

Let's get physical.

Listen in on how fitness app users get a sweat on.



Peloton



41%
use Peloton.



64%
have seen a
Peloton ad.



21%
were more likely to
buy the app after
seeing an ad.

Beachbody



27%
use
Beachbody.



37%
have seen a
Beachbody ad.



13%
were more likely to
buy the app after
seeing an ad.



61% replaced the gym
with a fitness app.

79% use a fitness app to workout
whenever they want.

50% pay less to work out
when using an app.



59% use an app 2-3
times a week.

71% are exercising more
now than in 2020.

38% workout for
30-45 minutes.

NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714-754-1234.

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METHODOLOGY: The Surveys on the Go® (SOTG) app was used to trigger surveys based on observed app + web behavior. Sent to 18+ fitness app users that had recently used an app to workout. N=100.

