

BESPOKE SURVEYS

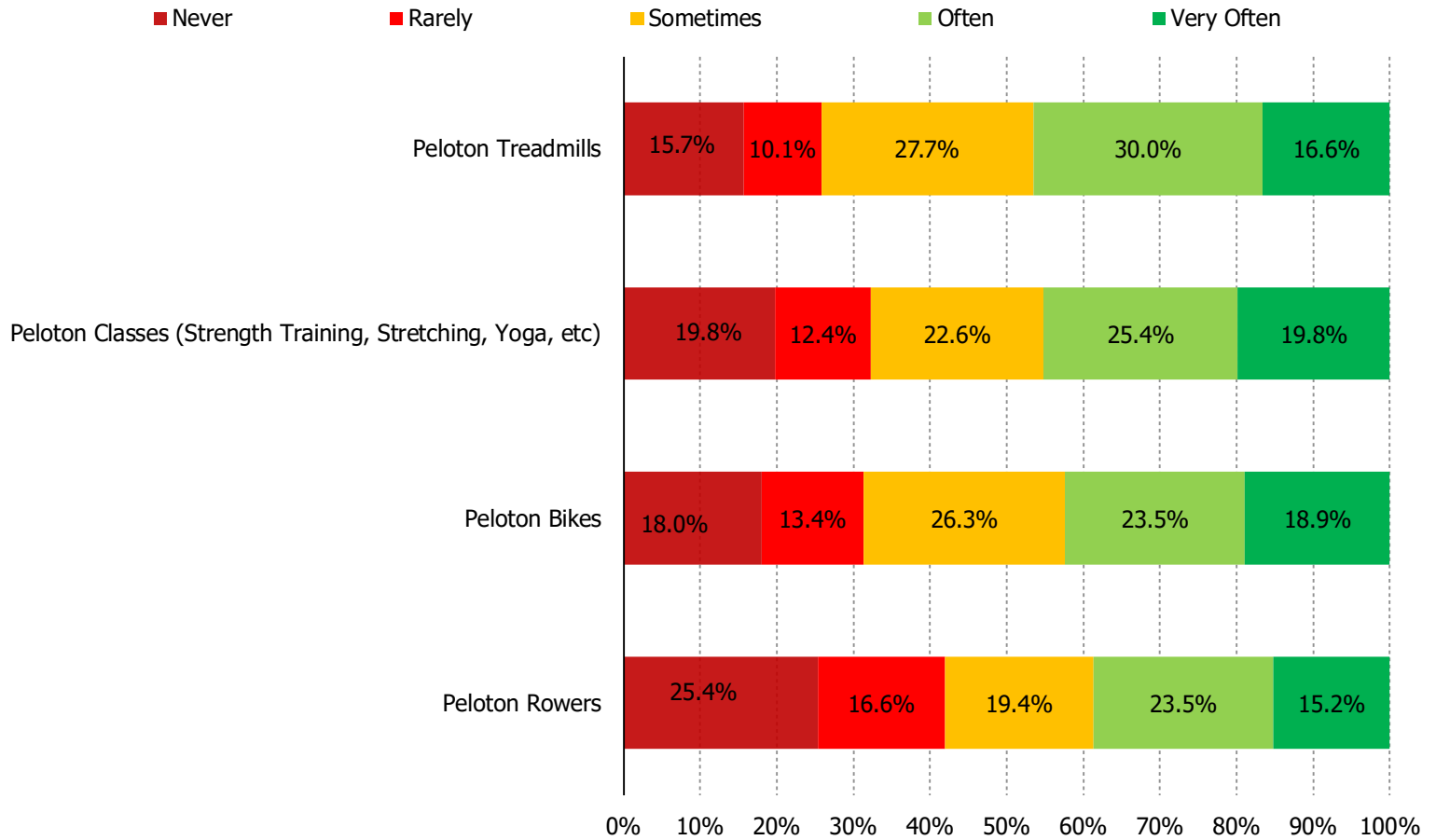
Fitness, Volume 38

1000+ Respondents Per Quarter

RECENTLY ADDED QUESTIONS

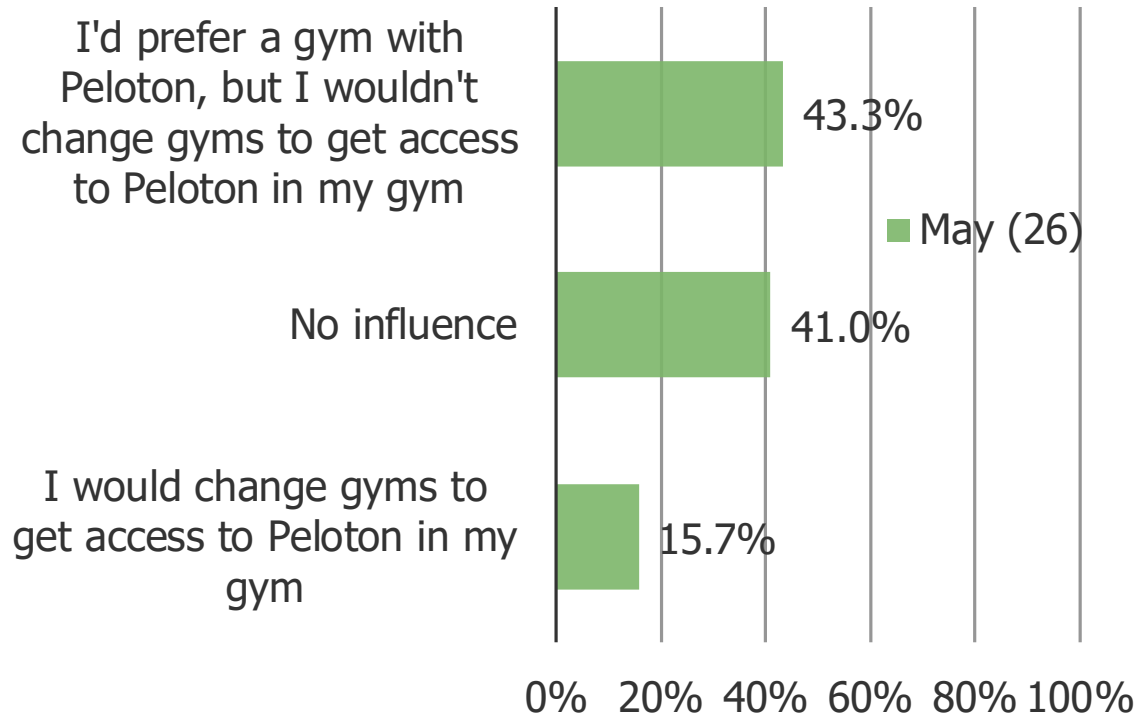
IF YOUR GYM OFFERED FREE ACCESS TO PELOTON BIKES, TREADS, ROWERS, AND CLASSES IN SPACES WITHIN THE GYM DEDICATED TO PELOTON WORKOUTS, HOW OFTEN WOULD YOU USE THEM AT YOUR GYM?

Posed to all respondents who are members of a gym. (N=217)



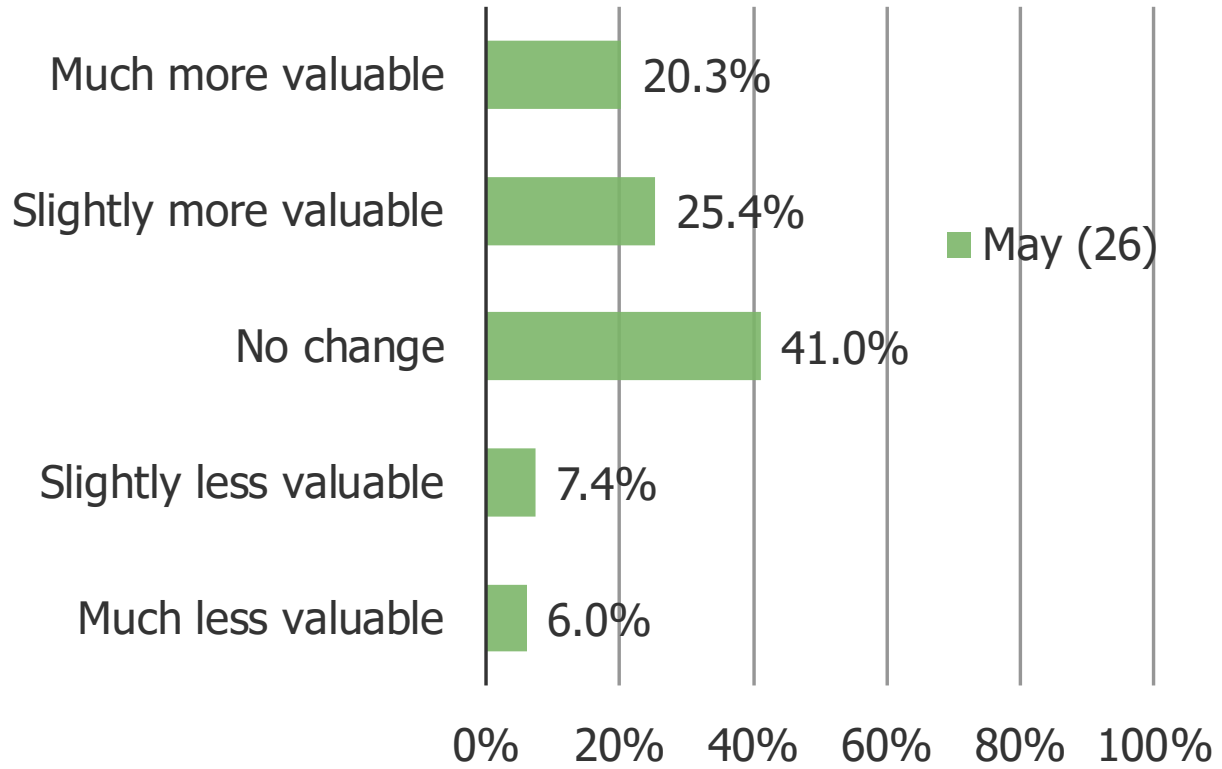
HOW MUCH WOULD THE PRESENCE OF PELOTON EQUIPMENT INFLUENCE YOUR DECISION TO CHOOSE ONE GYM OVER ANOTHER?

Posed to all respondents who are members of a gym. (N=217)



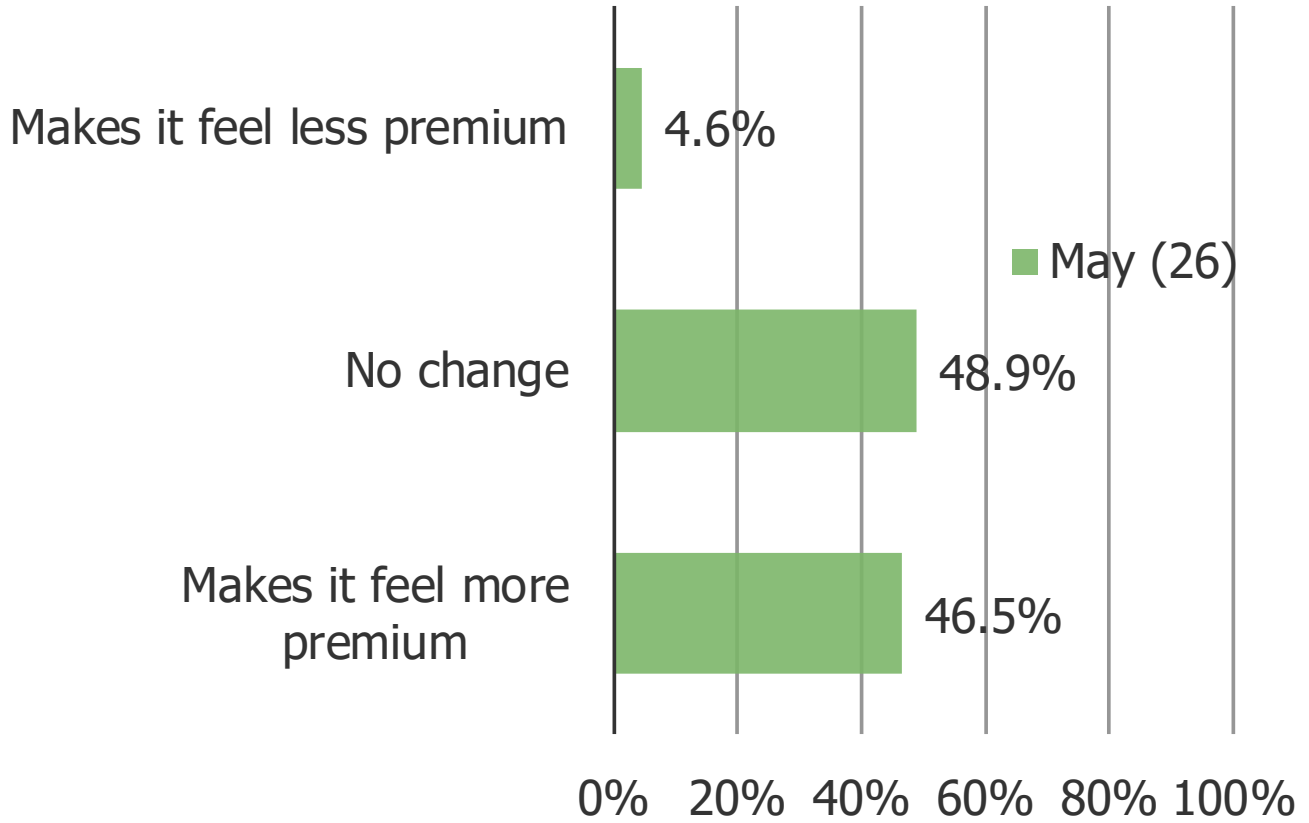
IF YOUR GYM REPLACED STANDARD CARDIO EQUIPMENT WITH PELOTON COMMERCIAL EQUIPMENT, WOULD YOU VIEW YOUR GYM MEMBERSHIP AS MORE VALUABLE OR LESS VALUABLE?

Posed to all respondents who are members of a gym. (N=217)



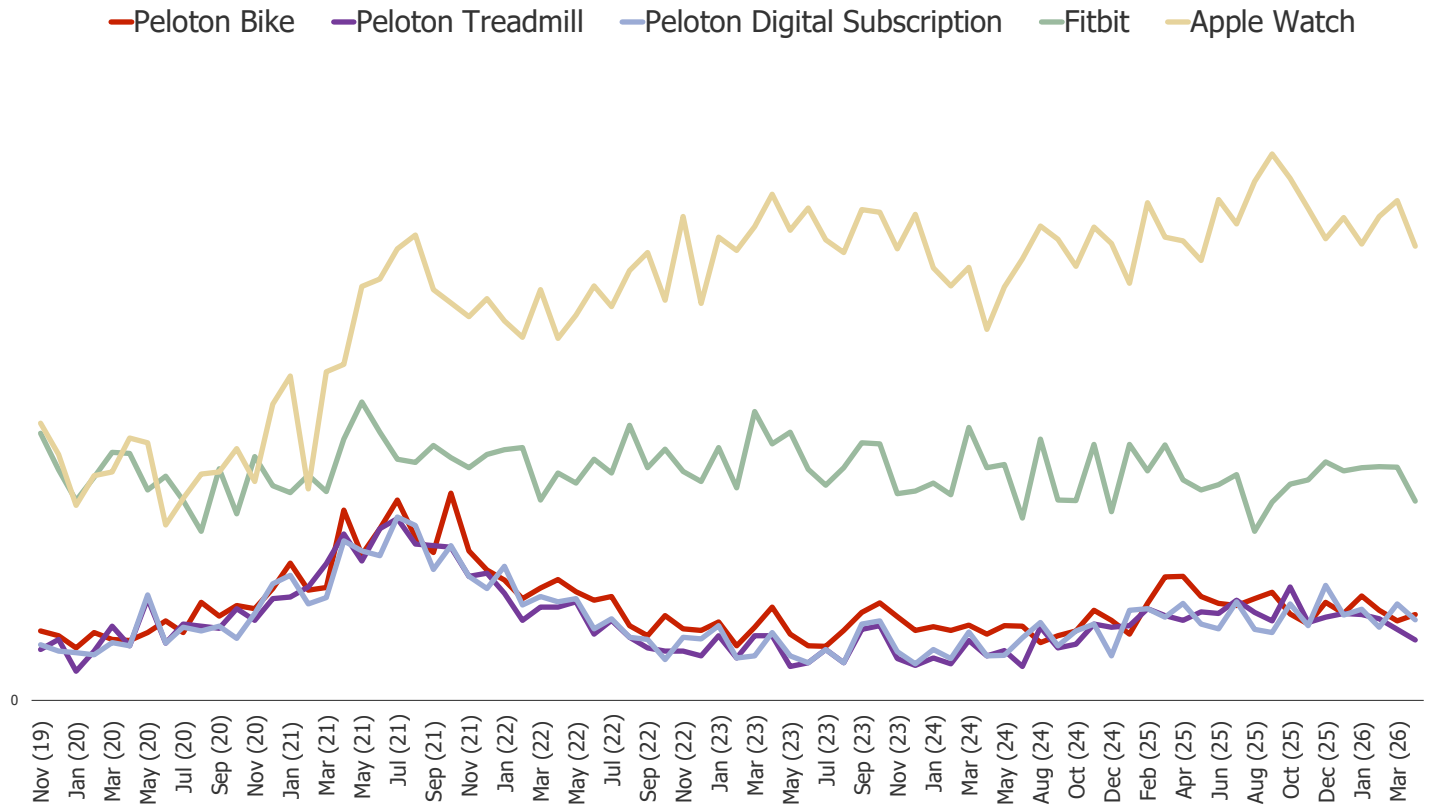
WOULD SEEING PELOTON EQUIPMENT IN STANDARD COMMERCIAL GYMS CHANGE HOW YOU VIEW THE BRAND?

Posed to all respondents who are members of a gym. (N=217)



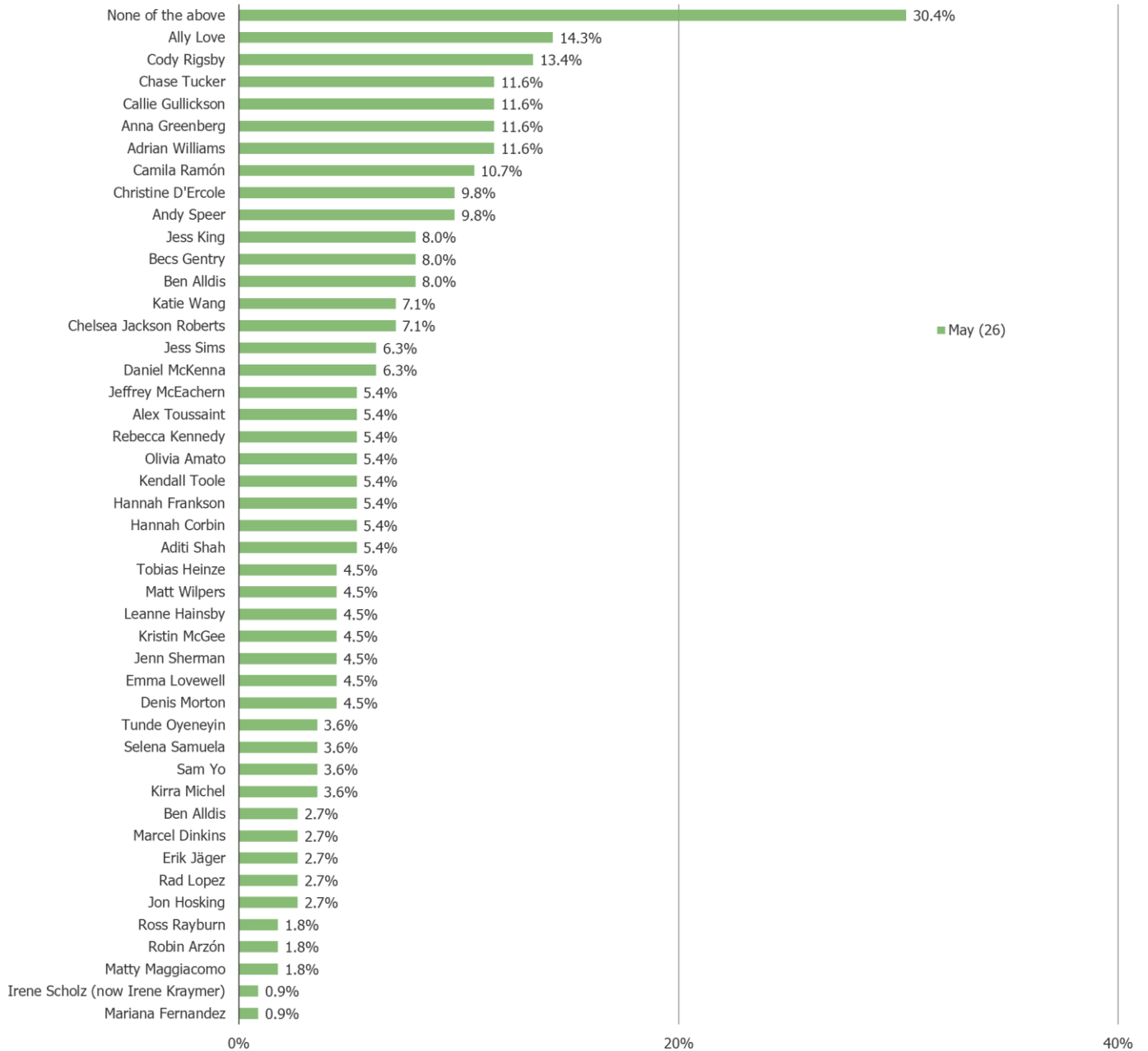
DO YOU OWN OR SUBSCRIBE TO ANY OF THE FOLLOWING PRODUCTS?

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



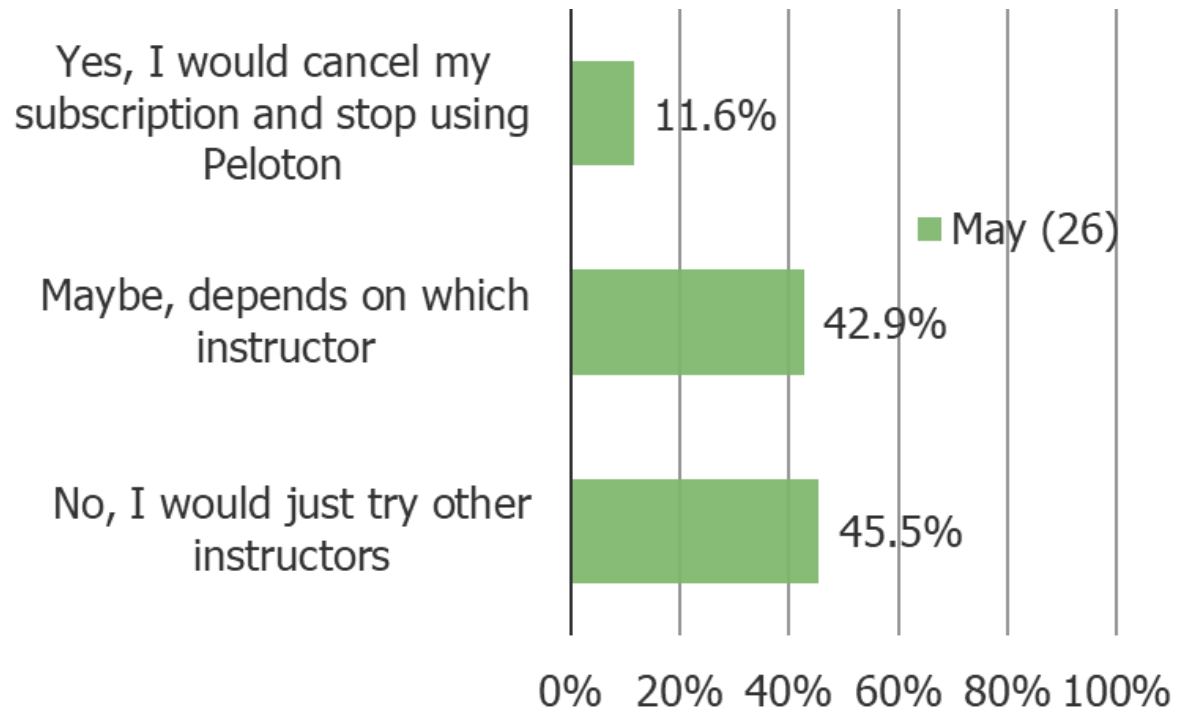
WHICH OF THESE PELOTON INSTRUCTORS ARE / HAVE BEEN IMPORTANT TO YOU? SELECT ALL THAT APPLY

Posed to all Peloton users (N = 112)



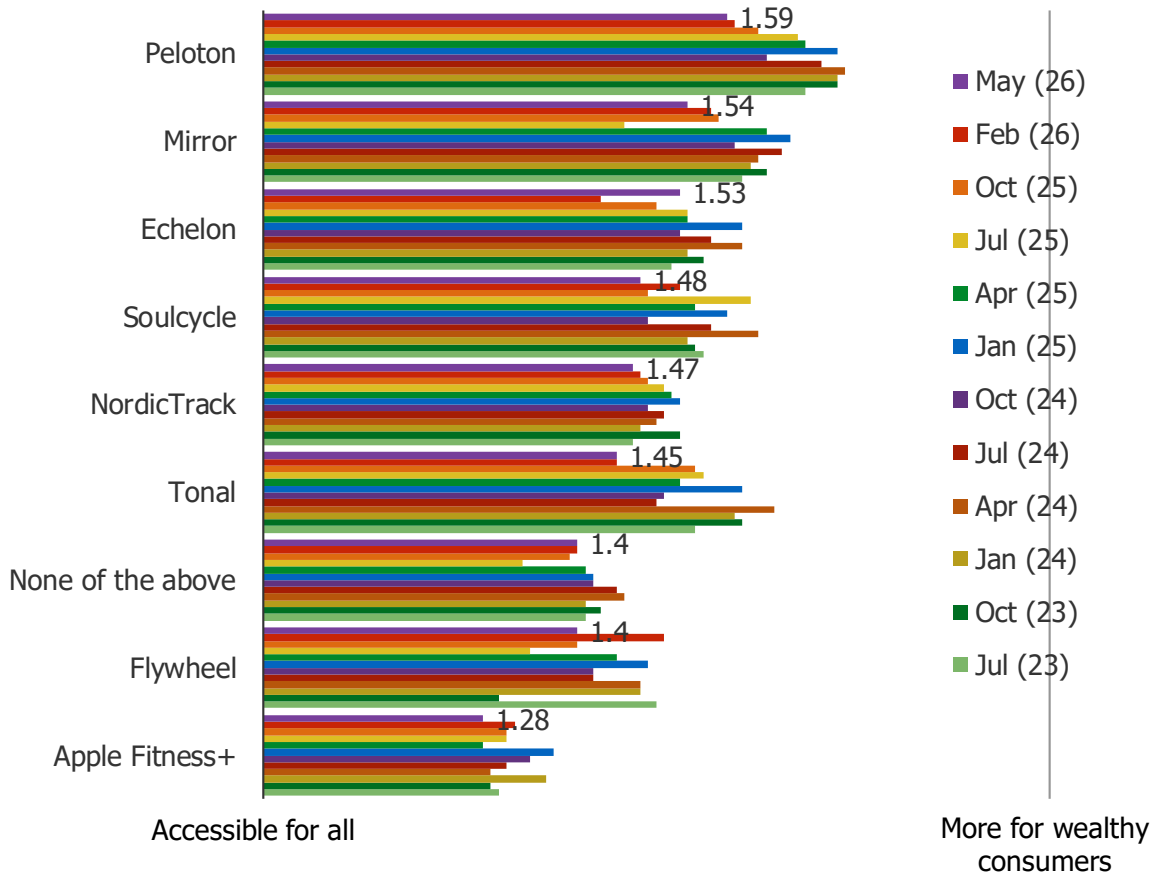
WOULD YOU CANCEL YOUR PELOTON SUBSCRIPTION IF ANY SPECIFIC INSTRUCTORS DECIDED TO LEAVE PELOTON?

Posed to all Peloton users (N = 112)

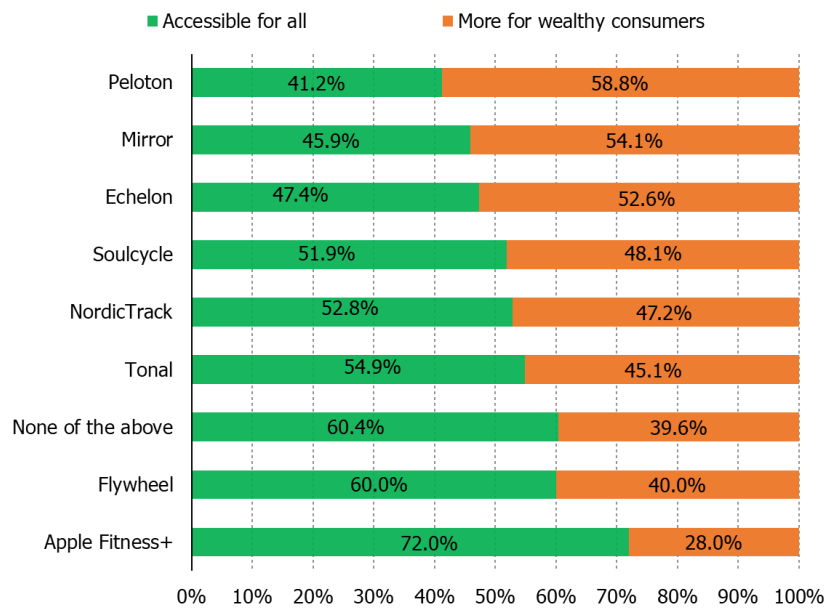


TO WHAT EXTENT DO YOU BELIEVE THIS BRAND IS...

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

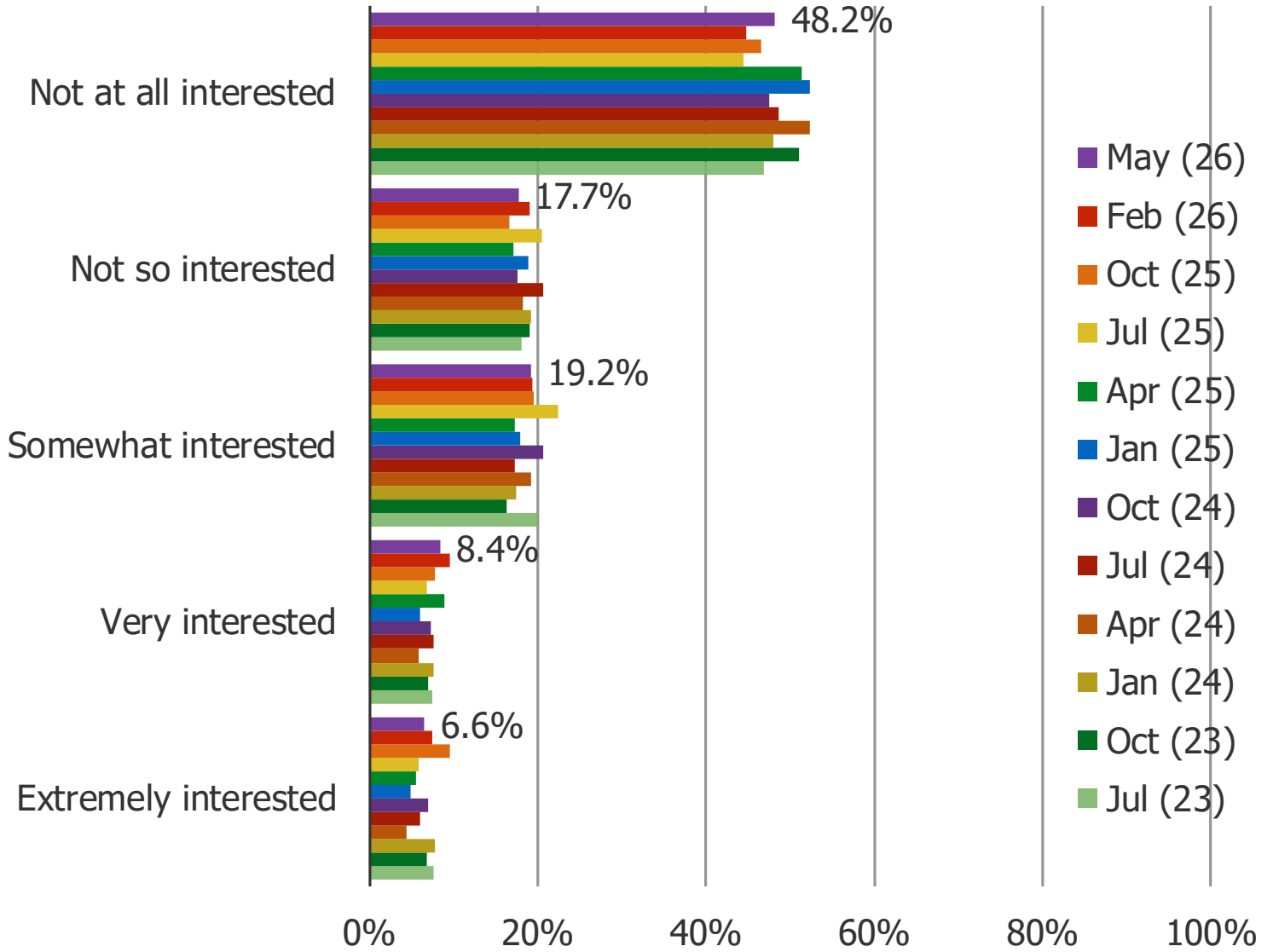


May 26 Data Breakout



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.



IF YOU HAD TO USE ONE WORD TO DESCRIBE THE PELOTON BRAND, WHAT WOULD IT BE?

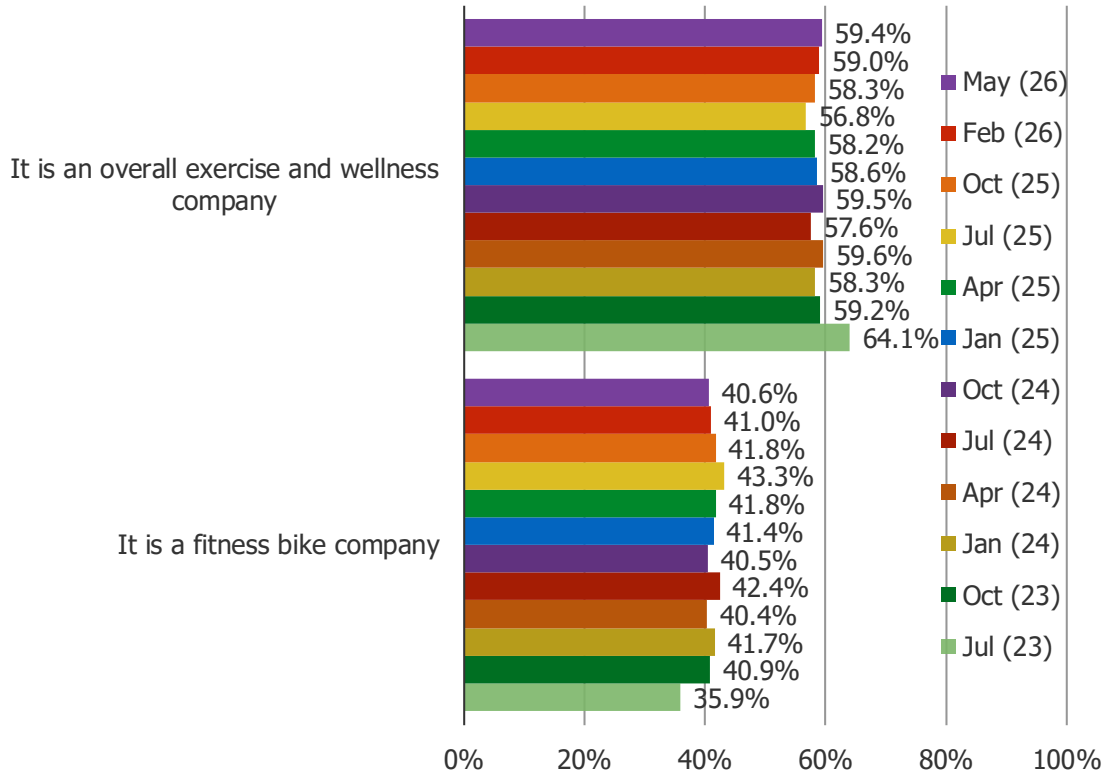
Posed to respondents who are aware of the Peloton brand...

Here is the quantified breakdown of the top words and themes respondents use to describe the Peloton brand:

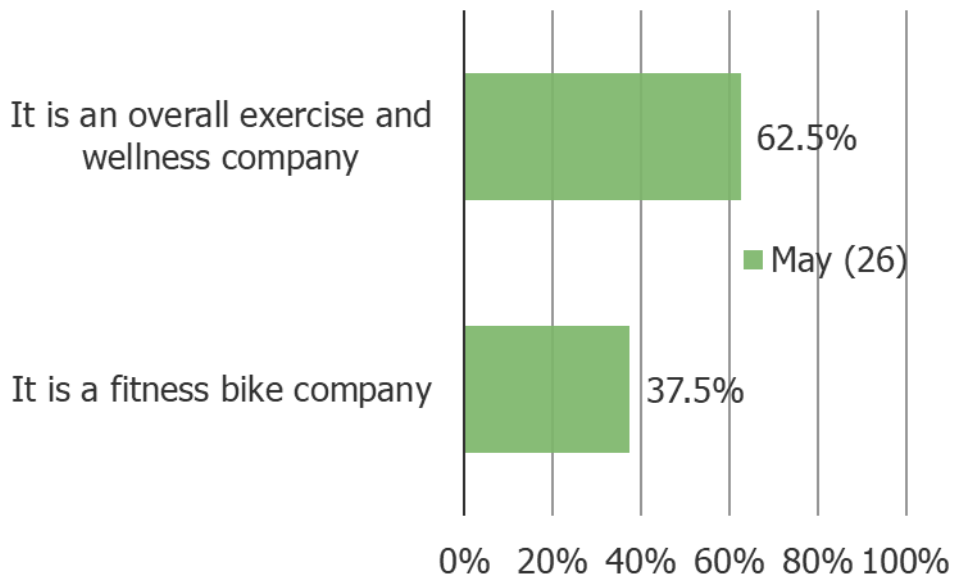
- **Expensive / Overpriced: 35.5%**
(e.g., "Expensive", "Pricey", "Overpriced", "Costly", "Unaffordable")
- **Other / Unclassified (Highly unique or ambiguous words): 18.5%**
(e.g., "Ubiquitous", "Evolving", "Classic", "Subscription")
- **Positive Praise (Good, Great, Fun, Quality): 15.7%**
(e.g., "Good", "Great", "Awesome", "Reliable", "Exceptional", "Sturdy")
- **Premium / Luxury / Elite / Stylish: 9.3%**
(e.g., "Luxury", "Premium", "Fancy", "Bougie", "Pretentious", "Sleek")
- **Fitness, Motivation & Workout Experience: 5.2%**
(e.g., "Fitness", "Exercise", "Motivating", "Sweaty", "Intense")
- **Irrelevant / No Answer / Noise: 5.2%**
(e.g., "N/A", "Idk", "None", "Unknown")
- **Innovative / Modern / Convenient: 4.9%**
(e.g., "Innovative", "Modern", "Unique", "Convenient", "Tech")
- **Negative / Overrated / Unnecessary: 3.2%**
(e.g., "Overrated", "Boring", "Useless", "Failing", "Gimmick")
- **Trendy / Popular / Cult-like: 2.6%**
(e.g., "Trendy", "Fad", "Popular", "Cult", "Hype")

IN YOUR OPINION, WHAT BEST DESCRIBES PELOTON?

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

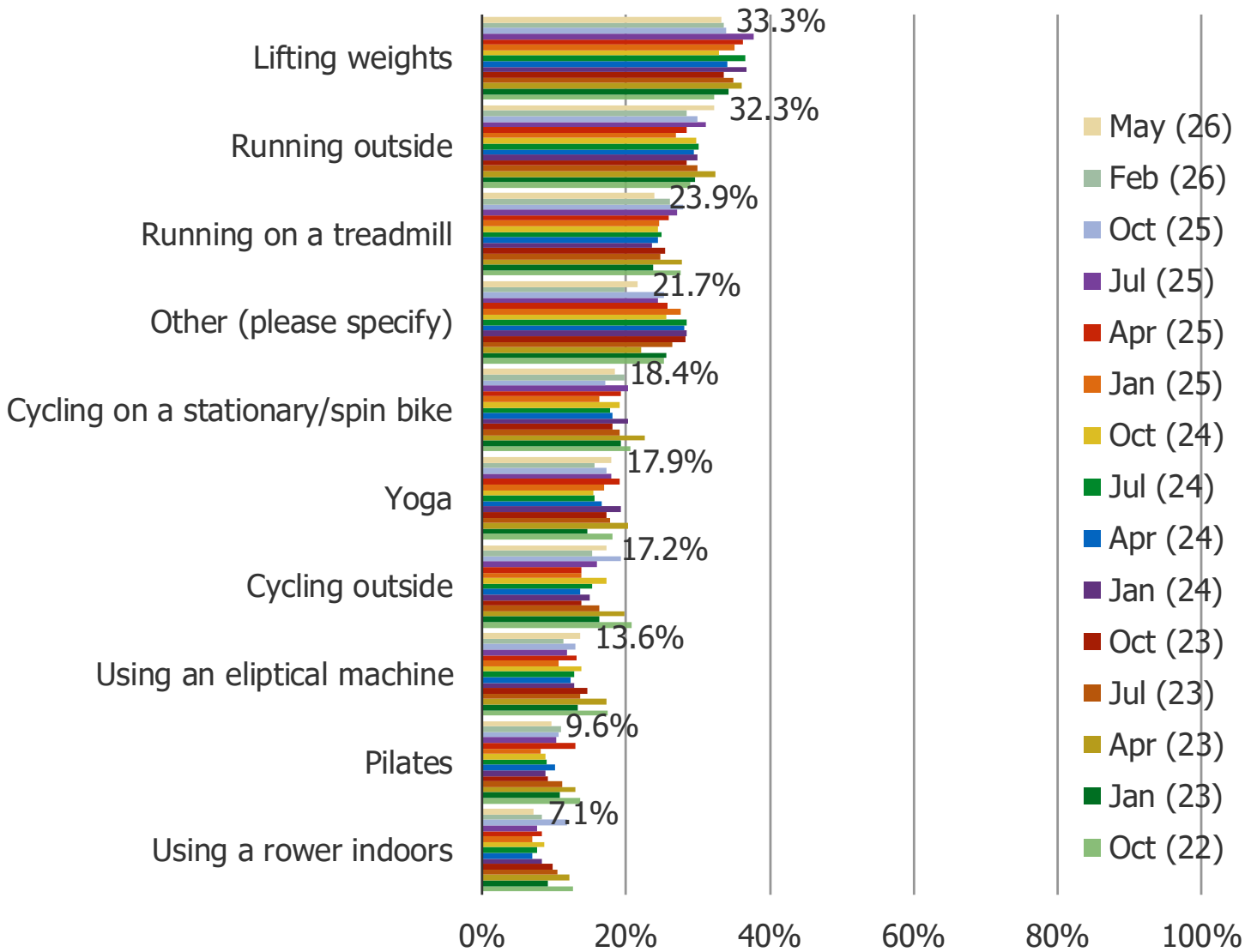


Posed to Peloton customers...



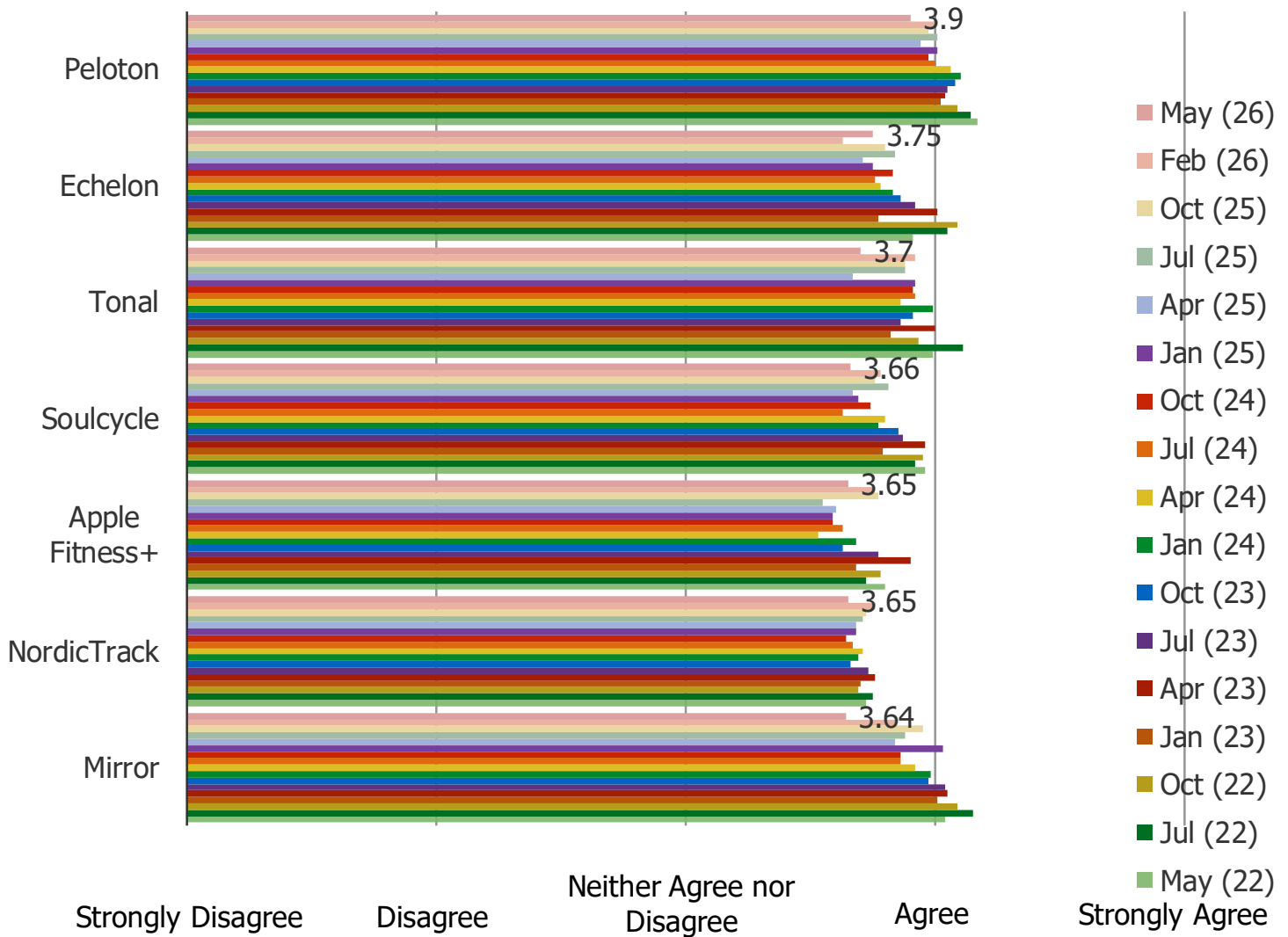
WHICH TYPES OF EXERCISE DO YOU INCLUDE IN YOUR FITNESS ROUTINE? SELECT ALL THAT APPLY

Posed to respondents who exercise.



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

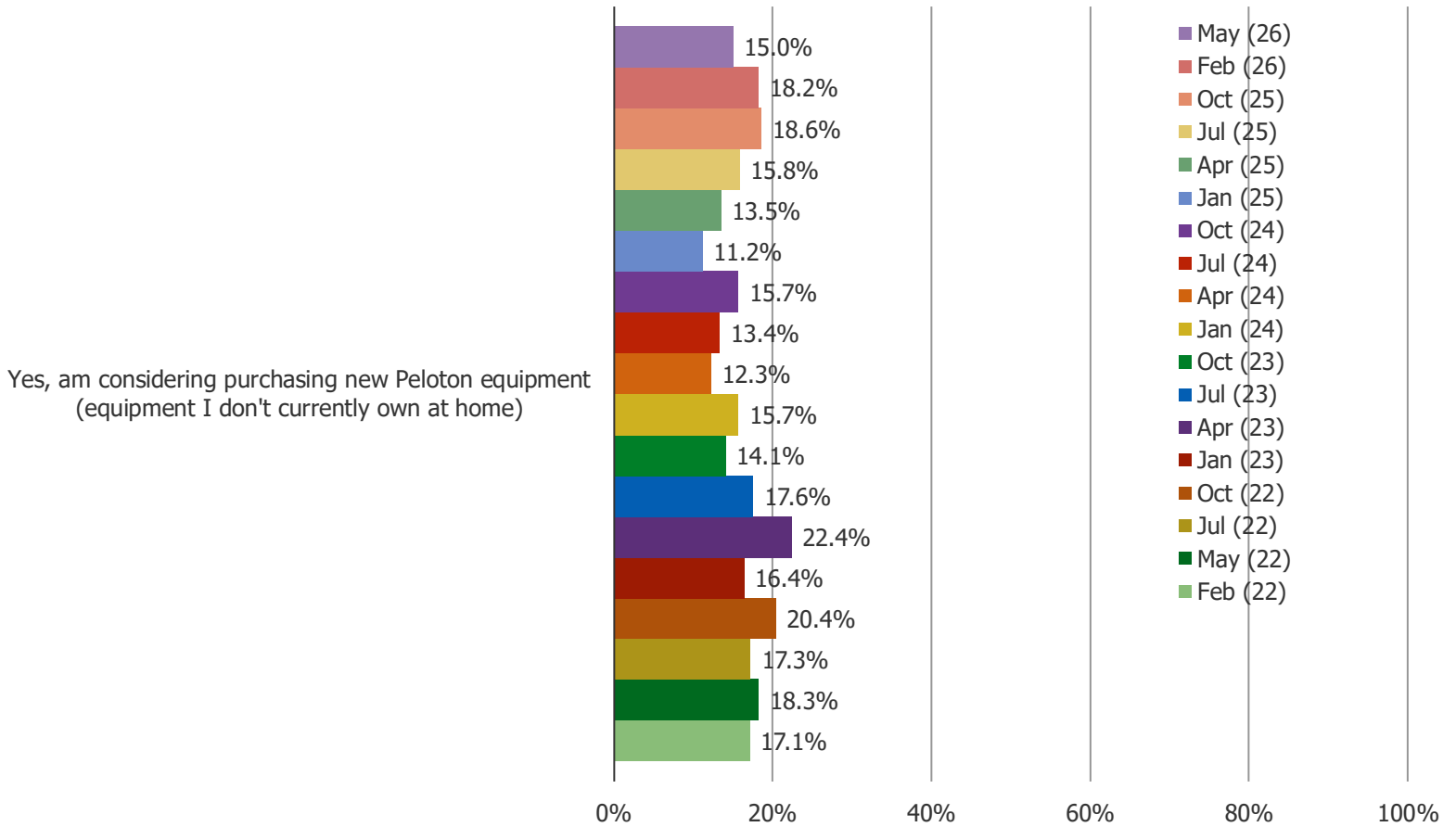
Posed to respondents who are aware of each of the following.



	N=
Peloton	495
Echelon	114
Flywheel	85
Soulcycle	131
NordicTrack	460
Apple Fitness+	286
Tonal	113
Mirror	135

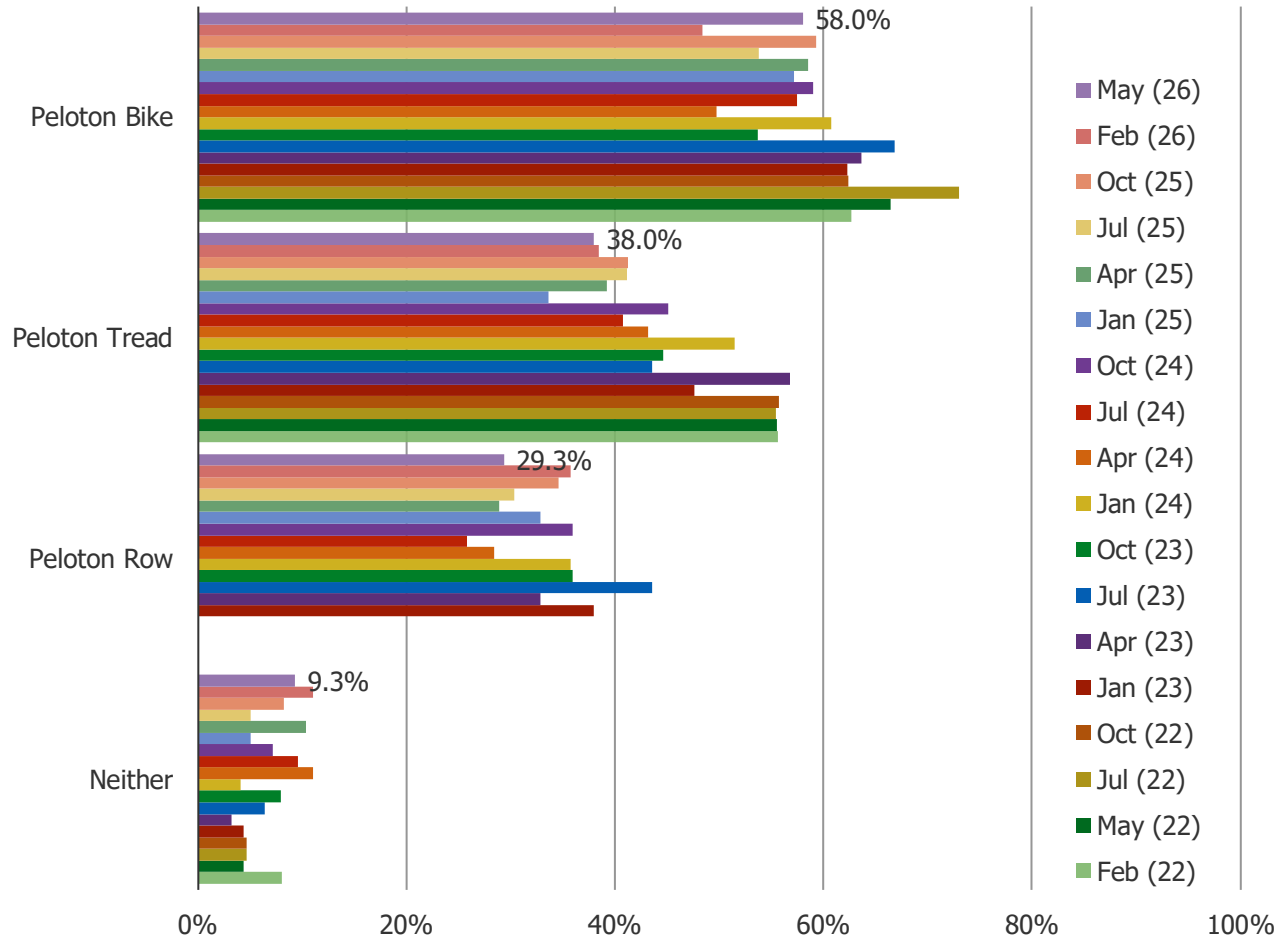
ARE YOU CURRENTLY CONSIDERING PURCHASING A NEW PIECE OF FITNESS EQUIPMENT FROM PELOTON?

Posed to all respondents



WHICH OF THE FOLLOWING ARE YOU CONSIDERING PURCHASING?

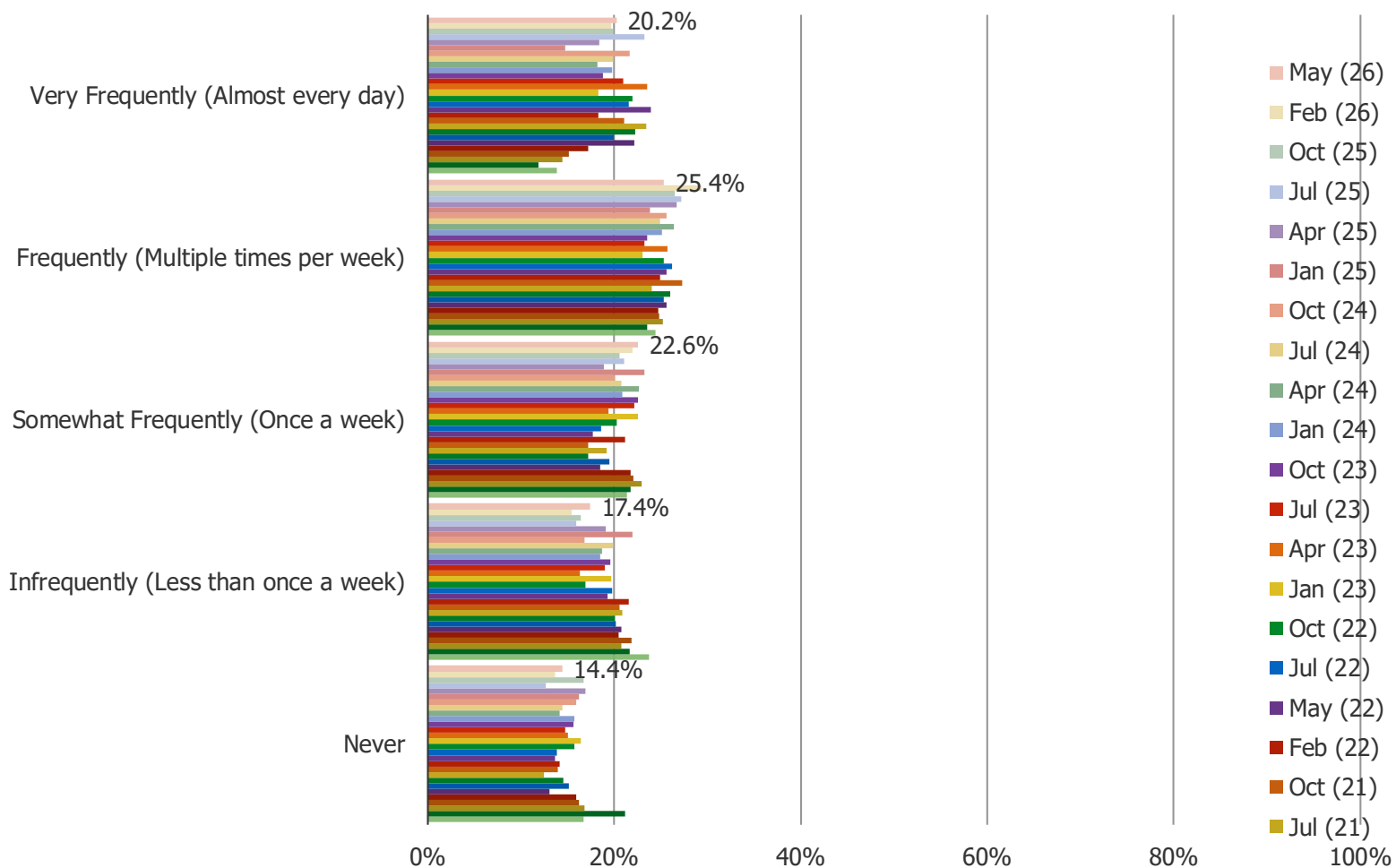
Posed to respondents who are currently considering buying Peloton equipment.



FITNESS OVERALL

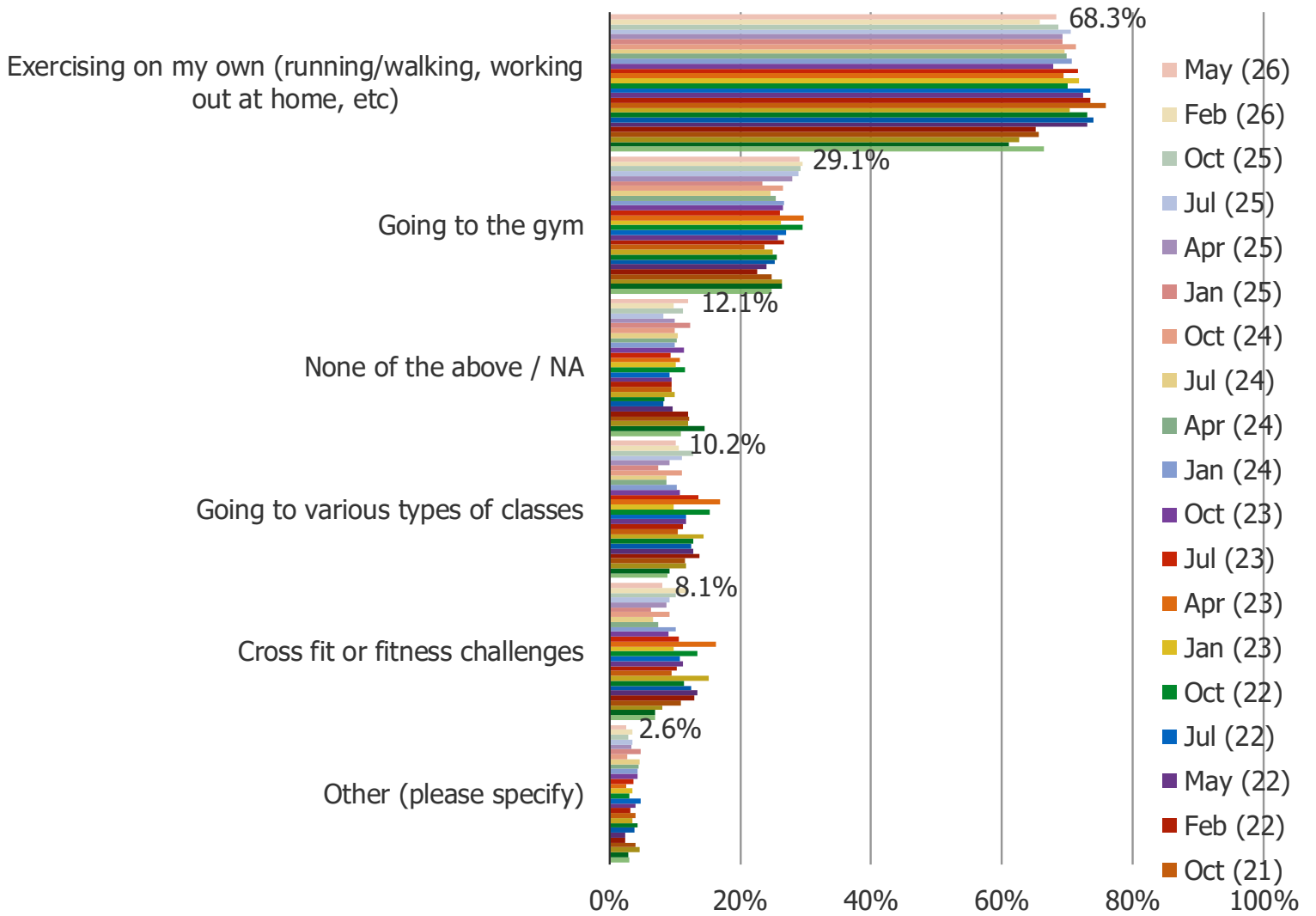
HOW OFTEN DO YOU EXERCISE?

Posed to all respondents



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

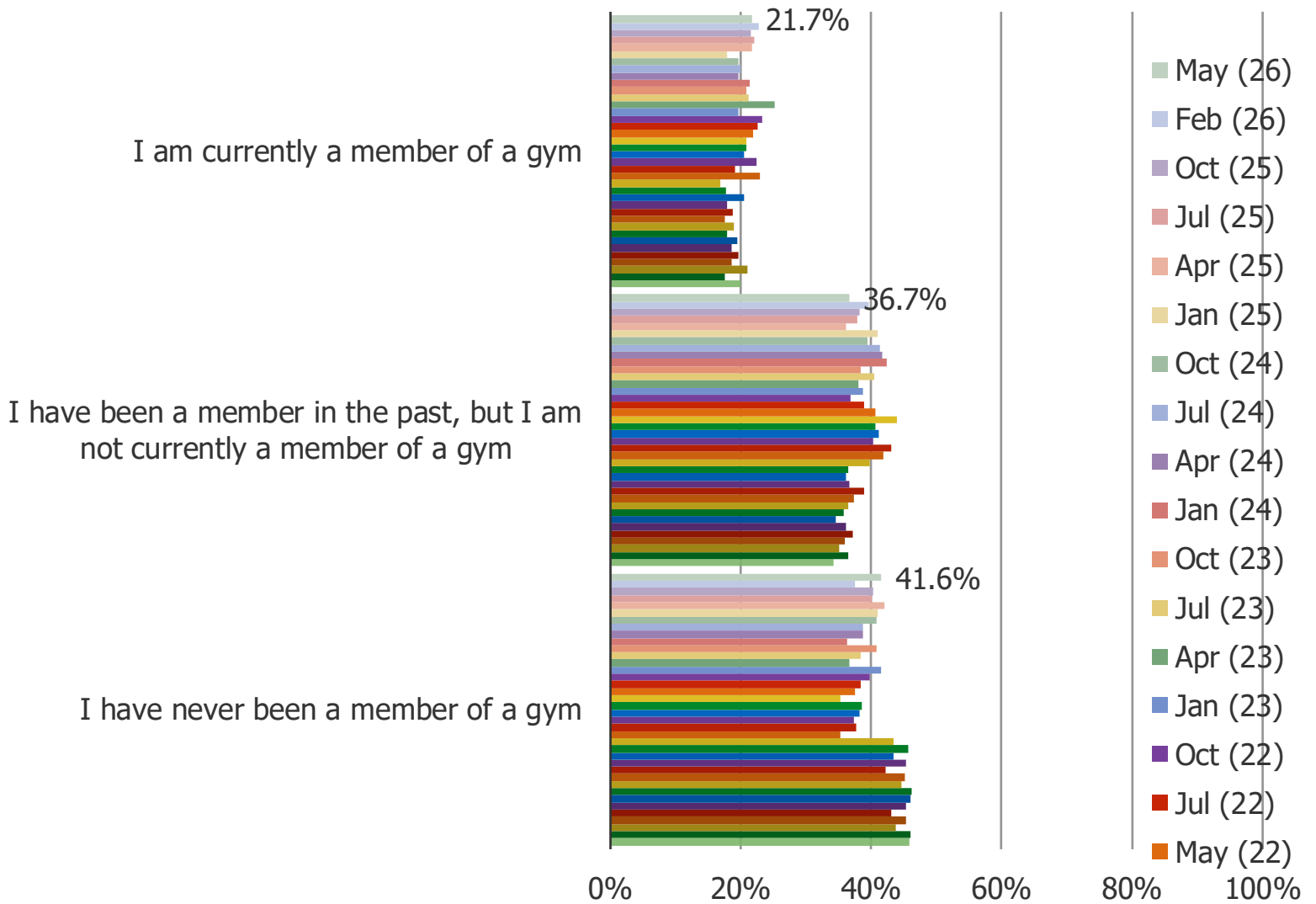
Posed to respondents who exercise



EXERCISE AND GYM MEMBERSHIPS

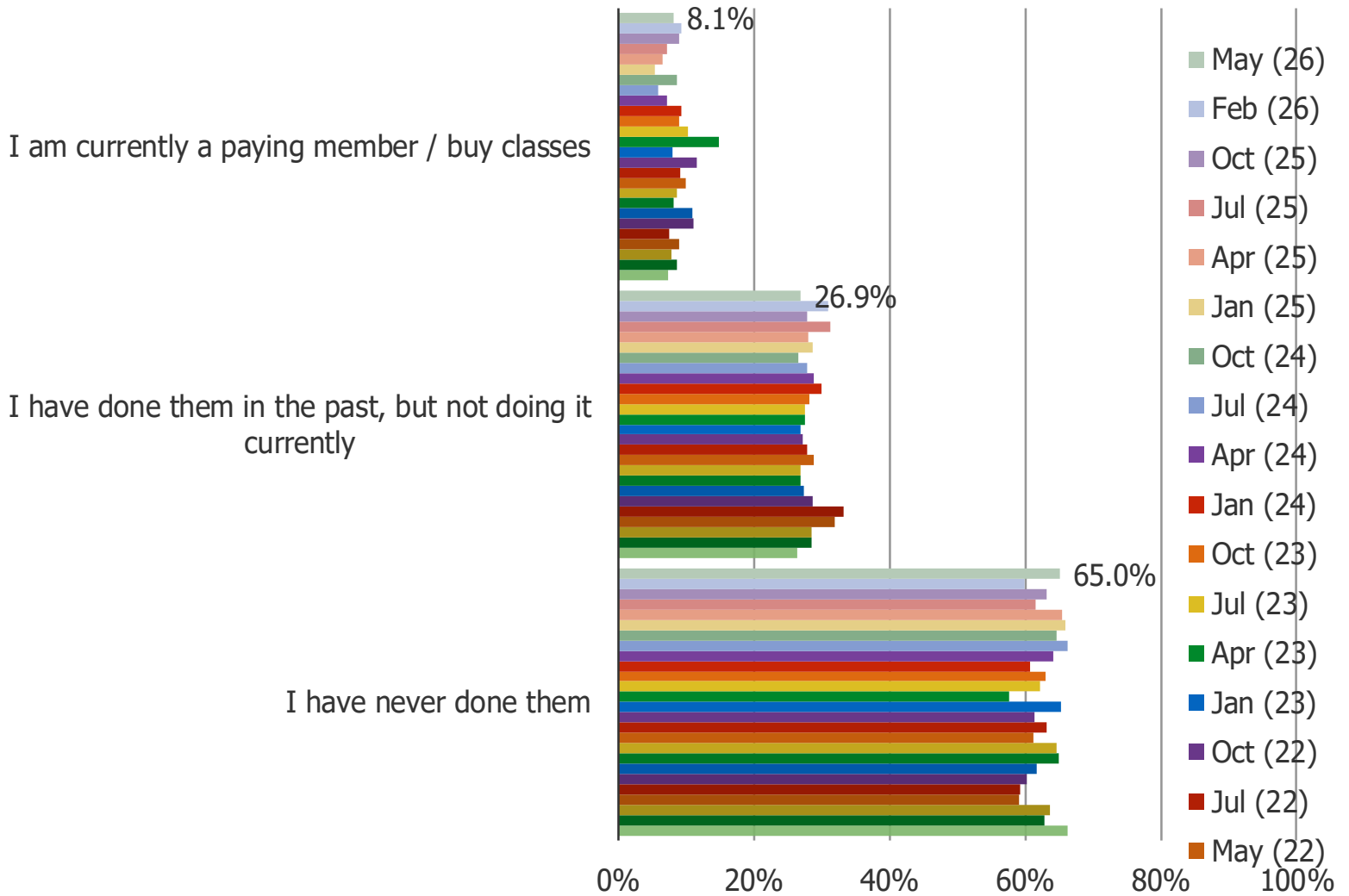
EXPERIENCE WITH FITNESS GYMS

Posed to all respondents



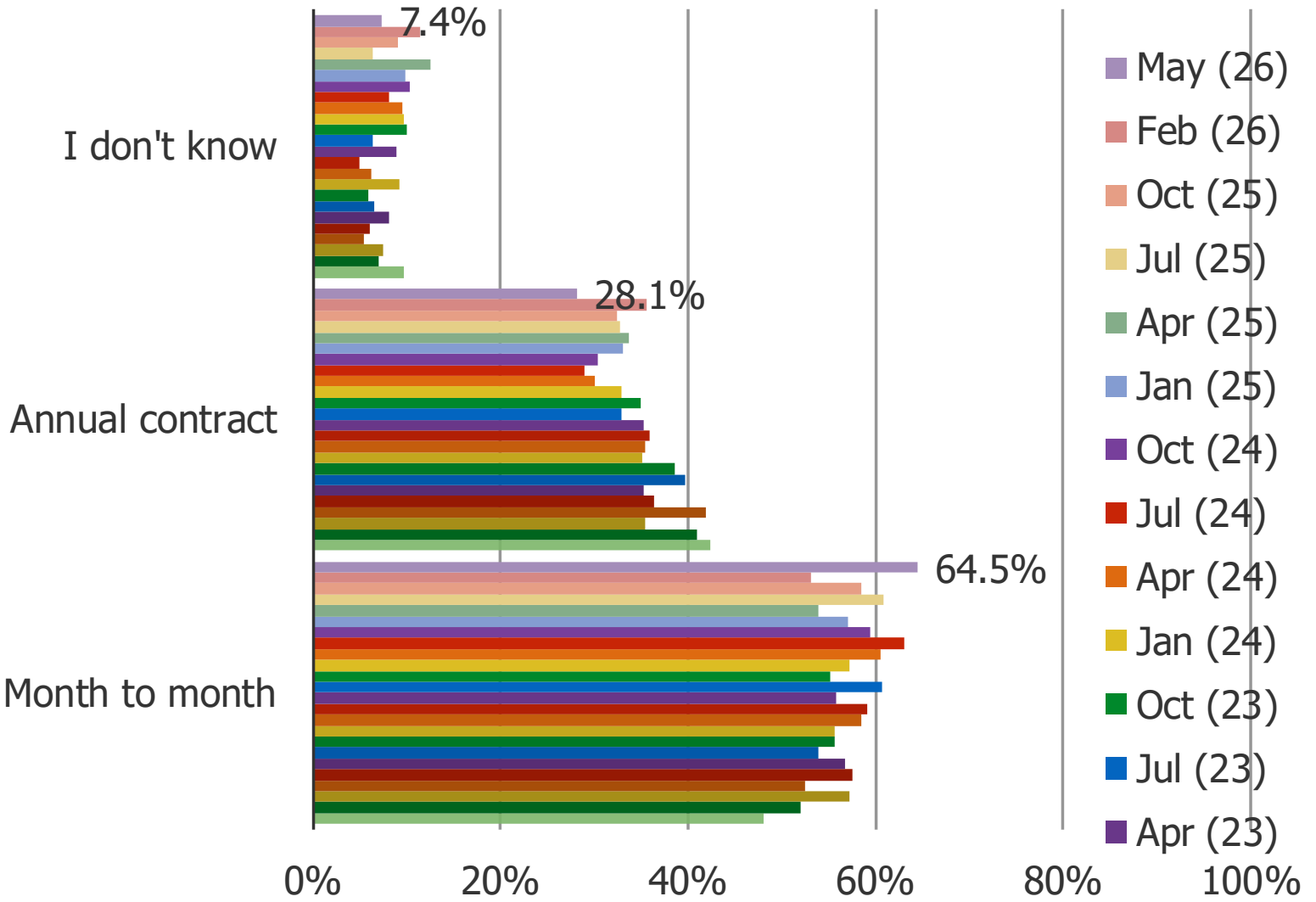
WHAT IS YOUR EXPERIENCE WITH FITNESS CLASS ENVIRONMENTS (SPIN CLASS, BOOT CAMPS, CROSS-FIT, ETC)?

Posed to all respondents



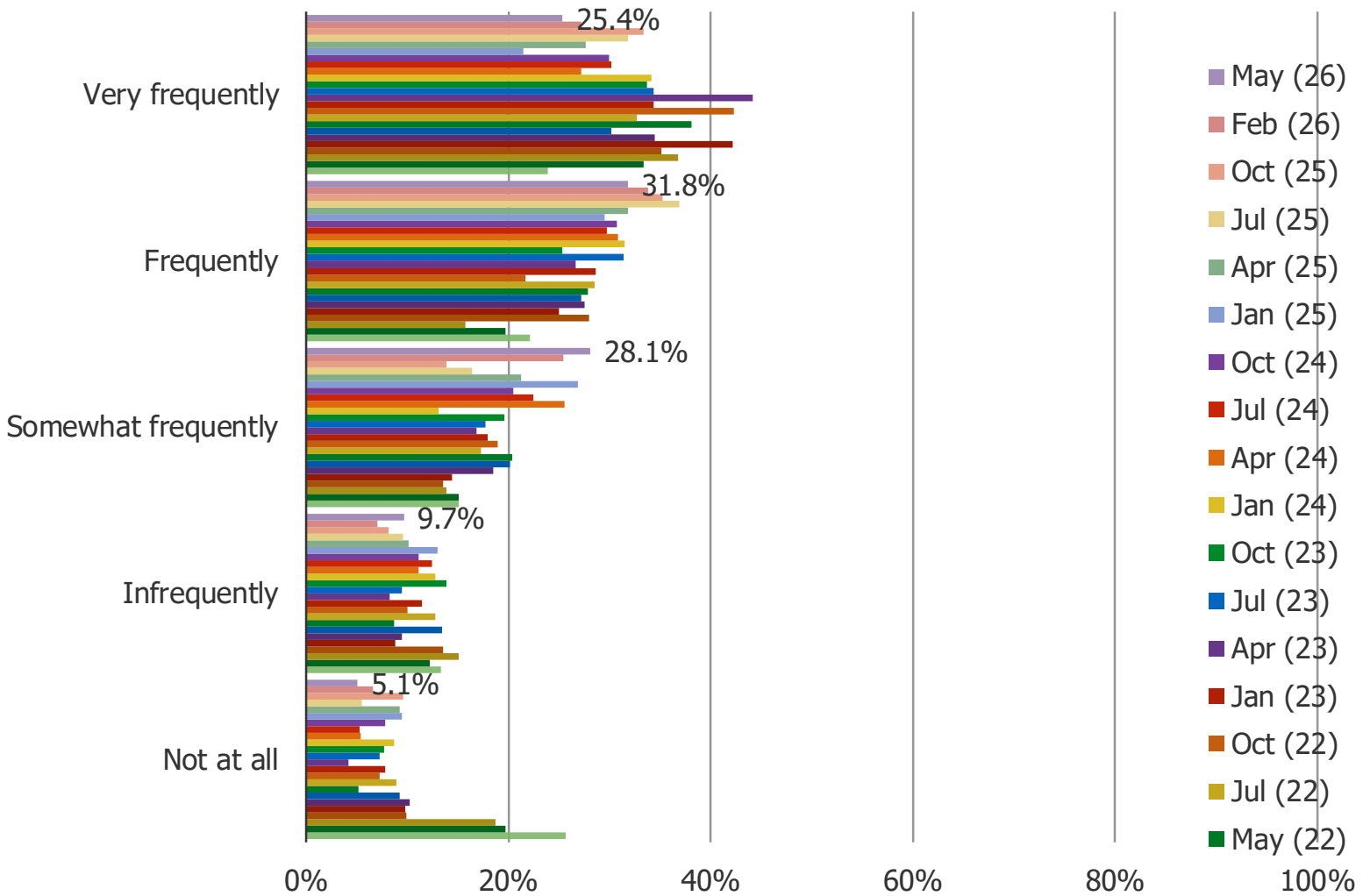
IS YOUR AGREEMENT WITH YOUR GYM...

Posed to current gym members.



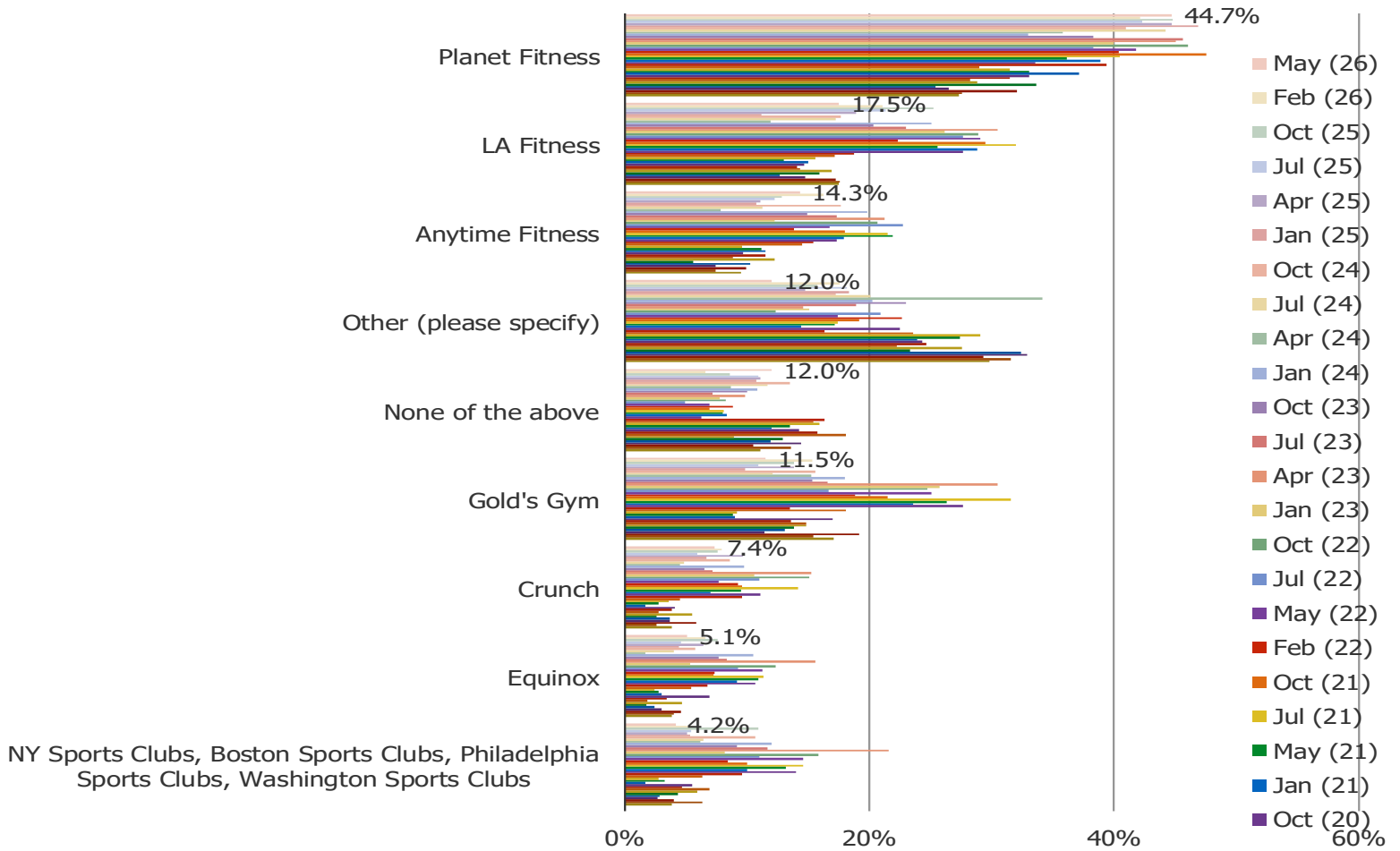
HOW OFTEN HAVE YOU BEEN GOING TO YOUR GYM IN THE PAST MONTH?

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



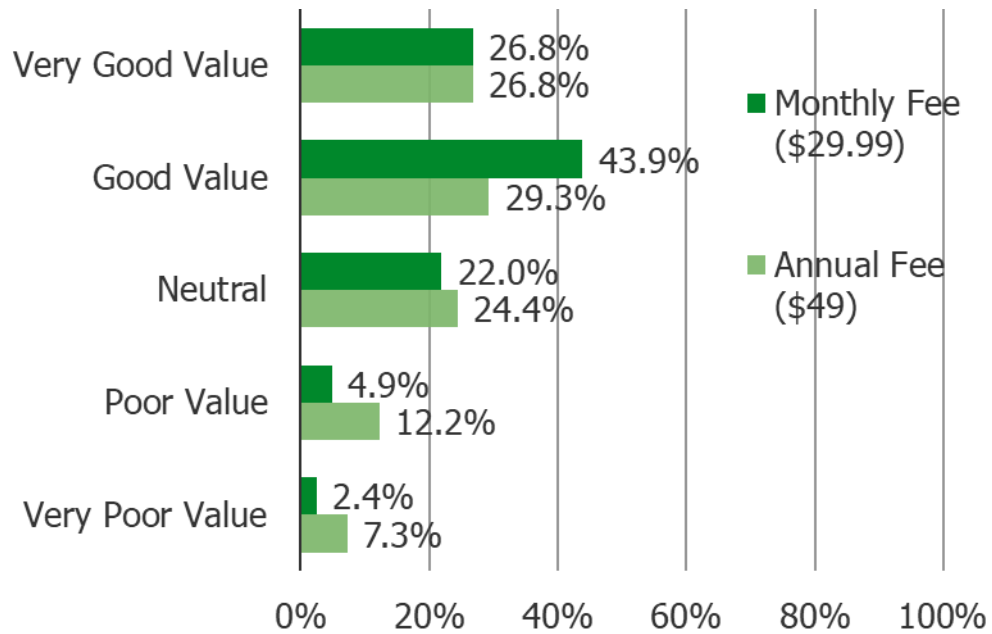
WHICH GYMS DO YOU CURRENTLY HAVE A MEMBERSHIP WITH? (SELECT ALL THAT APPLY)

Posed to respondents who are currently gym members.



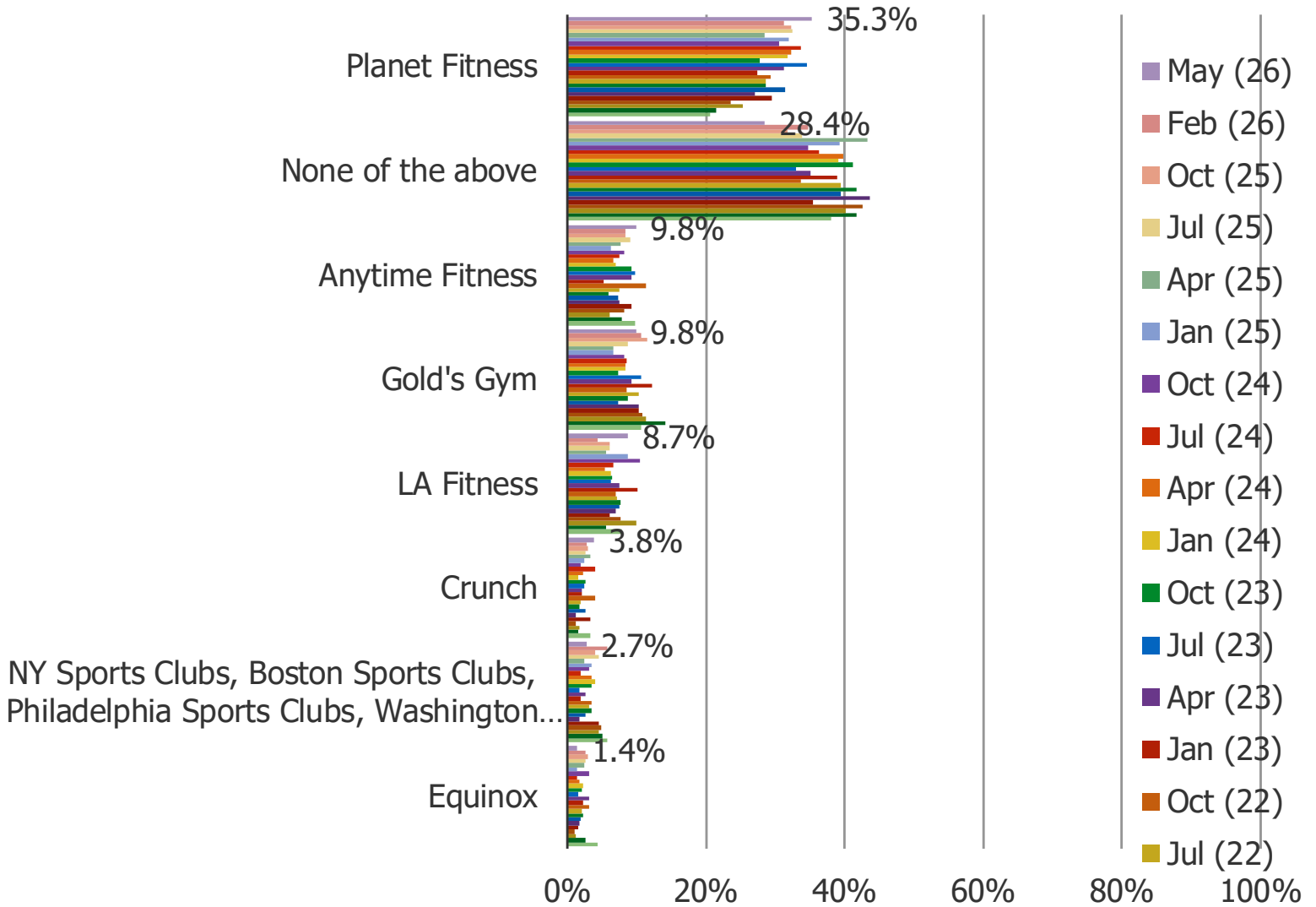
HOW DO YOU FEEL ABOUT THE VALUE PROPOSITION OF THE PF BLACK CARD MEMBERSHIP AT THE FOLLOWING PRICES?

Posed to respondents who are currently Planet Fitness Members who have the Black Card Membership (N = 41).



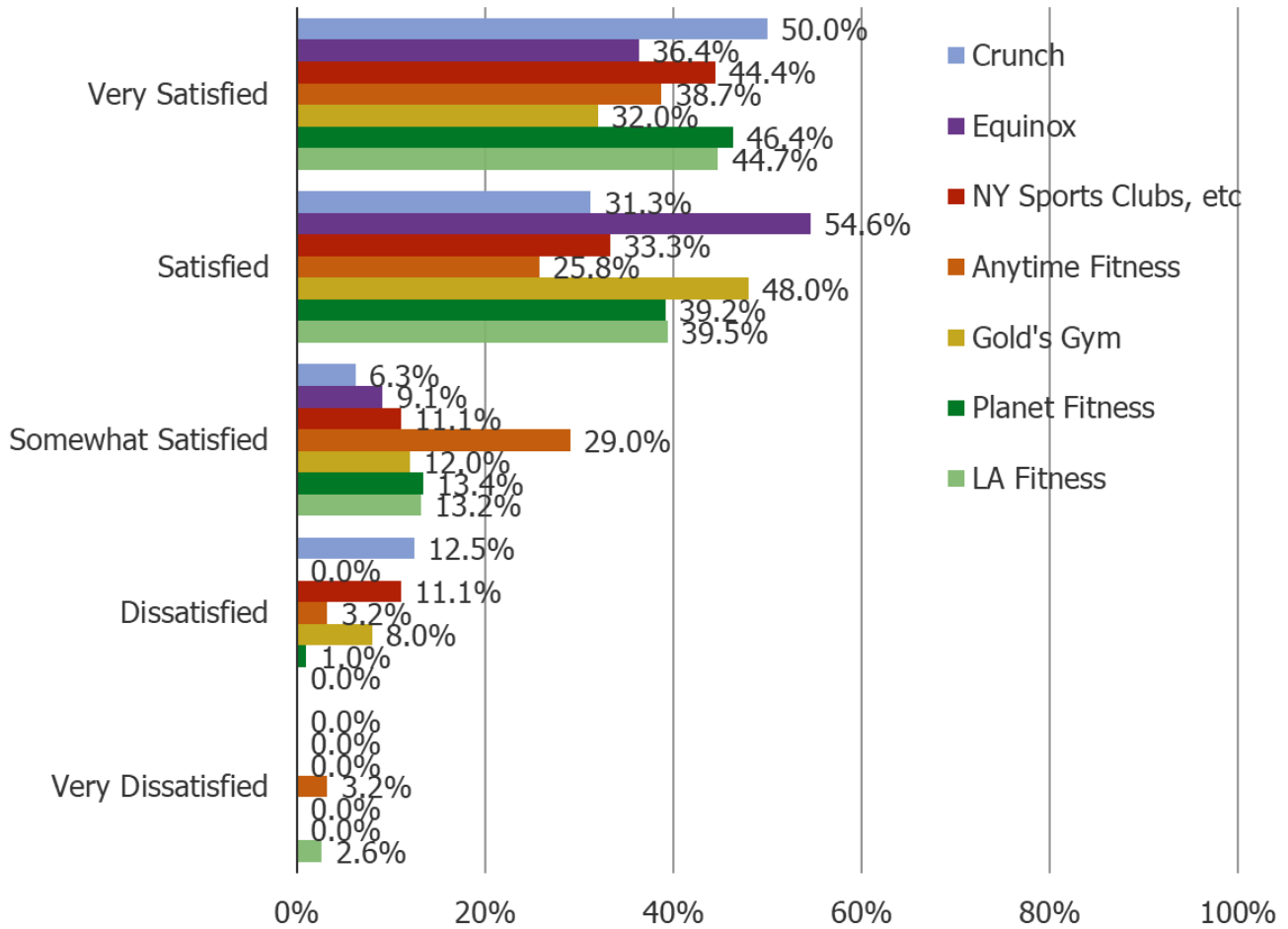
WHICH GYM WERE YOU MOST RECENTLY A MEMBER OF?

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...

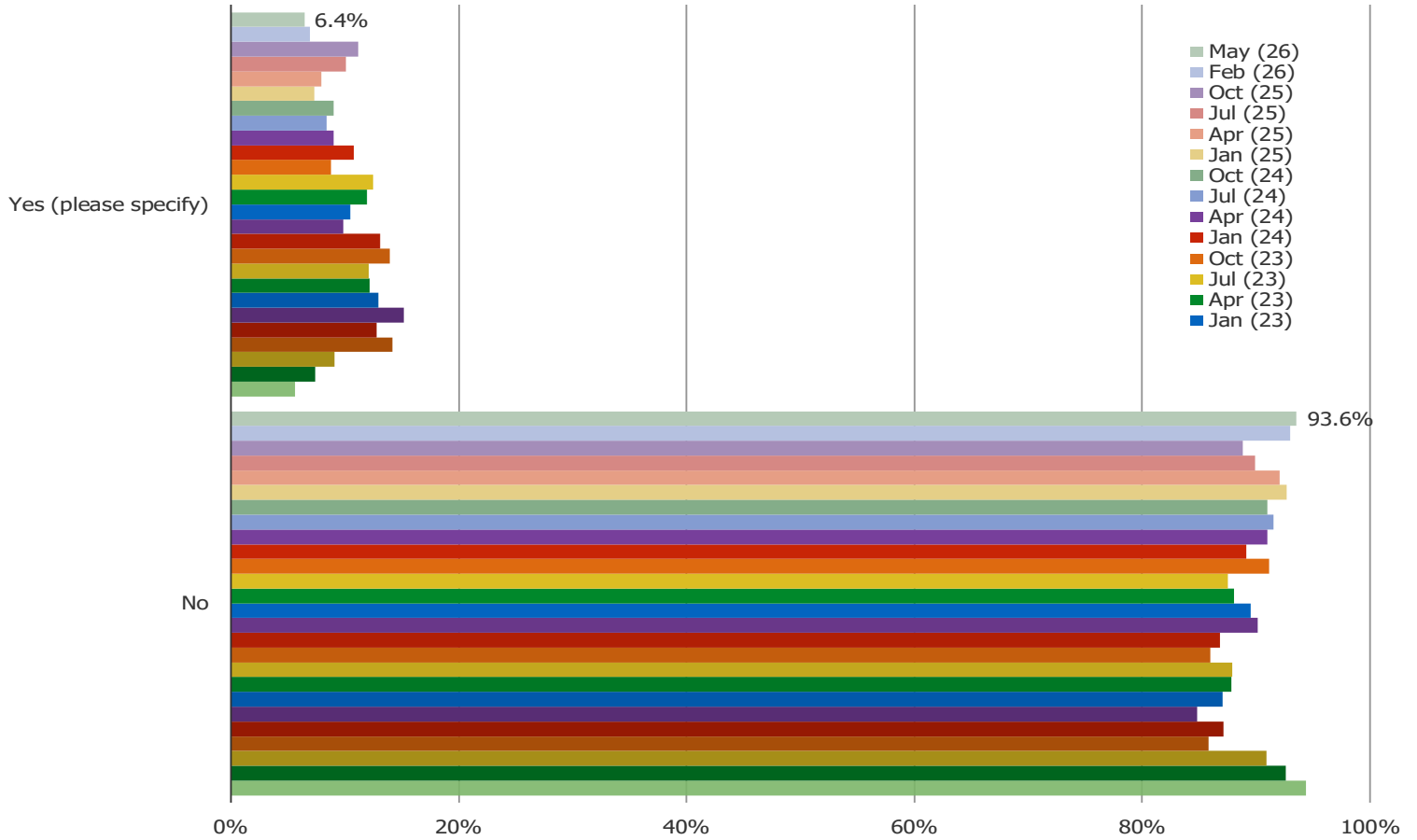


	N=
LA Fitness	38
Planet Fitness	97
Gold's Gym	25
Anytime Fitness	31
NY Sports Clubs, etc	9
Equinox	11
Crunch	16

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



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

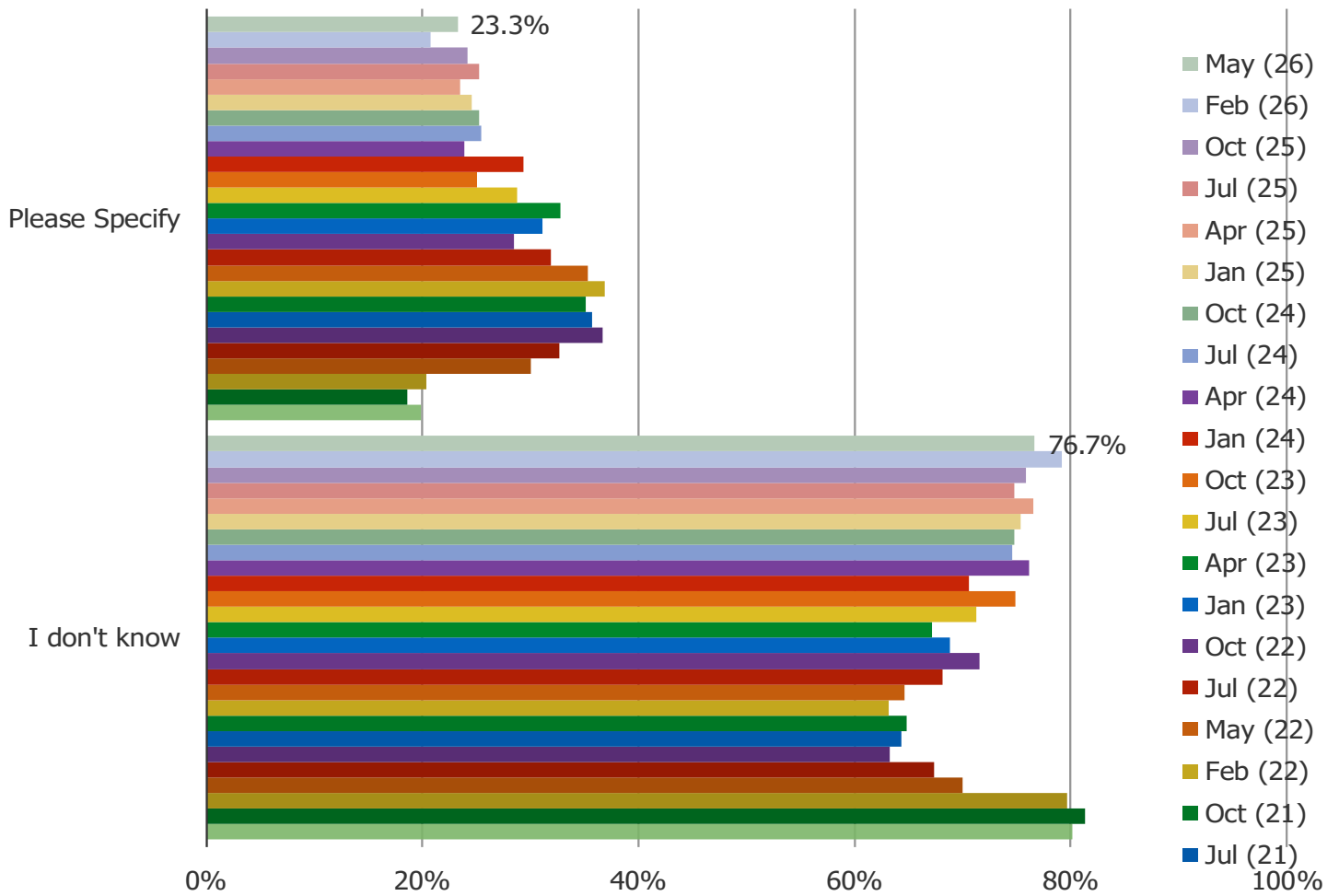
Posed to respondents who exercise

Here is the quantified breakdown of the products and services your respondents are most interested in purchasing or signing up for next:

- **Other / Unclassified (Highly unique or ambiguous answers): 29.5%**
- **Peloton (All spelling variations): 11.6%**
- **Gym Memberships (Planet Fitness, YMCA, generic gyms): 9.8%**
- **Irrelevant / No Answer / Noise (e.g., "N/A", "Idk", "None"): 9.2%**
- **Treadmills & Walking Pads: 7.6%**
- **Weights & Strength Equipment (Dumbbells, Barbells, Bowflex): 7.5%**
- **Classes, Trainers, or Specific Activities (Yoga, Pilates, Swim): 6.8%**
- **Stationary Bikes & Cycling: 5.2%**
- **Apps, Wearables, & Subscriptions (Fitbit, Apple Watch, Noom, Oura): 4.0%**
- **Generic / Other Fitness Equipment (Resistance bands, punching bags): 2.3%**
- **Smart Home Gyms (Tonal, Mirror): 1.9%**
- **Ellipticals & Stair Climbers: 1.7%**
- **Rowing Machines: 1.4%**
- **Retailers (Amazon, Walmart): 1.4%**

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

Posed to respondents who exercise



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

Posed to respondents who exercise

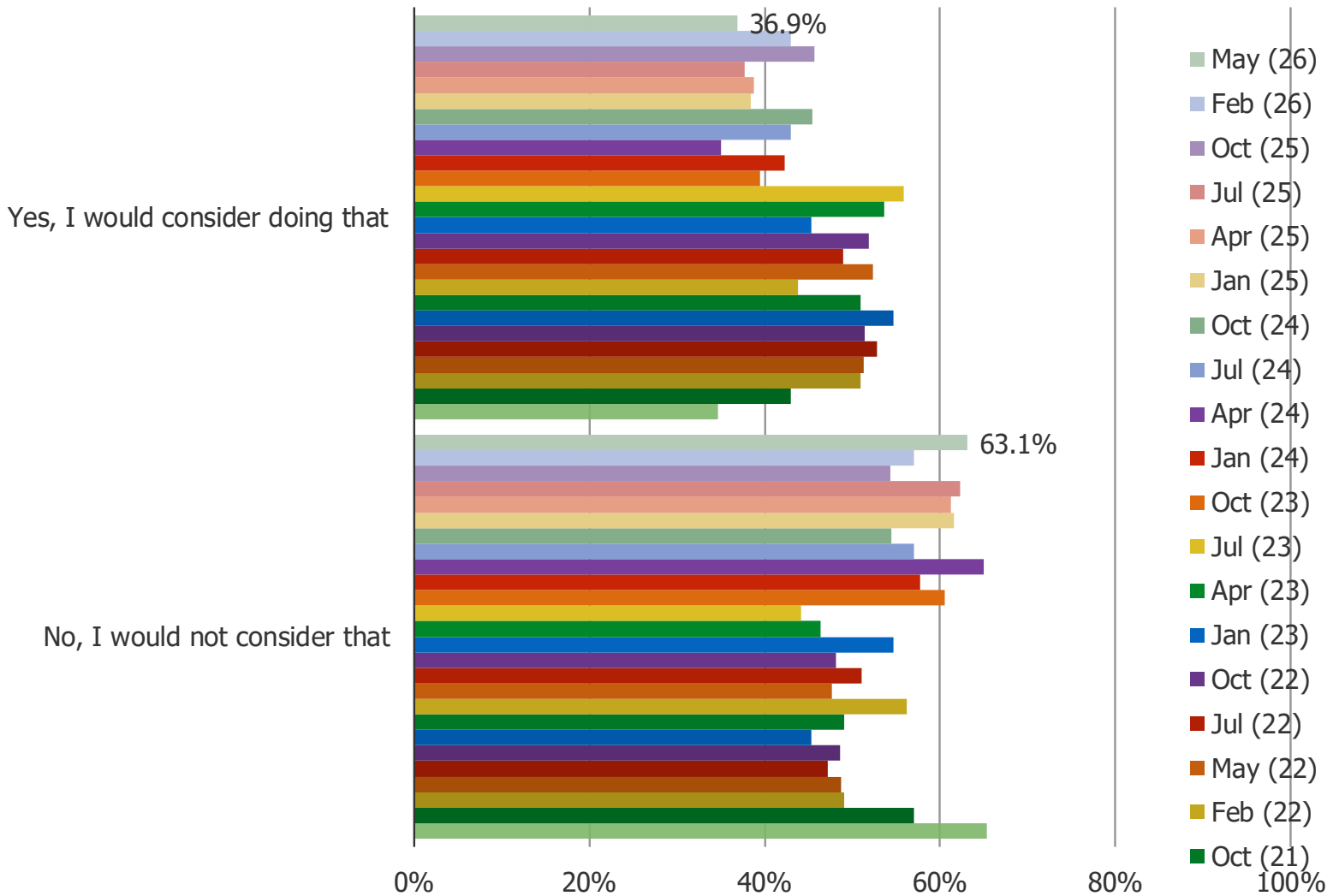
Overall Results

Here is the quantified breakdown of the brands that immediately come to mind for your respondents:

- **Peloton:** 38.9%
(Includes all 20+ spelling variations like "Peleton", "Pelaton", "Pelton")
- **Other / Unclassified (Highly unique or niche responses):** 23.5%
- **Bowflex:** 7.7%
- **NordicTrack:** 5.4%
- **Apparel, Tech & Wearables:** 4.8%
(e.g., Nike, Adidas, Fitbit, Apple, Under Armour)
- **Generic Equipment, Apps, or Activities:** 4.8%
(e.g., "Treadmill", "Yoga", "Weights", "Dumbbells", "Cardio")
- **Irrelevant / No Answer / Noise:** 3.5%
(e.g., "N/A", "Idk", "None", "Good")
- **Smart Home Gyms (Tonal, Mirror):** 1.7%
- **Amazon:** 1.2%
- **Gold's Gym:** 1.2%
- **Total Gym:** 1.2%
- **Beachbody / BODi / P90X:** 1.1%

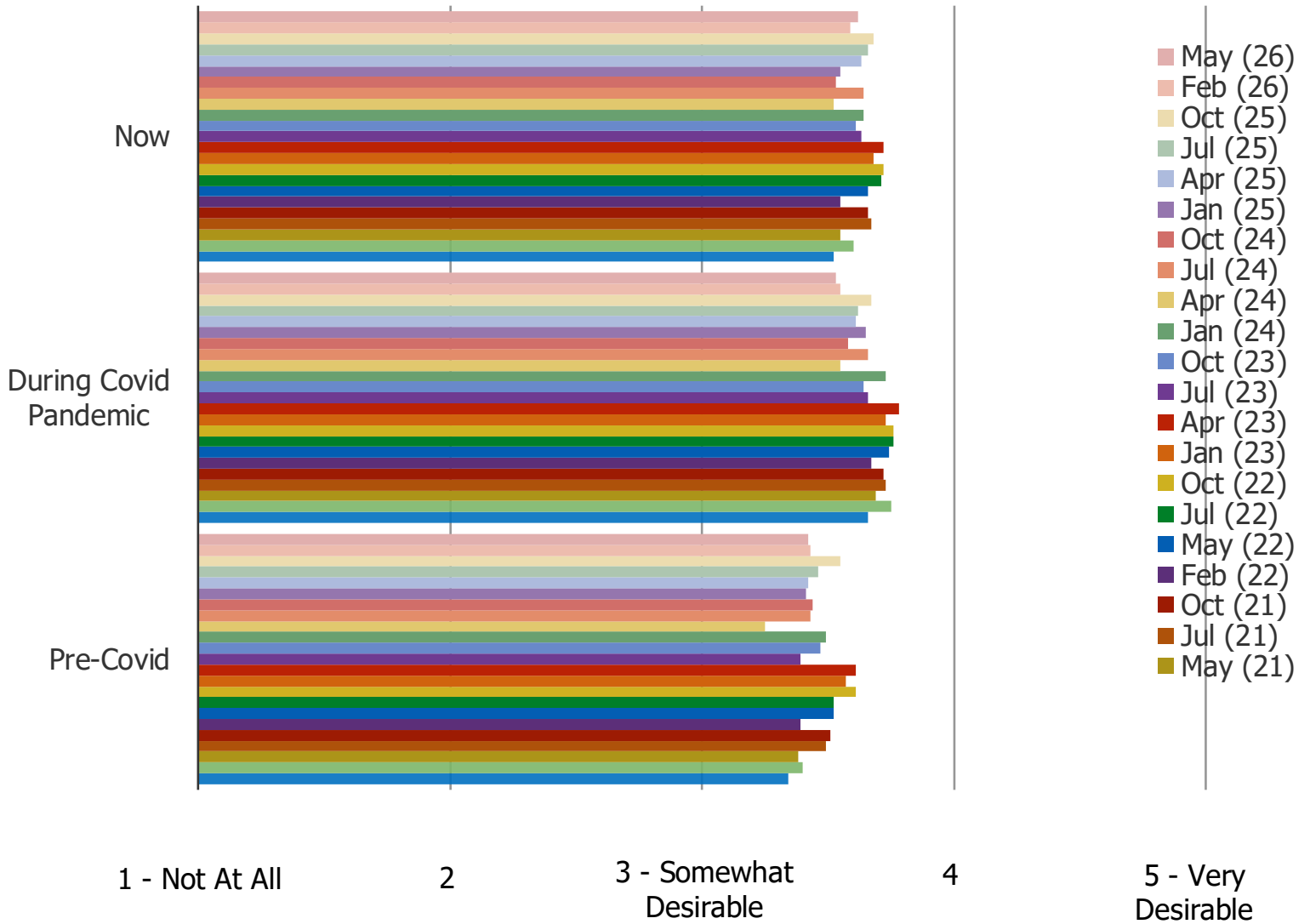
WOULD YOU CONSIDER DROPPING YOUR GYM MEMBERSHIP TO USE ONLY IN-HOME EXERCISE EQUIPMENT?

Posed to respondents WITH gym memberships



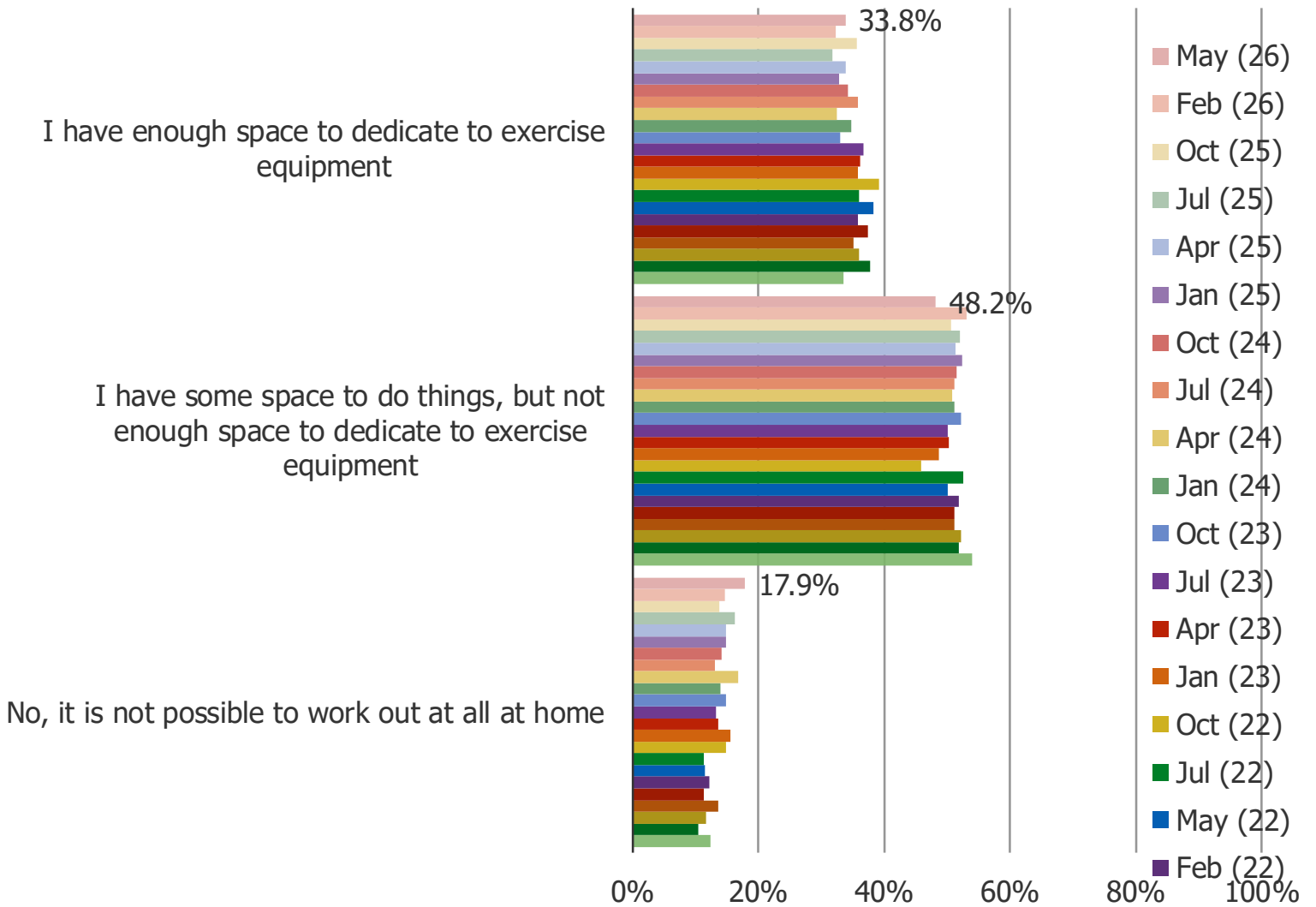
PLEASE RATE HOW DESIRABLE YOU WOULD FIND IT TO EXERCISE AT HOME?

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



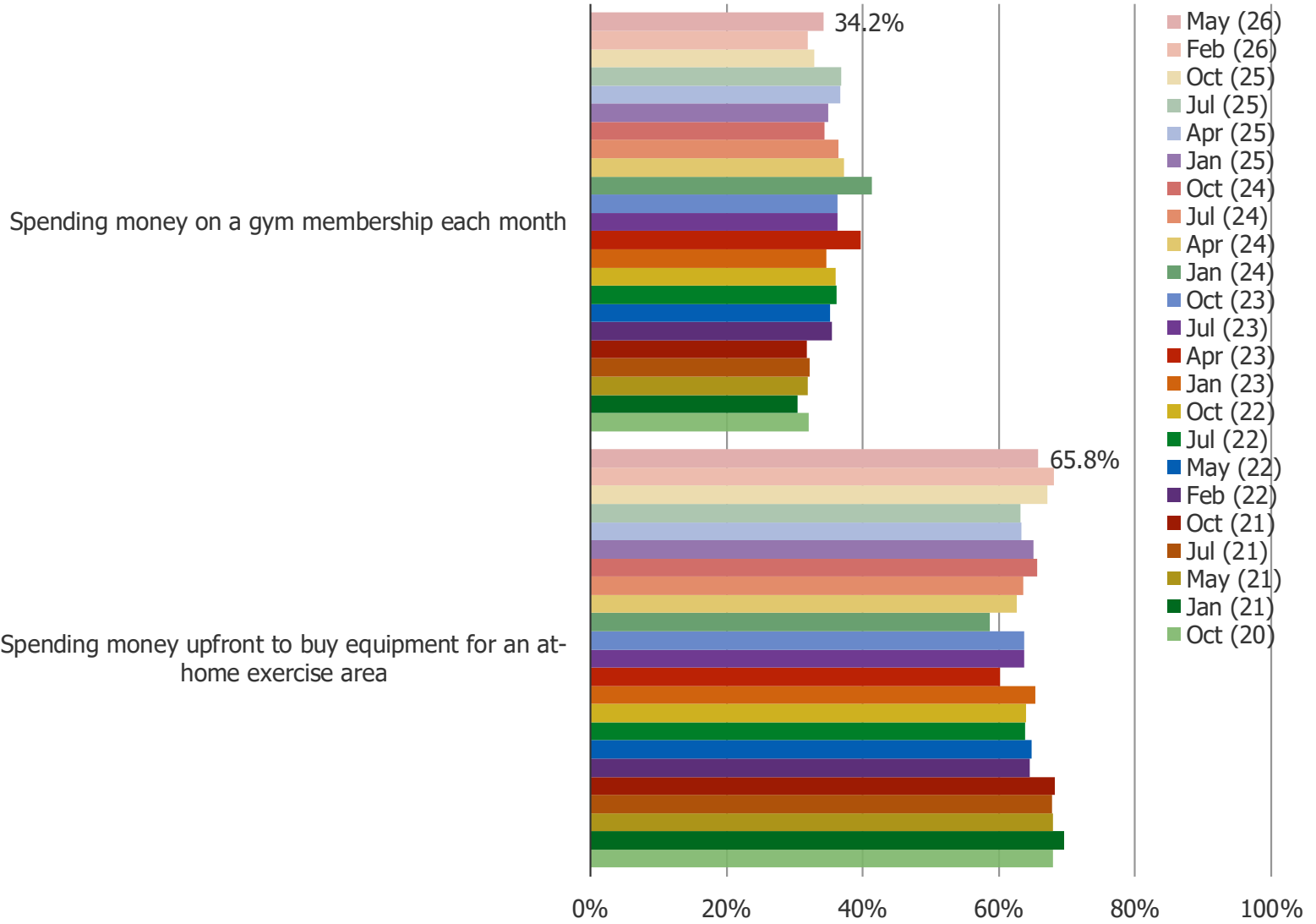
DO YOU HAVE THE SPACE IN YOUR HOME TO WORK OUT AT HOME?

Posed to respondents who exercise more often than never.



WHICH DO YOU THINK WOULD BE BETTER?

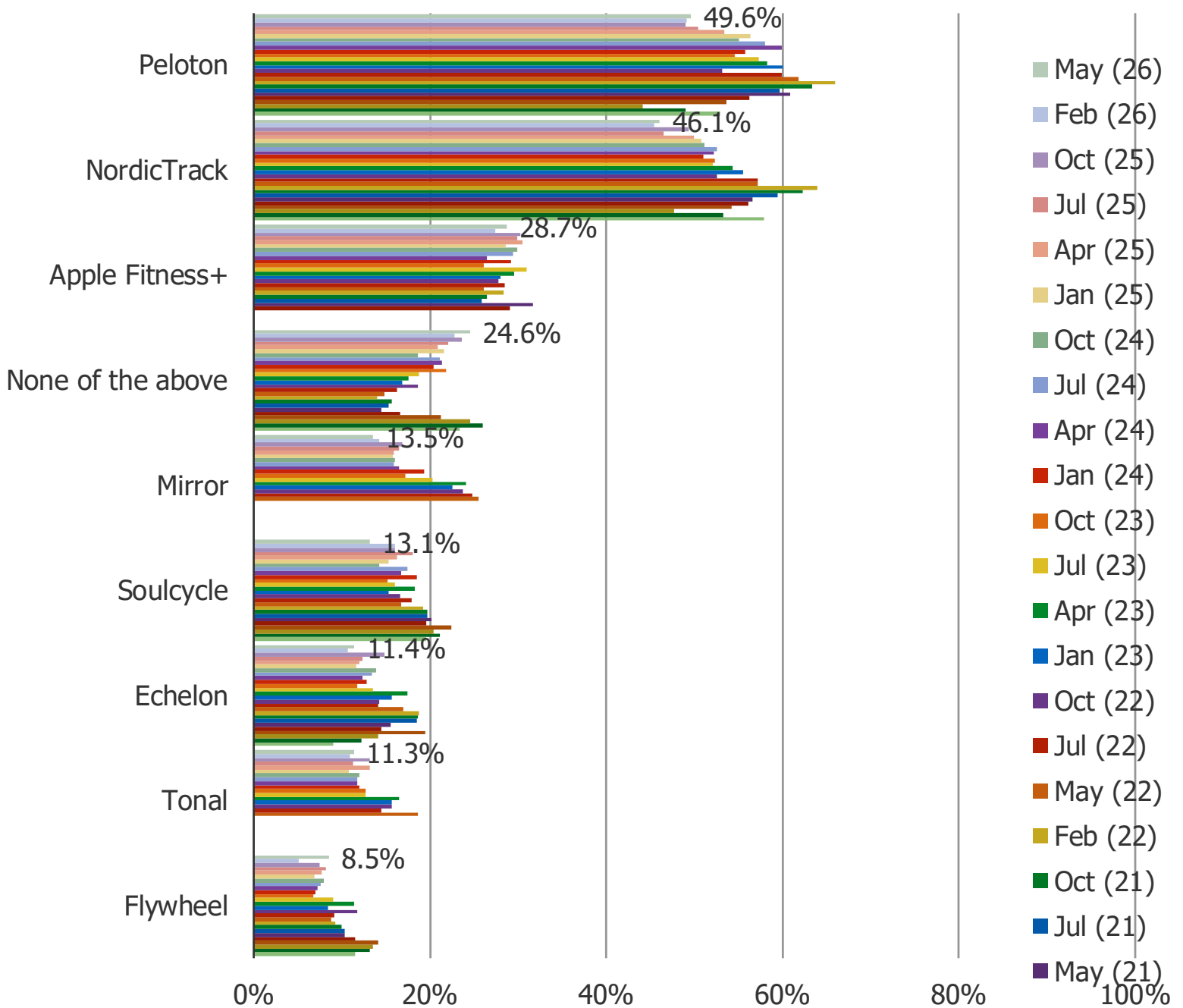
Posed to respondents who exercise more often than never.



AT-HOME FITNESS BRANDS

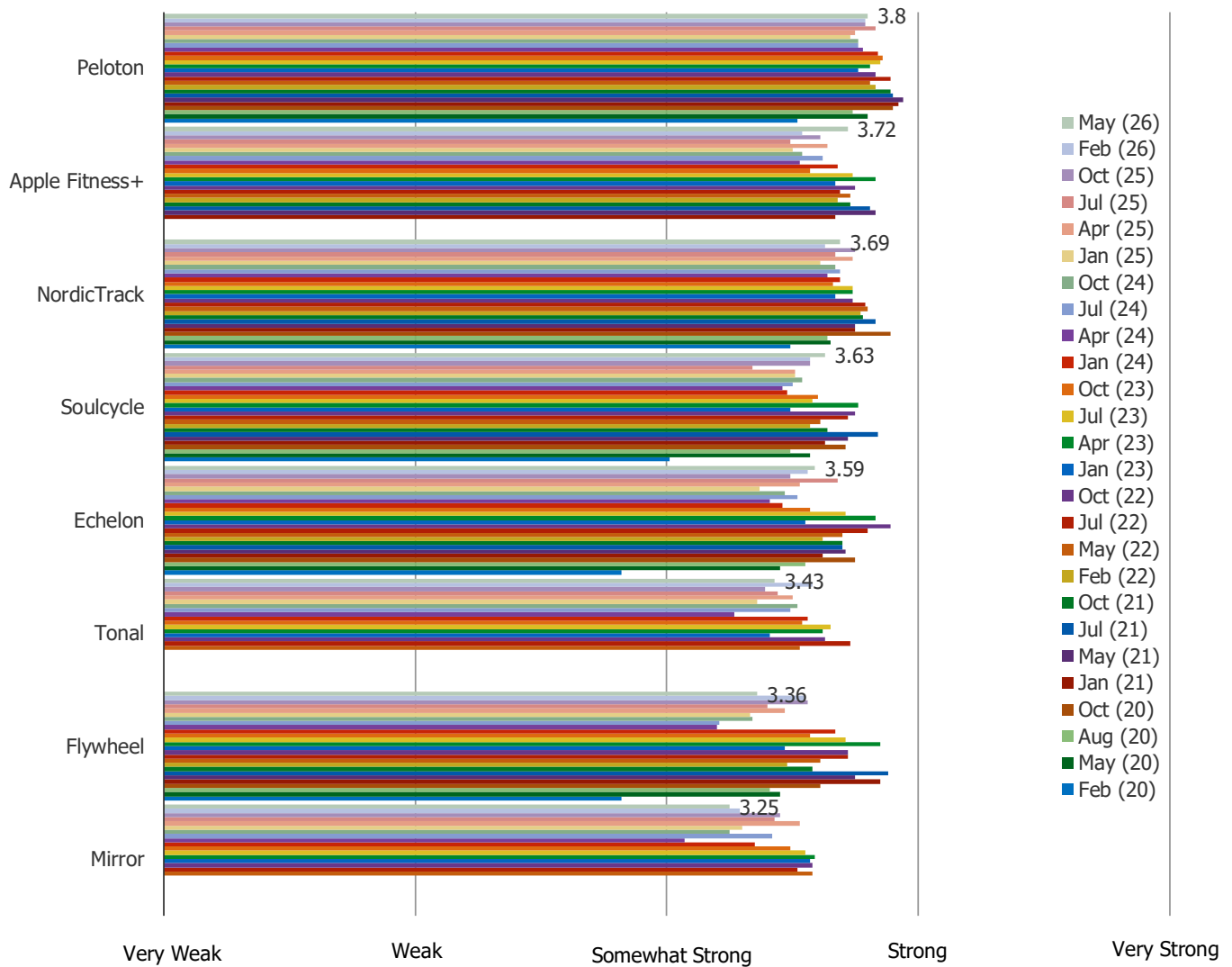
HAVE YOU HEARD OF ANY OF THE FOLLOWING?

Posed to all respondents



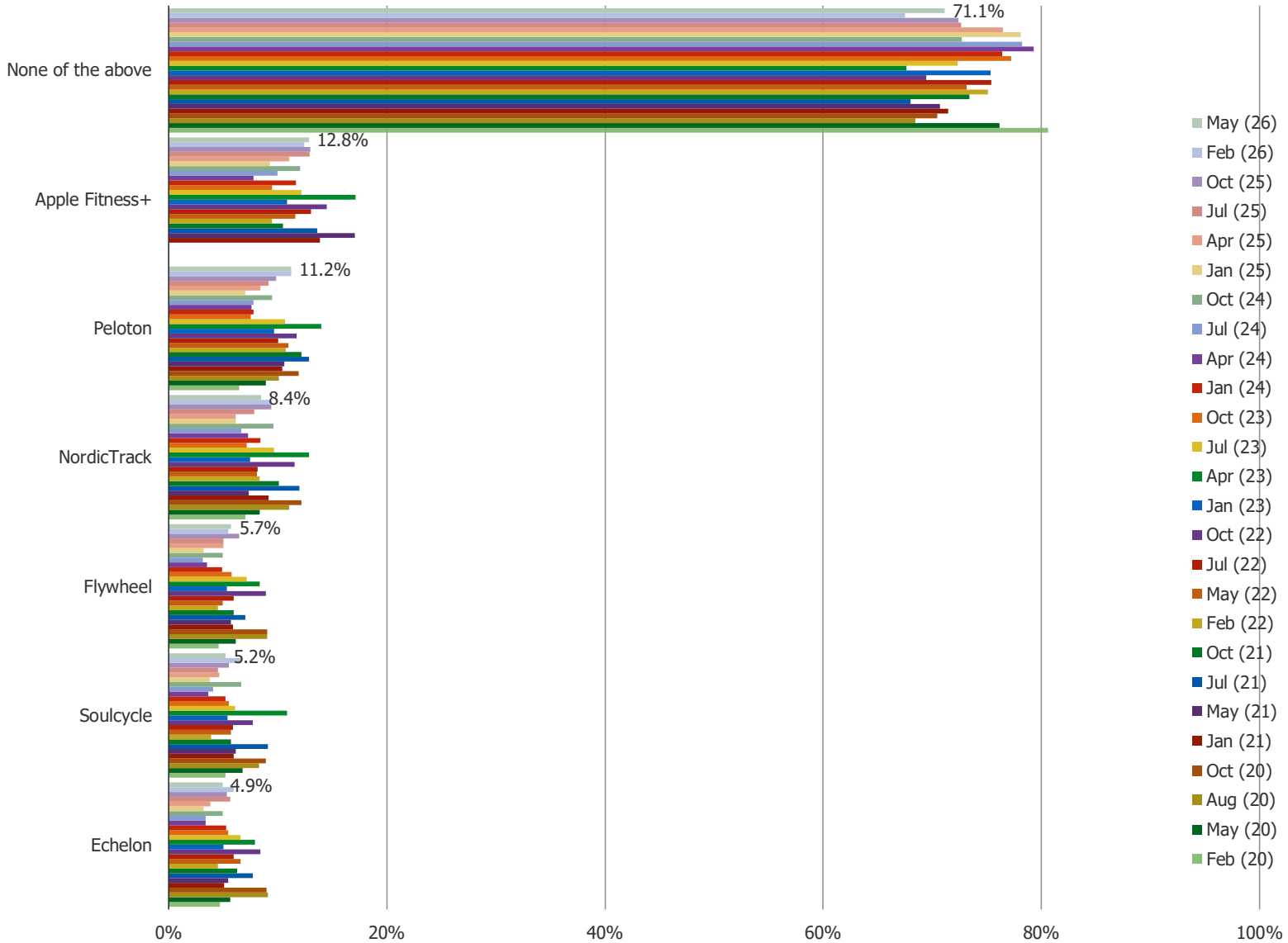
HOW STRONG OF A "FITNESS BRAND" DO YOU CONSIDER THE FOLLOWING TO BE?

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)

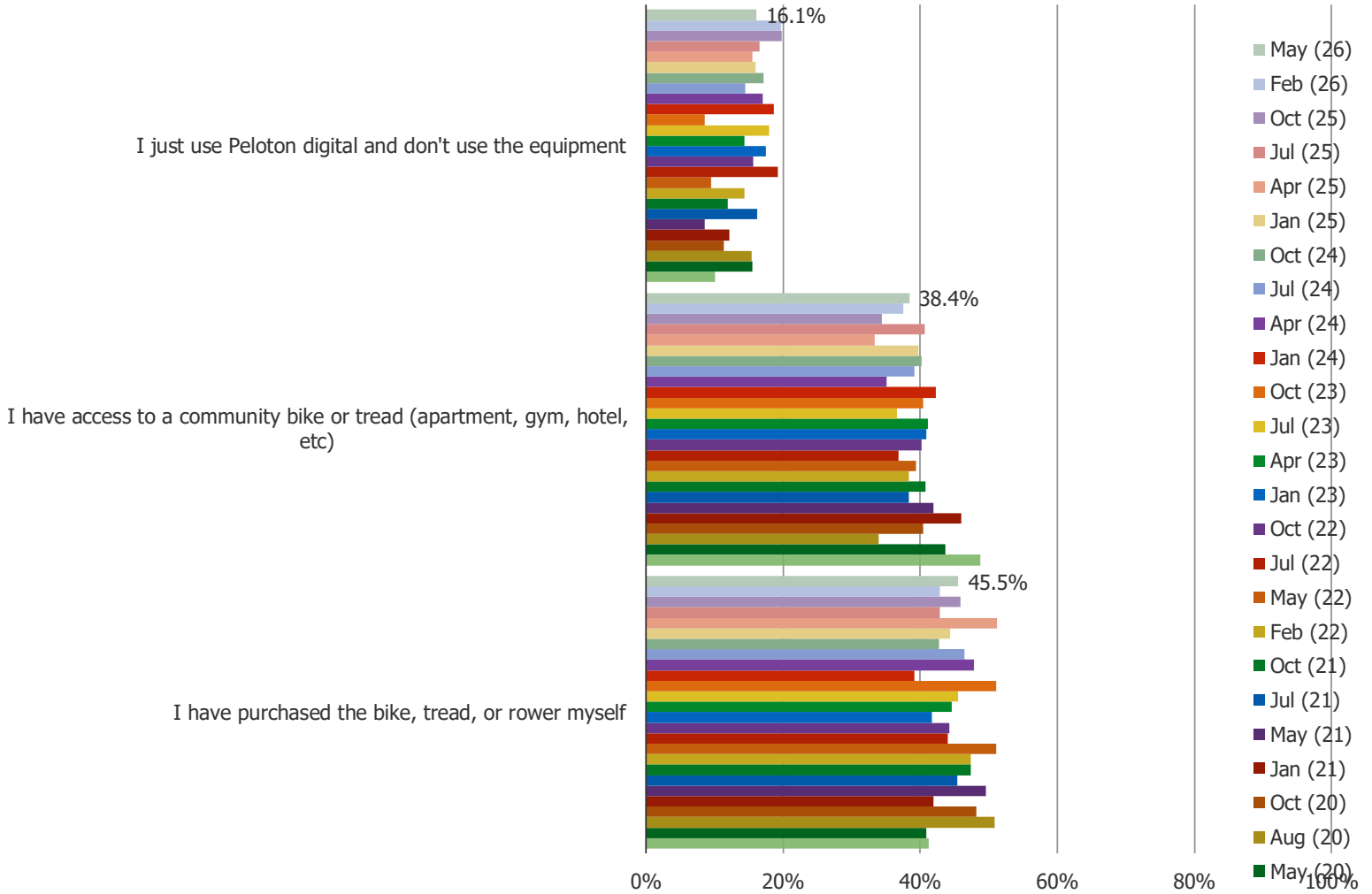
Posed to all respondents



PELTON CUSTOMERS

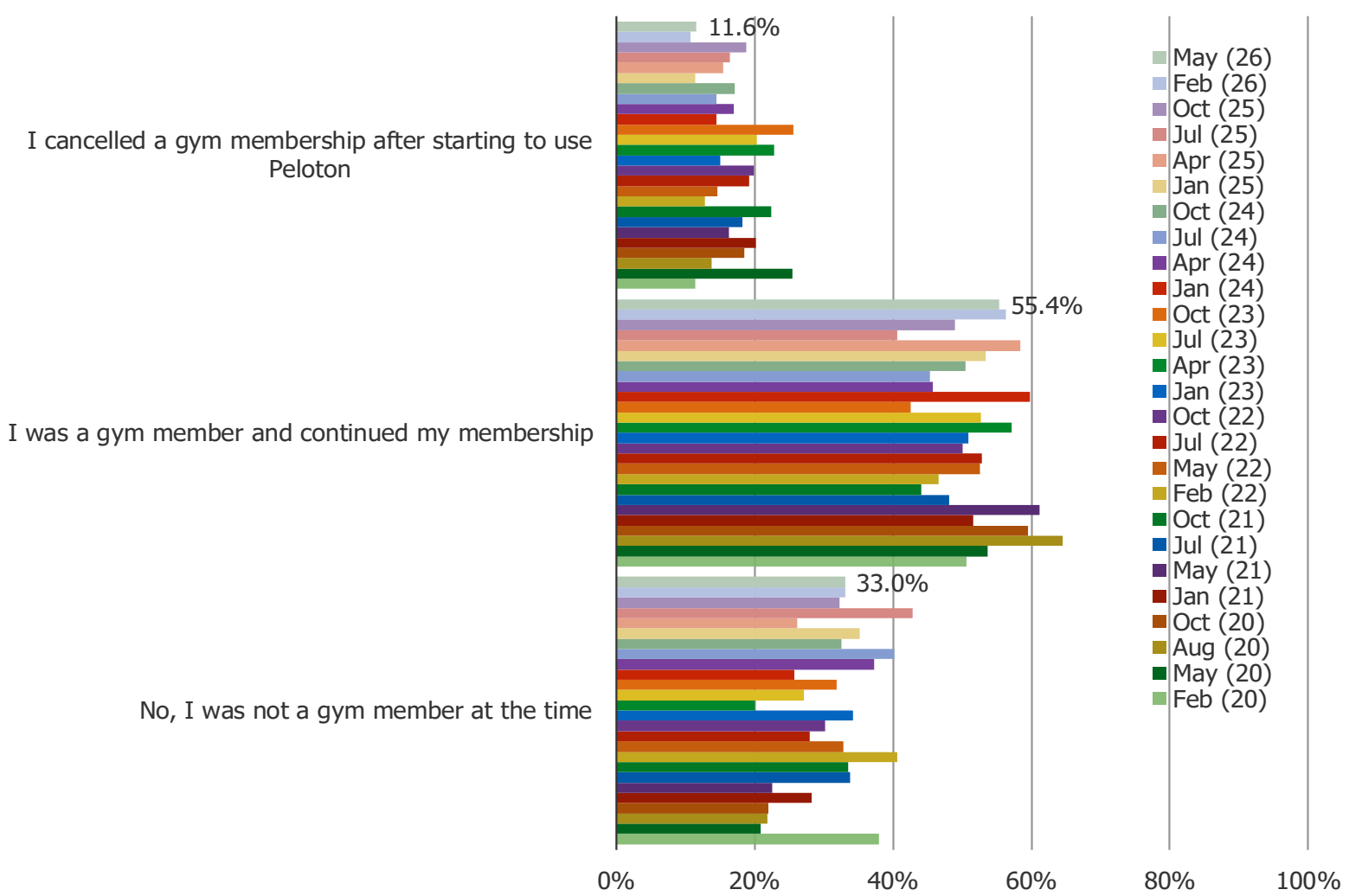
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF PELOTON?

Posed to Peloton owners



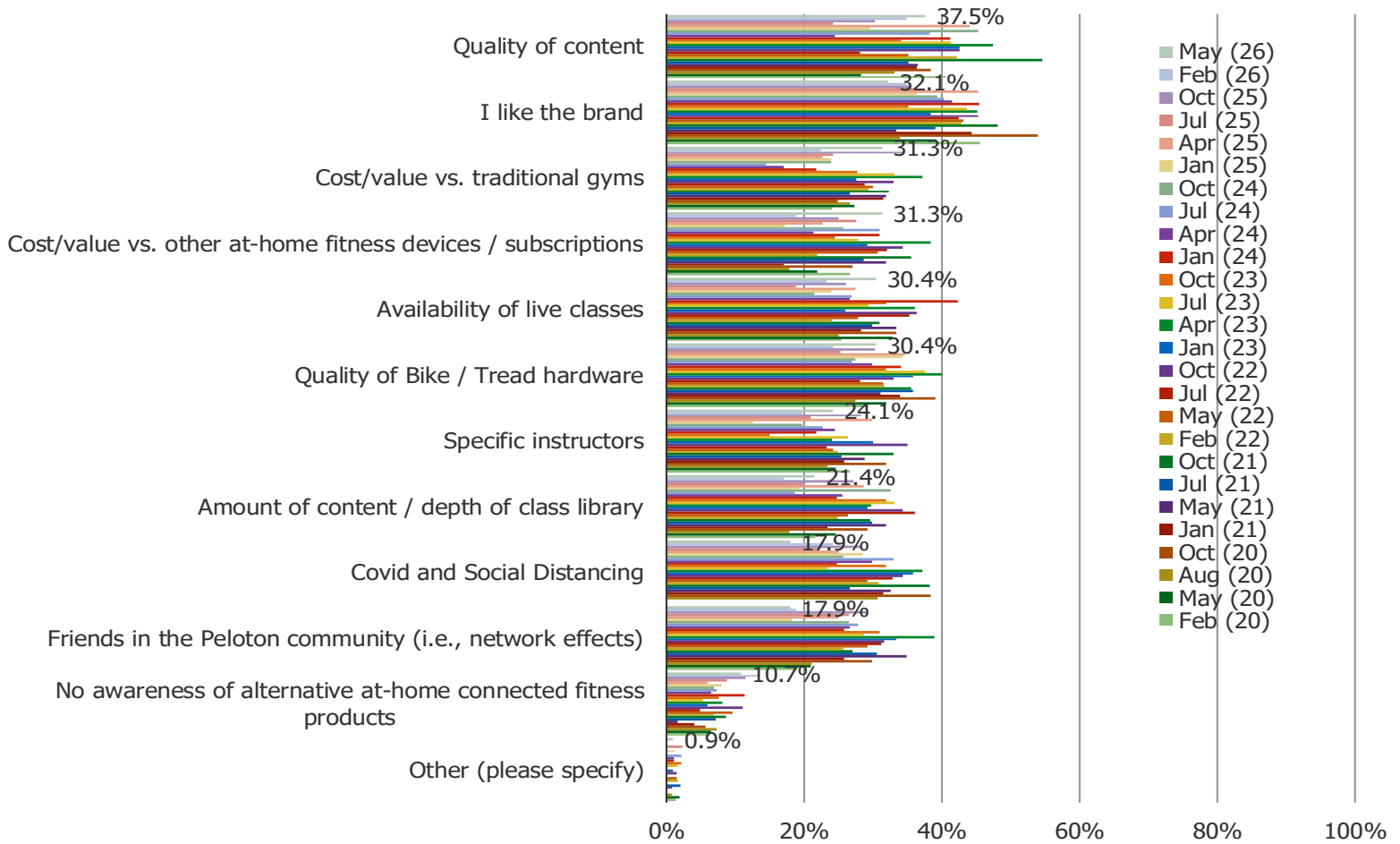
DID YOU CANCEL A GYM MEMBERSHIP AFTER YOU STARTED USING PELOTON?

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?

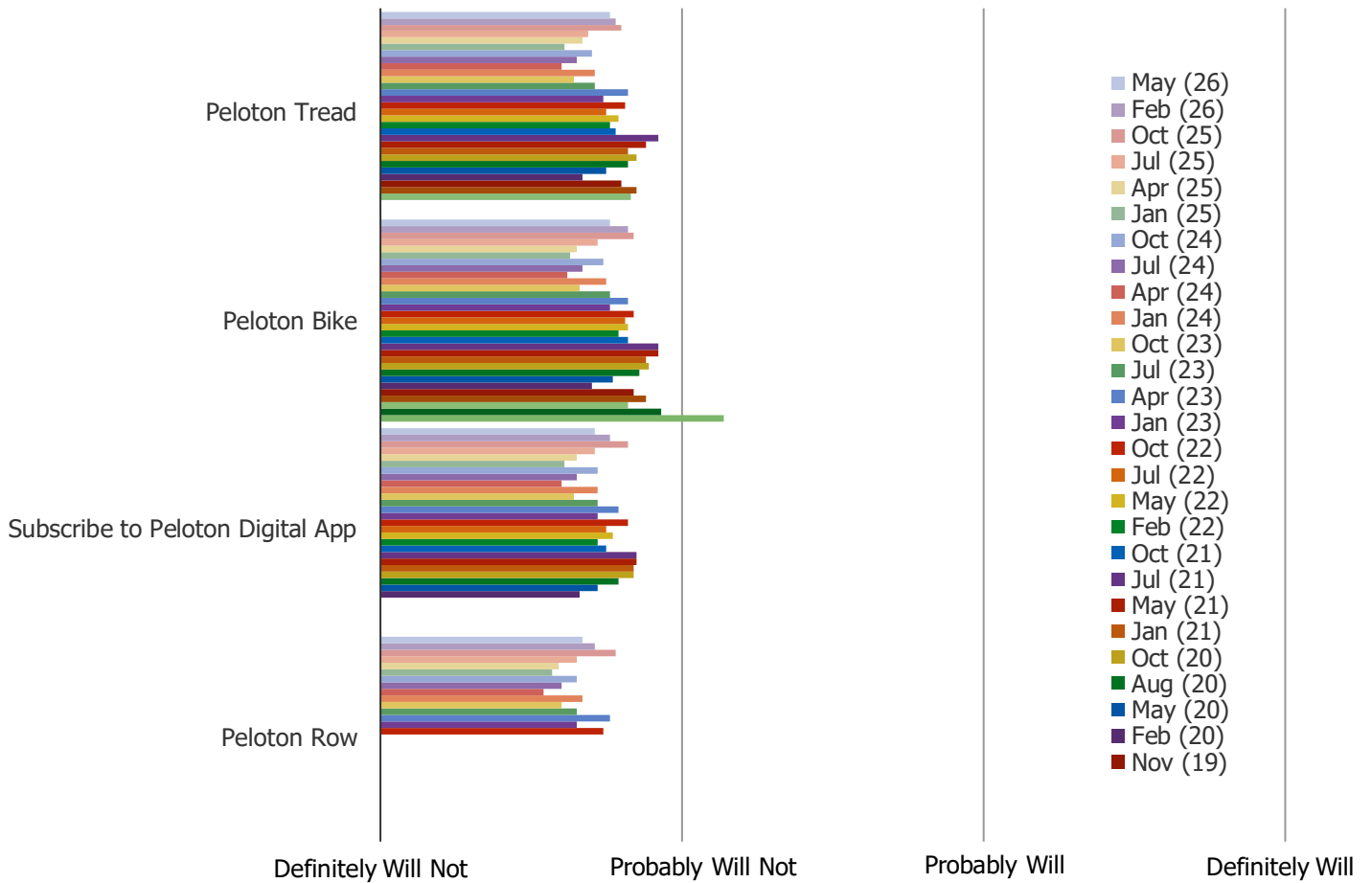
Posed to Peloton owners or subscribers (either owns equipment or accesses shared equipment).



NON PELOTON CUSTOMERS

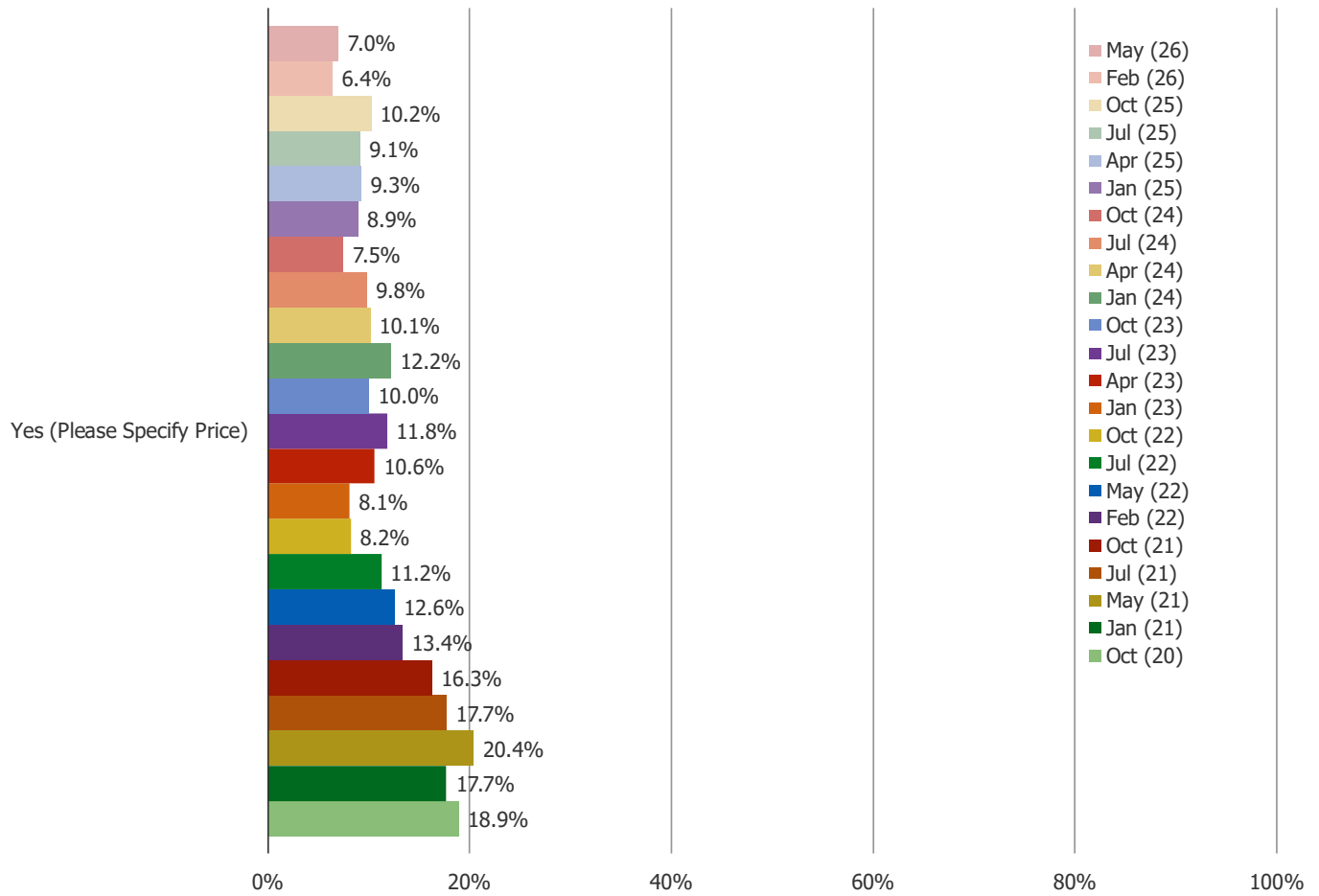
HOW LIKELY ARE YOU TO BUY THE PELOTON EQUIPMENT IN THE FUTURE OR SIGN UP FOR THE DIGITAL APP?

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.



Key Price Averages

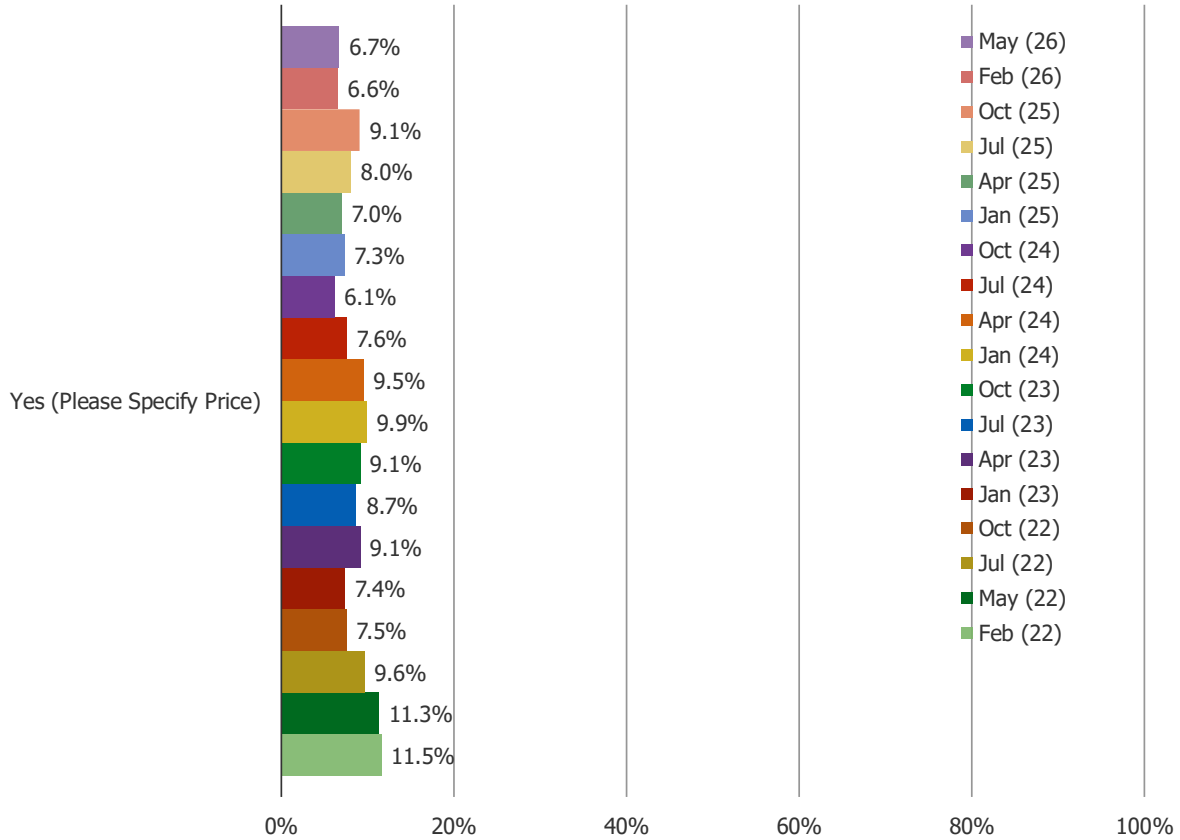
- **Average (Mean) Price:** \$530.71
- **Median Price:** \$400.00 (Half of the respondents want it below this price, half are willing to pay more)
- **Most Common Price (Mode):** \$500.00

Price Distribution (How many people want it at what price)

- **Under \$250:** 896 people
- **\$250 - \$500:** 583 people
- **\$501 - \$750:** 111 people
- **\$751 - \$1,000:** 396 people
- **\$1,001 - \$1,500:** 202 people
- **Over \$1,500:** 51 people

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.



Key Price Metrics

- **Average (Mean) Price:** \$397.69
- **Median Price:** \$250.00 (Half of the respondents want it below this price, half are willing to pay more)
- **Most Common Price (Mode):** \$100.00

Price Distribution

- **Under \$250:** 647 people
- **\$250 - \$500:** 336 people
- **\$501 - \$750:** 54 people
- **\$751 - \$1,000:** 109 people
- **\$1,001 - \$1,500:** 63 people
- **Over \$1,500:** 25 people