USA+4 More DMAs – $75K+HHI P25-64 who Plan to Buy HOME FITNESS EQUIPMENT in the next 12 mos!

Complete Demographic & Media Use Profiles

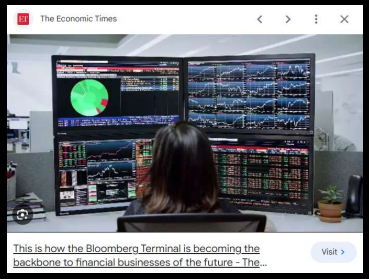




Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Plan to Buy HOME FITNESS EQUIPMENT in the next 12 months** as of June 30, 2025.

PELOTON





PELOTON USA

PELOTON MSP

PELOTON STL

PELOTON CIN

PELOTON WPB

P25-64

Vanguard BlackRock

And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

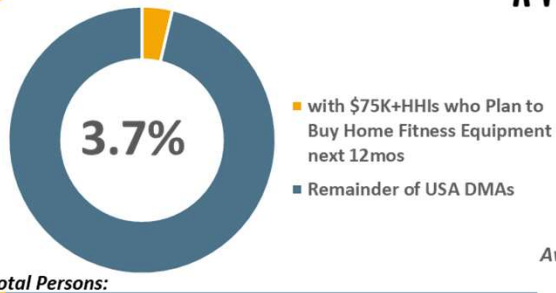
HUBBARD BROADCASTING INC. HB INC.

[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

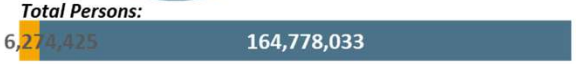
PELOTON USA

3.7% or 6,274,425 of USA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Typical Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 41.7 years old (7.% younger than average) and have a $144,296 (43.5% higher than average) annual household income.

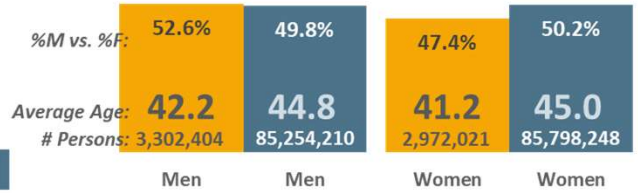
Percent of Market: Adults 25 - 64



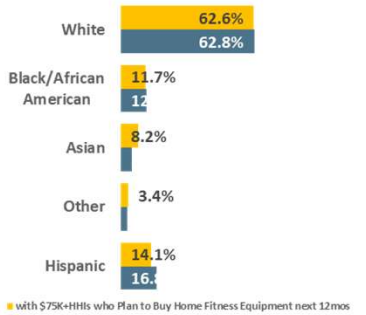
Total Persons:



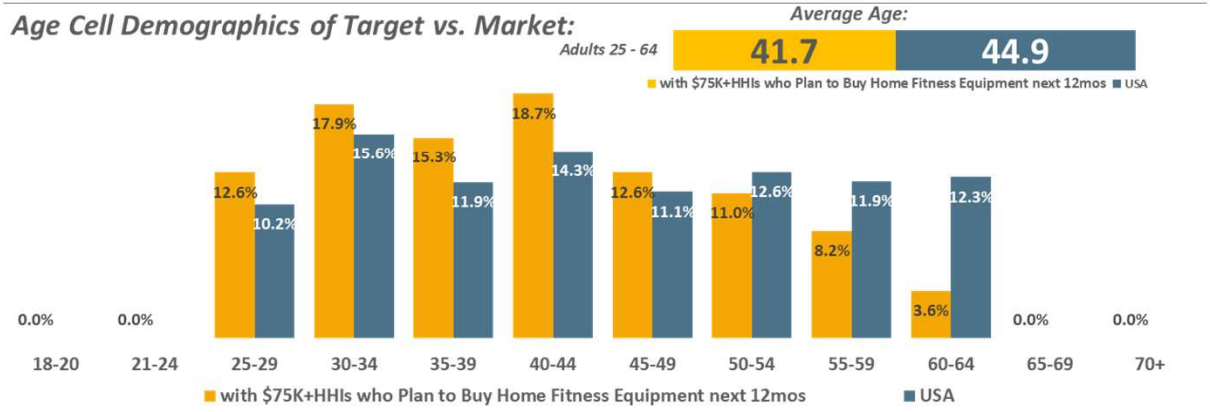
Gender of Target vs. Market: Adults 25 - 64



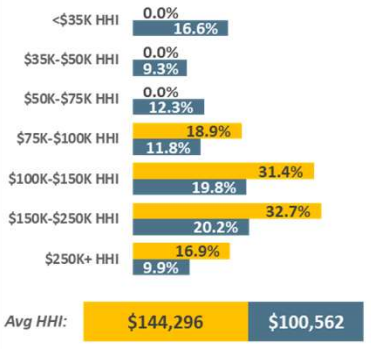
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742

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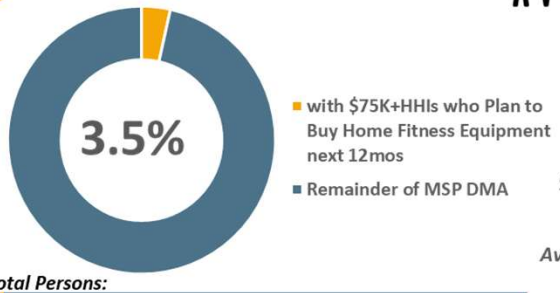
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

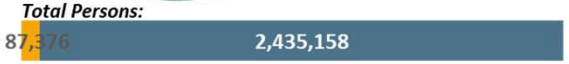
PELOTON MSP

3.5% or 87,376 of MSP DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Typical Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 43.3 years old (3.7% younger than average) and have a $175,754 (49.2% higher than average) annual household income.

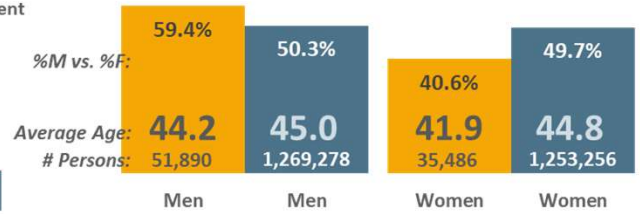
Percent of Market: Adults 25 - 64



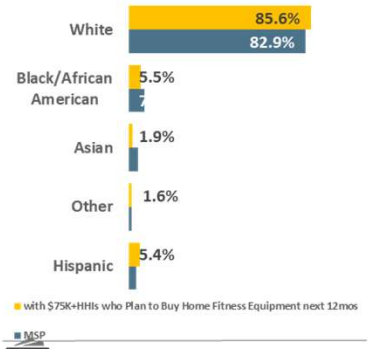
Total Persons:



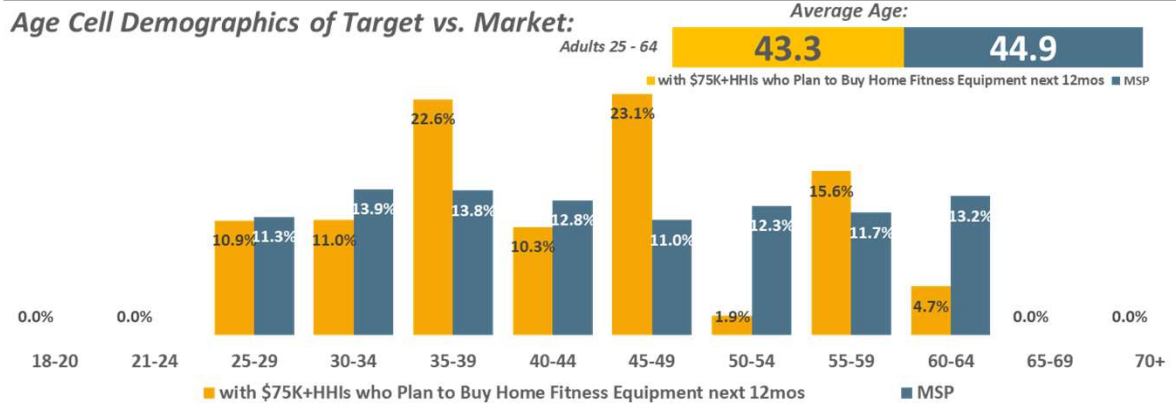
Gender of Target vs. Market: Adults 25 - 64



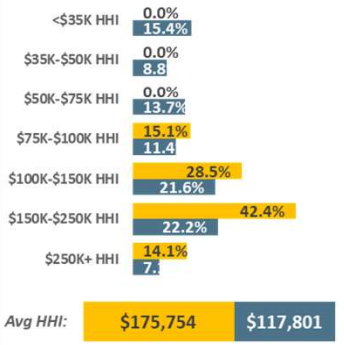
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52

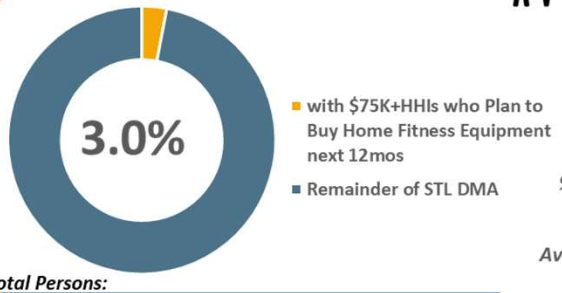
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON STL

3.% or 47,936 of STL DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Typical Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 38.7 years old (14.7% younger than average) and have a $146,181 (40.4% higher than average) annual household…

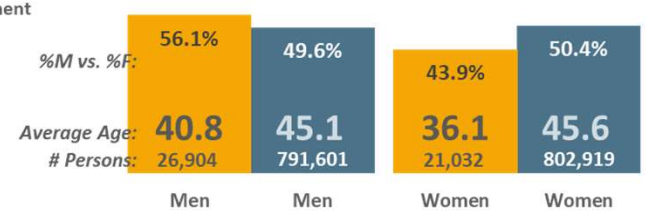
Percent of Market: Adults 25 - 64



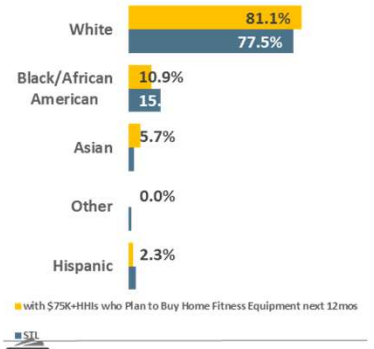
Total Persons:

47,936 | 1,546,584

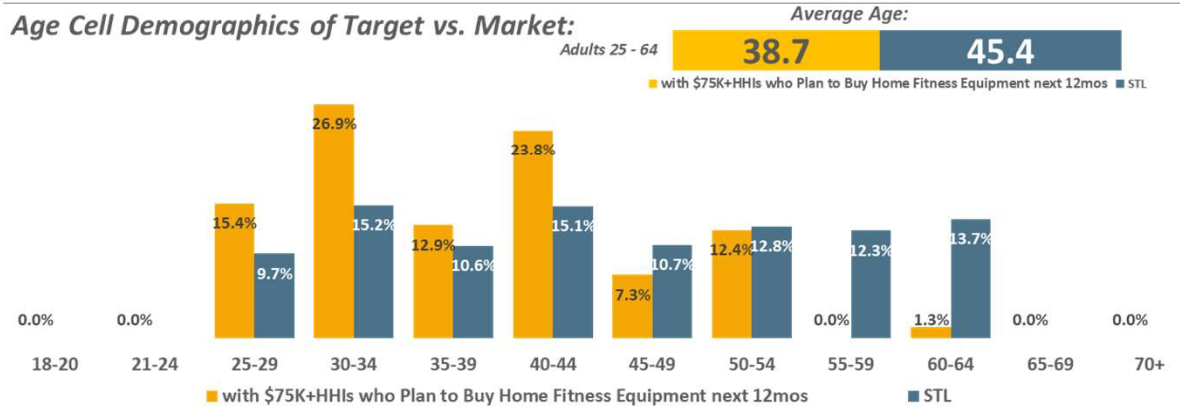
Gender of Target vs. Market: Adults 25 - 64



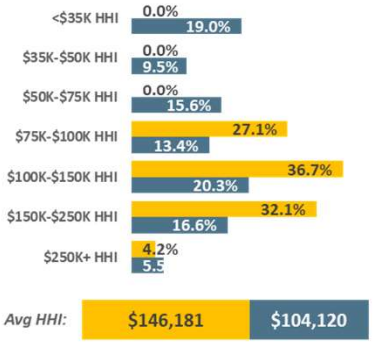
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55

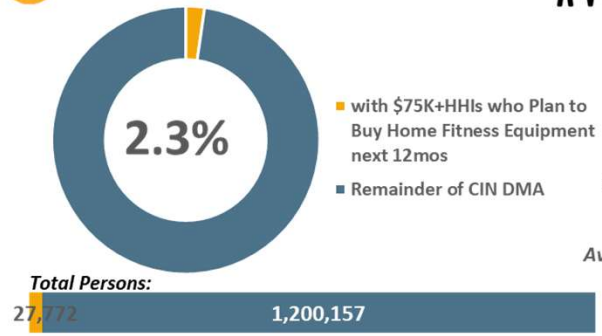
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

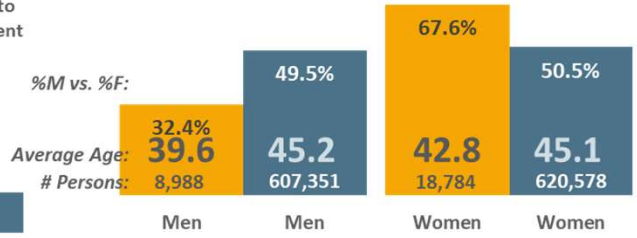
PELOTON CIN

2.3% or 27,772 of CIN DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Typical Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 41.8 years old (7.5% younger than average) and have a $160,907 (52.7% higher than average) annual household…

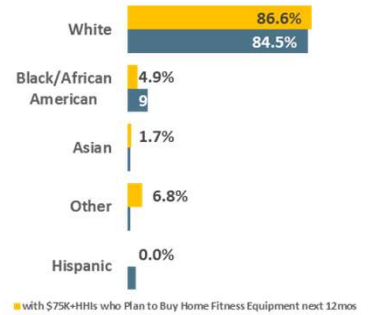
Percent of Market: Adults 25 - 64



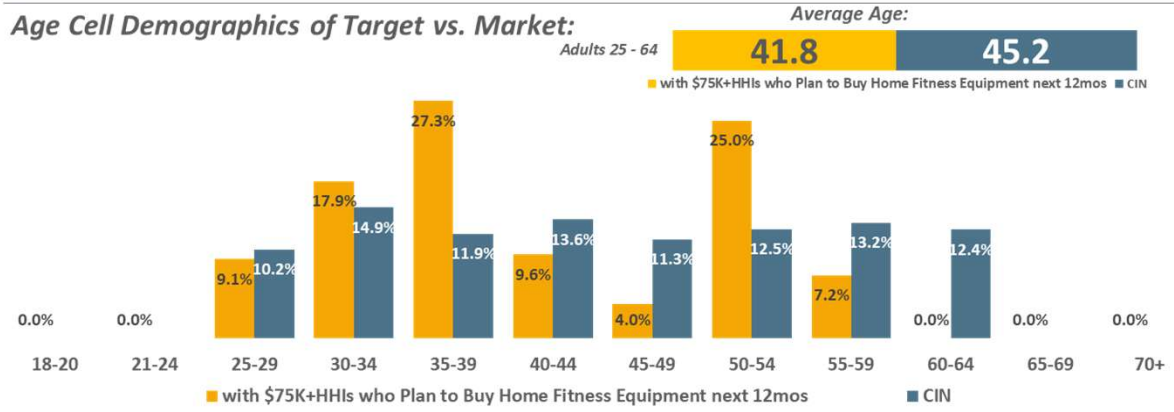
Gender of Target vs. Market: Adults 25 - 64



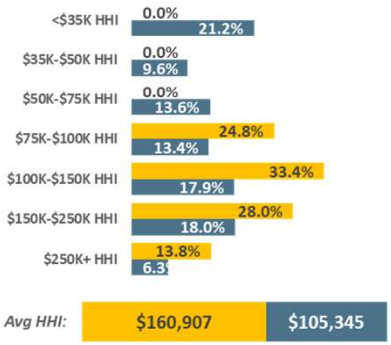
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50

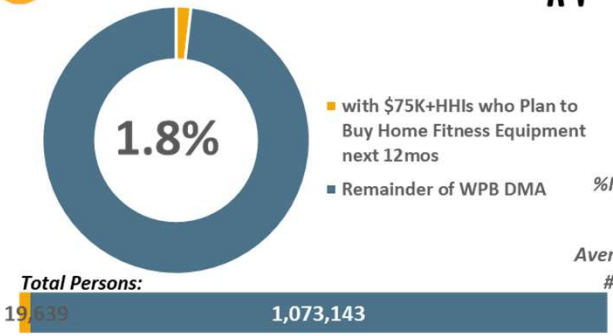
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

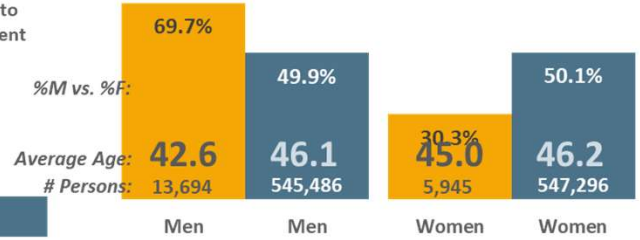
PELOTON WPB

1.8% or 19,639 of WPB DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Typical Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 43.3 years old (6.1% younger than average) and have a $185,687 (70.5% higher than average) annual household income.

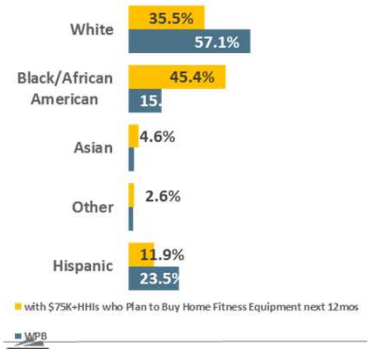
Percent of Market: Adults 25 - 64



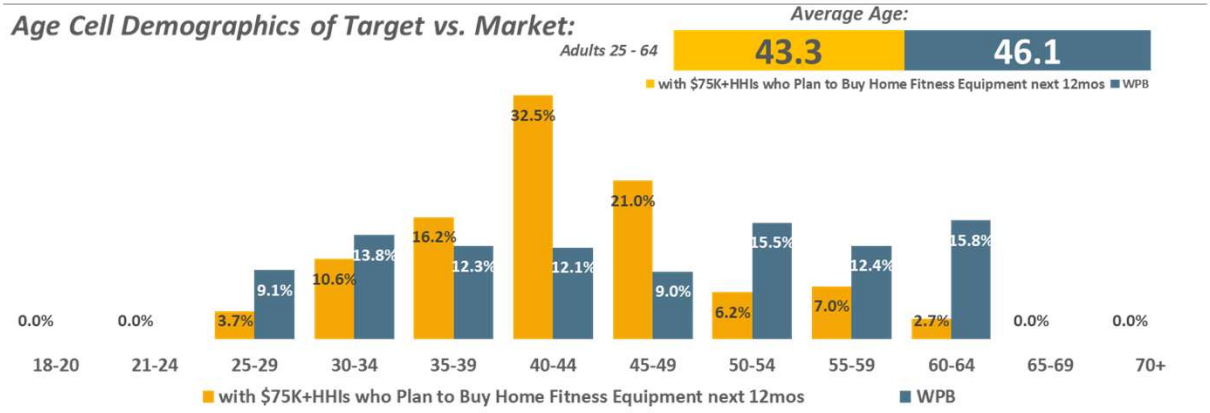
Gender of Target vs. Market: Adults 25 - 64



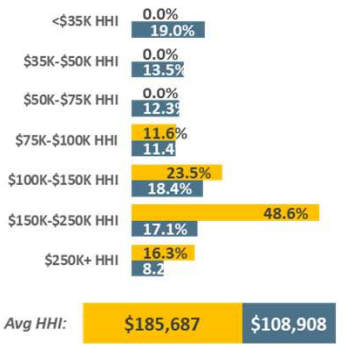
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49

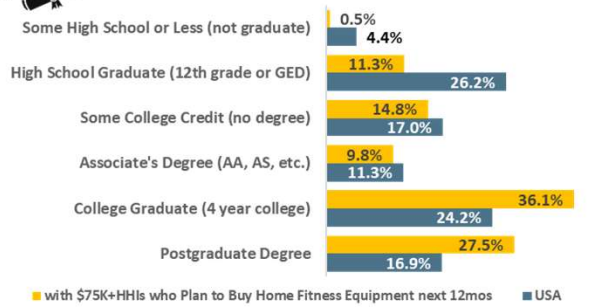
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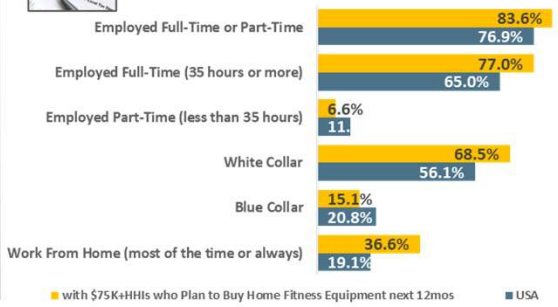
PELOTON USA

3.7% or 6,274,425 of USA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 54.7% more likely to be a college graduate, 18.5% more likely to work full-time, 24.% more likely to be married, 30.3% more likely to be a parent of 1 or more children und

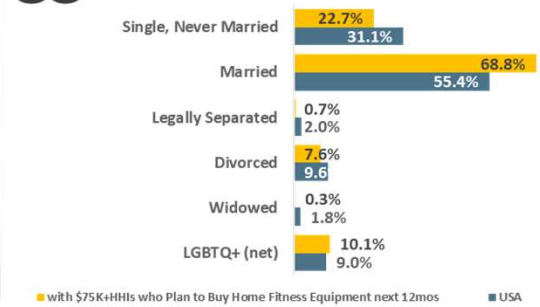
Education Levels: Adults 25 - 64



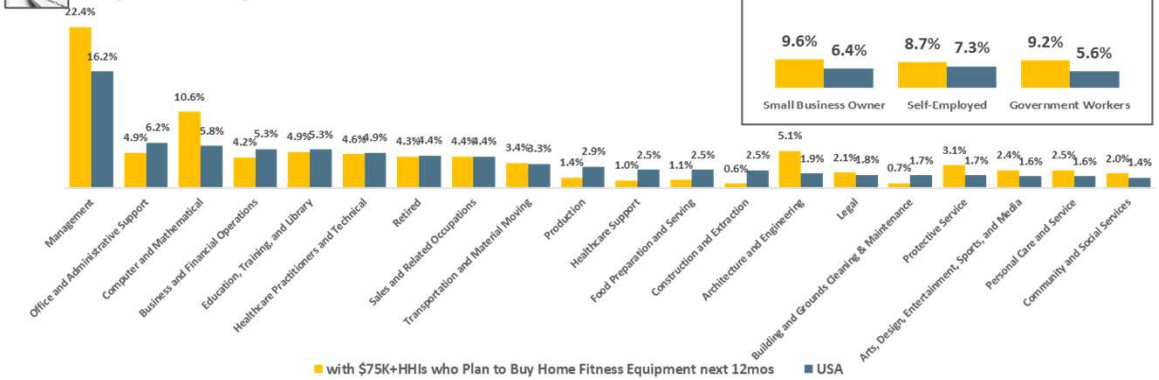
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

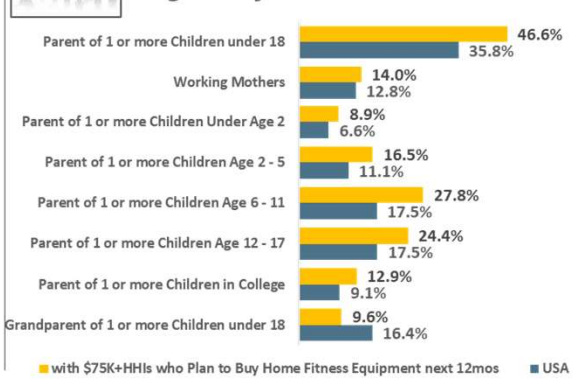


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742

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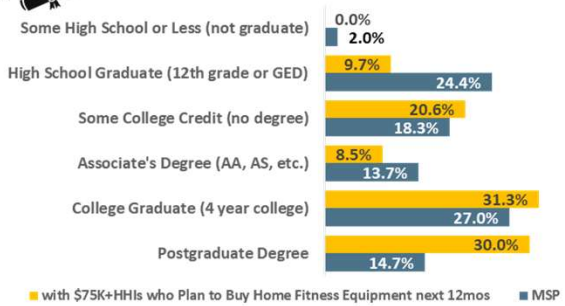
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

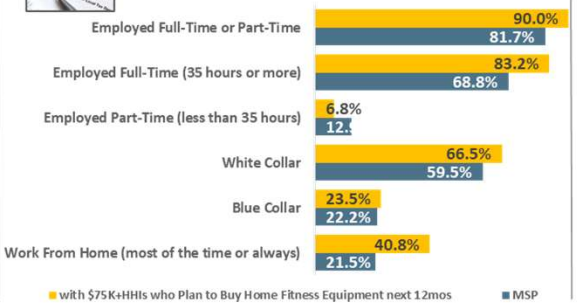
PELOTON MSP

3.5% or 87,376 of MSP DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 47.% more likely to be a college graduate, 20.9% more likely to work full-time, 2.1% more likely to be married, 43.7% more likely to be a parent of 1 or more children unde

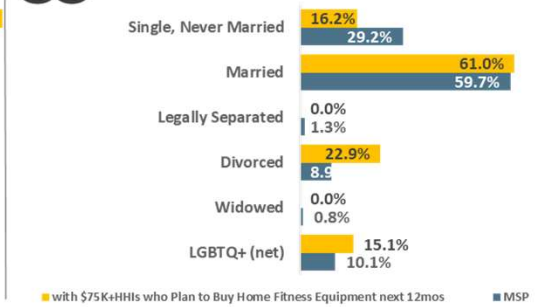
Education Levels: Adults 25 - 64



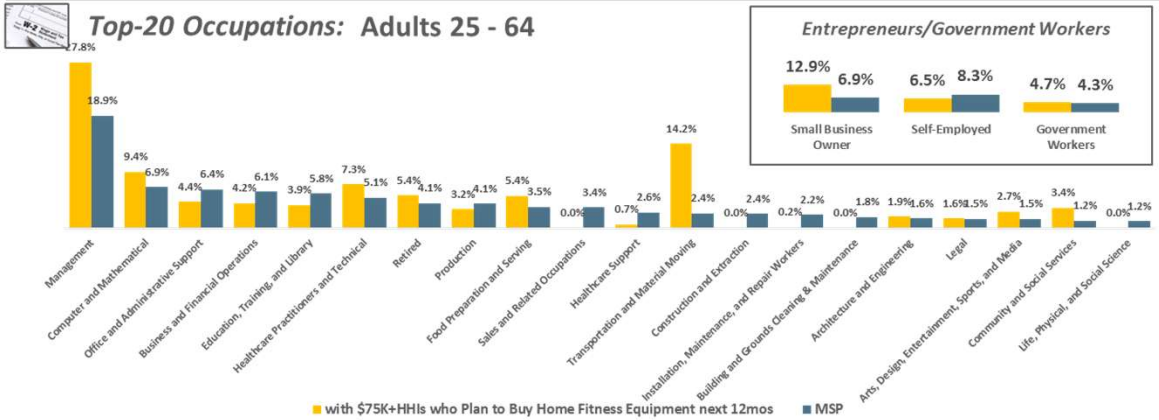
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

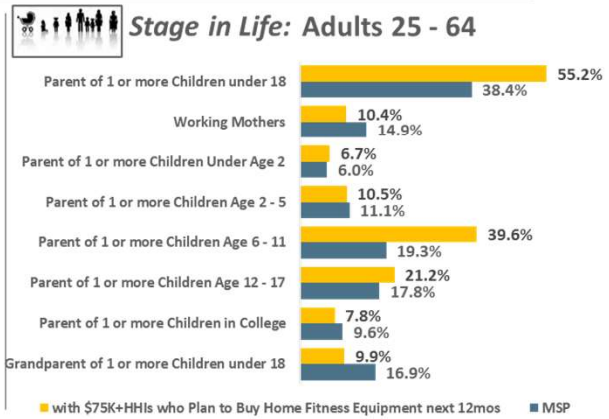


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52

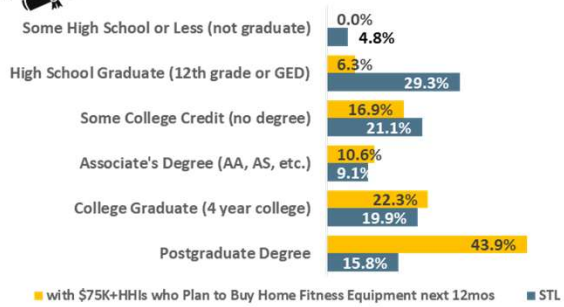
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

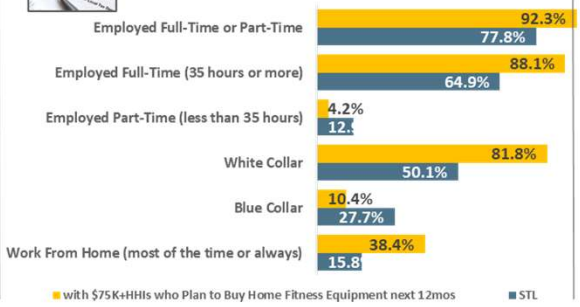
PELOTON STL

3.% or 47,936 of STL DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 85.1% more likely to be a college graduate, 35.7% more likely to work full-time, 15.1% more likely to be married, 54.6% more likely to be a parent of 1 or more children un

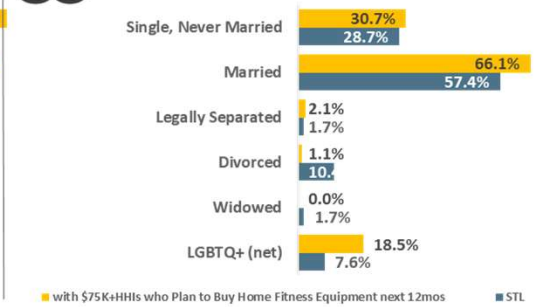
Education Levels: Adults 25 - 64



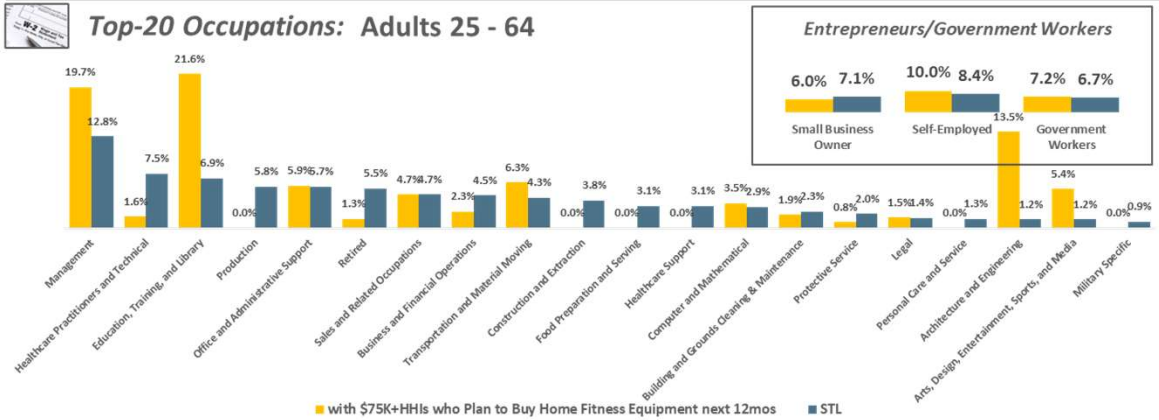
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

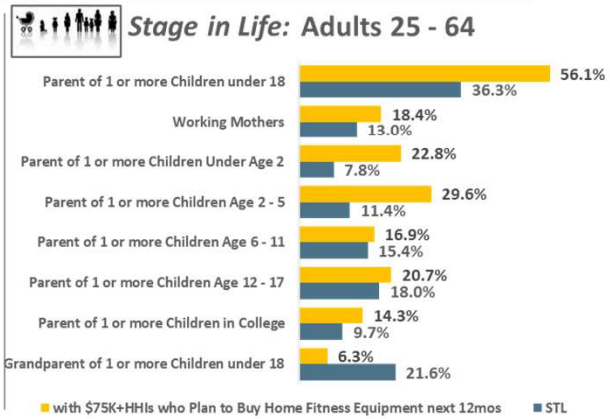


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55

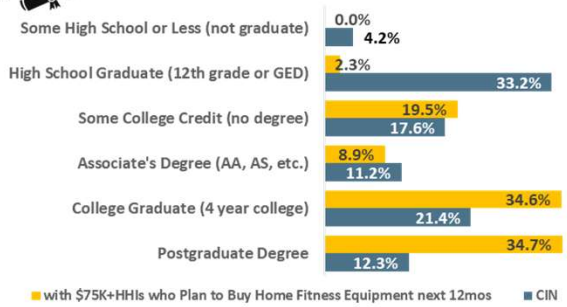
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

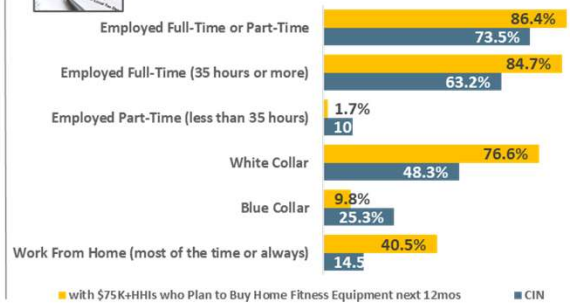
PELOTON CIN

2.3% or 27,772 of CIN DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 105.7% more likely to be a college graduate, 34.% more likely to work full-time, 7.6% more likely to be married, 4.5% more likely to be a parent of 1 or more children unde

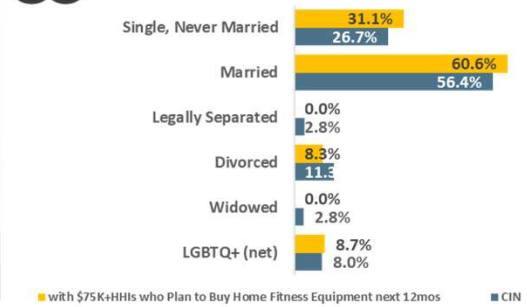
Education Levels: Adults 25 - 64



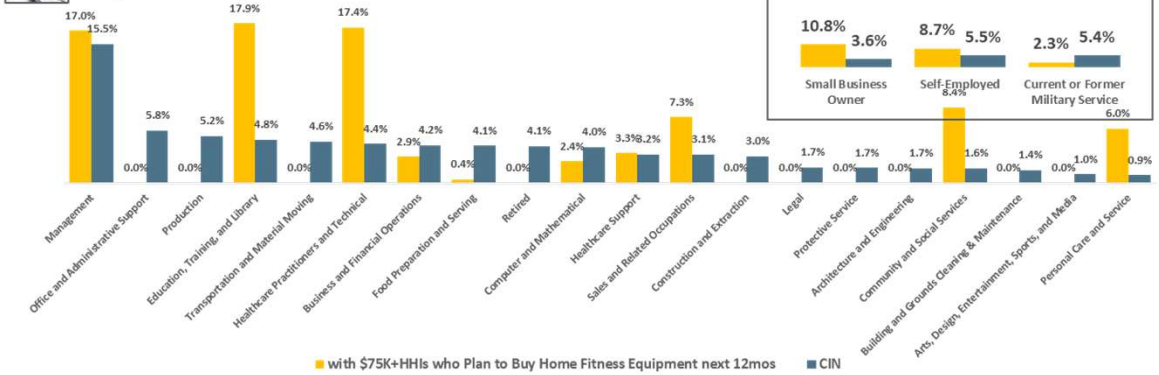
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

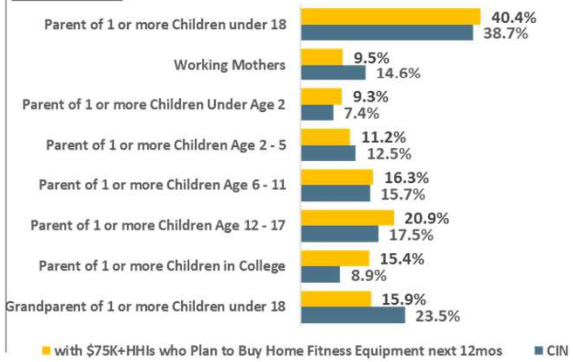


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50

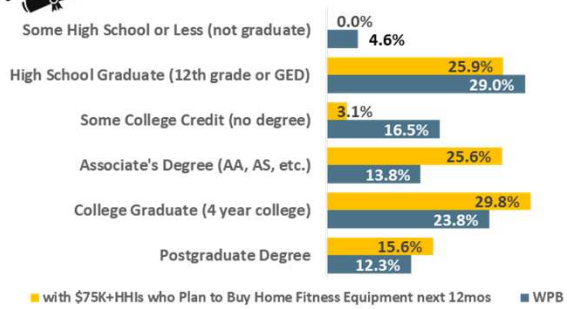
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

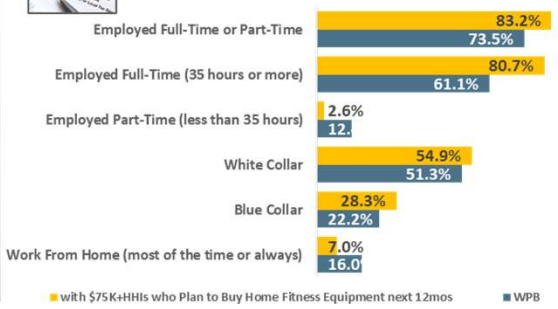
PELOTON WPB

1.8% or 19,639 of WPB DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 25.9% more likely to be a college graduate, 31.9% more likely to work full-time, 50.8% more likely to be married, 144.8% more likely to be a parent of 1 or more children u

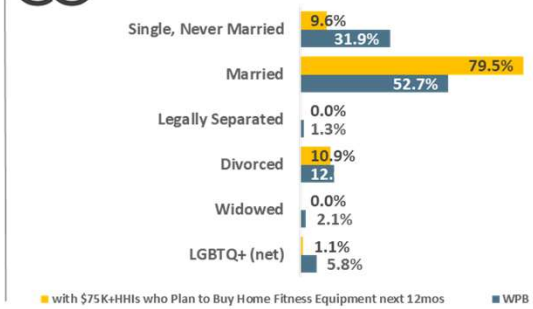
Education Levels: Adults 25 - 64



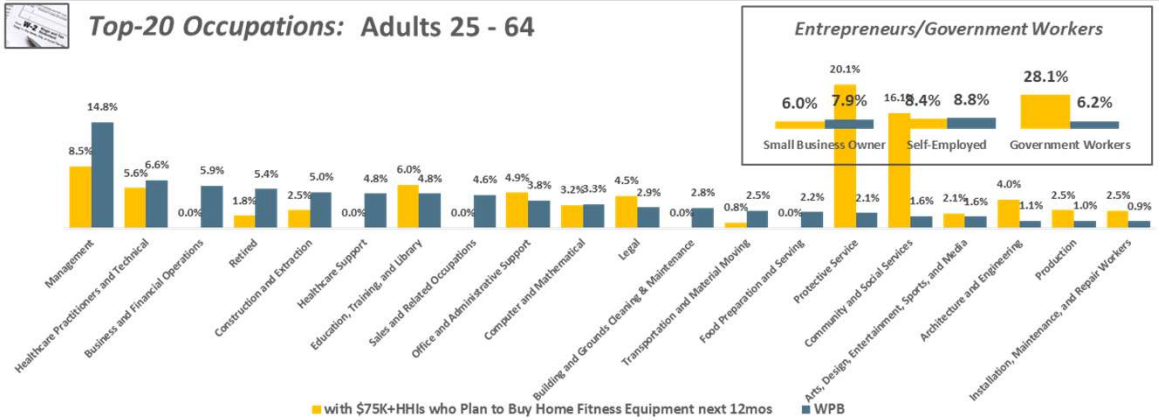
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

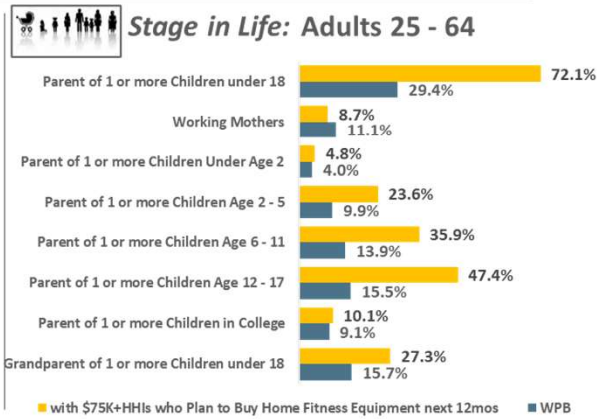


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 64



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49

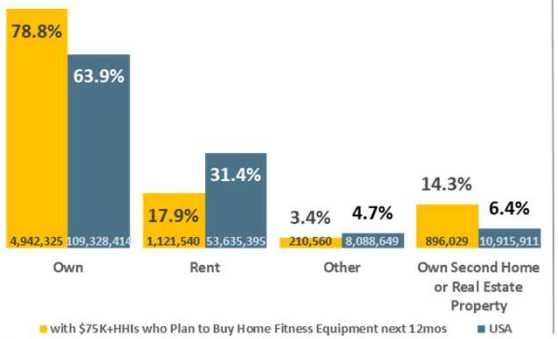
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

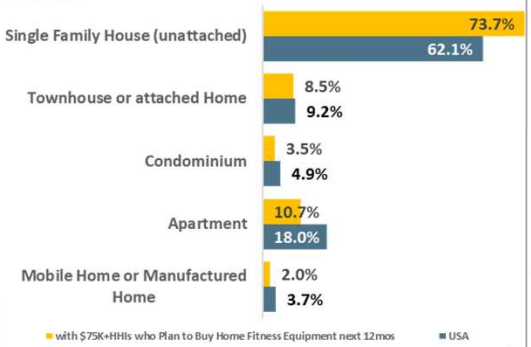
PELOTON USA

3.7% or 6,274,425 of USA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 23.2% more likely to own their home, 46.3% more likely to own a higher valued home, 18.8% more likely to have a single-family home, 36.3% more likely to have a dog.

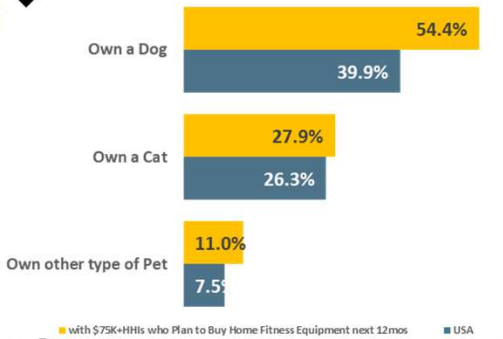
Own/Rent/Other: Adults 25 - 64



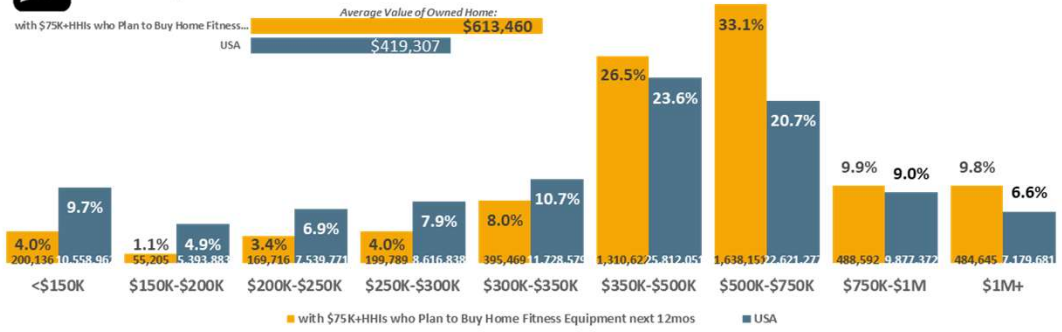
Type of Home: Adults 25 - 64



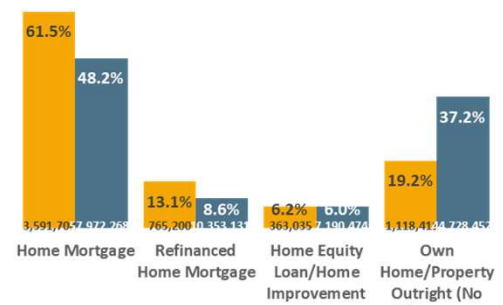
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R2 2025: Feb24-Jun25* *Qual Intab* *742*

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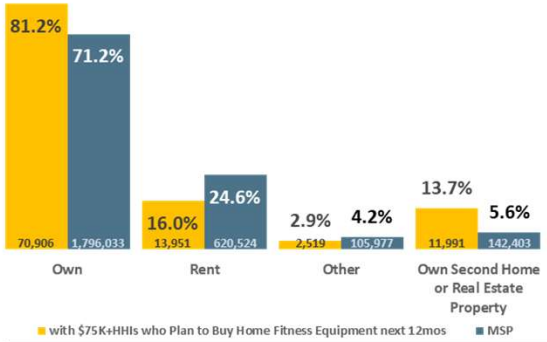
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,947*

[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

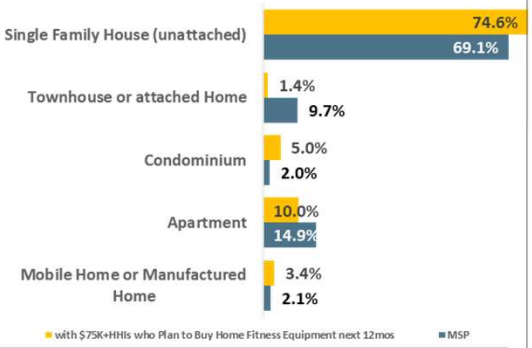
PELOTON MSP

3.5% or 87,376 of MSP DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 14.% more likely to own their home, 20.7% more likely to own a higher valued home, 8.% more likely to have a single-family home, 70.5% more likely to have a dog.

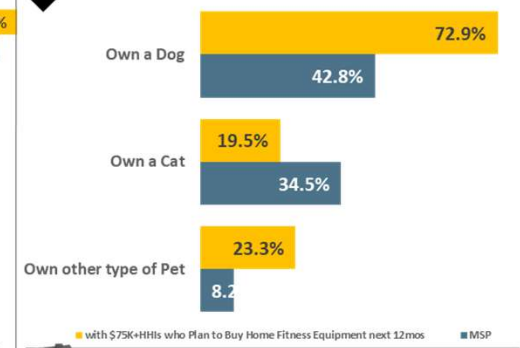
Own/Rent/Other: Adults 25 - 64



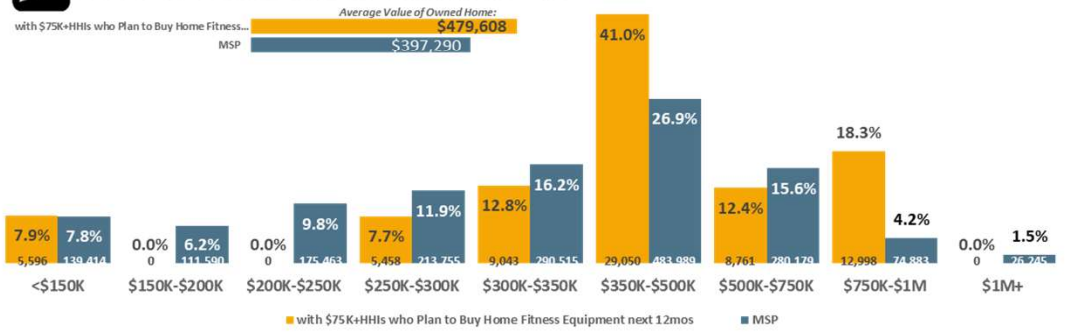
Type of Home: Adults 25 - 64



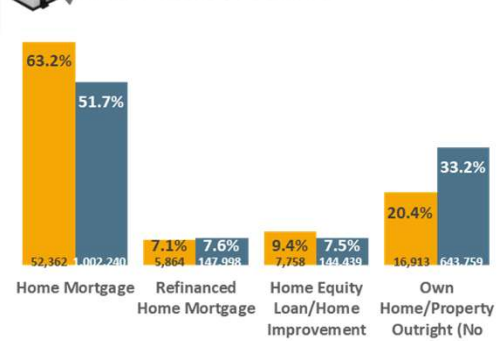
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52

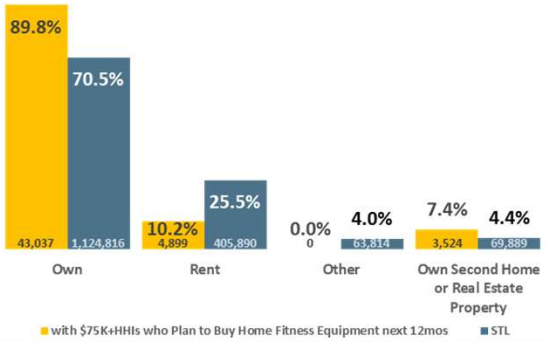
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

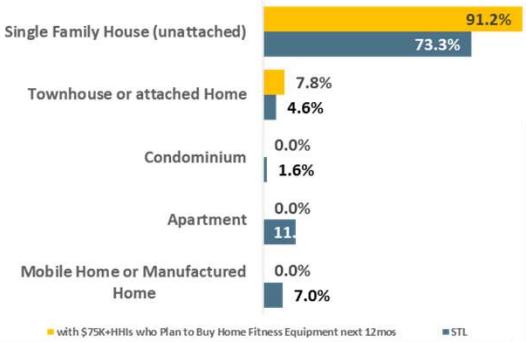
PELOTON STL

3.% or 47,936 of STL DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 27.3% more likely to own their home, 31.8% more likely to own a higher valued home, 24.4% more likely to have a single-family home, 38.7% more likely to have a dog.

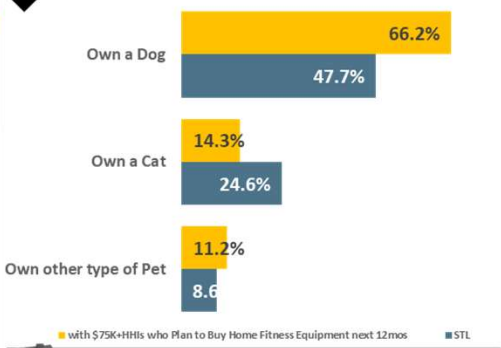
Own/Rent/Other: Adults 25 - 64



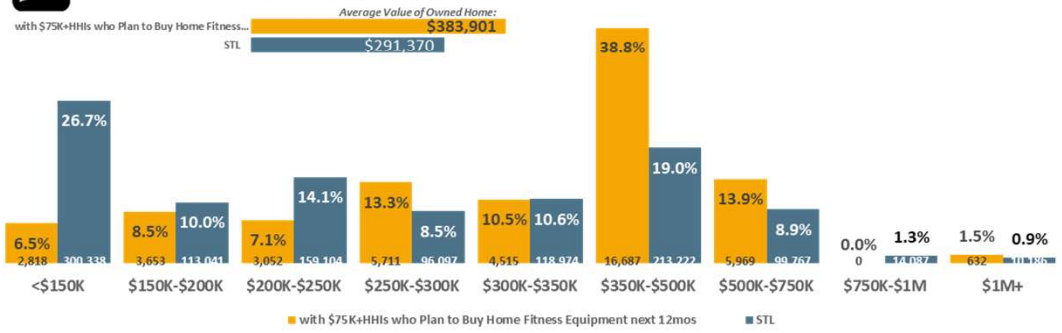
Type of Home: Adults 25 - 64



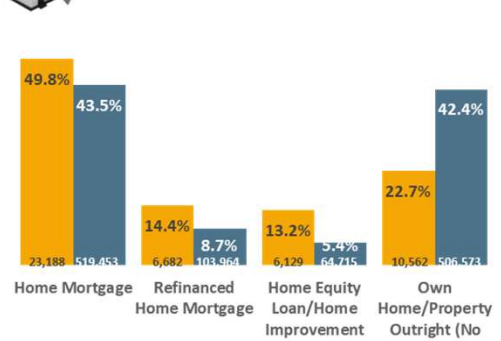
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55

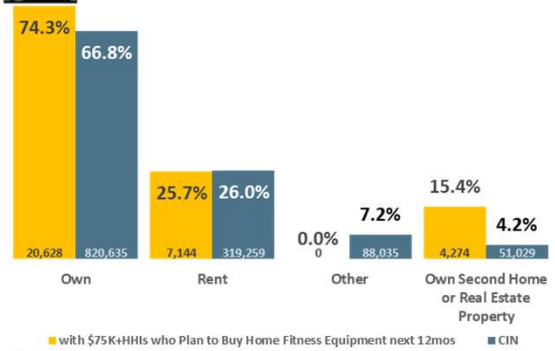
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

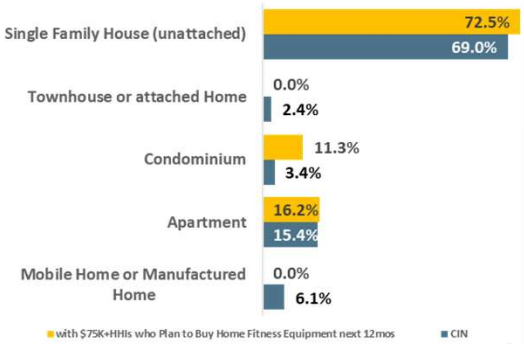
PELOTON CIN

2.3% or 27,772 of CIN DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 11.1% more likely to own their home, 24.2% more likely to own a higher valued home, 5.1% more likely to have a single-family home, 5.5% less likely to have a dog.

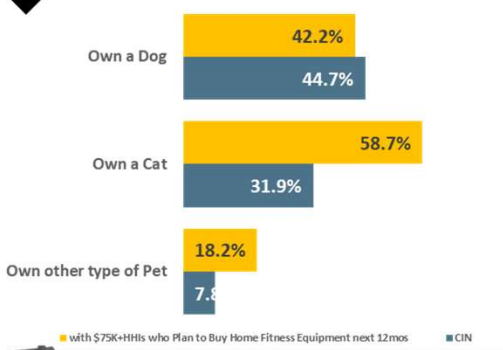
Own/Rent/Other: Adults 25 - 64



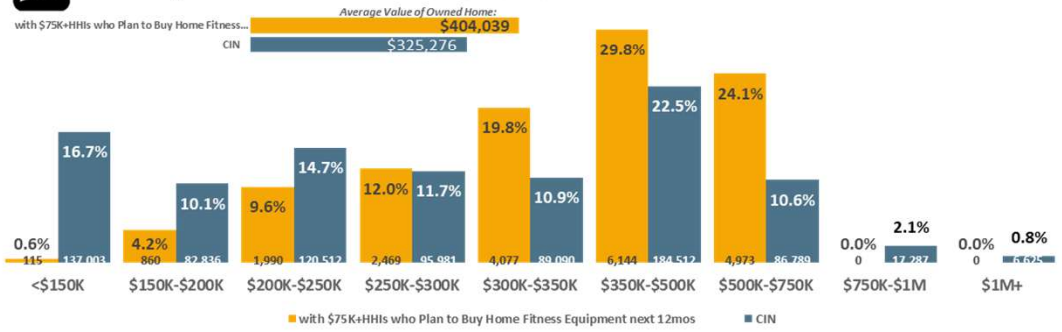
Type of Home: Adults 25 - 64



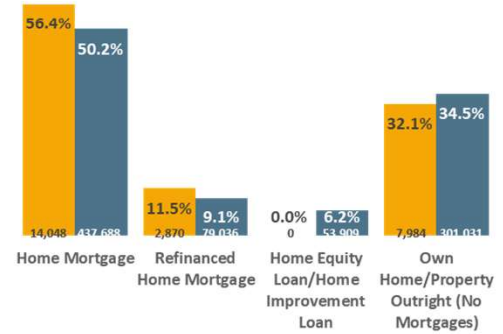
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50

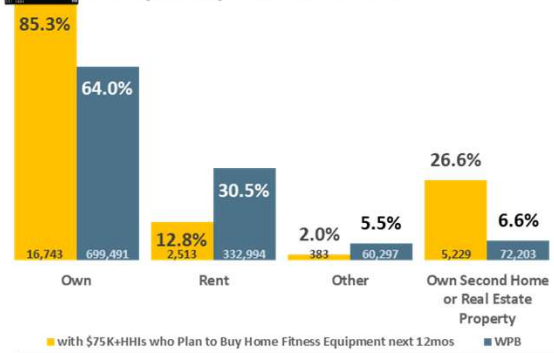
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

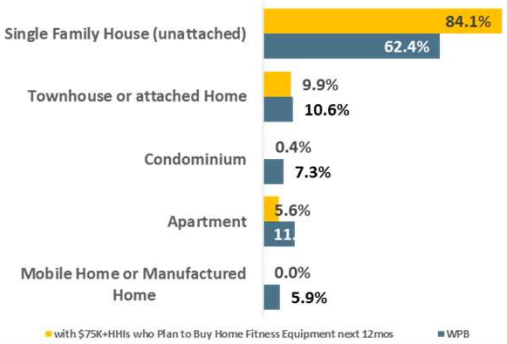
PELOTON WPB

1.8% or 19,639 of WPB DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 33.2% more likely to own their home, 6.4% more likely to own a higher valued home, 34.8% more likely to have a single-family home, 25.% less likely to have a dog.

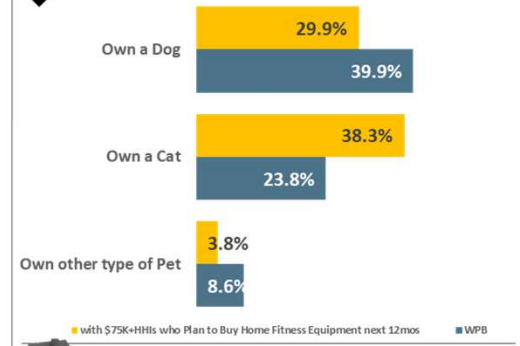
Own/Rent/Other: Adults 25 - 64



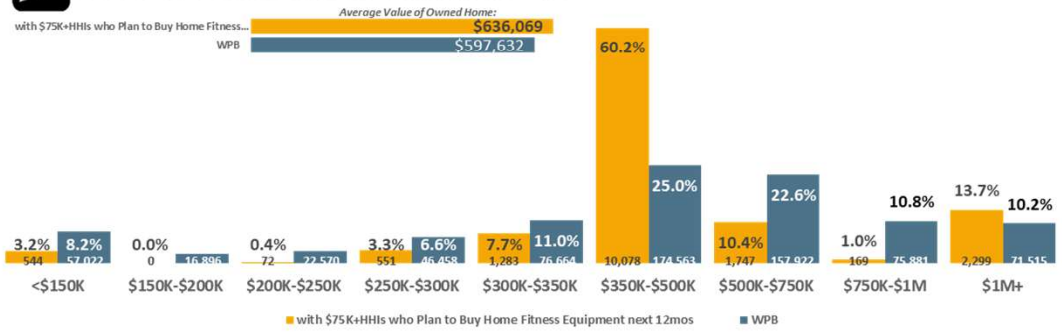
Type of Home: Adults 25 - 64



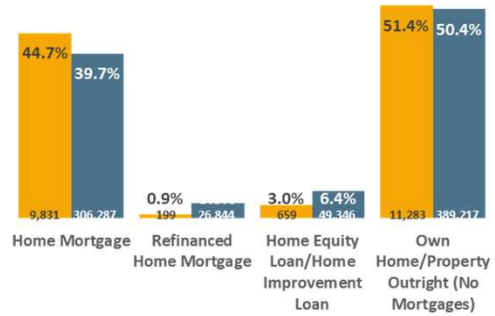
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49

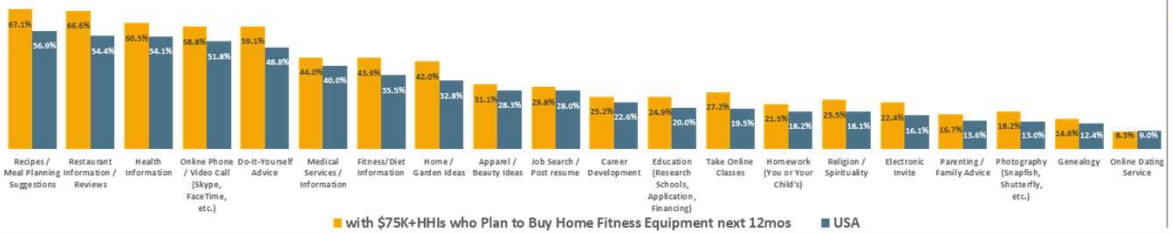
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

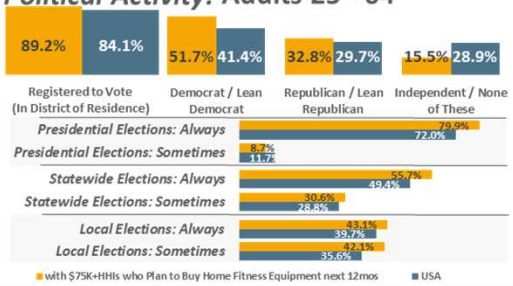


3.7% or 6,274,425 of USA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 21.1% more likely to look up D-I-Y advice online, 8.6% more likely to always vote in local elections, 80.4% more likely to belong to a gym, 29.8% more likely to fly domest

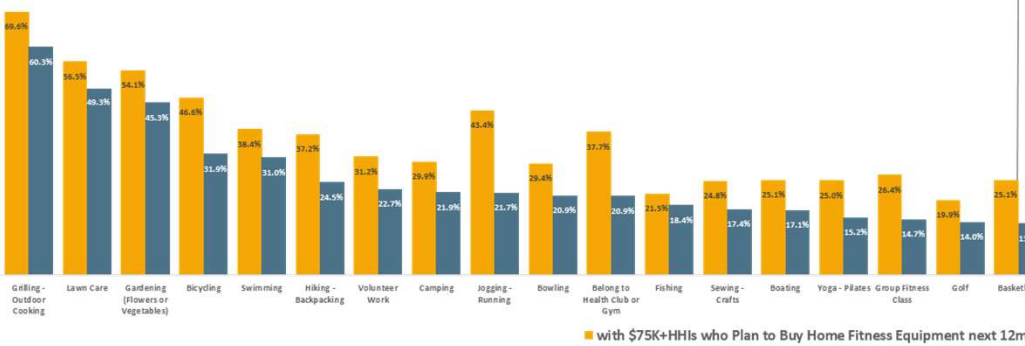
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



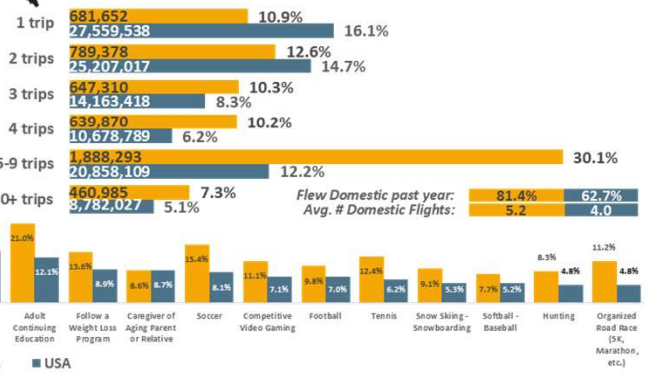
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742

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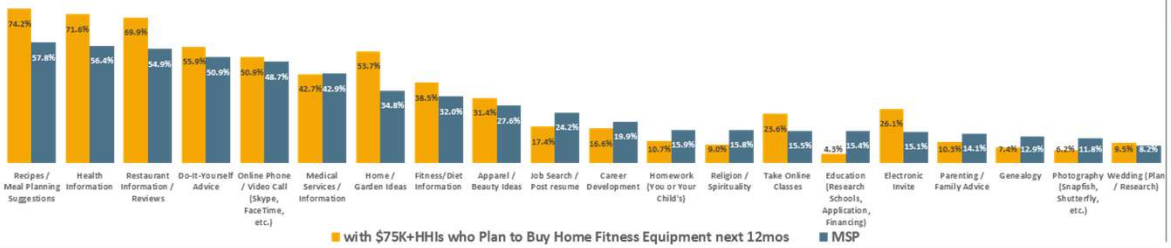
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

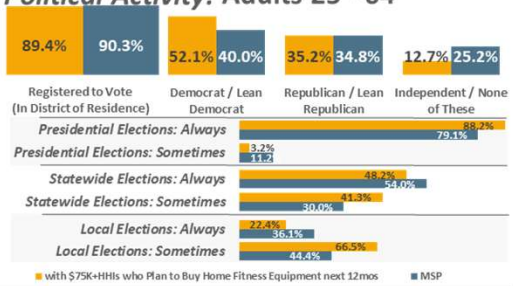


3.5% or 87,376 of MSP DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 9.9% more likely to look up D-I-Y advice online, 38.% less likely to always vote in local elections, 80.2% more likely to belong to a gym, 42.4% more likely to fly domesti

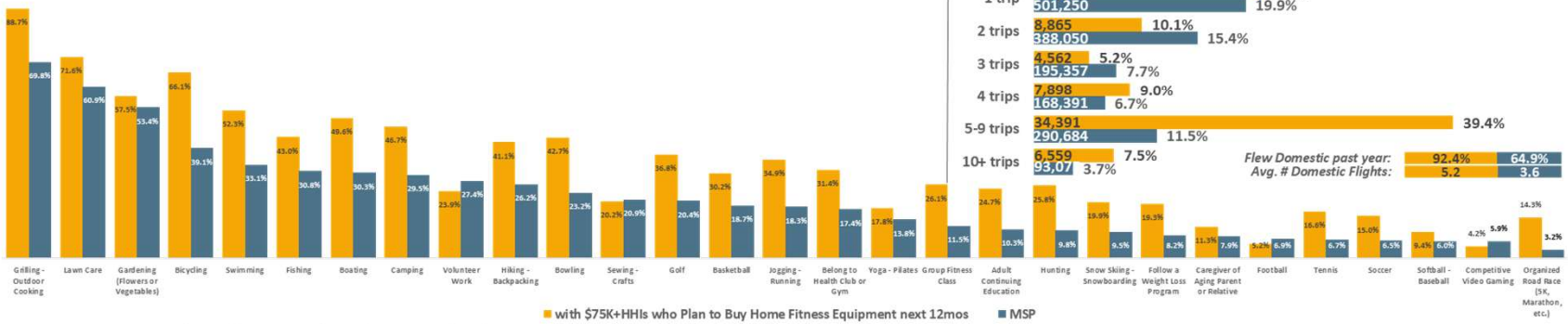
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52

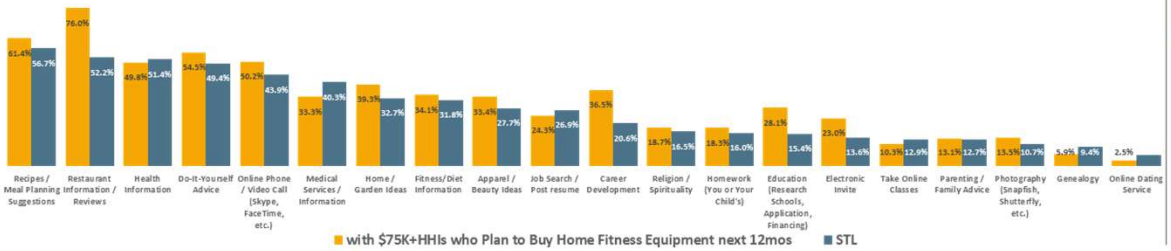
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

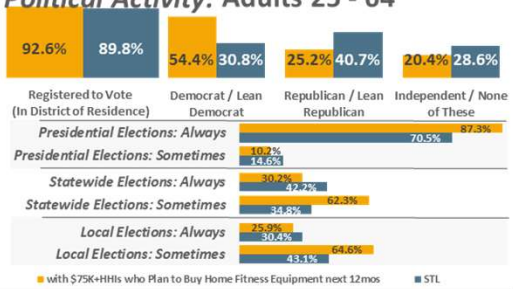
PELOTON STL

3.% or 47,936 of STL DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 10.3% more likely to look up D-I-Y advice online, 14.9% less likely to always vote in local elections, 123.8% more likely to belong to a gym, 33.4% more likely to fly dome

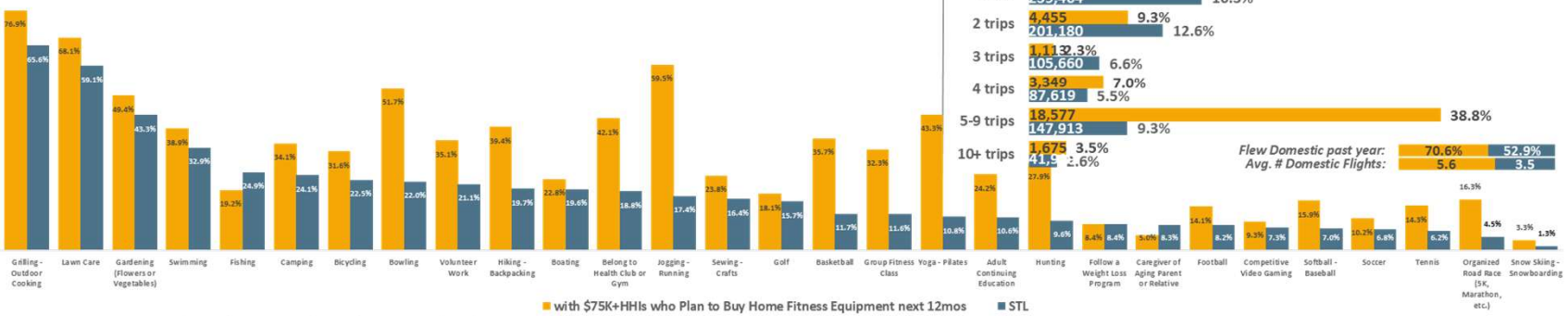
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55

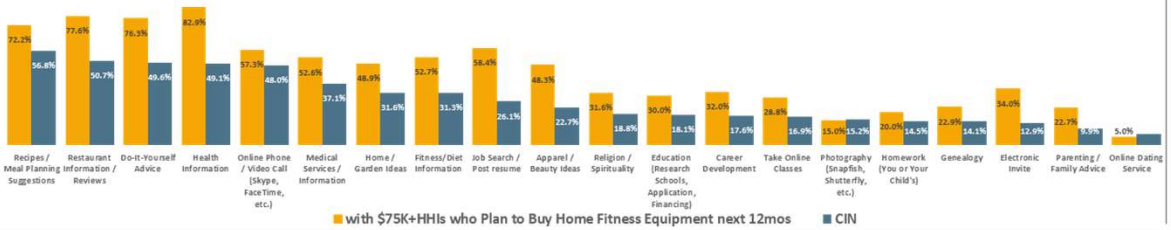
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

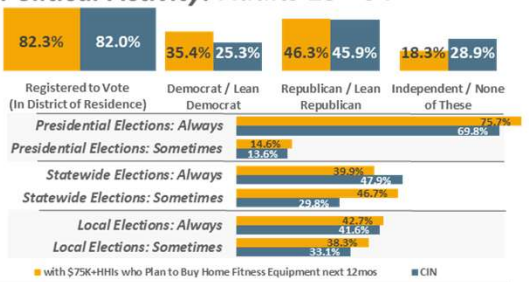


2.3% or 27,772 of CIN DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 53.8% more likely to look up D-I-Y advice online, 2.6% more likely to always vote in local elections, 74.3% more likely to belong to a gym, 74.7% more likely to fly domest

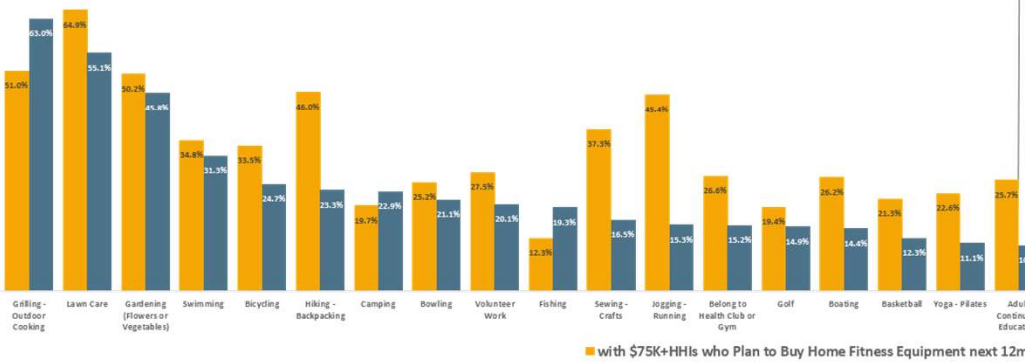
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



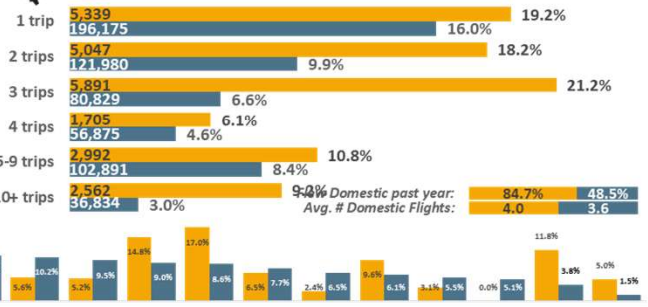
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50

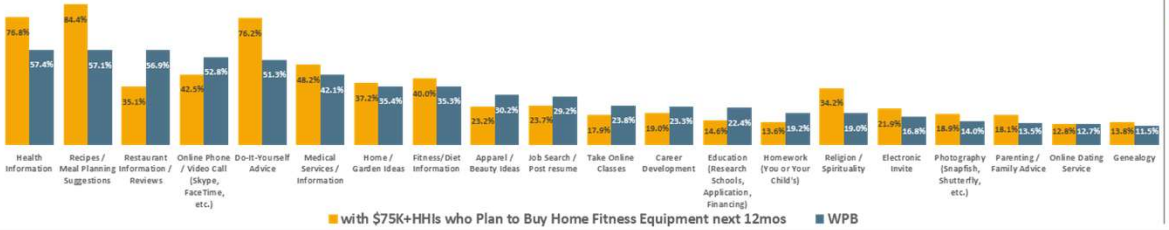
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

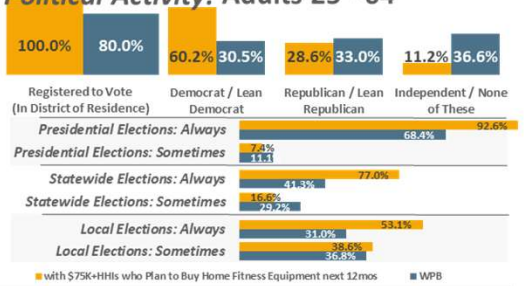


1.8% or 19,639 of WPB DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 48.4% more likely to look up D-I-Y advice online, 71.2% more likely to always vote in local elections, 33.7% more likely to belong to a gym, 32.5% more likely to fly domes

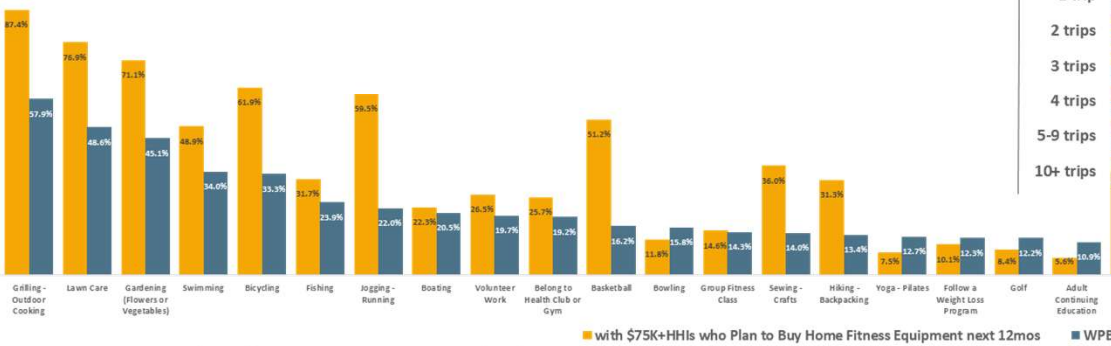
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



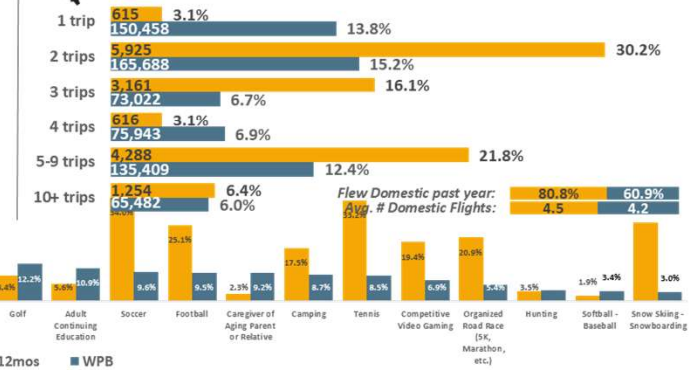
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49

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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



3.7% or 6,274,425 of USA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 11.% more likely to use QSRs past mo., 21.% more likely to use Sit-Down Restaurants past mo., 25.2% more likely to use Casinos past yr., 44.5% less likely to smoke cigaret

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 96.2% 6,034,504 | 86.6% 03

Avg. Monthly QSR Meals: 7.3 | 6.3

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users: 88.4% 5,546,462 | 73.1% 124,967,6 92

Avg. Monthly Sit-Down Restaurant Meals: 4.3 | 3.9

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

with $75K+HHIs who Plan to Buy Home Fitness... 1,954,140 31.1%

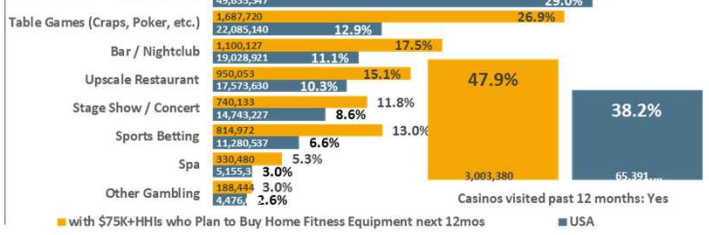
USA 22.6%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON MSP

3.5% or 87,376 of MSP DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 14.8% more likely to use QSRs past mo., 17.9% more likely to use Sit-Down Restaurants past mo., 15.5% more likely to use Casinos past yr., 14.2% more likely to smoke cigar

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 100.0% 87,376 | 87.1% 2,197,579

Avg. Monthly QSR Meals: 7.4 | 5.7

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



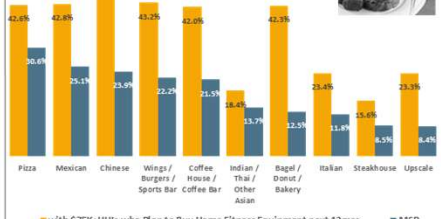
Total Monthly Sit-Down Restaurant Users: 87.1% 76,128 | 73.9% 1,863,618

Avg. Monthly Sit-Down Restaurant Meals: 4.7 | 3.3

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



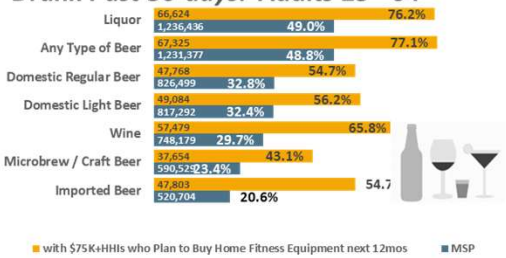


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

with $75K+HHIs who Plan to Buy Home Fitness... 20,933 24.0%

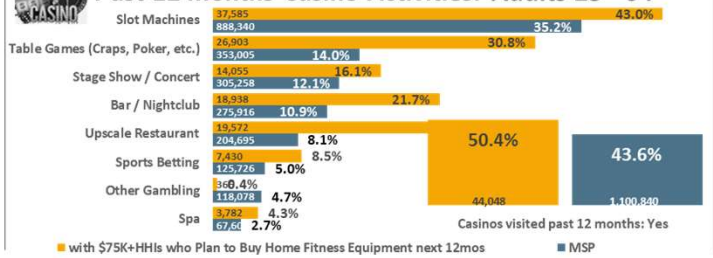
MSP 394,608 15.6%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52

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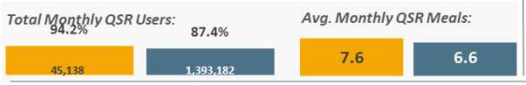
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON STL

3.% or 47,936 of STL DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 7.8% more likely to use QSRs past mo., 22.8% more likely to use Sit-Down Restaurants past mo., 5.8% more likely to use Casinos past yr., 90.7% less likely to smoke cigaret

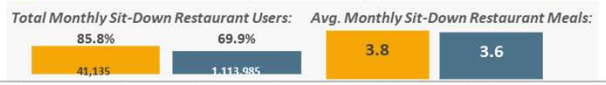
Past 30-days QSR Users: Adults 25 - 64





Past 30-days Sit-Down Restaurant Users: Adults 25 - 64





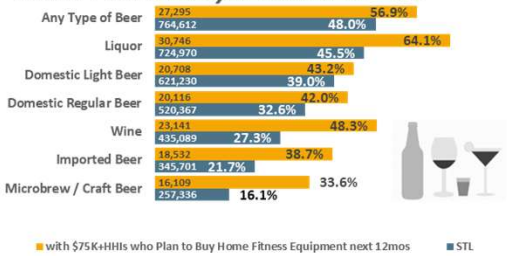
Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



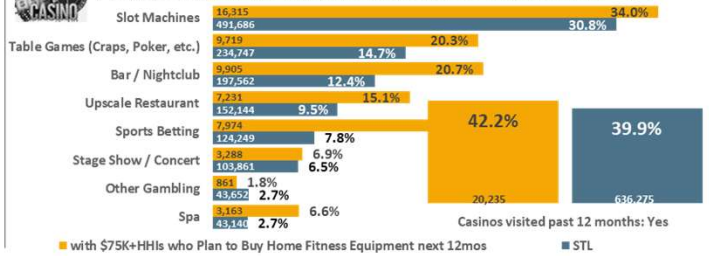


Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



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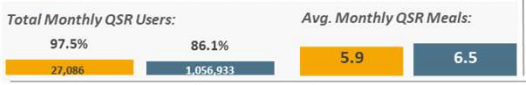
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON CIN

2.3% or 27,772 of CIN DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 13.3% more likely to use QSRs past mo., 25.% more likely to use Sit-Down Restaurants past mo., 36.5% less likely to use Casinos past yr., 83.1% less likely to smoke cigare

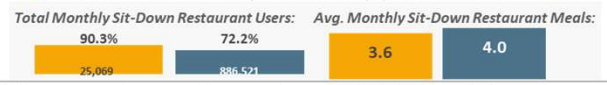
Past 30-days QSR Users: Adults 25 - 64





Past 30-days Sit-Down Restaurant Users: Adults 25 - 64





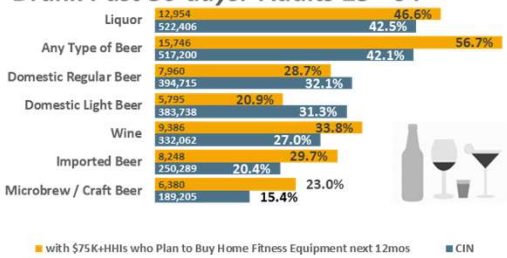
Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



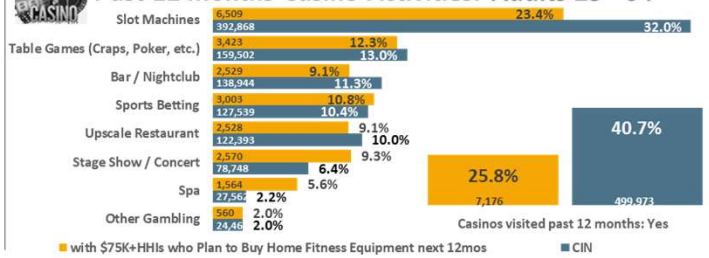


Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

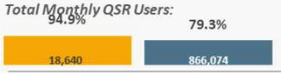


1.8% or 19,639 of WPB DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 19.8% more likely to use QSRs past mo., 9.9% more likely to use Sit-Down Restaurants past mo., 77.1% more likely to use Casinos past yr., 94.5% less likely to smoke cigare

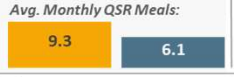
Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



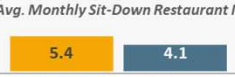
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 64

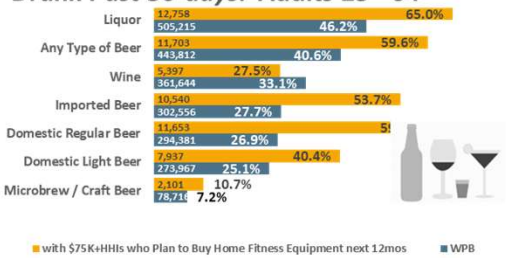
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

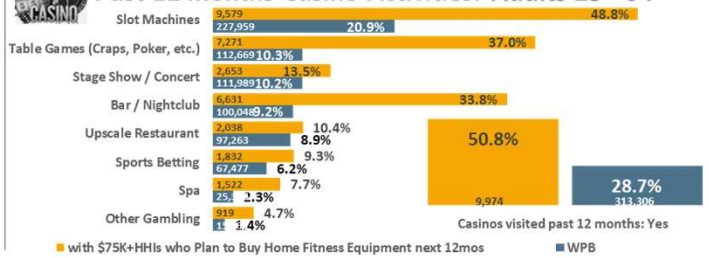


Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



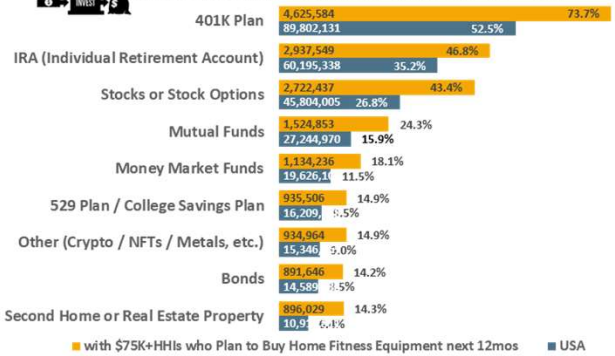
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

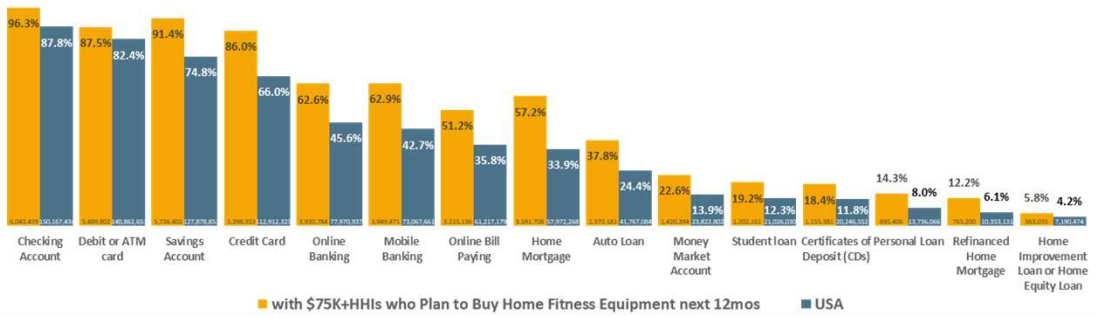


3.7% or 6,274,425 of USA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 40.4% more likely to have a 401K, 54.7% more likely to have an Auto Loan, 87.8% more likely to Invest/Trade Stocks Online, .6% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 64



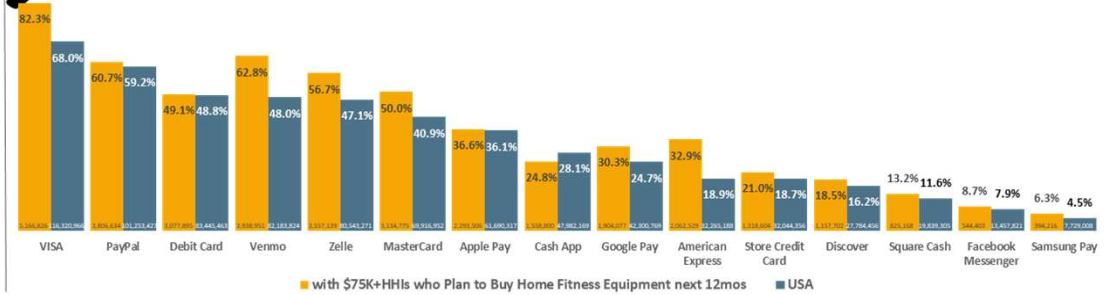
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

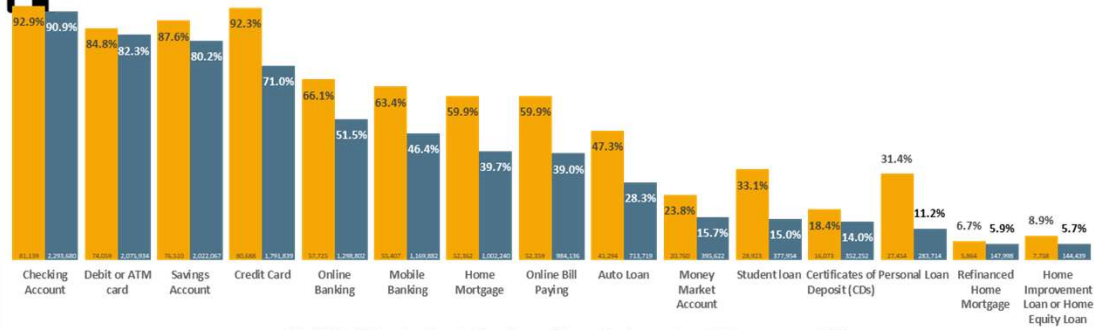


3.5% or 87,376 of MSP DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 26.9% more likely to have a 401K, 67.7% more likely to have an Auto Loan, 101.7% more likely to Invest/Trade Stocks Online, 11.8% more likely to pay with their Debit Card.

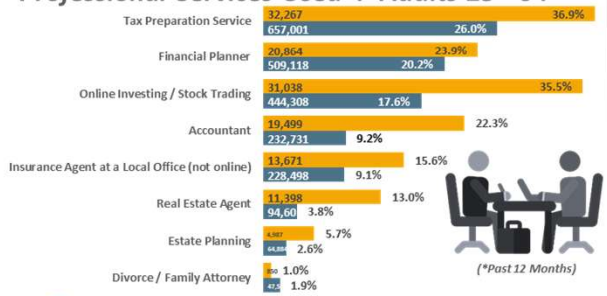
Investments Owned: Adults 25 - 64



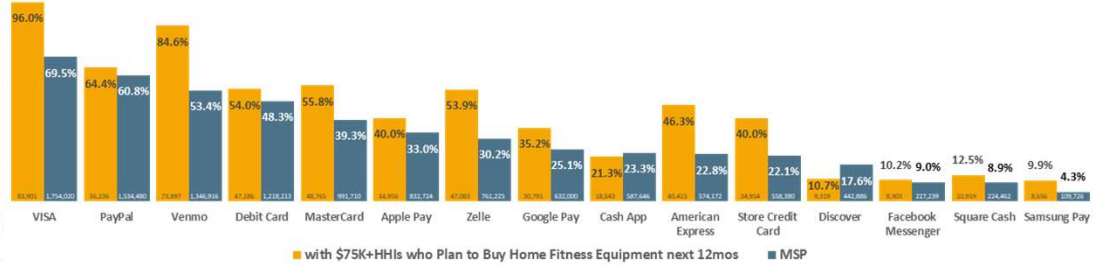
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

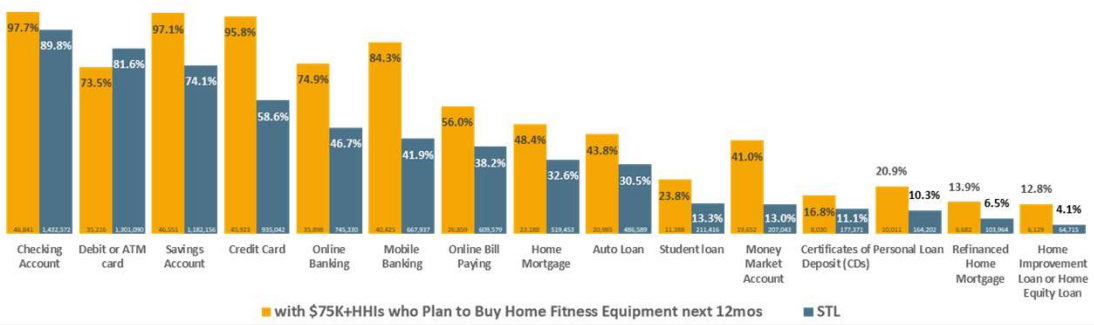
PELOTON STL

3.% or 47,936 of STL DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 31.1% more likely to have a 401K, 43.5% more likely to have an Auto Loan, 114.5% more likely to Invest/Trade Stocks Online, 10.1% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 64



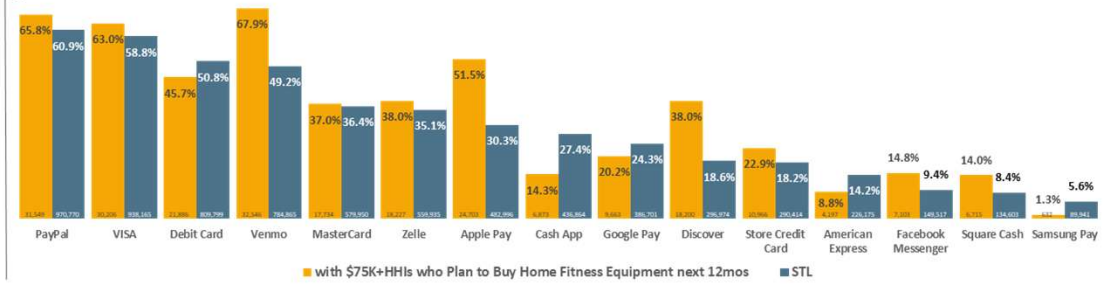
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

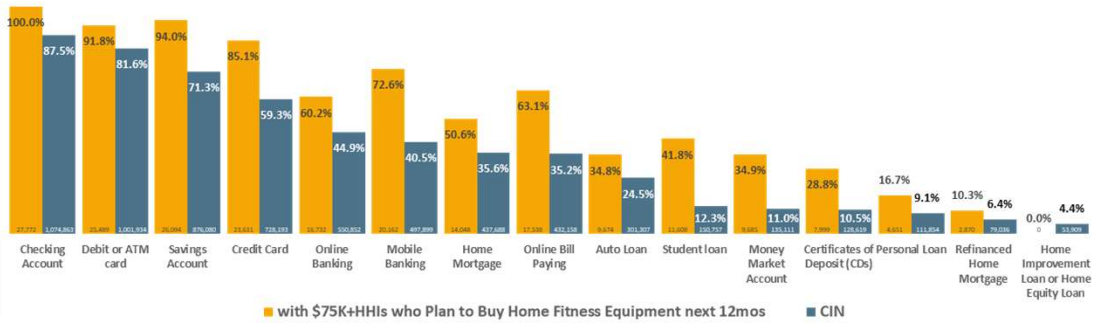


2.3% or 27,772 of CIN DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 64.5% more likely to have a 401K, 42.% more likely to have an Auto Loan, 175.2% more likely to Invest/Trade Stocks Online, 37.% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 64



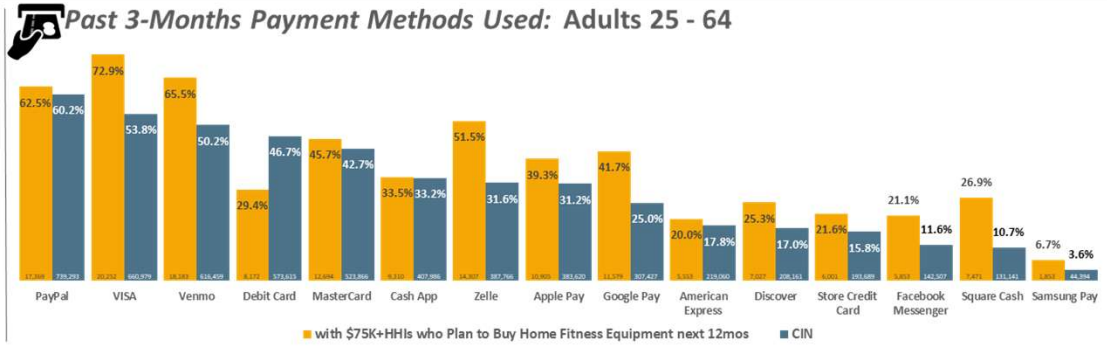
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

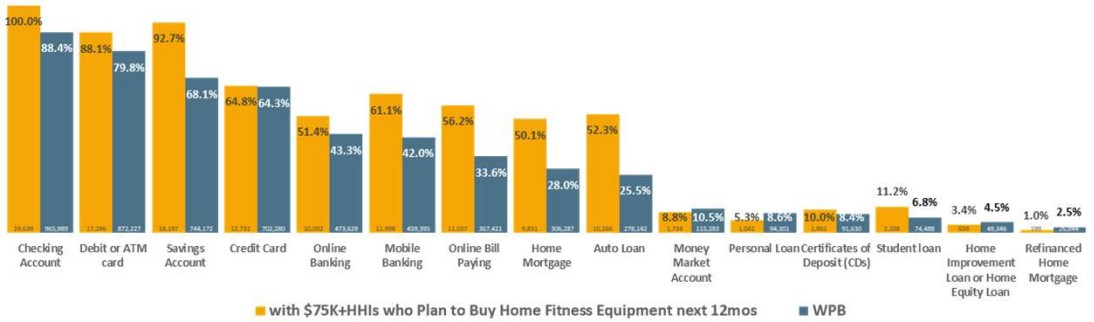
PELOTON WPB

1.8% or 19,639 of WPB DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 44.8% more likely to have a 401K, 105.4% more likely to have an Auto Loan, 87.4% more likely to Invest/Trade Stocks Online, 39.8% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 64



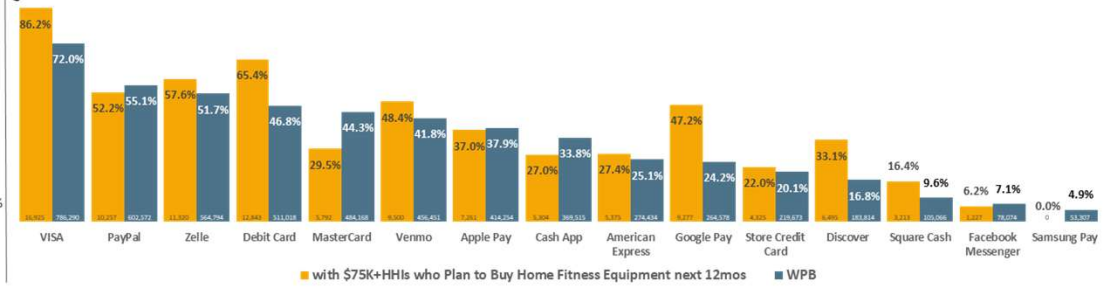
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64

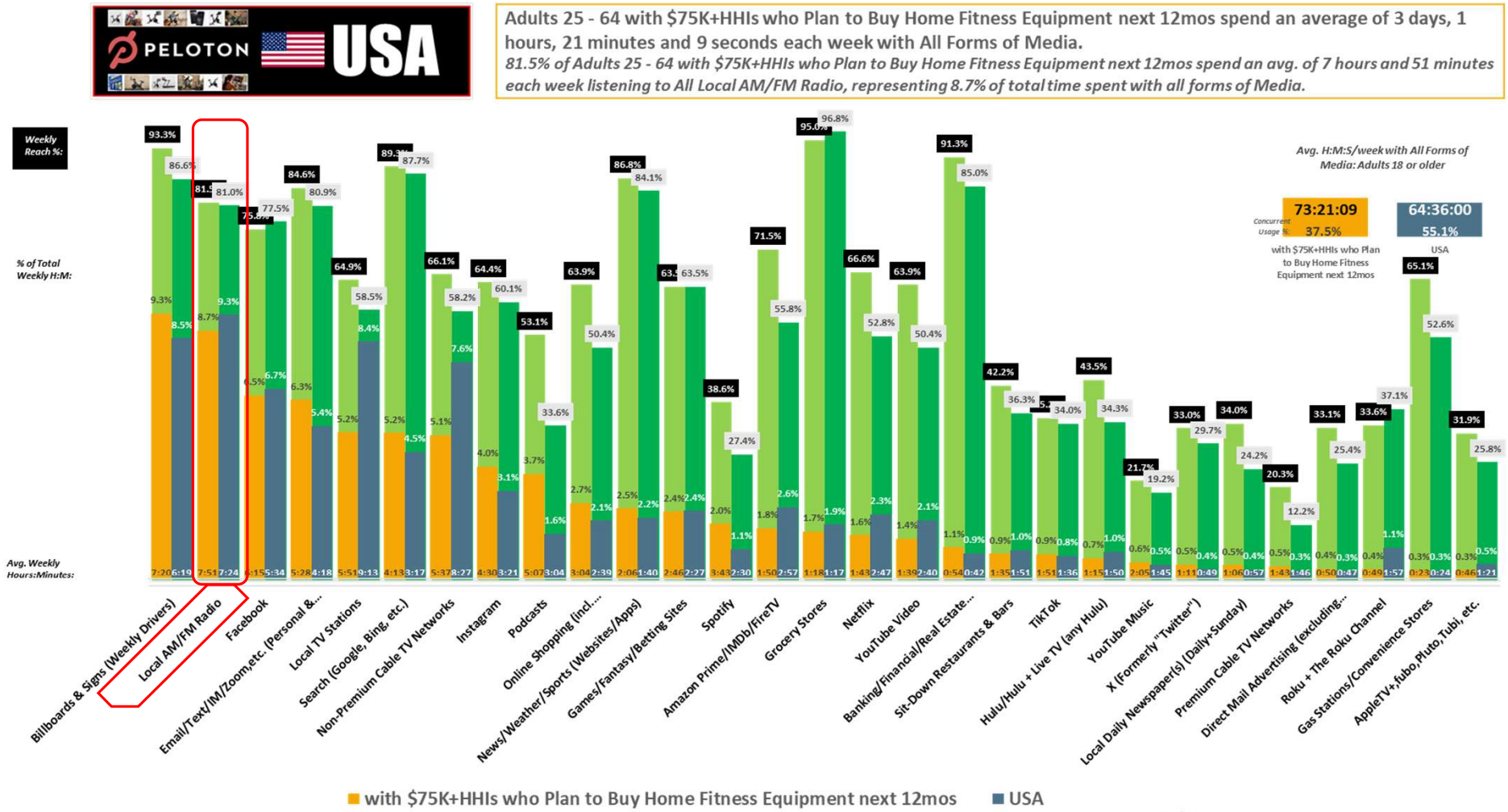


Past 3-Months Payment Methods Used: Adults 25 - 64



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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

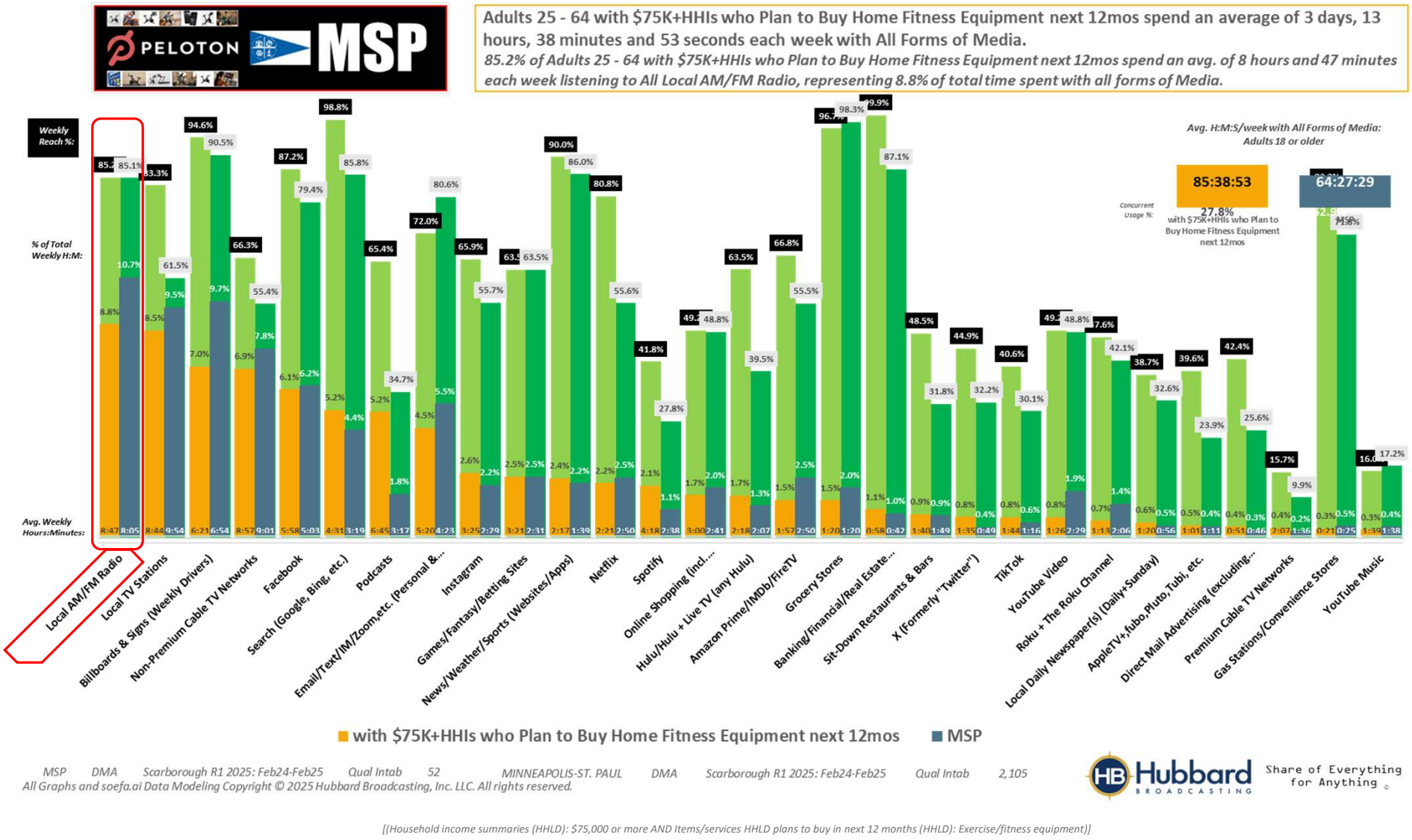


USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

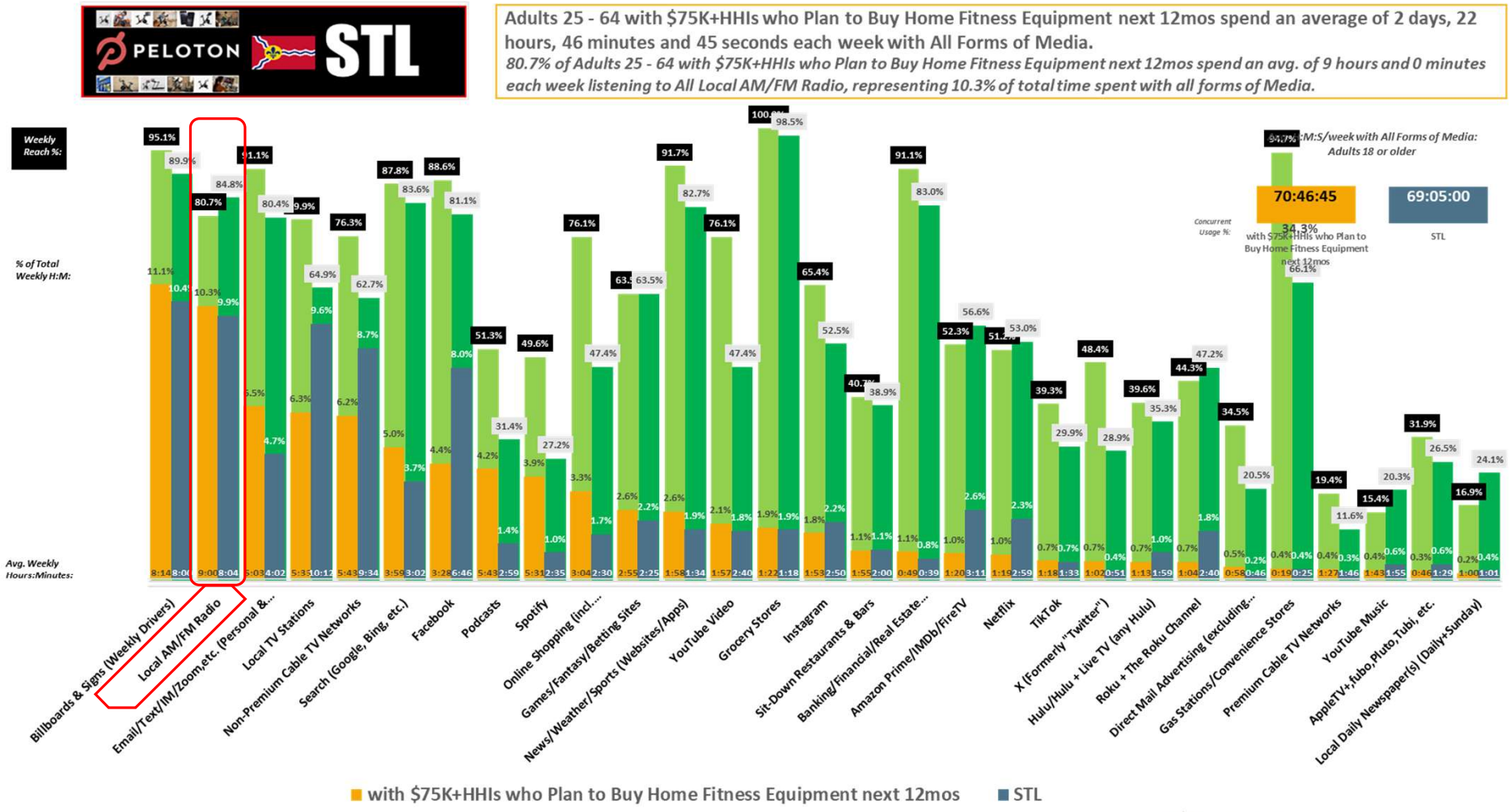


MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

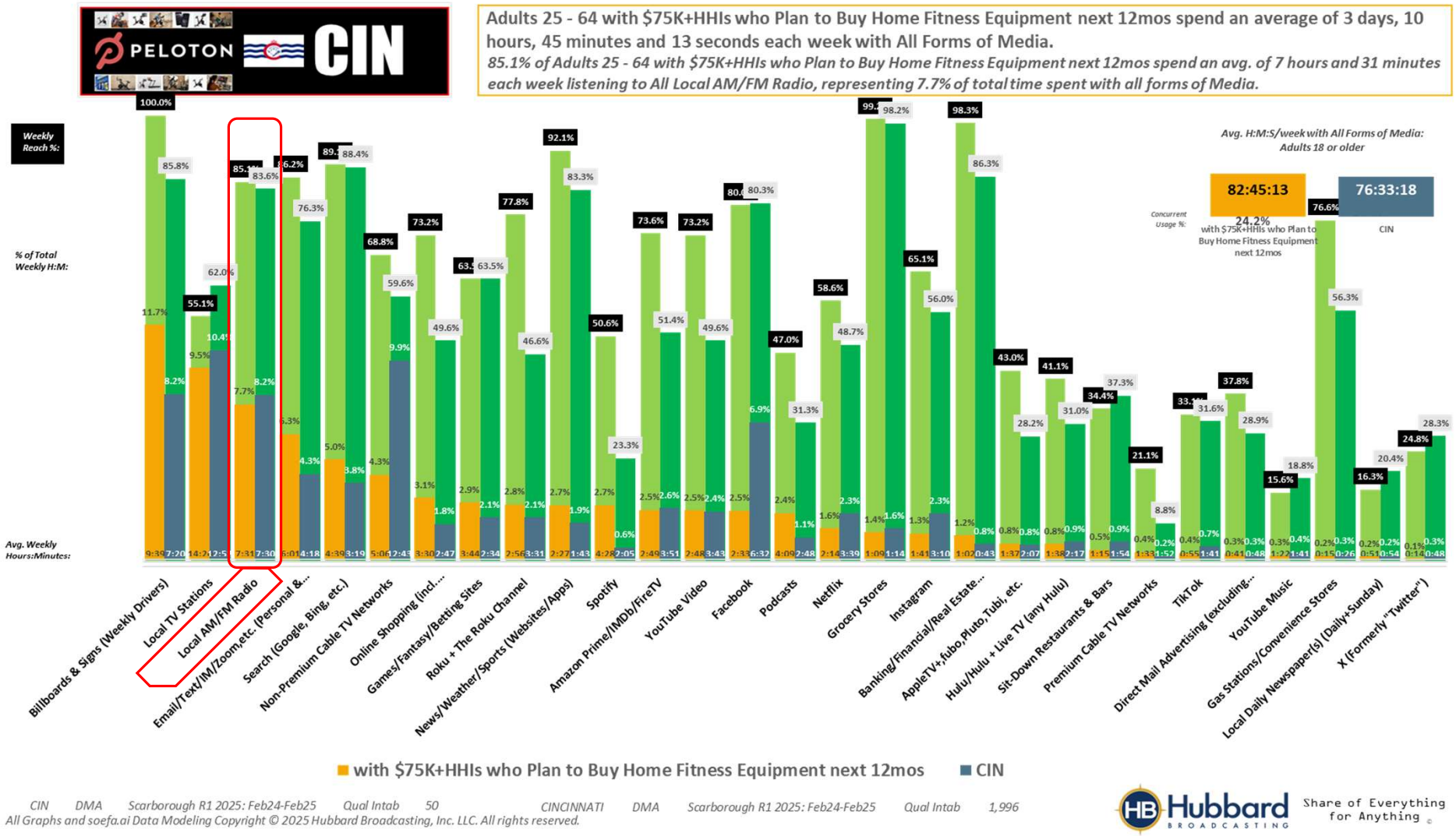


STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

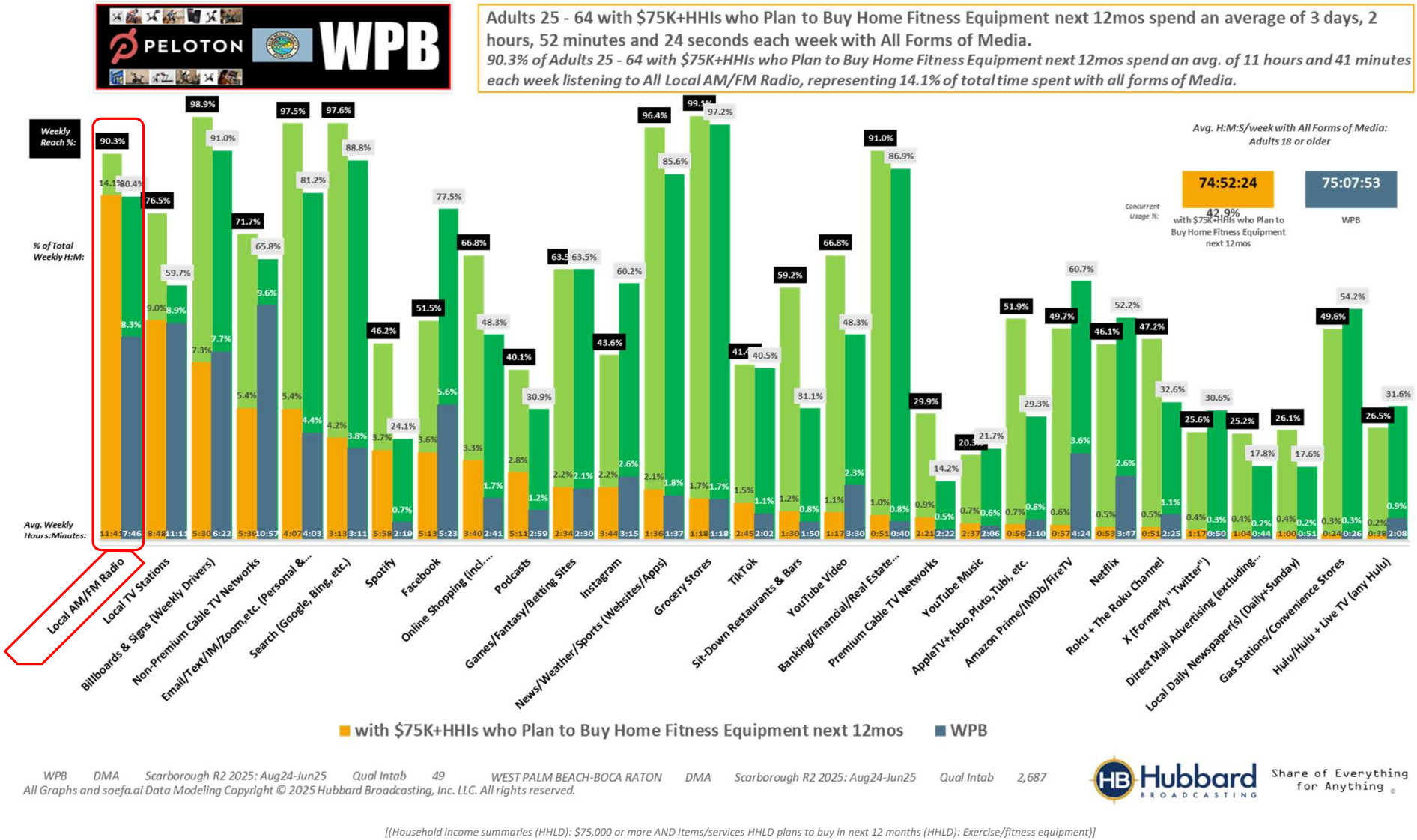


CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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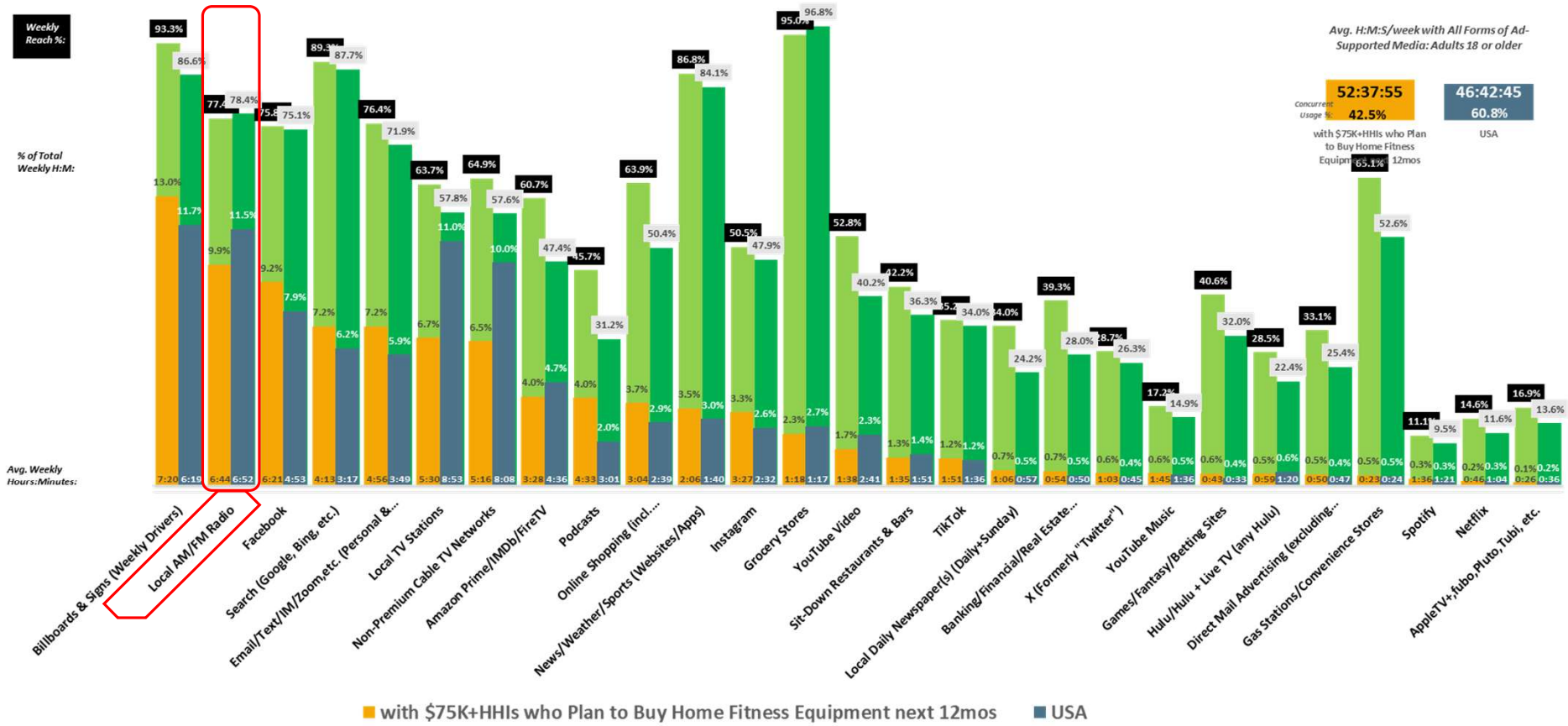
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON USA

Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 2 days, 4 hours, 37 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

77.4% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an avg. of 6 hours and 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Me

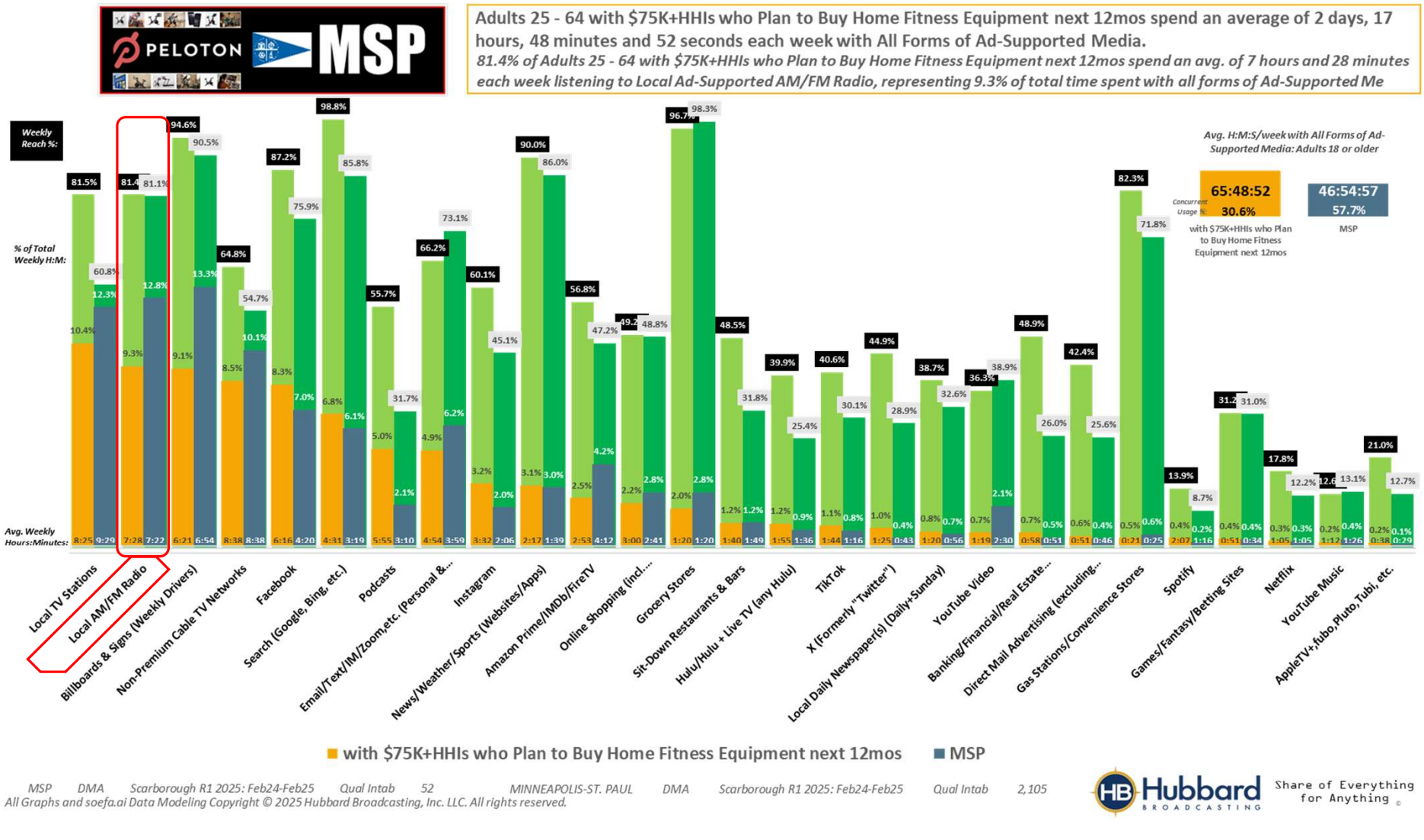


USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

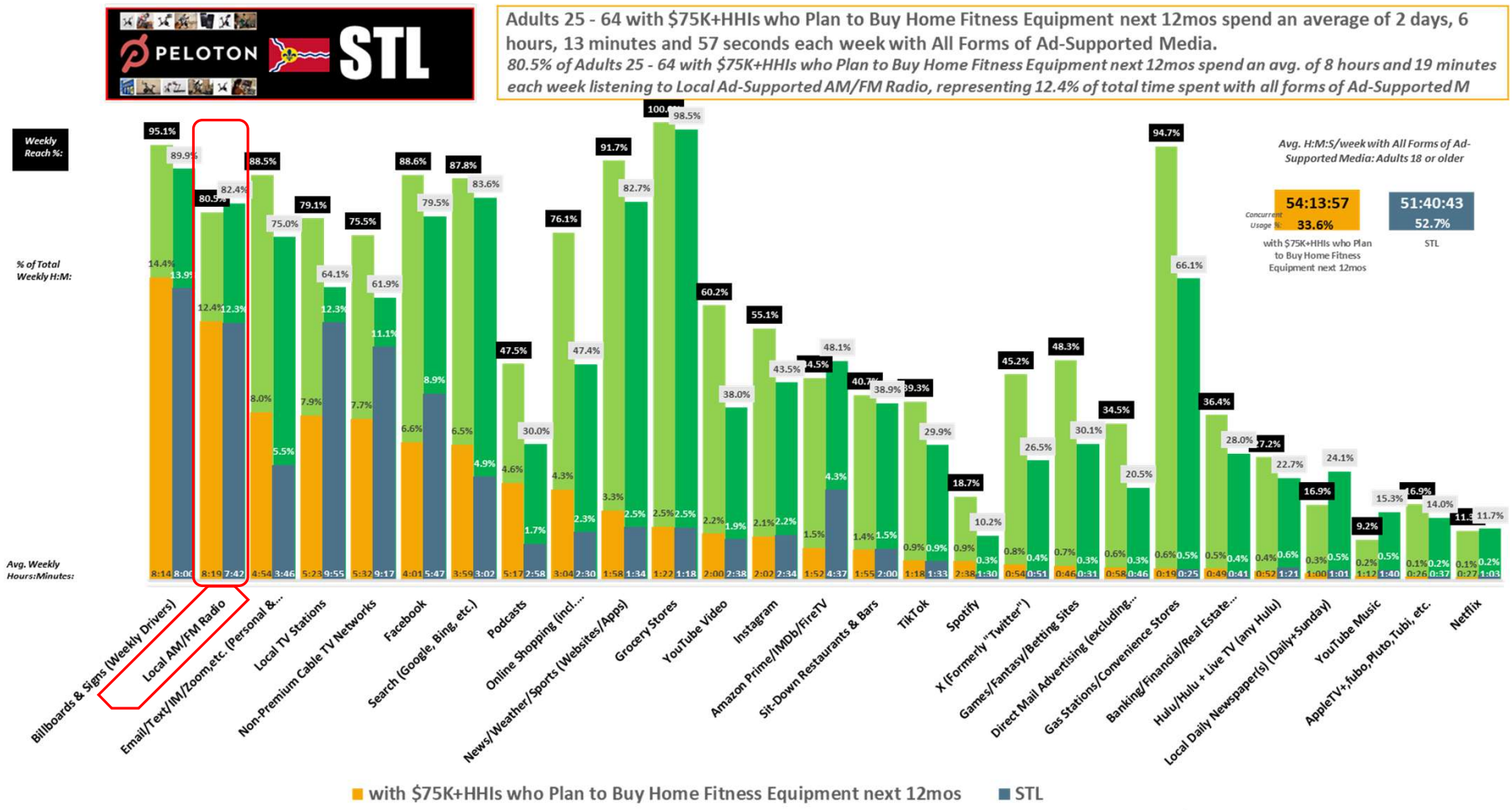


MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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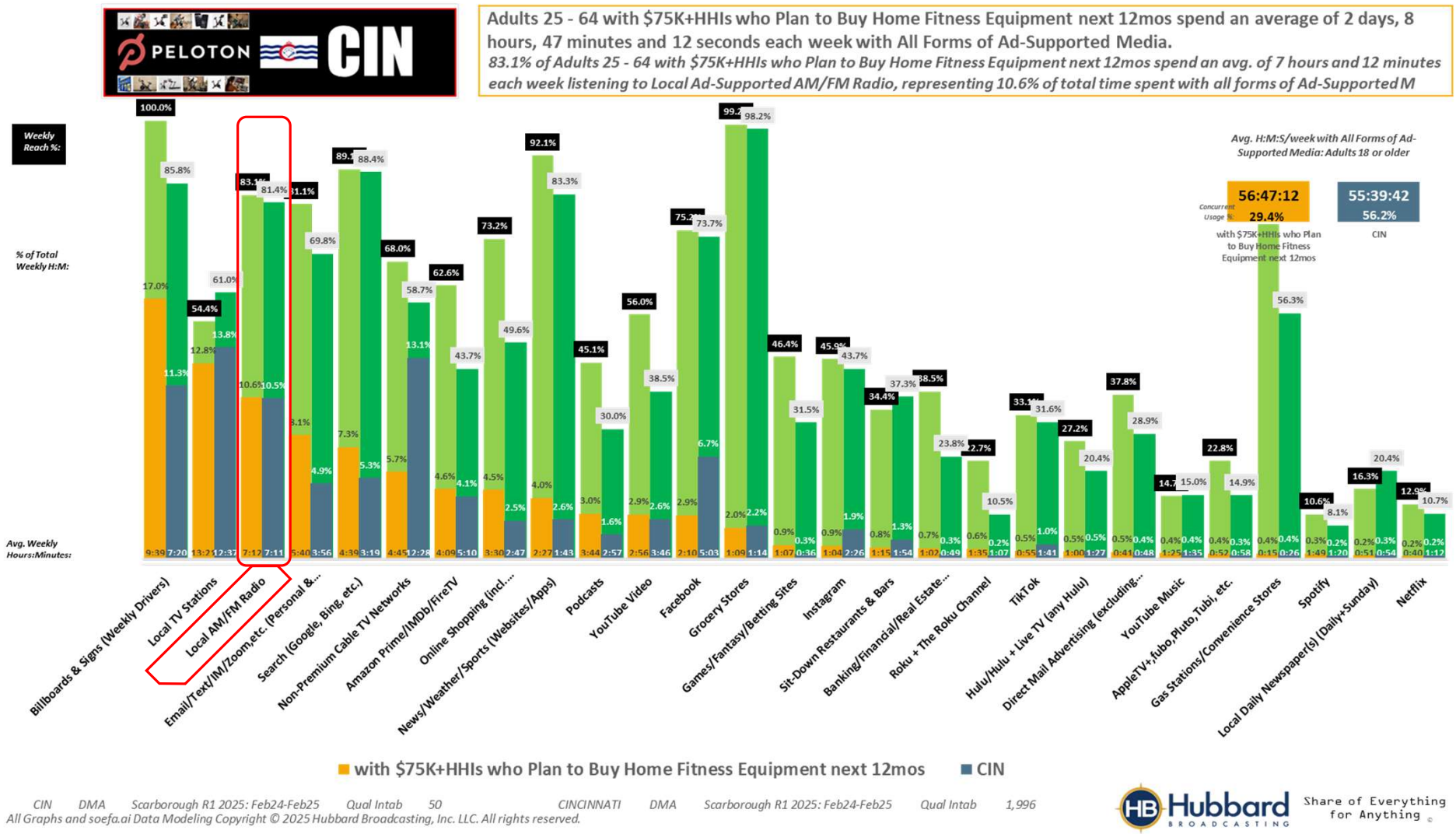


STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

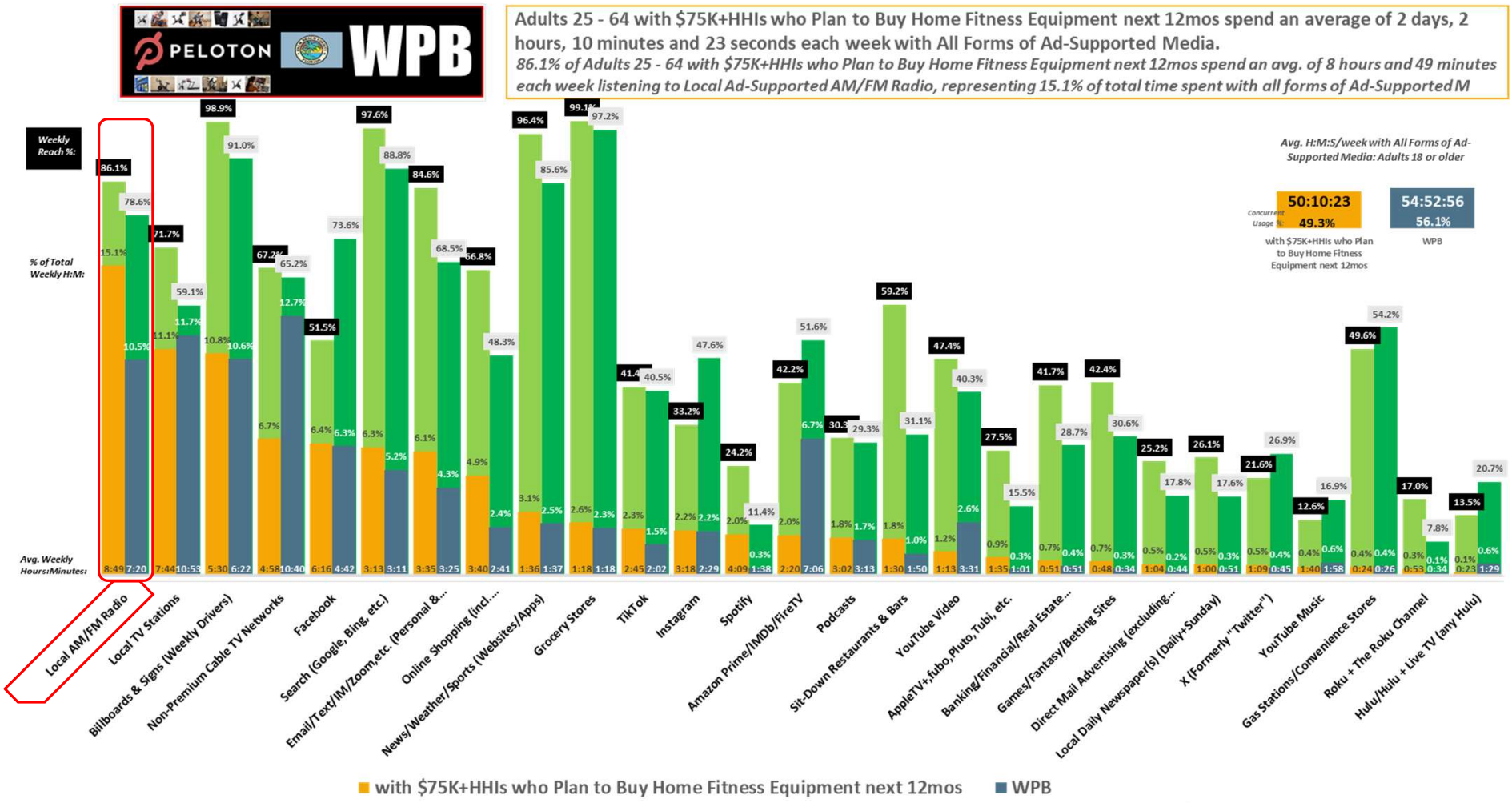


CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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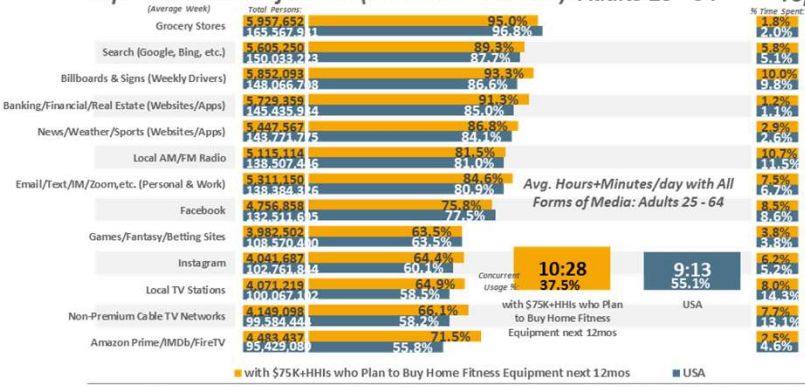
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 77.4% listen to Local AM/FM Radio for an avg. of 57.8 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

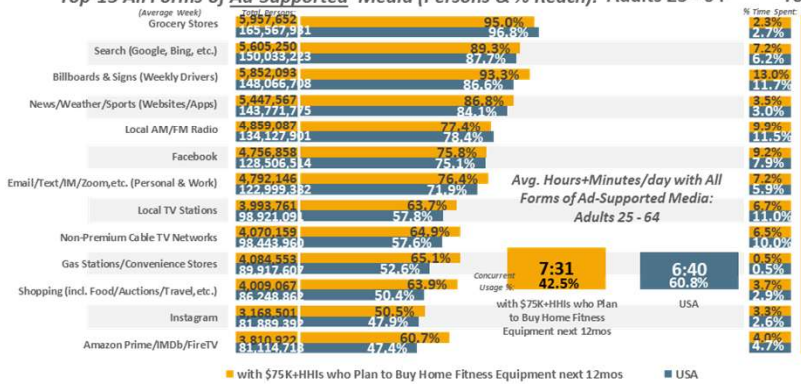
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



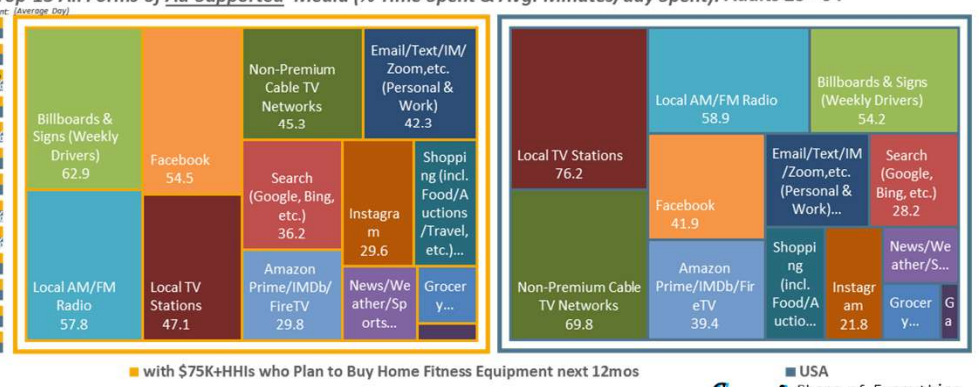
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

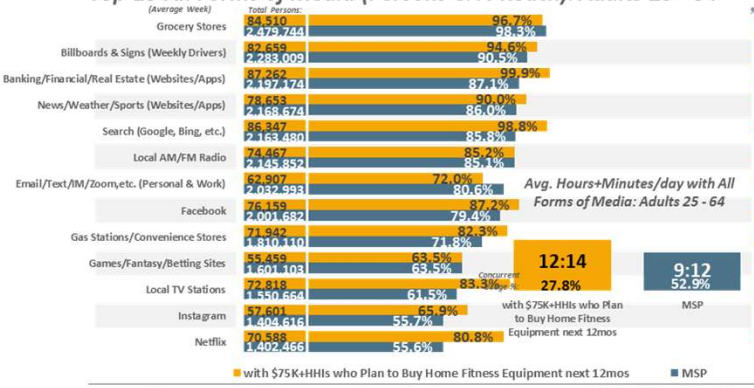
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

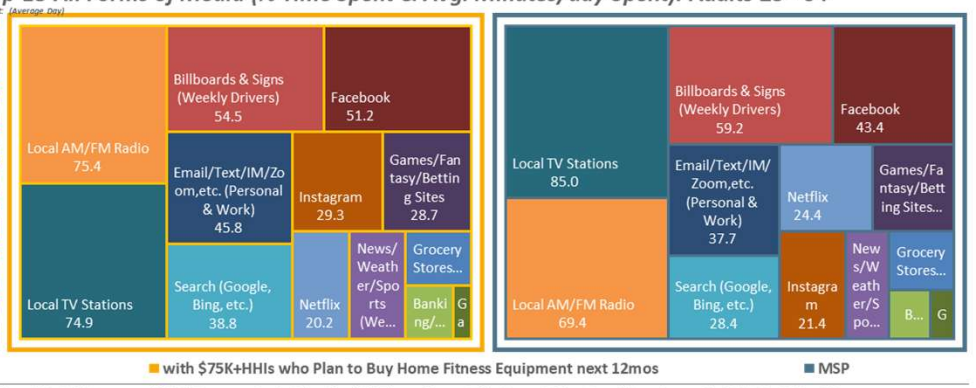


Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 9 hours and 24 minutes each day with All Forms of Ad-Supported Media. 81.4% listen to Local AM/FM Radio for an avg. of 64.1 minutes/day. *(Local Radio delivers 9.3% of Time with Ad-Supported Media.)*

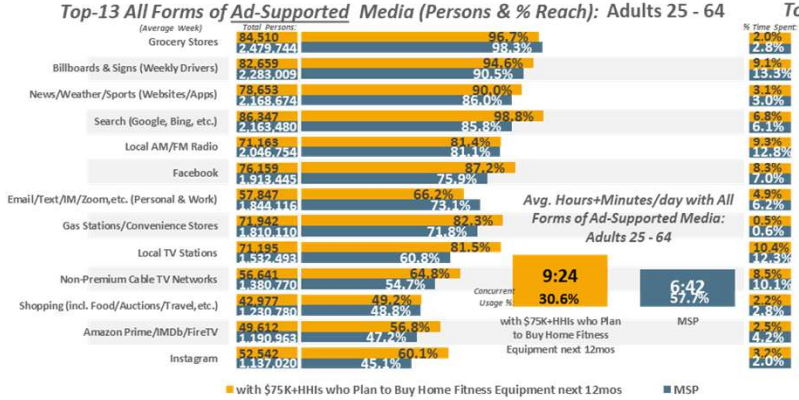
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



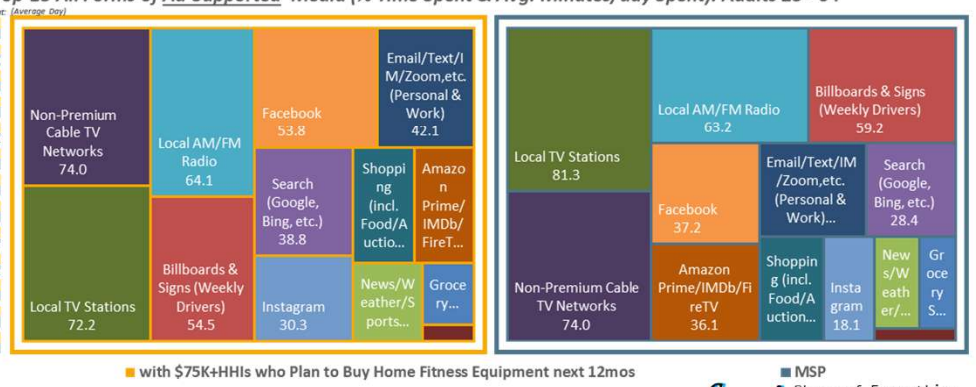
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52

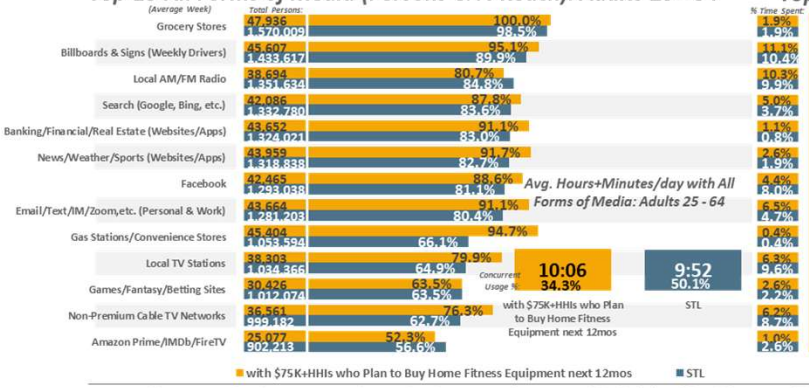
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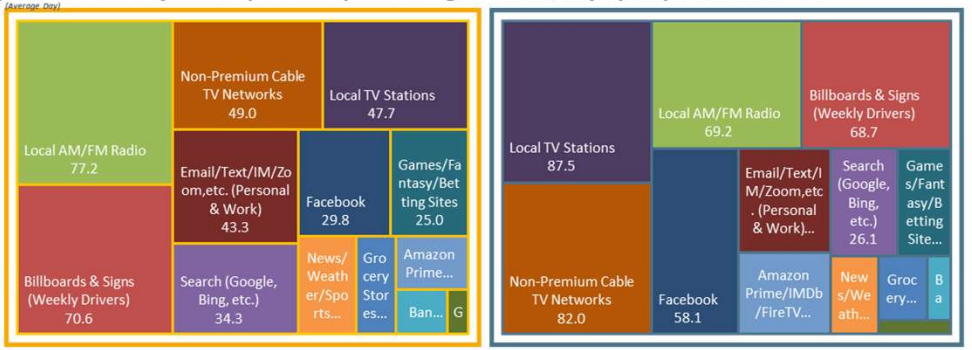
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 7 hours and 44 minutes each day with All Forms of Ad-Supported Media. 80.5% listen to Local AM/FM Radio for an avg. of 71.4 minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

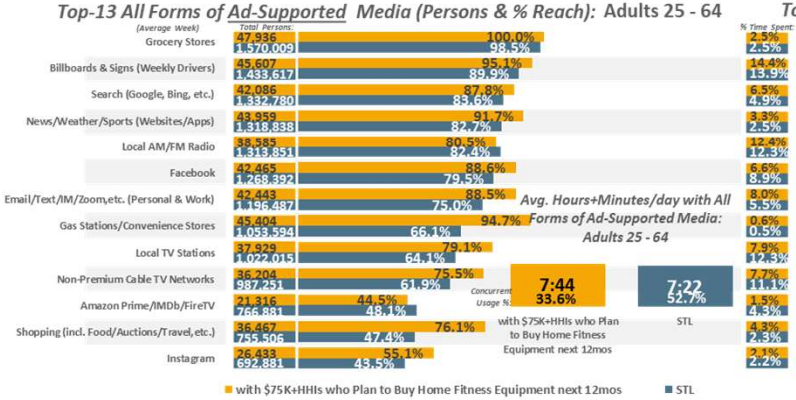
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



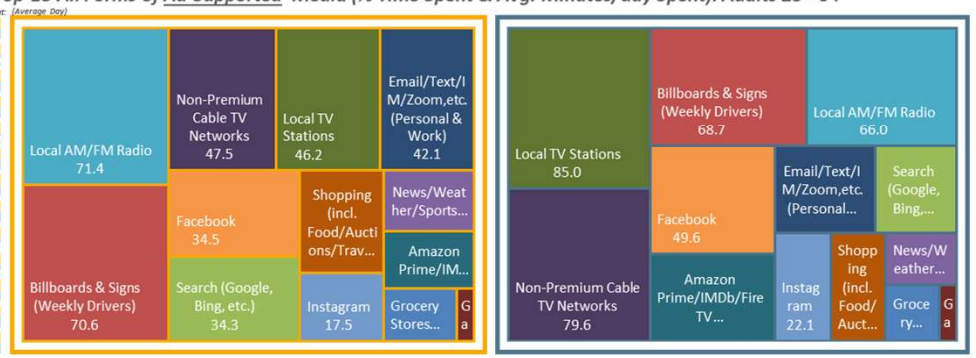
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55

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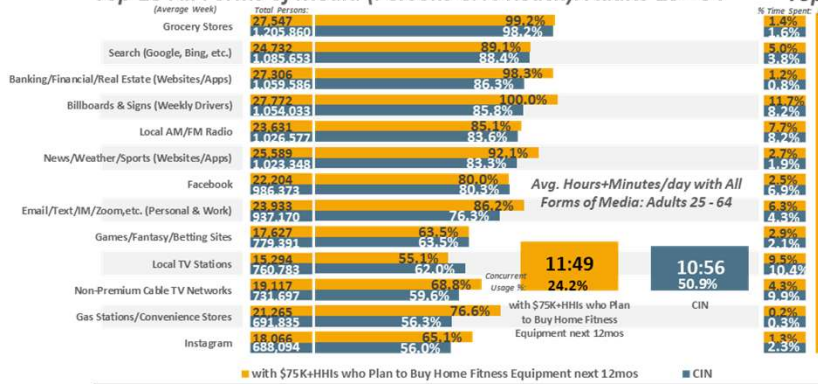
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

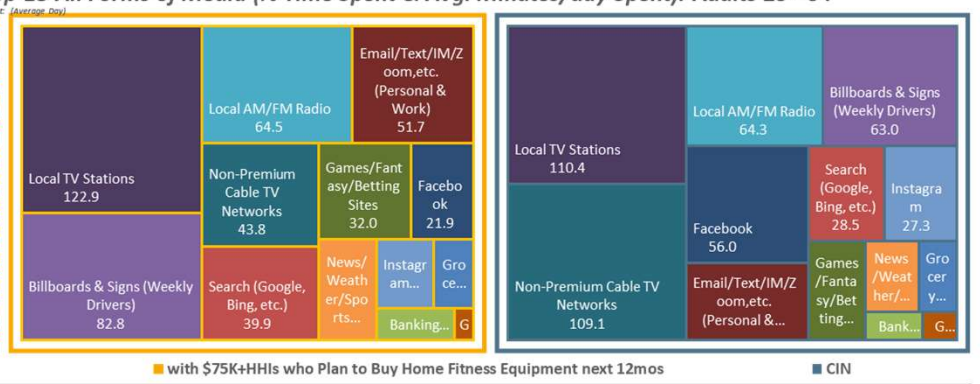
PELOTON CIN

Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 8 hours and 6 minutes each day with All Forms of Ad-Supported Media. 83.1% listen to Local AM/FM Radio for an avg. of 61.8 minutes/day.*(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

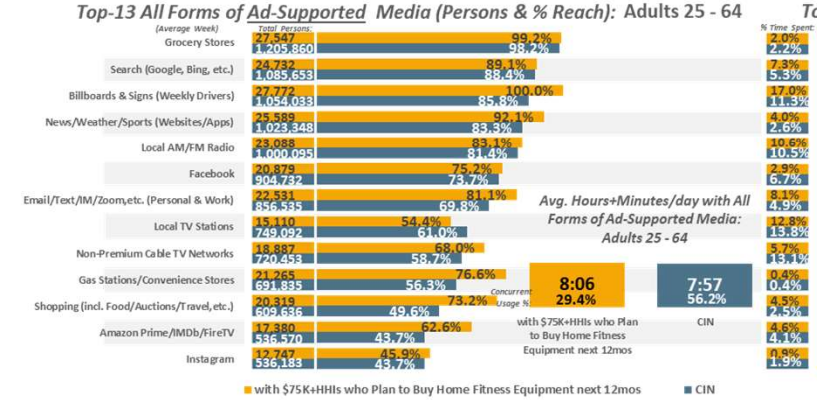
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



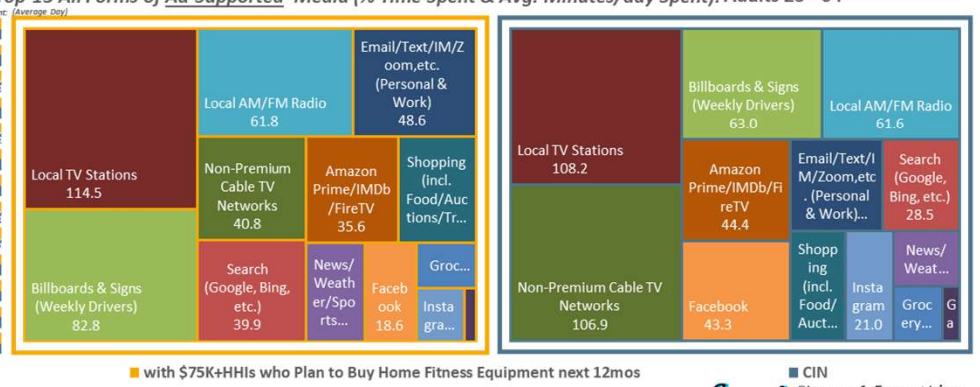
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50

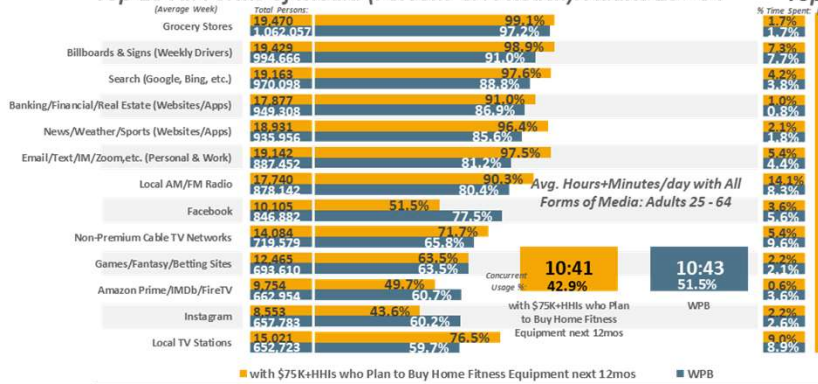
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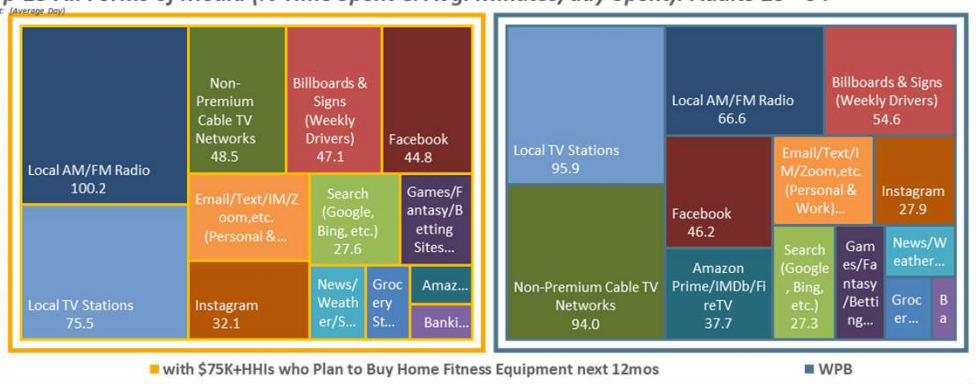
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 7 hours and 10 minutes each day with All Forms of Ad-Supported Media. 86.1% listen to Local AM/FM Radio for an avg. of 75.6 minutes/day. *(Local Radio delivers 15.1% of Time with Ad-Supported Media.)*

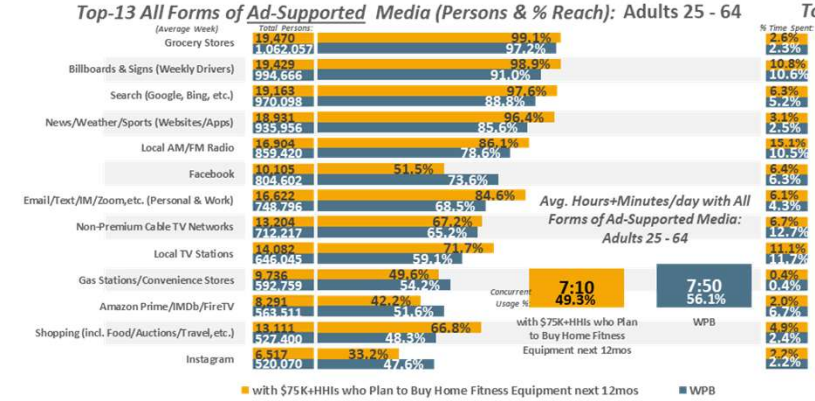
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



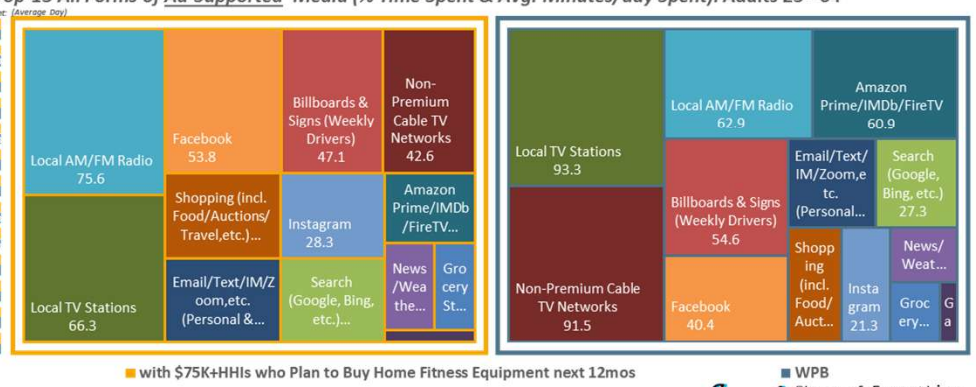
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49

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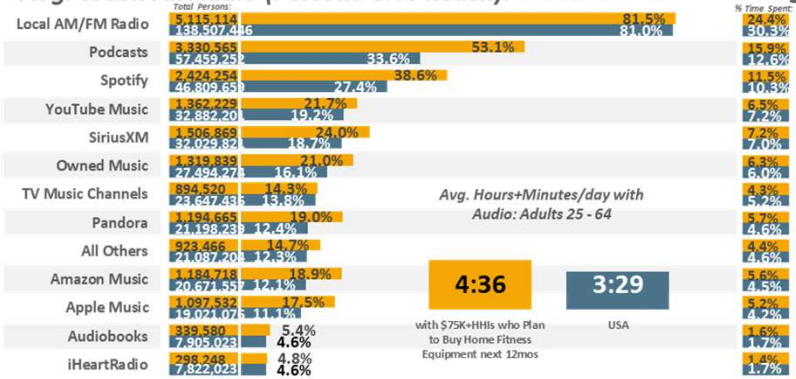
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

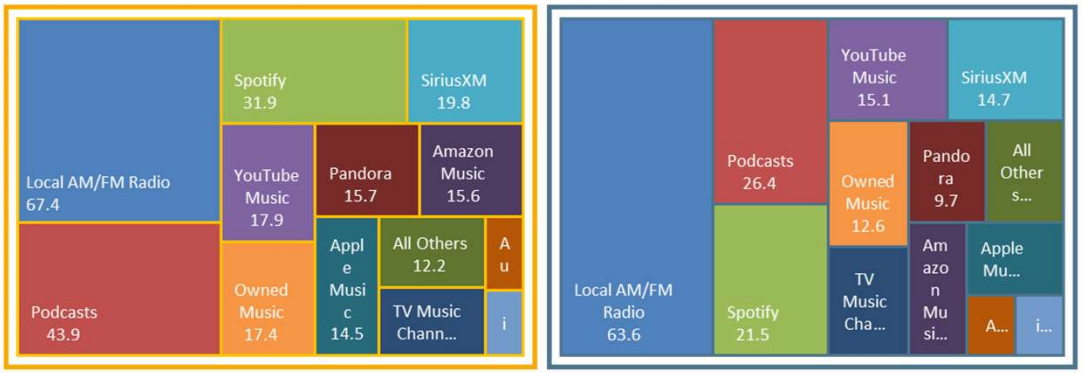


4,859,087 or 77.4% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 57.8 minutes every day representing 31.2% of all time spent daily with Ad-Supported Audio.

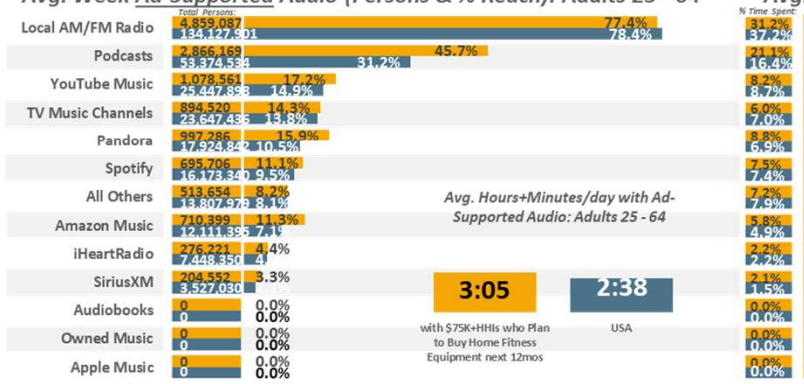
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



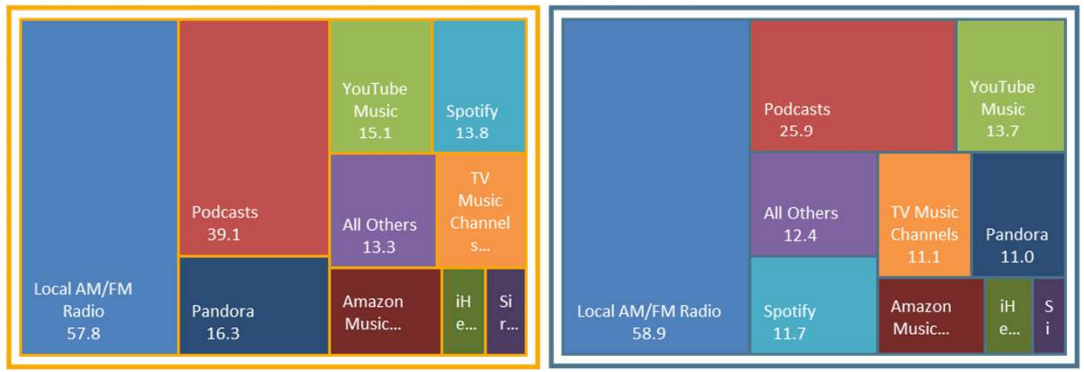
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742

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Scarborough R2 2025: Feb24-Jun25 USA Projection

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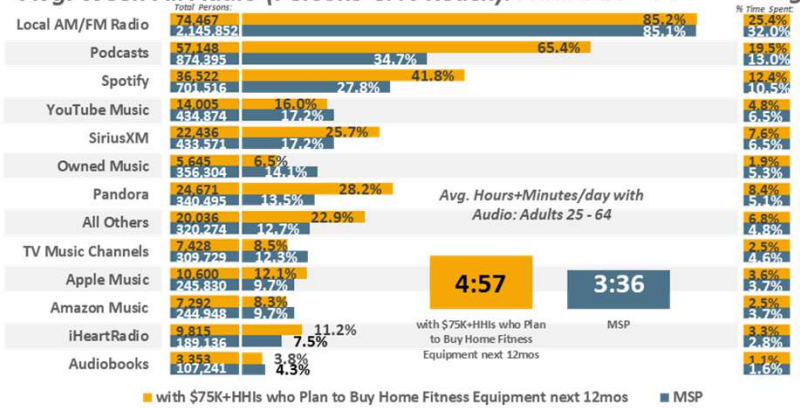
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON

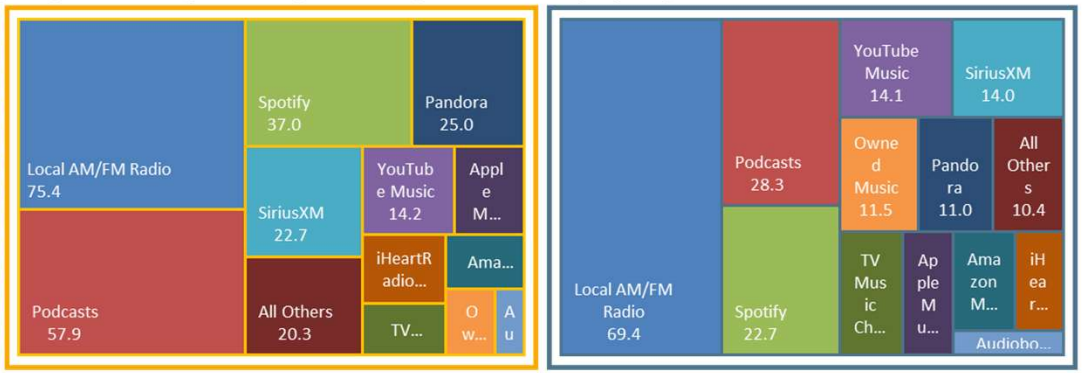
MSP

71,163 or 81.4% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.1 minutes every day representing 28.8% of all time spent daily with Ad-Supported Audio.

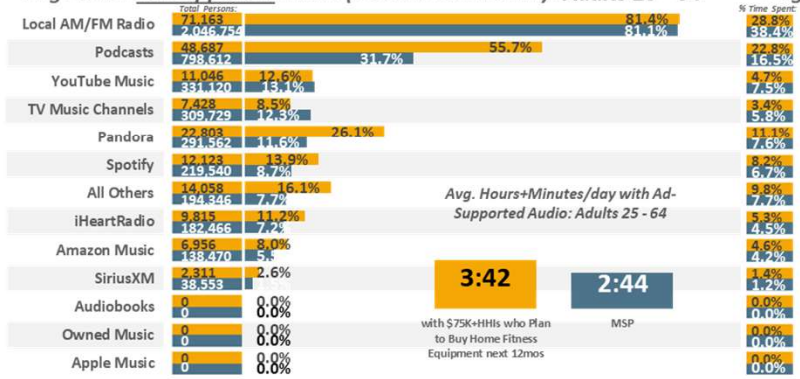
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



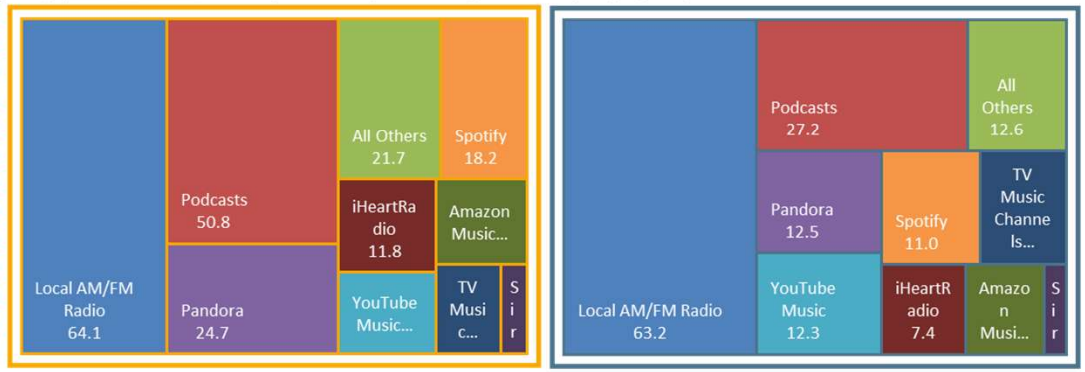
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52

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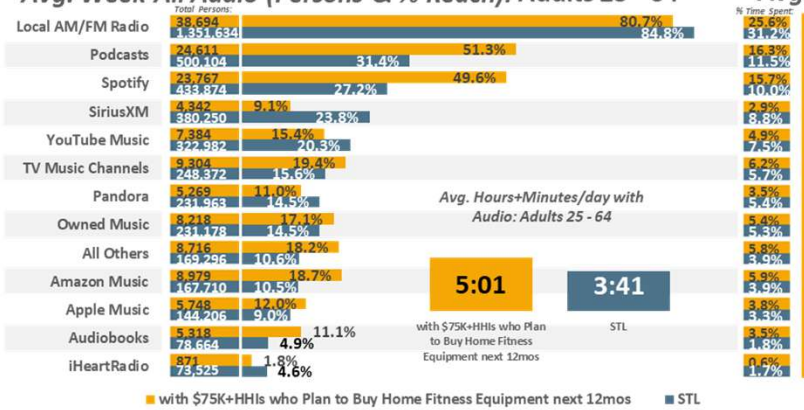
soefa.ai Share of Everything for Anything

[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

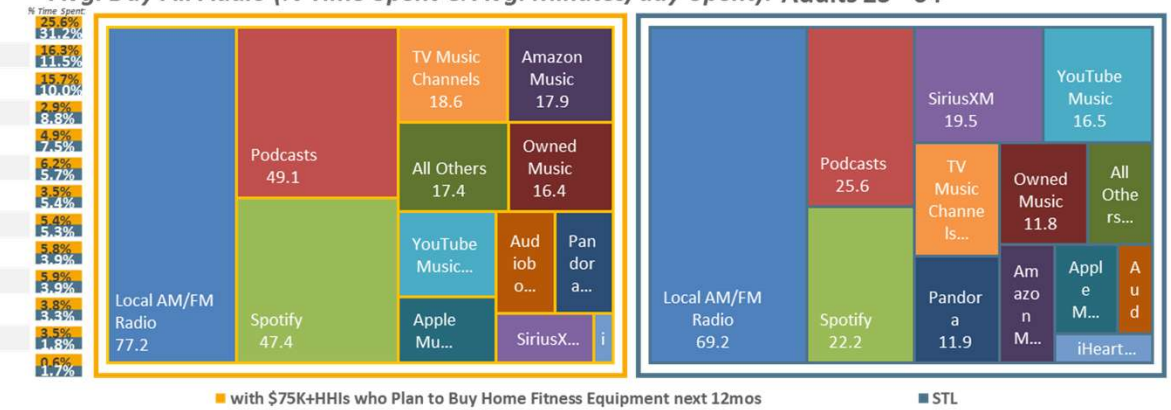
PELOTON STL

38,585 or 80.5% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 71.4 minutes every day representing 32.9% of all time spent daily with Ad-Supported Audio.

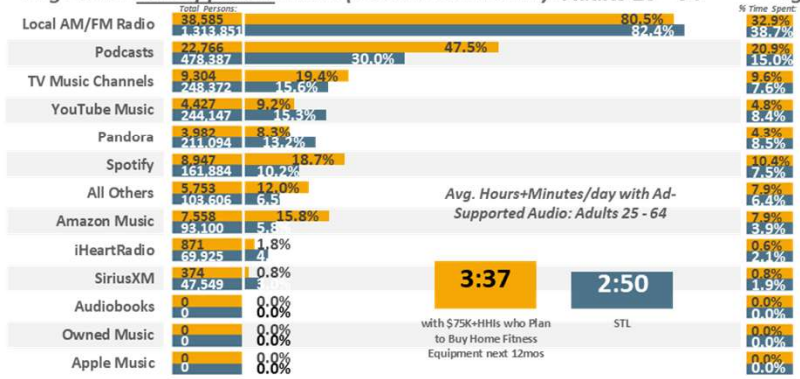
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



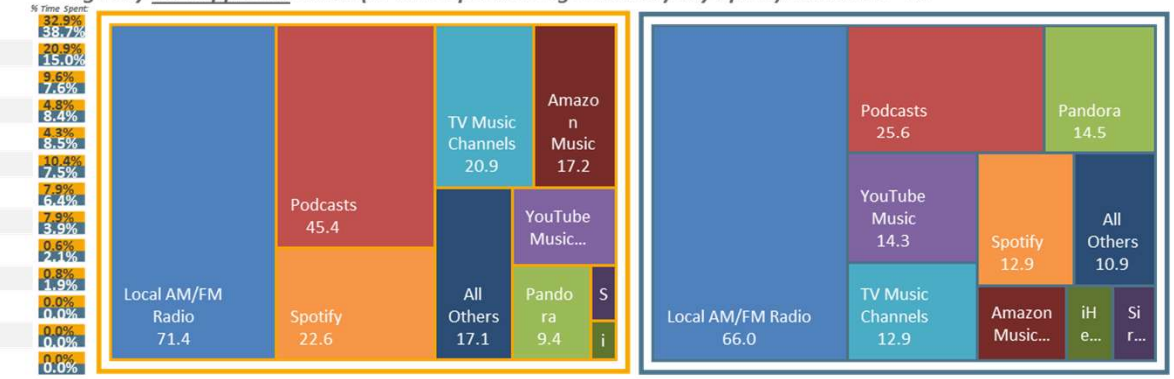
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55

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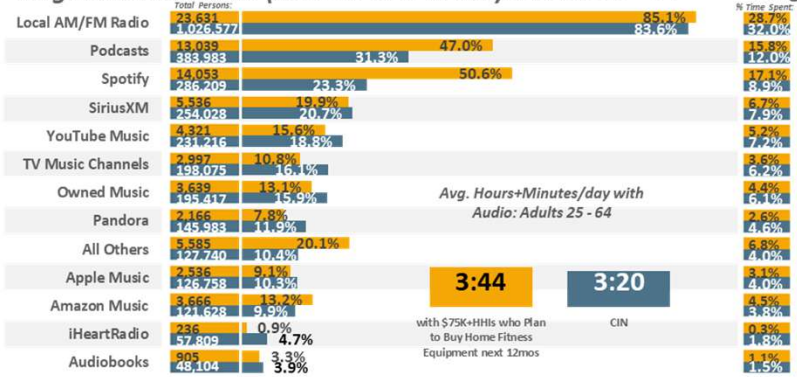
soefa.ai Share of Everything for Anything

[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

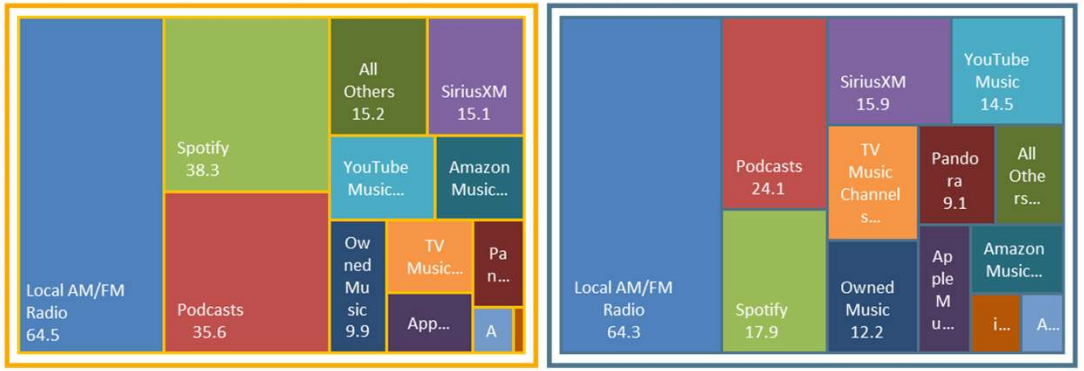


23,088 or 83.1% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.

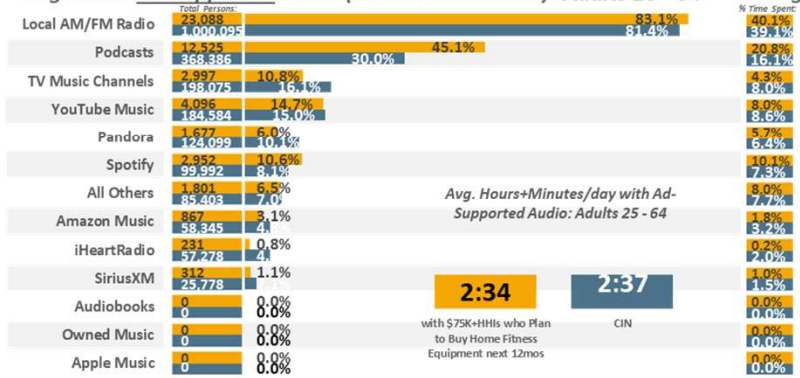
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



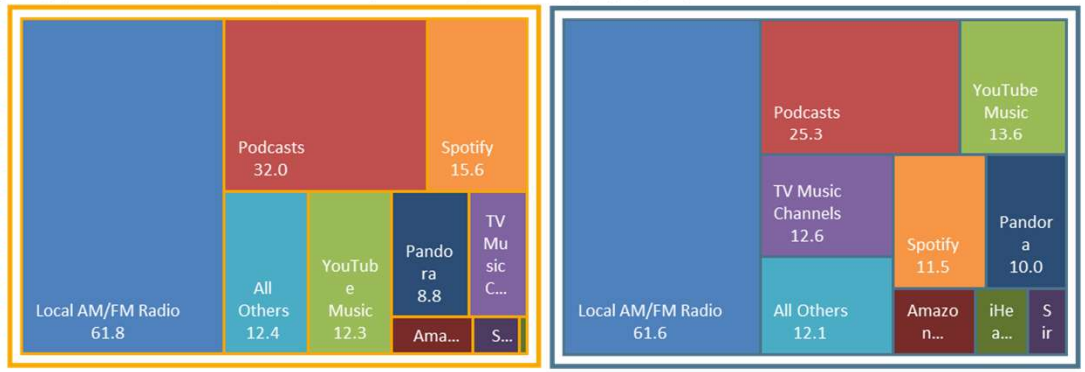
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50

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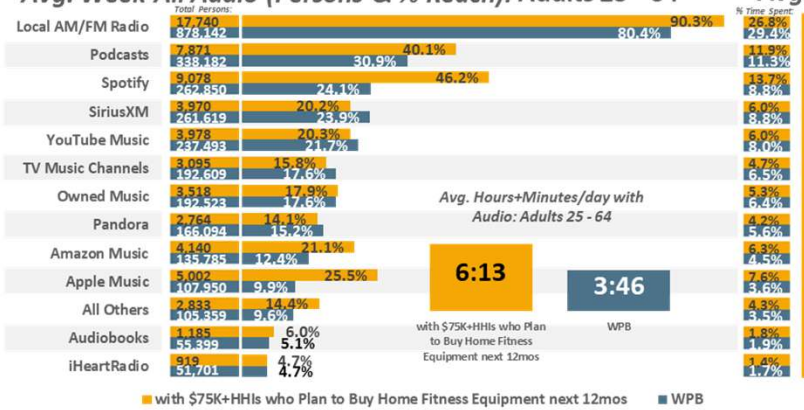
soefa.ai Share of Everything for Anything

[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

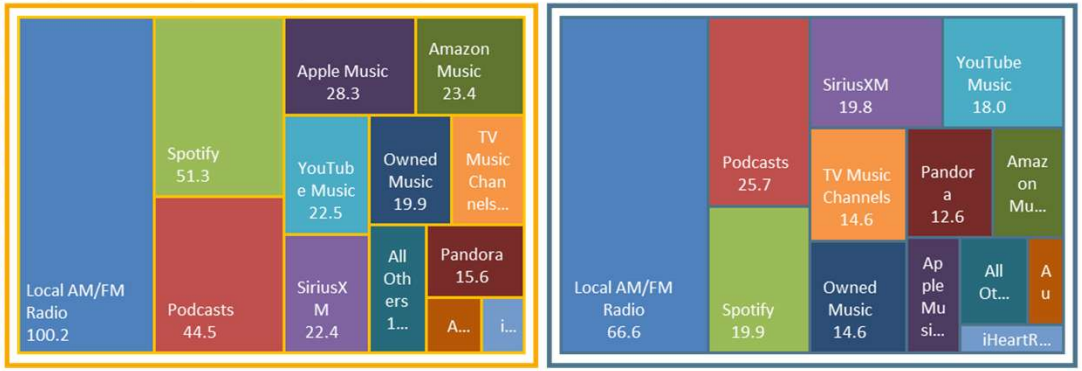
PELOTON WPB

16,904 or 86.1% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 75.6 minutes every day representing 36.% of all time spent daily with Ad-Supported Audio.

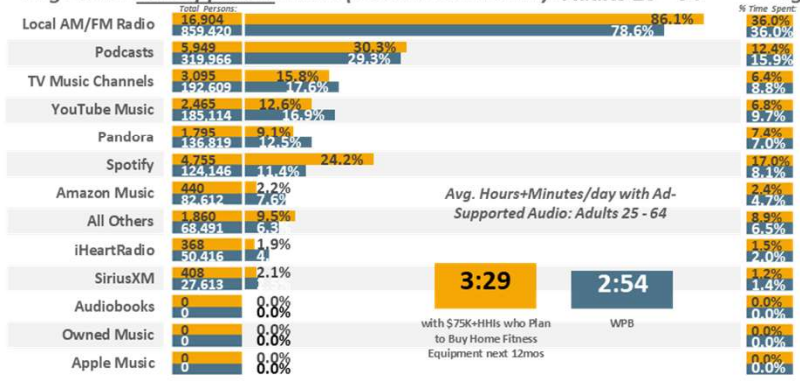
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



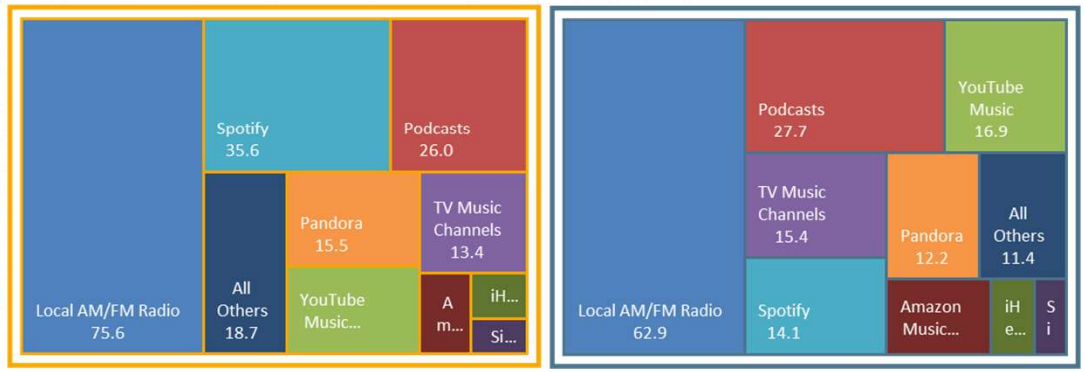
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49

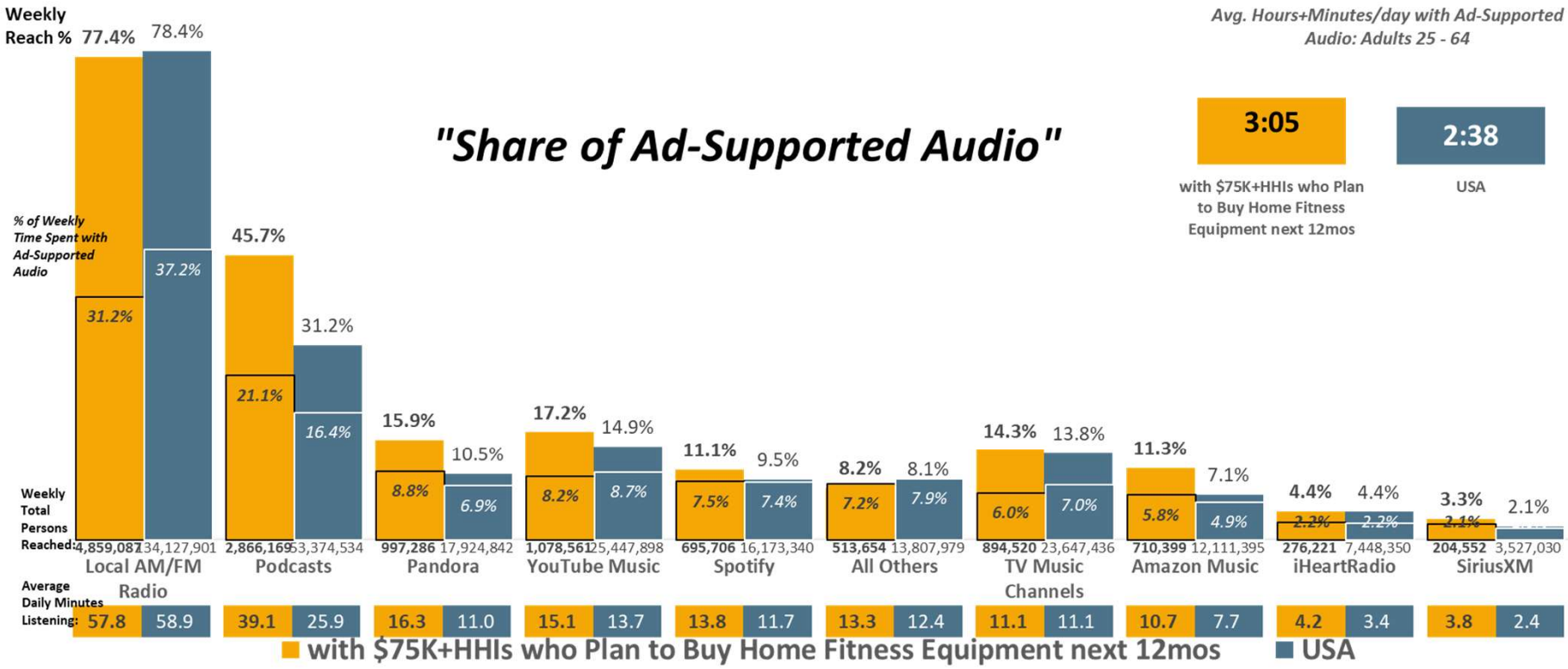
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



4,859,087 or 77.4% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 57.8 minutes every day representing 31.2% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742

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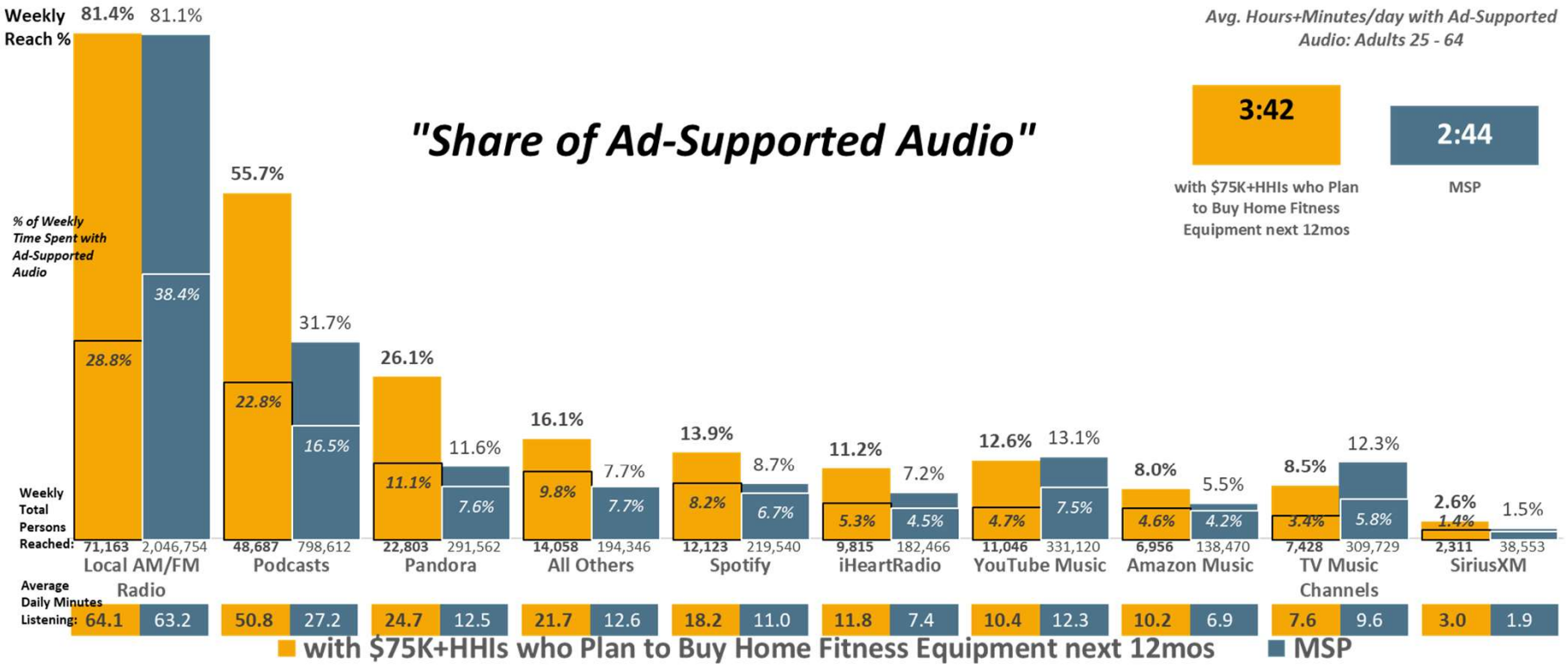
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



71,163 or 81.4% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.1 minutes every day representing 28.8% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

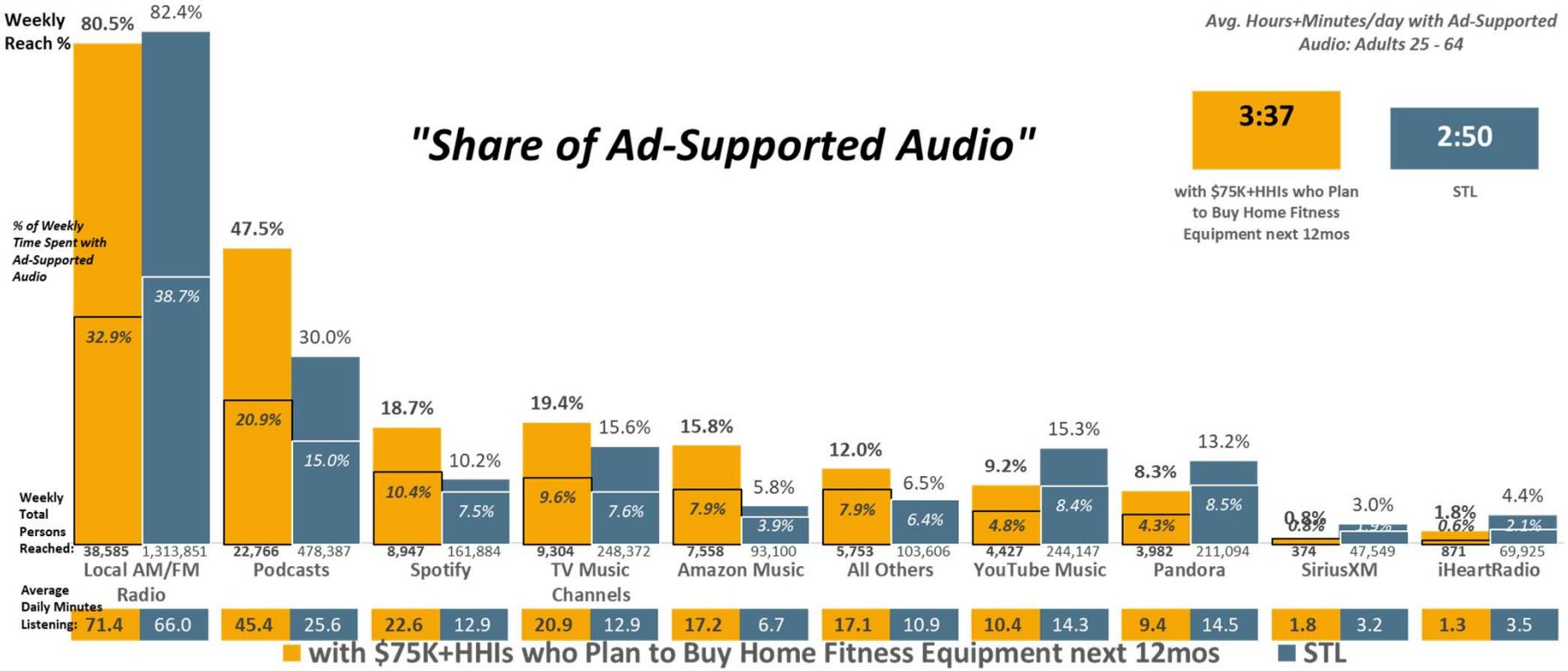
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



38,585 or 80.5% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 71.4 minutes every day representing 32.9% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

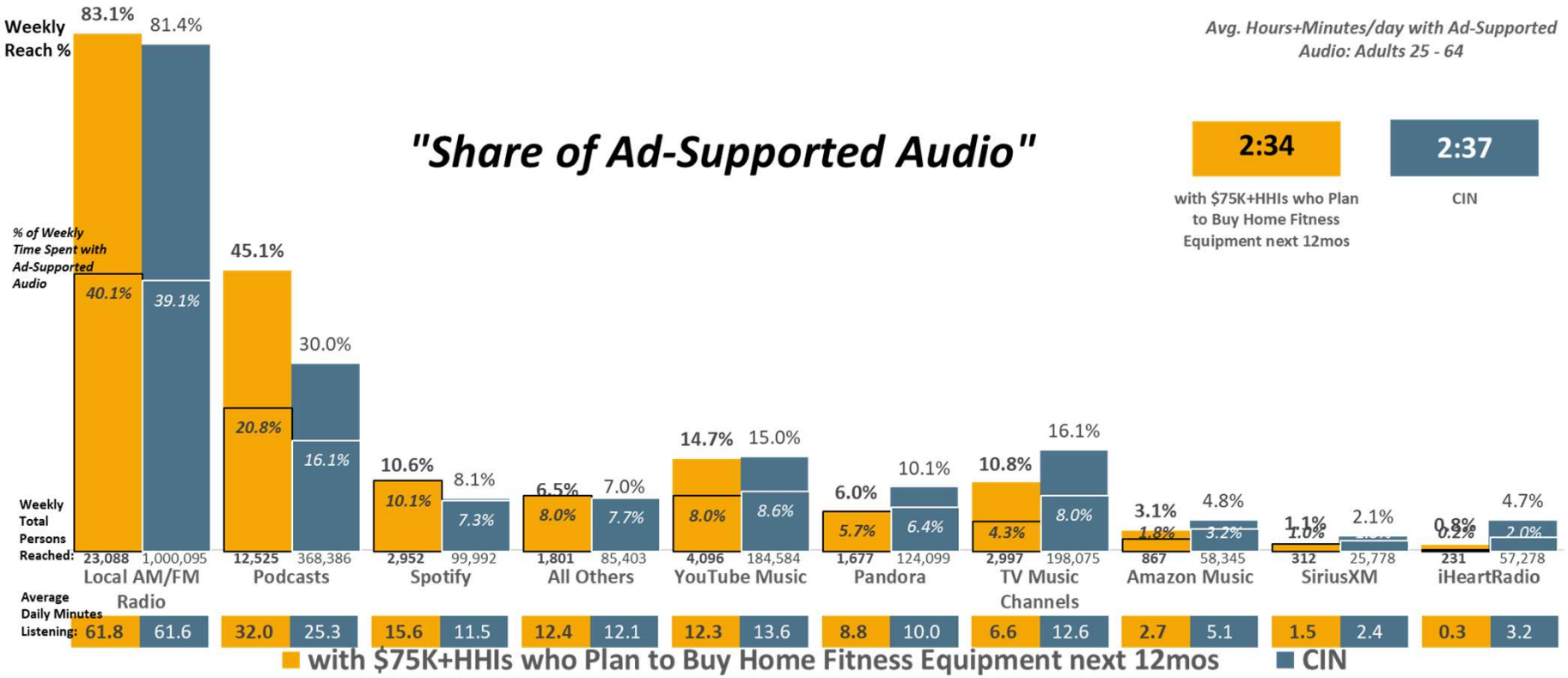
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON CIN

23,088 or 83.1% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

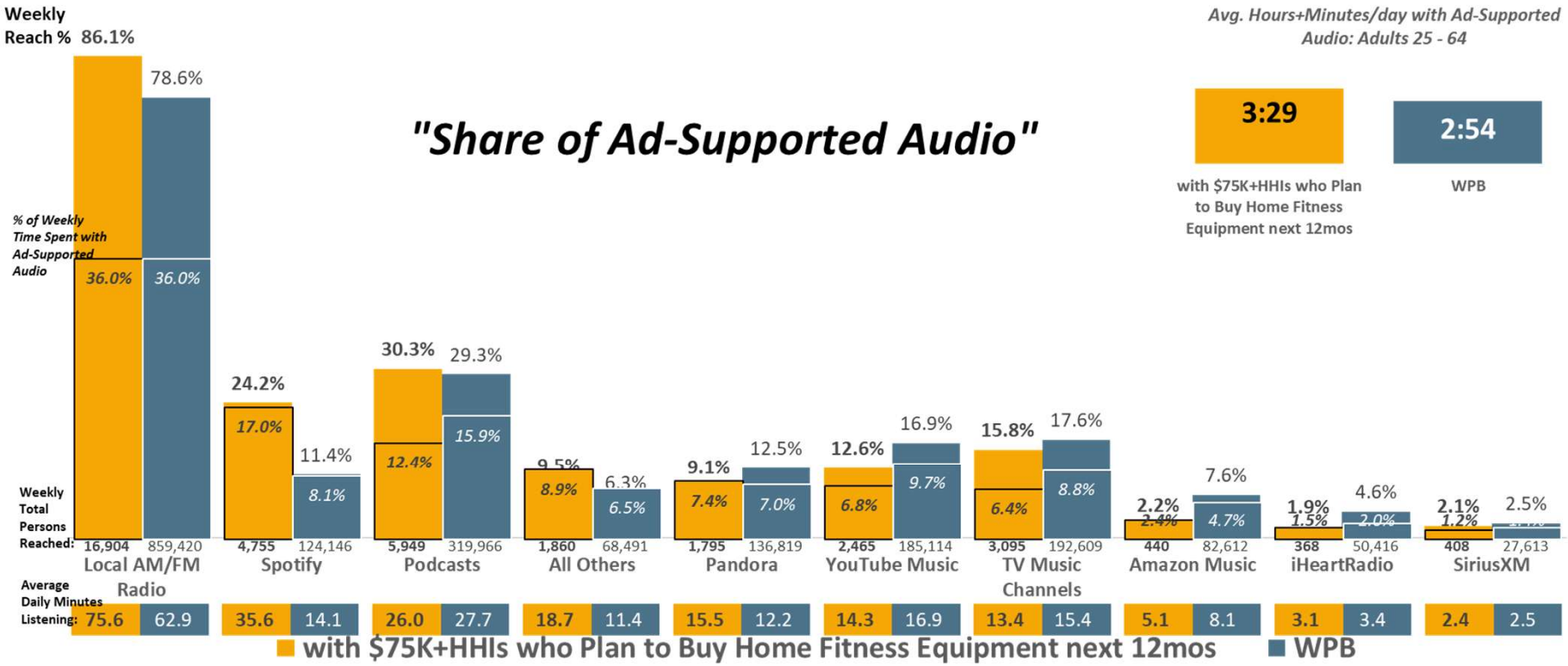
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON WPB

16,904 or 86.1% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 75.6 minutes every day representing 36.% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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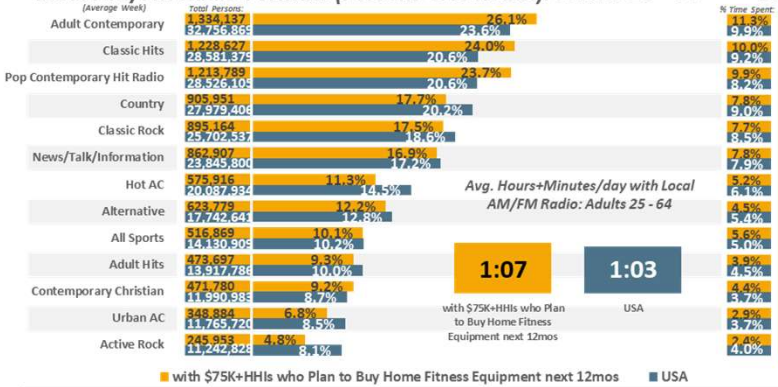
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

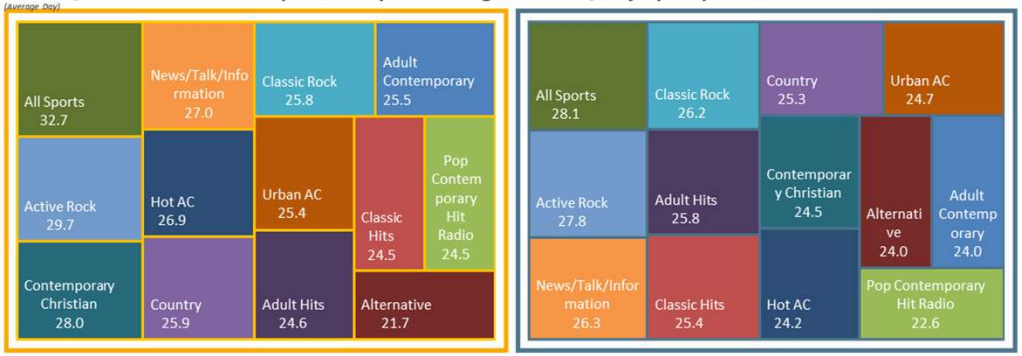
PELOTON USA

4,859,087 or 77.4% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

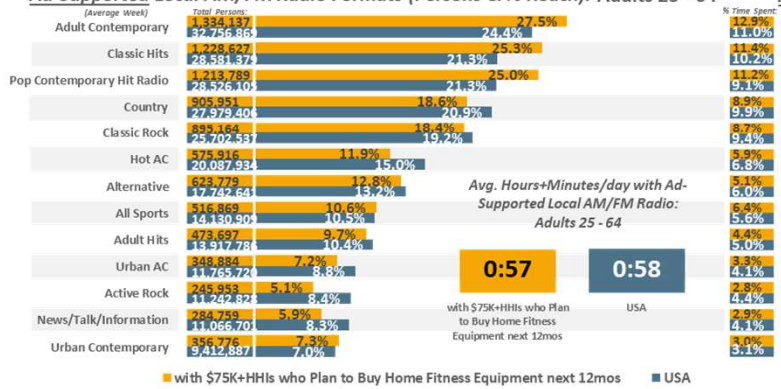
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



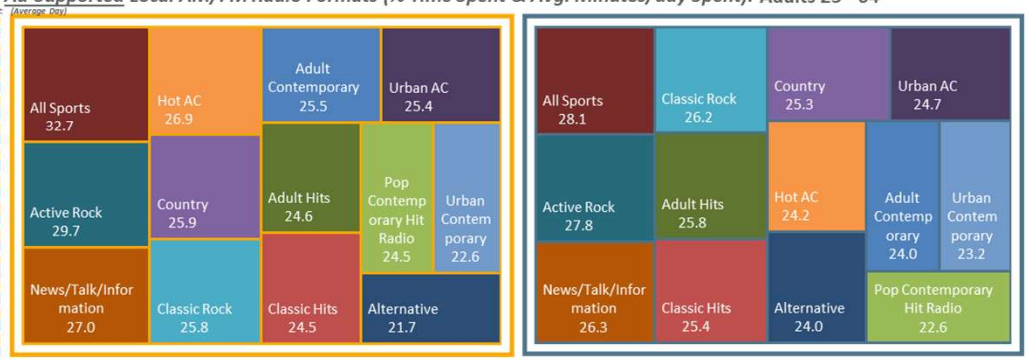
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

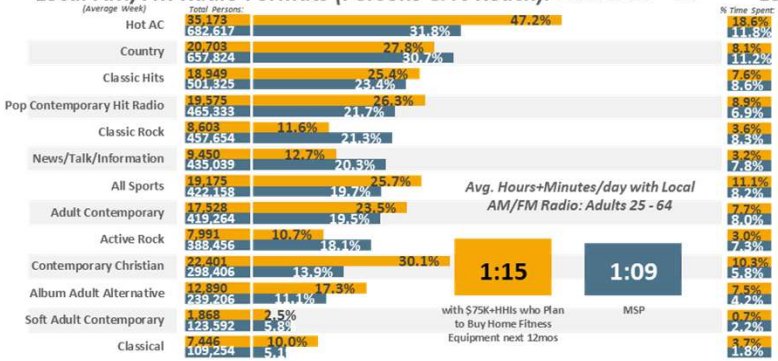
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

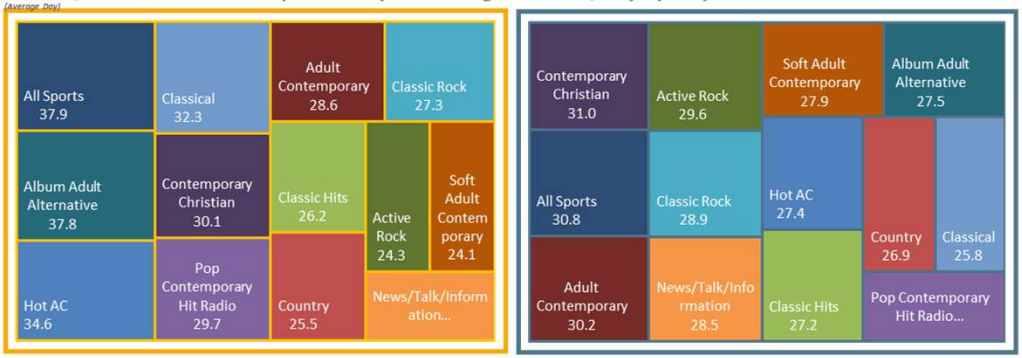


71,163 or 81.4% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Pop Contemporary Hit Radio, All Sports, and Classic Hits.

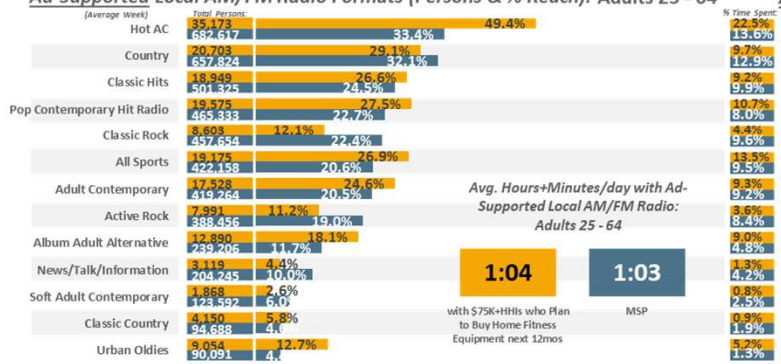
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



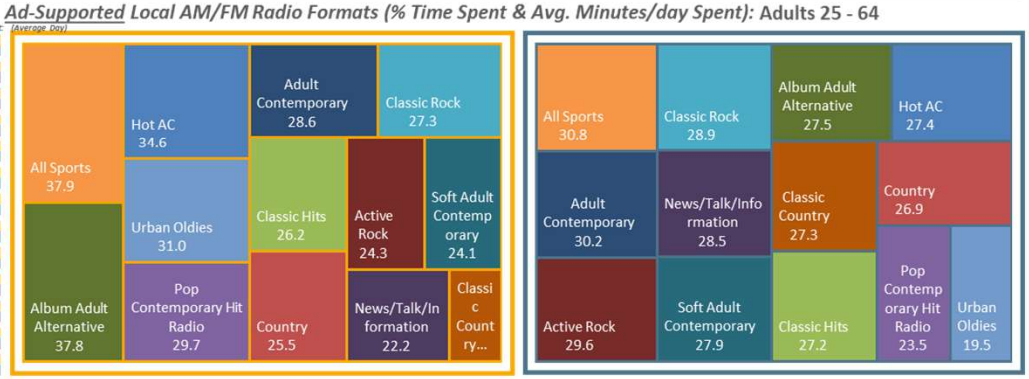
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52

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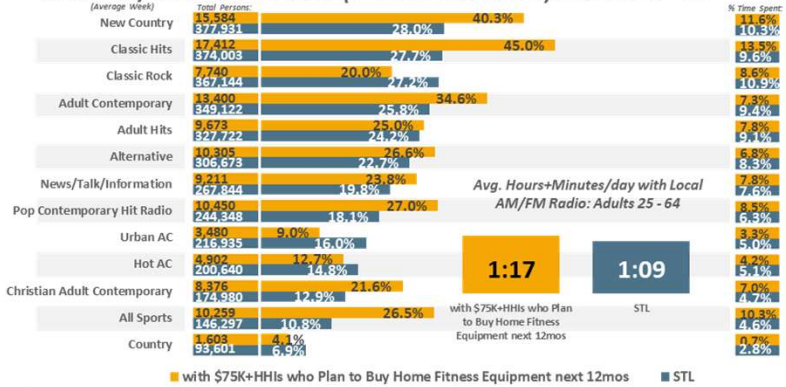
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

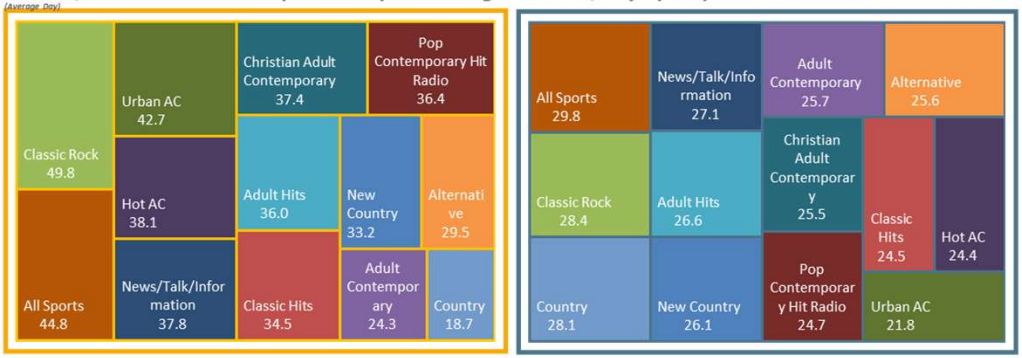
PELOTON STL

38,585 or 80.5% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, New Country, Adult Contemporary, Pop Contemporary Hit Radio, and Alternative.

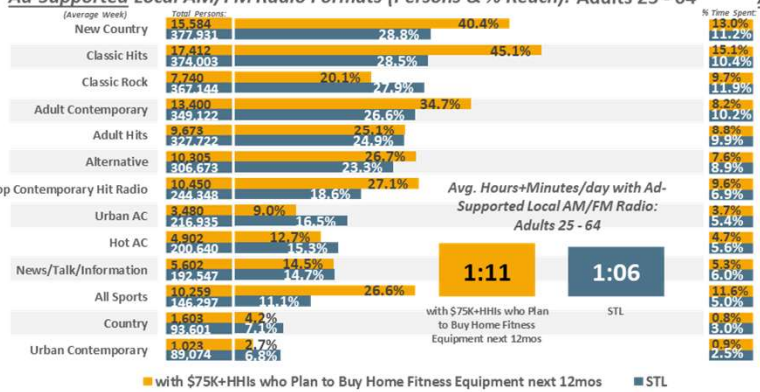
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



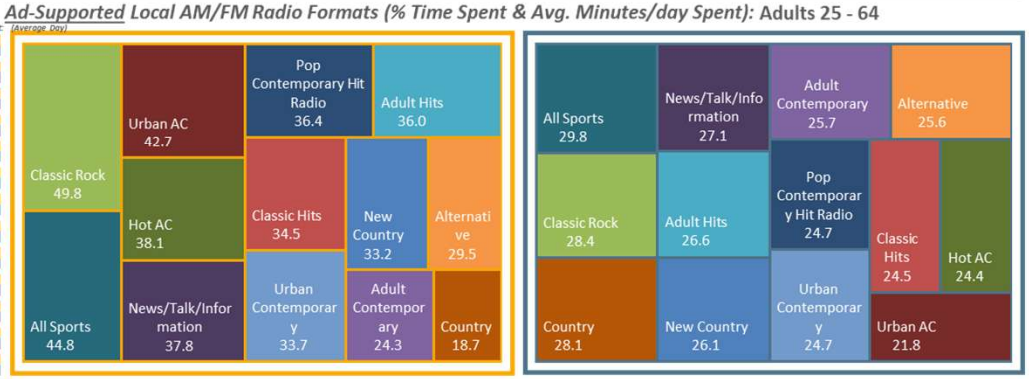
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55

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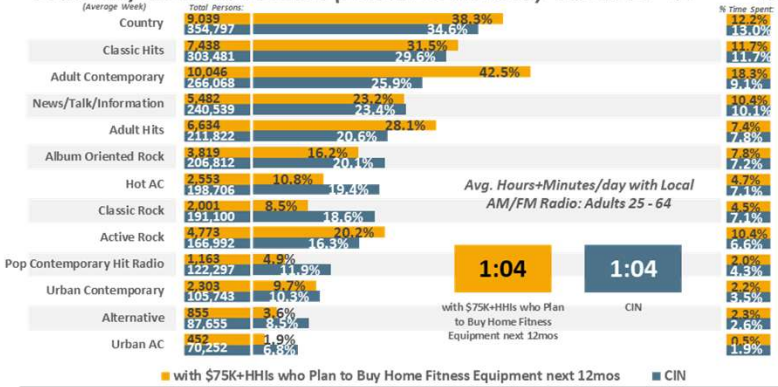
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

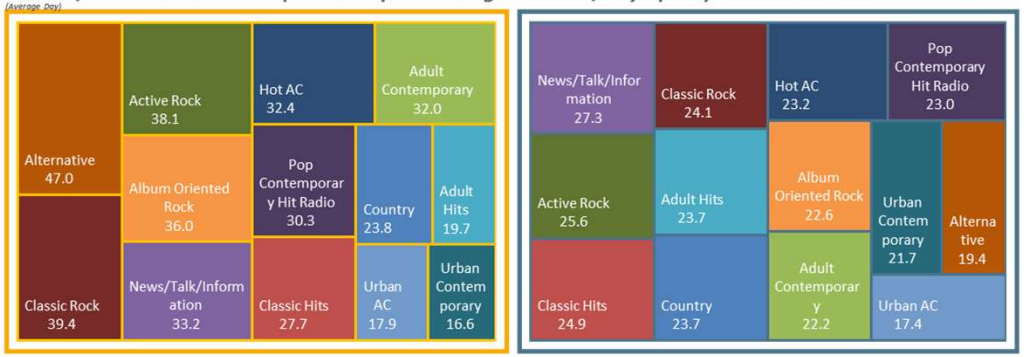


23,088 or 83.1% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Adult Hits, and Active Rock.

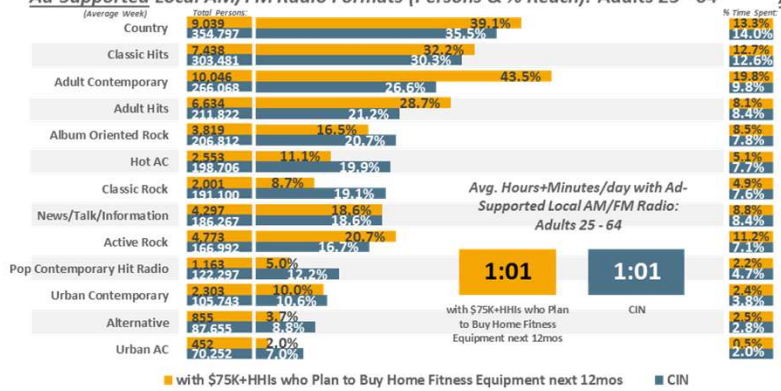
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



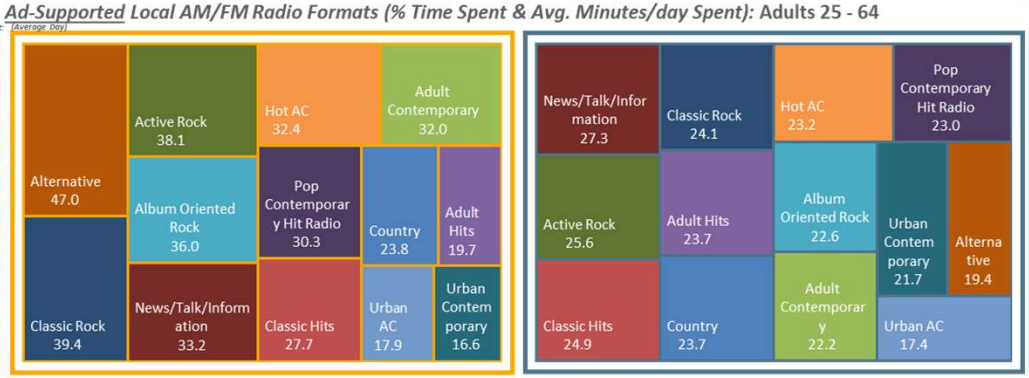
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50

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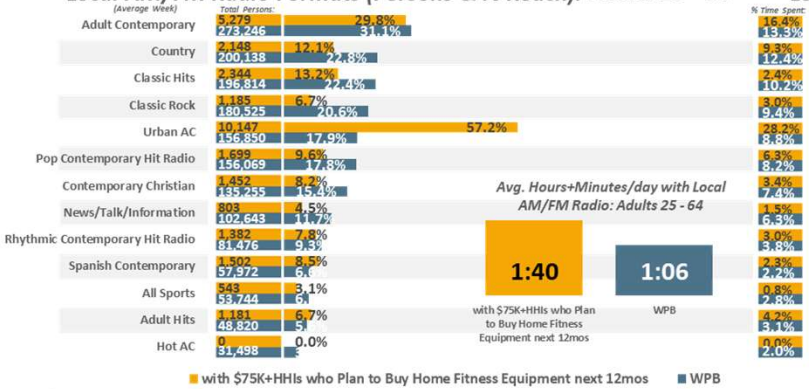
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

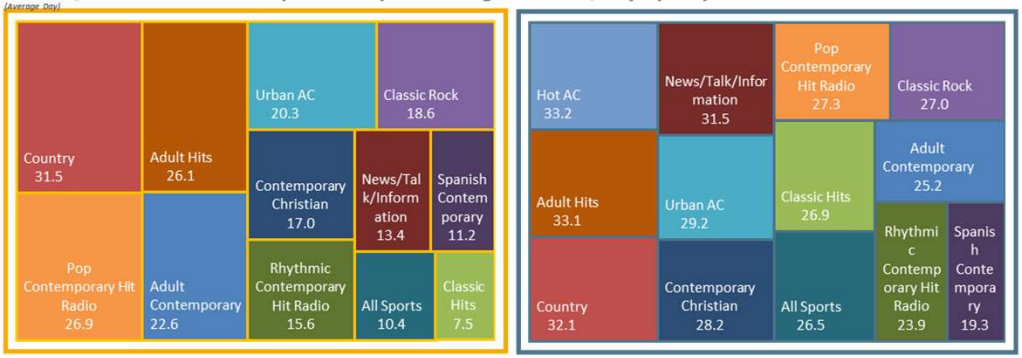
PELOTON WPB

16,904 or 86.1% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Adult Contemporary, Classic Hits, Country, and Spanish Adult Hits.

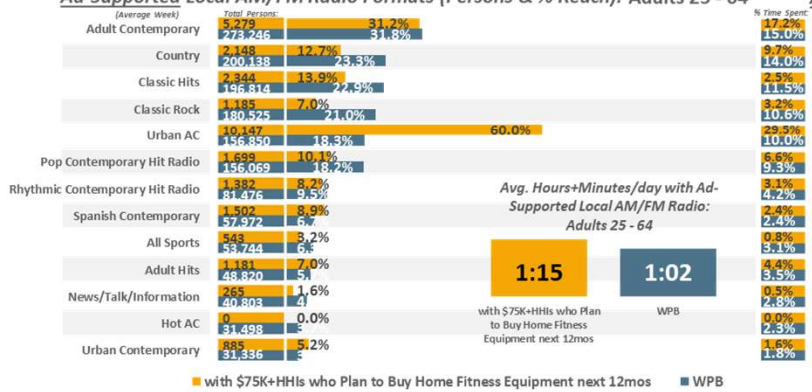
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



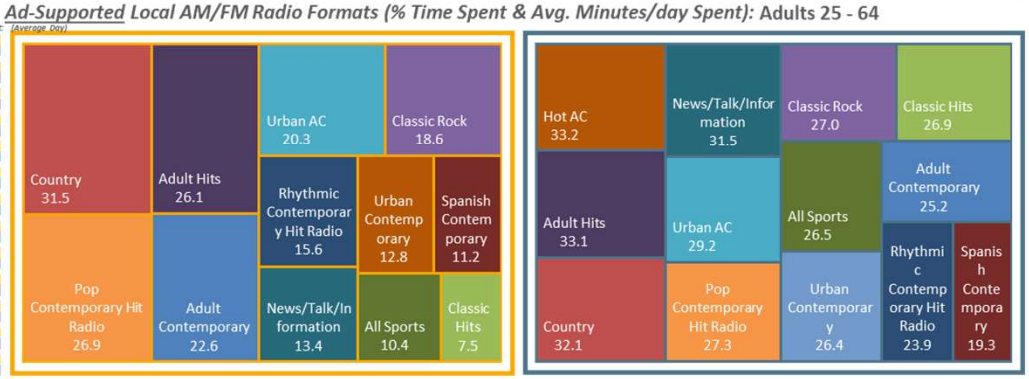
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49

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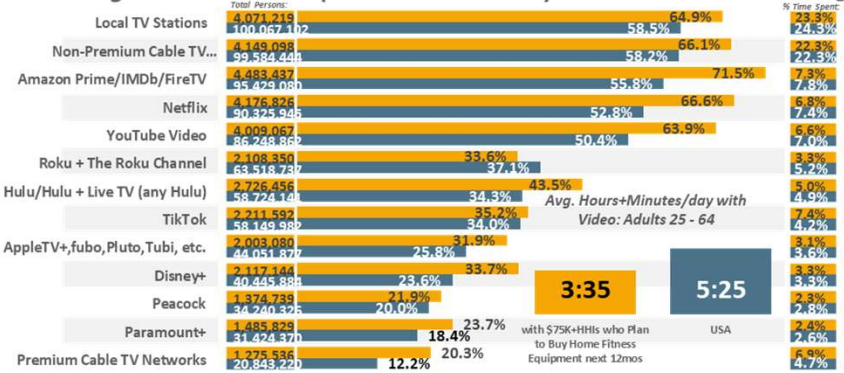
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

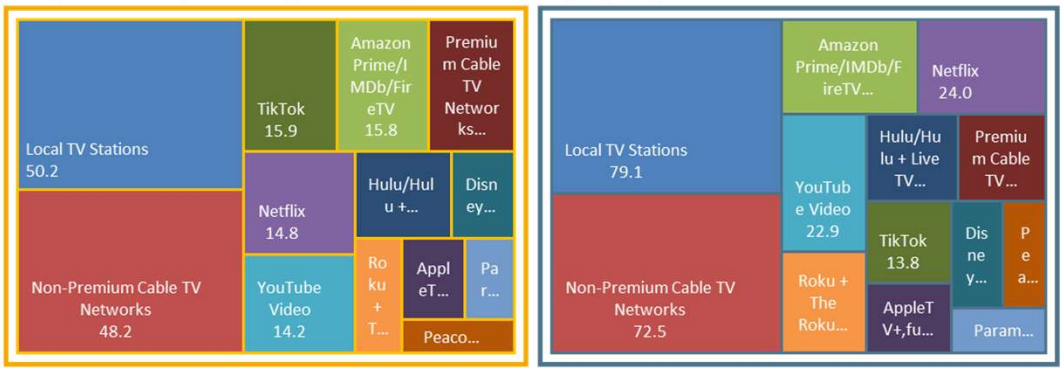
PELOTON USA

3,993,761 or 63.7% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos watch Ad-Supported Local TV Stations for an average of 47.1 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 64

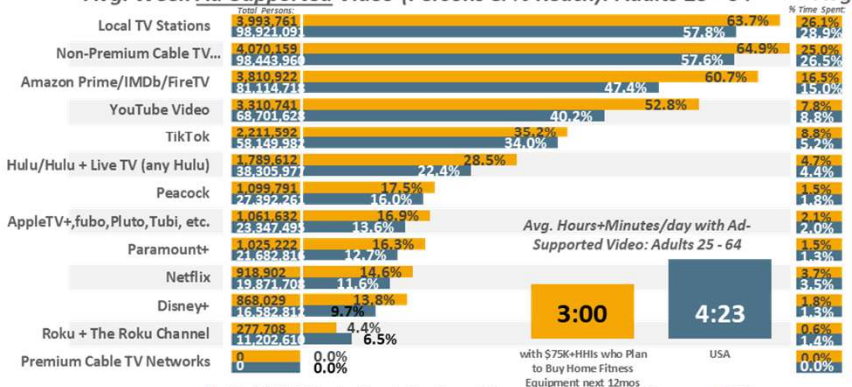


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

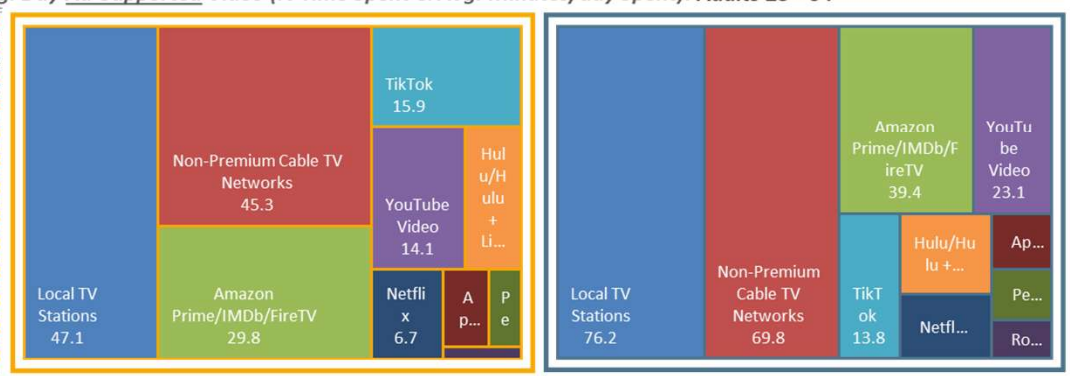


with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos ■ USA

USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

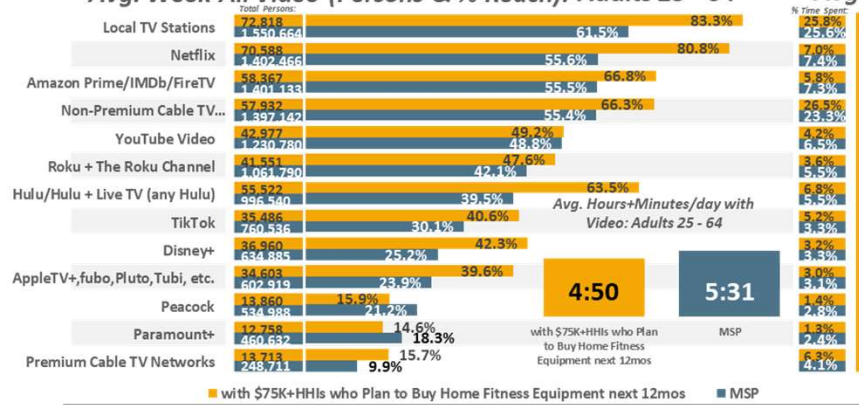
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

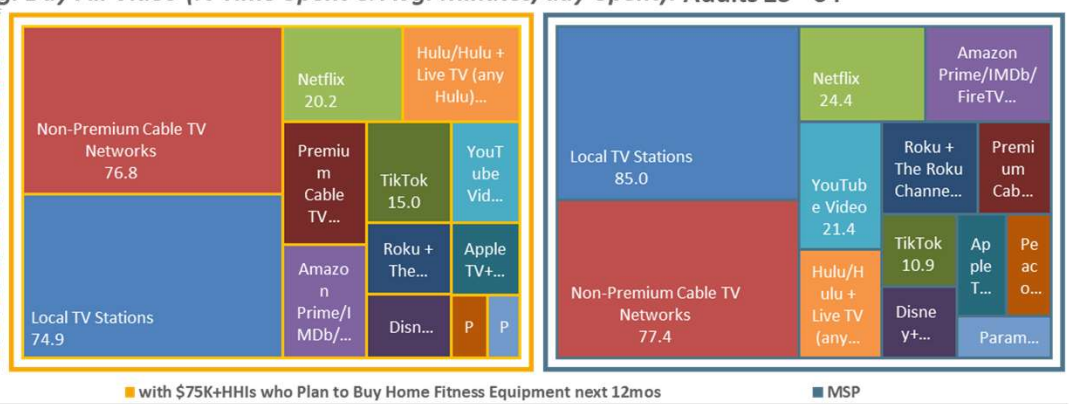
PELOTON MSP

71,195 or 81.5% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos watch Ad-Supported Local TV Stations for an average of 72.2 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

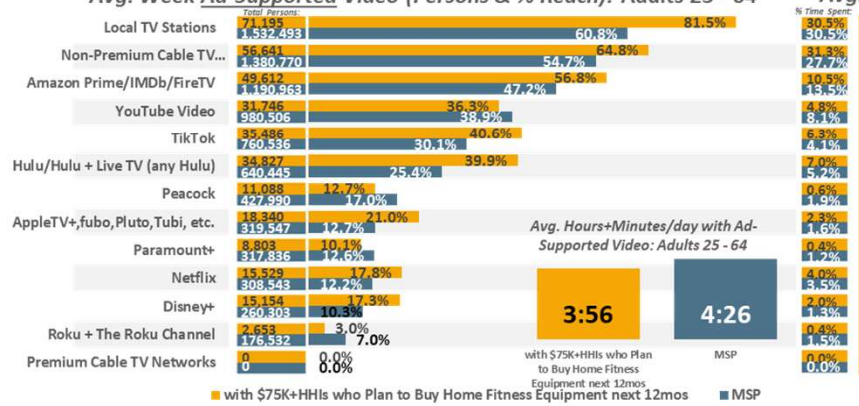
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



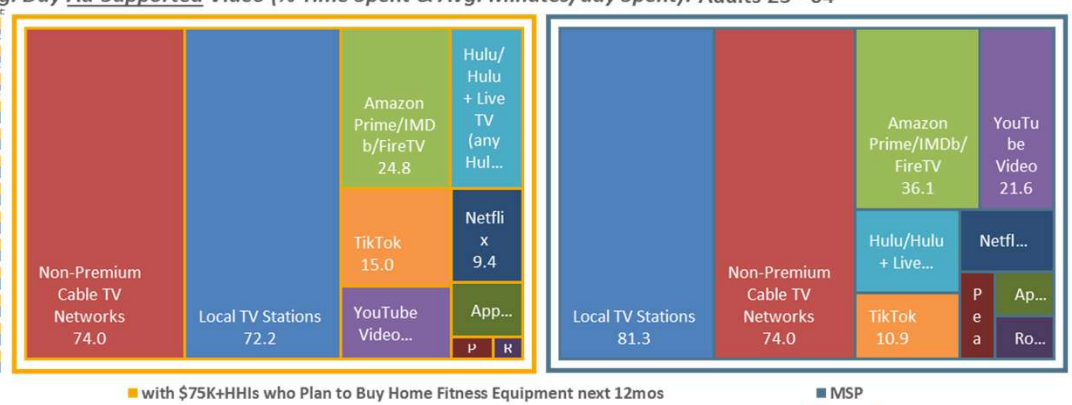
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52

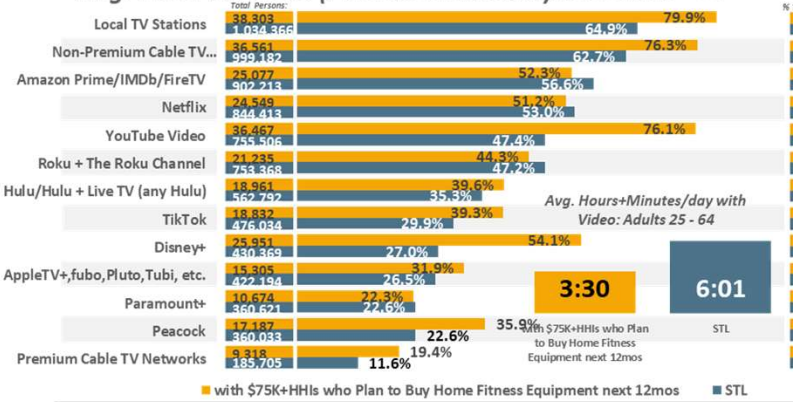
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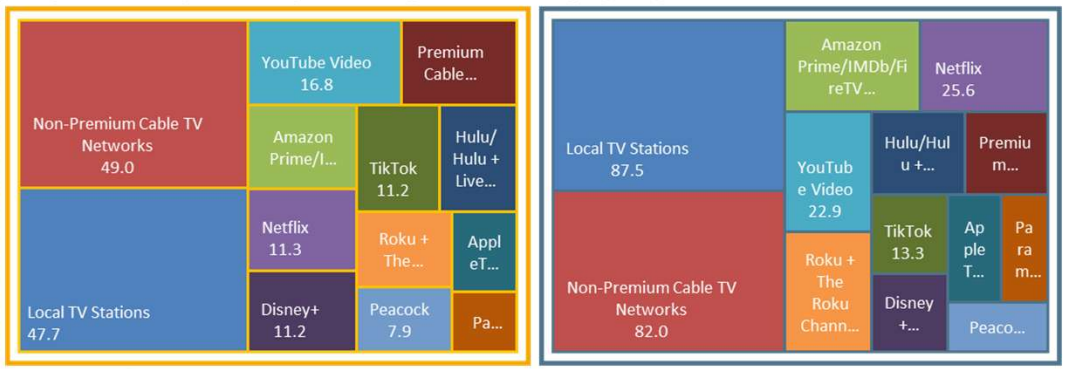
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

37,929 or 79.1% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos watch Ad-Supported Local TV Stations for an average of 46.2 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

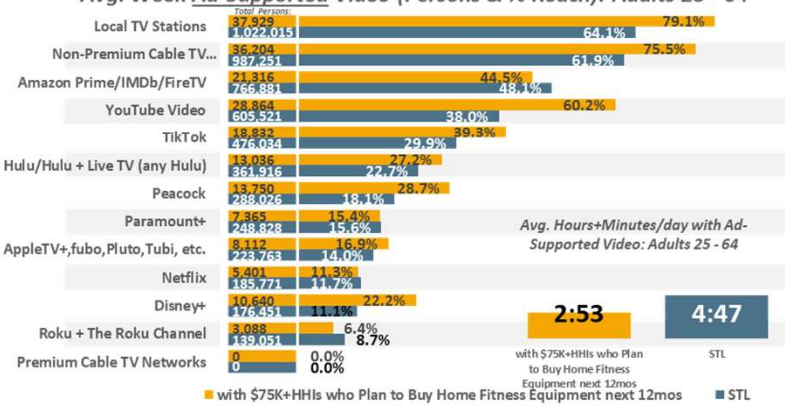
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



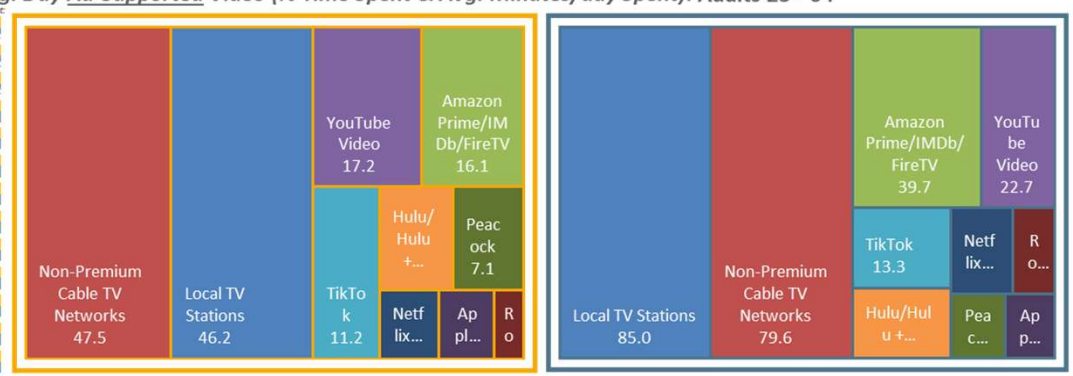
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55

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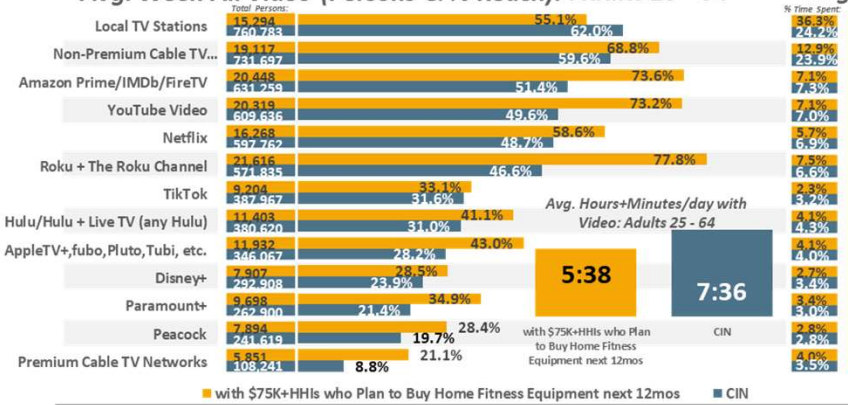
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

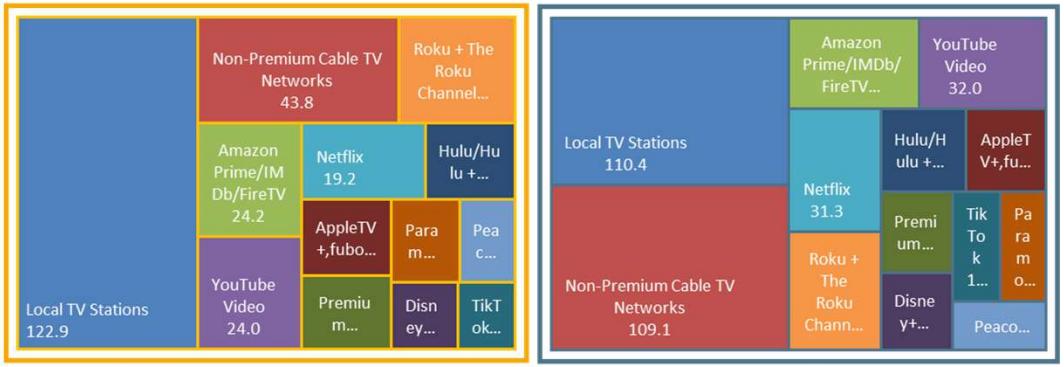


15,110 or 54.4% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos watch Ad-Supported Local TV Stations for an average of 114.5 minutes every day representing 41.8% of all time spent daily with Ad-Supported Video.

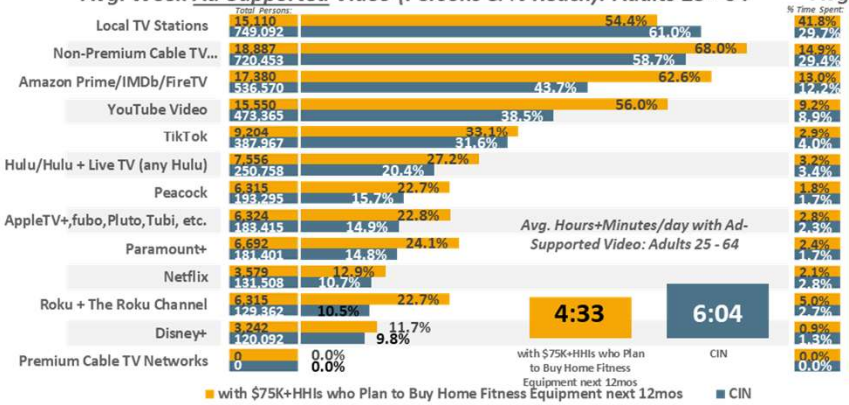
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



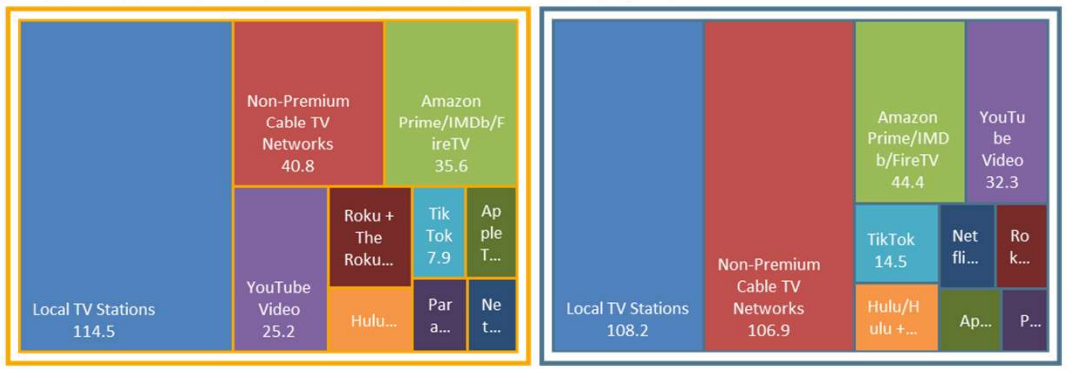
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50

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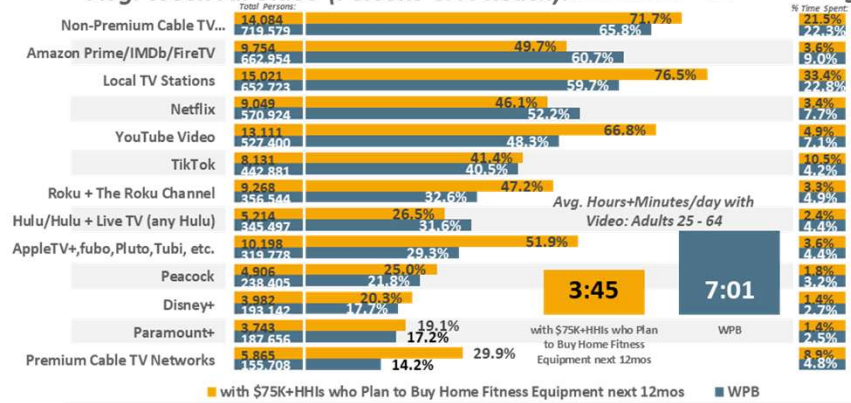
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

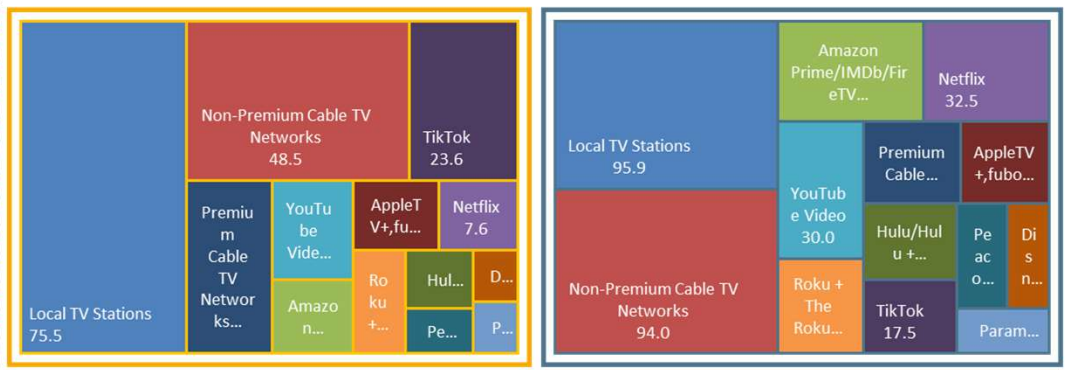
PELOTON WPB

14,082 or 71.7% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos watch Ad-Supported Local TV Stations for an average of 66.3 minutes every day representing 33.% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 64

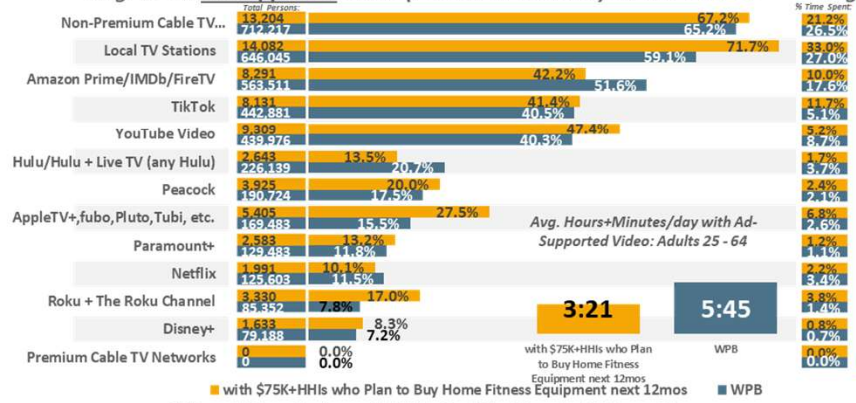


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

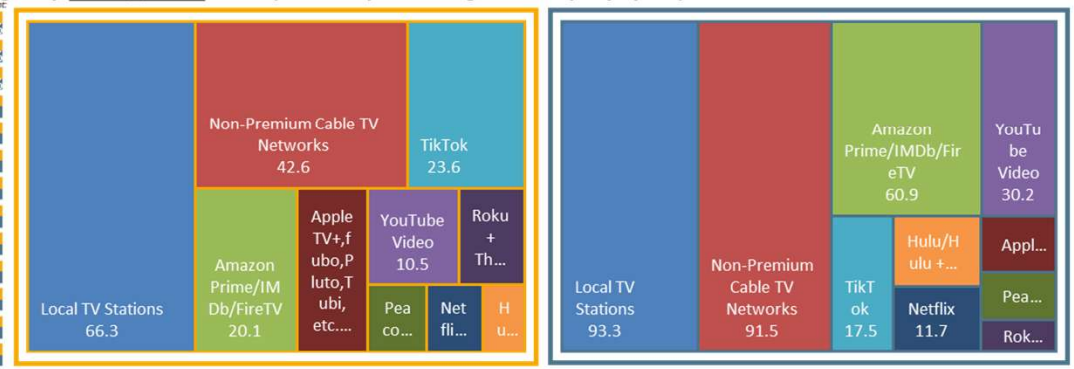


with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos ■ WPB

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos ■ WPB

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49

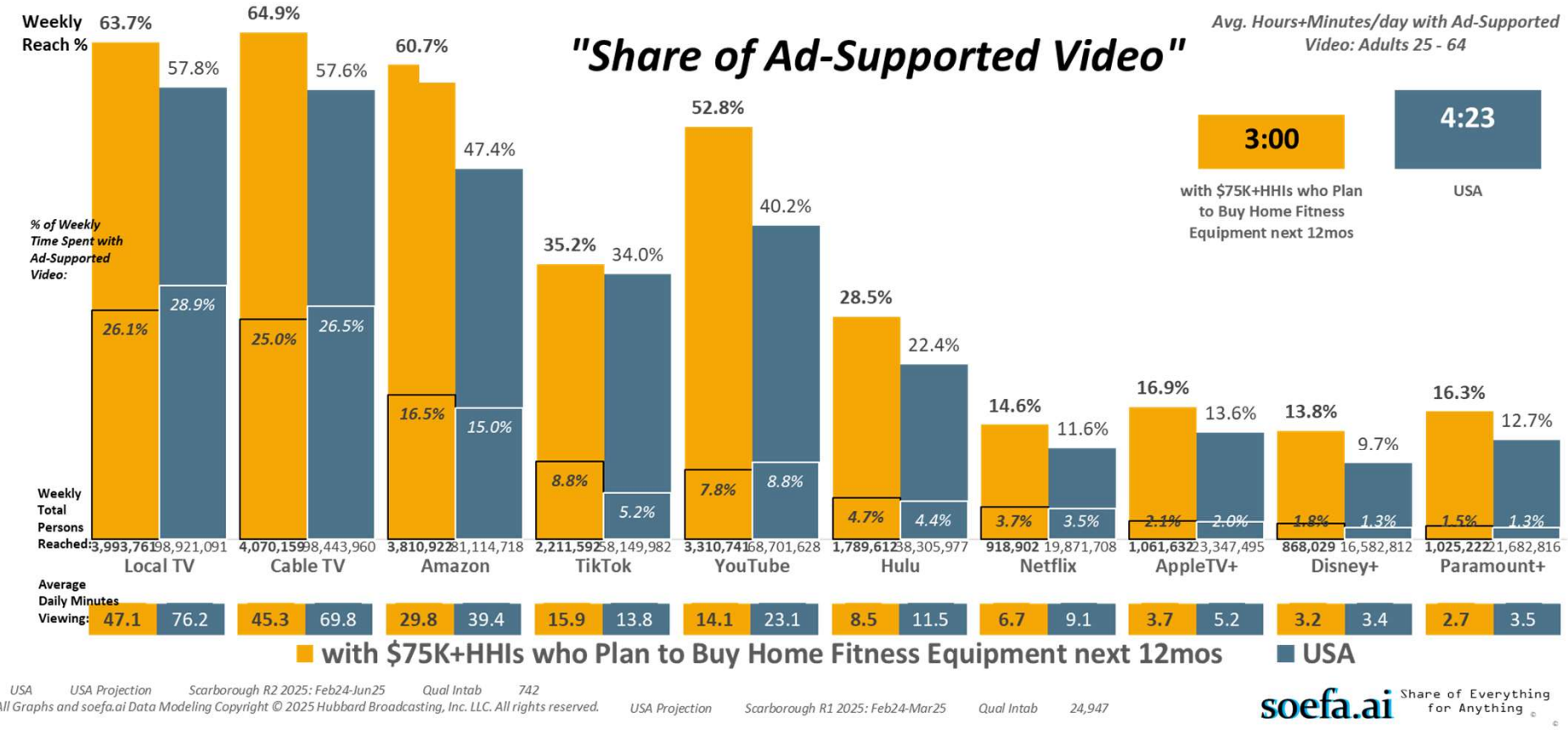
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



3,993,761 or 63.7% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos watch Ad-Supported Local TV Stations for an average of 47.1 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742

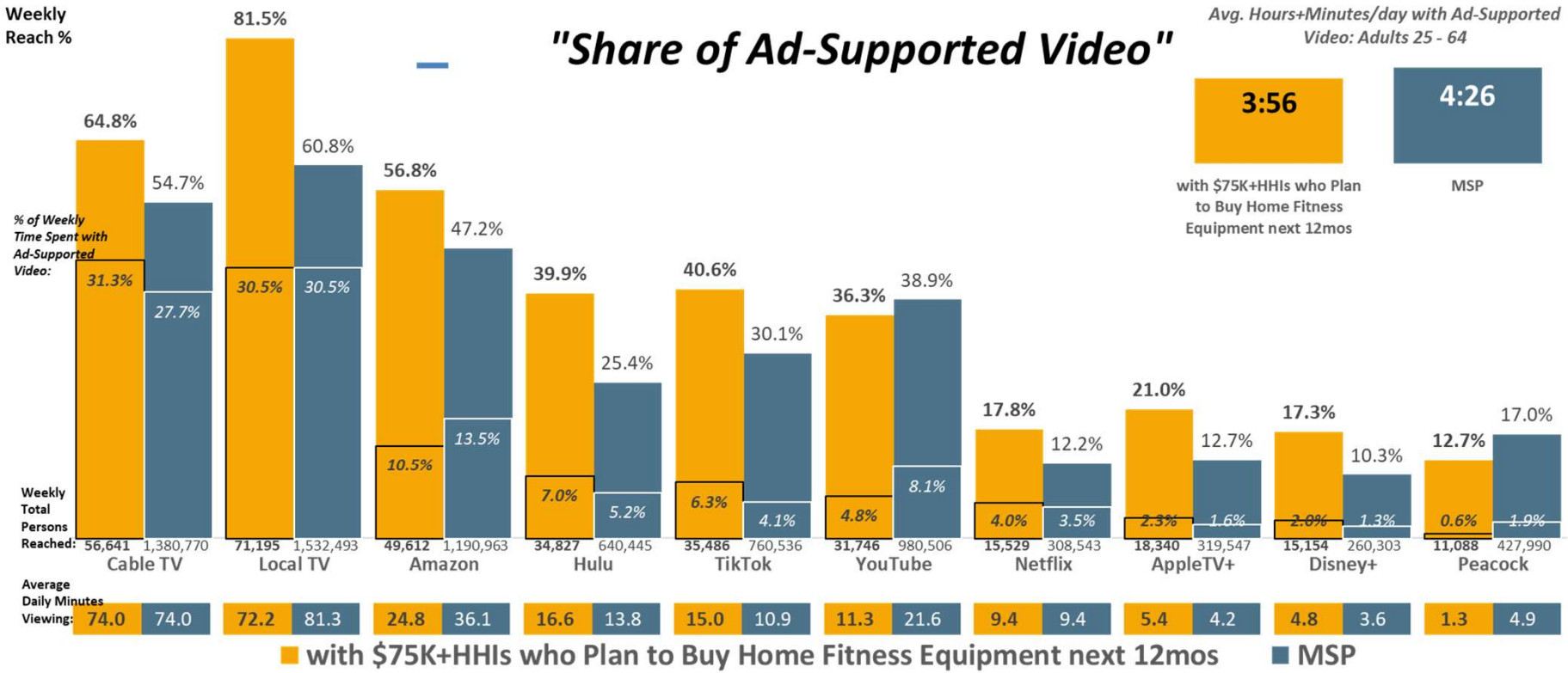
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

71,195 or 81.5% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos watch Ad-Supported Local TV Stations for an average of 72.2 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

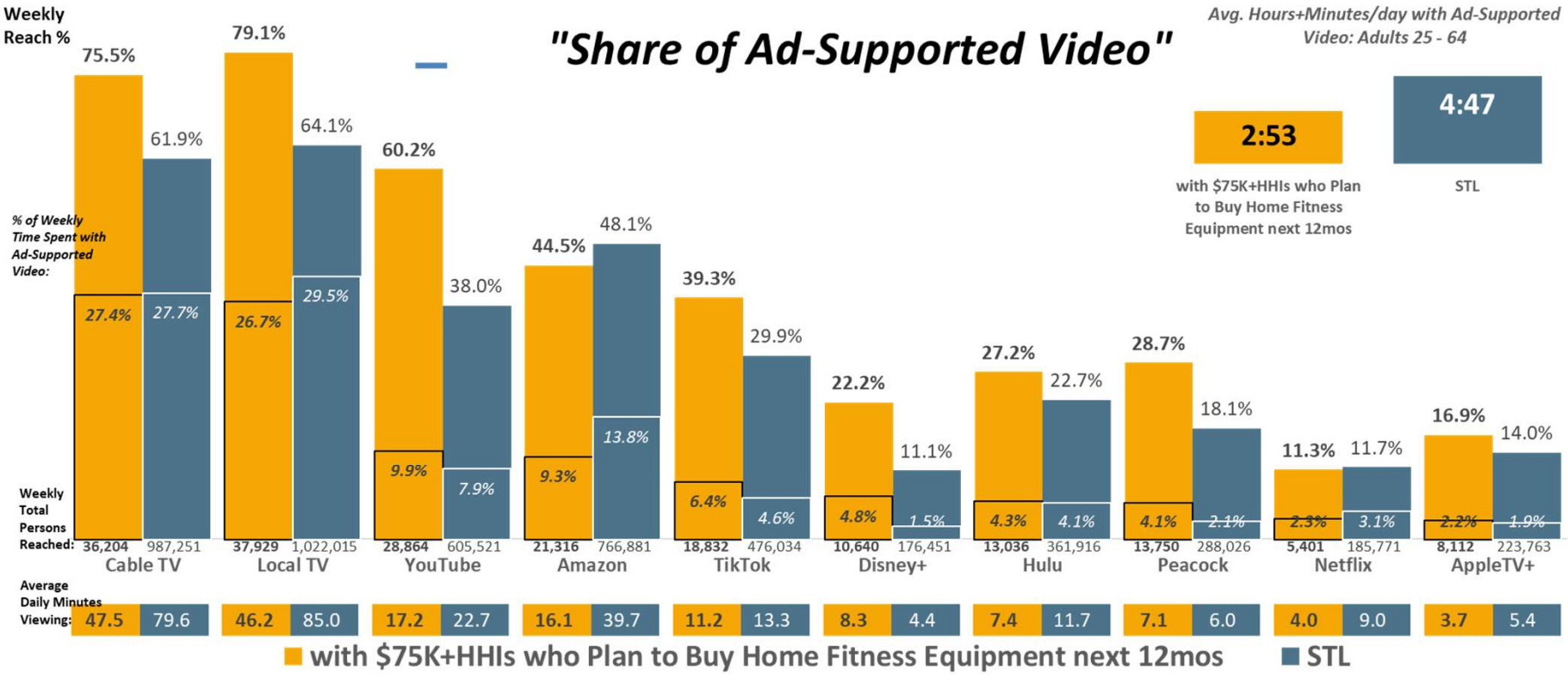
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON STL

37,929 or 79.1% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos watch Ad-Supported Local TV Stations for an average of 46.2 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

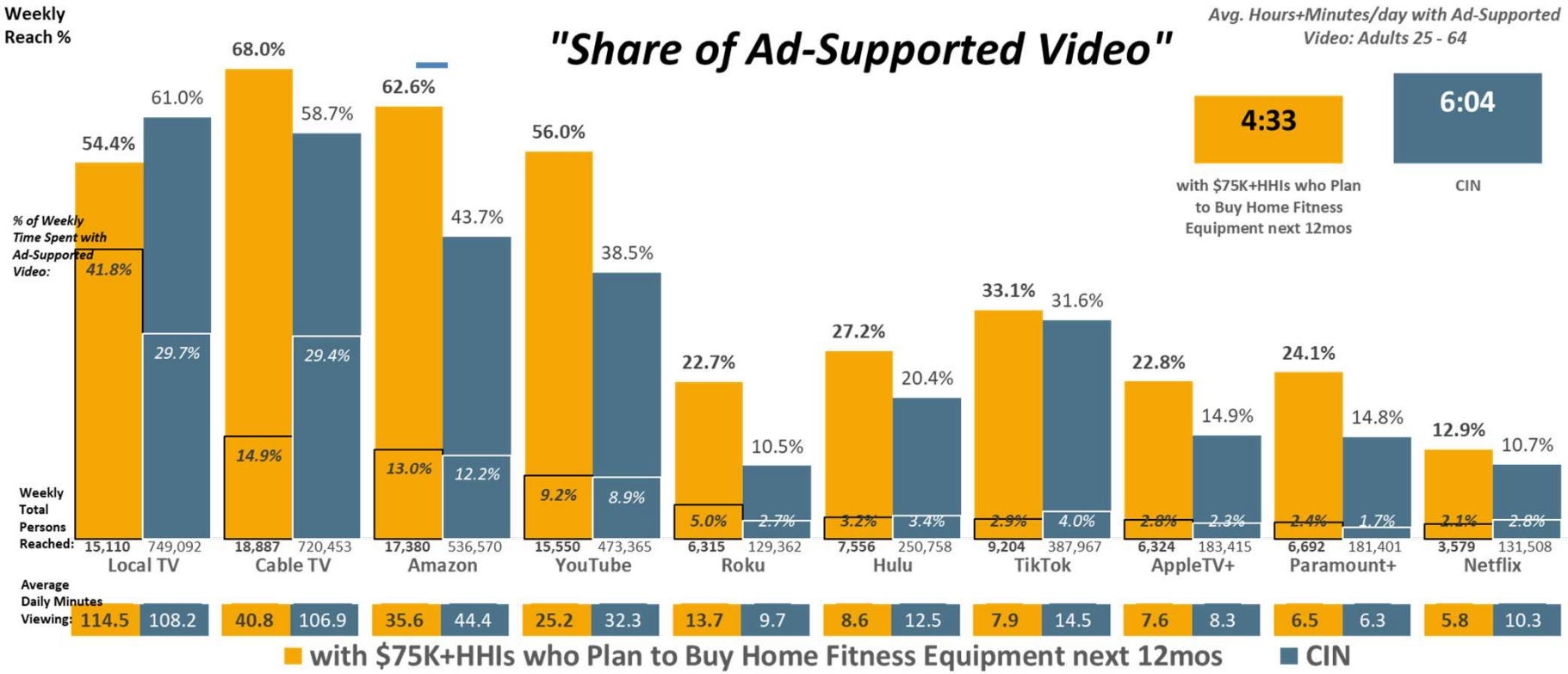
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON CIN

15,110 or 54.4% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos watch Ad-Supported Local TV Stations for an average of 114.5 minutes every day representing 41.8% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

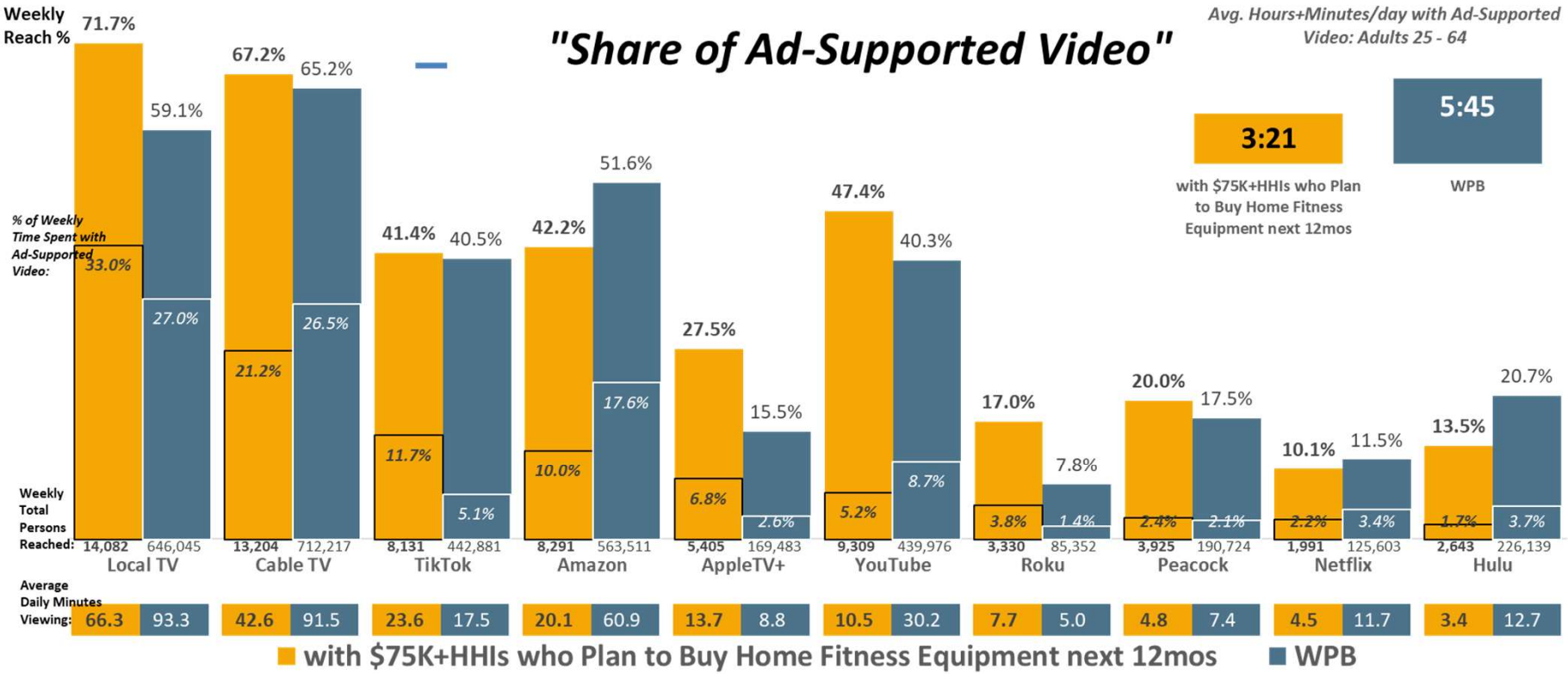
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14,082 or 71.7% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos watch Ad-Supported Local TV Stations for an average of 66.3 minutes every day representing 33.% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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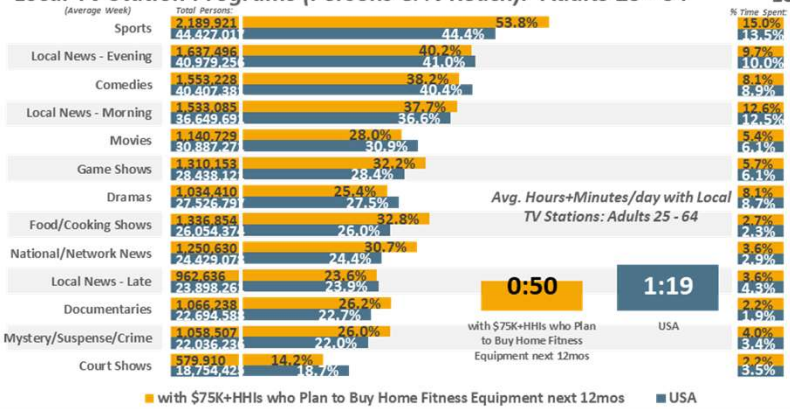
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

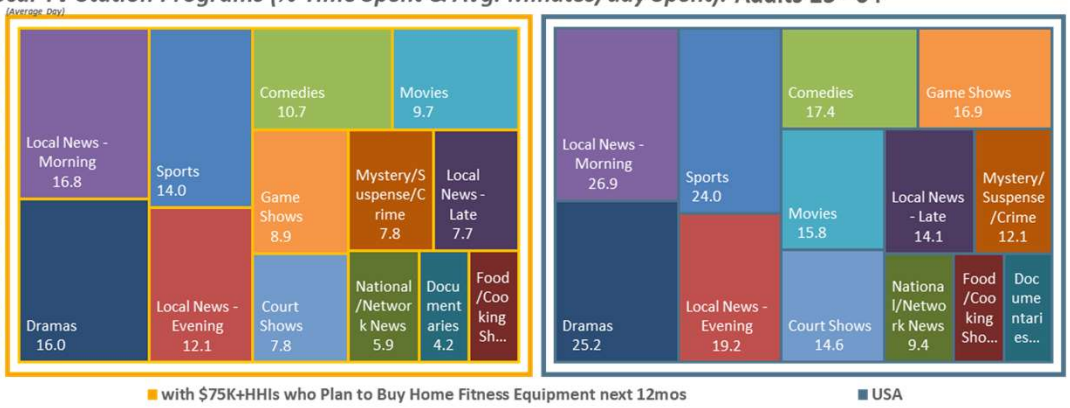
PELOTON USA

3,993,761 or 63.7% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

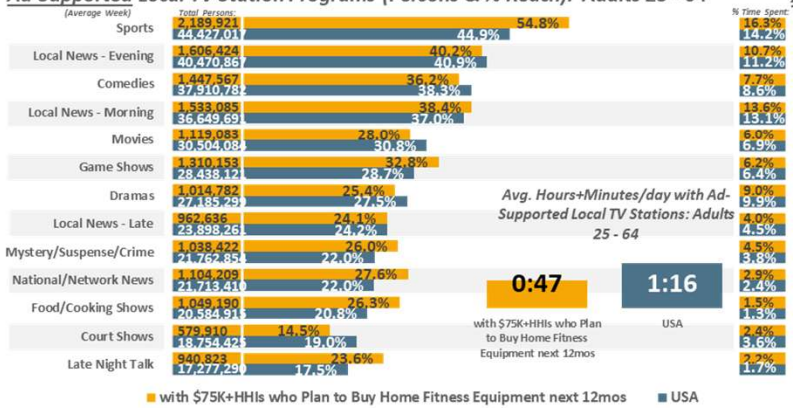
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



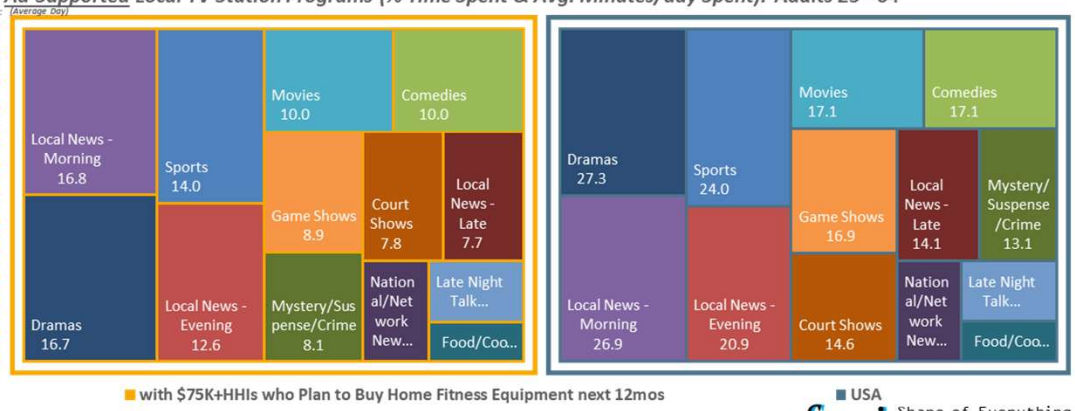
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

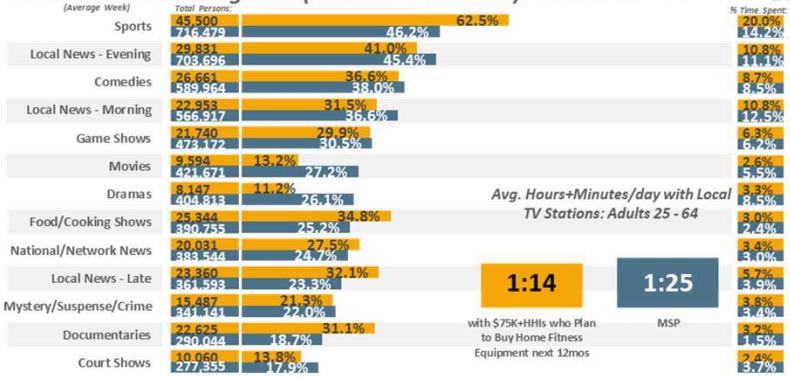
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

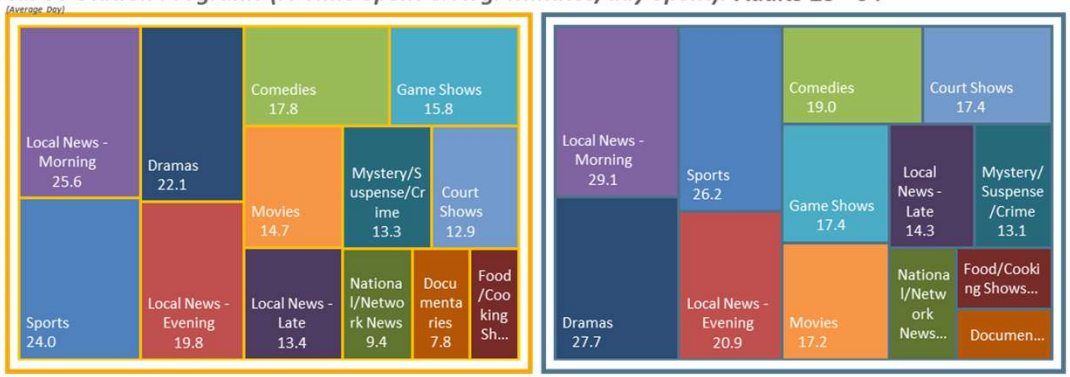


71,195 or 81.5% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Late, Local News - Morning, and Game Shows

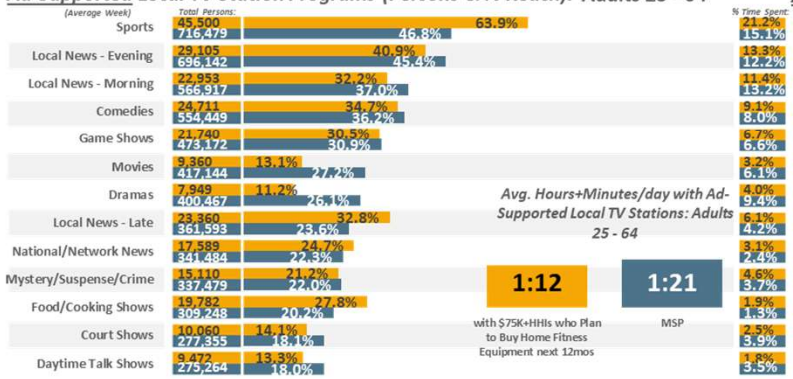
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



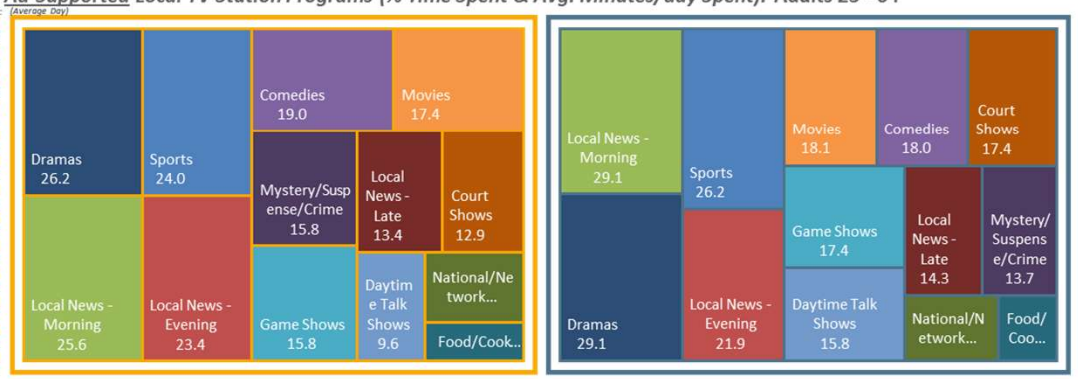
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52

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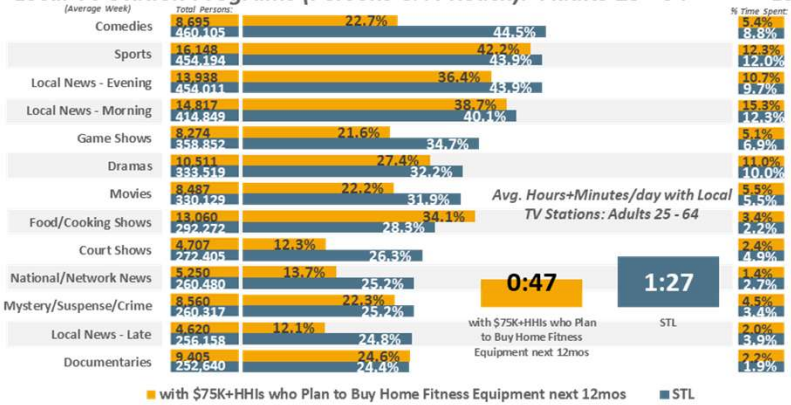
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

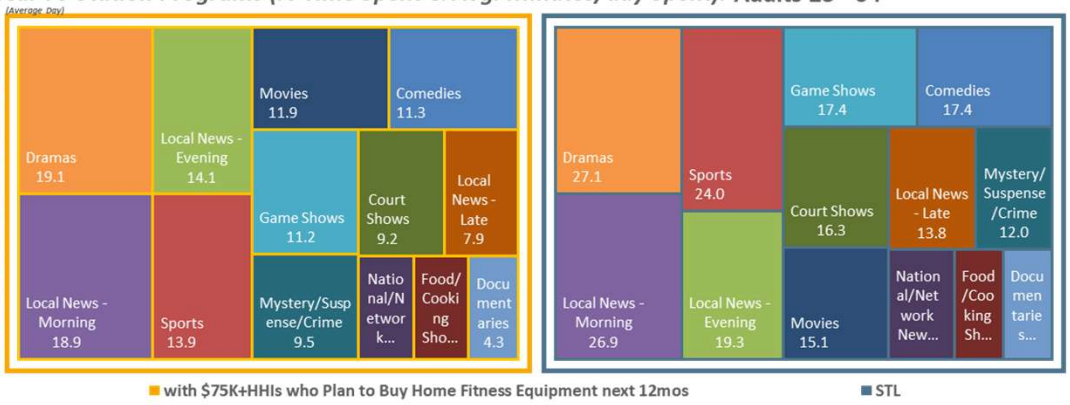


37,929 or 79.1% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Reality - Adventure, Local News - Evening, Dramas, and Food/Cooki

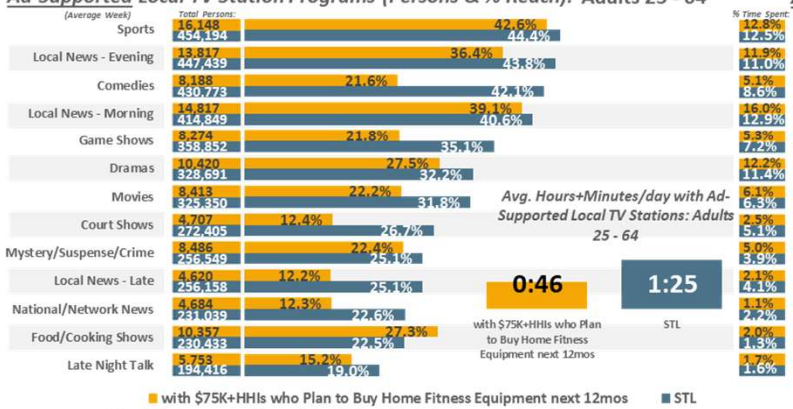
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



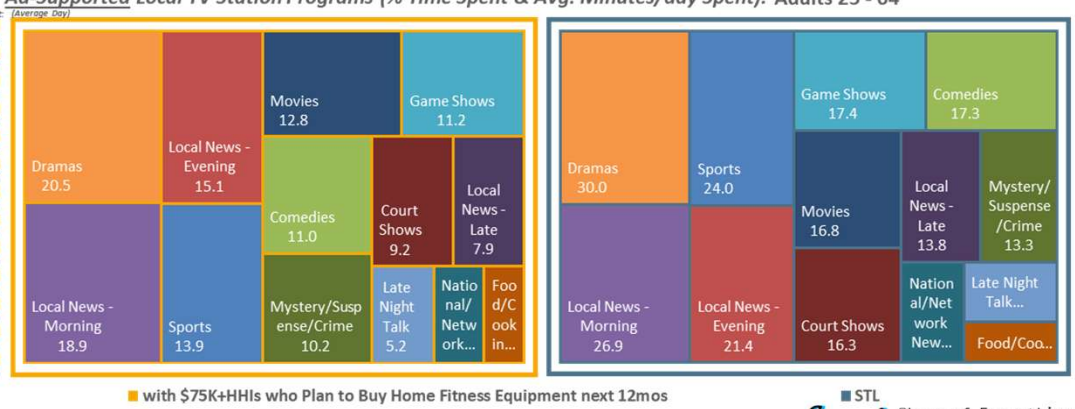
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55

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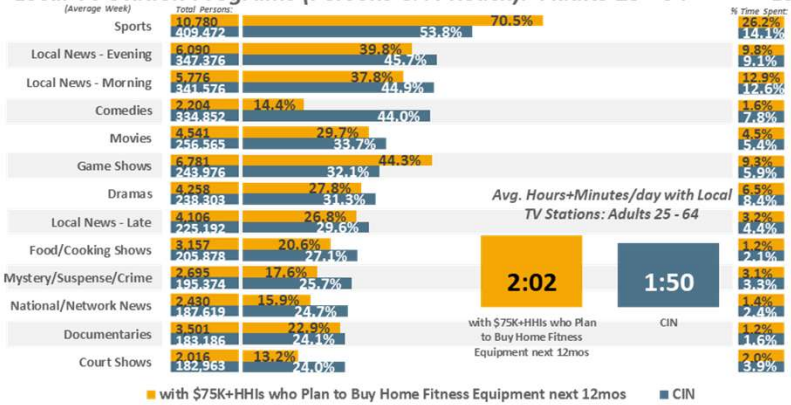
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

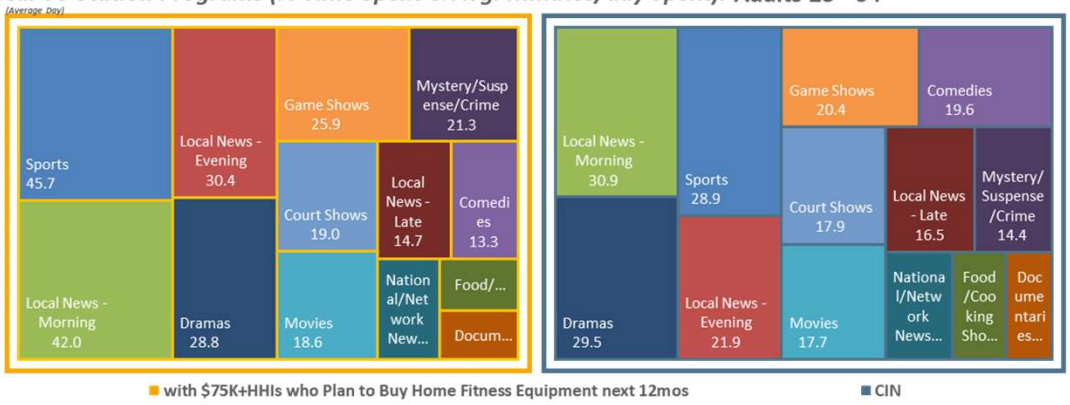


15,110 or 54.4% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Local News - Evening, Local News - Morning, Movies, and Dramas.

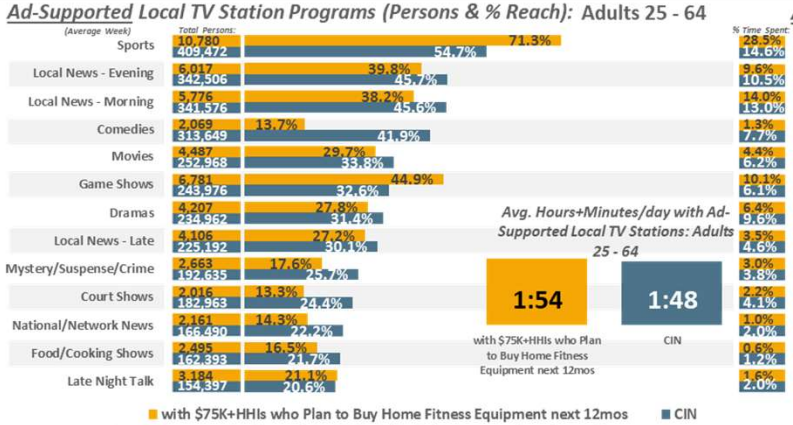
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



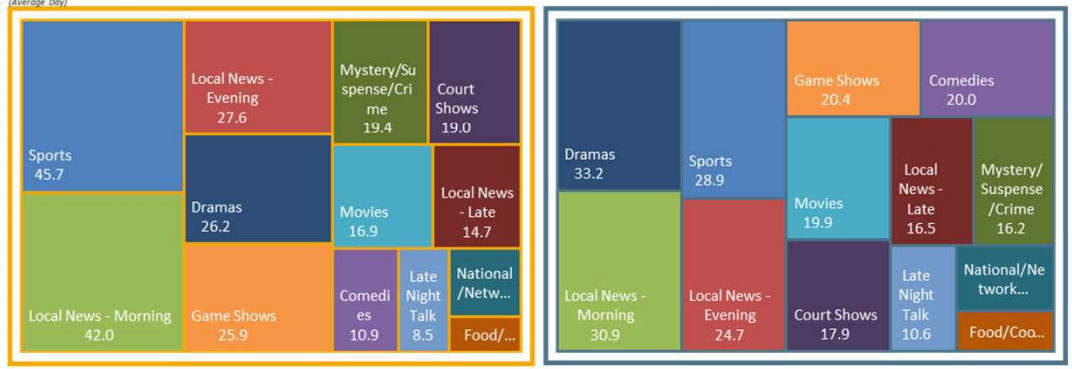
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50

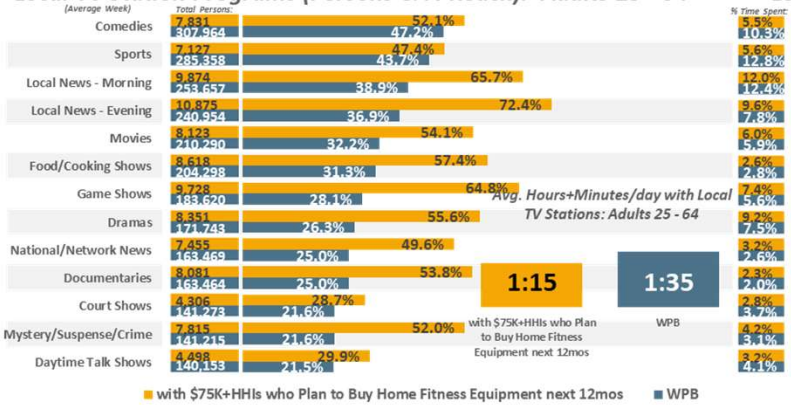
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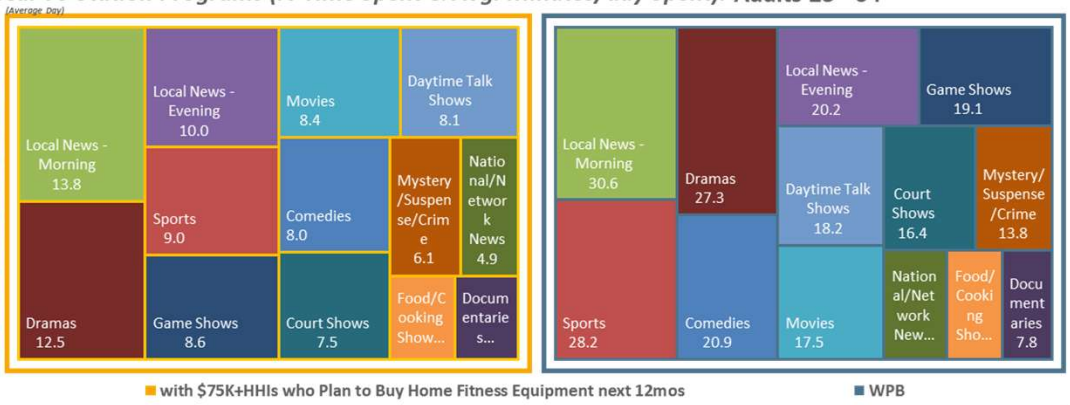
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

14,082 or 71.7% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Game Shows, Dramas, Late Night Talk, and Movies.

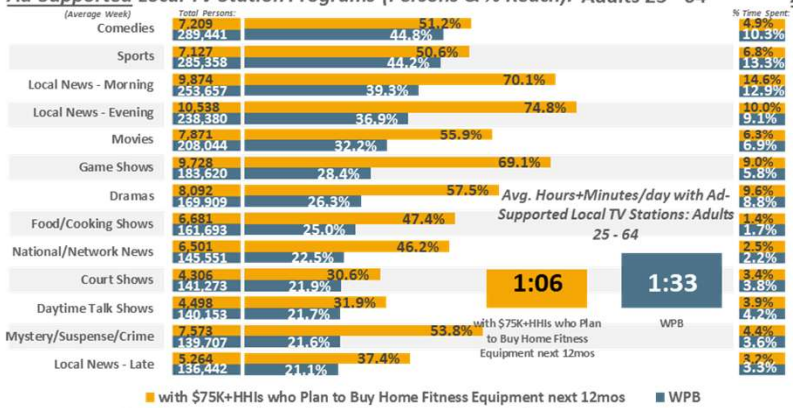
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



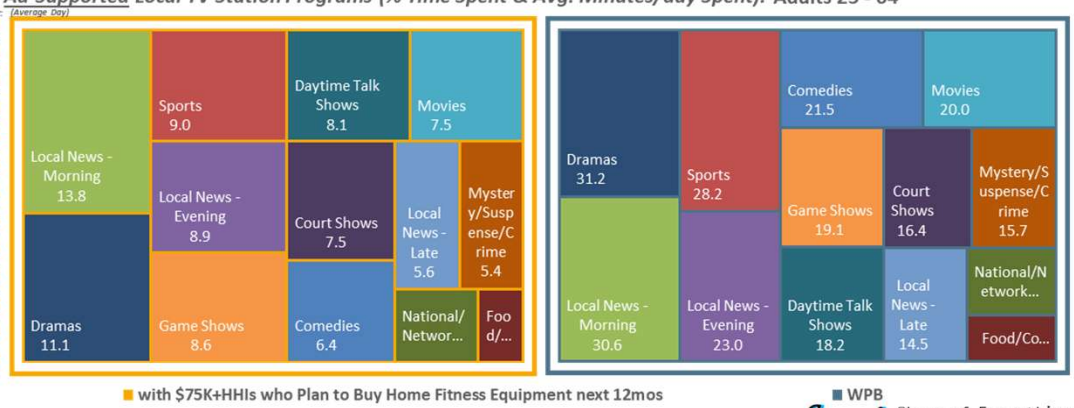
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49

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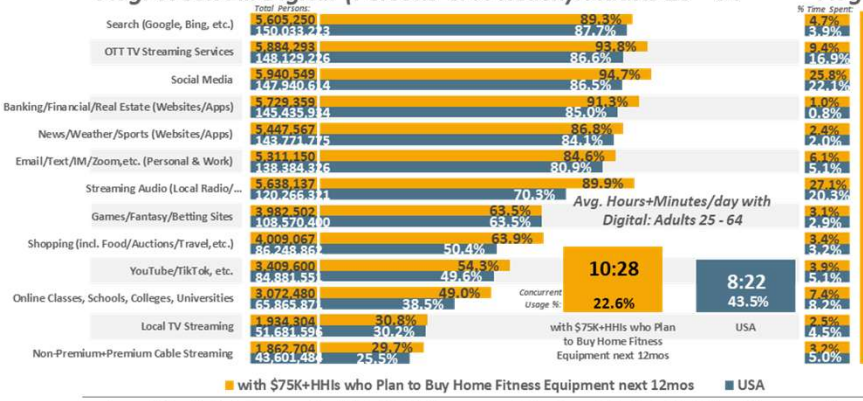
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

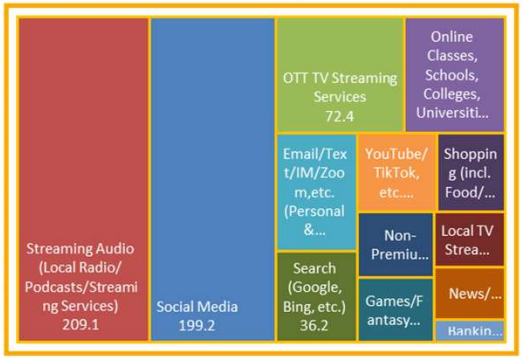
PELOTON USA

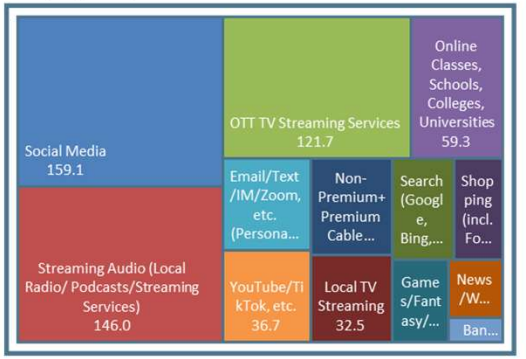
5,076,445 or 80.9% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Social Media for an average of 183.3 minutes every day representing 32.5% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



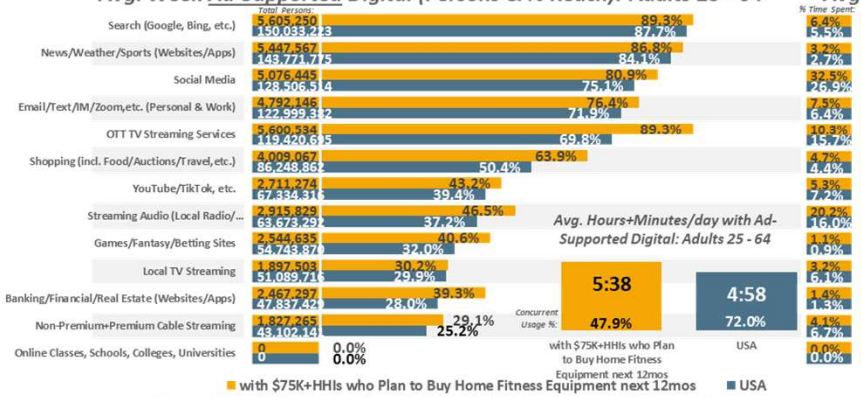
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



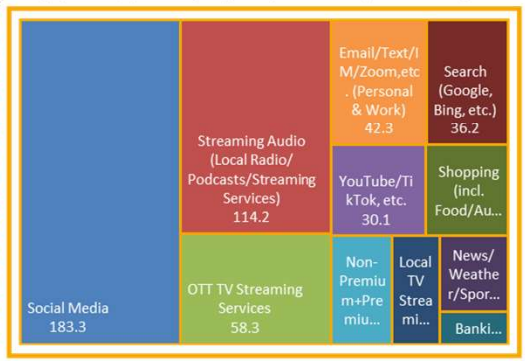


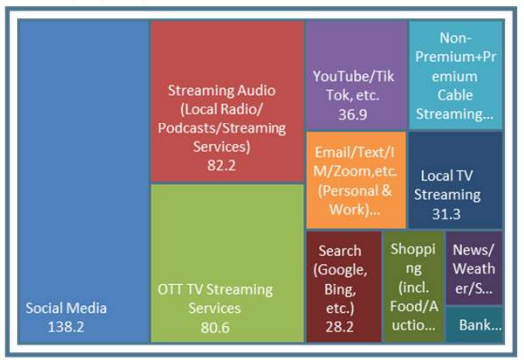
with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos ■ USA

USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

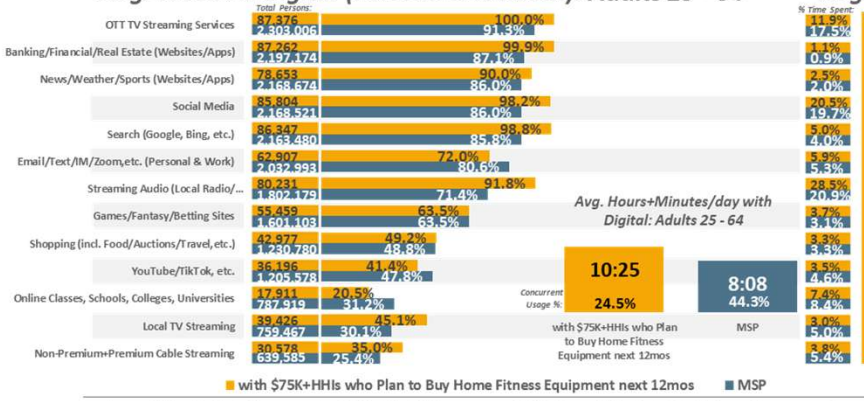
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



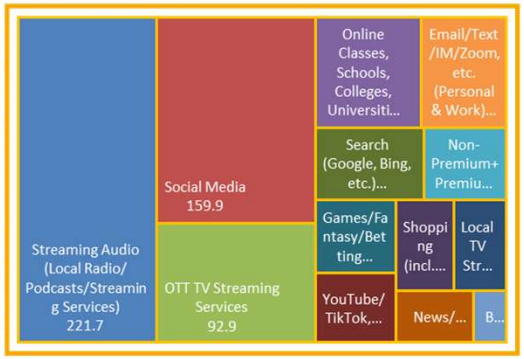
85,315 or 97.6% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Social Media for an average of 147.1 minutes every day representing 25.6% of all time spent daily with Ad-Supported Digital Media.

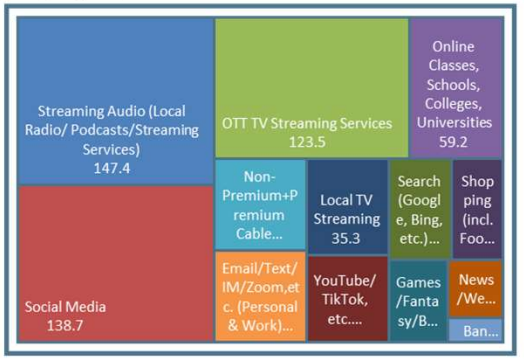
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



■ with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos ■ MSP

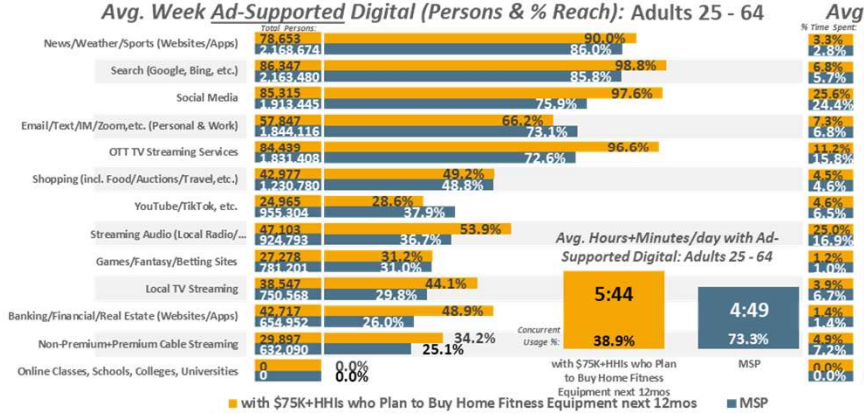
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





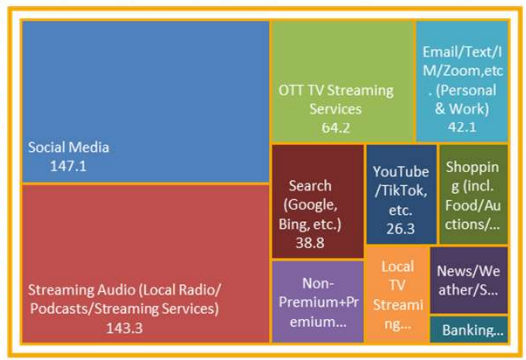
■ with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos ■ MSP

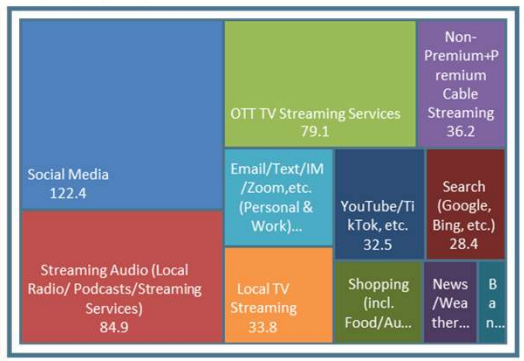
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



■ with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos ■ MSP

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





■ with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos ■ MSP

MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52

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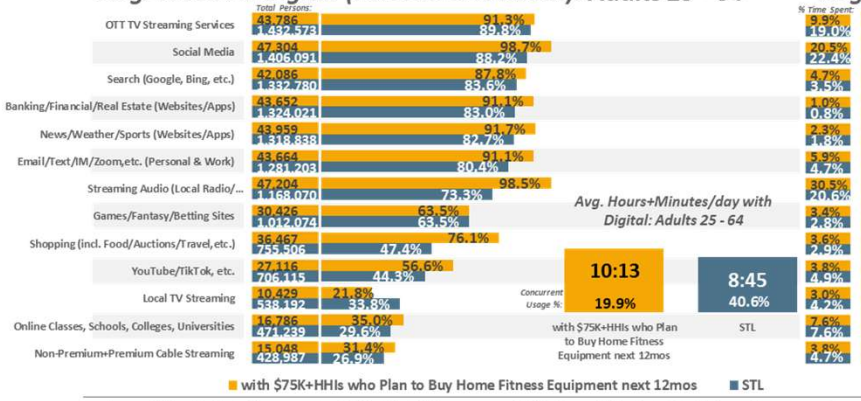
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

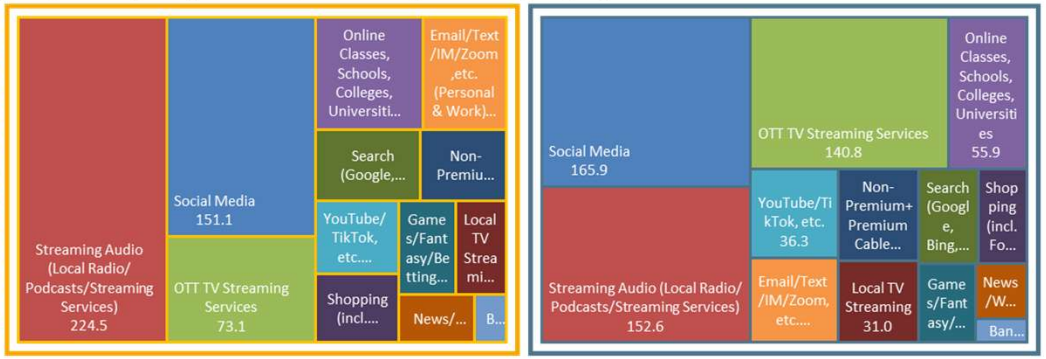
PELOTON STL

43,462 or 90.7% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Social Media for an average of 139. minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

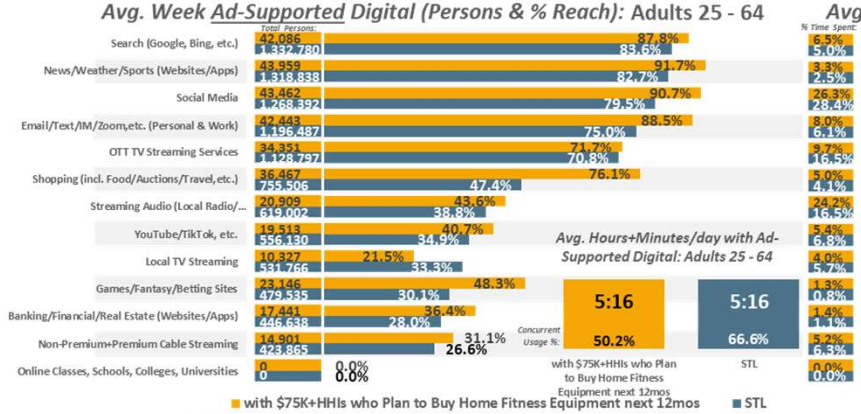
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



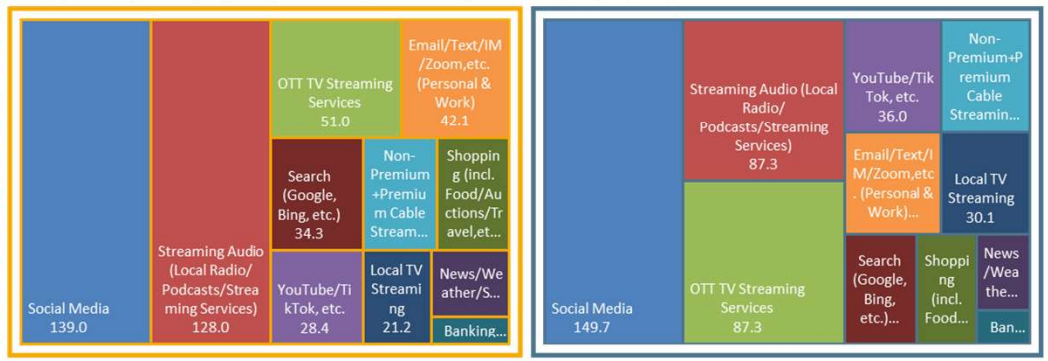
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55

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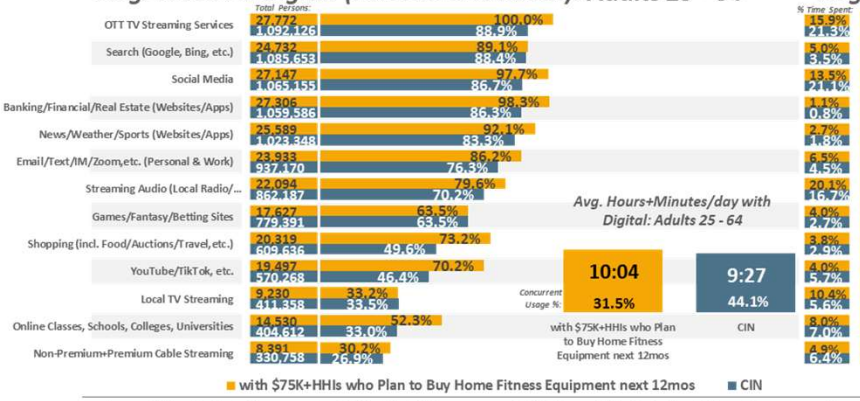
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

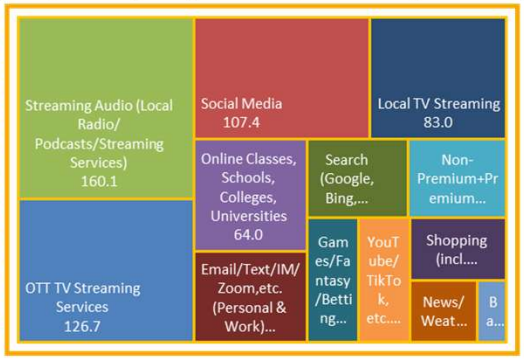


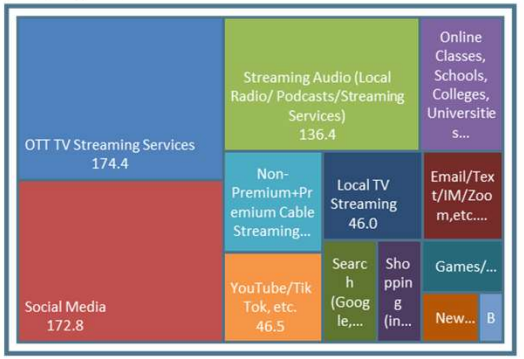
20,879 or 75.2% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Social Media for an average of 98.8 minutes every day representing 17.5% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 64

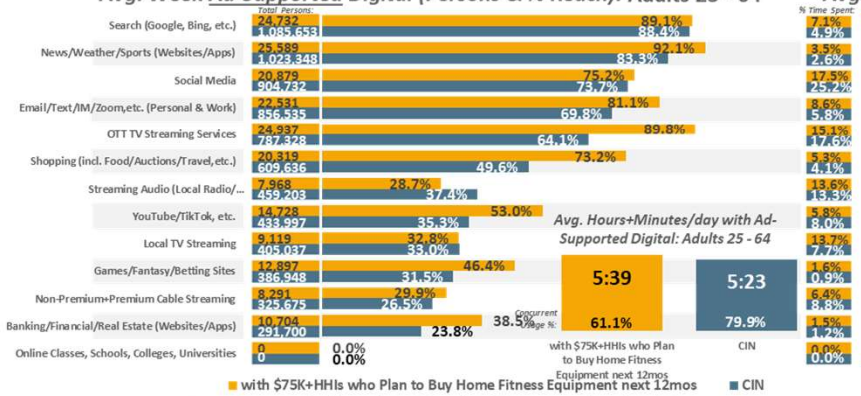


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

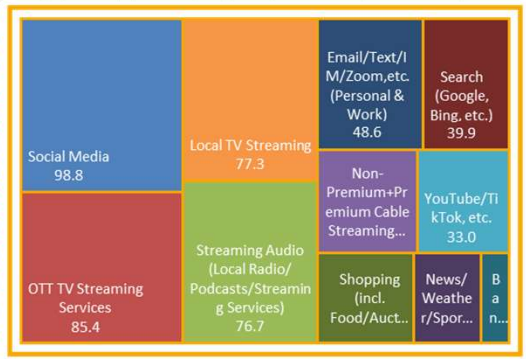


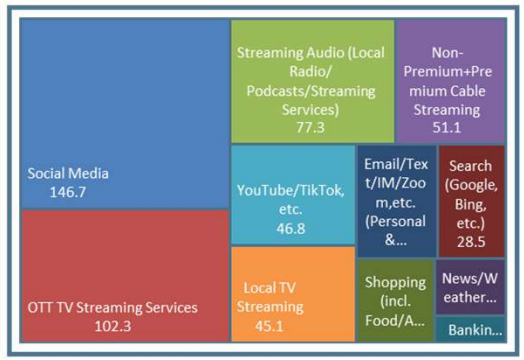


Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach): Adults 25 - 64



Avg. Day <u>Ad-Supported</u> Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50

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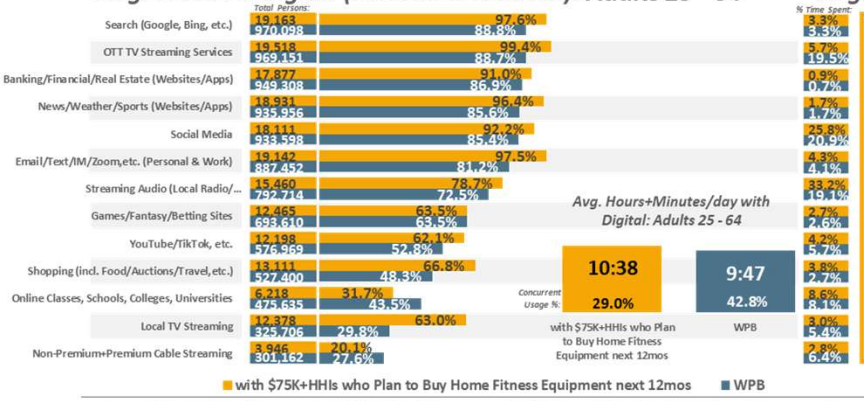
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

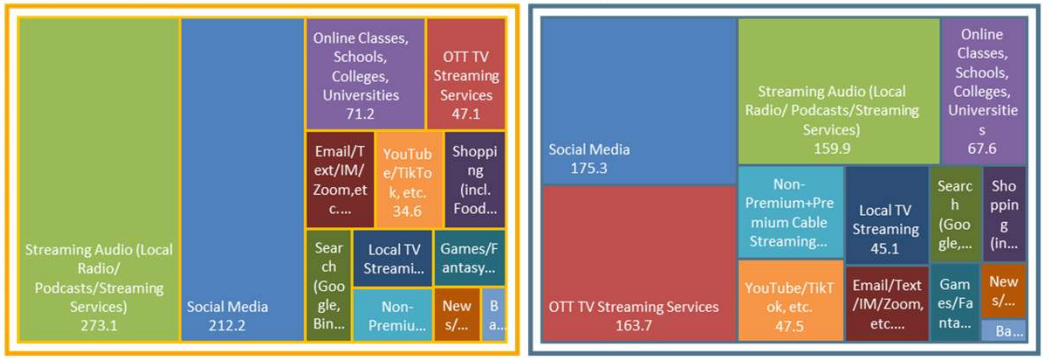
PELOTON WPB

15,043 or 76.6% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Social Media for an average of 195.2 minutes every day representing 34.1% of all time spent daily with Ad-Supported Digital Media.

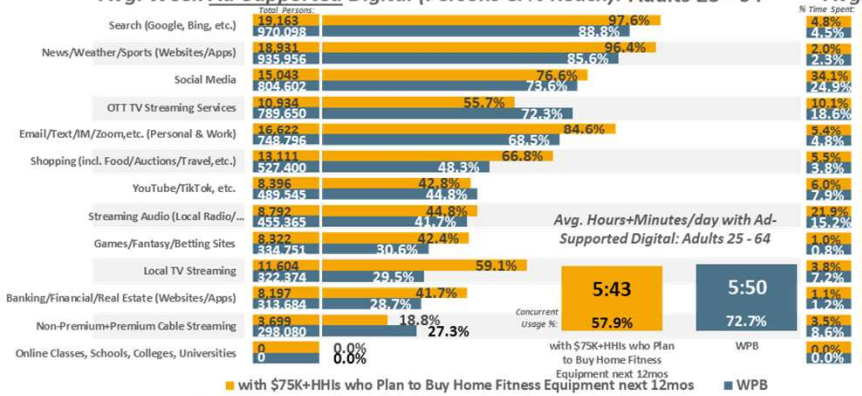
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



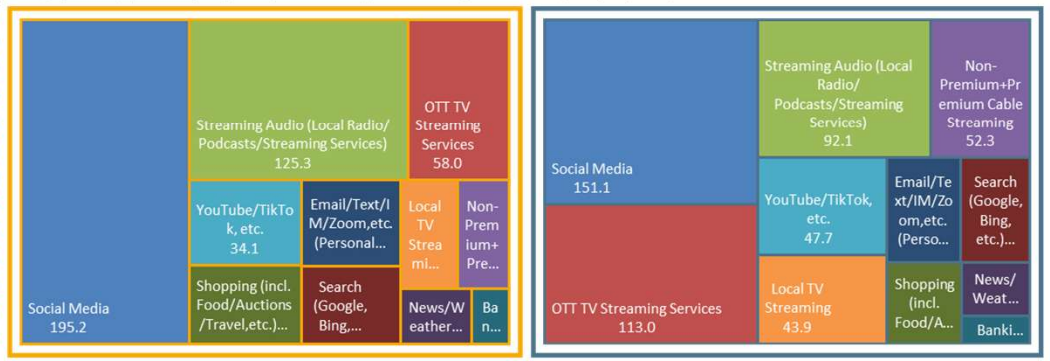
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49

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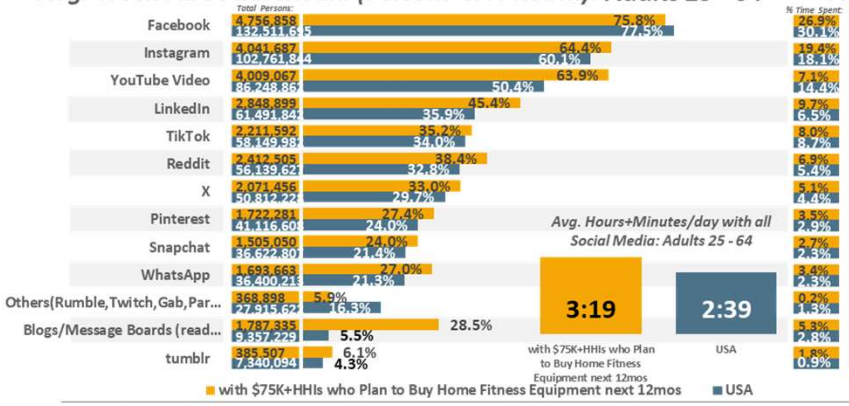
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

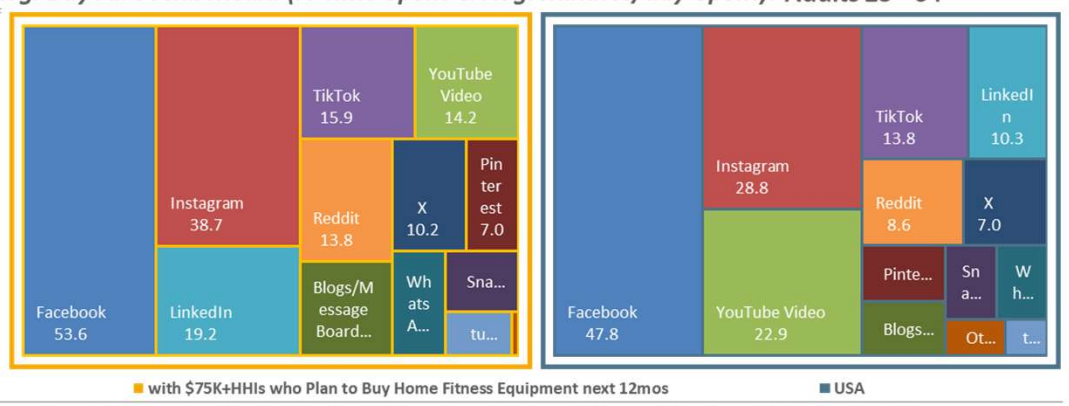
PELOTON USA

4,756,858 or 75.8% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Facebook for an average of 54.5 minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.

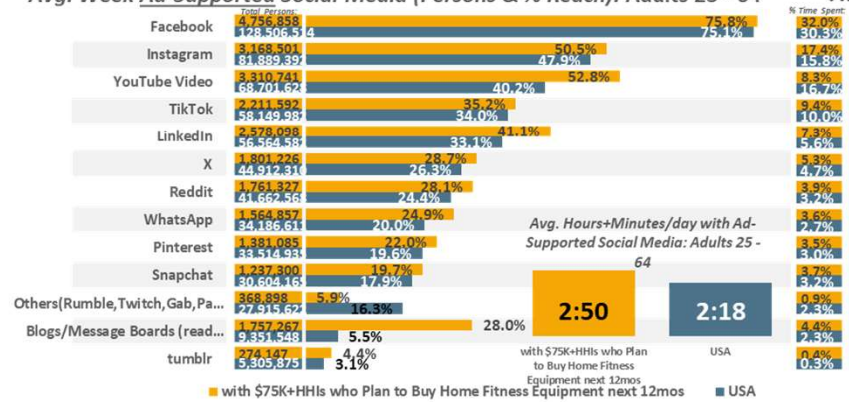
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



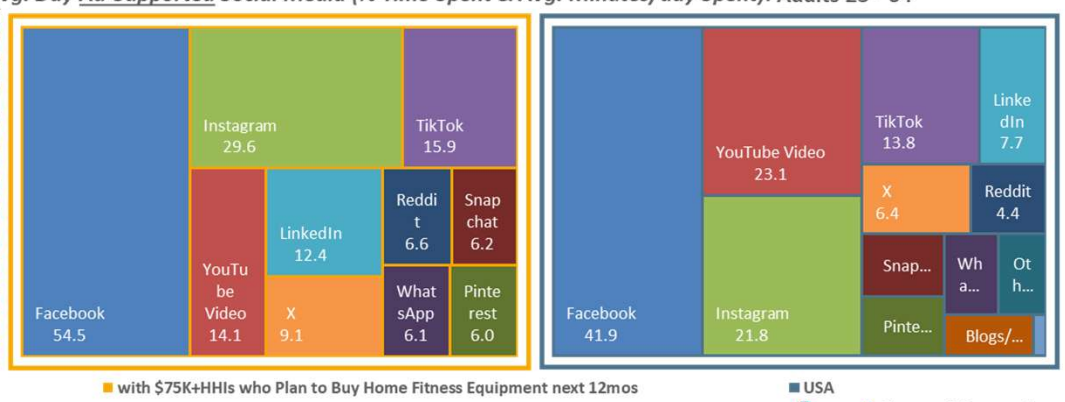
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742

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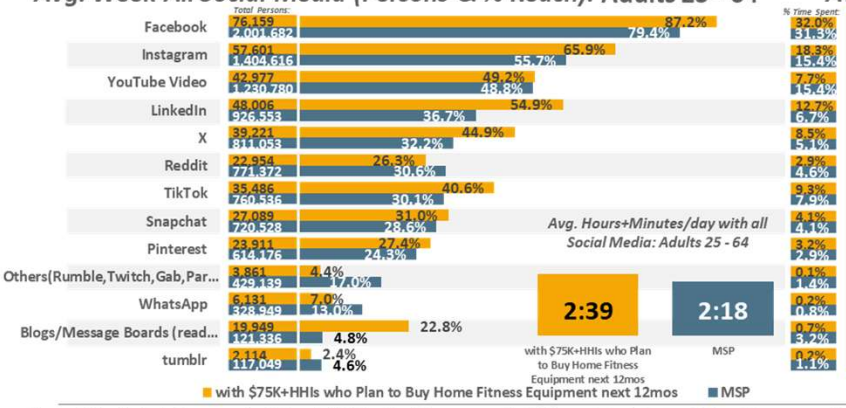
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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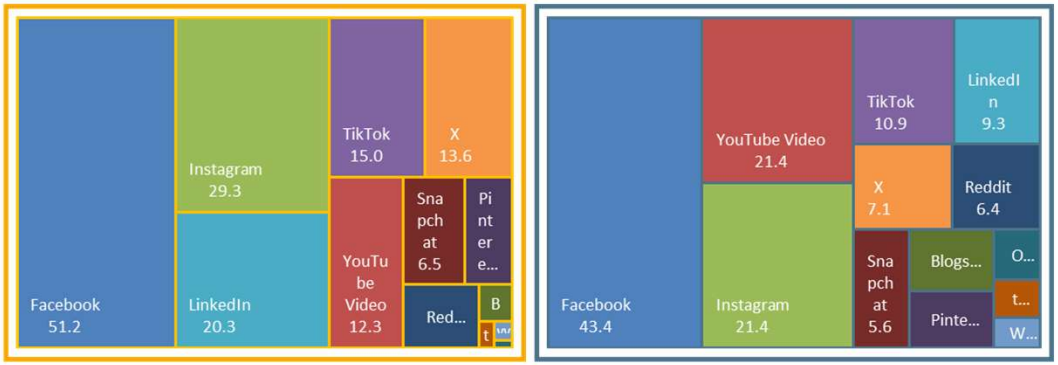
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

76,159 or 87.2% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Facebook for an average of 53.8 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

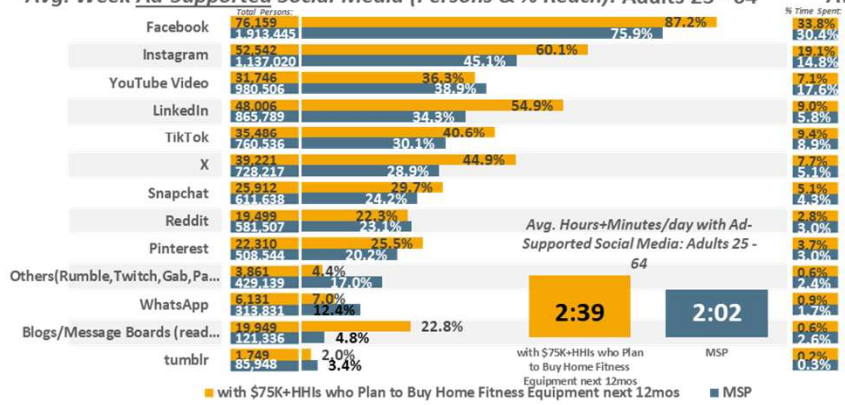
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



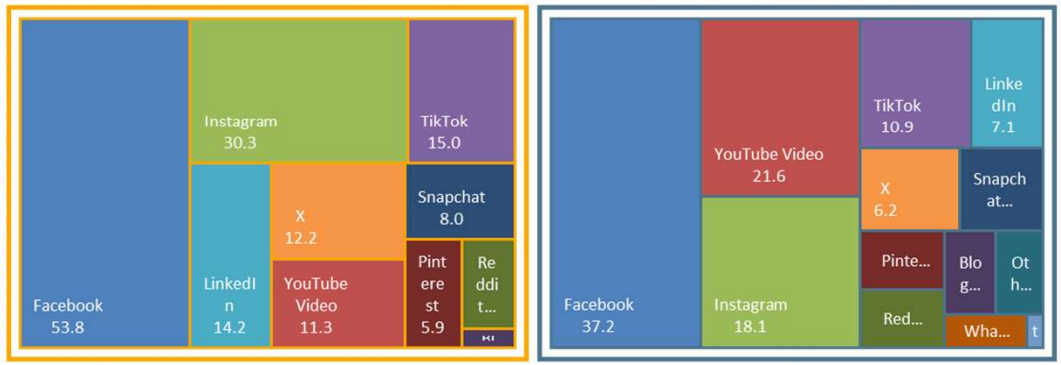
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52

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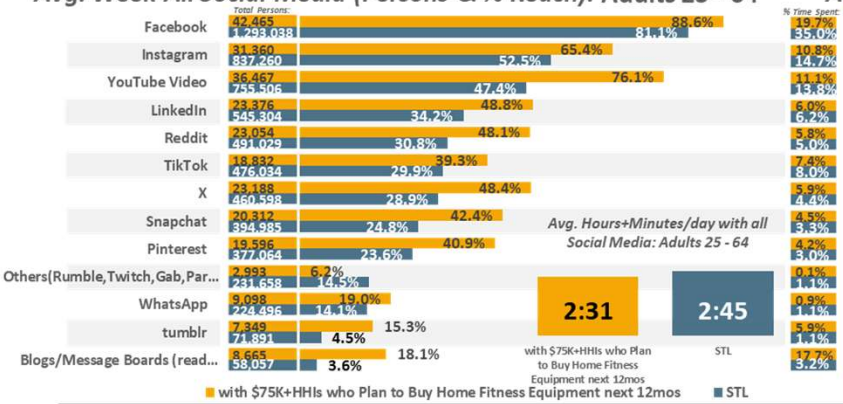
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

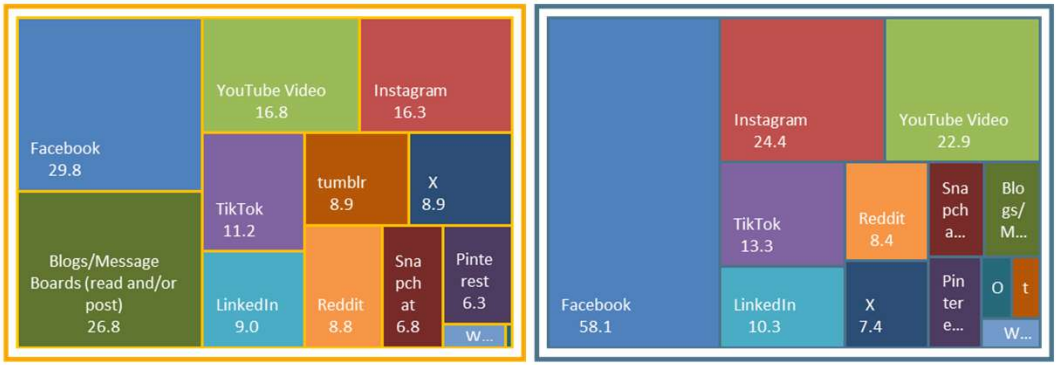
PELOTON STL

42,465 or 88.6% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Facebook for an average of 34.5 minutes every day representing 24.8% of all time spent daily with Ad-Supported Social Media.

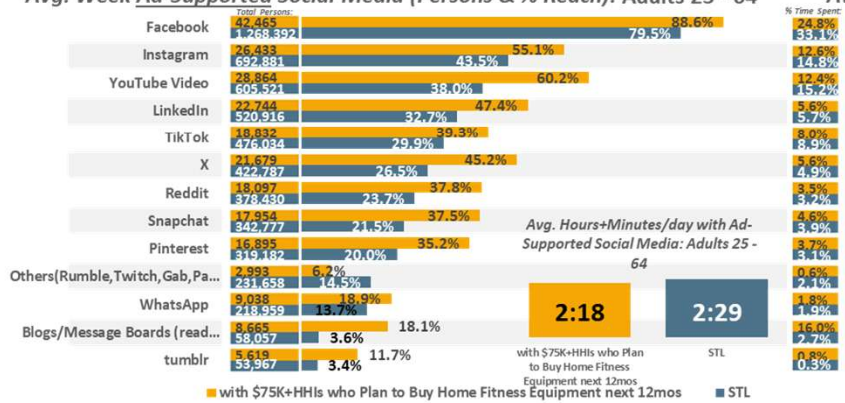
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



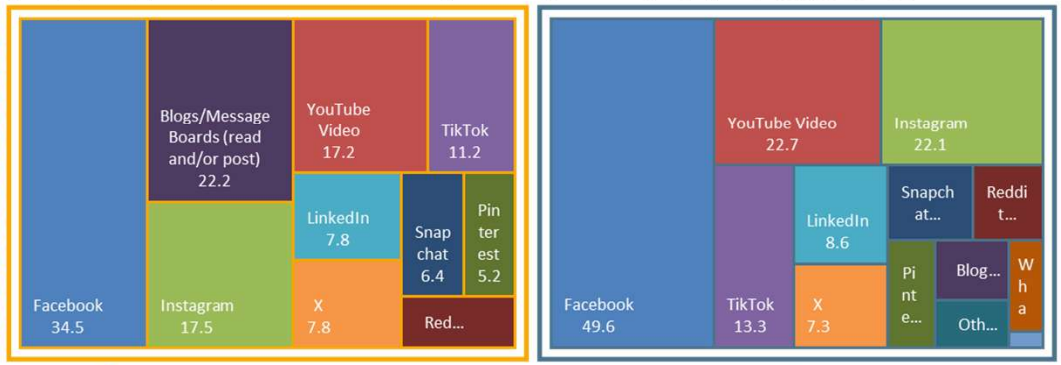
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55

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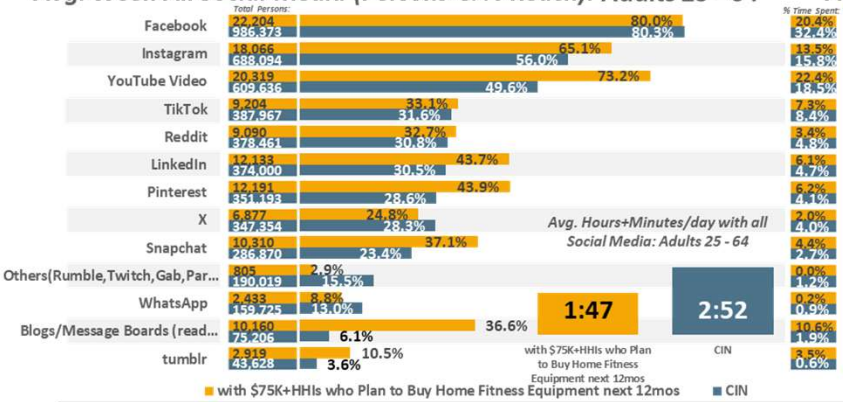
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

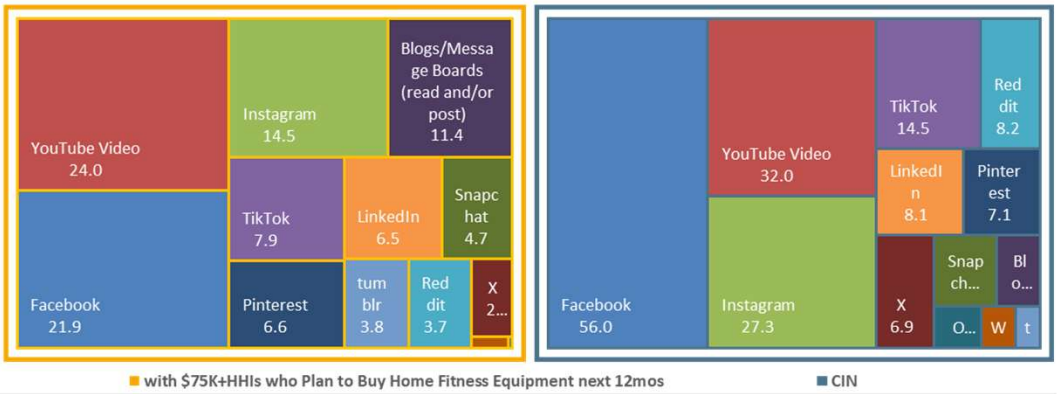
PELOTON CIN

15,550 or 56.% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported YouTube Video for an average of 25.2 minutes every day representing 30.5% of all time spent daily with Ad-Supported Social Media.

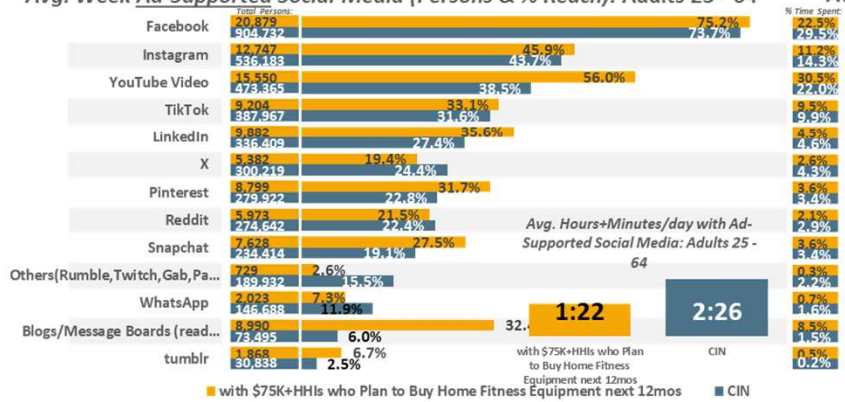
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



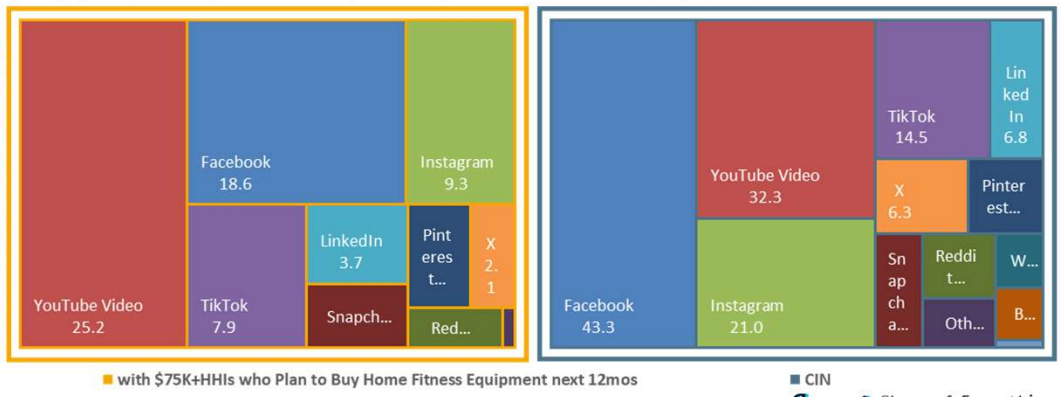
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50

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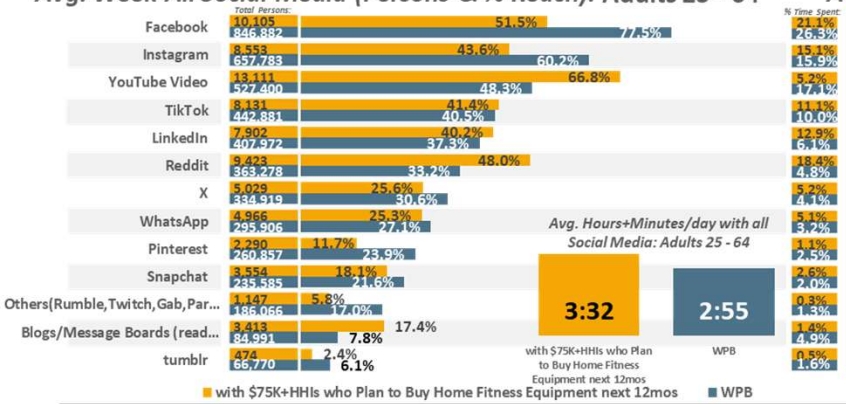
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

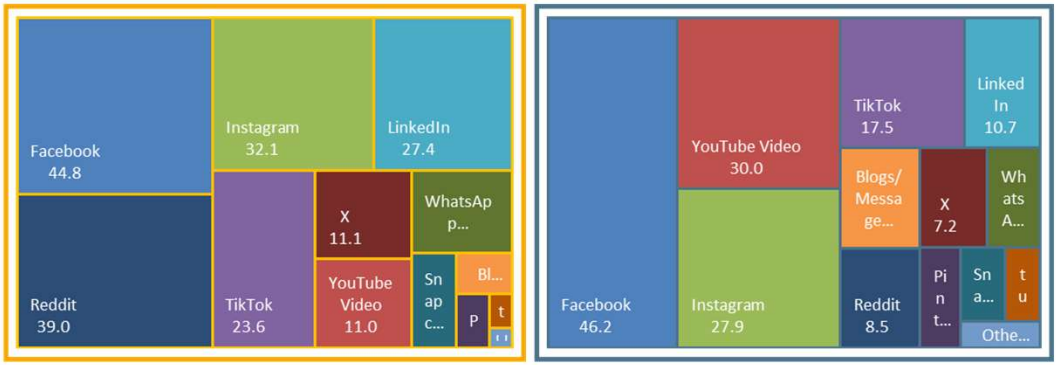
PELOTON WPB

10,105 or 51.5% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Facebook for an average of 53.8 minutes every day representing 30.5% of all time spent daily with Ad-Supported Social Media.

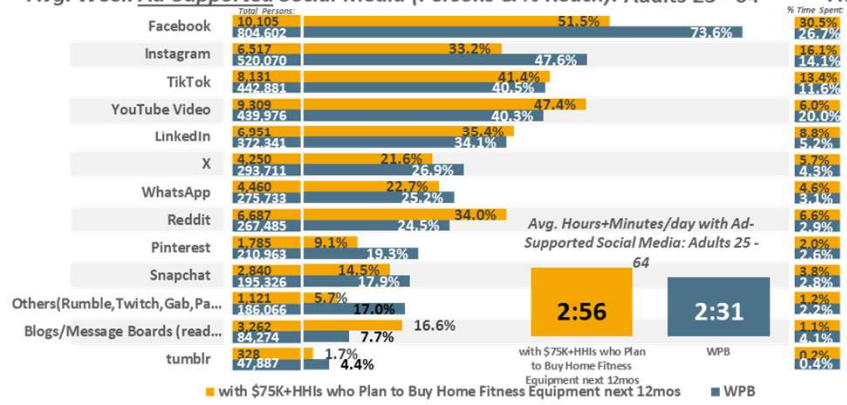
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



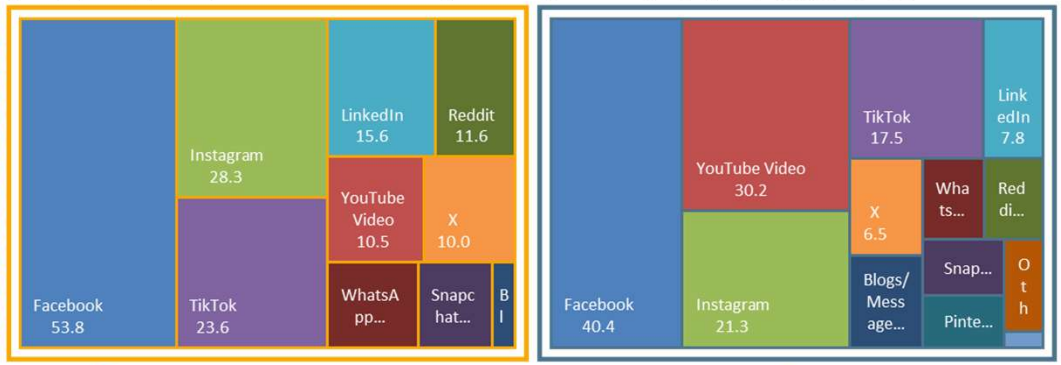
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49

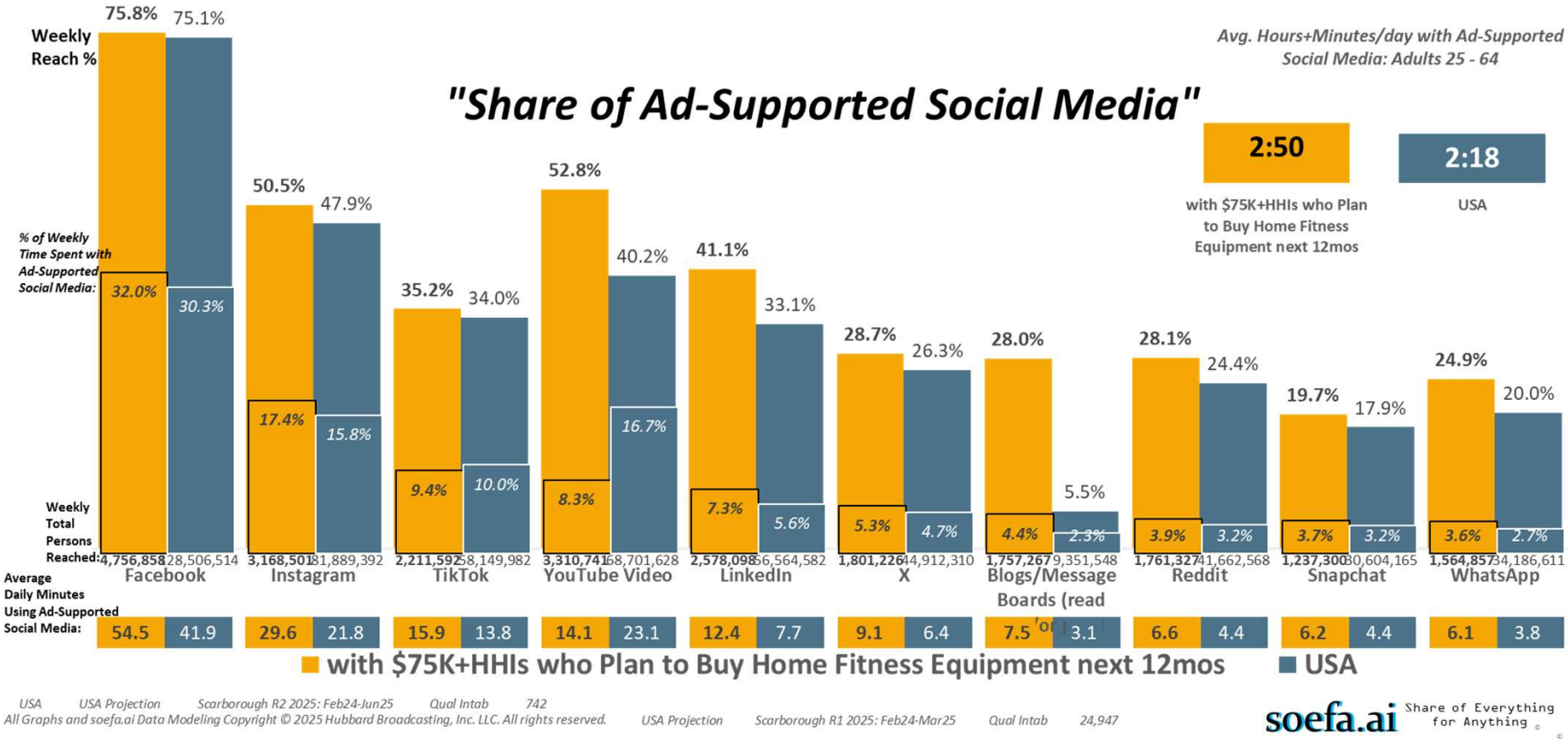
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON USA

4,756,858 or 75.8% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Facebook for an average of 54.5 minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742

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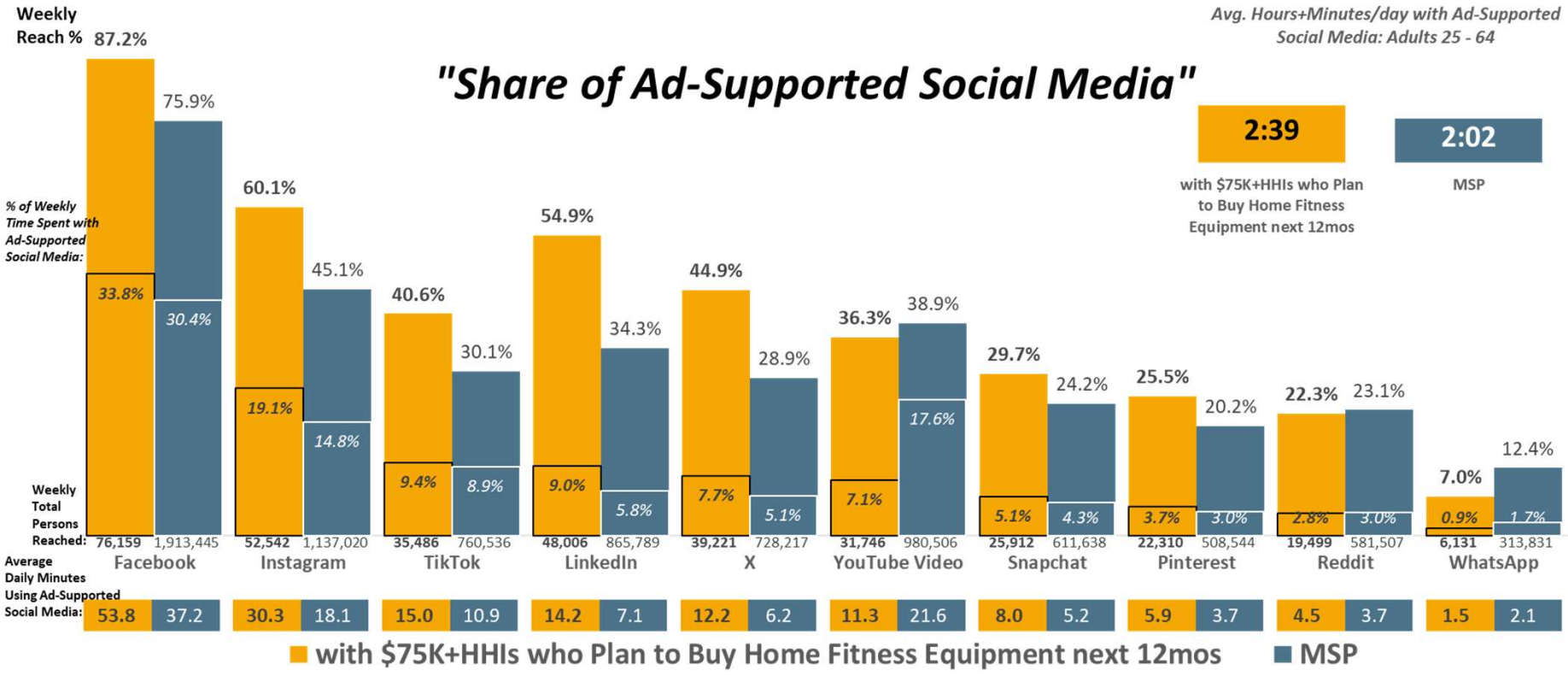
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON MSP

76,159 or 87.2% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Facebook for an average of 53.8 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

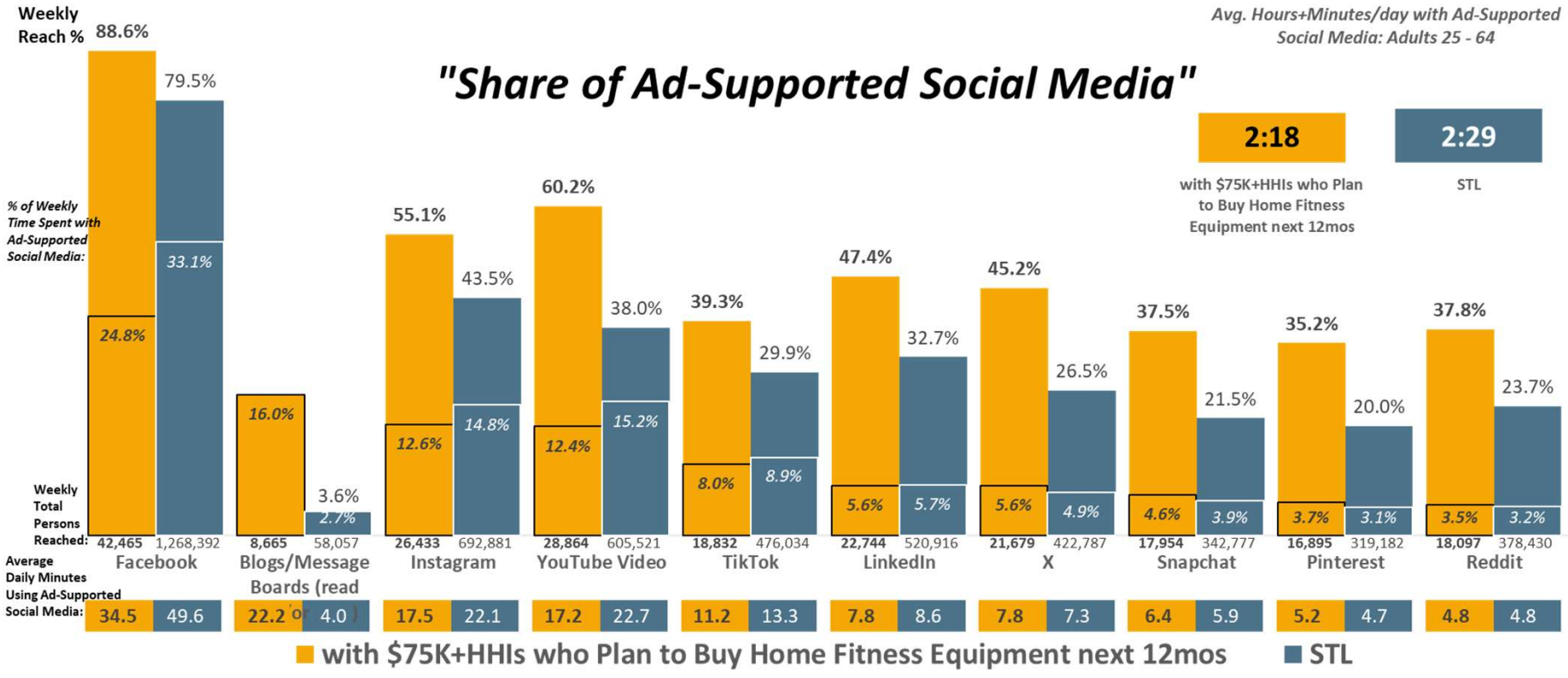
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42,465 or 88.6% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Facebook for an average of 34.5 minutes every day representing 24.8% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

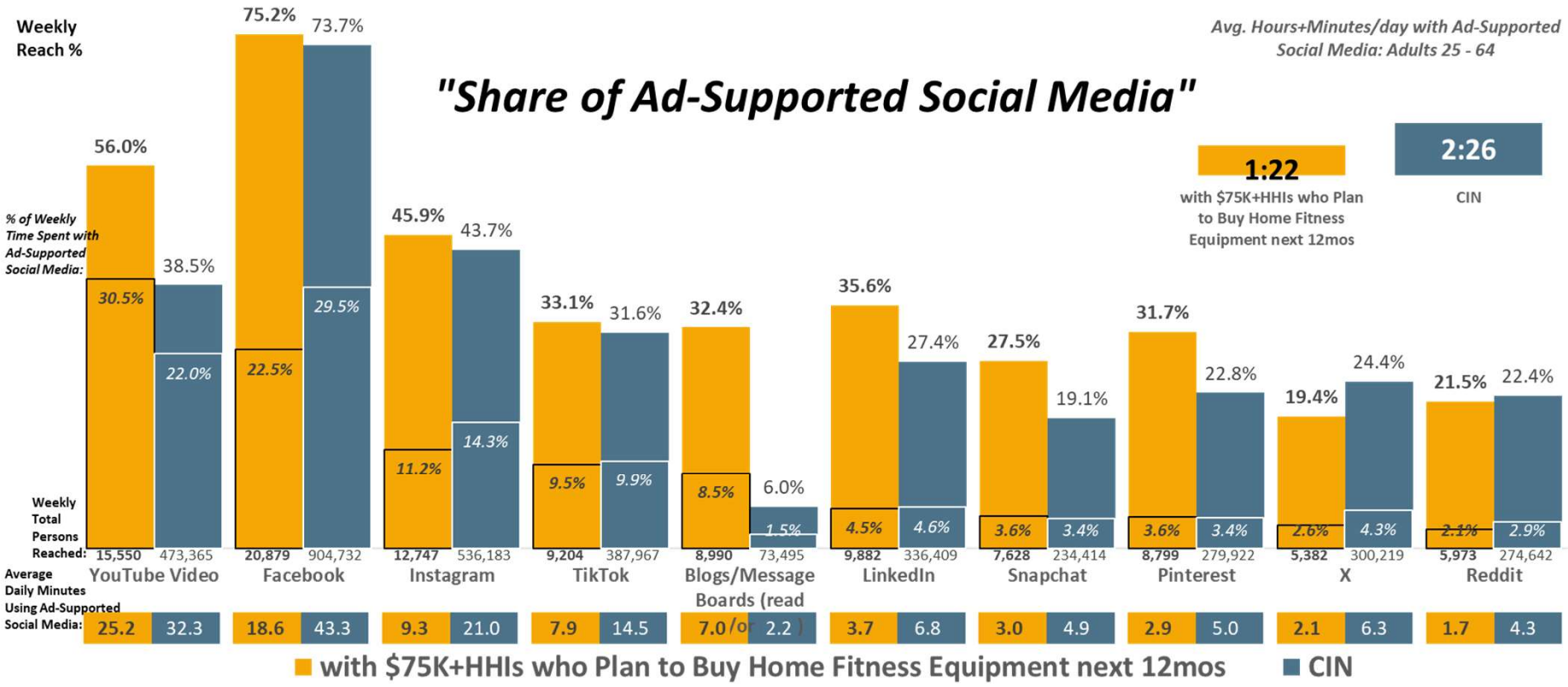
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON CIN

15,550 or 56.% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported YouTube Video for an average of 25.2 minutes every day representing 30.5% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

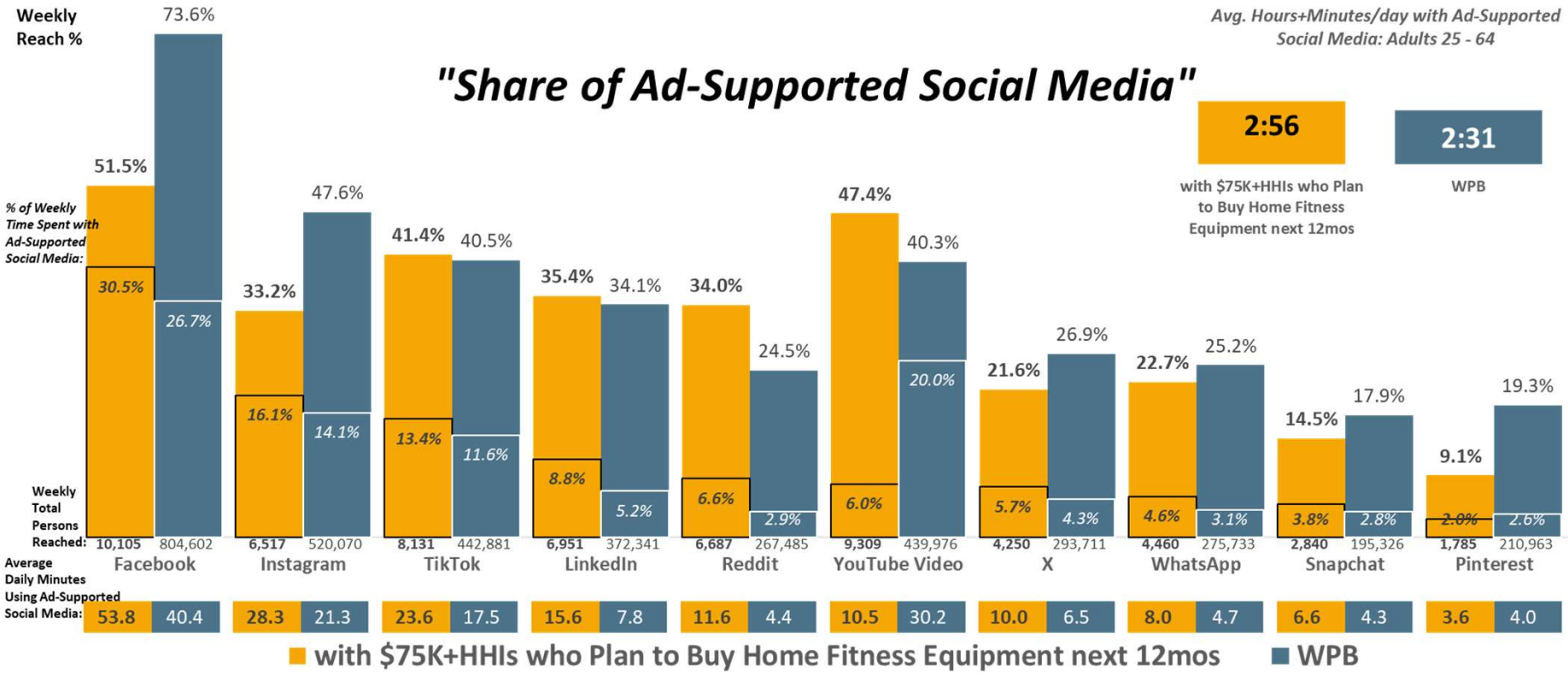
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON WPB

10,105 or 51.5% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Facebook for an average of 53.8 minutes every day representing 30.5% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

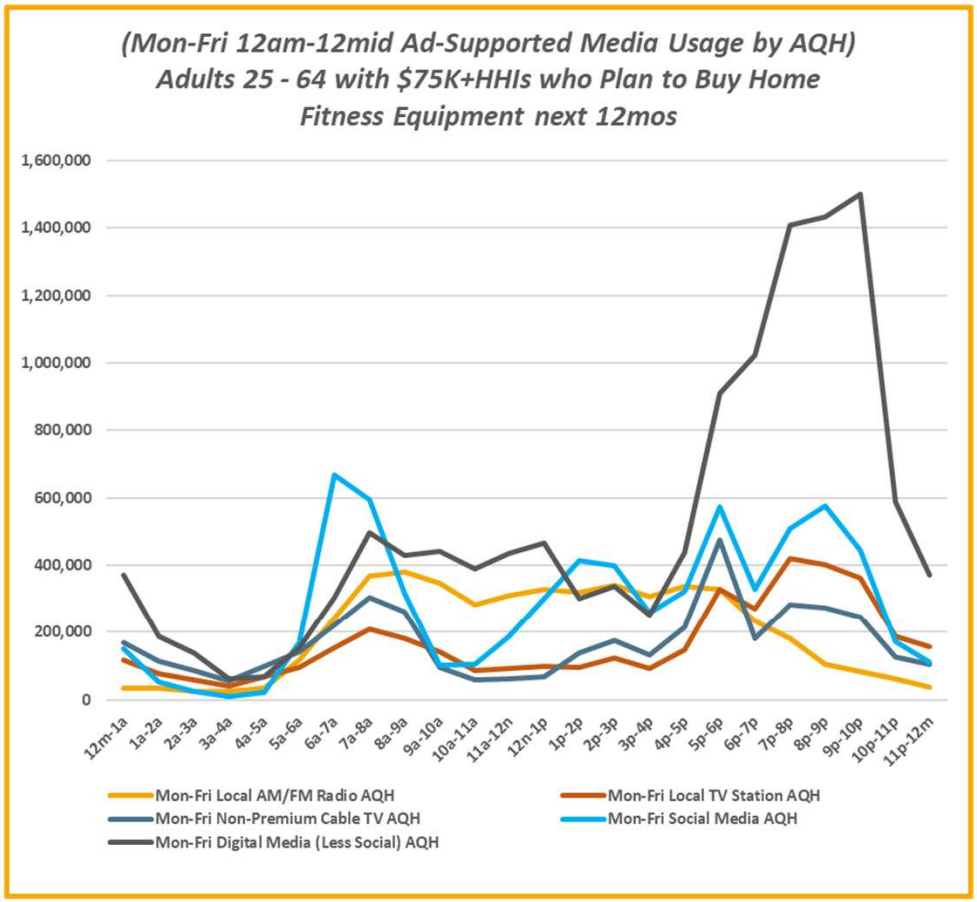
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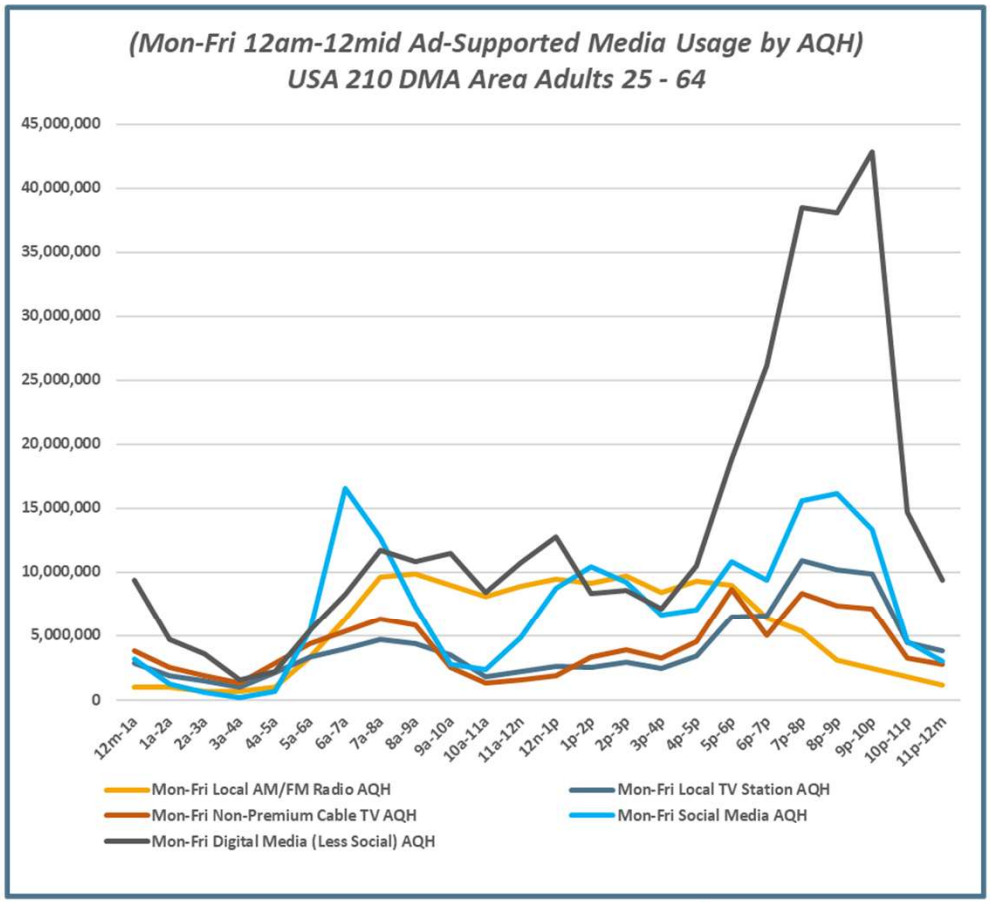
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON USA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 479,084; Social Media: 351,066; Local Radio: 317,083; Non-Prem. Cable: 183,049; Local TV: 154,786 reaching Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equi





USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742

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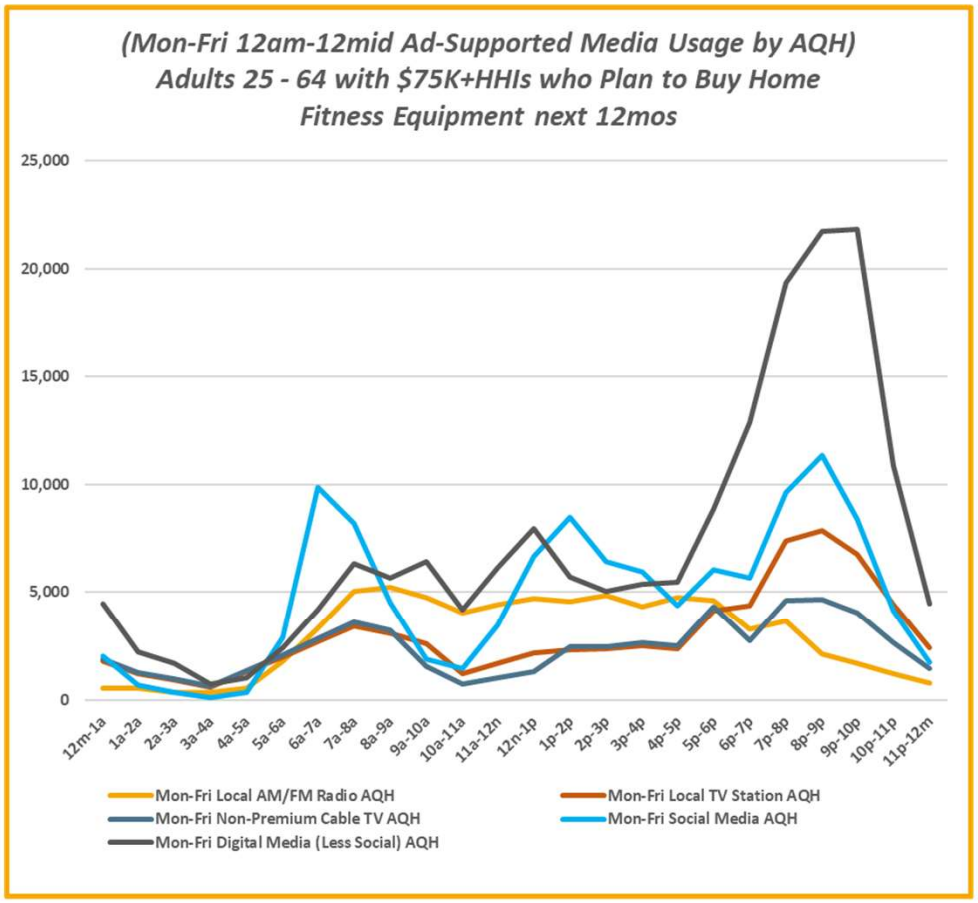
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

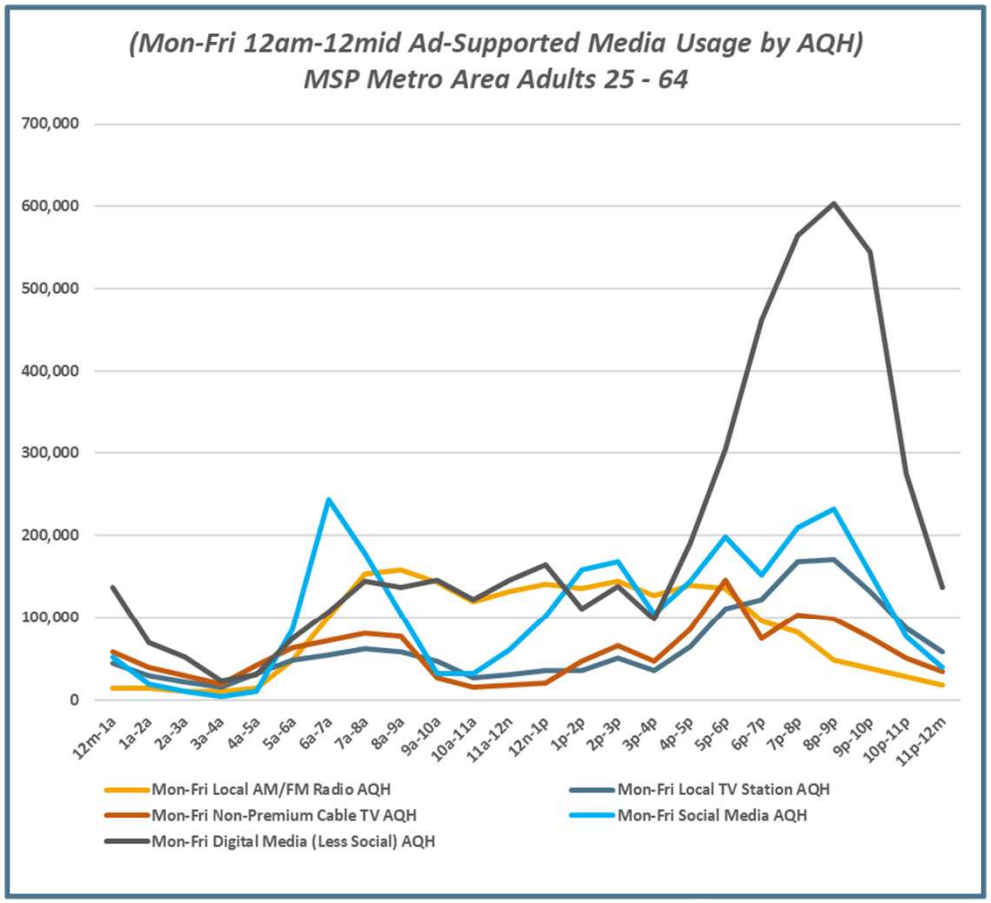
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PELOTON MSP

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,471; Social Media: 5,603; Local Radio: 4,441; Local TV: 2,670; Non-Prem. Cable: 2,400 reaching Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next





MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52

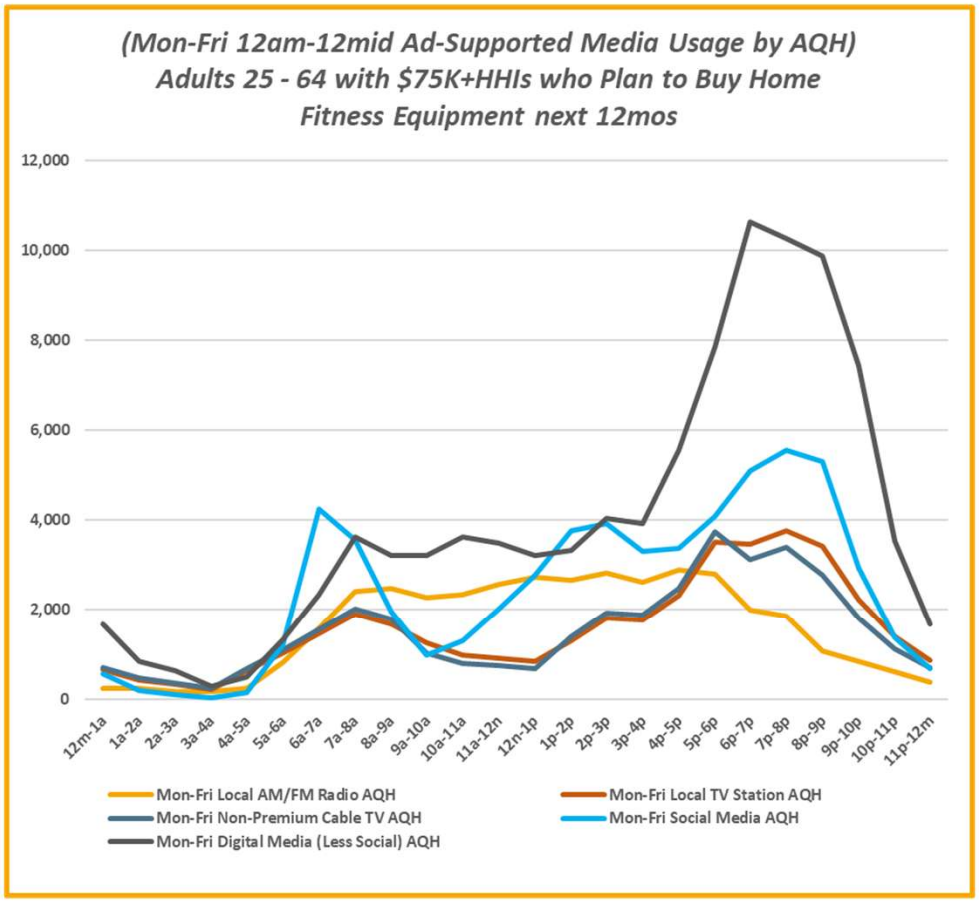
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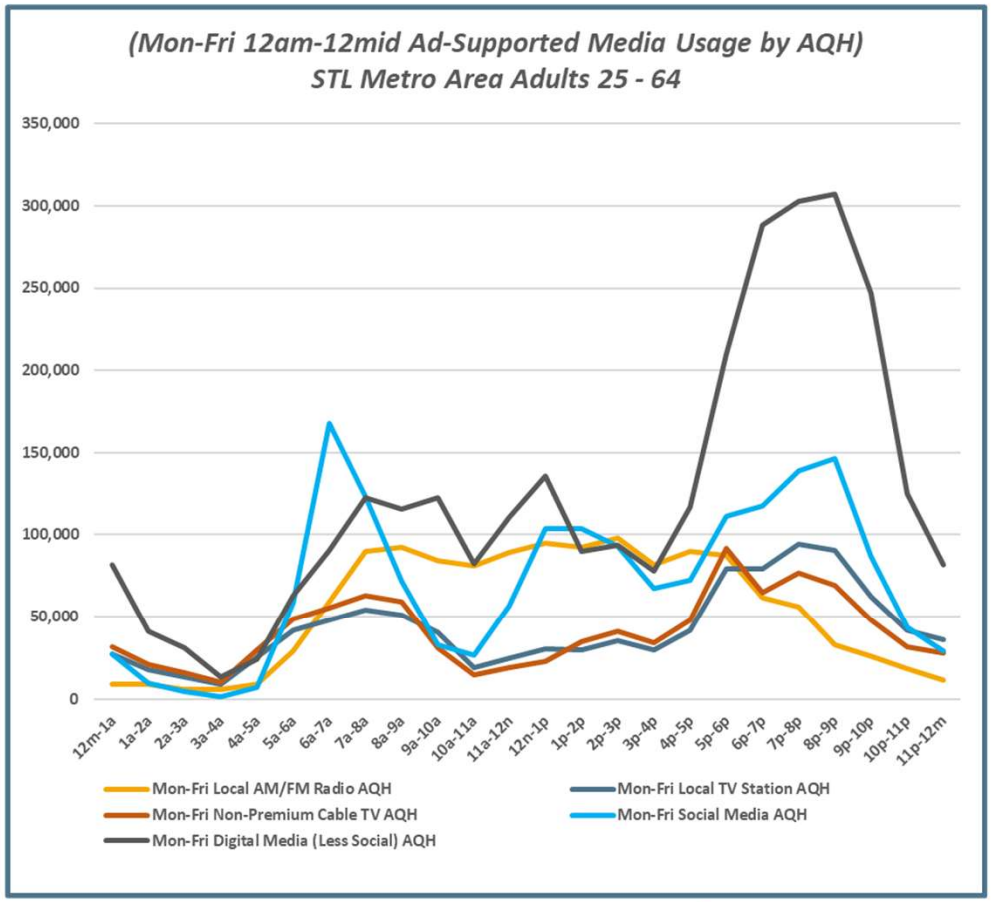
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON STL

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,456; Social Media: 3,094; Local Radio: 2,461; Local TV: 1,773; Non-Prem. Cable: 1,767 reaching Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next





STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55

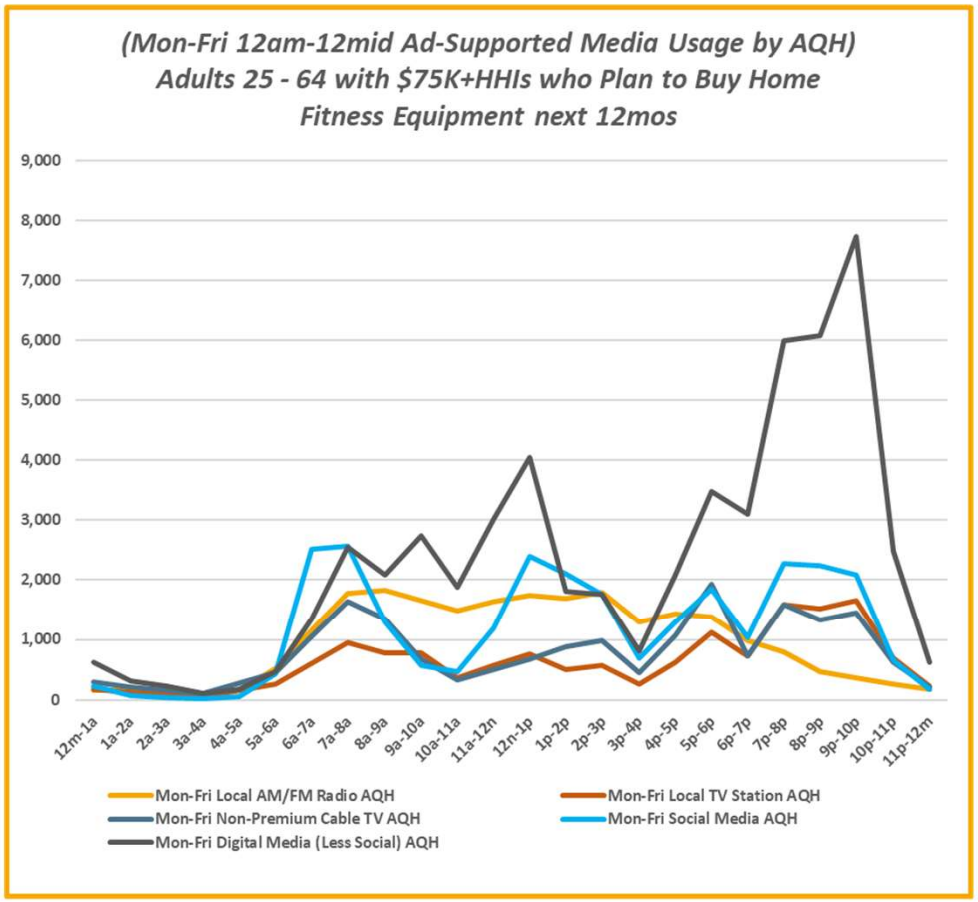
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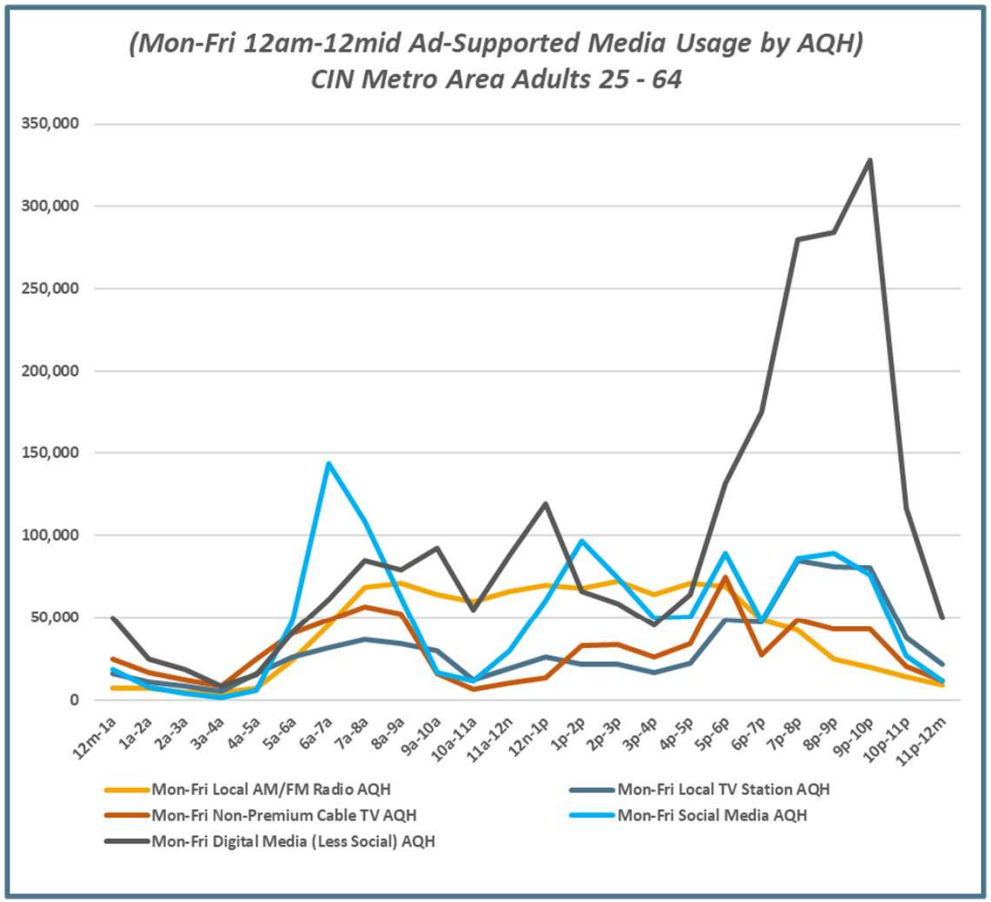
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON CIN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,363; Local Radio: 1,526; Social Media: 1,517; Non-Prem. Cable: 940; Local TV: 660 reaching Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12m





CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50

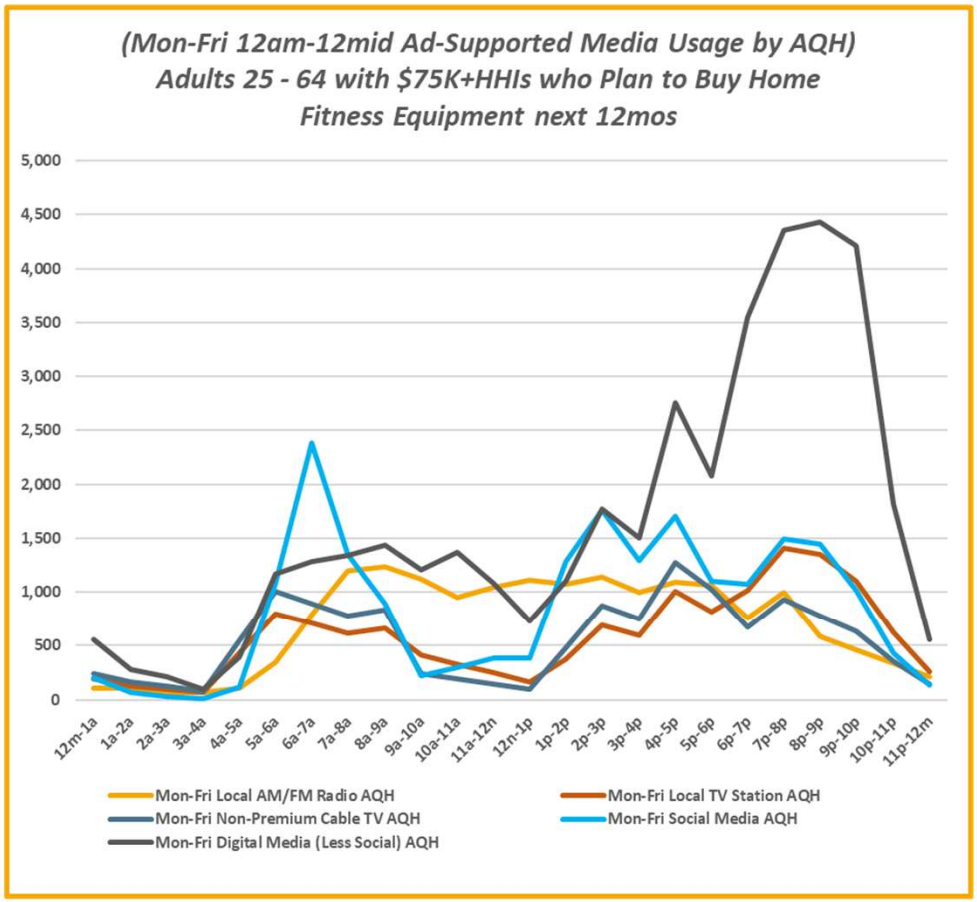
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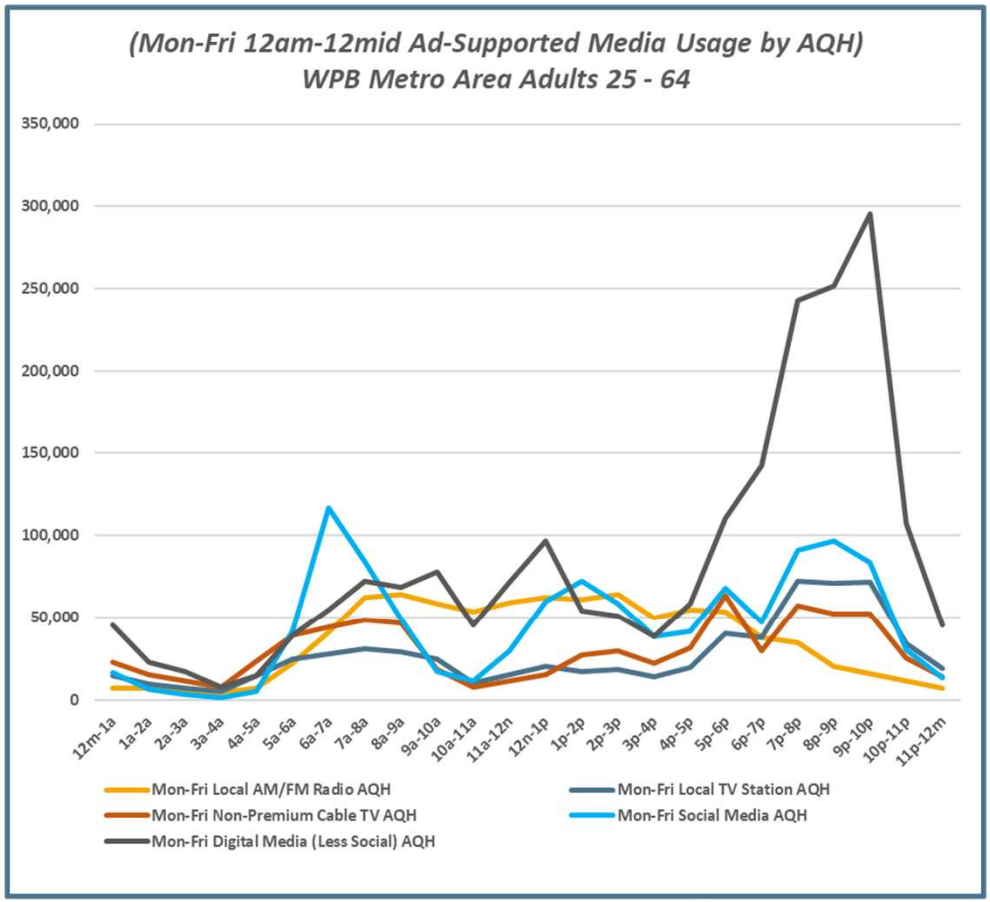
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON WPB

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,631; Social Media: 1,087; Local Radio: 1,042; Non-Prem. Cable: 632; Local TV: 587 reaching Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12m





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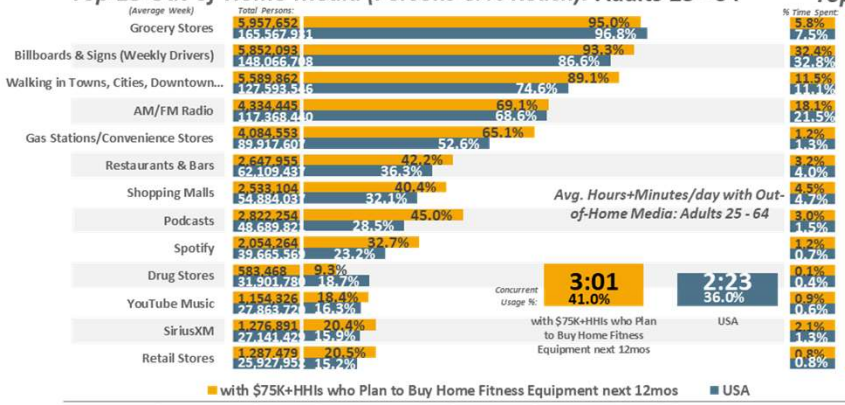
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

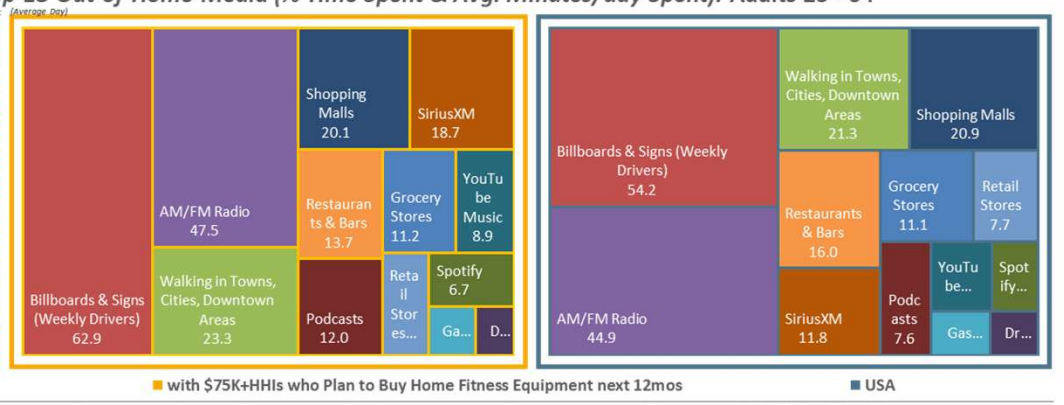
PELOTON USA

5,852,093 or 93.3% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 62.9 minutes per day driving, seeing Billboards and Signs. 65.6% Listen to Local Radio Stations Out-of-Home for an average of 40.8 mi

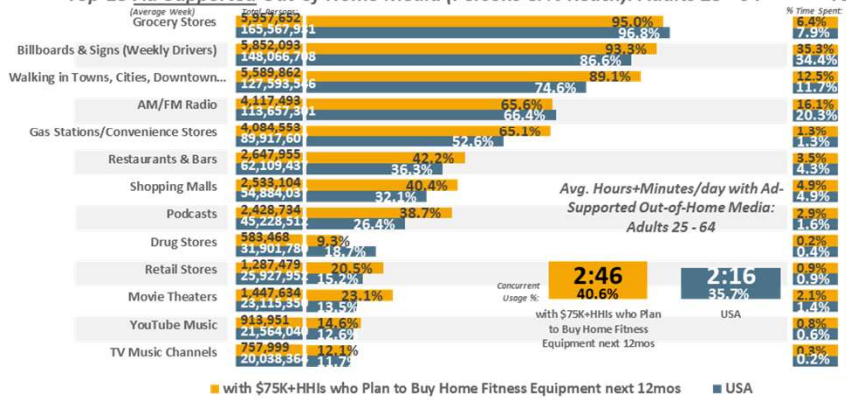
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



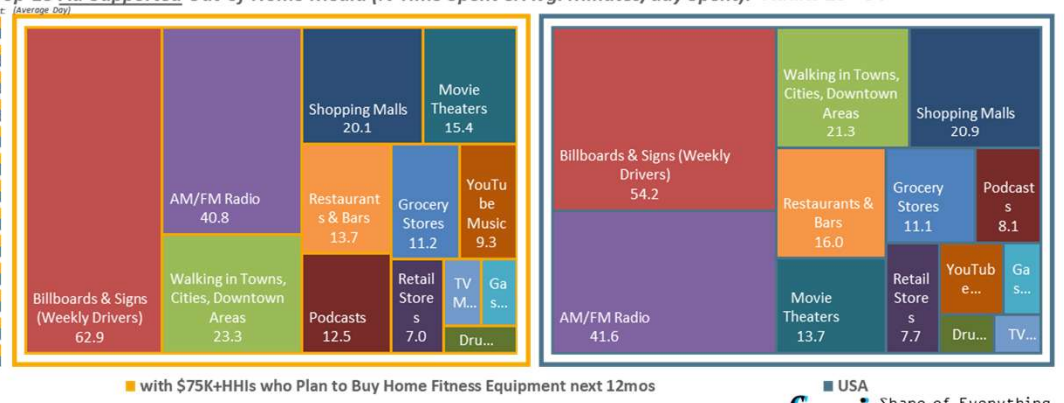
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

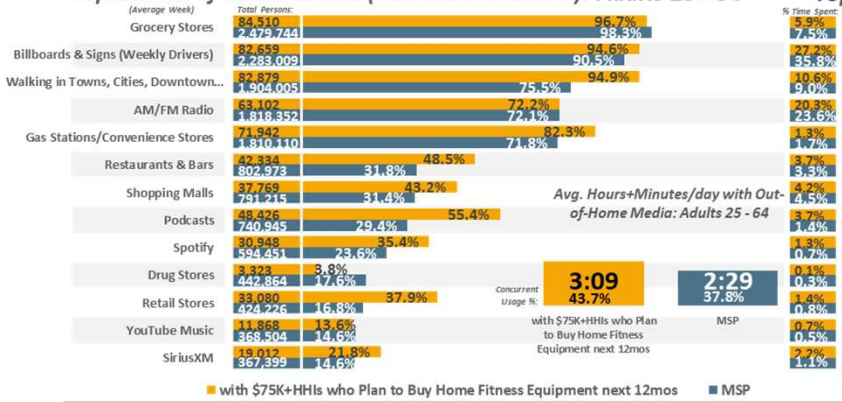
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

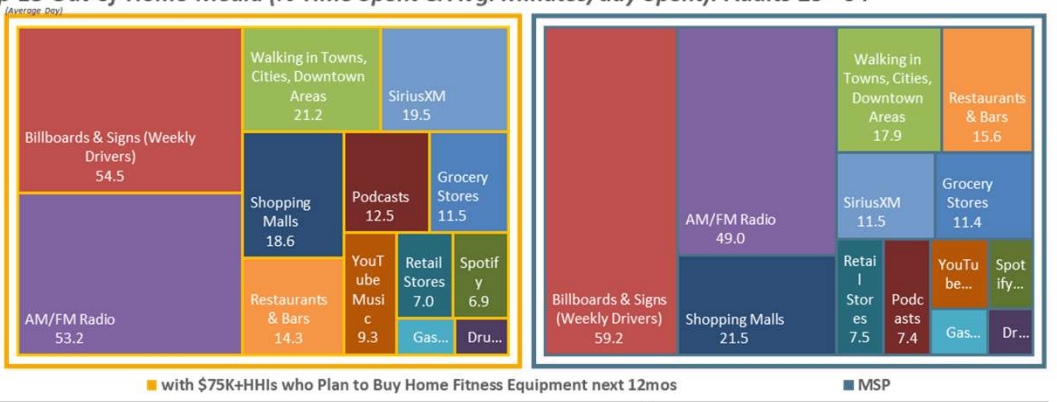
PELOTON MSP

82,659 or 94.6% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 54.5 minutes per day driving, seeing Billboards and Signs. 69.% Listen to Local Radio Stations Out-of-Home for an average of 45.2 minute

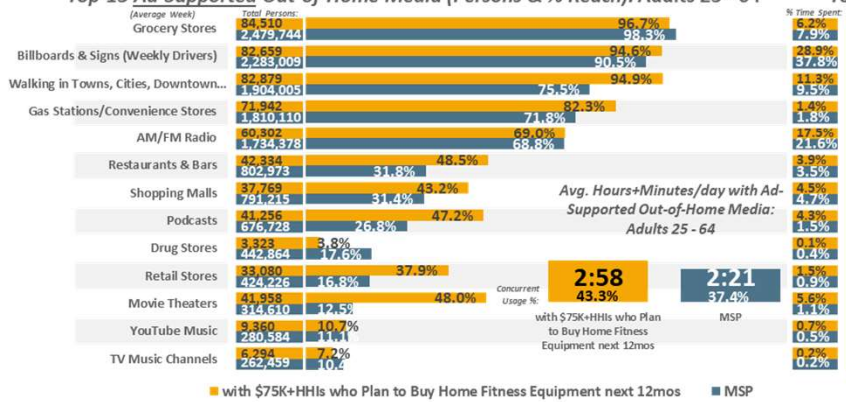
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



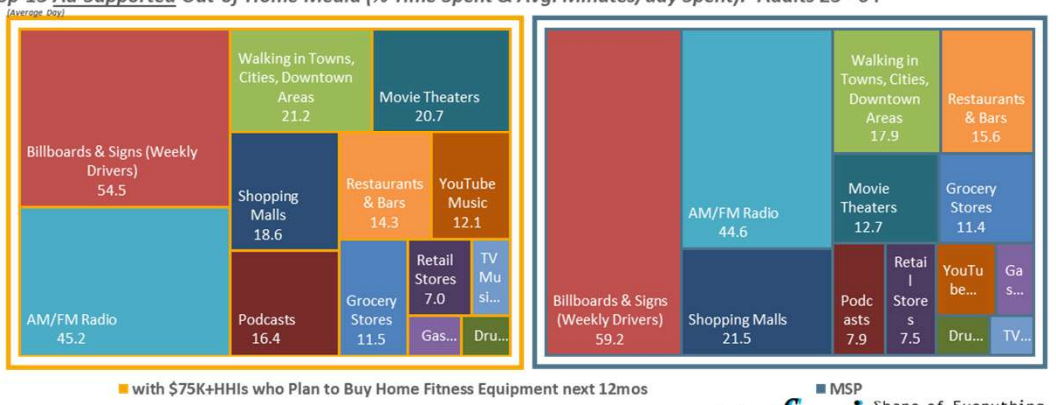
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52

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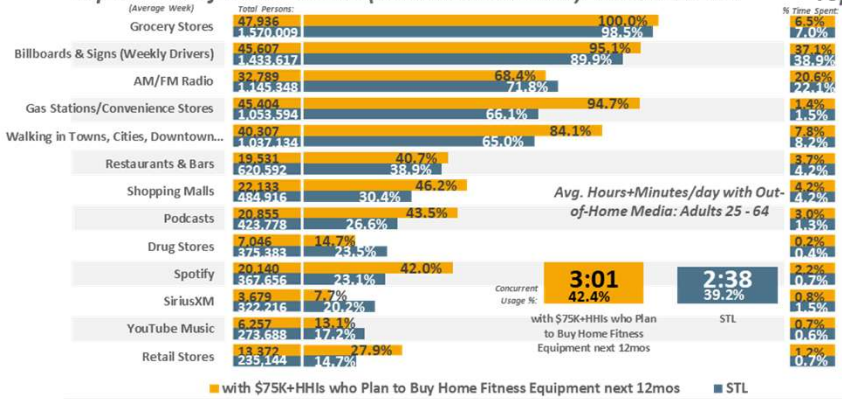
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

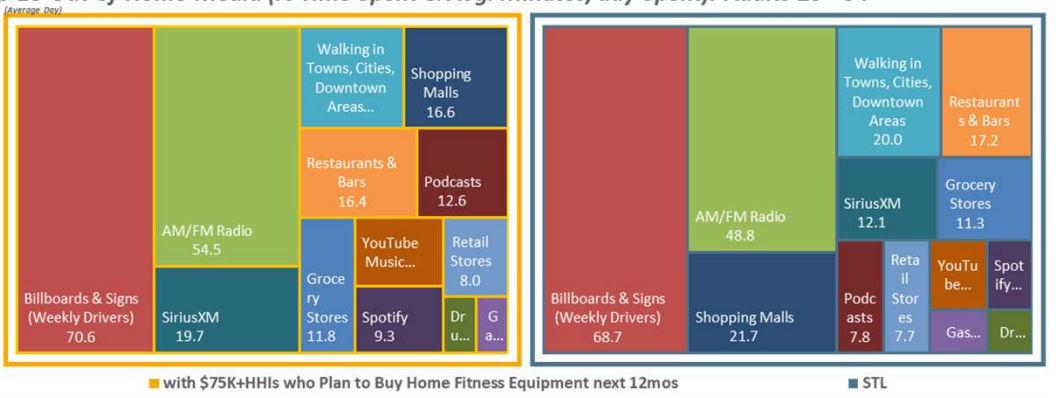


45,607 or 95.1% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 70.6 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 50.4 minut

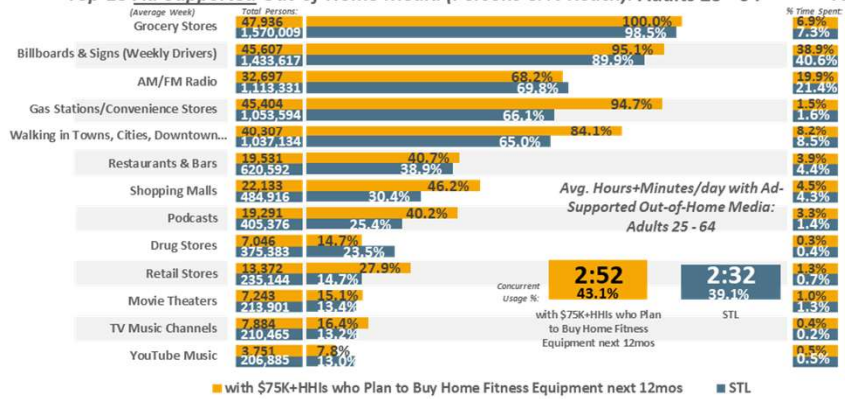
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



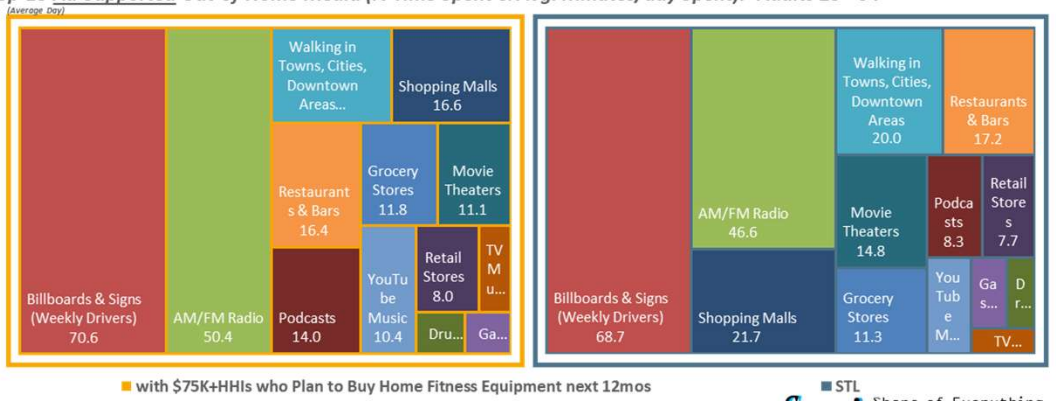
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55

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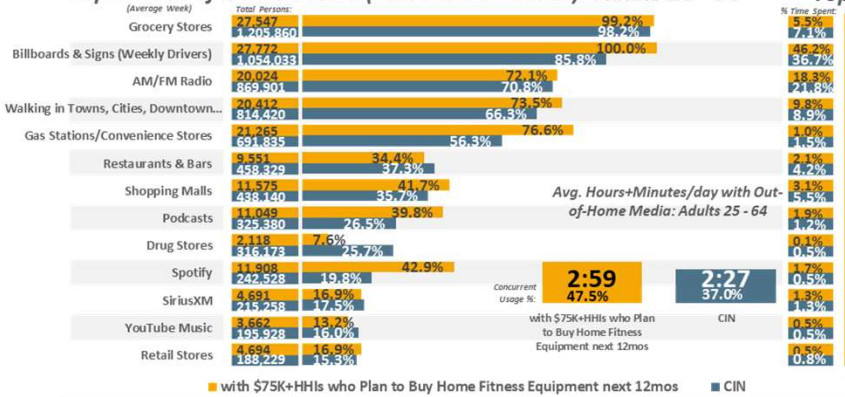
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

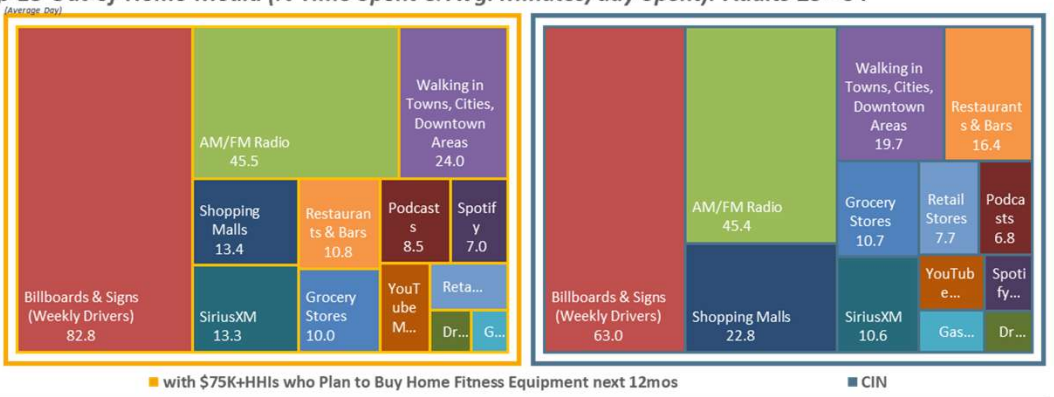
PELOTON CIN

27,772 or 100.% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 82.8 minutes per day driving, seeing Billboards and Signs. 70.4% Listen to Local Radio Stations Out-of-Home for an average of 43.6 minut

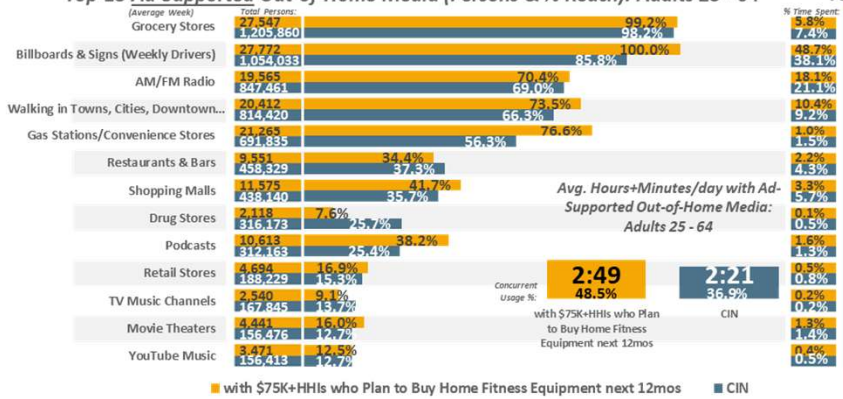
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



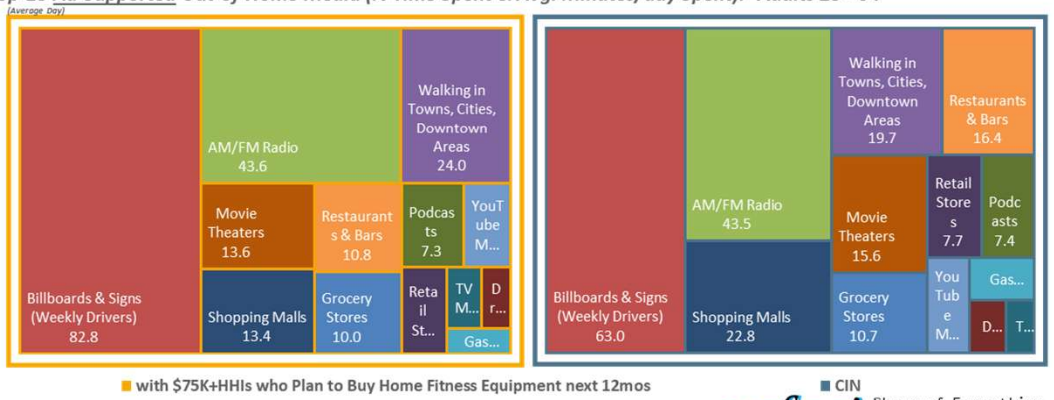
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50

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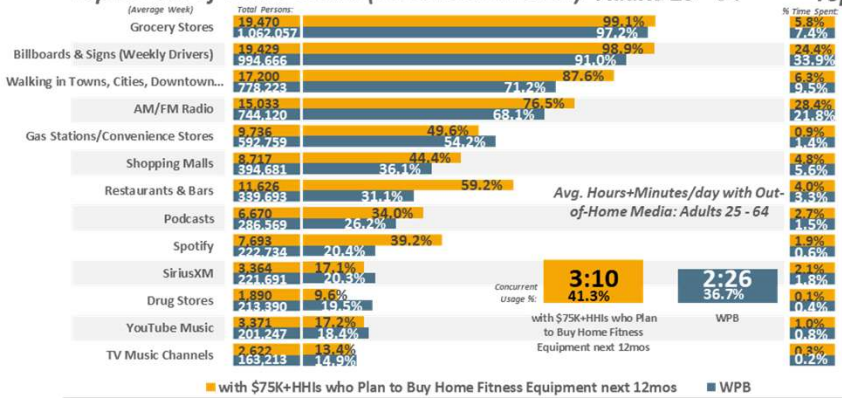
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

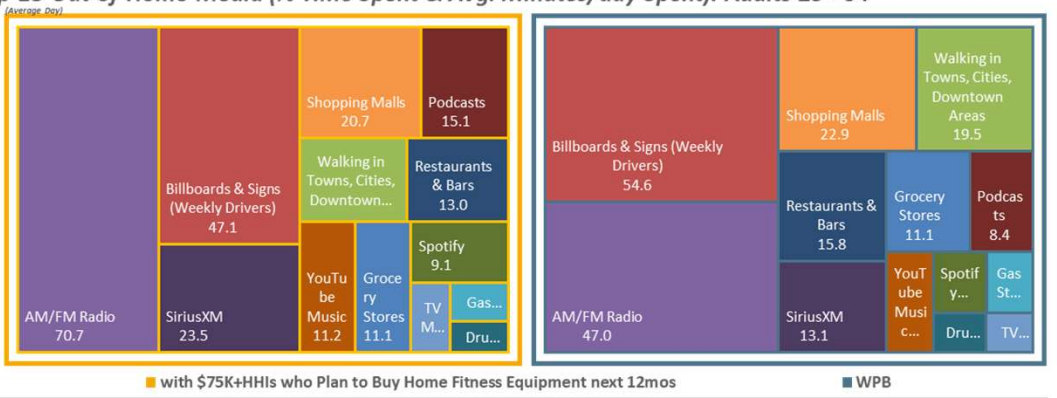
PELOTON WPB

19,429 or 98.9% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 47.1 minutes per day driving, seeing Billboards and Signs. 72.9% Listen to Local Radio Stations Out-of-Home for an average of 53.3 minut

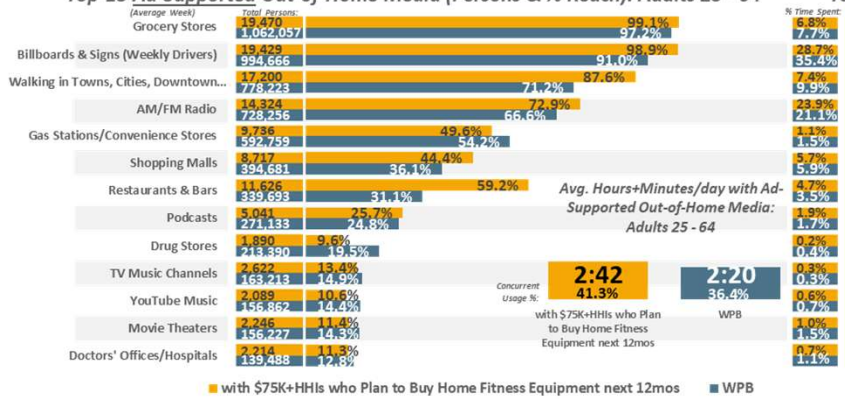
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



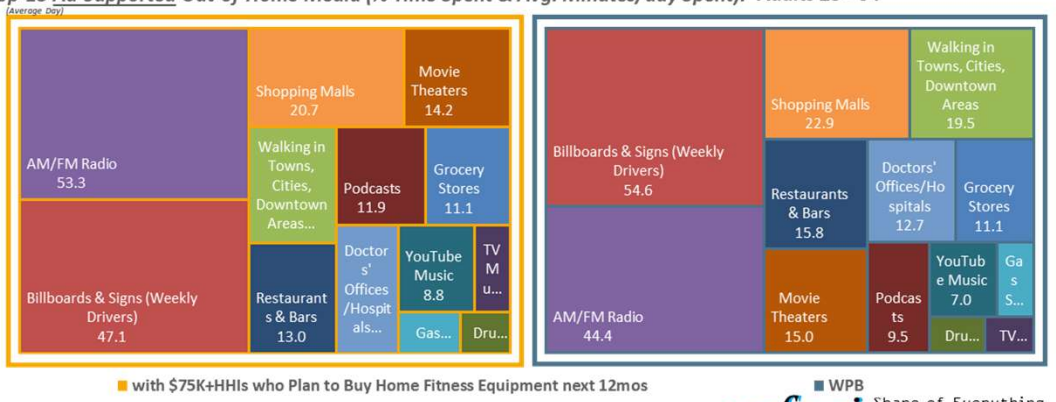
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49

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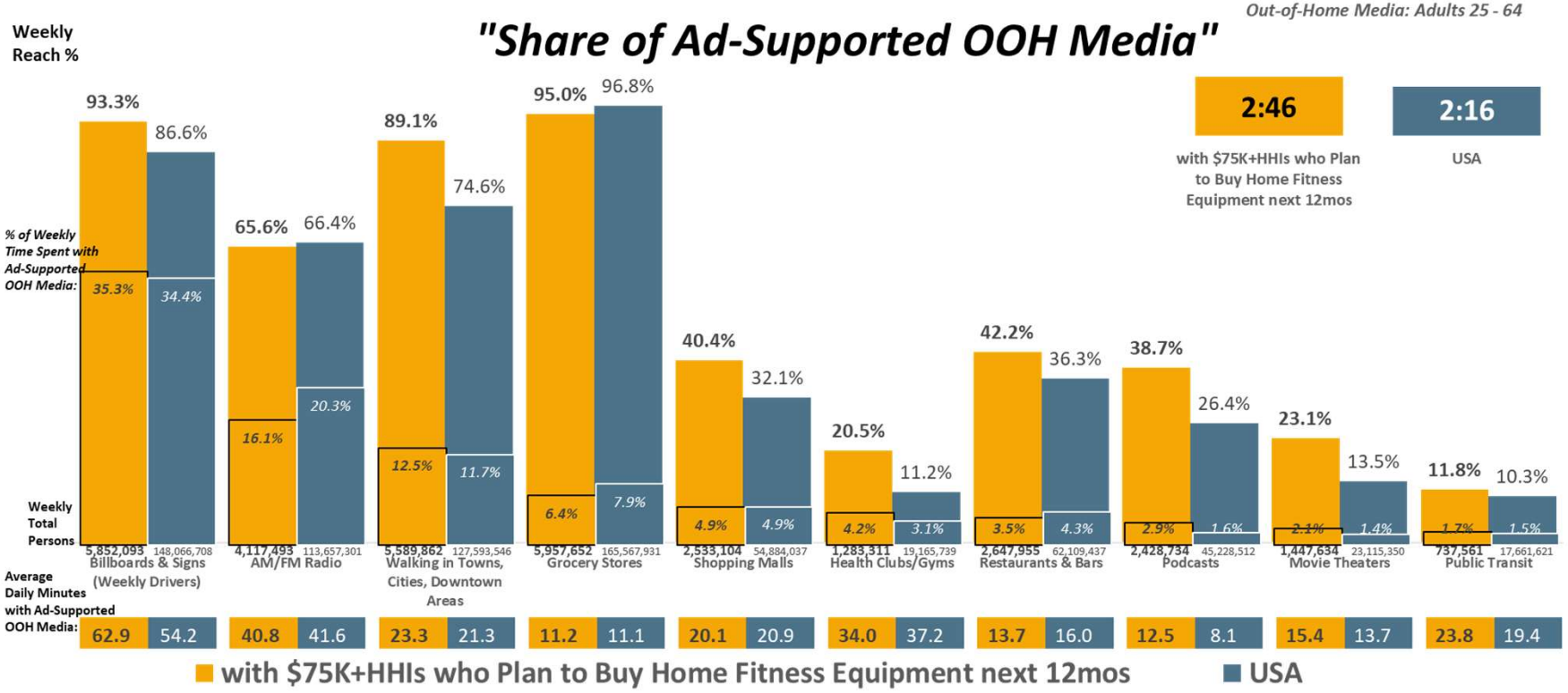
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON USA

5,852,093 or 93.3% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 62.9 minutes per day driving, seeing Billboards and Signs representing 35.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

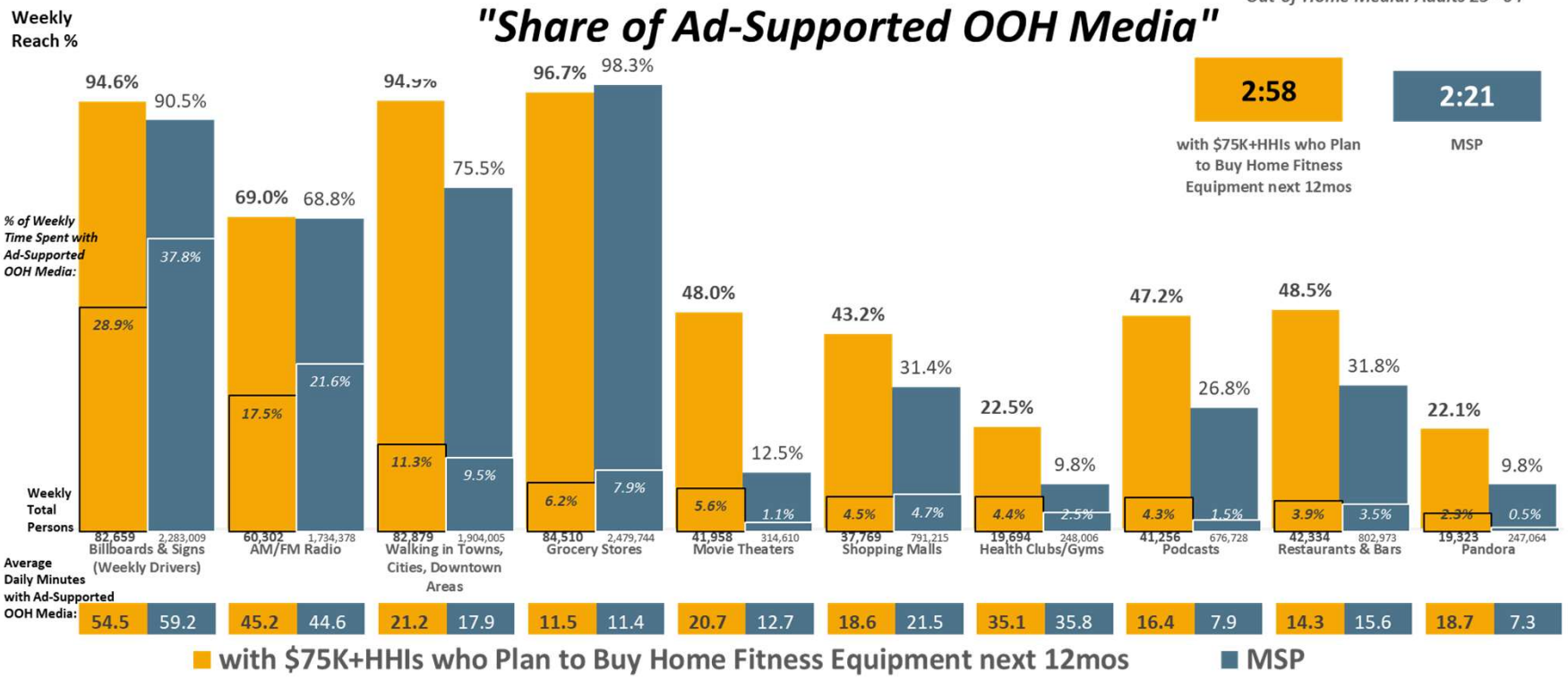
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

82,659 or 94.6% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 54.5 minutes per day driving, seeing Billboards and Signs representing 28.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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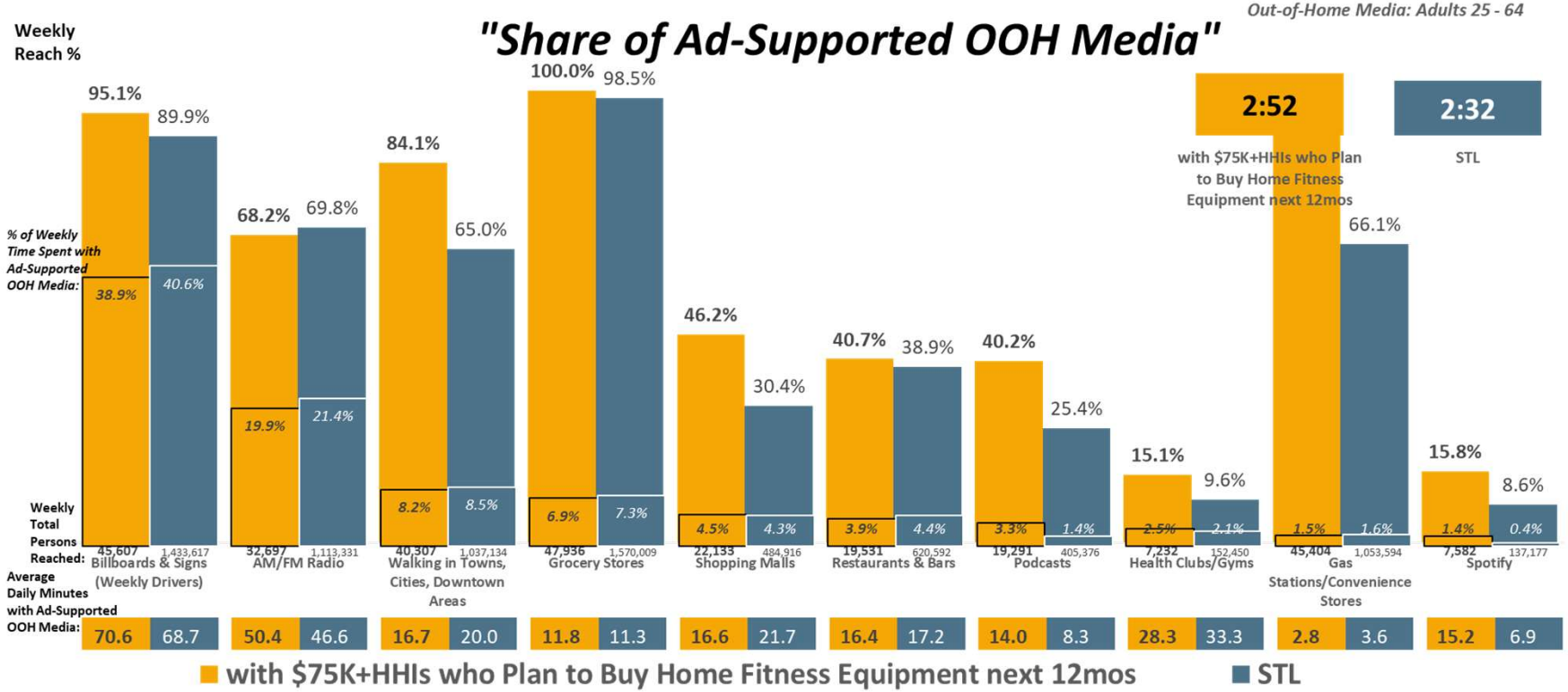
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



45,607 or 95.1% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 70.6 minutes per day driving, seeing Billboards and Signs representing 38.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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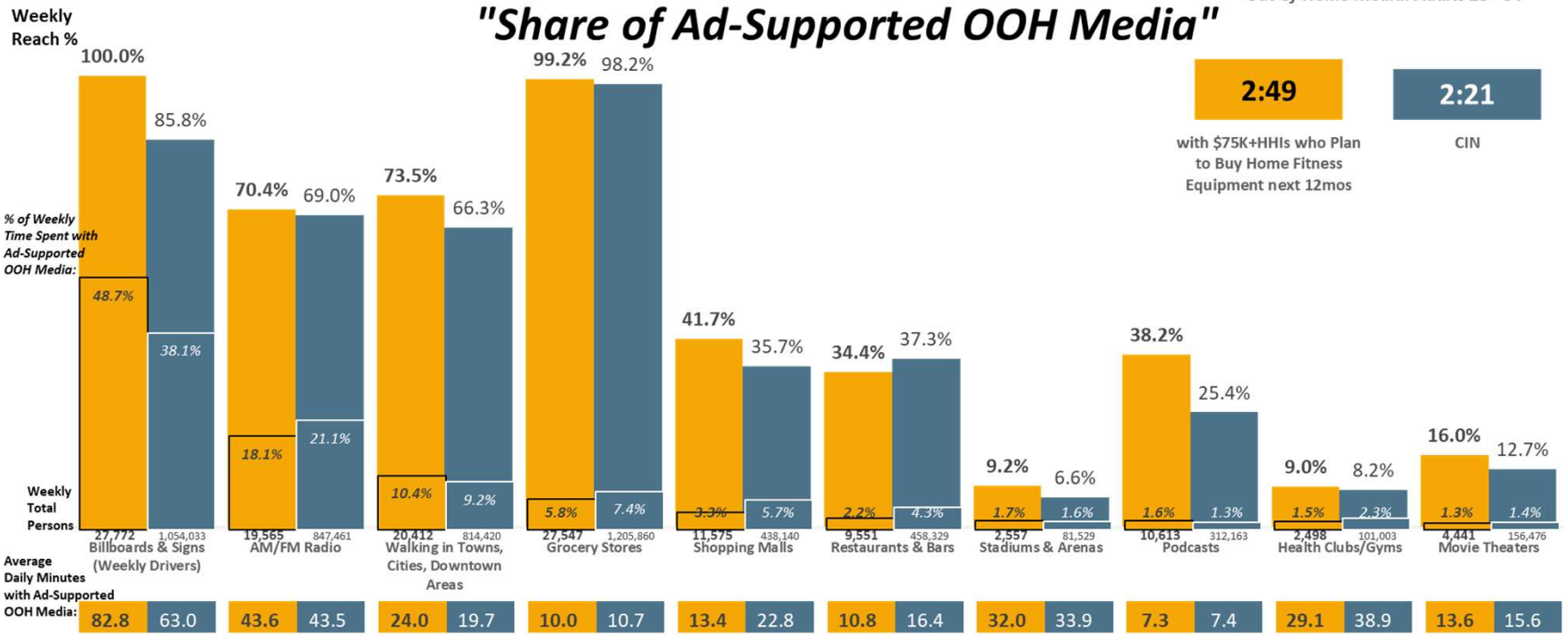
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



27,772 or 100.% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 82.8 minutes per day driving, seeing Billboards and Signs representing 48.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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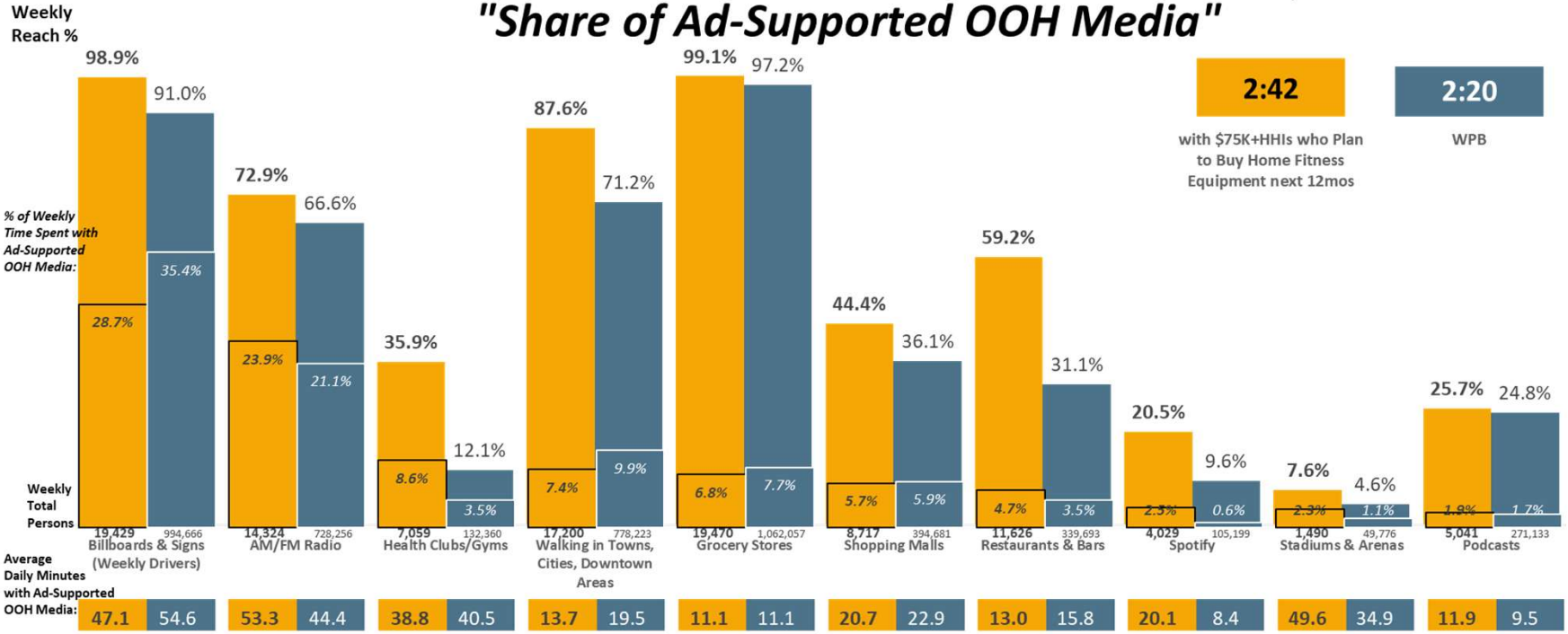
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



19,429 or 98.9% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 47.1 minutes per day driving, seeing Billboards and Signs representing 28.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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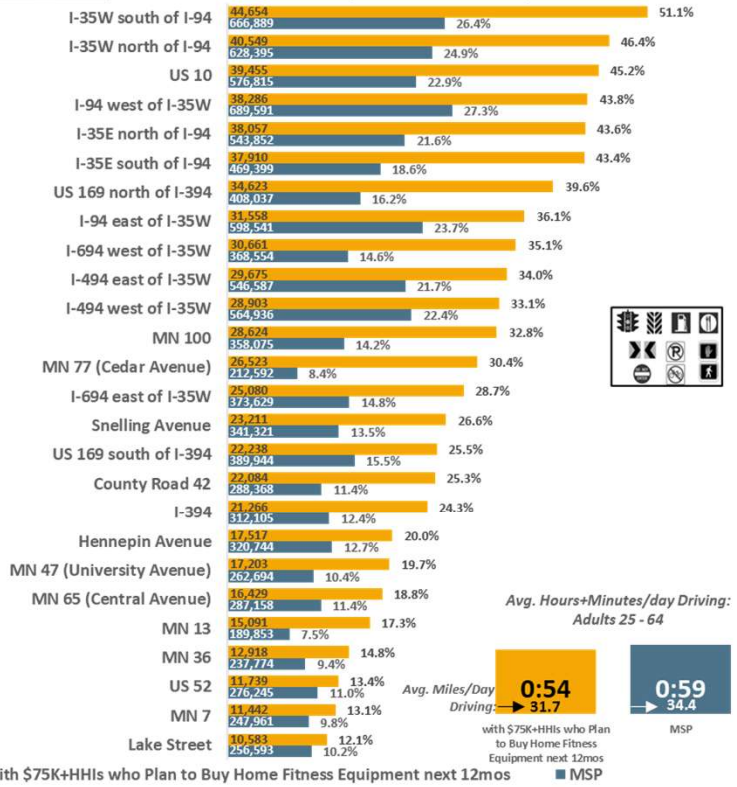
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



82,659 or 94.6% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 54.5 minutes per day driving an average of 31.7 miles each day and are 260.2% more likely to use MN 77 (Cedar Avenue) than the Metro ave

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



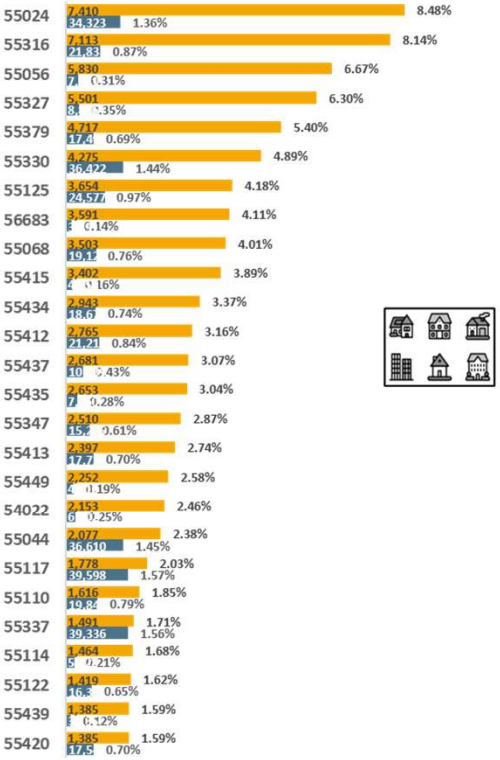
Avg. Hours+Minutes/day Driving: Adults 25 - 64

Avg. Miles/Day Driving: 31.7

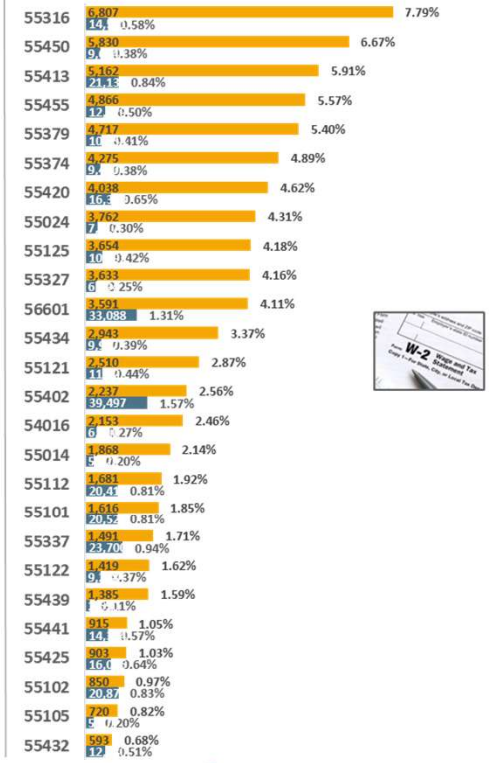
0:54 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos

0:59 → 34.4 MSP

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



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MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52

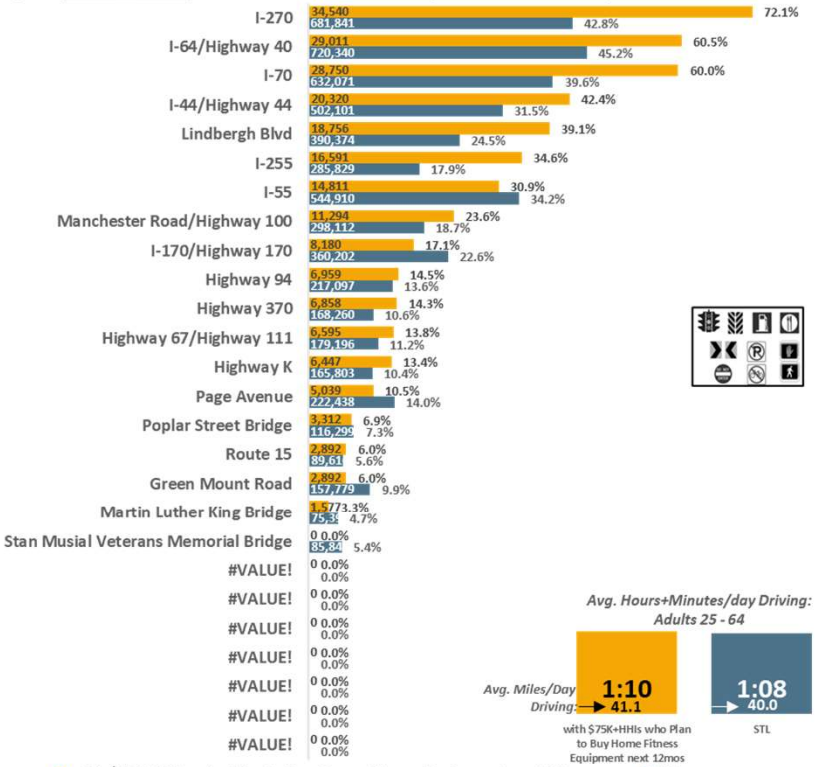
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

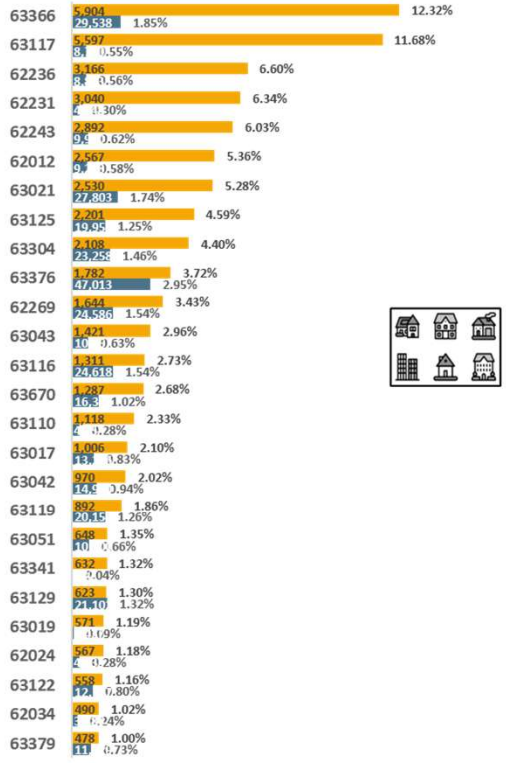


45,607 or 95.1% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 70.6 minutes per day driving an average of 41.1 miles each day and are 93.1% more likely to use I-255 than the Metro average.

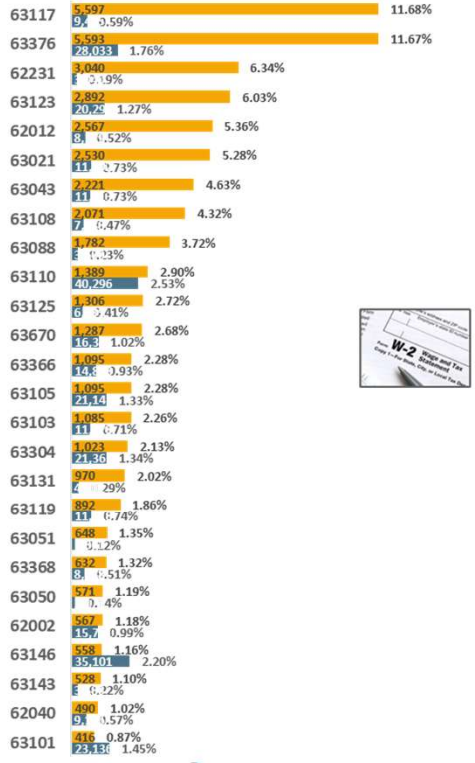
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



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STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55

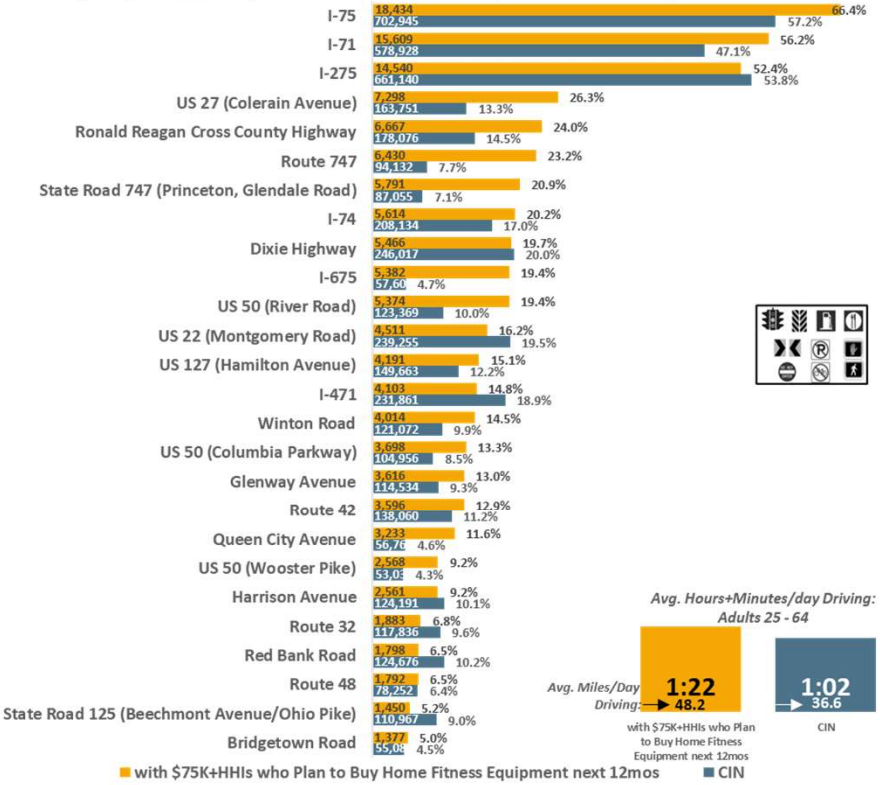
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



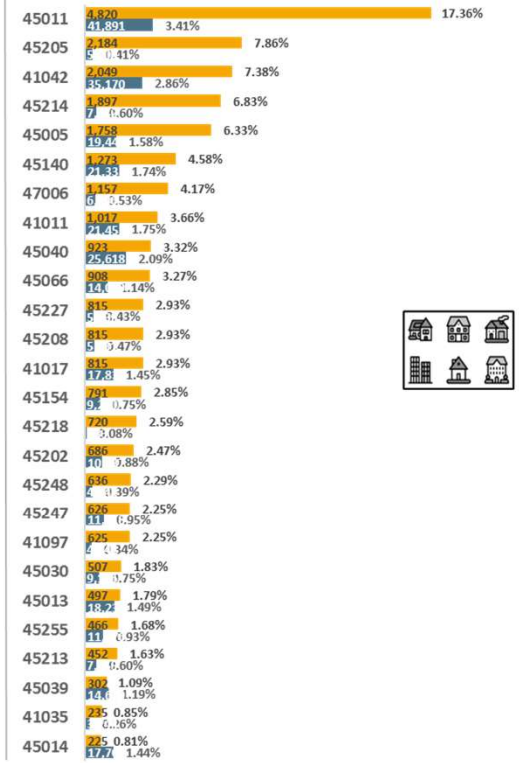
27,772 or 100.% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 82.8 minutes per day driving an average of 48.2 miles each day and are 313.1% more likely to use I-675 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64

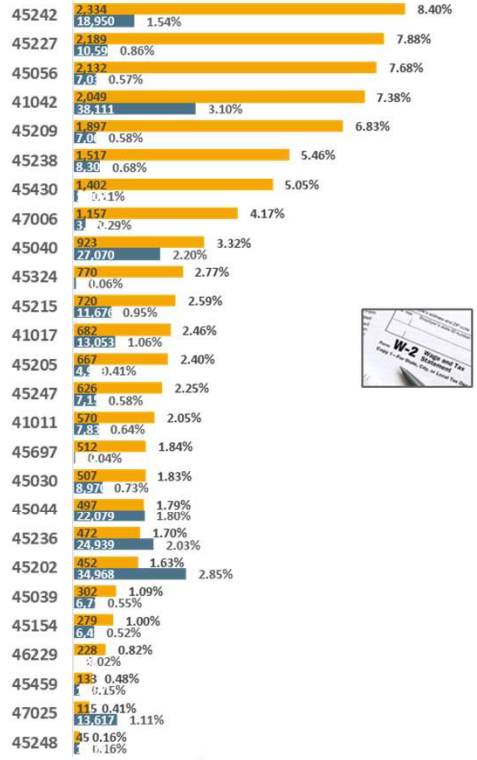


Avg. Hours+Minutes/day Driving: Adults 25 - 64

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



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CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50

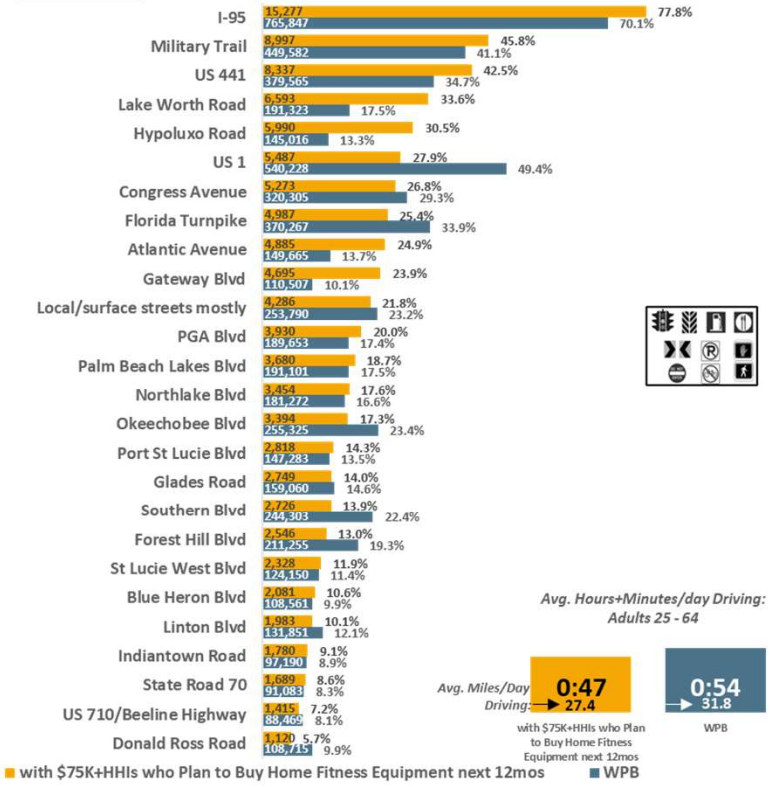
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON WPB

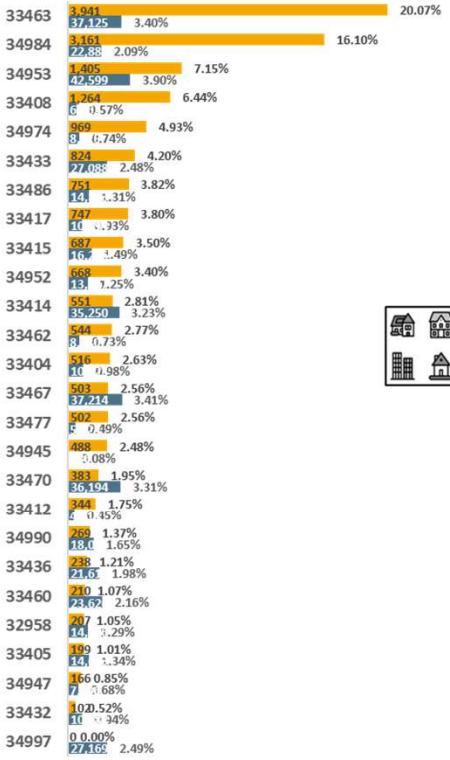
19,429 or 98.9% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 47.1 minutes per day driving an average of 27.4 miles each day and are 136.4% more likely to use Gateway Blvd than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64

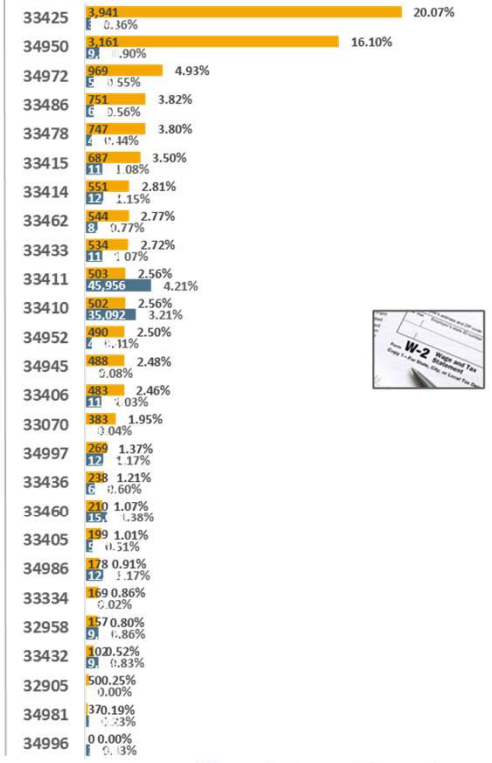


Avg. Hours+Minutes/day Driving: Adults 25 - 64

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



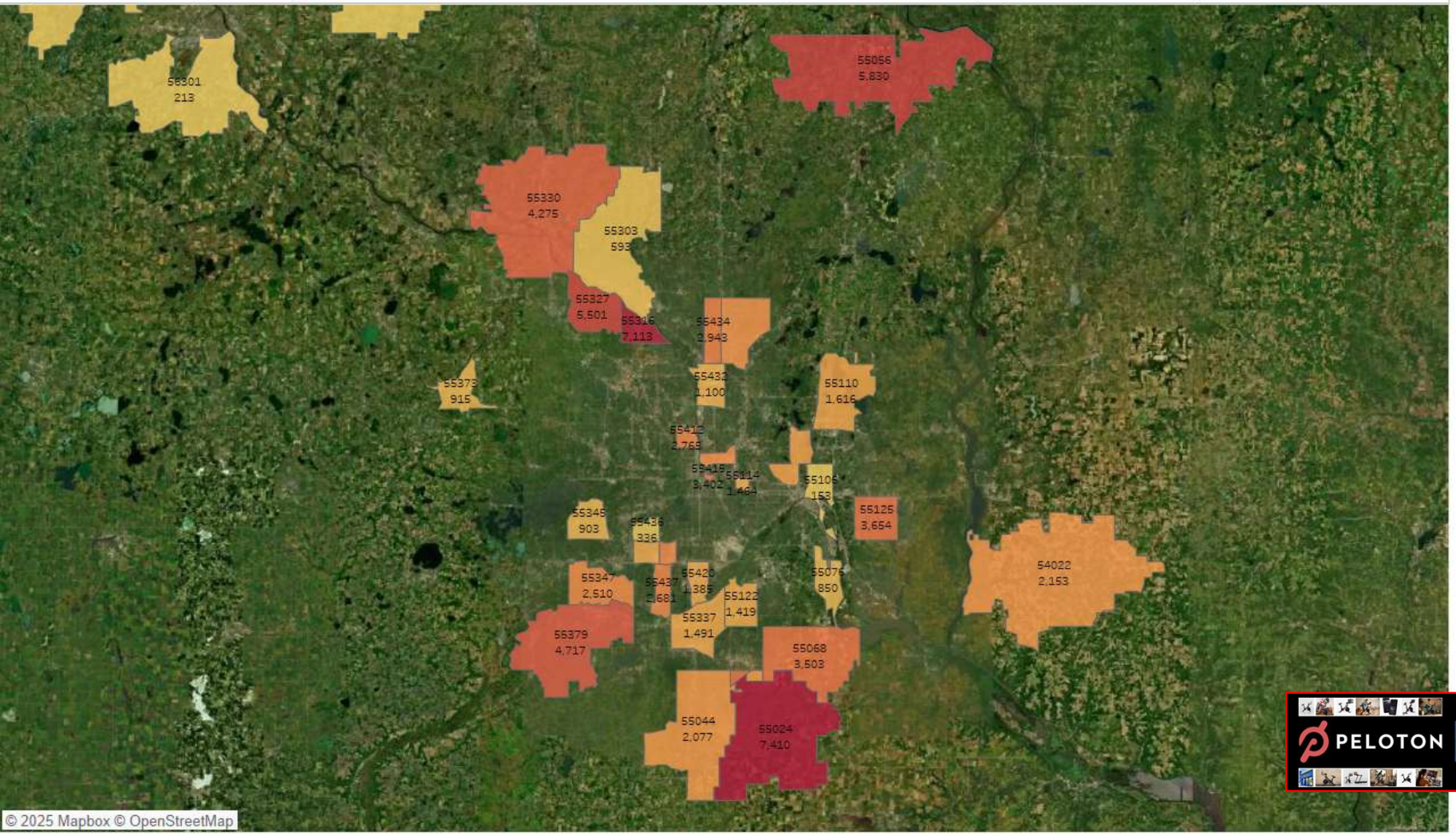
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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49

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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

Top Residential Zip Codes: (Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos)



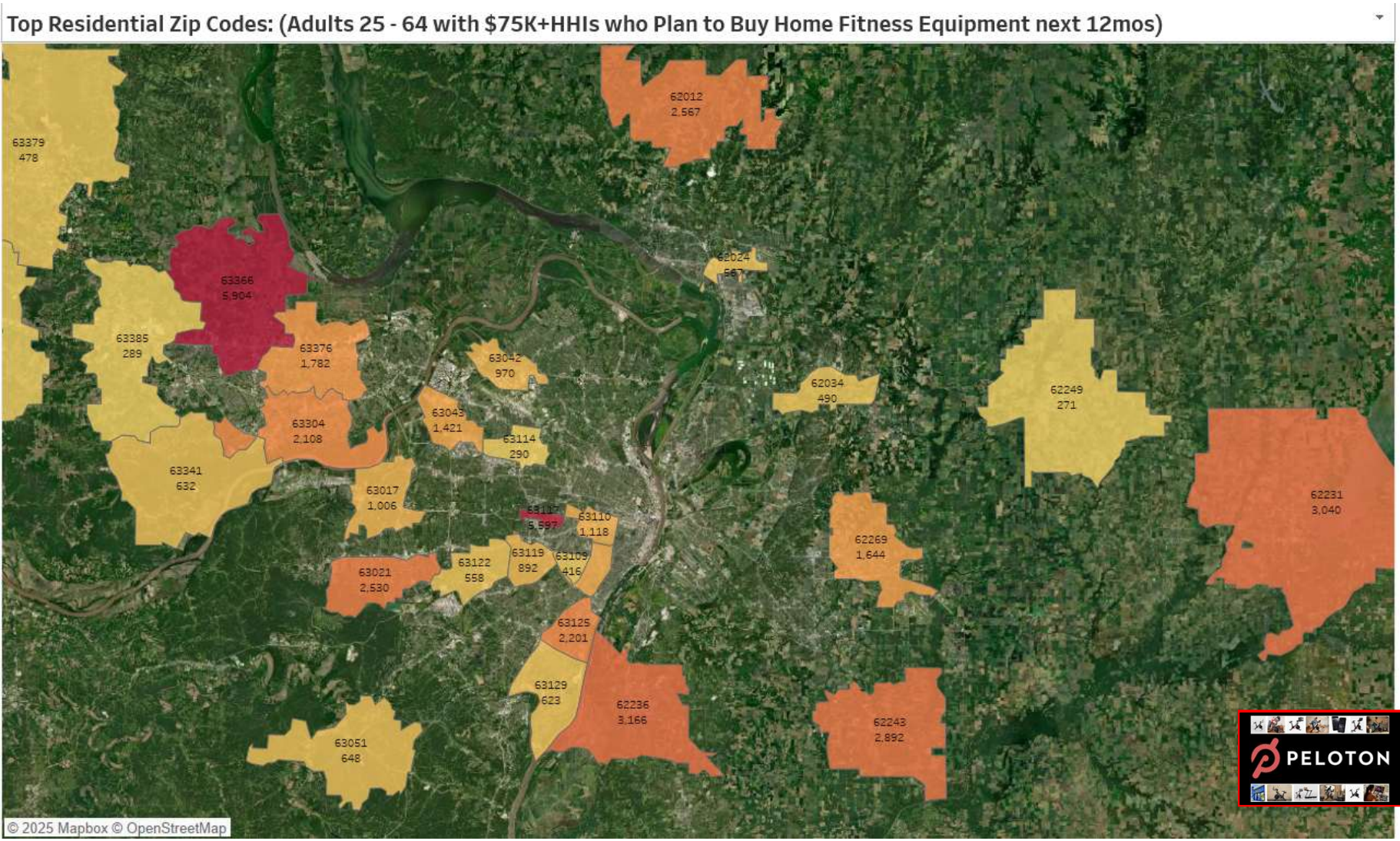
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52

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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

Top Residential Zip Codes: (Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos)



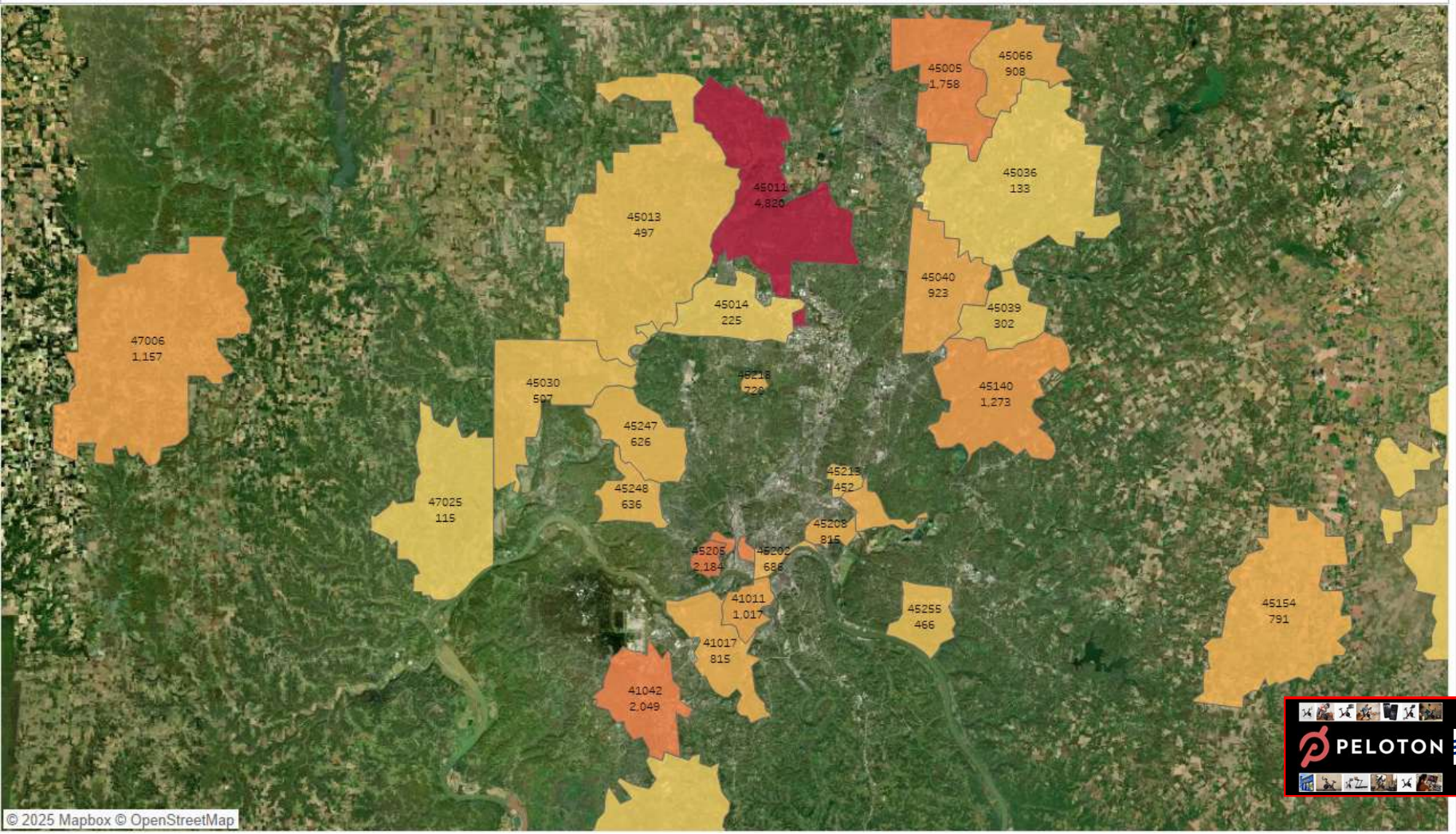
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55

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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

Top Residential Zip Codes: (Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos)



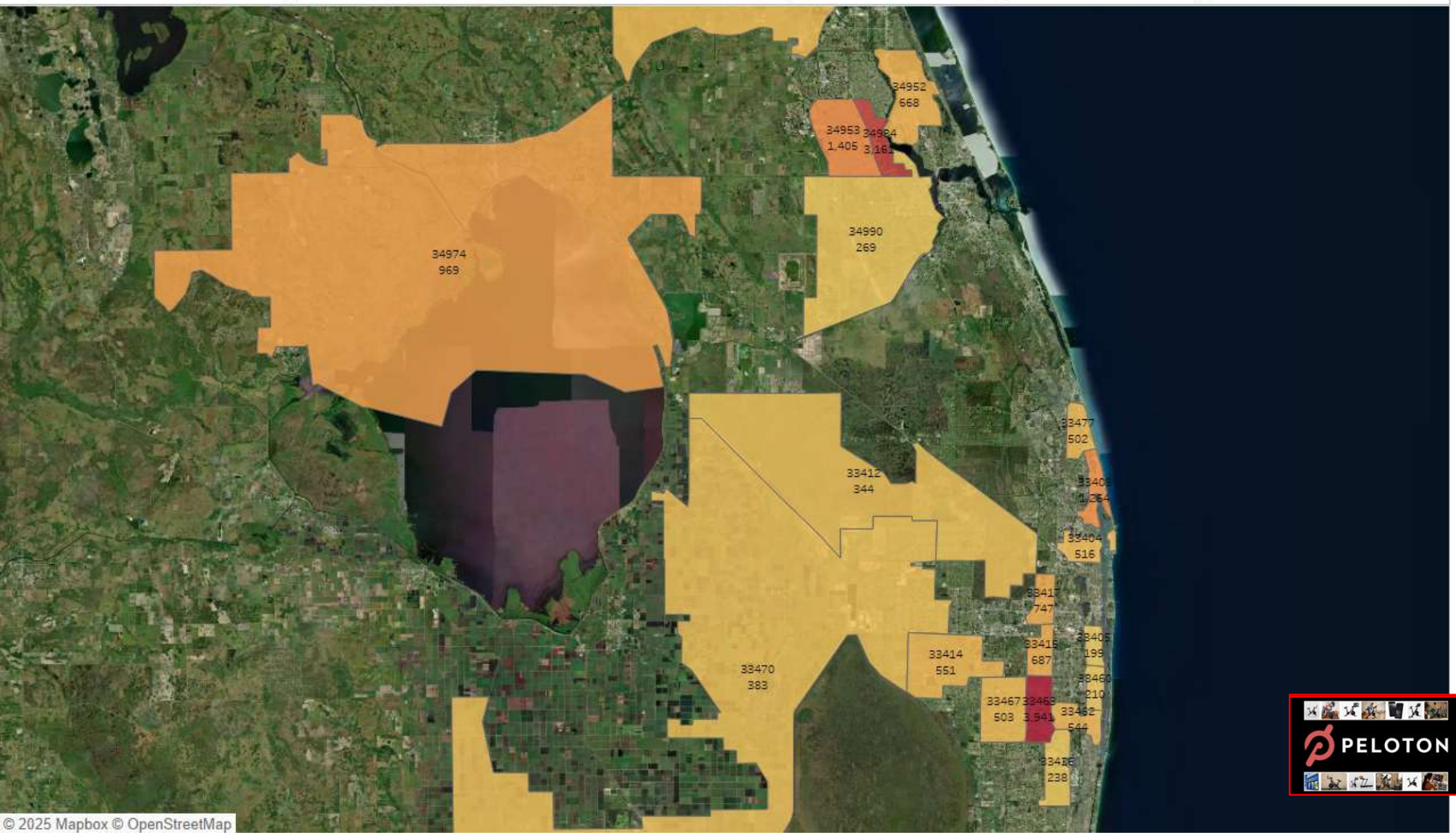
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50

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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

Top Residential Zip Codes: (Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos)



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49

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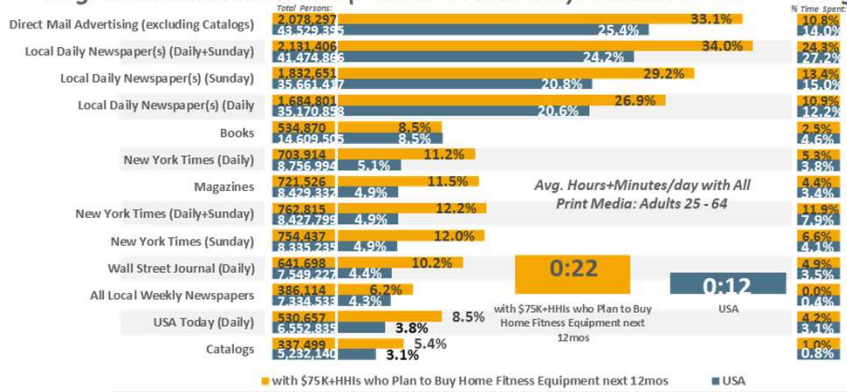
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON USA

2,131,406 or 34.% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 24.9% of all time spent daily with All forms of Print M

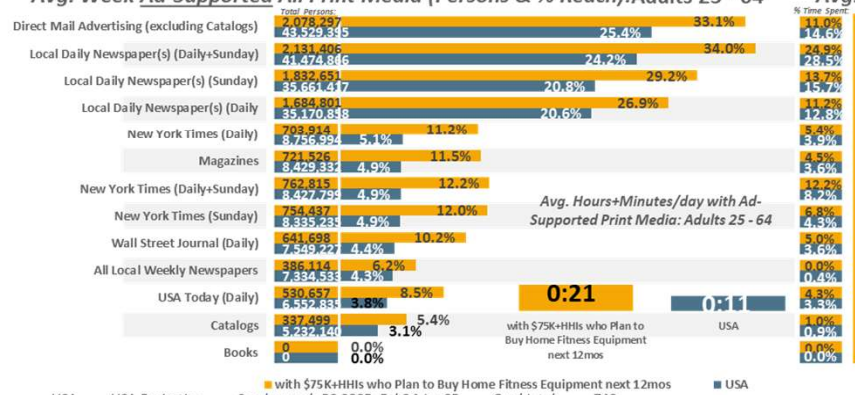
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



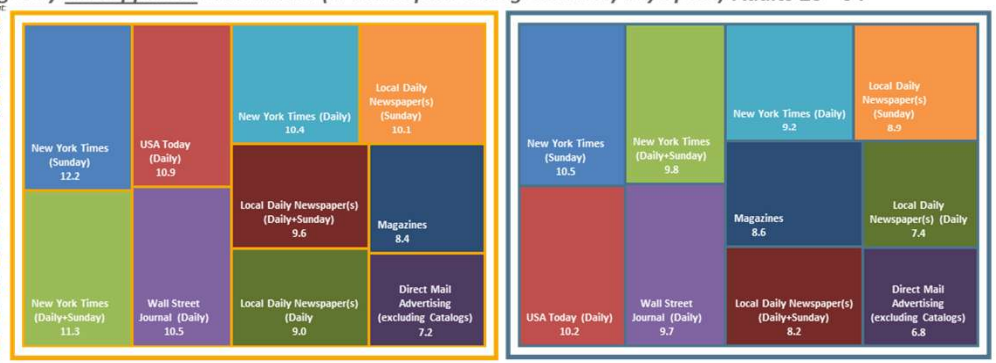
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

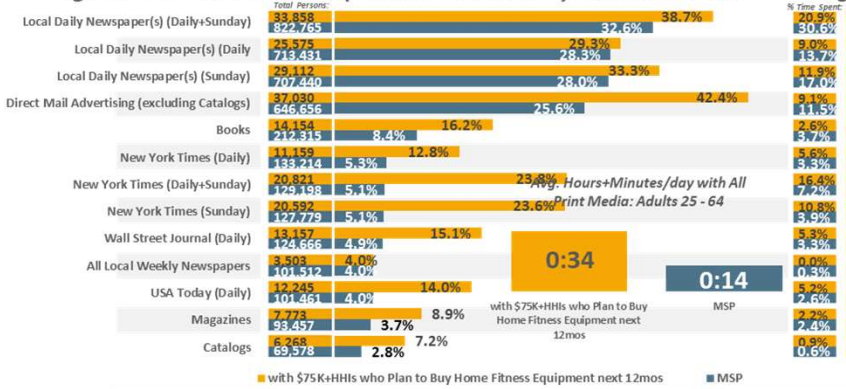
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON MSP

33,858 or 38.7% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 21.4% of all time spent daily with All forms of Print Me

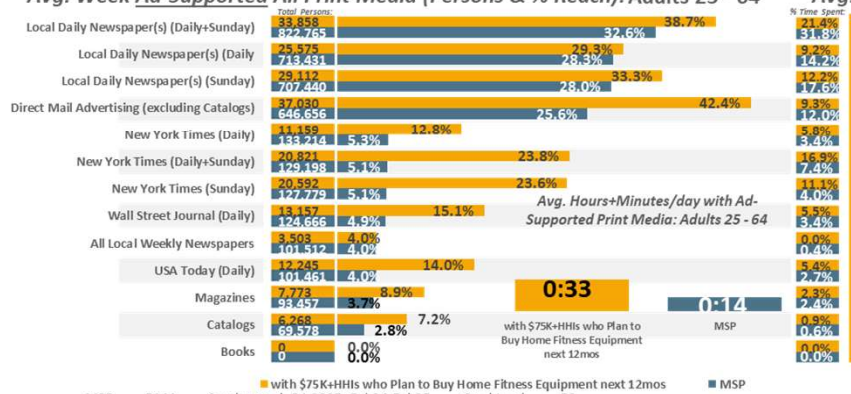
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



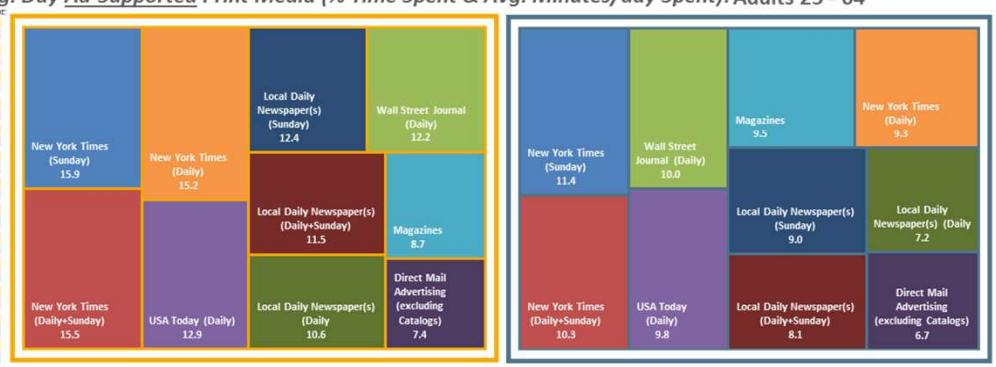
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 52

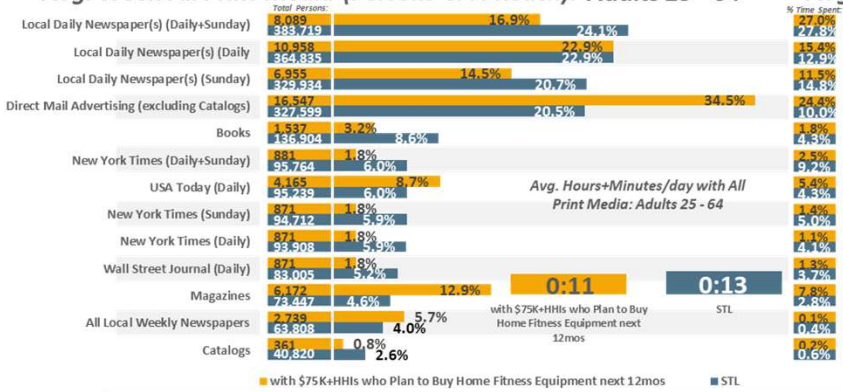
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

8,089 or 16.9% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 27.5% of all time spent daily with All forms of Print Medi

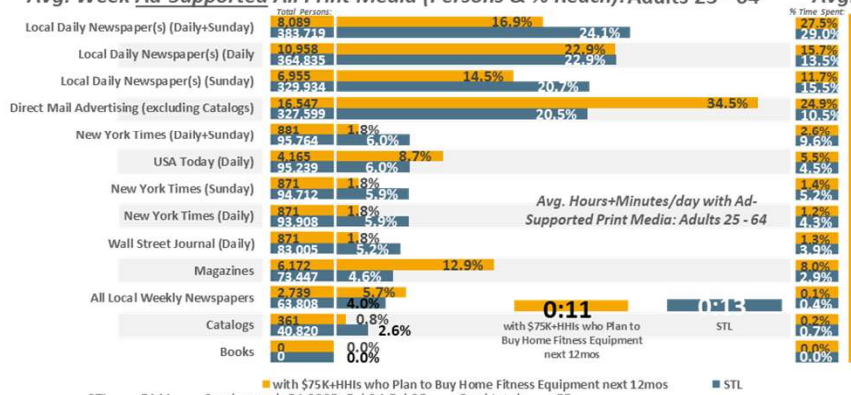
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



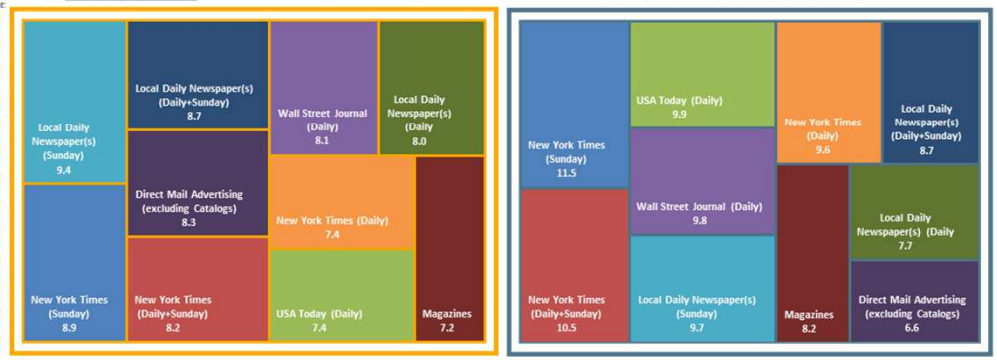
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 55

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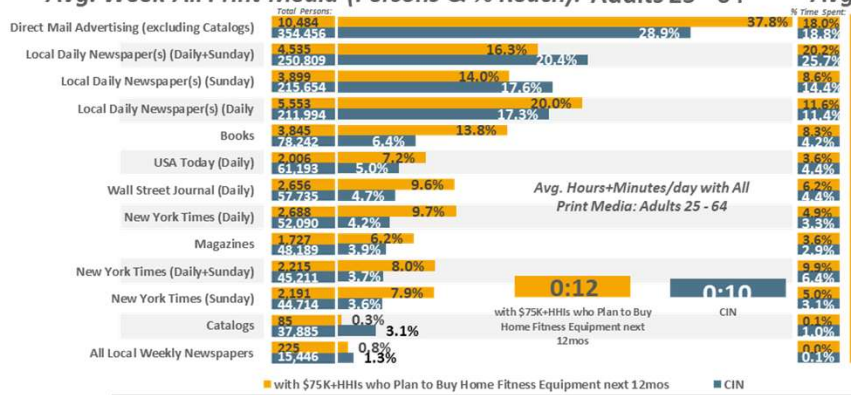
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON CIN

4,535 or 16.3% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 22.1% of all time spent daily with All forms of Print Medi

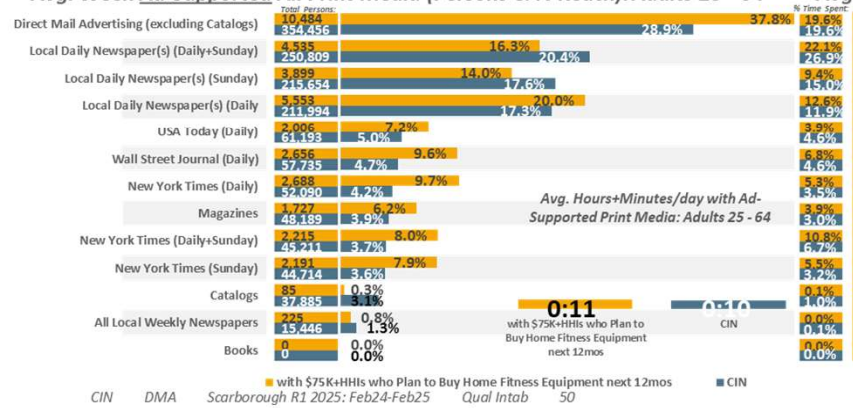
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 50

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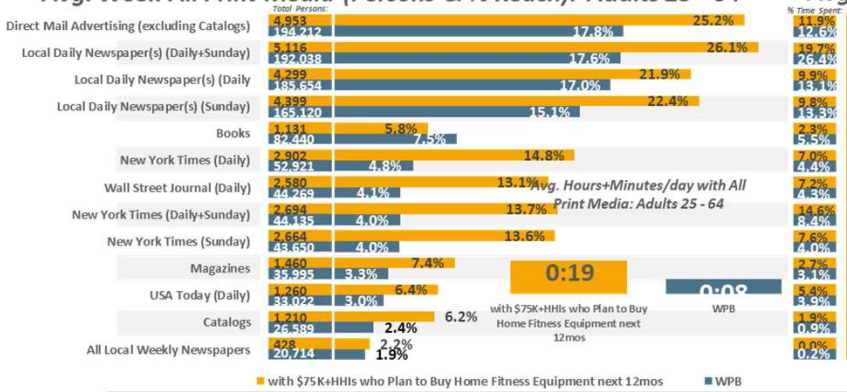
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

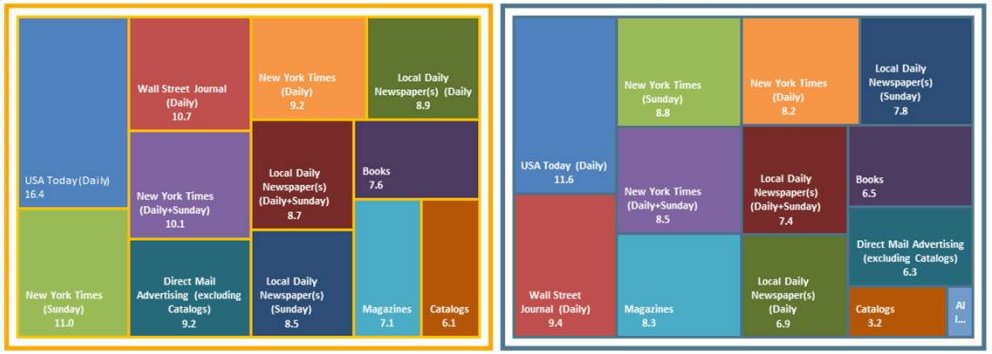
PELOTON WPB

5,116 or 26.1% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 20.2% of all time spent daily with All forms of Print Medi

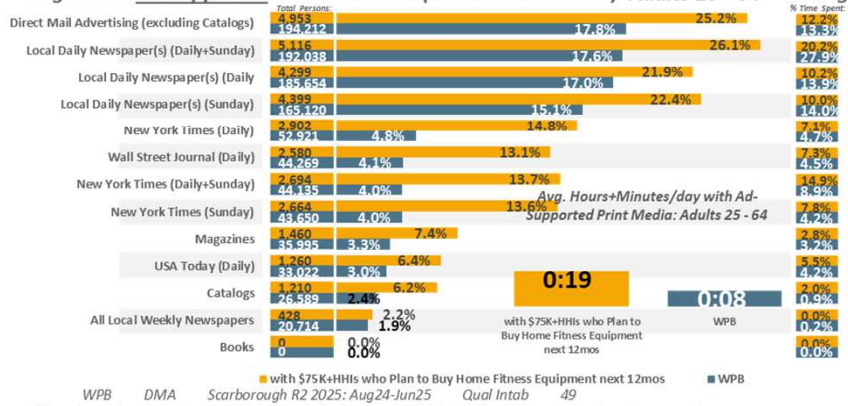
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 49

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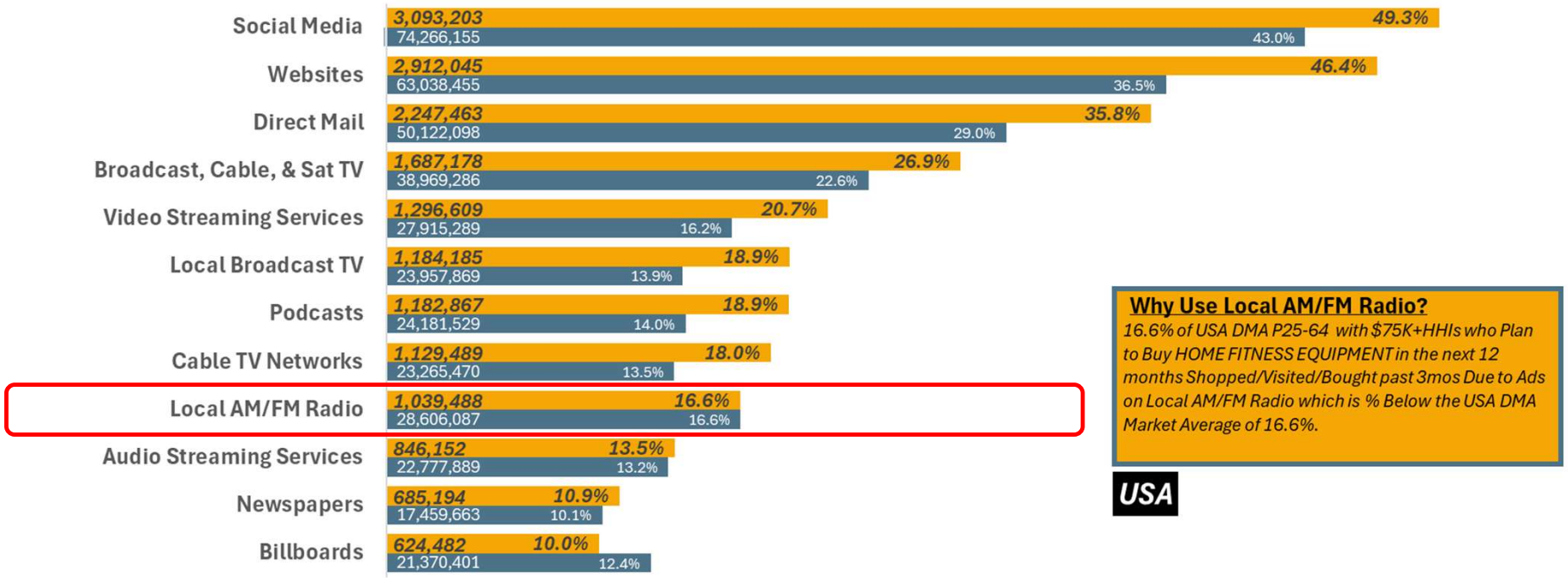
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON USA

"Advertising Actions"

P25-64 with $75K+HHIs who Plan to Buy HOME FITNESS EQUIPMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.6% of USA DMA P25-64 with $75K+HHIs who Plan to Buy HOME FITNESS EQUIPMENT in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the USA DMA Market Average of 16.6%.

USA

USA DMA Scarborough R1 2025: Feb24-Jun25 Qual Intab: 611

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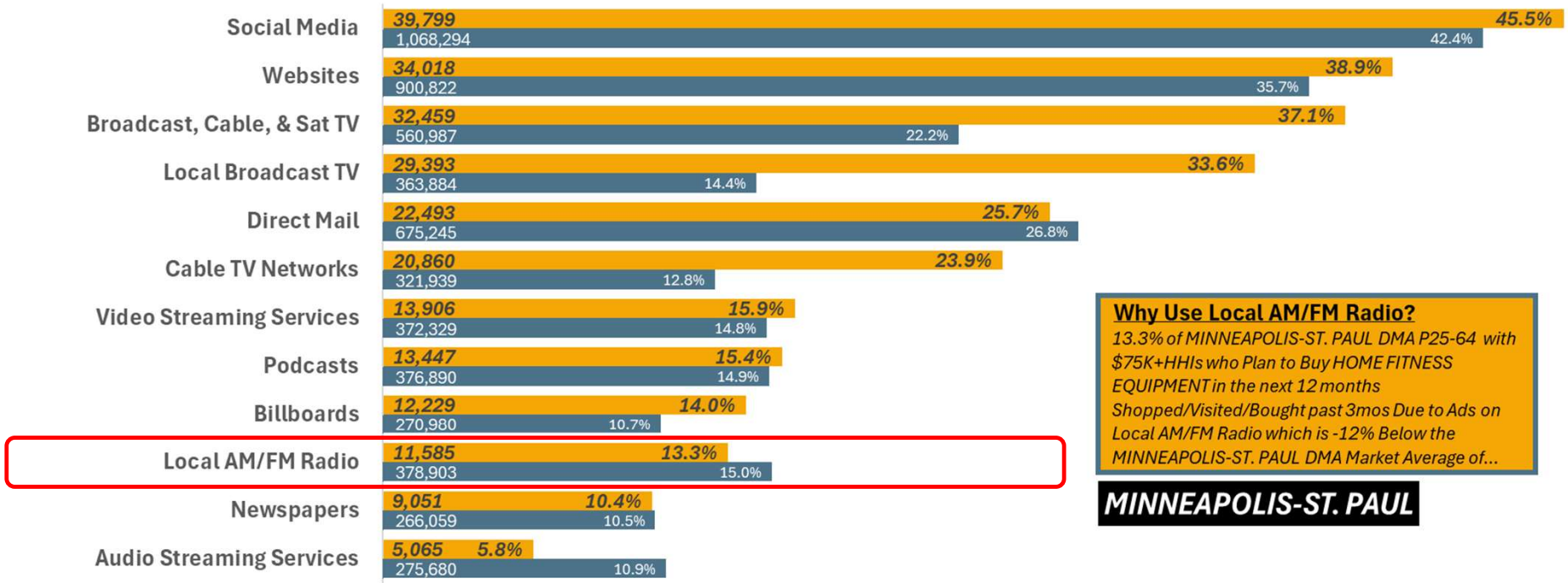
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON MSP

"Advertising Actions"

P25-64 with $75K+HHIs who Plan to Buy HOME FITNESS EQUIPMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.3% of MINNEAPOLIS-ST. PAUL DMA P25-64 with $75K+HHIs who Plan to Buy HOME FITNESS EQUIPMENT in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -12% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of...

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 43

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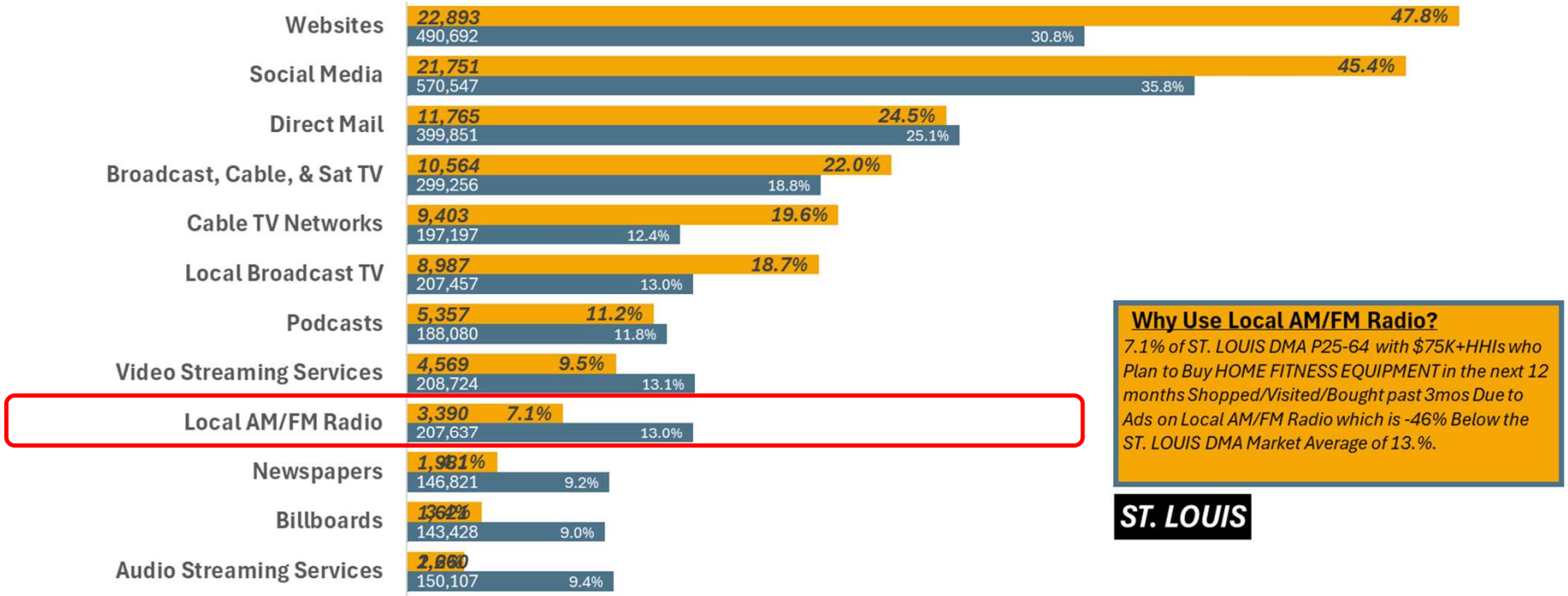
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON STL

"Advertising Actions"

P25-64 with $75K+HHIs who Plan to Buy HOME FITNESS EQUIPMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

7.1% of ST. LOUIS DMA P25-64 with $75K+HHIs who Plan to Buy HOME FITNESS EQUIPMENT in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -46% Below the ST. LOUIS DMA Market Average of 13.%.

ST. LOUIS

ST. LOUIS DMA ScarboroughR1 2025: Feb24-Feb25 Qual Intab: 46

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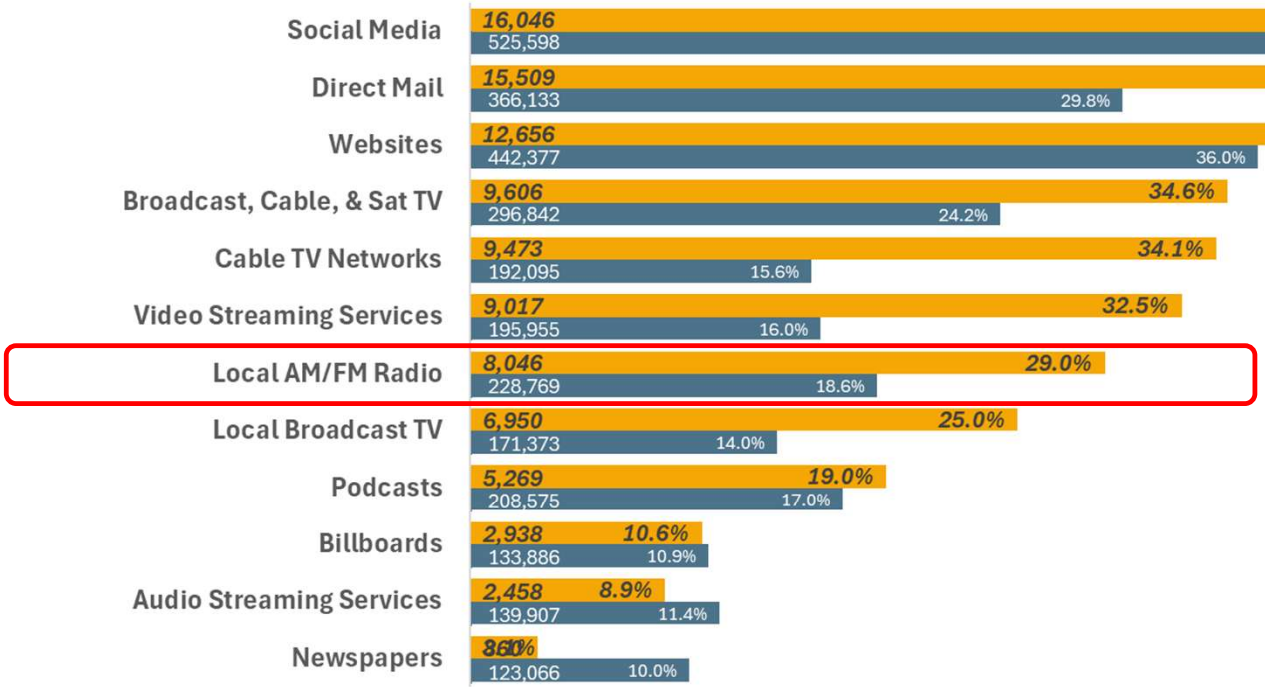
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON CIN

"Advertising Actions"

P25-64 with $75K+HHIs who Plan to Buy HOME FITNESS EQUIPMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

29.% of CINCINNATI DMA P25-64 with $75K+HHIs who Plan to Buy HOME FITNESS EQUIPMENT in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 56% Above the CINCINNATI DMA Market Average of 18.6%.

CINCINNATI

CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 41

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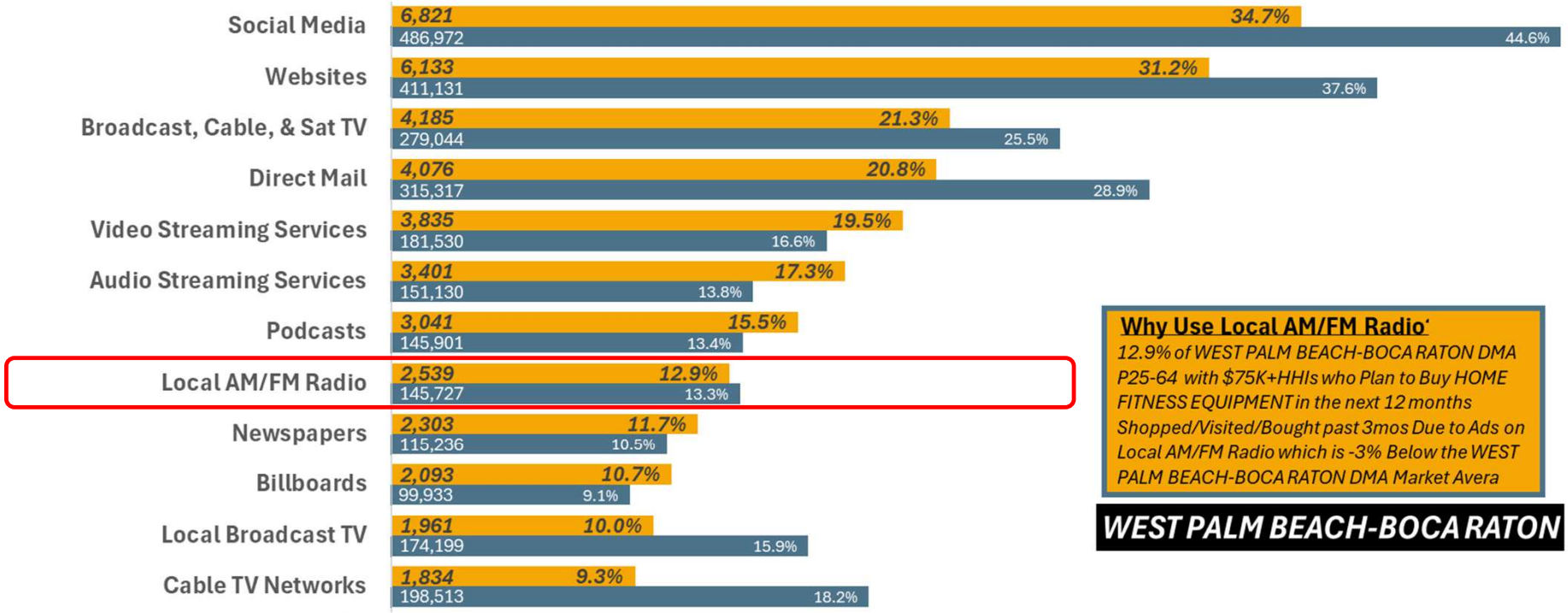
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON WPB

"Advertising Actions"

P25-64 with $75K+HHIs who Plan to Buy HOME FITNESS EQUIPMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

12.9% of WEST PALM BEACH-BOCA RATON DMA P25-64 with $75K+HHIs who Plan to Buy HOME FITNESS EQUIPMENT in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the WEST PALM BEACH-BOCA RATON DMA Market Avera

WEST PALM BEACH-BOCA RATON

P25-64 with $75K+HHIs who Plan to Buy HOME FITNESS EQUIPMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

P25-64 WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 33

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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]