

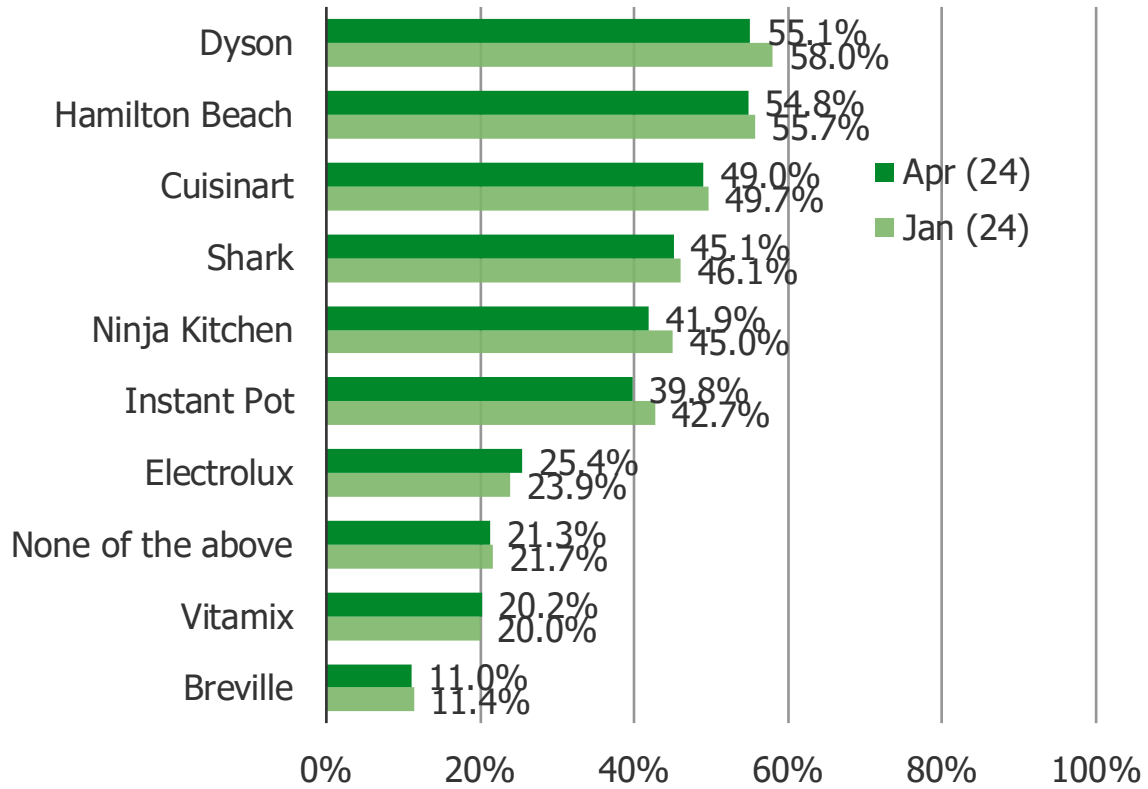
BESPOKE SURVEYS

(SN) Shark Ninja, Vol 2

1,250 US Consumers Each Quarter, Balanced to Census

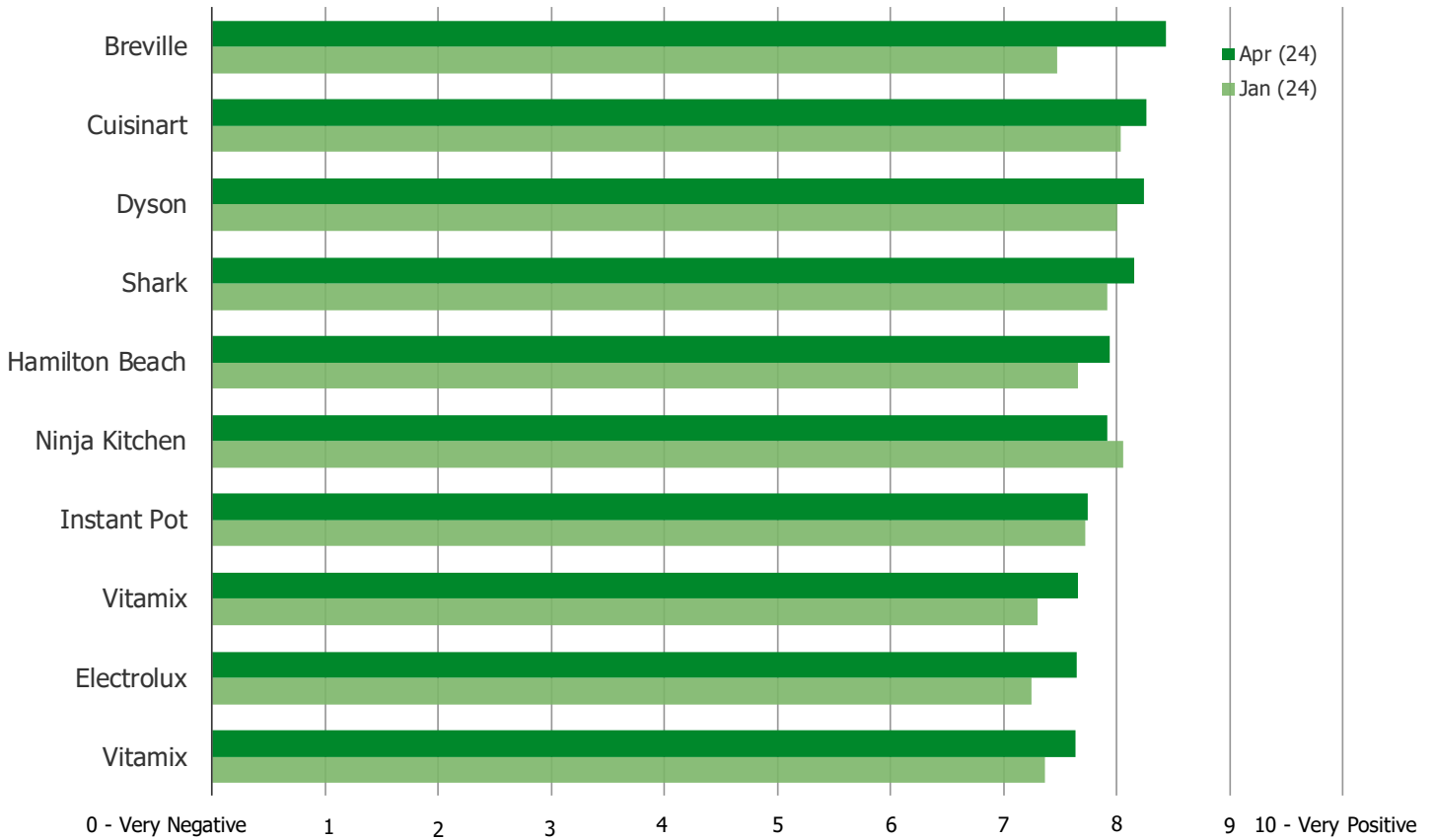
ARE YOU FAMILIAR WITH ANY OF THE FOLLOWING BRANDS? SELECT ALL THAT APPLY

This question was posed to all respondents.



HOW DO YOU FEEL ABOUT THE FOLLOWING BRANDS?

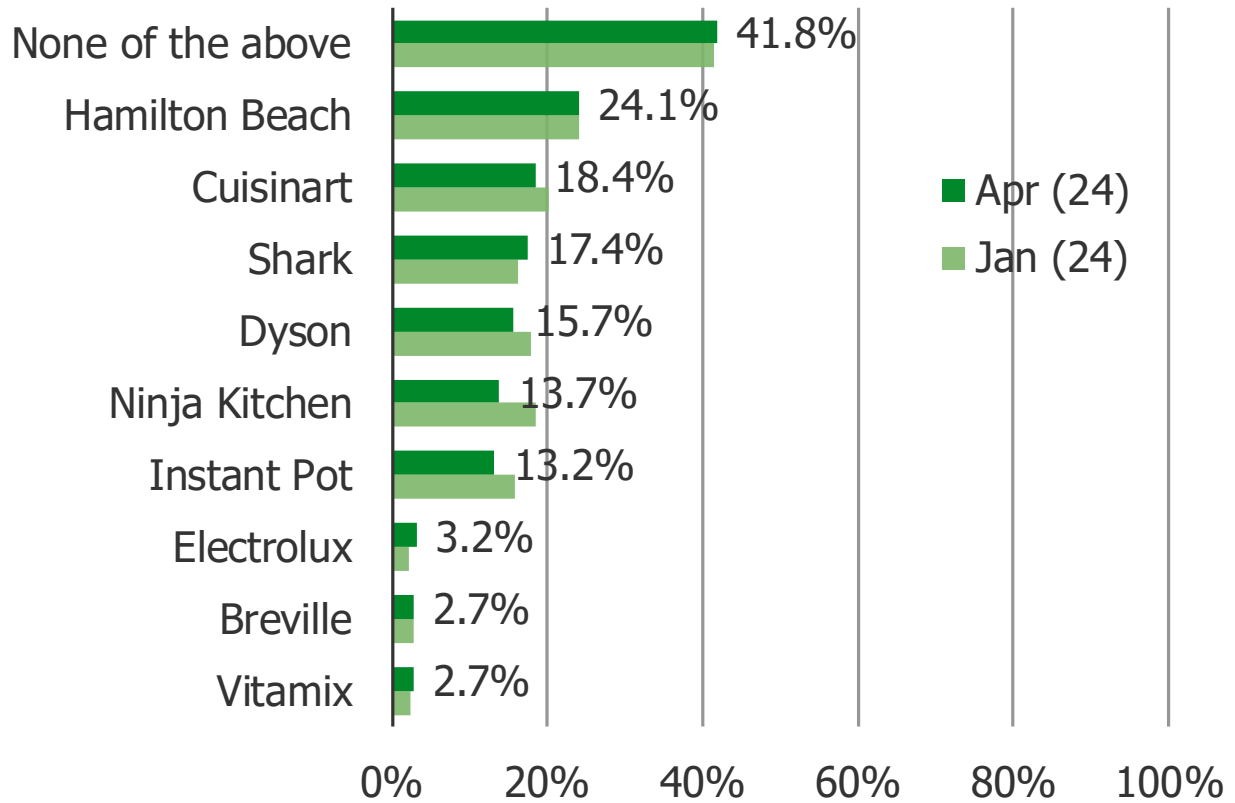
This question was posed to all respondents who are aware of each of the below.



	N=
Vitamix	251
Ninja Kitchen	524
Shark	564
Vitamix	252
Instant Pot	497
Breville	138
Cuisinart	613
Hamilton Beach	685
Electrolux	318
Dyson	689

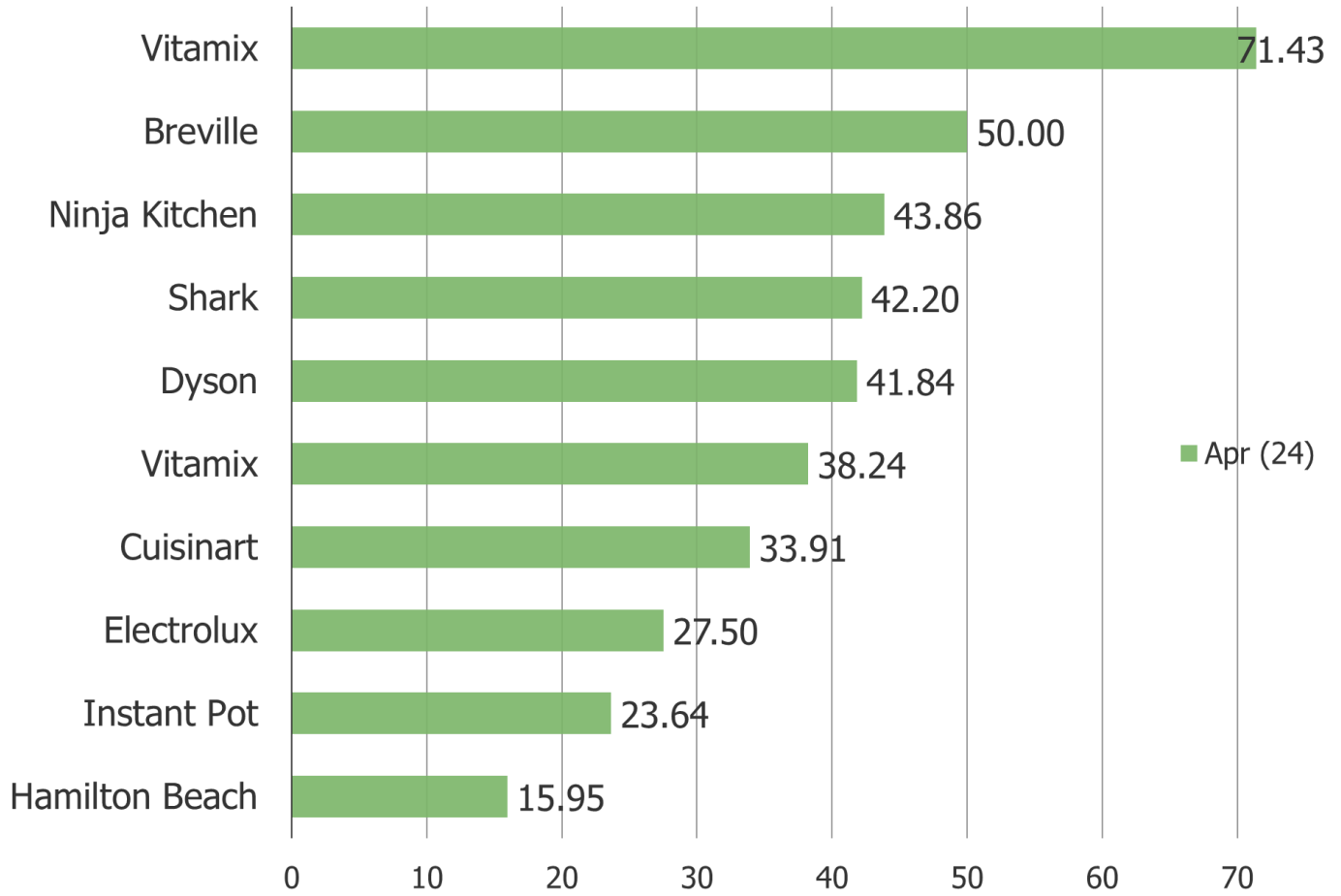
DO YOU OWN PRODUCTS FROM ANY OF THE FOLLOWING BRANDS? SELECT ALL THAT APPLY

This question was posed to all respondents.



HOW LIKELY ARE YOU TO RECOMMEND THIS BRAND TO A FRIEND OR COLLEAGUE?

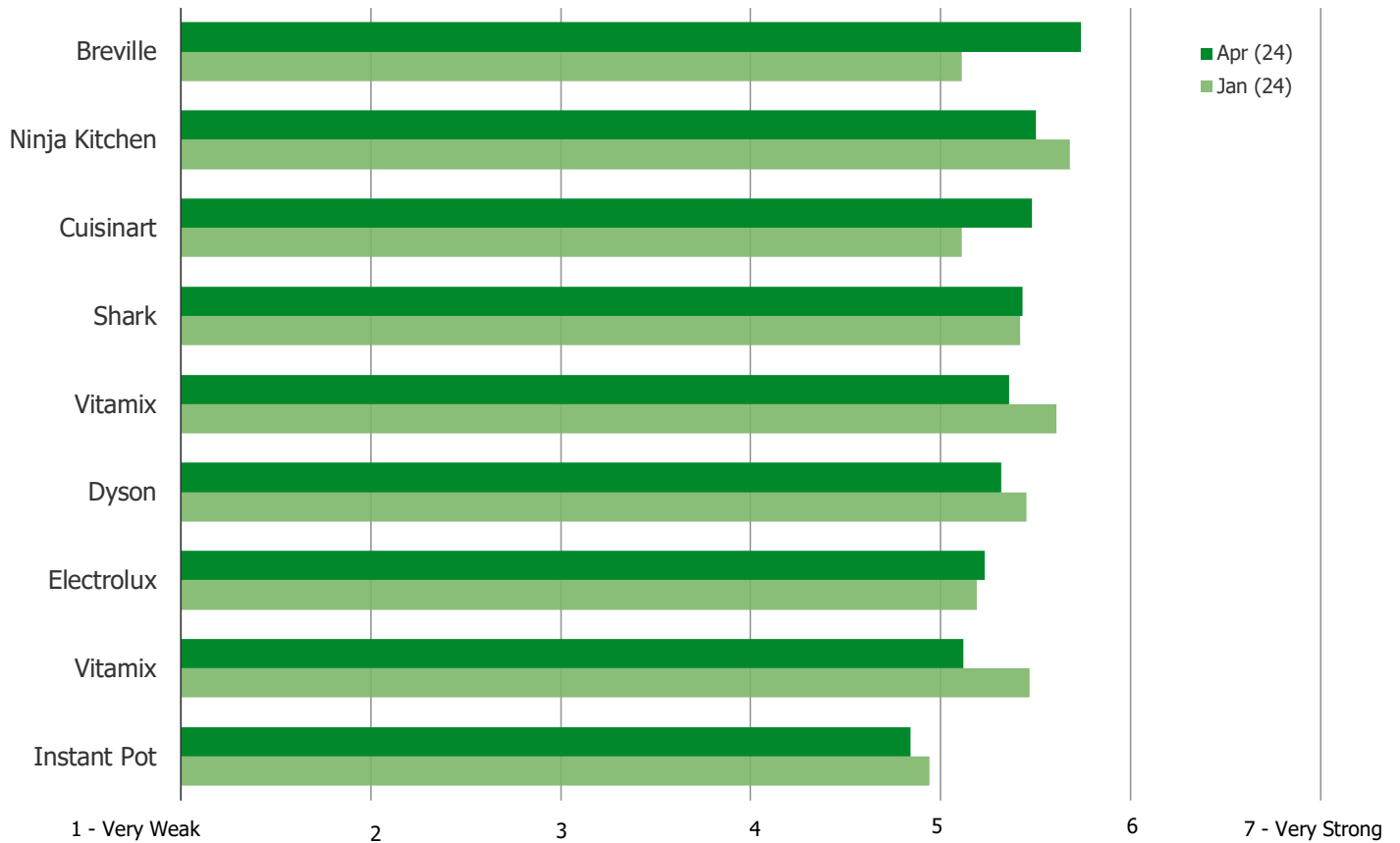
This question was posed to respondents who own products from each of the below.



	N=
Vitamix	28
Ninja Kitchen	171
Shark	218
Vitamix	34
Instant Pot	165
Breville	34
Cuisinart	230
Hamilton Beach	301
Electrolux	40
Dyson	196

HOW MUCH OF A DESIRE DO YOU HAVE TO BUY MORE/DIFFERENT PRODUCTS FROM THIS BRAND IN THE FUTURE?

This question was posed to respondents who own products from each of the below.



	N=
Vitamix	28
Ninja Kitchen	171
Shark	218
Vitamix	34
Instant Pot	165
Breville	34
Cuisinart	230
Hamilton Beach	301
Electrolux	40
Dyson	196

AGE OF CUSTOMER BASES

This question was posed to respondents who own products from each of the below.

	Customer Of:										N Size
	Vitamix	Ninja Kitchen	Shark	Vitamix	Instant Pot	Breville	Cuisinart	Hamilton Beach	Electrolux	Dyson	
18 to 24	2.0%	12.8%	10.8%	0.7%	14.9%	2.0%	6.1%	8.8%	4.7%	9.5%	148
25 to 34	0.7%	16.5%	14.5%	2.3%	12.2%	2.6%	14.9%	15.8%	0.7%	13.2%	303
35 to 44	3.9%	16.0%	18.0%	3.5%	15.2%	2.7%	23.4%	23.4%	4.7%	20.3%	256
45 to 54	3.2%	16.9%	16.4%	3.7%	13.2%	3.2%	22.8%	29.6%	2.1%	13.2%	189
55 to 64	2.1%	7.3%	19.4%	2.1%	13.1%	1.6%	17.8%	32.5%	4.7%	17.3%	191
65 to 74	0.9%	5.6%	25.0%	1.9%	12.0%	1.9%	14.8%	38.9%	4.6%	17.6%	108
75 or older	3.6%	16.4%	30.9%	7.3%	7.3%	9.1%	41.8%	36.4%	1.8%	23.6%	55

INCOME OF CUSTOMER BASES

This question was posed to respondents who own products from each of the below.

	Less than \$15,000	\$15,000-\$24,999	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000+	Weighted Average	N Size
Customer: Hamilton Beach	9.0%	8.3%	31.0%	22.7%	15.0%	9.3%	3.7%	1.0%	3.74	300
Customer: Vitamix	11.1%	11.1%	22.2%	19.4%	19.4%	13.9%	2.8%	0.0%	3.78	36
Gen Pop Average	8.8%	8.7%	27.8%	23.1%	15.5%	10.0%	3.9%	2.3%	3.85	728
Customer: Ninja Kitchen	8.3%	7.4%	23.9%	20.9%	19.6%	10.0%	6.5%	3.5%	4.10	230
Customer: Cuisinart	3.6%	5.2%	31.1%	27.1%	14.3%	10.8%	5.2%	2.8%	4.10	251
Customer: Instant Pot	7.1%	6.6%	24.4%	22.8%	17.8%	12.2%	5.1%	4.1%	4.15	197
Customer: Shark	5.9%	9.9%	22.3%	22.3%	16.8%	12.9%	7.4%	2.5%	4.15	202
Customer: Dyson	5.4%	6.3%	24.6%	23.7%	19.2%	10.3%	6.3%	4.5%	4.23	224
Customer: Electrolux	0.0%	0.0%	30.8%	26.9%	11.5%	19.2%	7.7%	3.9%	4.58	26
Customer: Breville	5.7%	5.7%	5.7%	31.4%	8.6%	14.3%	14.3%	14.3%	5.03	35