

ThinkNow

Smart Fitness Report

October 2021





Background Methodology

ThinkNow conducted a nationwide online survey of American adults 18 to 64 years of age to understand the usage and brand perceptions of modern home fitness equipment.



Survey Method

Online via ThinkNow's Omnibus Study



Field Timing

August 2021



Base Size

N=2,678



Screening Criteria

18 to 64 years of age



Regional Coverage

National

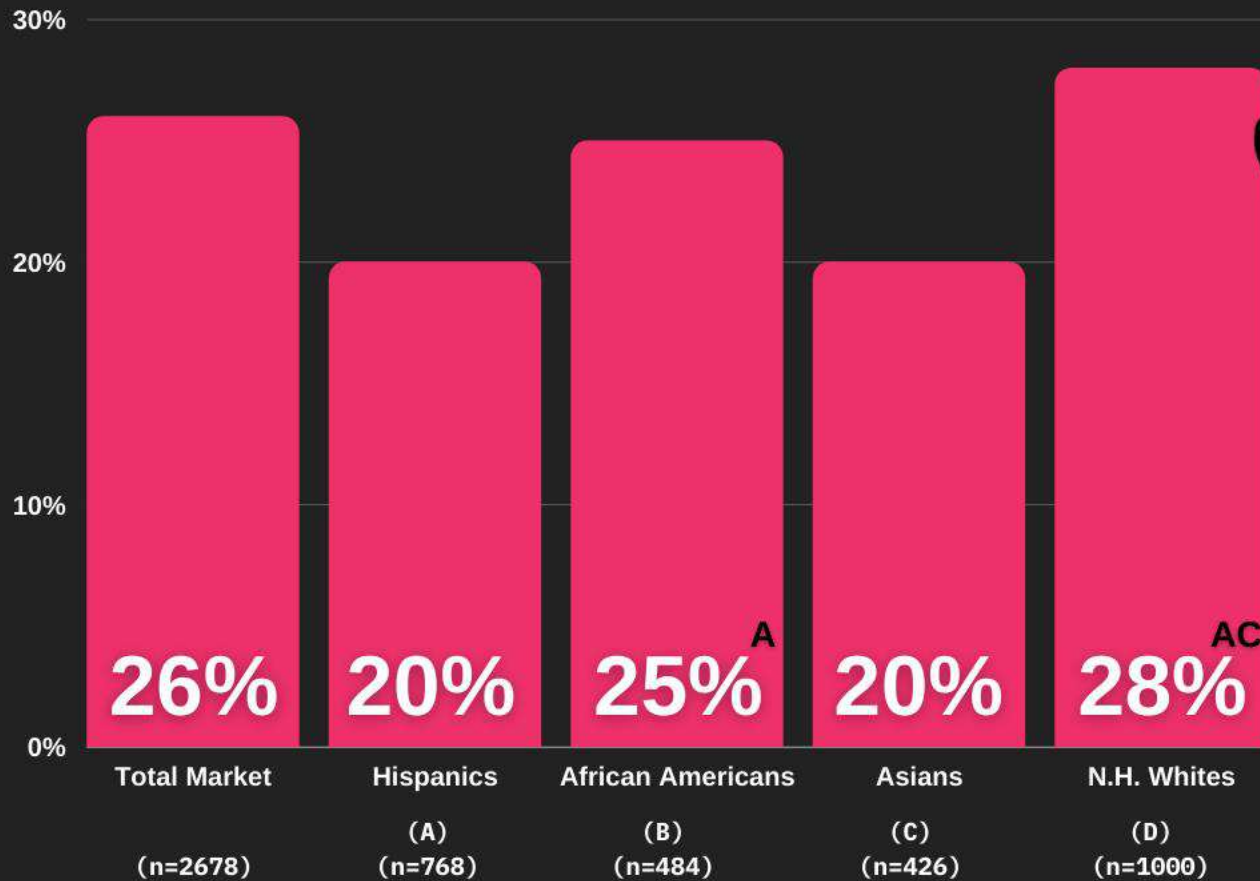


Detailed Findings

1/4 respondents say they own internet-connected exercise equipment.

Do you own any of the more modern types of home exercise equipment that you need to connect to the internet?

(Percentage of 'Yes' Responses)



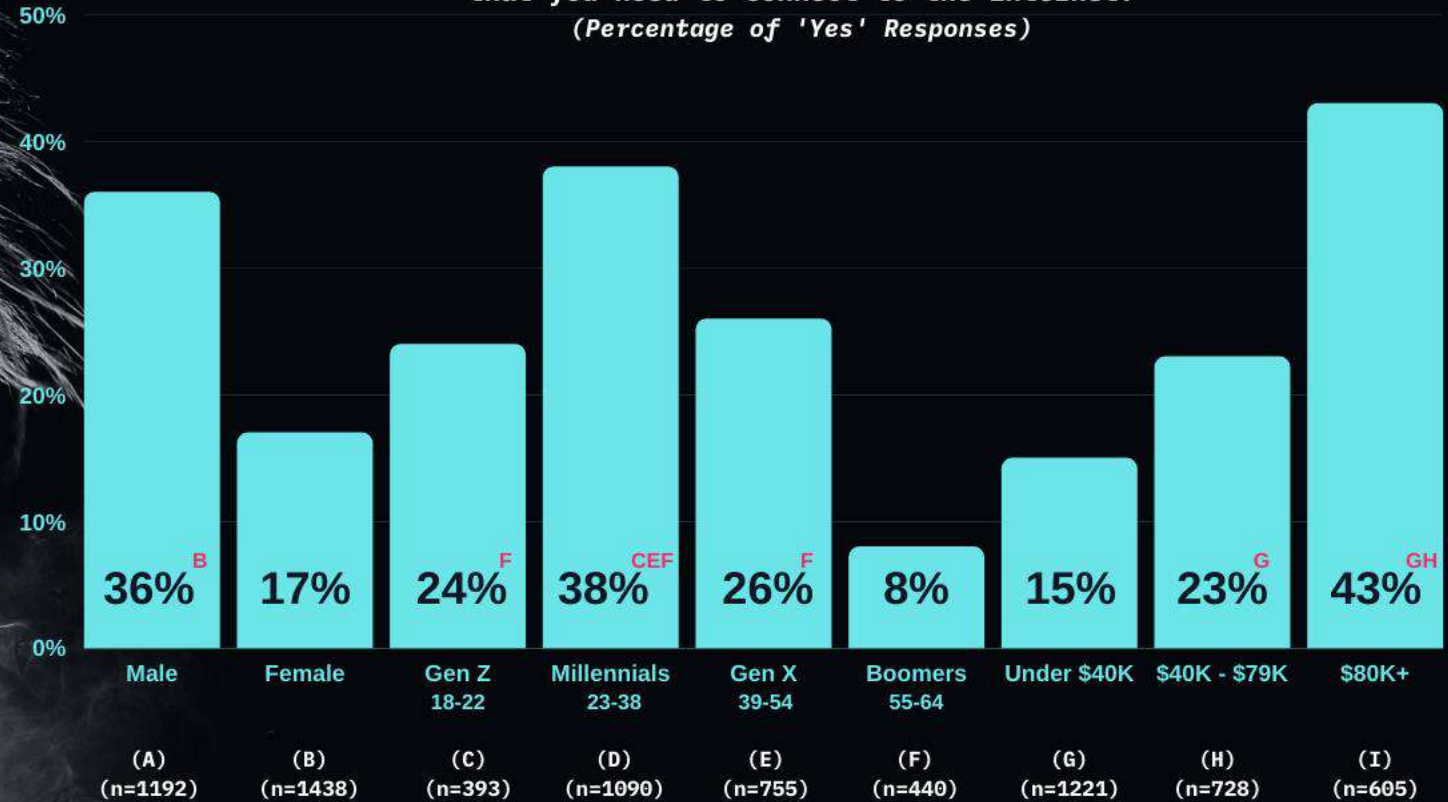
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N.H. White and African American respondents are most likely to own these types of exercise equipment.



Nearly 40% of Millennials own 'smart' exercise equipment.

Likelihood to own 'smart' exercise equipment increases with household income.

Do you own any of the more modern types of home exercise equipment that you need to connect to the internet?
(Percentage of 'Yes' Responses)



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Men are twice as likely as women to own smart exercise equipment.

- Exercise bikes and treadmills are the most commonly owned types of 'smart' exercise equipment.
- Boxing equipment is most popular among Hispanics and African Americans.

What type(s) of modern home exercise equipment do you own that you need to connect to the internet?

Base: Own home exercise equipment

	TOTAL MARKET	RACE/ETHNICITY			
		Hispanics	African-Americans	Asians	N.H. Whites
		(A)	(B)	(C)	(D)
Exercise bike	52%	47%	46%	42%	53%
Treadmill	43%	47%	40%	47%	42%
Boxing equipment	33%	37% C	34% C	14%	31% C
'Mirror' workout system	31%	20%	28%	30%	33% A
Resistance weight machine	29%	21%	28%	20%	31% A
Rowing machine	29%	21%	26%	25%	30%
Base size	(n=632)	(n=182)	(n=122)	(n=79)	(n=249)

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N.H. Whites are the most likely to own a resistance weight machines or 'mirror' workout system



Over **50%** of Millennials and high-income earners who own a modern exercise equipment have an exercise bike.

Millennials and high-income earners are significantly more likely to own a type of modern exercise equipment.

What type(s) of modern home exercise equipment do you own that you need to connect to the internet?

Base: Own home exercise equipment

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Men are twice as likely as women to own smart exercise equipment.

	GENDER		AGE				HH INCOME		
	Male	Female	Gen Z 18-22	Millennials 23-38	Gen X 39-54	Boomers 55-64	Under \$40k	\$40k-\$79k	\$80k+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Exercise bike	54%	46%	43%	56% F	51%	34%	30%	55% G	58% G
Treadmill	44%	42%	47%	42%	45%	42%	37%	43%	46%
Resistance weight machine	30%	27%	24%	32% F	29%	15%	18%	29% G	33% G
Rowing machine	33% B	21%	24%	31% F	31% F	16%	21%	24%	34% G
'Mirror' workout system	36% B	22%	33% F	32% F	35% F	9%	25%	30%	35% G
Boxing equipment	37% B	25%	32% F	41% EF	27% F	3%	31%	35%	34%
Base size	(n=372)	(n=253)	(n=88)	(n=331)	(n=174)	(n=39)	(n=217)	(n=170)	(n=237)

Letter indicate significant difference at 95% confidence level.

Peloton, Mirror and NordicTrack are the brands most likely to be owned by these respondents.

What brand of connected fitness do you own?

Base: Own home exercise equipment

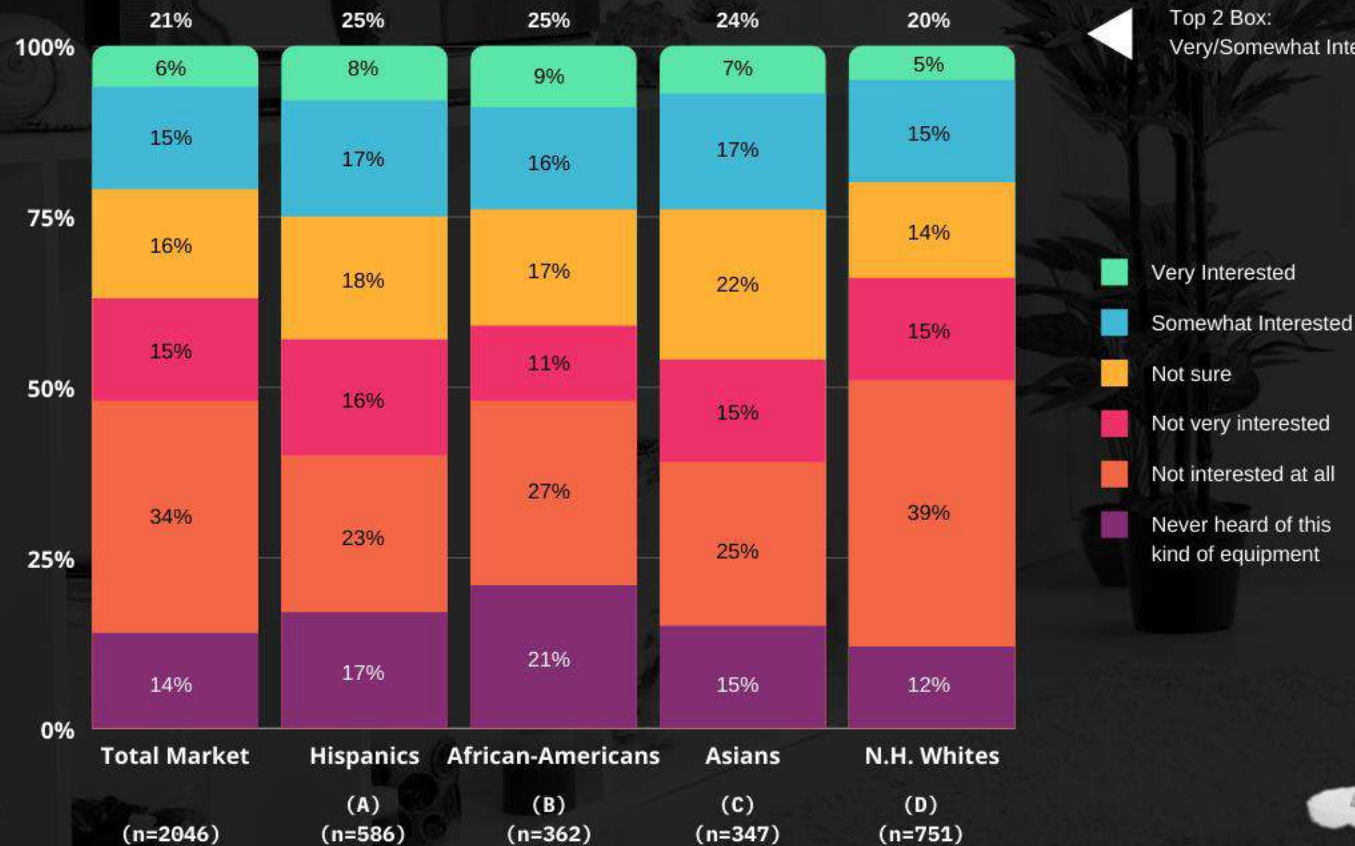


Among people who don't currently own 'smart' exercise equipment, 2-out-of-10 say they are at least somewhat interested in purchasing one.

- Hispanics, Blacks and Asians expressed more interest in this type of equipment than Whites.

How interested are you in purchasing these more modern types of home exercise equipment that you need to connect to the internet?

Base: Don't own 'smart' exercise equipment



Letter indicate significant difference at 95% confidence level.

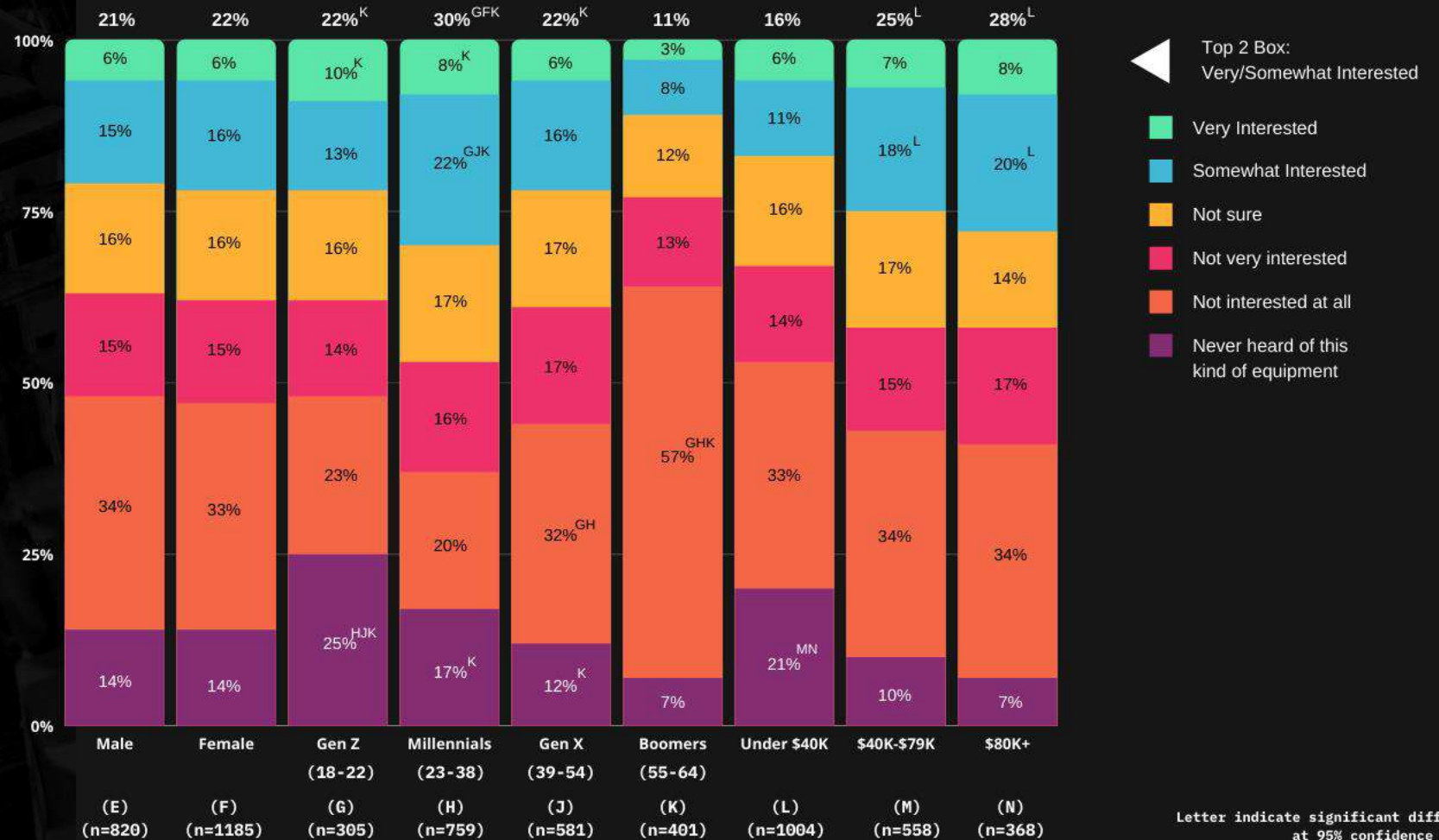


Interest in purchasing smart exercise equipment is highest among Millennials.

- Respondents with household incomes of \$40K or higher are significantly more interested than households under \$40K. Interest is even between men and women.

How interested are you in purchasing these more modern types of home exercise equipment that you need to connect to the internet?

Base: Don't own 'smart' exercise equipment



Sample Demographics

	TOTAL MARKET	RACE/ETHNICITY			
		Hispanics	African-Americans	Asians	N.H. Whites
<i>Base Size</i>	<i>(n=2678)</i>	<i>(n=768)</i>	<i>(n=484)</i>	<i>(n=426)</i>	<i>(n=1000)</i>
Gender					
Male	49%	50%	47%	46%	50%
Female	49%	48%	51%	52%	50%
Other	2%	2%	2%	2%	1%
Age Groups					
Gen Z (18-22)	12%	16%	13%	12%	10%
Millennials (23-38)	35%	41%	38%	39%	33%
Gen X (39-54)	33%	31%	30%	33%	34%
Boomers (55-64)	20%	12%	18%	16%	24%
Married/Living With Partner	56%	53%	40%	57%	60%
Foreign Born	10%	40%	6%	54%	4%
College Graduate or Higher	40%	31%	24%	64%	44%
HH Income	\$59.1K	\$45.4K	\$35.9K	\$77.7K	\$69.4K
Race/Ethnicity					
White (Non-Hispanic)	62%	-	-	-	100%
Black, African-American	14%	-	100%	-	-
Hispanic/Latino	18%	100%	-	-	-
Asian	6%	-	-	100%	-

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