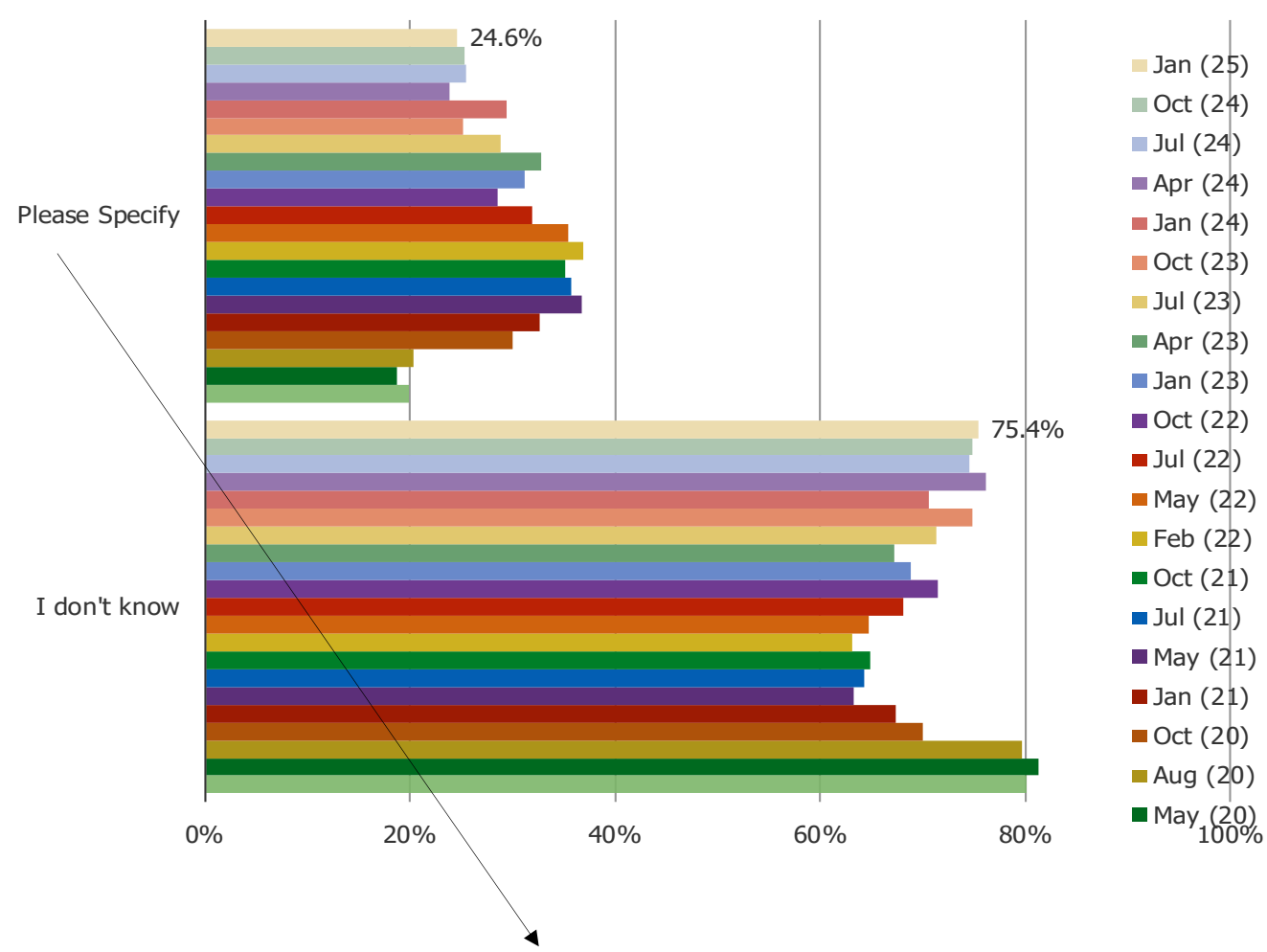
ARE THERE ANY FITNESS PRODUCTS OR SERVICES THAT YOU WOULD LIKE TO BUY OR SIGN UP FOR, THAT YOU DON'T ALREADY USE NOW?

Posed to respondents who exercise



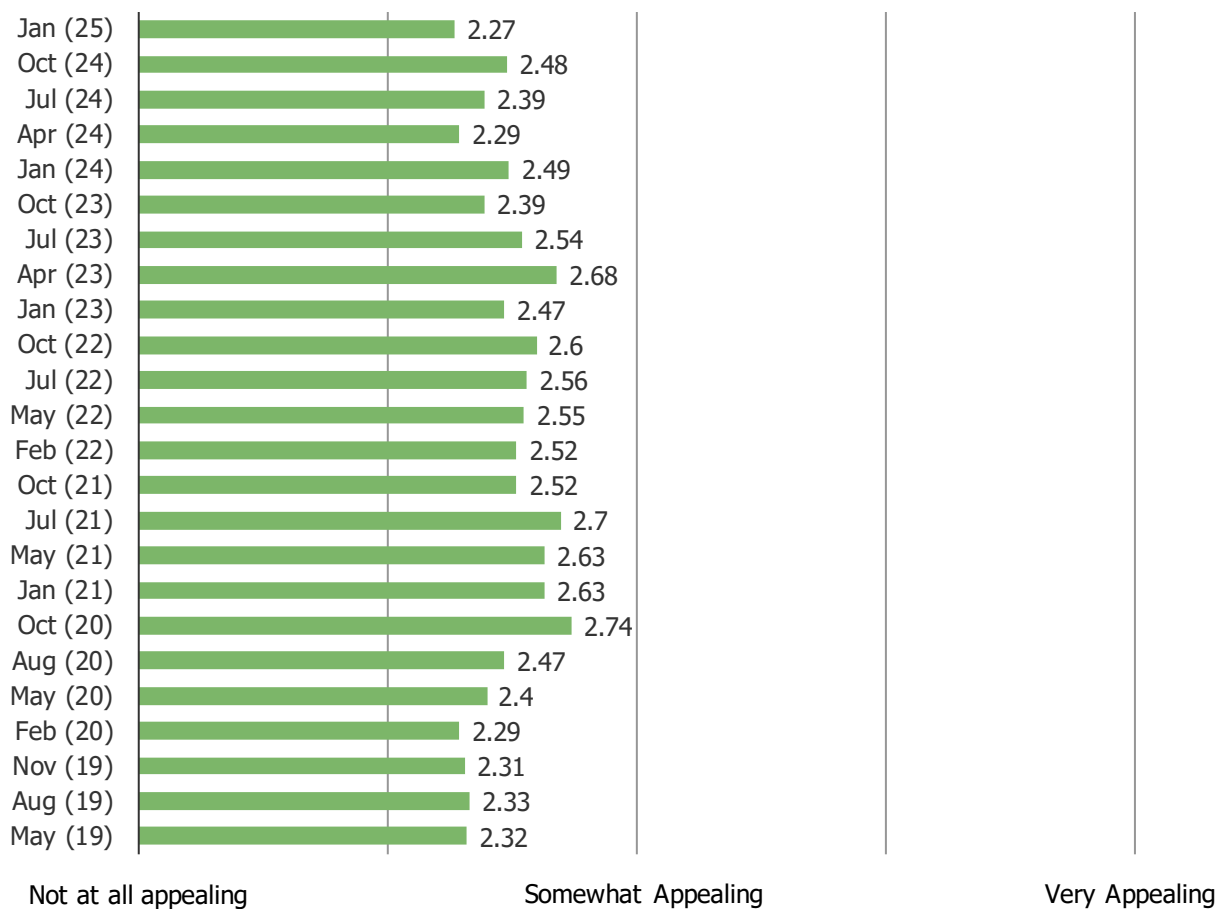
WHEN YOU THINK OF AT-HOME FITNESS BRANDS, WHICH COMES TO MIND FIRST?

Posed to respondents who exercise



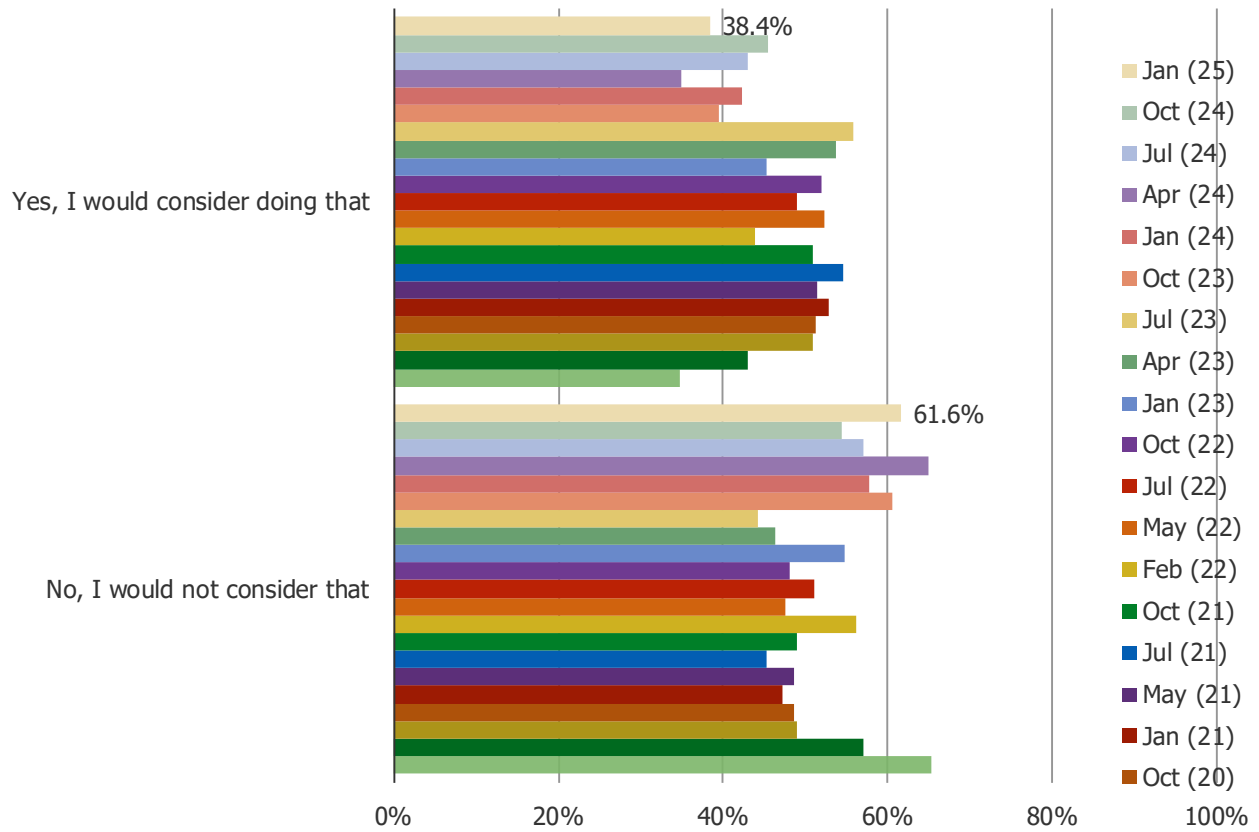
WOULD YOU FIND IT APPEALING TO BE ABLE TO PARTICIPATE IN AN EXERCISE CLASS ENVIRONMENT WHERE YOU WATCH A LIVE INSTRUCTOR AND COMPETE AGAINST OTHER PEOPLE FROM YOUR OWN HOME?

Posed to all respondents



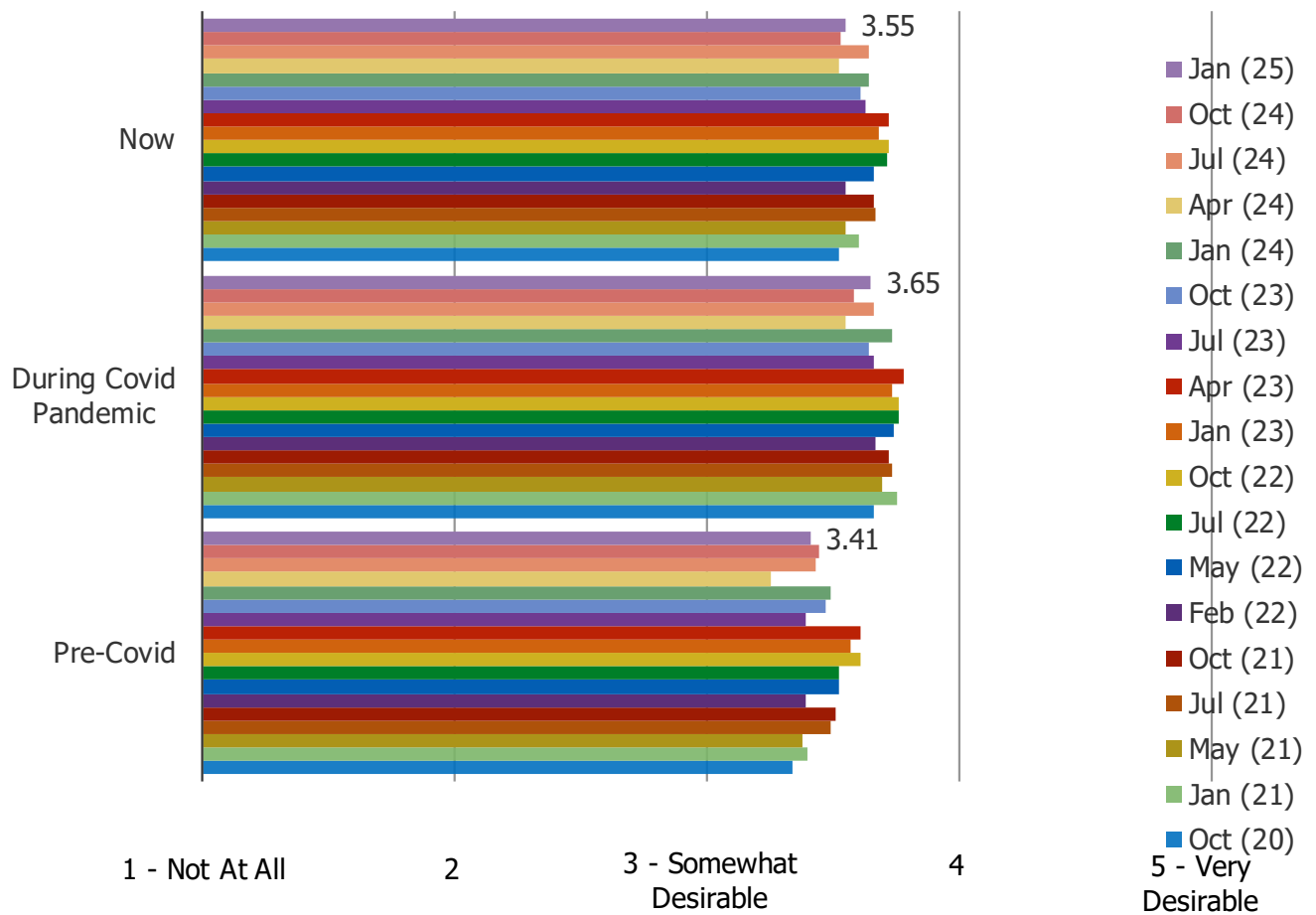
WOULD YOU CONSIDER DROPPING YOUR GYM MEMBERSHIP TO USE ONLY IN-HOME EXERCISE EQUIPMENT?

Posed to respondents WITH gym memberships



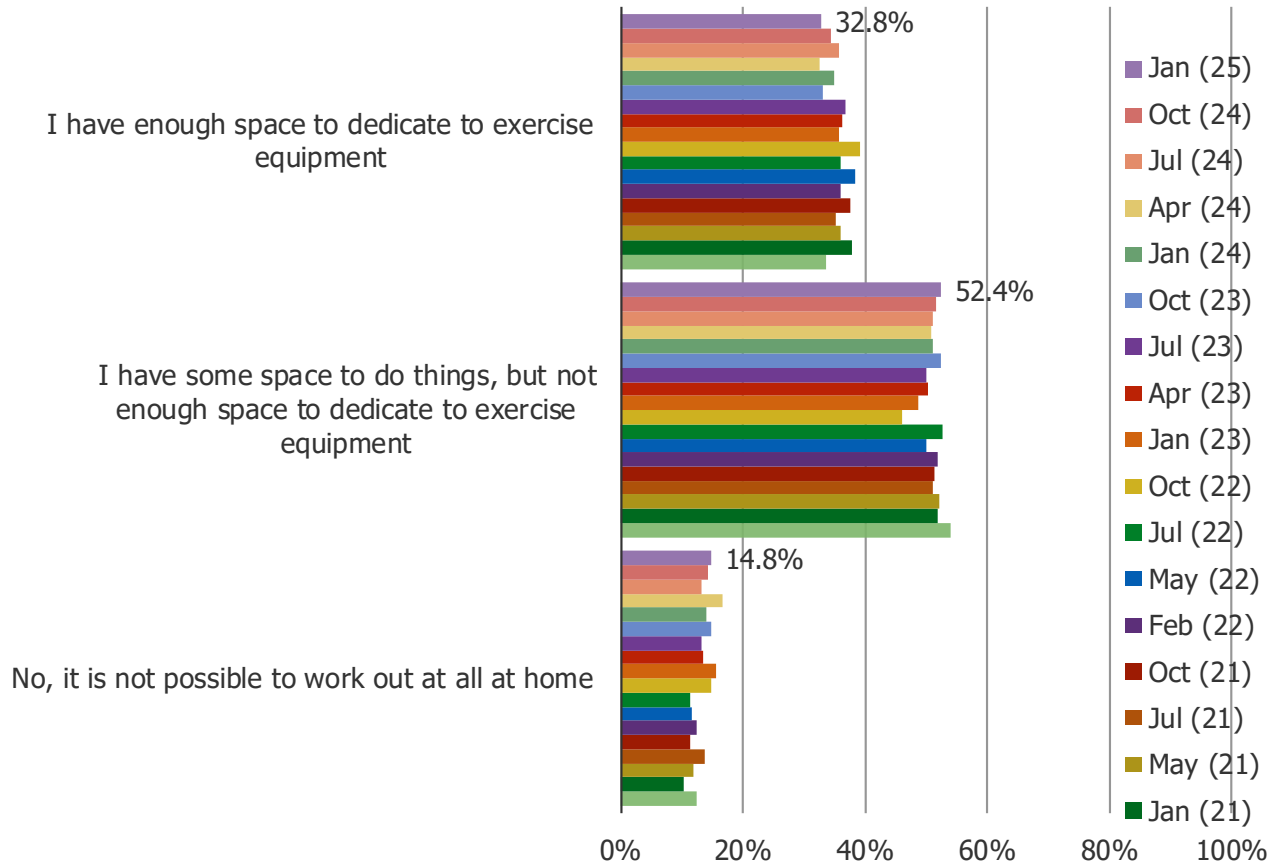
PLEASE RATE HOW DESIRABLE YOU WOULD FIND IT TO EXERCISE AT HOME?

Posed to respondents who exercise more often than never (N = 1049).



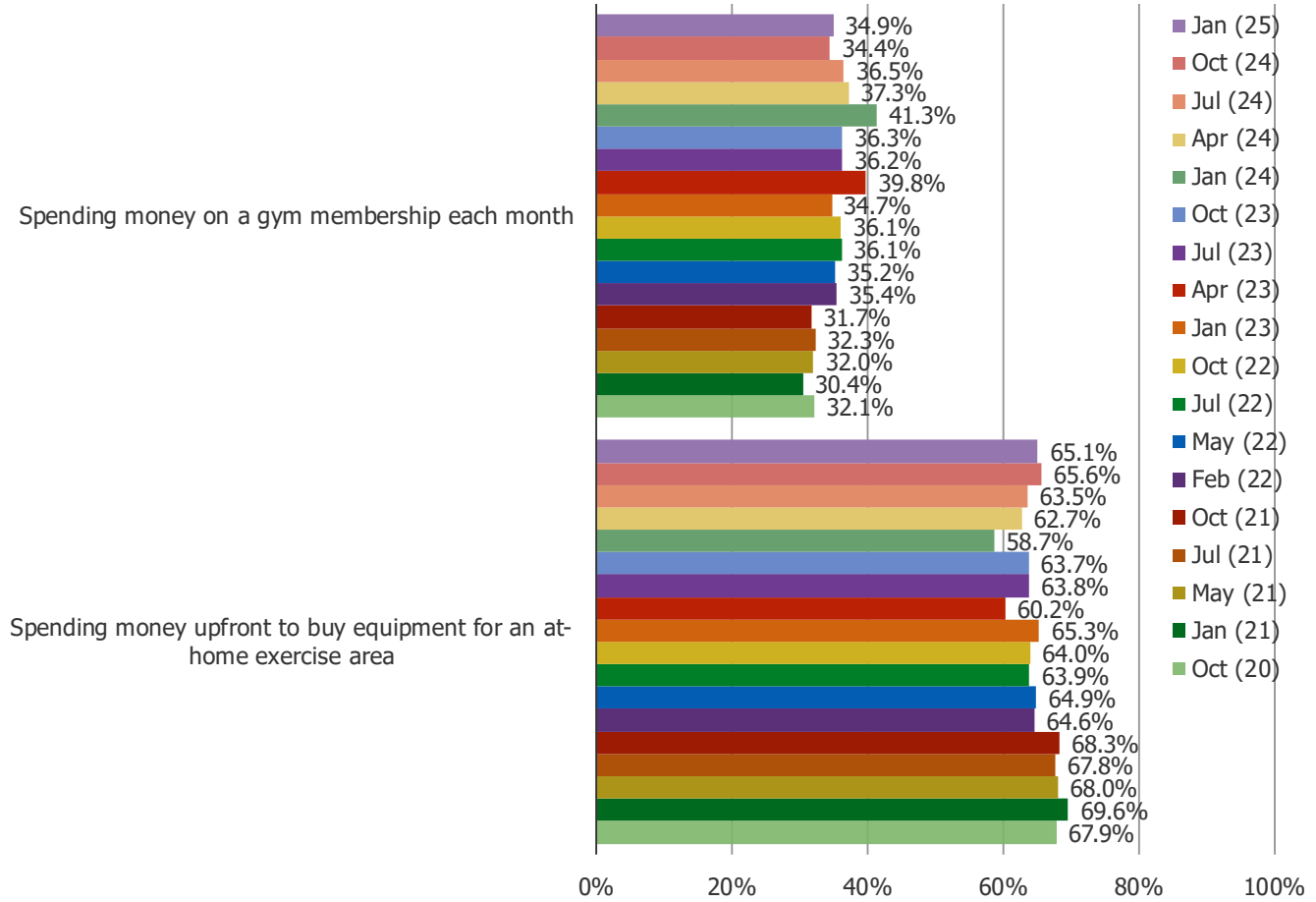
DO YOU HAVE THE SPACE IN YOUR HOME TO WORK OUT AT HOME?

Posed to respondents who exercise more often than never.



WHICH DO YOU THINK WOULD BE BETTER?

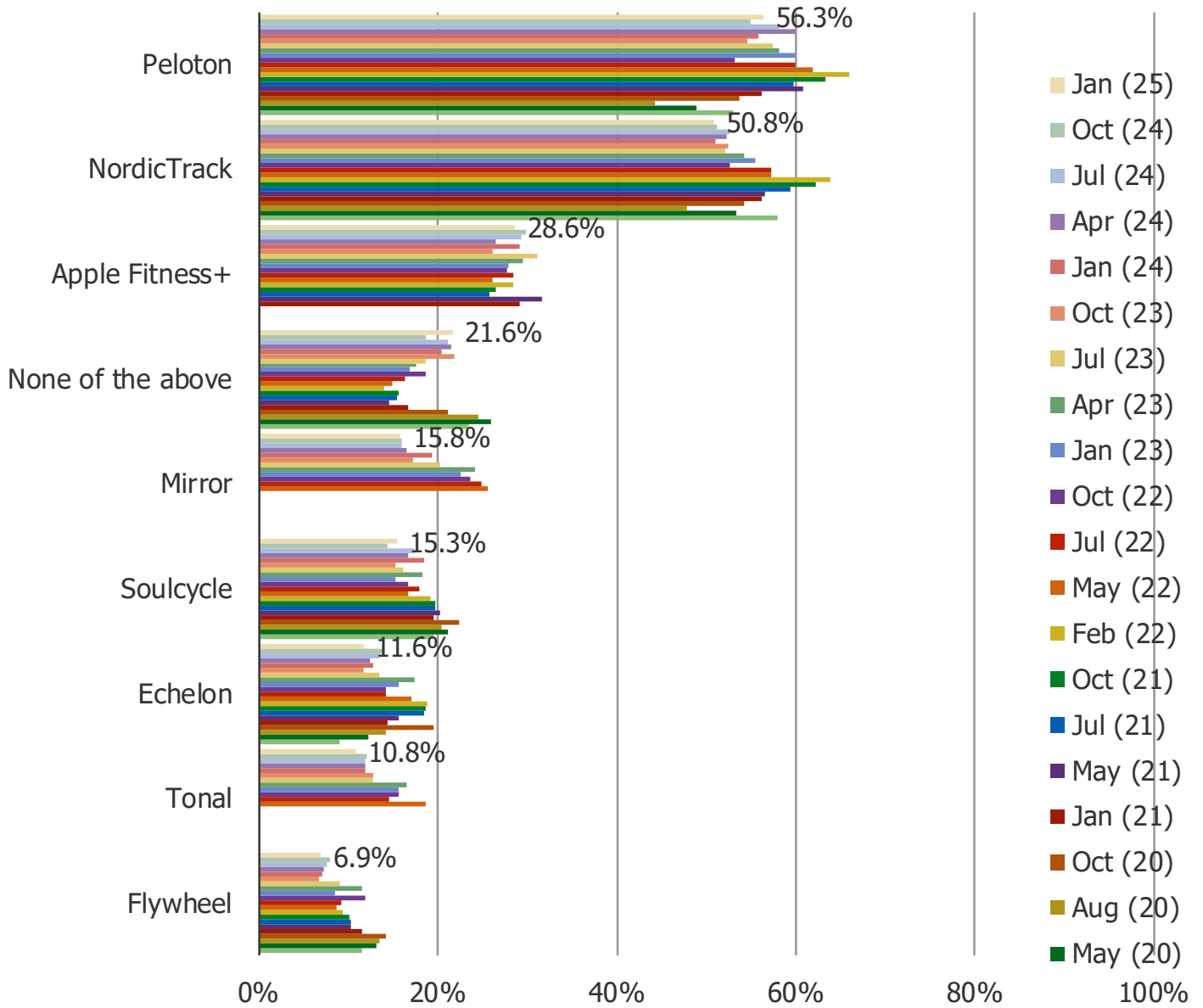
Posed to respondents who exercise more often than never.



AT-HOME FITNESS BRANDS

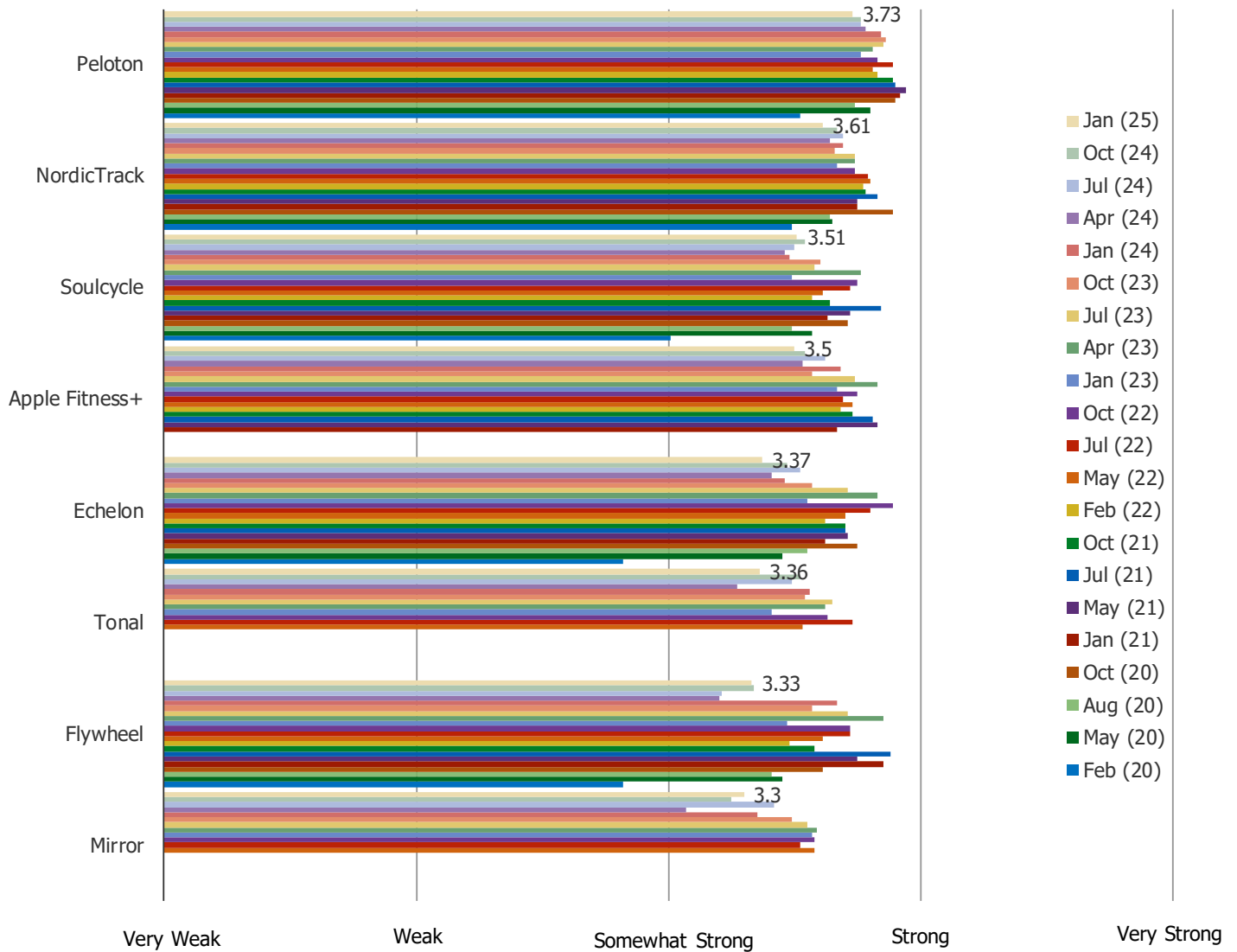
HAVE YOU HEARD OF ANY OF THE FOLLOWING?

Posed to all respondents



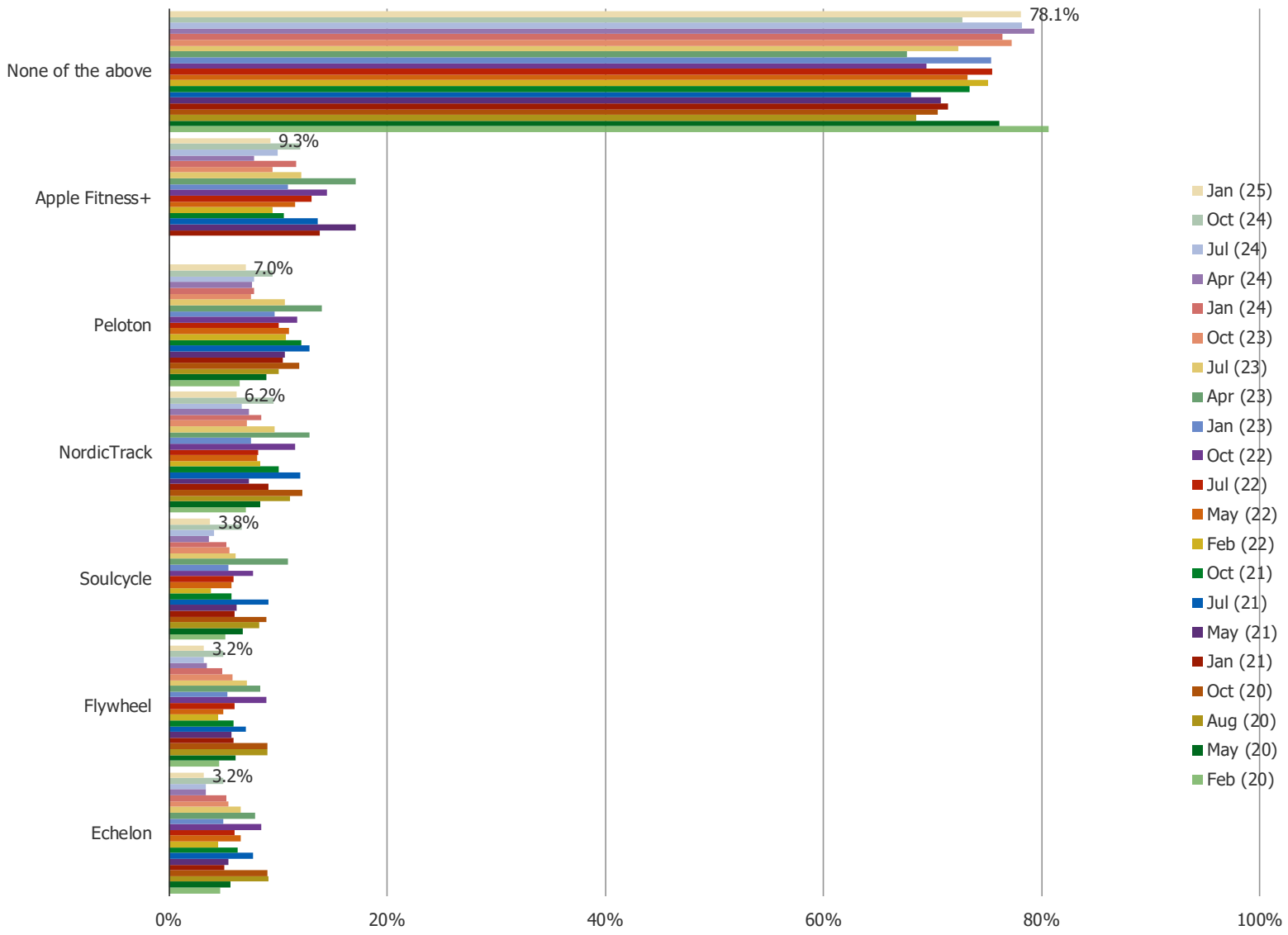
HOW STRONG OF A "FITNESS BRAND" DO YOU CONSIDER THE FOLLOWING TO BE?

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)

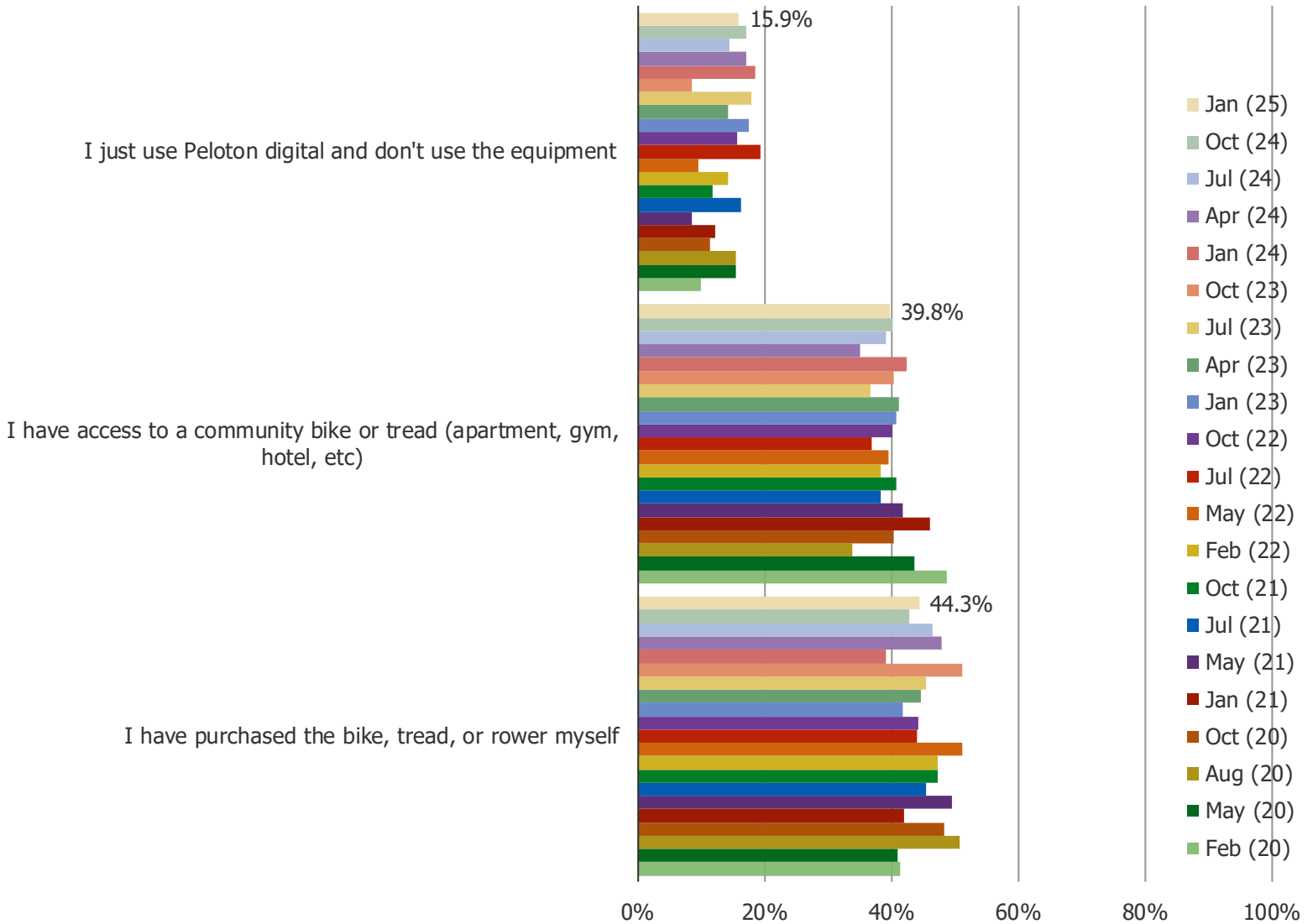
Posed to all respondents



PELTON CUSTOMERS

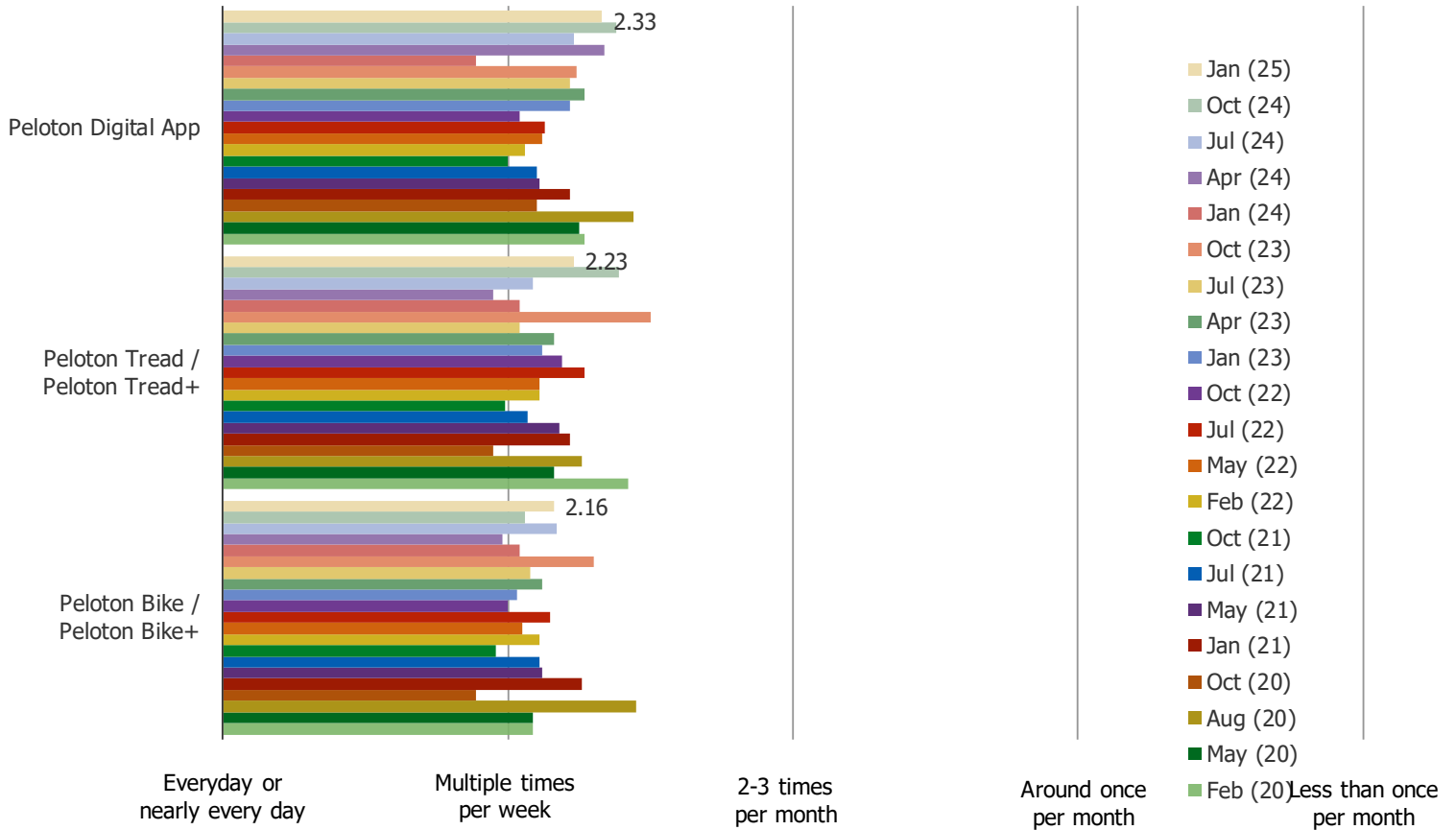
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF PELOTON?

Posed to Peloton owners



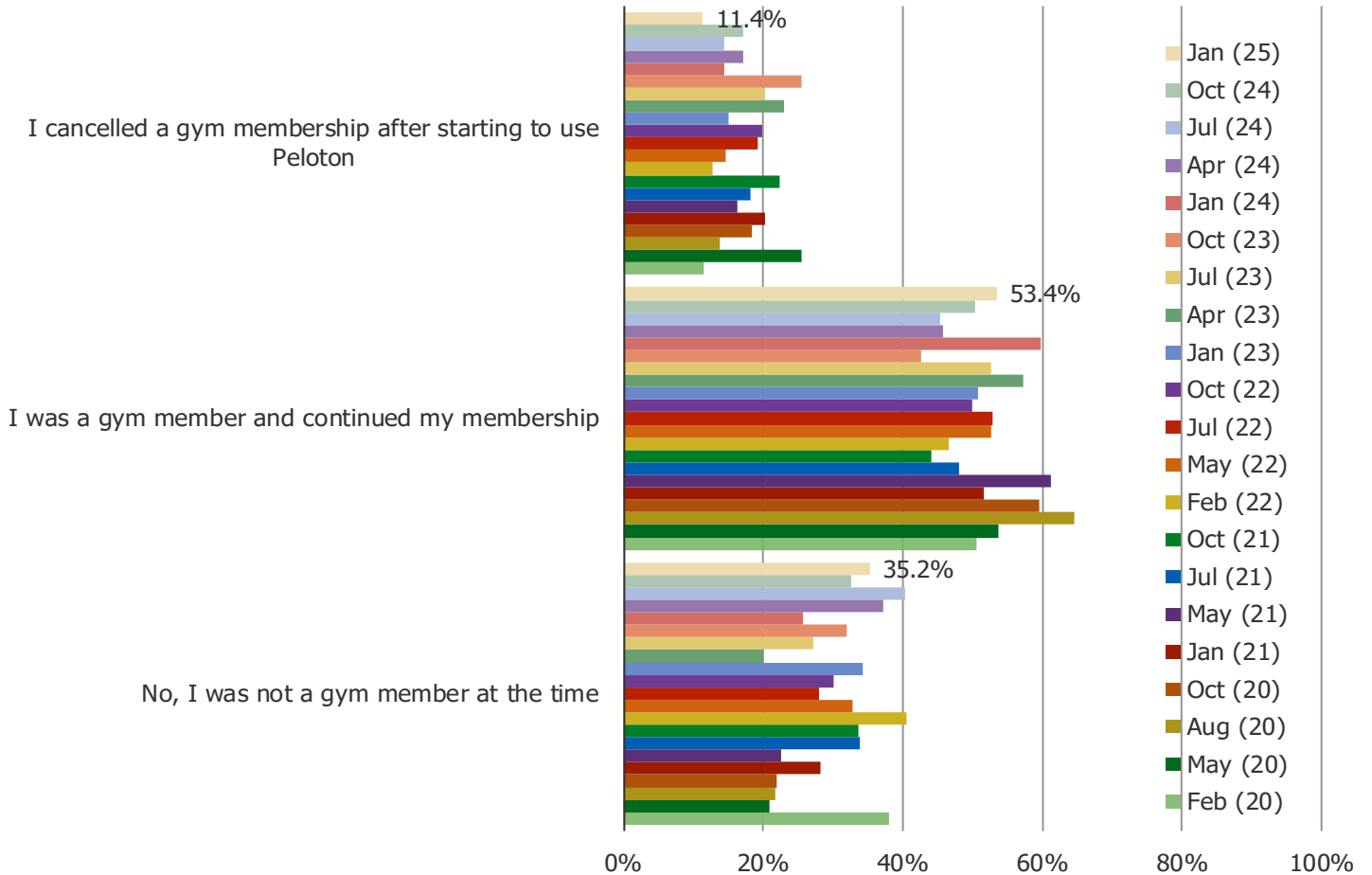
HOW OFTEN DO YOU USE THE FOLLOWING?

Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment). | N = 73



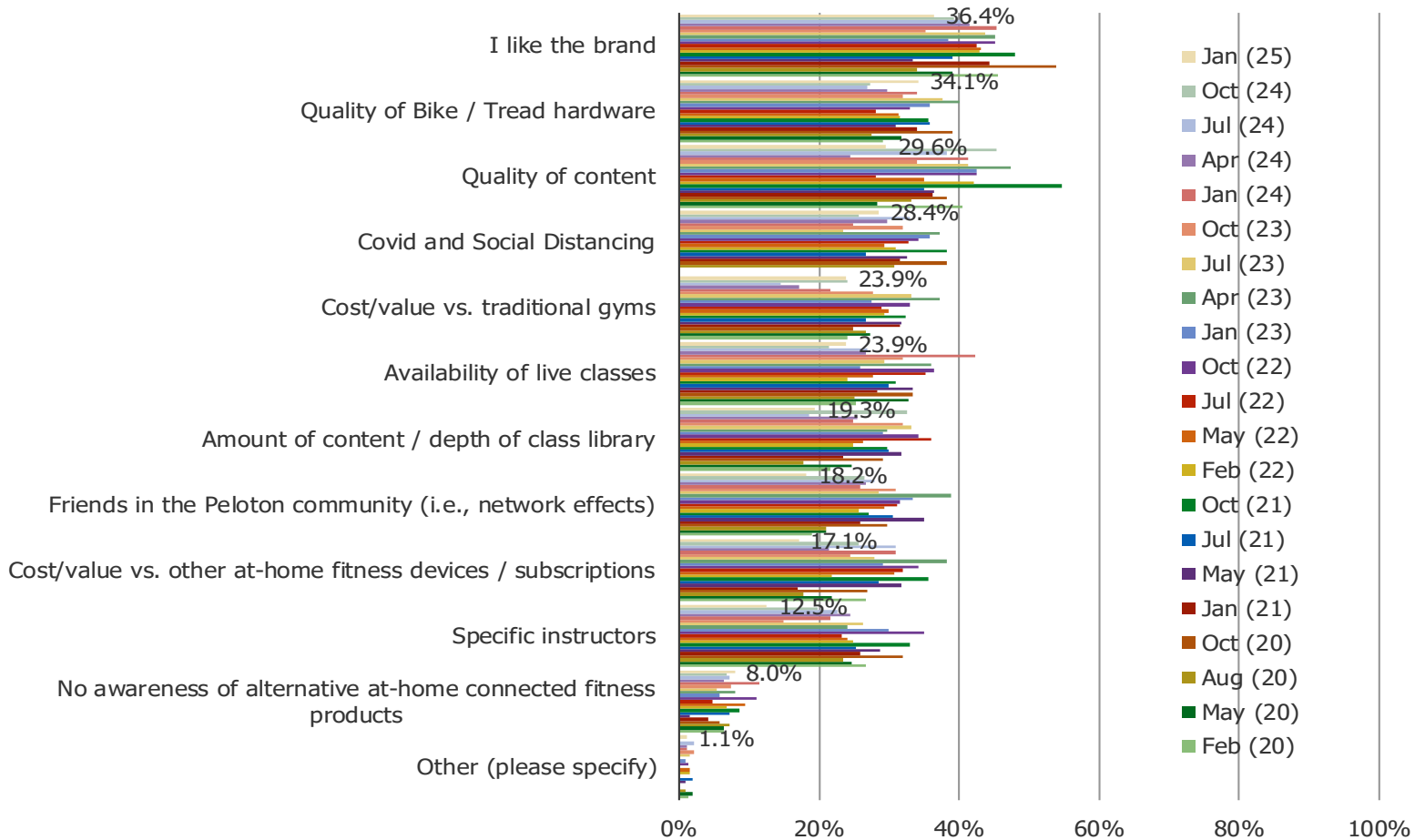
DID YOU CANCEL A GYM MEMBERSHIP AFTER YOU STARTED USING PELOTON?

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?

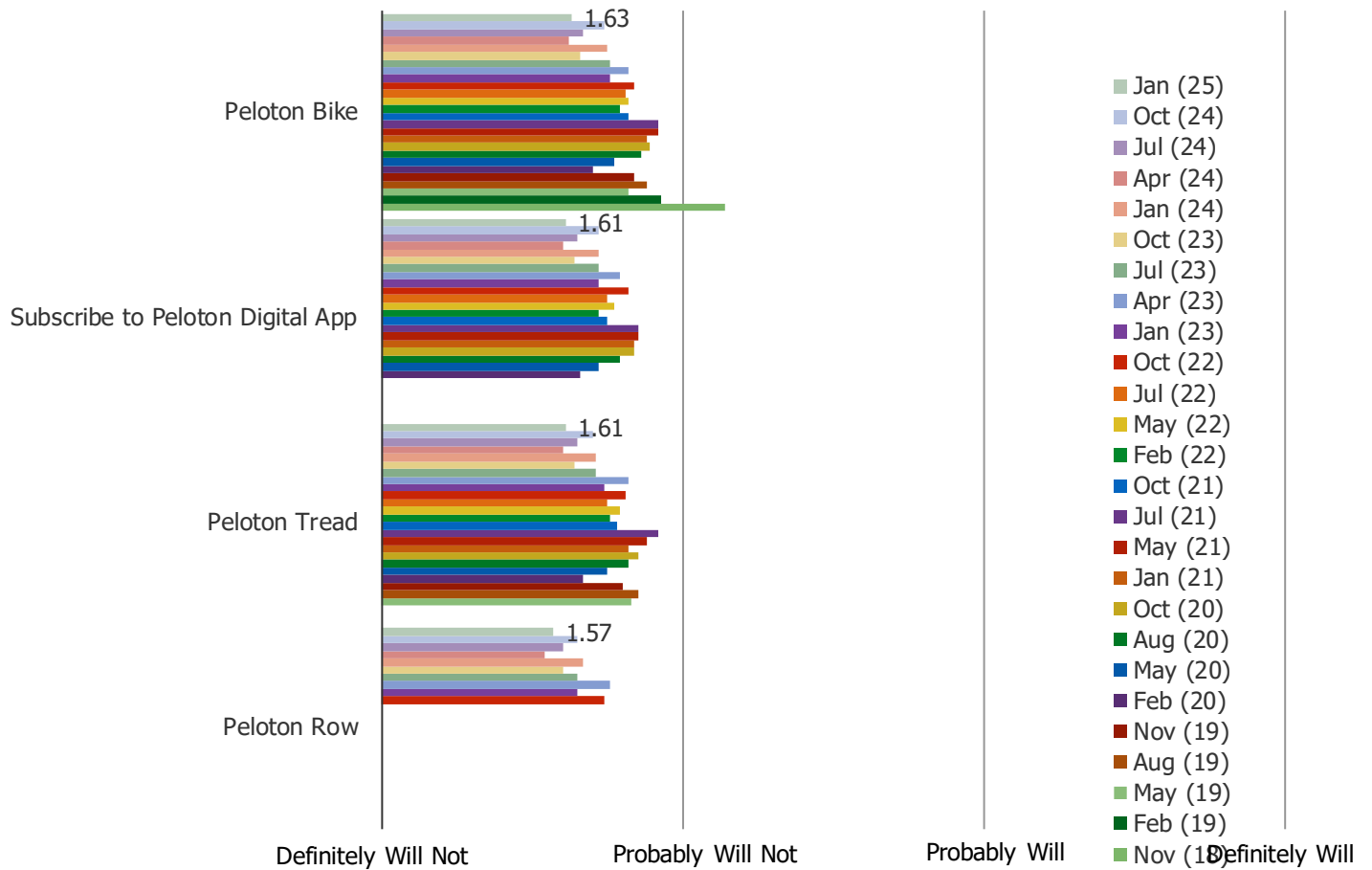
Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment).



NON PELOTON CUSTOMERS

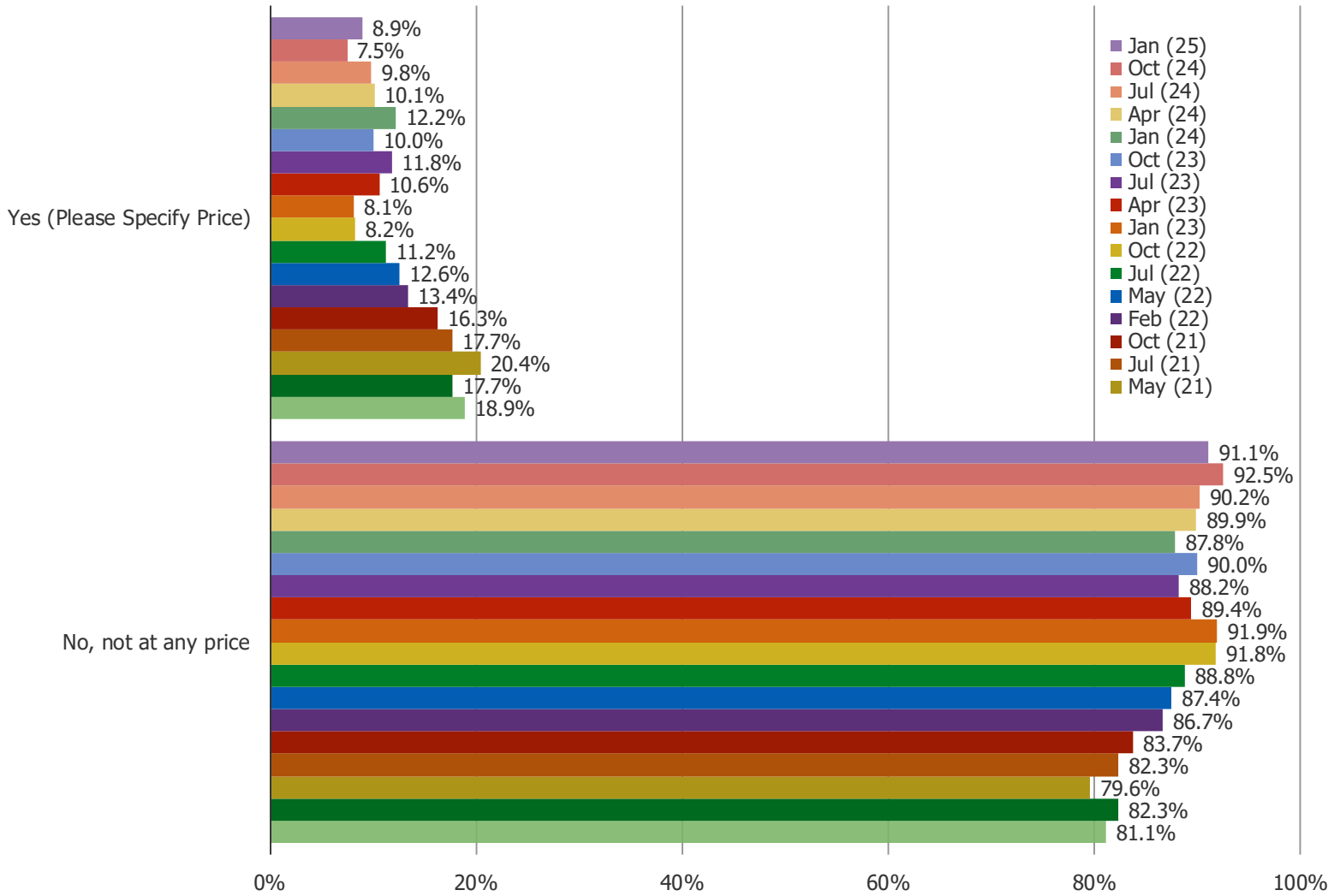
HOW LIKELY ARE YOU TO BUY THE PELOTON EQUIPMENT IN THE FUTURE OR SIGN UP FOR THE DIGITAL APP?

Posed to respondents who do not own any Peloton equipment.



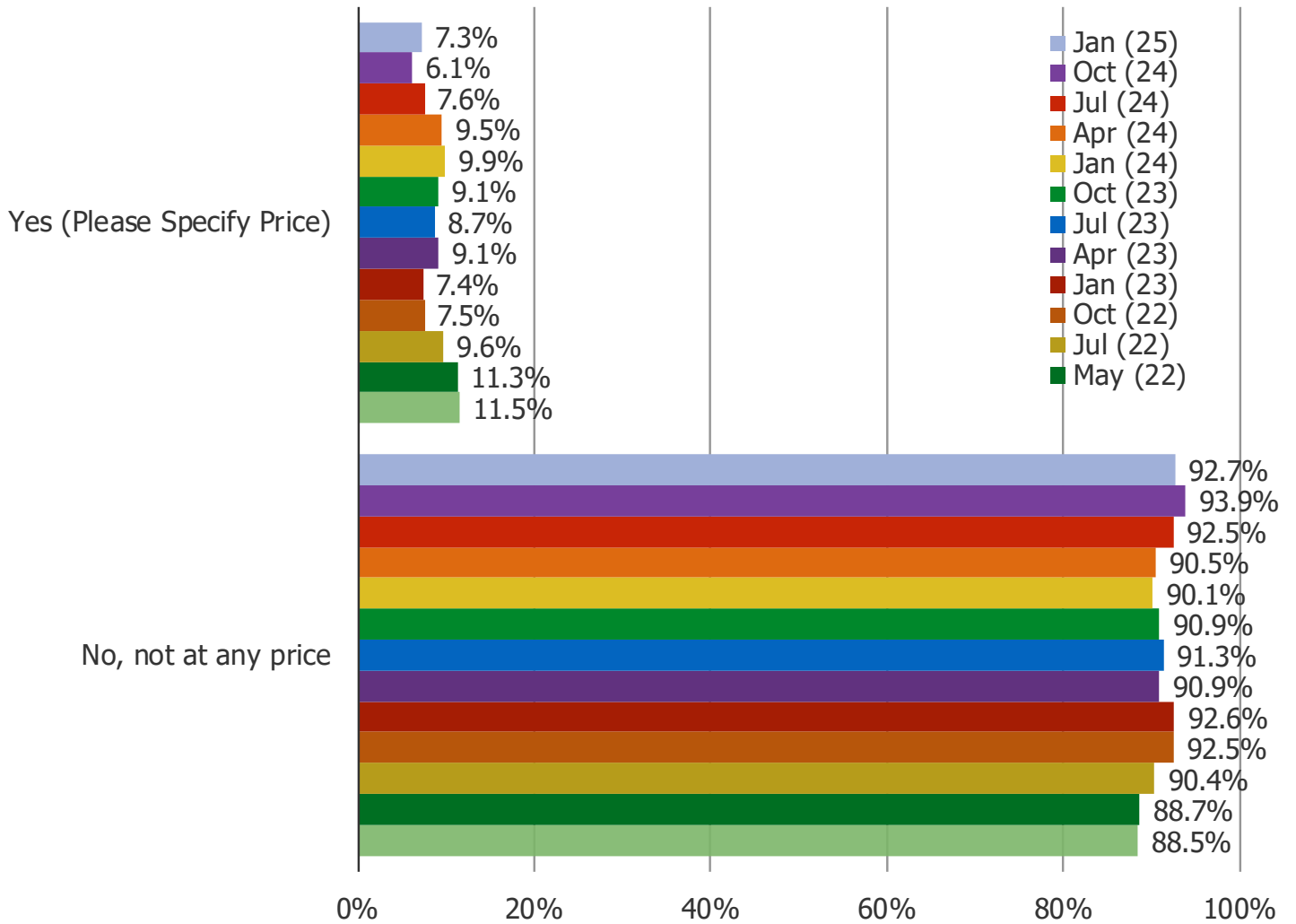
IS THERE A LOWER PRICE POINT THAT WOULD MAKE THE PELOTON BIKE OF INTEREST TO YOU?

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?

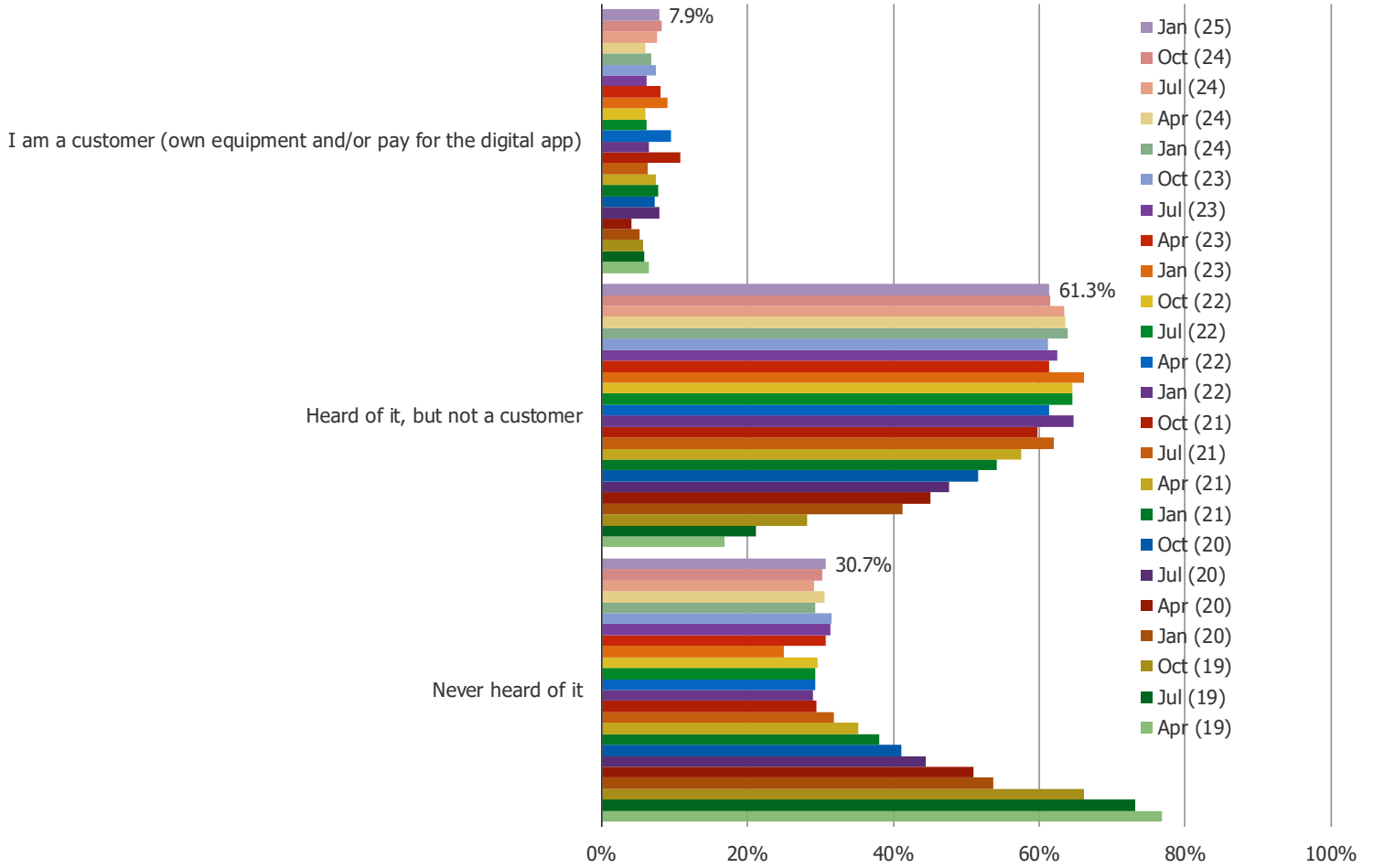
Posed to respondents who do not own or use any Peloton equipment.



PELTON IN THE UK

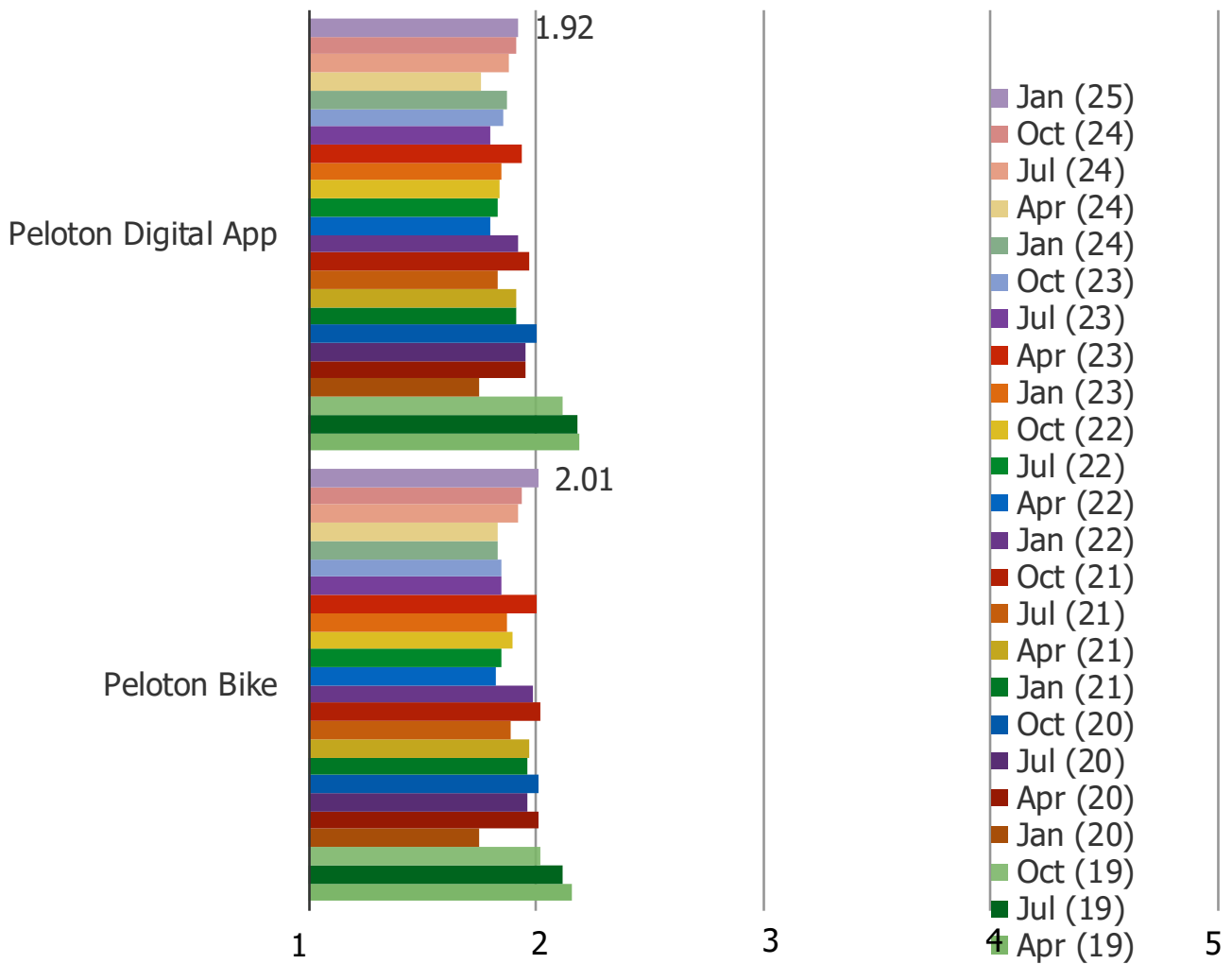
WHAT IS YOUR EXPERIENCE WITH PELOTON?

Posed to all respondents.



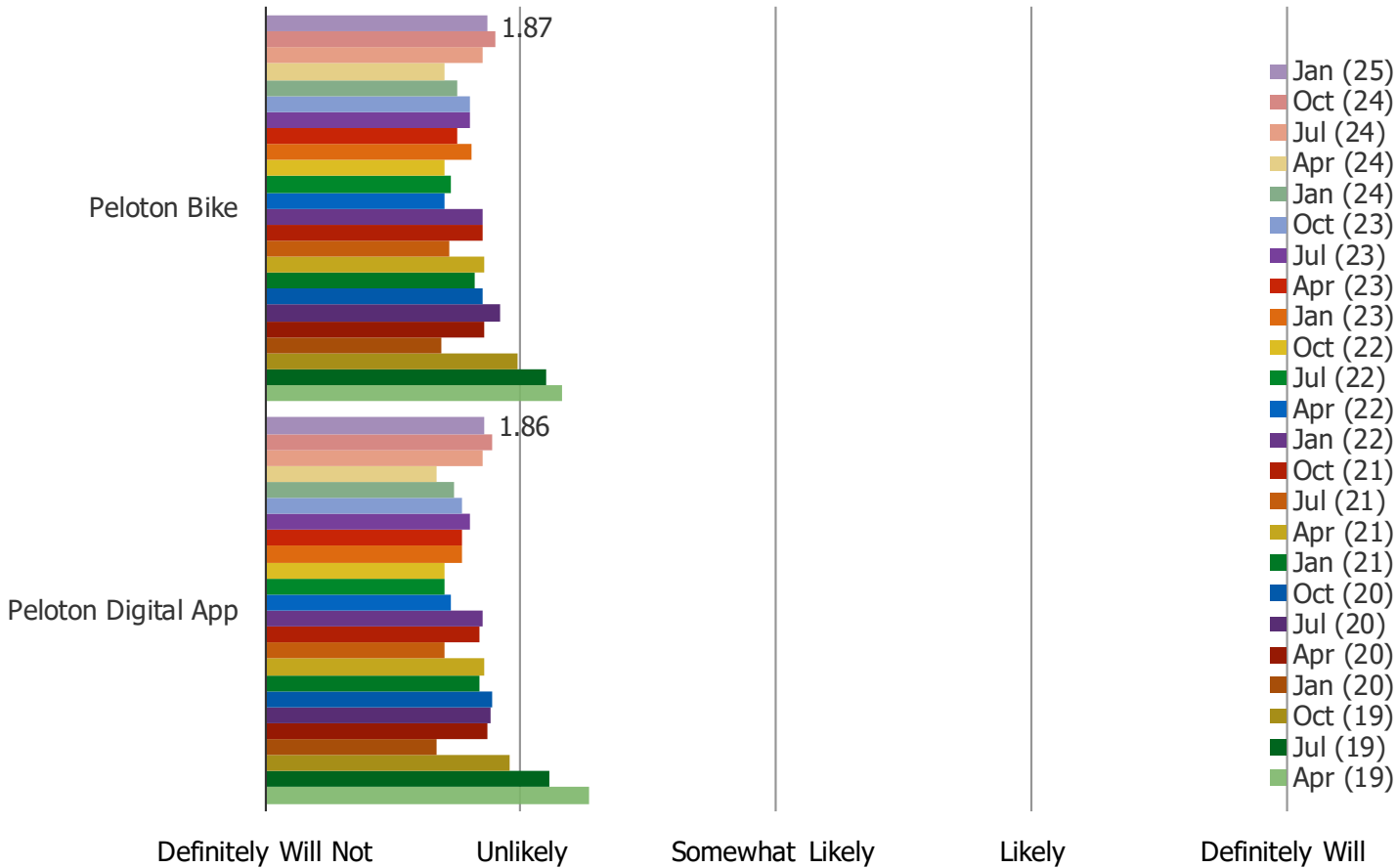
HOW MUCH INTEREST DO YOU HAVE IN THE FOLLOWING?

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.

