

BESPOKE SURVEYS

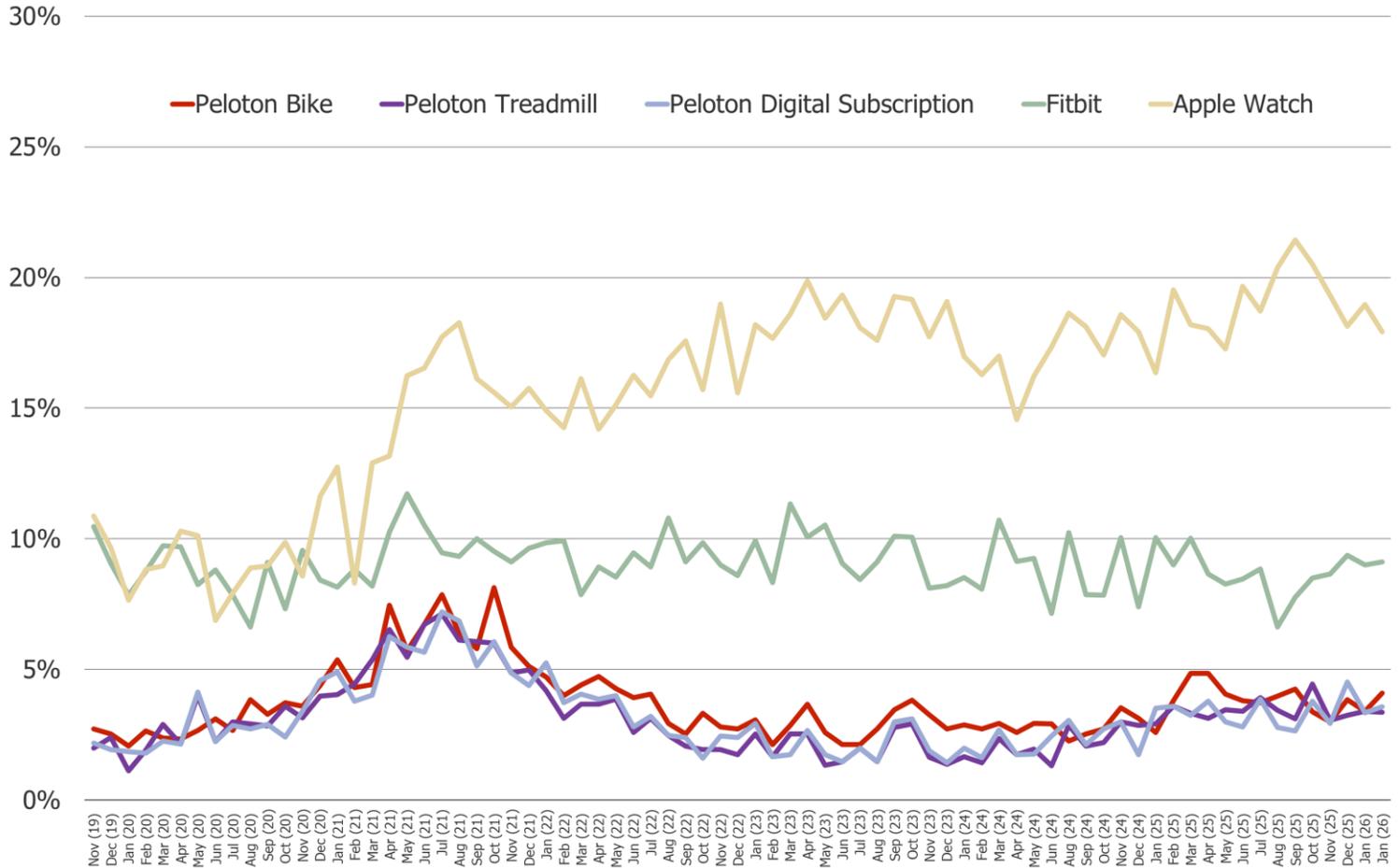
Fitness, Volume 37

1000+ Respondents Per Quarter

RECENTLY ADDED QUESTIONS

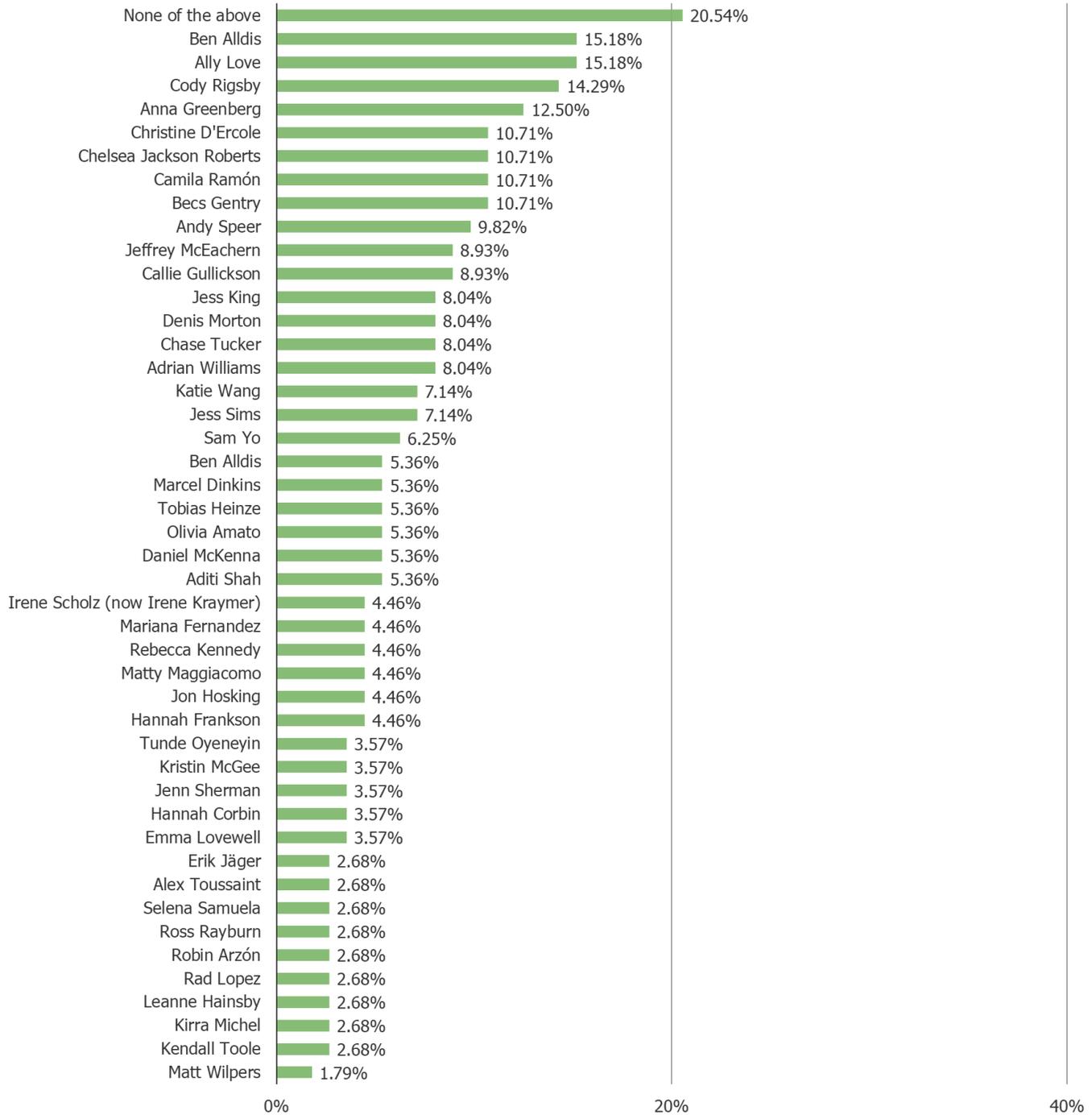
DO YOU OWN OR SUBSCRIBE TO ANY OF THE FOLLOWING PRODUCTS?

Posed to all respondents (from our monthly survey), 1500 US consumers balanced to census each month.



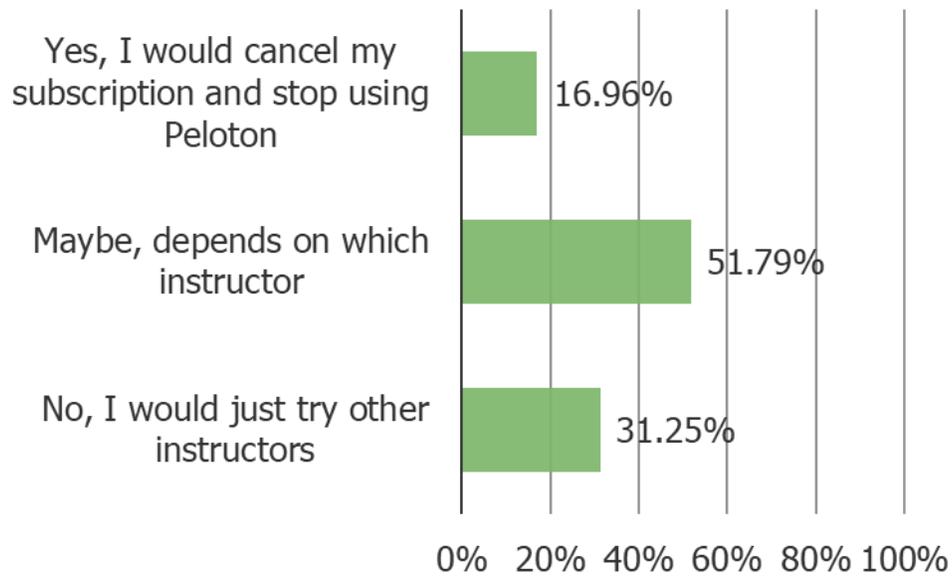
WHICH OF THESE PELOTON INSTRUCTORS ARE / HAVE BEEN IMPORTANT TO YOU? SELECT ALL THAT APPLY

Posed to all Peloton users (N = 112)



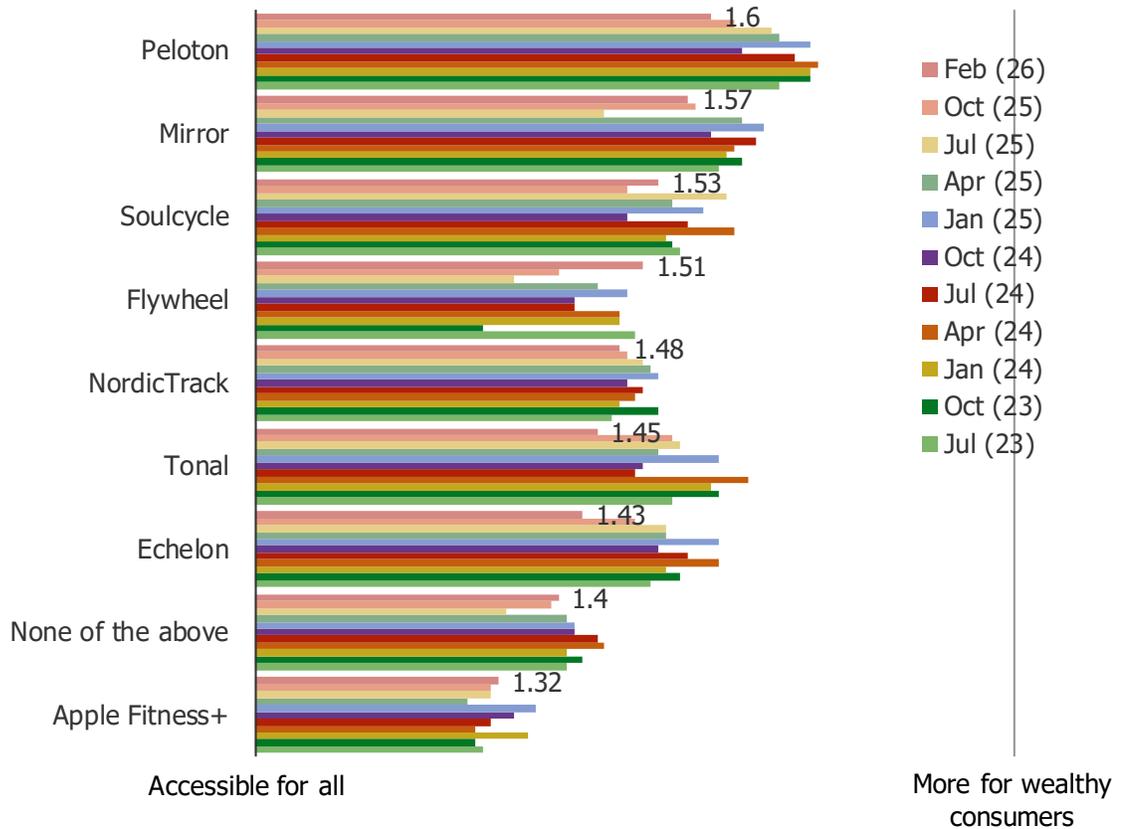
WOULD YOU CANCEL YOUR PELOTON SUBSCRIPTION IF ANY SPECIFIC INSTRUCTORS DECIDED TO LEAVE PELOTON?

Posed to all Peloton users (N = 112)

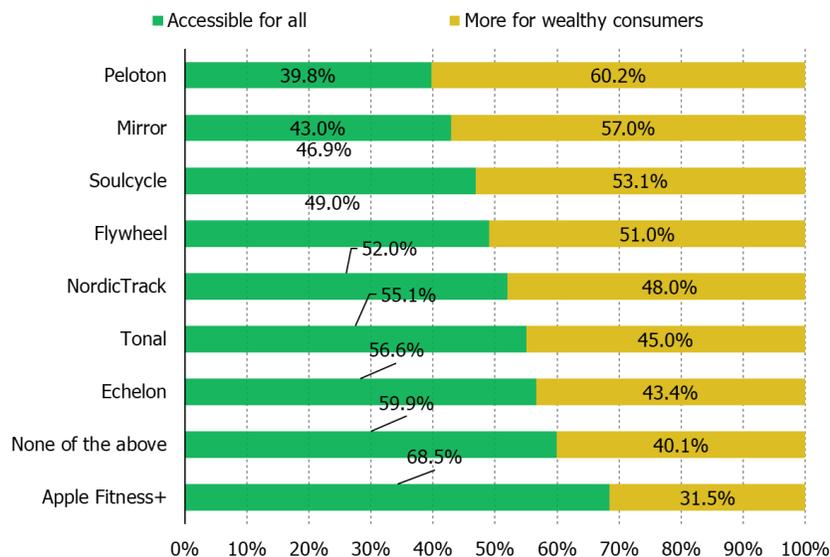


TO WHAT EXTENT DO YOU BELIEVE THIS BRAND IS...

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

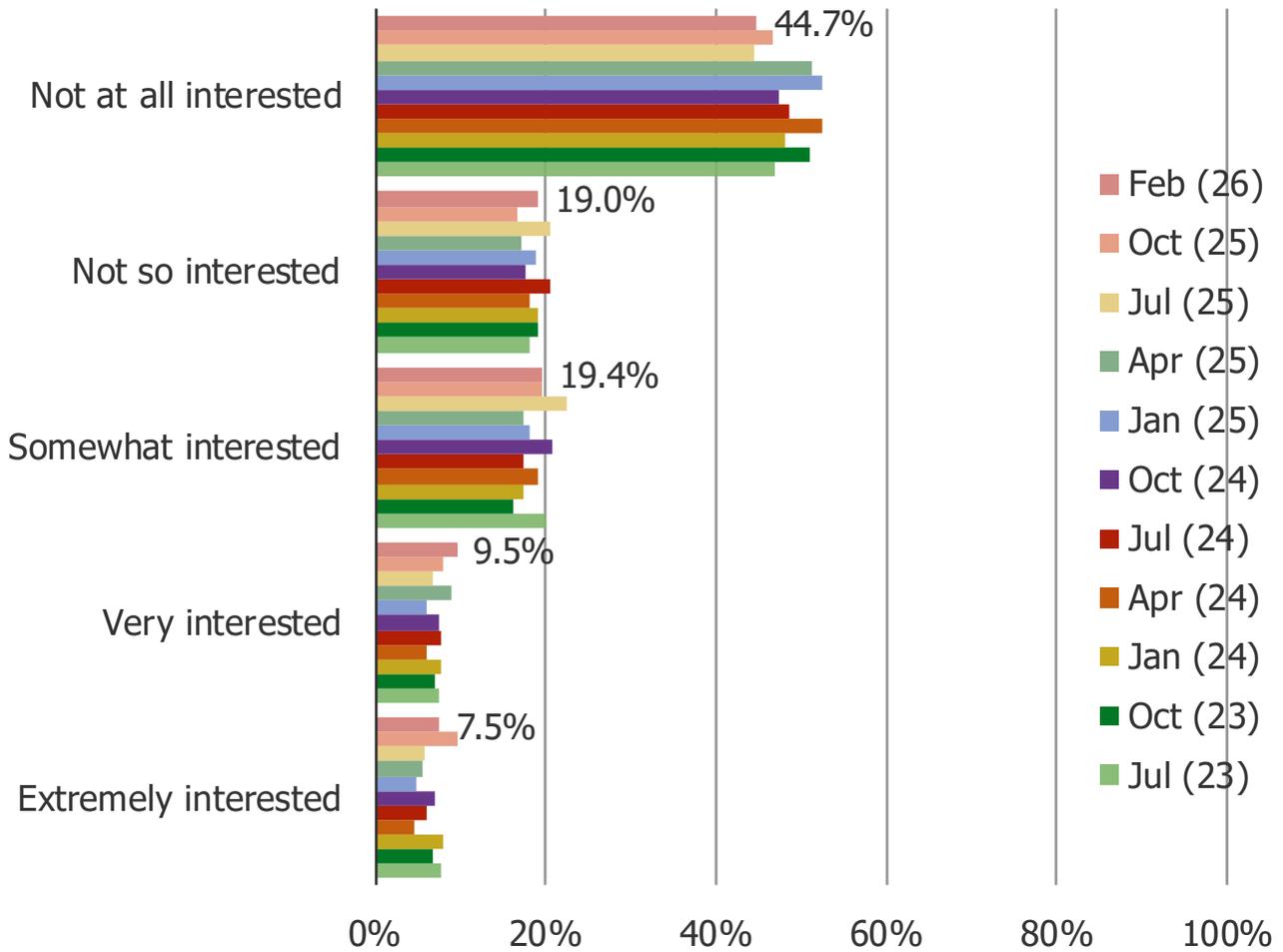


February 26 Data Breakout



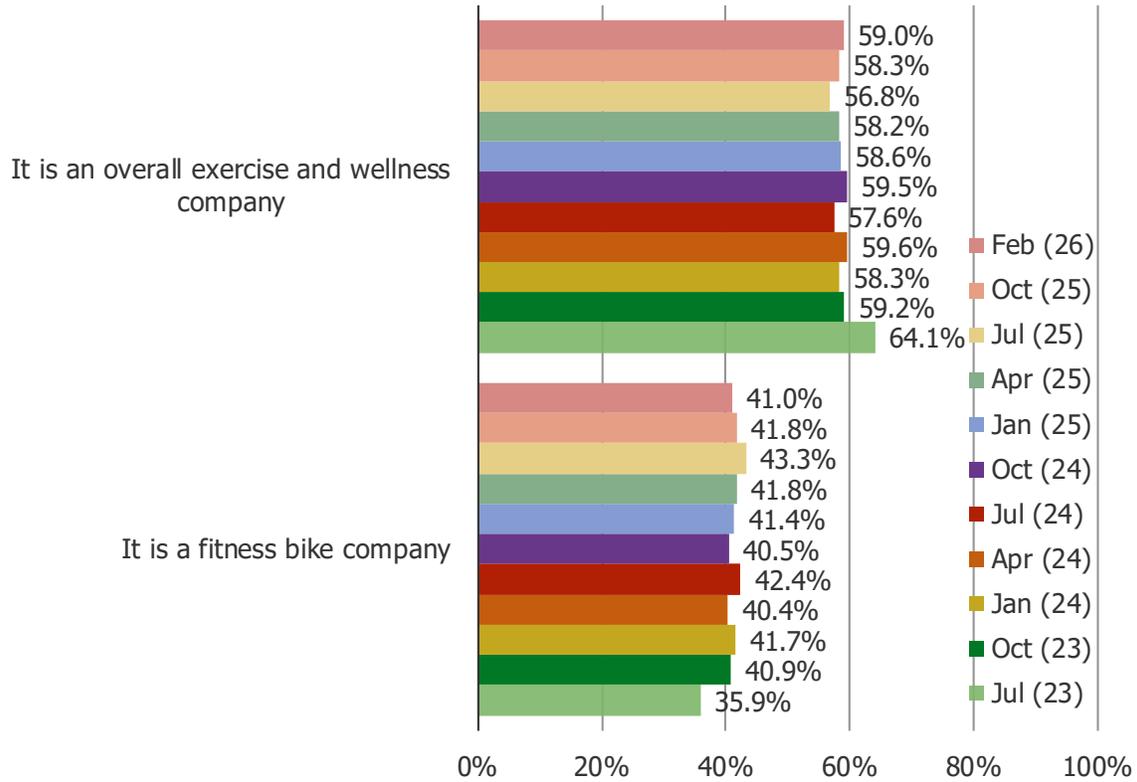
HOW MUCH INTEREST WOULD YOU HAVE IN USING THE PELOTON APP WITHOUT THE PELOTON EQUIPMENT?

Posed to respondents who do not own any Peloton equipment.

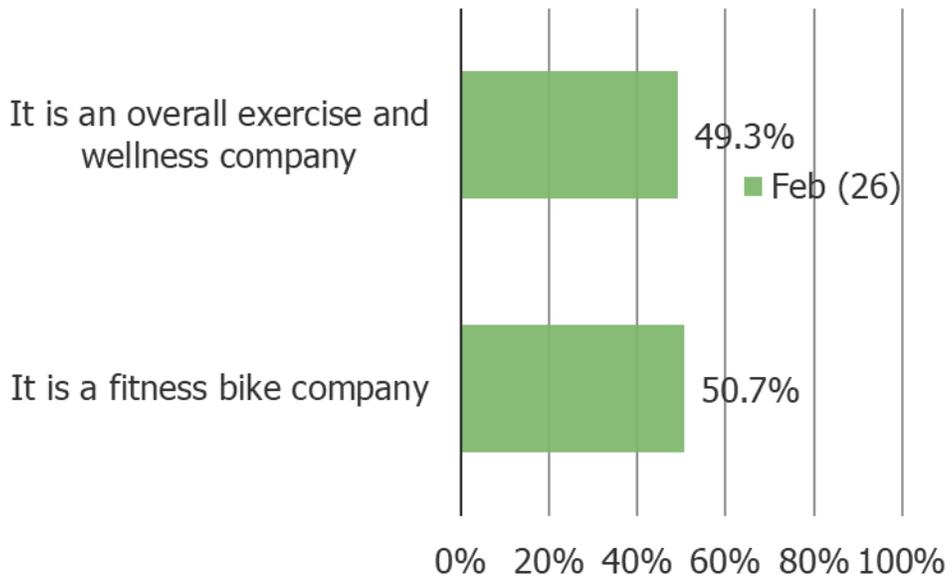


IN YOUR OPINION, WHAT BEST DESCRIBES PELOTON?

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

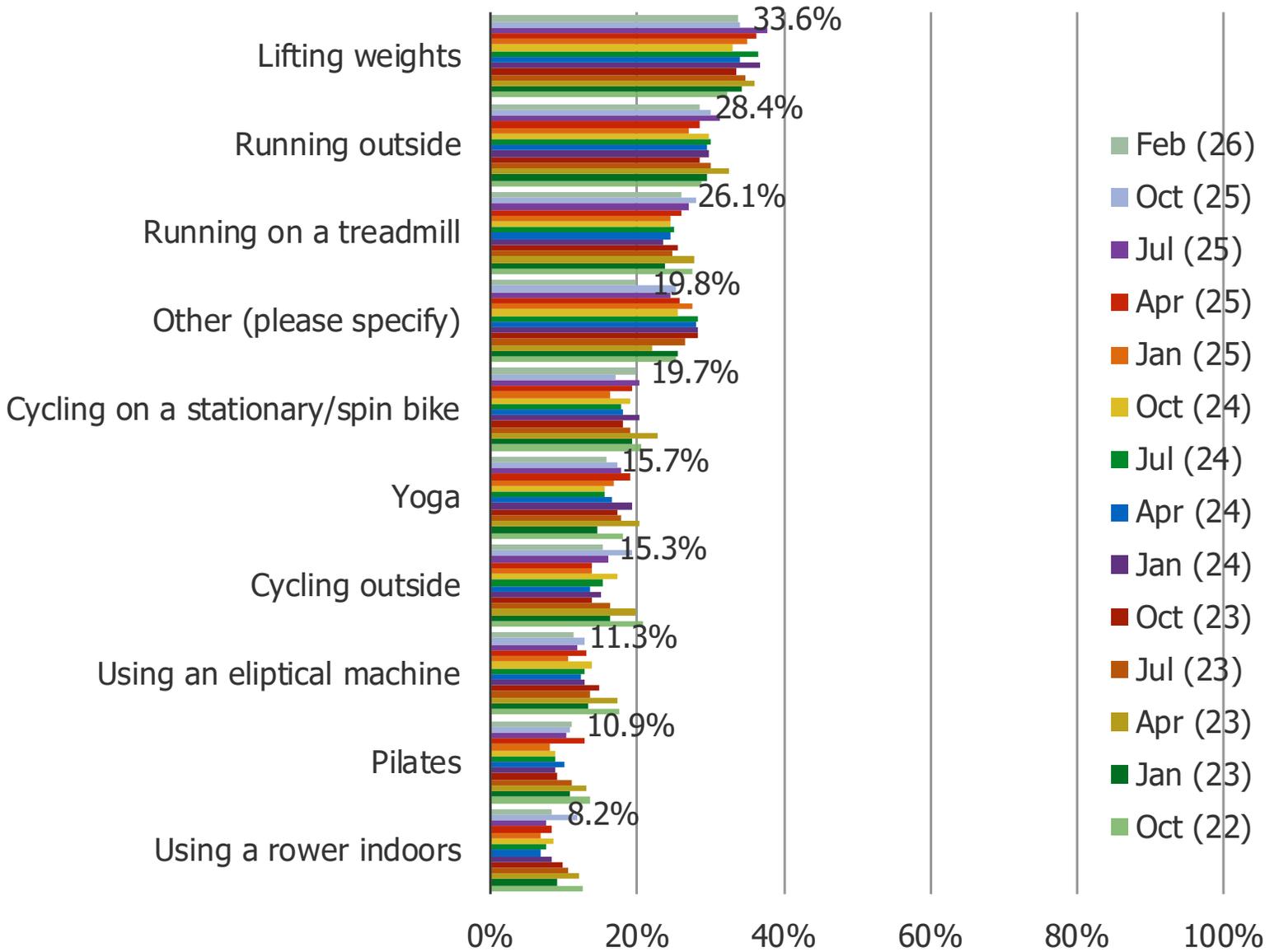


Posed to Peloton customers...



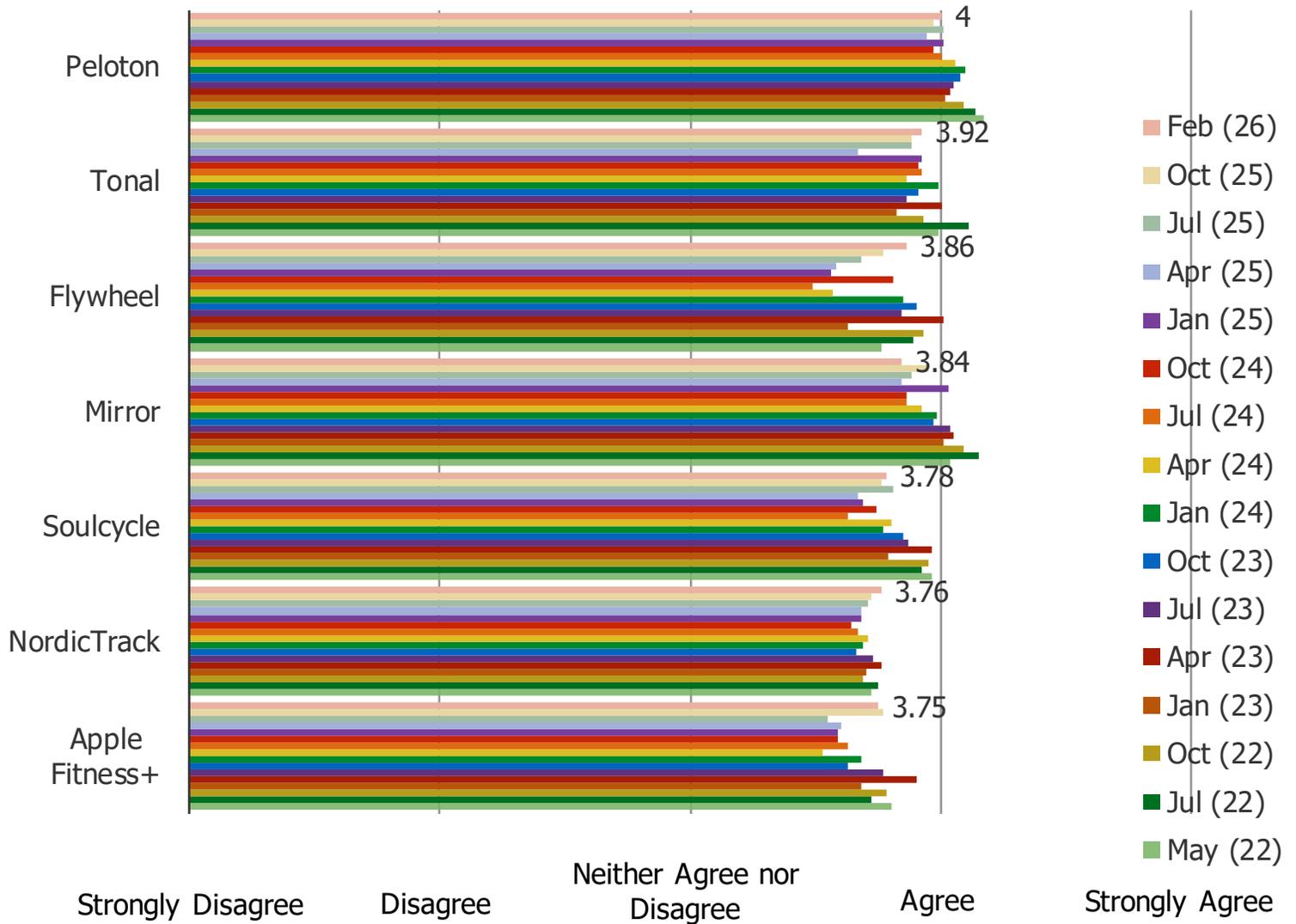
WHICH TYPES OF EXERCISE DO YOU INCLUDE IN YOUR FITNESS ROUTINE? SELECT ALL THAT APPLY

Posed to respondents who exercise.



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

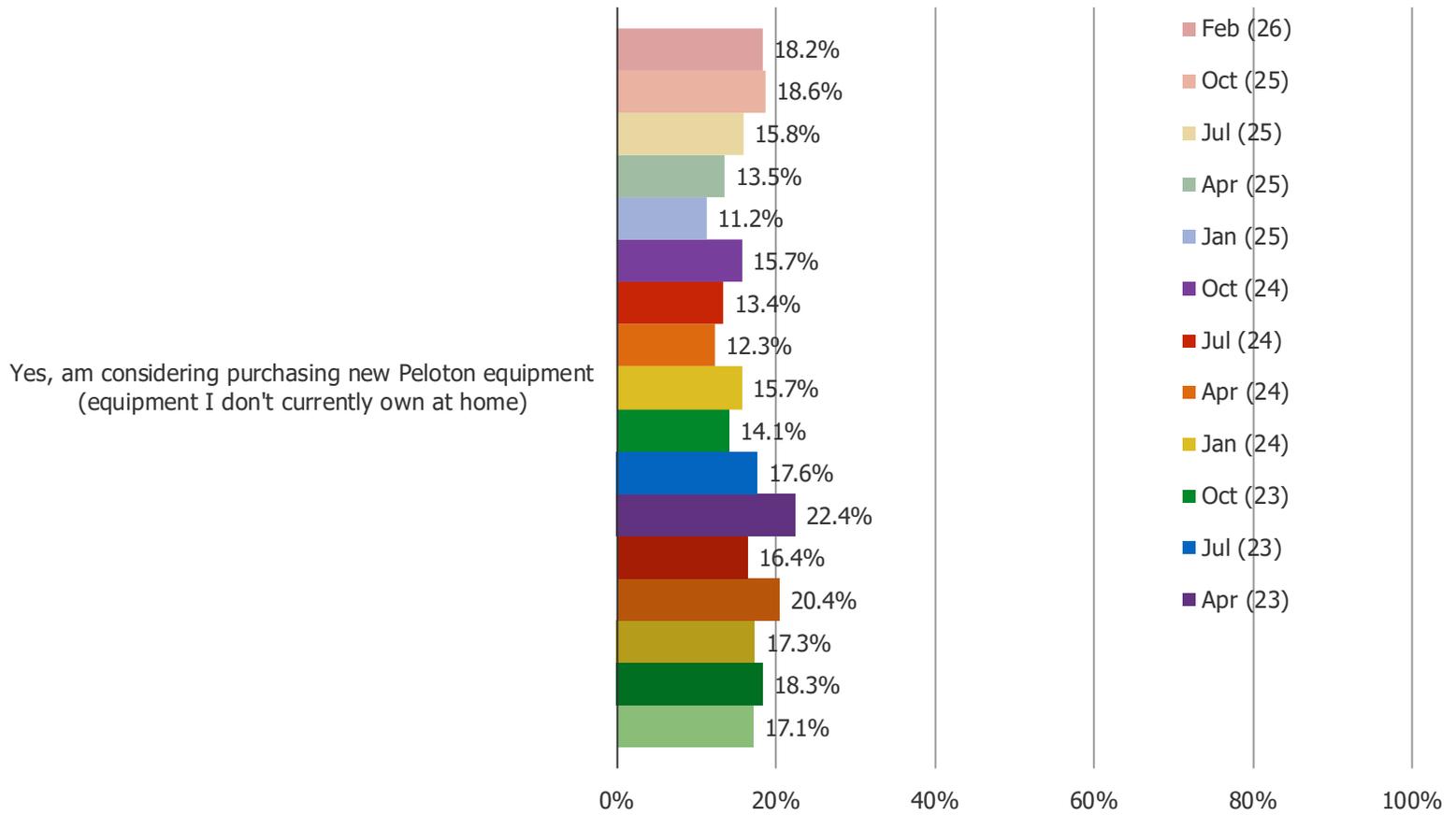
Posed to respondents who are aware of each of the following.



	N=
Peloton	490
Echelon	106
Flywheel	51
Soulcycle	160
NordicTrack	454
Apple Fitness+	273
Tonal	109
Mirror	142

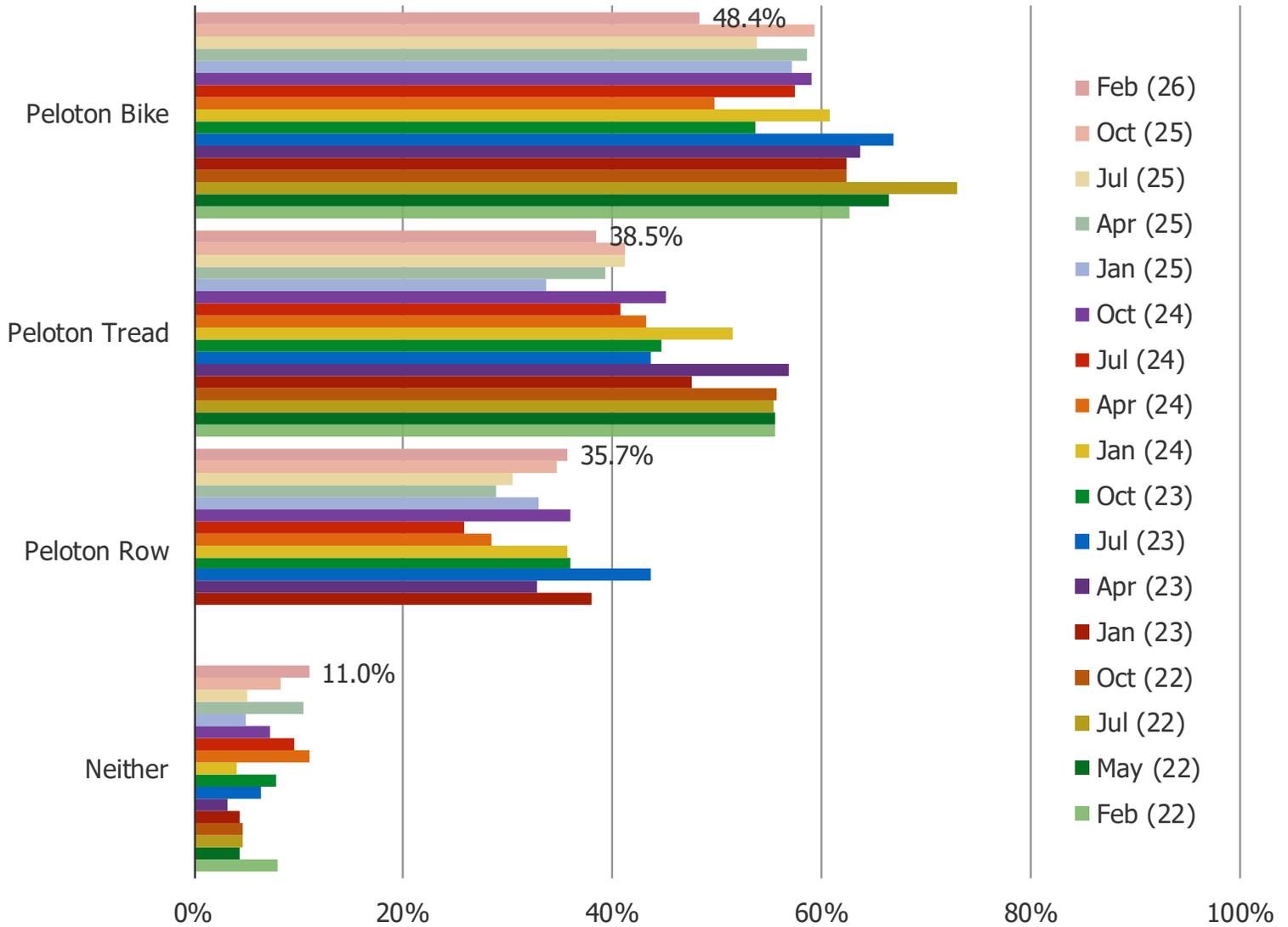
ARE YOU CURRENTLY CONSIDERING PURCHASING A NEW PIECE OF FITNESS EQUIPMENT FROM PELOTON?

Posed to all respondents



WHICH OF THE FOLLOWING ARE YOU CONSIDERING PURCHASING?

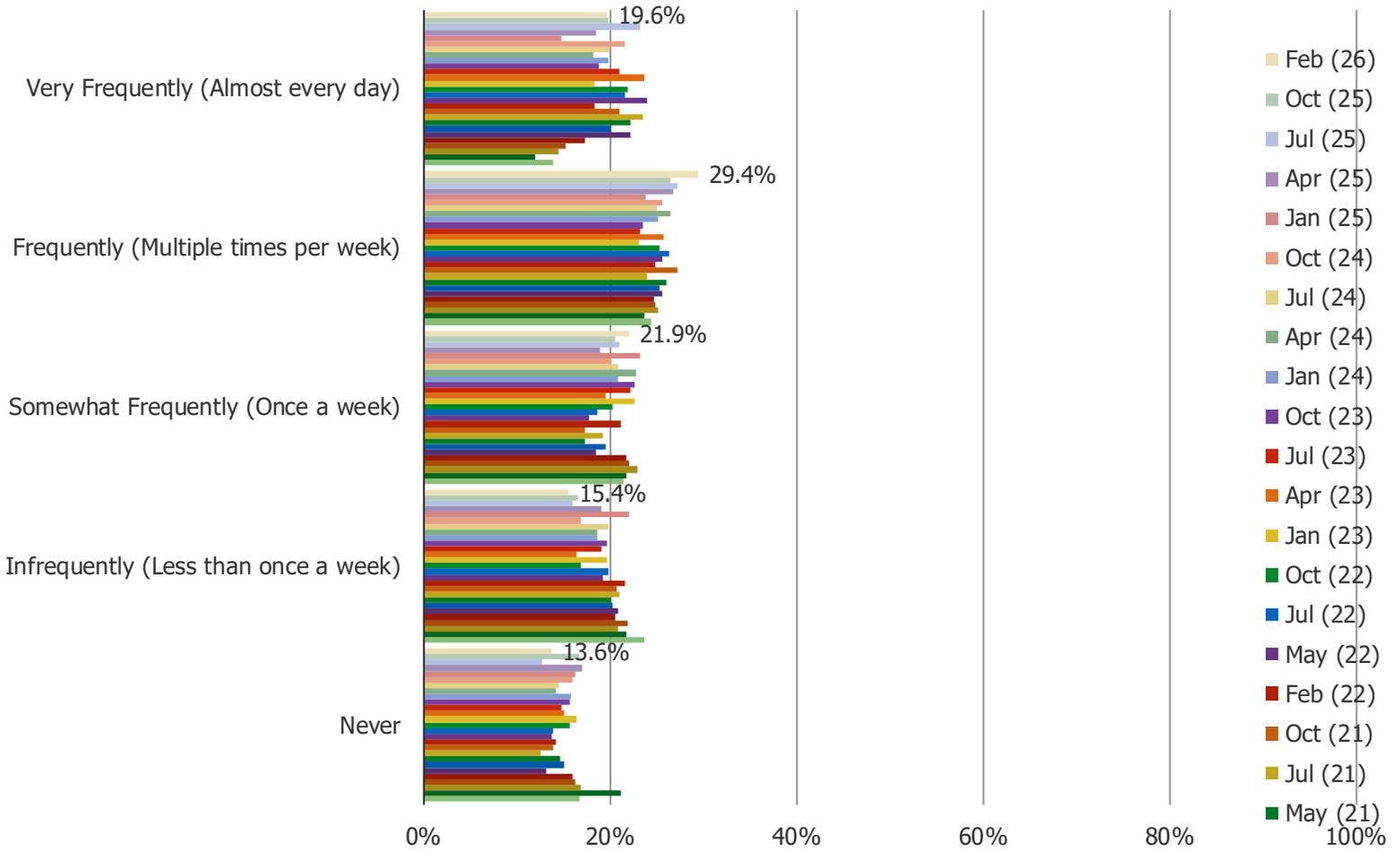
Posed to respondents who are currently considering buying Peloton equipment.



FITNESS OVERALL

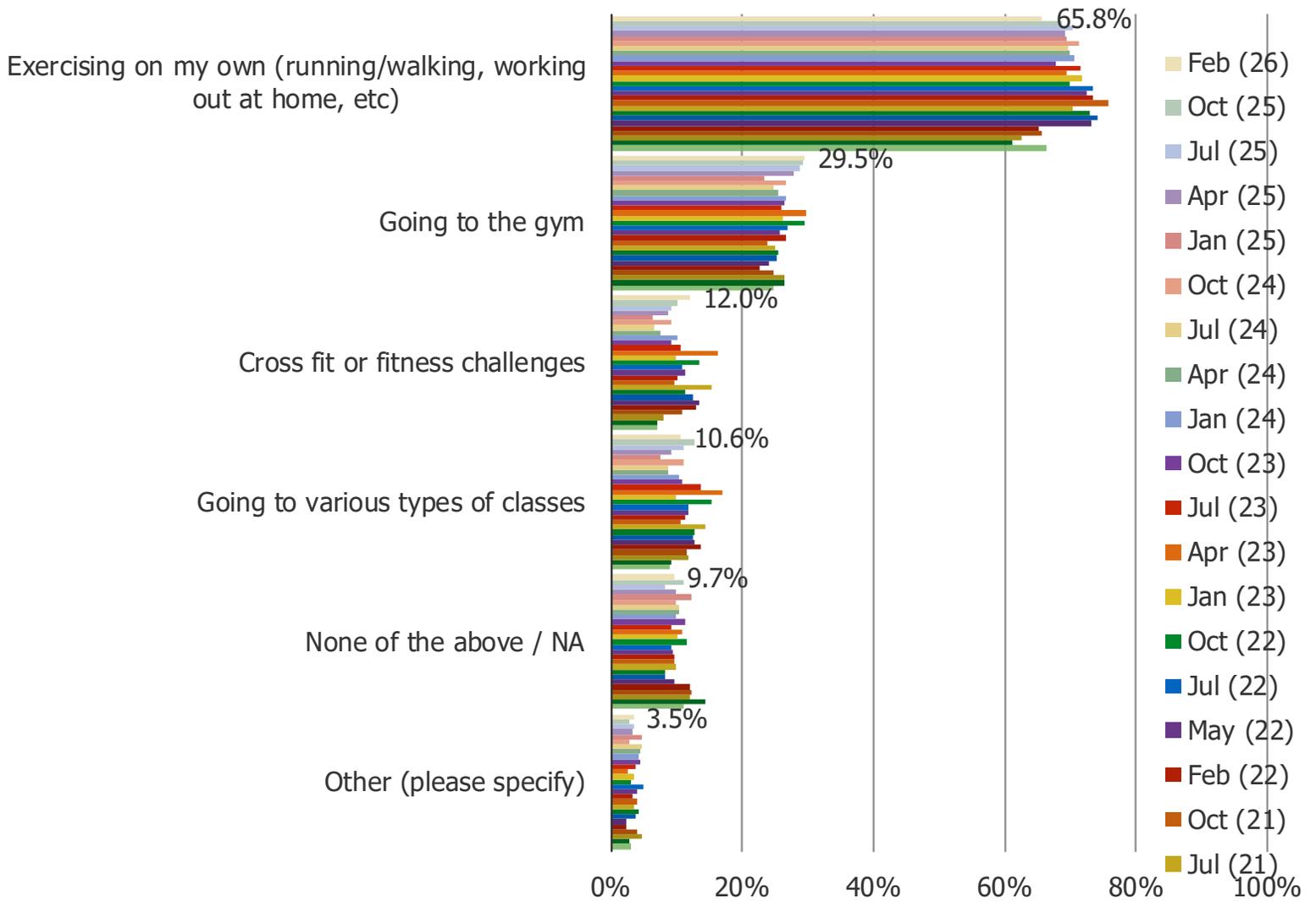
HOW OFTEN DO YOU EXERCISE?

Posed to all respondents



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

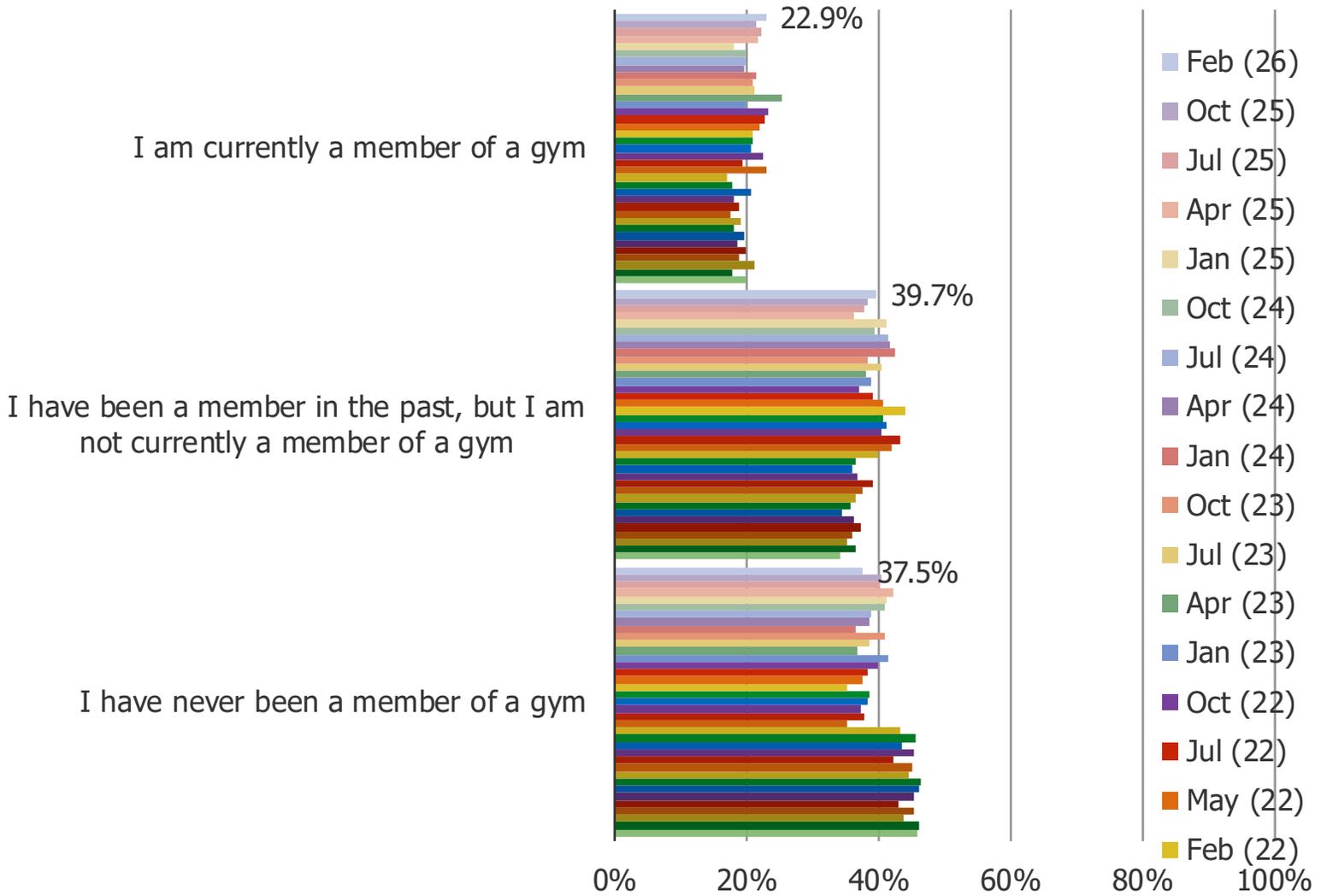
Posed to respondents who exercise



EXERCISE AND GYM MEMBERSHIPS

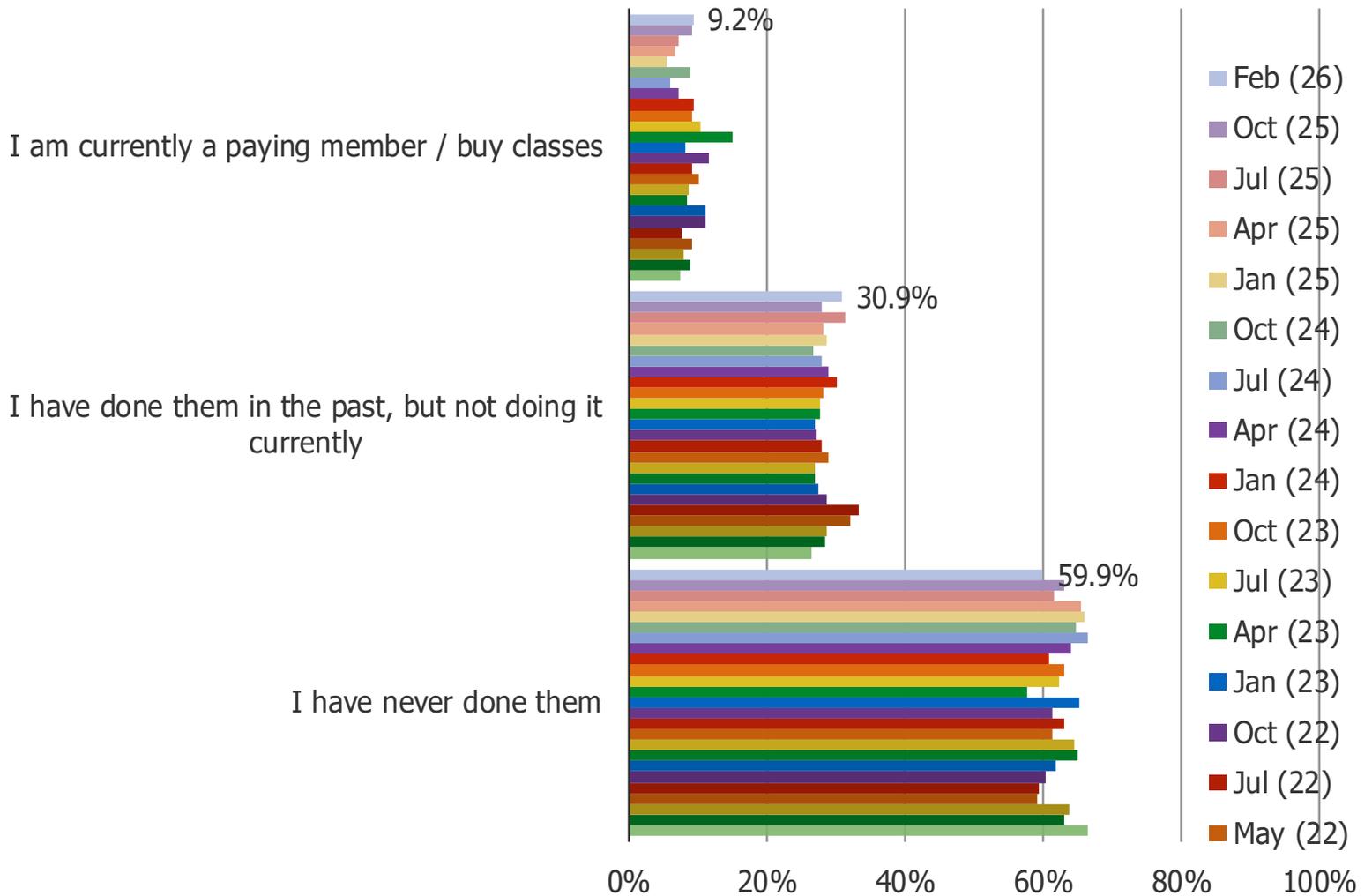
EXPERIENCE WITH FITNESS GYMS

Posed to all respondents



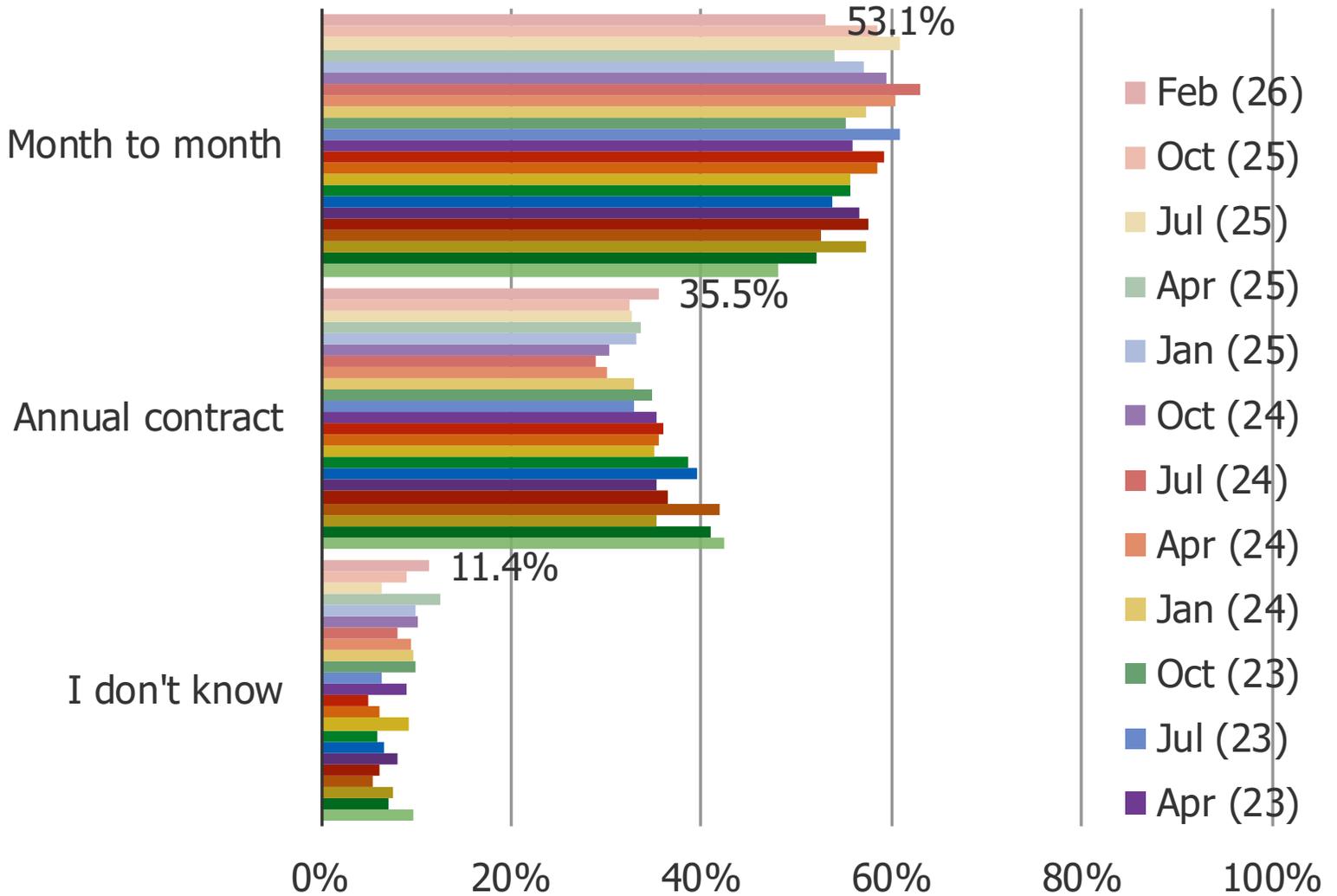
WHAT IS YOUR EXPERIENCE WITH FITNESS CLASS ENVIRONMENTS (SPIN CLASS, BOOT CAMPS, CROSS-FIT, ETC)?

Posed to all respondents



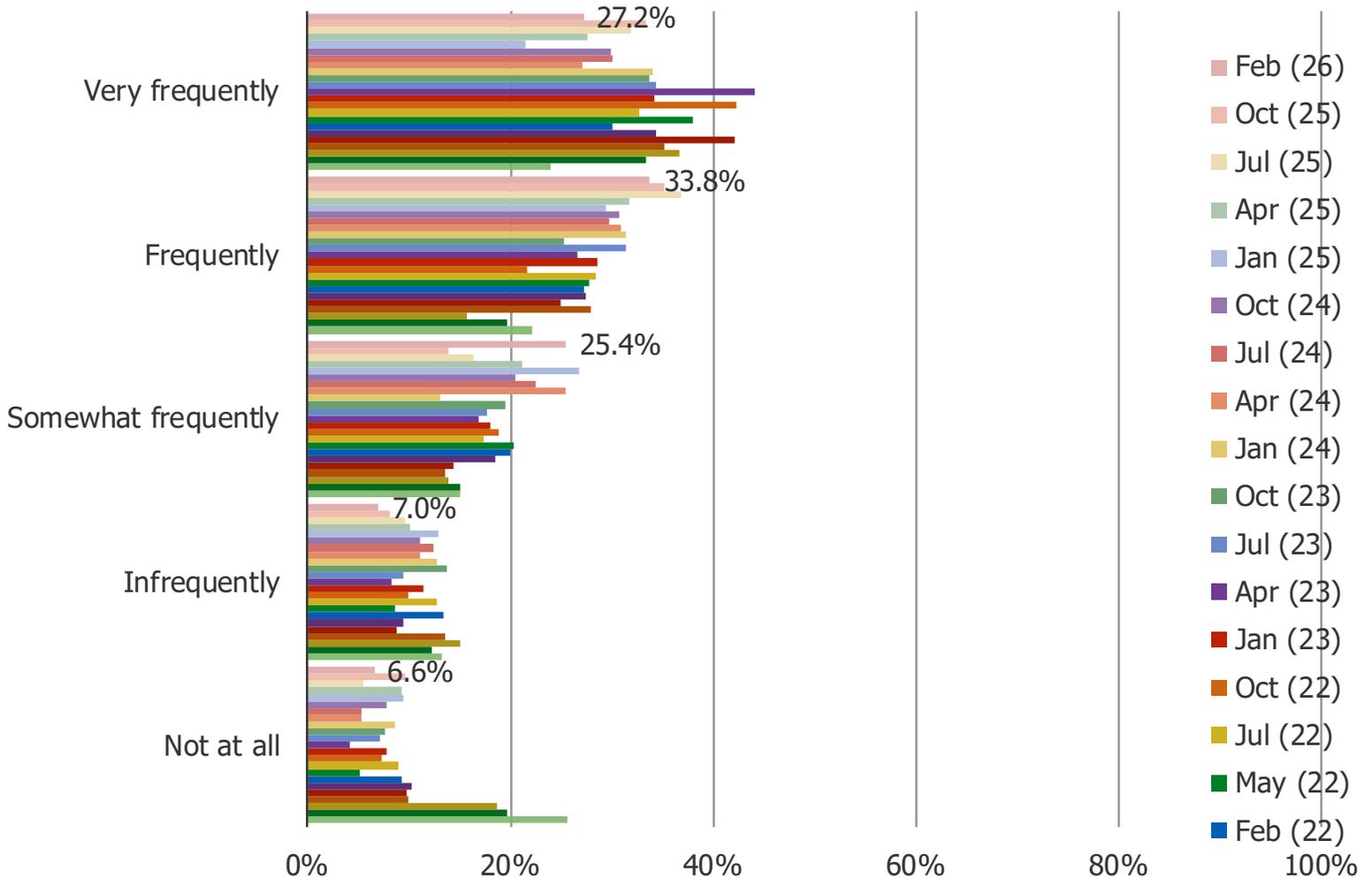
IS YOUR AGREEMENT WITH YOUR GYM...

Posed to current gym members.



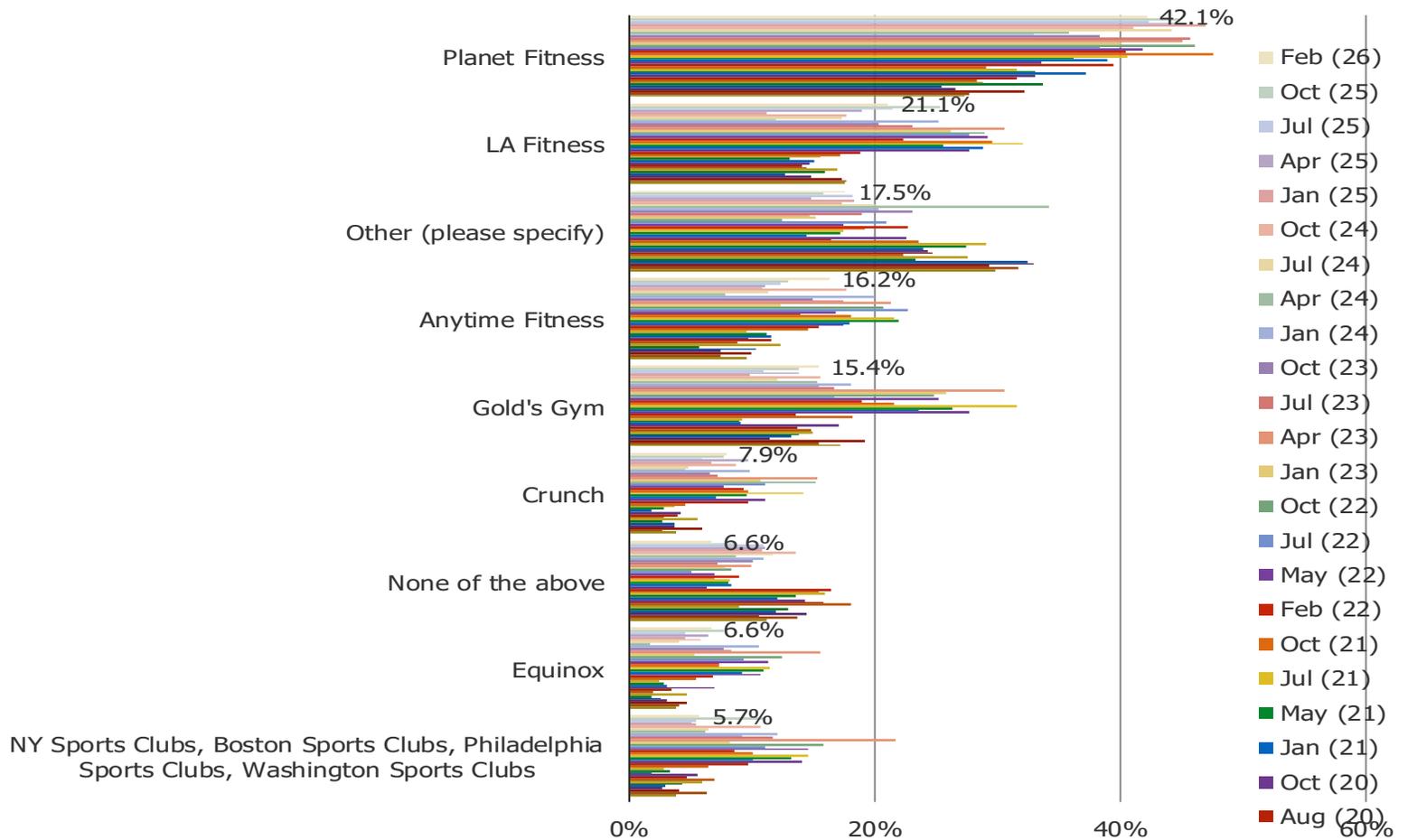
HOW OFTEN HAVE YOU BEEN GOING TO YOUR GYM IN THE PAST MONTH?

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



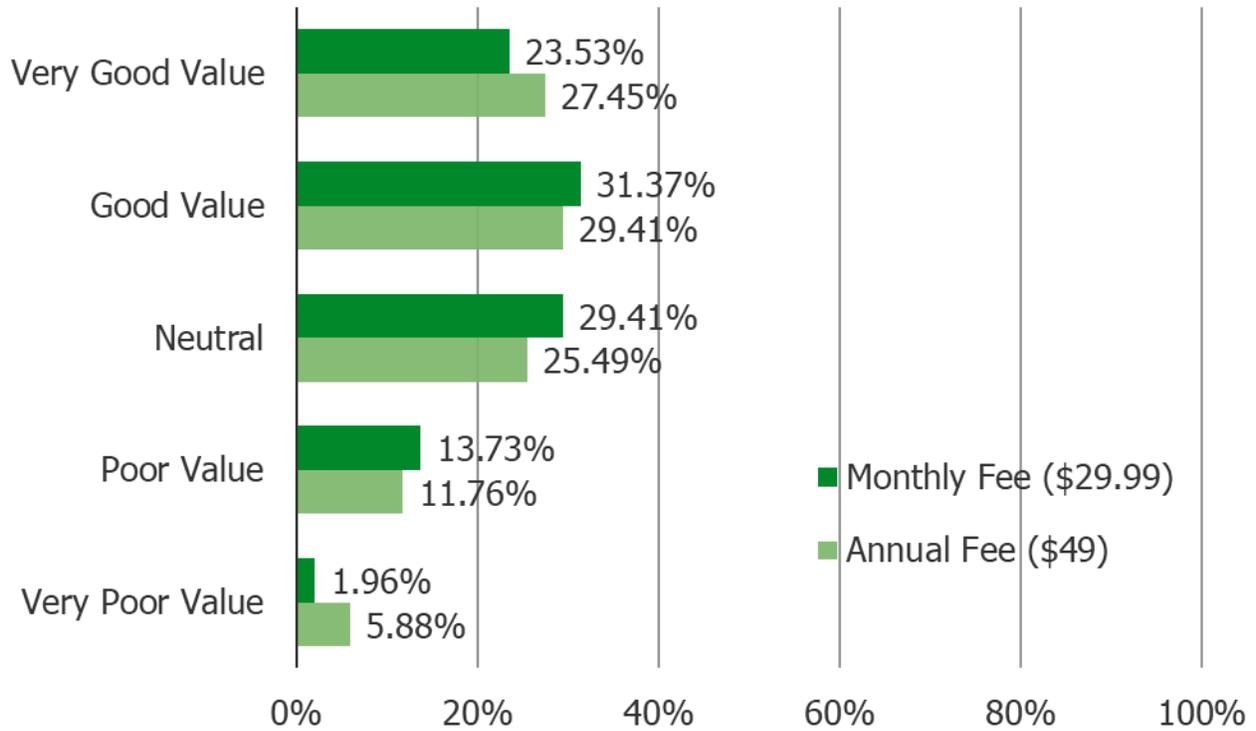
WHICH GYMS DO YOU CURRENTLY HAVE A MEMBERSHIP WITH? (SELECT ALL THAT APPLY)

Posed to respondents who are currently gym members.



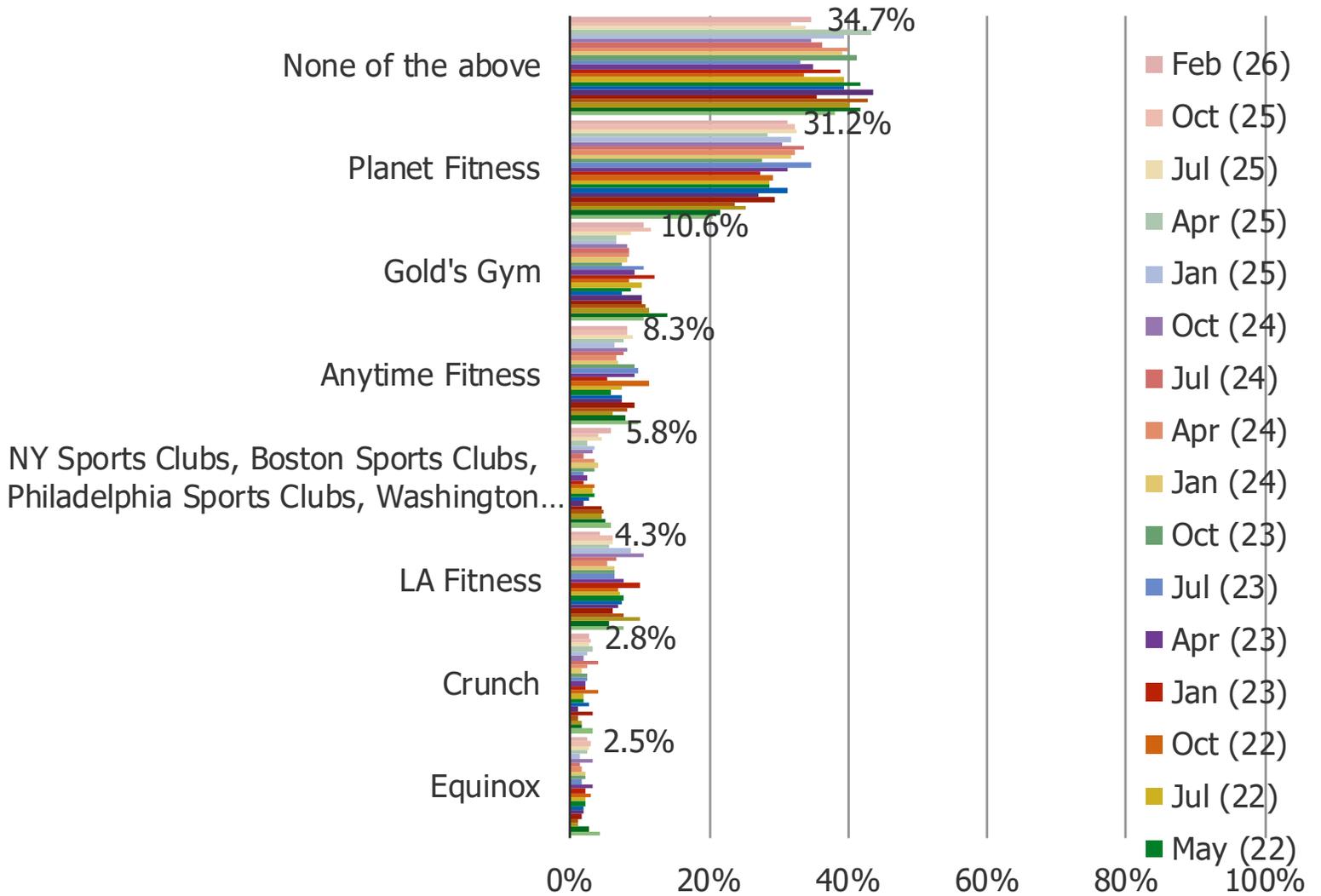
HOW DO YOU FEEL ABOUT THE VALUE PROPOSITION OF THE PF BLACK CARD MEMBERSHIP AT THE FOLLOWING PRICES?

Posed to respondents who are currently Planet Fitness Members who have the Black Card Membership (N = 51).



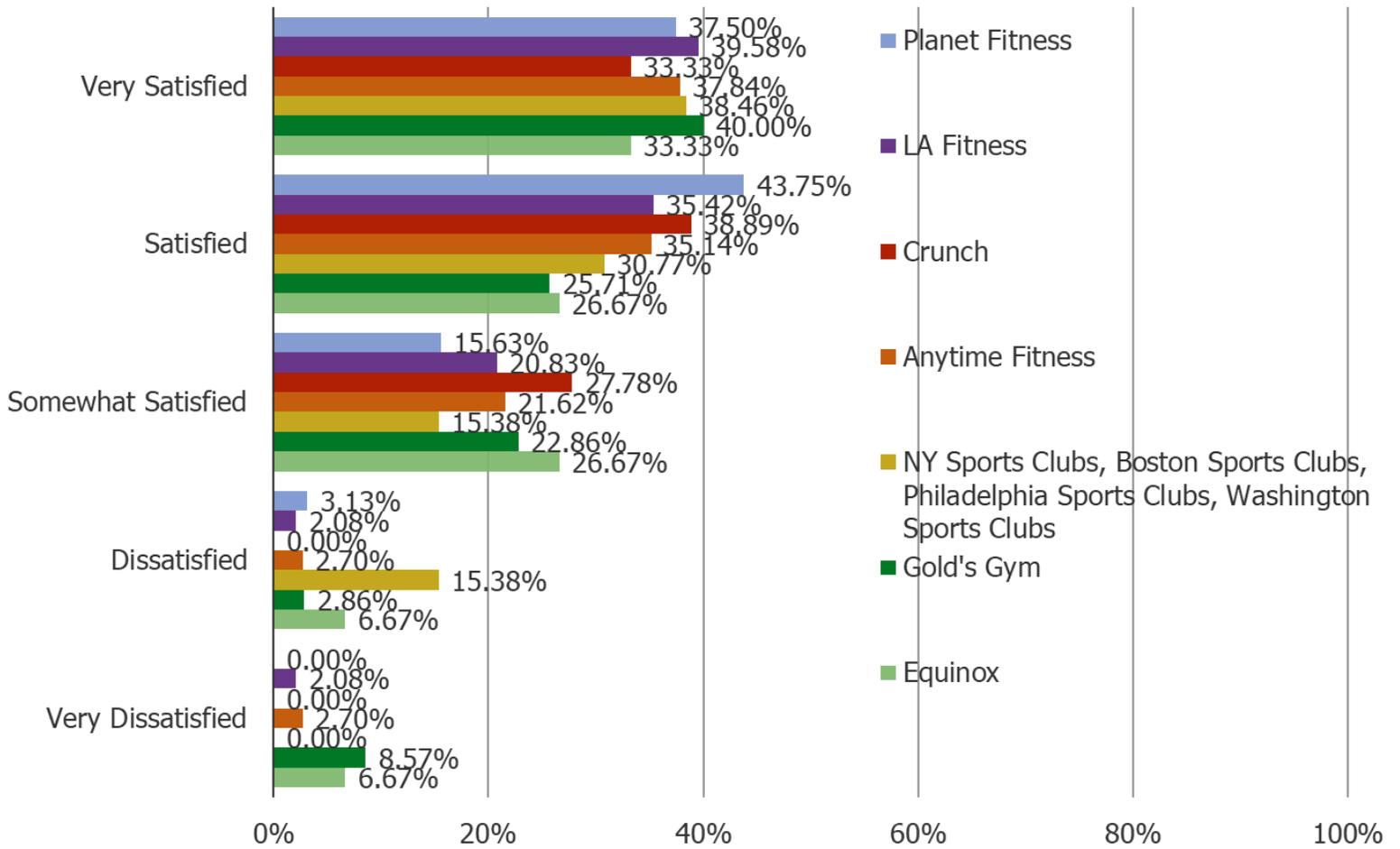
WHICH GYM WERE YOU MOST RECENTLY A MEMBER OF?

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...

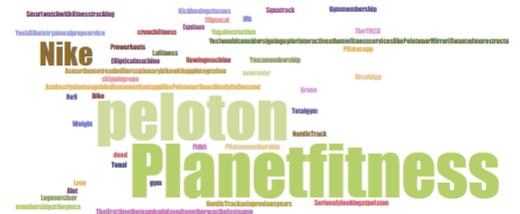
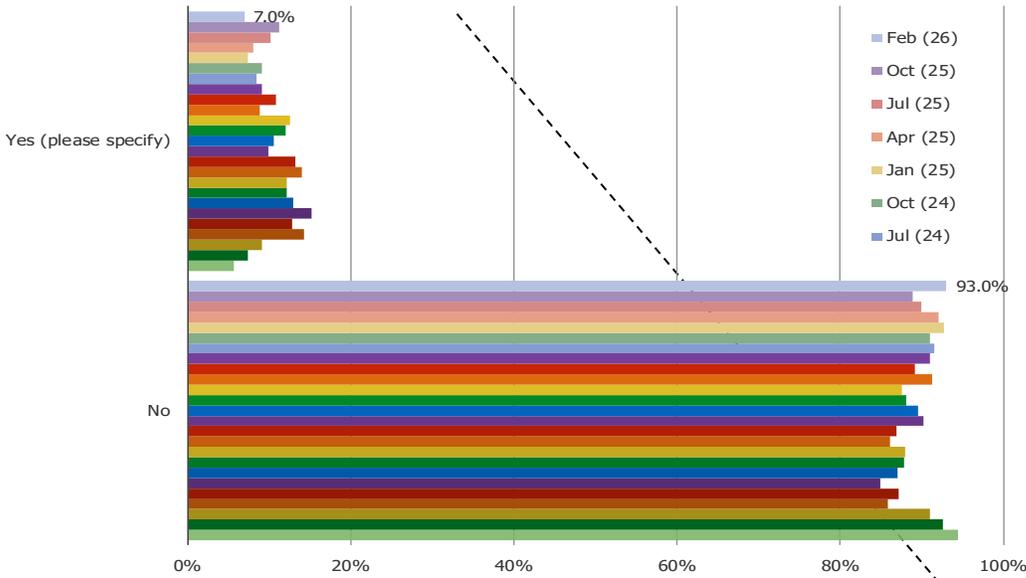


	N =
Equinox	15
Gold's Gym	35
NY Sports Clubs, Boston Sports Clubs, Philadelphia Sports Clubs, Washington Sports Clubs	13
Anytime Fitness	37
Crunch	18
LA Fitness	48
Planet Fitness	96

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?

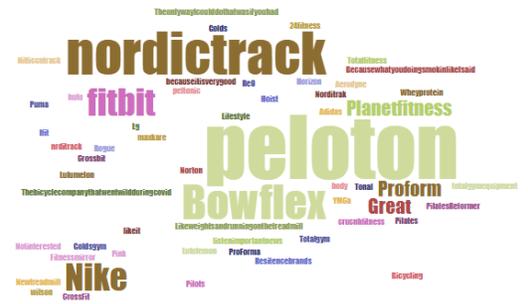
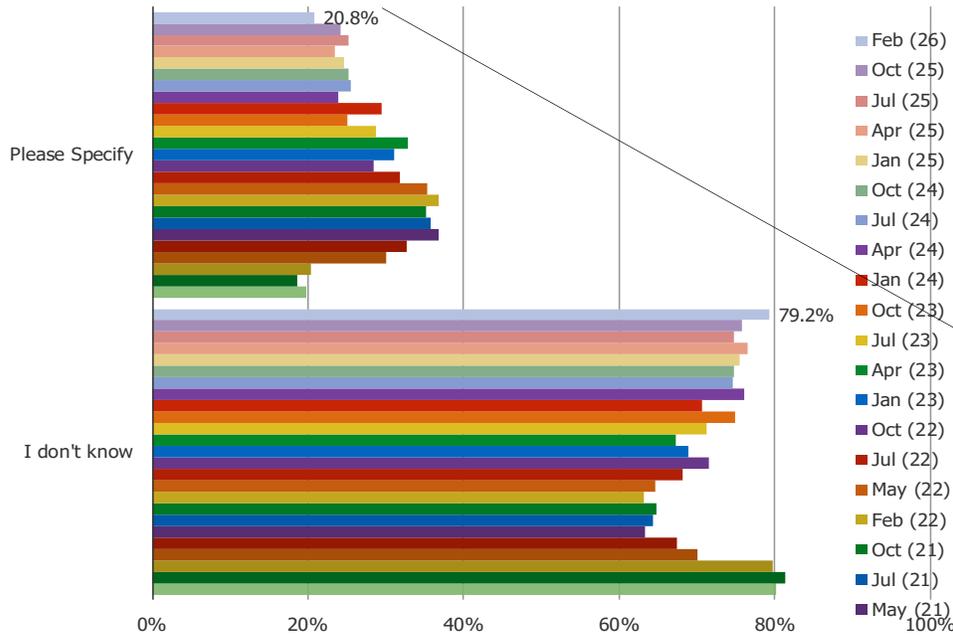
Posed to respondents who exercise



Category	Q4 2022	Q1 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Trend	R2	P-Value
planet fitness	1.90%	3.00%	3.80%	1.10%	3.50%	3.10%	8.90%	1.10%	3.90%	2.90%	8.00%	4.30%	11.90%	Increasing	0.34	0.037
peloton	8.70%	12.80%	7.60%	6.60%	11.40%	11.30%	5.60%	10.60%	10.40%	2.90%	5.70%	7.60%	8.50%	Stable	0.14	0.215
gym membership	1.90%	2.10%	2.30%	2.20%	3.50%	3.10%	2.20%	0.00%	2.60%	4.40%	5.70%	1.10%	3.40%	Stable	0.08	0.351
treadmill	2.90%	6.80%	5.30%	7.70%	2.60%	10.30%	5.60%	2.10%	10.40%	5.90%	6.80%	8.70%	0.00%	Stable	0	0.999
weights	1.90%	0.90%	1.50%	2.20%	1.80%	5.20%	1.10%	1.10%	2.60%	0.00%	2.30%	2.20%	1.70%	Stable	0	0.962
gym	1.90%	1.30%	2.30%	1.10%	0.90%	0.00%	2.20%	1.10%	3.90%	0.00%	0.00%	1.10%	1.70%	Stable	0.02	0.624
good	9.70%	4.70%	0.80%	0.00%	1.80%	1.00%	0.00%	2.10%	0.00%	0.00%	1.10%	1.10%	0.00%	Decreasing	0.36	0.029
ymca	0.00%	0.00%	0.80%	1.10%	0.00%	2.10%	0.00%	1.10%	1.30%	0.00%	4.50%	3.30%	0.00%	Stable	0.2	0.13

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

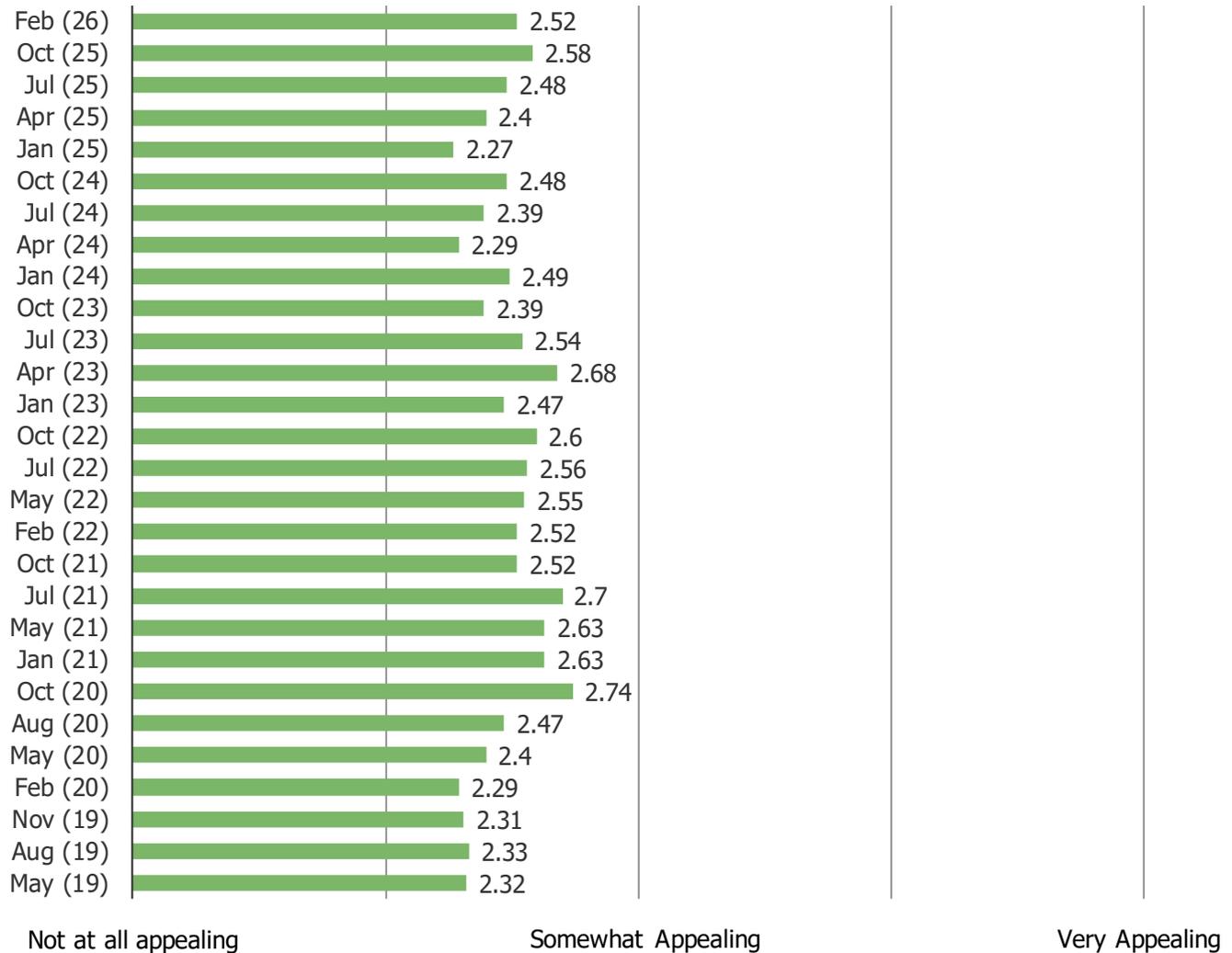
Posed to respondents who exercise



Category	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Trend	R2	P-Value
peloton	40.50%	38.90%	50.00%	43.50%	42.20%	42.90%	46.50%	40.80%	46.40%	40.10%	48.50%	38.60%	35.50%	43.00%	Stable	0.03	0.551
bowflex	7.70%	6.50%	16.70%	5.90%	7.60%	5.50%	6.20%	11.00%	6.50%	11.70%	6.10%	7.70%	7.60%	3.90%	Stable	0.06	0.395
nordic track	4.30%	5.30%	0.00%	2.60%	2.30%	3.20%	4.30%	4.40%	4.60%	3.90%	3.10%	3.60%	5.60%	7.80%	Stable	0.25	0.071
nike	0.30%	1.80%	0.00%	1.30%	1.50%	2.60%	2.00%	0.70%	1.10%	2.70%	2.00%	2.70%	2.50%	2.80%	Increasing	0.49	0.006
amazon	2.70%	1.80%	0.00%	1.00%	1.50%	1.60%	0.00%	1.50%	0.40%	0.40%	0.50%	2.30%	2.00%	0.00%	Stable	0.05	0.425
total gym	1.30%	1.40%	0.00%	1.00%	1.50%	0.60%	0.80%	2.20%	0.80%	0.40%	1.00%	0.90%	1.50%	0.60%	Stable	0	0.837
weider	0.70%	1.10%	0.00%	1.00%	0.40%	0.60%	0.80%	2.60%	0.80%	2.30%	1.00%	0.50%	1.50%	0.00%	Stable	0.02	0.598

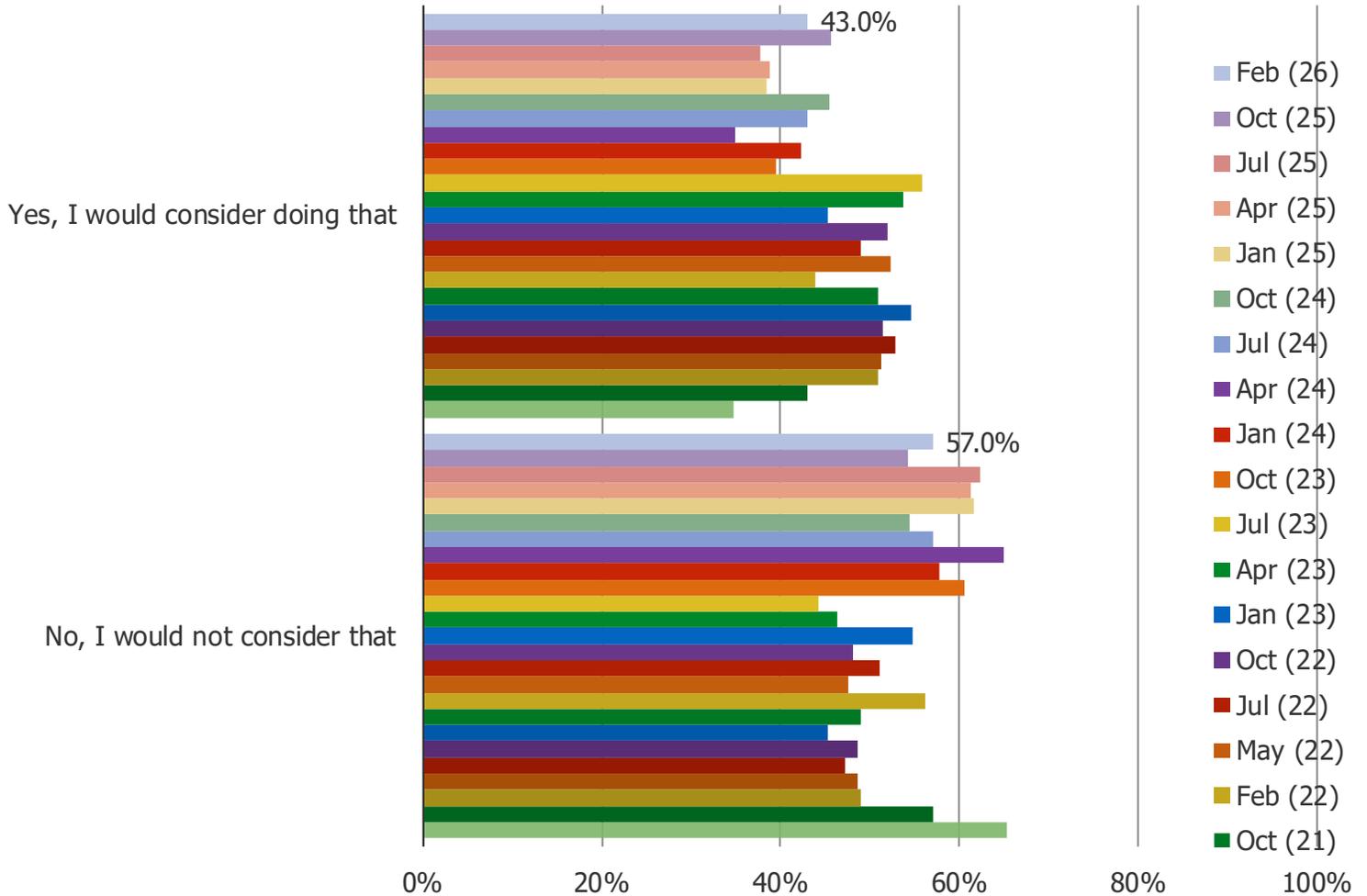
WOULD YOU FIND IT APPEALING TO BE ABLE TO PARTICIPATE IN AN EXERCISE CLASS ENVIRONMENT WHERE YOU WATCH A LIVE INSTRUCTOR AND COMPETE AGAINST OTHER PEOPLE FROM YOUR OWN HOME?

Posed to all respondents



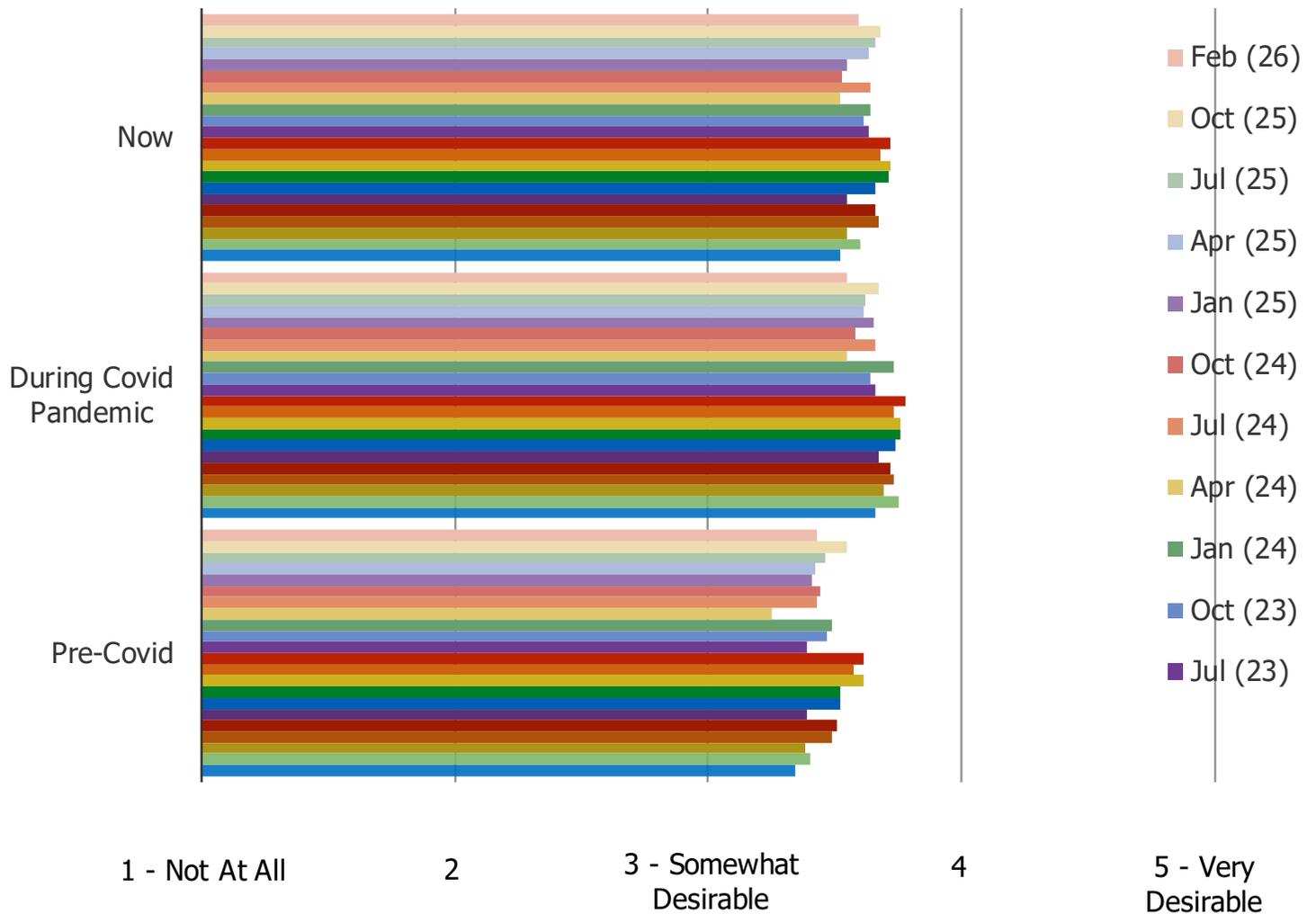
WOULD YOU CONSIDER DROPPING YOUR GYM MEMBERSHIP TO USE ONLY IN-HOME EXERCISE EQUIPMENT?

Posed to respondents WITH gym memberships



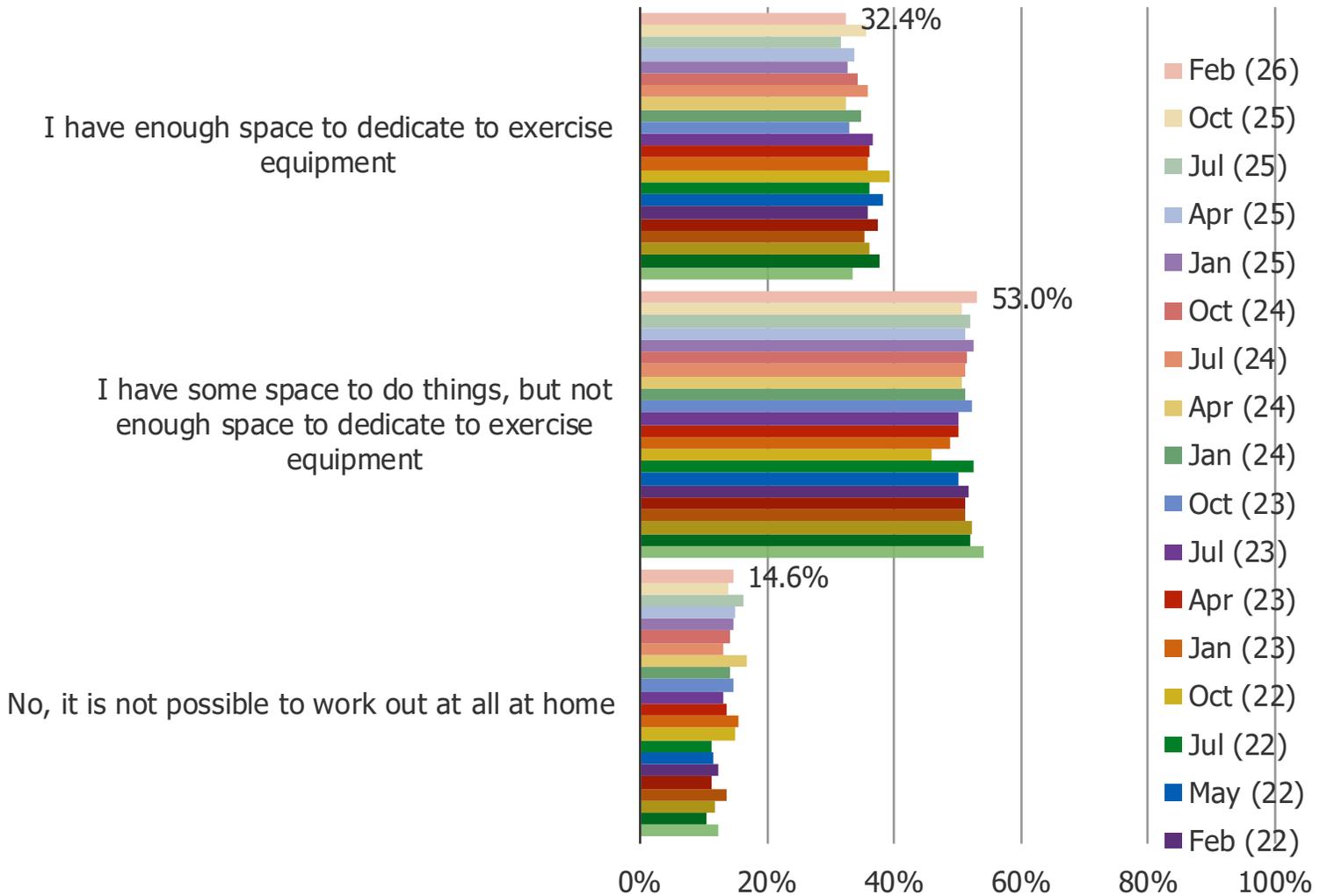
PLEASE RATE HOW DESIRABLE YOU WOULD FIND IT TO EXERCISE AT HOME?

Posed to respondents who exercise more often than never (N = 862).



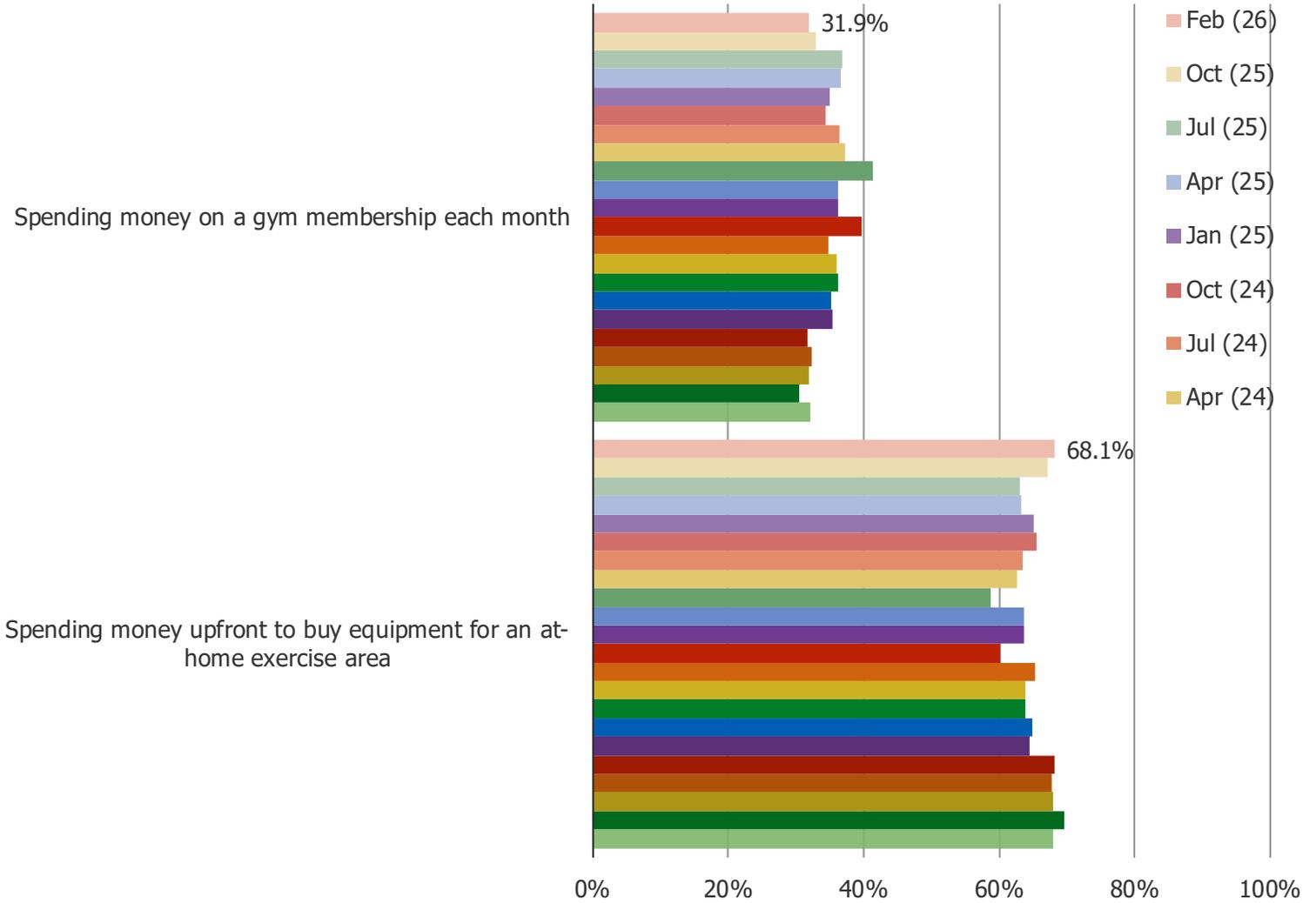
DO YOU HAVE THE SPACE IN YOUR HOME TO WORK OUT AT HOME?

Posed to respondents who exercise more often than never.



WHICH DO YOU THINK WOULD BE BETTER?

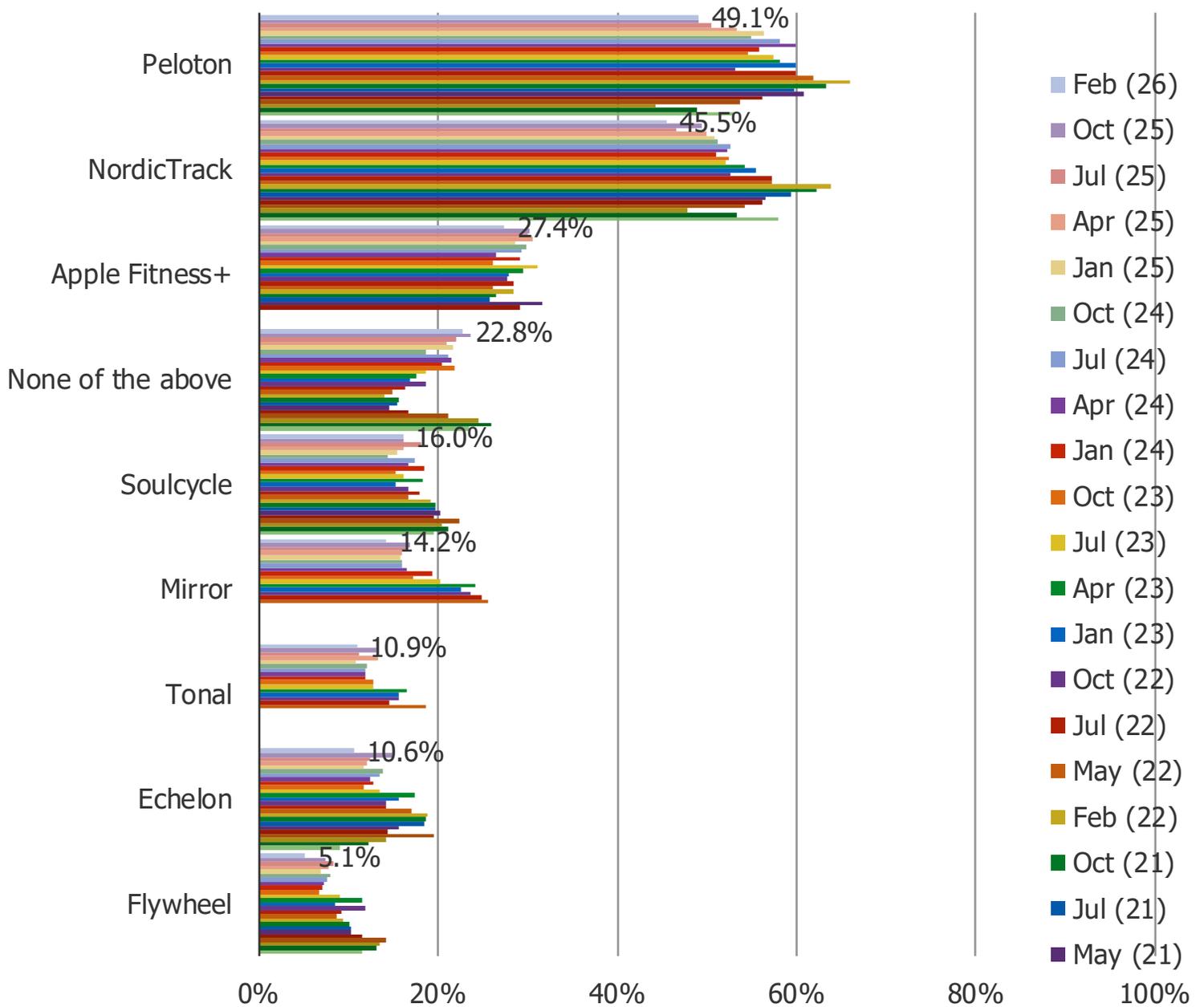
Posed to respondents who exercise more often than never.



AT-HOME FITNESS BRANDS

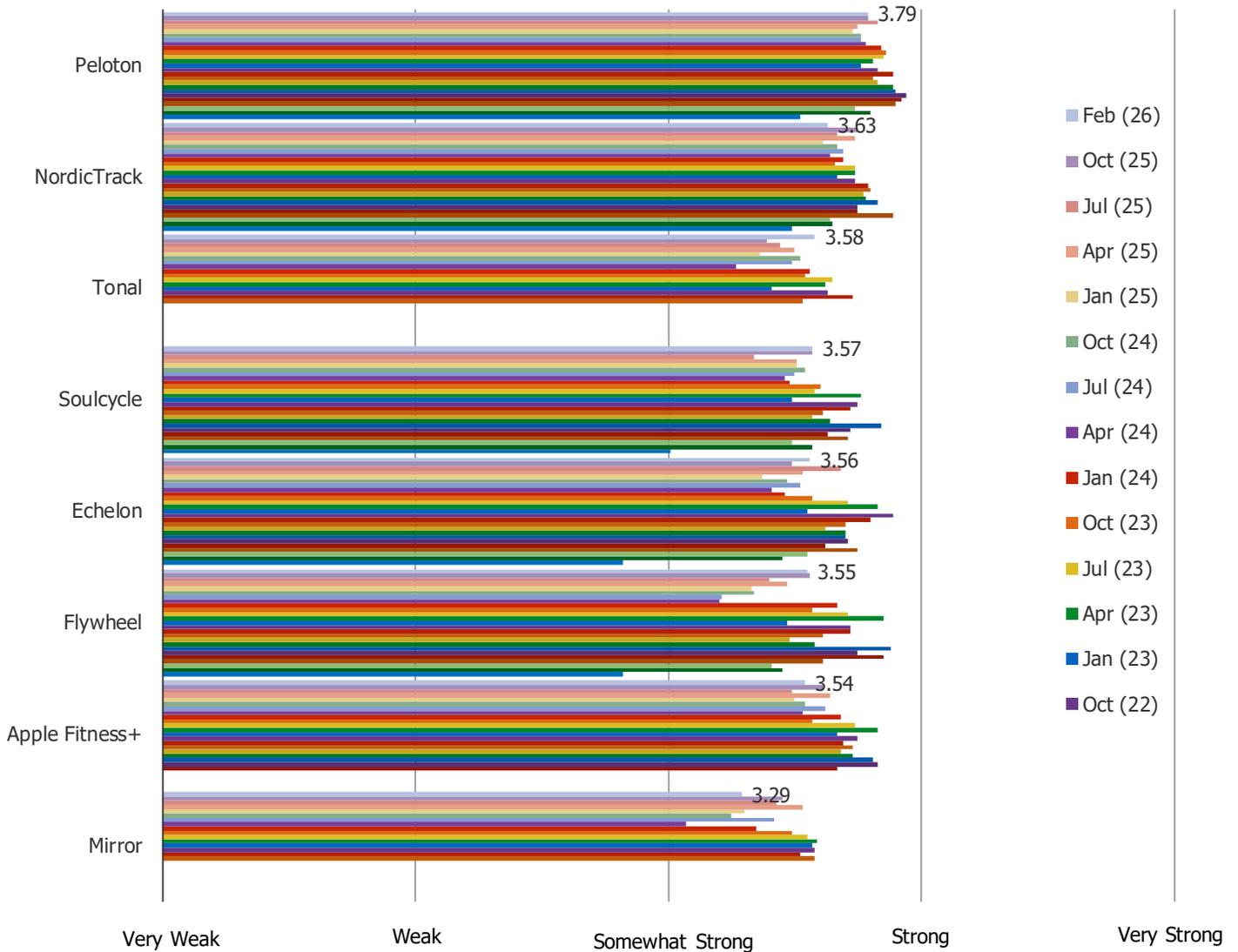
HAVE YOU HEARD OF ANY OF THE FOLLOWING?

Posed to all respondents



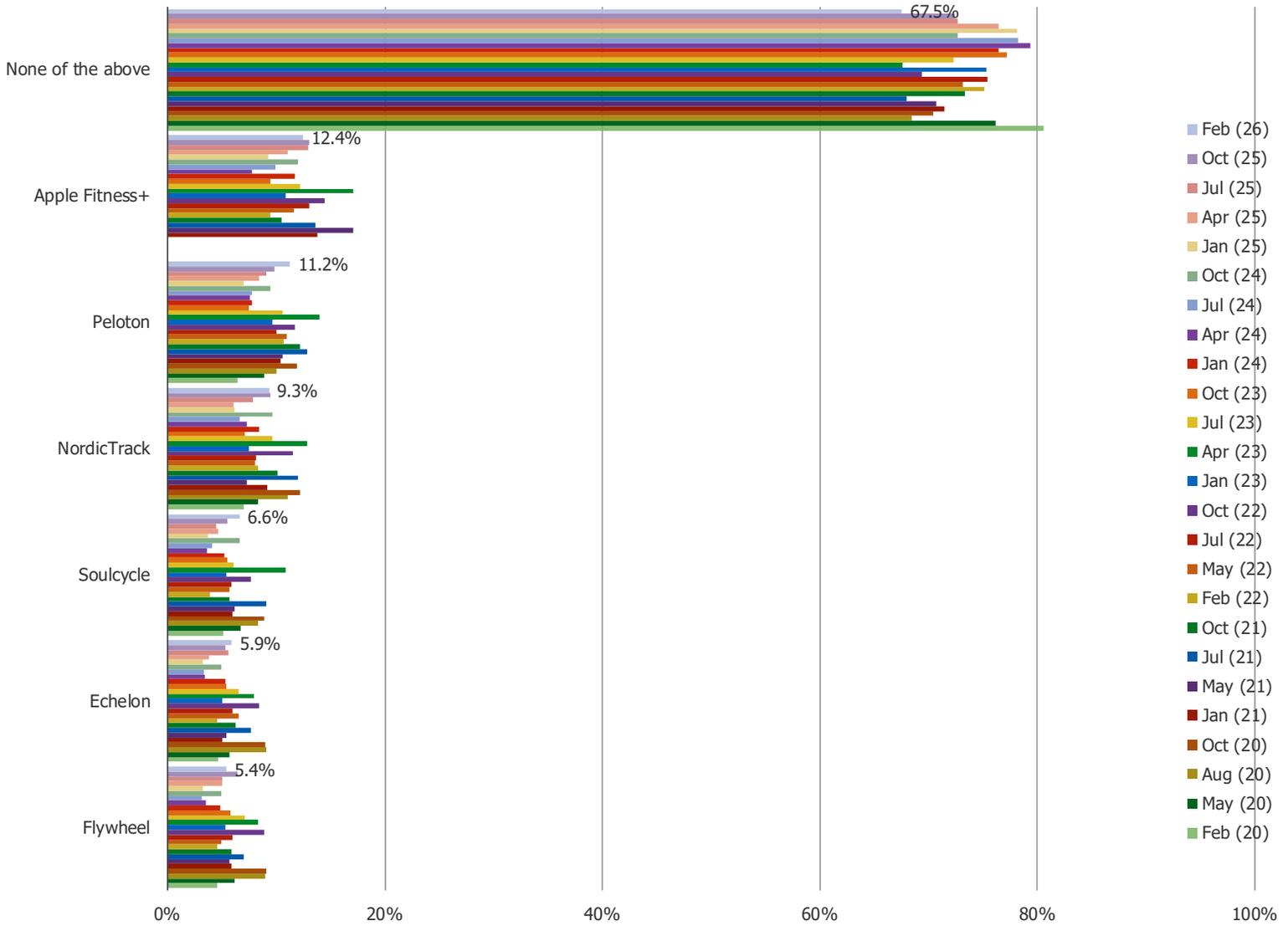
HOW STRONG OF A "FITNESS BRAND" DO YOU CONSIDER THE FOLLOWING TO BE?

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)

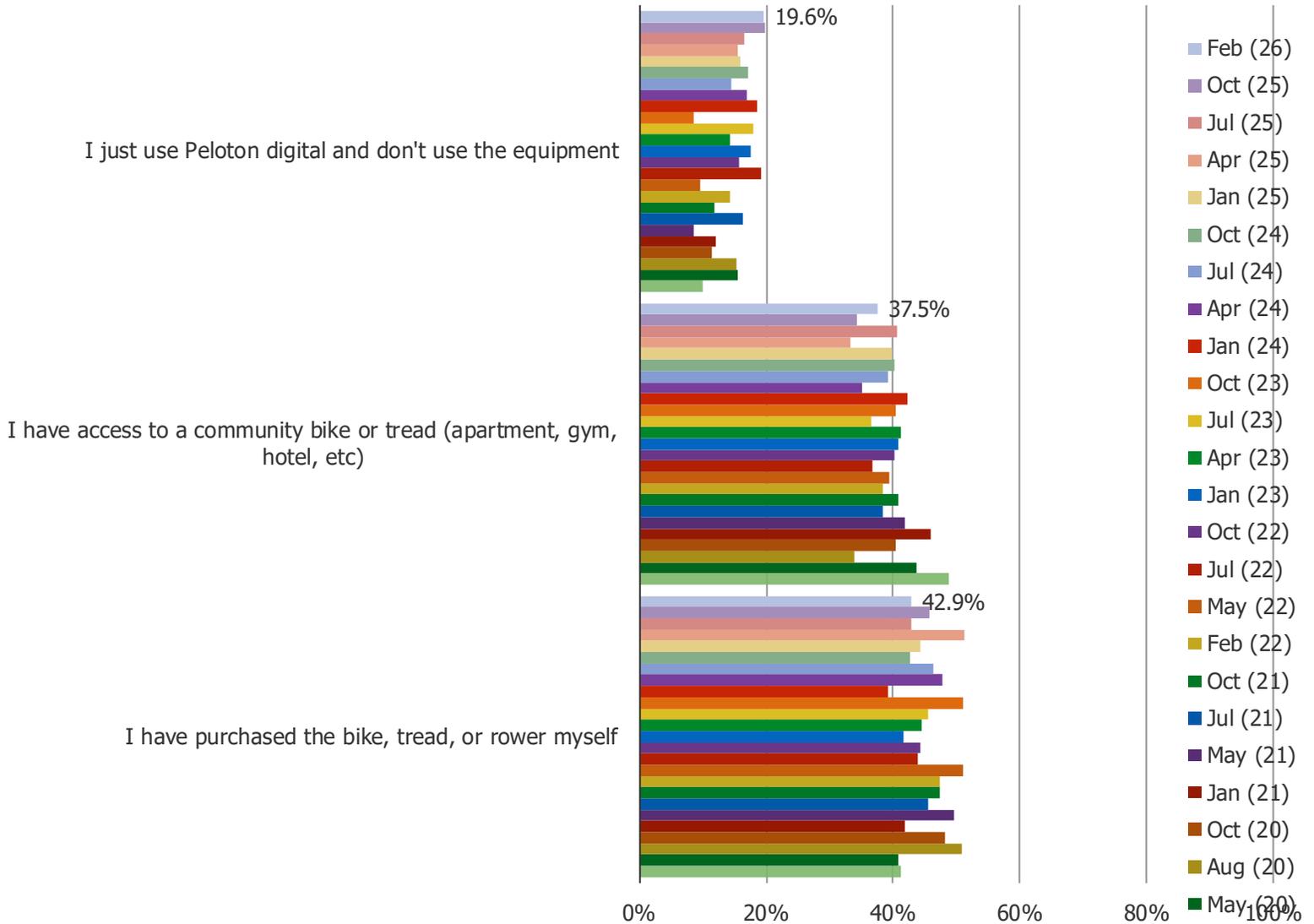
Posed to all respondents



PELTON CUSTOMERS

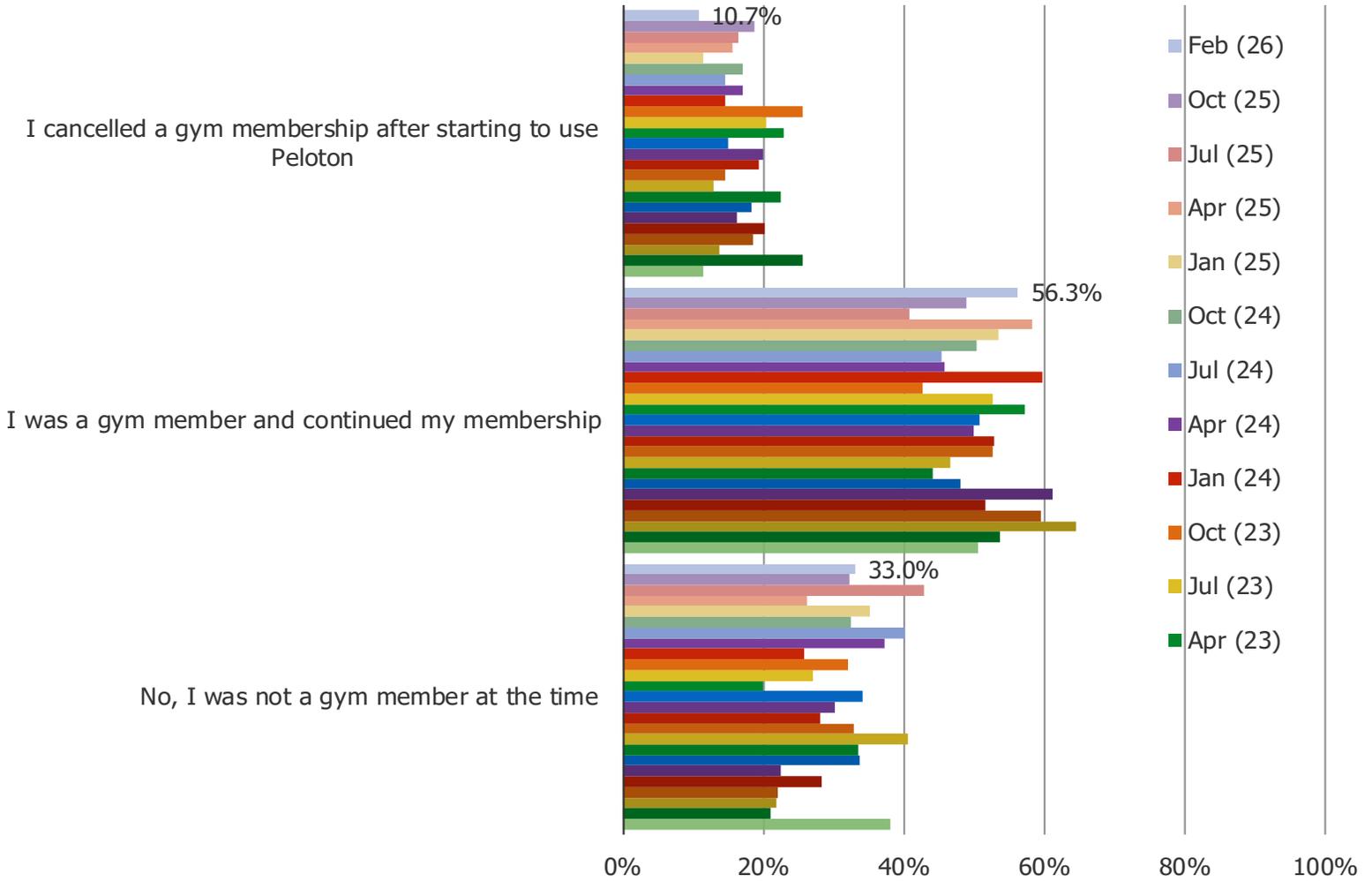
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF PELOTON?

Posed to Peloton owners



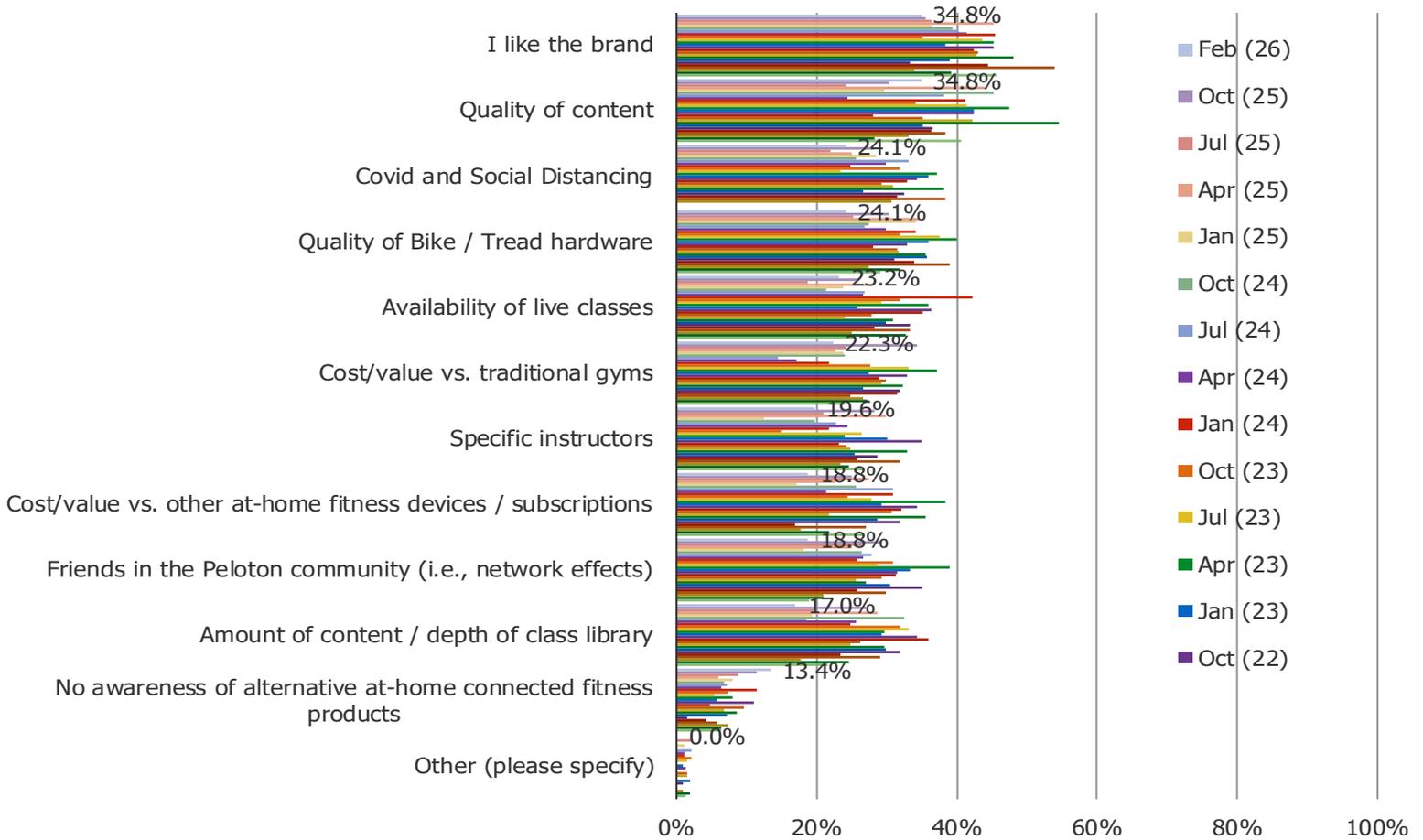
DID YOU CANCEL A GYM MEMBERSHIP AFTER YOU STARTED USING PELOTON?

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?

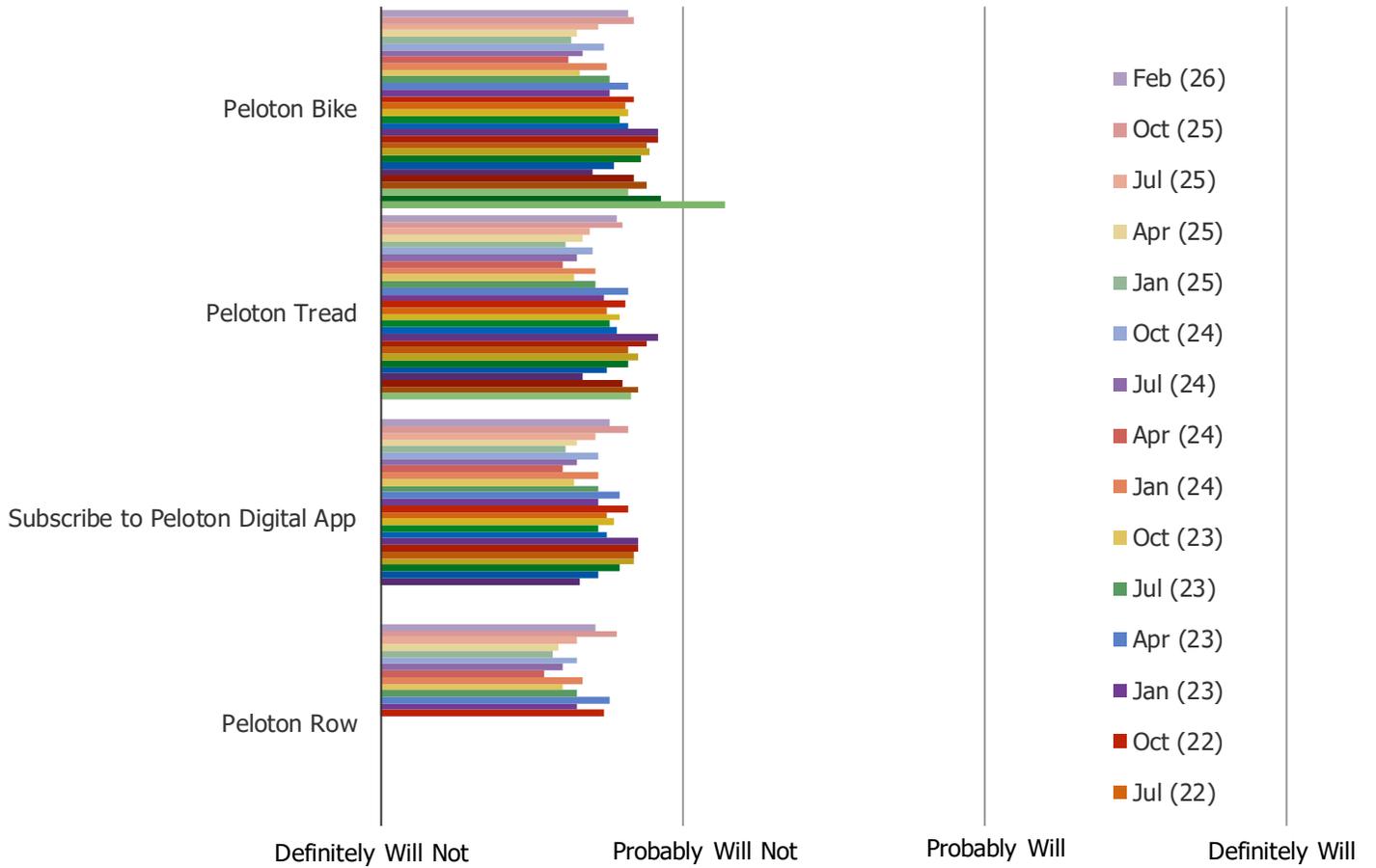
Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment).



NON PELOTON CUSTOMERS

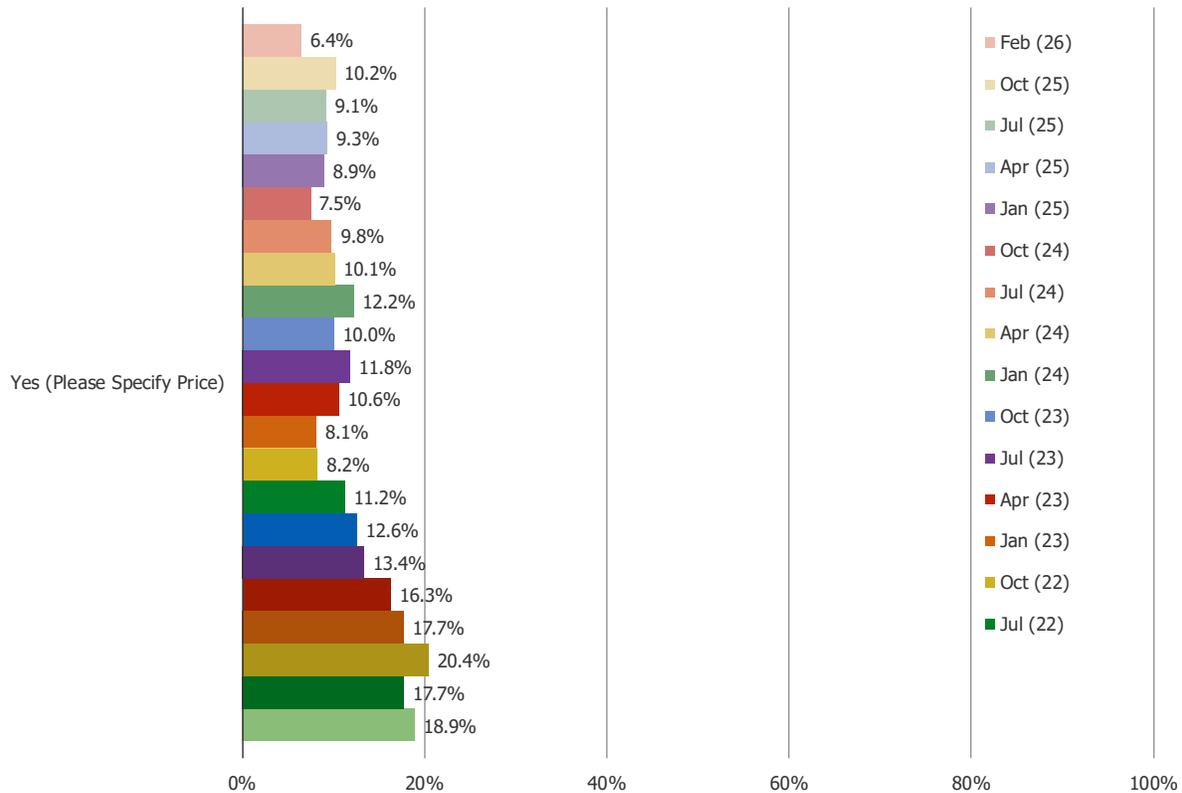
HOW LIKELY ARE YOU TO BUY THE PELOTON EQUIPMENT IN THE FUTURE OR SIGN UP FOR THE DIGITAL APP?

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?

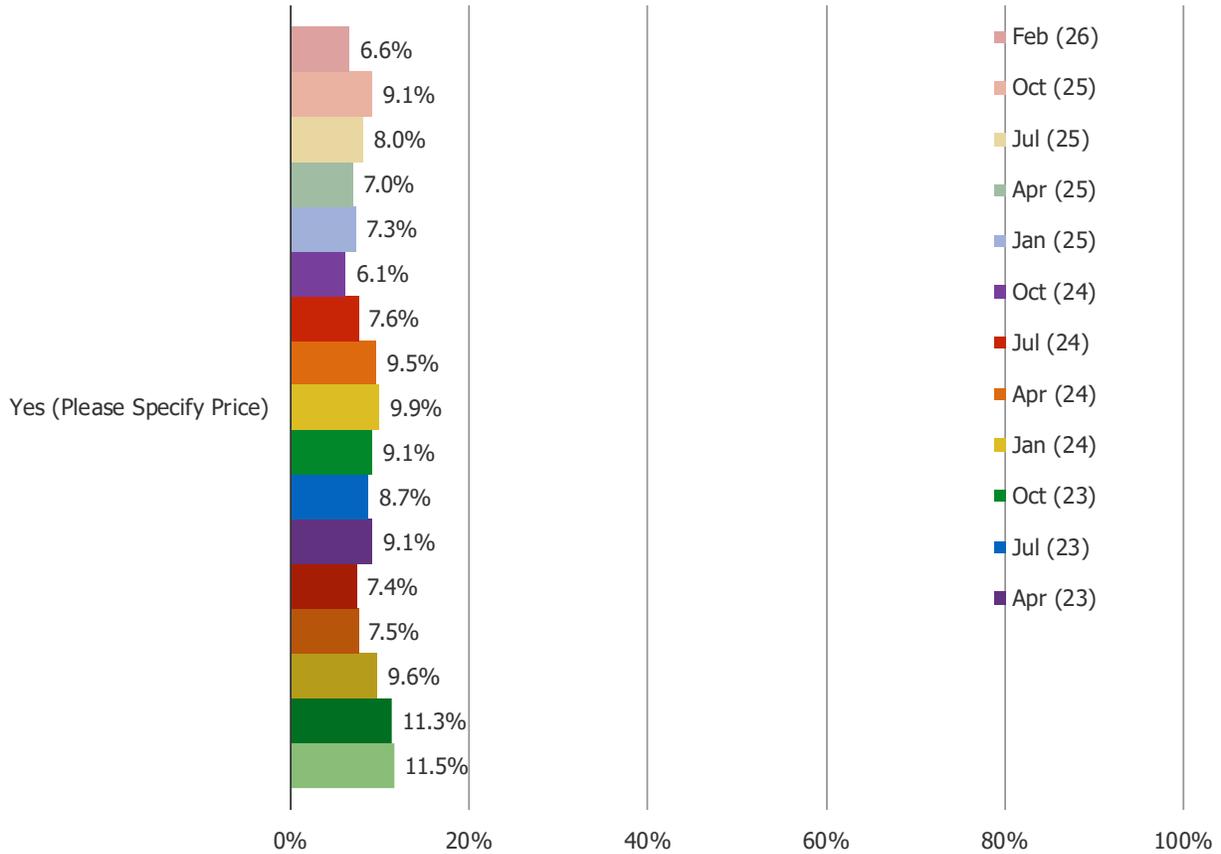
Posed to respondents who do not own or use any Peloton equipment.



Category	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Trend	R2	P-Value
< \$100	26.40%	29.80%	14.30%	25.80%	28.40%	24.10%	26.30%	28.30%	31.00%	26.90%	30.60%	30.10%	26.40%	31.60%	Stable	0.22	0.09
\$100 - \$249	23.10%	29.30%	14.30%	34.10%	25.00%	31.20%	31.40%	24.80%	27.40%	41.30%	36.50%	30.10%	37.40%	33.30%	Increasing	0.36	0.024
\$250 - \$499	14.30%	15.20%	14.30%	10.60%	21.60%	14.20%	11.90%	17.70%	15.50%	17.30%	15.30%	13.30%	14.30%	15.80%	Stable	0.01	0.794
\$500 - \$999	24.20%	18.20%	42.90%	18.90%	16.40%	17.70%	22.00%	18.60%	15.50%	8.70%	14.10%	19.30%	9.90%	14.00%	Decreasing	0.34	0.028
\$1000+	12.10%	7.60%	14.30%	10.60%	8.60%	12.80%	8.50%	10.60%	10.70%	5.80%	3.50%	7.20%	12.10%	5.30%	Stable	0.25	0.069

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.



Category	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Trend	R2	P-Value
< \$100	31.30%	36.00%	33.30%	41.20%	35.20%	28.90%	30.60%	32.20%	42.00%	31.80%	46.90%	39.70%	45.00%	41.40%	Increasing	0.31	0.039
\$100 - \$249	25.30%	21.90%	33.30%	29.90%	25.70%	27.20%	32.40%	24.10%	27.50%	37.60%	28.10%	21.90%	25.00%	22.40%	Stable	0.02	0.655
\$250 - \$499	15.70%	15.70%	0.00%	14.40%	17.10%	18.40%	14.40%	17.20%	10.10%	17.60%	10.90%	12.30%	11.20%	20.70%	Stable	0.02	0.607
\$500 - \$999	19.30%	16.30%	33.30%	6.20%	14.30%	10.50%	15.30%	17.20%	8.70%	5.90%	7.80%	12.30%	8.80%	6.90%	Decreasing	0.35	0.027
\$1000+	8.40%	10.10%	0.00%	8.20%	7.60%	14.90%	7.20%	9.20%	11.60%	7.10%	6.20%	13.70%	10.00%	8.60%	Stable	0.07	0.373