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

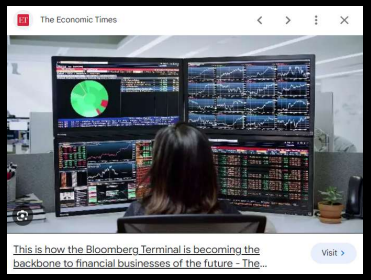
Complete Demographic & Media Use Profiles





PELOTON

Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA** and **PHOENIX DMA** P18+ who **Plan to Buy HOME FITNESS EQUIPMENT in the next 12 months** as of June 30, 2025.





PELOTON USA

PELOTON CHI

PELOTON WDC

PELOTON SEA

PELOTON PHX

P25-64

Vanguard BlackRock

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

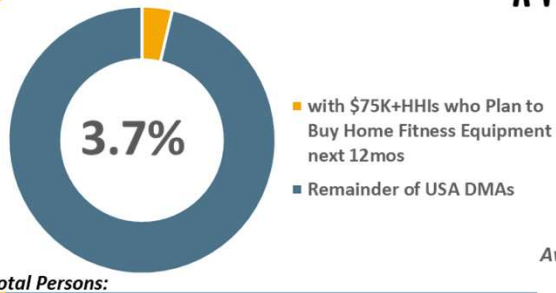
HUBBARD BROADCASTING INC. HB INC.

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

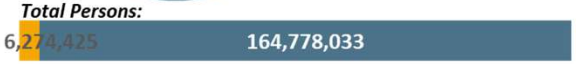
PELOTON USA

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.

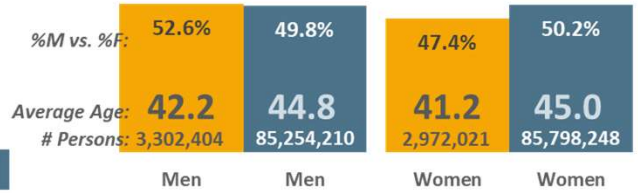
Percent of Market: Adults 25 - 64



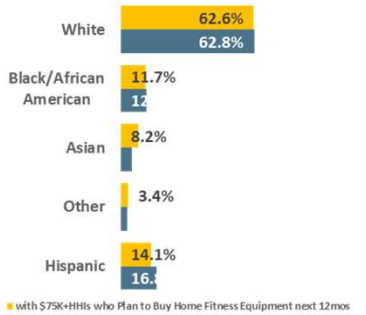
Total Persons:



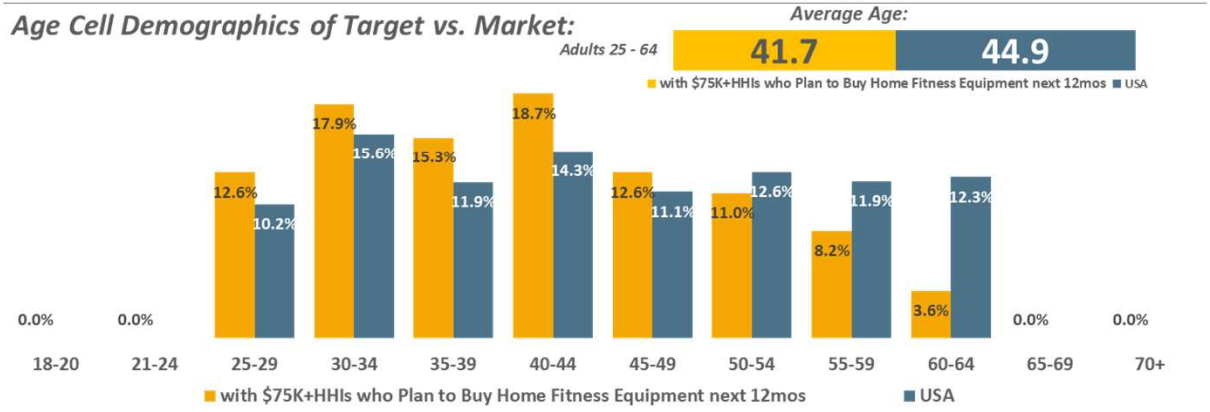
Gender of Target vs. Market: Adults 25 - 64



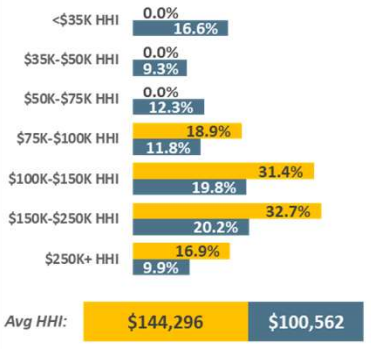
Ethnicity of Target vs. Market:



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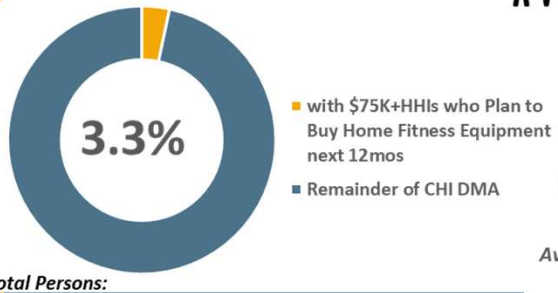
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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

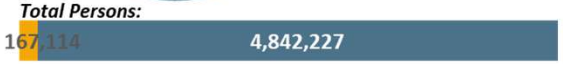
PELOTON CHI

3.3% or 167,114 of CHI 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 42.5 years old (5.2% younger than average) and have a $166,605 (45.4% higher than average) annual household…

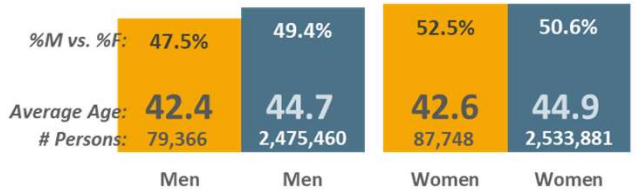
Percent of Market: Adults 25 - 64



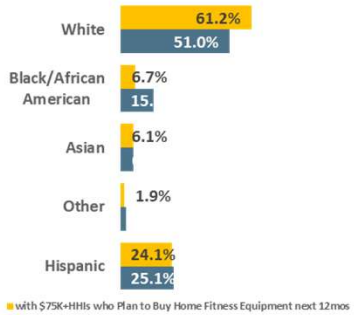
Total Persons:



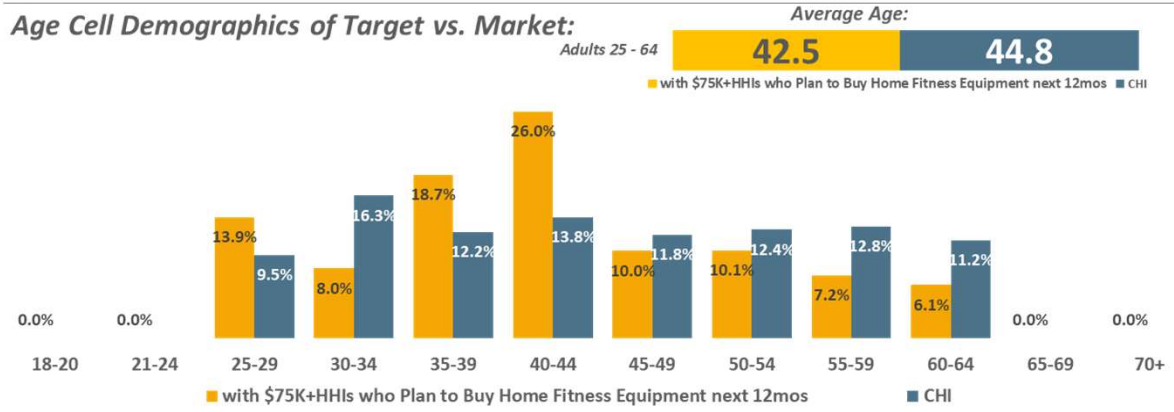
Gender of Target vs. Market: Adults 25 - 64



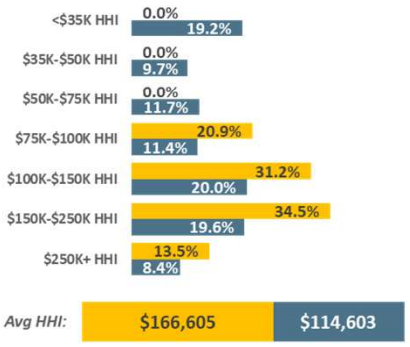
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100

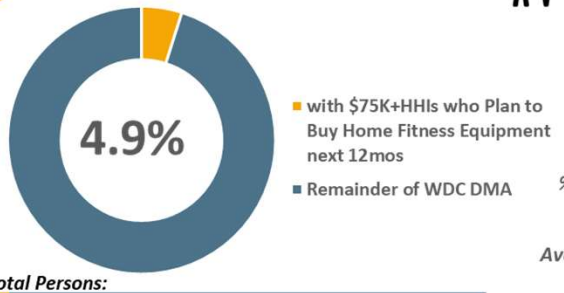
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON WDC

4.9% or 189,114 of WDC 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 43.2 years old (3.3% younger than average) and have a $185,423 (30.3% higher than average) annual household income.

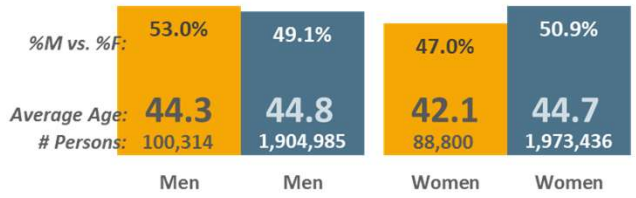
Percent of Market: Adults 25 - 64



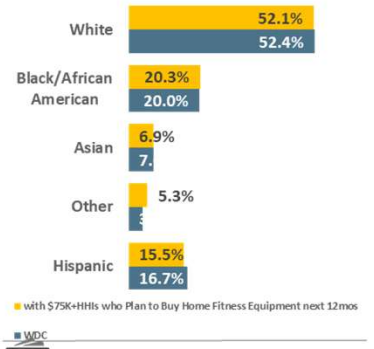
Total Persons:

189,114 | 3,689,307

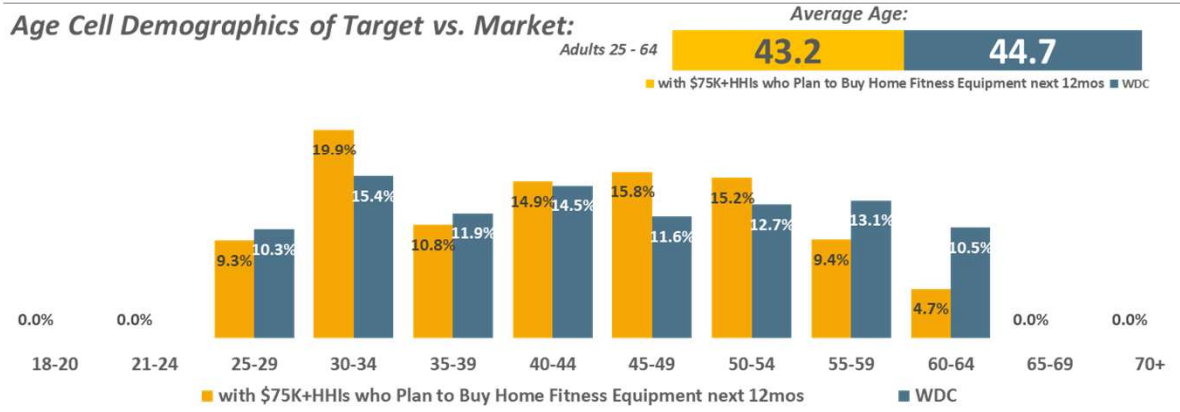
Gender of Target vs. Market: Adults 25 - 64



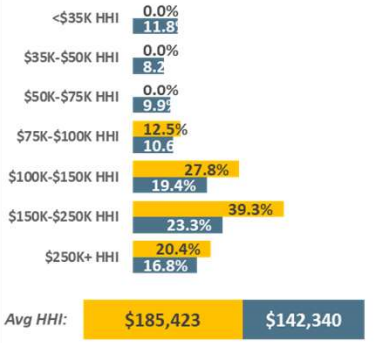
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237

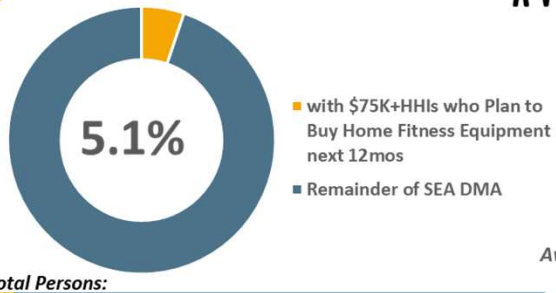
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON SEA

5.1% or 155,988 of SEA 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 39.4 years old (11.3% younger than average) and have a $183,414 (42.5% higher than average) annual household income.

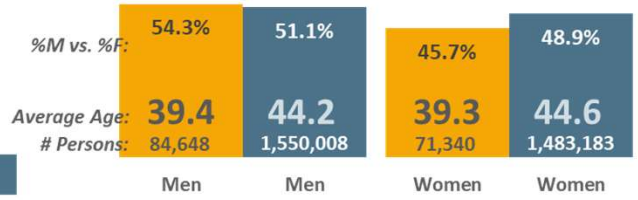
Percent of Market: Adults 25 - 64



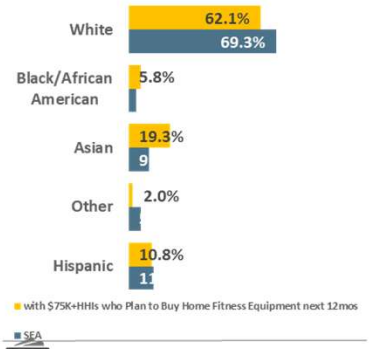
Total Persons:

155,988 | 2,877,203

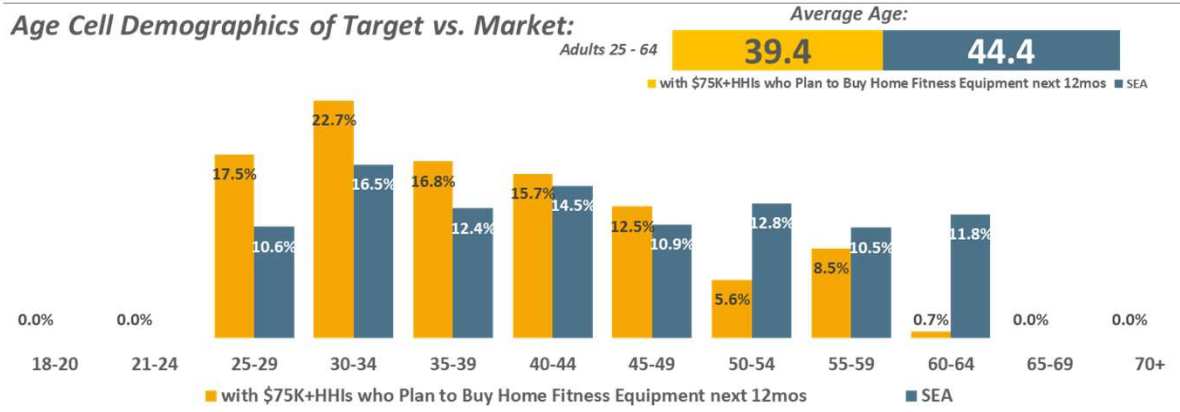
Gender of Target vs. Market: Adults 25 - 64



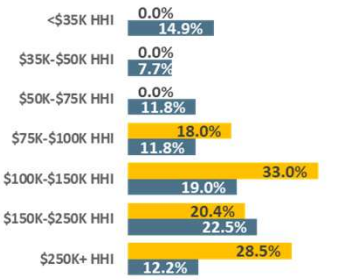
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $183,414 | $128,741

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156

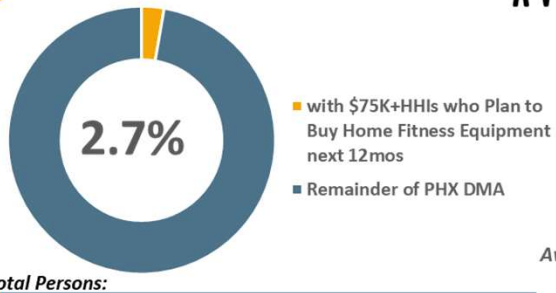
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON PHX

2.7% or 80,992 of PHX 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. years old (8.4% younger than average) and have a $142,123 (28.1% higher than average) annual household income.

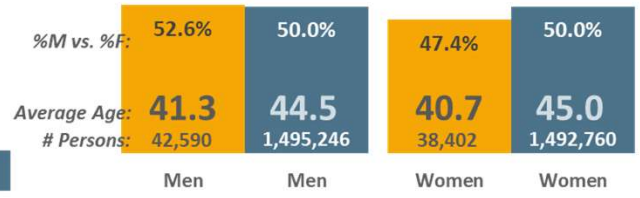
Percent of Market: Adults 25 - 64



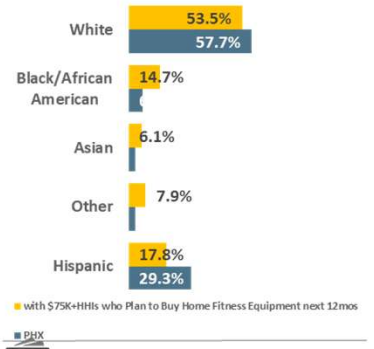
Total Persons:

80,992 | 2,907,014

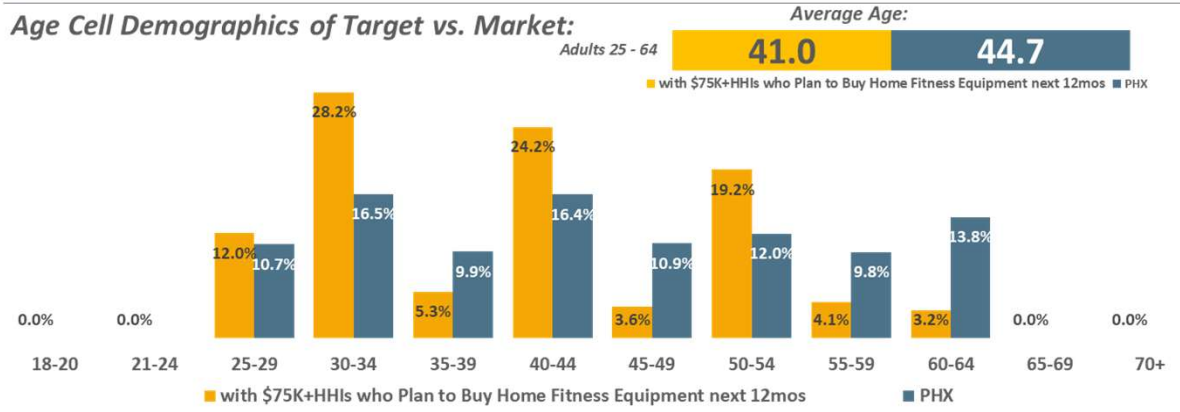
Gender of Target vs. Market: Adults 25 - 64



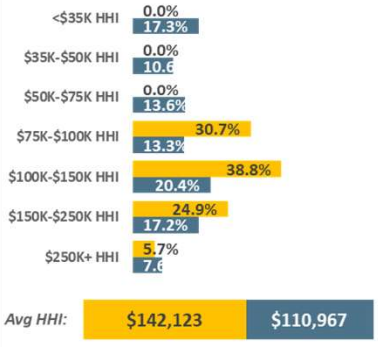
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43

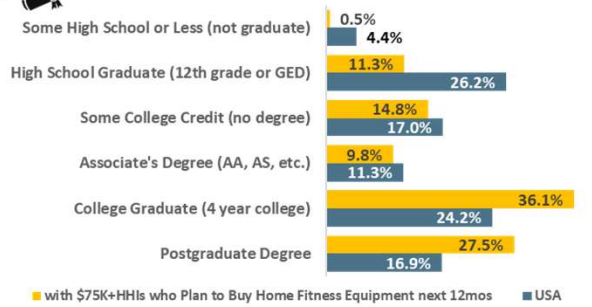
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

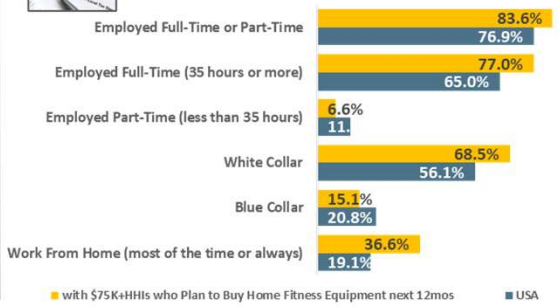
PELOTON USA

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 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

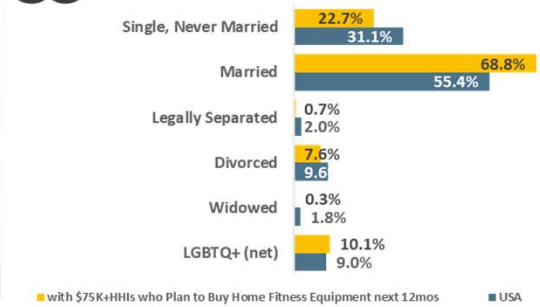
Education Levels: Adults 25 - 64



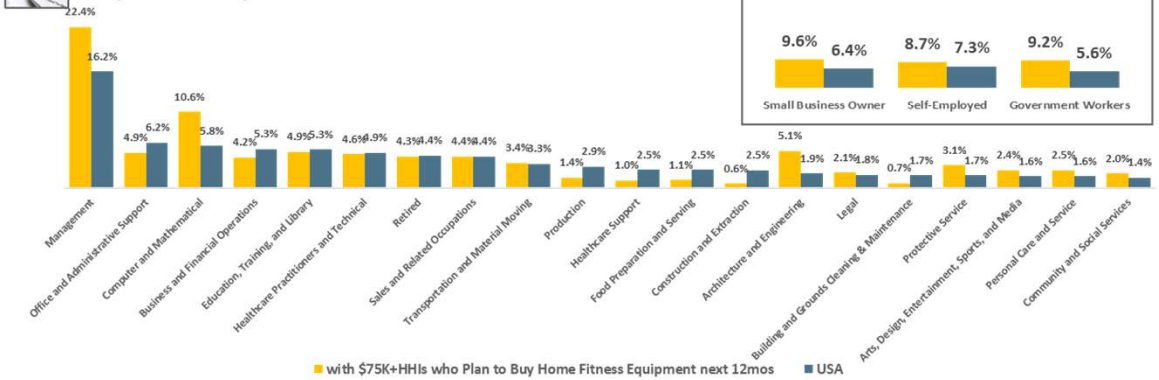
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

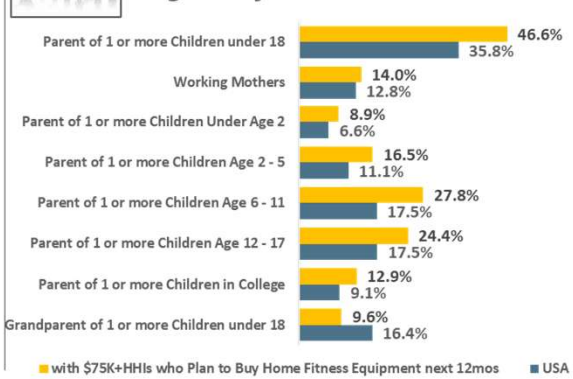


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 64



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

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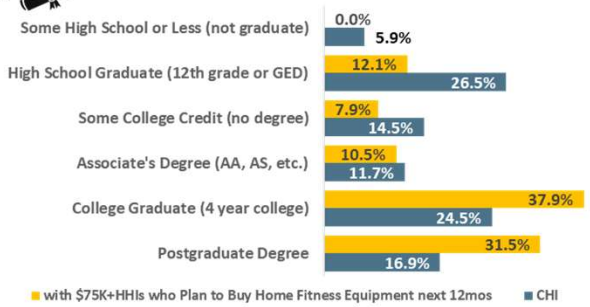
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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

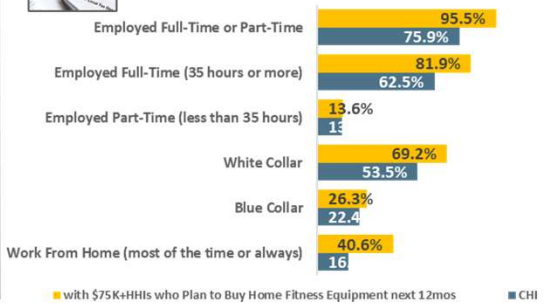
PELOTON — CHI

3.3% or 167,114 of CHI 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 67.8% more likely to be a college graduate, 31.1% more likely to work full-time, 25.3% more likely to be married, 29.1% more likely to be a parent of 1 or more children un

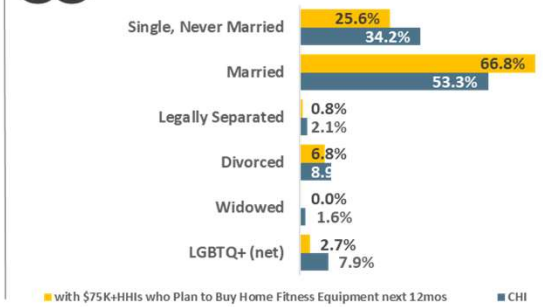
Education Levels: Adults 25 - 64



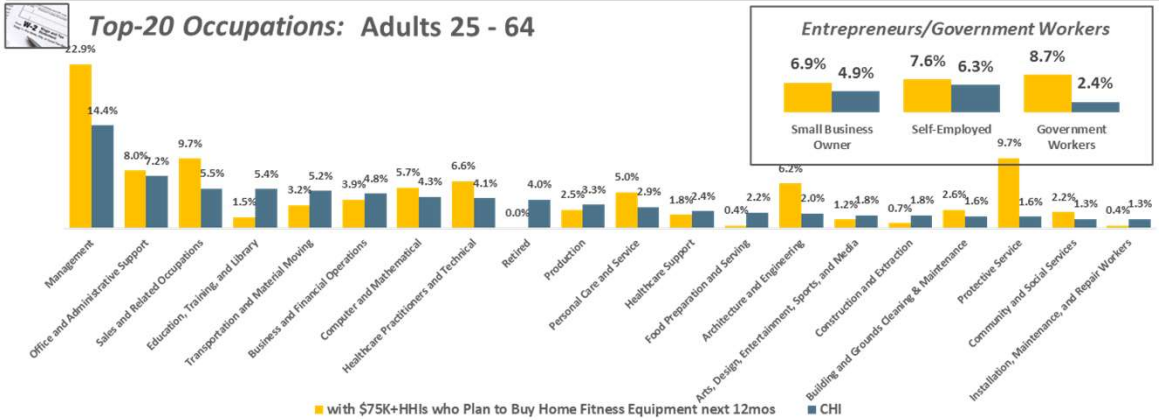
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

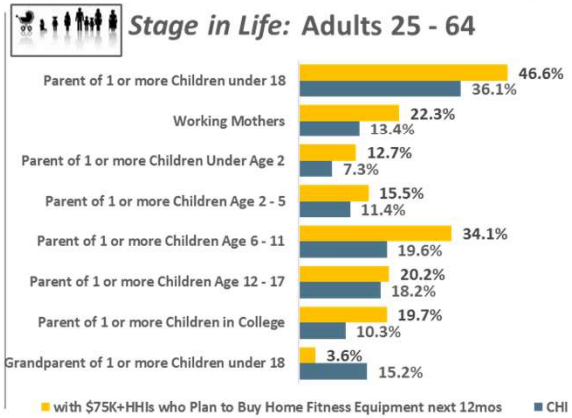


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 64



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100

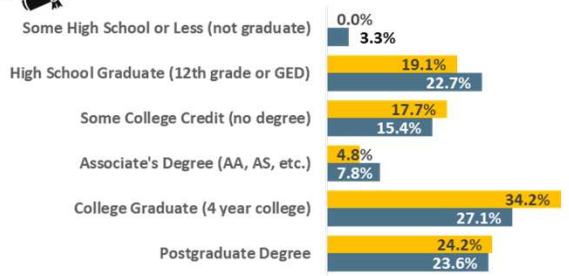
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

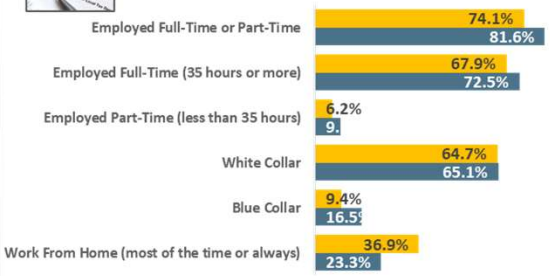
PELOTON WDC

4.9% or 189,114 of WDC 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 15.3% more likely to be a college graduate, 6.3% less likely to work full-time, 35.4% more likely to be married, 4.% less likely to be a parent of 1 or more children under

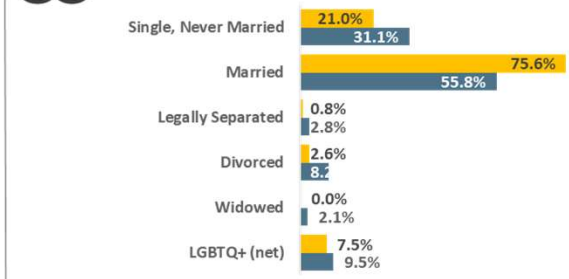
Education Levels: Adults 25 - 64



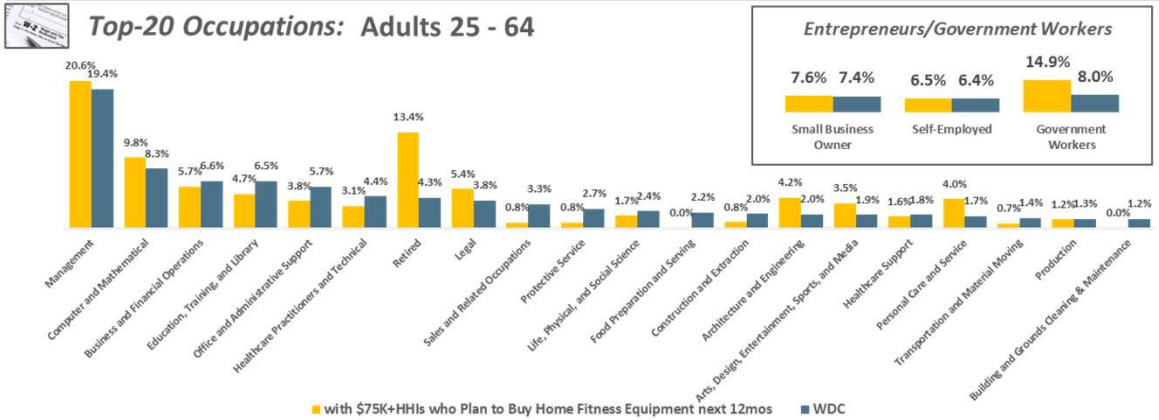
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

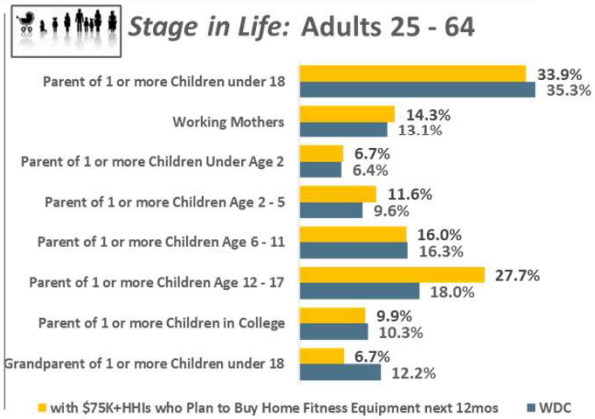


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 64



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237

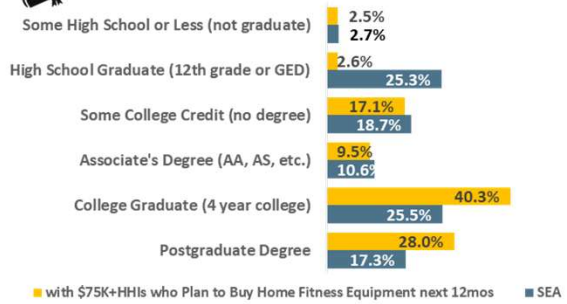
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

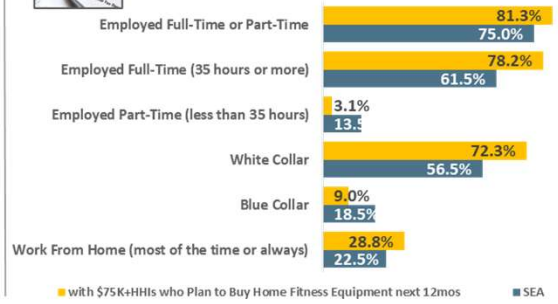
PELOTON SEA

5.1% or 155,988 of SEA 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 59.7% more likely to be a college graduate, 27.2% more likely to work full-time, 19.4% more likely to be married, 51.9% more likely to be a parent of 1 or more children un

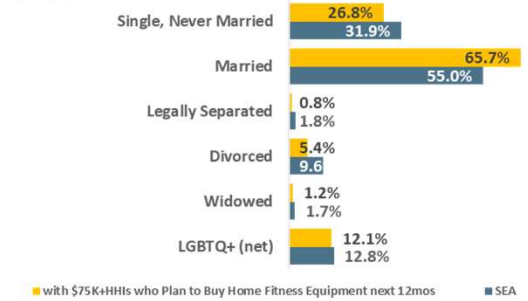
Education Levels: Adults 25 - 64



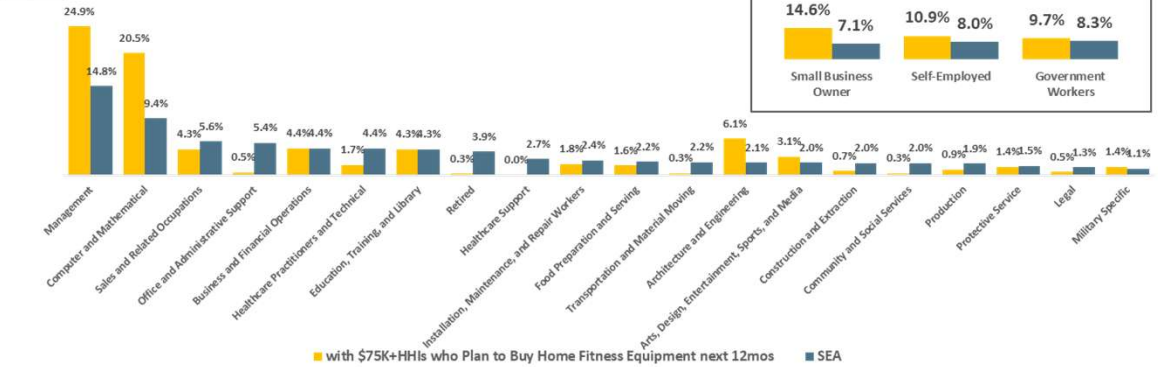
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

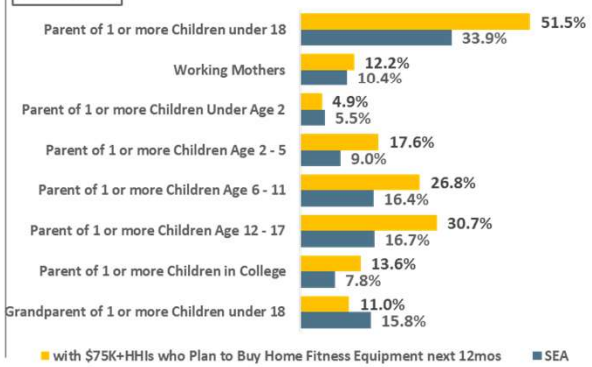


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156

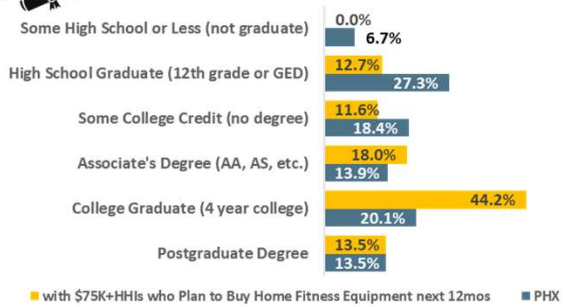
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

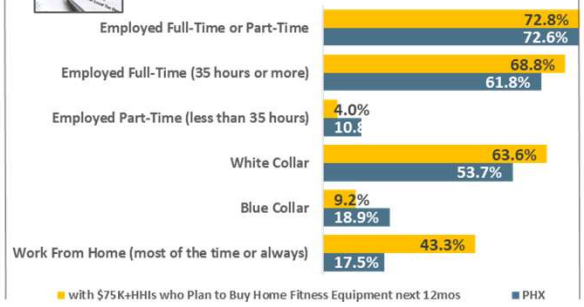
PELOTON PHX

2.7% or 80,992 of PHX 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 71.4% more likely to be a college graduate, 11.3% more likely to work full-time, 33.% more likely to be married, 31.9% more likely to be a parent of 1 or more children und

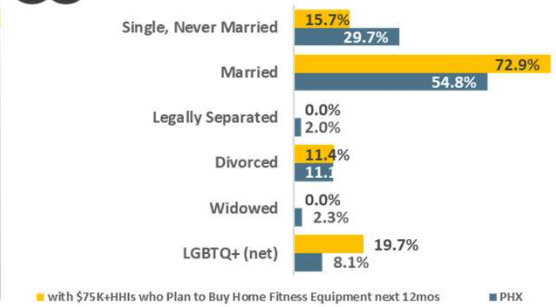
Education Levels: Adults 25 - 64



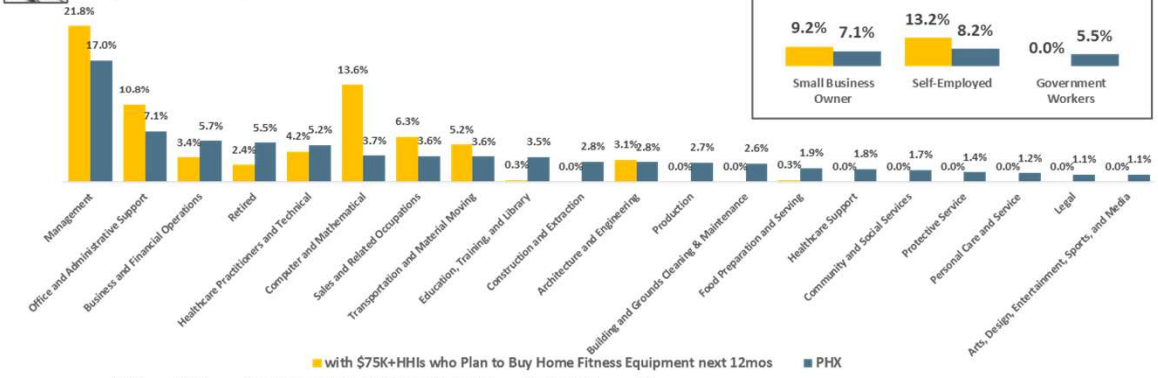
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

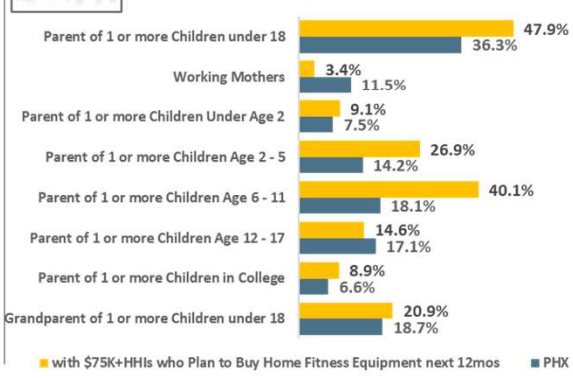


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 64



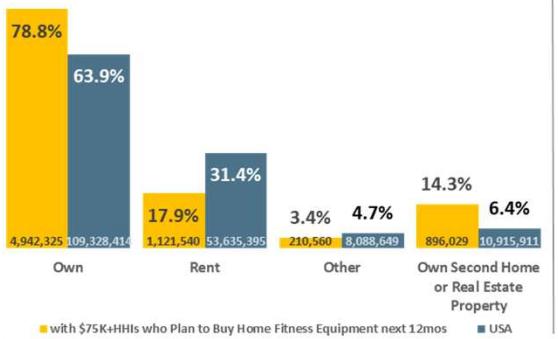
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

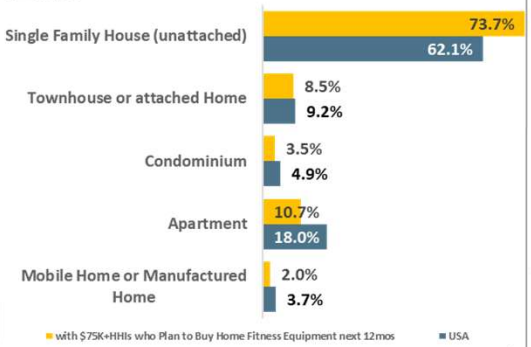
PELOTON USA

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.

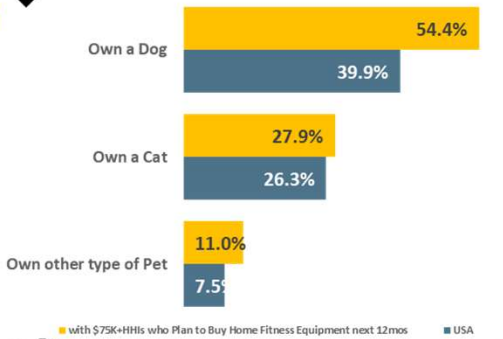
Own/Rent/Other: Adults 25 - 64



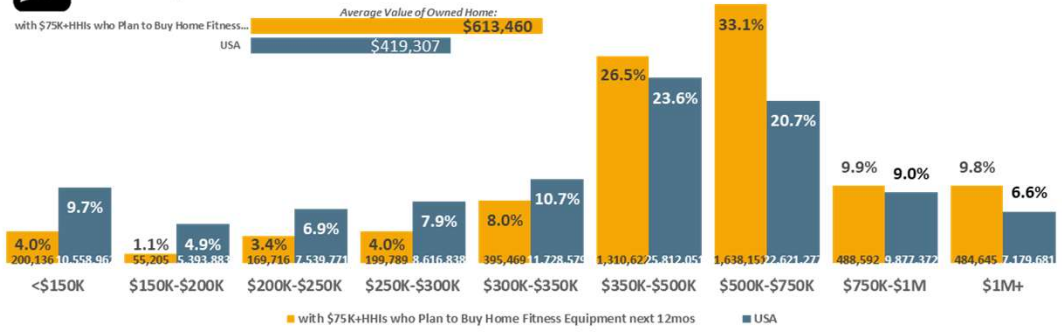
Type of Home: Adults 25 - 64



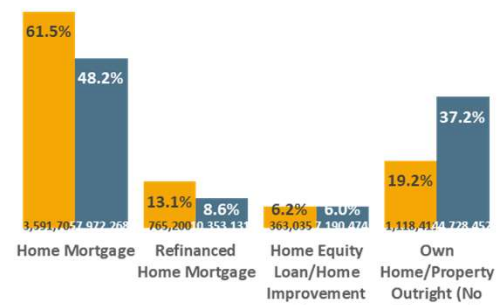
Pets in Home: Adults 25 - 64



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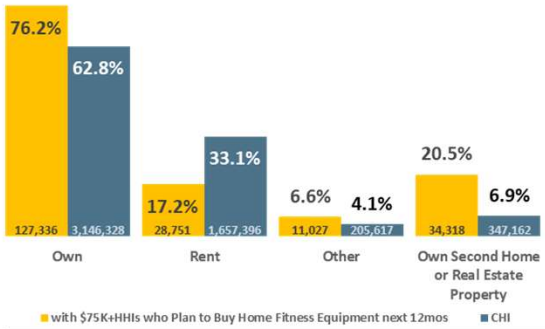
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,947*

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

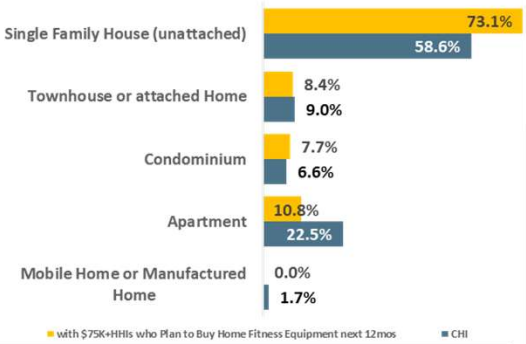
PELOTON CHI

3.3% or 167,114 of CHI 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 21.3% more likely to own their home, 25.7% more likely to own a higher valued home, 24.7% more likely to have a single-family home, 91.8% more likely to have a dog.

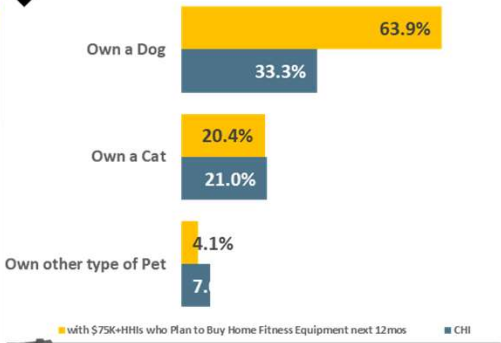
Own/Rent/Other: Adults 25 - 64



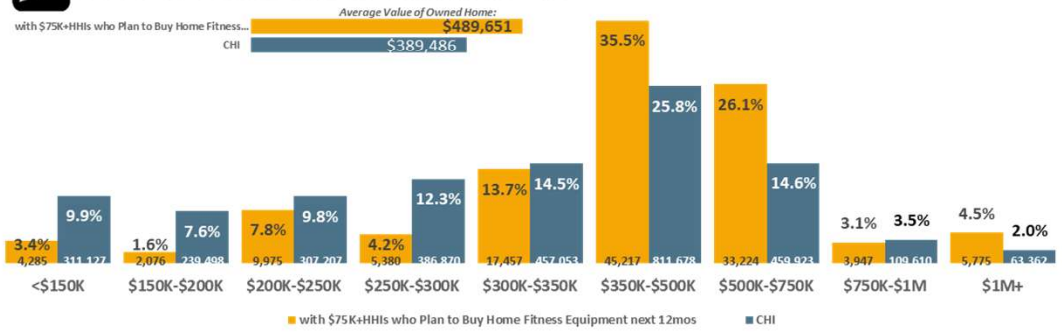
Type of Home: Adults 25 - 64



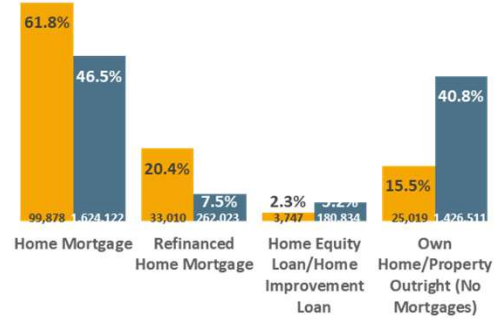
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100

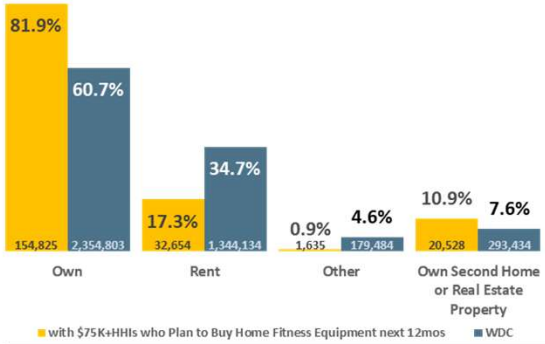
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

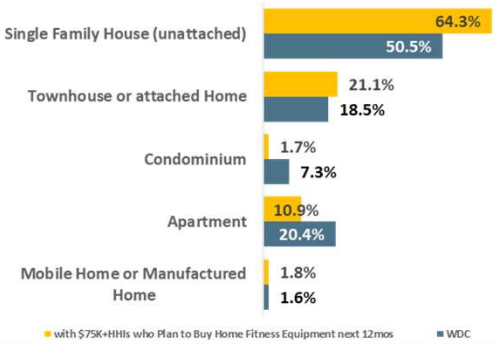
PELOTON WDC

4.9% or 189,114 of WDC 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 34.8% more likely to own their home, 6.1% more likely to own a higher valued home, 27.4% more likely to have a single-family home, 17.4% more likely to have a dog.

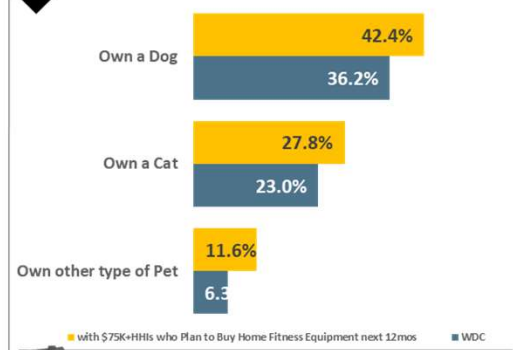
Own/Rent/Other: Adults 25 - 64



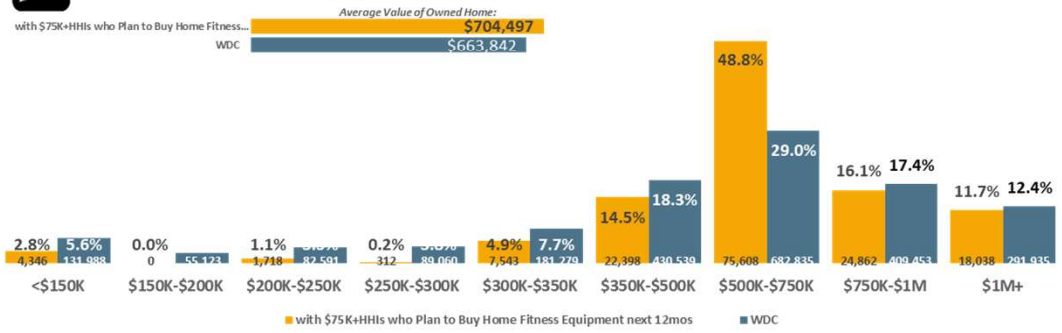
Type of Home: Adults 25 - 64



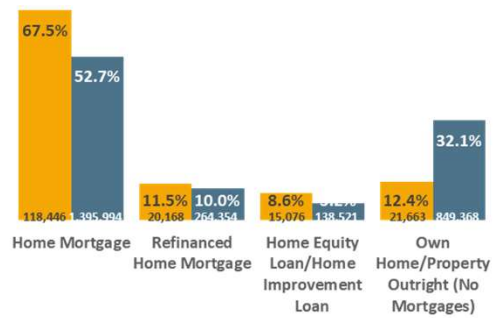
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237

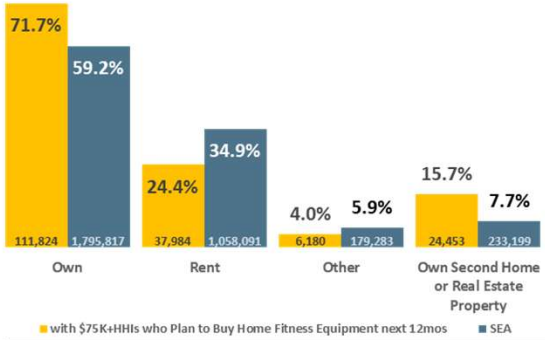
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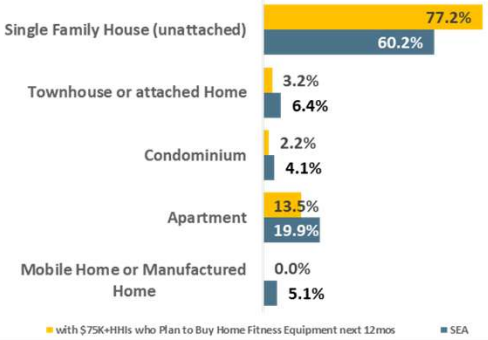
PELOTON SEA

5.1% or 155,988 of SEA 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 21.1% more likely to own their home, 14.9% more likely to own a higher valued home, 28.2% more likely to have a single-family home, 6.2% more likely to have a dog.

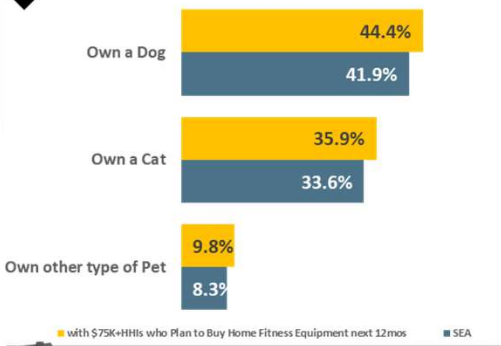
Own/Rent/Other: Adults 25 - 64



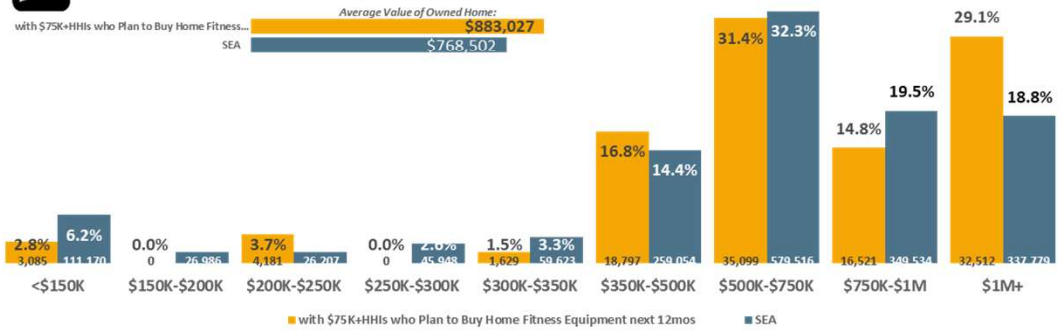
Type of Home: Adults 25 - 64



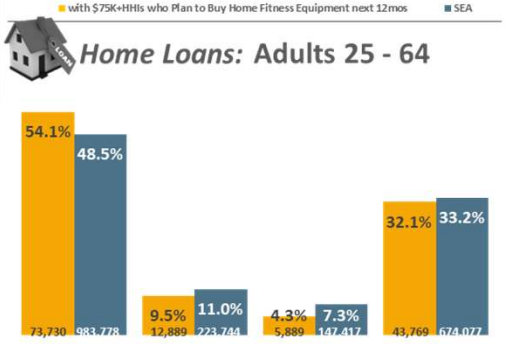
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156

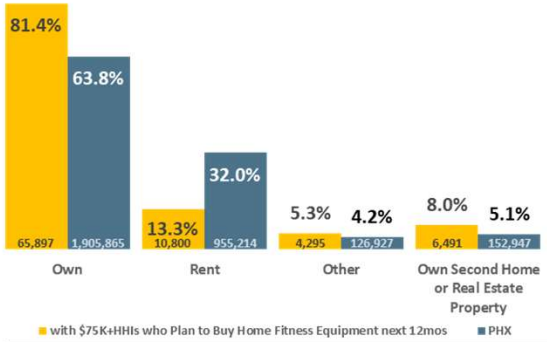
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

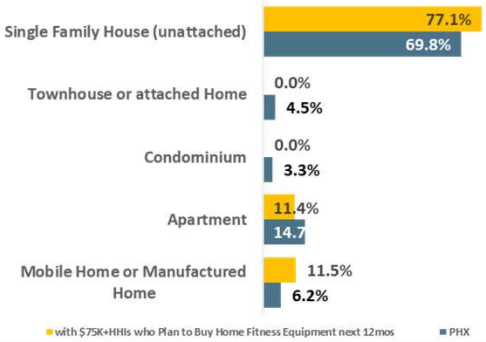
PELOTON PHX

2.7% or 80,992 of PHX 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 27.6% more likely to own their home, 1.8% more likely to own a higher valued home, 10.5% more likely to have a single-family home, 43.8% more likely to have a dog.

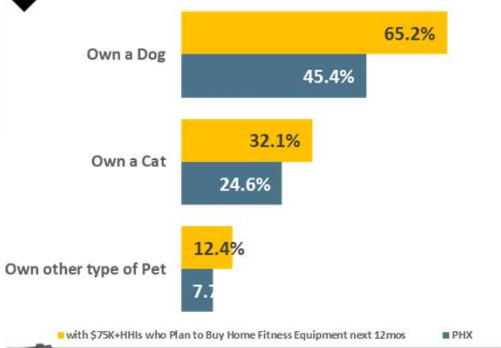
Own/Rent/Other: Adults 25 - 64



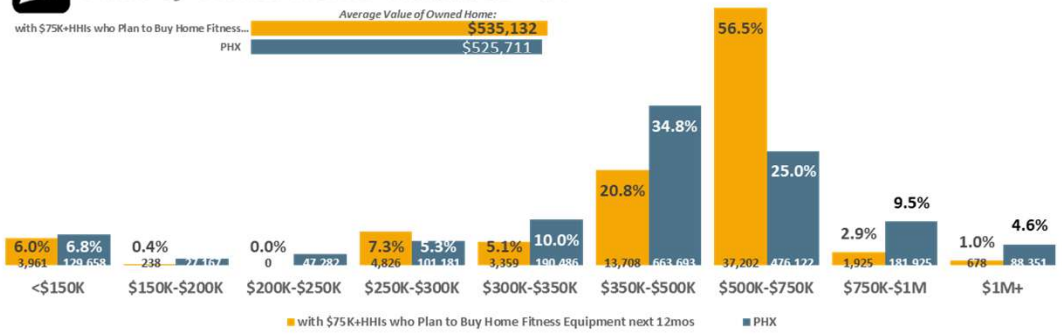
Type of Home: Adults 25 - 64



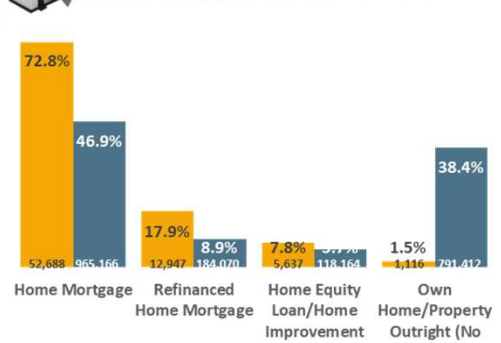
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43

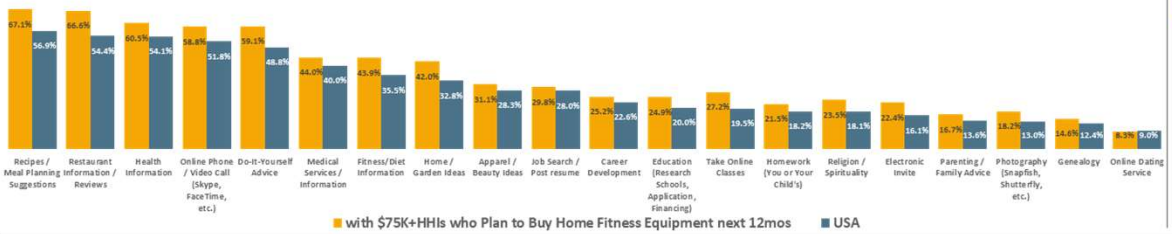
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

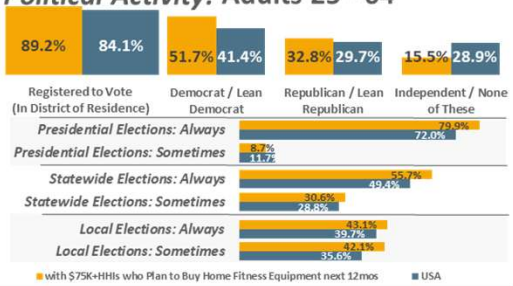


3.7% or 6,274,425 of USA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 21.1% more likely to look up D-I-Y advice online, 8.6% more likely to always vote in local elections, 80.4% more likely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

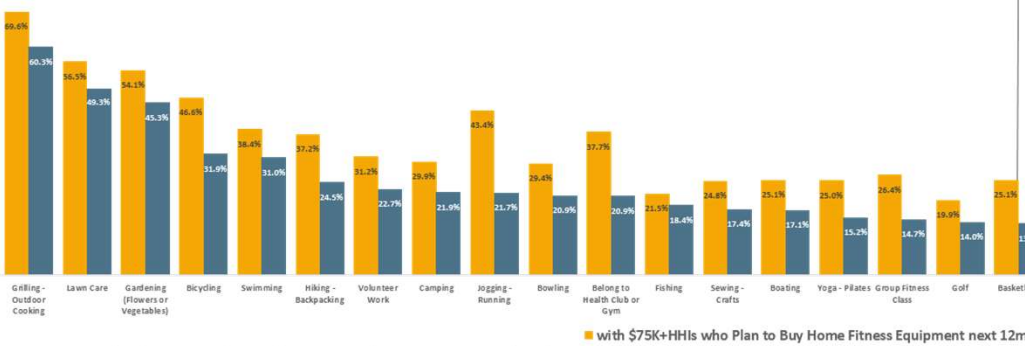
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



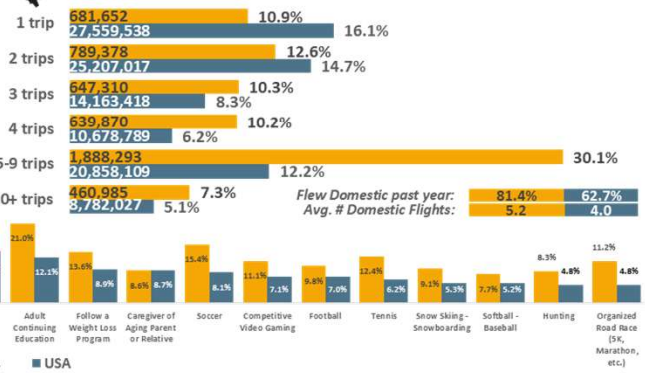
Political Activity: Adults 25 - 64



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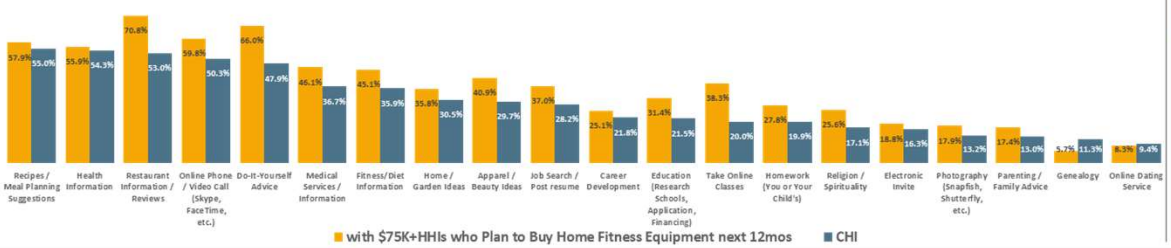
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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

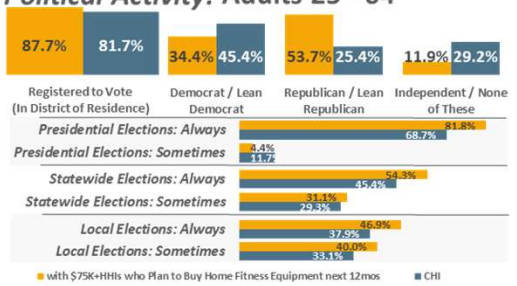
PELOTON CHI

3.3% or 167,114 of CHI 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 37.7% more likely to look up D-I-Y advice online, 23.8% more likely to always vote in local elections, 73.8% more likely to belong to a gym, 35.9% more likely to fly domes

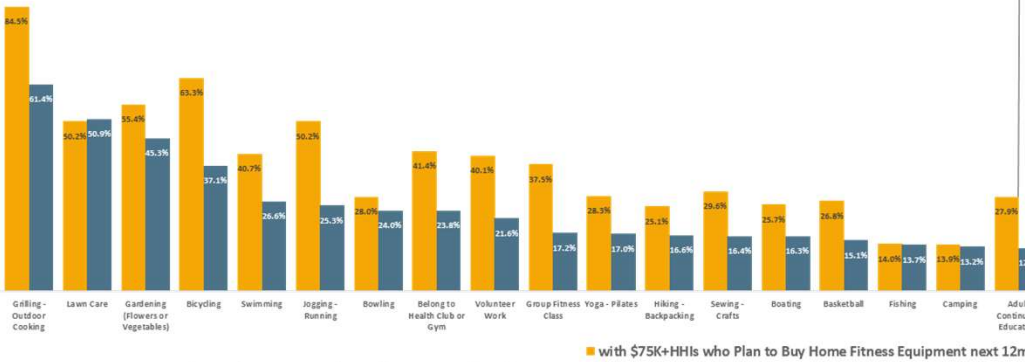
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



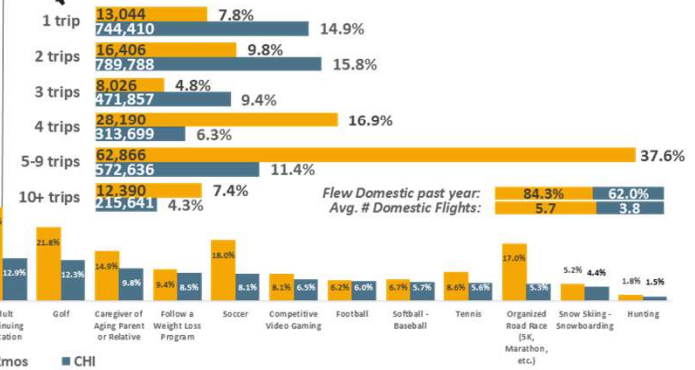
Political Activity: Adults 25 - 64



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100

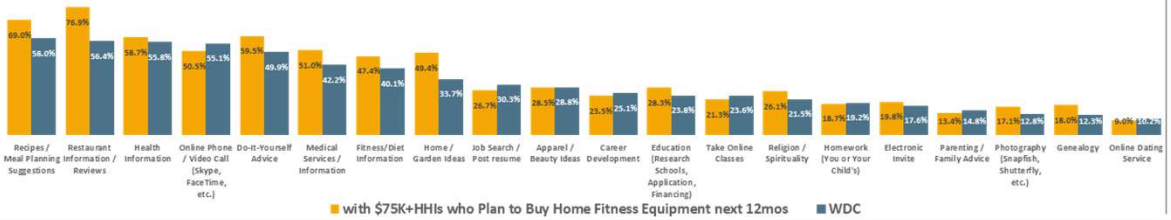
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

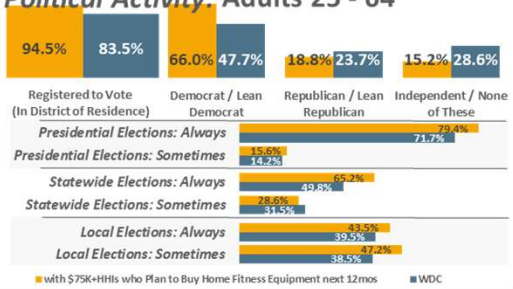


4.9% or 189,114 of WDC DMA Adults 25 - 64 with $75K+HHIs Plan to Buy Home Fitness Equipment next 12mos. Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos are 19.1% more likely to look up D-I-Y advice online, 10.2% more likely to always vote in local elections, 73.1% more likely to belong to a gym, 21.4% more likely to fly domes

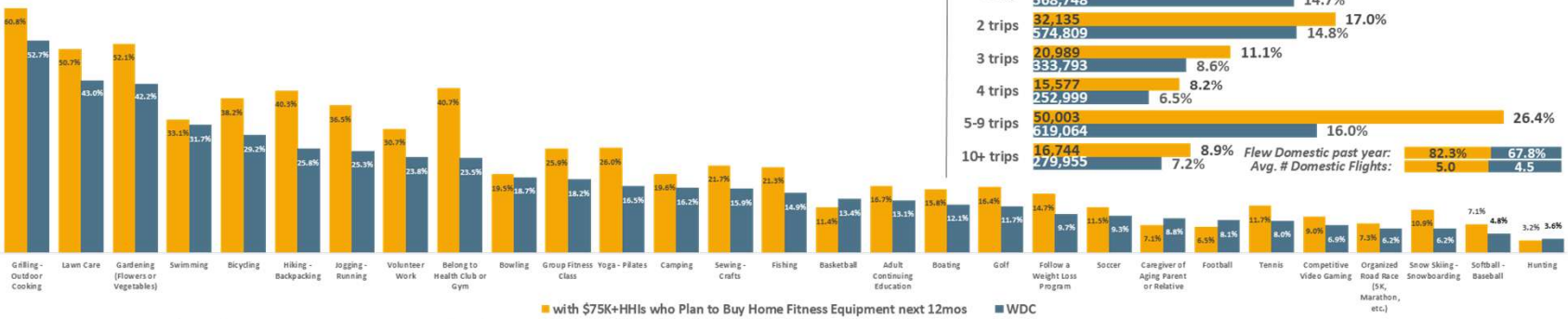
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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

WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237

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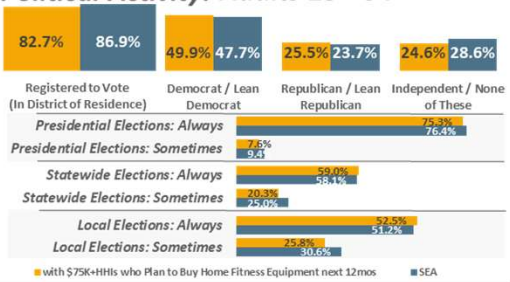
PELOTON SEA

5.1% or 155,988 of SEA 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 .8% less likely to look up D-I-Y advice online, 2.5% more likely to always vote in local elections, 45.2% more likely to belong to a gym, 23.8% more likely to fly domestic

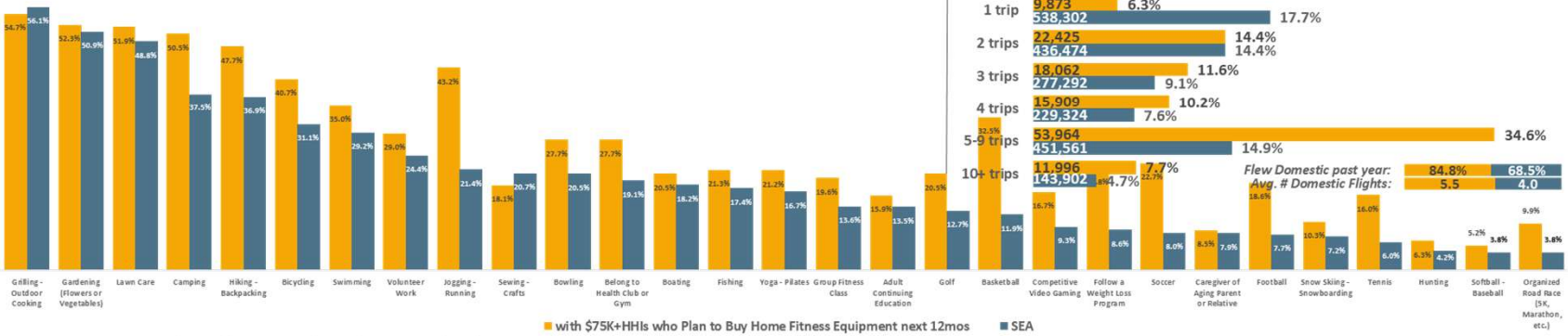
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Political Activity: Adults 25 - 64



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



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

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156

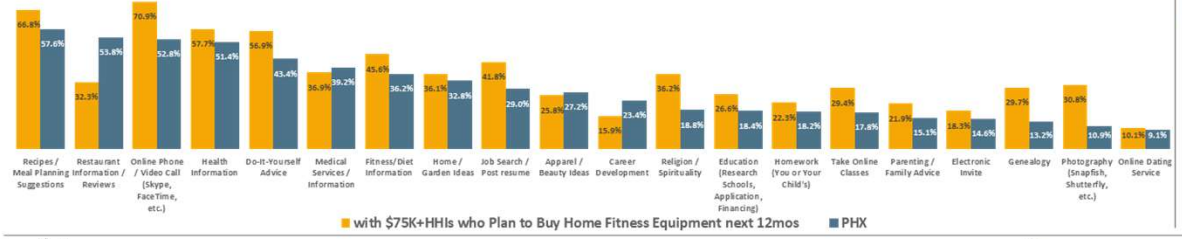
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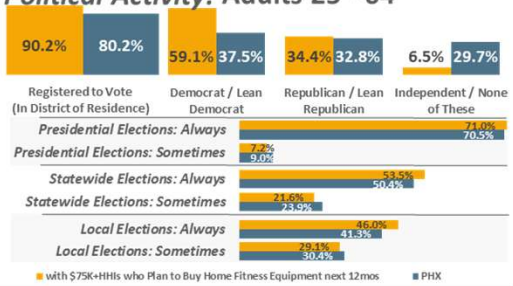
PELOTON PHX

2.7% or 80,992 of PHX 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 look up D-I-Y advice online, 11.2% more likely to always vote in local elections, 148.% more likely to belong to a gym, 1.4% less likely to fly domest

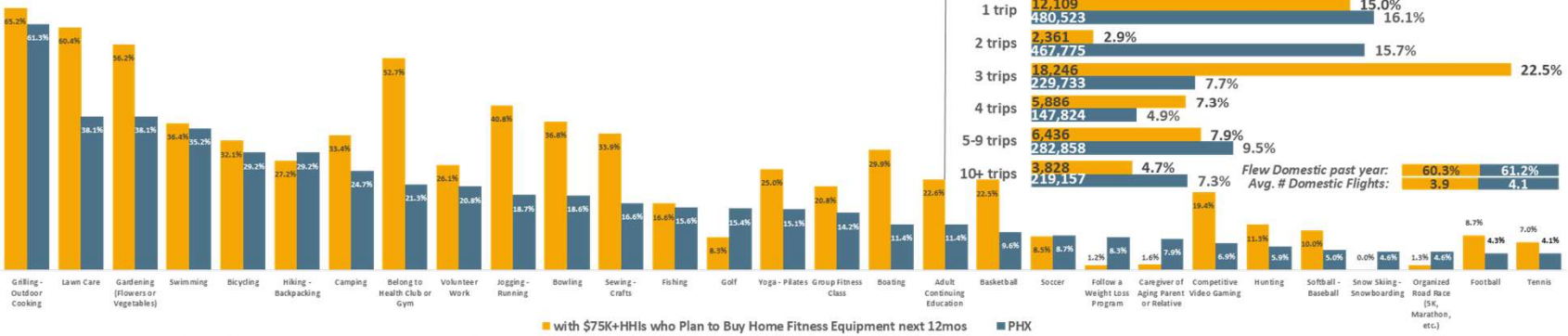
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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

PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43

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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%

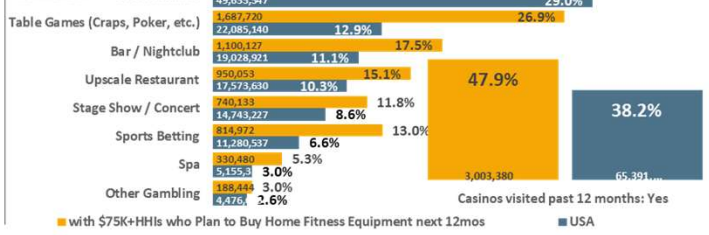
USA 22.6%

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 — CHI

3.3% or 167,114 of CHI 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.% more likely to use QSRs past mo., 27.5% more likely to use Sit-Down Restaurants past mo., 66.4% more likely to use Casinos past yr., 72.8% less likely to smoke cigare

Past 30-days QSR Users: Adults 25 - 64



	with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos	CHI
1 time	4.8%	7.3%
2 times	12.9%	10.3%
3 times	4.9%	11.6%
4 times	5.5%	10.3%
5 times	10.7%	10.1%
6 - 9 times	31.4%	22.3%
10 times or more	28.9%	18.2%

Total Monthly QSR Users: 99.2% (165,699) vs 90.2% (4,515,945)

Avg. Monthly QSR Meals: 8.0 vs 6.6

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



	with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos	CHI
1 time	8.9%	13.6%
2 times	22.8%	15.2%
3 times	26.9%	14.3%
4 times	16.3%	9.6%
5 times	7.3%	8.3%
6 - 9 times	7.9%	8.4%
10 times or more	4.8%	4.8%

Total Monthly Sit-Down Restaurant Users: 94.9% (158,520) vs 74.4% (3,726,646)

Avg. Monthly Sit-Down Restaurant Meals: 3.9 vs 4.1

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



	with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos	CHI
Mexican	57.5%	40.2%
Pizza	60.4%	35.8%
Chinese	42.6%	34.1%
Coffee House / Coffee Bar	29.0%	25.0%
Italian	33.0%	18.7%
Bagel / Donut / Bakery	24.4%	17.4%
Wings / Burgers / Sports Bar	34.1%	17.0%
Indian / Thai / Other Asian	23.0%	16.8%
Upscale	22.6%	12.9%
Steakhouse	10.9%	10.9%

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

with $75K+HHIs who Plan to Buy Home Fitness...	63,424	38.0%
CHI	1,320,409	26.4%

Drank Past 30-days: Adults 25 - 64

	with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos		CHI	
Liquor	136,499	81.7%	2,417,758	48.3%
Any Type of Beer	115,164	68.9%	2,410,736	48.1%
Wine	98,955	59.2%	1,778,800	35.5%
Imported Beer	70,245	42.0%	1,631,544	32.6%
Domestic Light Beer	94,853	56.8%	1,442,638	28.8%
Domestic Regular Beer	64,855	38.8%	1,392,064	27.8%
Microbrew / Craft Beer	32,075	19.2%	804,863	16.1%

Past 12 months Casino Activities: Adults 25 - 64

	with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos		CHI	
Slot Machines	47,180	28.2%	1,132,183	22.6%
Table Games (Craps, Poker, etc.)	56,401	33.8%	522,146	10.4%
Bar / Nightclub	26,789	16.0%	379,962	7.6%
Upscale Restaurant	14,527	8.7%	376,012	7.5%
Stage Show / Concert	15,138	9.1%	254,731	5.1%
Sports Betting	17,232	10.3%	217,078	4.3%
Spa	4,606	2.8%	143,64	2.9%
Other Gambling	3,184	1.9%	99,0	2.0%

Casinos visited past 12 months: Yes — 48.7% (81,368) vs 29.3% (1,466,146)

Used Past 30-days: Adults 25 - 64



	with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos		CHI	
Marijuana / Cannabis	9,091	5.4%	756,011	15.1%
Cigarettes	5,199	3.1%	573,395	11.4%
Vape	3,443	2.1%	323,512	6.5%

CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100

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4.9% or 189,114 of WDC 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 10.4% more likely to use QSRs past mo., 14.% more likely to use Sit-Down Restaurants past mo., 26.8% more likely to use Casinos past yr., 71.1% less likely to smoke cigare

Past 30-days QSR Users: Adults 25 - 64

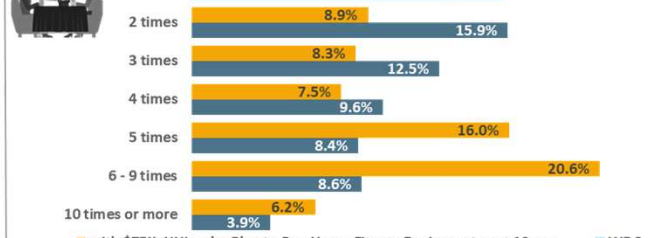


Total Monthly QSR Users: 95.3% 180,175 | 86.3% 3,346,634

Avg. Monthly QSR Meals: 6.8 | 6.2

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





Total Monthly Sit-Down Restaurant Users: 85.0% 160,754 | 74.6% 2,892,028

Avg. Monthly Sit-Down Restaurant Meals: 4.9 | 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 Fitnes... 62,650 33.1%

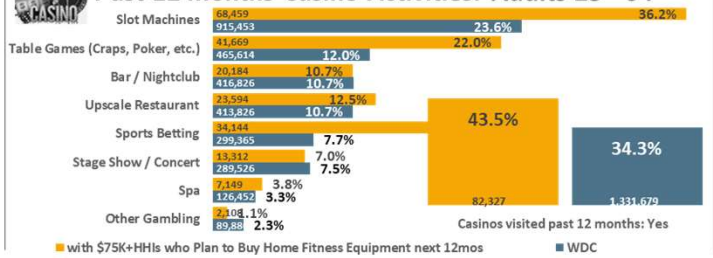
WDC 1,055,051 27.2%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237

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PELOTON SEA

5.1% or 155,988 of SEA 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 13.6% more likely to use QSRs past mo., 22.1% more likely to use Sit-Down Restaurants past mo., 9.8% more likely to use Casinos past yr., 38.8% 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)



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

with $75K+HHIs who Plan to Buy Home Fitness... 45,510 29.2%

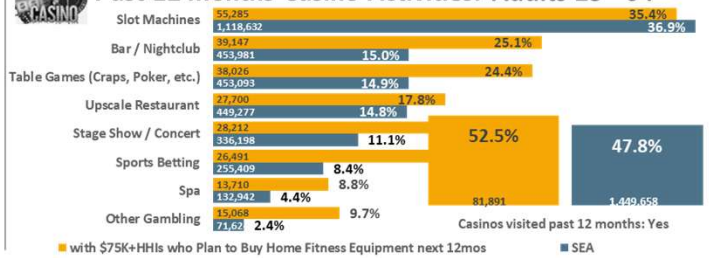
SEA 697,582 23.0%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156

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PELOTON PHX

2.7% or 80,992 of PHX 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 7.7% more likely to use QSRs past mo., 24.4% more likely to use Sit-Down Restaurants past mo., 20.2% more likely to use Casinos past yr., 63.3% less likely to smoke cigaret

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 93.5% 75,714 | 87.3% 2,609,709

Avg. Monthly QSR Meals: 9.7 | 7.1

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



Total Monthly Sit-Down Restaurant Users: 90.7% 73,444 | 72.9% 2,177,274

Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 4.3

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 Fitnes... 23,598 29.1%

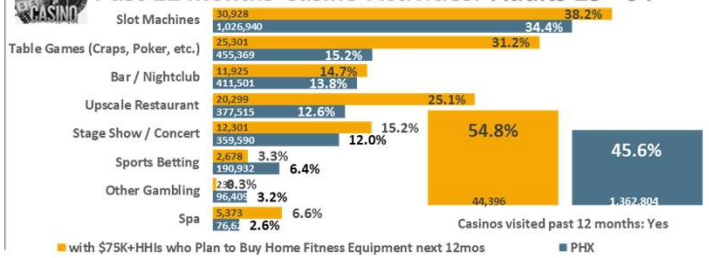
PHX 570,968 19.1%

Drank Past 30-days: Adults 25 - 64



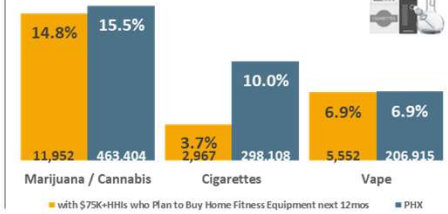
Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64





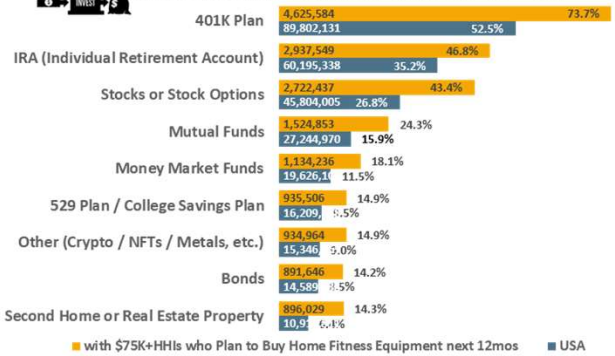
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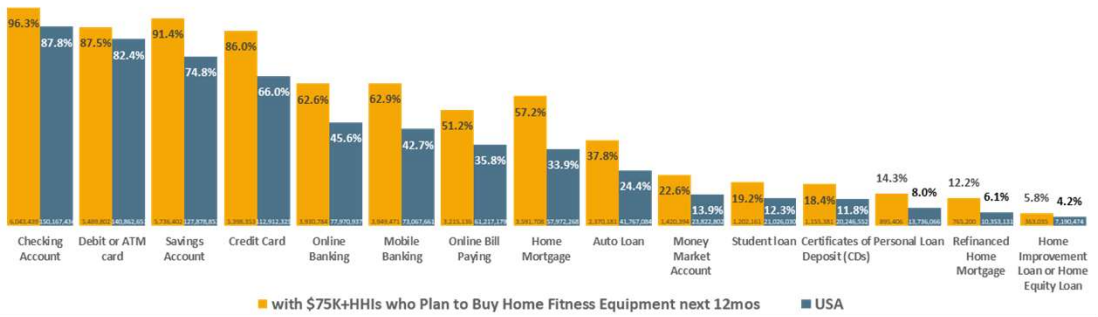


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Investments Owned: Adults 25 - 64



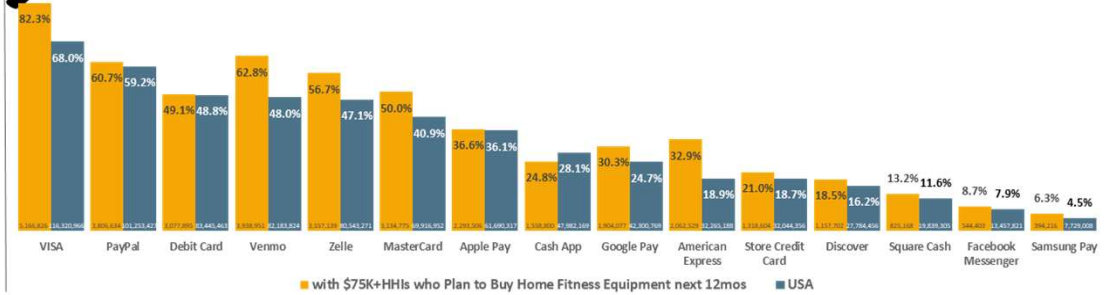
Financial Services Has and/or Uses: Adults 25 - 64



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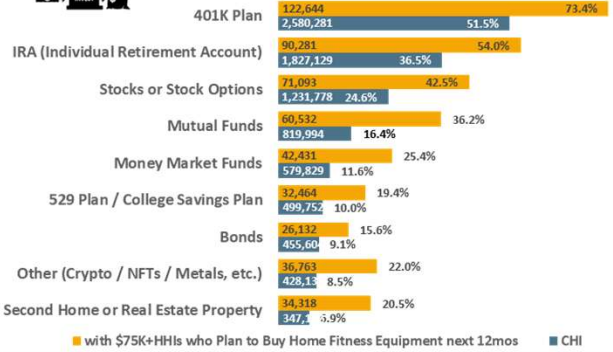
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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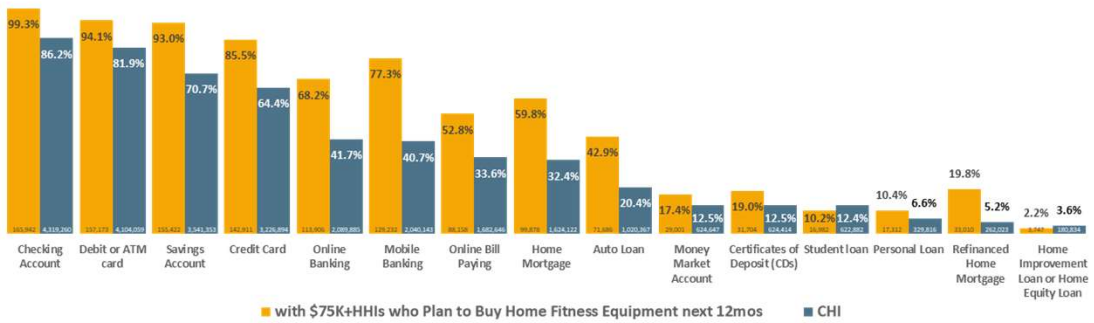
PELOTON — CHI

3.3% or 167,114 of CHI 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 42.5% more likely to have a 401K, 110.6% more likely to have an Auto Loan, 120.1% more likely to Invest/Trade Stocks Online, 12.% more likely to pay with their Debit Card.

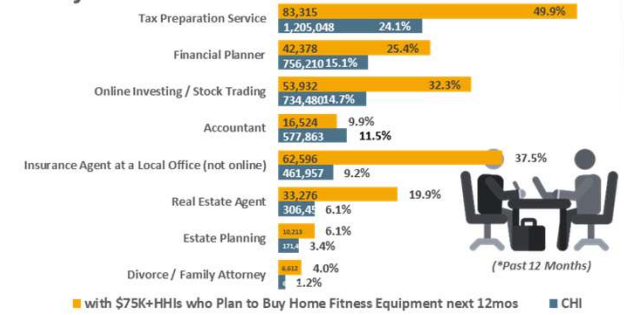
Investments Owned: Adults 25 - 64



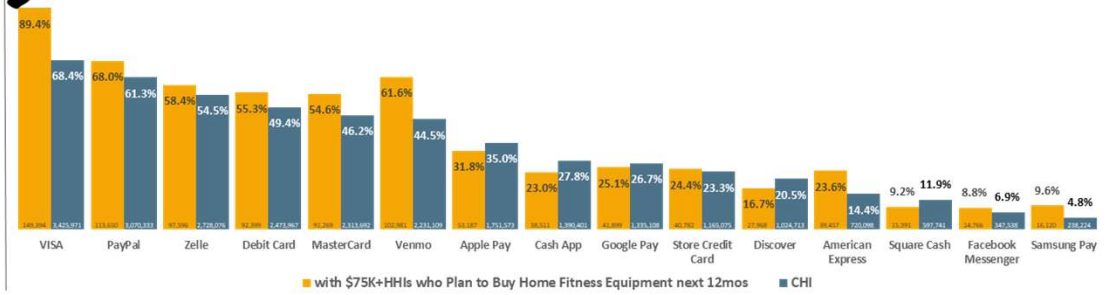
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100

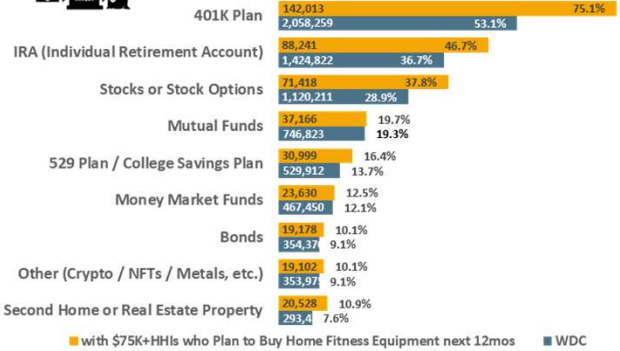
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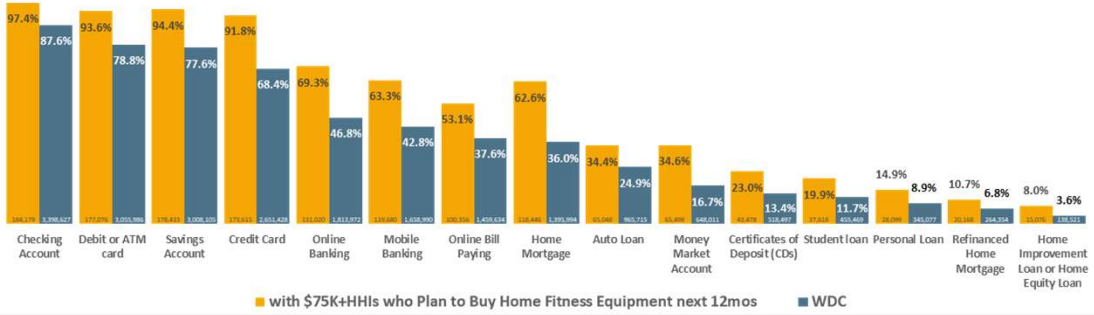


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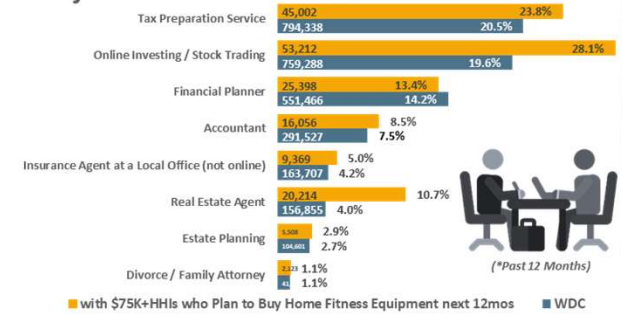
Investments Owned: Adults 25 - 64



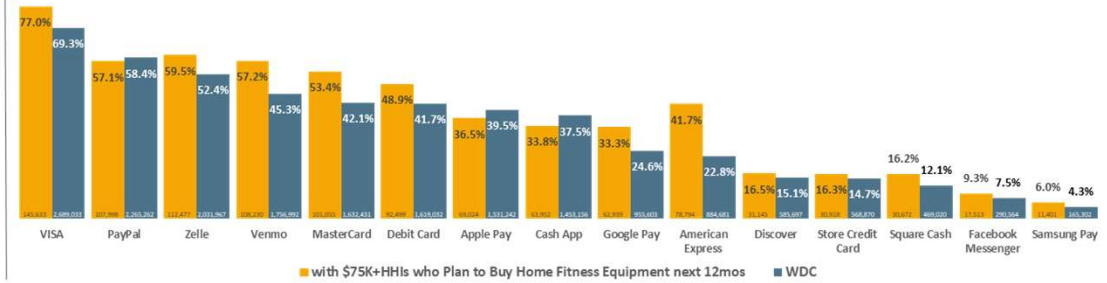
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237

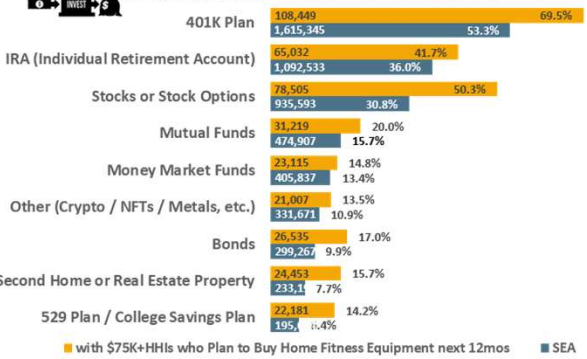
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

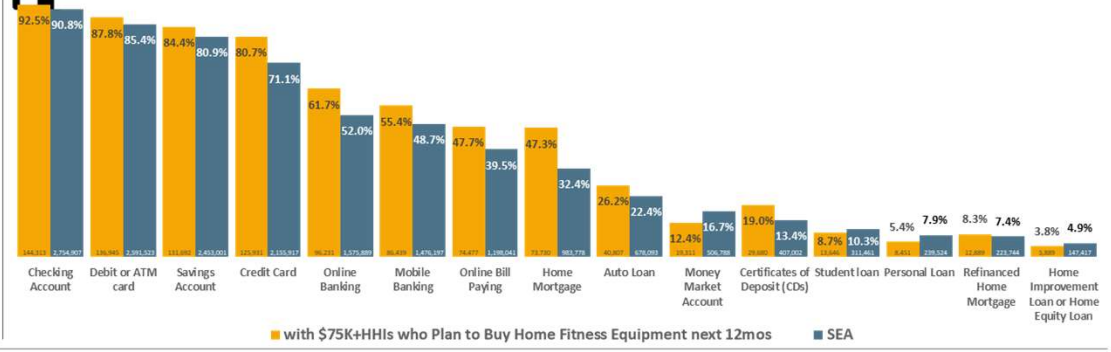
PELOTON SEA

5.1% or 155,988 of SEA 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 30.5% more likely to have a 401K, 17.% more likely to have an Auto Loan, 67.3% more likely to Invest/Trade Stocks Online, 16.2% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 64



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

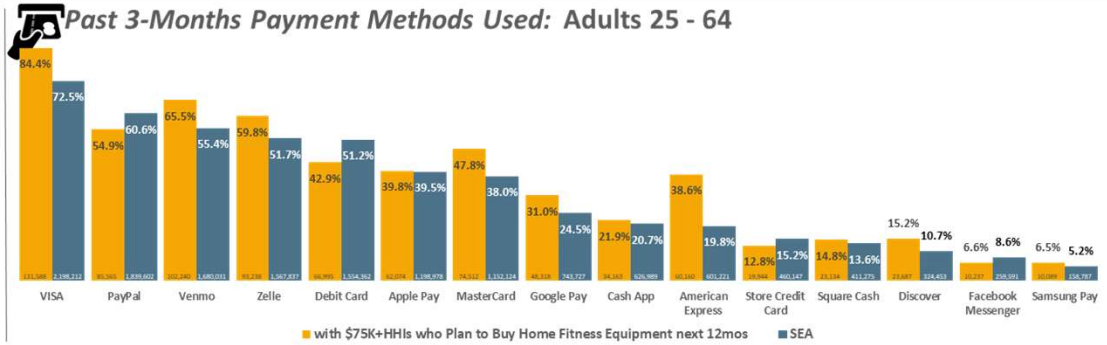


Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156

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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)]

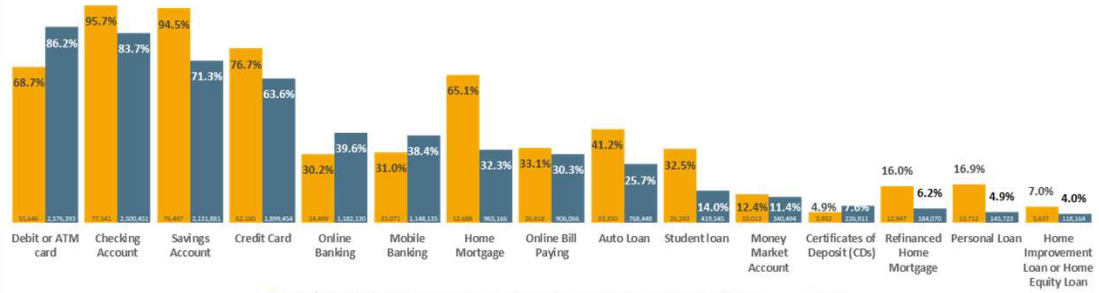
PELOTON PHX

2.7% or 80,992 of PHX 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 57.1% more likely to have a 401K, 60.1% more likely to have an Auto Loan, 67.% more likely to Invest/Trade Stocks Online, 13.8% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 64



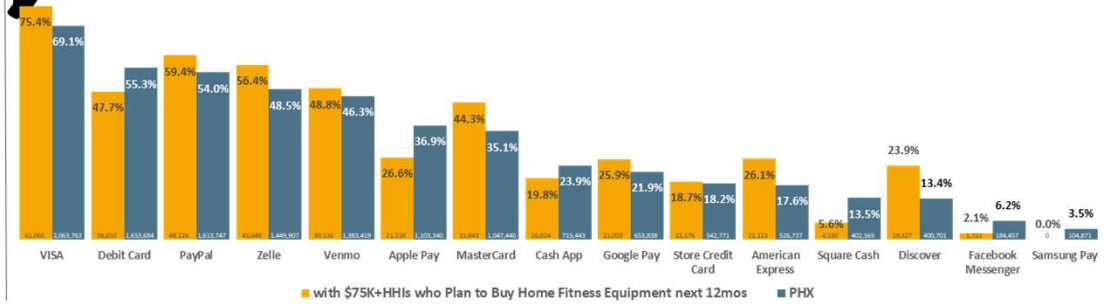
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64

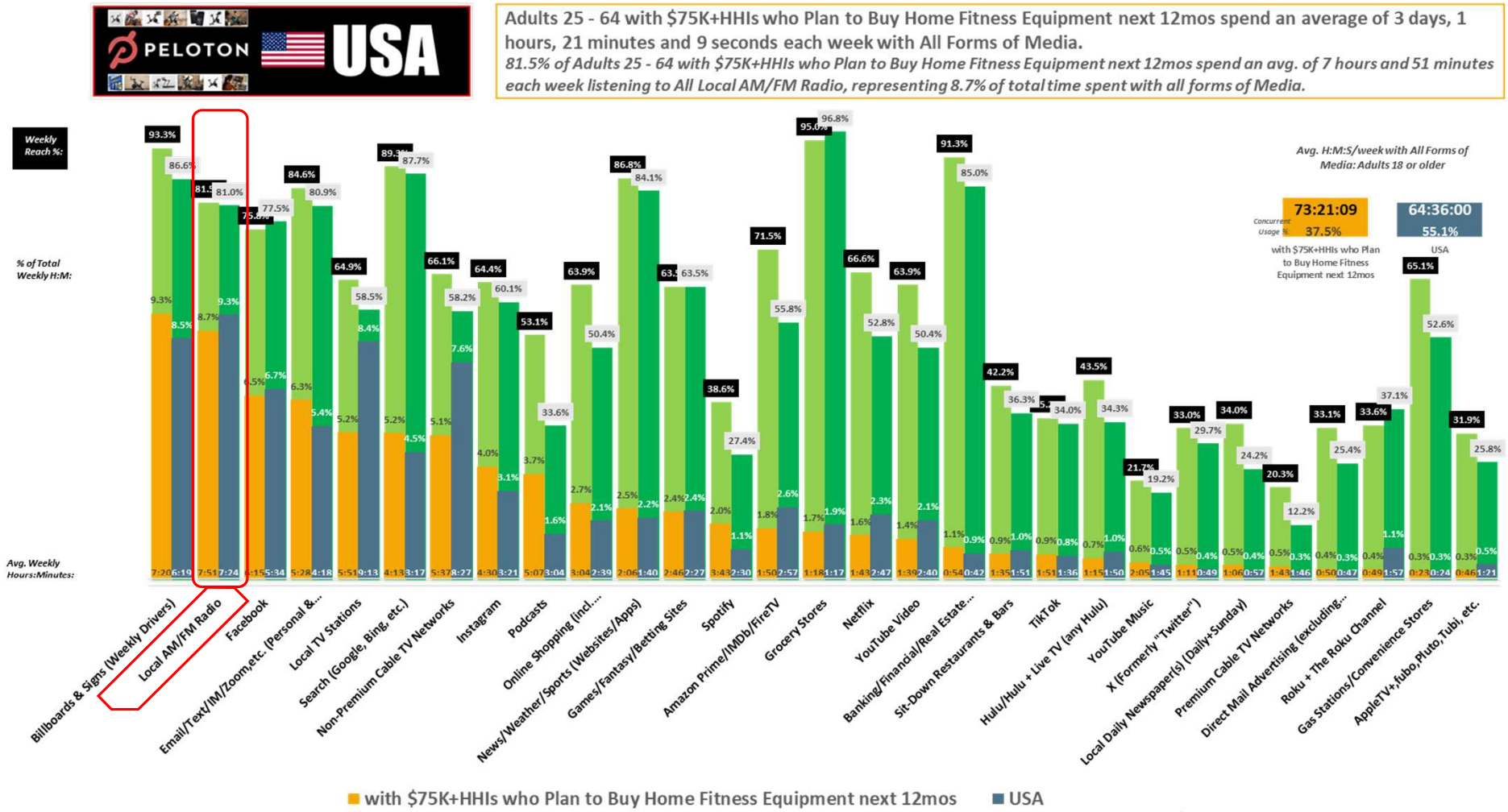


Past 3-Months Payment Methods Used: Adults 25 - 64



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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)]

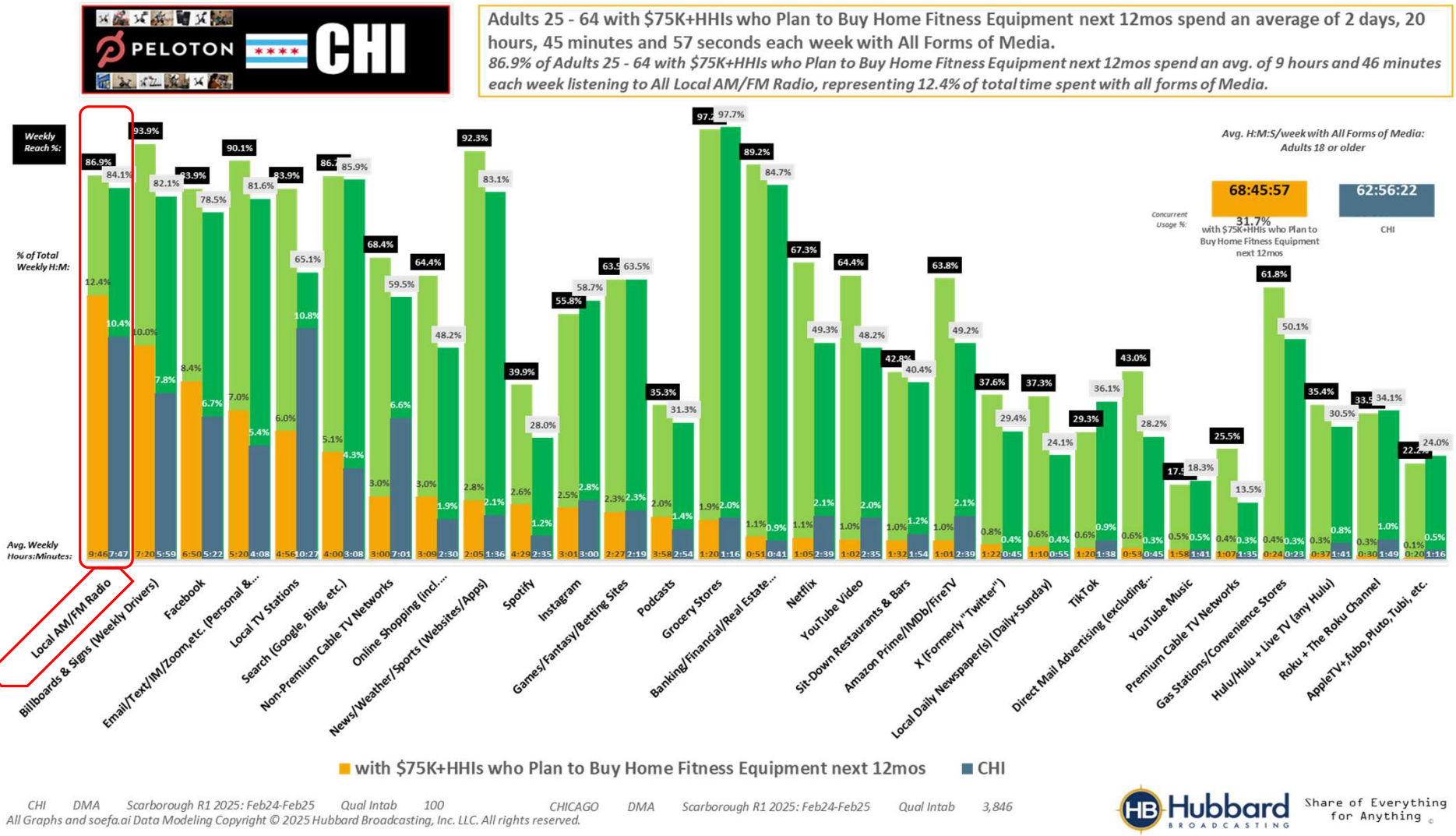


USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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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)]

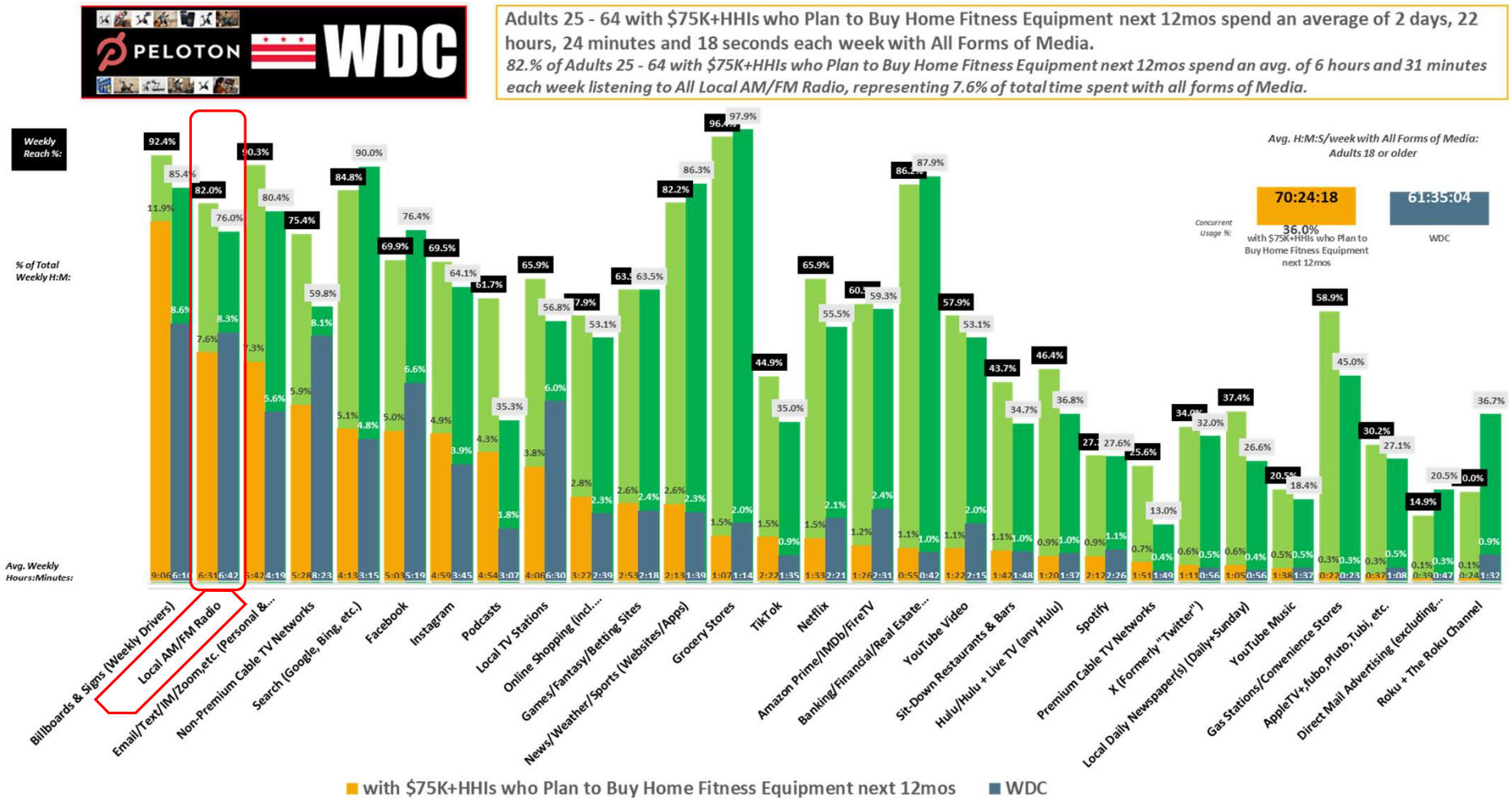


CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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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)]

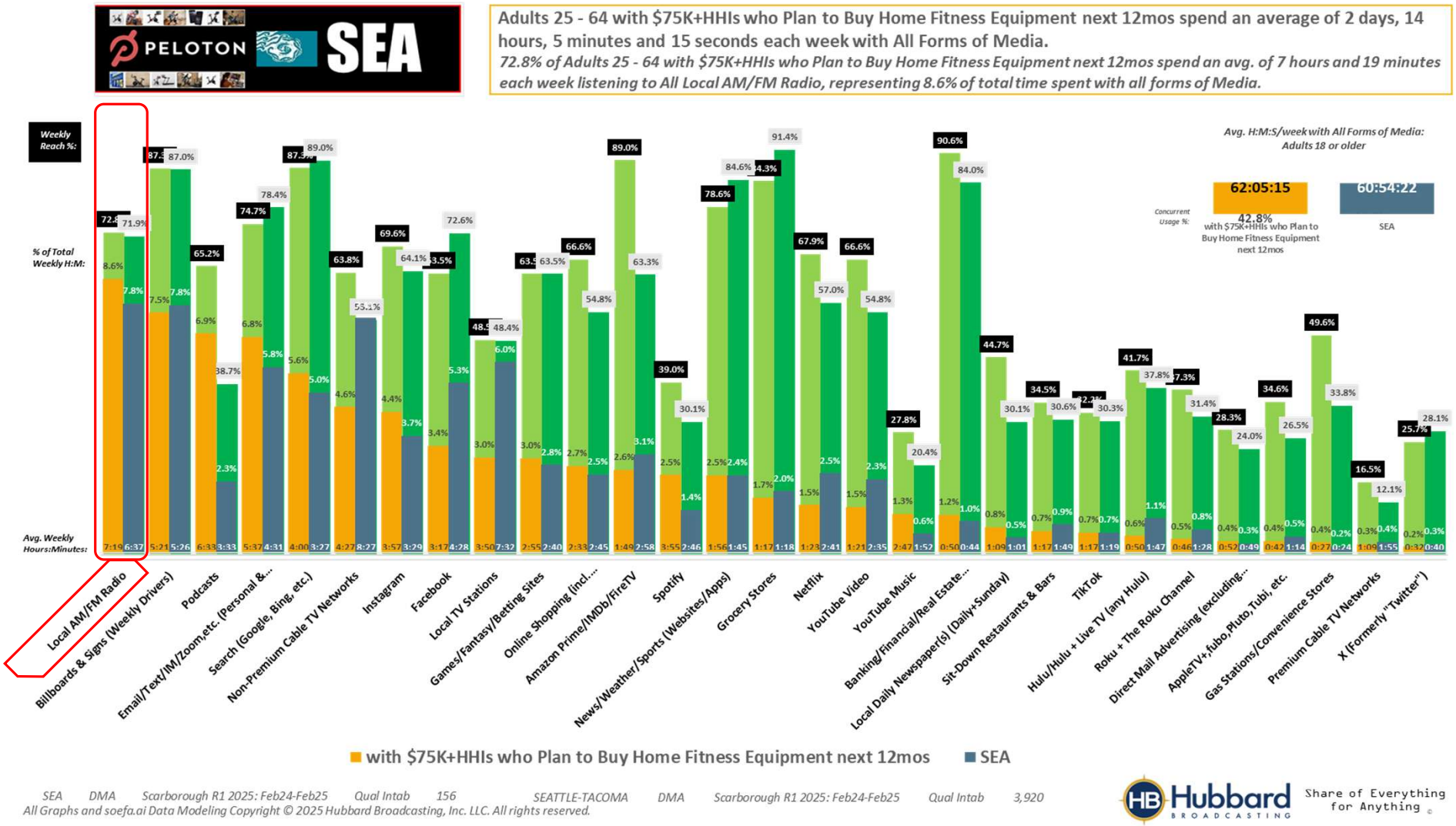


WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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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)]

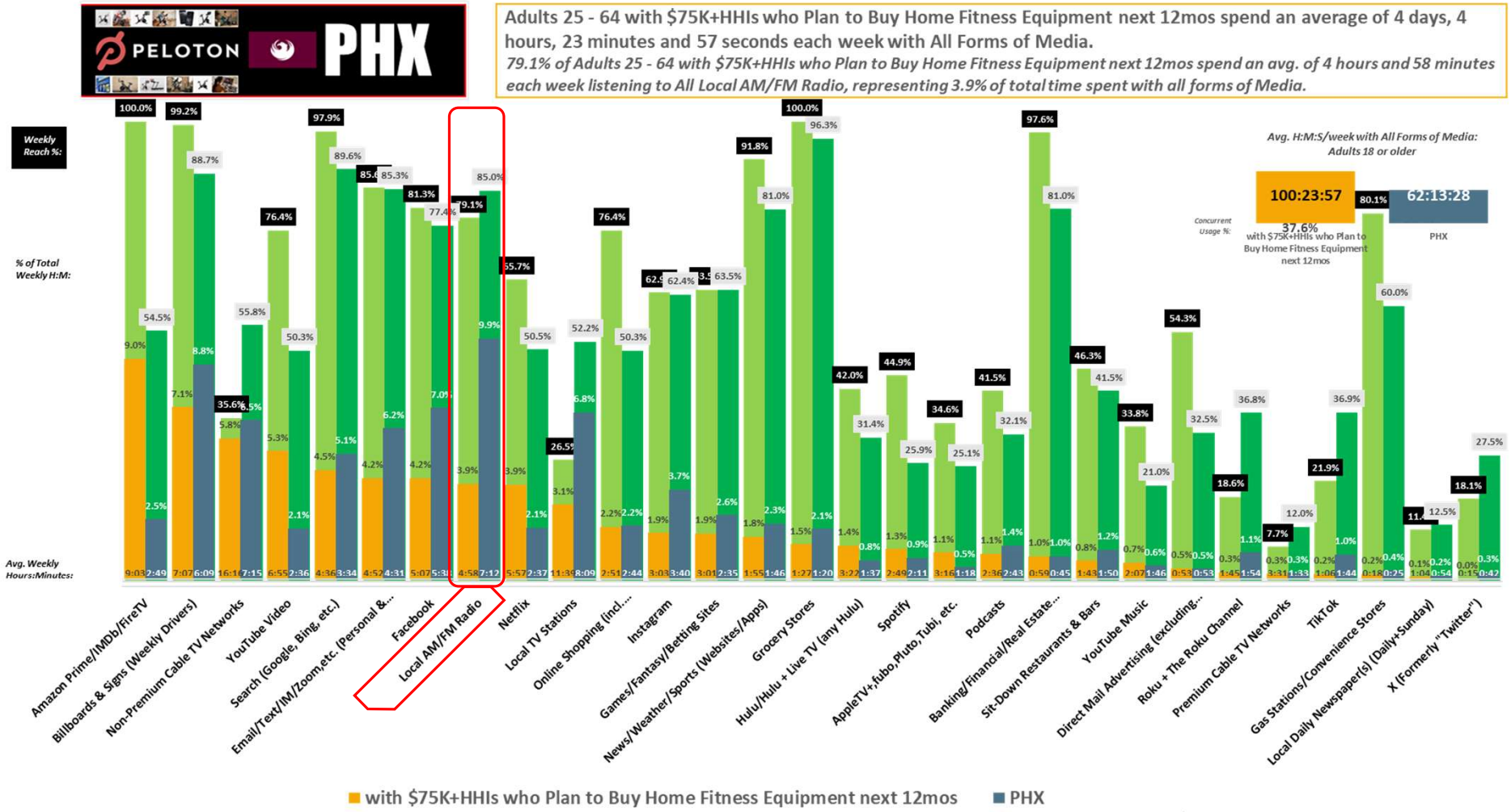


SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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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)]



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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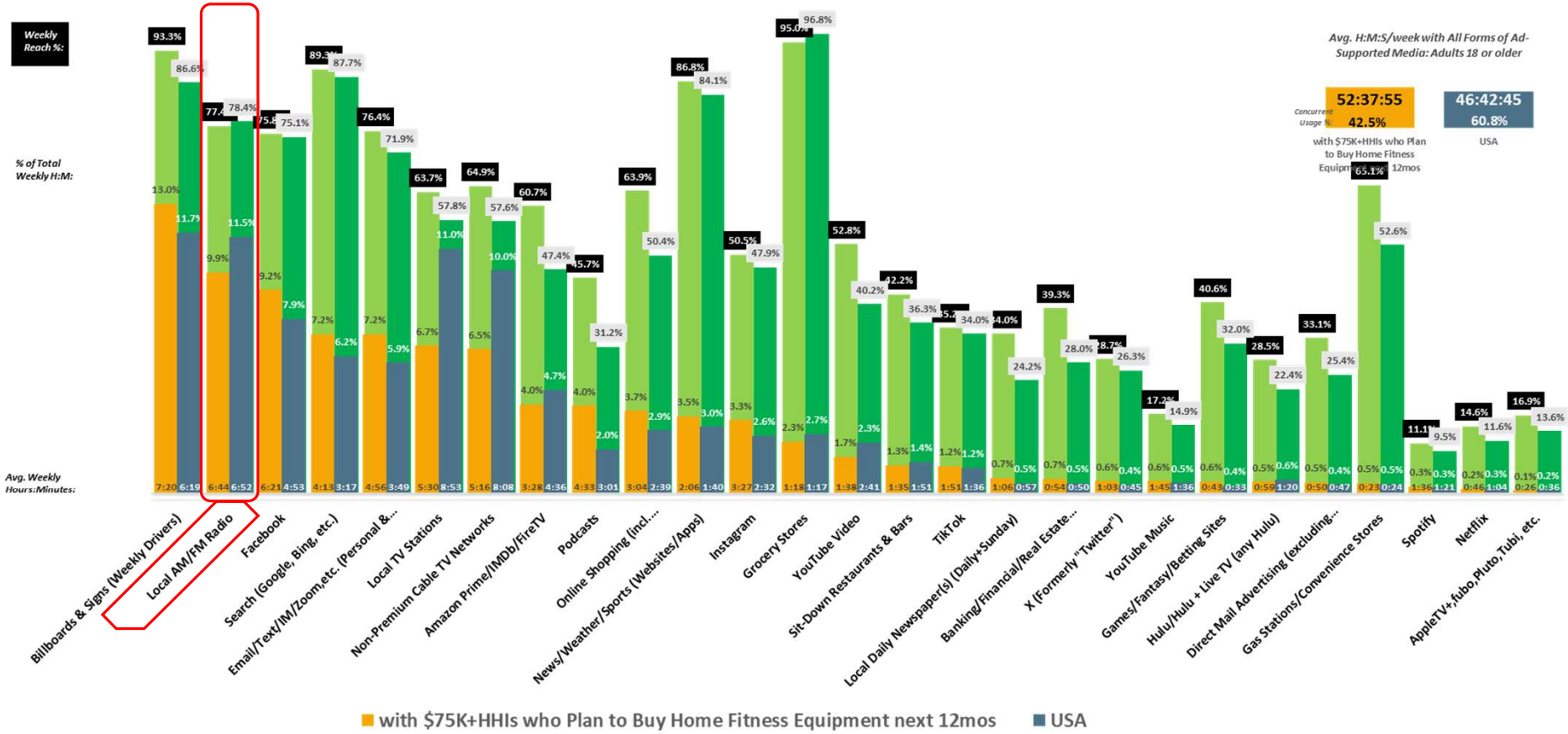
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

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

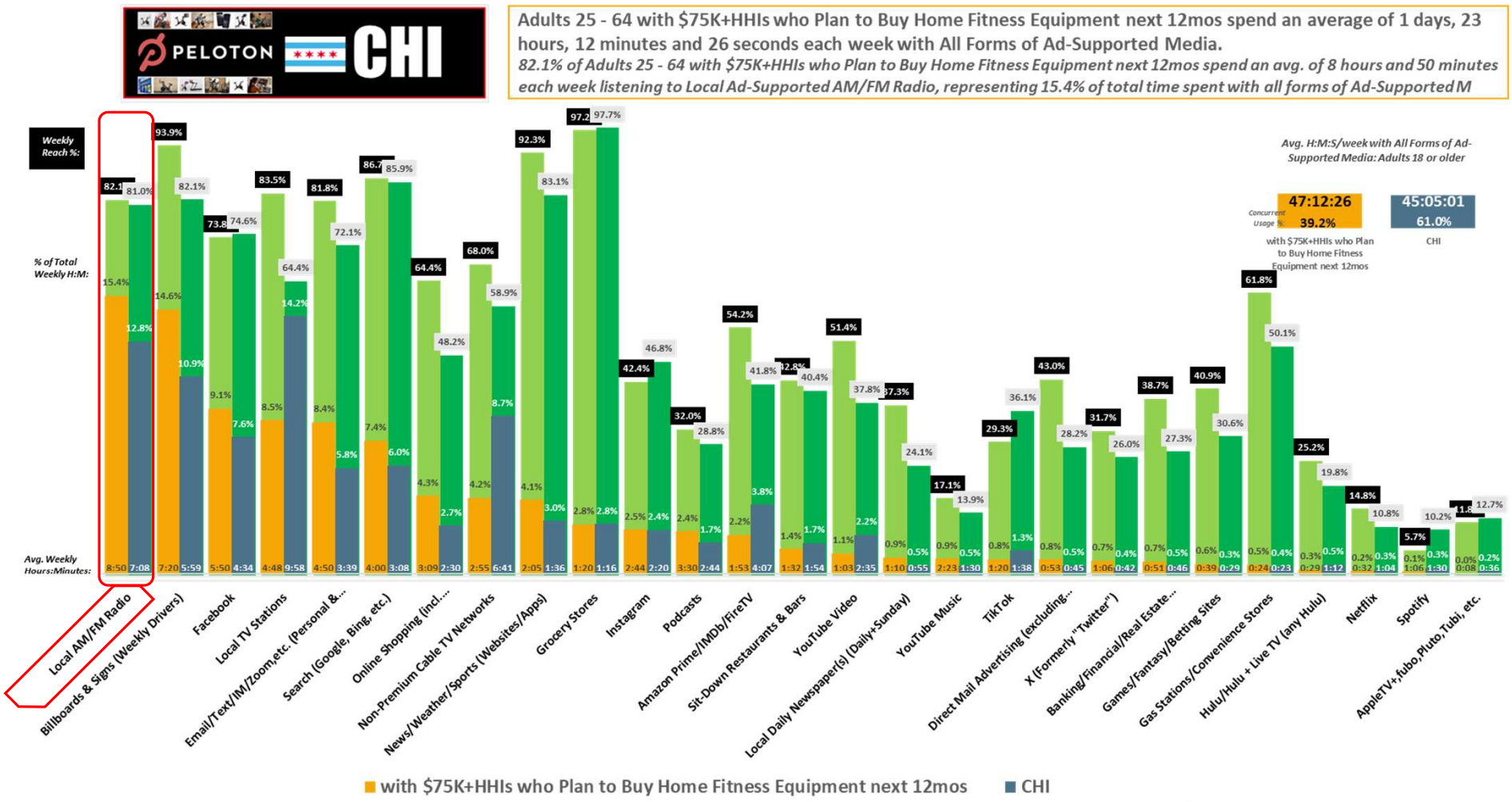


USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 742 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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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)]

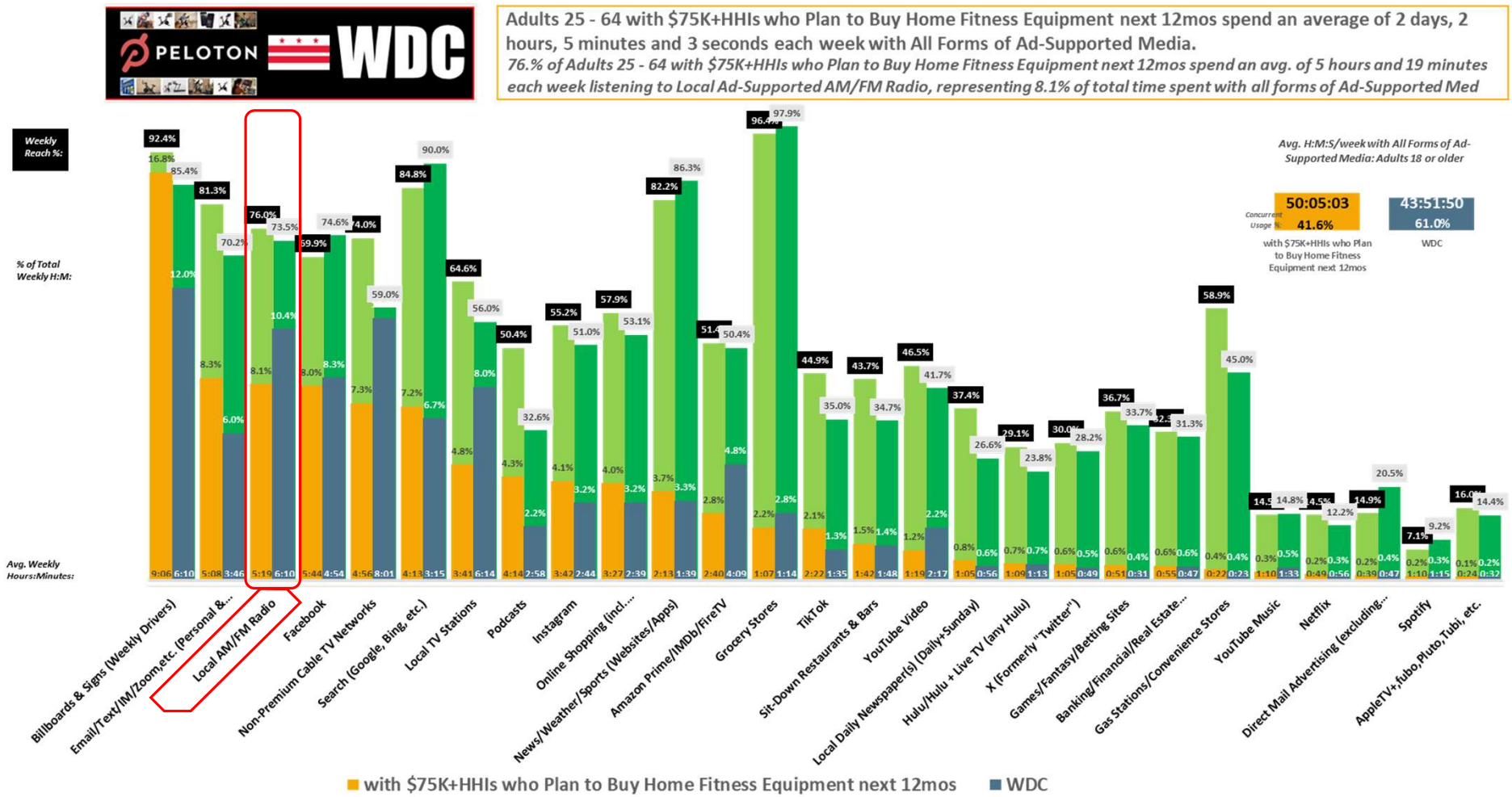


CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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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)]



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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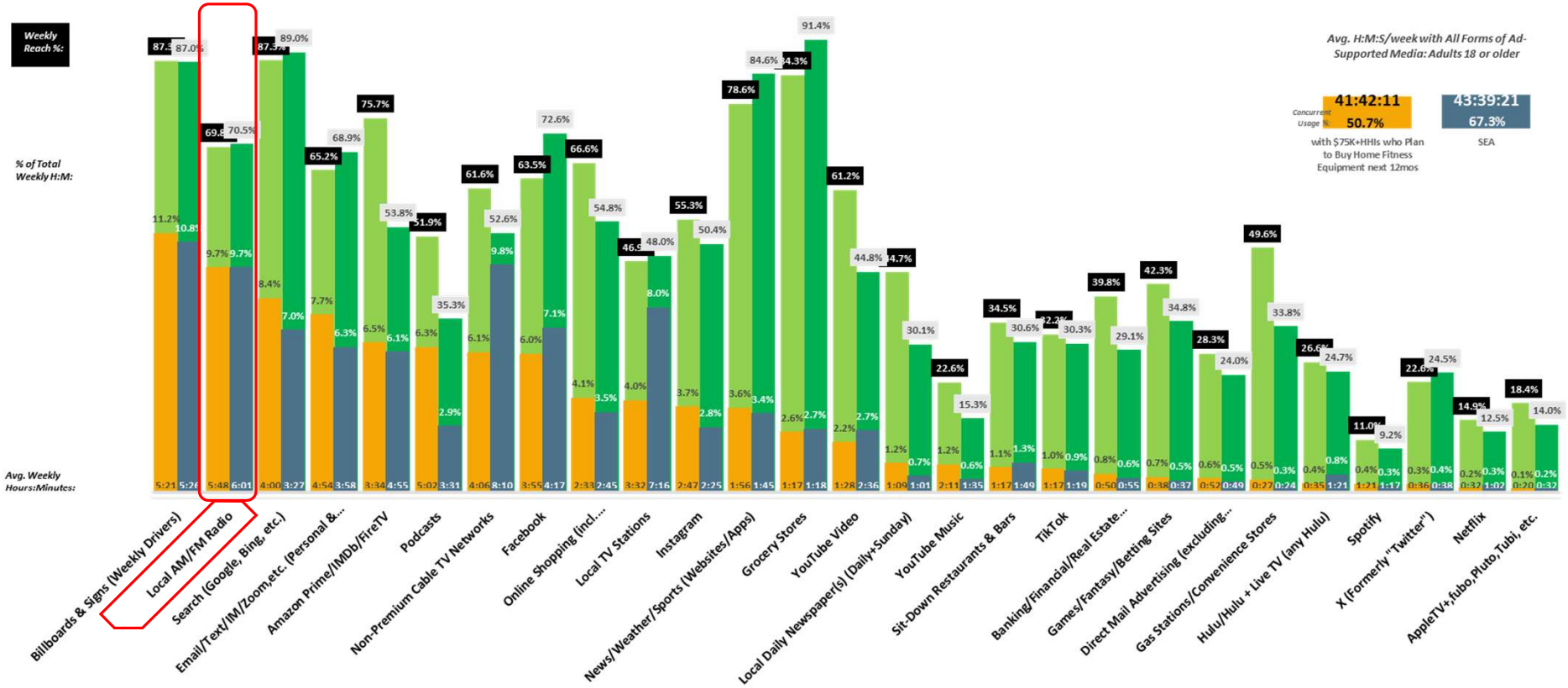
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON SEA

Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 1 days, 17 hours, 42 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

69.8% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an avg. of 5 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Me

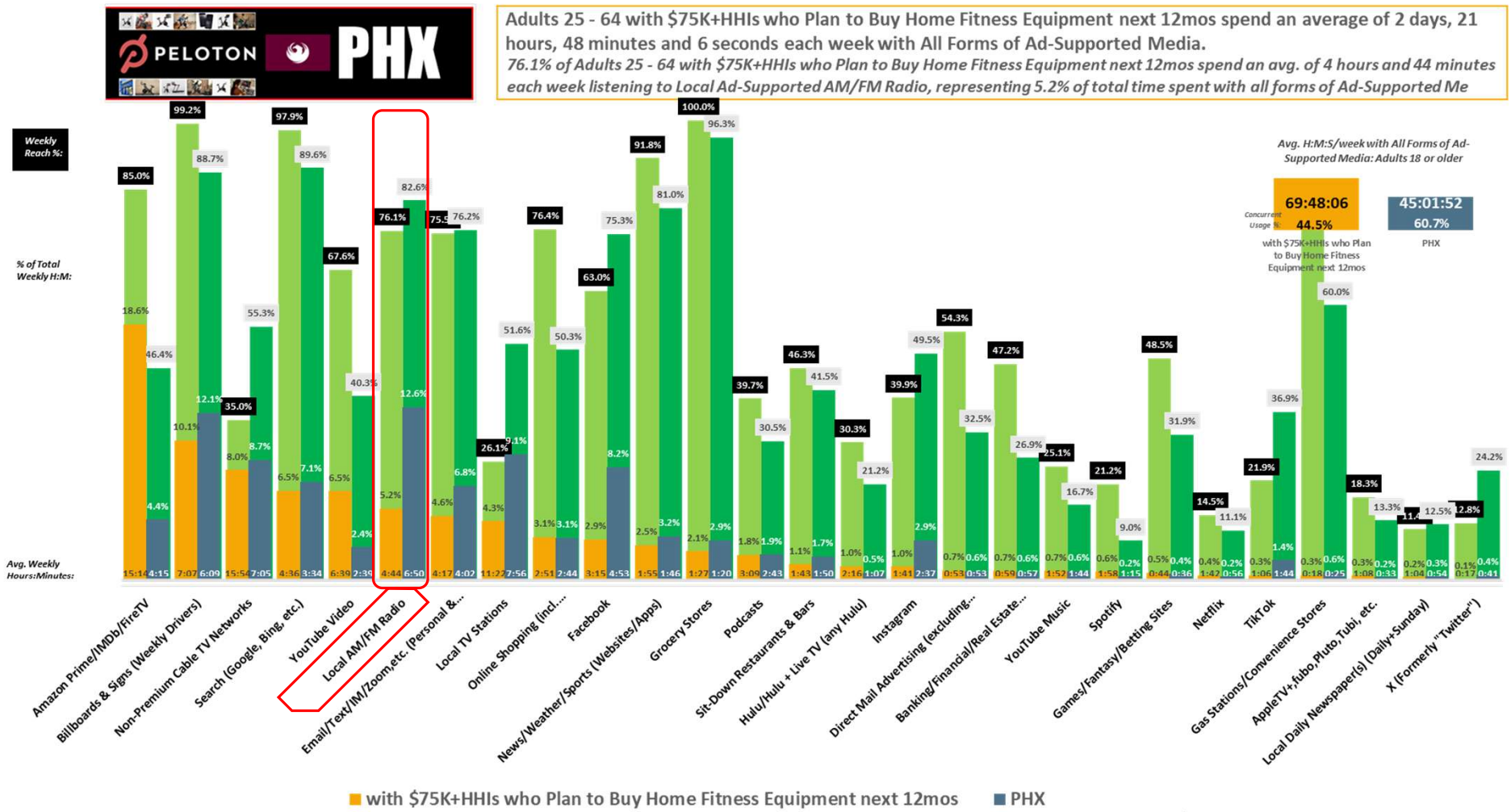


SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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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)]



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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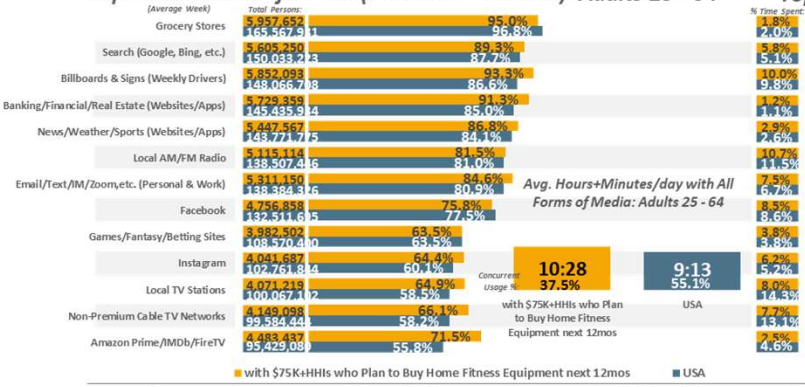
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



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.)*

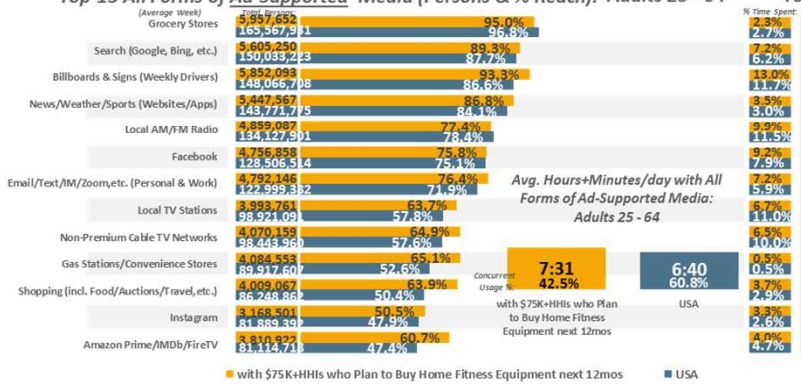
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



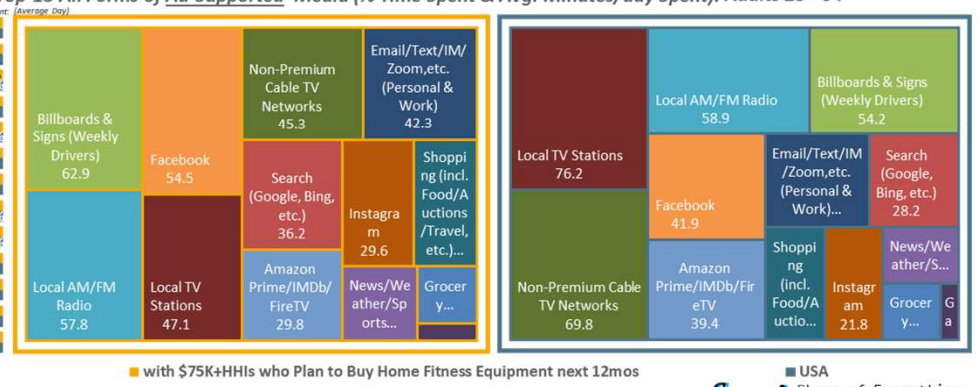
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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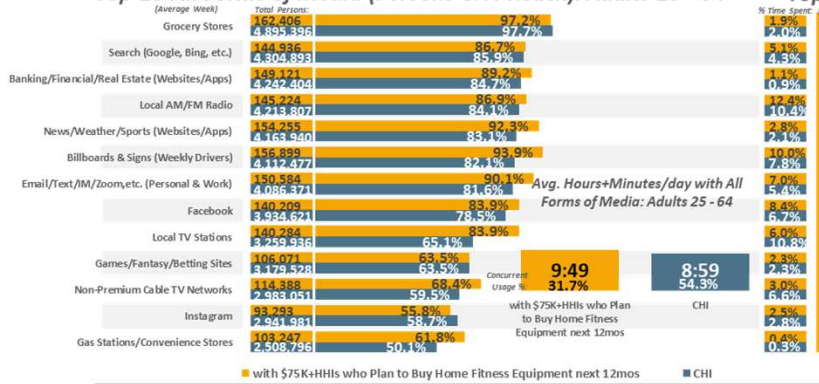
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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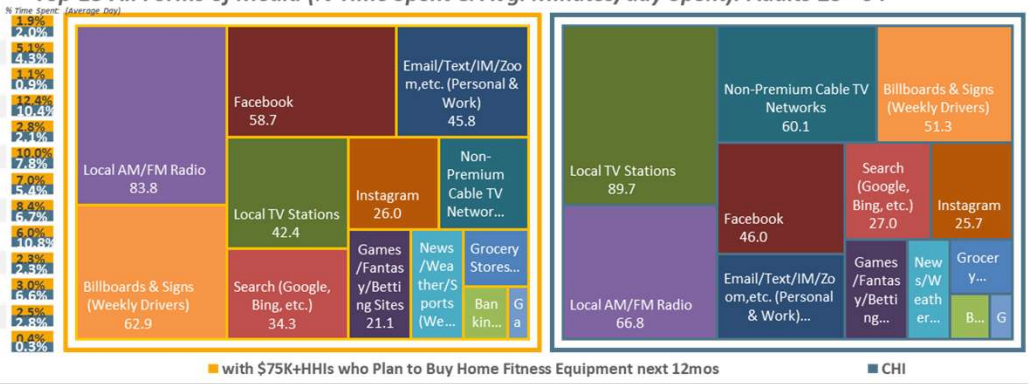
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 6 hours and 44 minutes each day with All Forms of Ad-Supported Media. 82.1% listen to Local AM/FM Radio for an avg. of 75.7 minutes/day.*(Local Radio delivers 15.4% of Time with Ad-Supported Media.)*

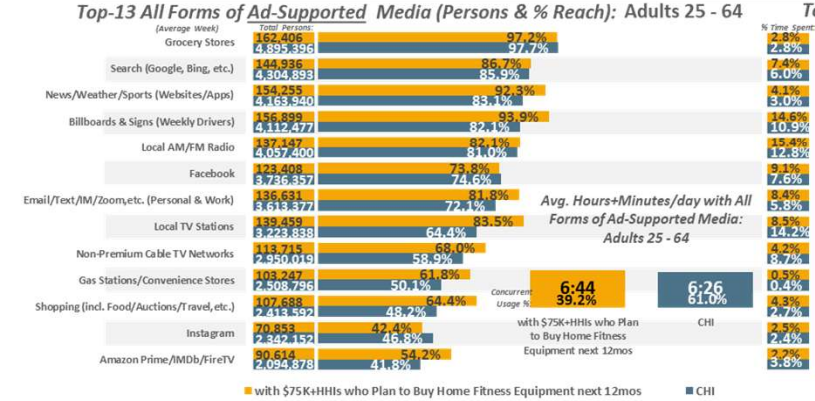
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100

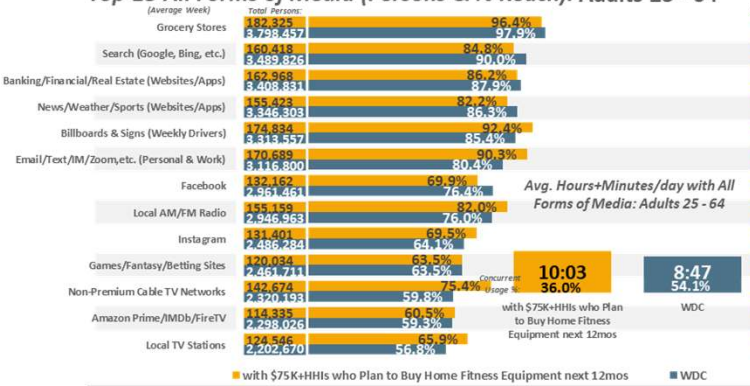
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 7 hours and 9 minutes each day with All Forms of Ad-Supported Media. 76.% listen to Local AM/FM Radio for an avg. of 45.6 minutes/day. *(Local Radio delivers 8.1% of Time with Ad-Supported Media.)*

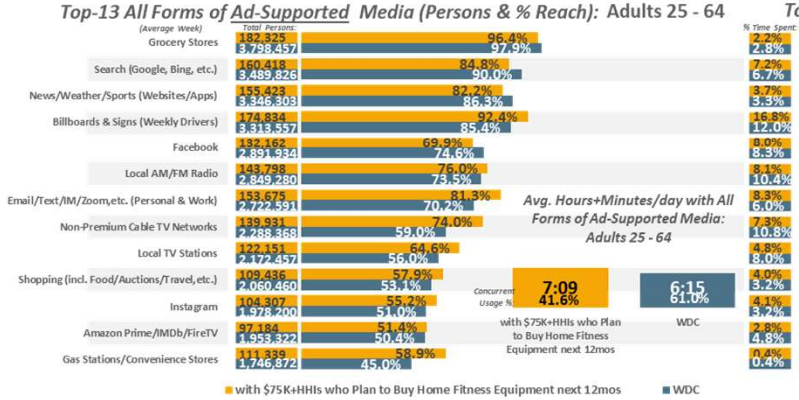
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



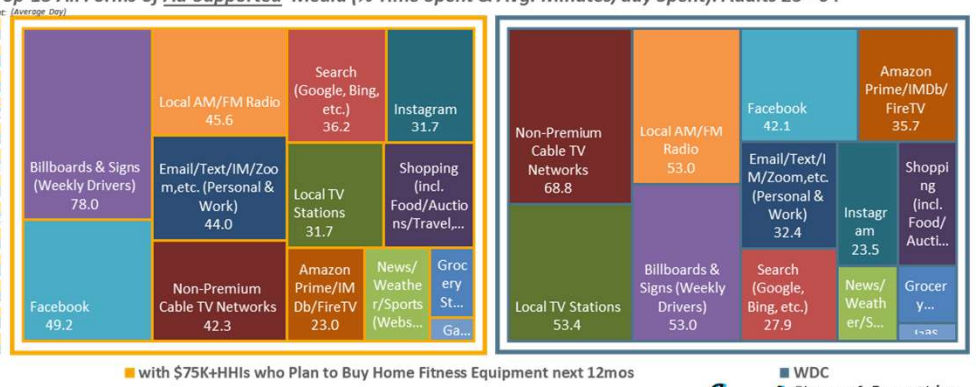
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237

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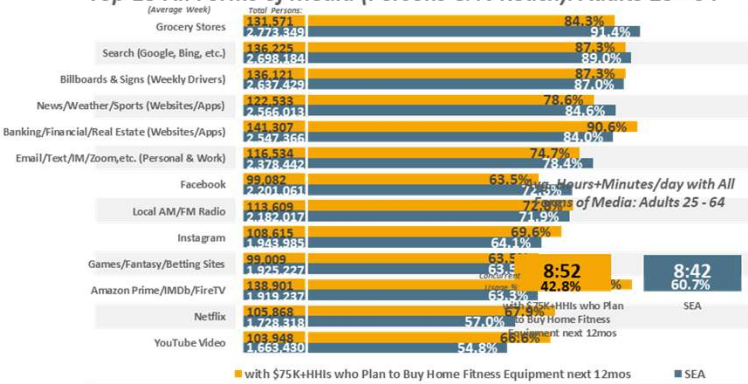
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

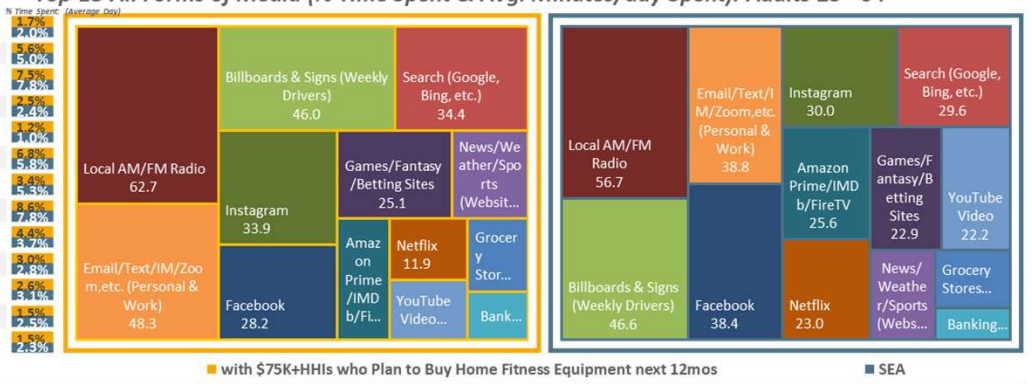
PELOTON SEA

Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 5 hours and 57 minutes each day with All Forms of Ad-Supported Media. 69.8% listen to Local AM/FM Radio for an avg. of 49.8 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

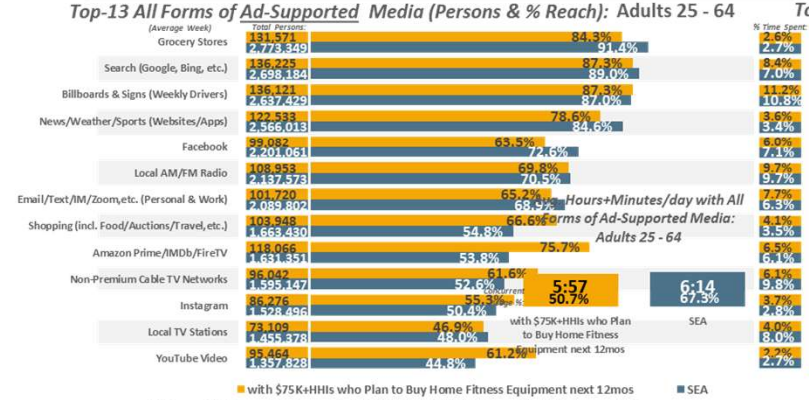
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



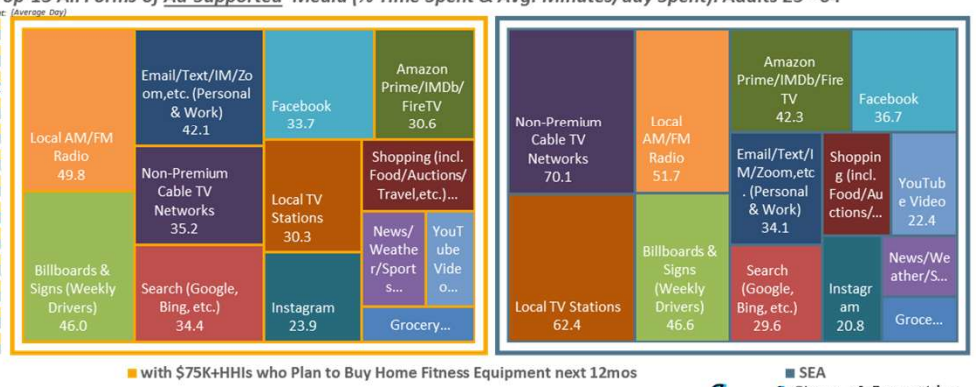
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156

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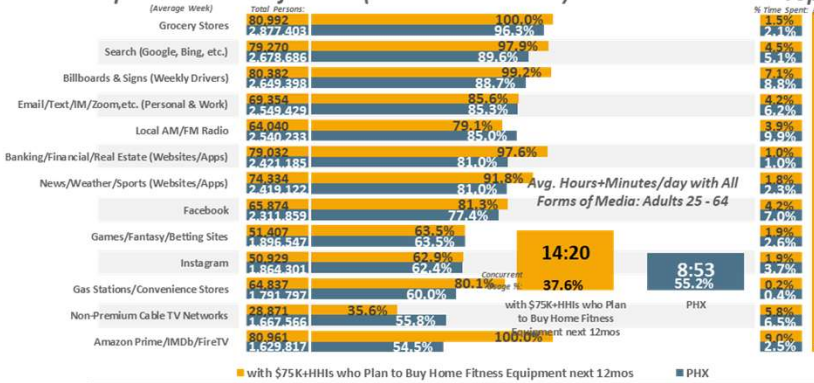
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

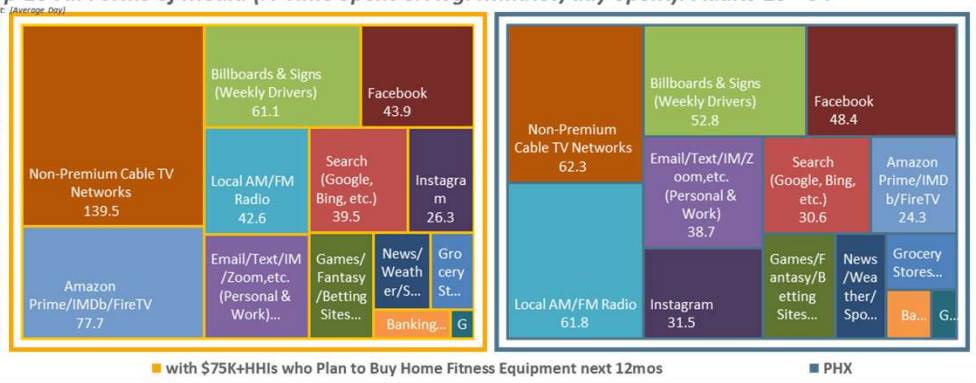
PELOTON PHX

Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 9 hours and 58 minutes each day with All Forms of Ad-Supported Media. 76.1% listen to Local AM/FM Radio for an avg. of 40.7 minutes/day.*(Local Radio delivers 5.2% of Time with Ad-Supported Media.)*

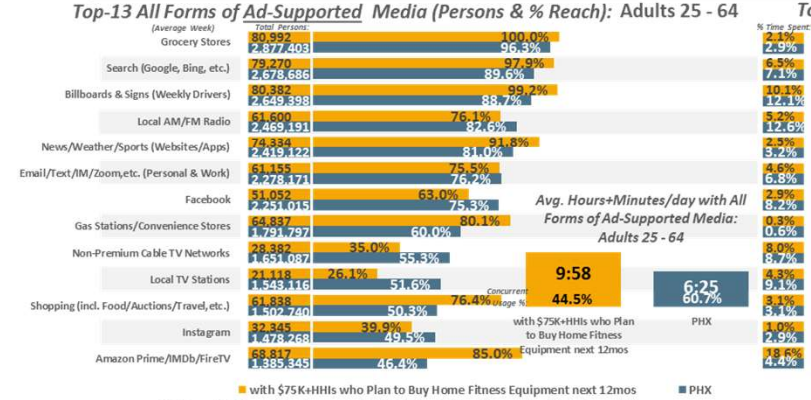
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



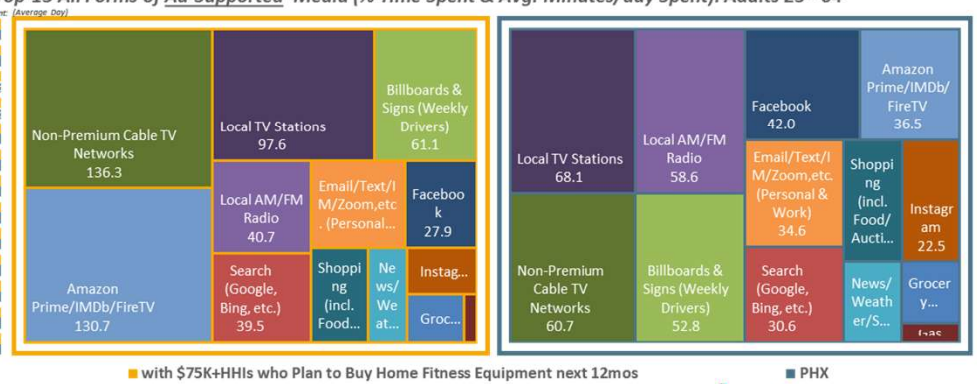
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43

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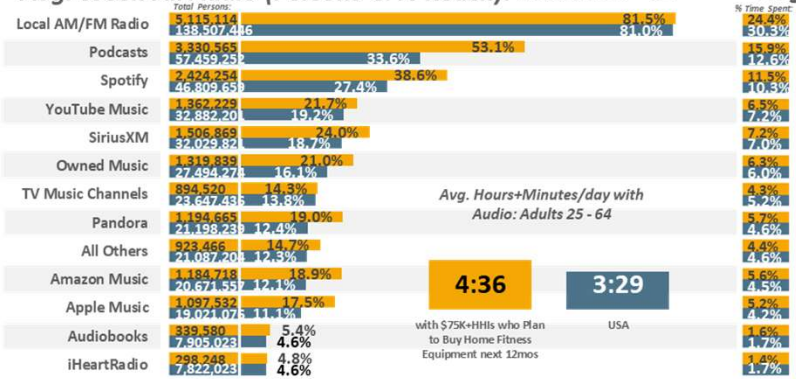
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

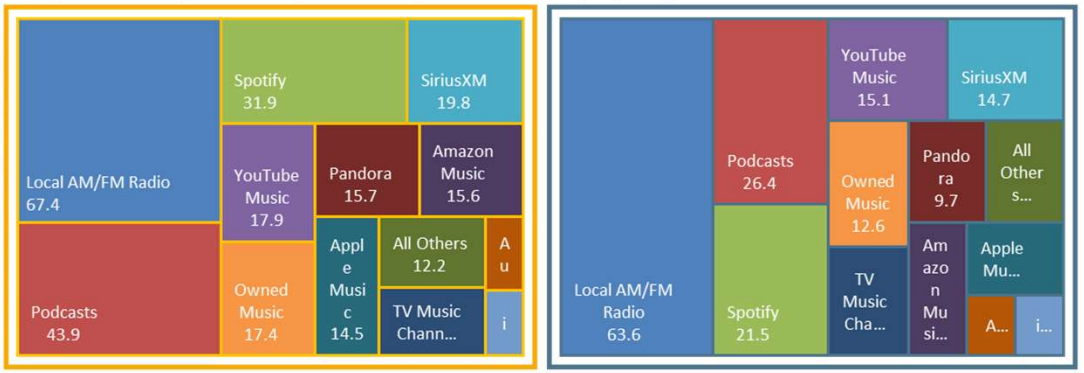


4,859,087 or 77.4% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 57.8 minutes every day representing 31.2% of all time spent daily with Ad-Supported Audio.

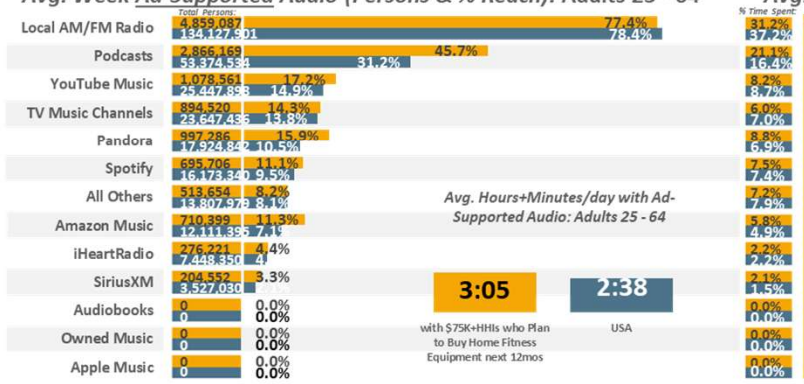
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



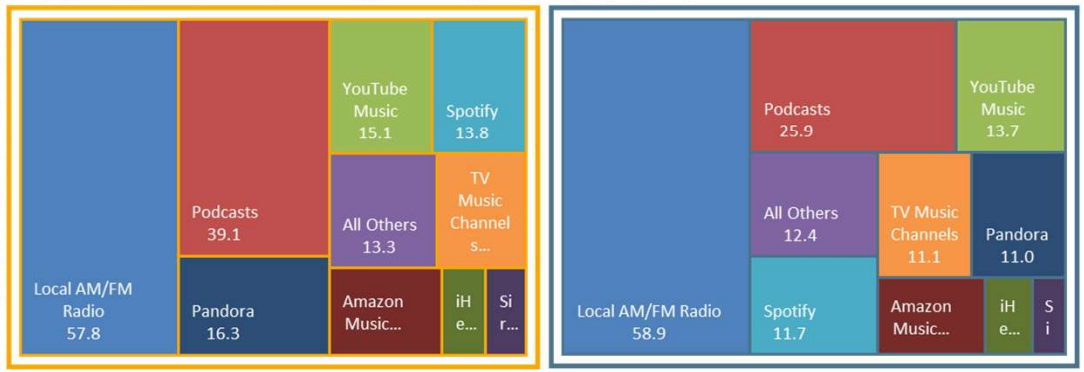
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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

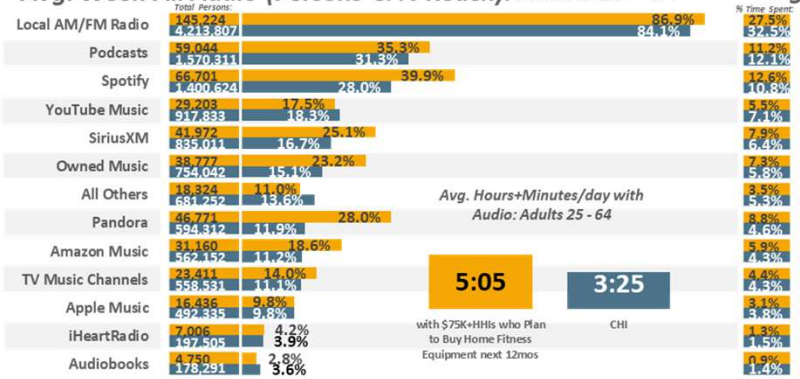
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

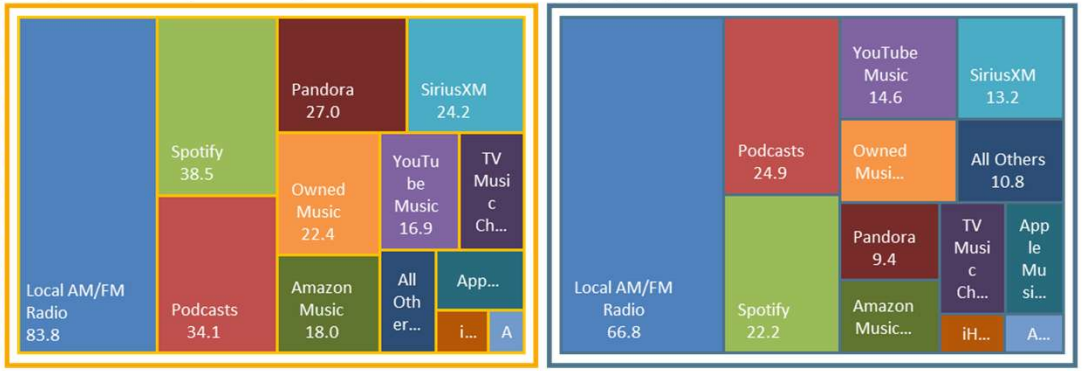


137,147 or 82.1% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 75.7 minutes every day representing 35.6% of all time spent daily with Ad-Supported Audio.

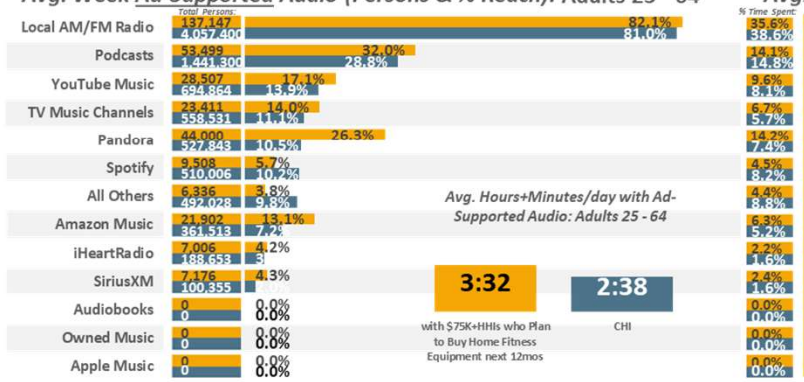
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



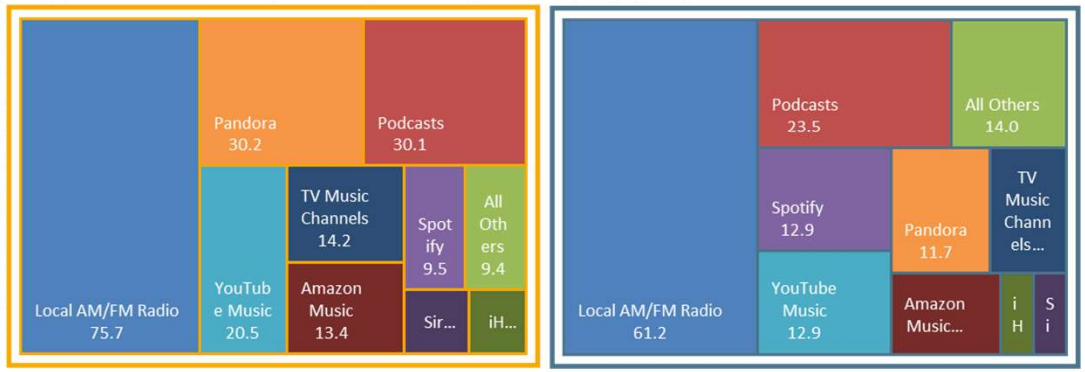
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100

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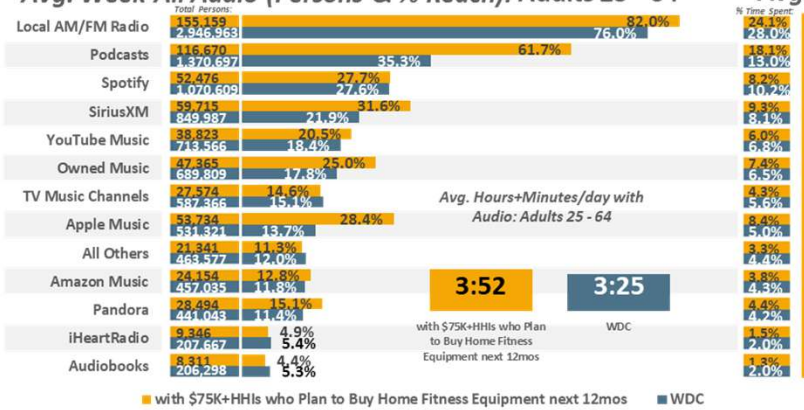
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

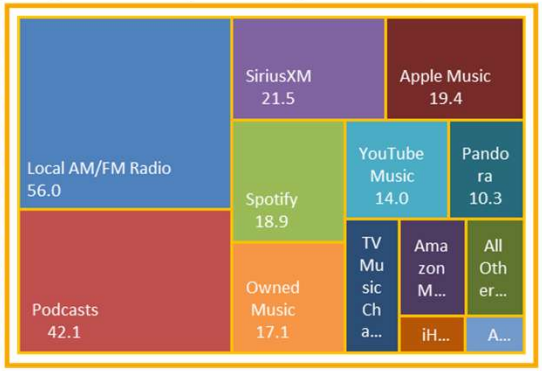


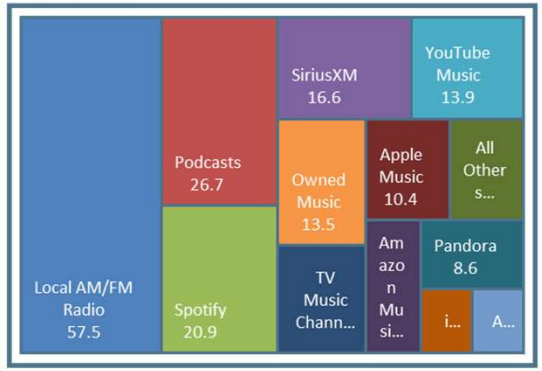
143,798 or 76.% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 45.6 minutes every day representing 32.2% of all time spent daily with Ad-Supported Audio.

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

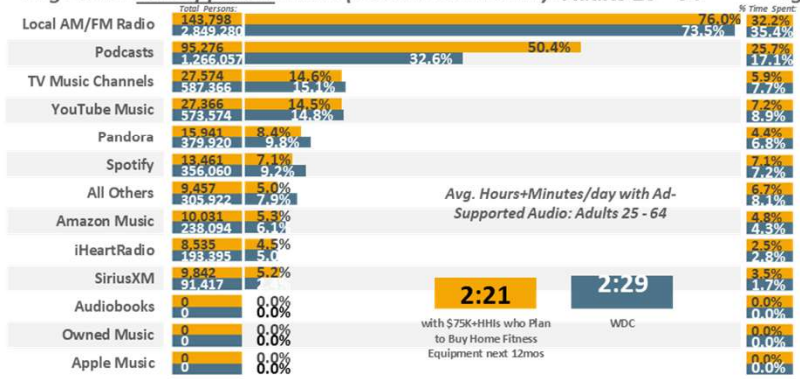


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

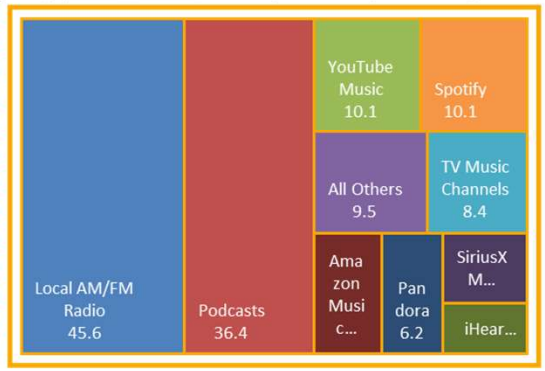


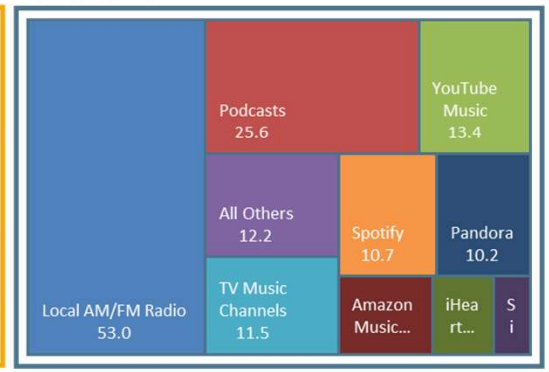


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



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





WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237

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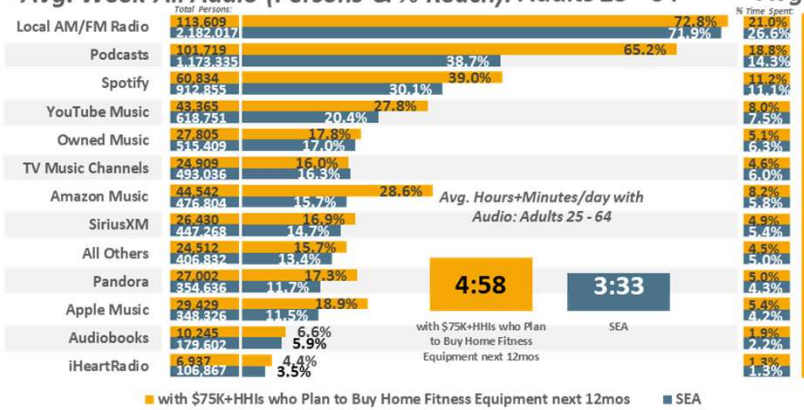
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

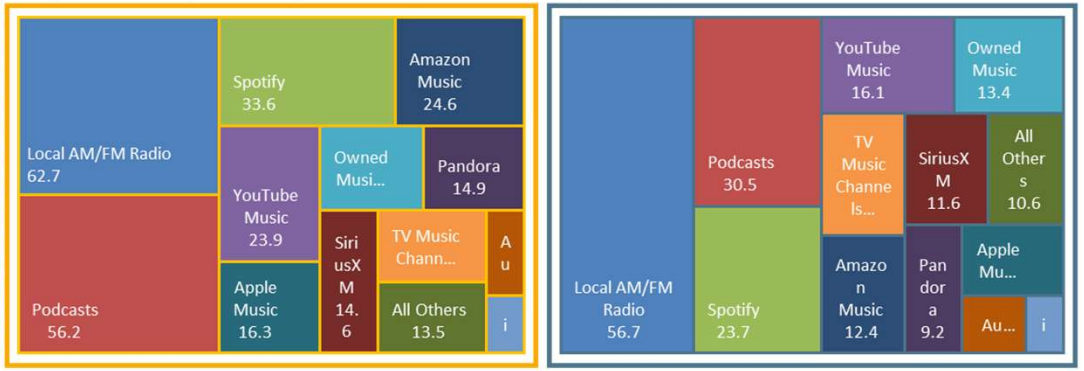
PELOTON SEA

108,953 or 69.8% 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 49.8 minutes every day representing 25.6% of all time spent daily with Ad-Supported Audio.

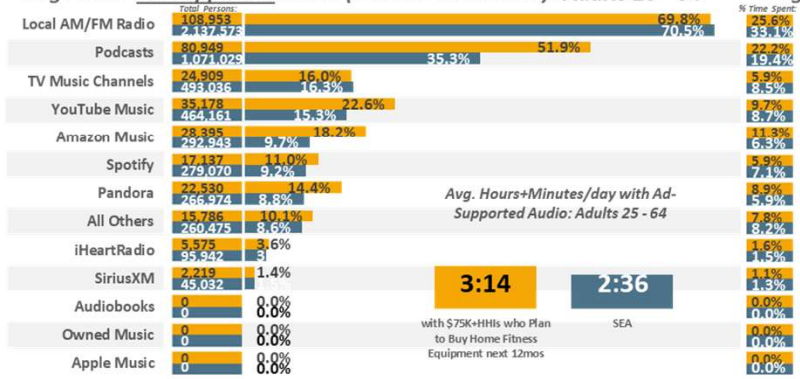
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



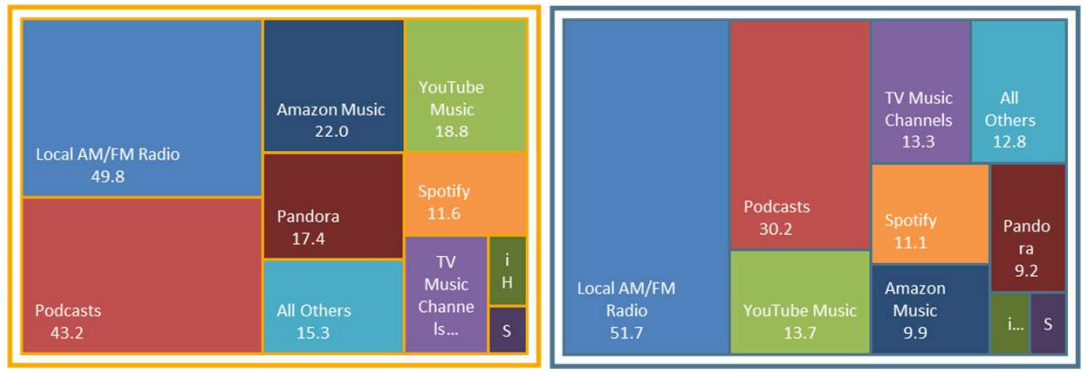
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156

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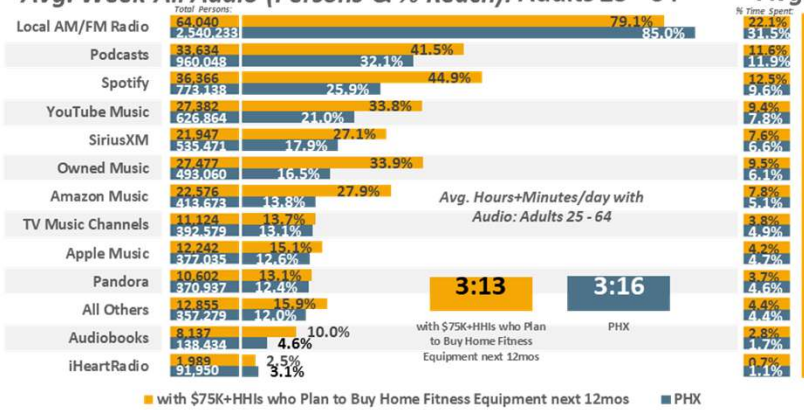
soefa.ai Share of Everything for Anything

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

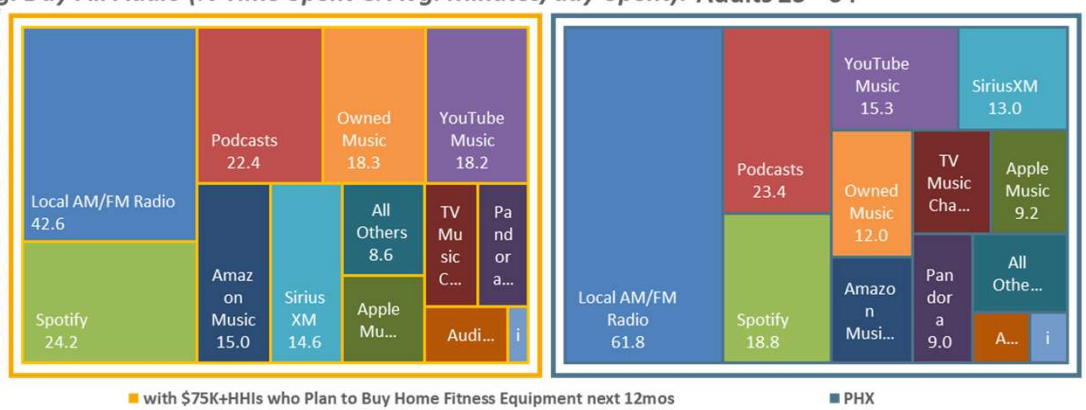
PELOTON PHX

61,600 or 76.1% 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 40.7 minutes every day representing 28.7% of all time spent daily with Ad-Supported Audio.

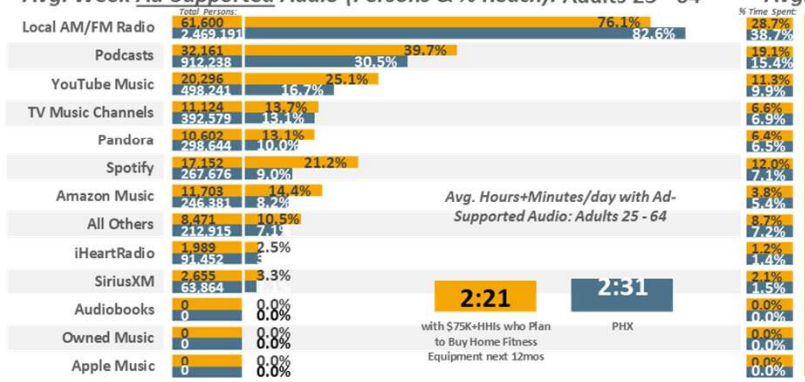
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



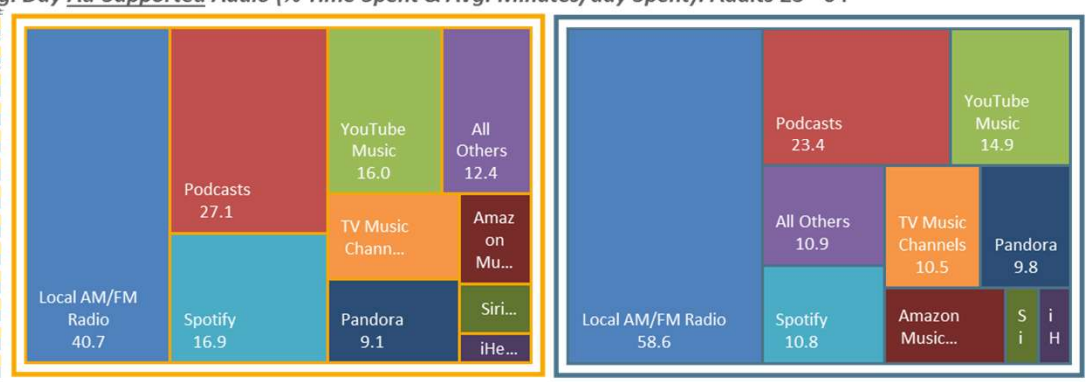
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43

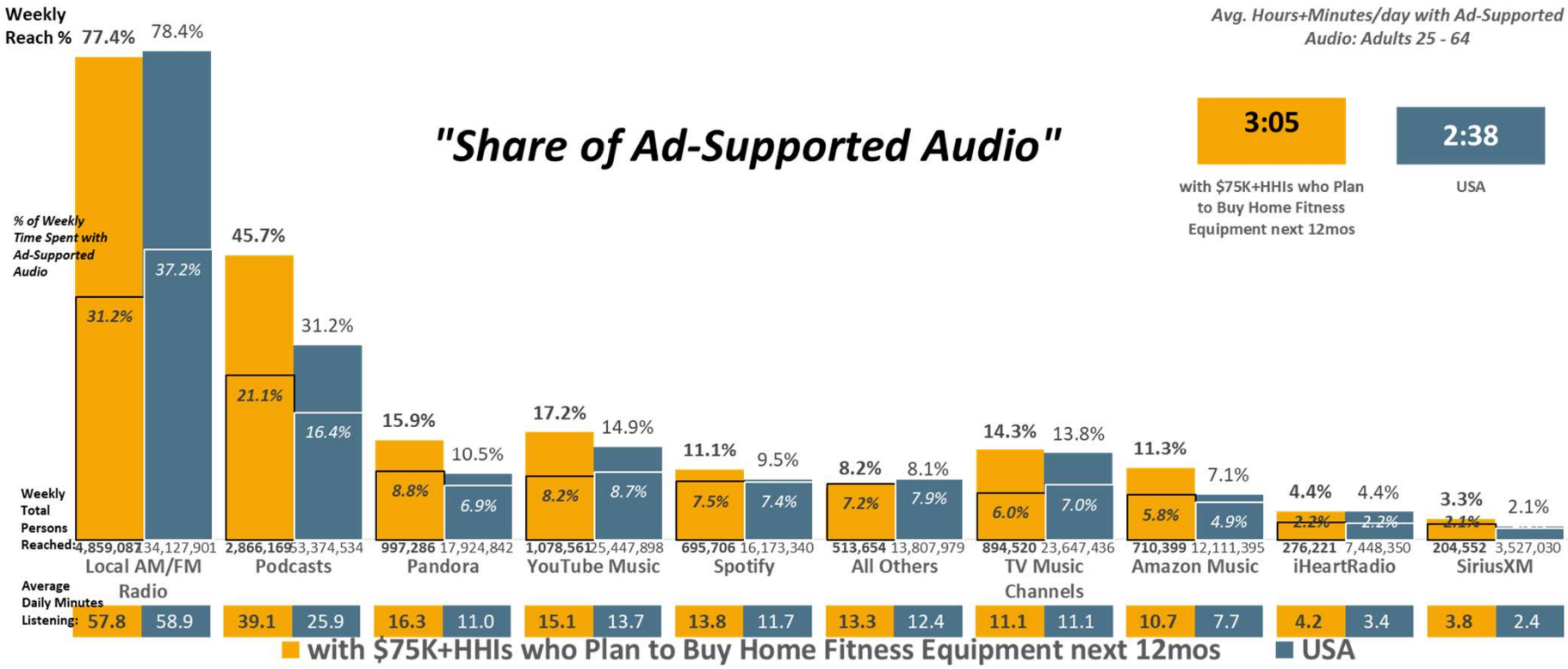
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



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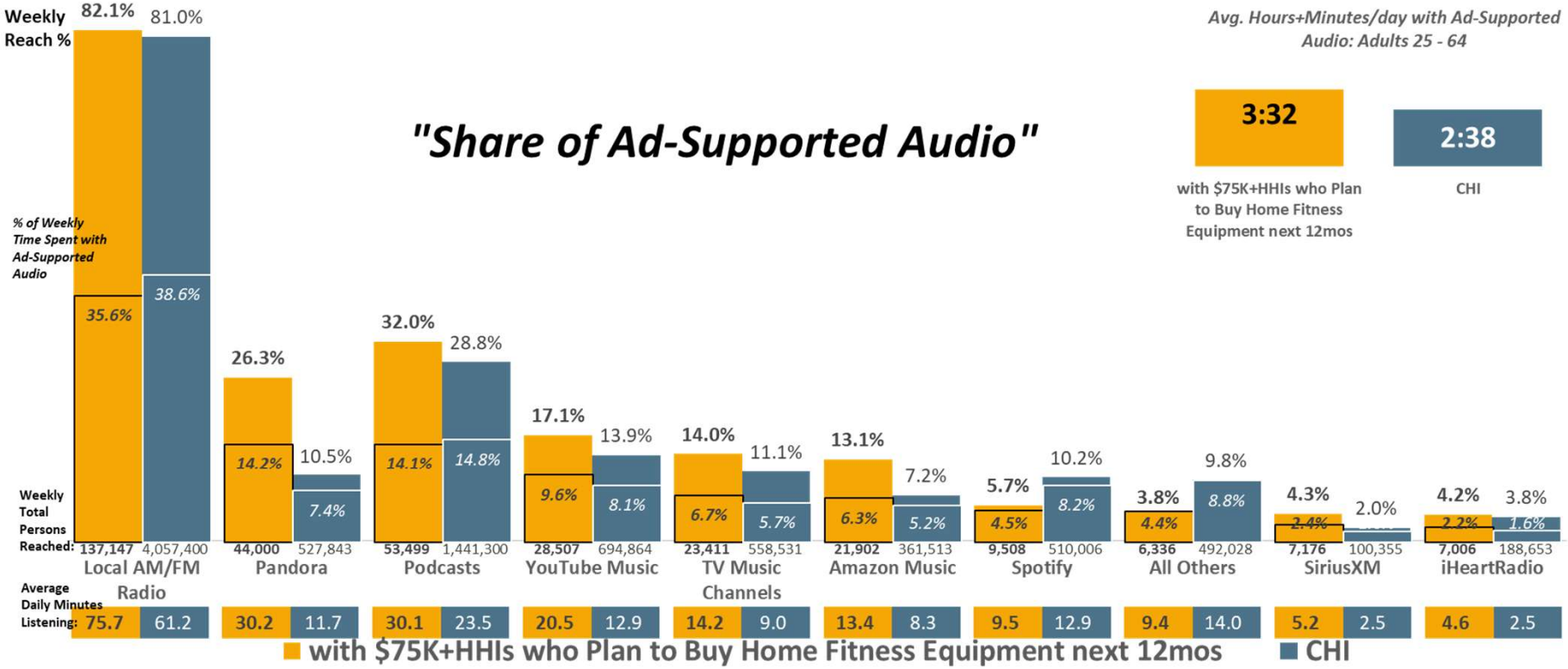
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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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)]



137,147 or 82.1% 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 75.7 minutes every day representing 35.6% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

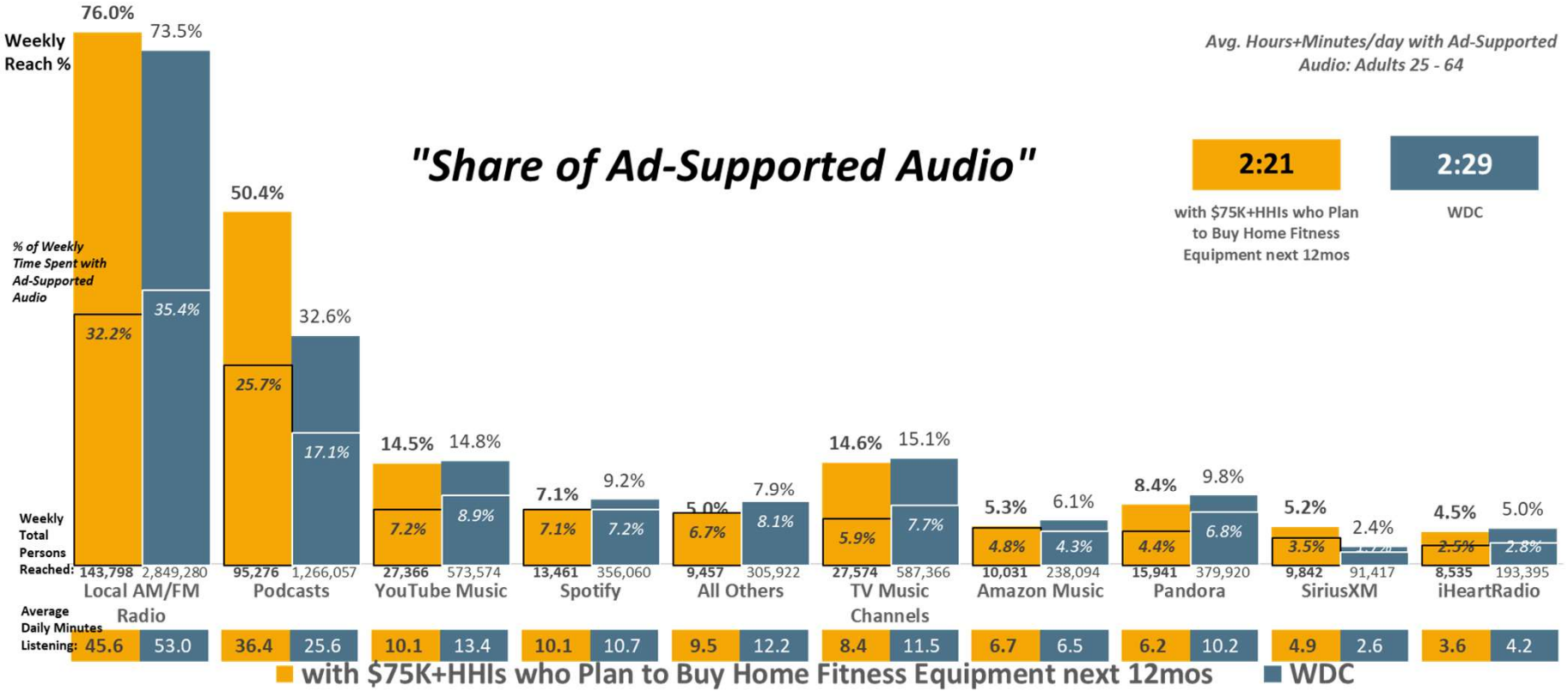
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



143,798 or 76.% 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 45.6 minutes every day representing 32.2% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

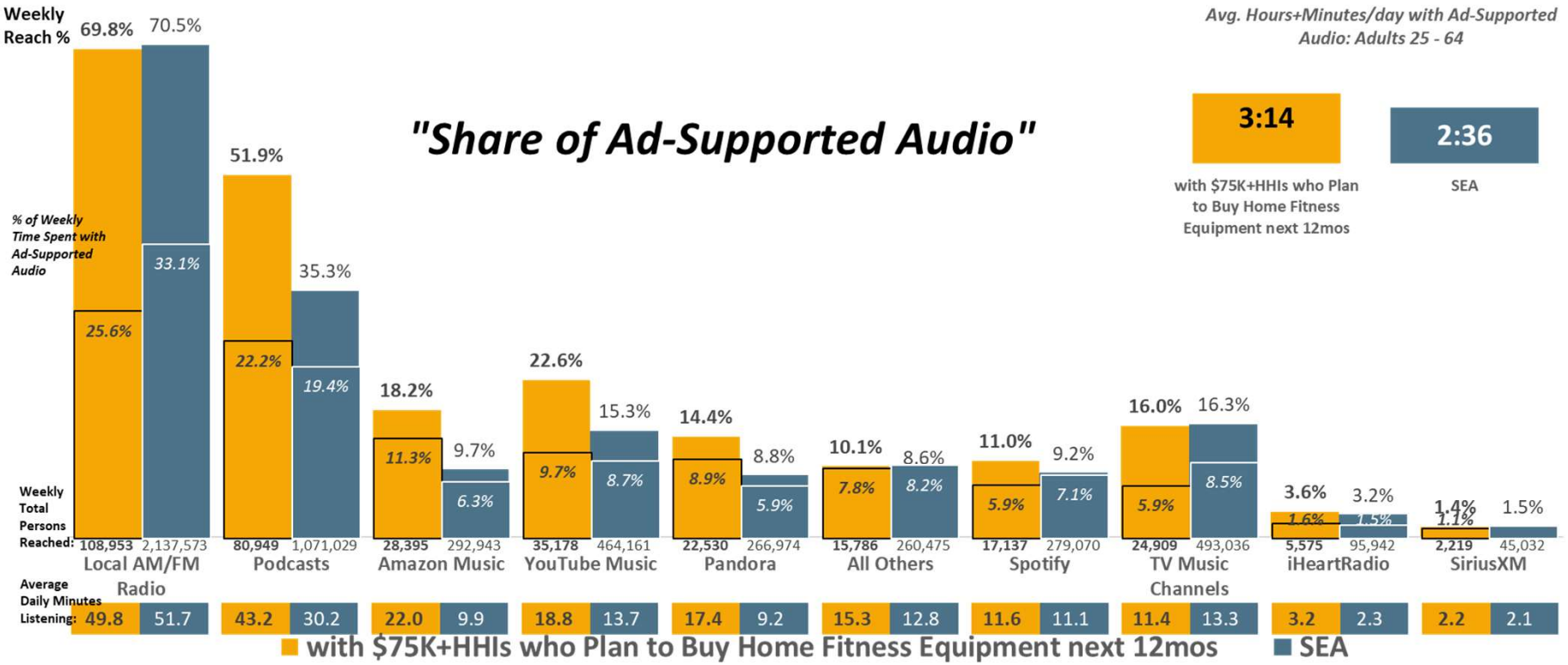
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



108,953 or 69.8% 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 49.8 minutes every day representing 25.6% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

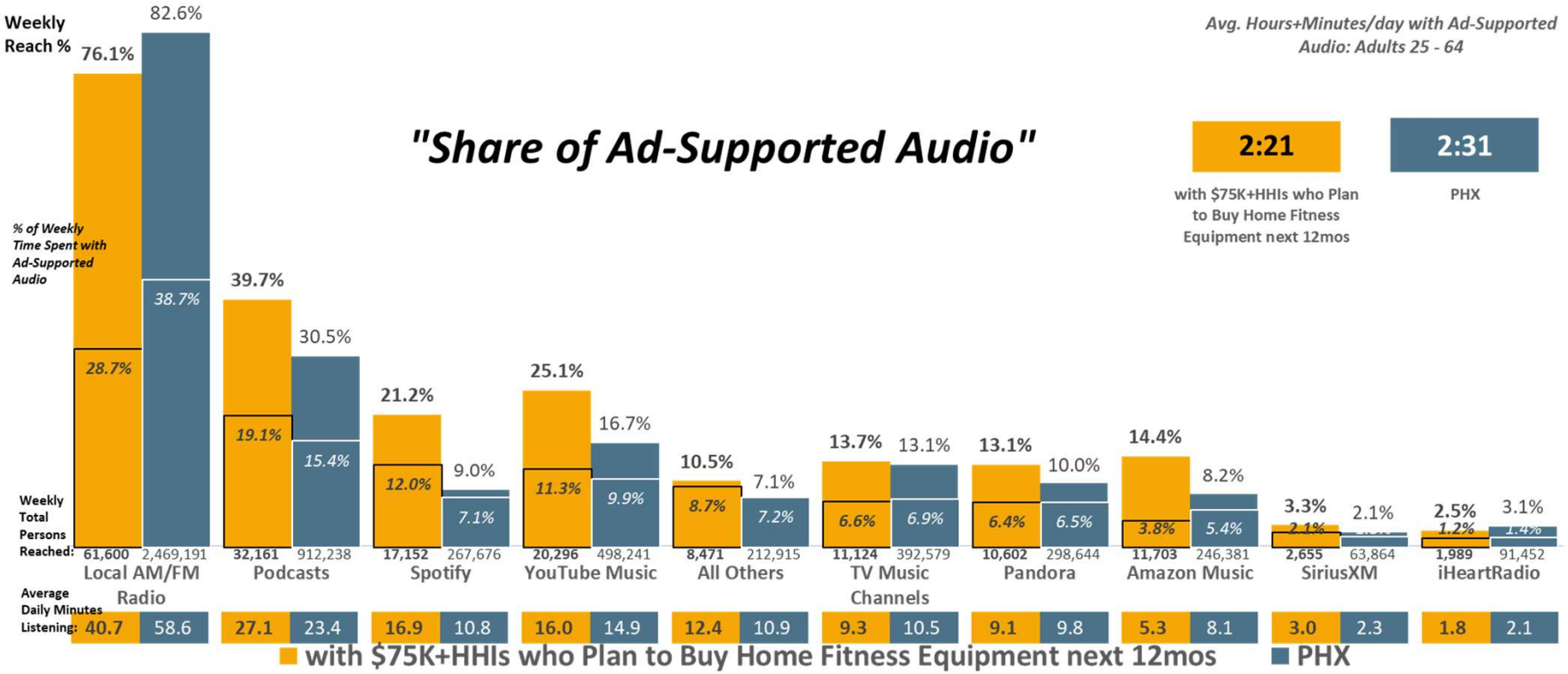
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON PHX

61,600 or 76.1% 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 40.7 minutes every day representing 28.7% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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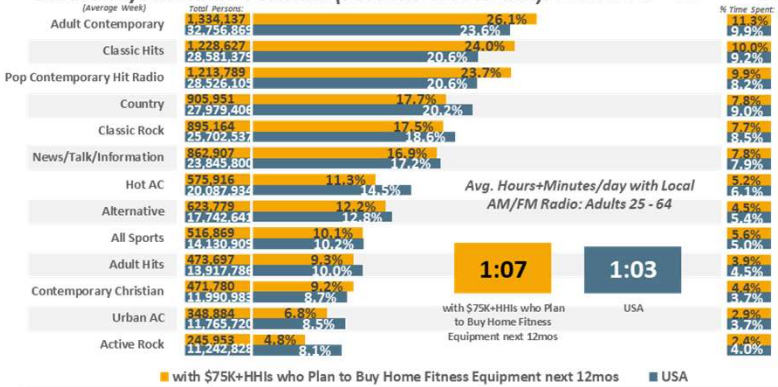
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

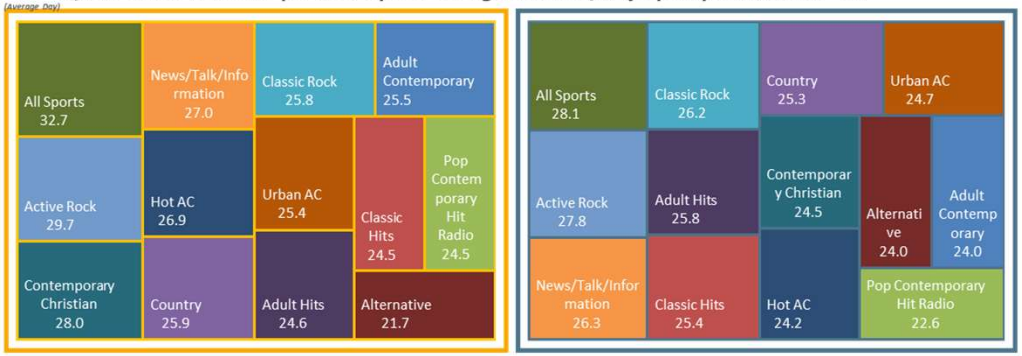
PELOTON USA

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.

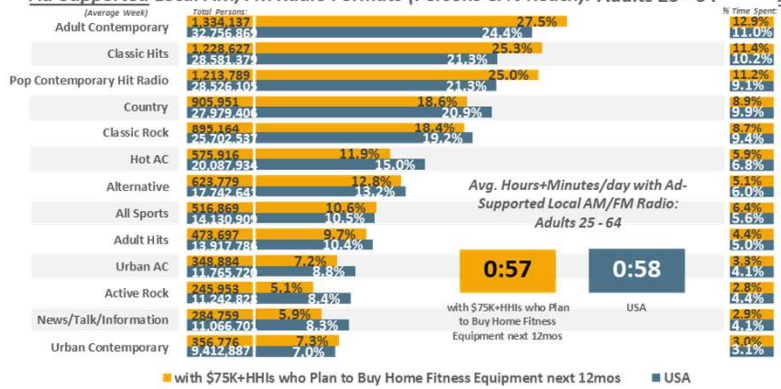
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



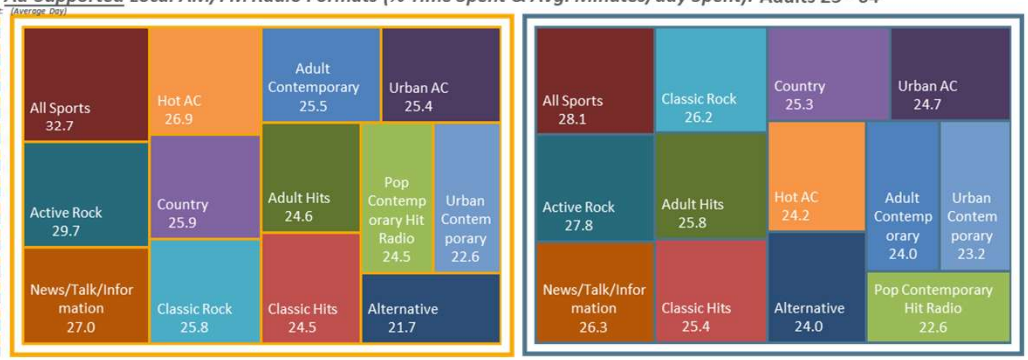
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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

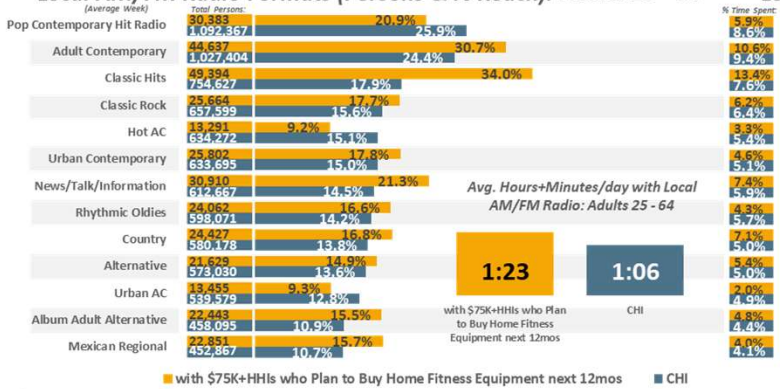
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

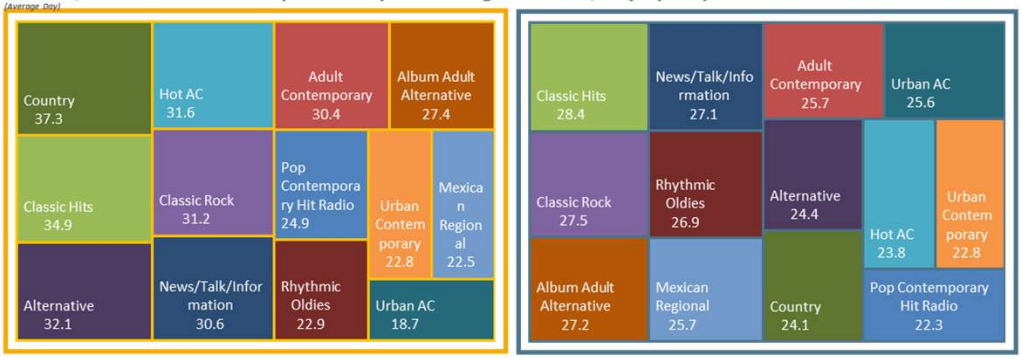
PELOTON CHI

137,147 or 82.1% 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 Classic Hits, Adult Contemporary, Pop Contemporary Hit Radio, Urban Contemporary, and Class

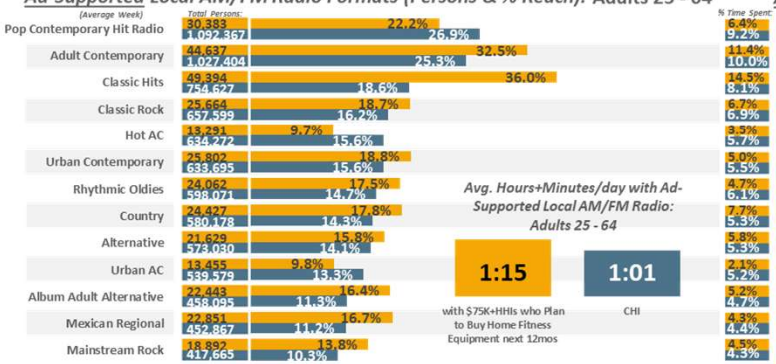
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



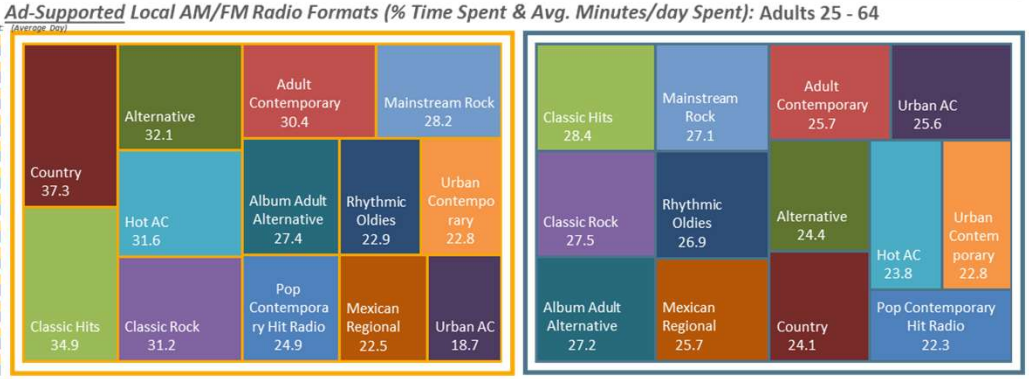
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100

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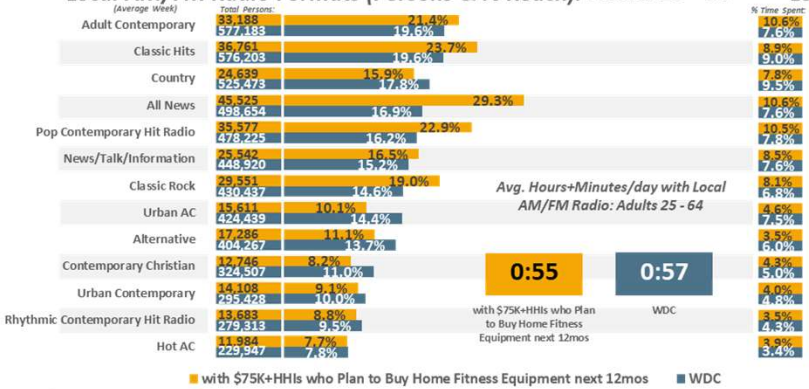
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

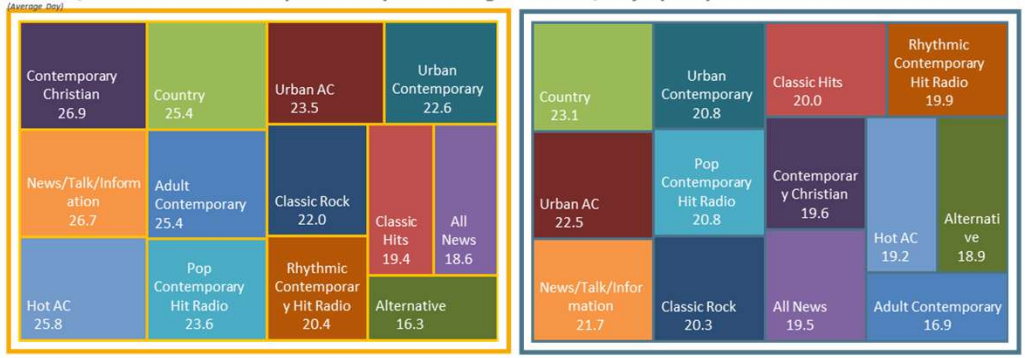


143,798 or 76.% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Classic Hits, Pop Contemporary Hit Radio, Adult Contemporary, and Classic Rock.

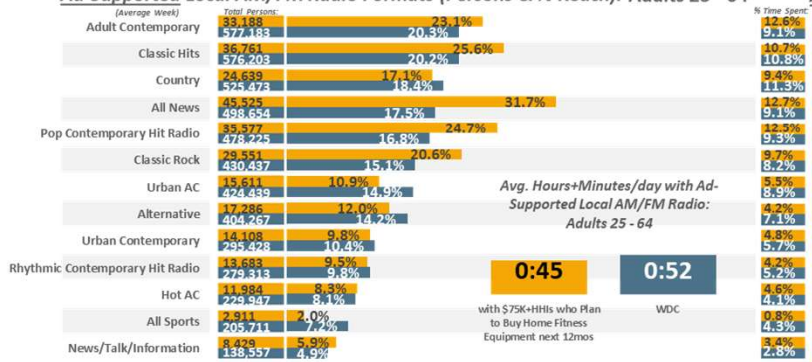
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



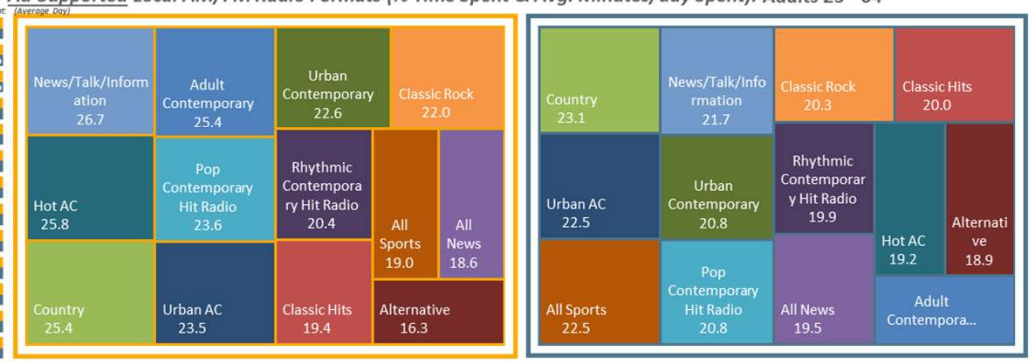
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237

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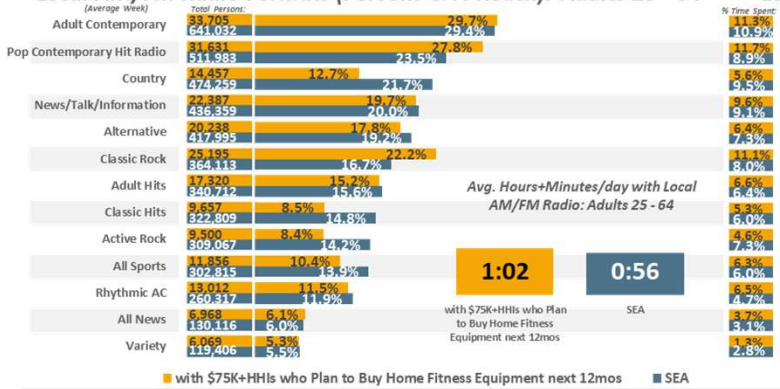
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

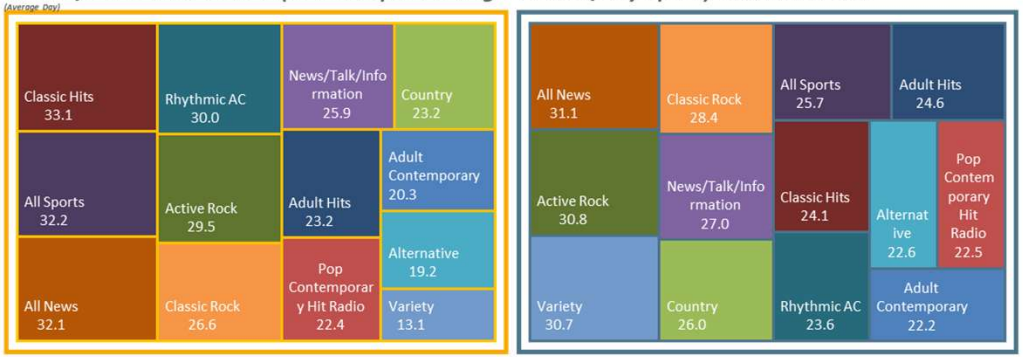
PELOTON SEA

108,953 or 69.8% 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, Pop Contemporary Hit Radio, Classic Rock, Alternative, and Adult Hits.

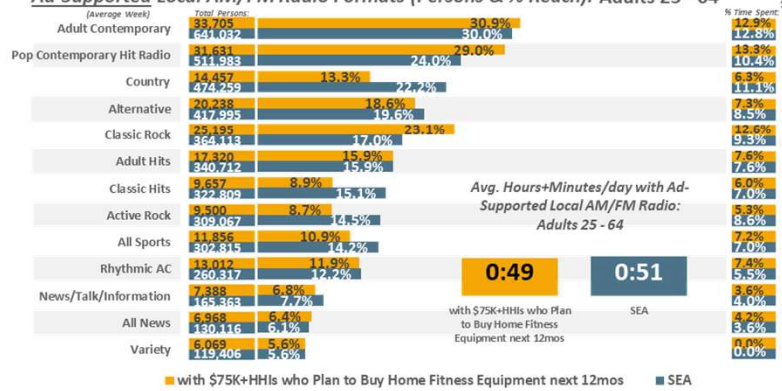
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



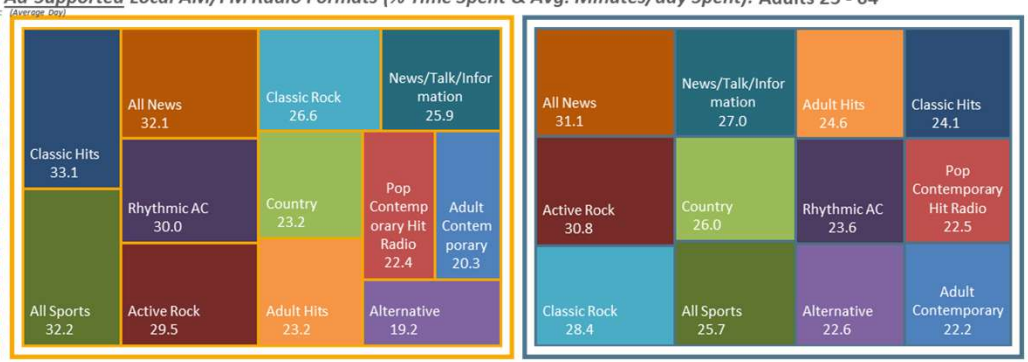
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156

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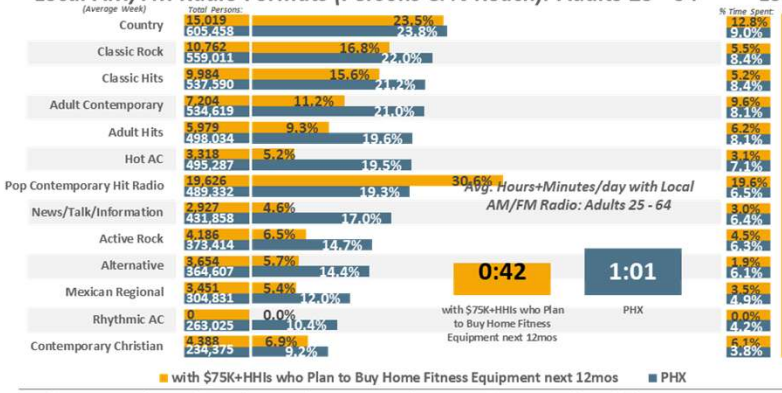
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

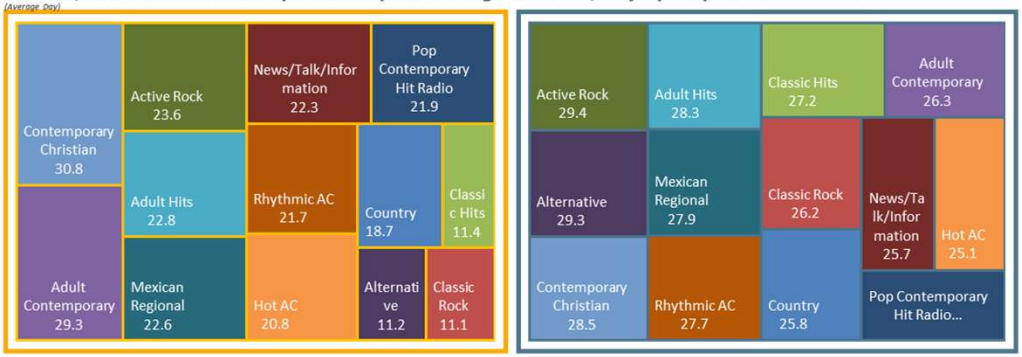
PELOTON PHX

61,600 or 76.1% 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 Pop Contemporary Hit Radio, Country, Classic Rock, Classic Hits, and Oldies.

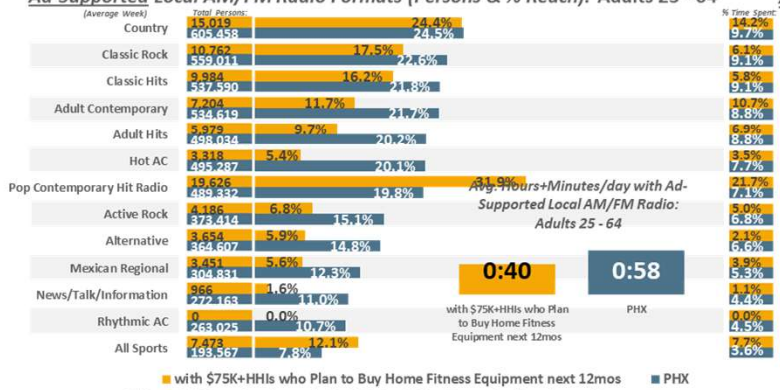
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



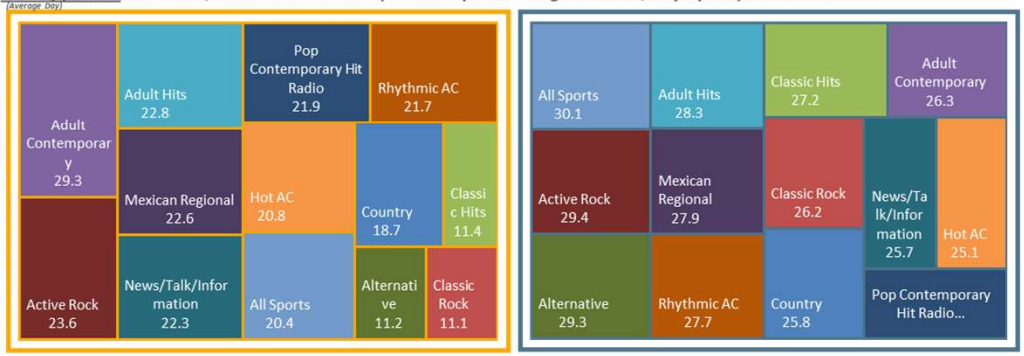
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43

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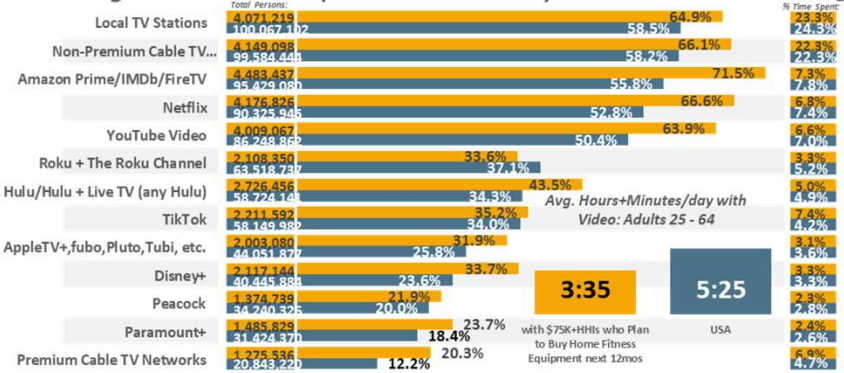
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

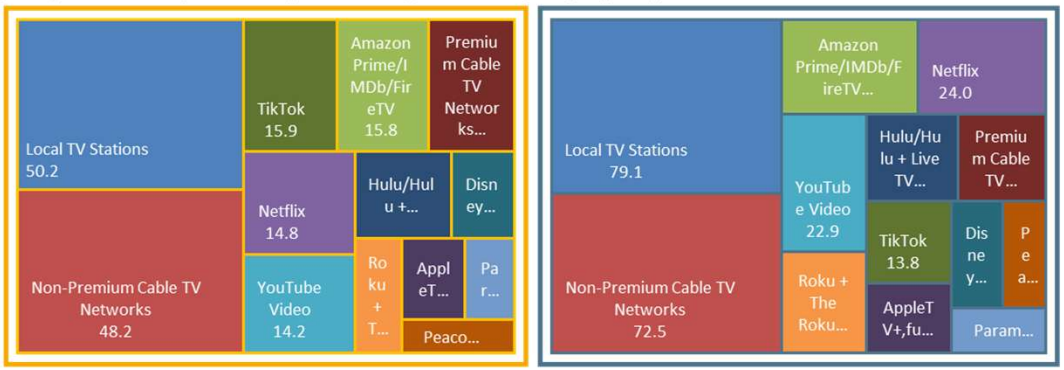
PELOTON USA

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

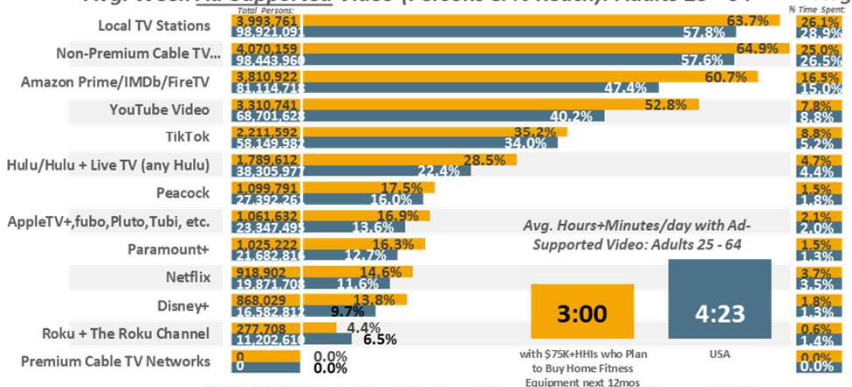


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

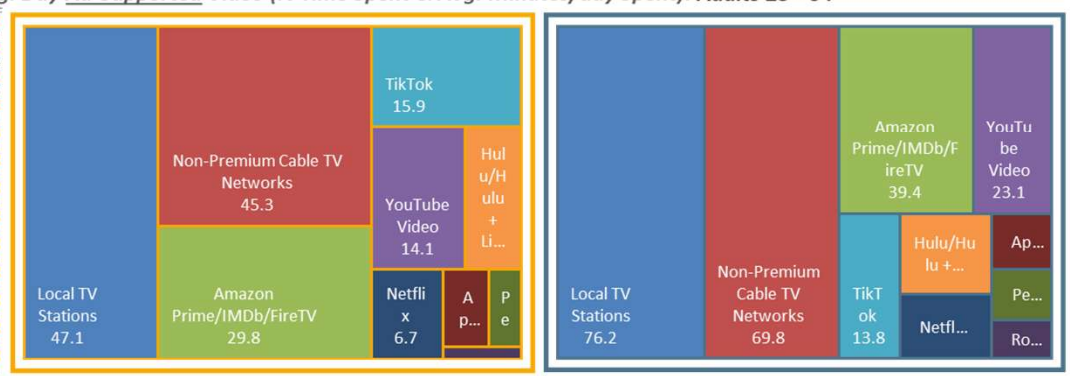


with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos ■ USA

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

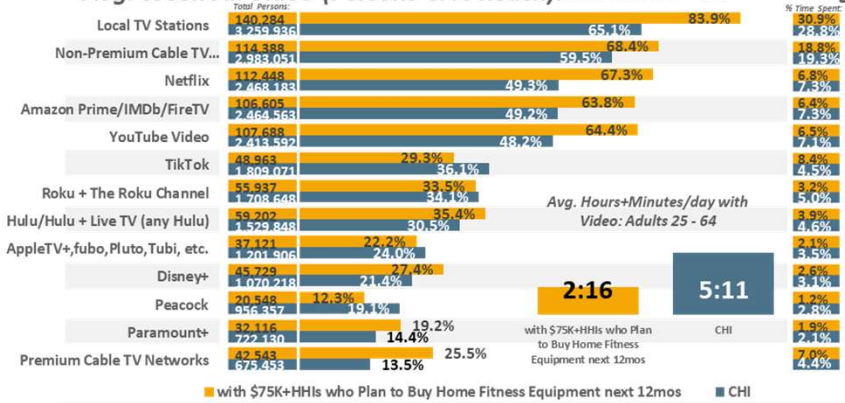
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

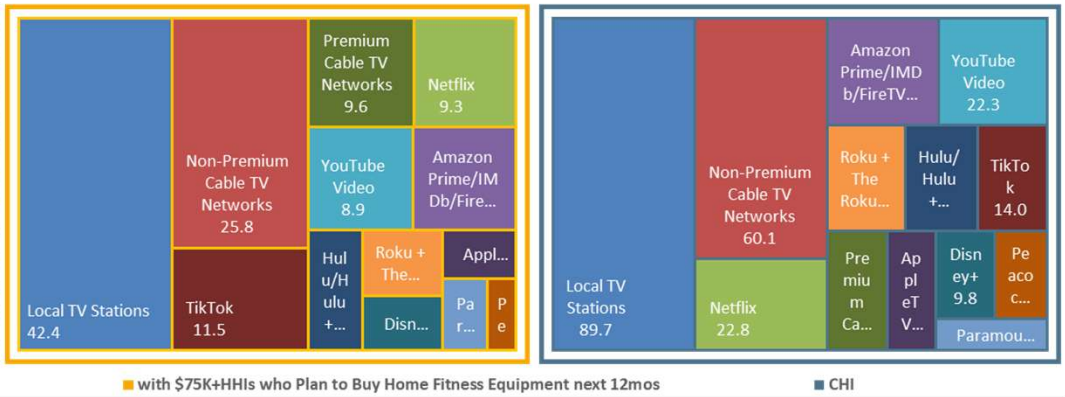
PELOTON CHI

139,459 or 83.5% 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 41.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Video.

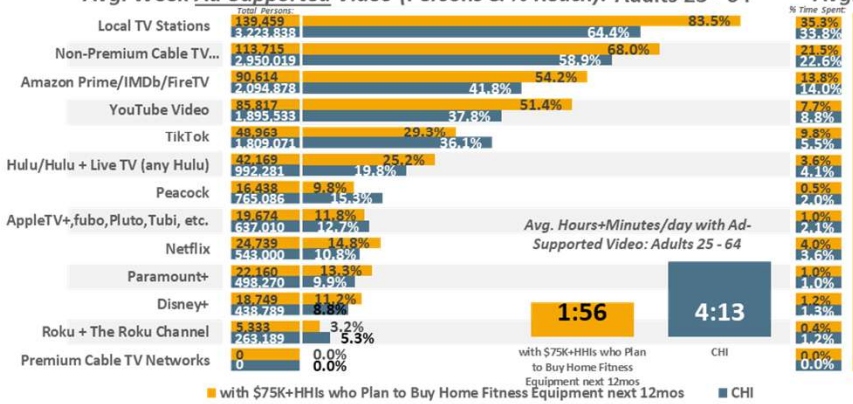
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



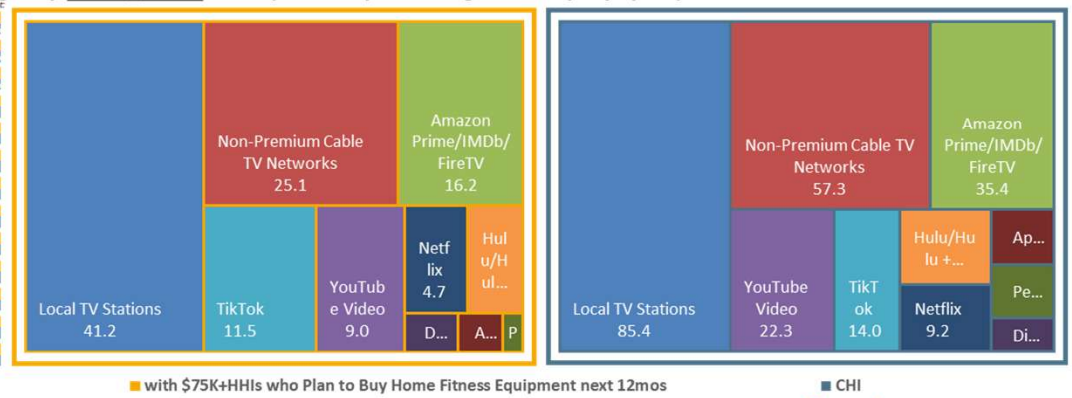
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100

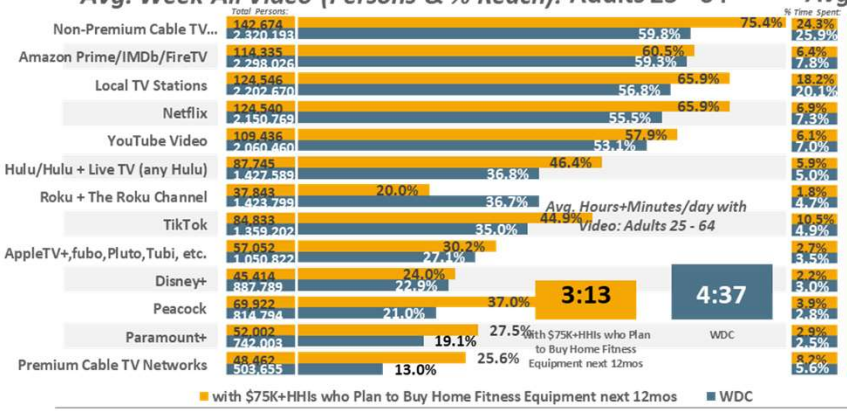
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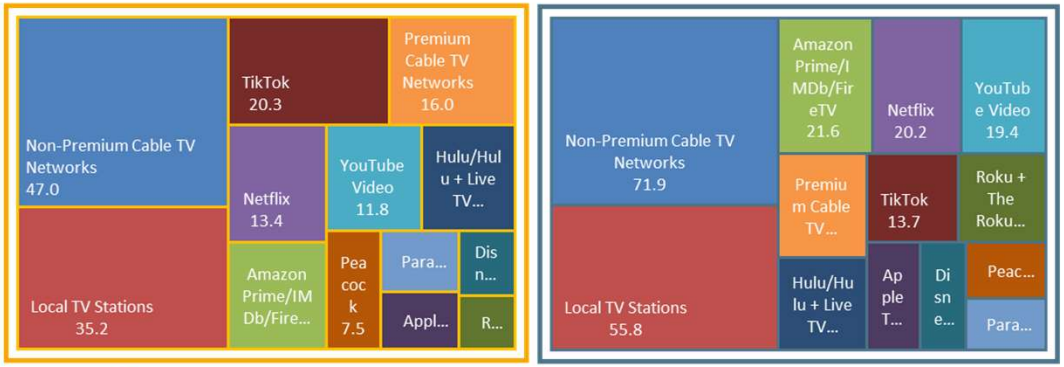
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

122,151 or 64.6% 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 31.7 minutes every day representing 19.4% of all time spent daily with Ad-Supported Video.

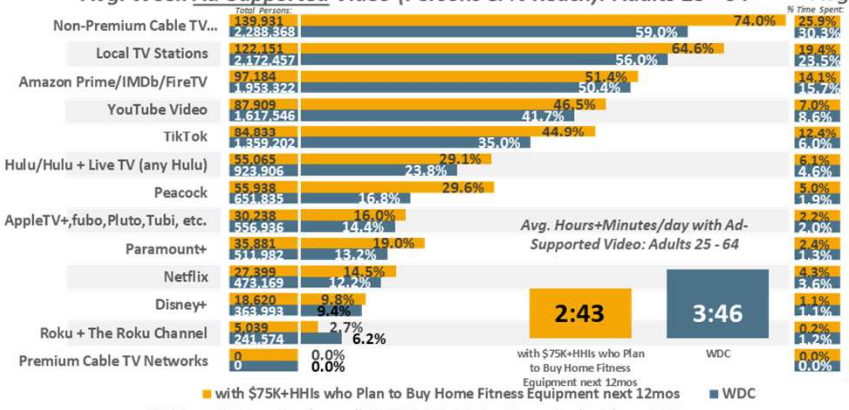
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



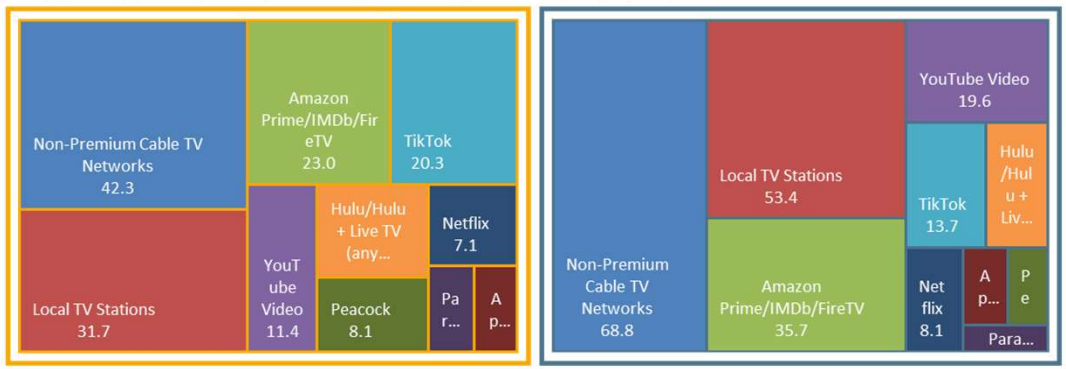
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237

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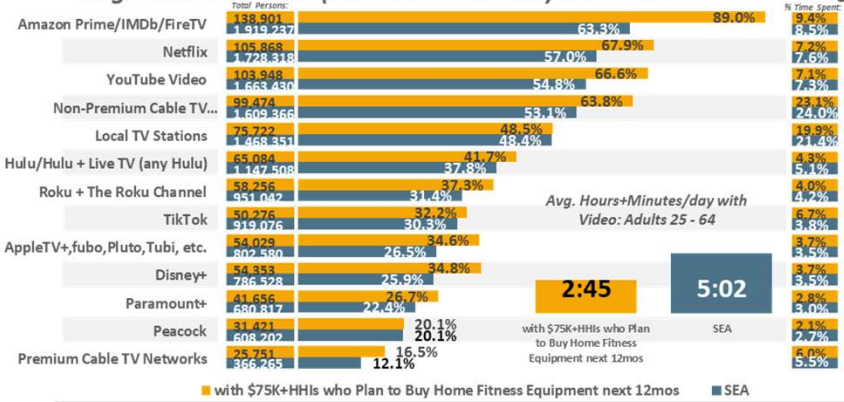
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

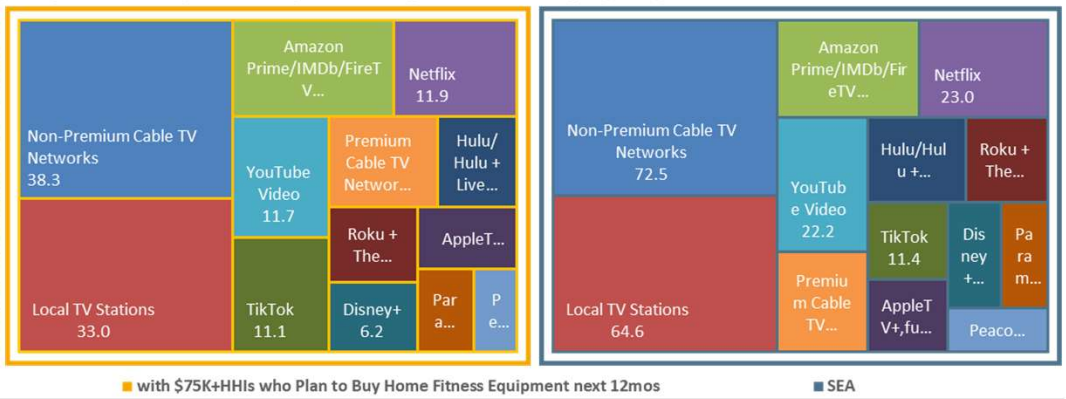
PELOTON SEA

73,109 or 46.9% 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 30.3 minutes every day representing 21.8% of all time spent daily with Ad-Supported Video.

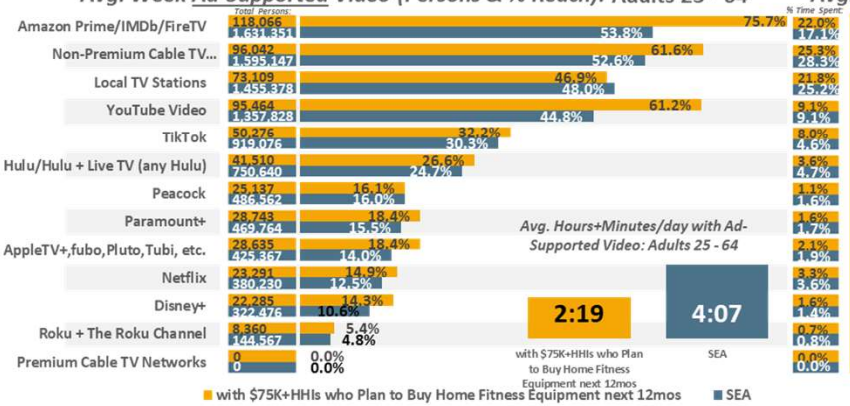
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



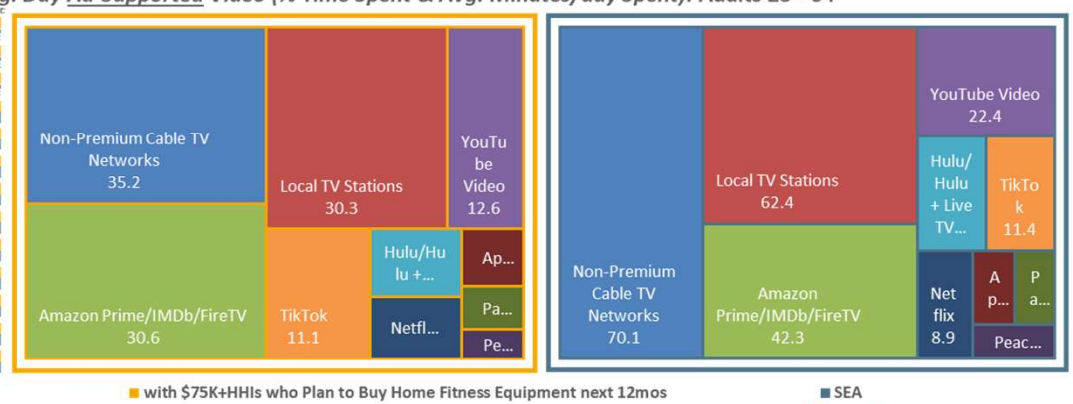
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156

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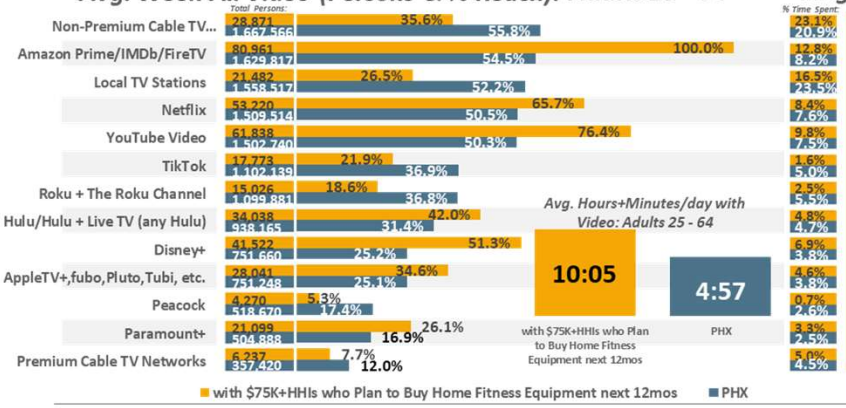
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

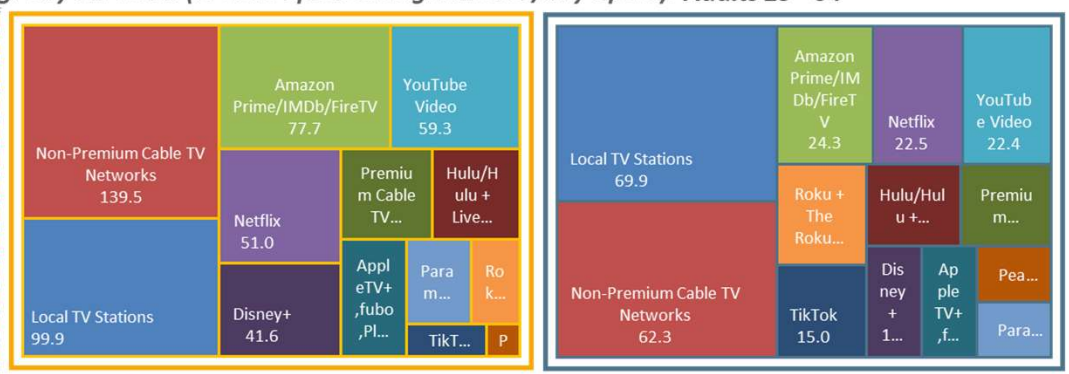
PELOTON PHX

21,118 or 26.1% 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 97.6 minutes every day representing 19.5% of all time spent daily with Ad-Supported Video.

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

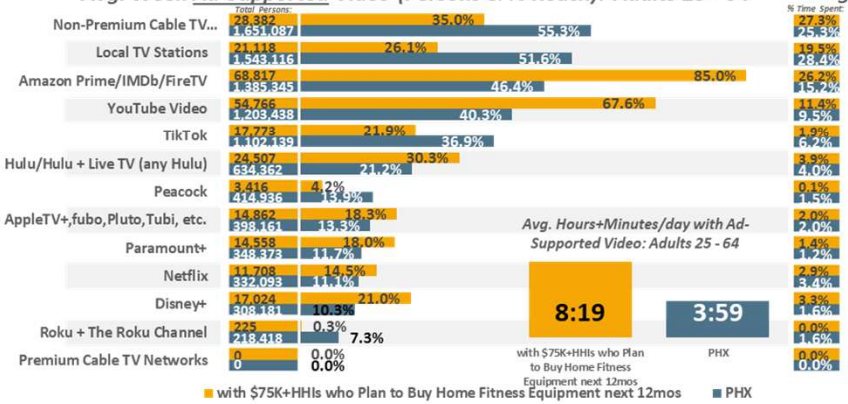


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

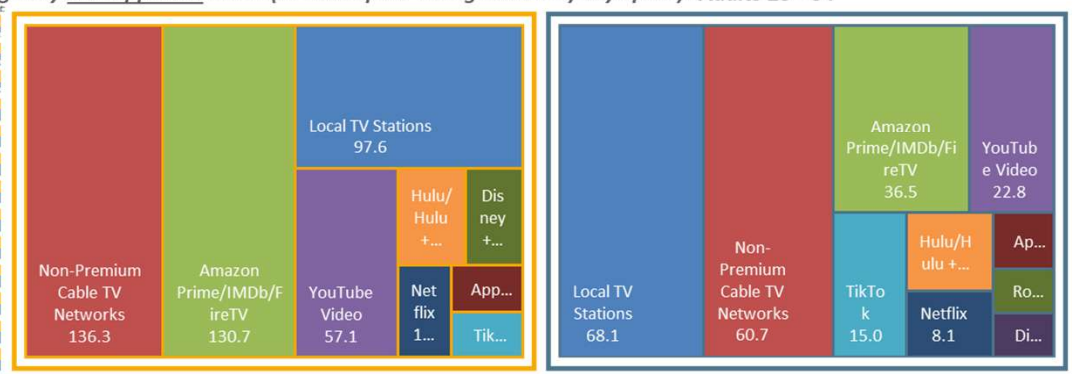


with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos ■ PHX

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 ■ PHX

PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43

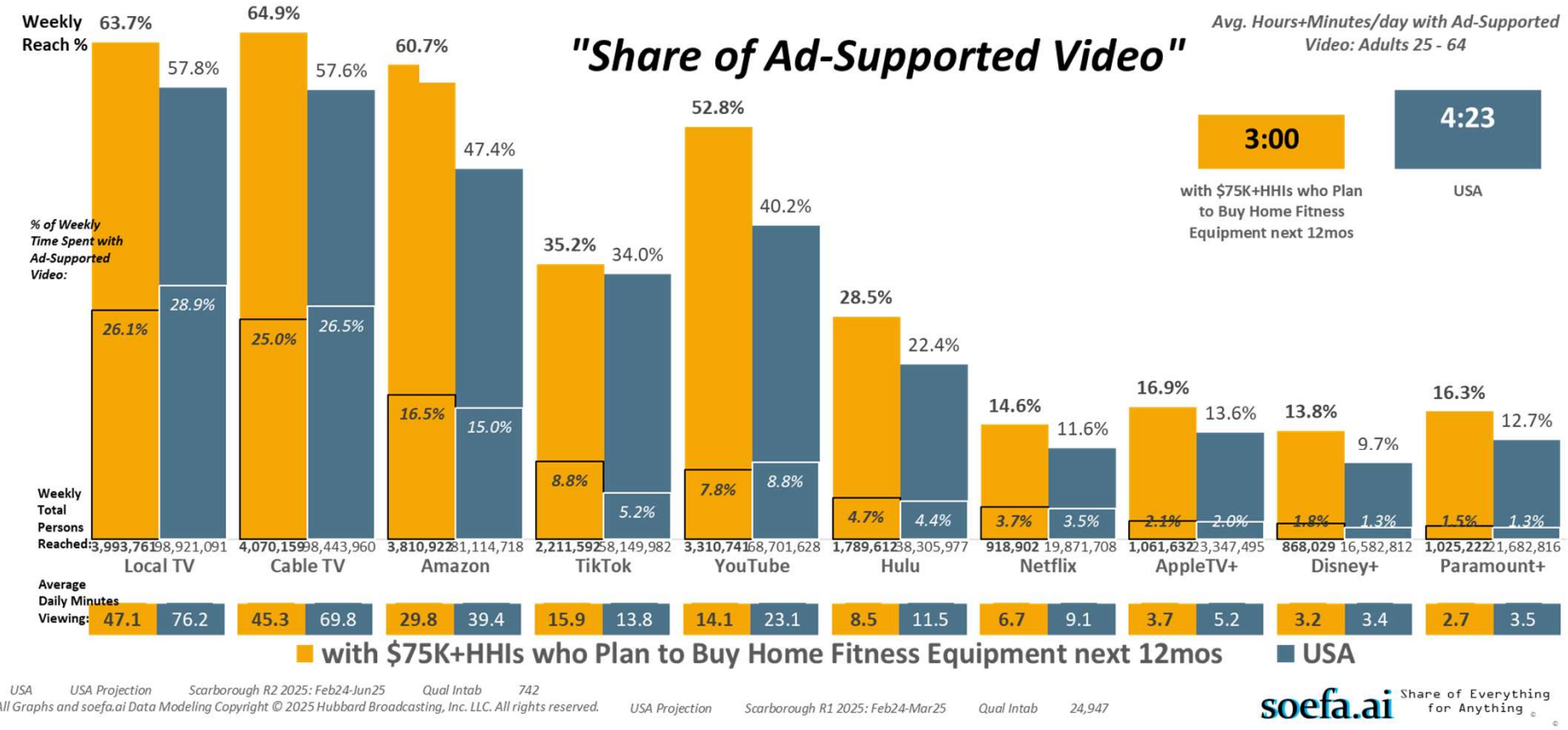
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



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

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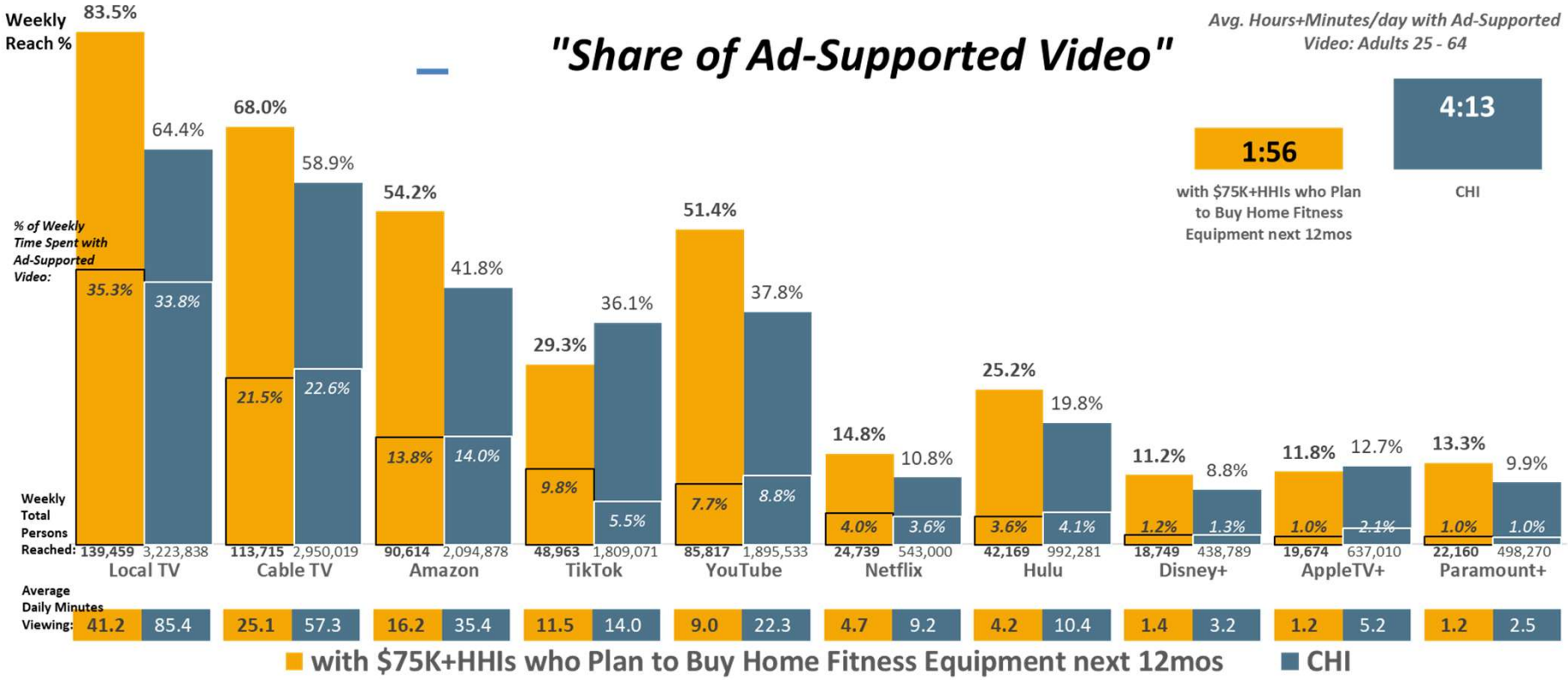
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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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 CHI

139,459 or 83.5% 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 41.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Video.



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

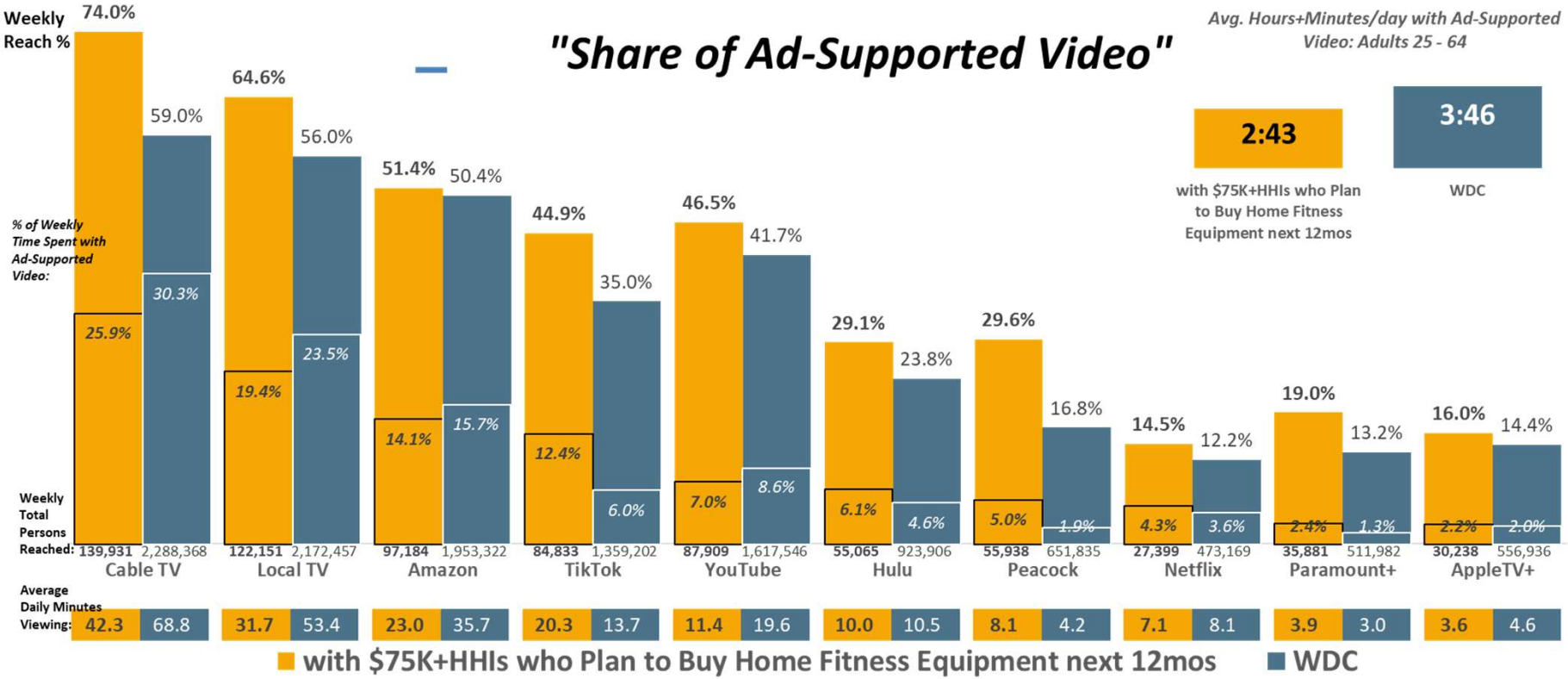
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WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

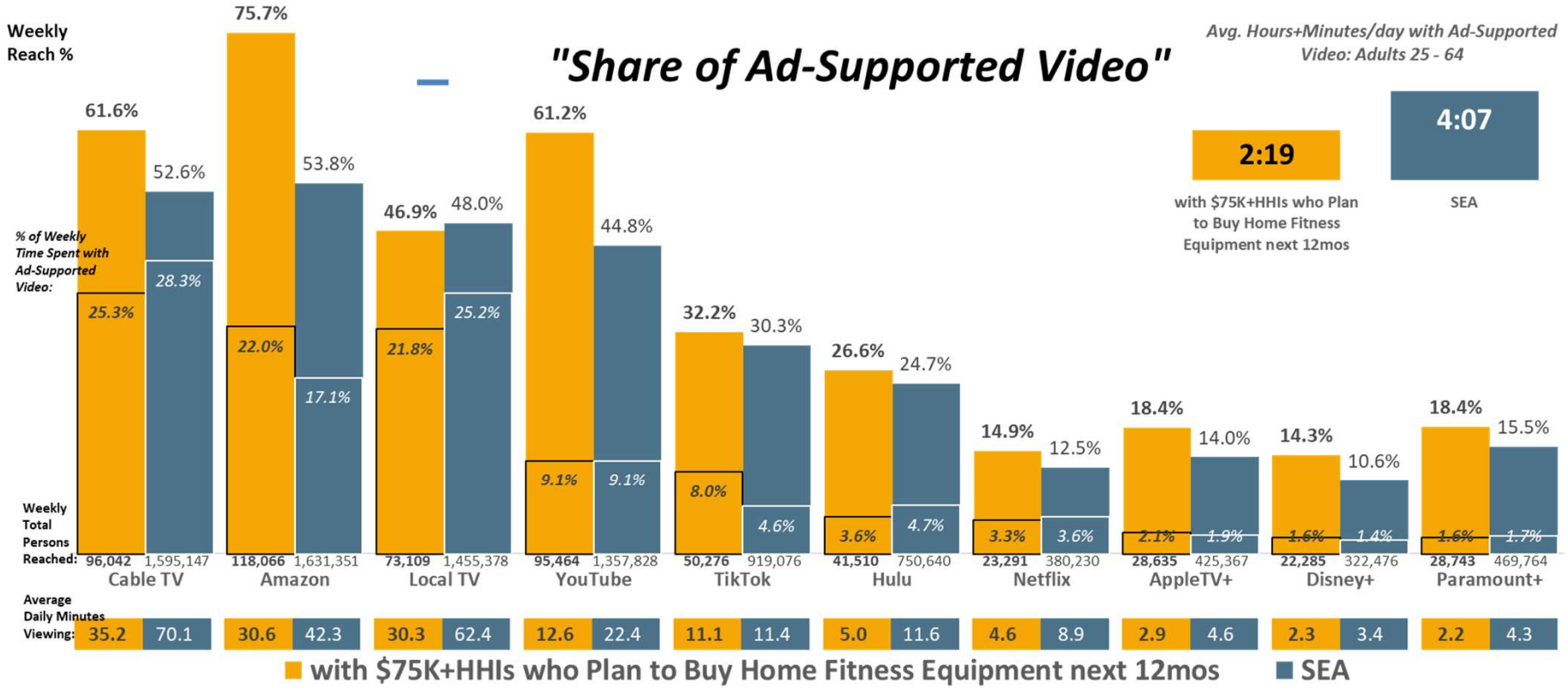
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON SEA

73,109 or 46.9% 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 30.3 minutes every day representing 21.8% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

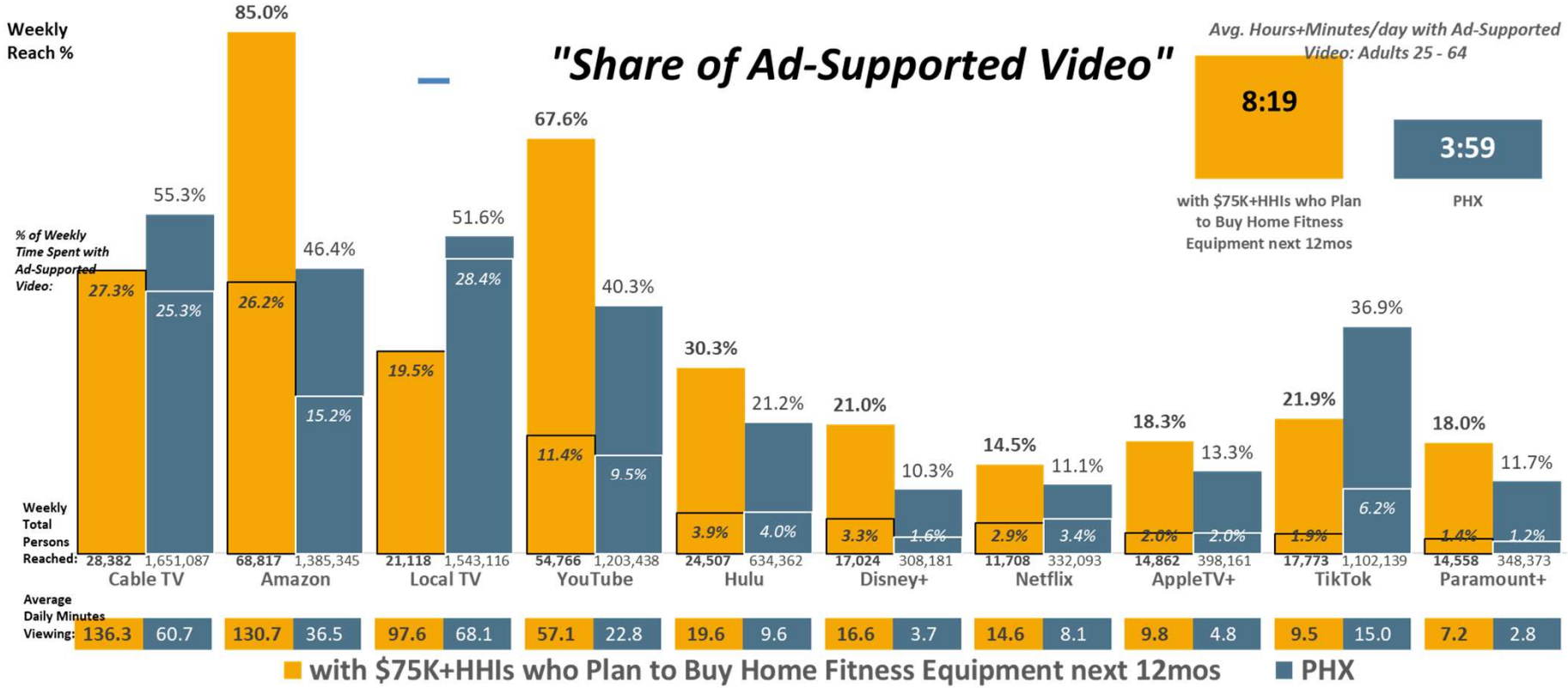
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON PHX

21,118 or 26.1% 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 97.6 minutes every day representing 19.5% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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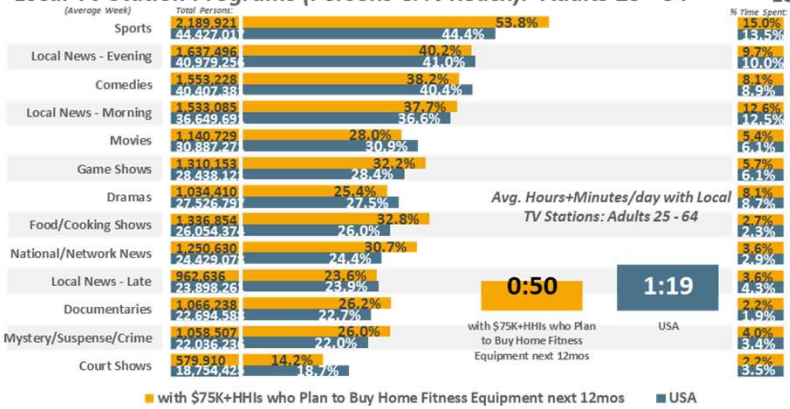
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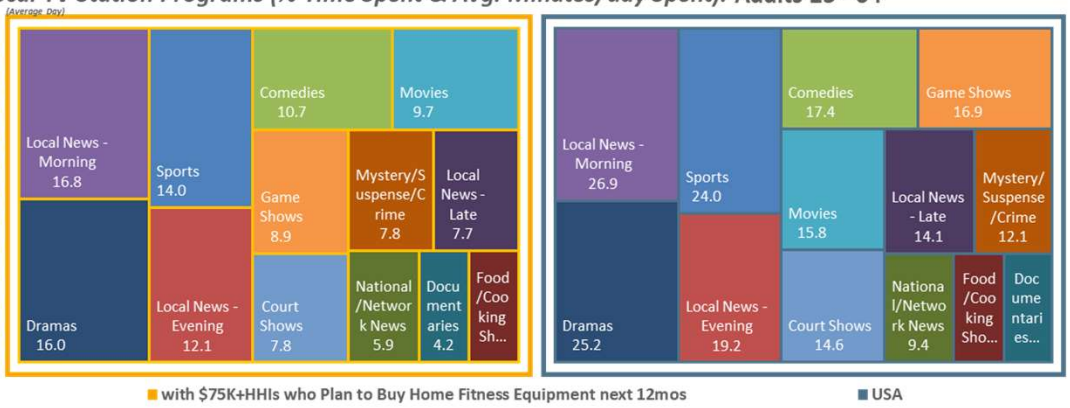
PELOTON USA

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.

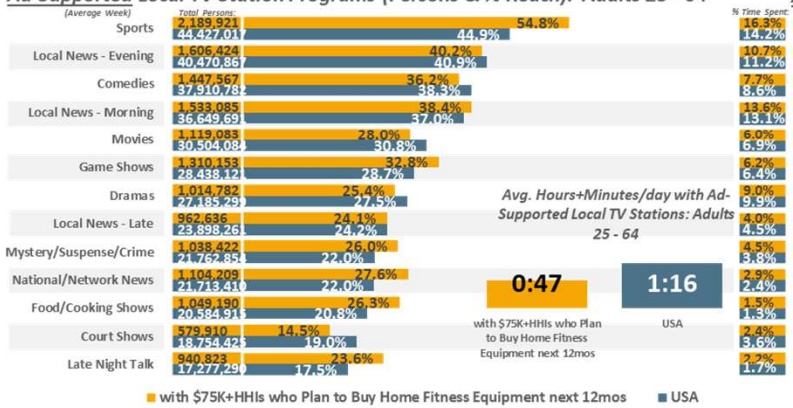
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



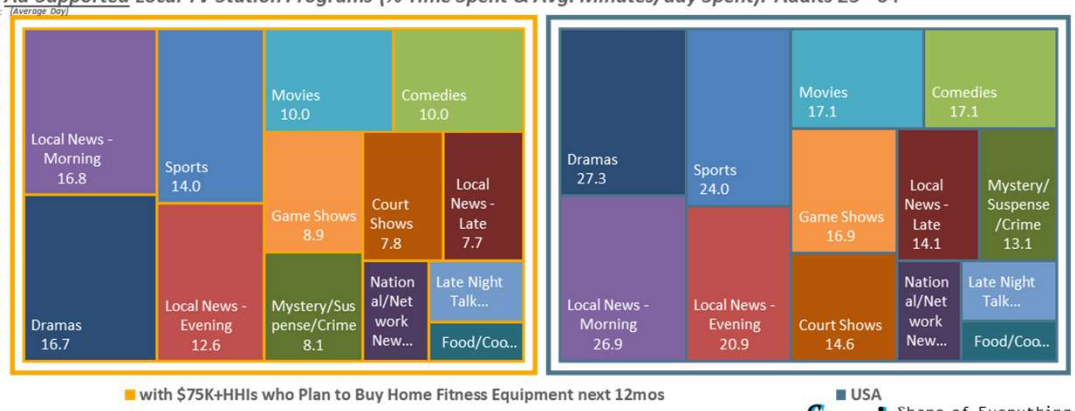
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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

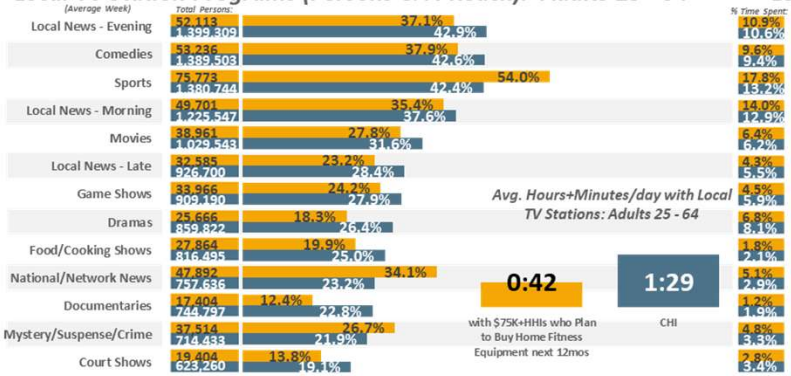
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

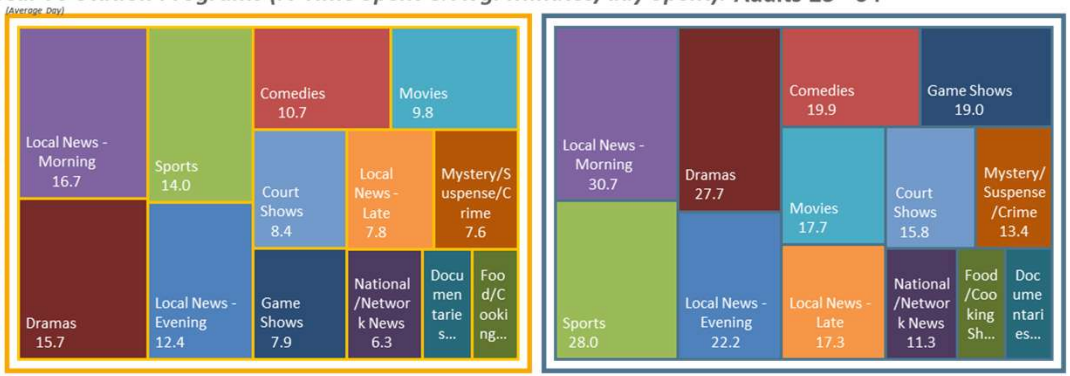
PELOTON CHI

139,459 or 83.5% 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 - Morning, National/Network News, and Movie

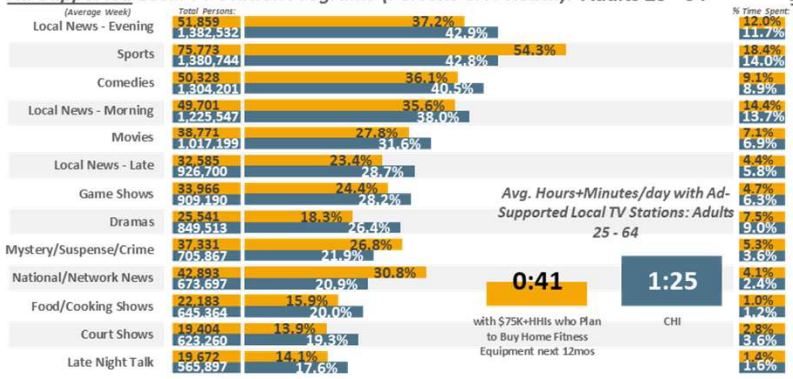
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



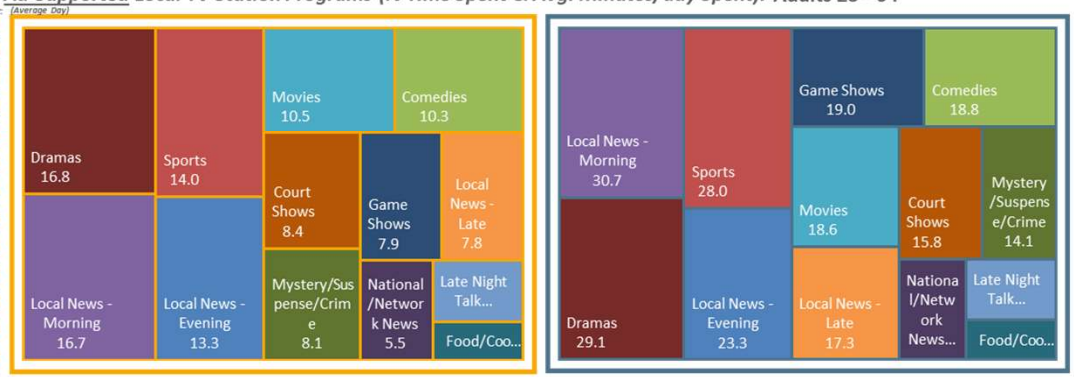
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100

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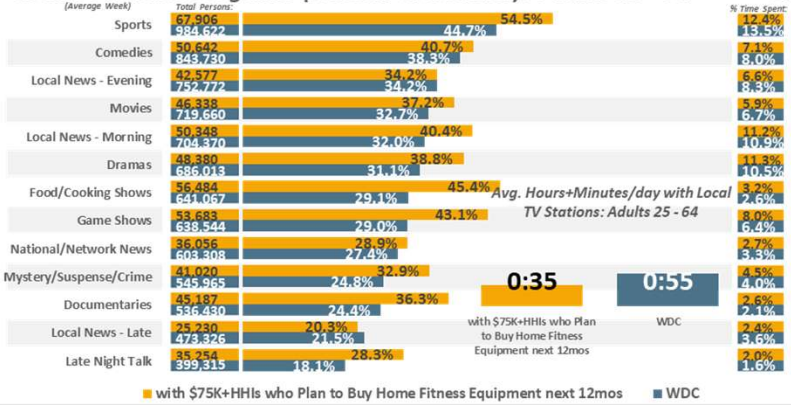
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

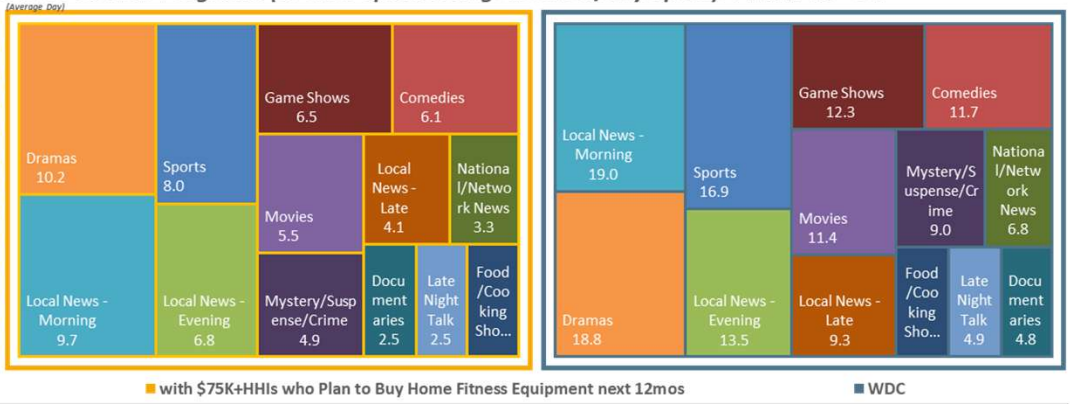


122,151 or 64.6% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Local News - Morning, Dramas, Comedies, and Movies.

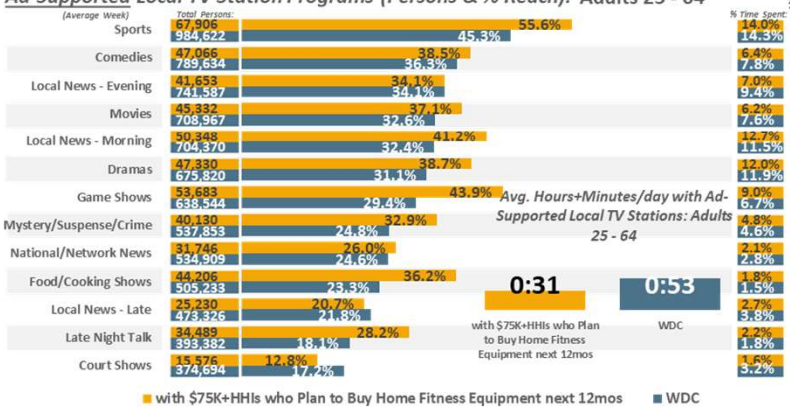
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



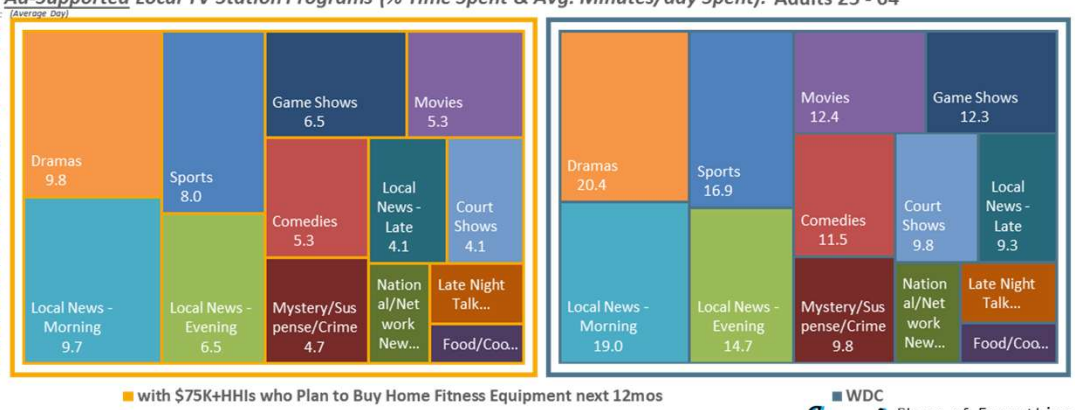
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237

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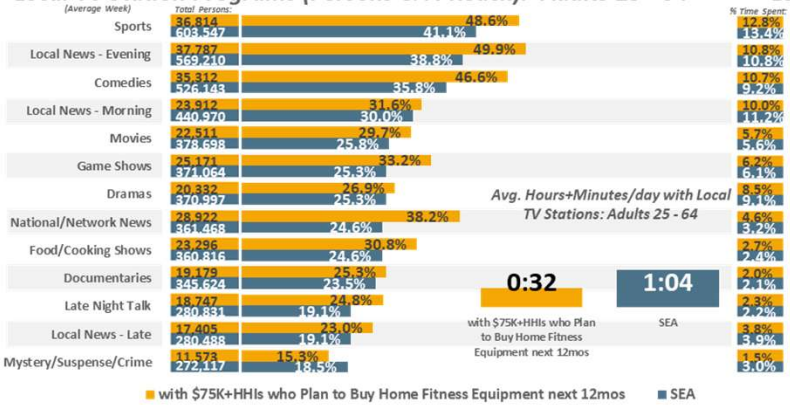
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

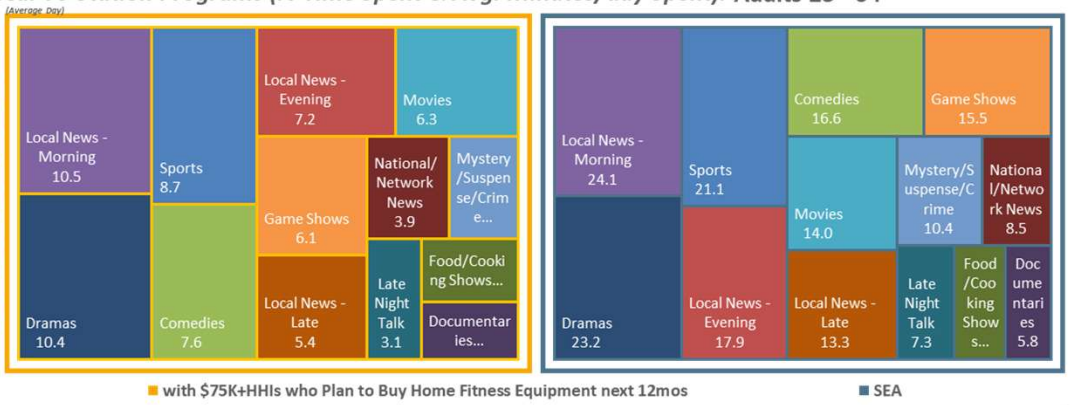
PELOTON SEA

73,109 or 46.9% 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, Game Shows, National/Network News, and Local News - Mor

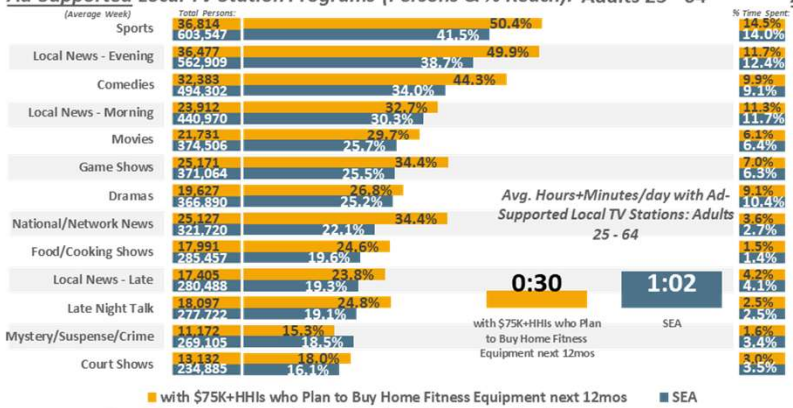
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



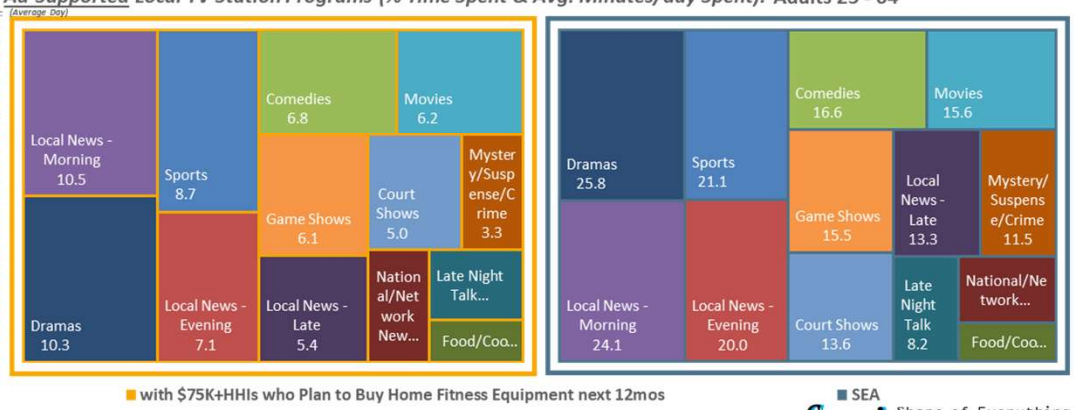
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156

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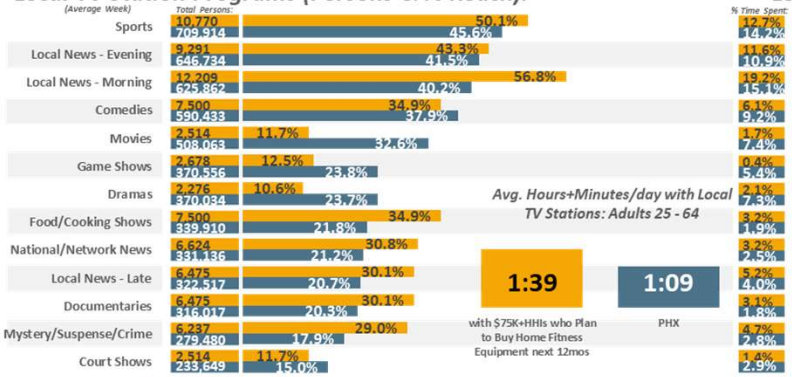
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

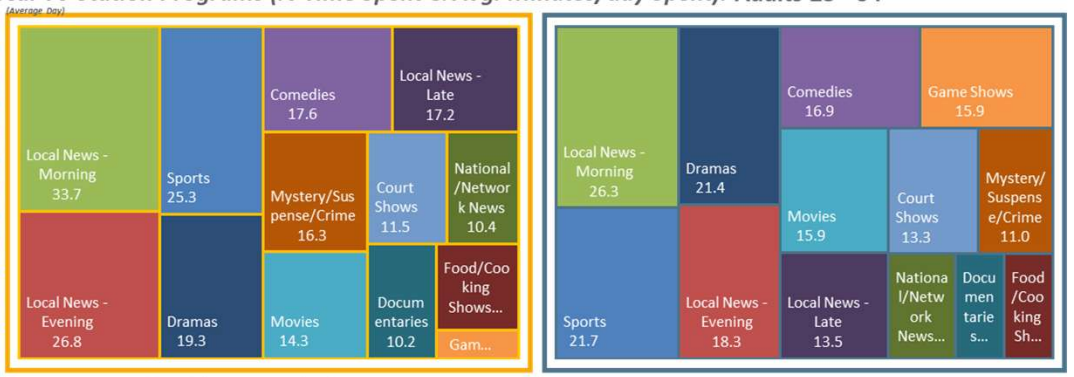
PELOTON PHX

21,118 or 26.1% 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 Local News - Morning, Sports, Local News - Evening, Comedies, Late Night Talk, and Local News -

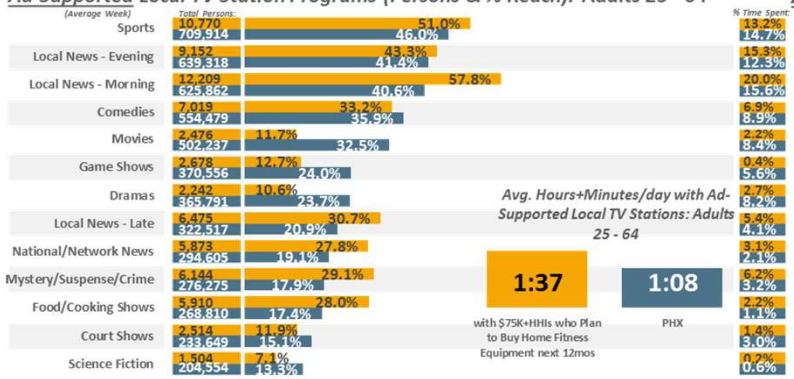
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



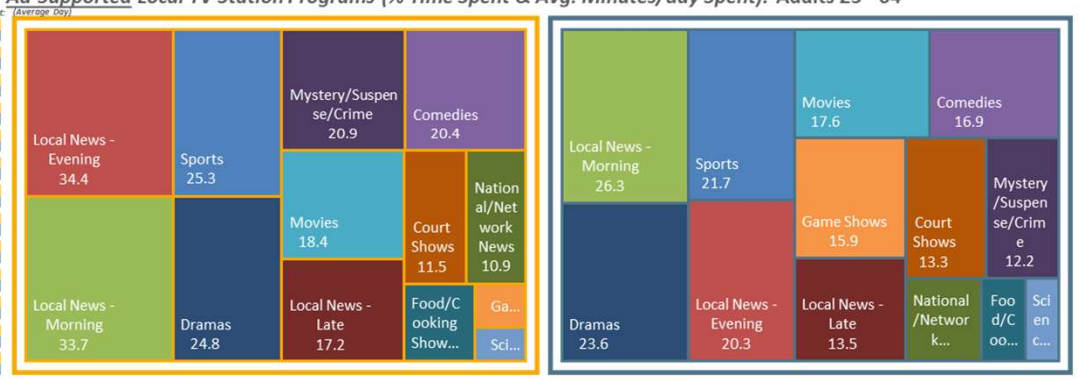
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43

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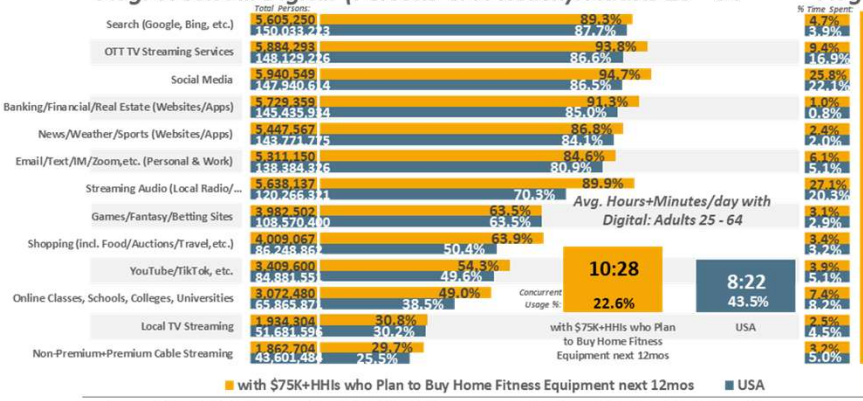
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

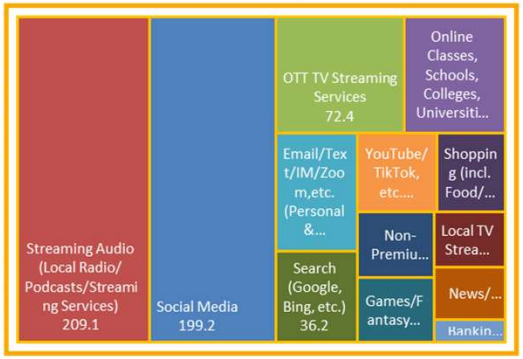
PELOTON USA

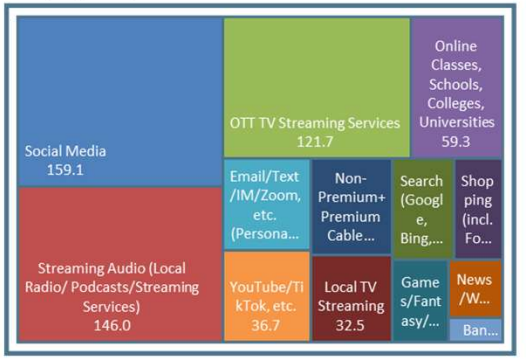
5,076,445 or 80.9% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Social Media for an average of 183.3 minutes every day representing 32.5% of all time spent daily with Ad-Supported Digital Media.

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



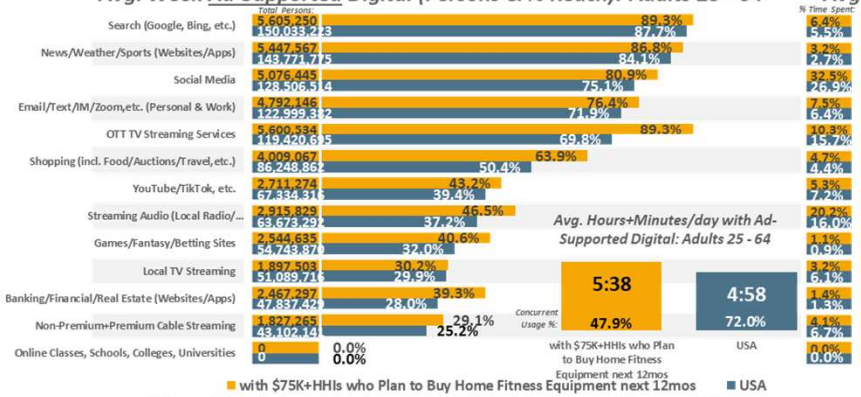
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



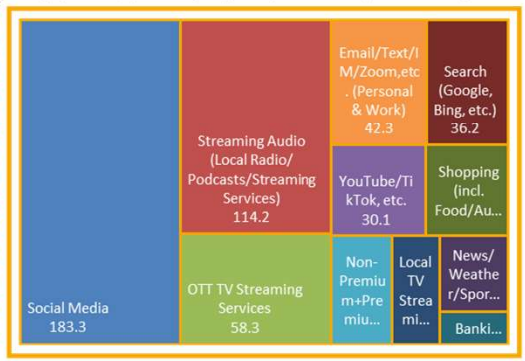


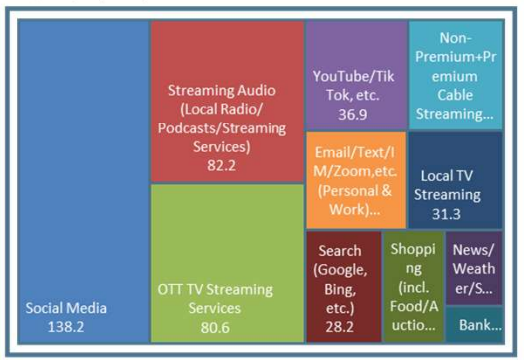
with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos ■ USA

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

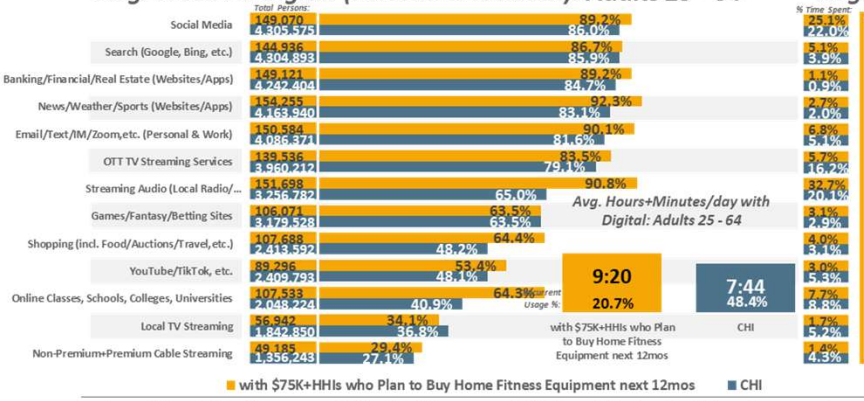
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

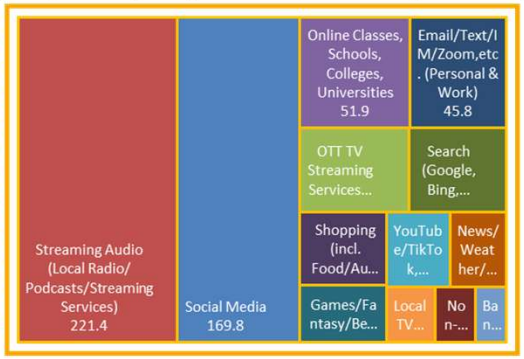
PELOTON — CHI

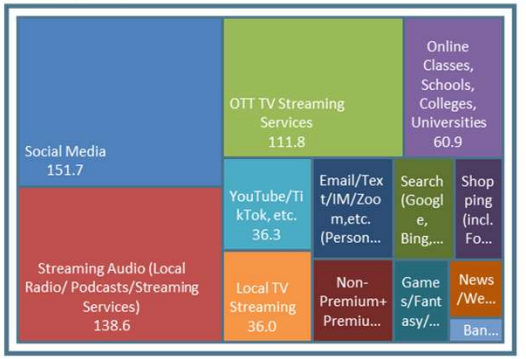
123,408 or 73.8% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Social Media for an average of 156.2 minutes every day representing 32.3% of all time spent daily with Ad-Supported Digital Media.

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

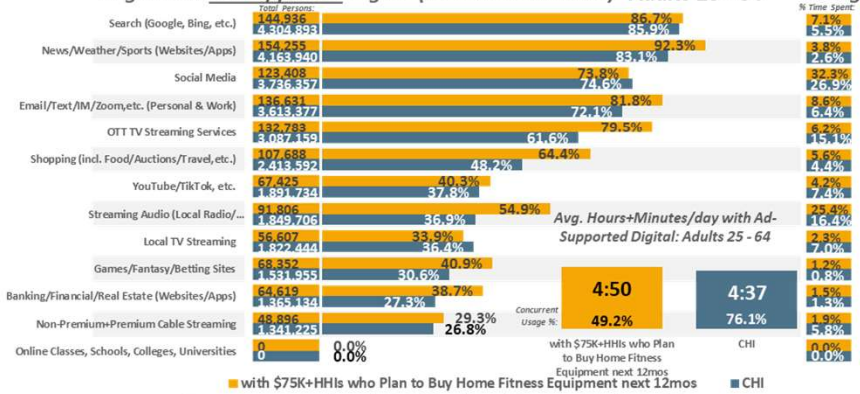


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

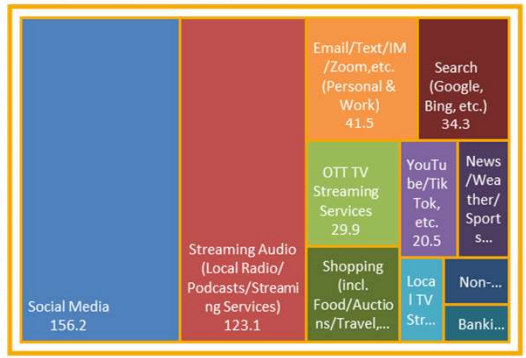


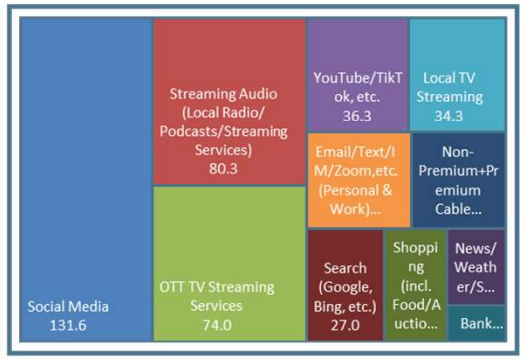


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



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





CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100

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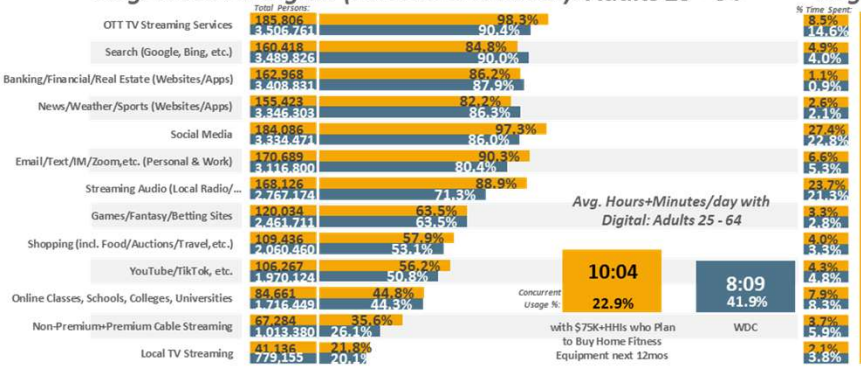
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

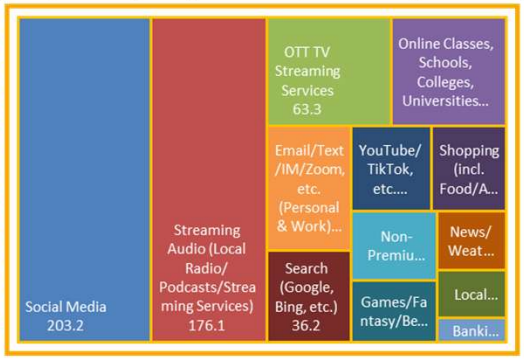


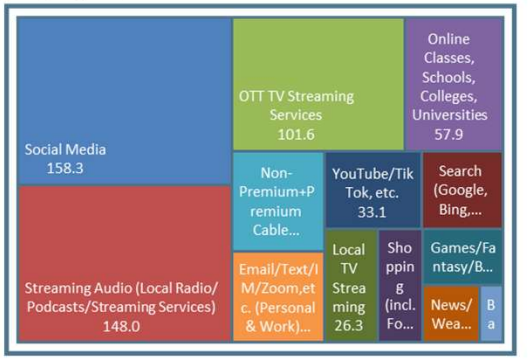
159,286 or 84.2% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Social Media for an average of 186.9 minutes every day representing 34.4% of all time spent daily with Ad-Supported Digital Media.

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



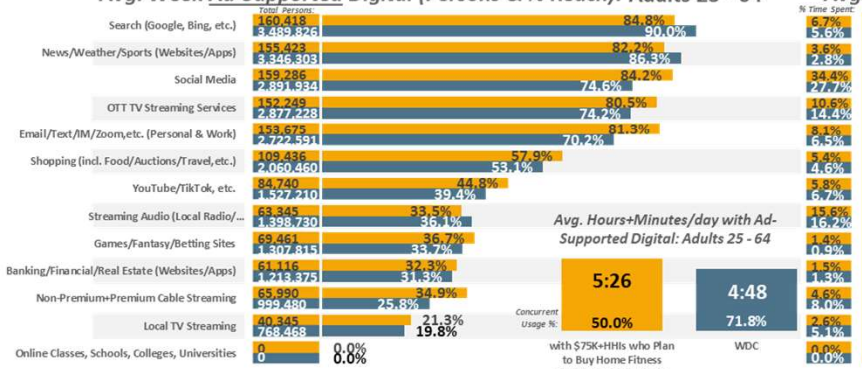
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



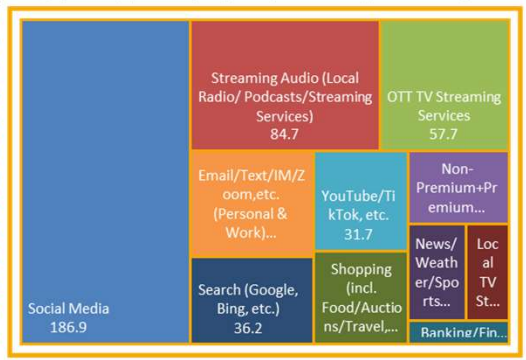


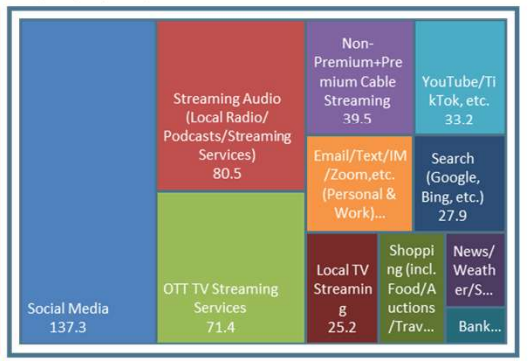
with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos ■ WDC

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 ■ WDC

WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237

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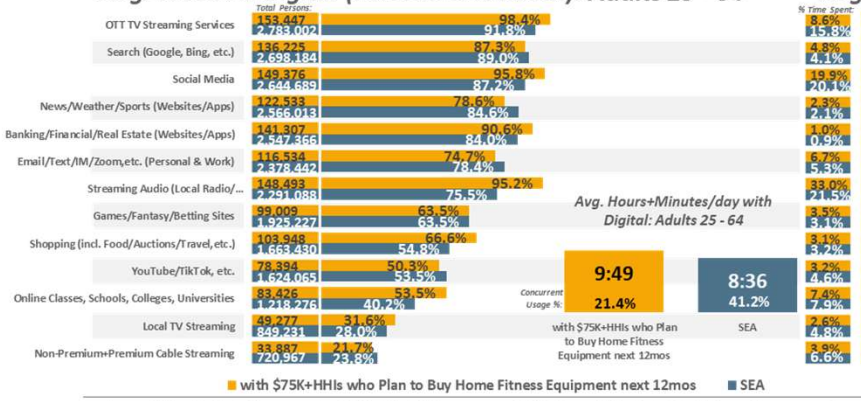
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

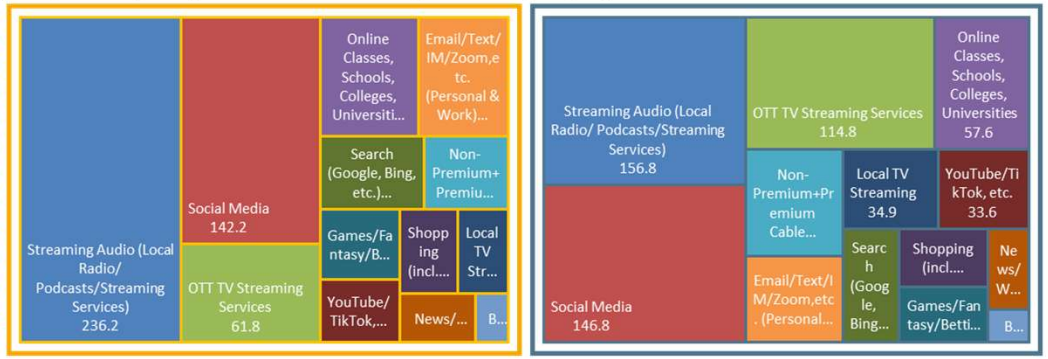
PELOTON SEA

129,337 or 82.9% 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 130.8 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

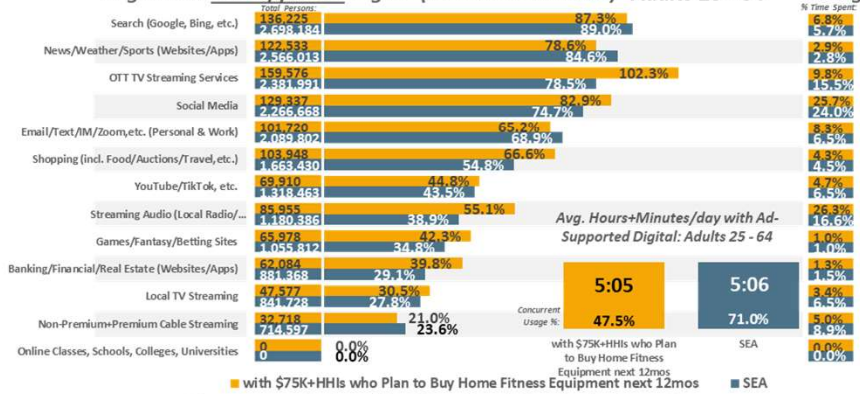
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



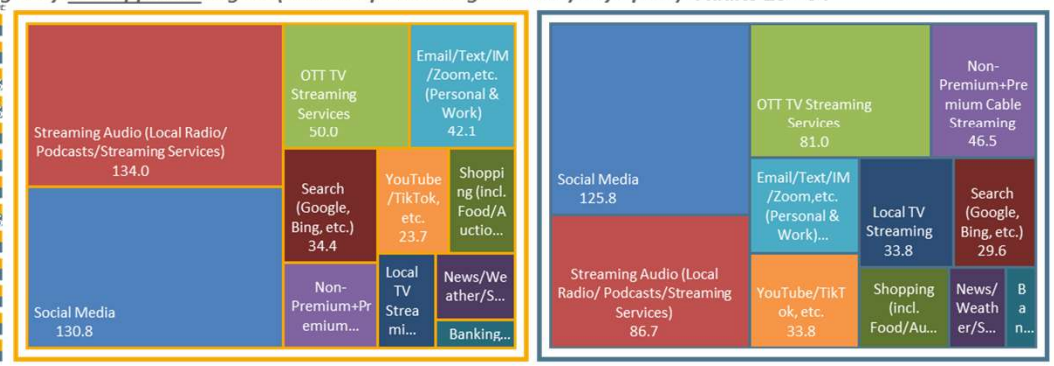
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156

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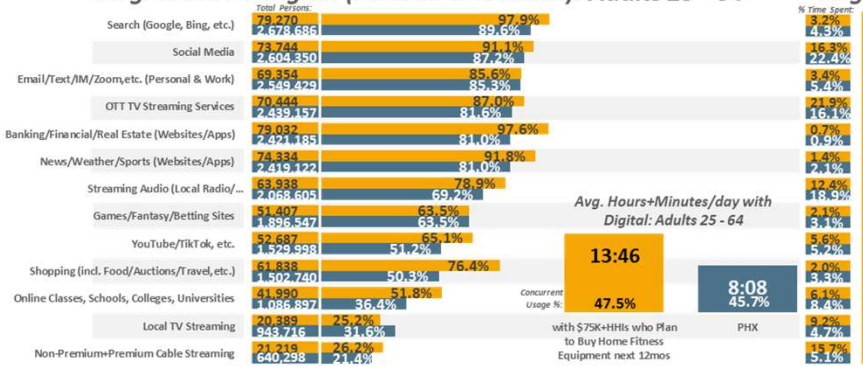
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

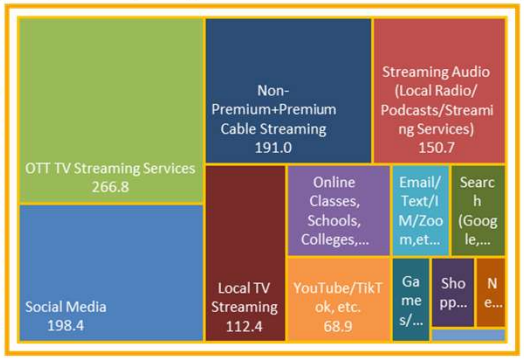
PELOTON PHX

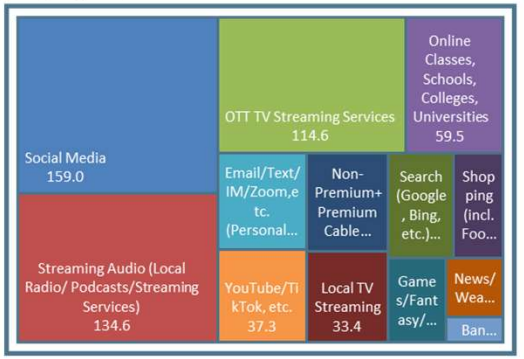
51,052 or 63.% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Social Media for an average of 182.5 minutes every day representing 19.1% of all time spent daily with Ad-Supported Digital Media.

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



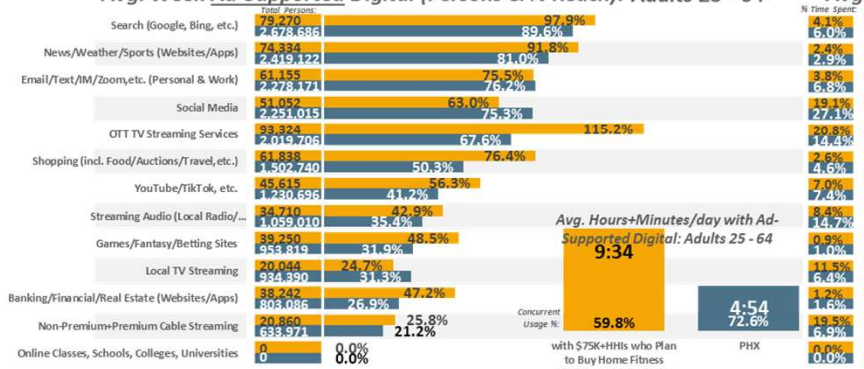
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



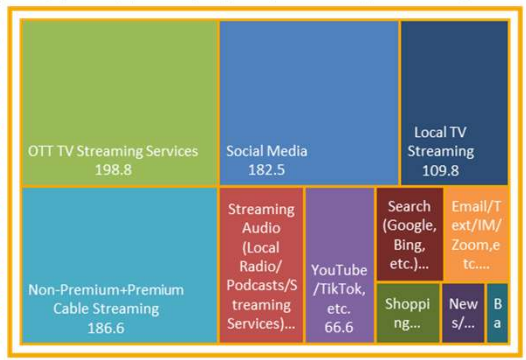


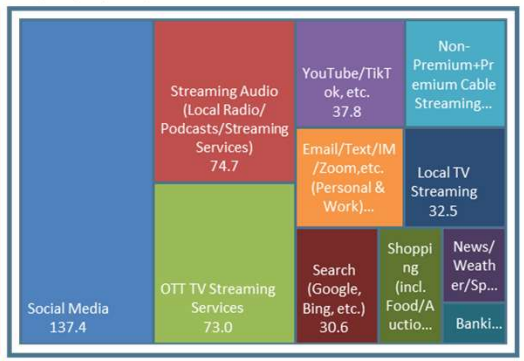
■ with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos ■ PHX

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 ■ PHX

PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43

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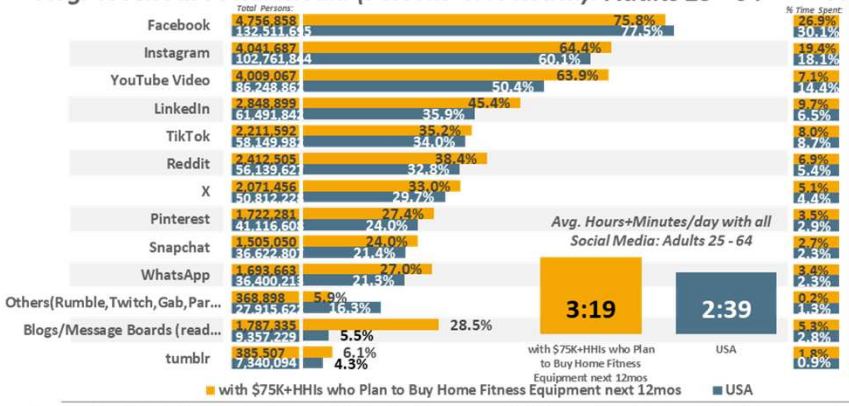
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

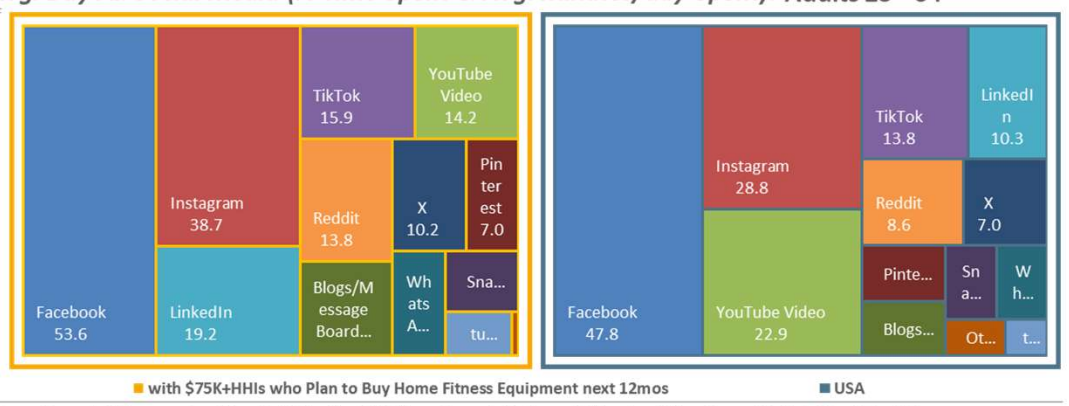
PELOTON USA

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.

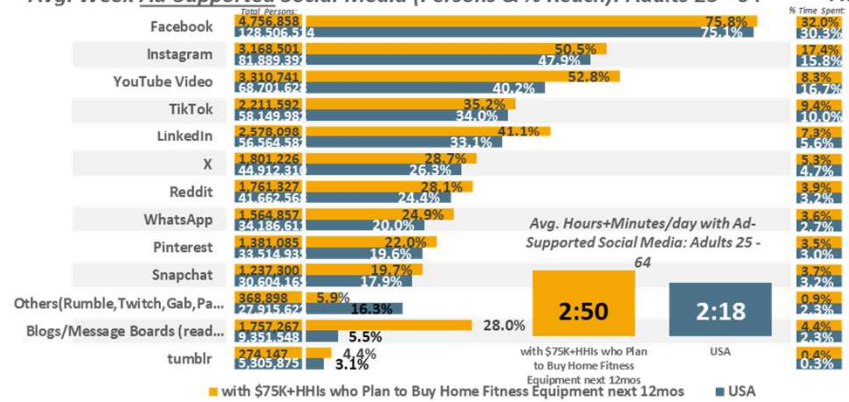
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



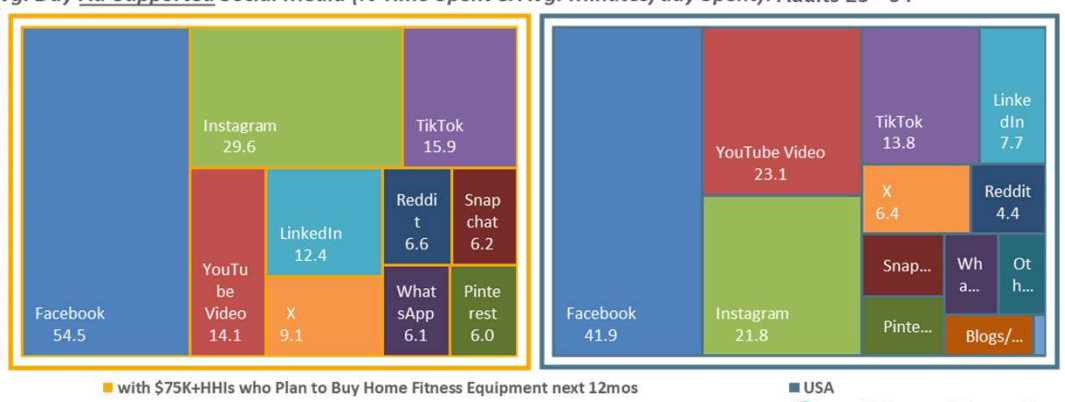
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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

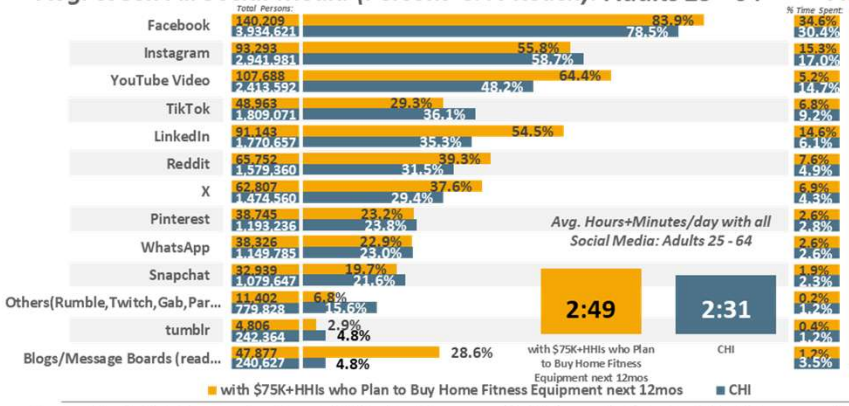
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

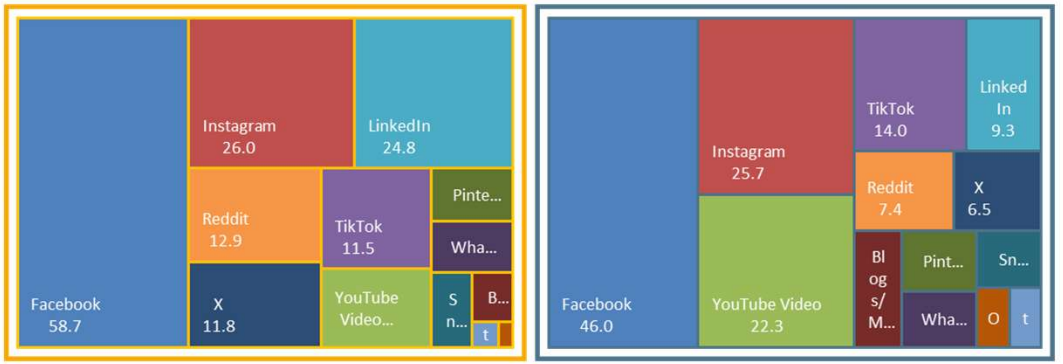
PELOTON CHI

123,408 or 73.8% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Facebook for an average of 50.1 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

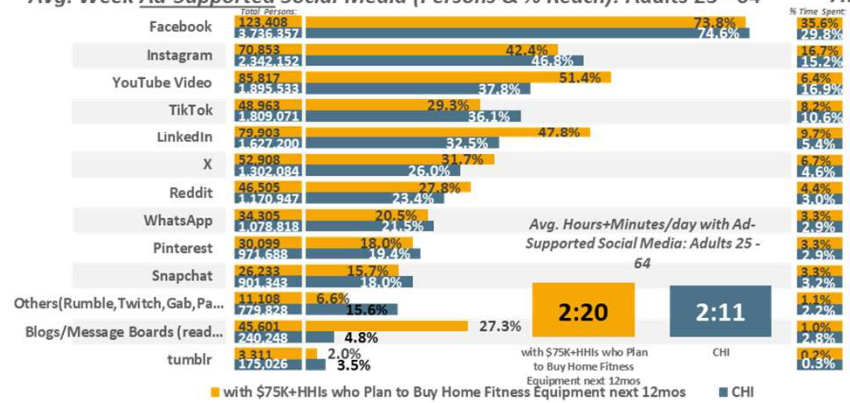
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



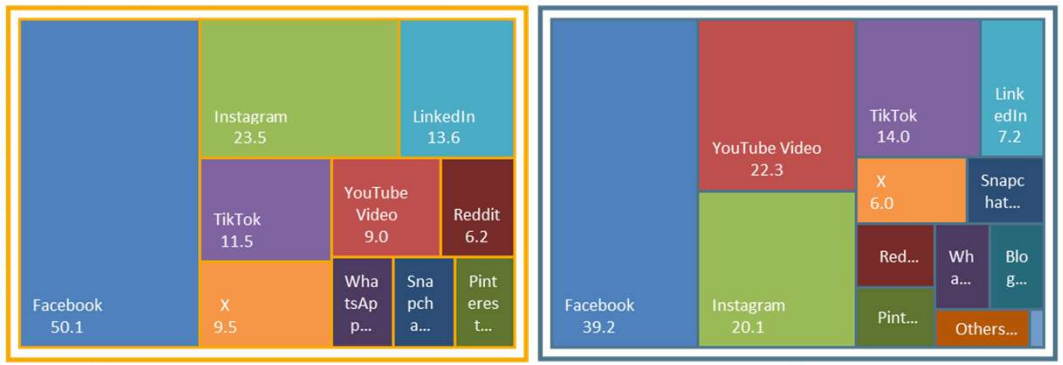
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100

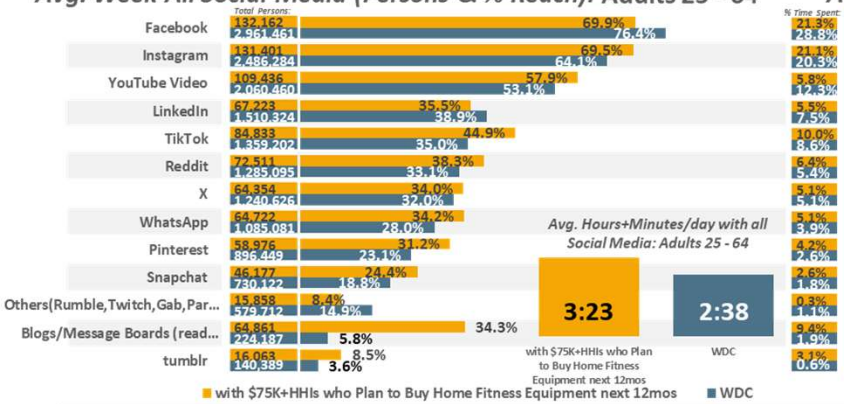
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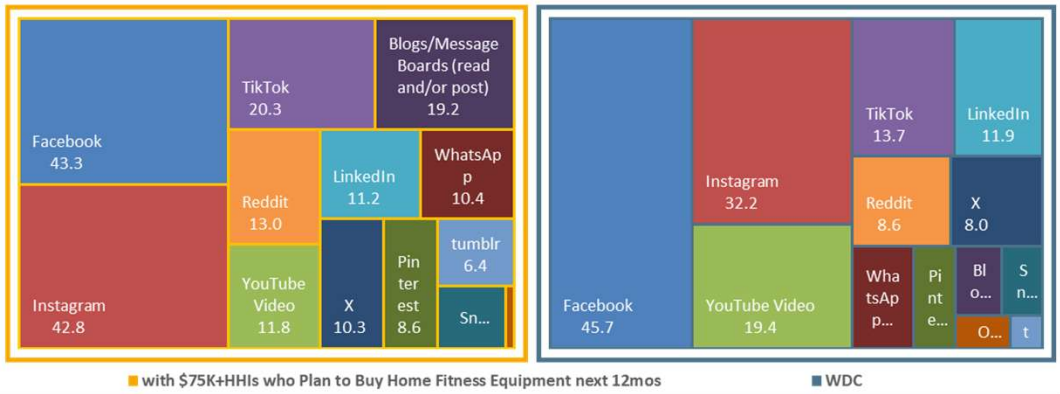
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

132,162 or 69.9% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Facebook for an average of 49.2 minutes every day representing 28.% of all time spent daily with Ad-Supported Social Media.

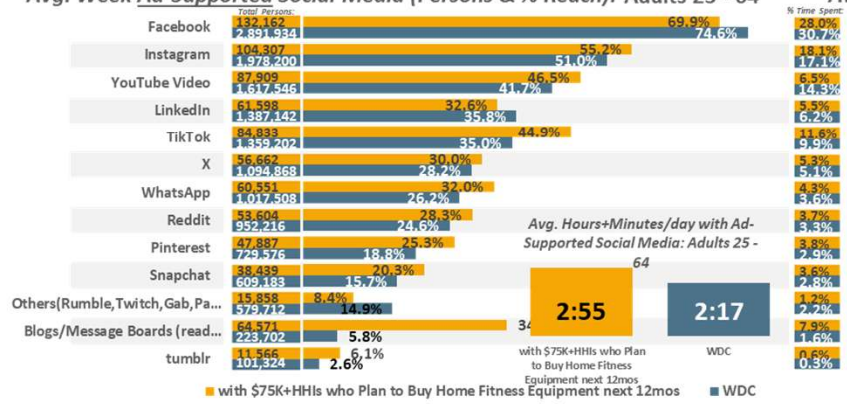
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



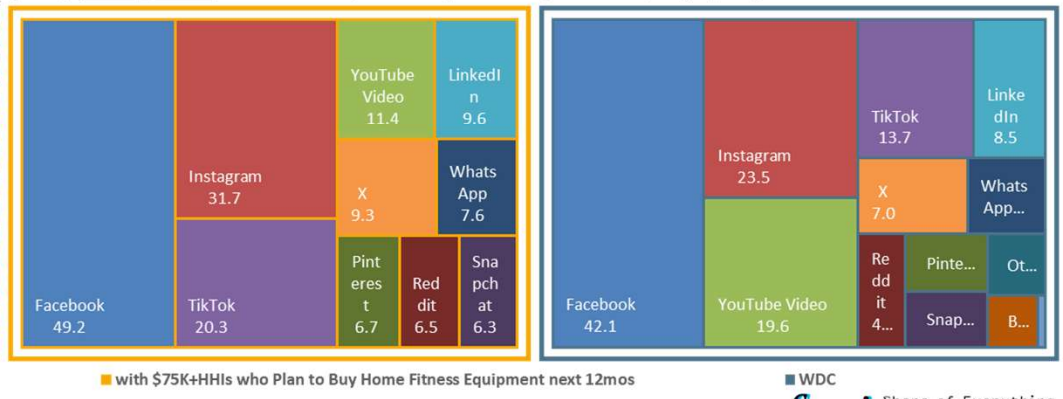
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237

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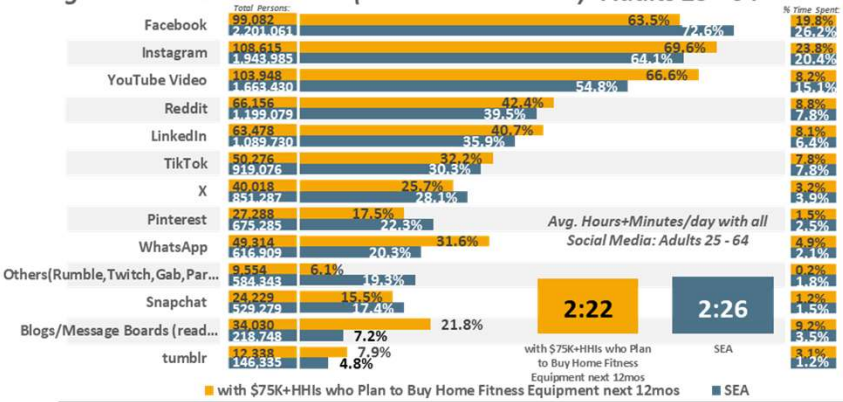
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

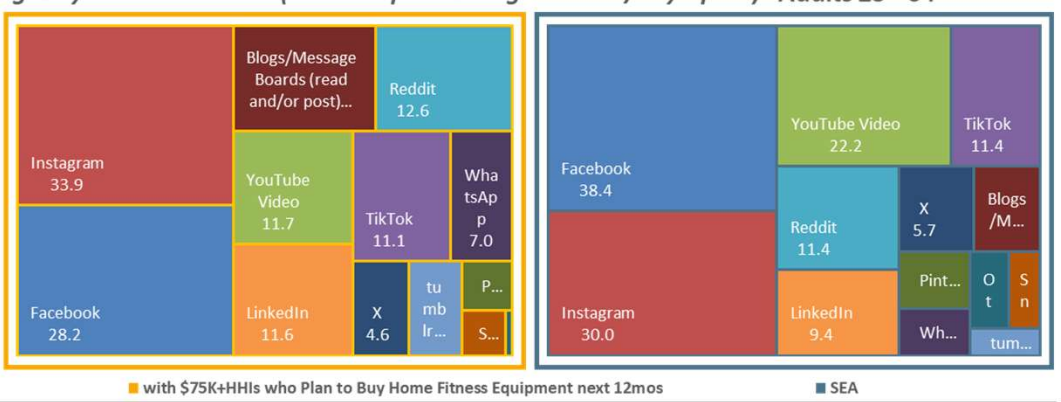
PELOTON SEA

99,082 or 63.5% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Facebook for an average of 33.7 minutes every day representing 27.4% of all time spent daily with Ad-Supported Social Media.

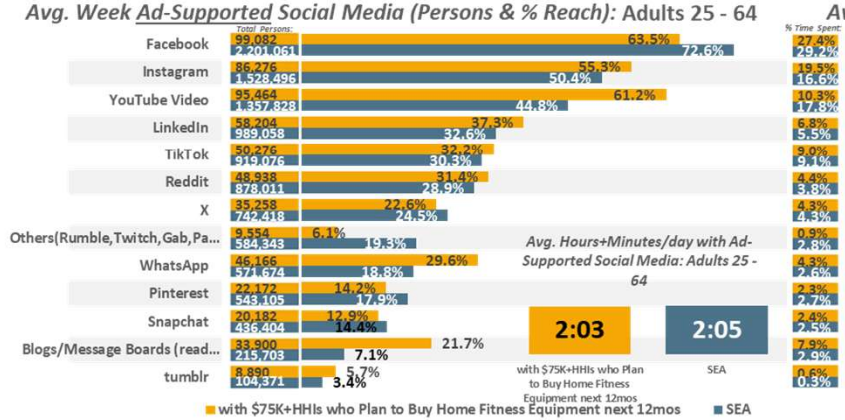
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



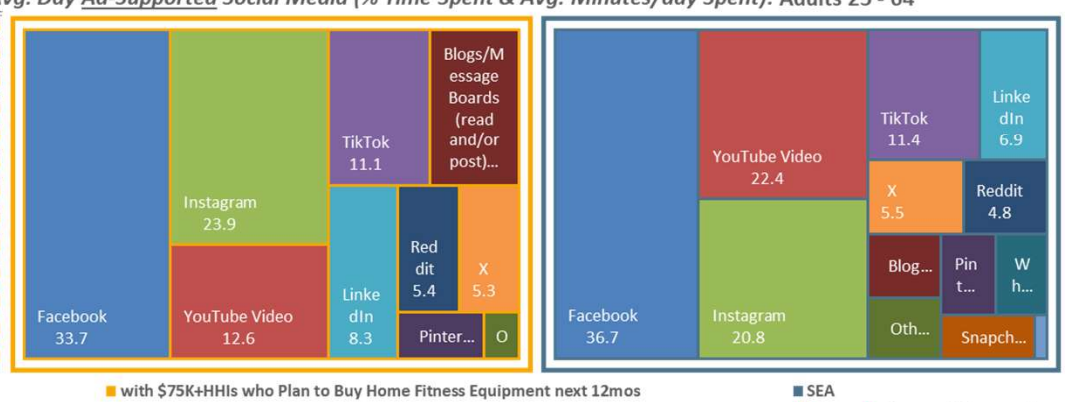
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156

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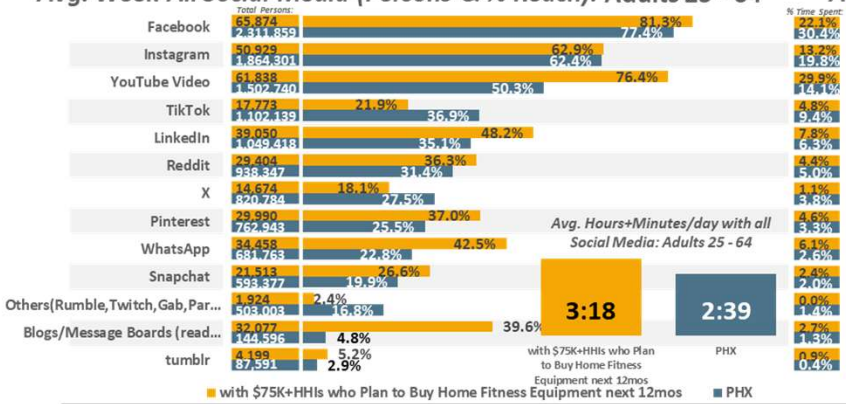
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

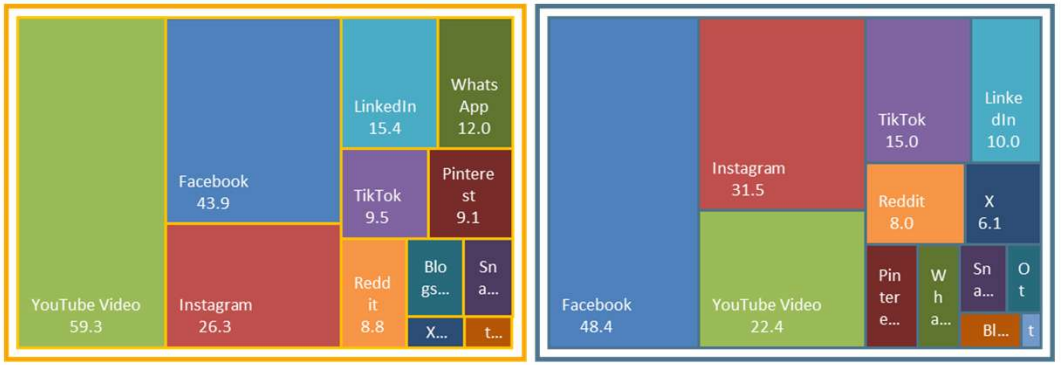


54,766 or 67.6% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported YouTube Video for an average of 57.1 minutes every day representing 41.6% of all time spent daily with Ad-Supported Social Media.

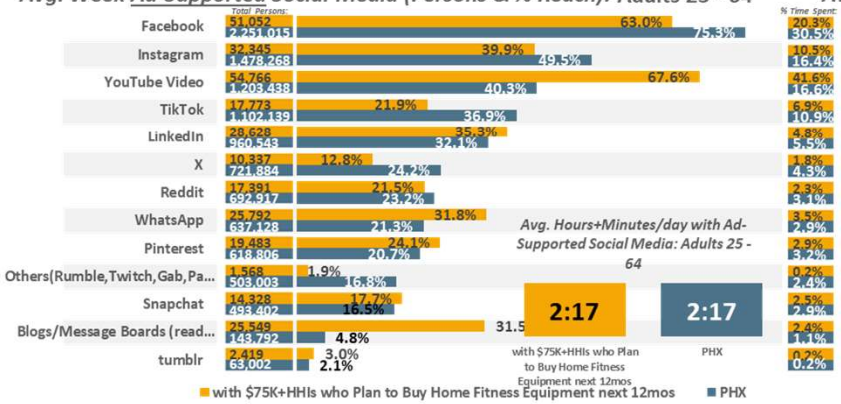
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



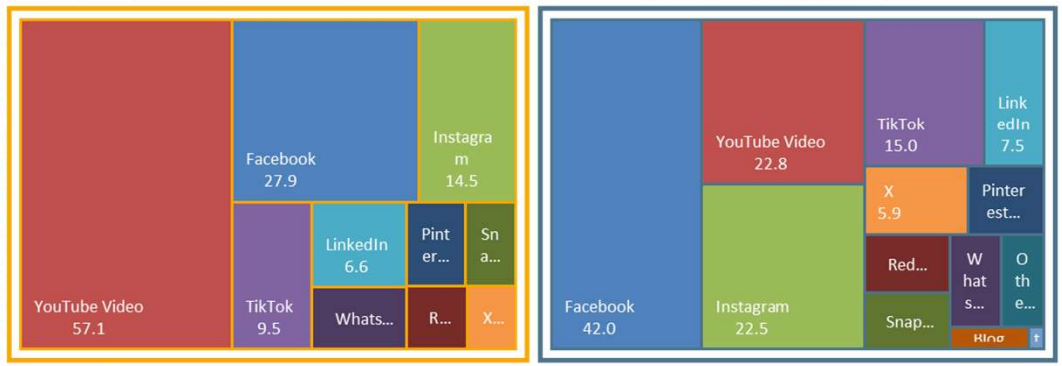
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43

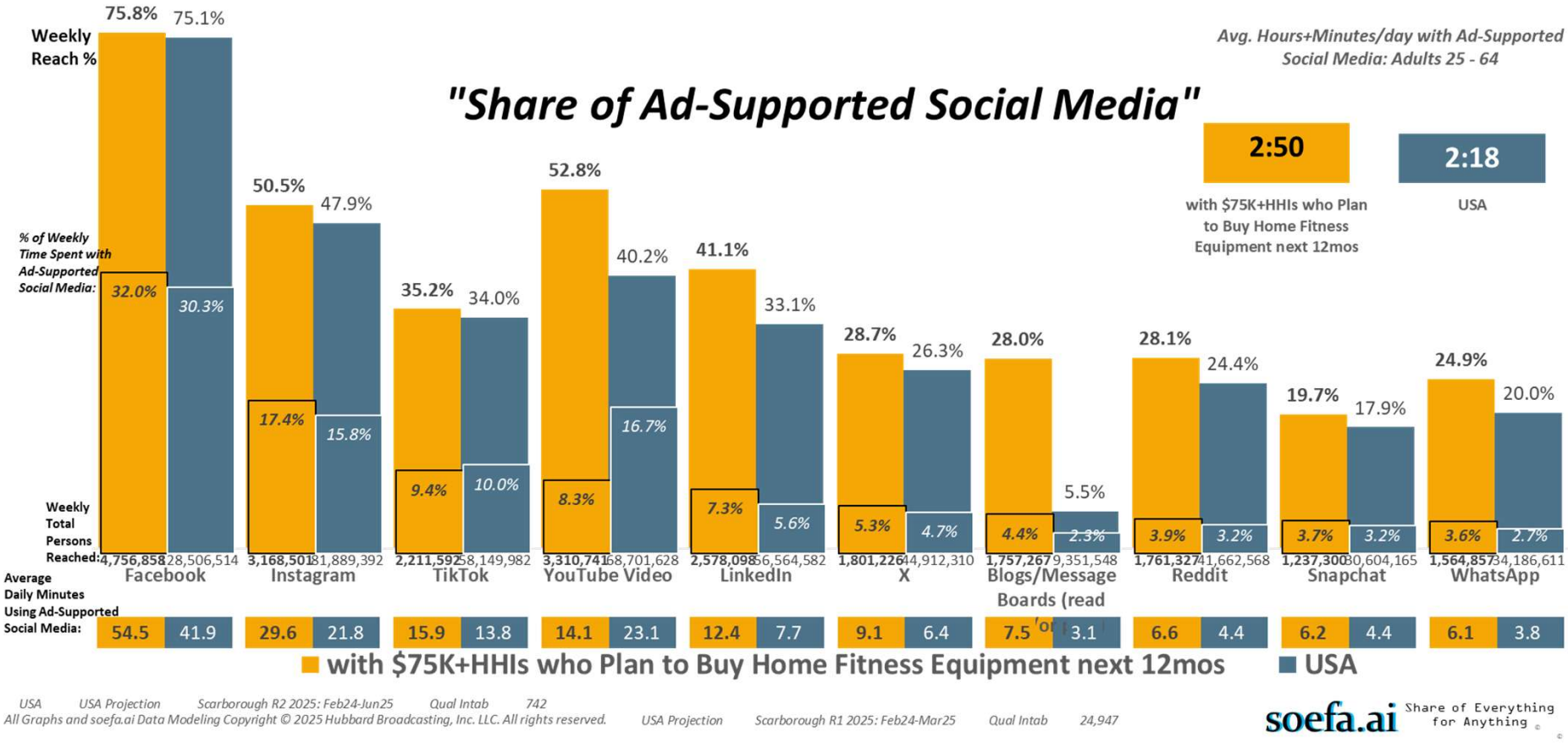
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

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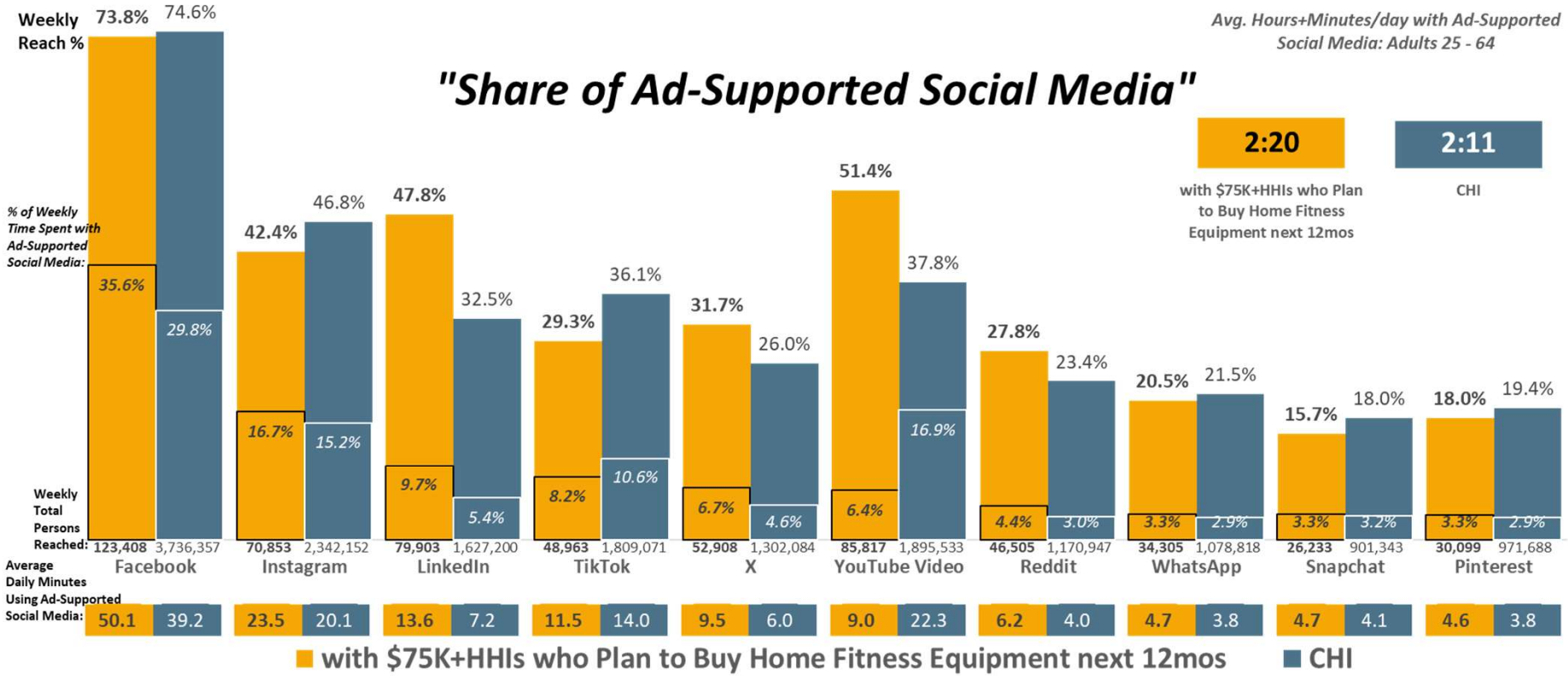
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



123,408 or 73.8% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Facebook for an average of 50.1 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

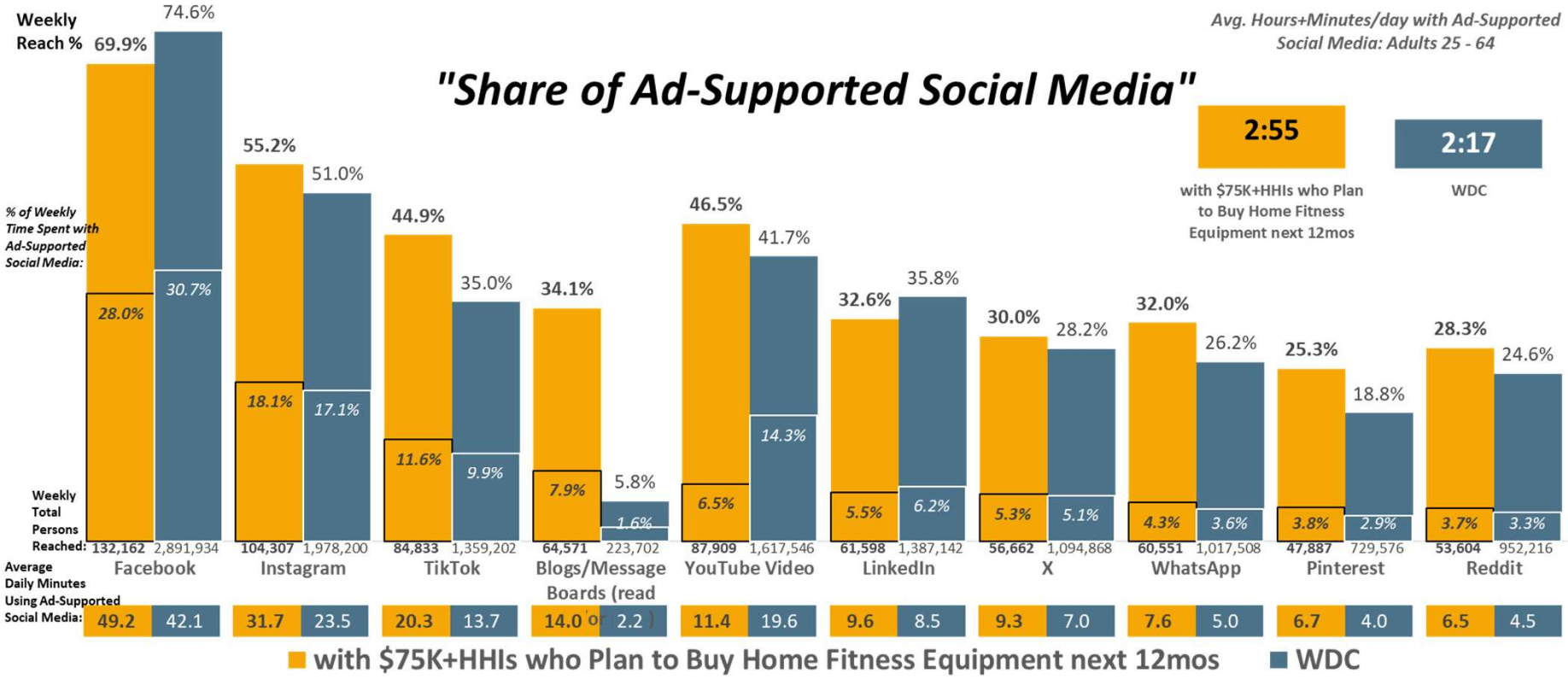
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



132,162 or 69.9% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Facebook for an average of 49.2 minutes every day representing 28.% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

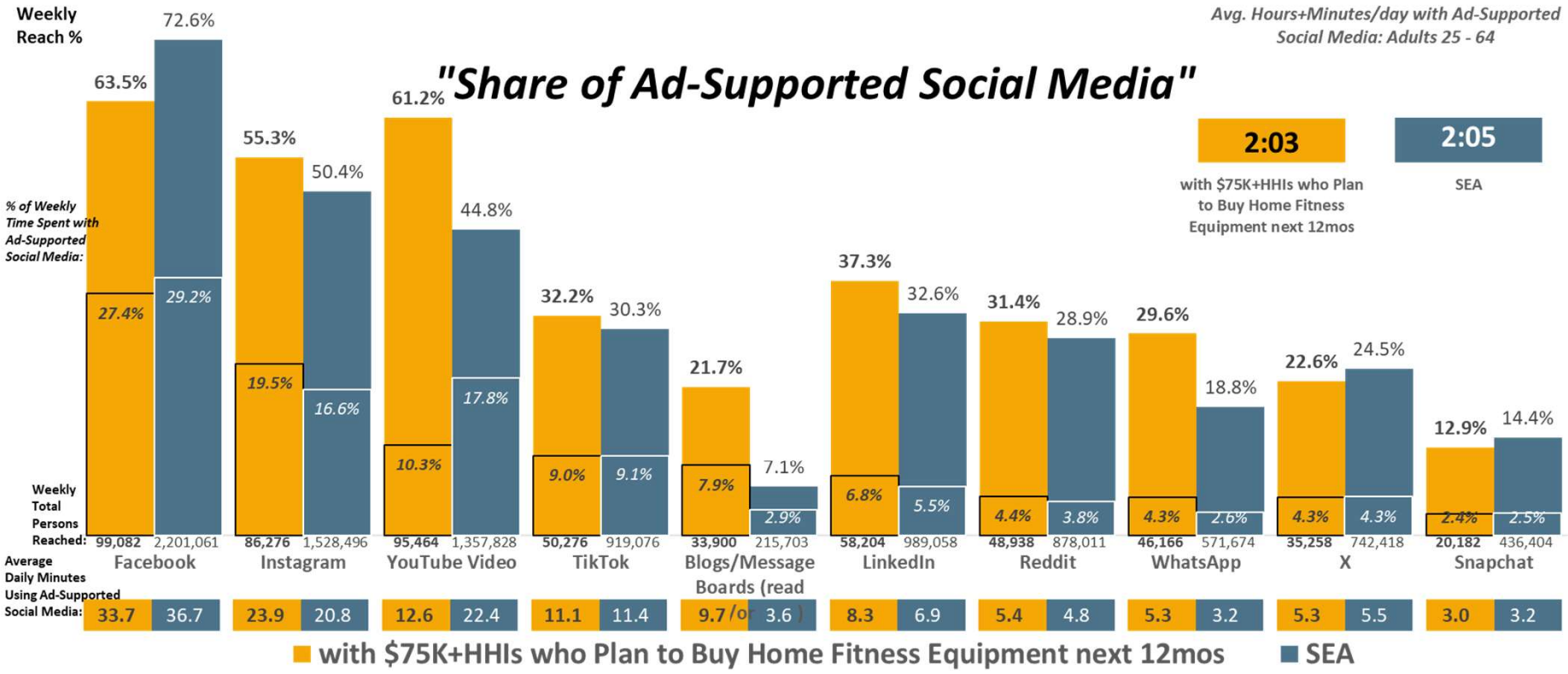
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON SEA

99,082 or 63.5% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos use Ad-Supported Facebook for an average of 33.7 minutes every day representing 27.4% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

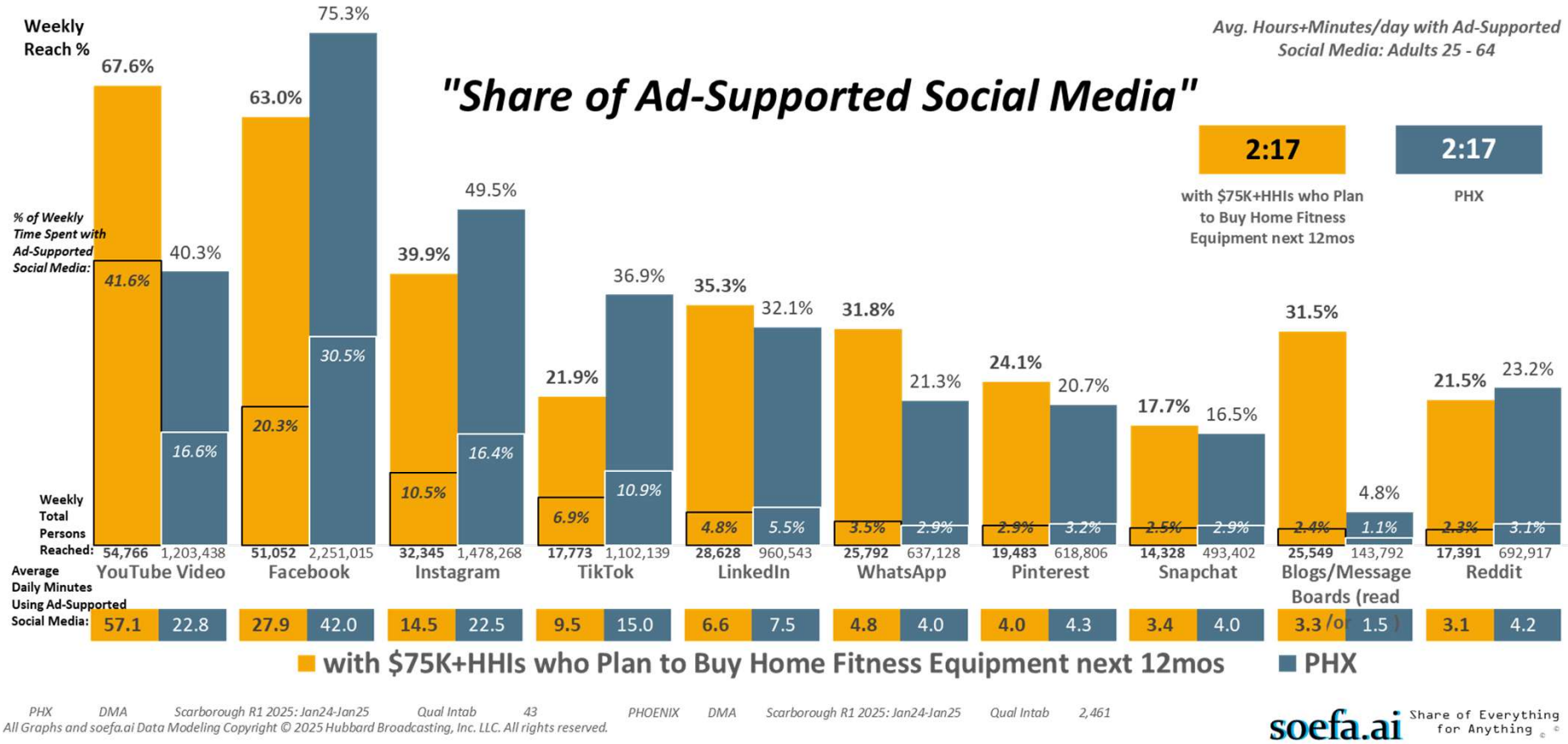
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON PHX

54,766 or 67.6% 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 57.1 minutes every day representing 41.6% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

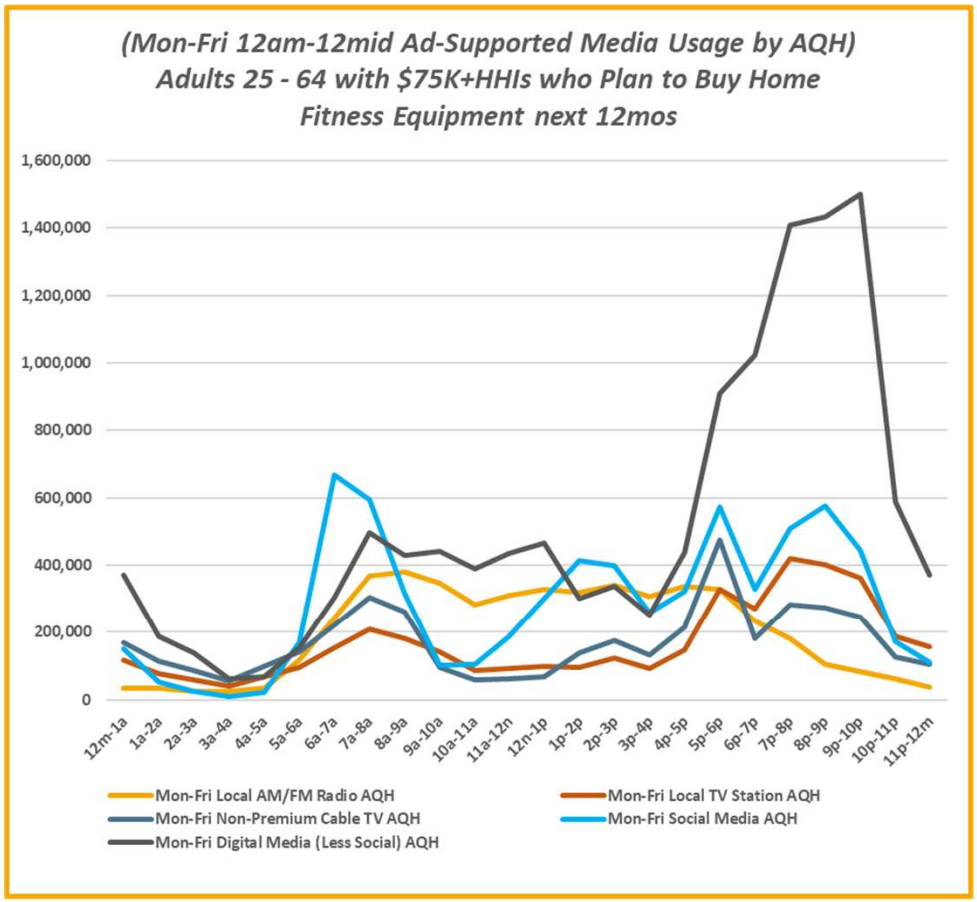
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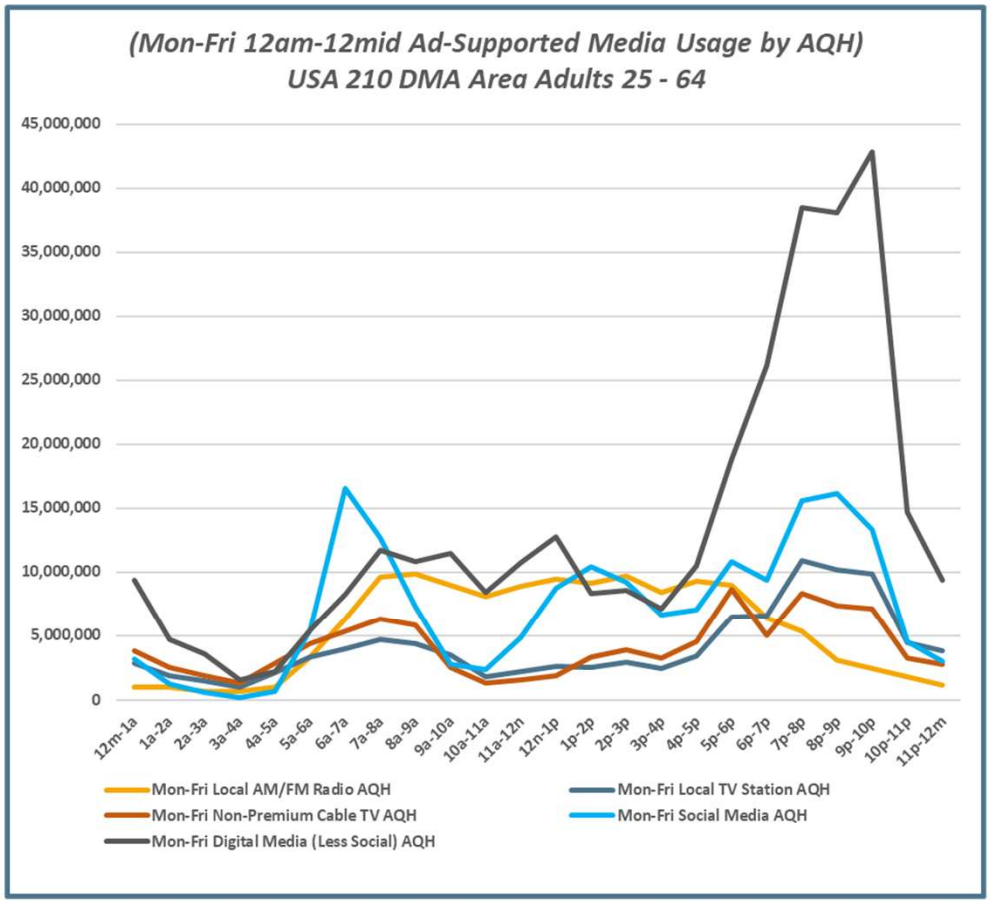
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

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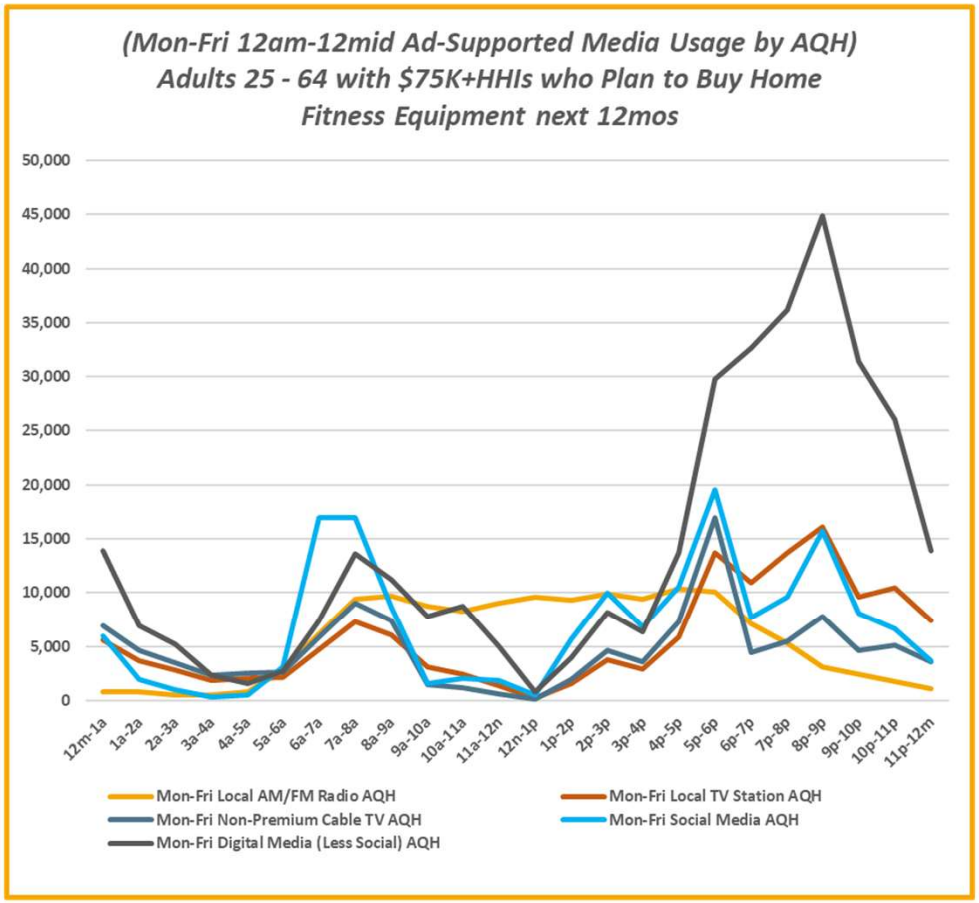
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

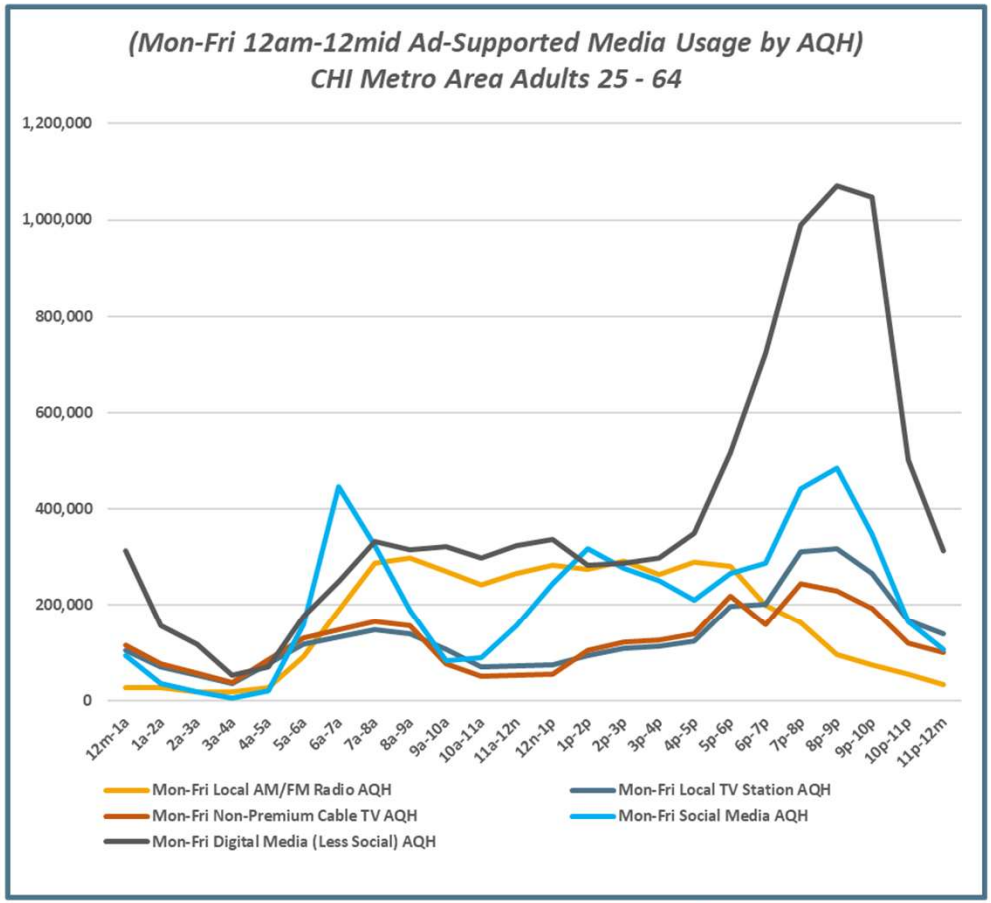
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON CHI

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,483; Local Radio: 9,004; Social Media: 8,363; Non-Prem. Cable: 4,973; Local TV: 4,926 reaching Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment nex





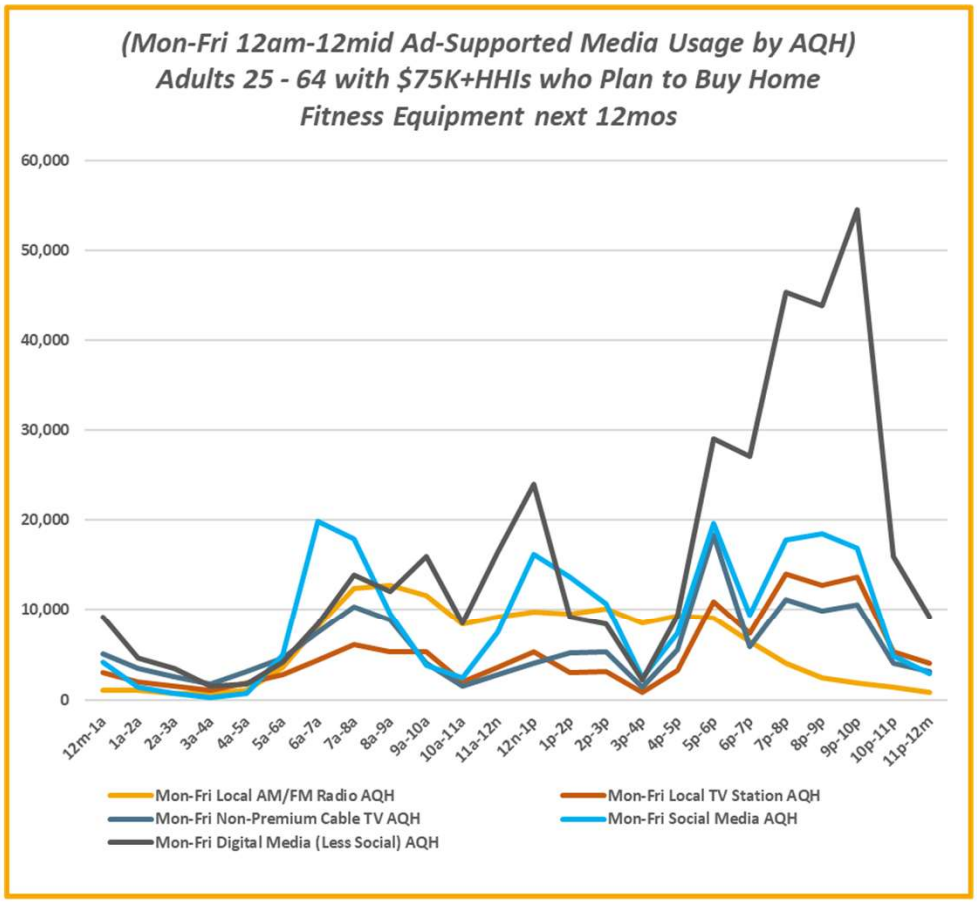
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100

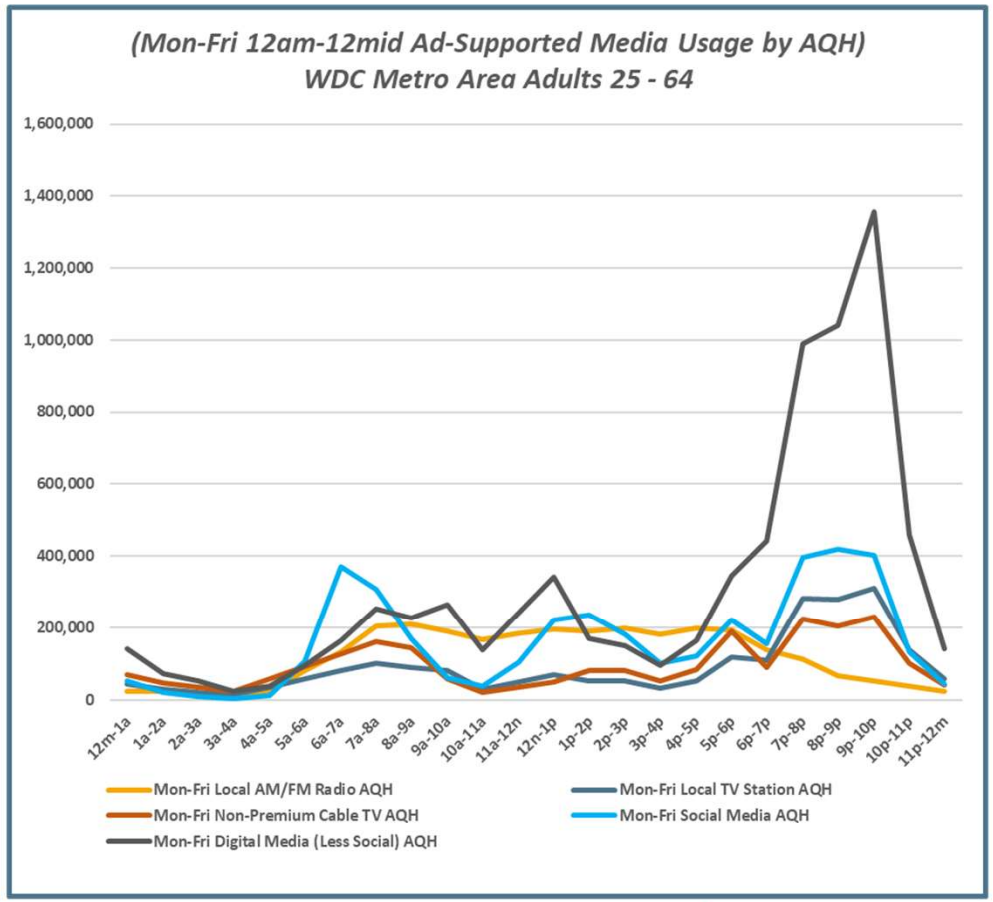
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,197; Social Media: 10,801; Local Radio: 9,629; Non-Prem. Cable: 6,207; Local TV: 4,641 reaching Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment ne





WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237

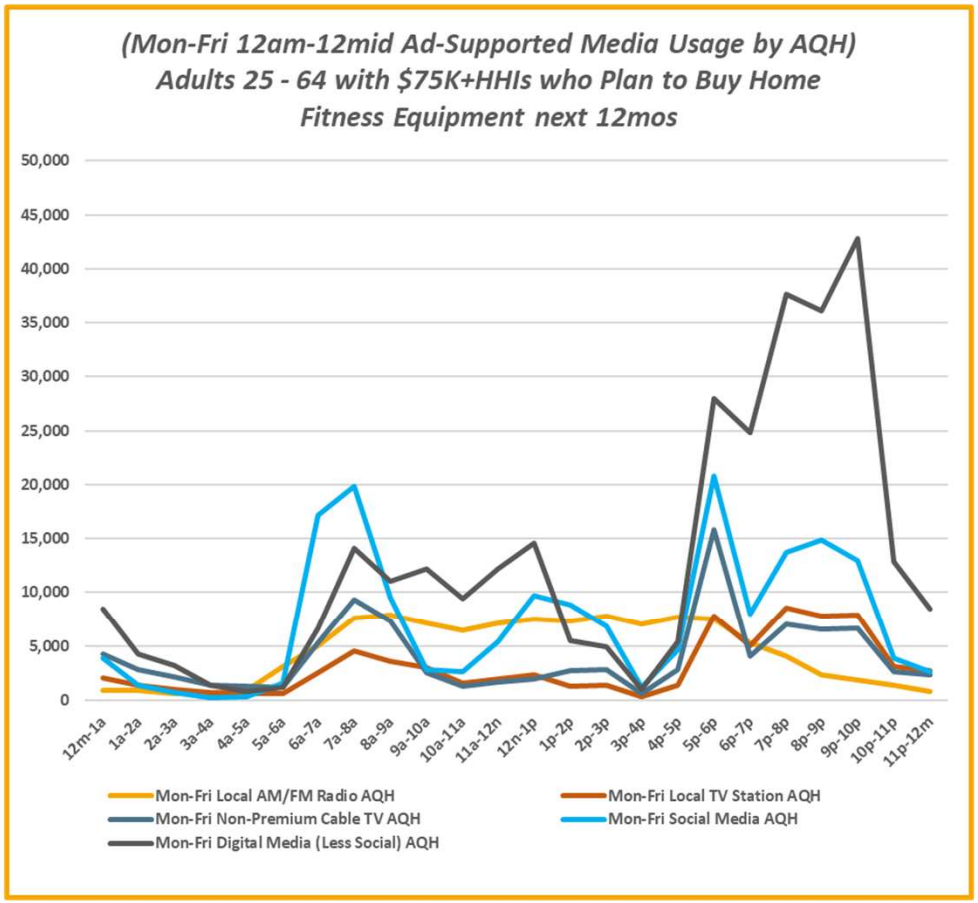
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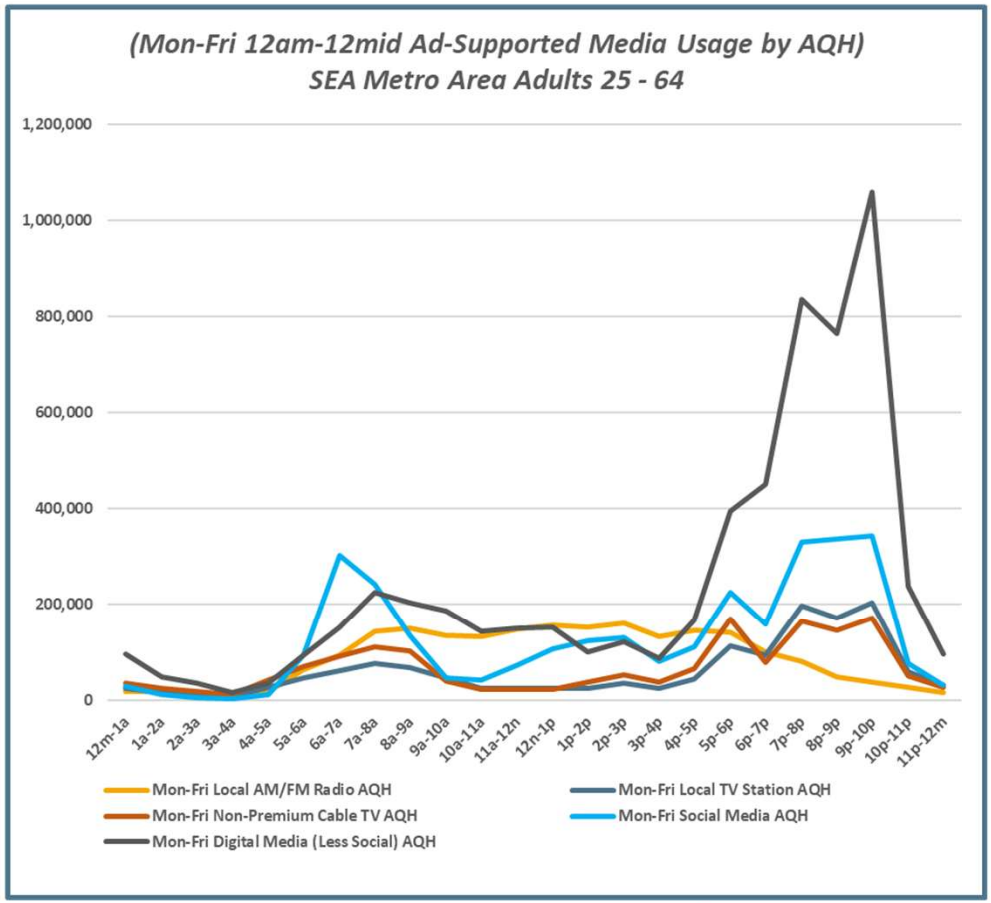
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON SEA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,509; Social Media: 9,021; Local Radio: 7,030; Non-Prem. Cable: 4,468; Local TV: 2,818 reaching Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment nex





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156

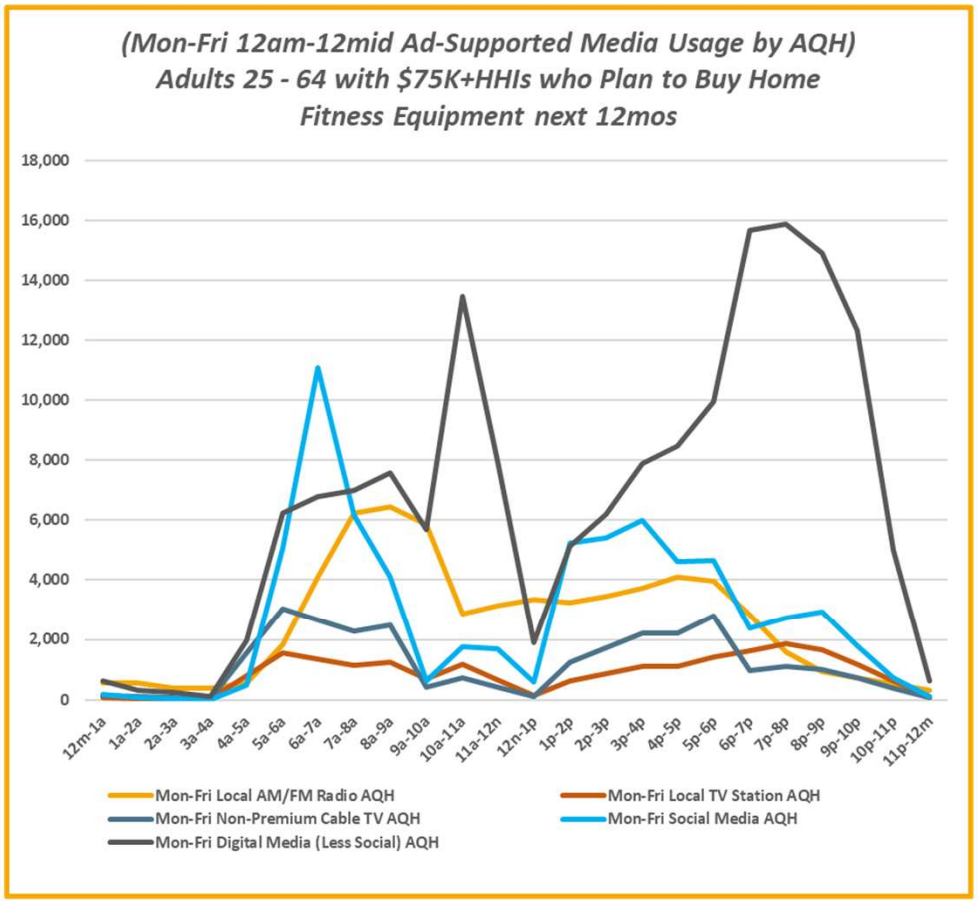
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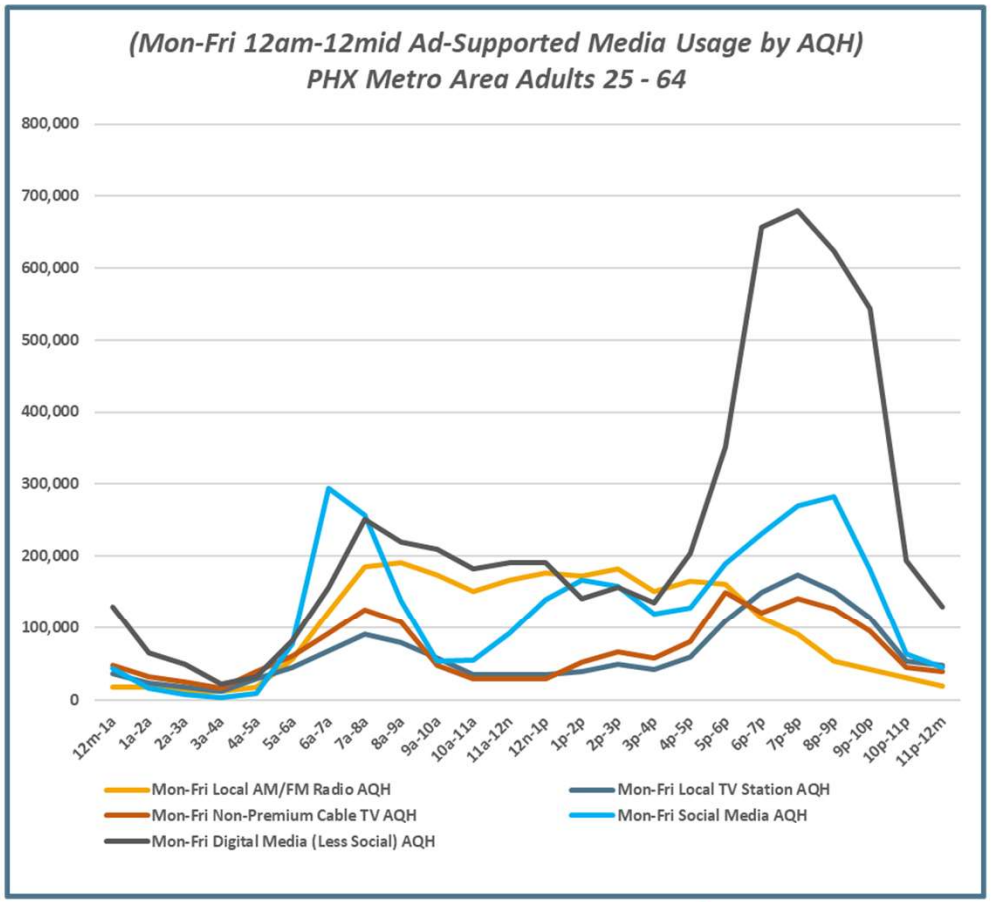
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,982; Social Media: 4,178; Local Radio: 4,102; Non-Prem. Cable: 1,552; Local TV: 1,017 reaching Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next





PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43

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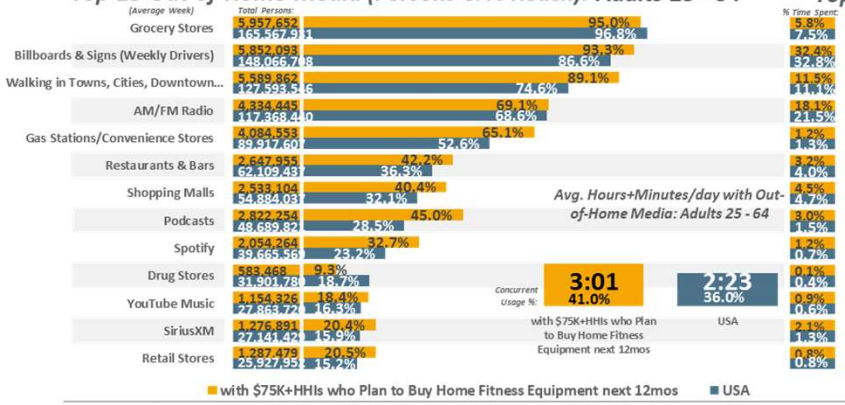
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

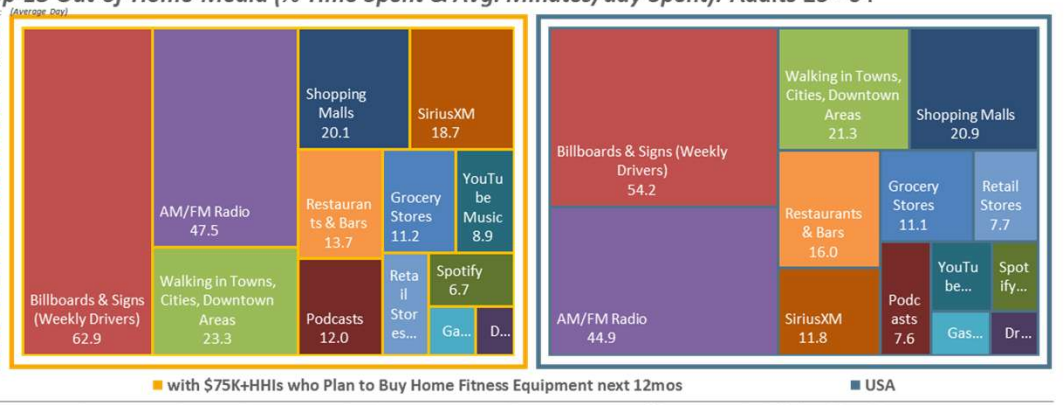
PELOTON USA

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

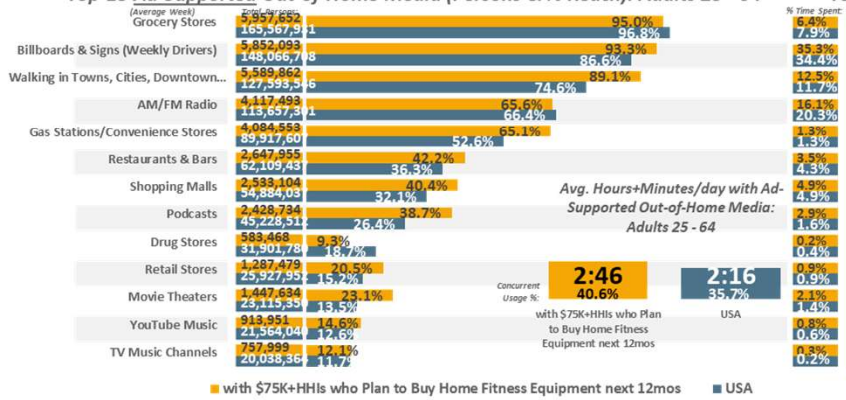
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



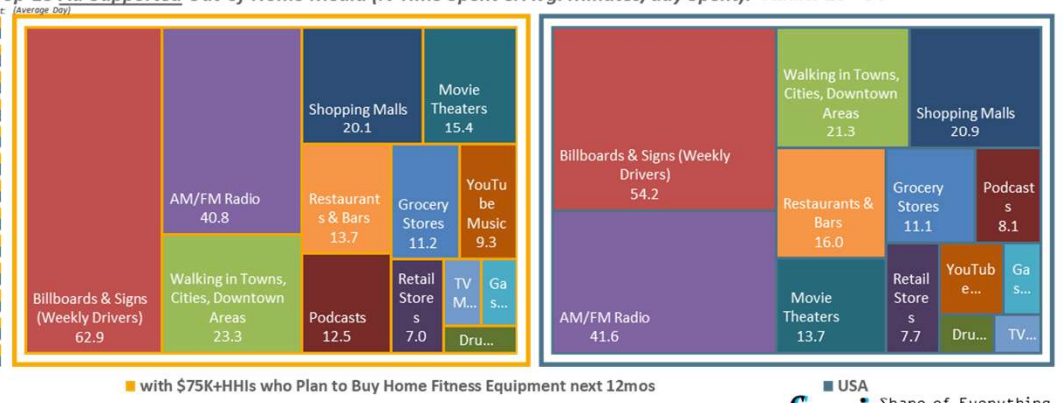
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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

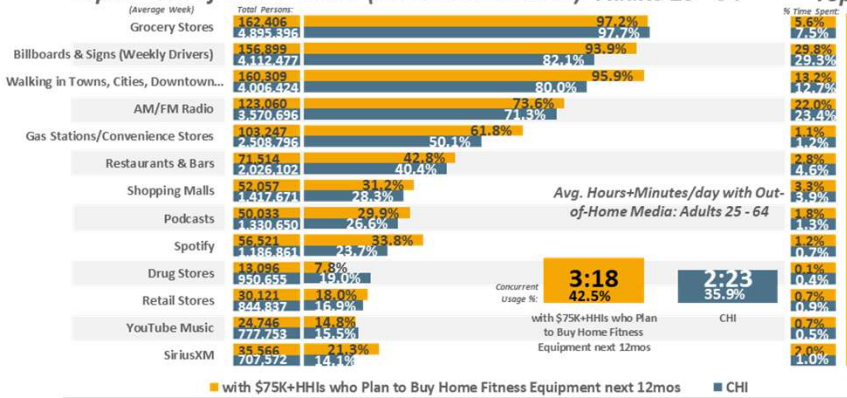
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

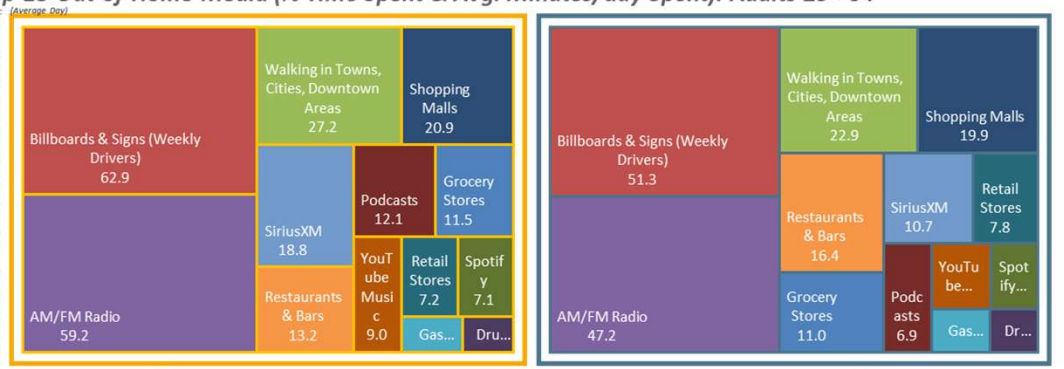
PELOTON CHI

156,899 or 93.9% 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. 69.5% Listen to Local Radio Stations Out-of-Home for an average of 53.4 minu

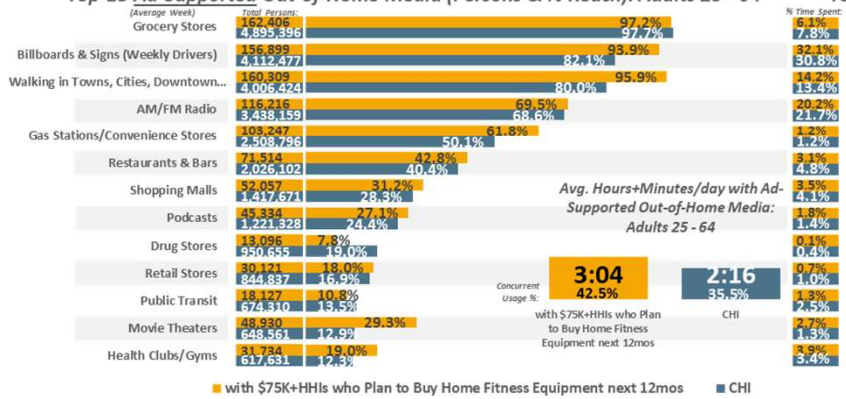
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



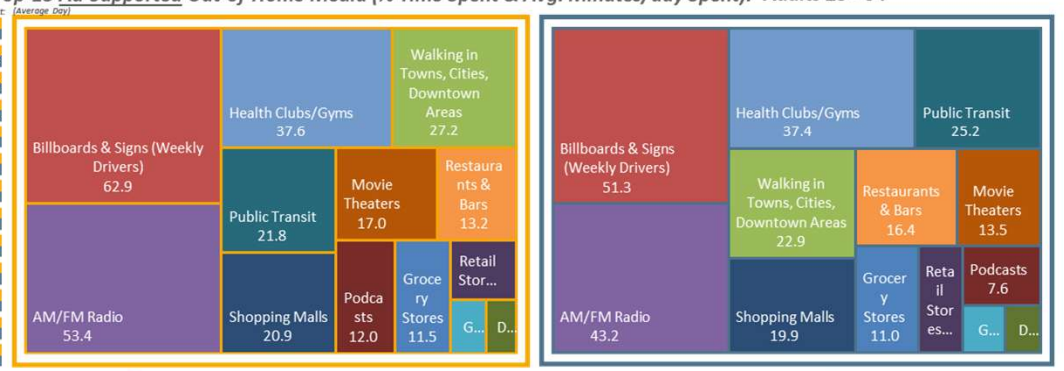
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100

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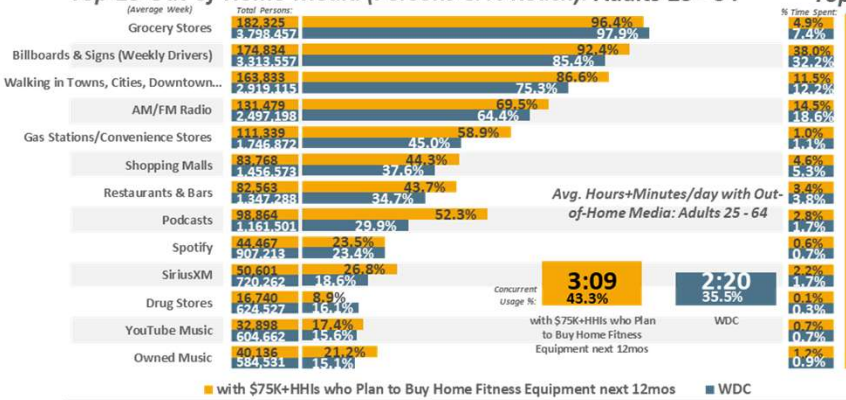
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

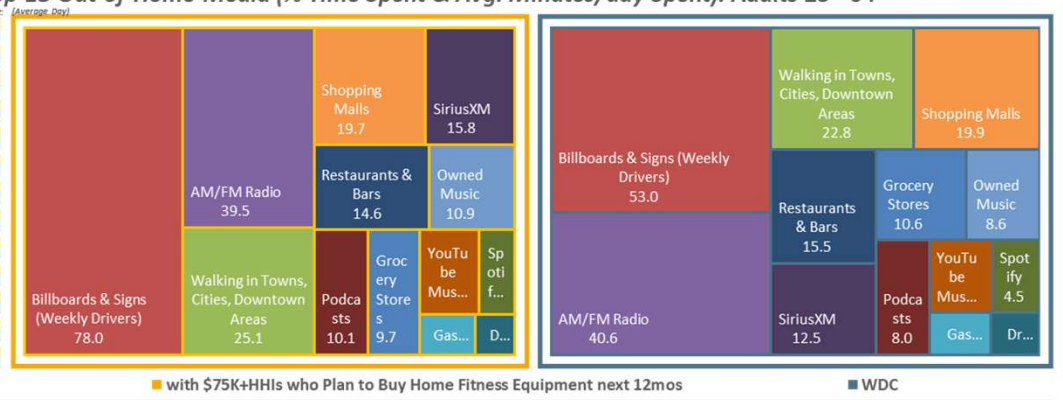


174,834 or 92.4% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 78. minutes per day driving, seeing Billboards and Signs. 64.4% Listen to Local Radio Stations Out-of-Home for an average of 32.2 minut

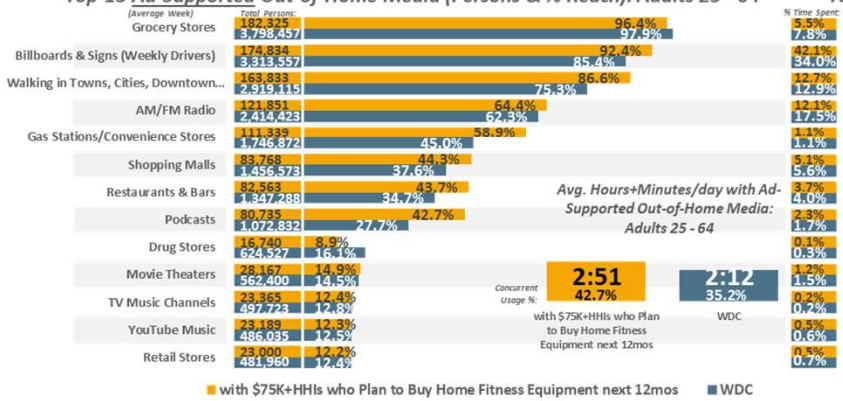
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



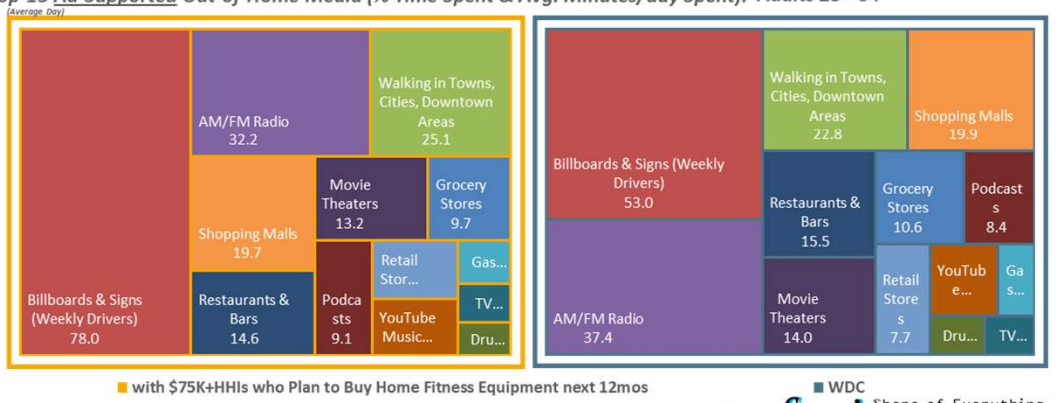
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237

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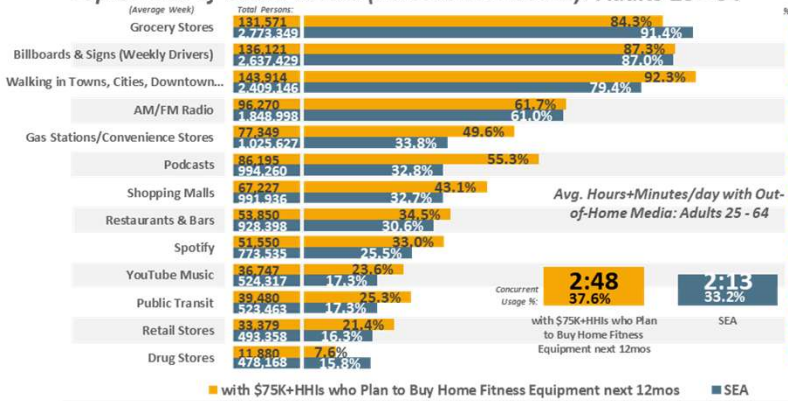
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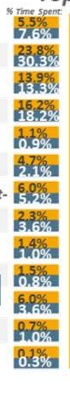
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON SEA

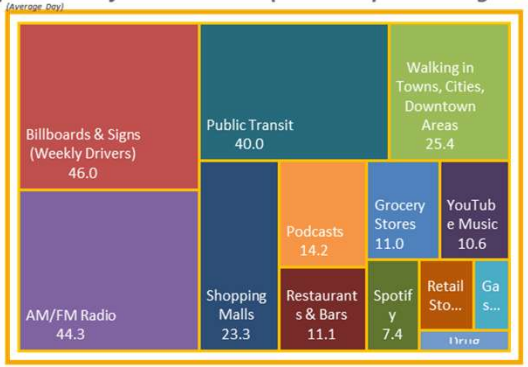
136,121 or 87.3% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 46. minutes per day driving, seeing Billboards and Signs. 59.2% Listen to Local Radio Stations Out-of-Home for an average of 35.2 minut

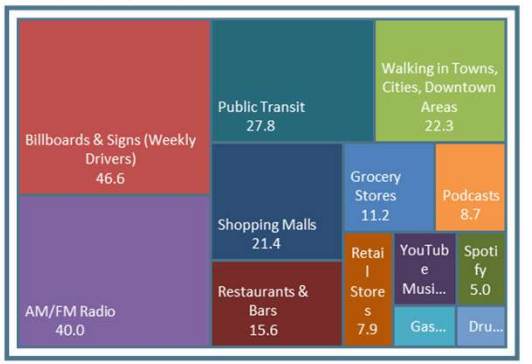
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64





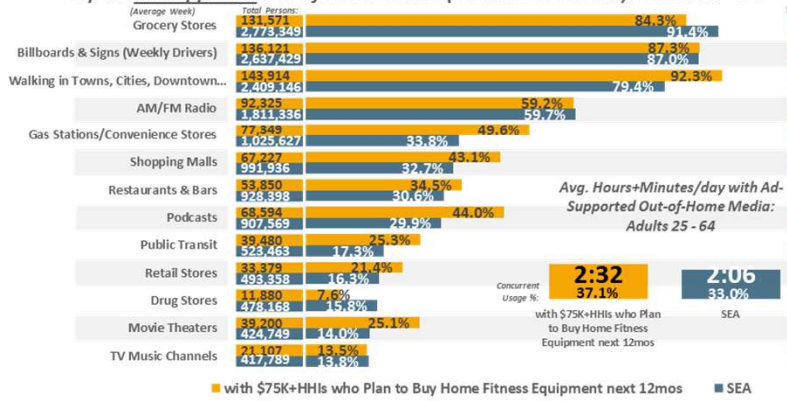
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

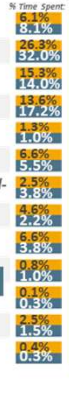




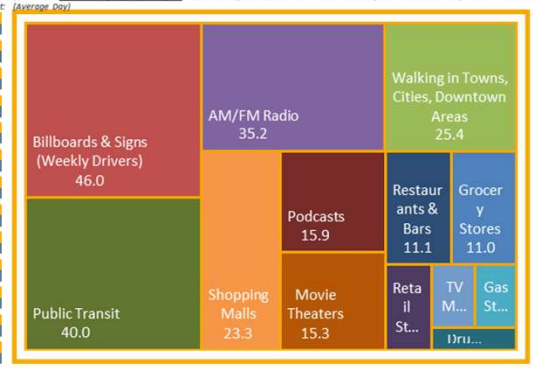
with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos ■ SEA

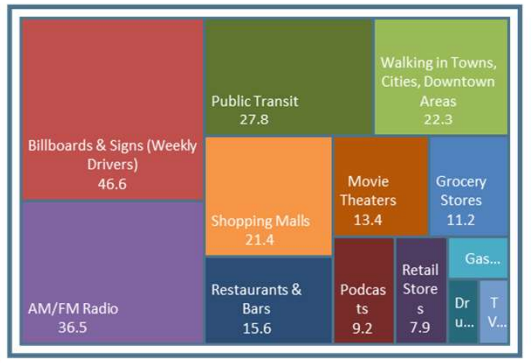
Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64





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





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

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156

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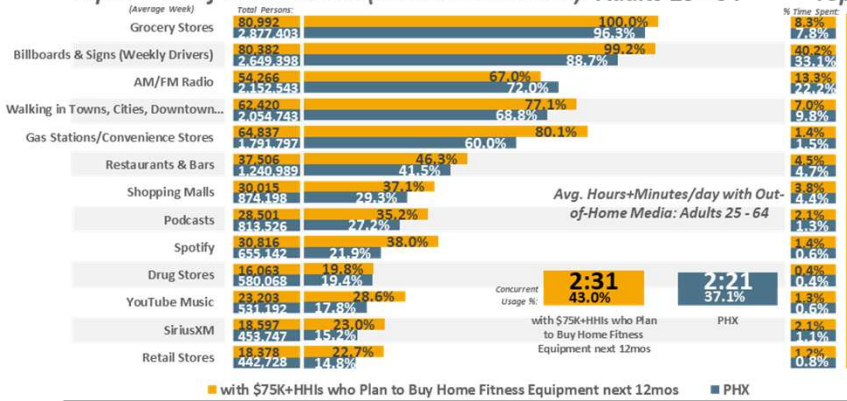
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

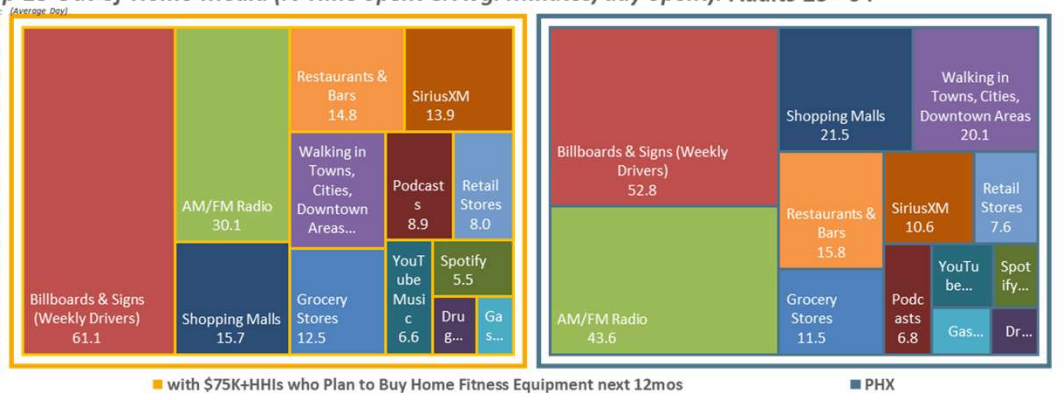


80,382 or 99.2% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 61.1 minutes per day driving, seeing Billboards and Signs. 64.4% Listen to Local Radio Stations Out-of-Home for an average of 28.7 minut

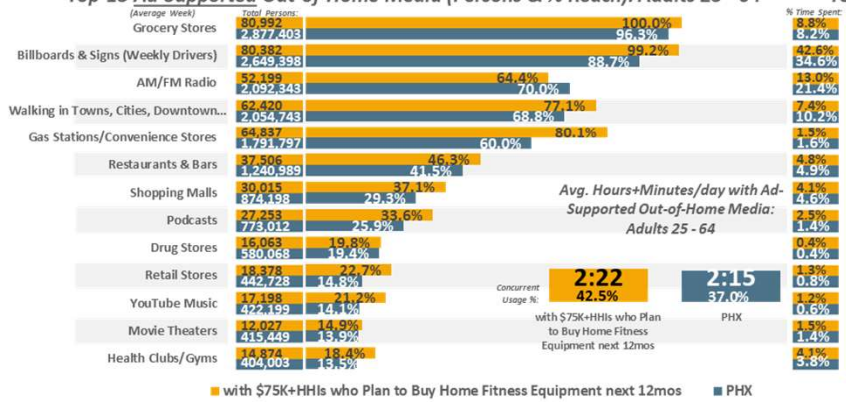
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



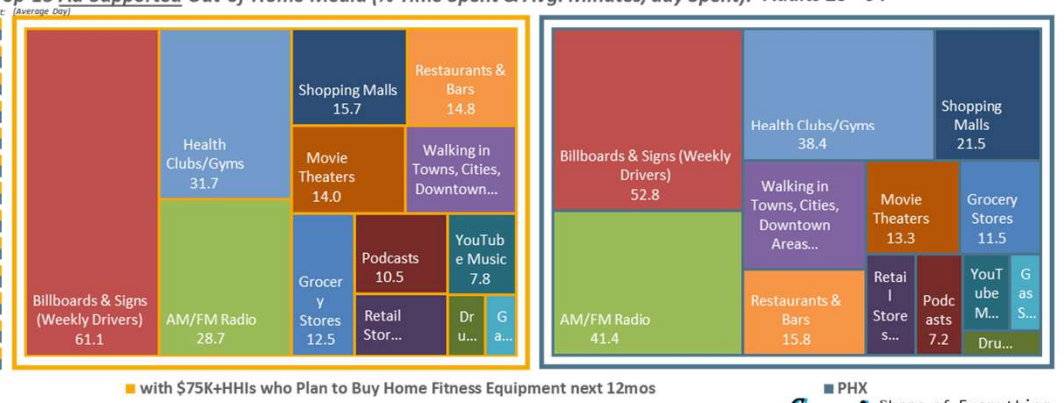
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43

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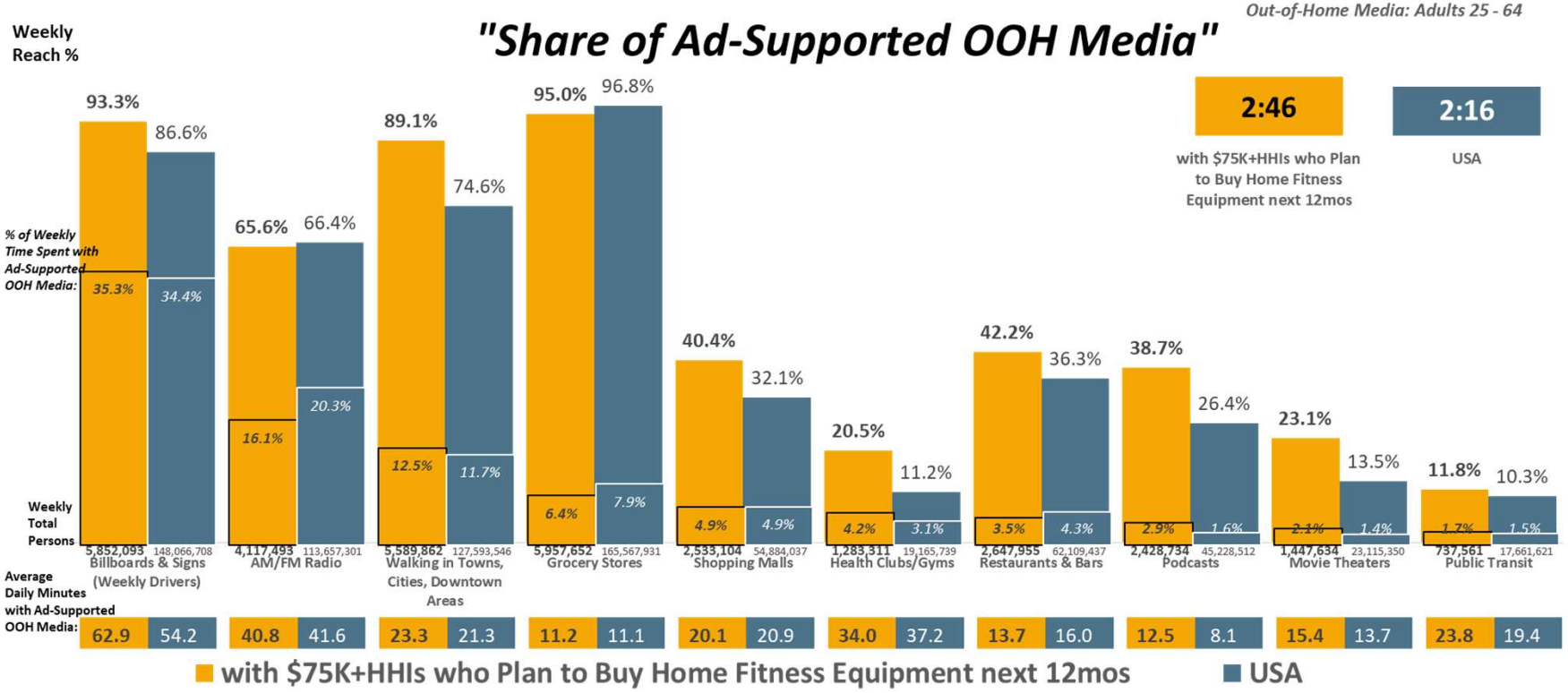
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

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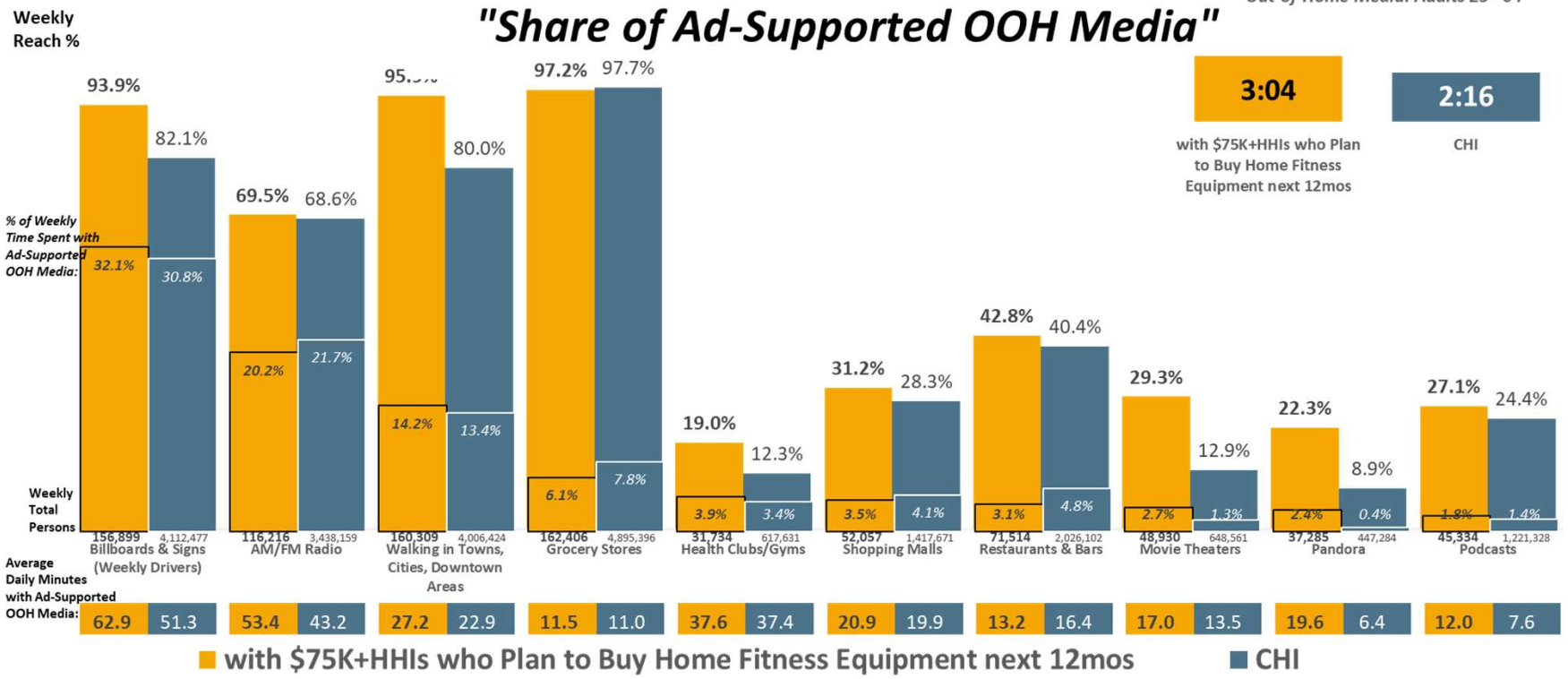
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON CHI

156,899 or 93.9% 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 32.1% 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"



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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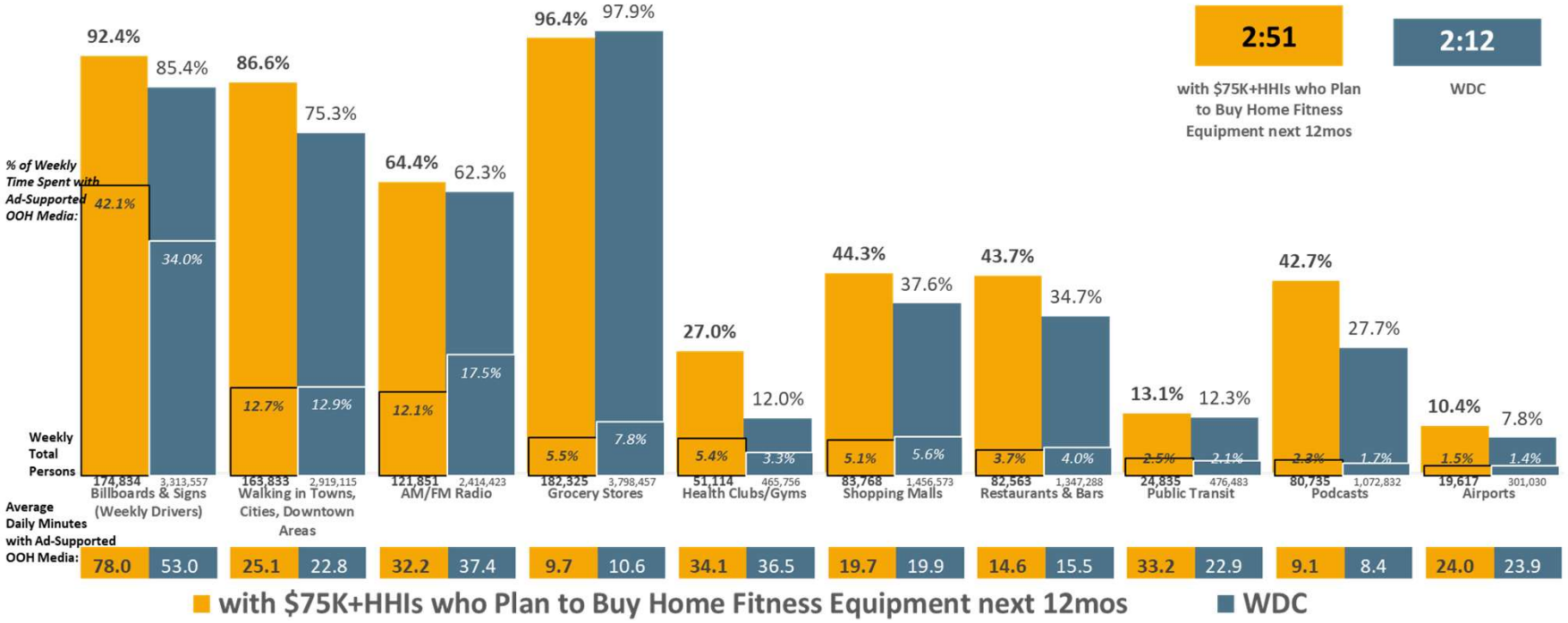
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[{Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment}]

174,834 or 92.4% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 78. minutes per day driving, seeing Billboards and Signs representing 42.1% 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"



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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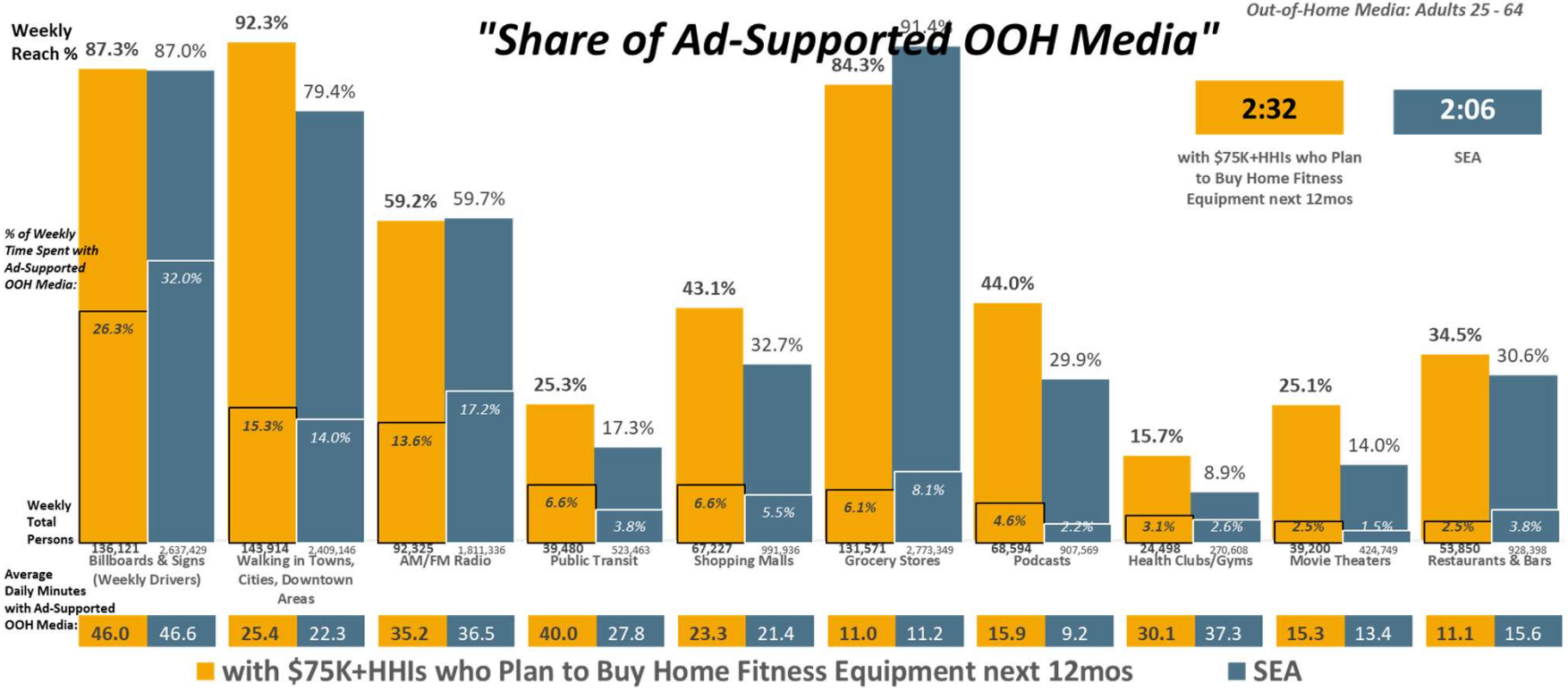
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



136,121 or 87.3% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 46. minutes per day driving, seeing Billboards and Signs representing 26.3% 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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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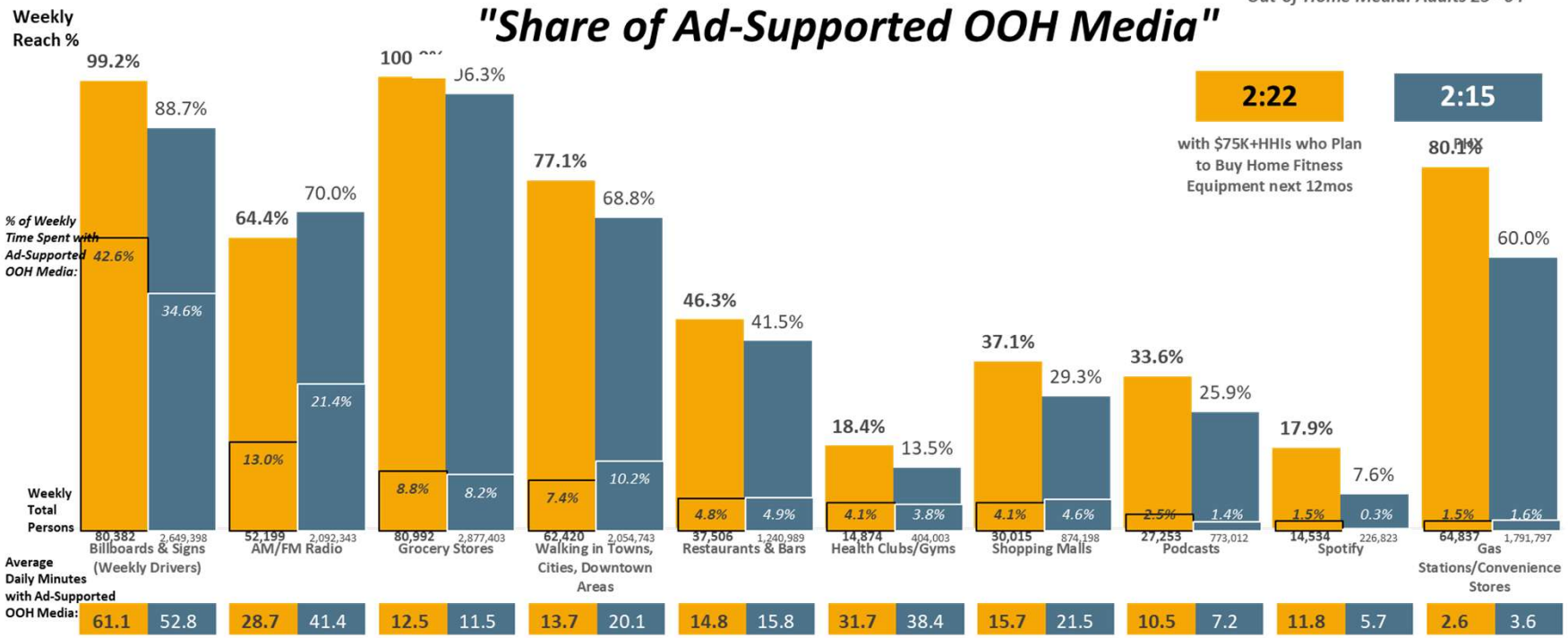
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



80,382 or 99.2% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 61.1 minutes per day driving, seeing Billboards and Signs representing 42.6% 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"



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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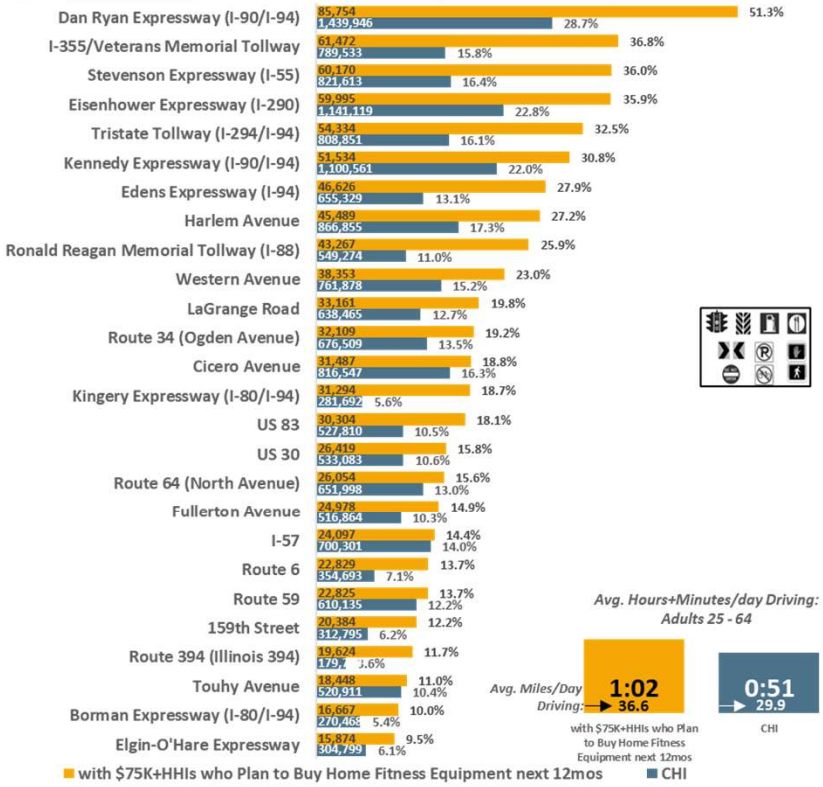
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



156,899 or 93.9% 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 an average of 36.6 miles each day and are 233.% more likely to use Kingery Expressway (I-80/I-94) than the

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

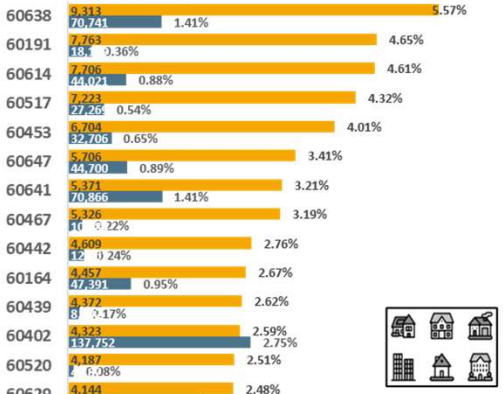


Avg. Hours+Minutes/day Driving: Adults 25 - 64

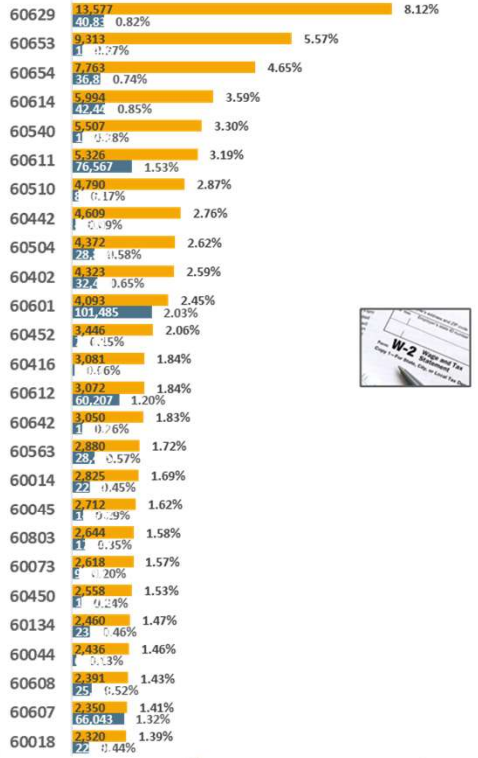
Avg. Miles/Day Driving: 1:02 → 36.6 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos

0:51 → 29.9 CHI

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



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CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100

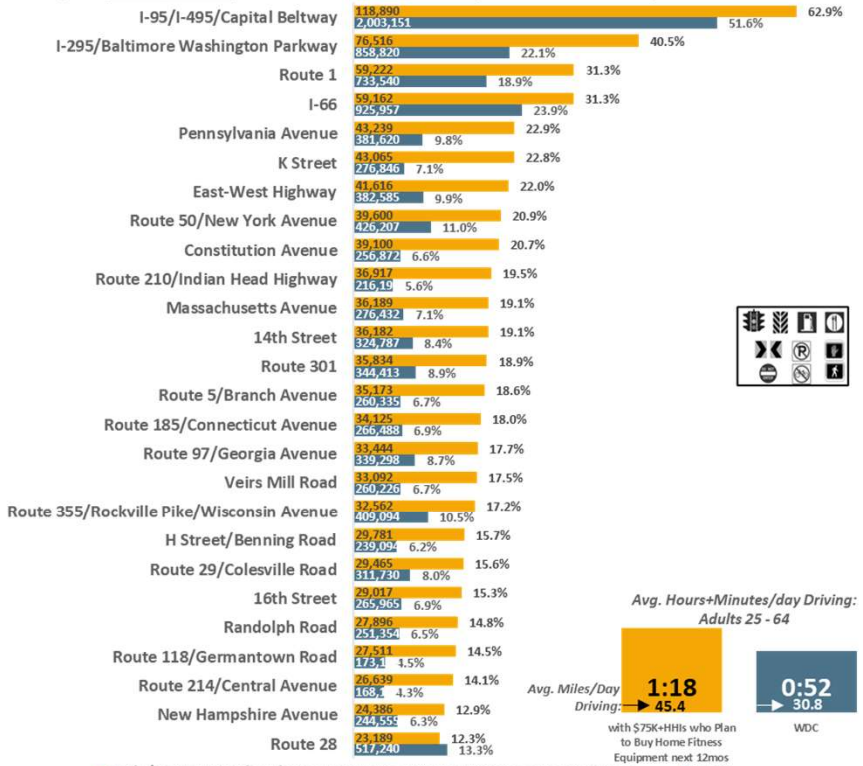
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]



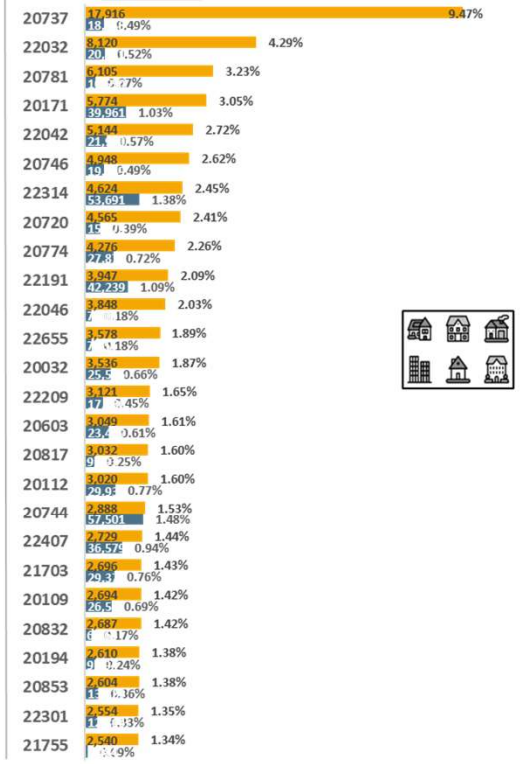
174,834 or 92.4% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 78. minutes per day driving an average of 45.4 miles each day and are 250.2% more likely to use Route 210/Indian Head Highway than the

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

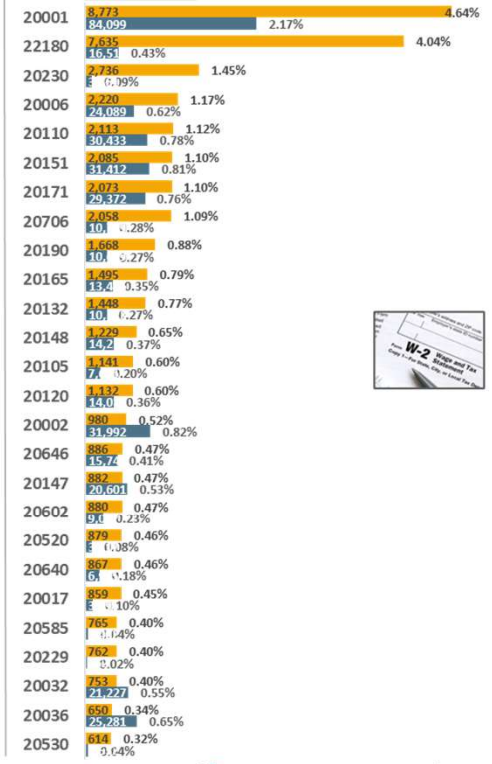


Avg. Hours+Minutes/day Driving: Adults 25 - 64

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



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WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237

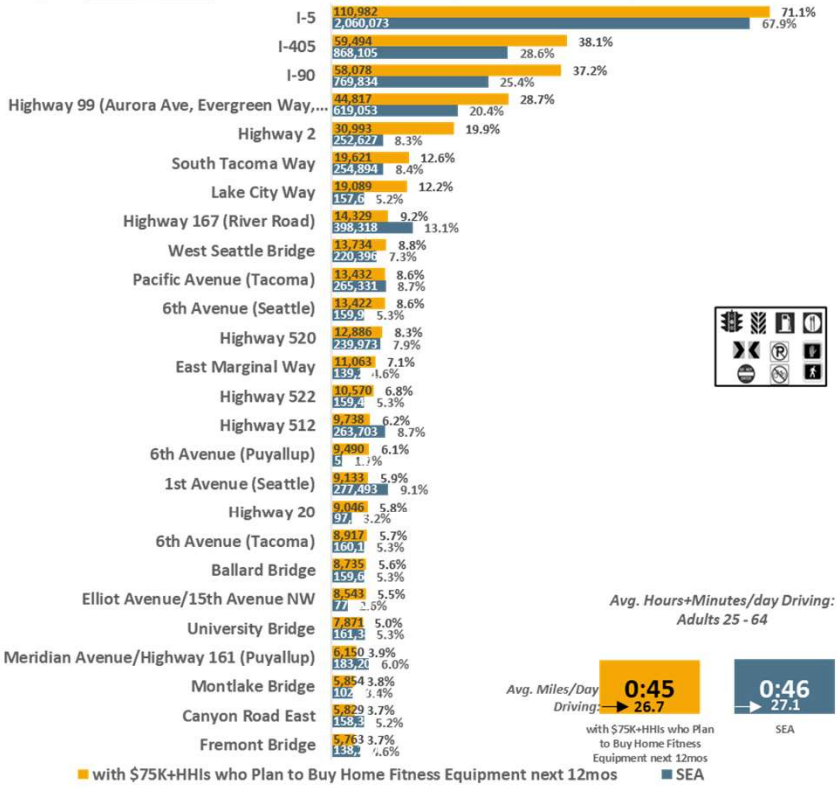
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON SEA

136,121 or 87.3% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 46. minutes per day driving an average of 26.7 miles each day and are 253.9% more likely to use 6th Avenue (Puyallup) than the Metro av

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: 0:45 → 26.7 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos

0:46 → 27.1 SEA

Top-26 Residential Zip Codes: Adults 25 - 64

98012	15,043 40,47	9.64% 1.33%
98052	9,236 59,944	5.92% 1.98%
98133	6,670 34,0	4.28% 1.12%
98532	6,075 1	3.89% 0.03%
98010	5,753	3.69% 0.21%
98501	4,545 24	2.91% 0.82%
98266	4,356	2.79% 0.25%
98387	3,906 27,0	2.50% 0.92%
98059	3,868	2.48% 0.33%
98074	3,404	2.18% 0.53%
98502	3,384	2.17% 0.60%
98155	3,241 23,	2.08% 0.78%
98276	3,135	2.01% 0.27%
98329	3,124 1	2.00% 0.45%
98126	3,098 23,	1.99% 0.76%
98144	2,974 20	1.91% 0.69%
98826	2,812	1.80% 0.9%
98115	2,770 31,9	1.78% 1.05%
98116	2,764 21	1.77% 0.71%
98107	2,764 33,5	1.77% 1.10%
98058	2,737 16	1.75% 0.55%
98032	2,541 20	1.63% 0.69%
98188	2,513 15	1.61% 0.52%
98204	2,322 26,	1.49% 0.88%
98027	2,321 1	1.49% 0.37%
98117	2,105 26,9	1.35% 0.89%

Top-26 Employment Zip Codes: Adults 25 - 64

98004	12,899 57,387	8.27% 1.89%
98052	9,706 87,663	6.22% 2.89%
98531	6,075 9	3.89% 0.32%
98109	6,031 35,595	3.87% 1.17%
98012	5,357 19,0	3.43% 0.63%
98105	3,847 37,567	2.47% 1.24%
98444	3,225 8	2.07% 0.28%
98276	3,135	2.01% 0.10%
98126	3,098 8	1.99% 0.29%
98826	2,812 5	1.80% 0.18%
98116	2,764 14	1.77% 0.48%
98010	2,469	1.58% 0.08%
98204	2,322 23,6	1.49% 0.78%
98569	2,149 17,	1.38% 0.56%
98057	2,101 15	1.35% 0.52%
98101	2,080 75,180	1.33% 2.48%
98058	2,068 5	1.33% 0.20%
98112	2,029 4	1.30% 0.15%
98408	2,016 8	1.29% 0.27%
98107	1,989 15,	1.28% 0.51%
98133	1,899 19,2	1.22% 0.64%
98106	1,807 16	1.16% 0.53%
98034	1,803 19,2	1.16% 0.63%
98404	1,739 14	1.11% 0.48%
98002	1,718 8	1.10% 0.29%
98275	1,644 9	1.05% 0.32%

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SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156

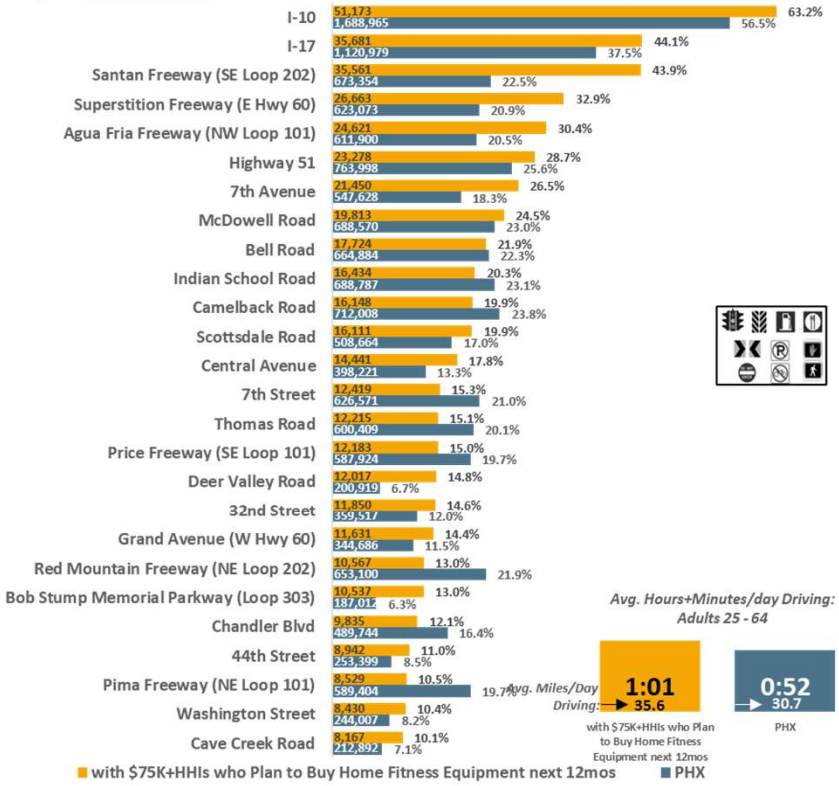
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON PHX

80,382 or 99.2% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos spend an average of 61.1 minutes per day driving an average of 35.6 miles each day and are 120.7% more likely to use Deer Valley Road than the Metro average

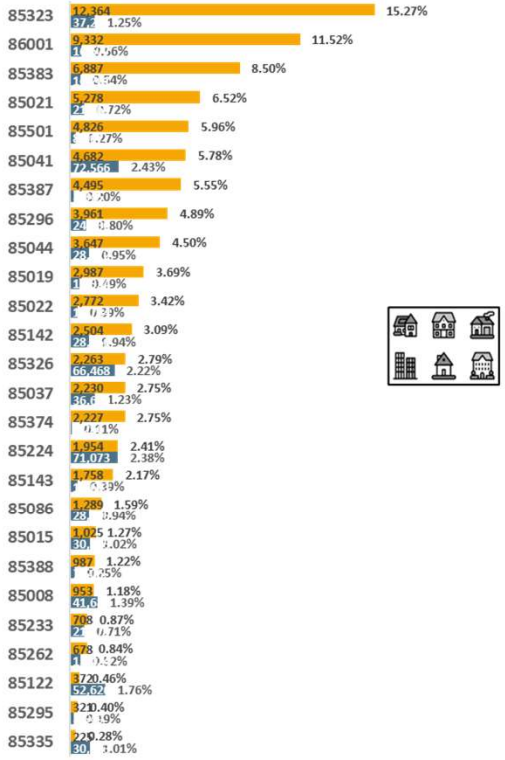
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



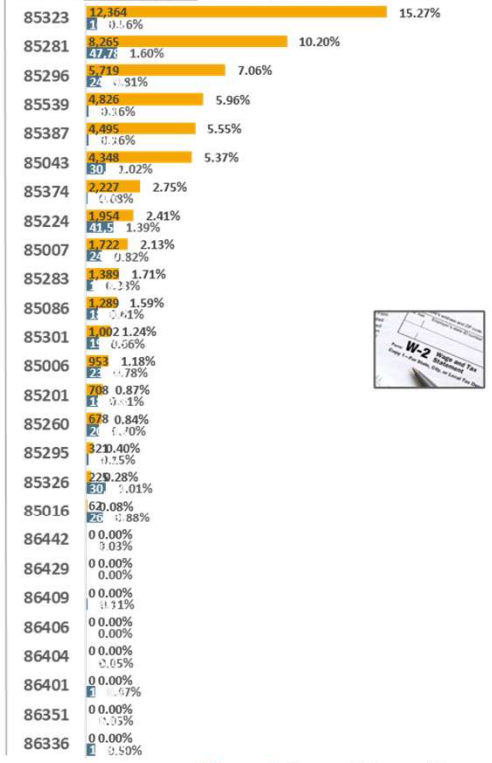
Avg. Hours+Minutes/day Driving: Adults 25 - 64

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



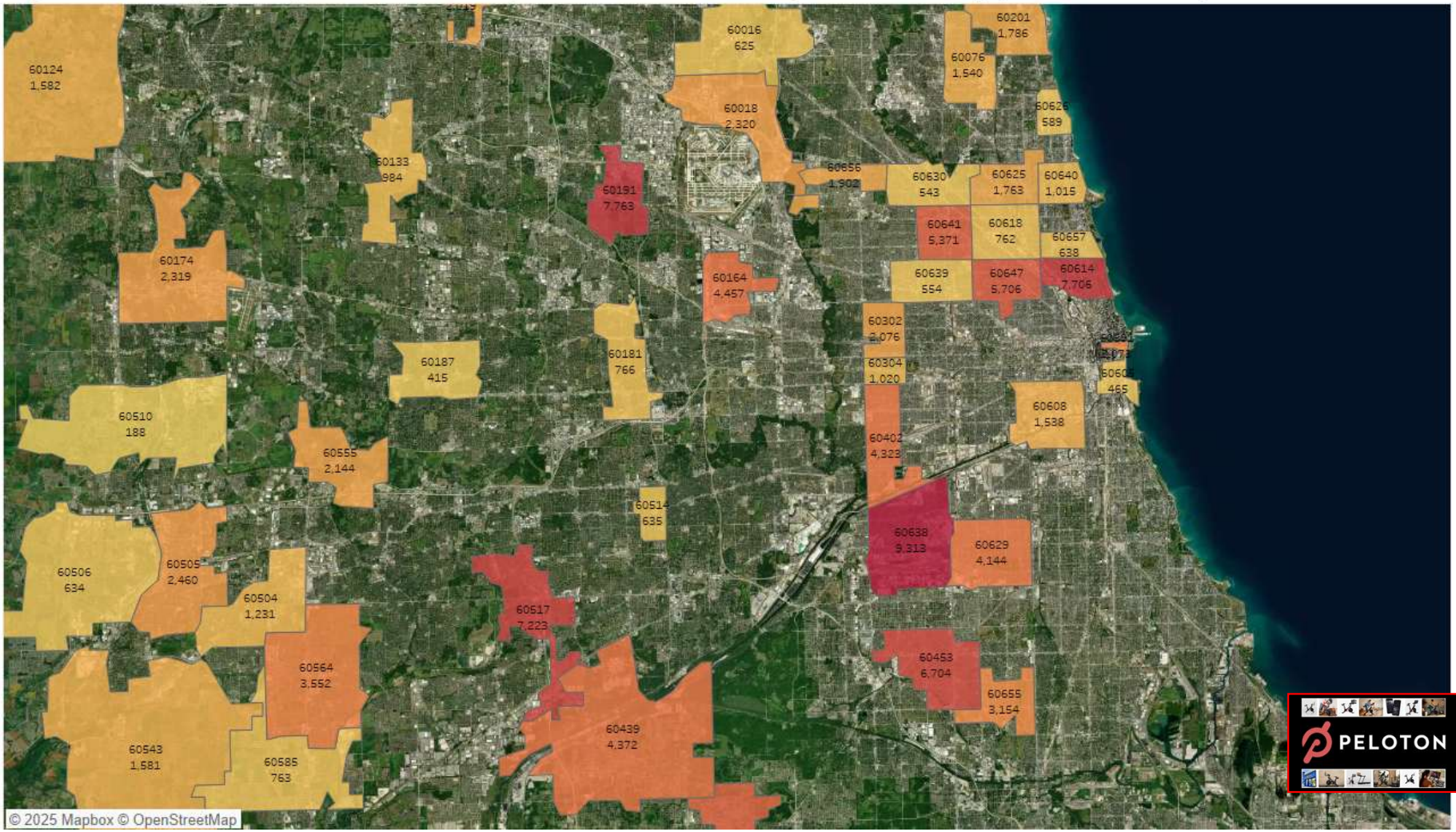
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PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43

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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)



SUM(Adults 25 - 64 wit...
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PELOTON CHI

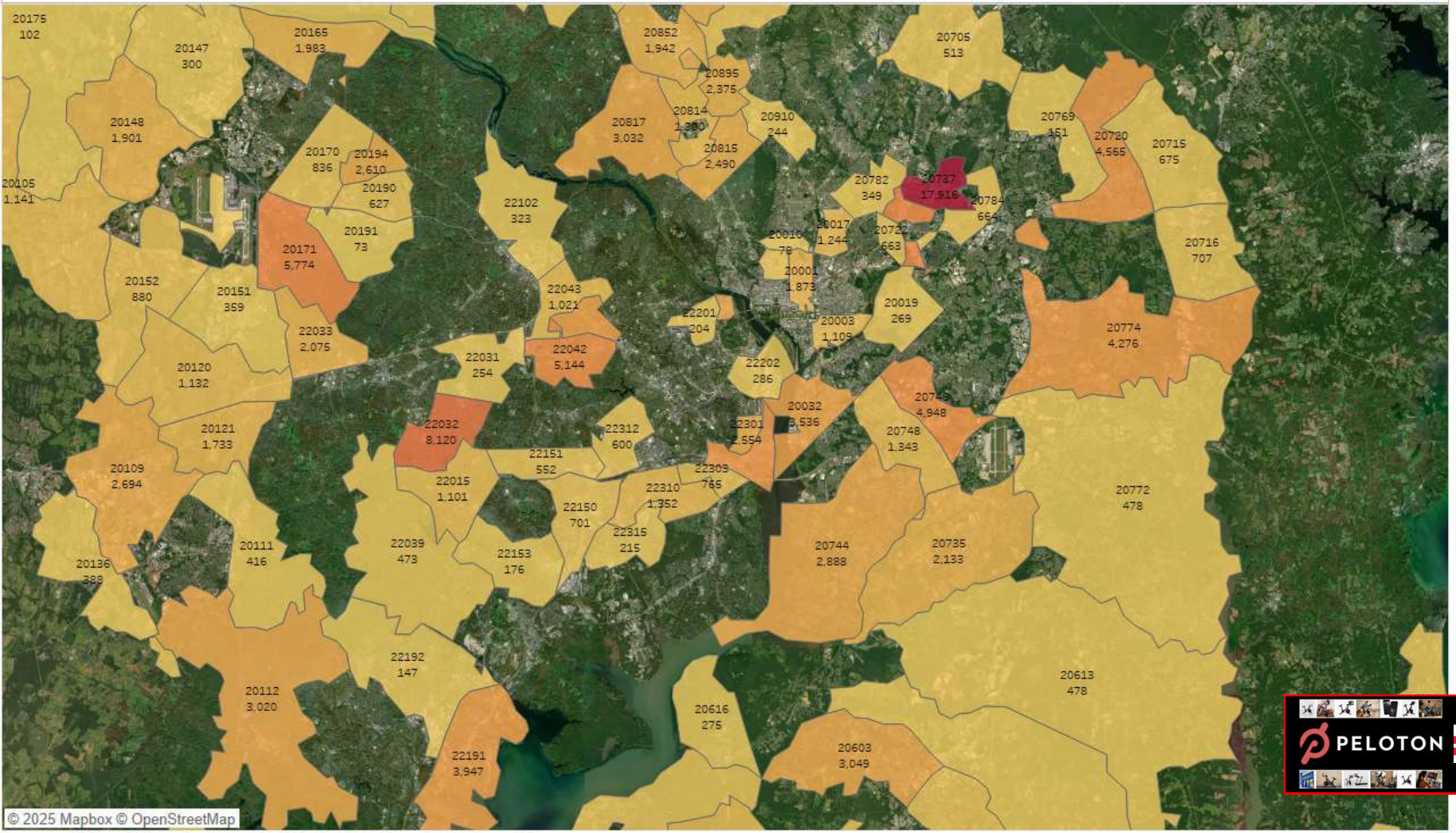
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100

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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)



SUM(Adults 25 - 64 wit...

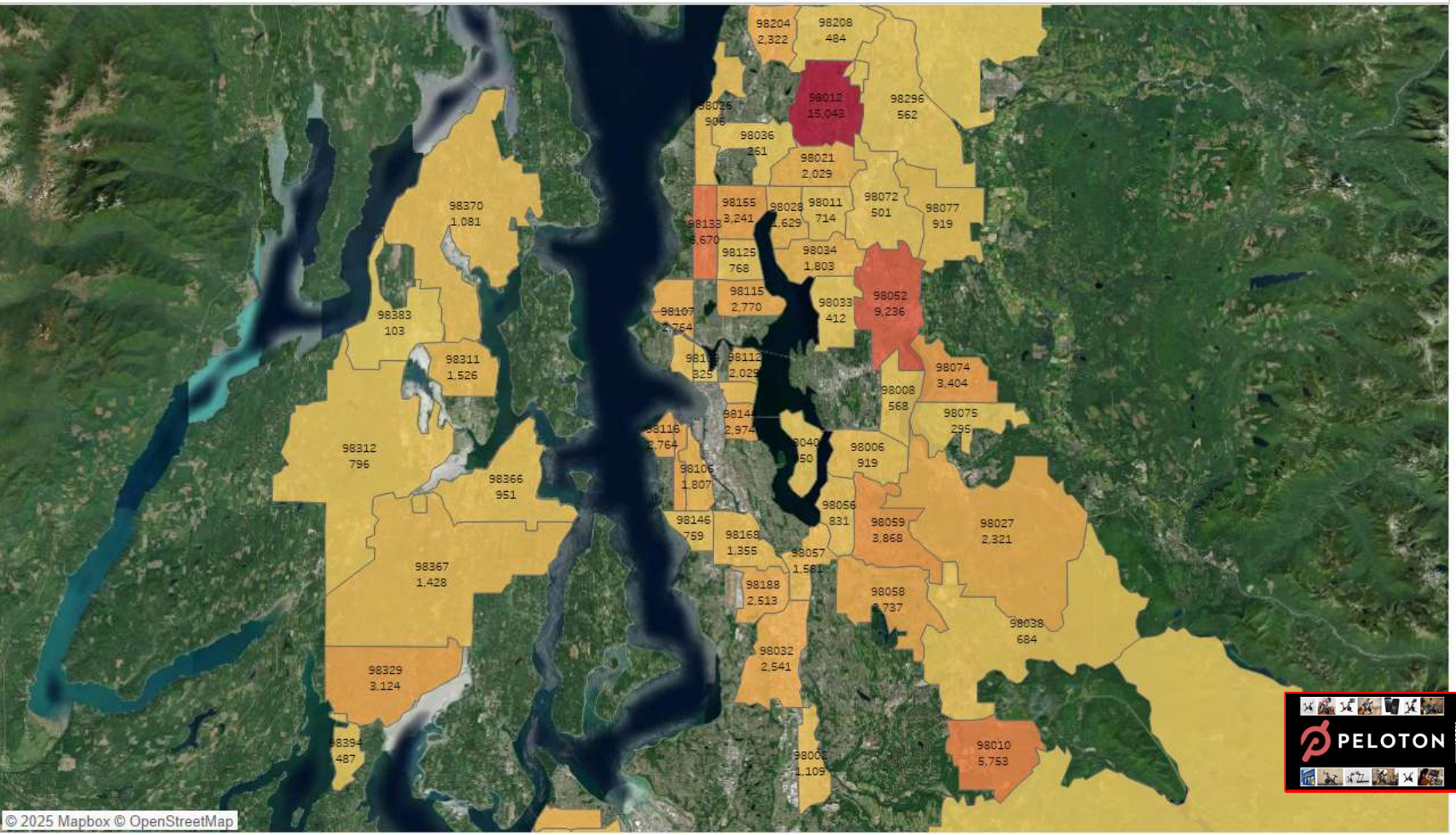
21 17,916

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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)



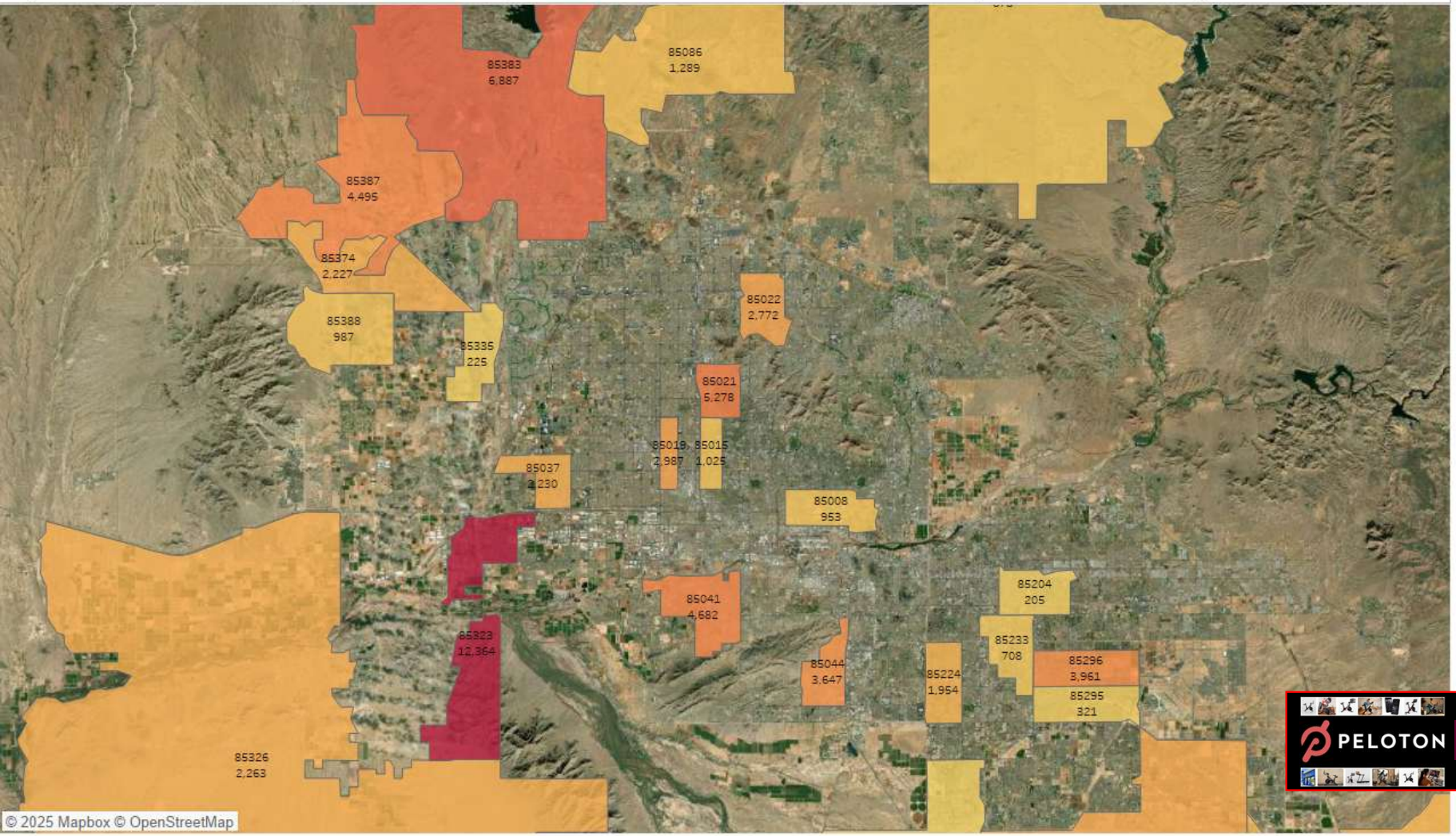
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156

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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)



SUM(Adults 25 - 64 wit...

62 12,364

PELOTON PHX

PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43

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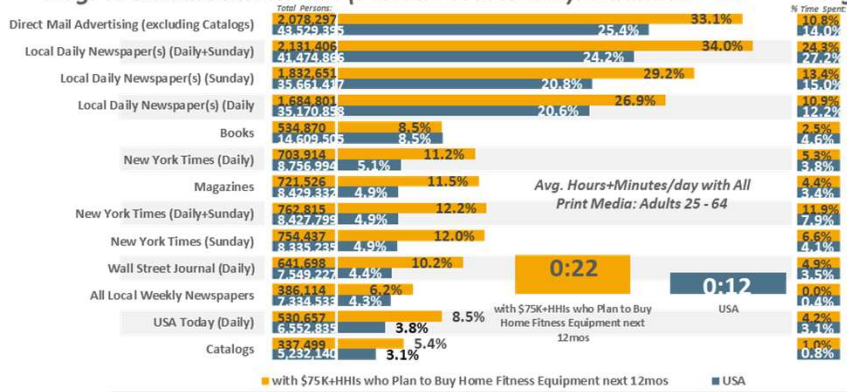
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON 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

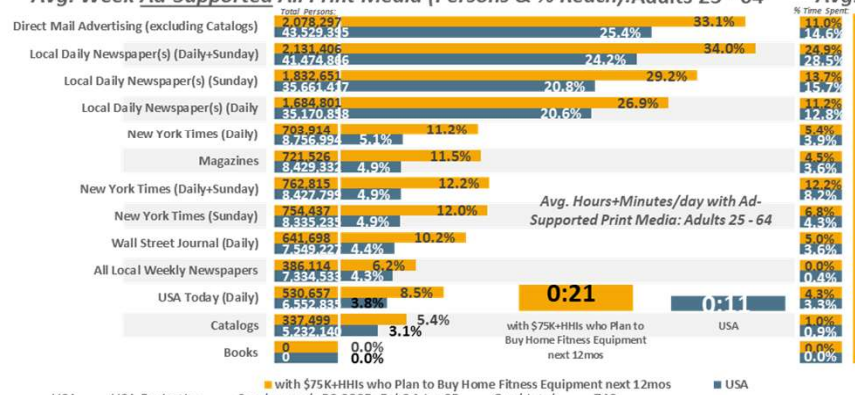
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



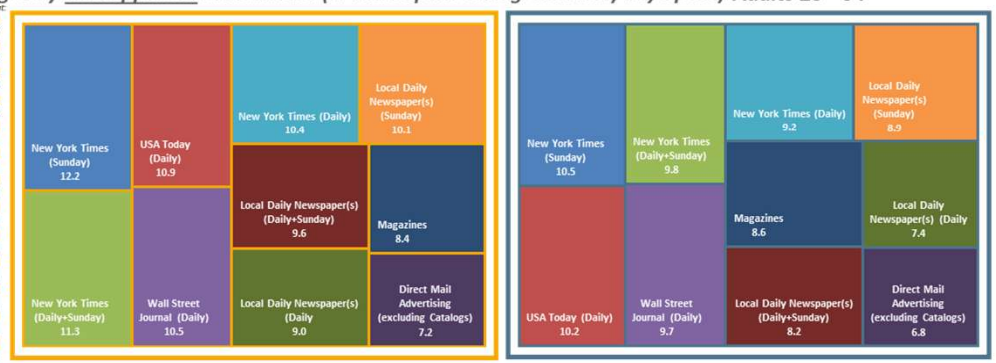
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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

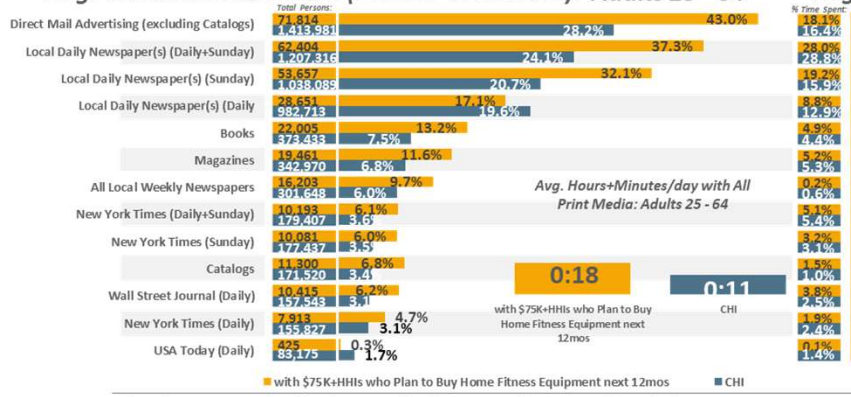
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

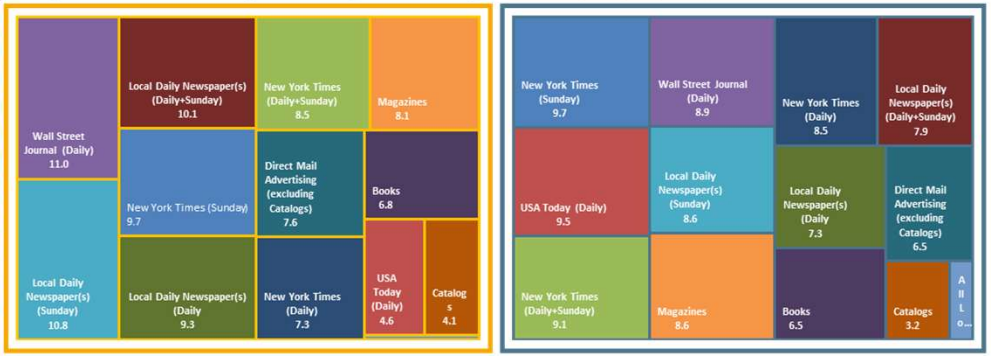
PELOTON CHI

62,404 or 37.3% 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 10.1 minutes every day representing 29.4% of all time spent daily with All forms of Print Me

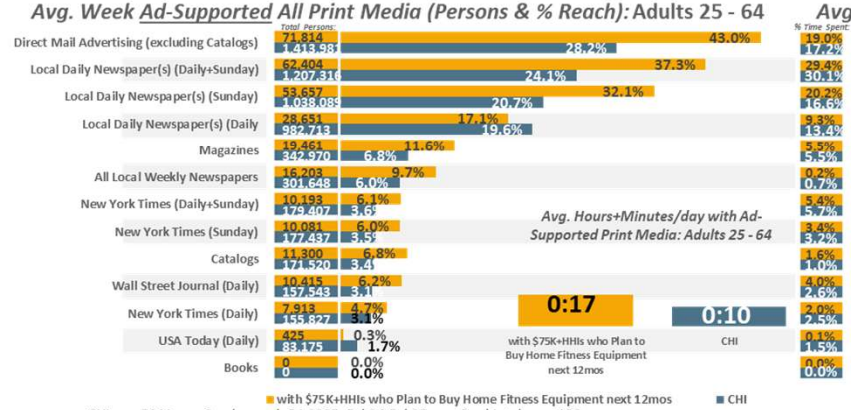
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 100

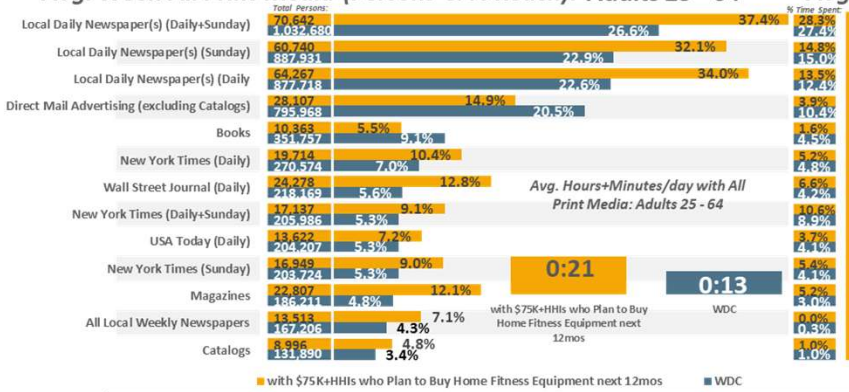
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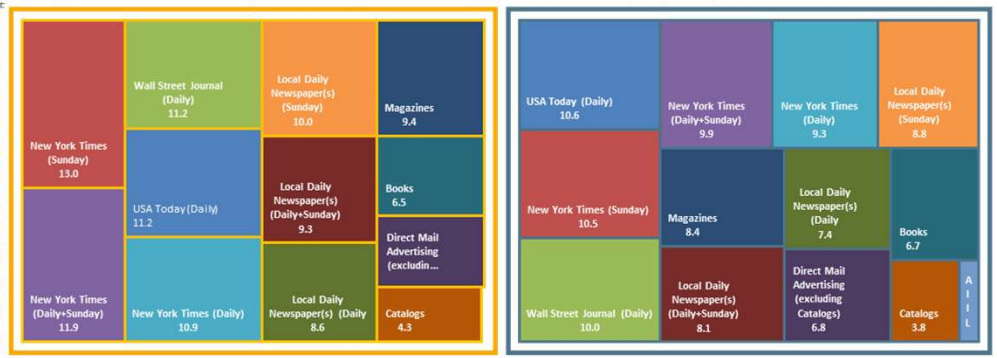
[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

70,642 or 37.4% 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 9.3 minutes every day representing 28.8% of all time spent daily with All forms of Print Med

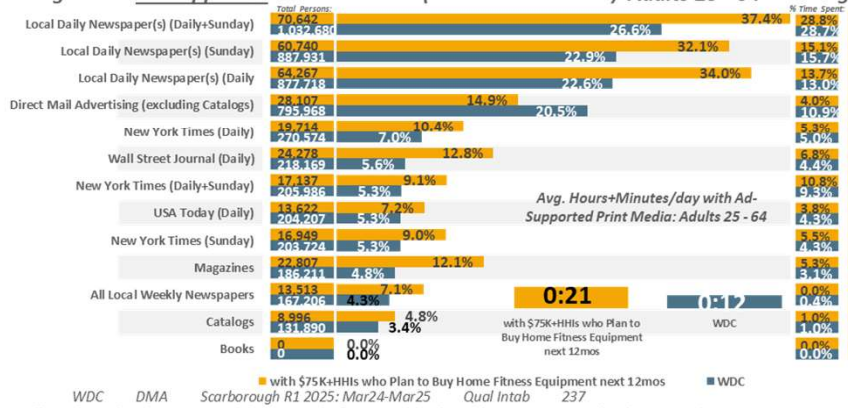
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



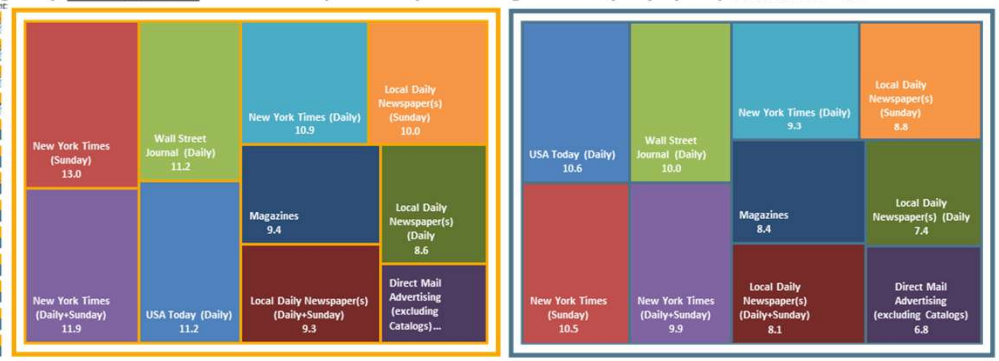
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 237

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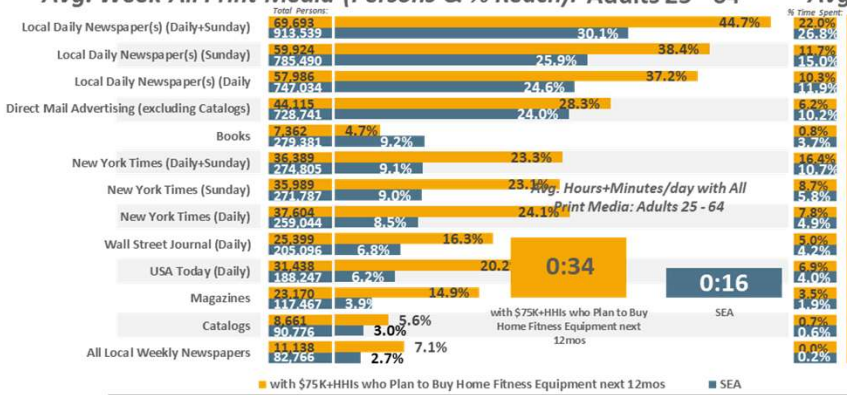
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

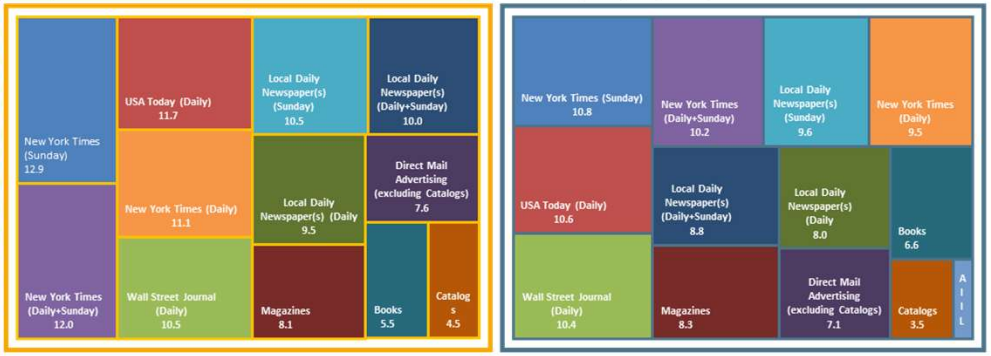
PELOTON SEA

69,693 or 44.7% 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 10. minutes every day representing 22.2% of all time spent daily with All forms of Print Med

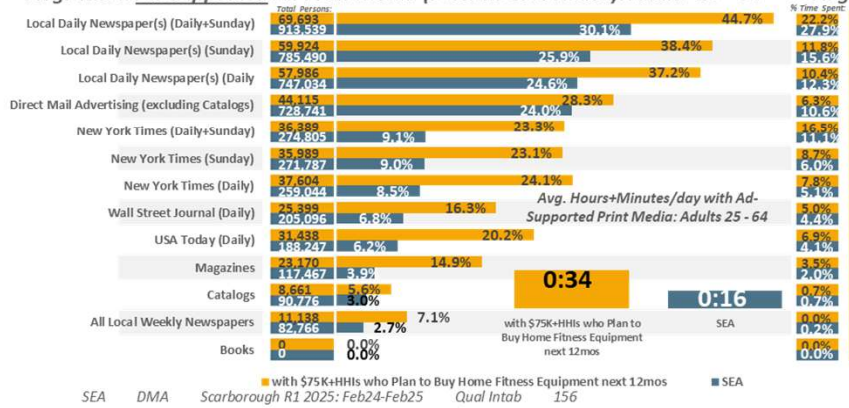
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



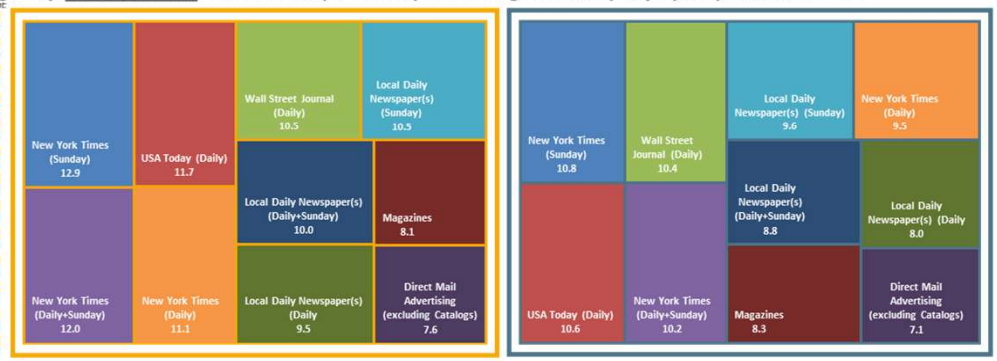
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 156

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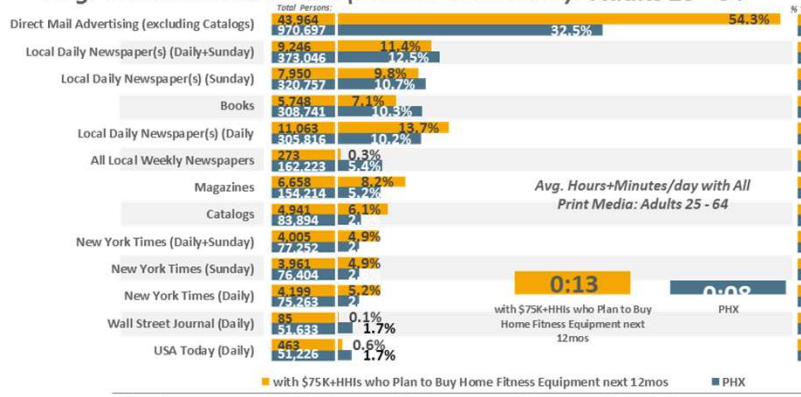
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON PHX

43,964 or 54.3% of Adults 25 - 64 with $75K+HHIs who Plan to Buy Home Fitness Equipment next 12mos read Direct Mail Advertising (excluding Catalogs) for an average of 7.7 minutes every day representing 32.4% of all time spent daily with All forms of Prin

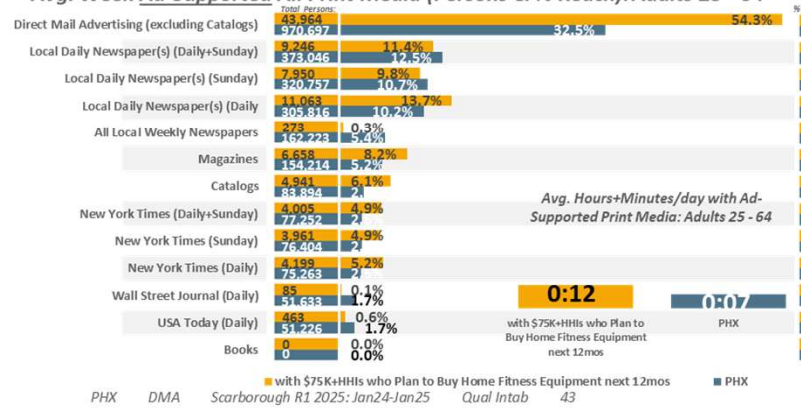
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



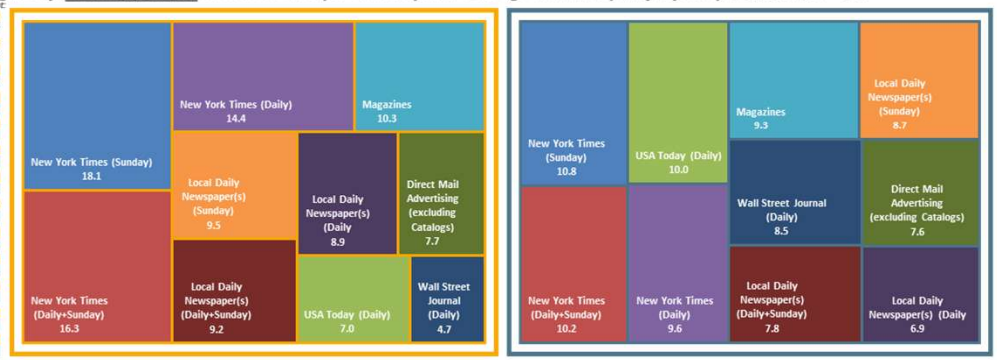
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 43

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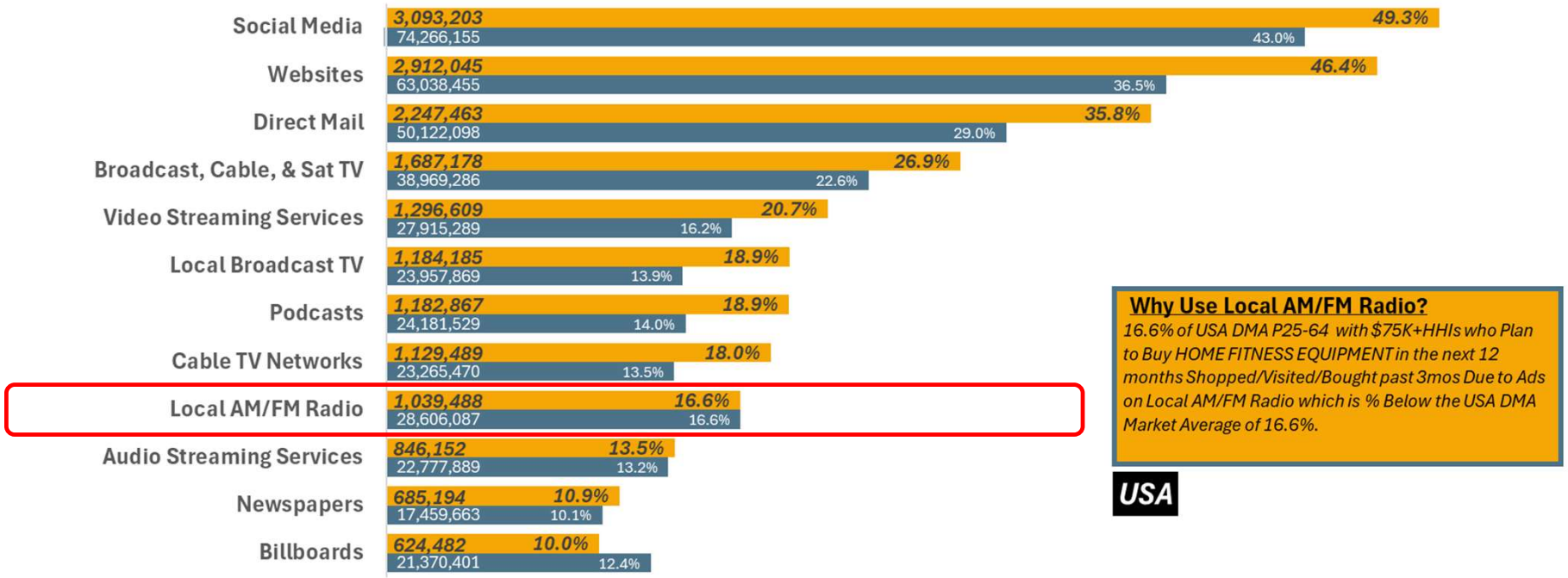
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

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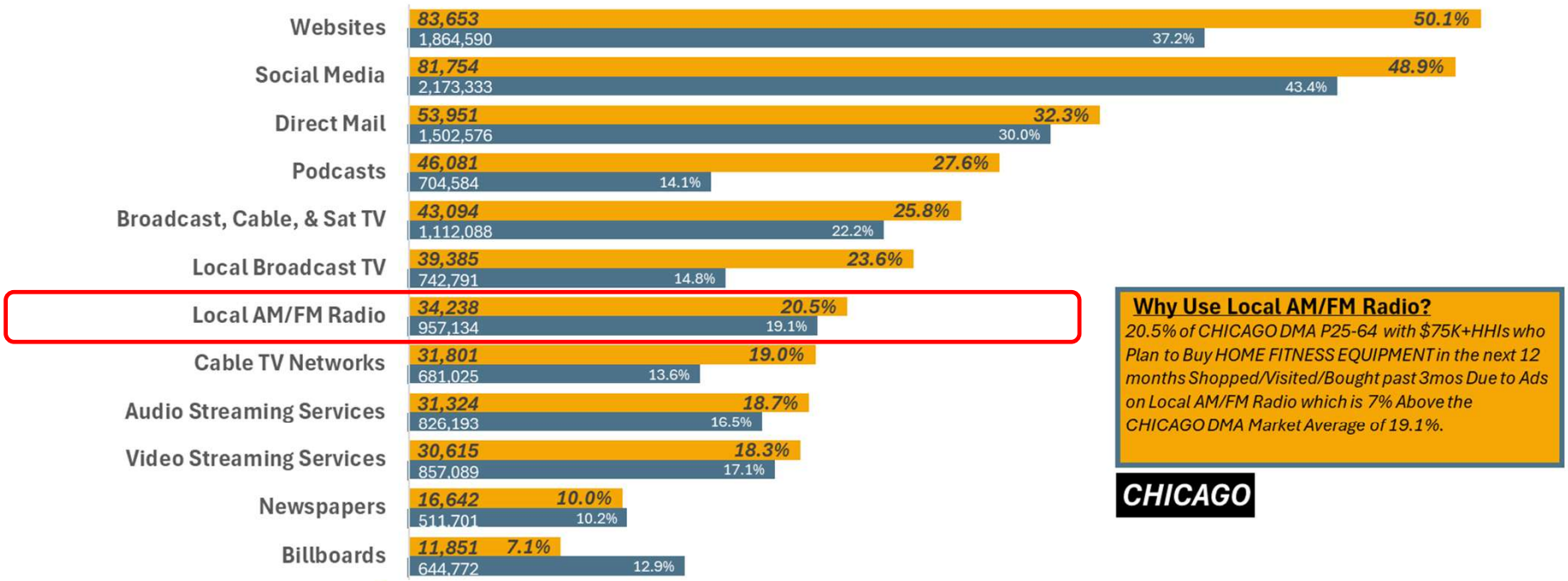
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON CHI

"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?

20.5% of CHICAGO 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 7% Above the CHICAGO DMA Market Average of 19.1%.

CHICAGO

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 86

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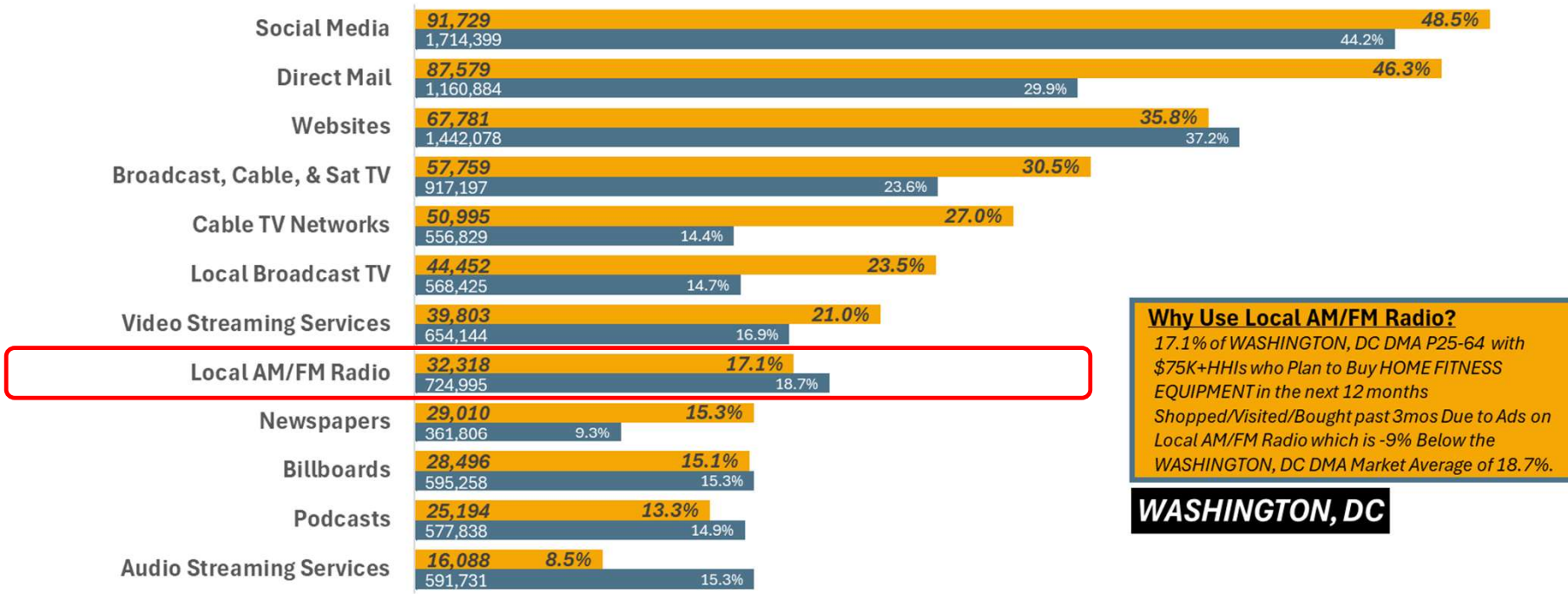
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON WDC

"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?

17.1% of WASHINGTON, DC 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 -9% Below the WASHINGTON, DC DMA Market Average of 18.7%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab: 195

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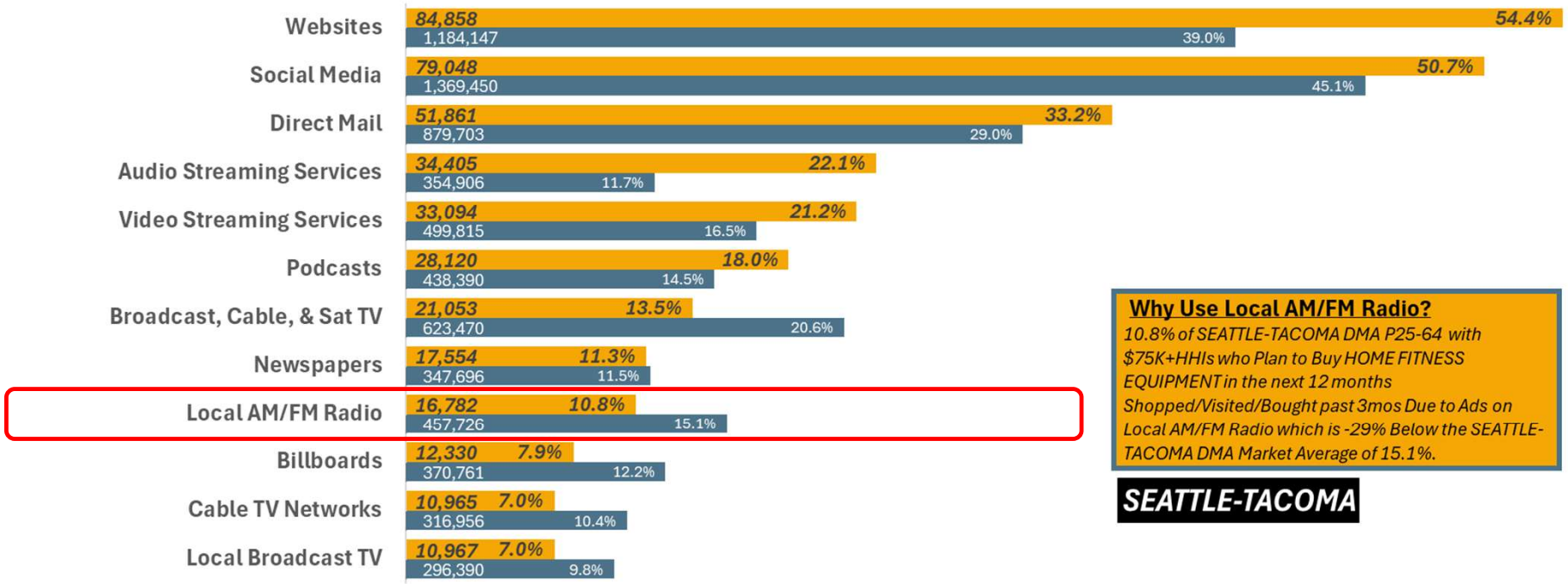
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON SEA

"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?

10.8% of SEATTLE-TACOMA 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 -29% Below the SEATTLE-TACOMA DMA Market Average of 15.1%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 132

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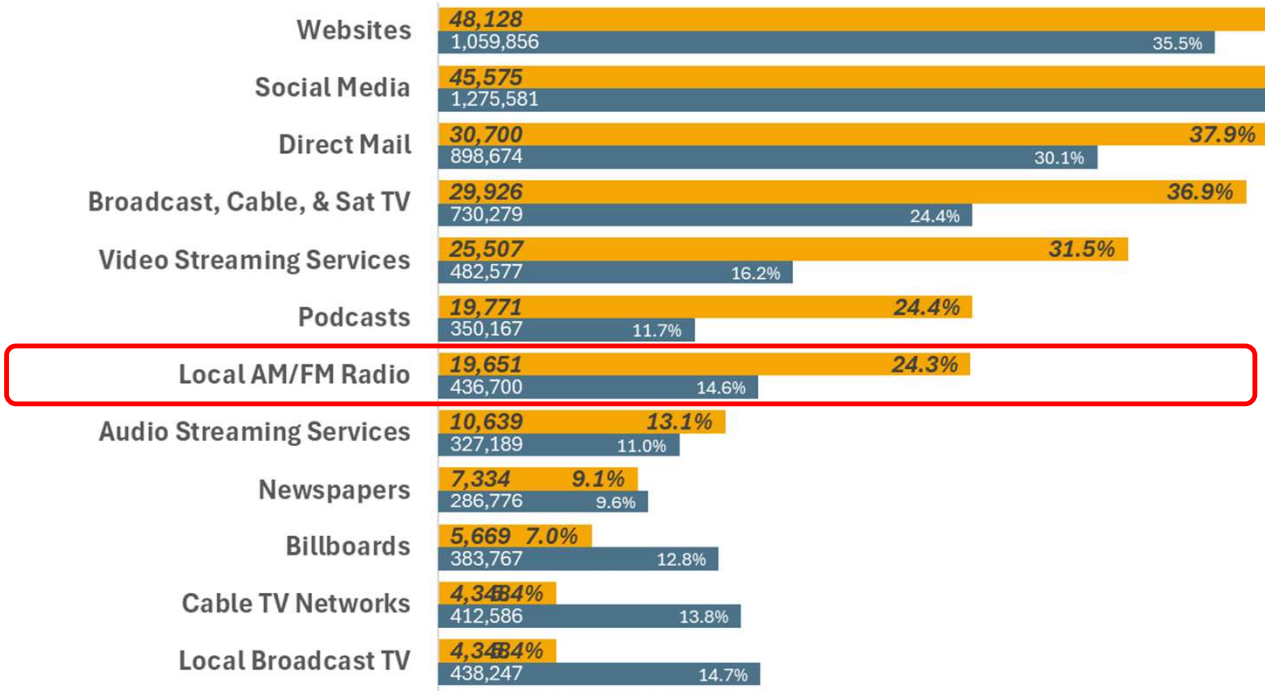
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[(Household income summaries (HHLD): $75,000 or more AND Items/services HHLD plans to buy in next 12 months (HHLD): Exercise/fitness equipment)]

PELOTON PHX

"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?

24.3% of PHOENIX 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 66% Above the PHOENIX DMA Market Average of 14.6%.

PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 35

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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)]