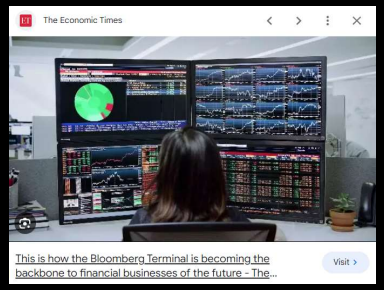
# USA+4 MORE DMAs – P18+ on ANXIETY/ANTI-DEPRESSION RX MEDS!

# Complete Demographic & Media Use Profiles

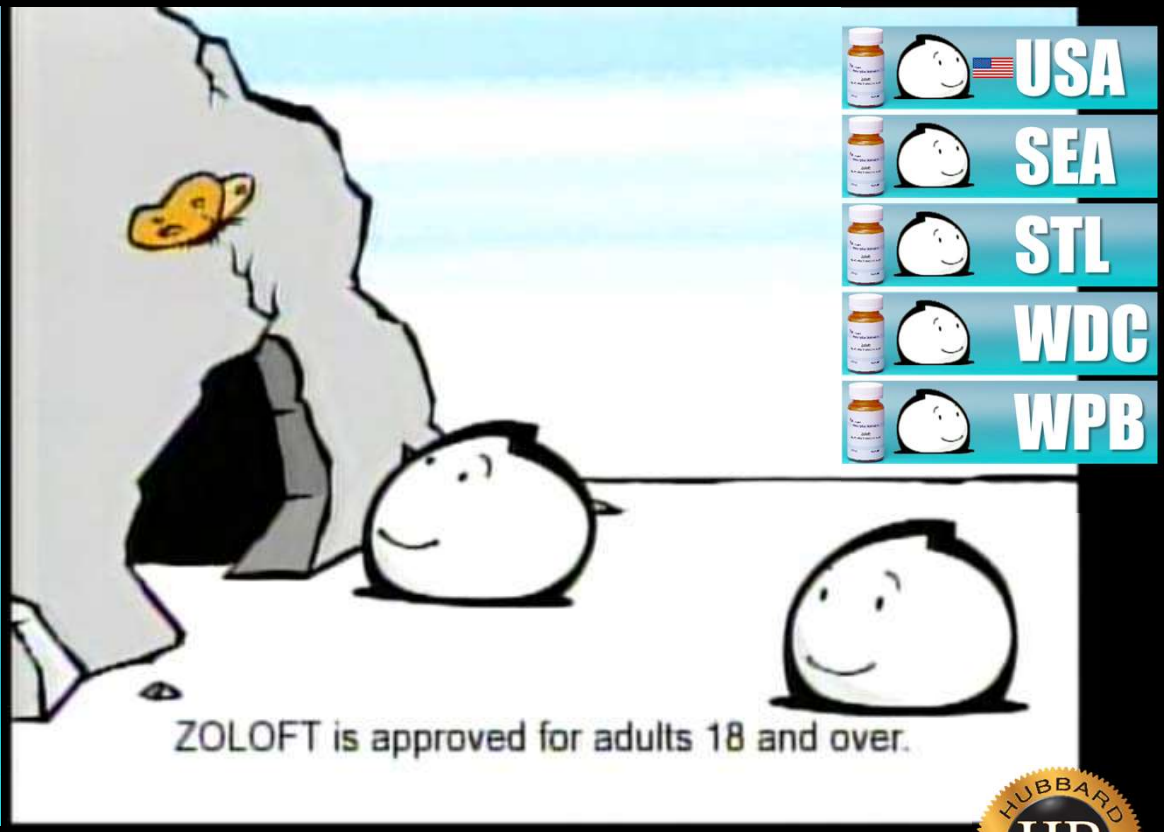


**Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, SEATTLE-TACOMA, ST. LOUIS, WASHINGTON, DC, and WEST PALM BEACH DMA P18+ using Prescription Anxiety/Anti-Depression Meds in the past 12 months as of August 31, 2024!**









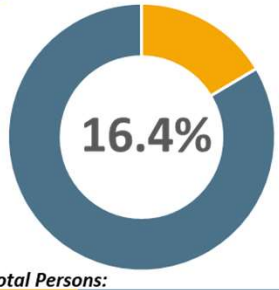

***And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!***

*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*



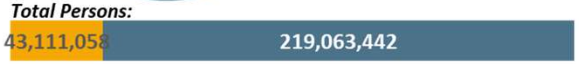

16.4% or 43,111,058 of USA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Typical Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 46.2 years old (5.4% younger than average) and have a $100,010 (11.5% higher than average) annual...

## Percent of Market: Adults 18 or older

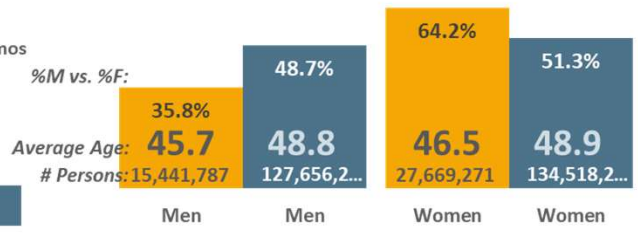



- who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos
- Remainder of USA DMAs

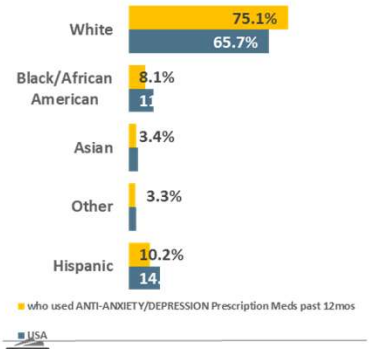
**Total Persons:**



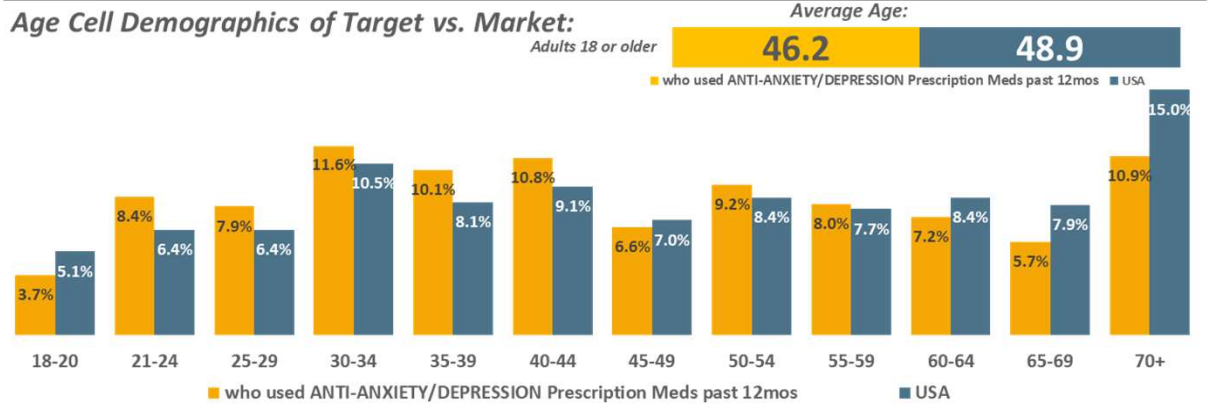

## Gender of Target vs. Market: Adults 18 or older



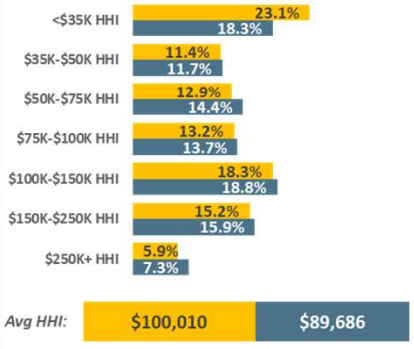

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882*

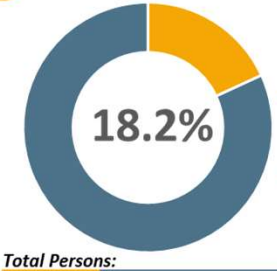
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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*




18.2% or 814,776 of SEA DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Typical Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 43.1 years old (10.6% younger than average) and have a $107,509 (9.3% lower than average) annual household…

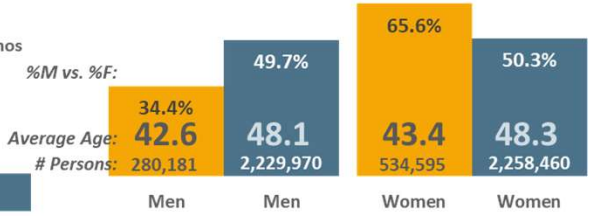
## *Percent of Market:* Adults 18 or older



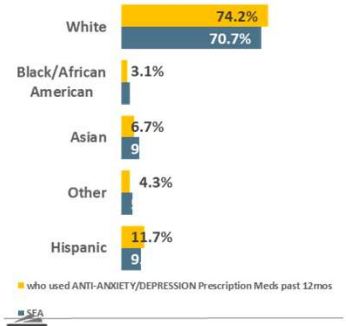

*Total Persons:*



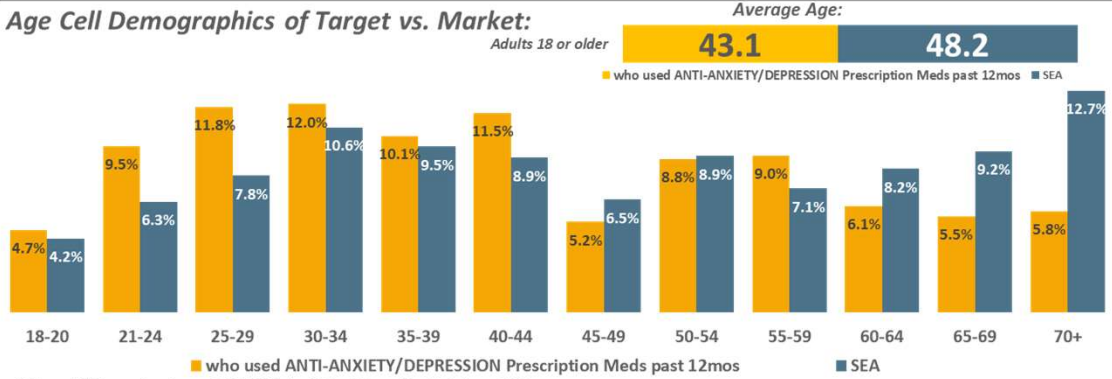

## *Gender of Target vs. Market:* Adults 18 or older



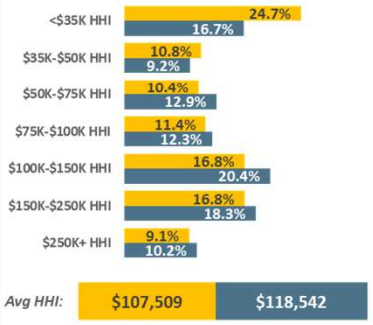

## *Ethnicity of Target vs. Market:*




## *Age Cell Demographics of Target vs. Market:*




## *HHI of Target vs. Market:*




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718*

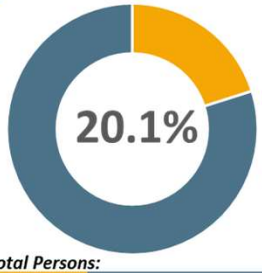
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*




20.1% or 504,024 of STL DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Typical Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 46.7 years old (5.7% younger than average) and have a $83,498 (11.8% lower than average) annual household…

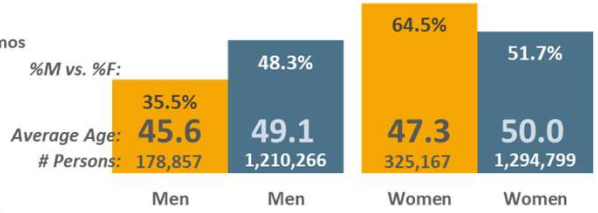
## Percent of Market: Adults 18 or older



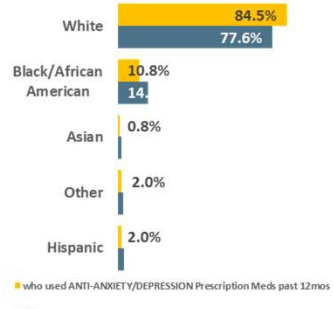

**Total Persons:**



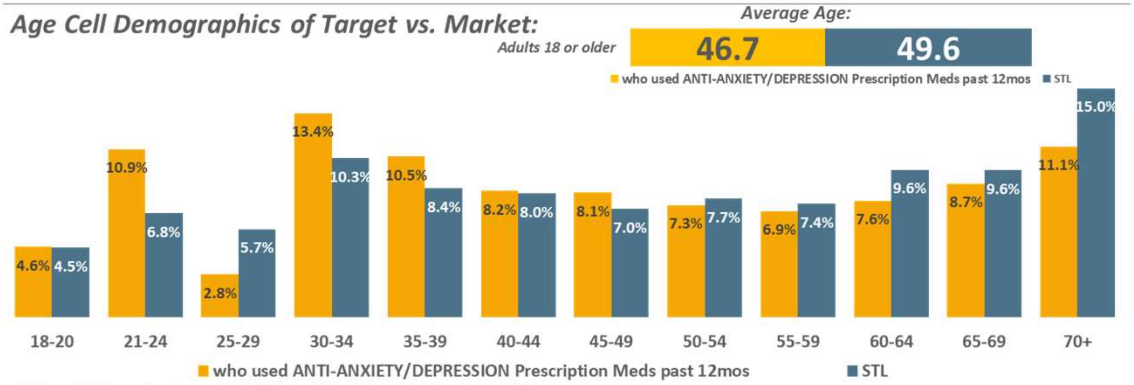

## Gender of Target vs. Market: Adults 18 or older



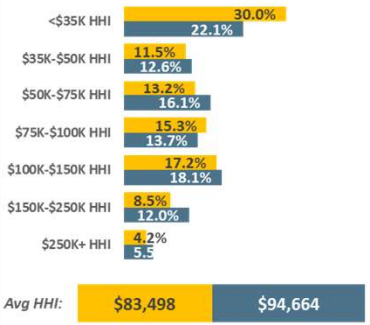

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




**Avg HHI:** $83,498 | $94,664

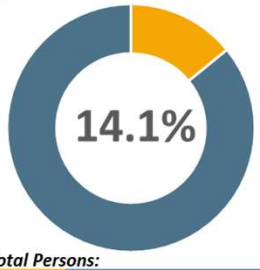
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381

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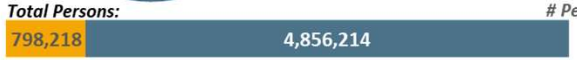

14.1% or 798,218 of WDC DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Typical Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 45.5 years old (5.1% younger than average) and have a $121,463 (5.3% lower than average) annual household…

## *Percent of Market:* Adults 18 or older

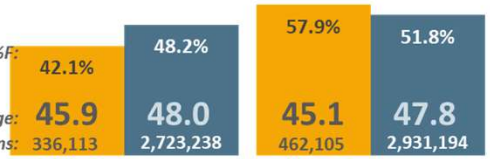



- who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos
- Remainder of WDC DMA

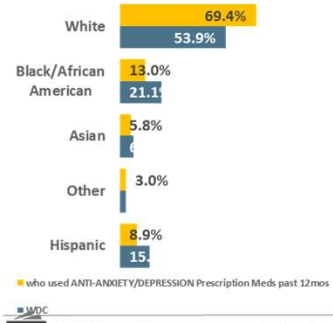
***Total Persons:***



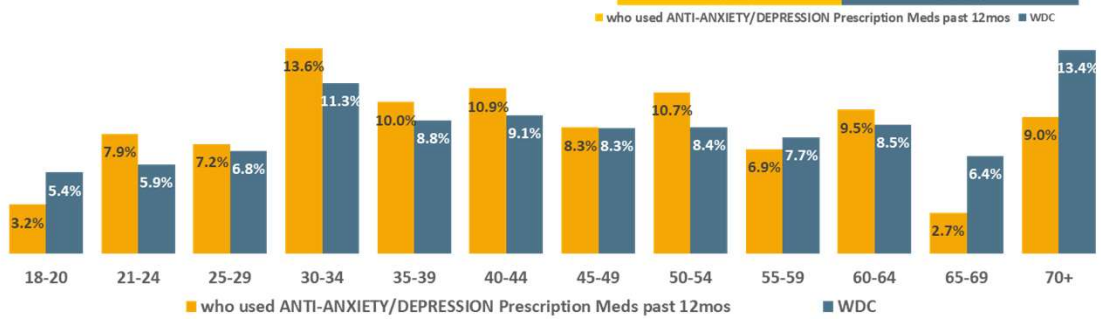

## *Gender of Target vs. Market:* Adults 18 or older



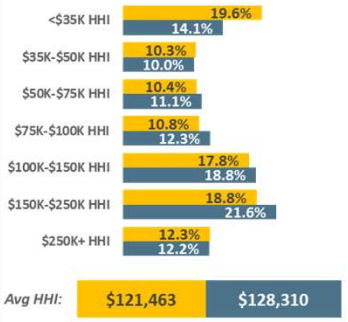

## *Ethnicity of Target vs. Market:*




## *Age Cell Demographics of Target vs. Market:*




## *HHI of Target vs. Market:*



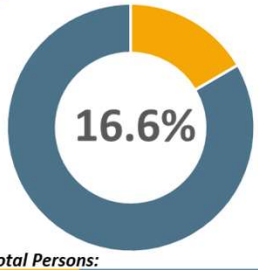

*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783*

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16.6% or 311,888 of WPB DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Typical Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 51.7 years old (3.6% younger than average) and have a $92,990 (4.% lower than average) annual household ...

## *Percent of Market:* Adults 18 or older




- who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos
- Remainder of WPB DMA

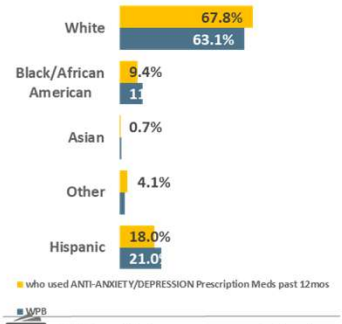
***Total Persons:***

| 311,888 | 1,567,107 |
|---|---|

## *Gender of Target vs. Market:* Adults 18 or older

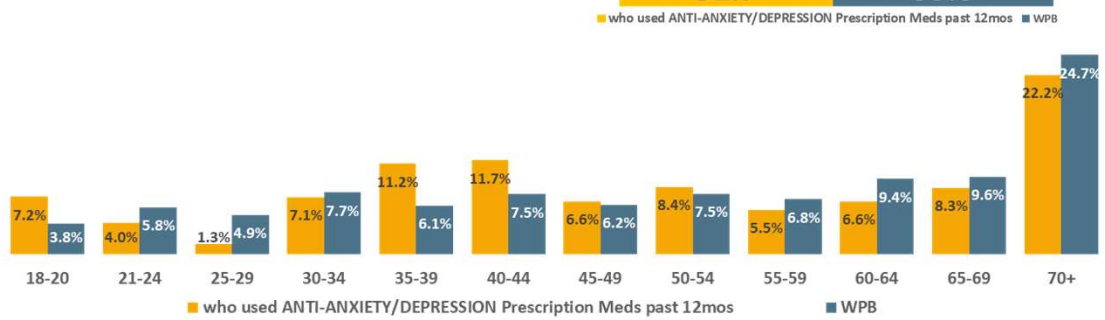
| | Men | Men | Women | Women |
|---|---|---|---|---|
| *%M vs. %F:* | 30.3% | 47.6% | 69.7% | 52.4% |
| *Average Age:* | 49.6 | 53.6 | 52.8 | 53.7 |
| *# Persons:* | 94,617 | 893,972 | 217,271 | 985,023 |

## *Ethnicity of Target vs. Market:*

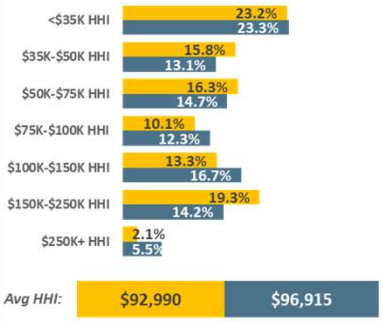



## *Age Cell Demographics of Target vs. Market:*

| | *Average Age:* | |
|---|---|---|
| *Adults 18 or older* | 51.7 | 53.6 |




## *HHI of Target vs. Market:*




| *Avg HHI:* | $92,990 | $96,915 |
|---|---|---|

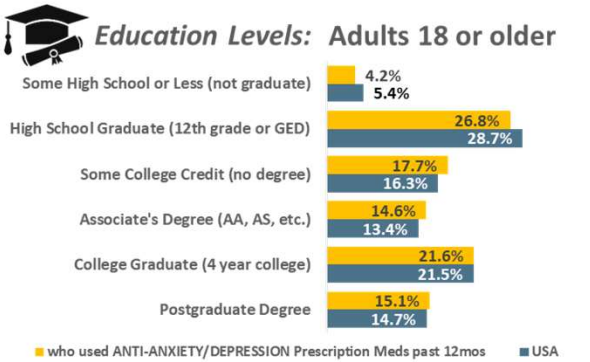
*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392*

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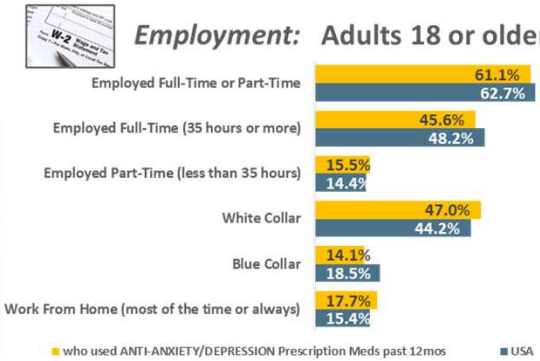



16.4% or 43,111,058 of USA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 1.5% more likely to be a college graduate, 5.5% less likely to work full-time, 8.3% less likely to be married, 4.8% more likely to be a parent of 1 or more children under

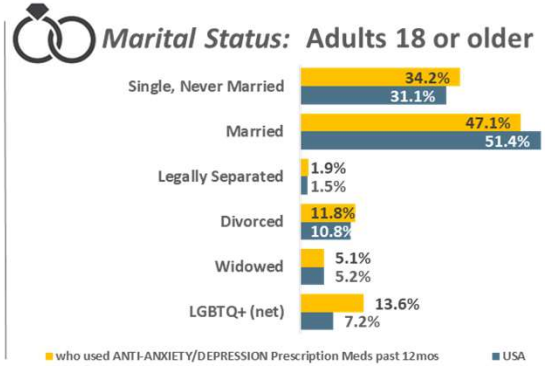
## Education Levels: Adults 18 or older



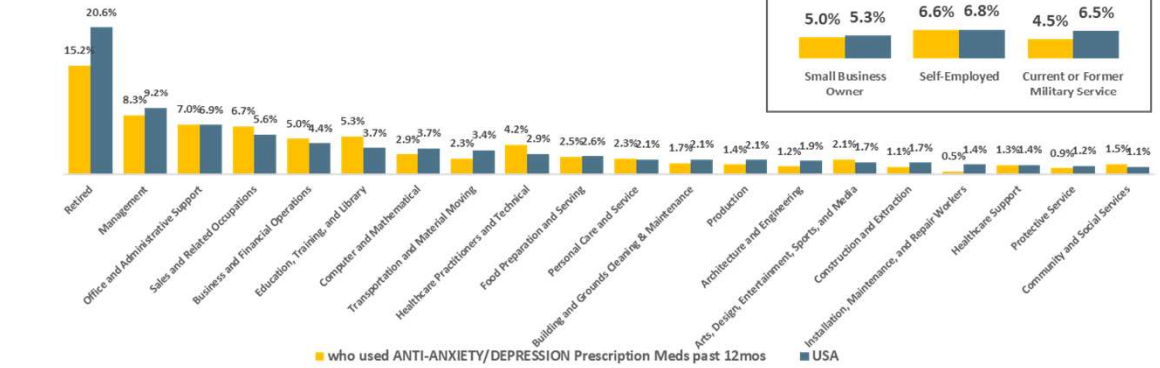

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



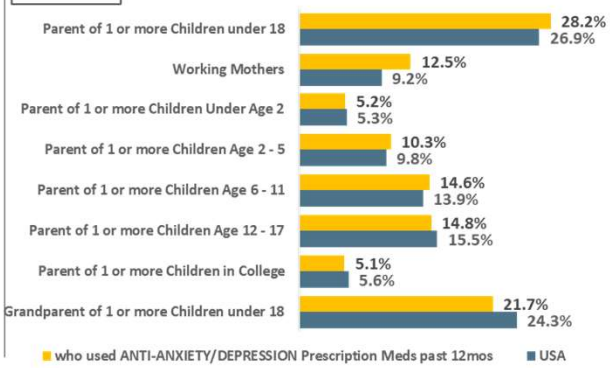

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882*

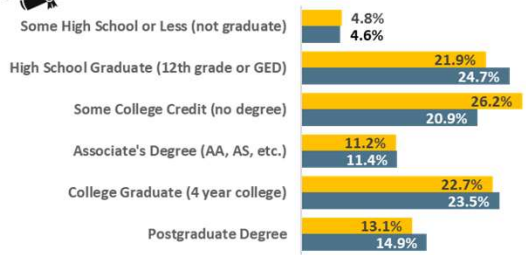
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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

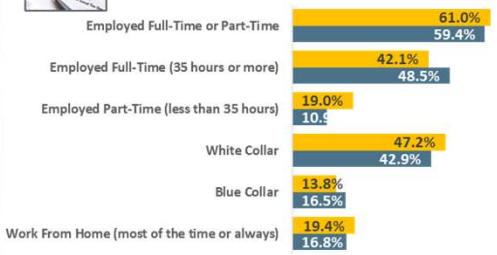



18.2% or 814,776 of SEA DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 6.6% less likely to be a college graduate, 13.2% less likely to work full-time, 15.% less likely to be married, .4% less likely to be a parent of 1 or more children under

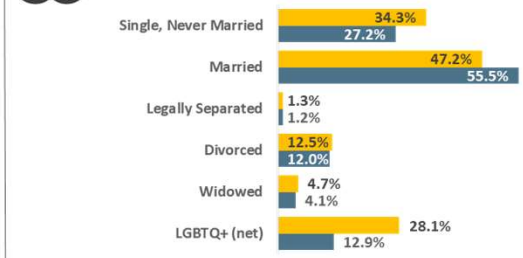
## Education Levels: Adults 18 or older



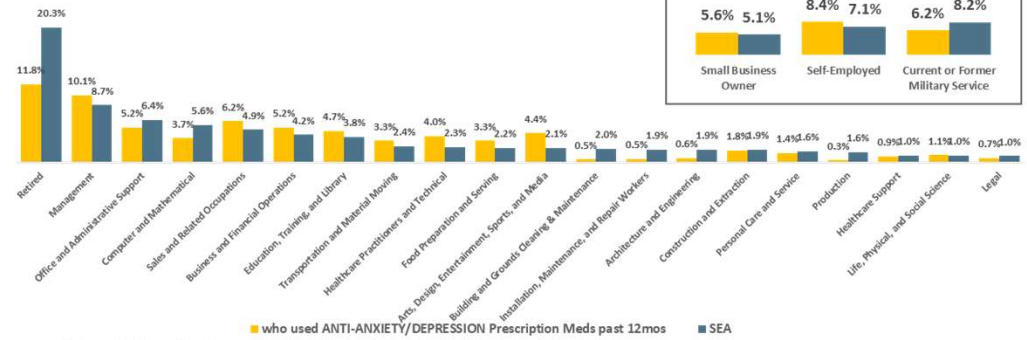

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



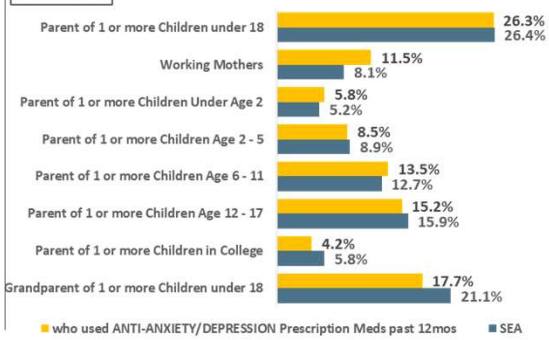

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718*

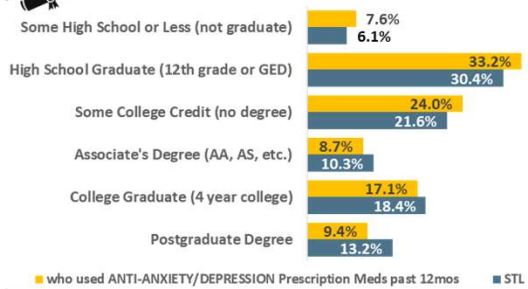
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

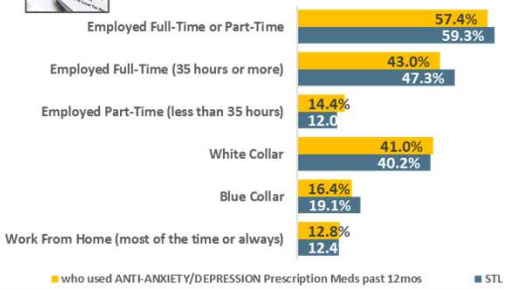



20.1% or 504,024 of STL DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 16.3% less likely to be a college graduate, 9.2% less likely to work full-time, 9.% less likely to be married, .5% less likely to be a parent of 1 or more children under

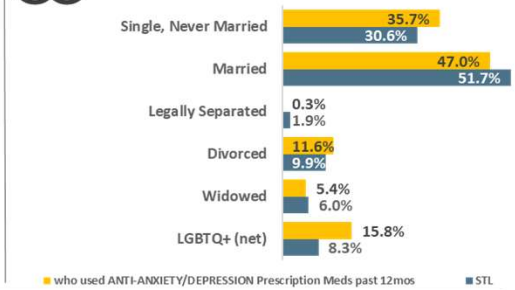
## Education Levels: Adults 18 or older



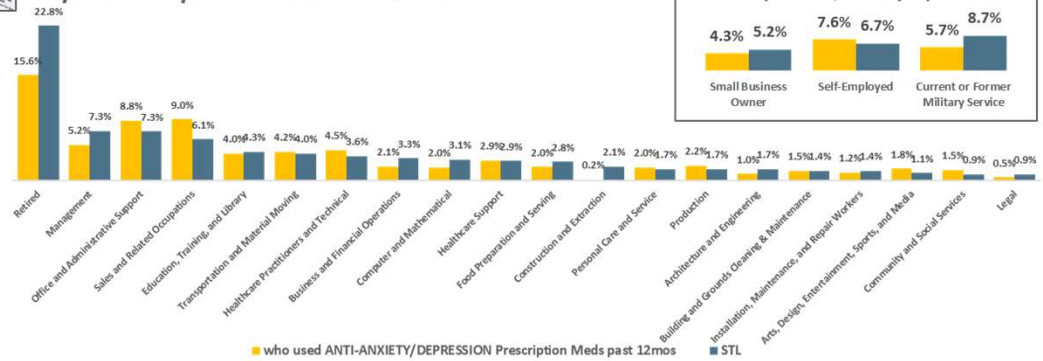

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



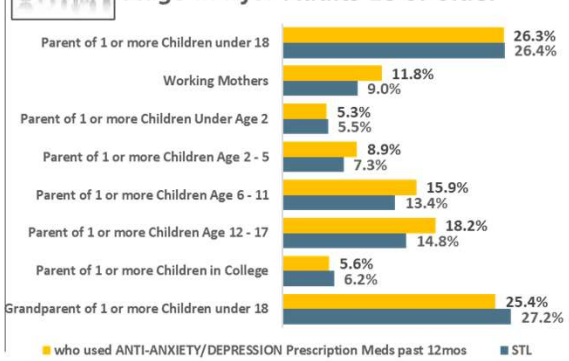

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older



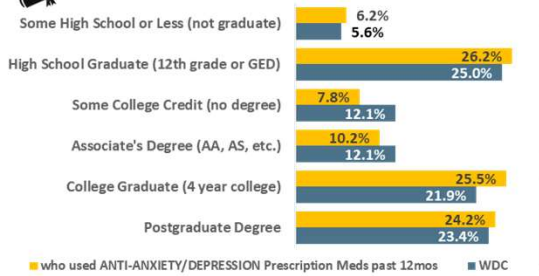

STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381

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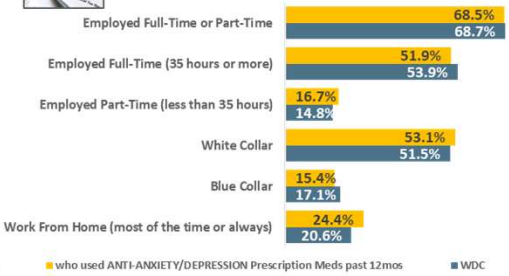



14.1% or 798,218 of WDC DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 9.9% more likely to be a college graduate, 3.8% less likely to work full-time, 5.8% less likely to be married, 12.1% more likely to be a parent of 1 or more children unde

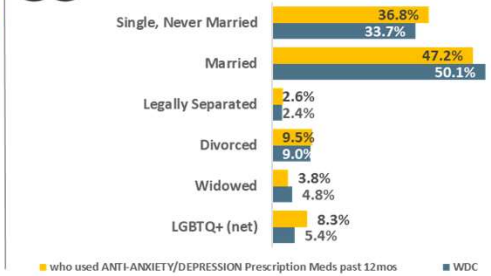
## Education Levels: Adults 18 or older



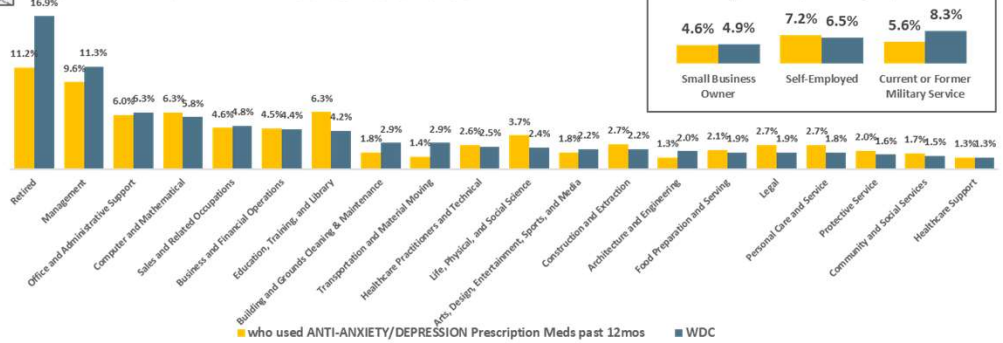

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



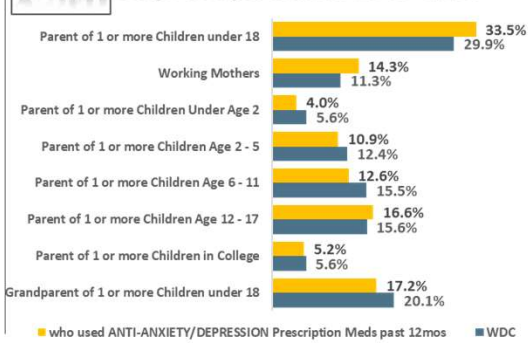

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783*

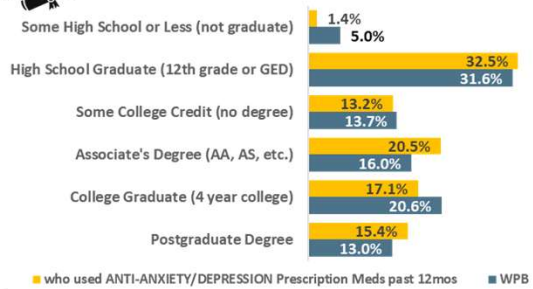
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

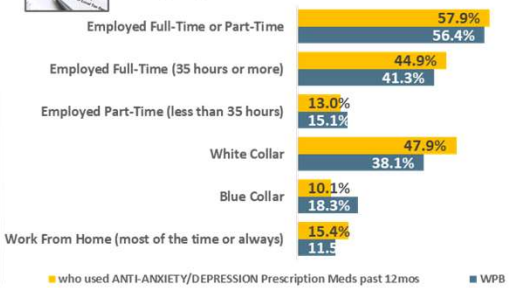



16.6% or 311,888 of WPB DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 3.6% less likely to be a college graduate, 8.8% more likely to work full-time, 20.4% less likely to be married, 17.2% more likely to be a parent of 1 or more children und

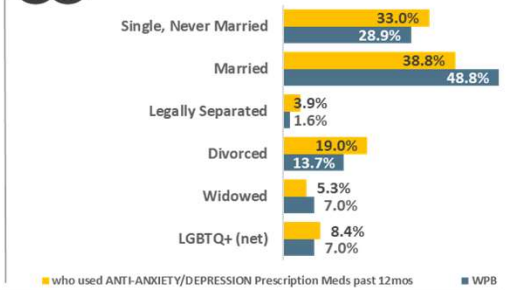
## *Education Levels:* Adults 18 or older



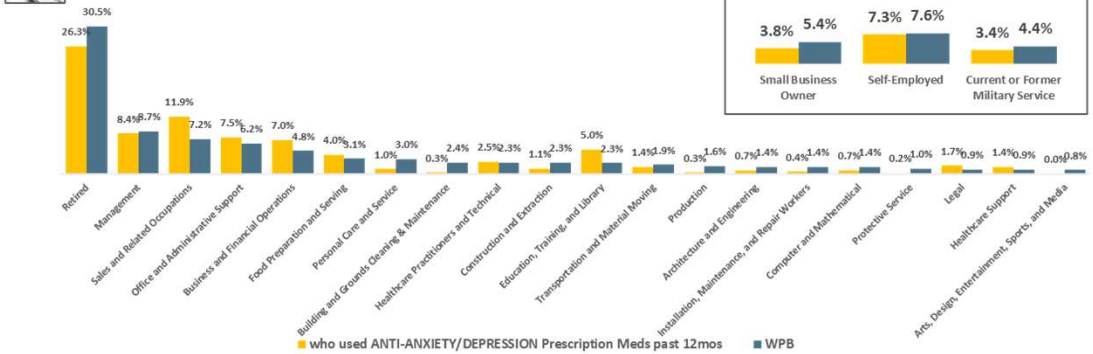

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



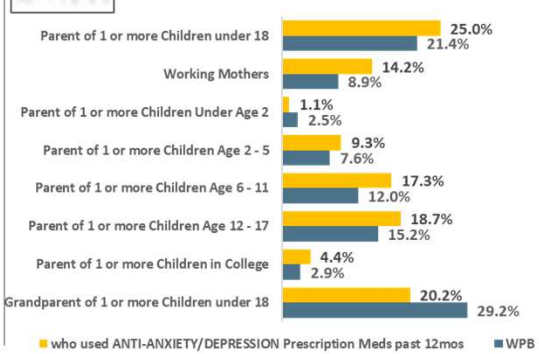

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Military Experience*




## *Stage in Life:* Adults 18 or older




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392*

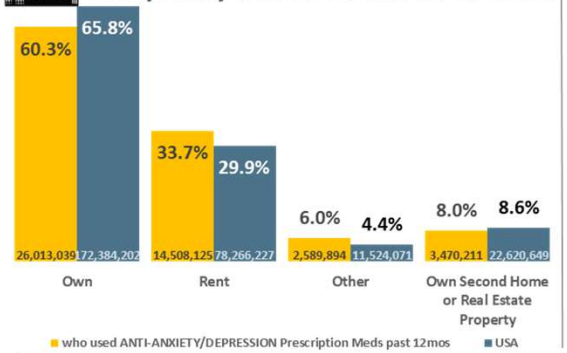
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

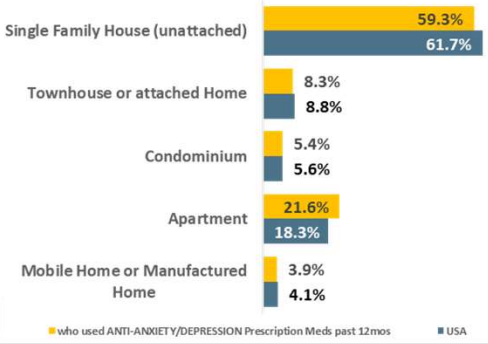



16.4% or 43,111,058 of USA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 8.2% less likely to own their home, 15.6% more likely to own a higher valued home, 3.8% less likely to have a single-family home, 28.2% more likely to have a dog.

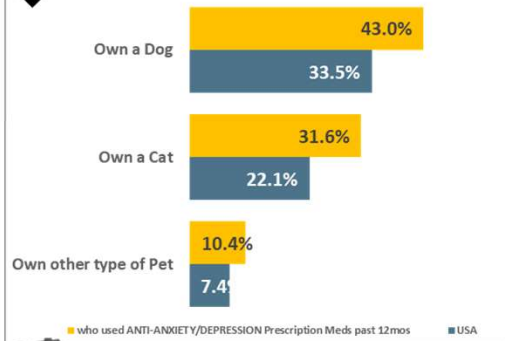
## *Own/Rent/Other:* Adults 18 or older



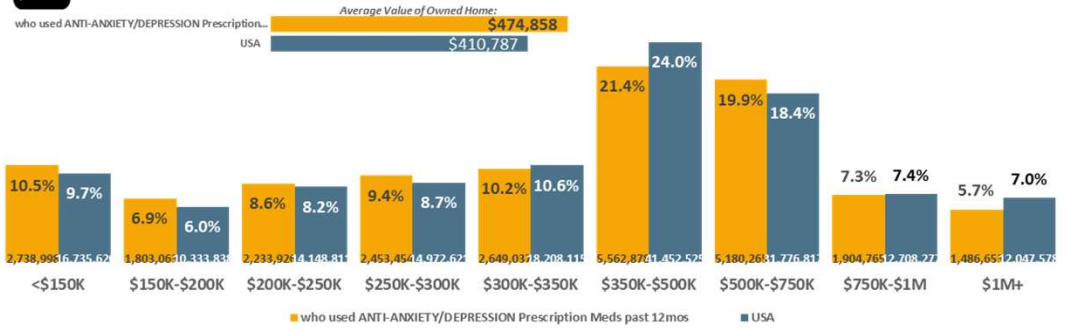

## *Type of Home:* Adults 18 or older



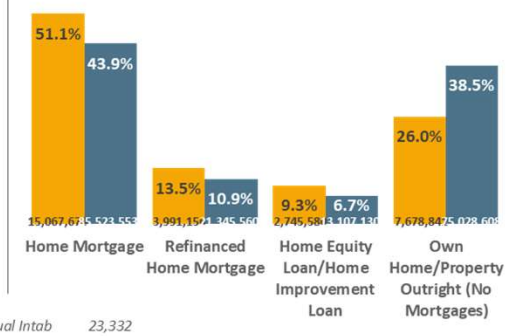

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*USA* *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *3,882*

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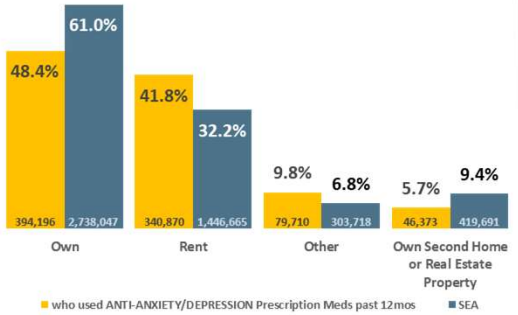
*USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,332*

*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

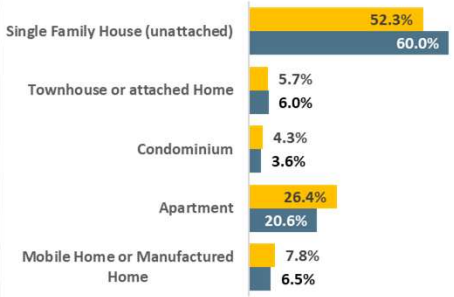



18.2% or 814,776 of SEA DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 20.7% less likely to own their home, .% more likely to own a higher valued home, 12.8% less likely to have a single-family home, 25.2% more likely to have a dog.

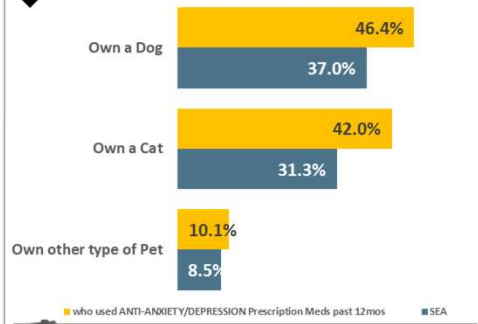
## *Own/Rent/Other:* Adults 18 or older



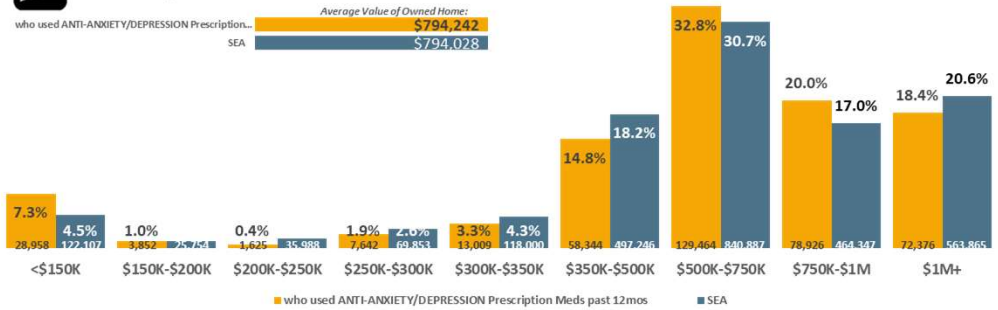

## *Type of Home:* Adults 18 or older



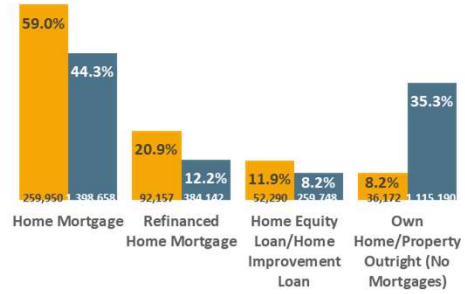

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718*

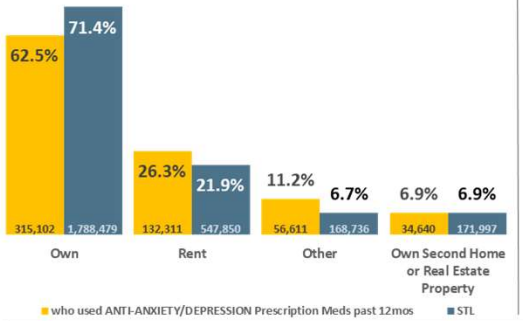
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

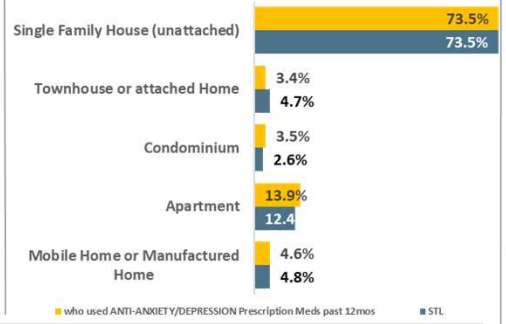



20.1% or 504,024 of STL DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 12.4% less likely to own their home, 4.% more likely to own a lower valued home, .% more likely to have a single-family home, 23.2% more likely to have a dog.

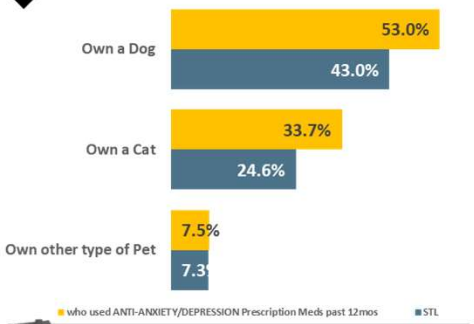
## *Own/Rent/Other:* Adults 18 or older



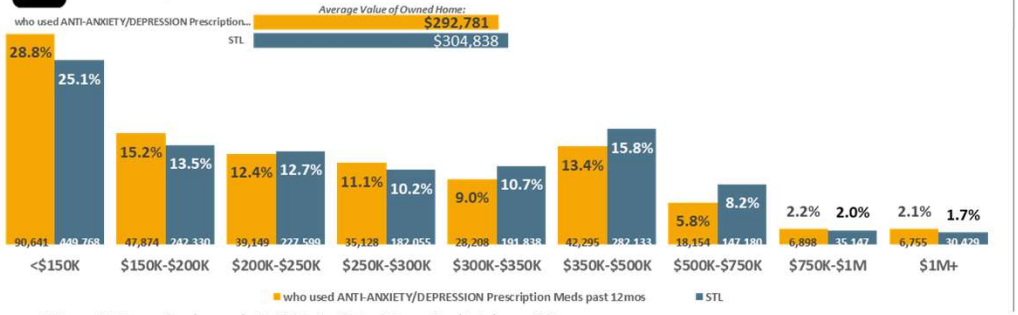

## *Type of Home:* Adults 18 or older



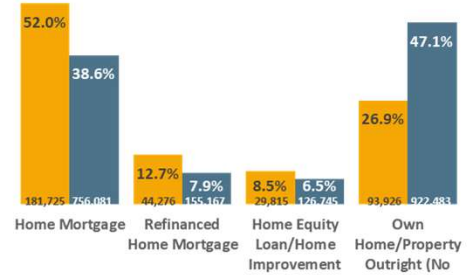

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381*

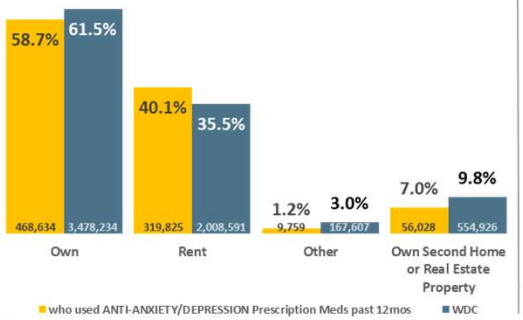
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

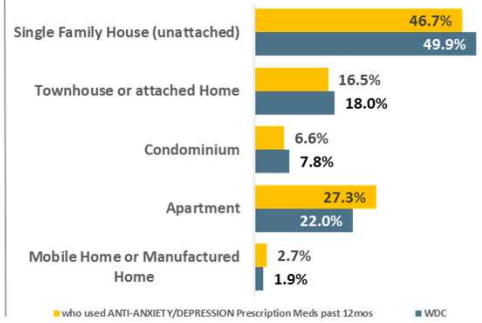



14.1% or 798,218 of WDC DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 4.6% less likely to own their home, .6% more likely to own a lower valued home, 6.3% less likely to have a single-family home, 24.2% more likely to have a dog.

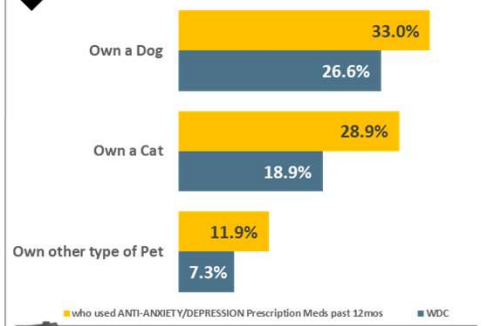
## *Own/Rent/Other:* Adults 18 or older



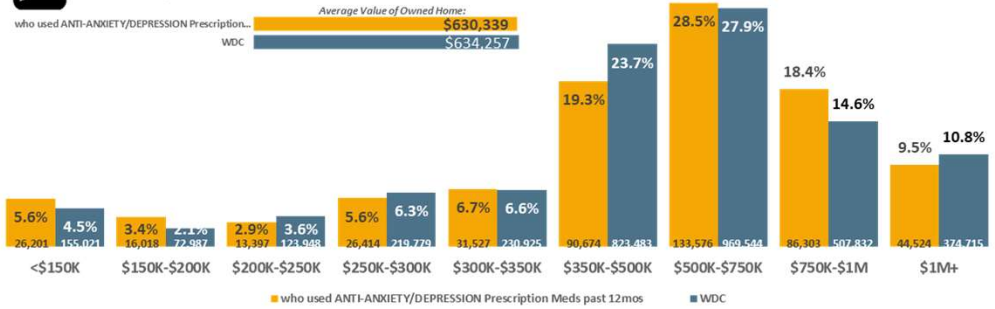

## *Type of Home:* Adults 18 or older



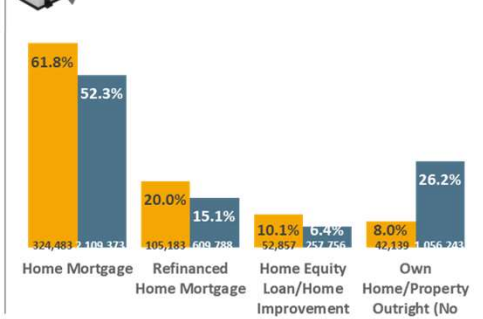

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783*

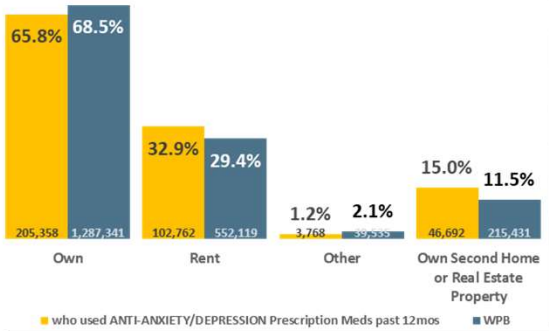
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

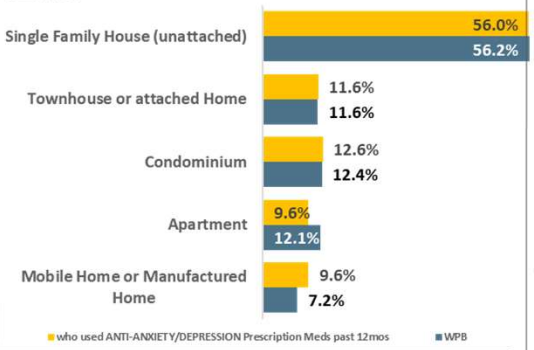



16.6% or 311,888 of WPB DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 3.9% less likely to own their home, 12.9% more likely to own a lower valued home, .2% less likely to have a single-family home, 40.2% more likely to have a dog.

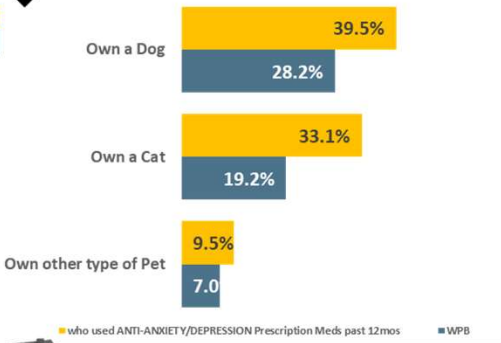
## *Own/Rent/Other:* Adults 18 or older



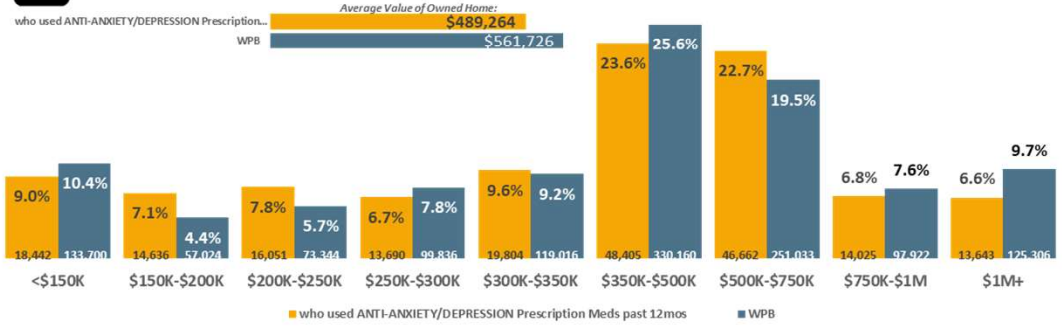

## *Type of Home:* Adults 18 or older



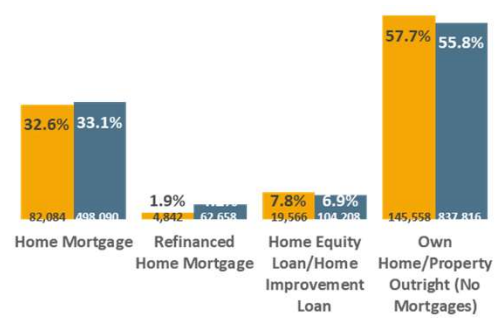

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392*

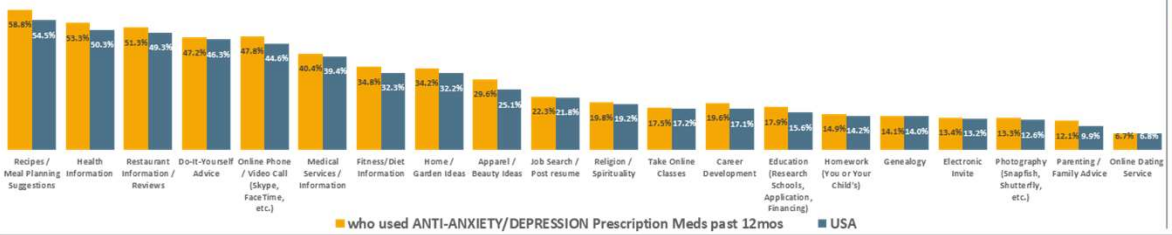
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

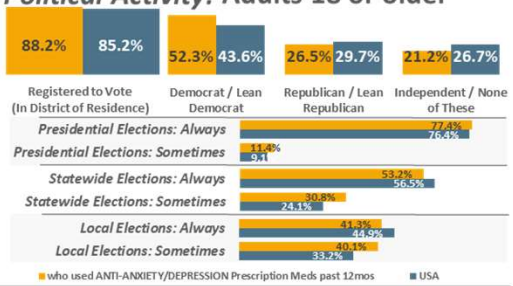



16.4% or 43,111,058 of USA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 1.8% more likely to look up D-I-Y advice online, 8.1% less likely to always vote in local elections, 4.8% more likely to belong to a gym, .1% more likely to fly domestic

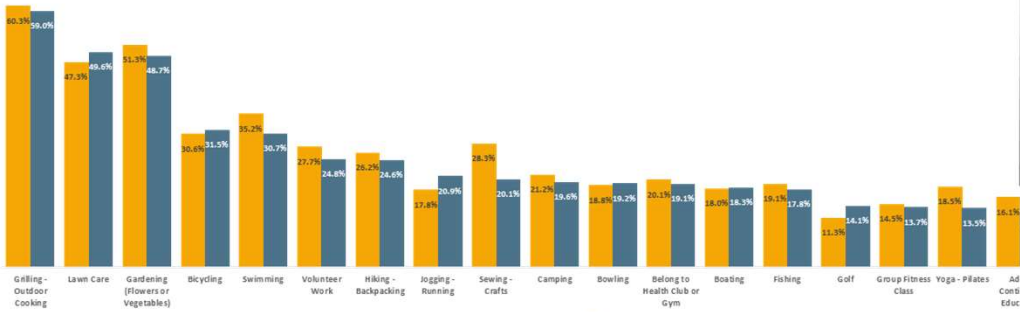
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



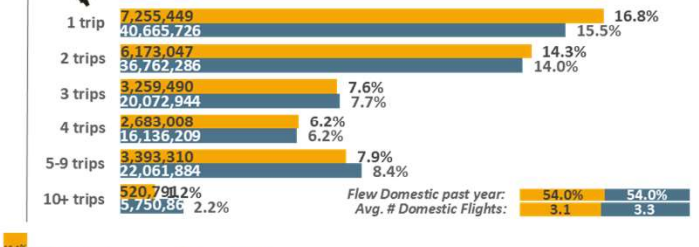

## Political Activity: Adults 18 or older




## Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older




## Past 12-months Domestic Airline Trips: Adults 18 or older




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882

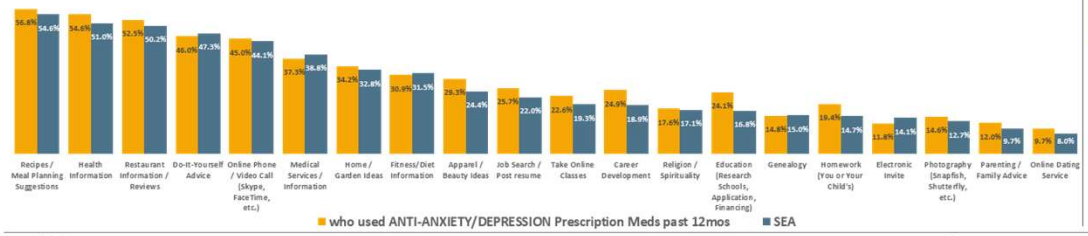
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

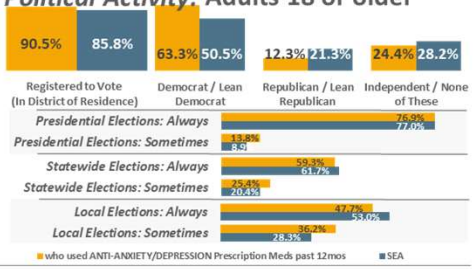



18.2% or 814,776 of SEA DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 2.6% less likely to look up D-I-Y advice online, 9.9% less likely to always vote in local elections, 7.5% more likely to belong to a gym, 2.2% less likely to fly domestic

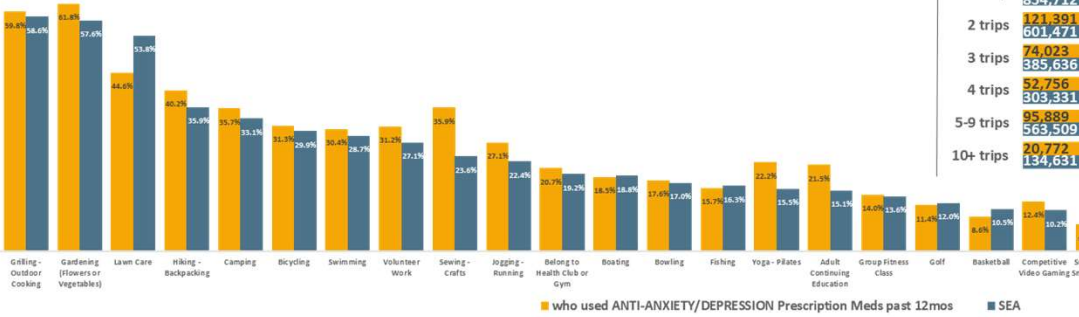
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



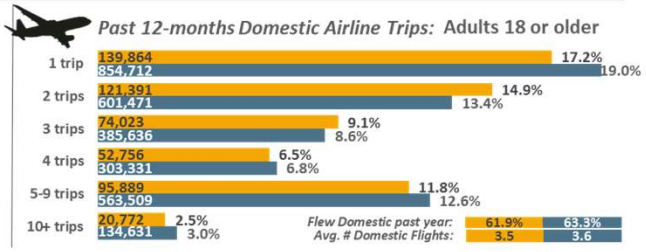

## Political Activity: Adults 18 or older




## Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older




## Past 12-months Domestic Airline Trips: Adults 18 or older



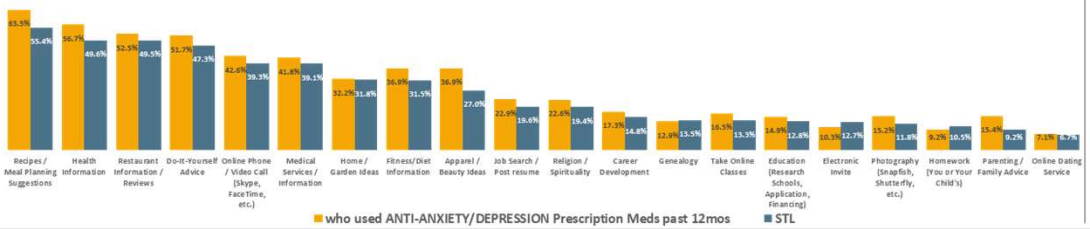

SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718

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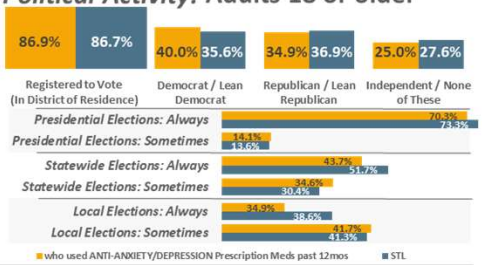



20.1% or 504,024 of STL DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 9.2% more likely to look up D-I-Y advice online, 9.5% less likely to always vote in local elections, 11.4% less likely to belong to a gym, 17.% less likely to fly domesti

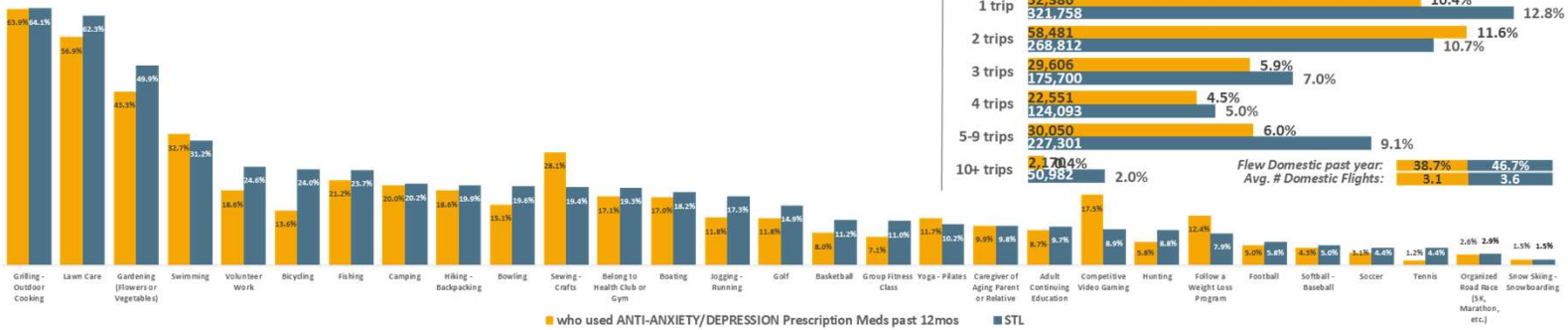
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *Political Activity:* Adults 18 or older




## *Top-30 past 12-months Active Lifestyle Activites:* Adults 18 or older




## *Past 12-months Domestic Airline Trips:* Adults 18 or older



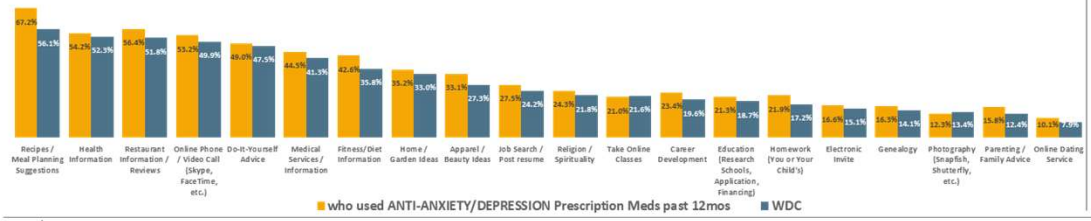

STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381

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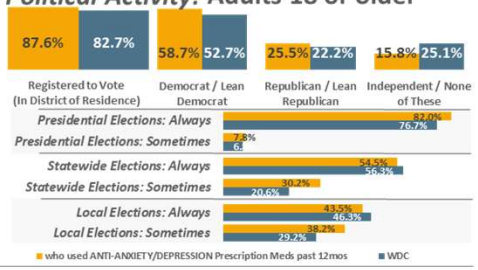
*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

14.1% or 798,218 of WDC DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 3.1% more likely to look up D-I-Y advice online, 6.% less likely to always vote in local elections, 20.% more likely to belong to a gym, 9.1% more likely to fly domestic

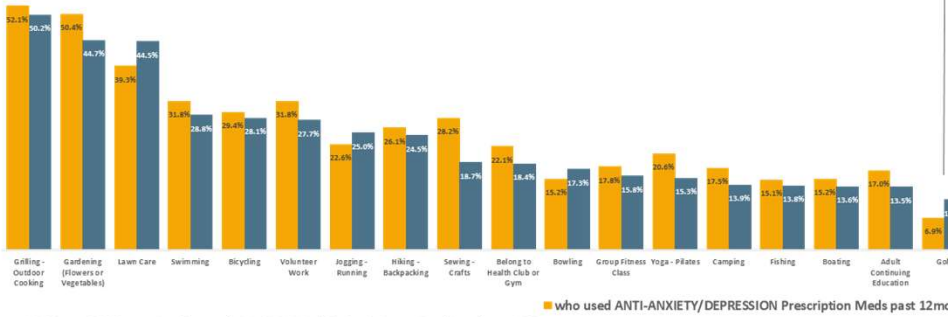
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older



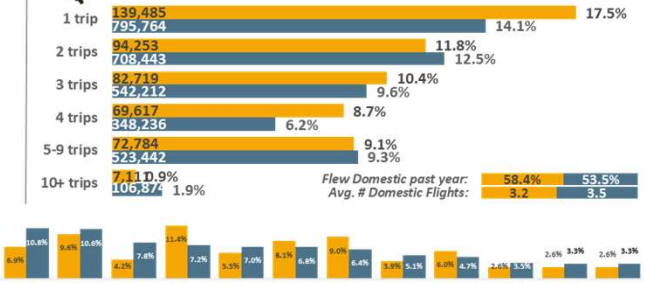

## *Political Activity:* Adults 18 or older




## *Top-30 past 12-months Active Lifestyle Activites:* Adults 18 or older




## *Past 12-months Domestic Airline Trips:* Adults 18 or older




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783*

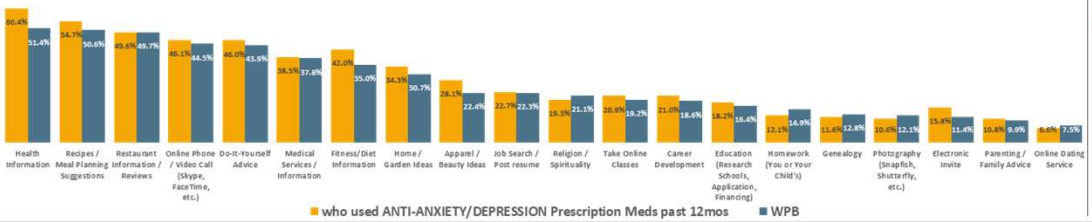
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

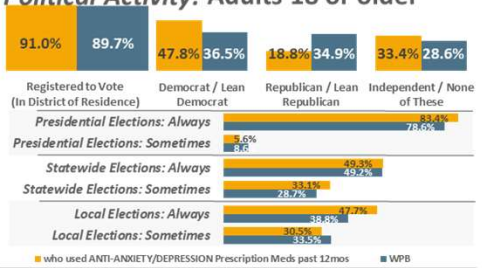



16.6% or 311,888 of WPB DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 5.% more likely to look up D-I-Y advice online, 23.1% more likely to always vote in local elections, 8.8% more likely to belong to a gym, 8.9% more likely to fly domestic

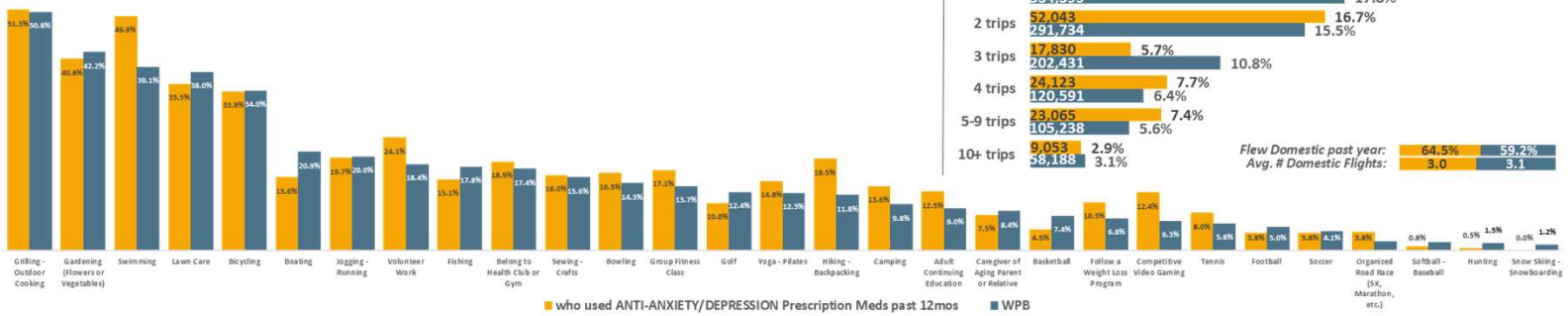
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *Political Activity:* Adults 18 or older




## *Top-30 past 12-months Active Lifestyle Activites:* Adults 18 or older




## *Past 12-months Domestic Airline Trips:* Adults 18 or older




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392*

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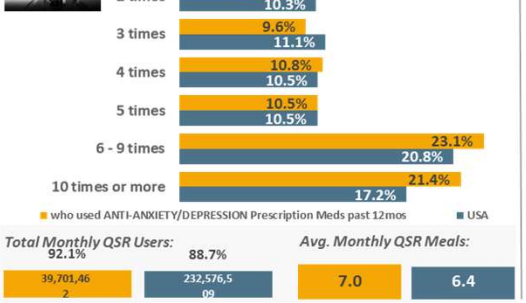
*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*




16.4% or 43,111,058 of USA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 3.8% more likely to use QSRs past mo., 2.1% more likely to use Sit-Down Restaurants past mo., 4.2% more likely to use Casinos past yr., 42.% more likely to smoke cigarett

## *Past 30-days QSR Users:* Adults 18 or older



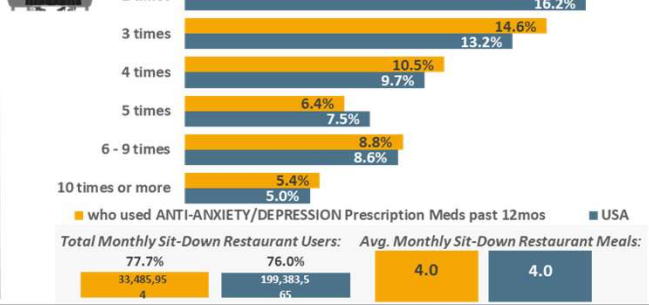



*Total Monthly QSR Users:* 92.1% | 88.7% | 39,701,462 | 232,576,509

*Avg. Monthly QSR Meals:* 7.0 | 6.4

## *Past 30-days Sit-Down Restaurant Users:* Adults 18 or older





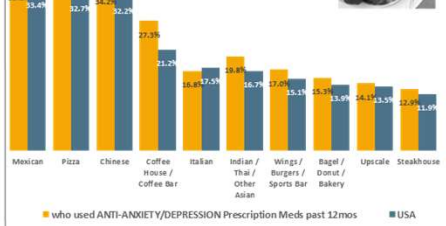

*Total Monthly Sit-Down Restaurant Users:* 77.7% | 76.0% | 33,485,954 | 199,383,565

*Avg. Monthly Sit-Down Restaurant Meals:* 4.0 | 4.0

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*



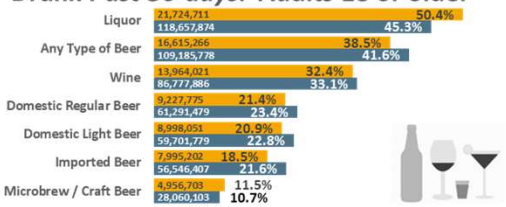



*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

*who used ANTI-ANXIETY/DEPRESSION Prescription...* 10,295,484 | 23.9%

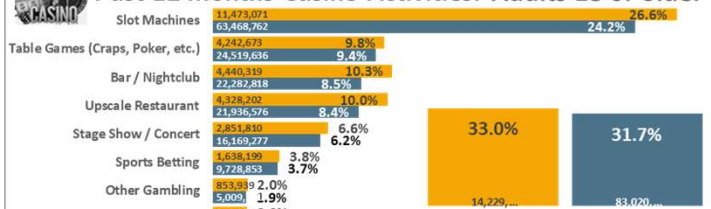
*USA* 17.4%

## *Drank Past 30-days:* Adults 18 or older




## *Past 12 months Casino Activities:* Adults 18 or older






## *Used Past 30-days:* Adults 18 or older






*USA* *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *3,882*

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*USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,332*

*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*




18.2% or 814,776 of SEA DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 6.8% more likely to use QSRs past mo., 2.2% more likely to use Sit-Down Restaurants past mo., 9.5% more likely to use Casinos past yr., 48.4% more likely to smoke cigaret

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:*

90.1% 84.3%

733,950 3,785,799

*Avg. Monthly QSR Meals:*

5.5 5.2

## *Past 30-days Sit-Down Restaurant Users:* Adults 18 or older






*Total Monthly Sit-Down Restaurant Users:*

75.2% 73.6%

612,617 3,303,020

*Avg. Monthly Sit-Down Restaurant Meals:*

3.7 3.5

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






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

*who used ANTI-ANXIETY/DEPRESSION Prescription...* 205,982 25.3%

*SEA* 699,800 15.6%

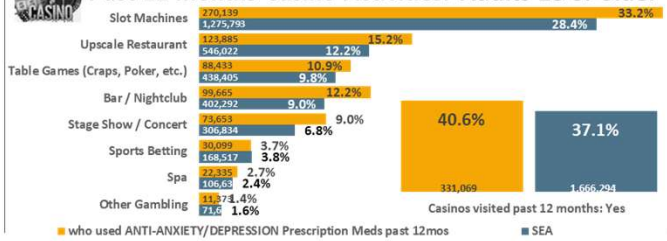
## *Drank Past 30-days:* Adults 18 or older





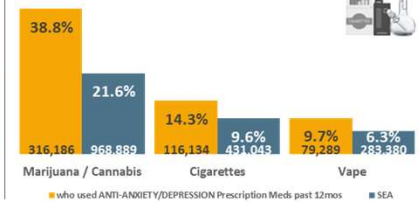

## *Past 12 months Casino Activities:* Adults 18 or older






## *Used Past 30-days:* Adults 18 or older






*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718*

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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*




20.1% or 504,024 of STL DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 6.8% more likely to use QSRs past mo., .3% more likely to use Sit-Down Restaurants past mo., 11.7% more likely to use Casinos past yr., 41.% more likely to smoke cigarett

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:* 95.5% 481,362 | 89.4% 2,239,916

*Avg. Monthly QSR Meals:* 7.1 | 6.6

## *Past 30-days Sit-Down Restaurant Users:* Adults 18 or older






*Total Monthly Sit-Down Restaurant Users:* 76.1% 383,374 | 75.8% 1,899,922

*Avg. Monthly Sit-Down Restaurant Meals:* 3.7 | 3.9

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






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

who used ANTI-ANXIETY/DEPRESSION Prescription... 93,069 18.5%

STL 314,187 12.5%

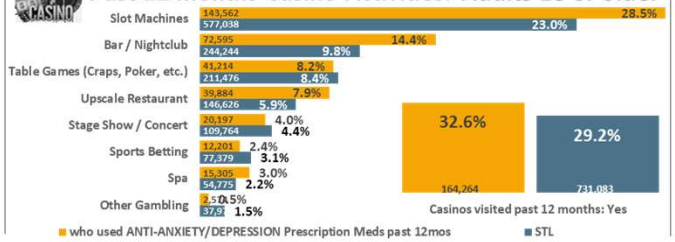
## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older






## *Used Past 30-days:* Adults 18 or older






*STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381*

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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*




14.1% or 798,218 of WDC DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 3.8% more likely to use QSRs past mo., .2% more likely to use Sit-Down Restaurants past mo., 2.2% less likely to use Casinos past yr., 75.8% more likely to smoke cigarett

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:*




*Avg. Monthly QSR Meals:*




## *Past 30-days Sit-Down Restaurant Users:* Adults 18 or older






*Total Monthly Sit-Down Restaurant Users:*




*Avg. Monthly Sit-Down Restaurant Meals:*




## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*

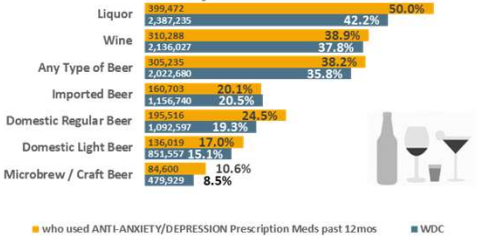




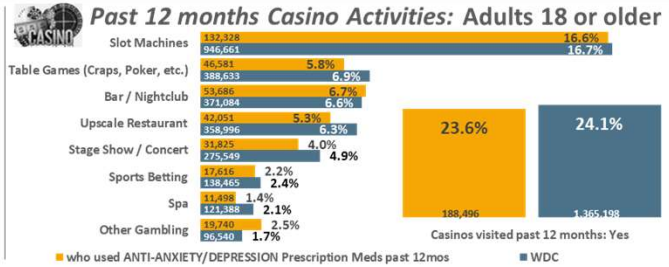

*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*




## *Drank Past 30-days:* Adults 18 or older




## *Past 12 months Casino Activities:* Adults 18 or older







Casinos visited past 12 months: Yes

## *Used Past 30-days:* Adults 18 or older






*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783*

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16.6% or 311,888 of WPB DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 5.2% more likely to use QSRs past mo., 12.% more likely to use Sit-Down Restaurants past mo., 11.% less likely to use Casinos past yr., 65.7% more likely to smoke cigaret

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:* 88.6% 276,216 | 84.2% 1,581,371

*Avg. Monthly QSR Meals:* 7.0 | 6.1

## *Past 30-days Sit-Down Restaurant Users:* Adults 18 or older






*Total Monthly Sit-Down Restaurant Users:* 87.8% 273,724 | 78.4% 1,473,029

*Avg. Monthly Sit-Down Restaurant Meals:* 5.1 | 4.8

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






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

*who used ANTI-ANXIETY/DEPRESSION Prescription...* 70,547 22.6%

*WPB* 321,552 17.1%

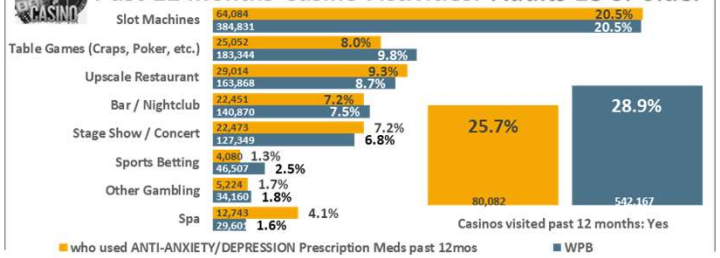
## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older






## *Used Past 30-days:* Adults 18 or older






*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392*

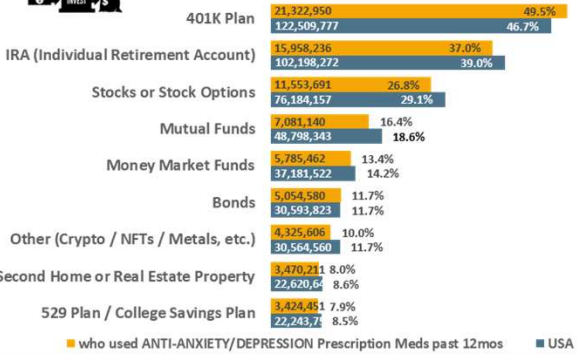
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

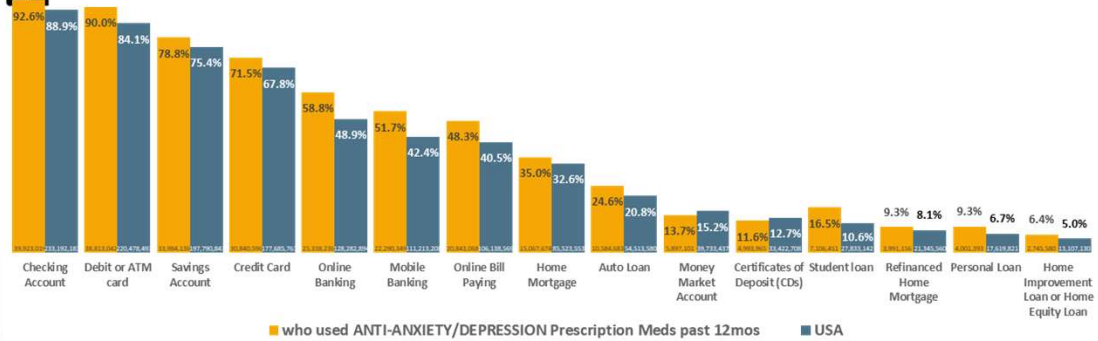



16.4% or 43,111,058 of USA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 5.8% more likely to have a 401K, 18.1% more likely to have an Auto Loan, 4.5% more likely to Invest/Trade Stocks Online, 16.% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



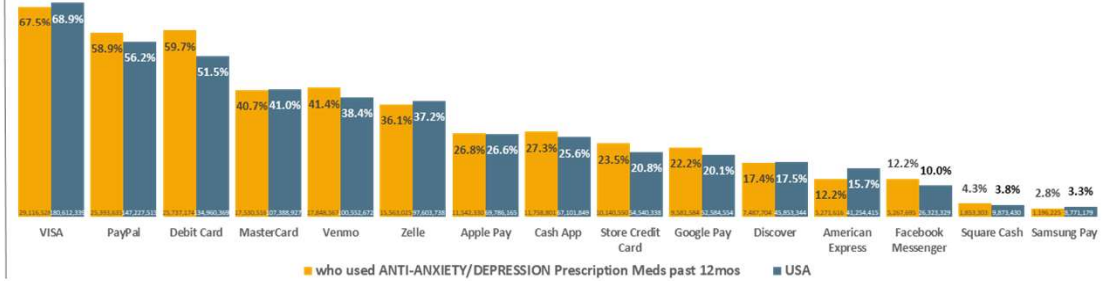

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




## *Past 3-Months Payment Methods Used:* Adults 18 or older




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882*

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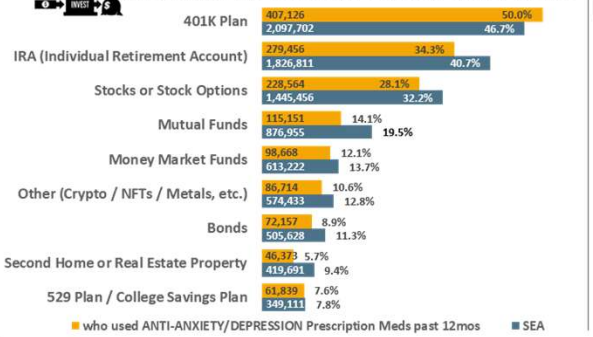
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

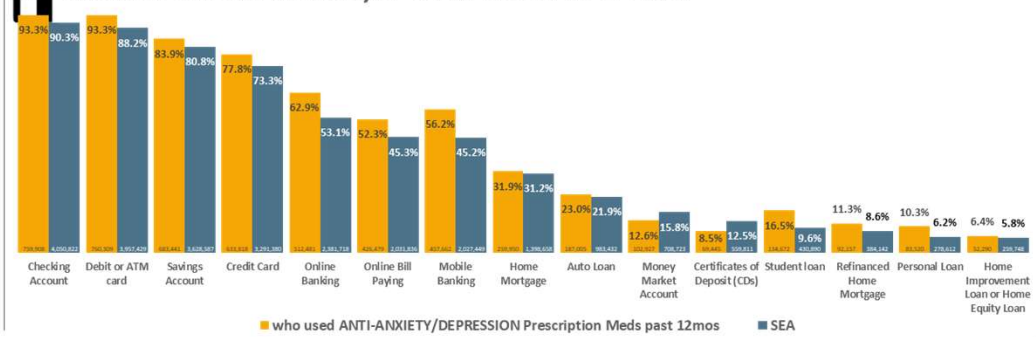



18.2% or 814,776 of SEA DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 6.9% more likely to have a 401K, 4.8% more likely to have an Auto Loan, 6.7% less likely to Invest/Trade Stocks Online, 21.8% more likely to pay with their Debit Card.

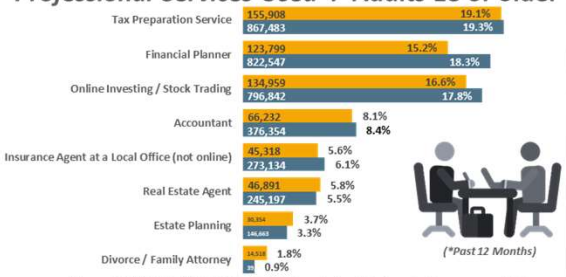
## *Investments Owned:* Adults 18 or older



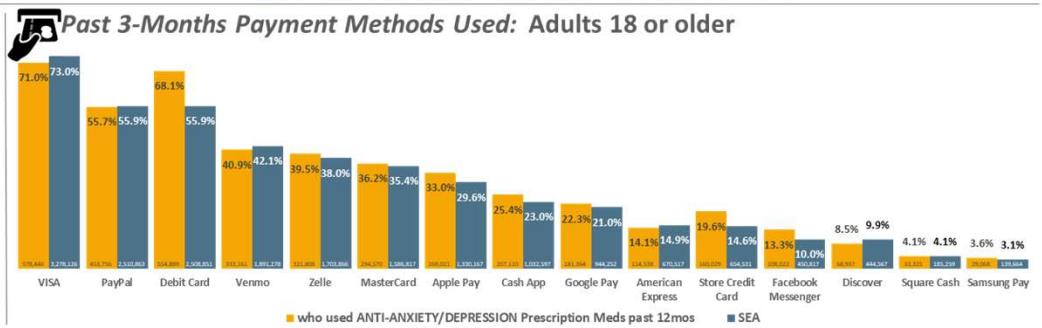

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




## *Past 3-Months Payment Methods Used:* Adults 18 or older



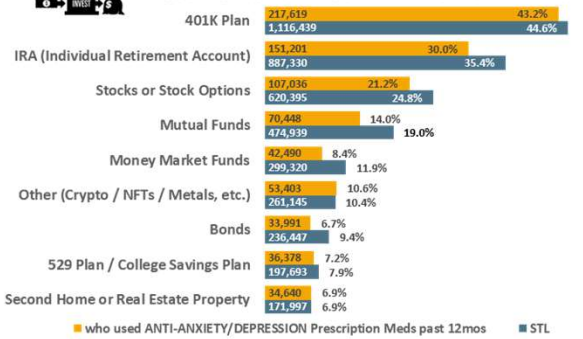

*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718*

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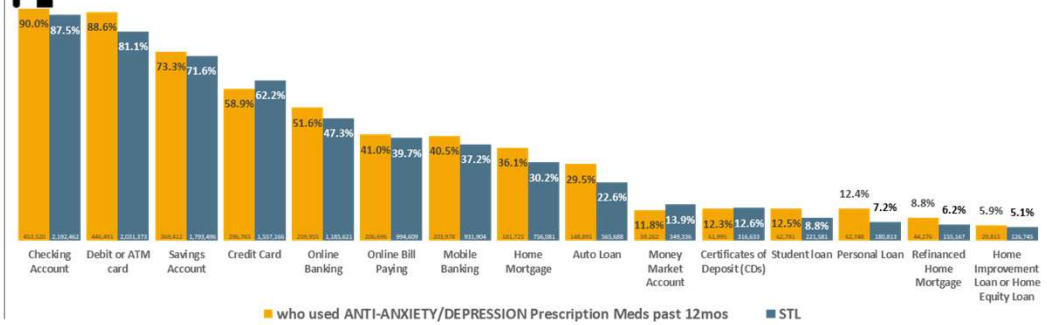



20.1% or 504,024 of STL DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 3.1% less likely to have a 401K, 30.8% more likely to have an Auto Loan, 12.4% less likely to Invest/Trade Stocks Online, 23.5% more likely to pay with their Debit Card.

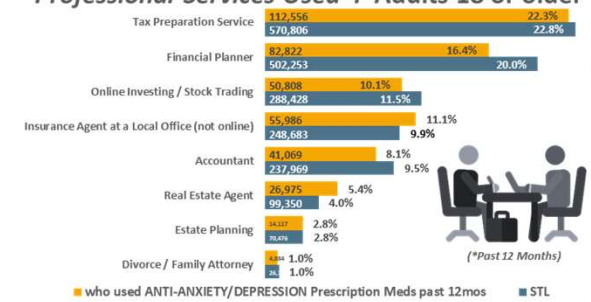
## *Investments Owned:* Adults 18 or older



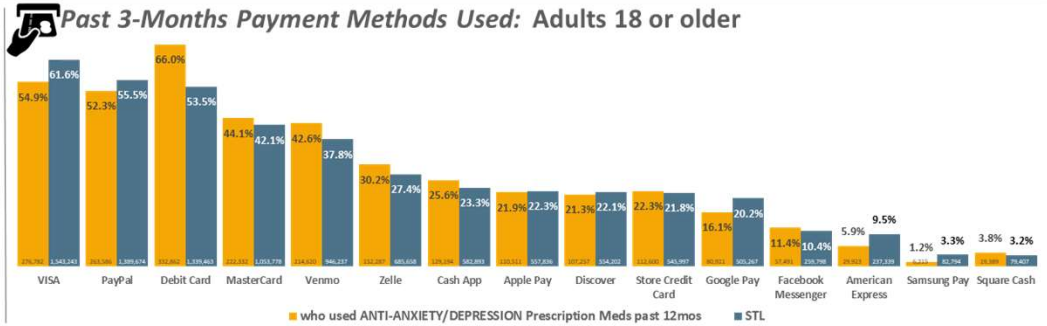

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




## *Past 3-Months Payment Methods Used:* Adults 18 or older




*STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381*

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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

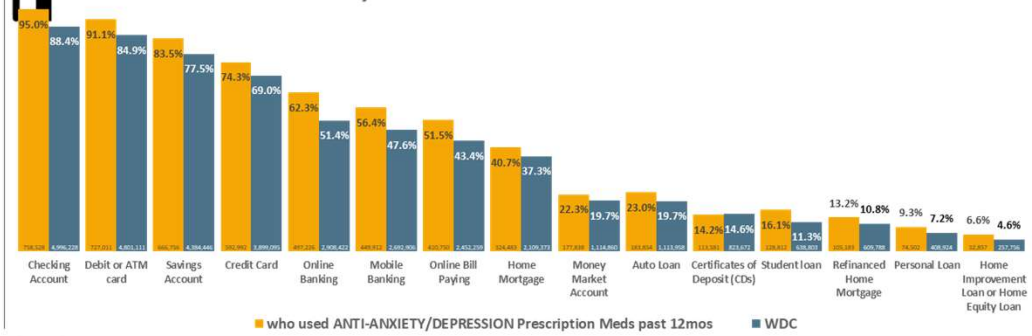



14.1% or 798,218 of WDC DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 3.4% more likely to have a 401K, 16.9% more likely to have an Auto Loan, 12.8% more likely to Invest/Trade Stocks Online, 11.4% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



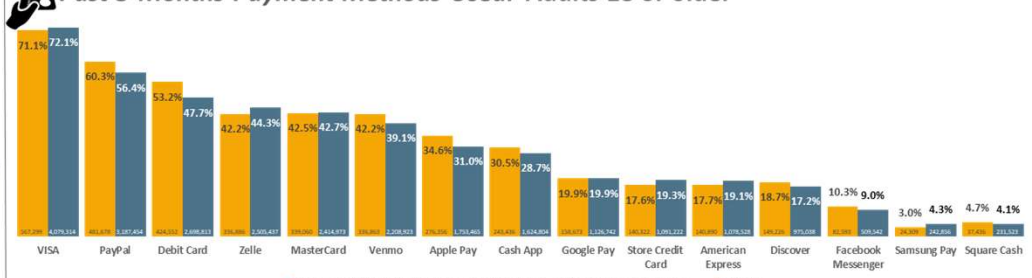

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




## *Past 3-Months Payment Methods Used:* Adults 18 or older




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783*

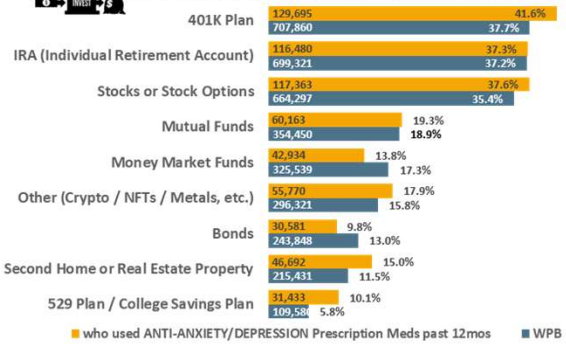
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

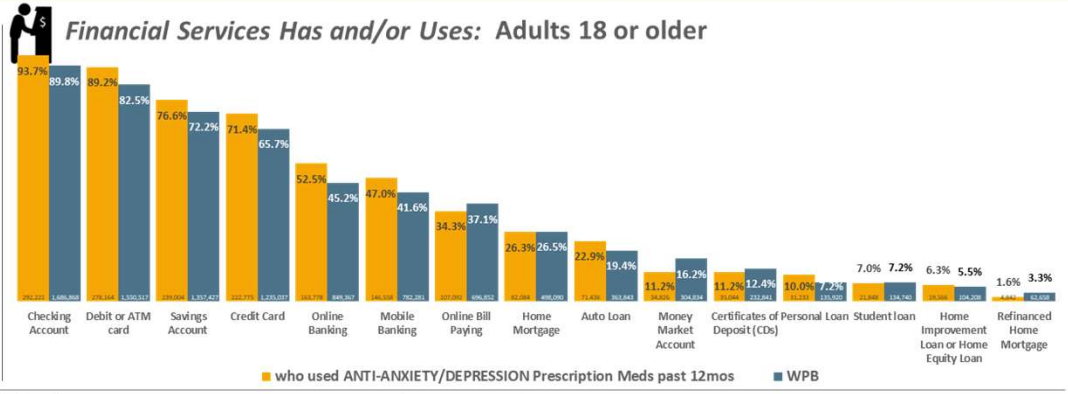



16.6% or 311,888 of WPB DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 10.4% more likely to have a 401K, 18.3% more likely to have an Auto Loan, 19.2% more likely to Invest/Trade Stocks Online, 8.5% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



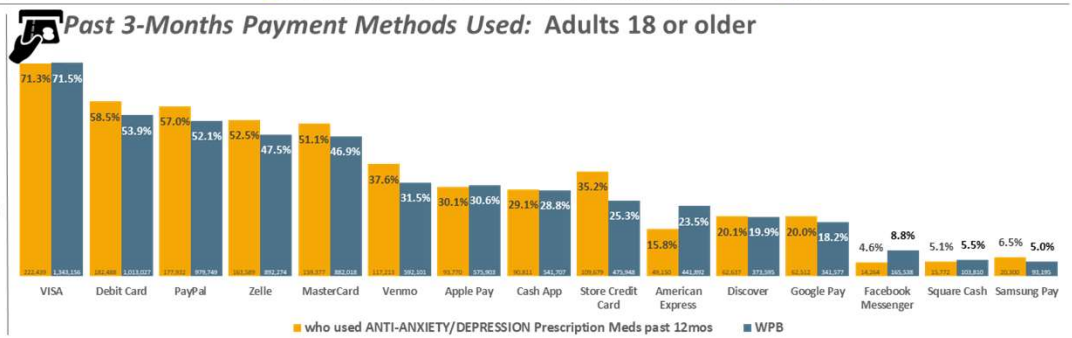

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




## *Past 3-Months Payment Methods Used:* Adults 18 or older




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392*

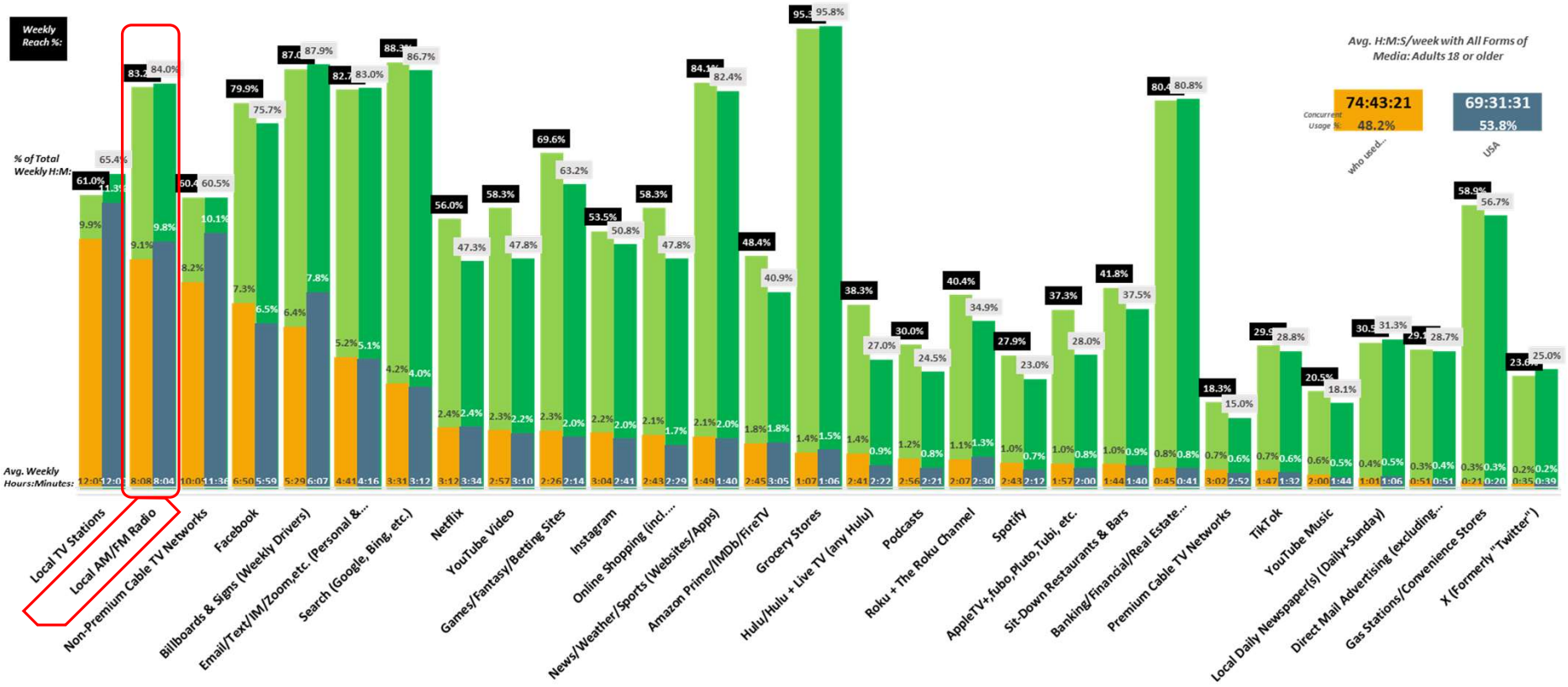
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*




**Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 3 days, 2 hours, 43 minutes and 21 seconds each week with All Forms of Media.**

***83.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an avg. of 8 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.***




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

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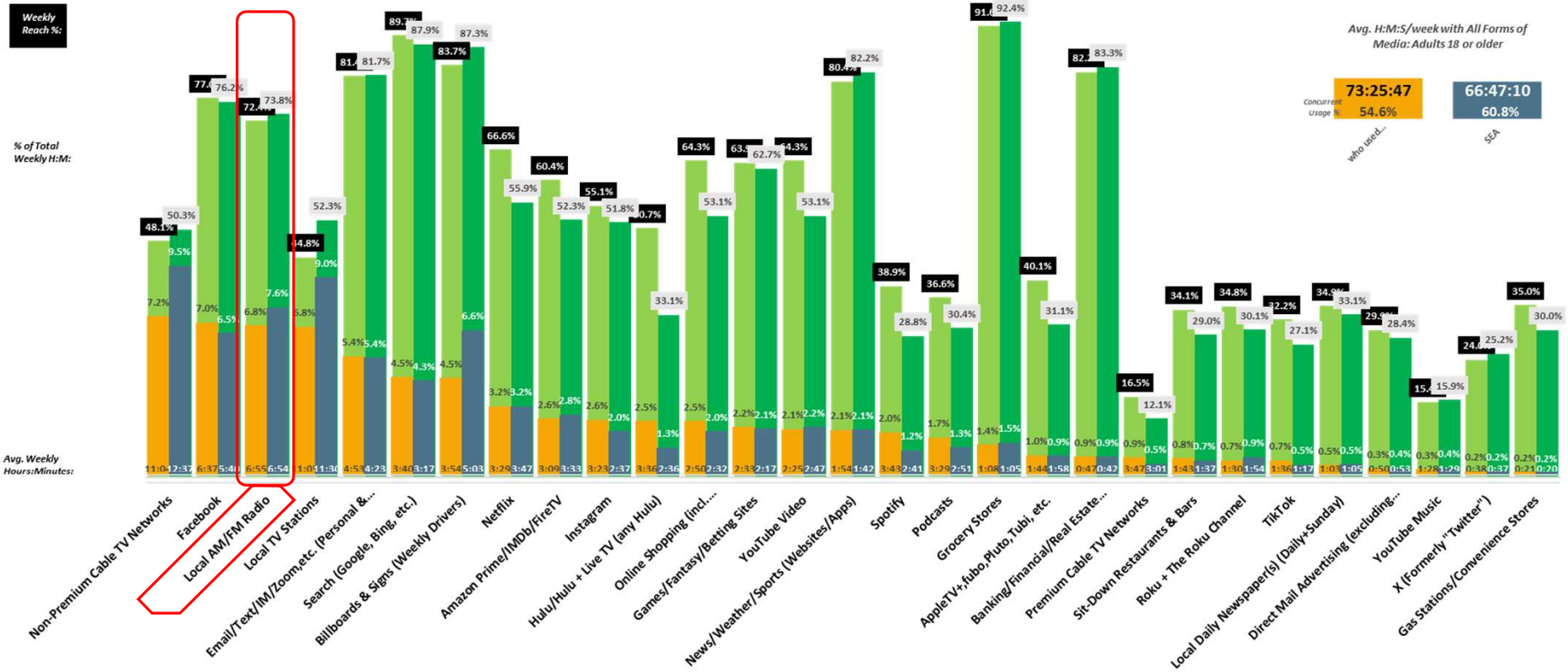
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*




**Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 3 days, 1 hours, 25 minutes and 47 seconds each week with All Forms of Media.**

***72.4% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an avg. of 6 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.***




SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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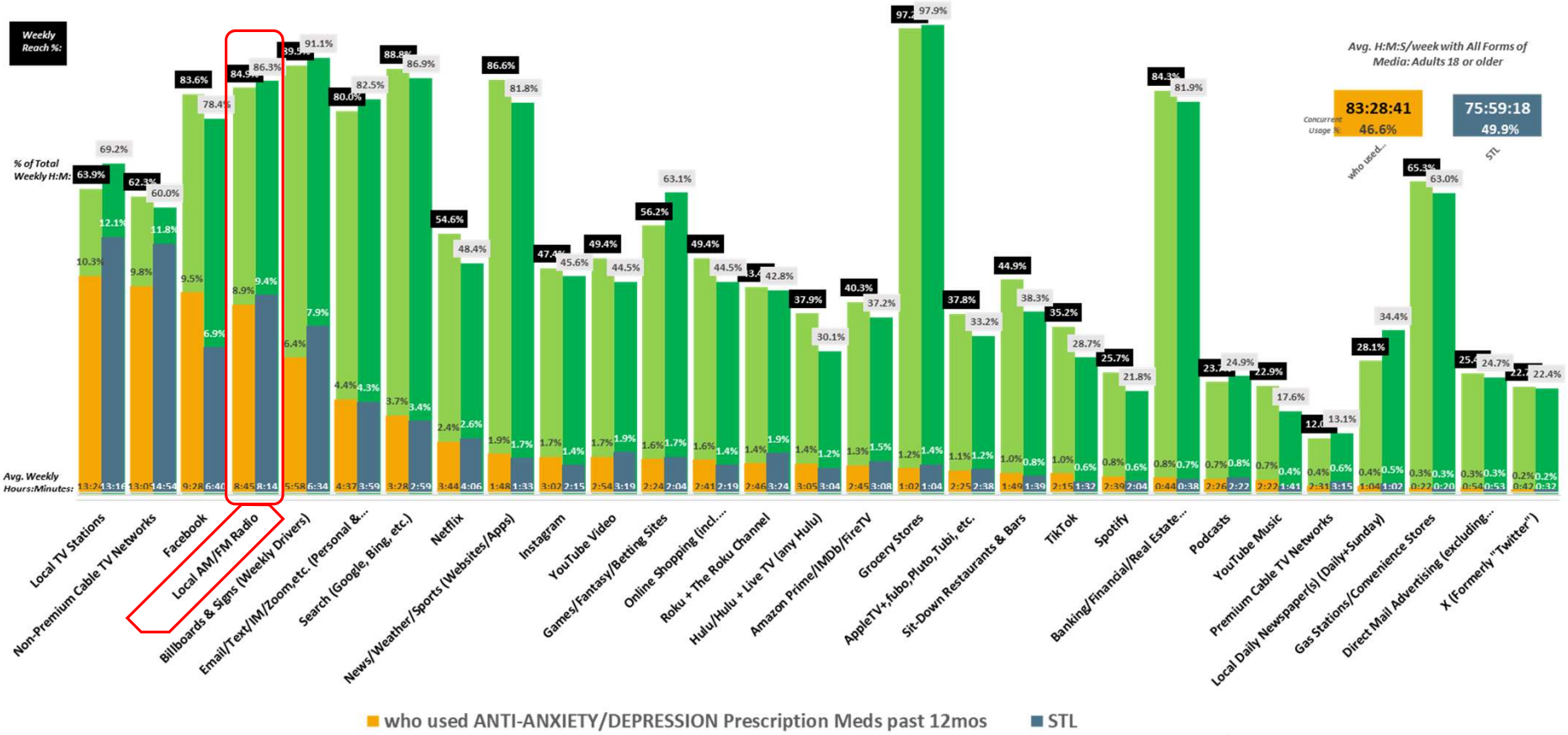
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*




**Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 3 days, 11 hours, 28 minutes and 41 seconds each week with All Forms of Media.**

***84.9% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an avg. of 8 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.***

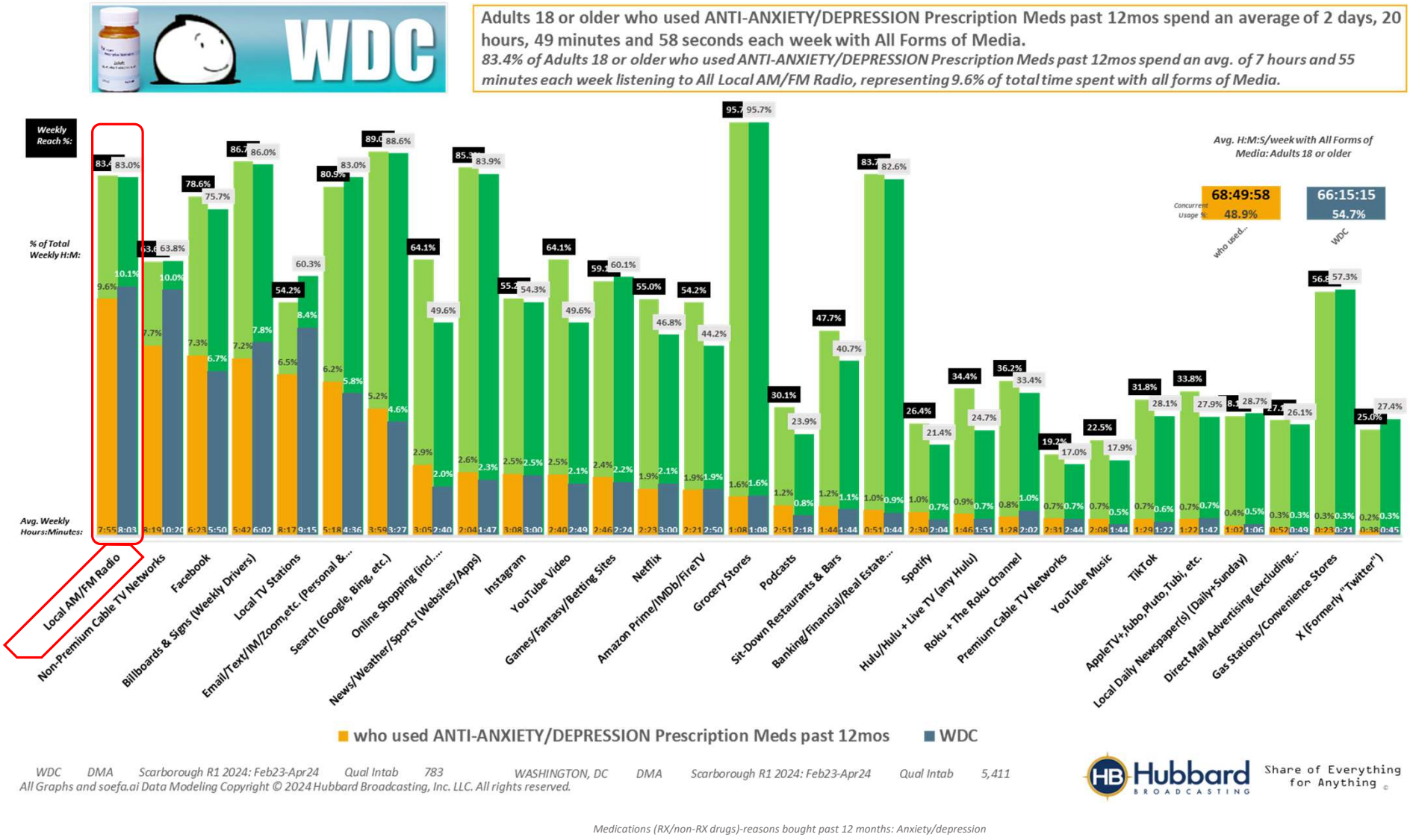



*STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952*

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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*



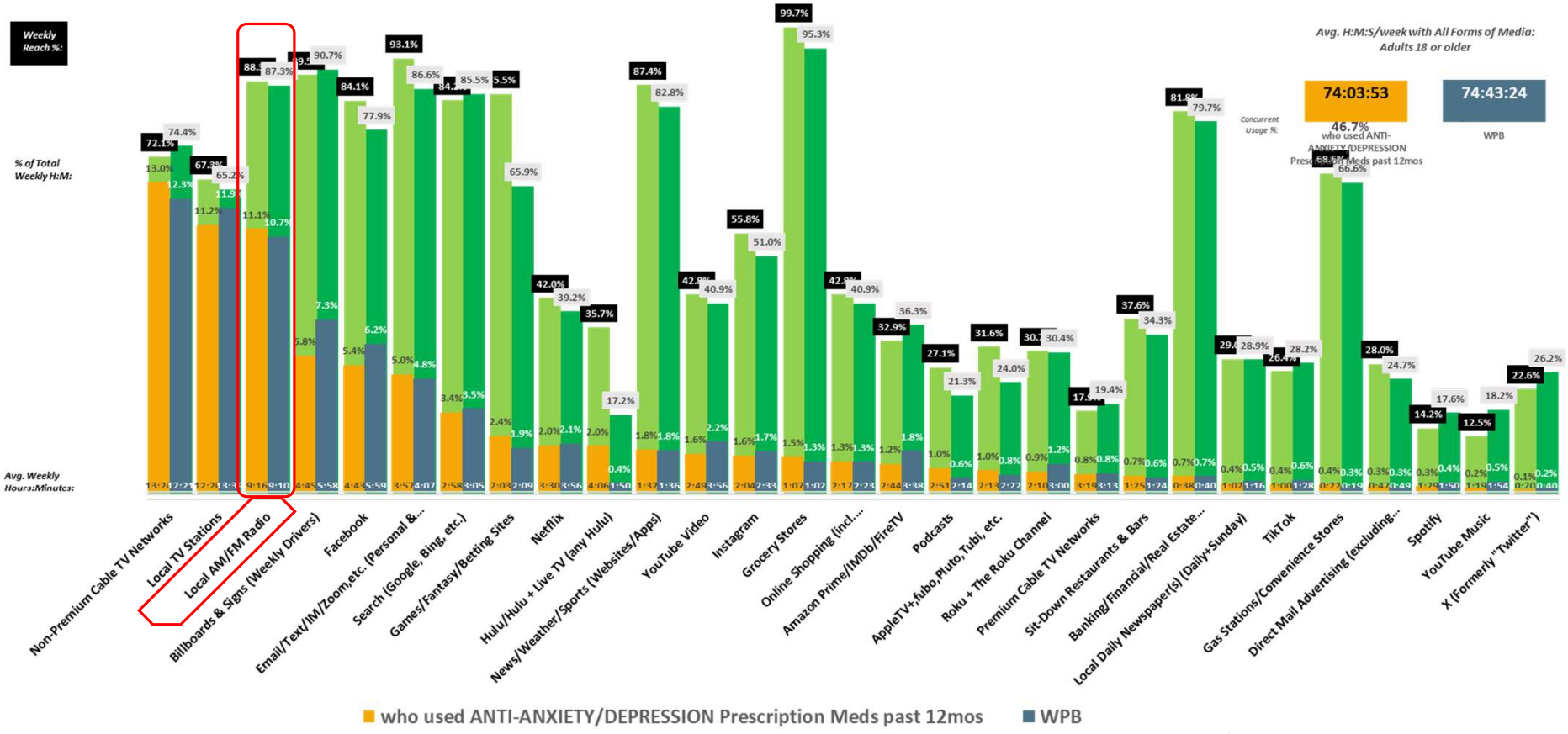

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression




**Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 3 days, 2 hours, 3 minutes and 53 seconds each week with All Forms of Media.**

***88.3% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an avg. of 9 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 11.1% of total time spent with all forms of Media.***




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464*

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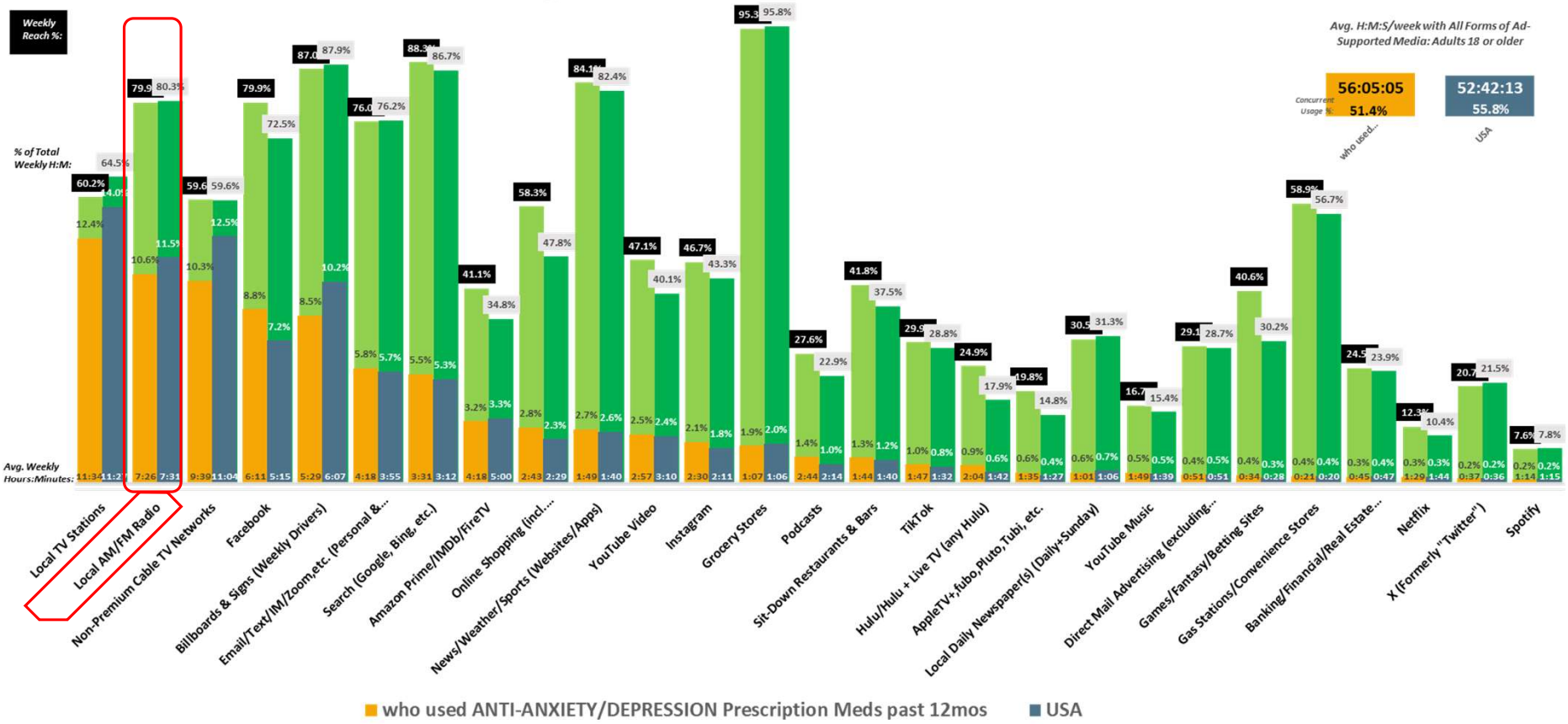
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*




**Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 2 days, 8 hours, 5 minutes and 5 seconds each week with All Forms of Ad-Supported Media.**

***79.9% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an avg. of 7 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported***




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

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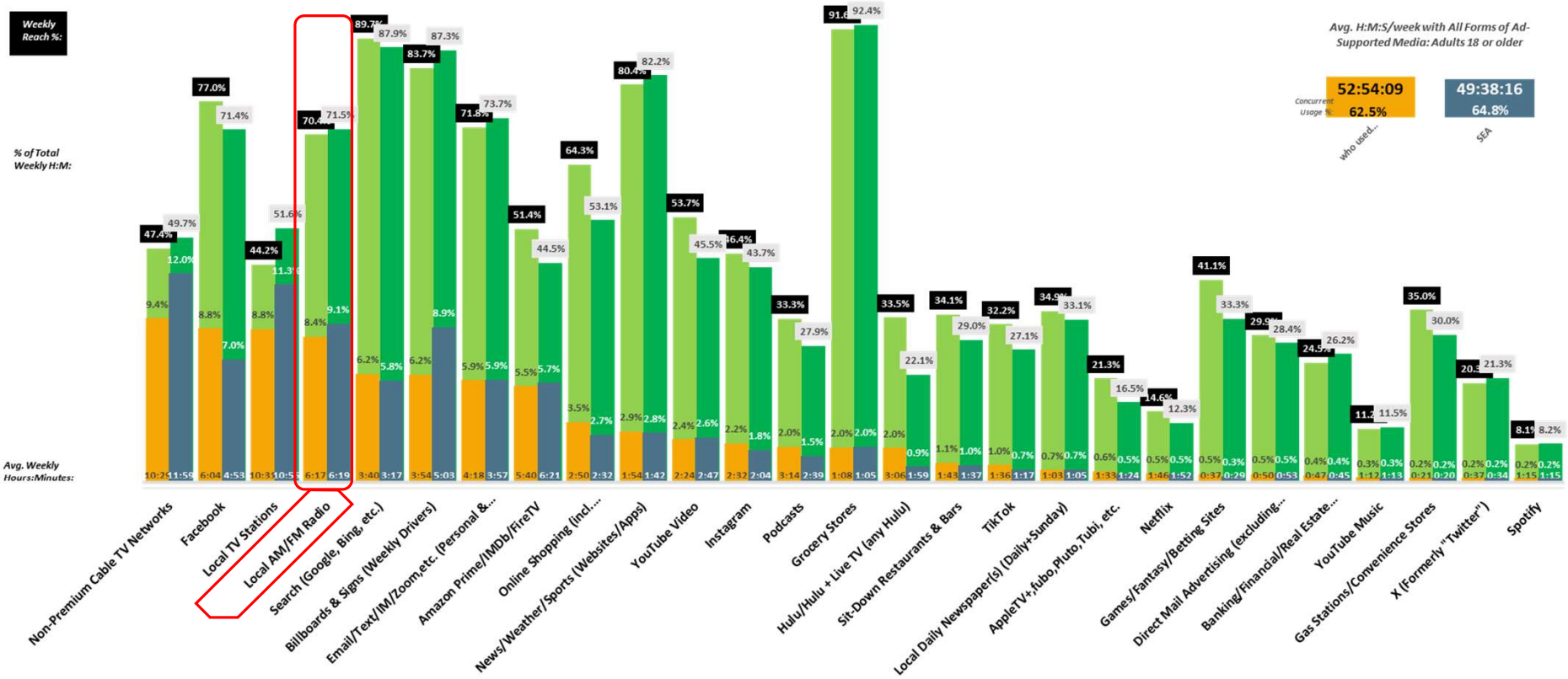
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*




**Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 2 days, 4 hours, 54 minutes and 9 seconds each week with All Forms of Ad-Supported Media.**

***70.4% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an avg. of 6 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.4% of total time spent with all forms of Ad-Supported M***

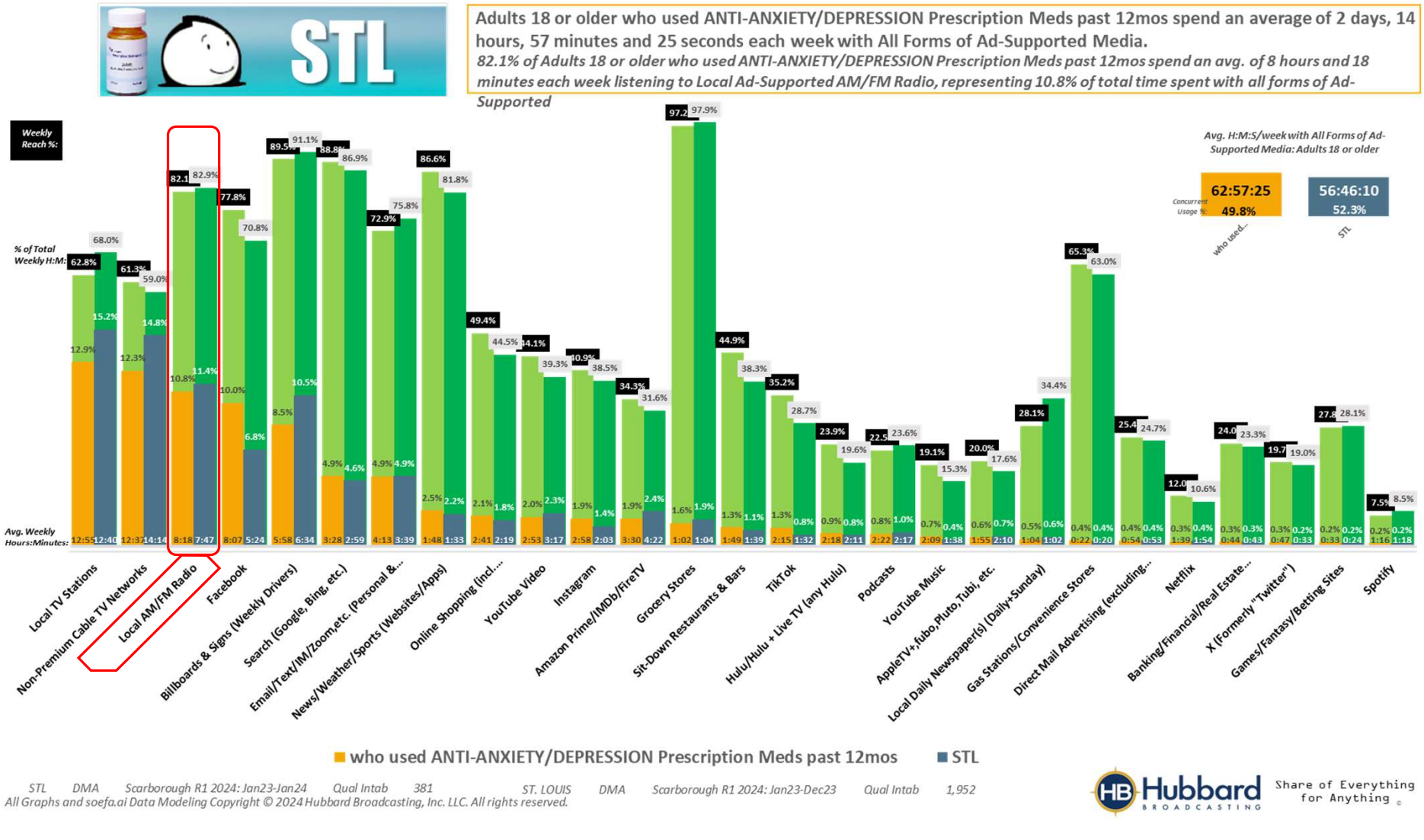



*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951*

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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

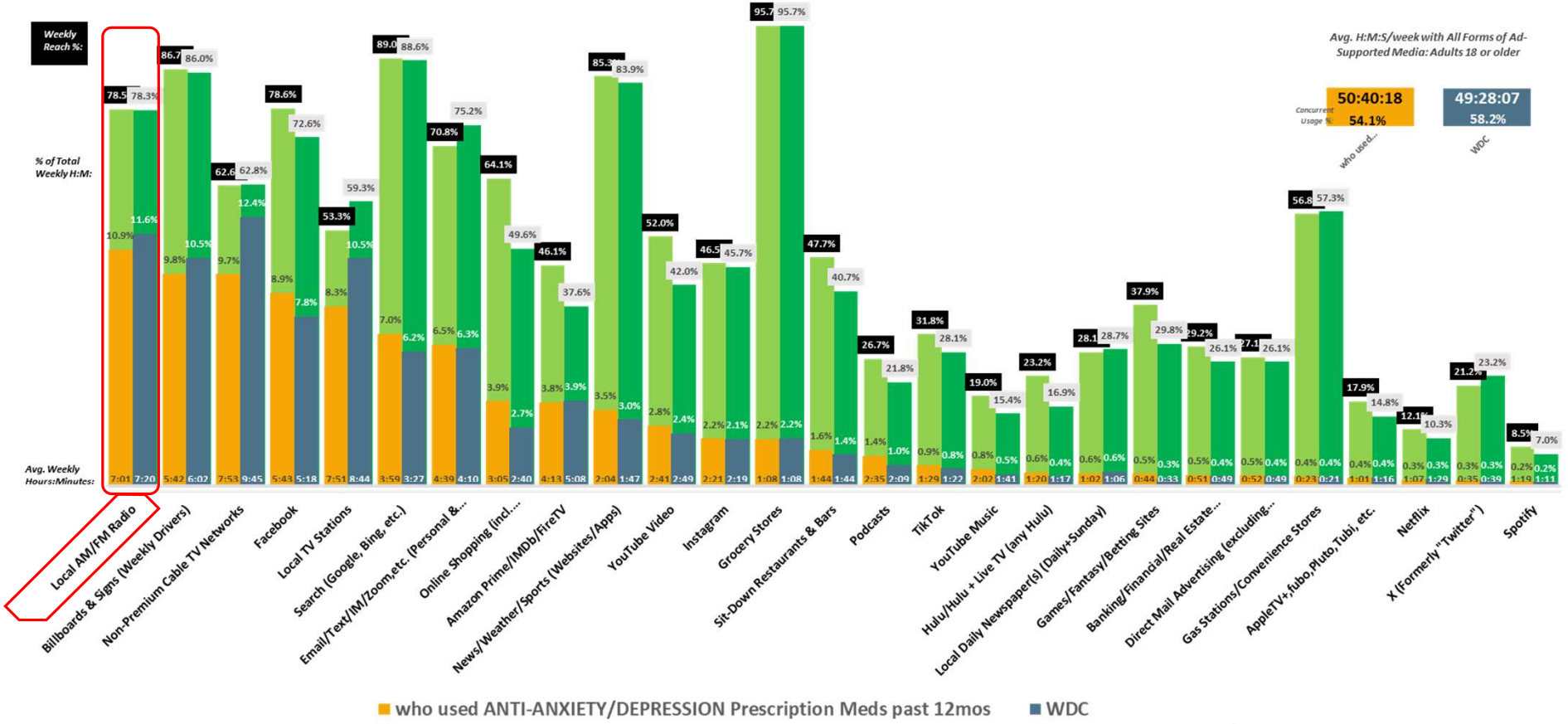



Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression




**Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 2 days, 2 hours, 40 minutes and 18 seconds each week with All Forms of Ad-Supported Media.**

***78.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an avg. of 7 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported M***

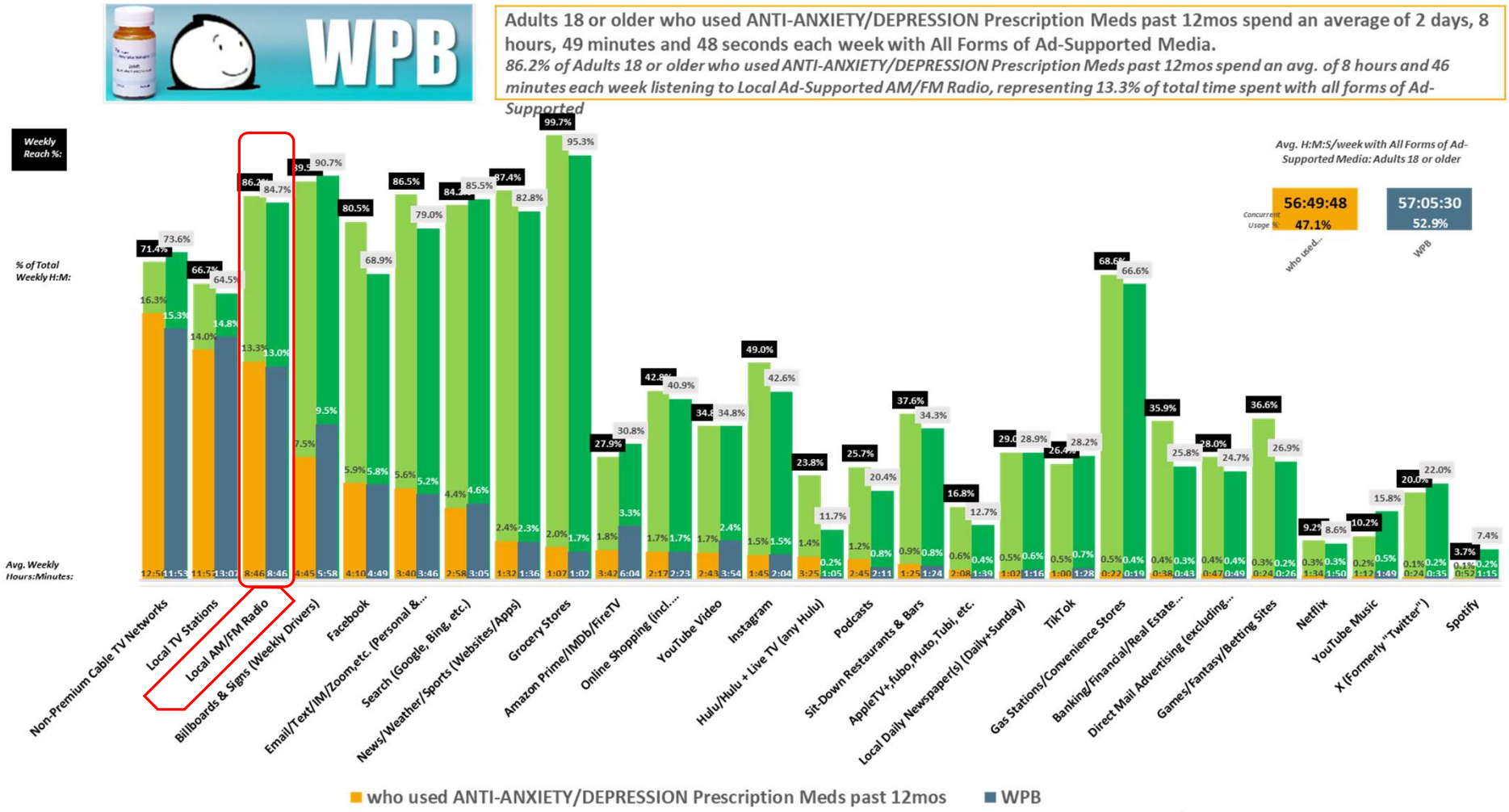



*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411*

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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*




WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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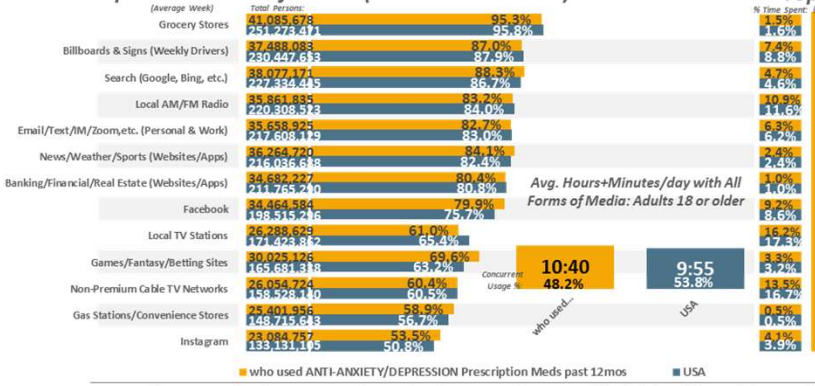
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

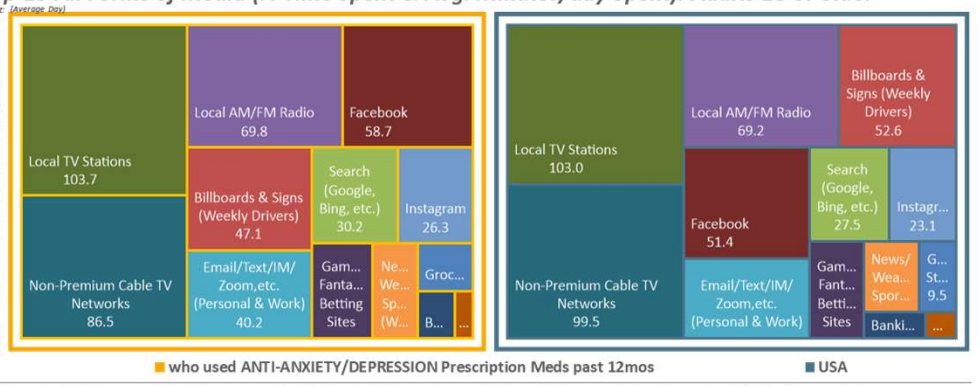



Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 8 hours and 0 minutes each day with All Forms of Ad-Supported Media. 79.9% listen to Local AM/FM Radio for an avg. of 63.8 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

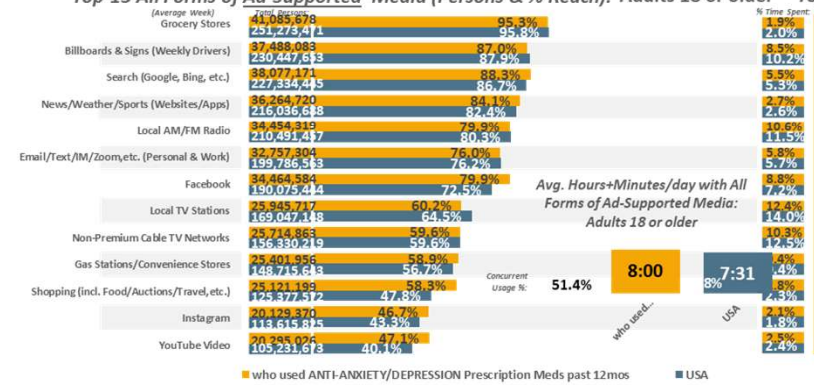
***Top-13 All Forms of Media (Persons & % Reach):*** **Adults 18 or older**



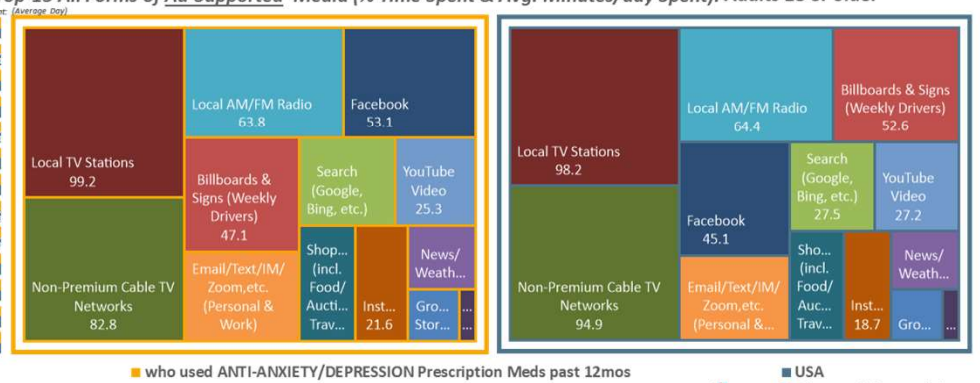

***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**




***Top-13 All Forms of Ad-Supported Media (Persons & % Reach):*** **Adults 18 or older**




***Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

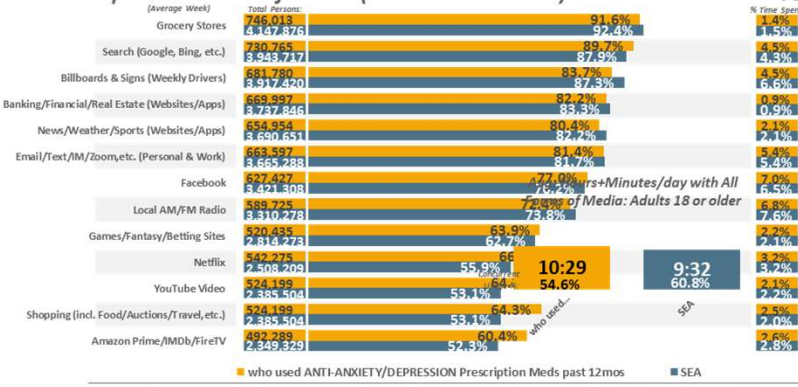
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

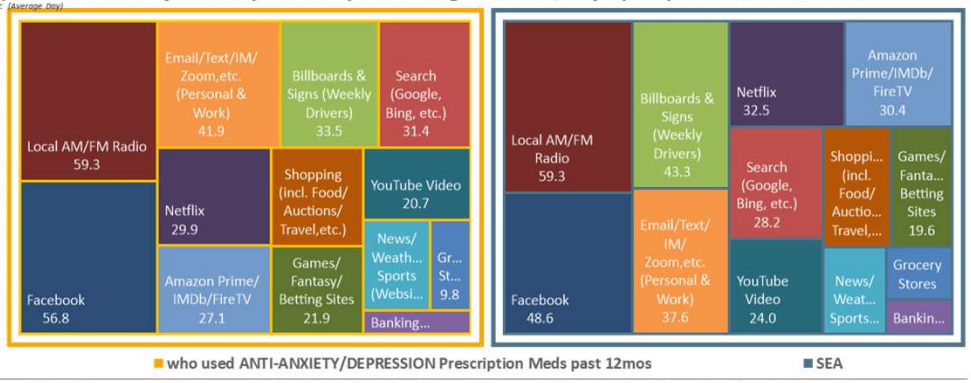



Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 7 hours and 33 minutes each day with All Forms of Ad-Supported Media. 70.4% listen to Local AM/FM Radio for an avg. of 53.9 minutes/day. *(Local Radio delivers 8.4% of Time with Ad-Supported Media.)*

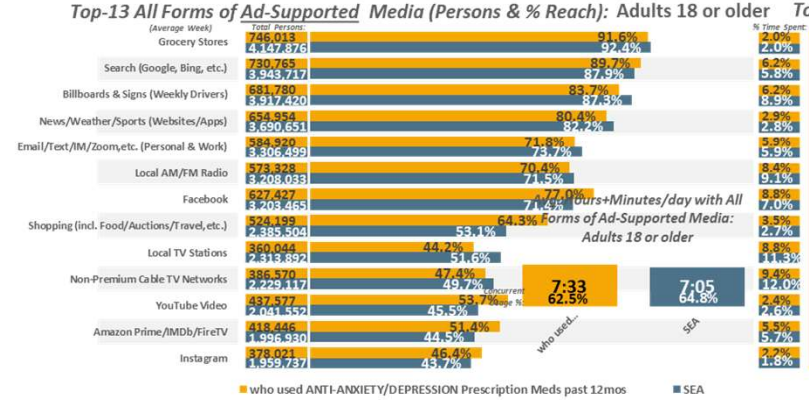
***Top-13 All Forms of Media (Persons & % Reach):*** **Adults 18 or older**



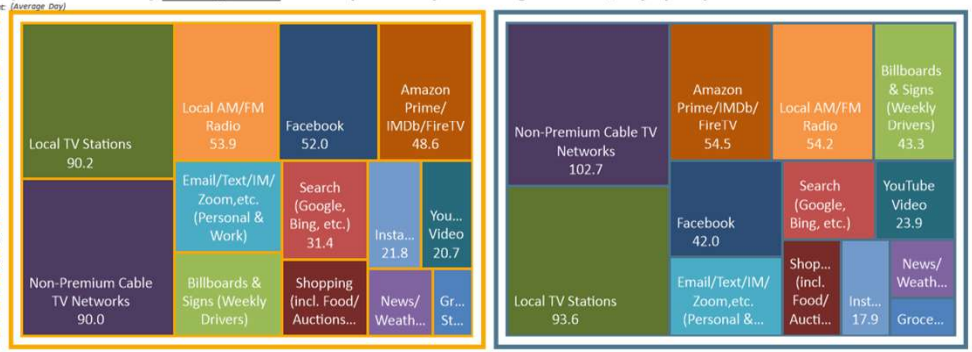

***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**




***Top-13 All Forms of Ad-Supported Media (Persons & % Reach):*** **Adults 18 or older**




***Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718*

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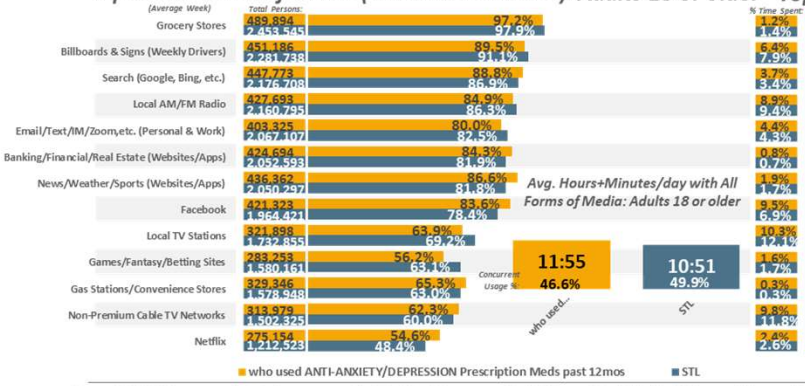
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

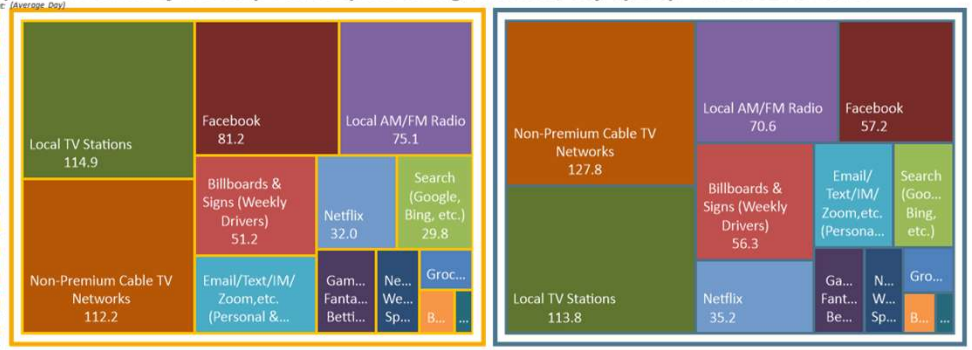



Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 8 hours and 59 minutes each day with All Forms of Ad-Supported Media. 82.1% listen to Local AM/FM Radio for an avg. of 71.2 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

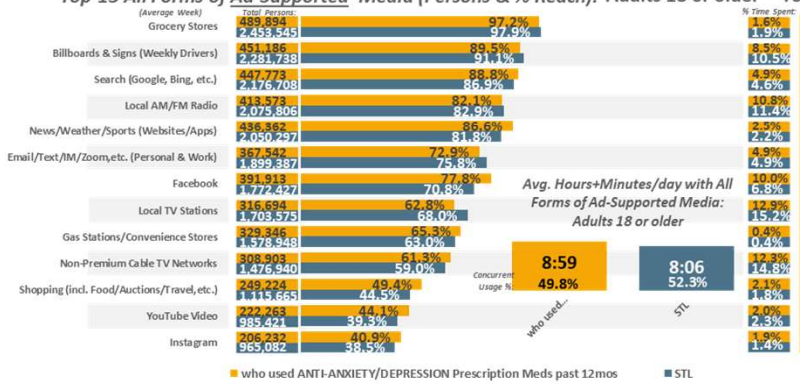
***Top-13 All Forms of Media (Persons & % Reach):*** **Adults 18 or older**



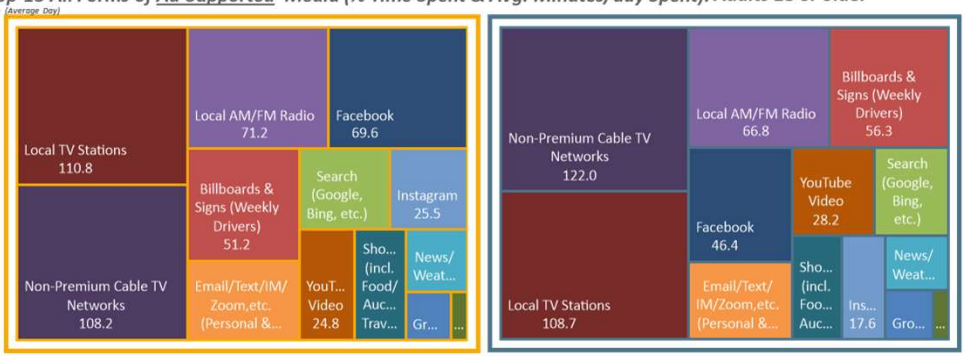

***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**




***Top-13 All Forms of Ad-Supported Media (Persons & % Reach):*** **Adults 18 or older**




***Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**




*STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381*

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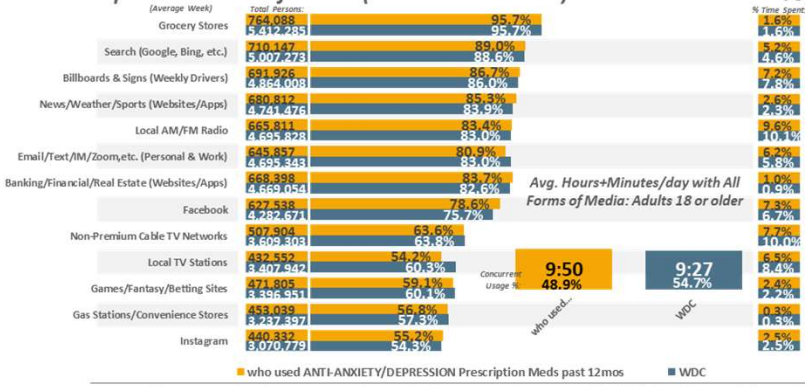
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

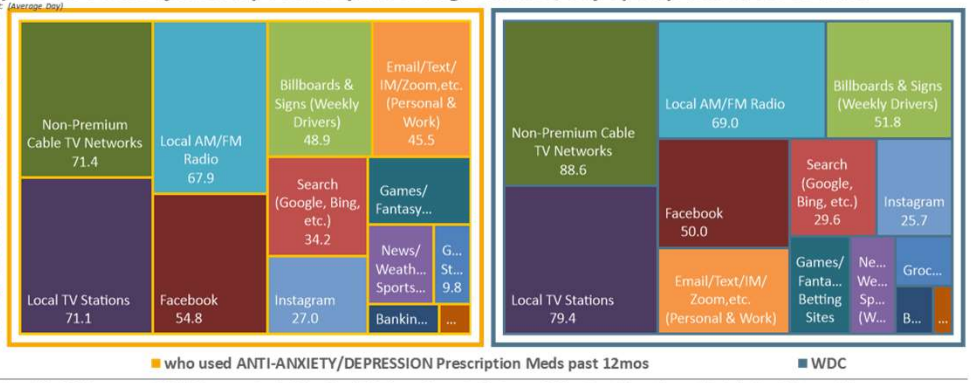



Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 7 hours and 14 minutes each day with All Forms of Ad-Supported Media. 78.5% listen to Local AM/FM Radio for an avg. of 60.2 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

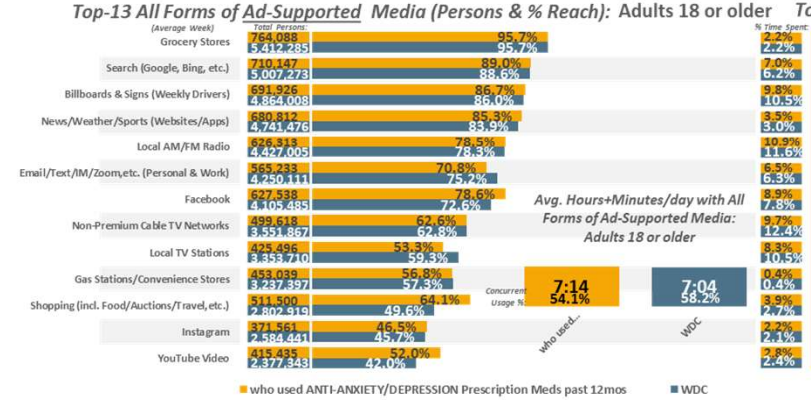
***Top-13 All Forms of Media (Persons & % Reach):*** **Adults 18 or older**



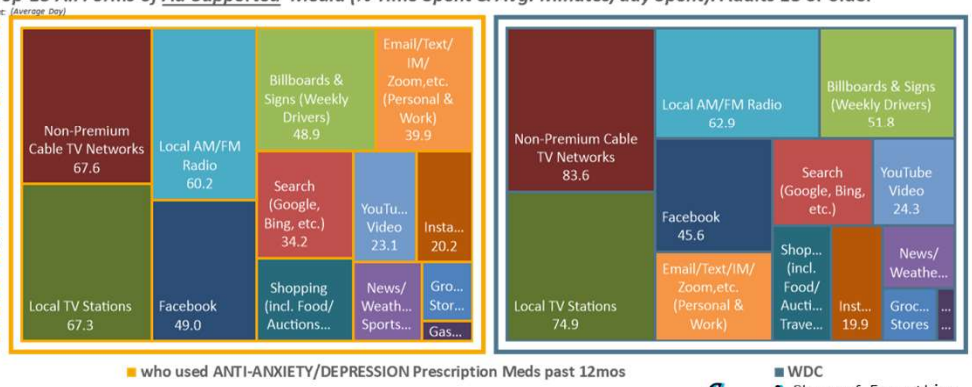

***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**




***Top-13 All Forms of Ad-Supported Media (Persons & % Reach):*** **Adults 18 or older**




***Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783*

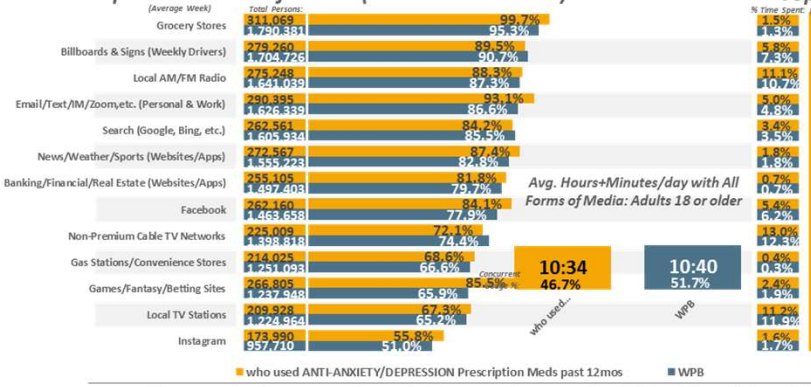
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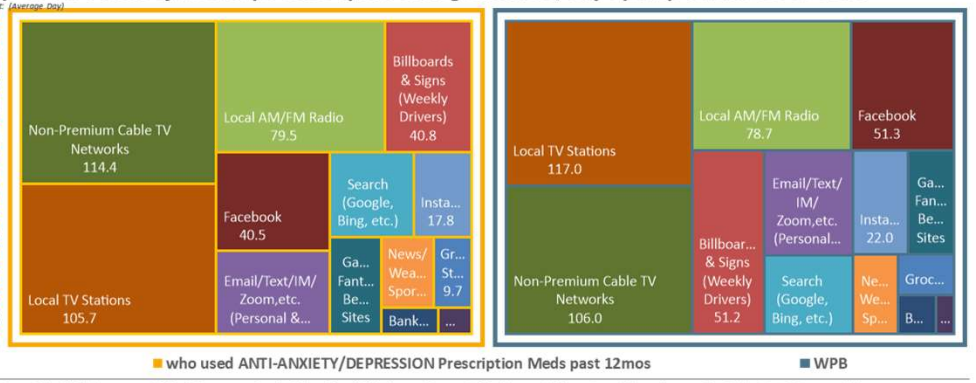
*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 8 hours and 7 minutes each day with All Forms of Ad-Supported Media. 86.2% listen to Local AM/FM Radio for an avg. of 75.1 minutes/day. *(Local Radio delivers 13.3% of Time with Ad-Supported Media.)*

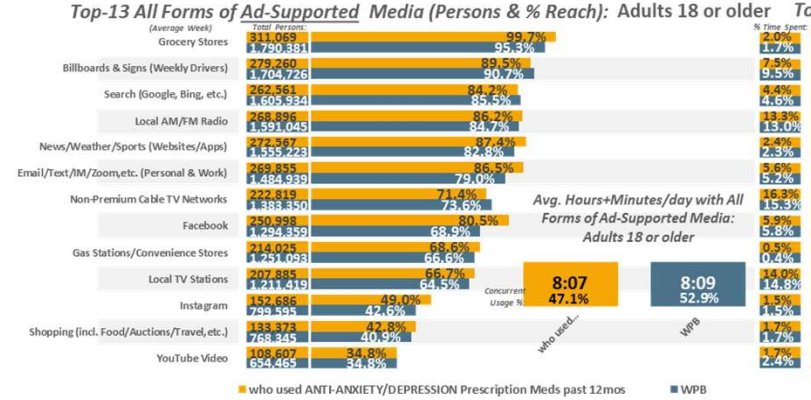
***Top-13 All Forms of Media (Persons & % Reach):*** **Adults 18 or older**



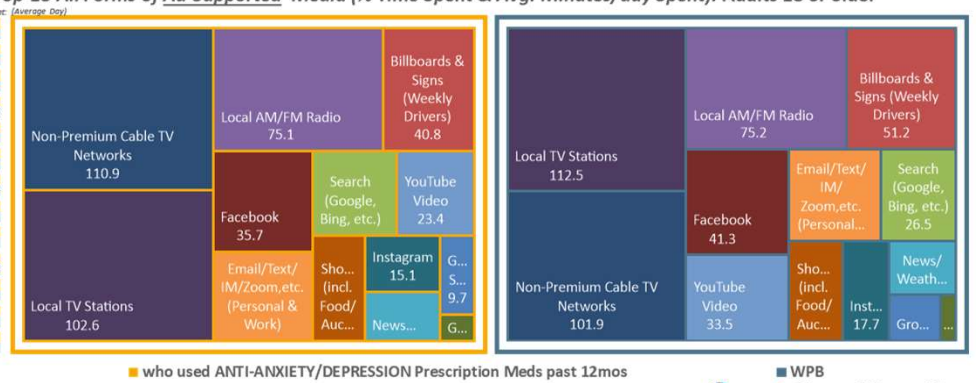

***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**




***Top-13 All Forms of Ad-Supported Media (Persons & % Reach):*** **Adults 18 or older**




***Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392*

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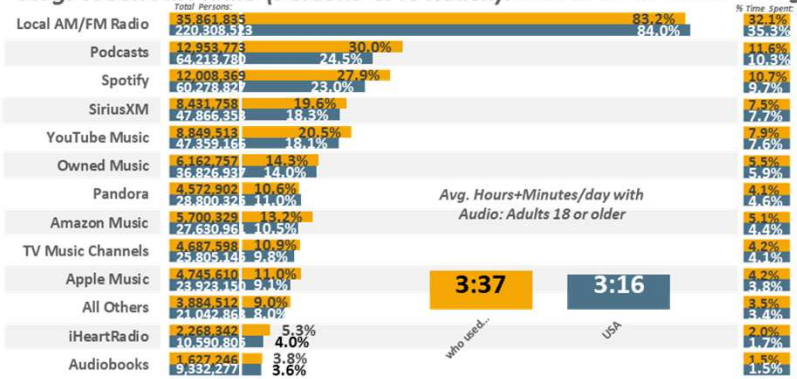
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

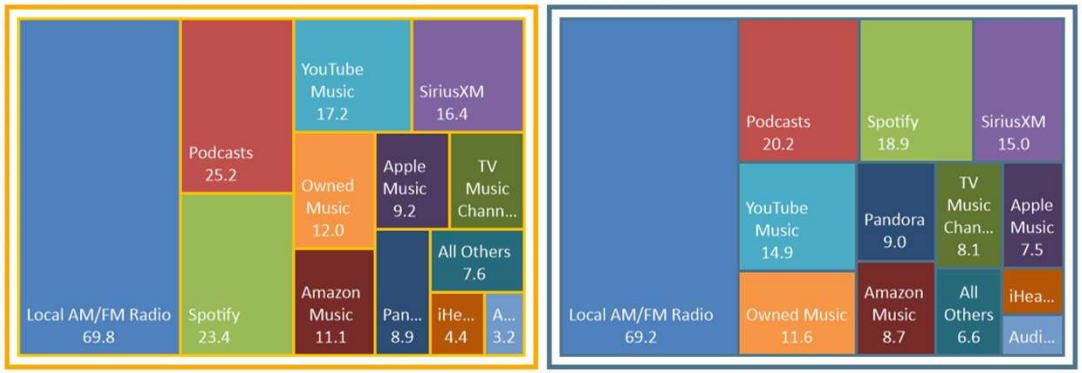



34,454,319 or 79.9% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.8 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

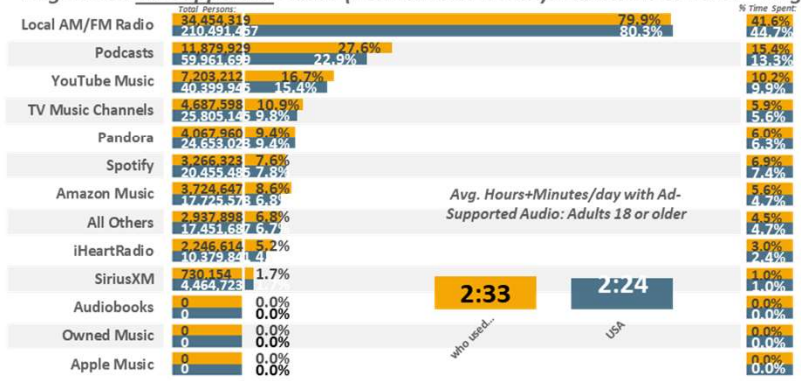
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



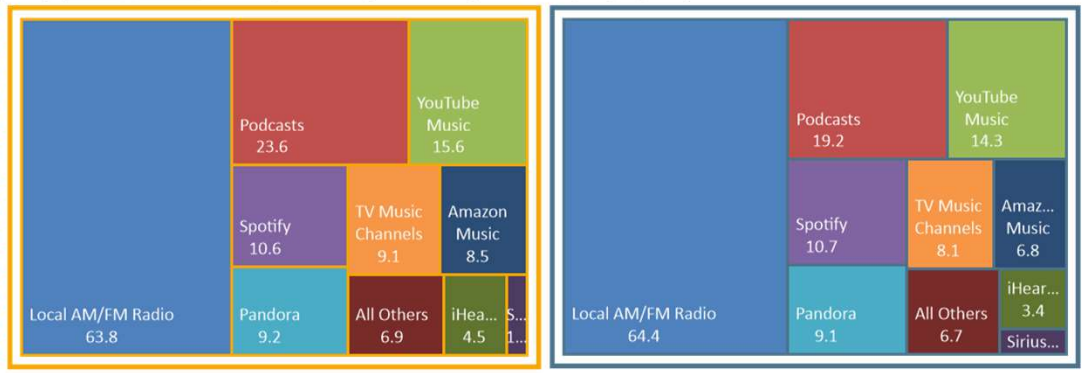

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week Ad-Supported Audio (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882*

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*Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24*

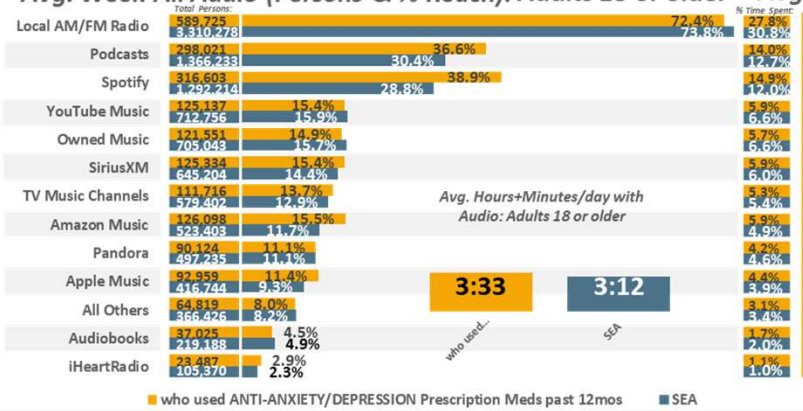
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

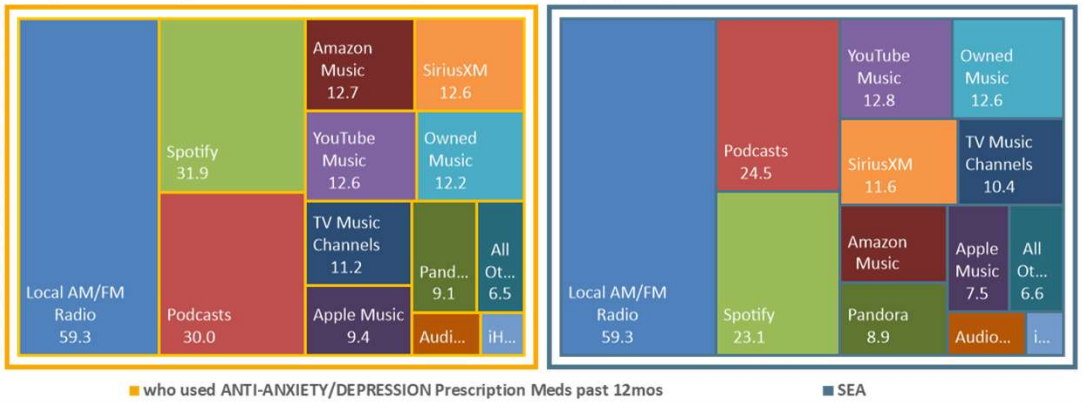



573,328 or 70.4% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 53.9 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.

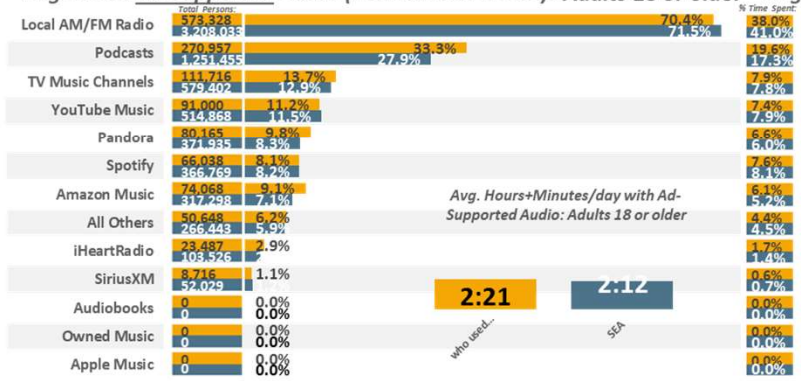
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



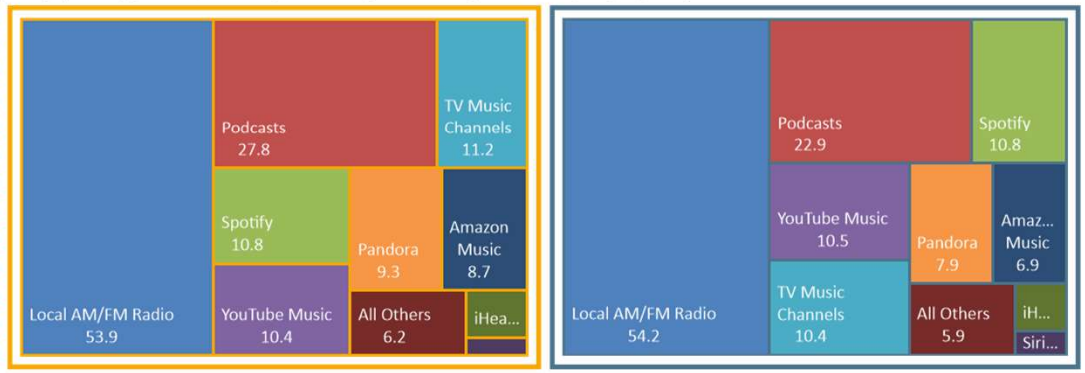

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week Ad-Supported Audio (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718*

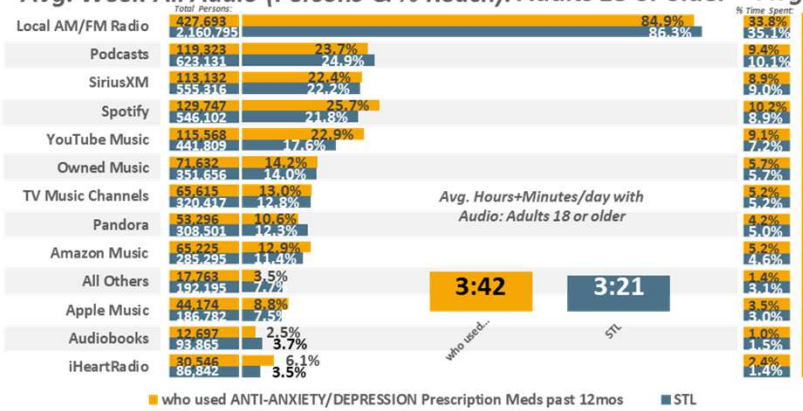
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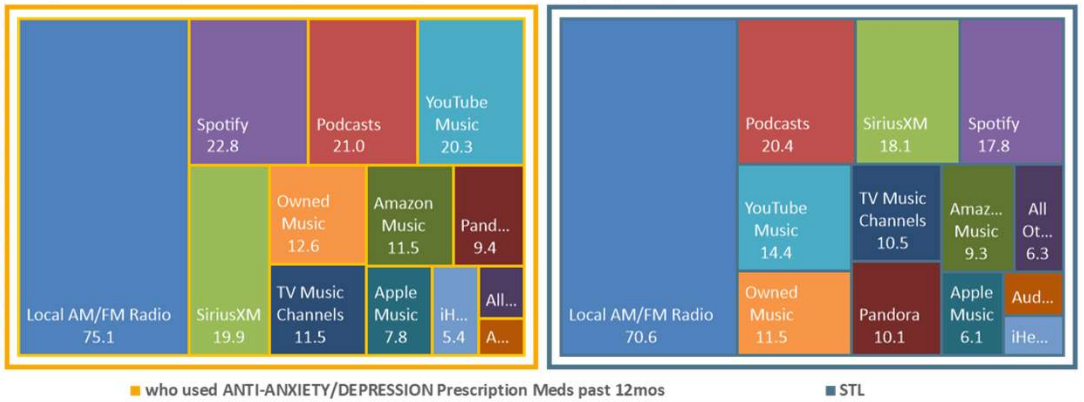



413,573 or 82.1% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 71.2 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.

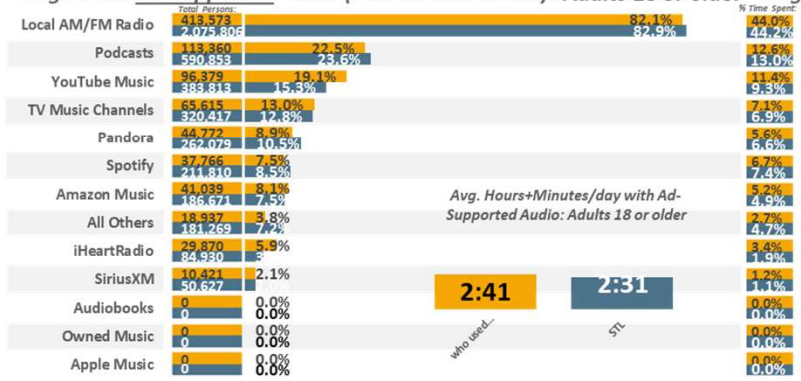
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



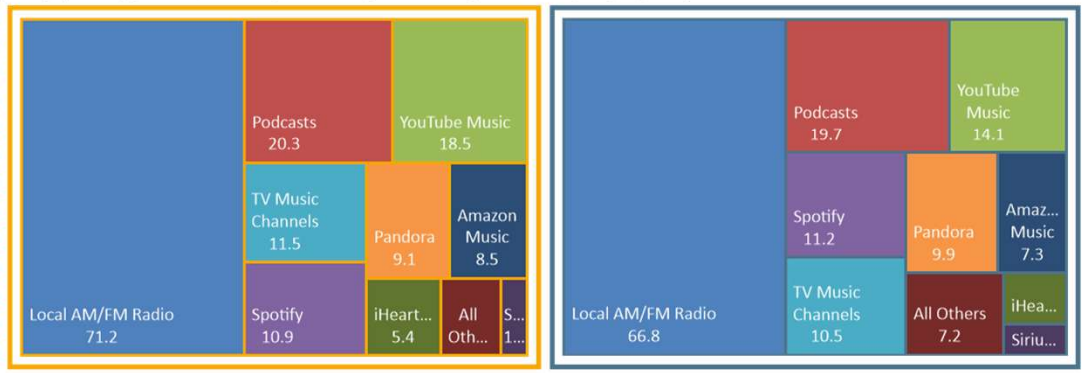

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week Ad-Supported Audio (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381*

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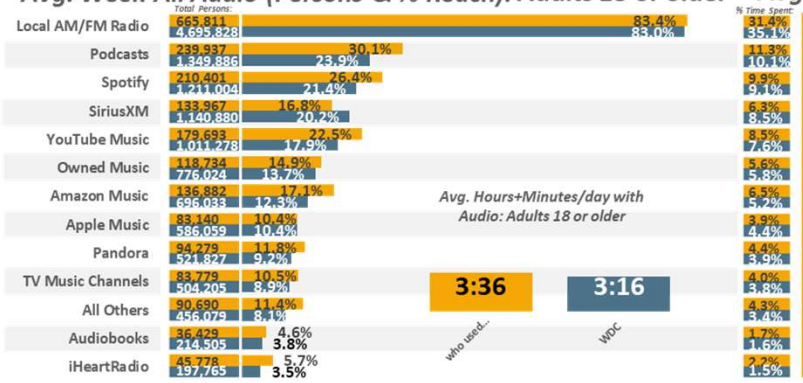
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

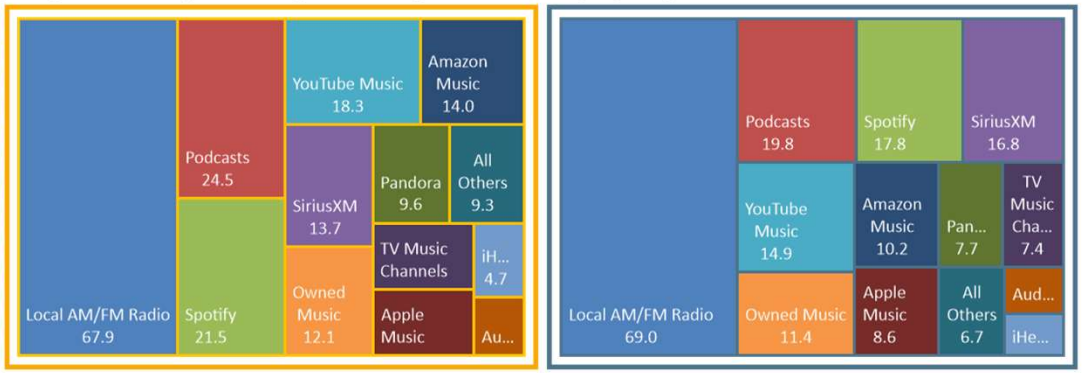



626,313 or 78.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 60.2 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

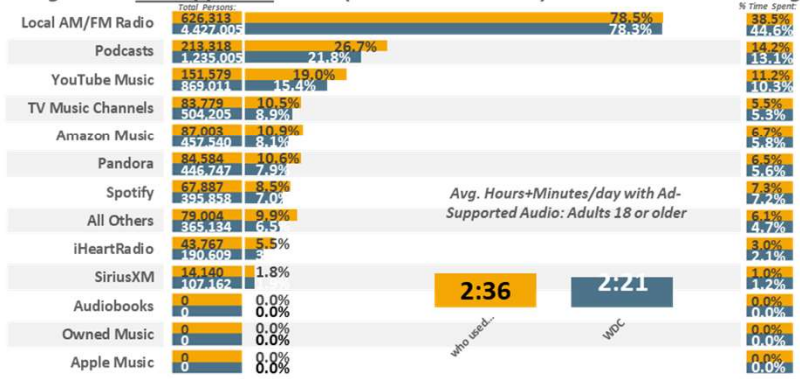
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



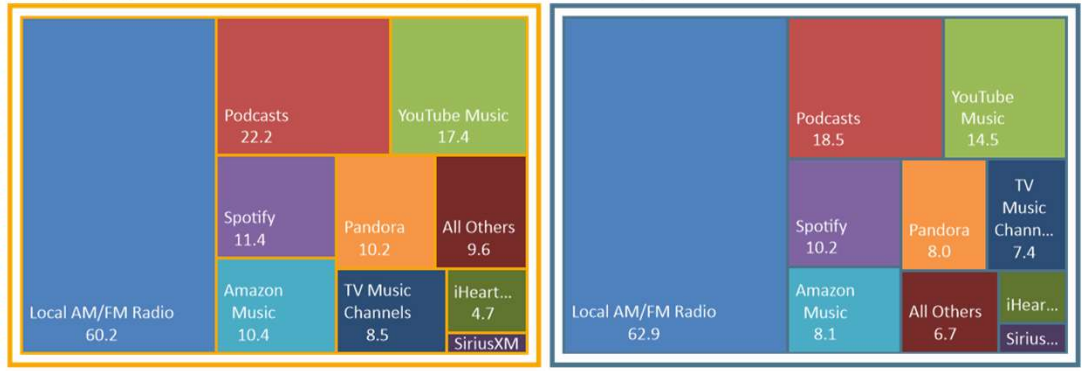

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week Ad-Supported Audio (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783*

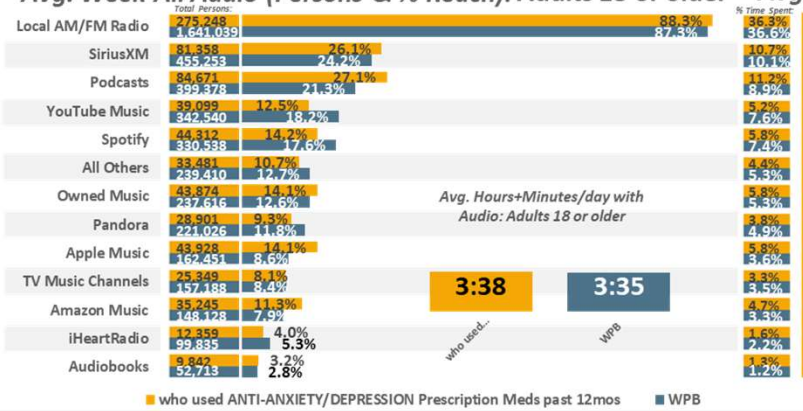
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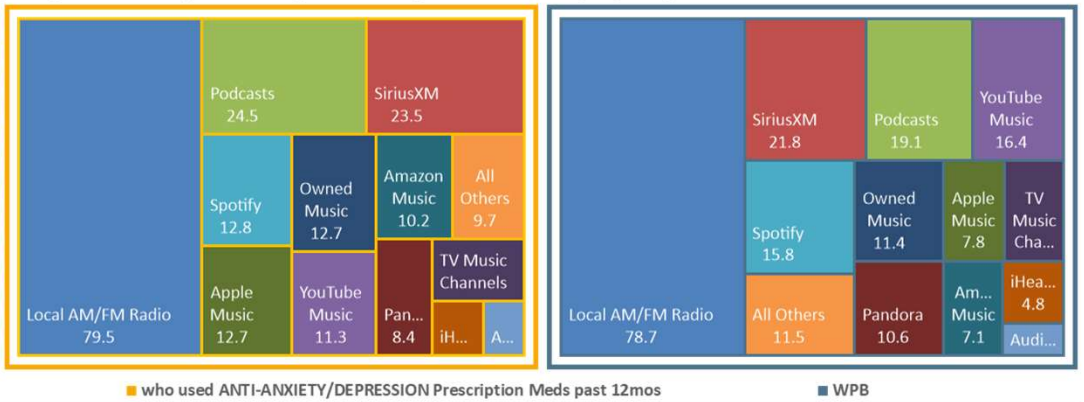



268,896 or 86.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 75.1 minutes every day representing 47.7% of all time spent daily with Ad-Supported Audio.

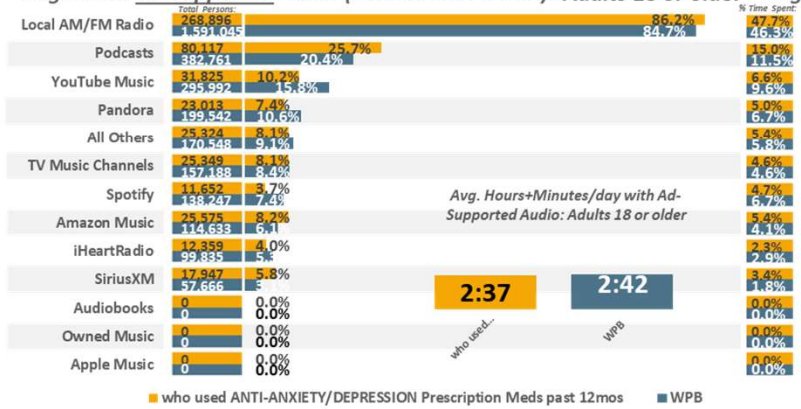
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



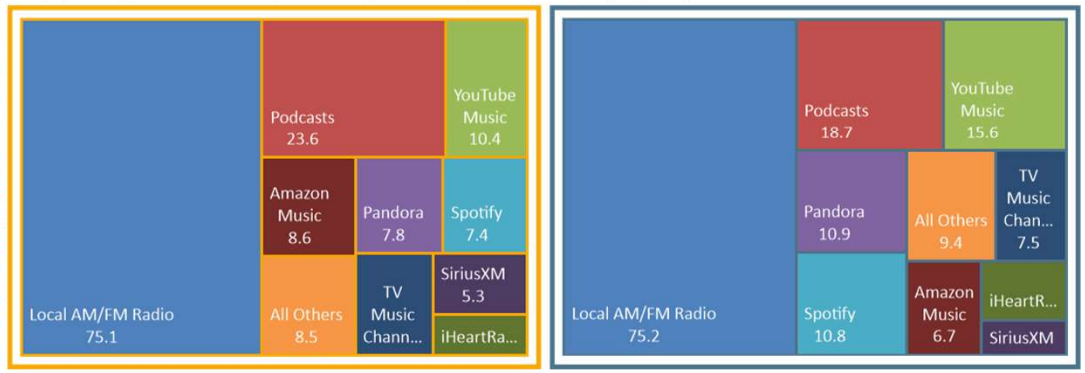

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week Ad-Supported Audio (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older



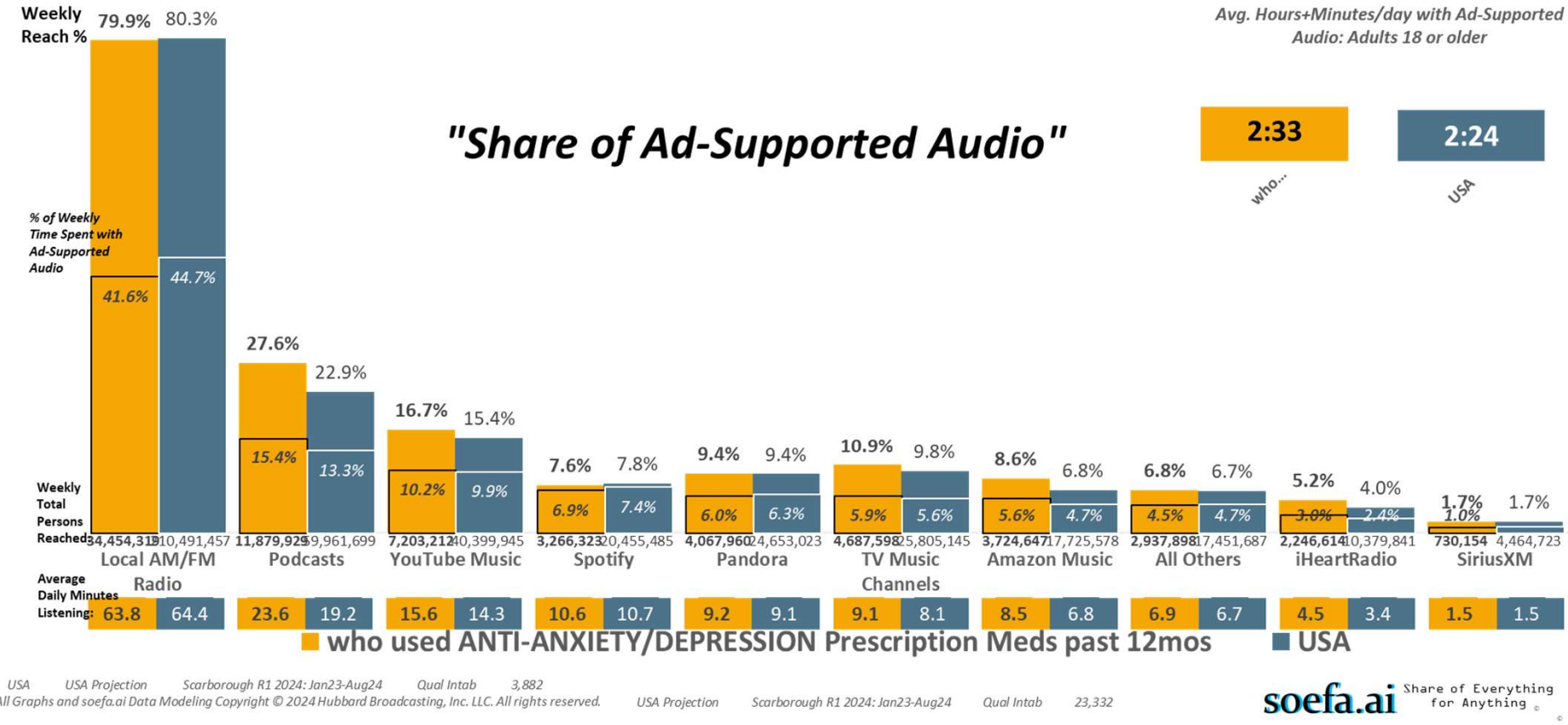

*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392*

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34,454,319 or 79.9% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.8 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882

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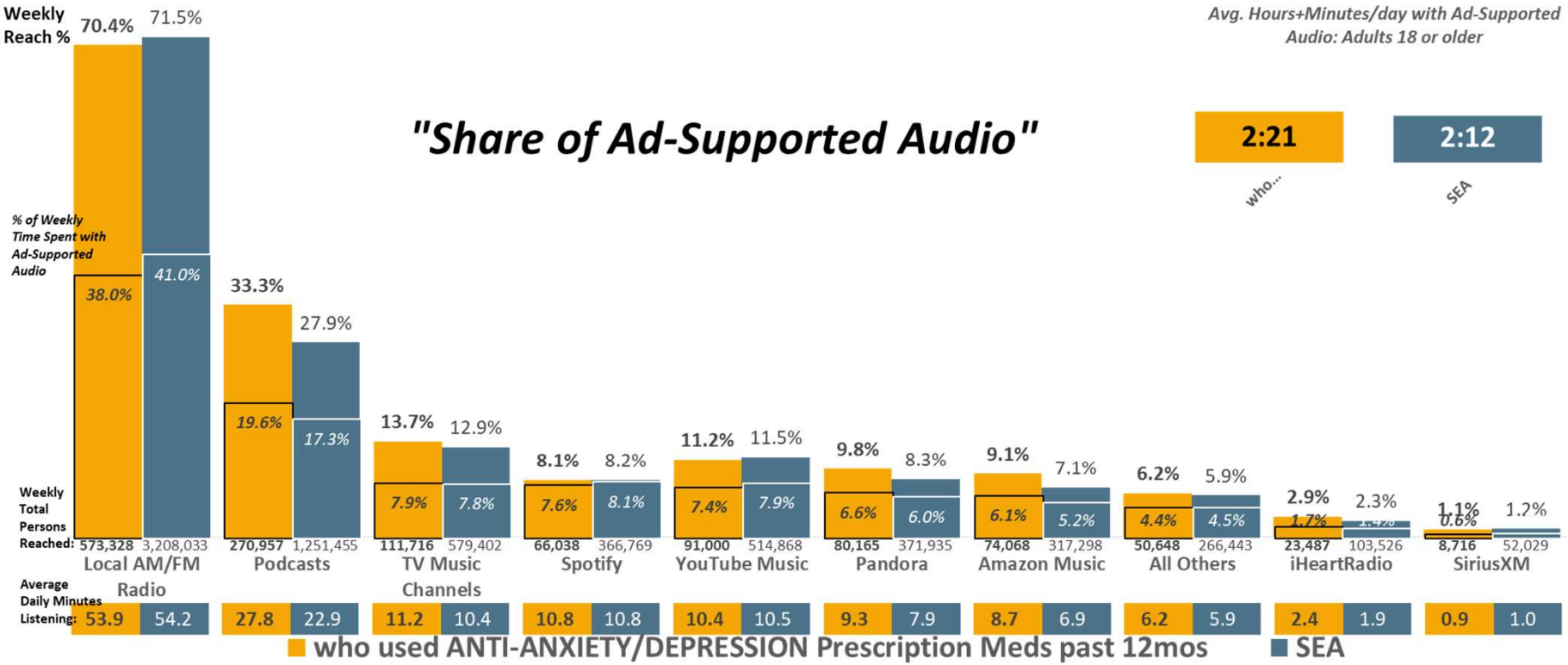
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression




573,328 or 70.4% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 53.9 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.



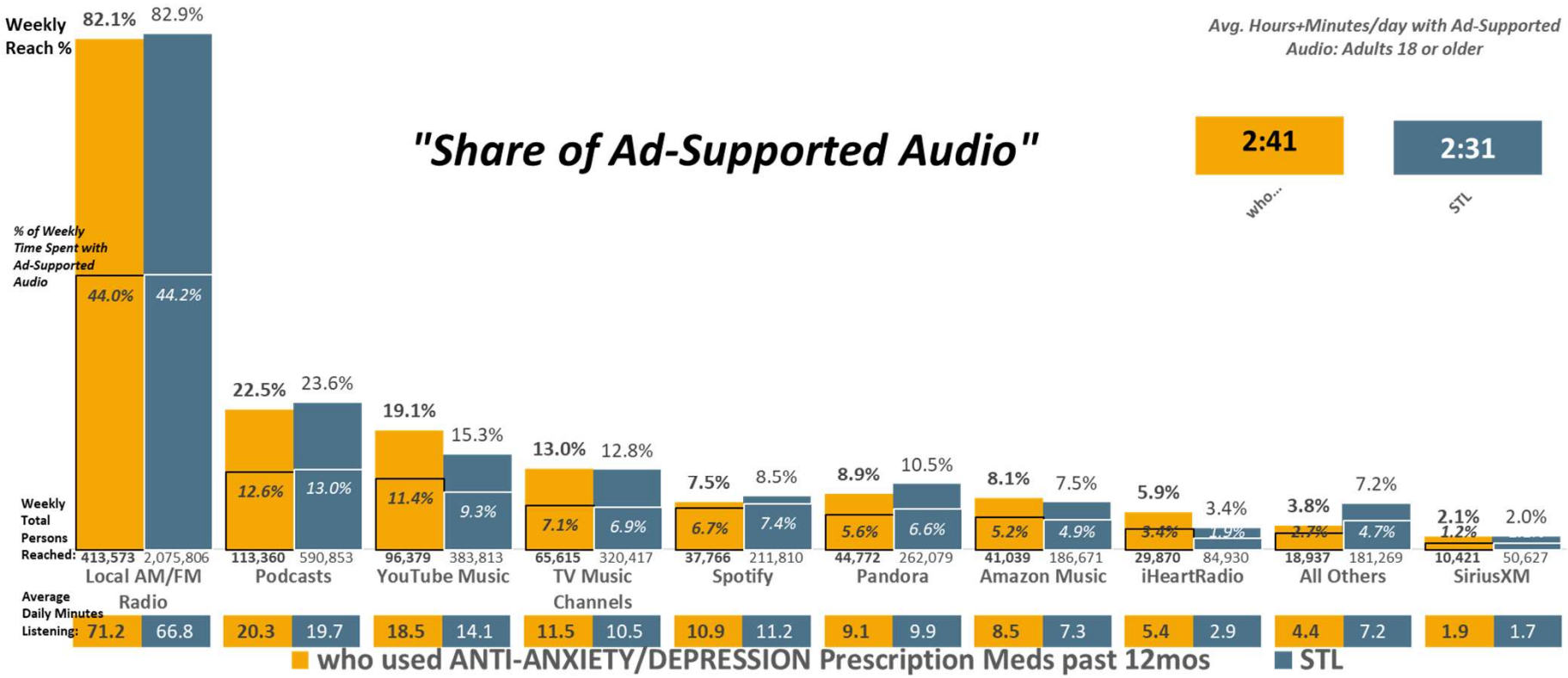

SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

413,573 or 82.1% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 71.2 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.



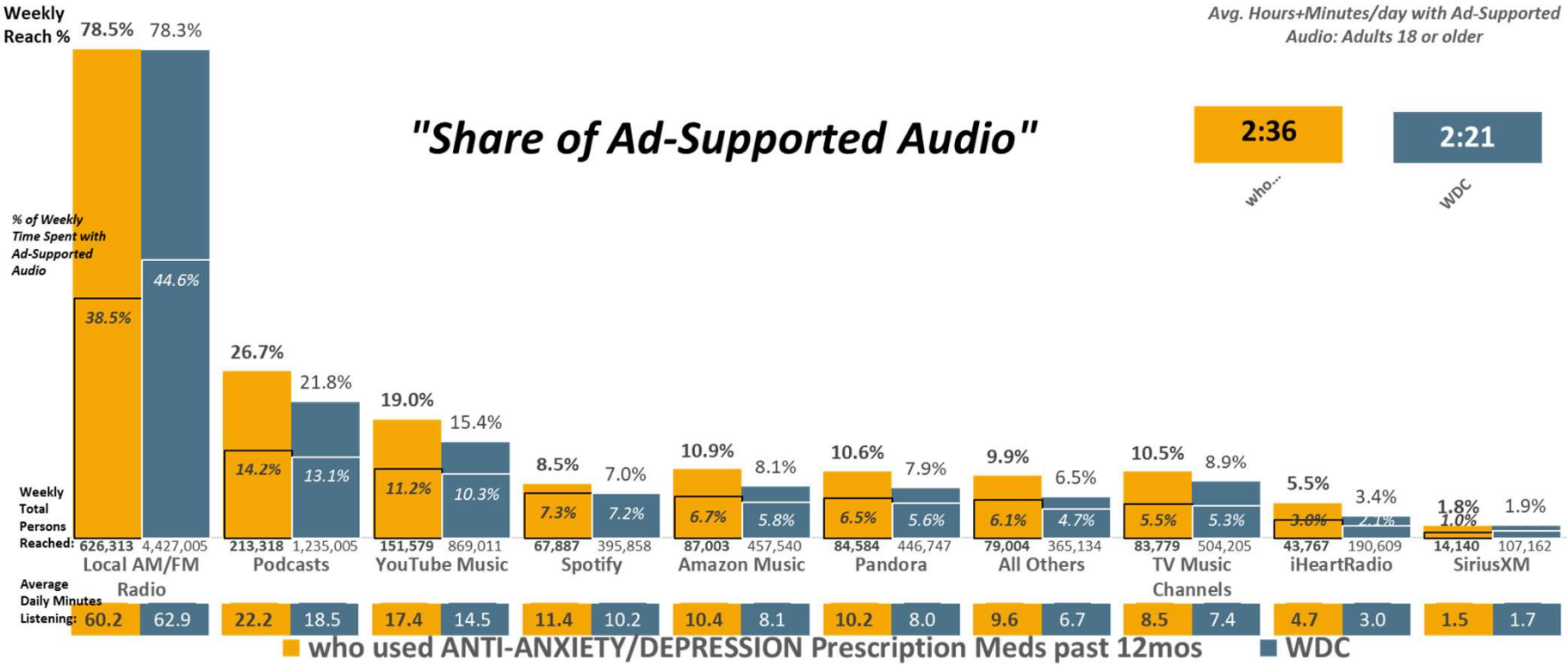

STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

626,313 or 78.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 60.2 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.




WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

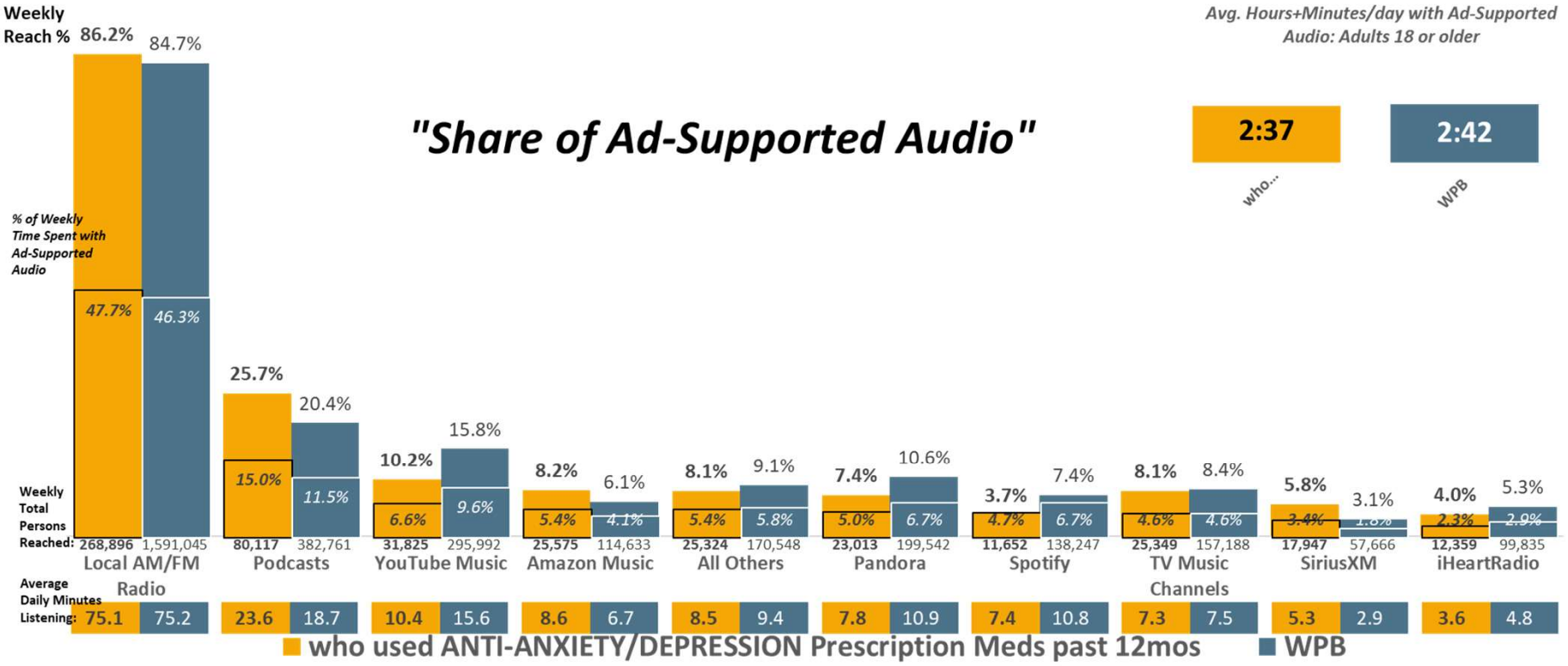
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression




268,896 or 86.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 75.1 minutes every day representing 47.7% of all time spent daily with Ad-Supported Audio.




| | Local AM/FM Radio | Podcasts | YouTube Music | Amazon Music | All Others | Pandora | Spotify | TV Music Channels | SiriusXM | iHeartRadio |
|---|---|---|---|---|---|---|---|---|---|---|
| Weekly Reach % | 86.2% / 84.7% | 25.7% / 20.4% | 10.2% / 15.8% | 8.2% / 6.1% | 8.1% / 9.1% | 7.4% / 10.6% | 3.7% / 7.4% | 8.1% / 8.4% | 5.8% / 3.1% | 4.0% / 5.3% |
| % of Weekly Time Spent with Ad-Supported Audio | 47.7% / 46.3% | 15.0% / 11.5% | 6.6% / 9.6% | 5.4% / 4.1% | 5.4% / 5.8% | 5.0% / 6.7% | 4.7% / 6.7% | 4.6% / 4.6% | 3.4% / 1.8% | 2.3% / 2.9% |
| Weekly Total Persons Reached: | 268,896 / 1,591,045 | 80,117 / 382,761 | 31,825 / 295,992 | 25,575 / 114,633 | 25,324 / 170,548 | 23,013 / 199,542 | 11,652 / 138,247 | 25,349 / 157,188 | 17,947 / 57,666 | 12,359 / 99,835 |
| Average Daily Minutes Listening: | 75.1 / 75.2 | 23.6 / 18.7 | 10.4 / 15.6 | 8.6 / 6.7 | 8.5 / 9.4 | 7.8 / 10.9 | 7.4 / 10.8 | 7.3 / 7.5 | 5.3 / 2.9 | 3.6 / 4.8 |

WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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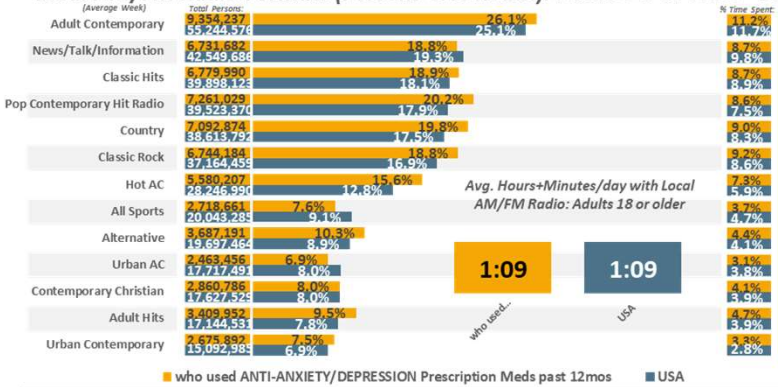
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

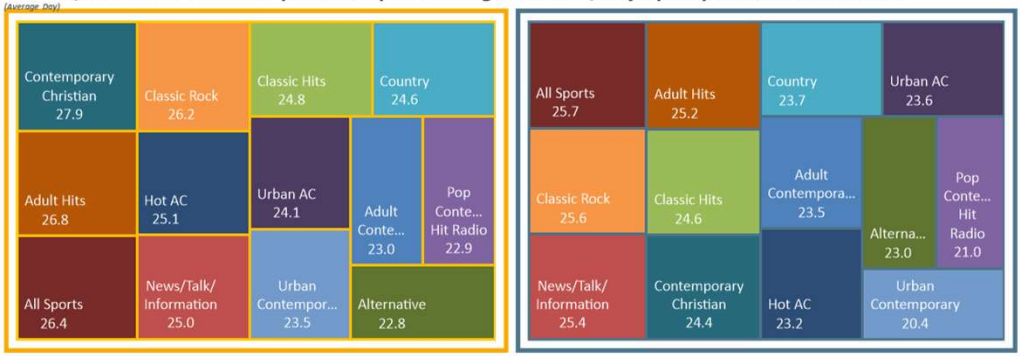



34,454,319 or 79.9% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Classic Rock

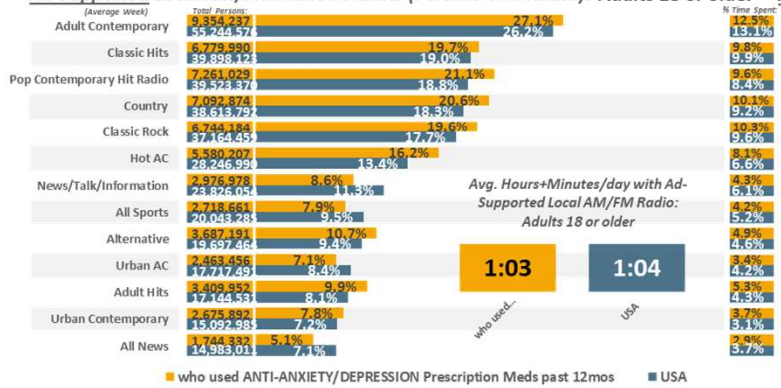
***Local AM/FM Radio Formats (Persons & % Reach):*** **Adults 18 or older**



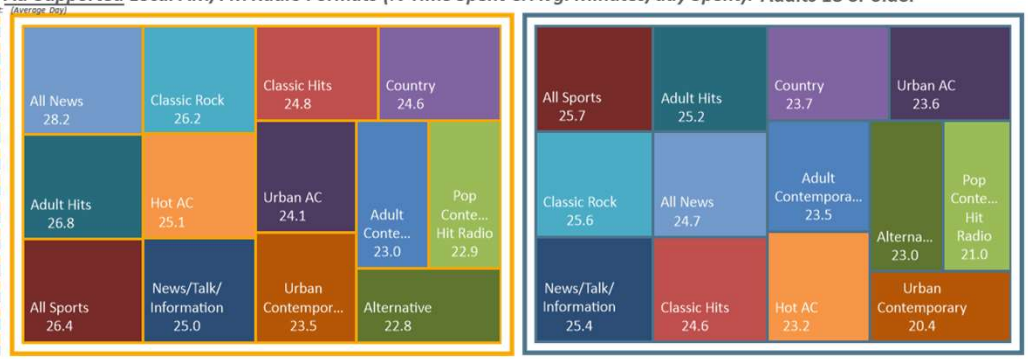

***Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**




***Ad-Supported Local AM/FM Radio Formats (Persons & % Reach):*** **Adults 18 or older**




***Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

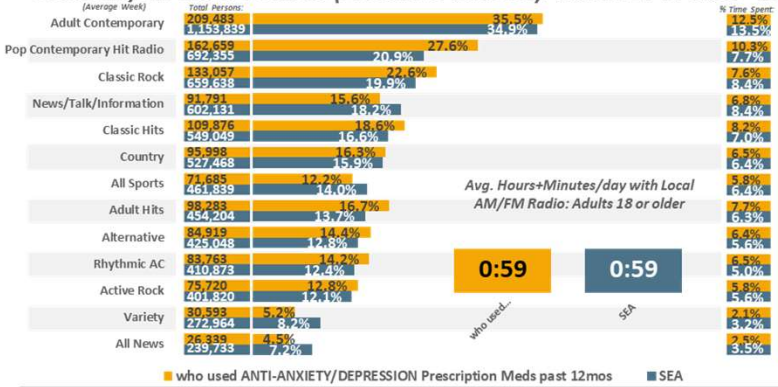
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

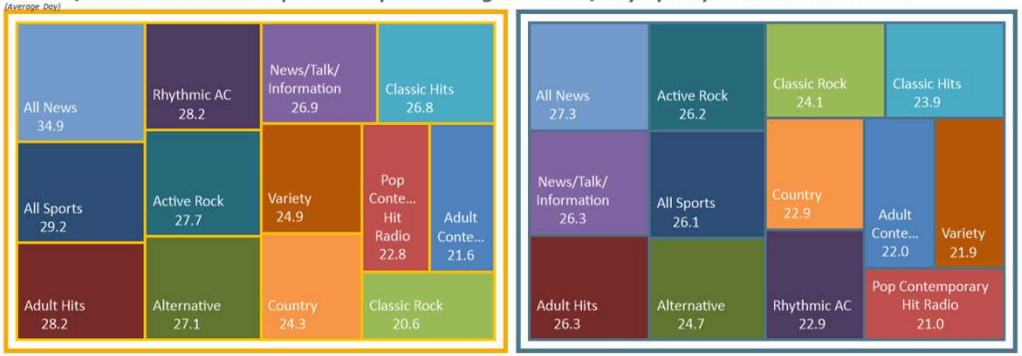



573,328 or 70.4% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Classic Hits, and Adult Hits

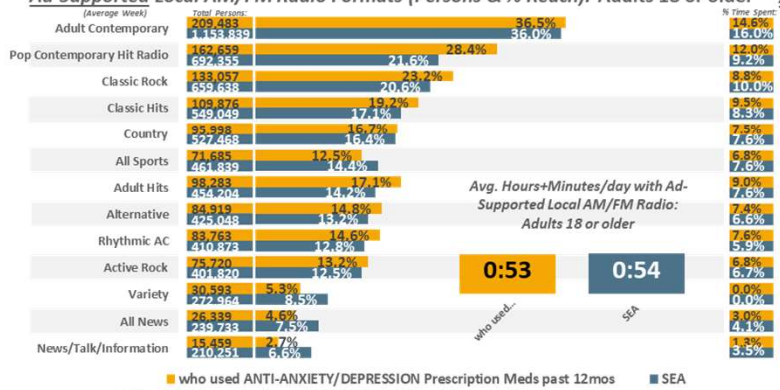
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



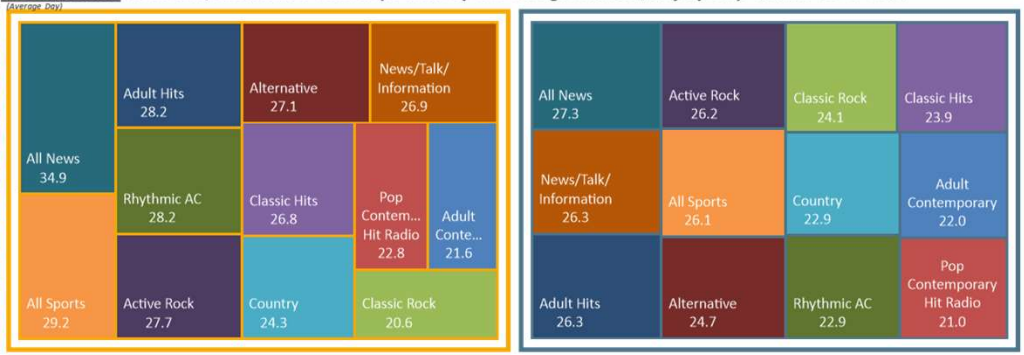

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Ad-Supported Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older




## *Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718*

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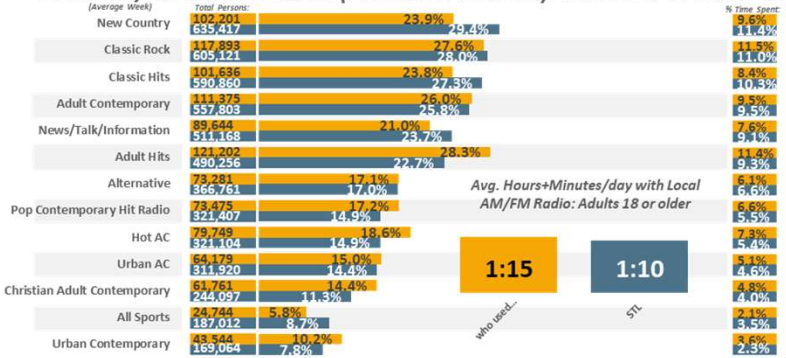
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

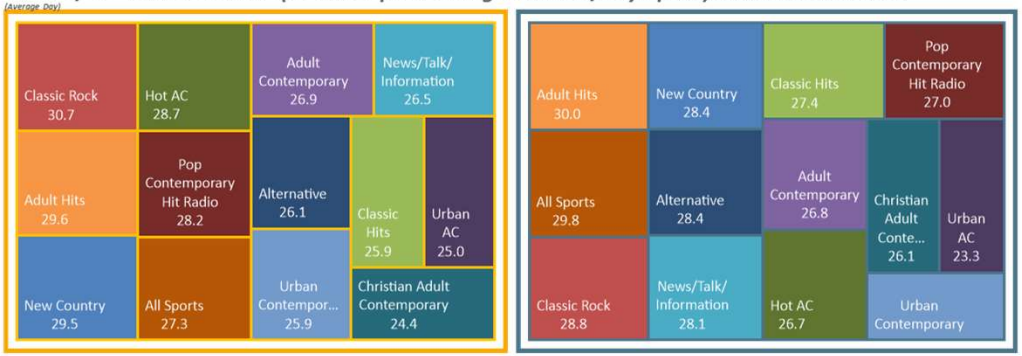



413,573 or 82.1% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Classic Rock, Adult Contemporary, New Country, and Classic Hits.

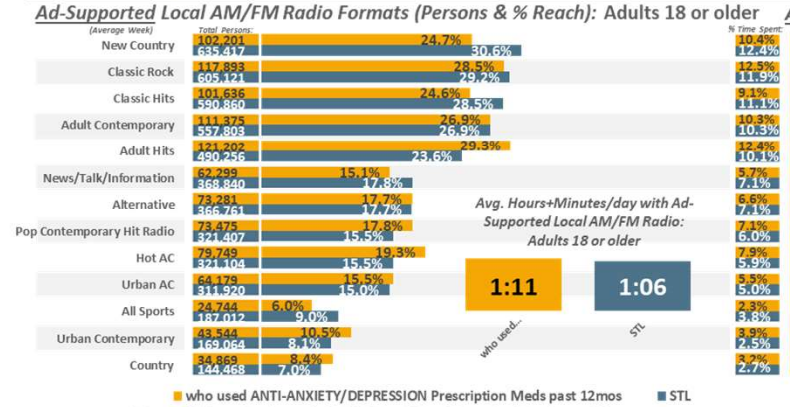
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



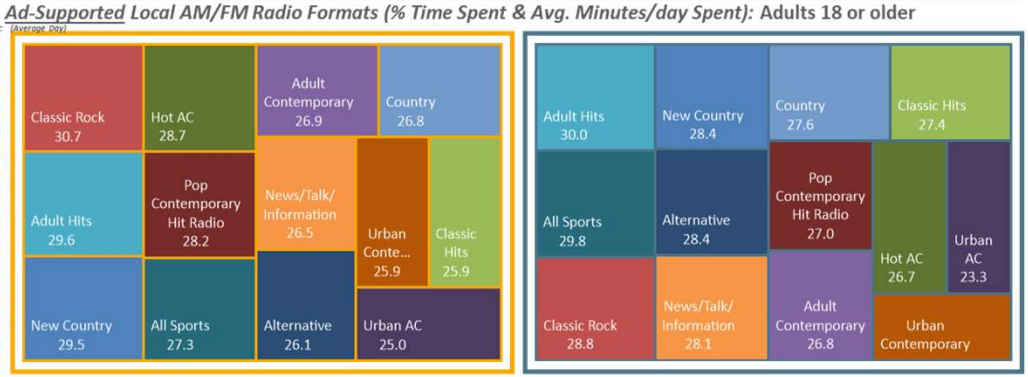

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Ad-Supported Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older




## *Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381

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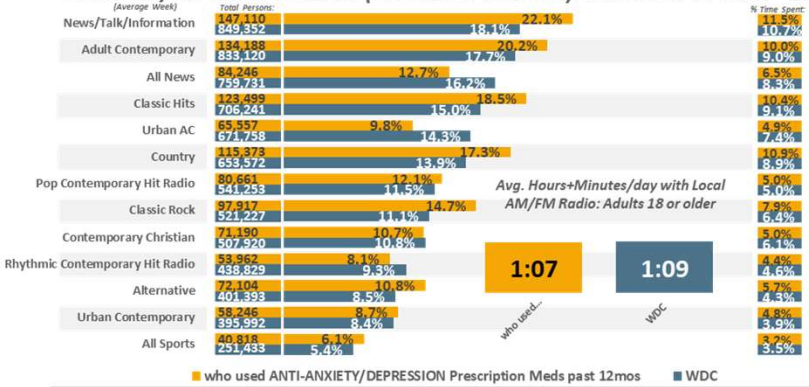
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

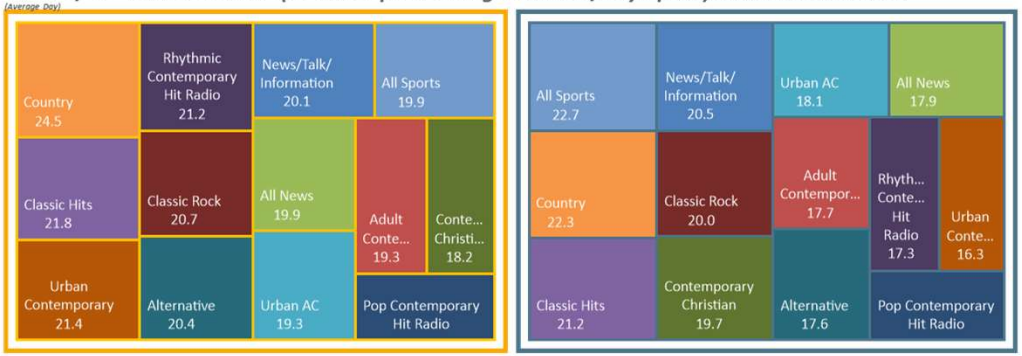



626,313 or 78.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and All News.

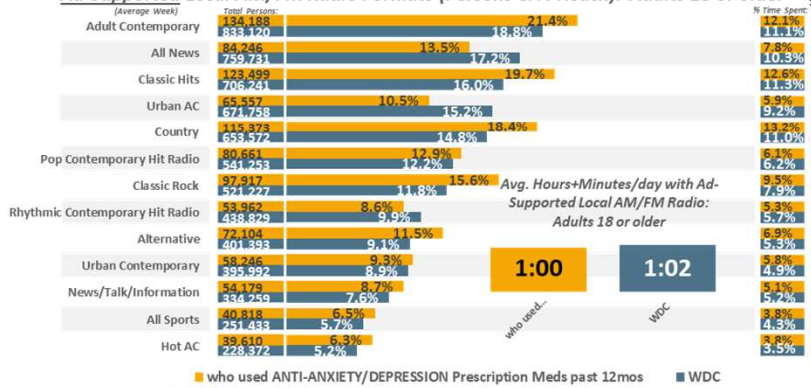
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



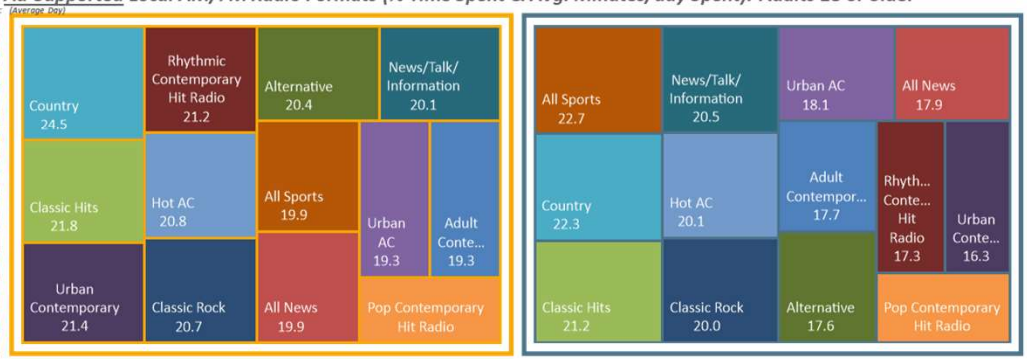

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Ad-Supported* Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older




## *Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783*

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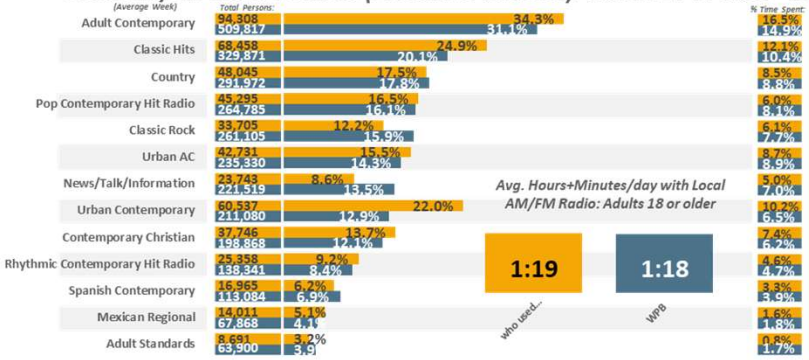
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

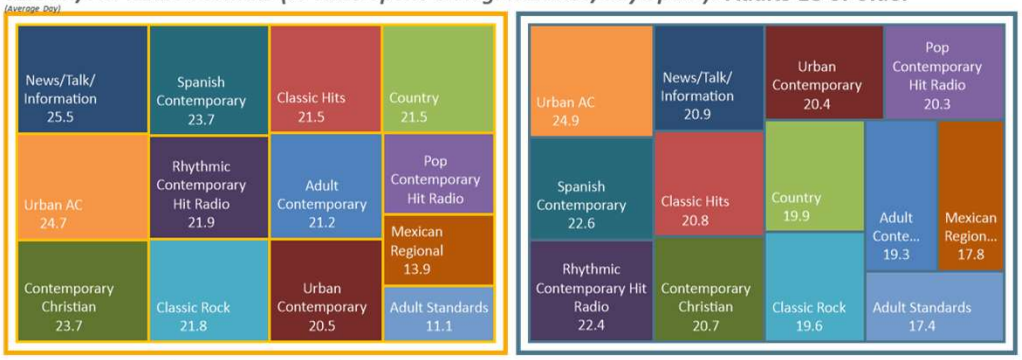



268,896 or 86.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Urban Contemporary, Country, and Pop Contemporary Hit Ra

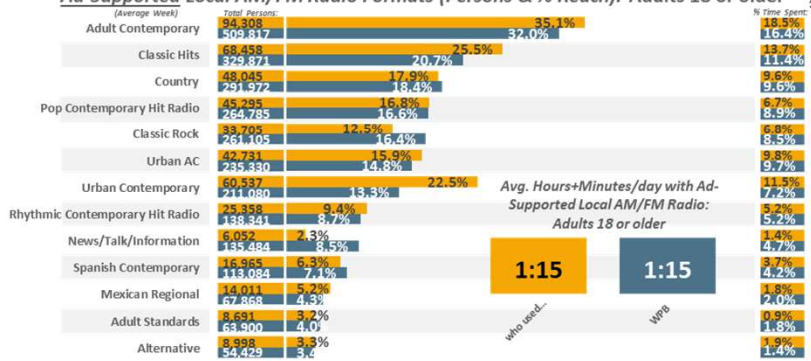
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



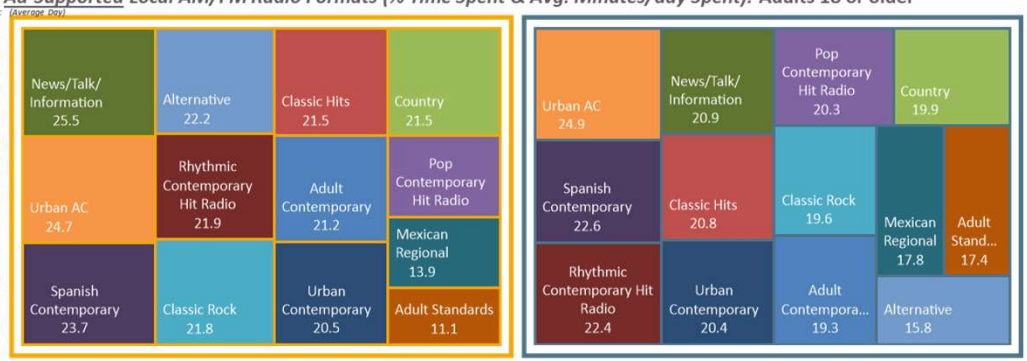

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Ad-Supported Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older




## *Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392*

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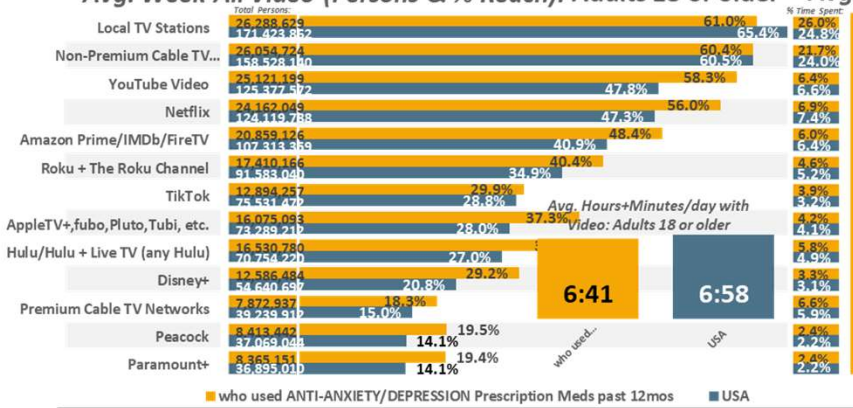
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

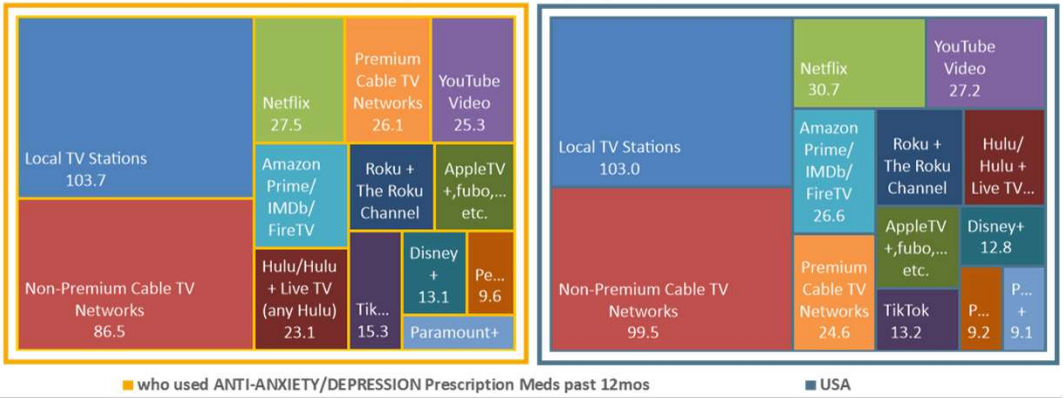



25,945,717 or 60.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations for an average of 99.2 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

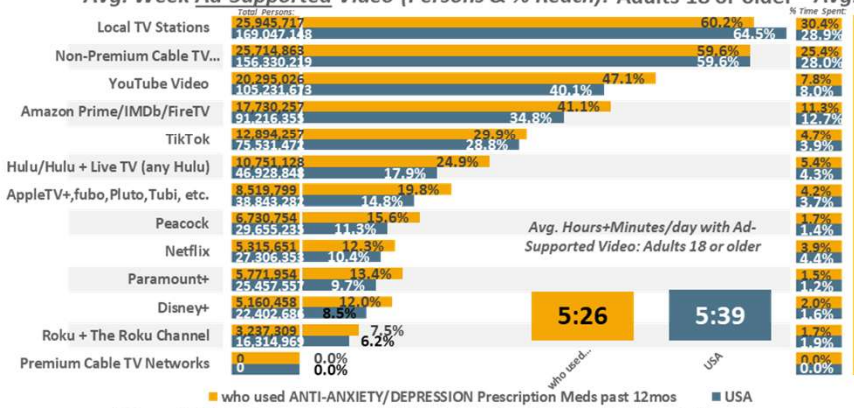
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



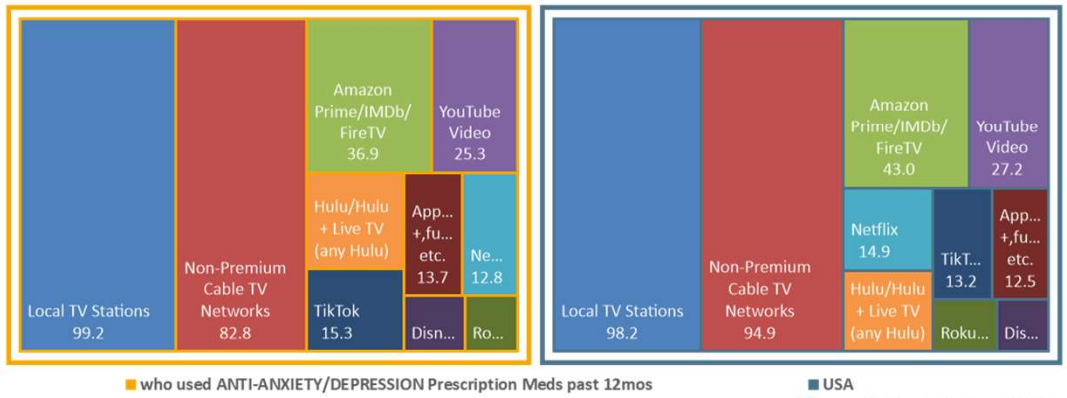

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

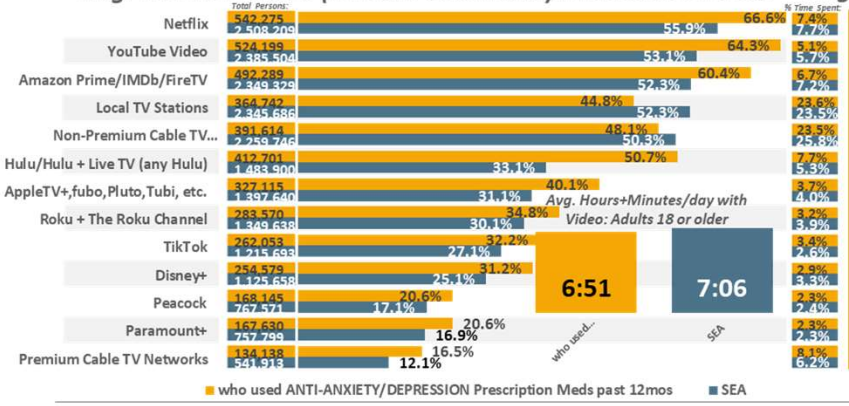
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

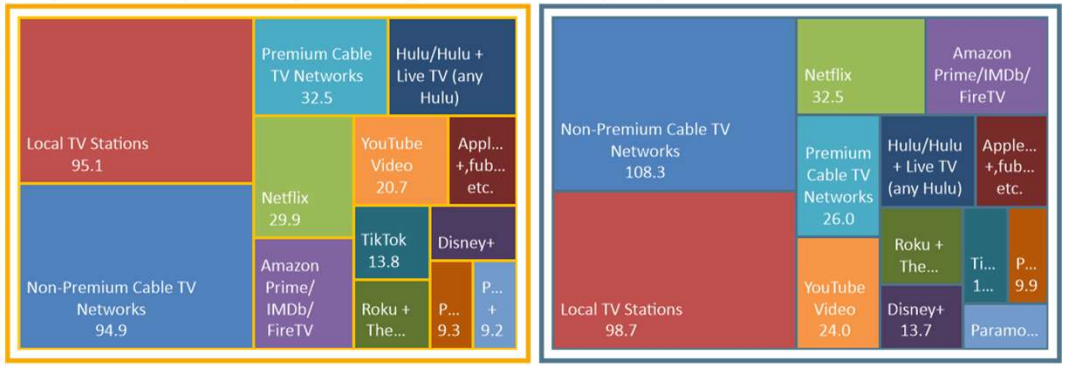



360,044 or 44.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations for an average of 90.2 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

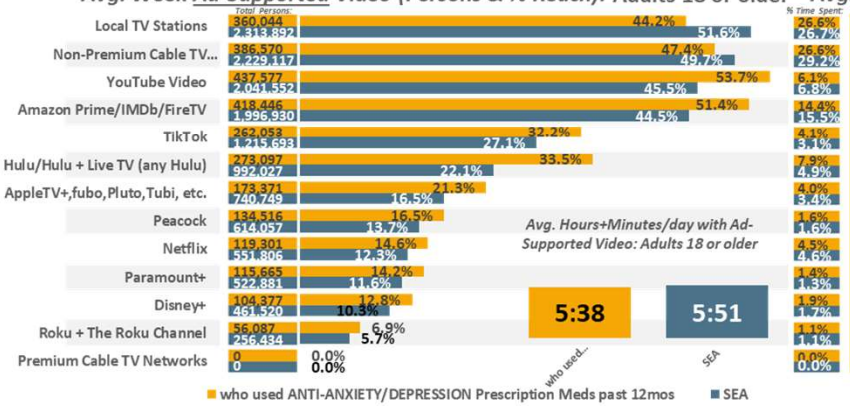
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



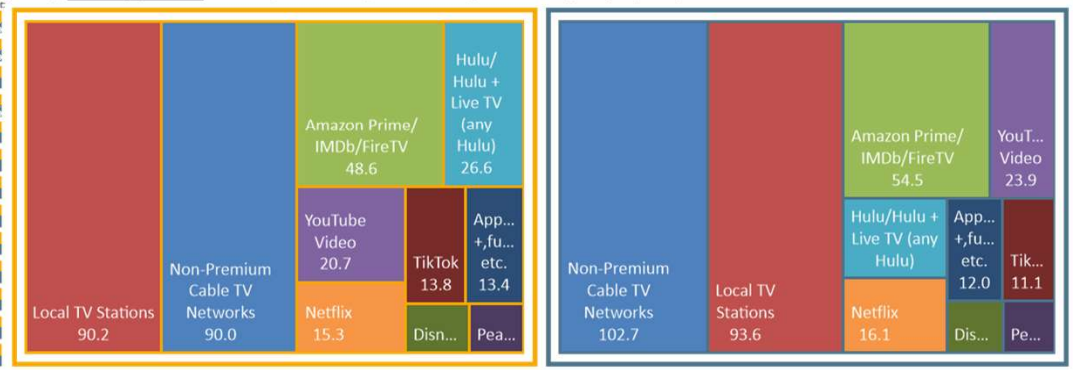

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718

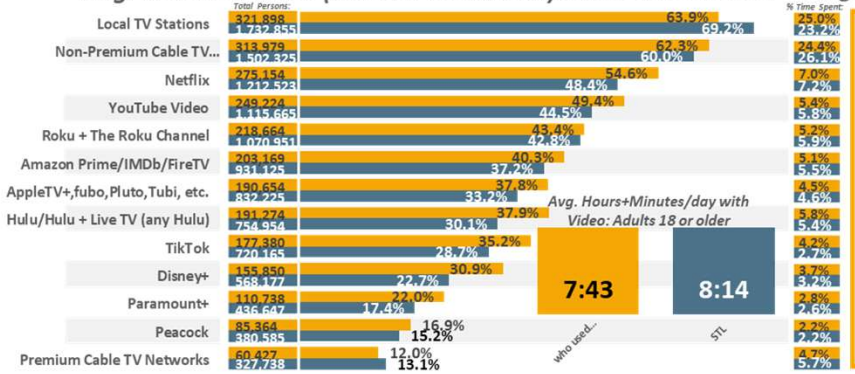
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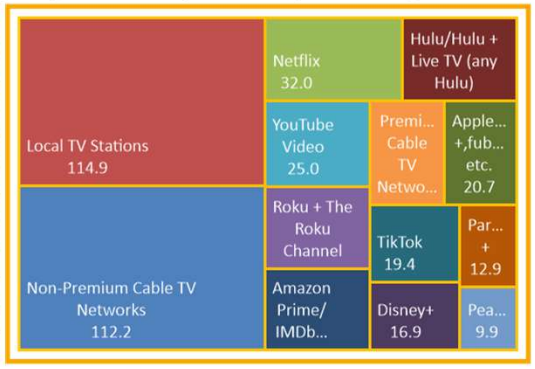


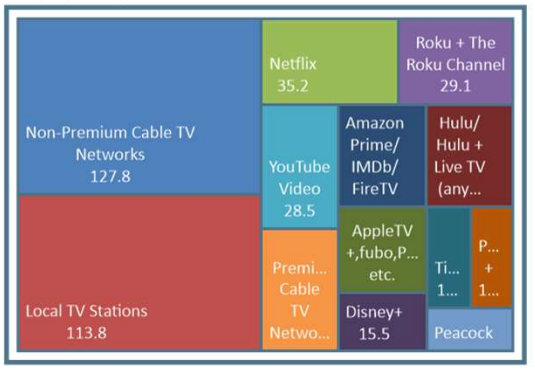

316,694 or 62.8% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations for an average of 110.8 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older

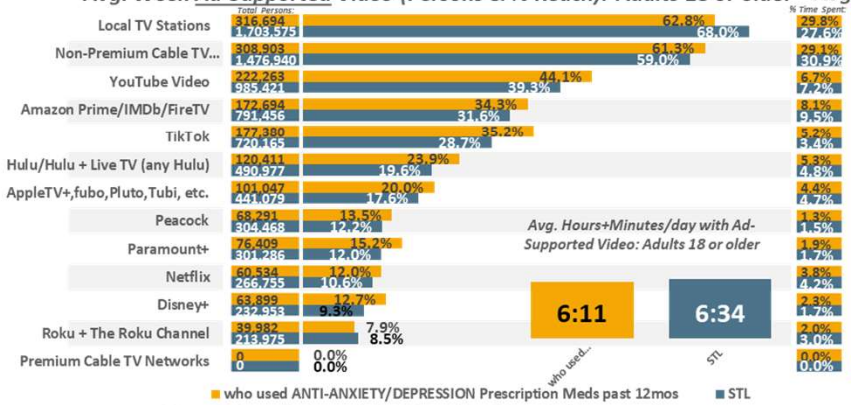



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

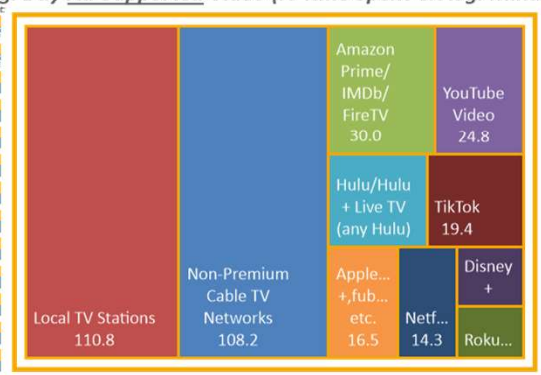


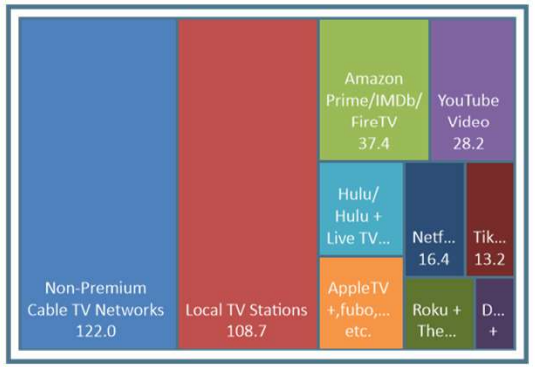




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381

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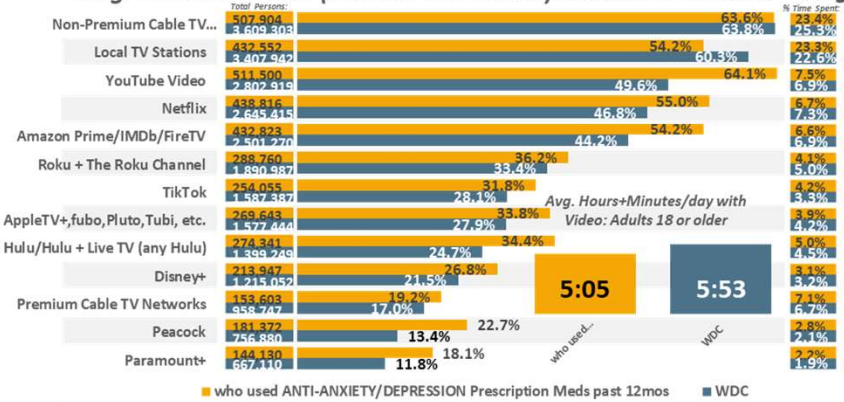
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

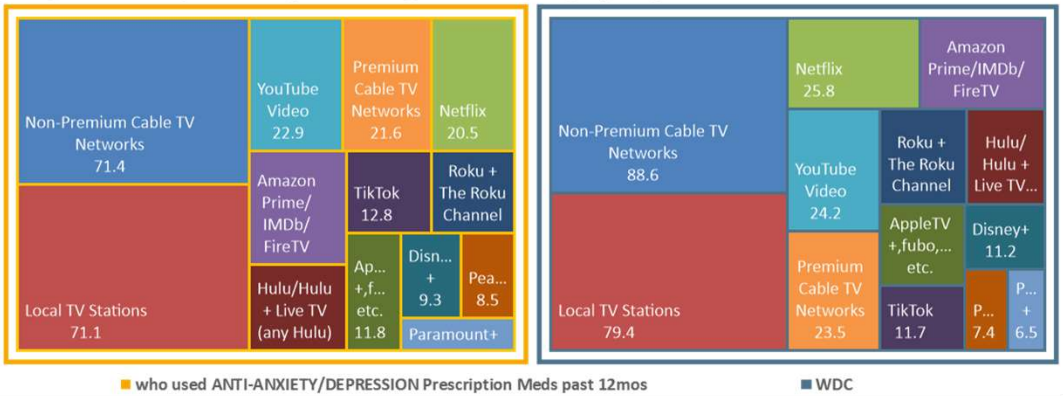



425,496 or 53.3% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations for an average of 67.3 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

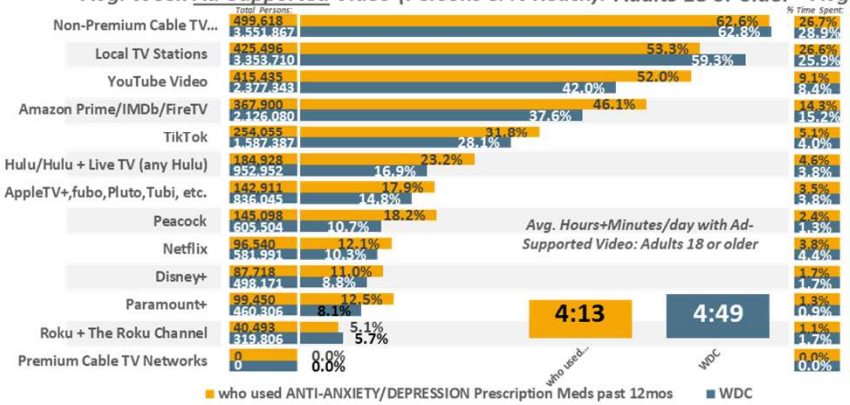
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



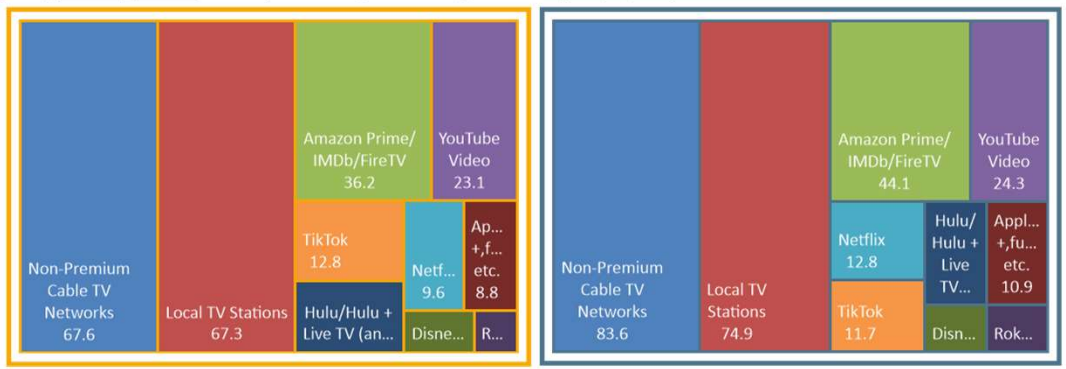

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783*

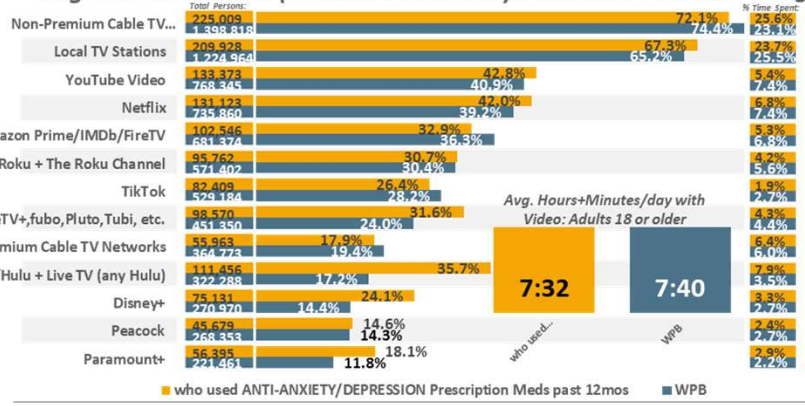
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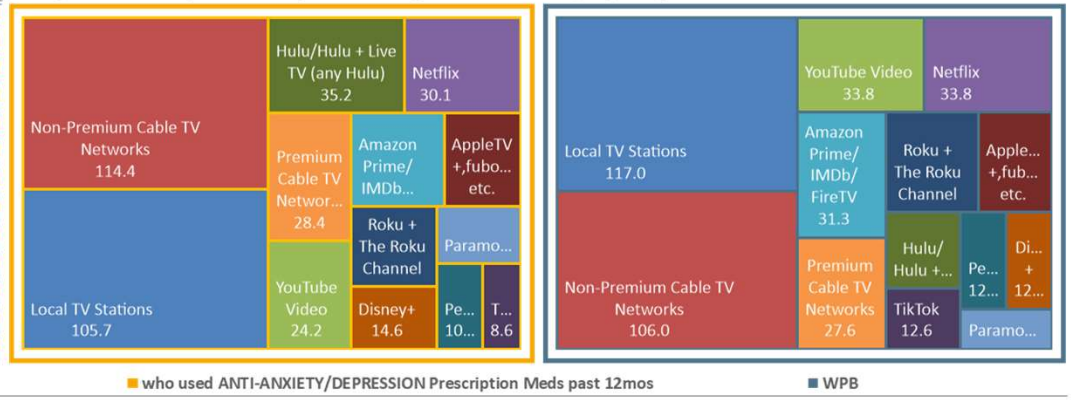



207,885 or 66.7% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations for an average of 102.6 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

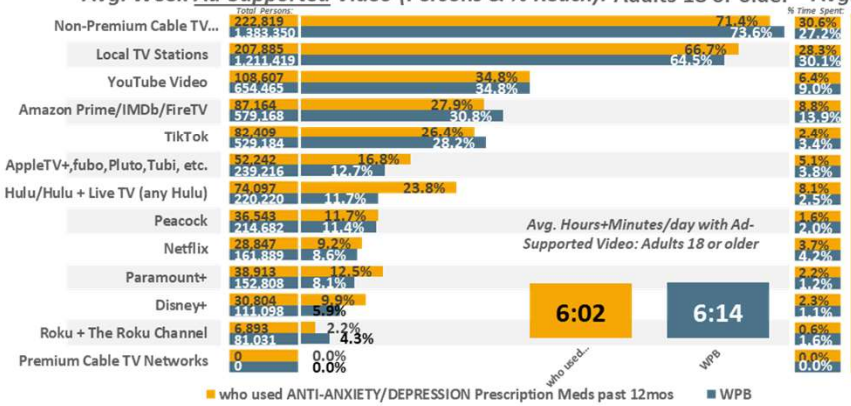
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



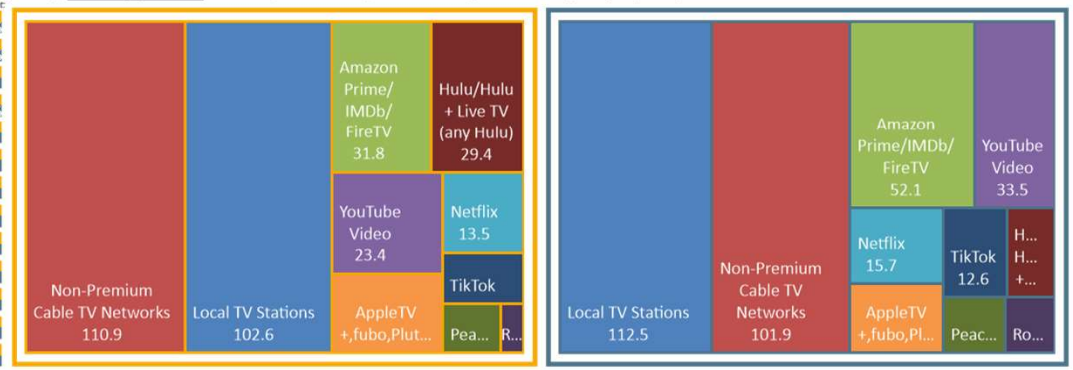

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392*

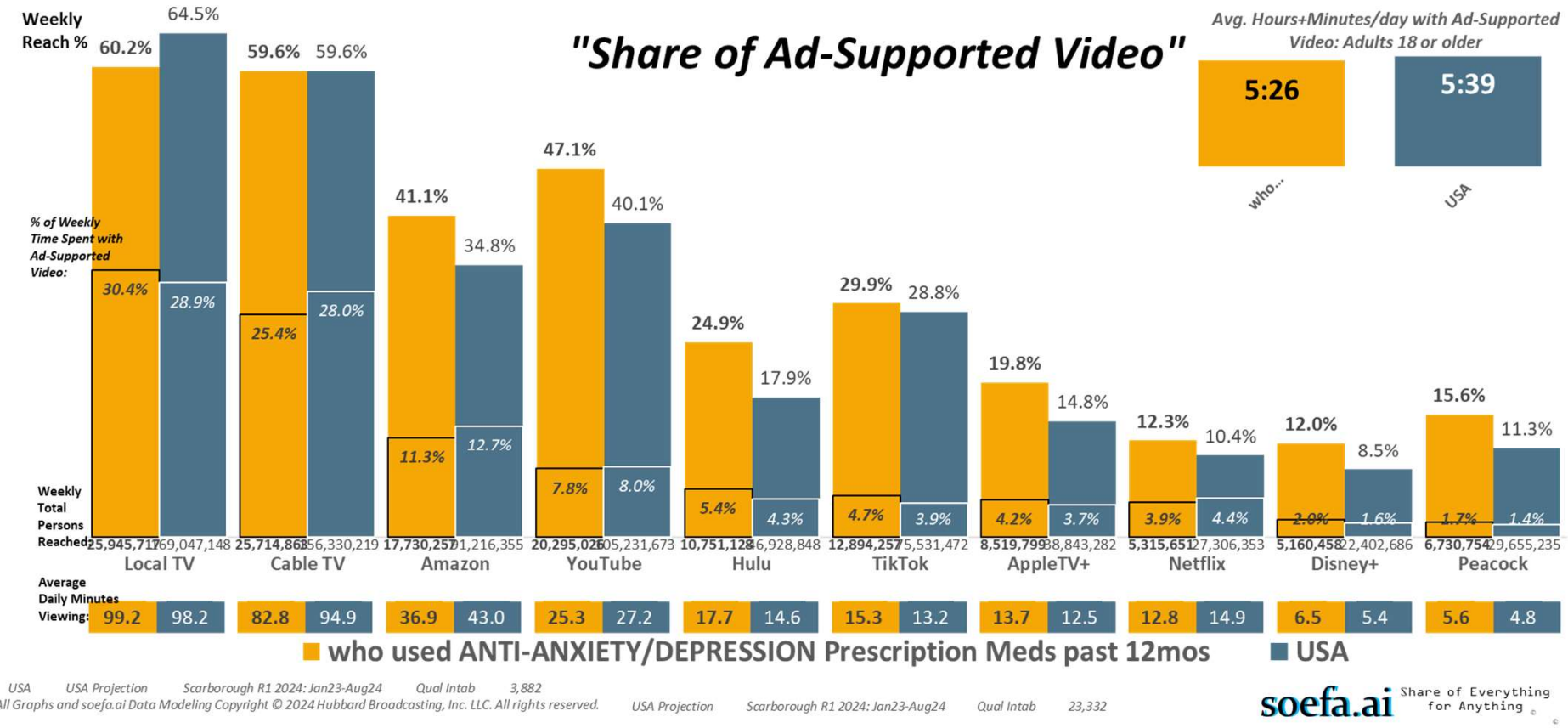
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*




25,945,717 or 60.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations for an average of 99.2 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882

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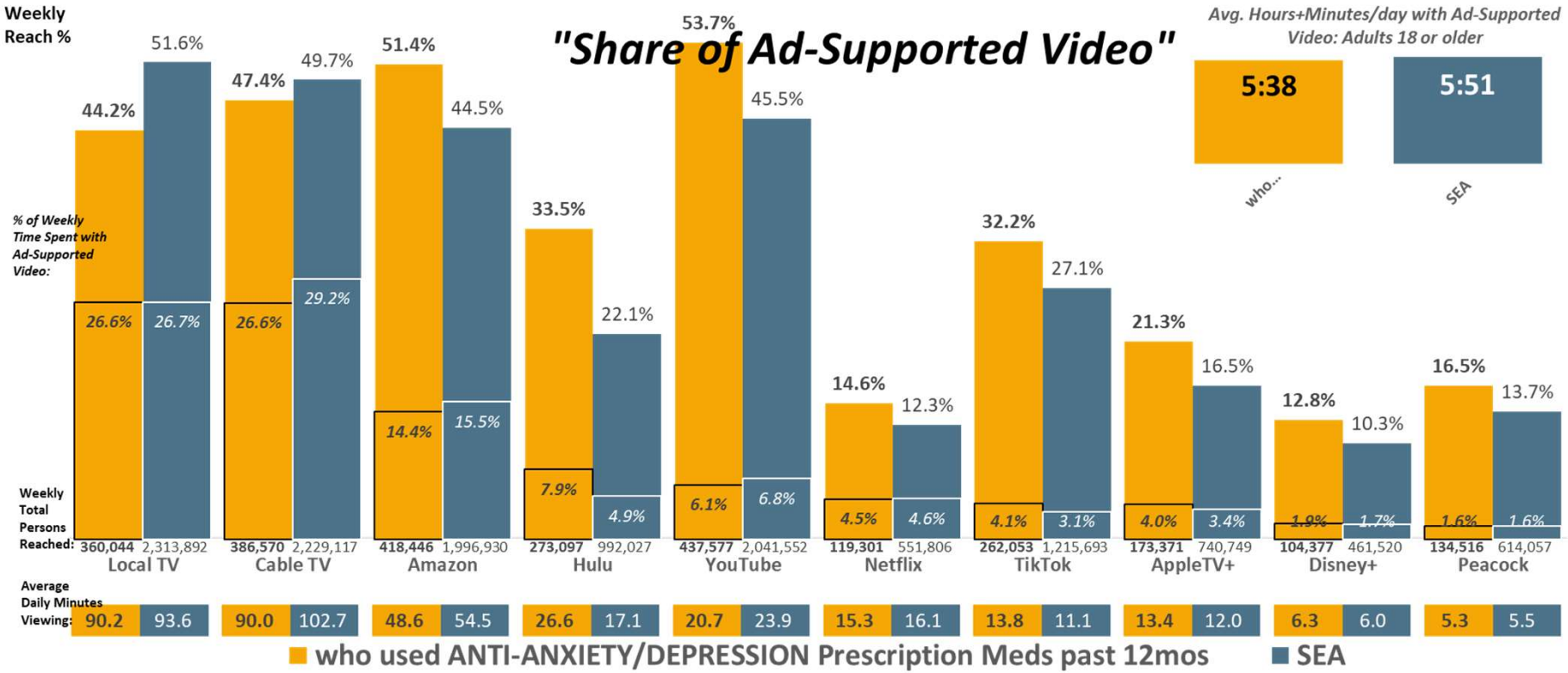
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression




360,044 or 44.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations for an average of 90.2 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.



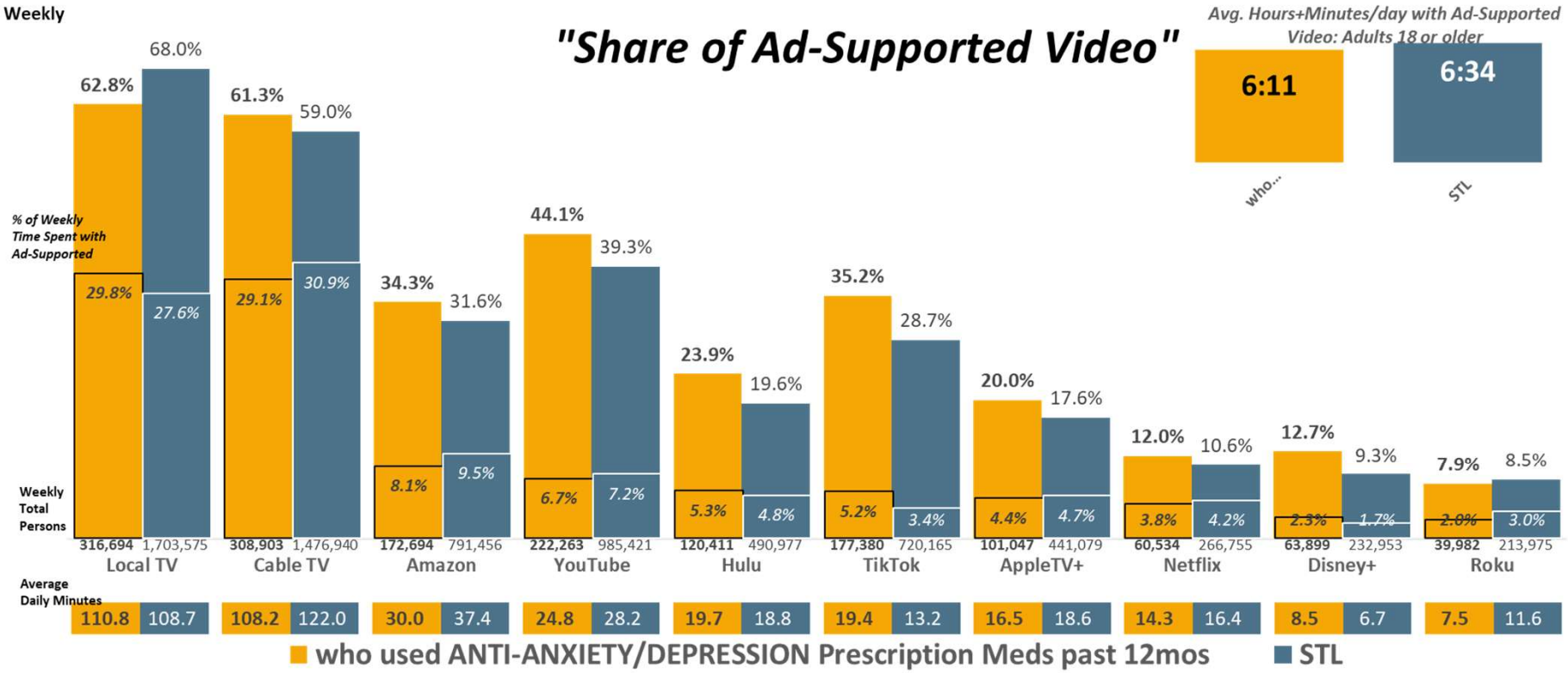

SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

316,694 or 62.8% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations for an average of 110.8 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.



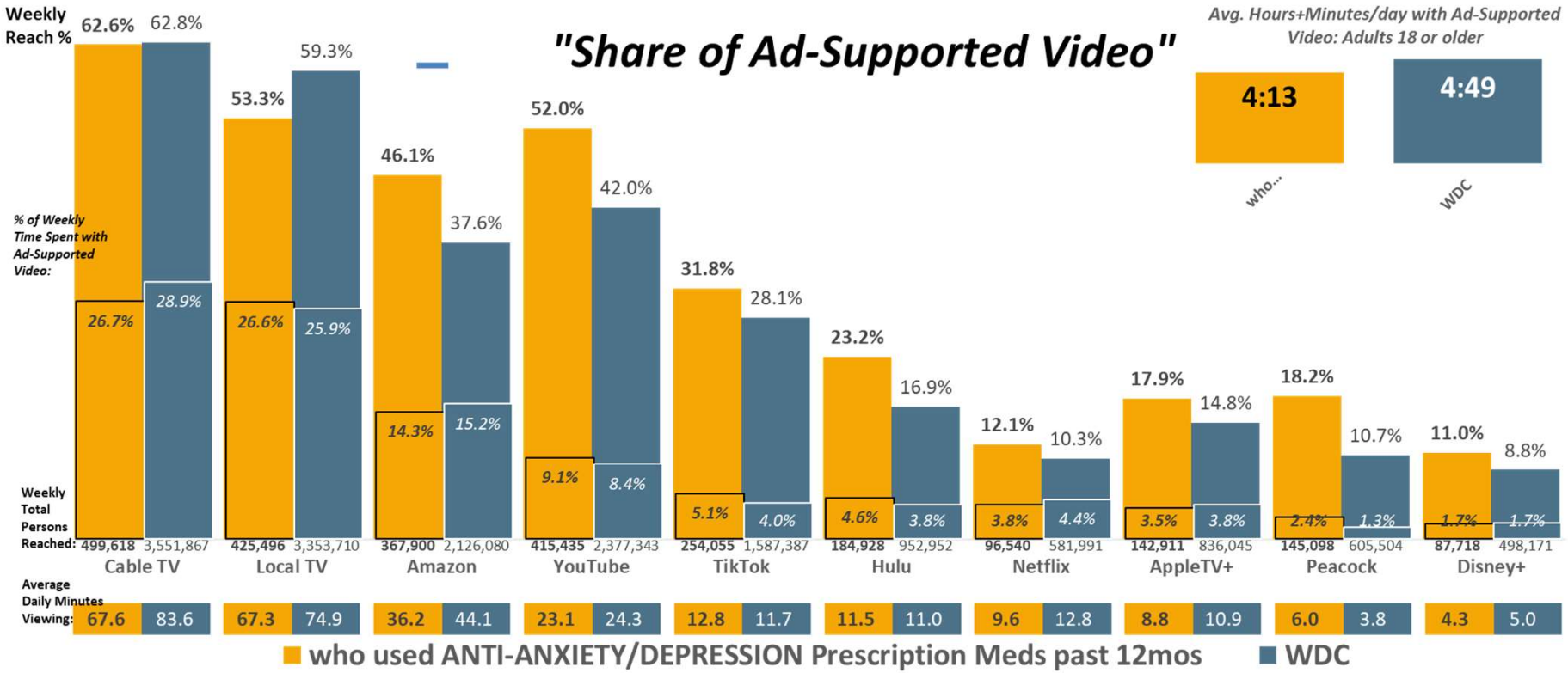

STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

425,496 or 53.3% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations for an average of 67.3 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.




WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

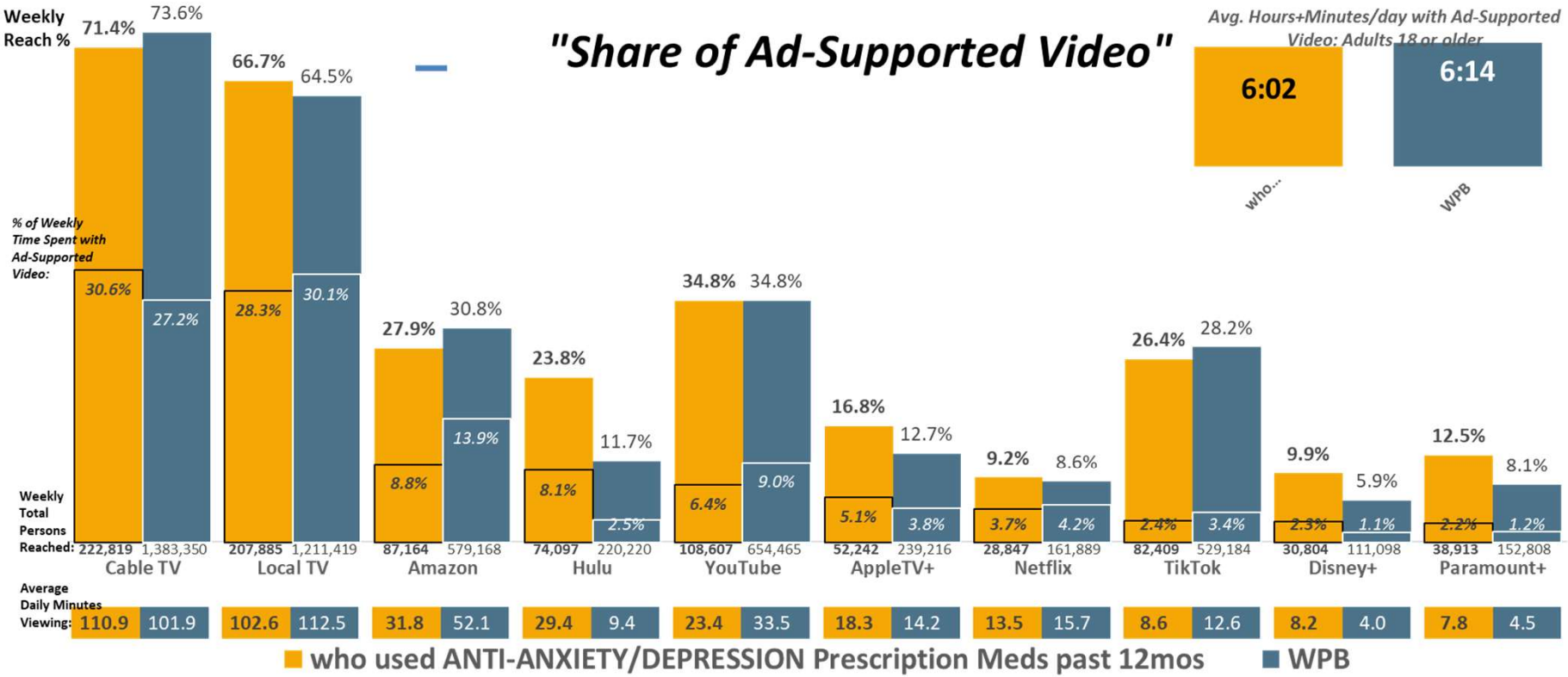
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression




207,885 or 66.7% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations for an average of 102.6 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.




WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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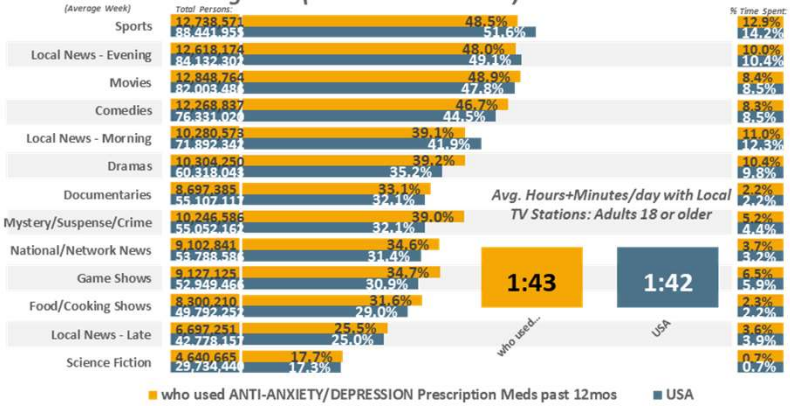
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

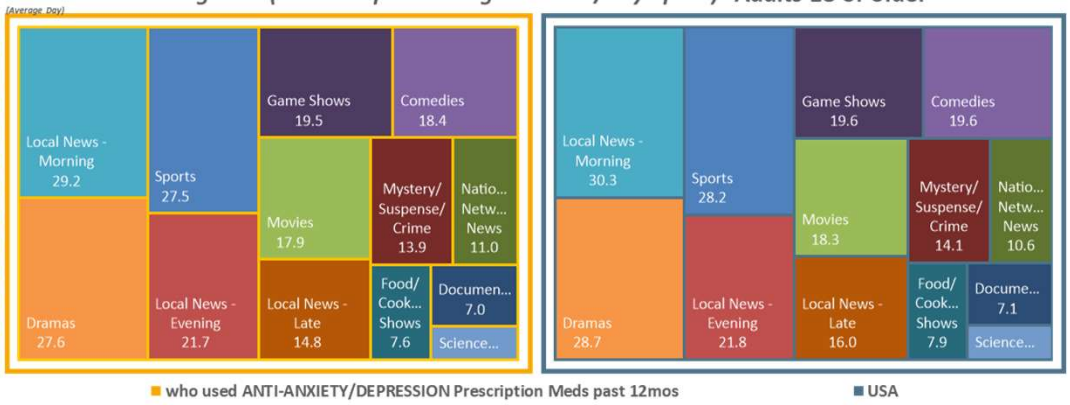



25,945,717 or 60.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

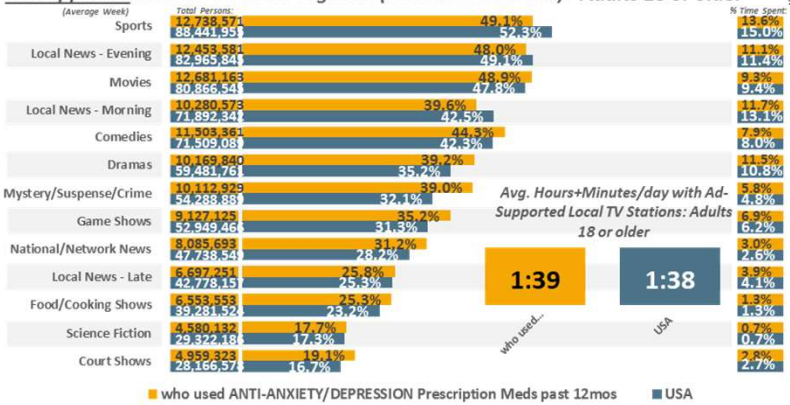
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



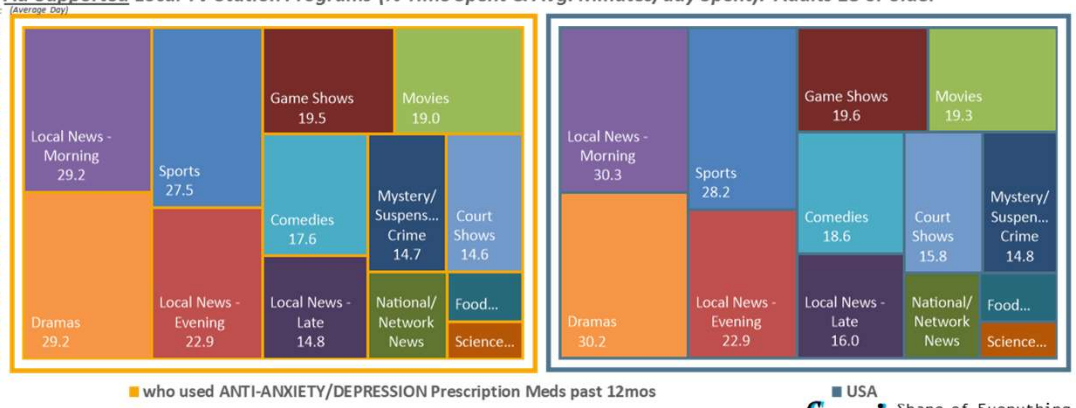

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Ad-Supported Local TV Station Programs (Persons & % Reach):* Adults 18 or older




## *Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*USA* *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *3,882*

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*USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,332*

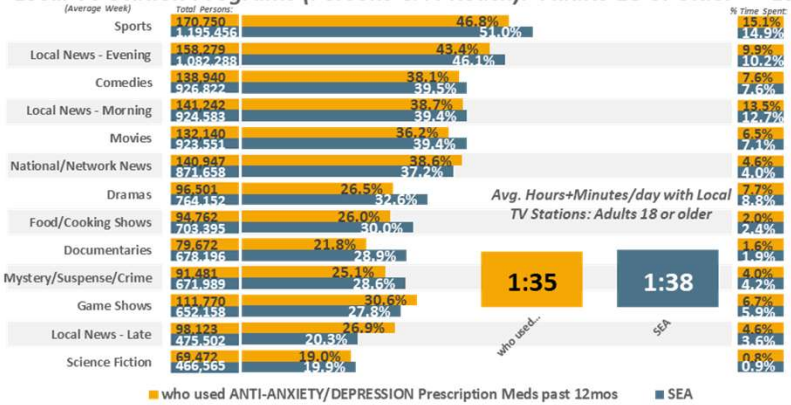
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

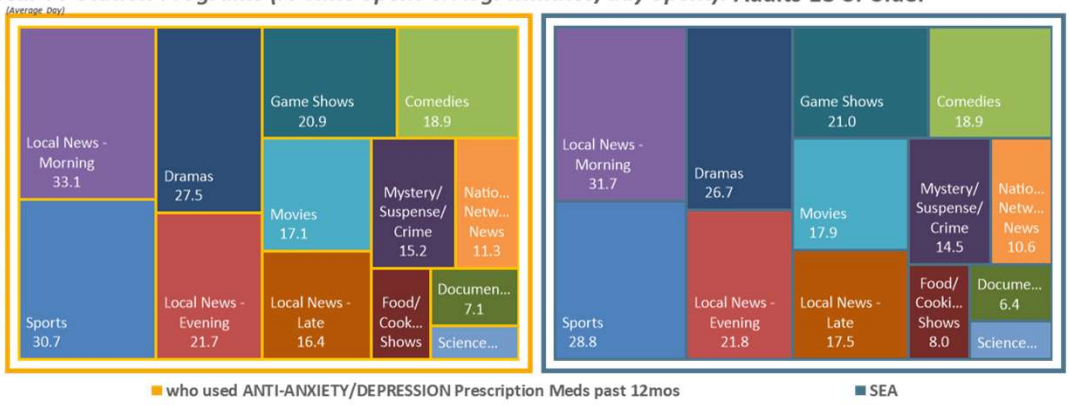



360,044 or 44.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and National/Network Ne

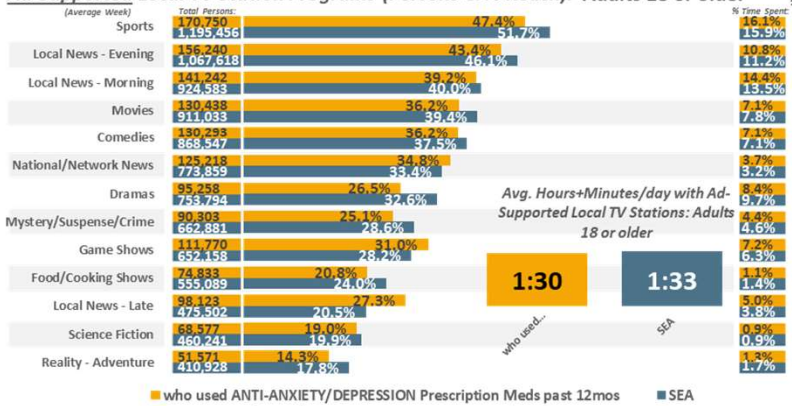
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



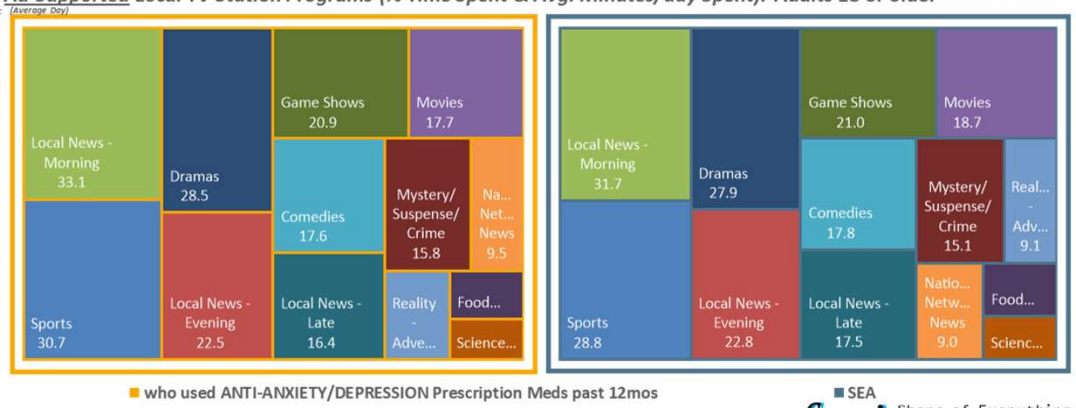

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Ad-Supported Local TV Station Programs (Persons & % Reach):* Adults 18 or older




## *Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718*

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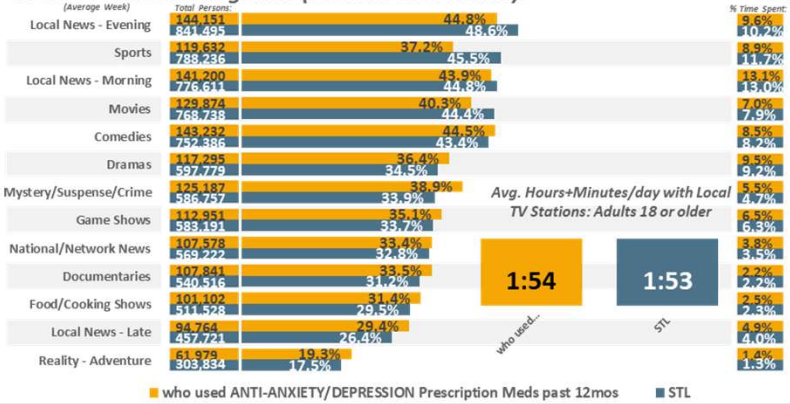
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

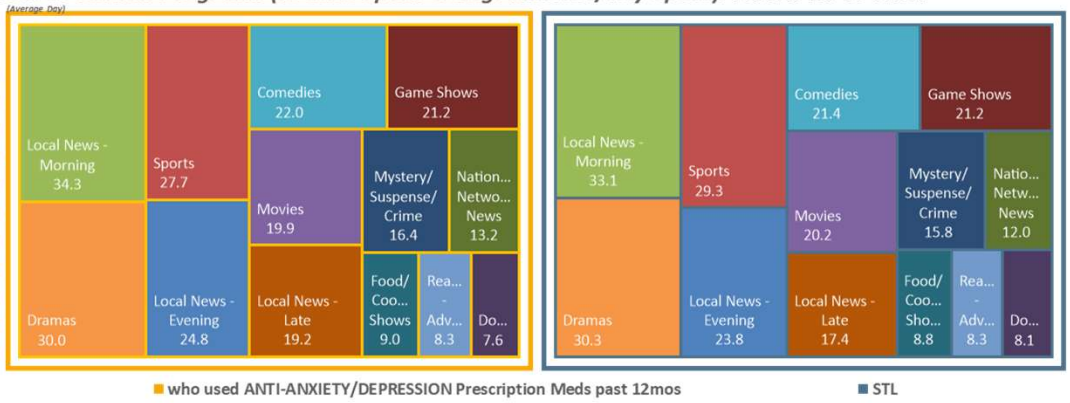



316,694 or 62.8% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Movies, Mystery/Suspense/Crime, and Spo

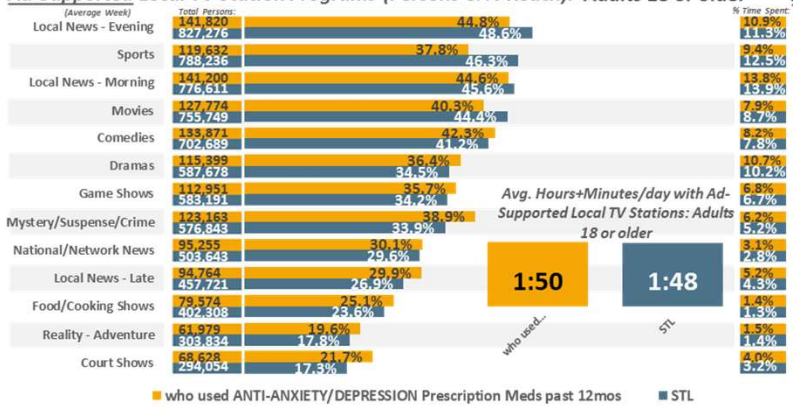
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



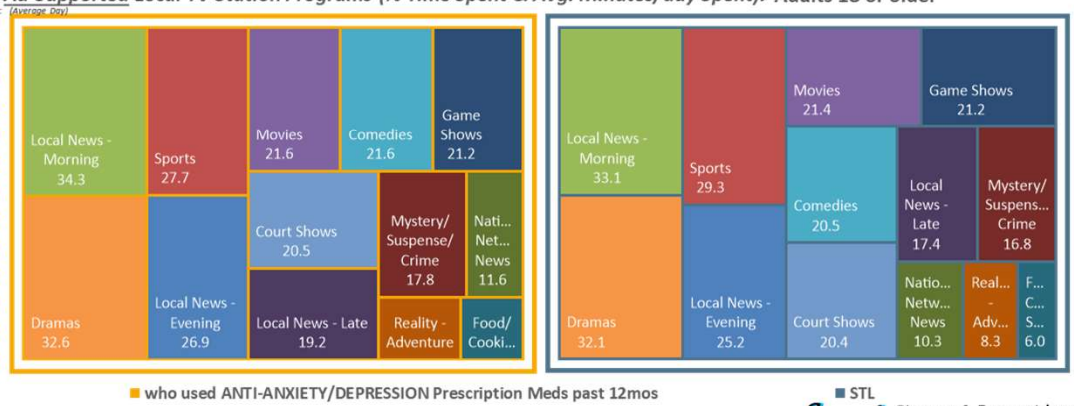

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Ad-Supported Local TV Station Programs (Persons & % Reach):* Adults 18 or older




## *Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381*

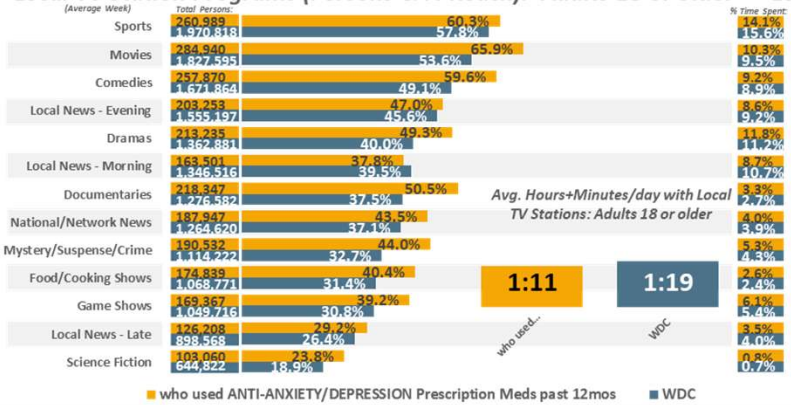
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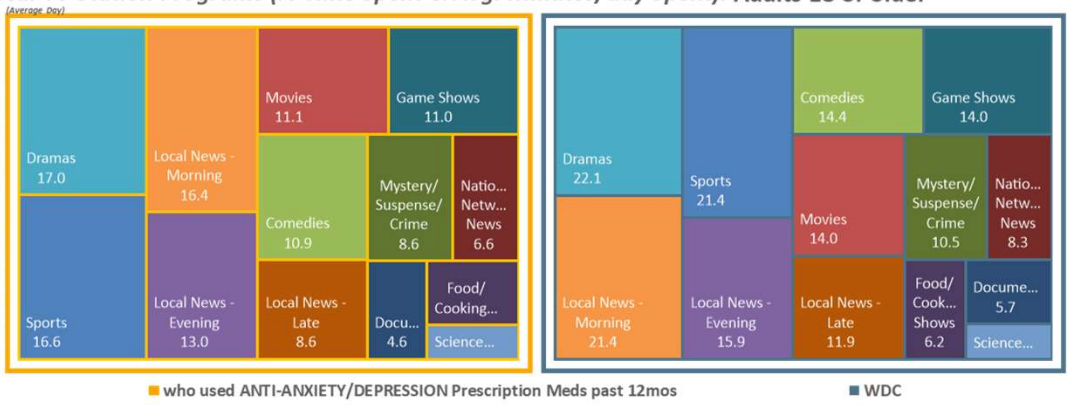
*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

425,496 or 53.3% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Comedies, Dramas, Local News - Evening, and Mystery/Suspense/Crime.

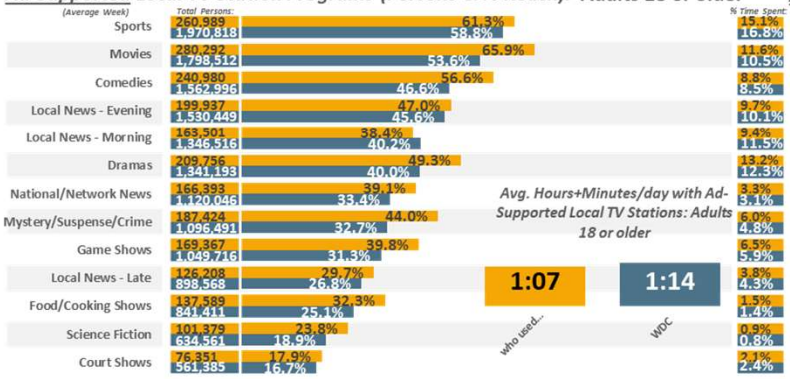
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



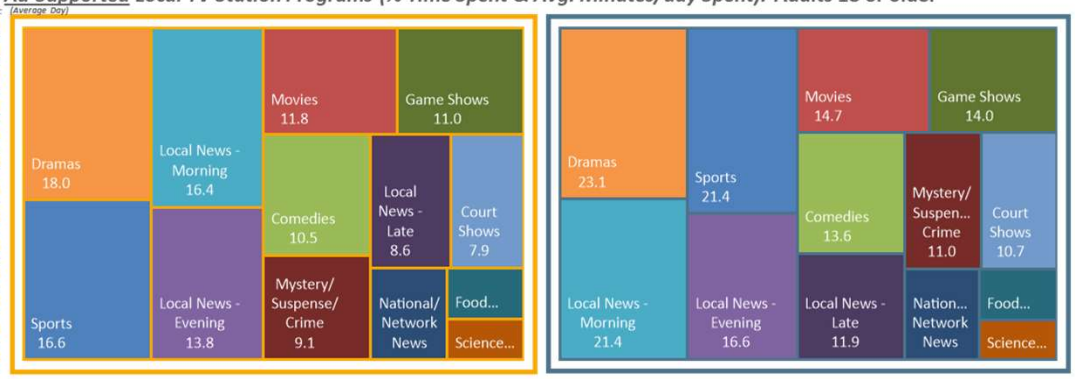

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Ad-Supported Local TV Station Programs (Persons & % Reach):* Adults 18 or older




## *Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783

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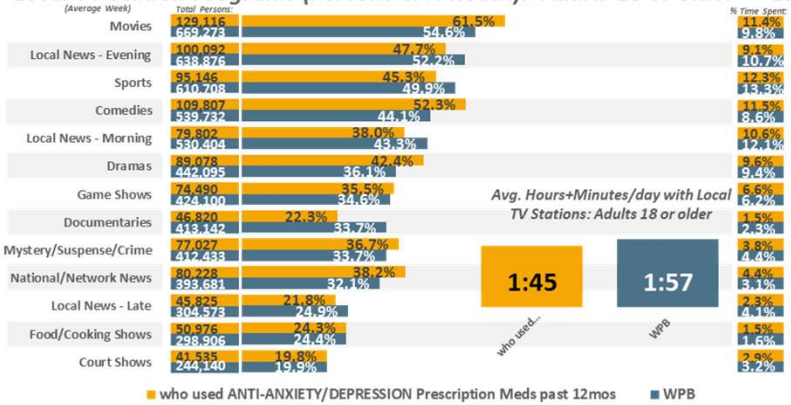
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

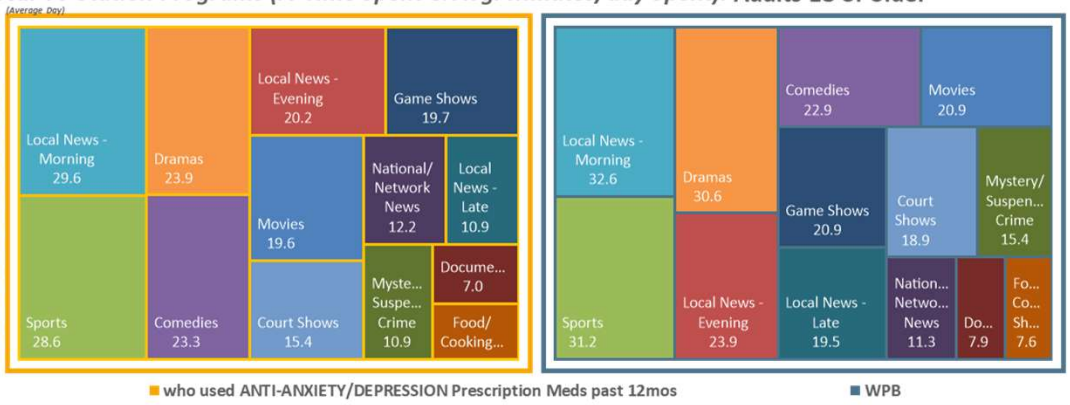



207,885 or 66.7% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Comedies, Local News - Evening, Sports, Dramas, and Local News - Morning.

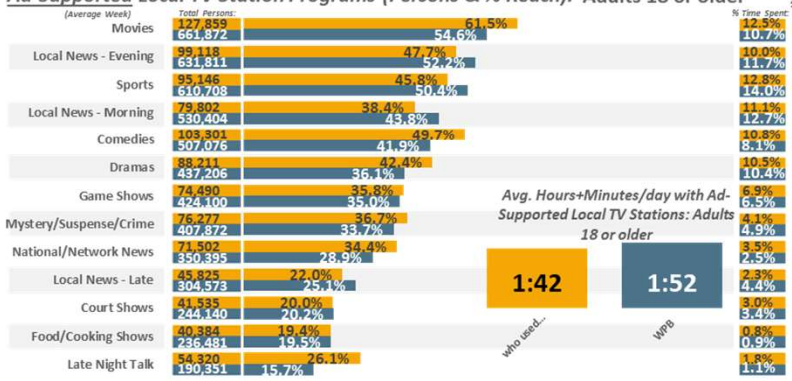
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



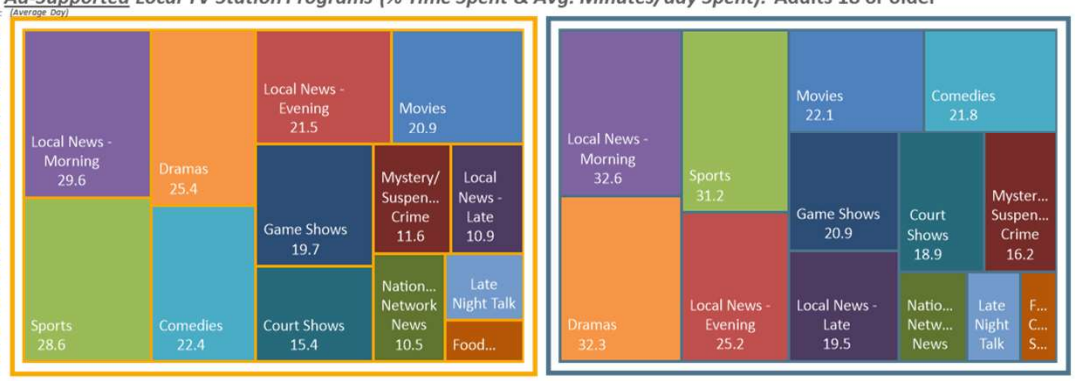

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Ad-Supported Local TV Station Programs (Persons & % Reach):* Adults 18 or older




## *Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392*

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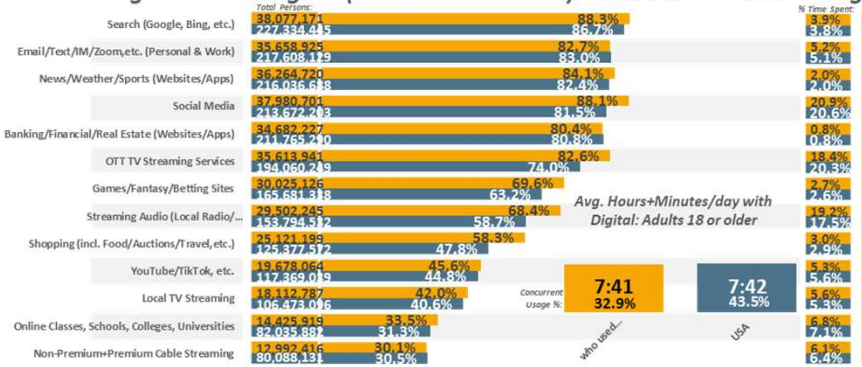
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

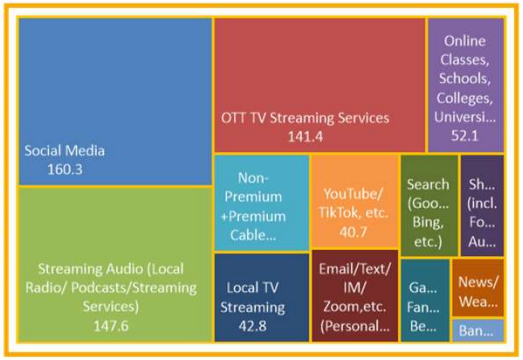


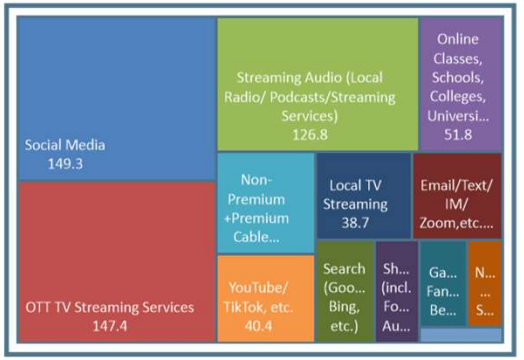

34,521,253 or 80.1% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Social Media for an average of 145.7 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older

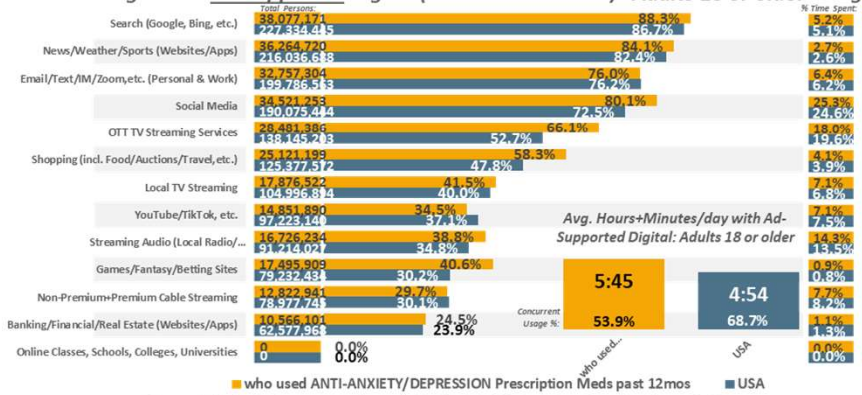



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

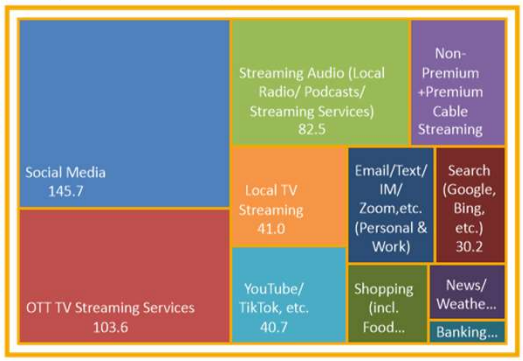


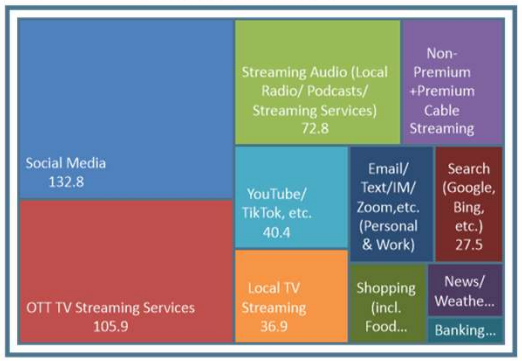




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

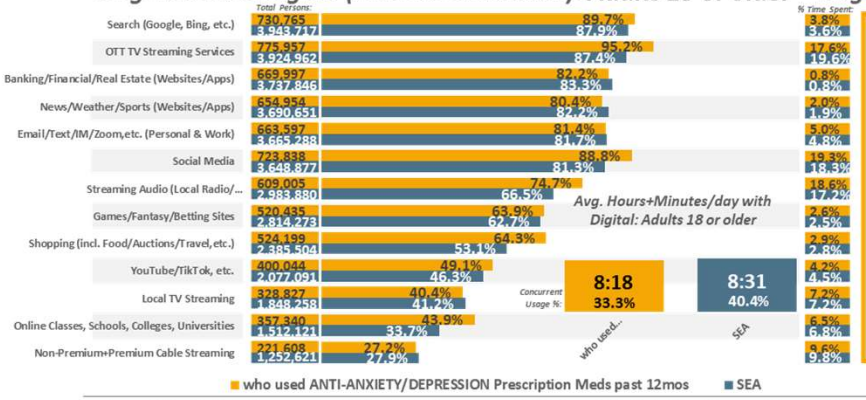
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

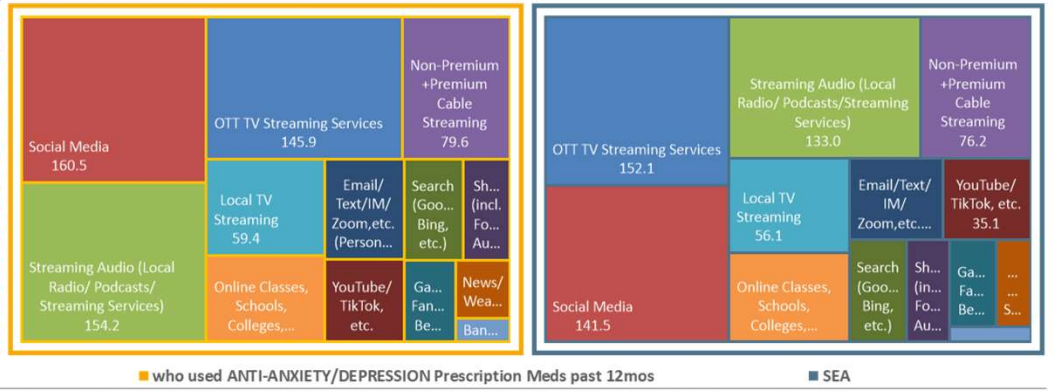



634,962 or 77.9% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Social Media for an average of 140.8 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

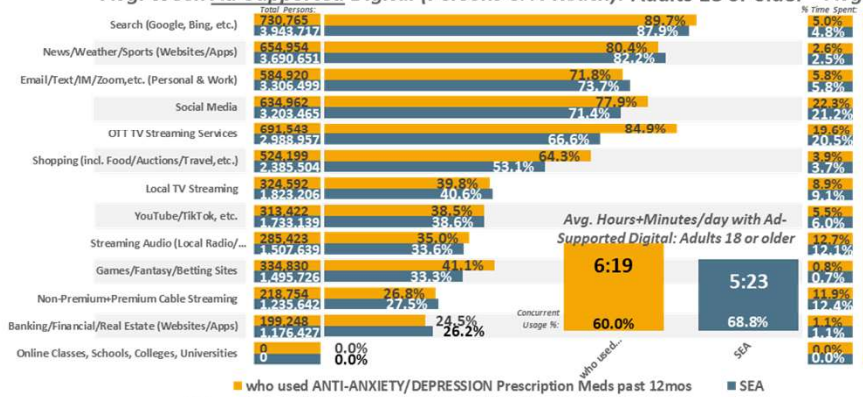
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



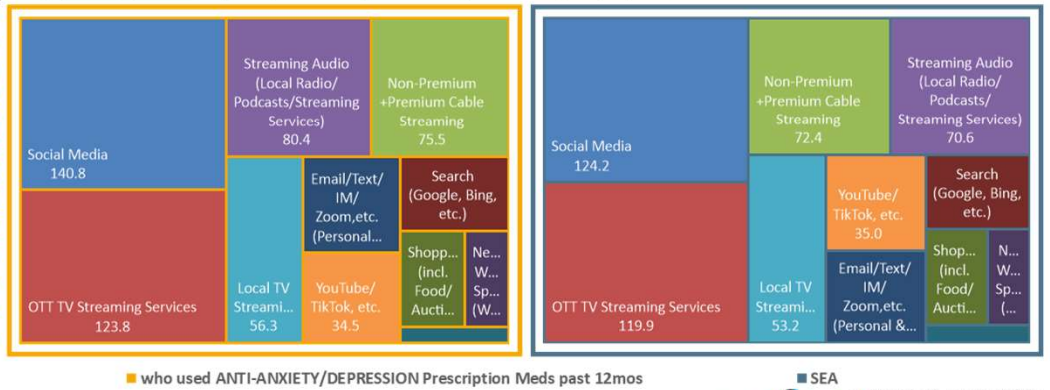

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718*

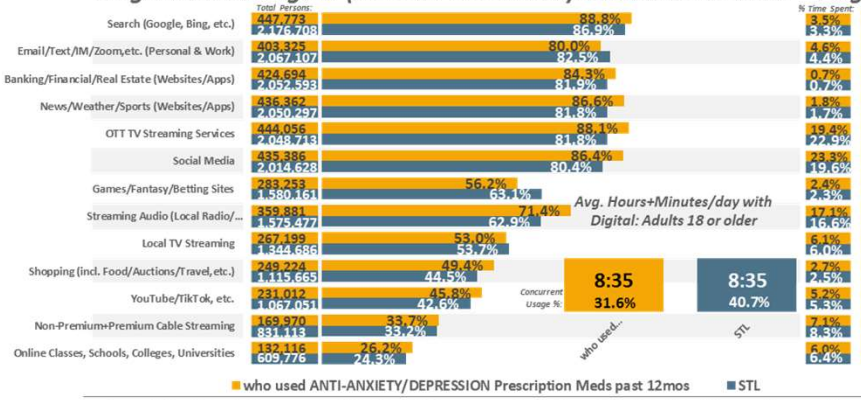
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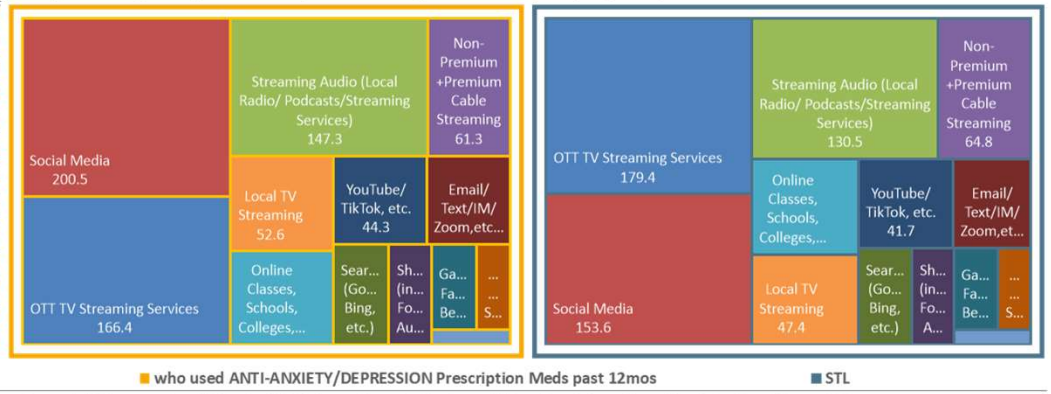



391,913 or 77.8% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Social Media for an average of 180.5 minutes every day representing 28.1% of all time spent daily with Ad-Supported Digital Media.

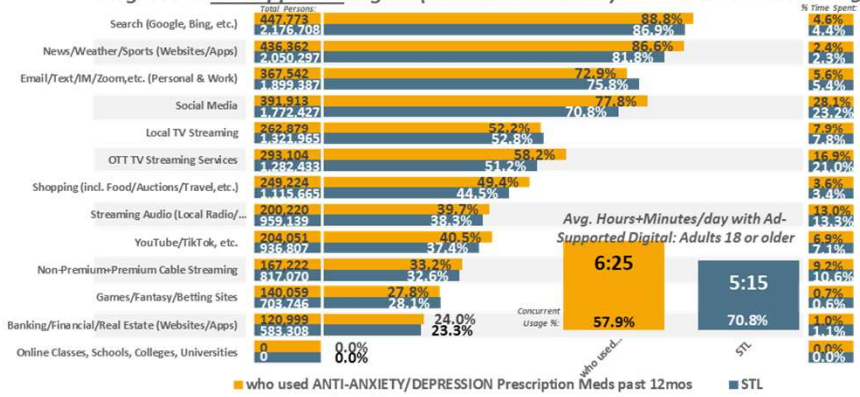
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



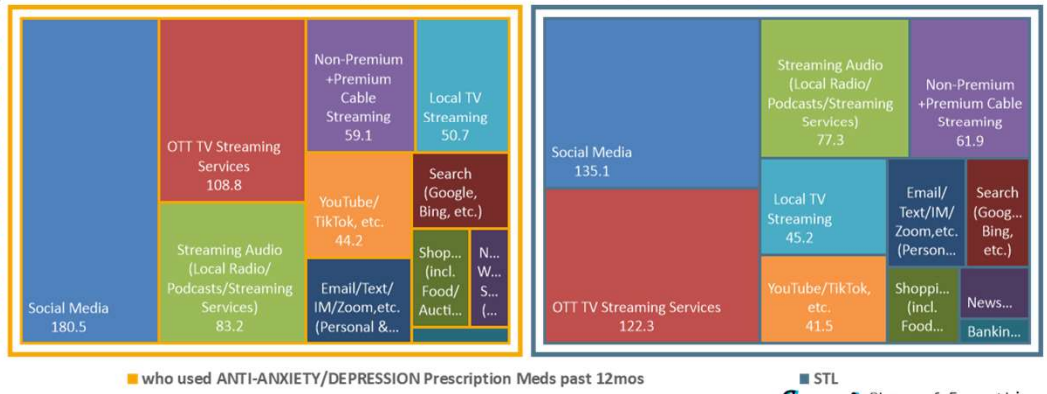

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381*

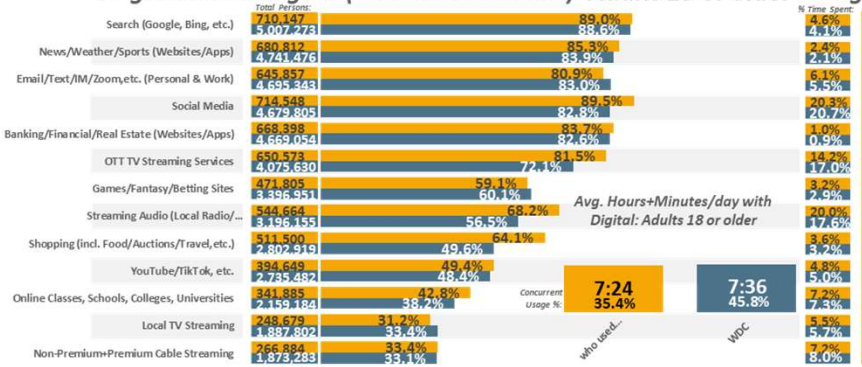
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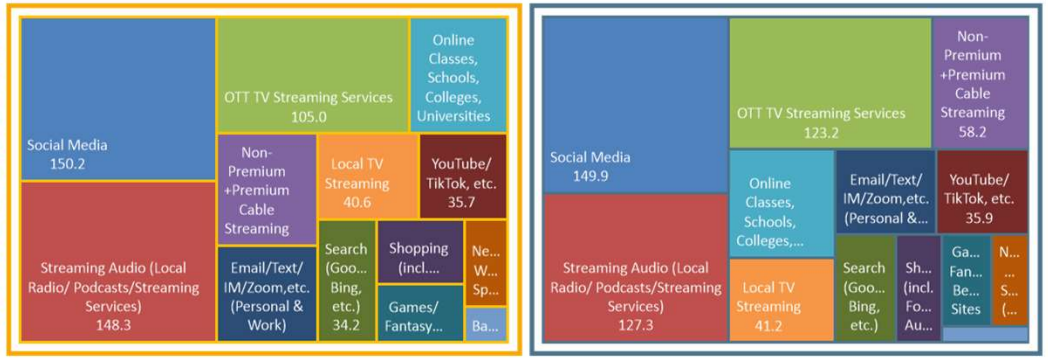
*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

628,493 or 78.7% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Social Media for an average of 132.1 minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

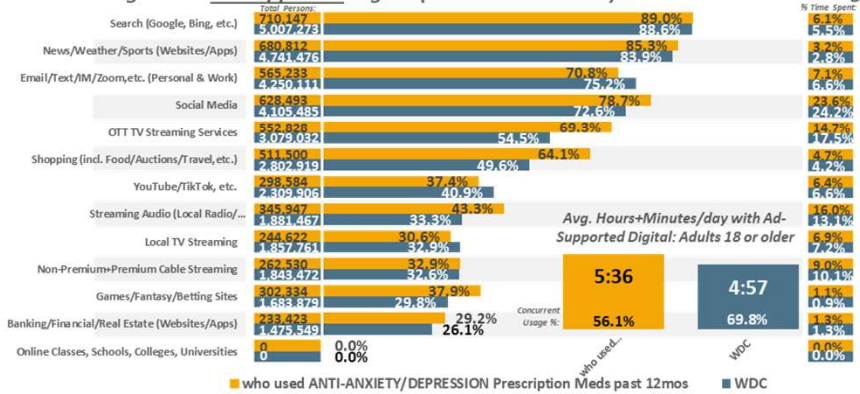
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



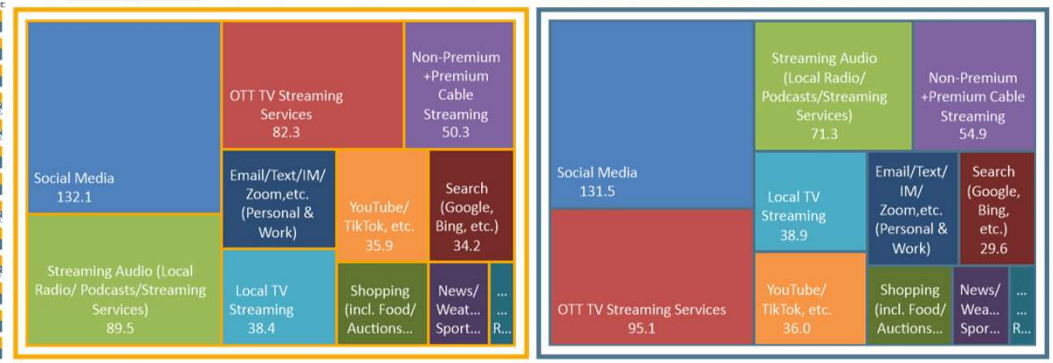

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783*

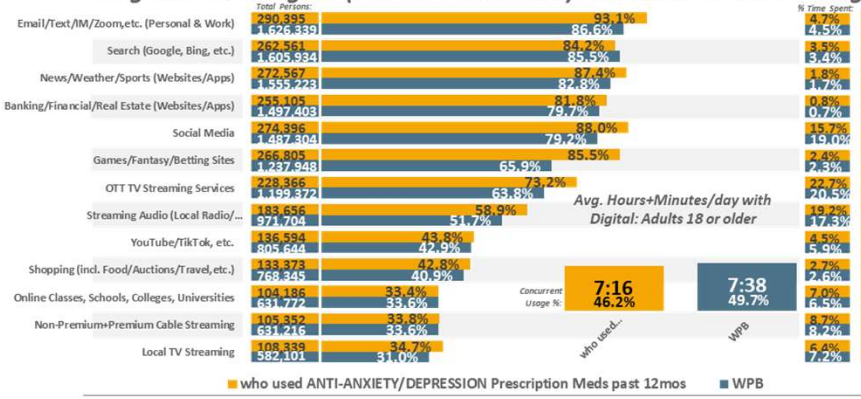
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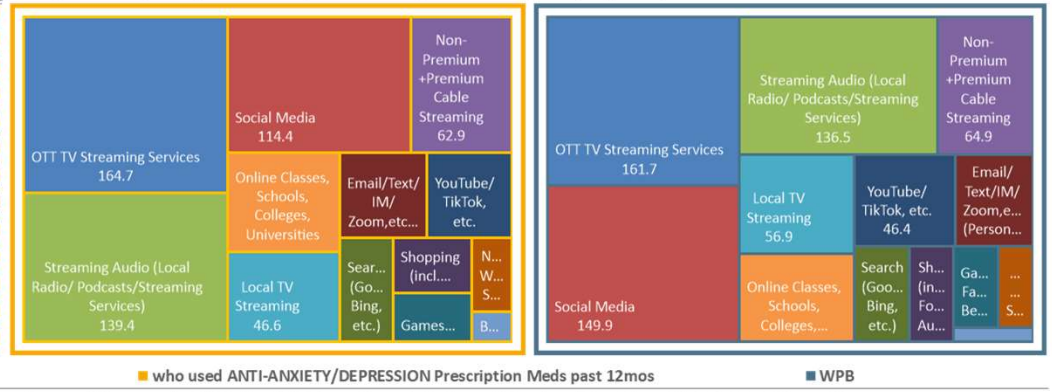



250,998 or 80.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Social Media for an average of 104.6 minutes every day representing 19.6% of all time spent daily with Ad-Supported Digital Media.

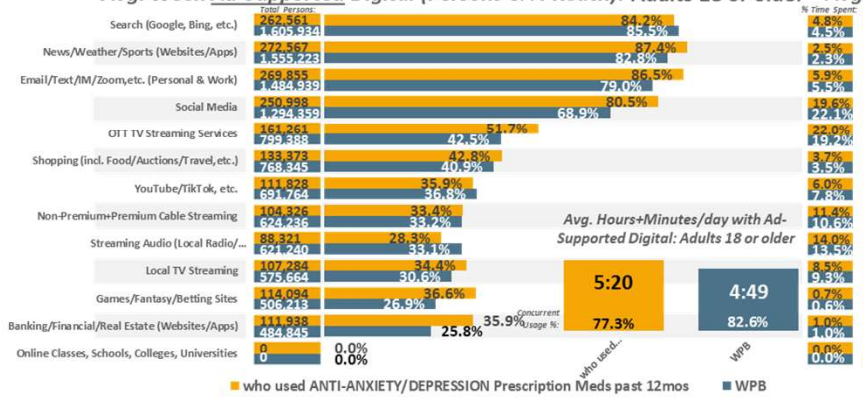
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



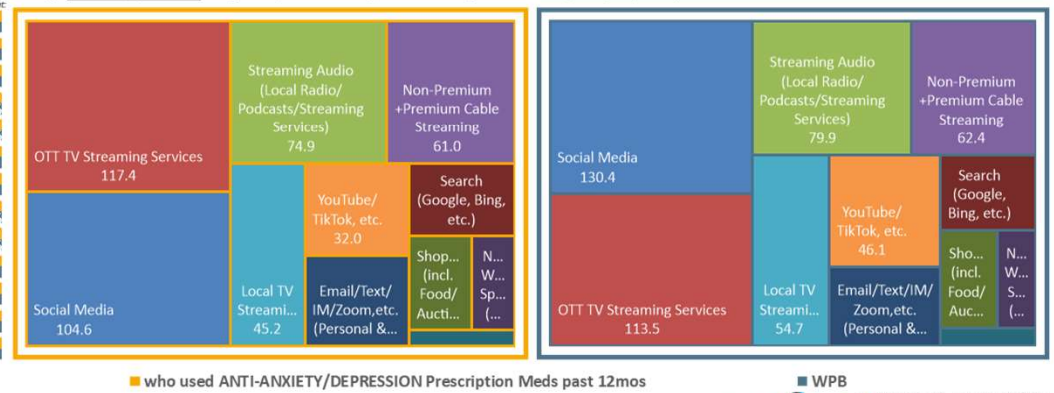

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392*

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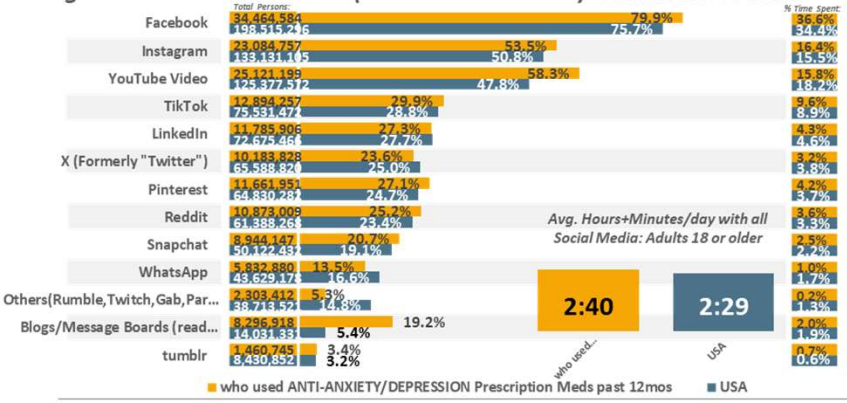
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

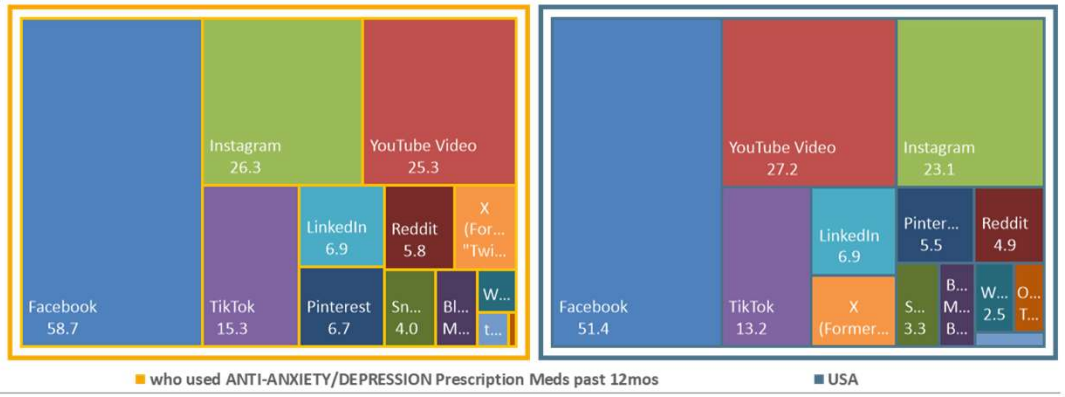



34,464,584 or 79.9% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 53.1 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

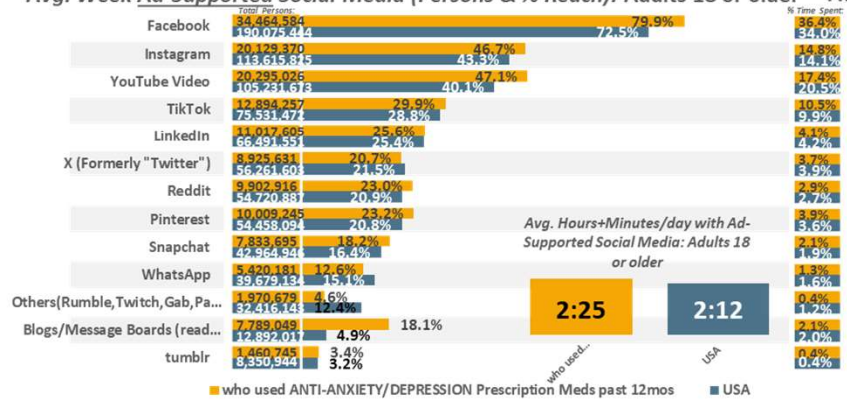
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



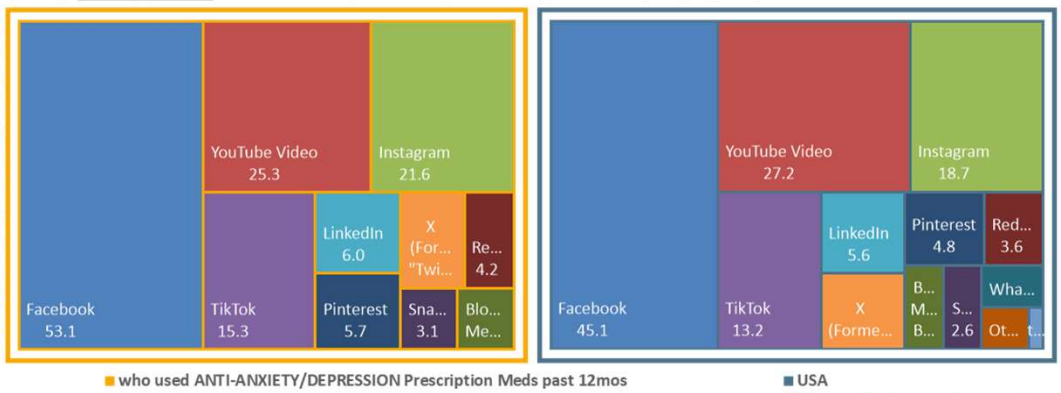

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week Ad-Supported Social Media (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

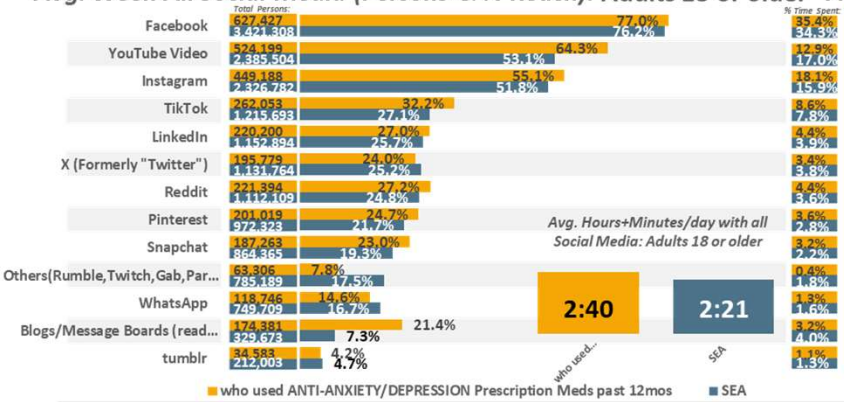
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

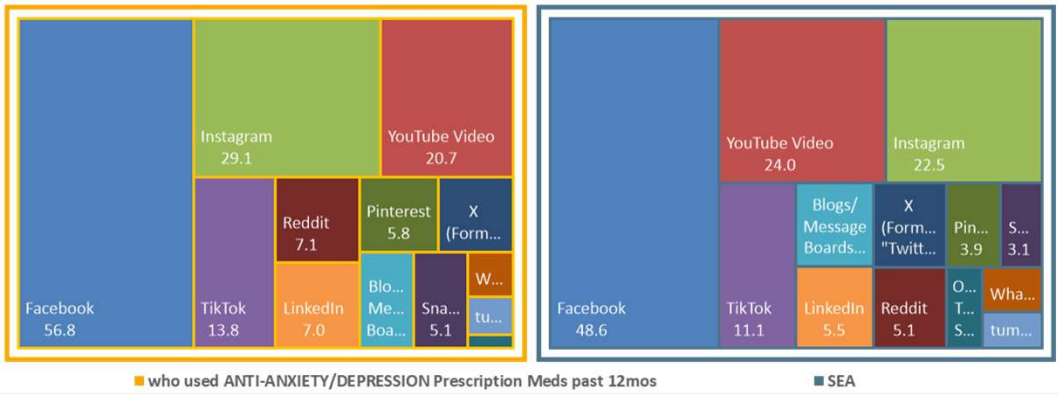



627,427 or 77.% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 52. minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

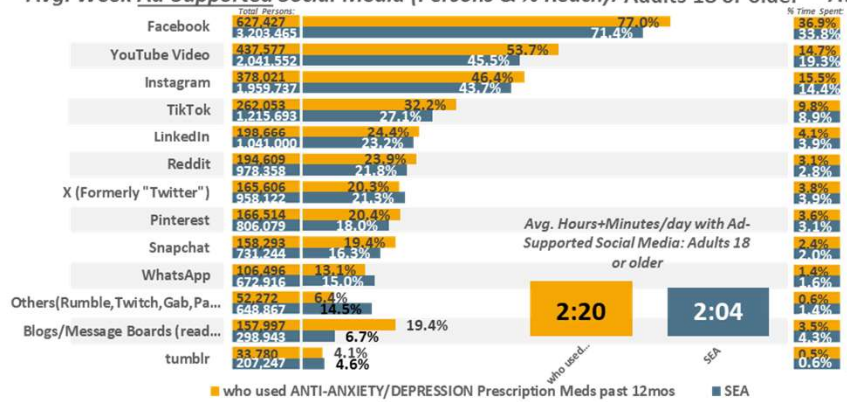
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



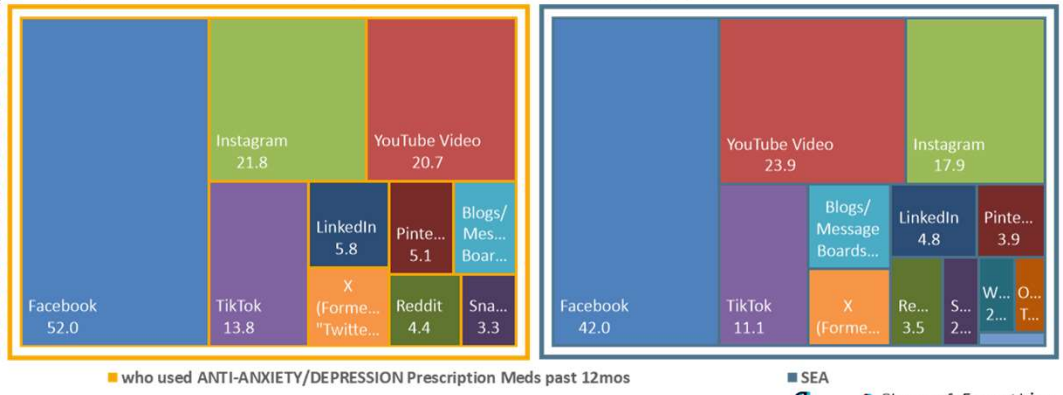

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week Ad-Supported Social Media (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718*

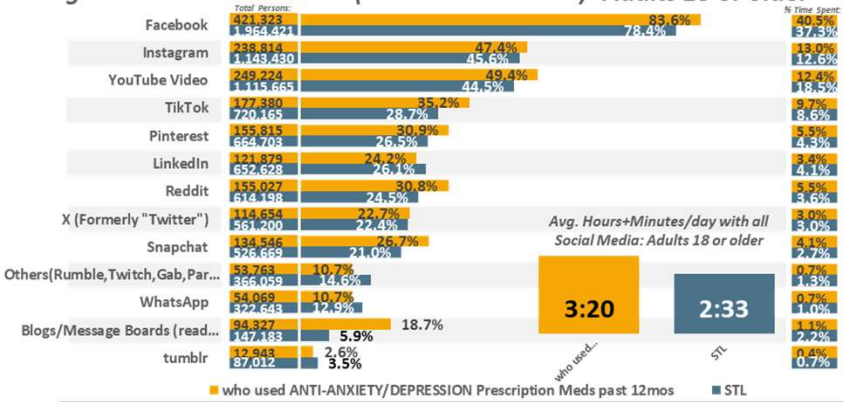
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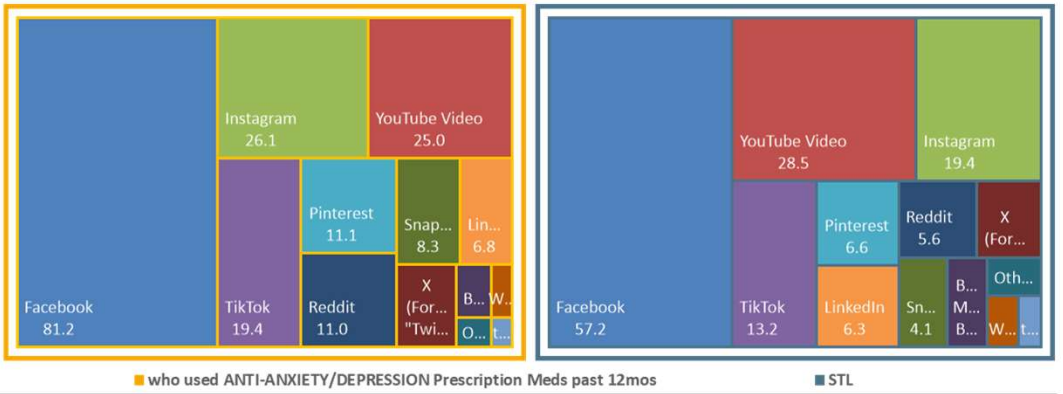
*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

391,913 or 77.8% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 69.6 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.

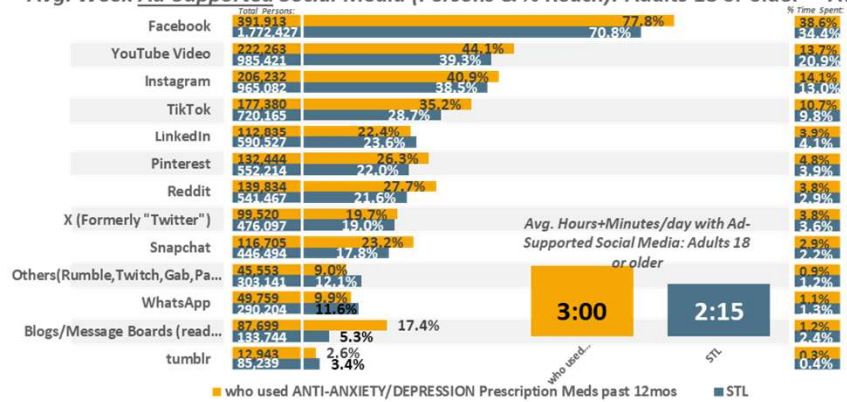
## Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



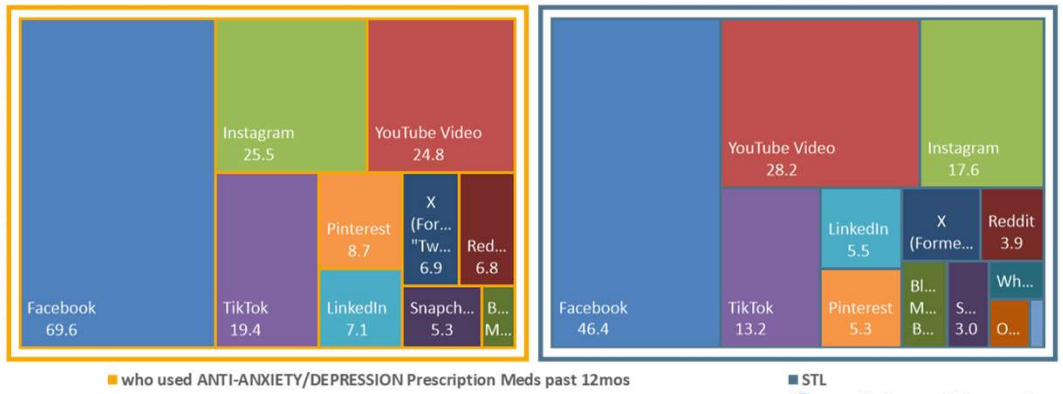

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




## Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older




## Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



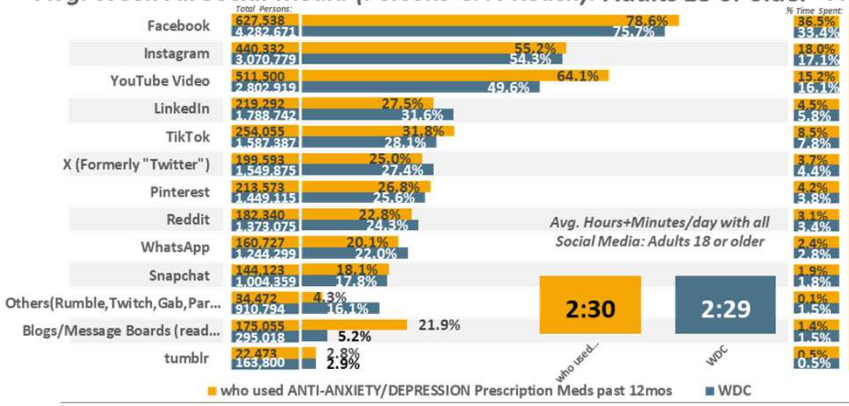

STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381

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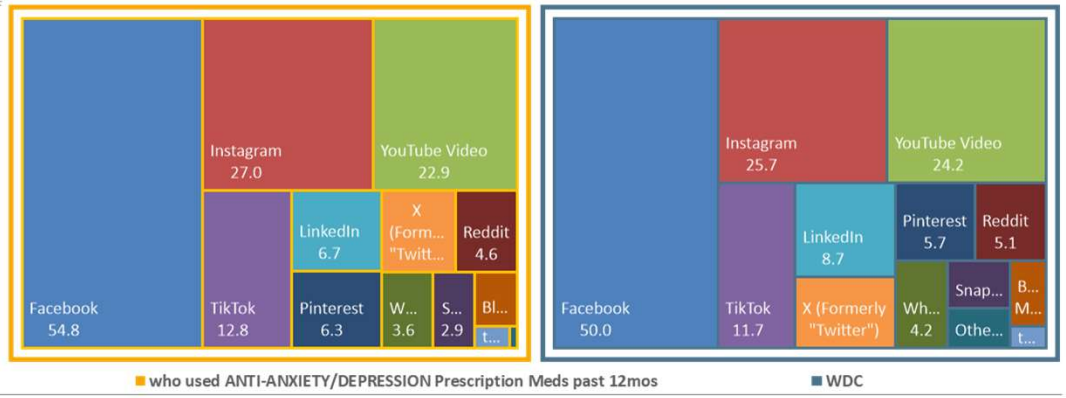
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627,538 or 78.6% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 49. minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

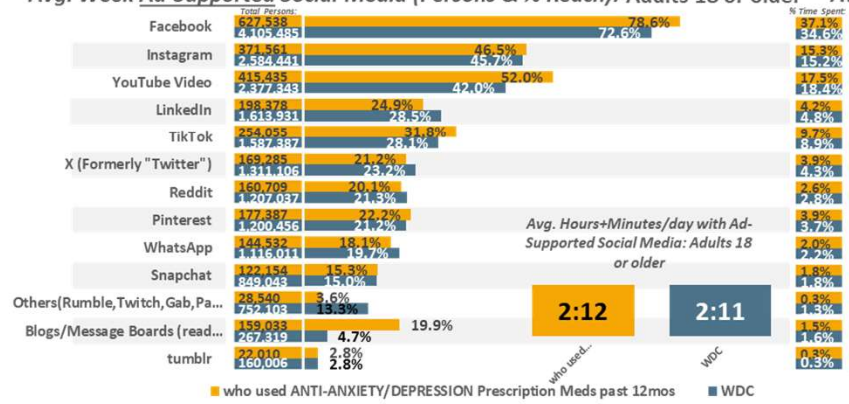
## Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



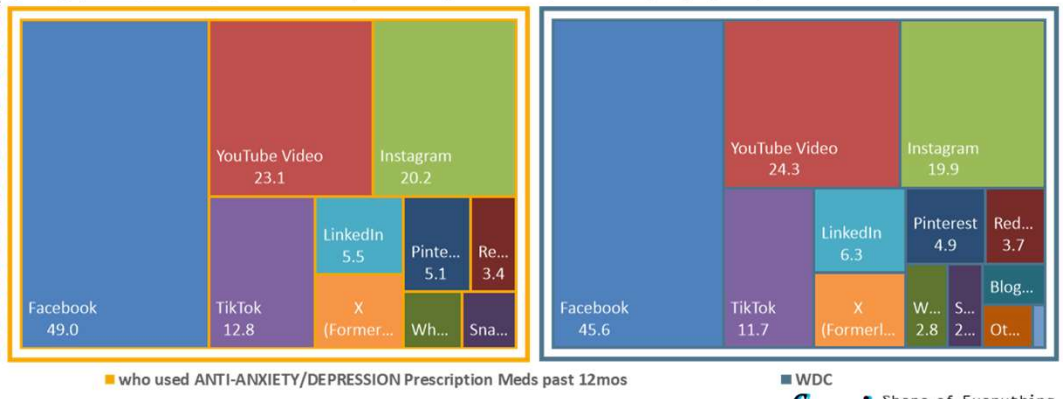

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




## Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older




## Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783

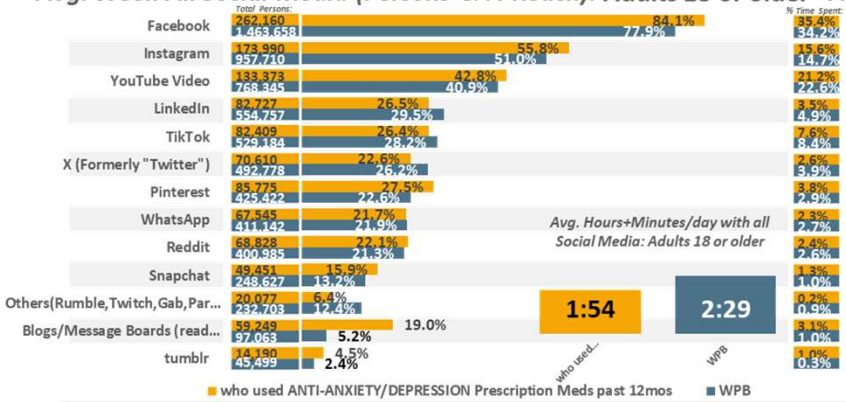
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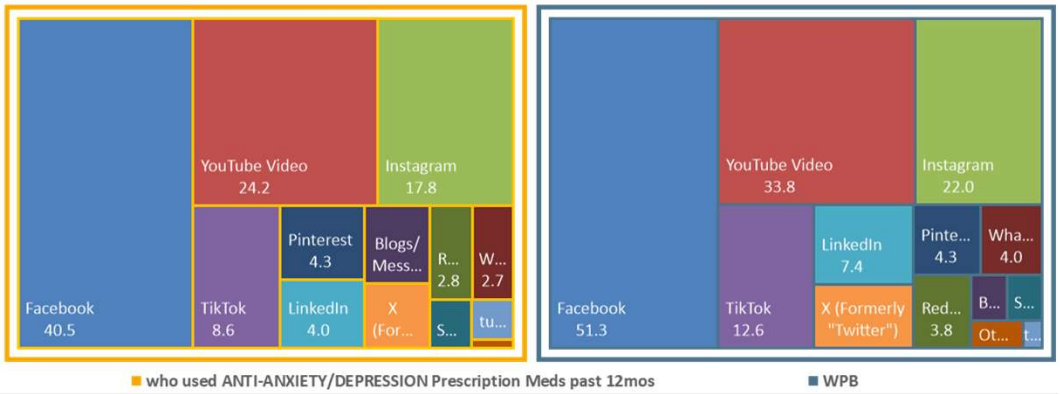
*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

250,998 or 80.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 35.7 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

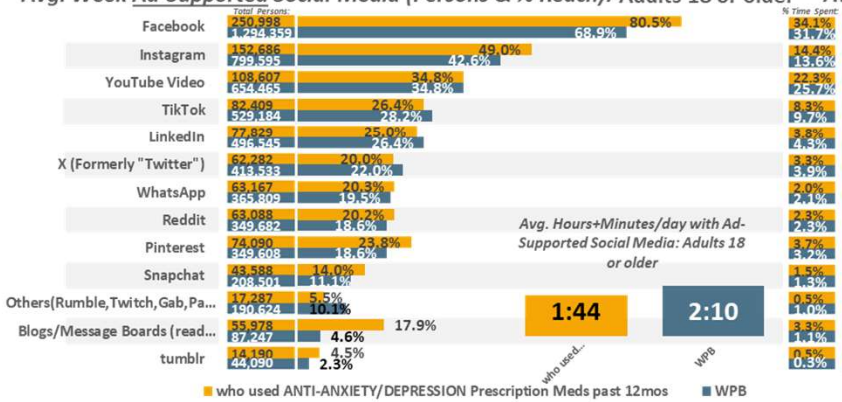
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



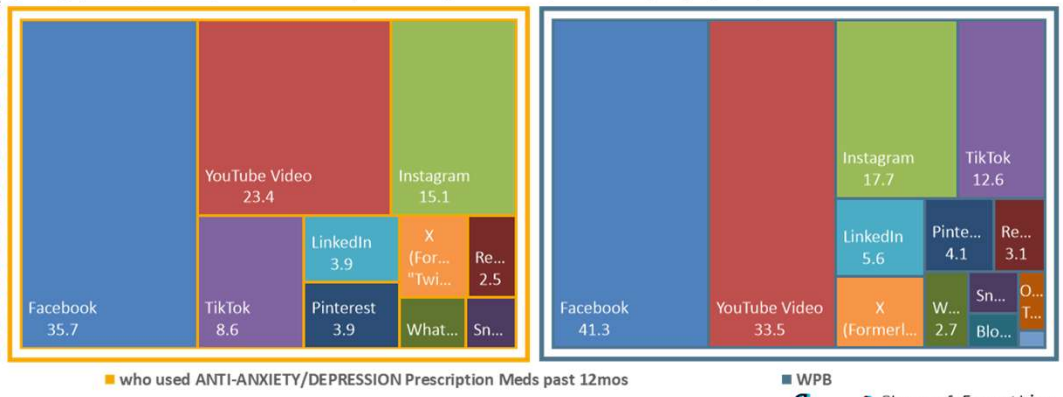

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week Ad-Supported Social Media (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392*

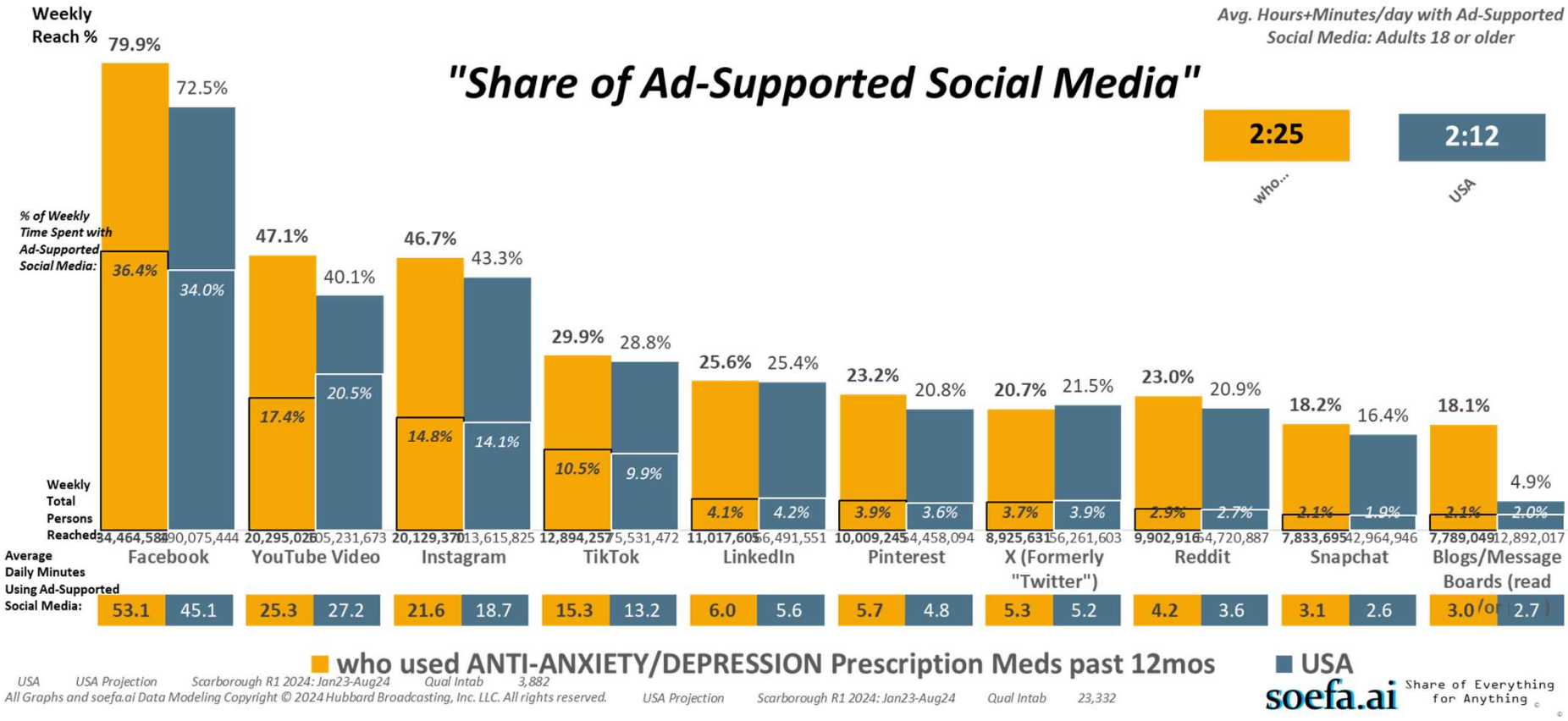
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

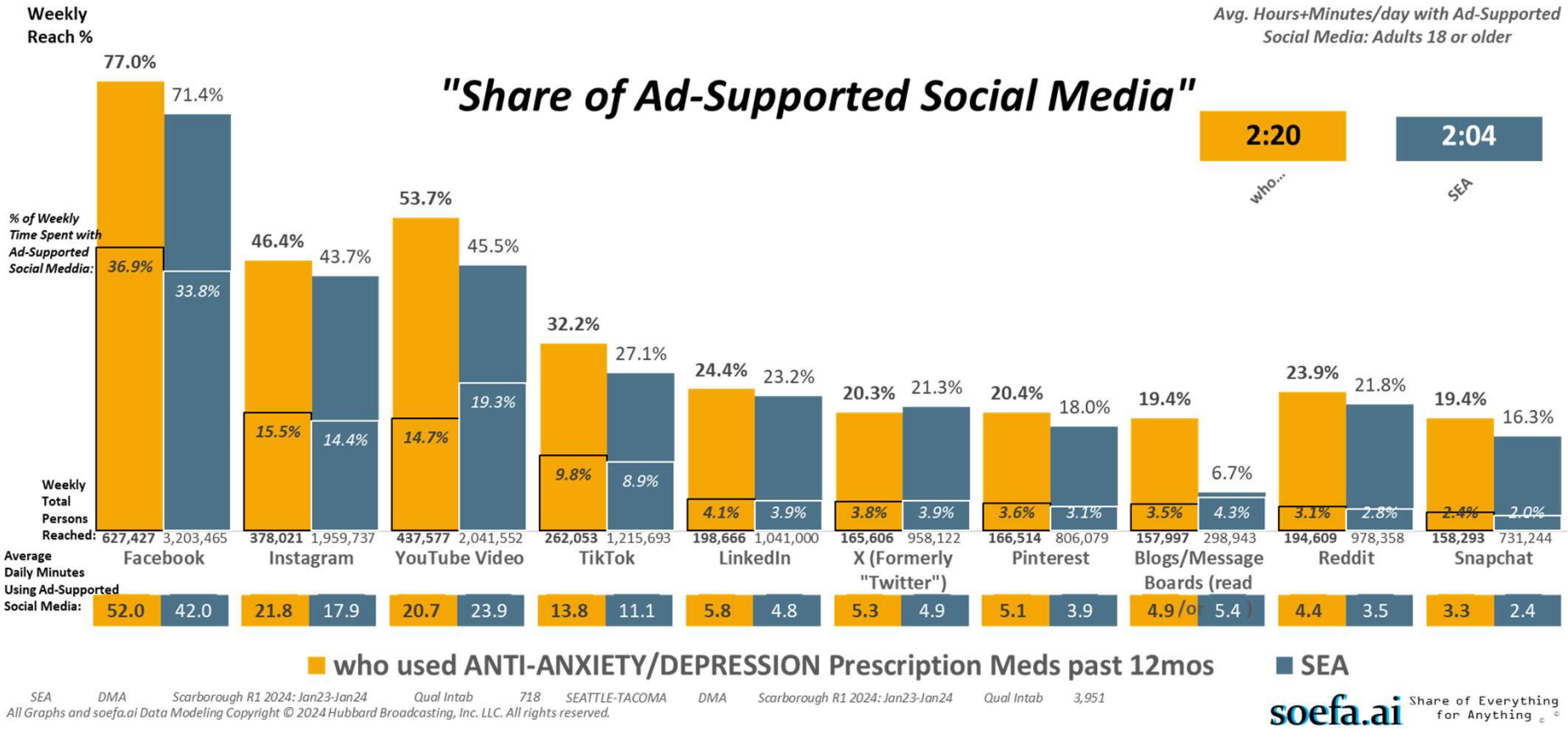



34,464,584 or 79.9% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 53.1 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.




*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

627,427 or 77.% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 52. minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

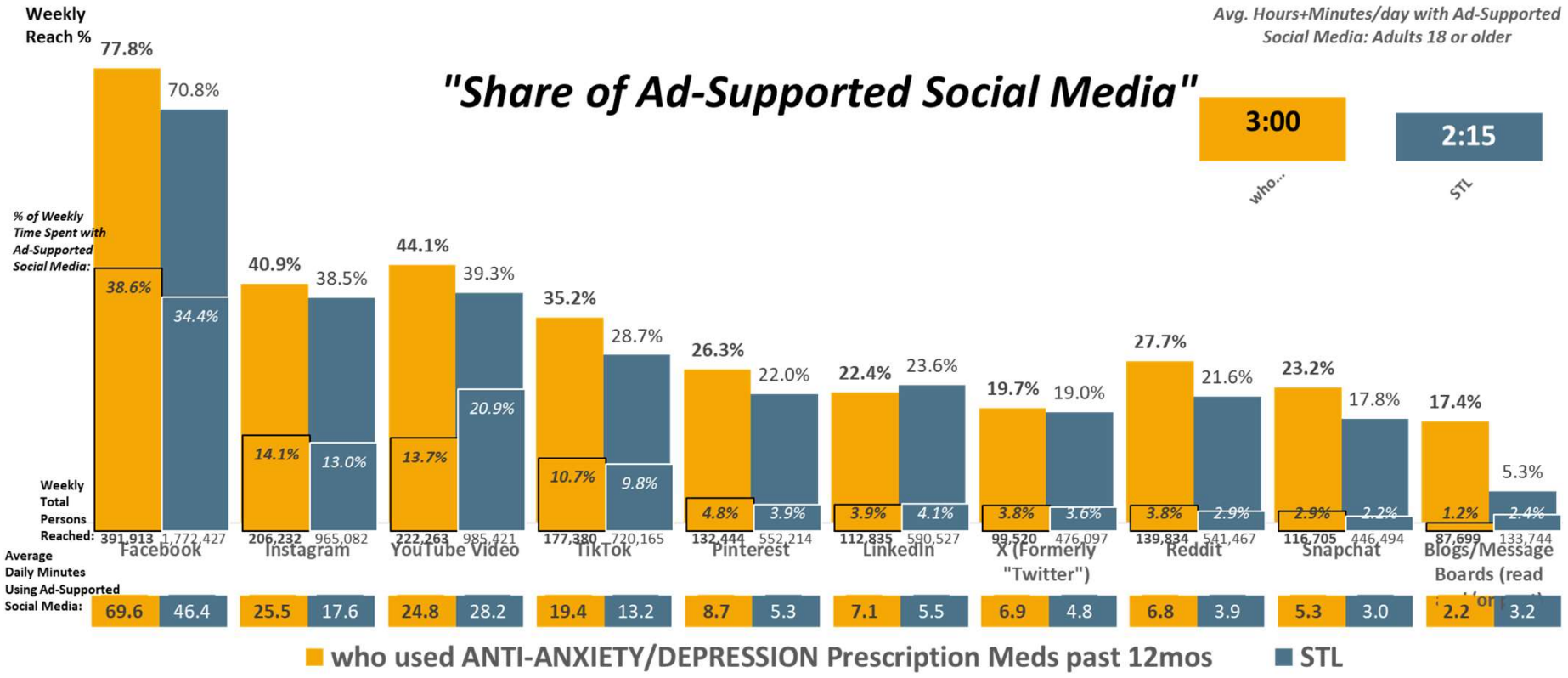



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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

391,913 or 77.8% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 69.6 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.



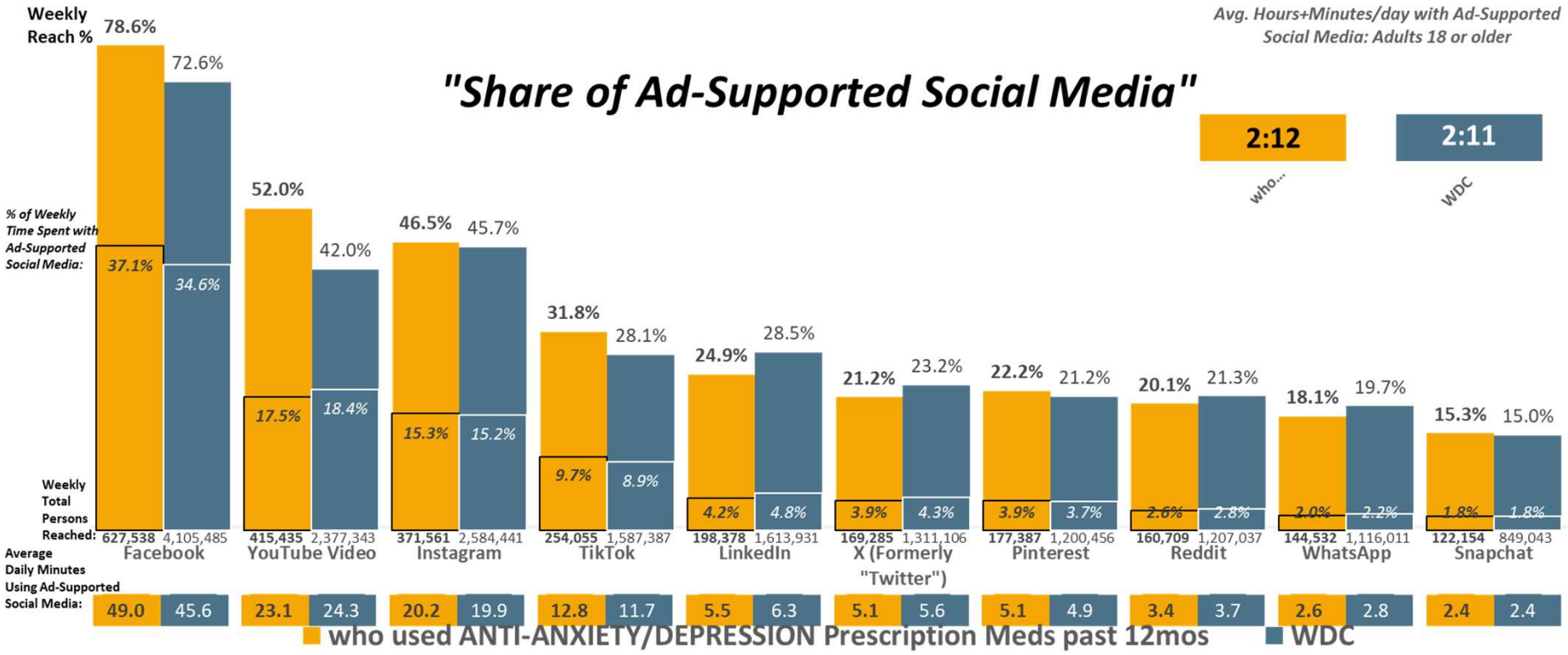

STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

627,538 or 78.6% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 49. minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.




WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

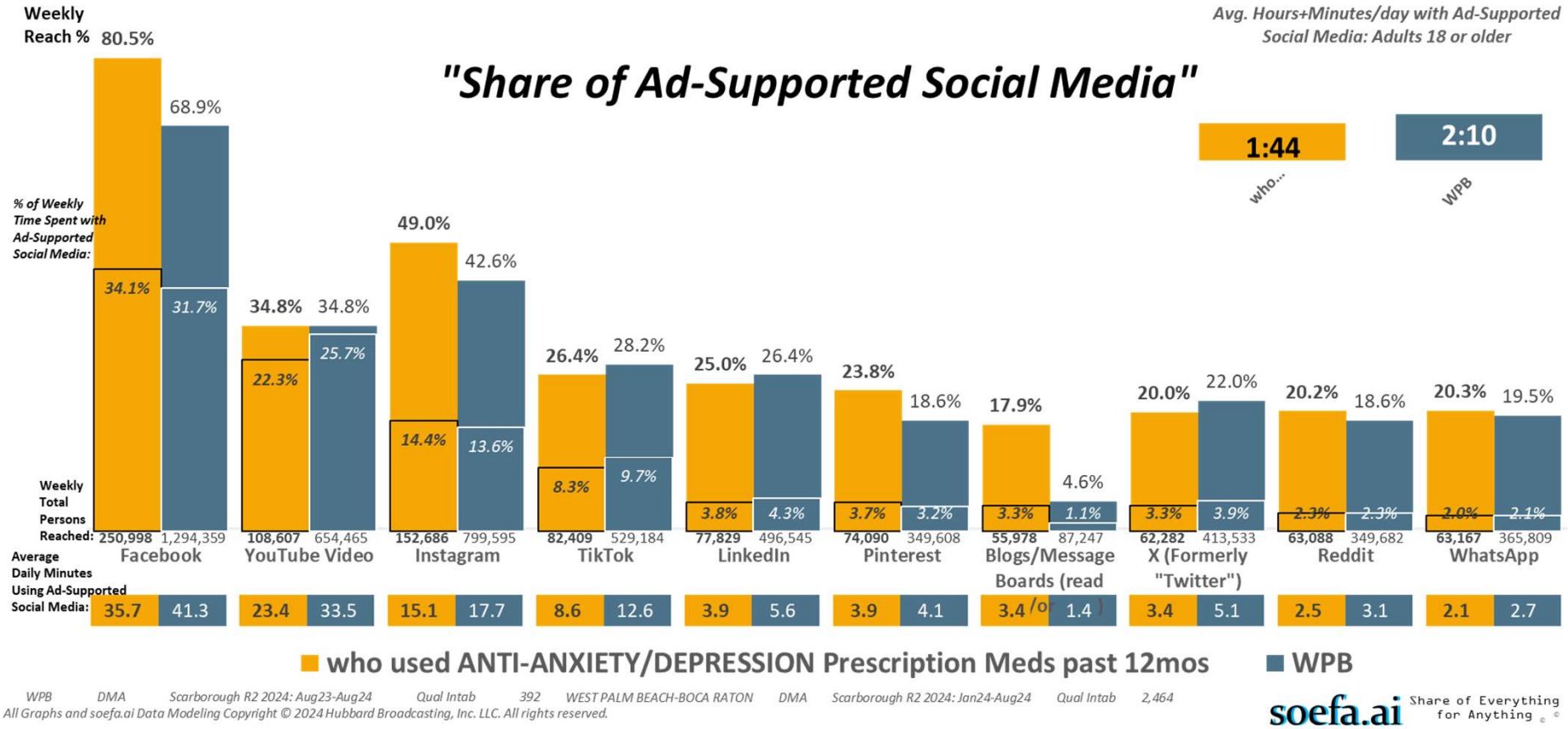
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression




250,998 or 80.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 35.7 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.




WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

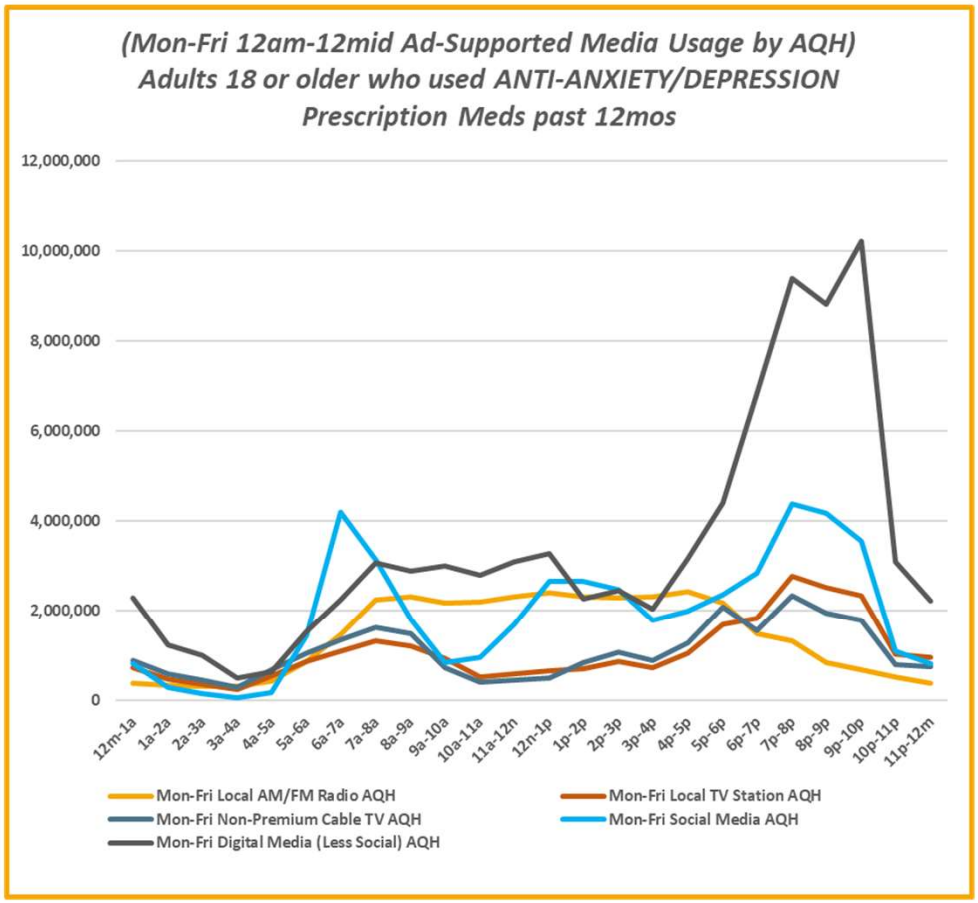
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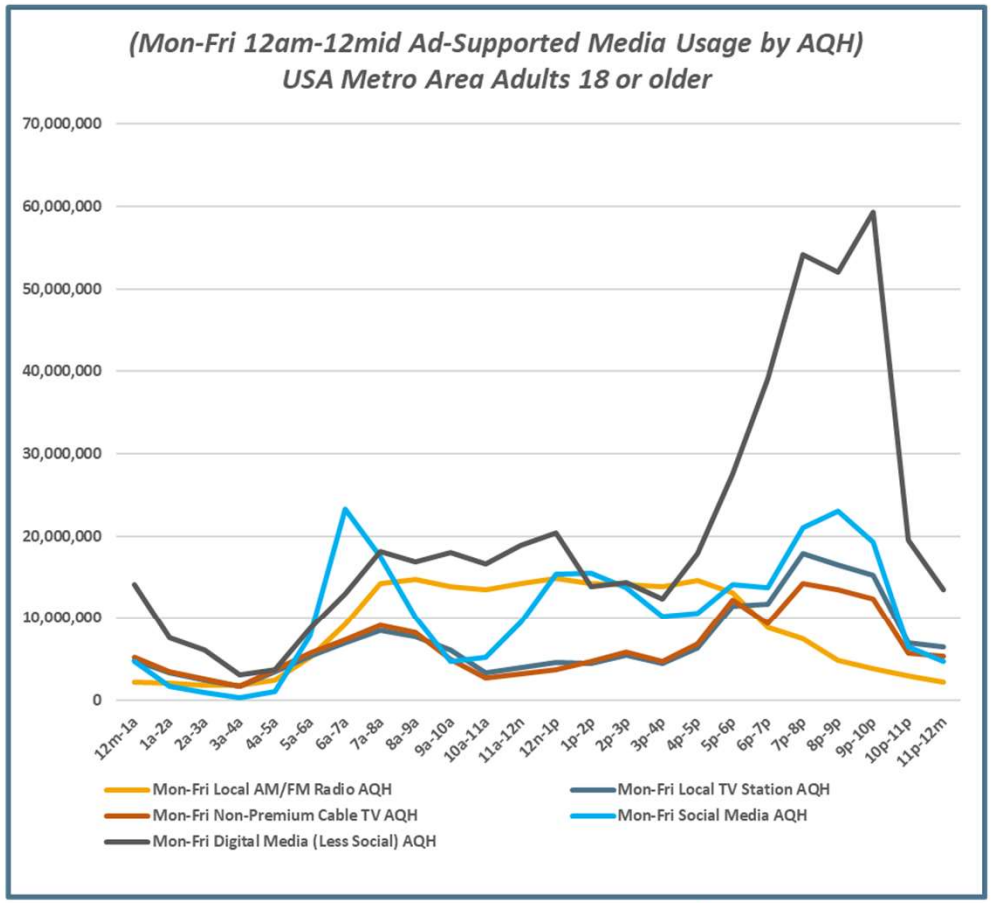
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression




M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,192,656; Social Media: 2,256,571; Local Radio: 2,161,597; Non-Prem. Cable: 1,092,816; Local TV: 1,012,733 reaching Adults 18 or older who used ANTI-ANXIETY/DEPRESSION P




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882*

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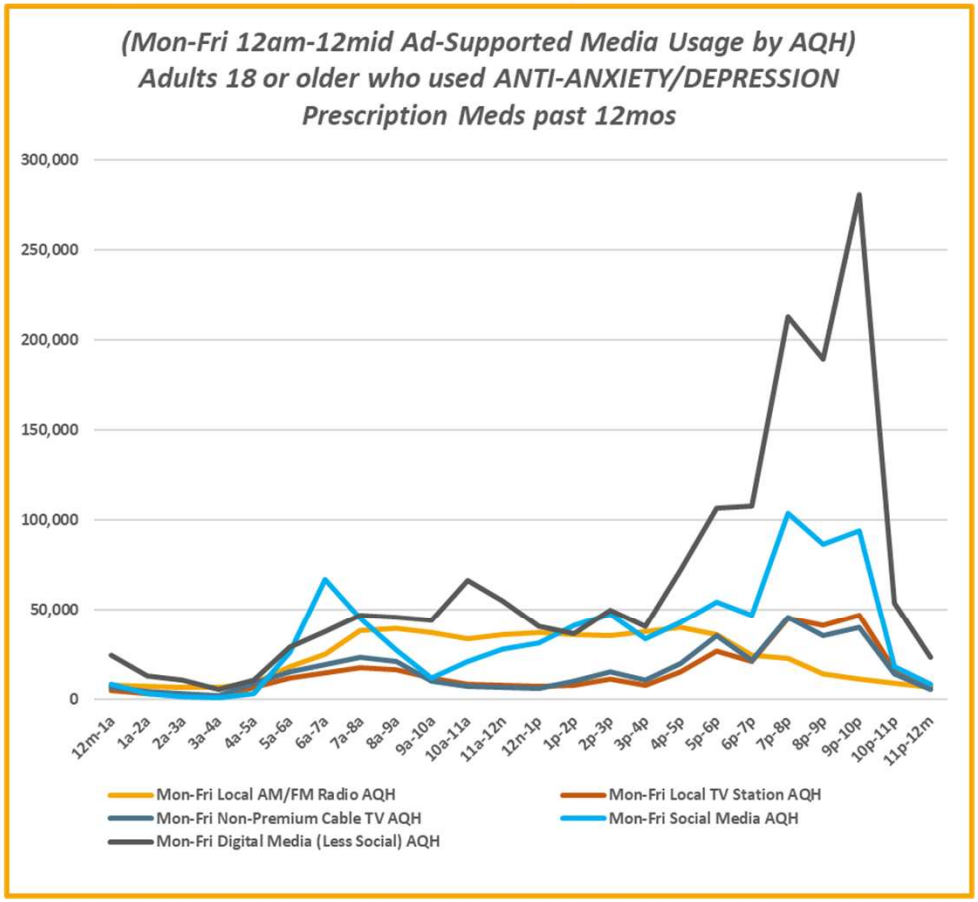
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

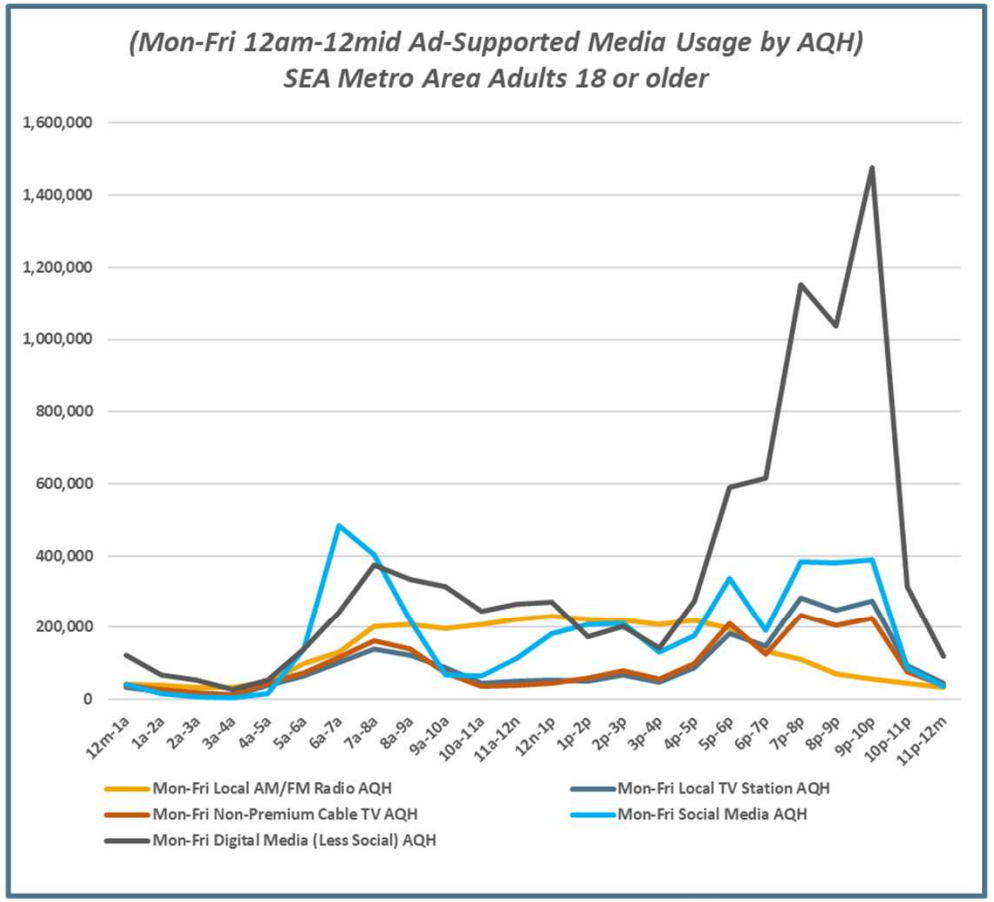
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*




M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 57,646; Social Media: 38,295; Local Radio: 35,011; Non-Prem. Cable: 15,814; Local TV: 13,319 reaching Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Med



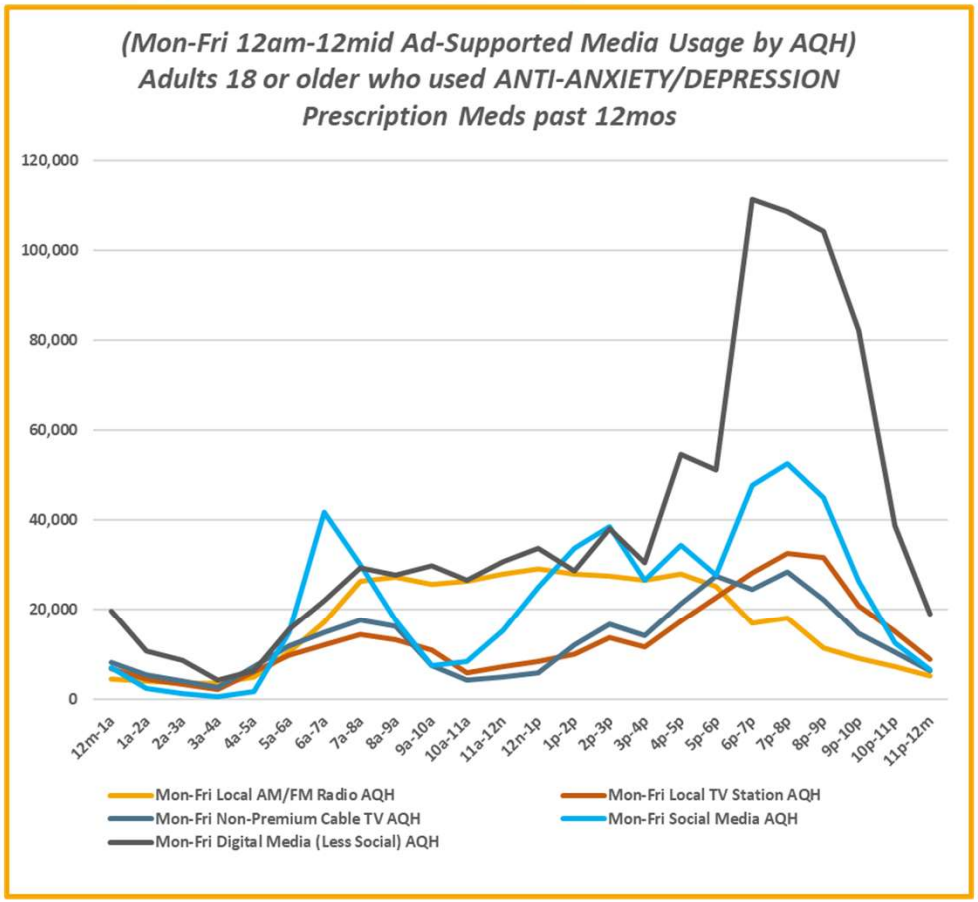

*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718*

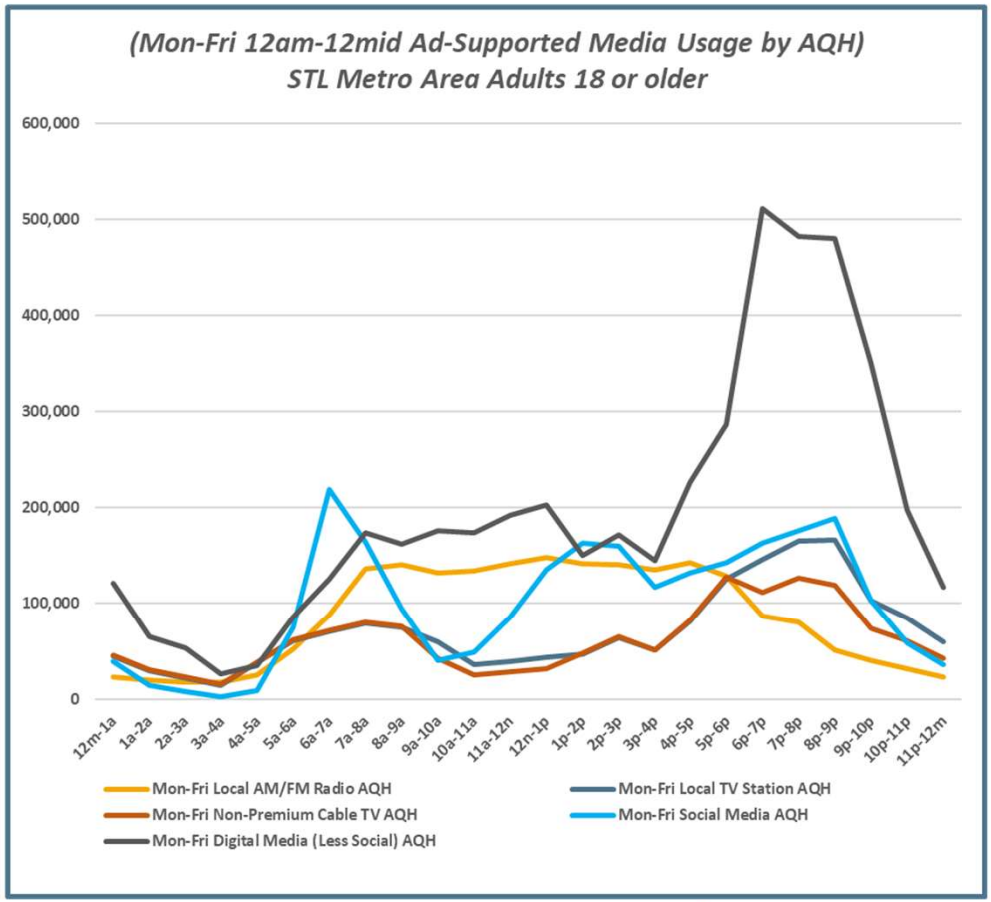
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 39,486; Social Media: 27,251; Local Radio: 25,477; Non-Prem. Cable: 14,426; Local TV: 13,484 reaching Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Med



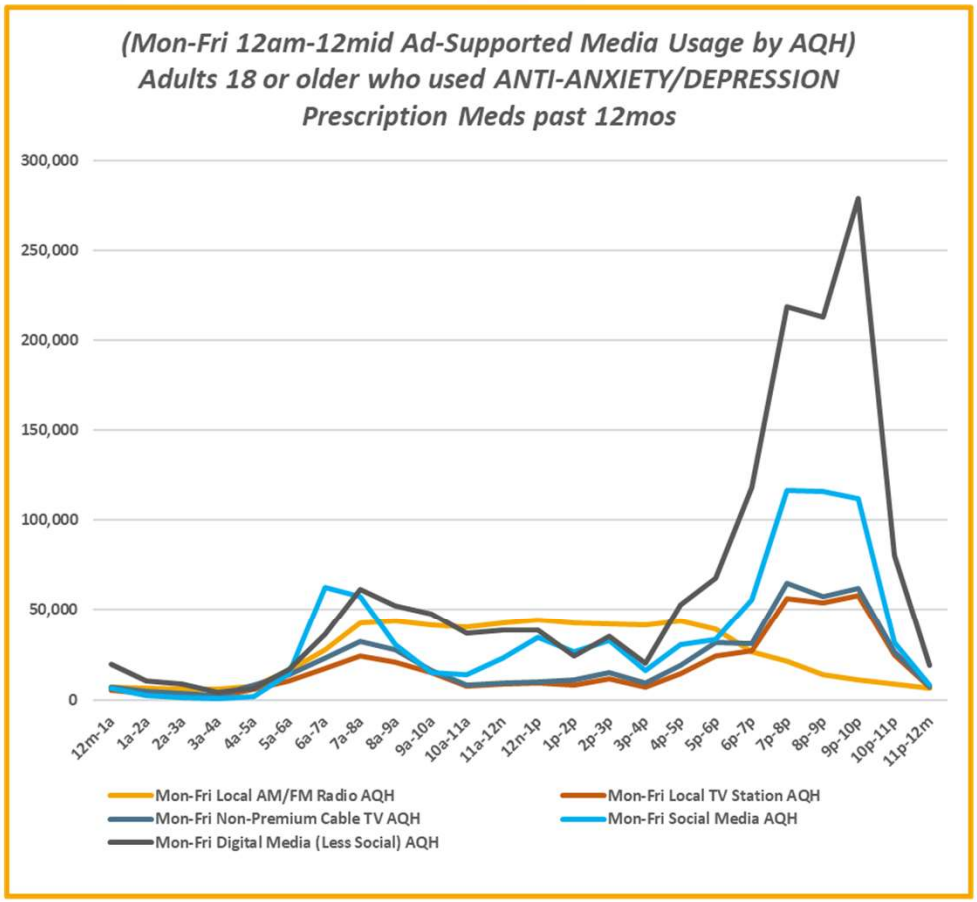

*STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381*

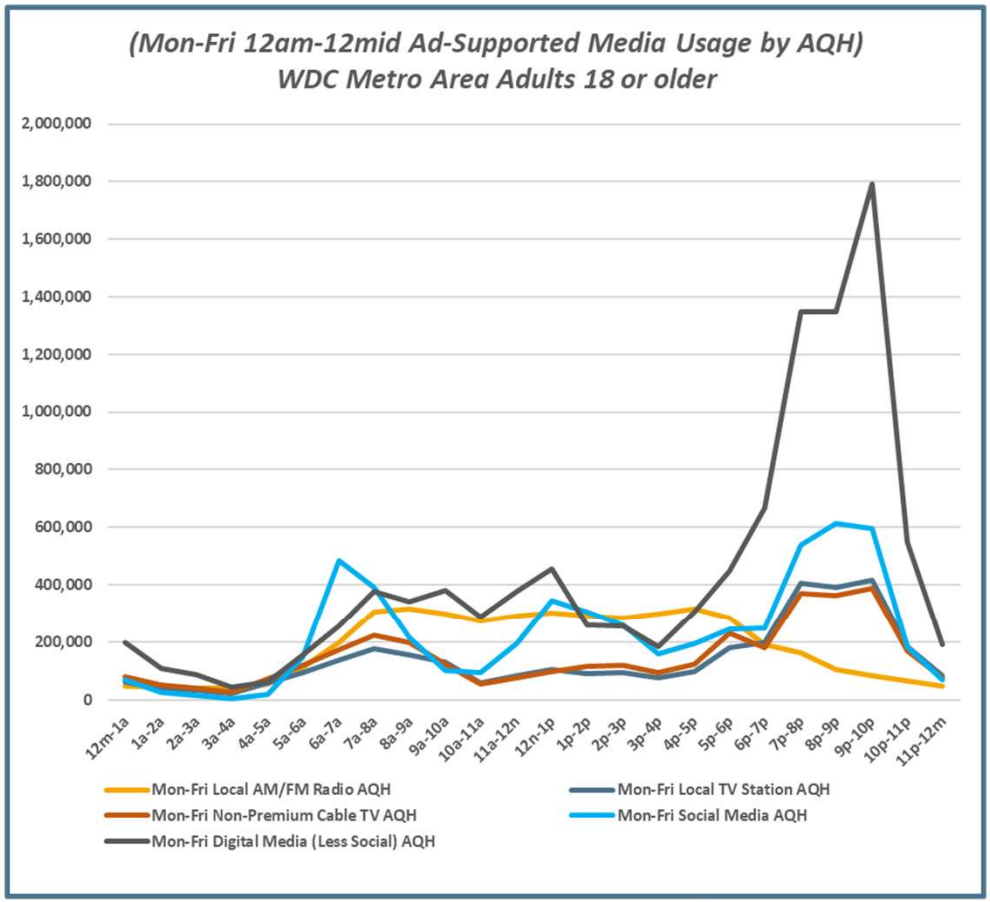
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 48,549; Local Radio: 39,764; Social Media: 33,158; Non-Prem. Cable: 18,623; Local TV: 15,011 reaching Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Med



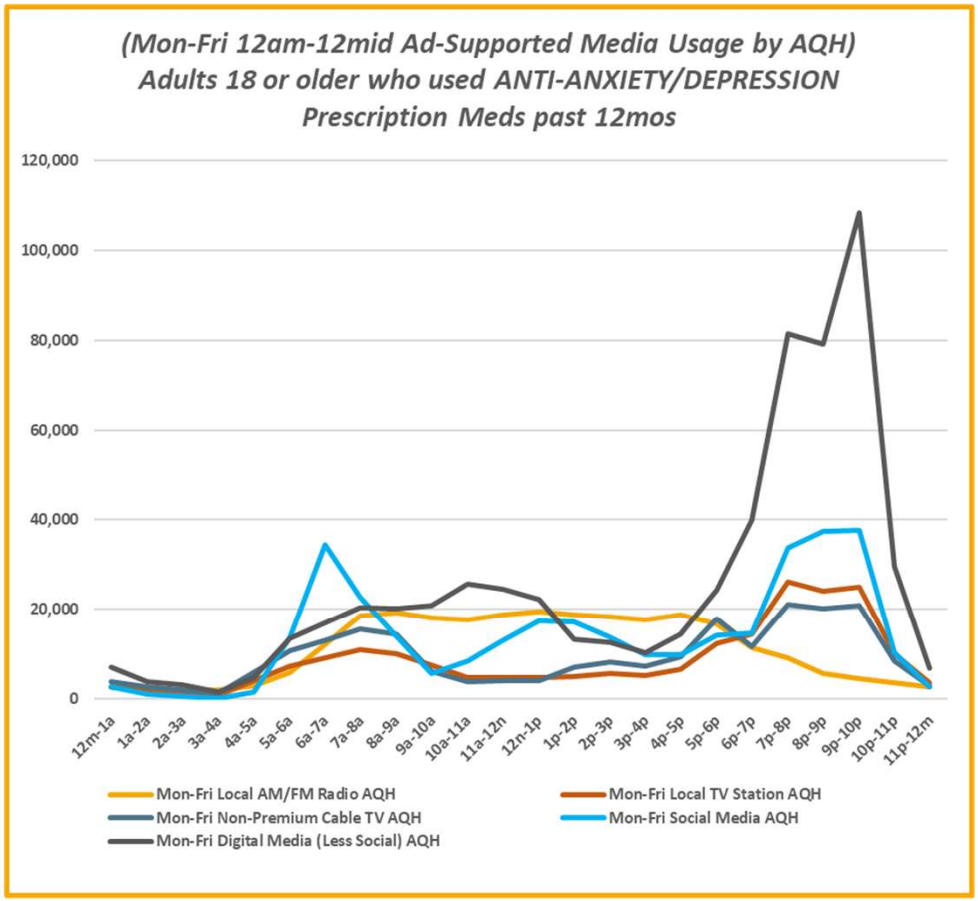

*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783*

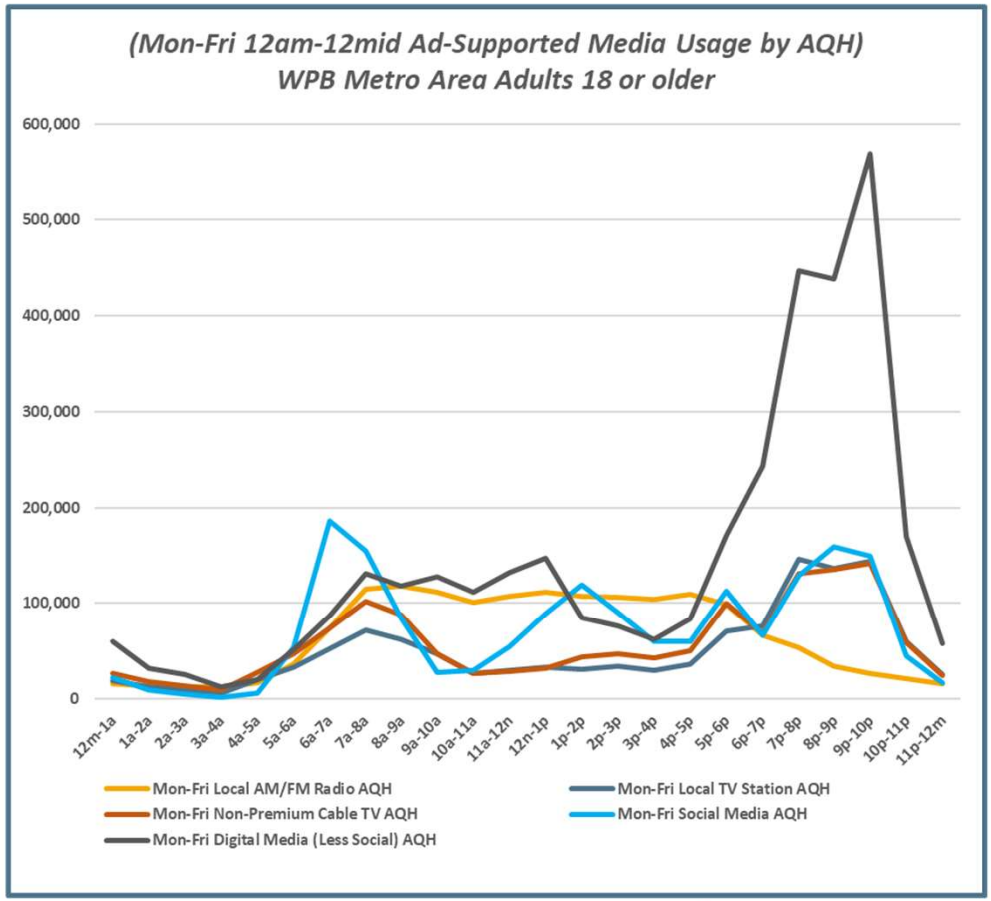
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,428; Local Radio: 17,342; Social Media: 15,003; Non-Prem. Cable: 9,454; Local TV: 7,745 reaching Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392*

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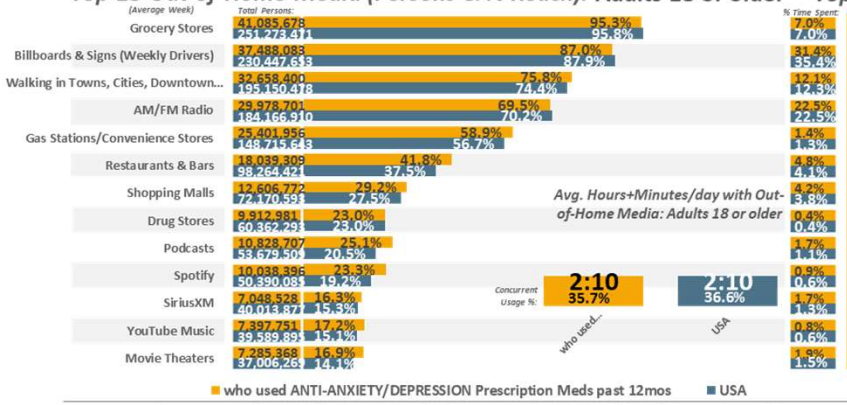
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

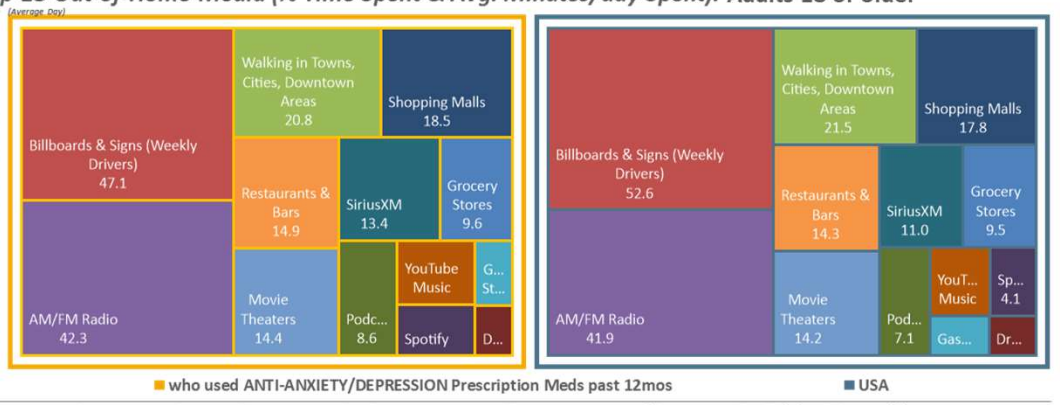



37,488,083 or 87.% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 47.1 minutes per day driving, seeing Billboards and Signs. 66.8% Listen to Local Radio Stations Out-of-Home for an average of 38.7 m

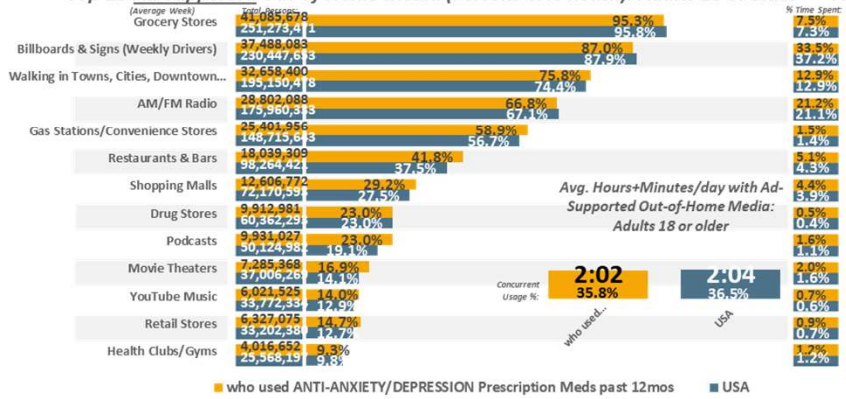
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



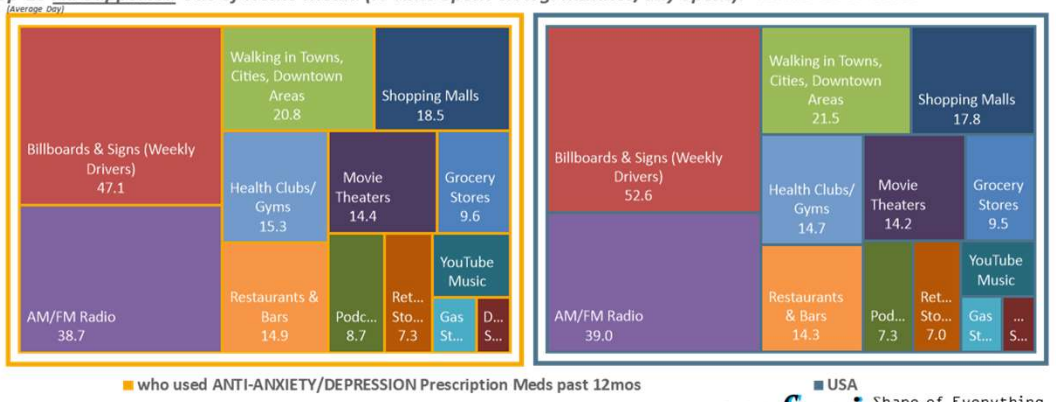

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach):* Adults 18 or older




## *Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

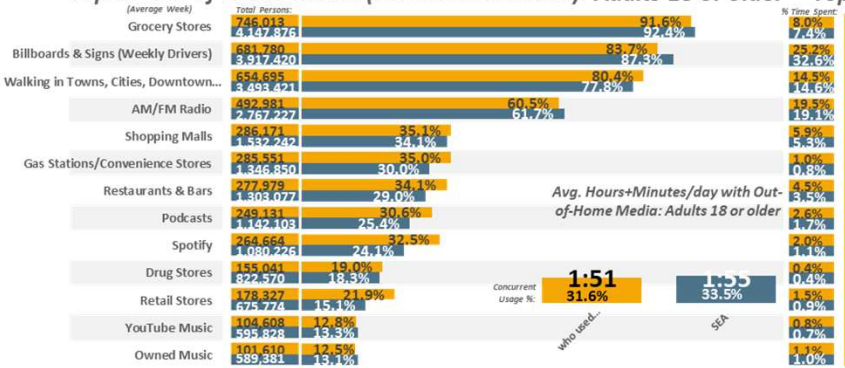
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

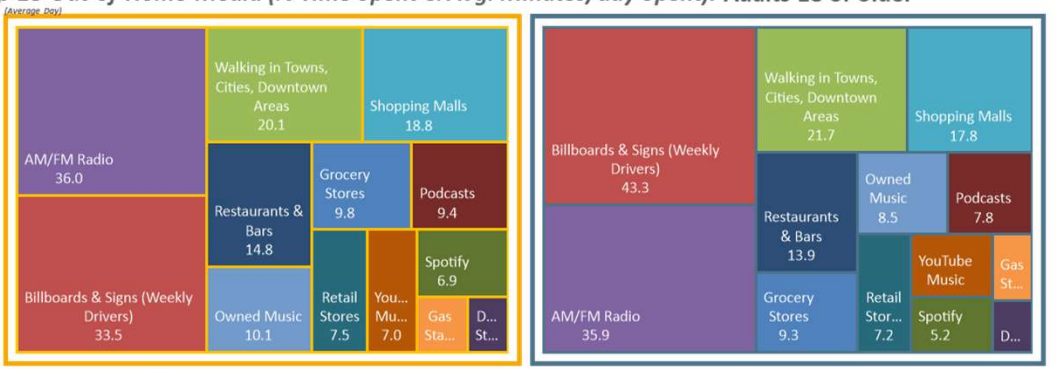



681,780 or 83.7% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 33.5 minutes per day driving, seeing Billboards and Signs. 58.8% Listen to Local Radio Stations Out-of-Home for an average of 32.6 min

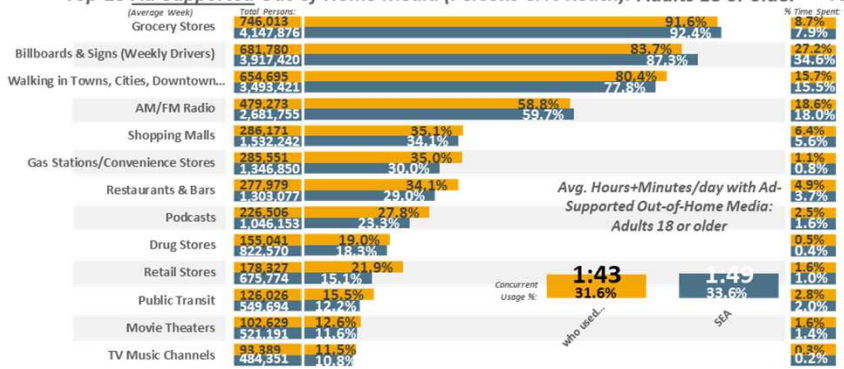
***Top-13 Out-of-Home Media (Persons & % Reach):*** **Adults 18 or older**



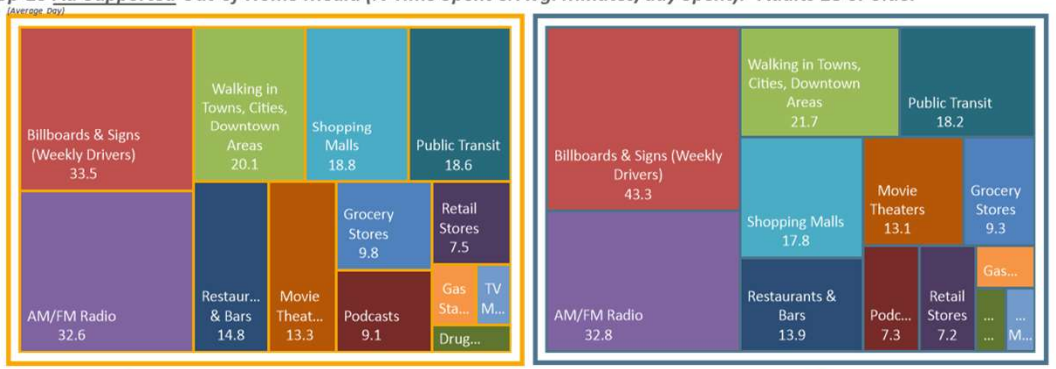

***Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**




***Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach):*** **Adults 18 or older**




***Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718*

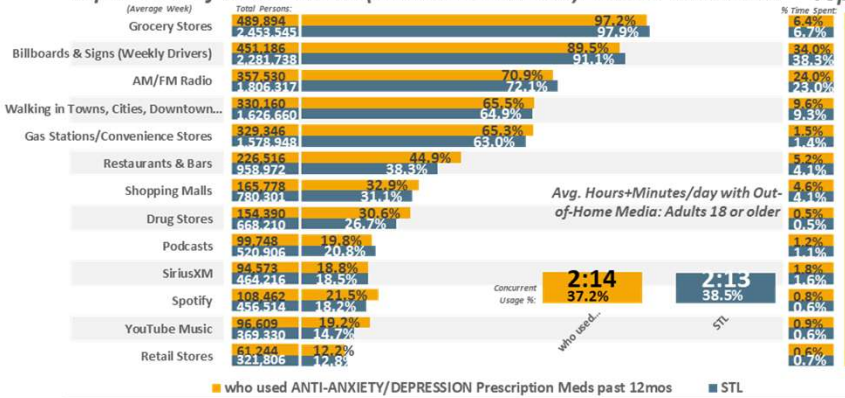
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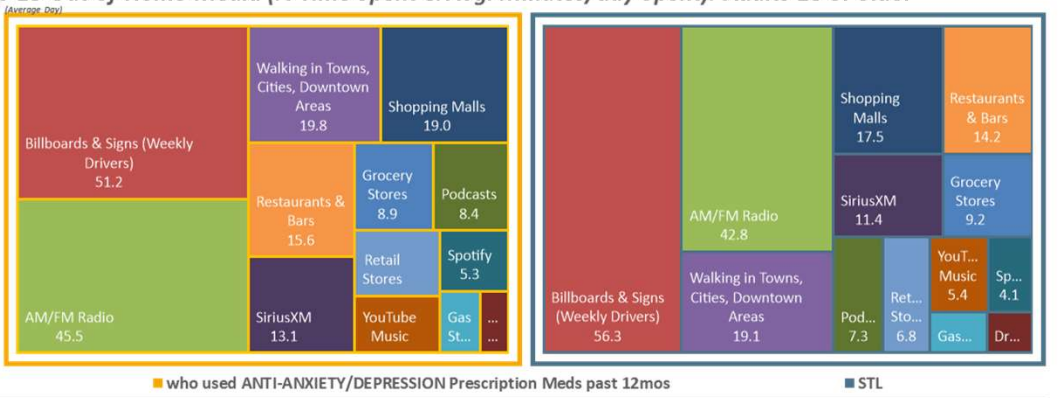



451,186 or 89.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 51.2 minutes per day driving, seeing Billboards and Signs. 68.6% Listen to Local Radio Stations Out-of-Home for an average of 43.1 min

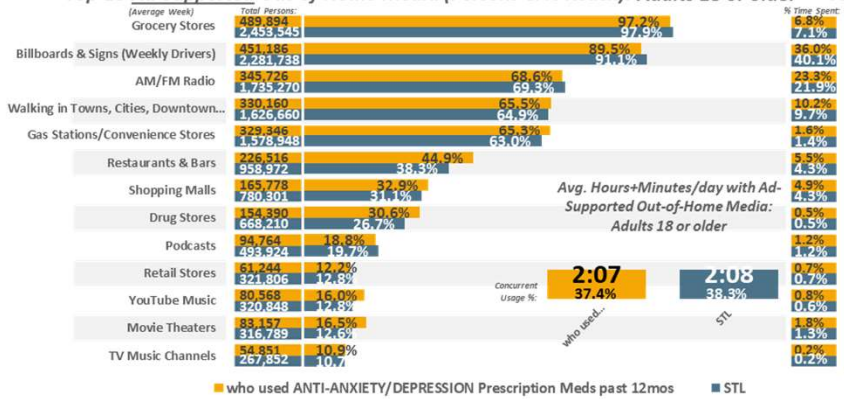
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



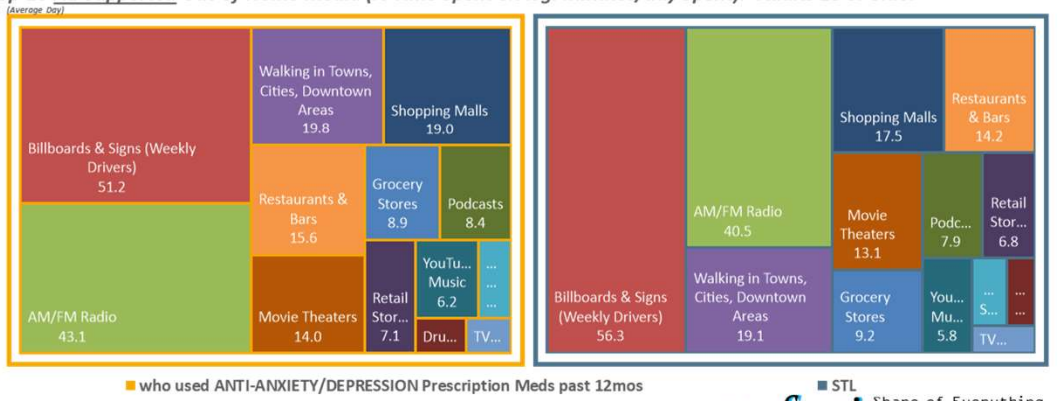

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach):* Adults 18 or older




## *Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381*

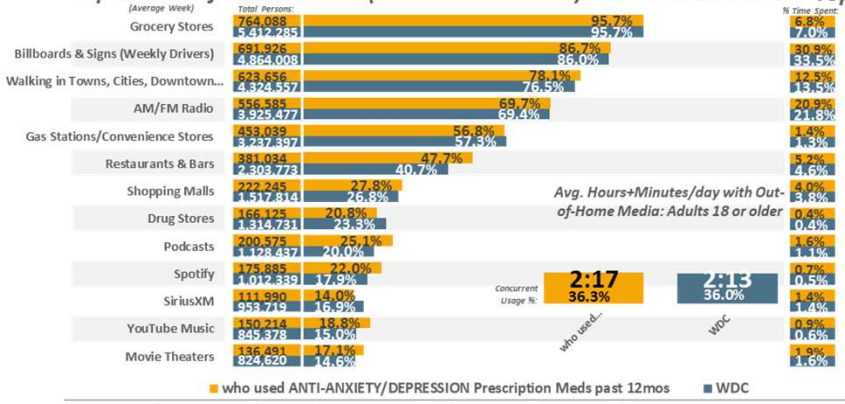
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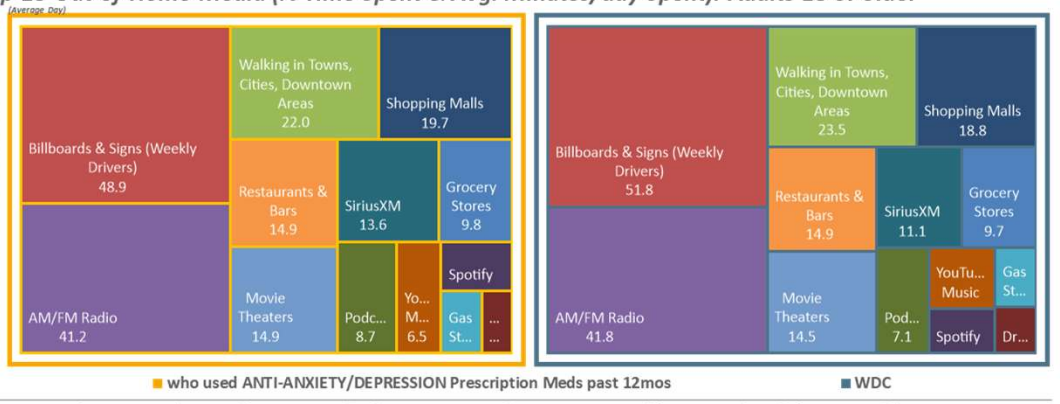
*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

691,926 or 86.7% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 48.9 minutes per day driving, seeing Billboards and Signs. 65.6% Listen to Local Radio Stations Out-of-Home for an average of 36.5 min

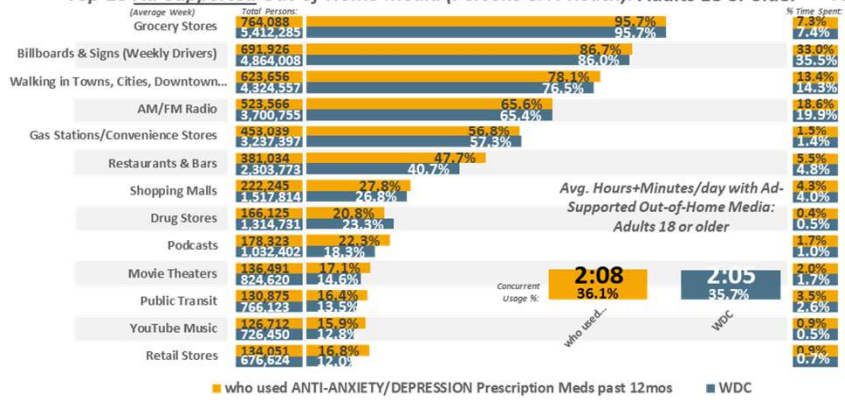
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



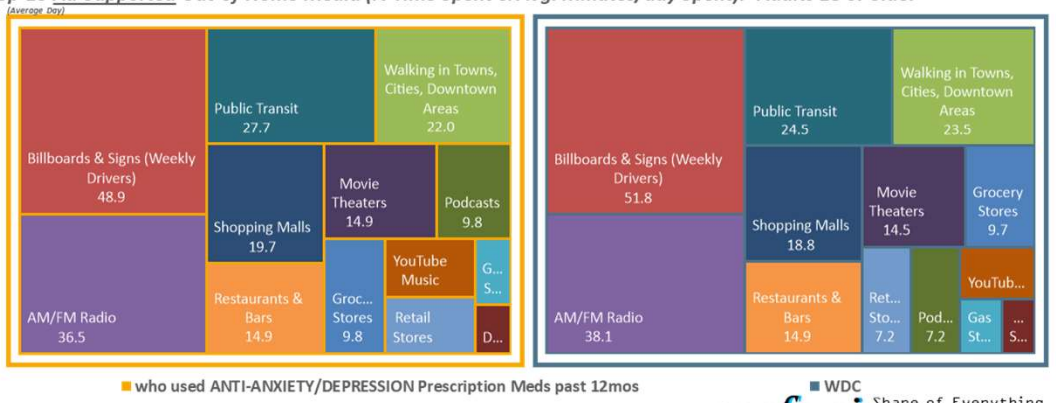

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach):* Adults 18 or older




## *Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783*

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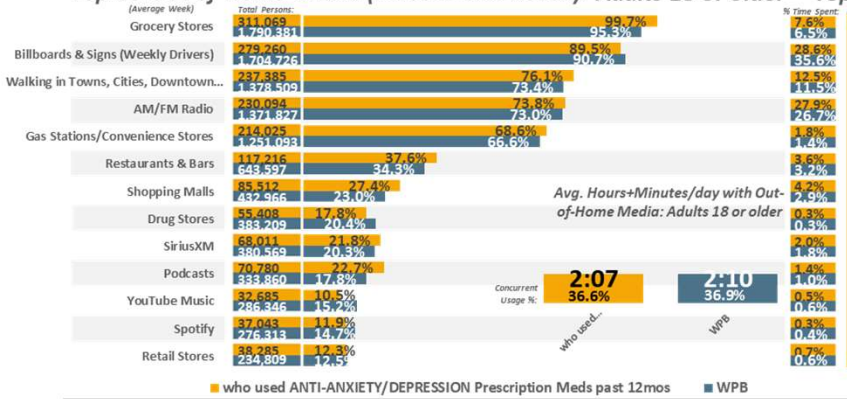
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

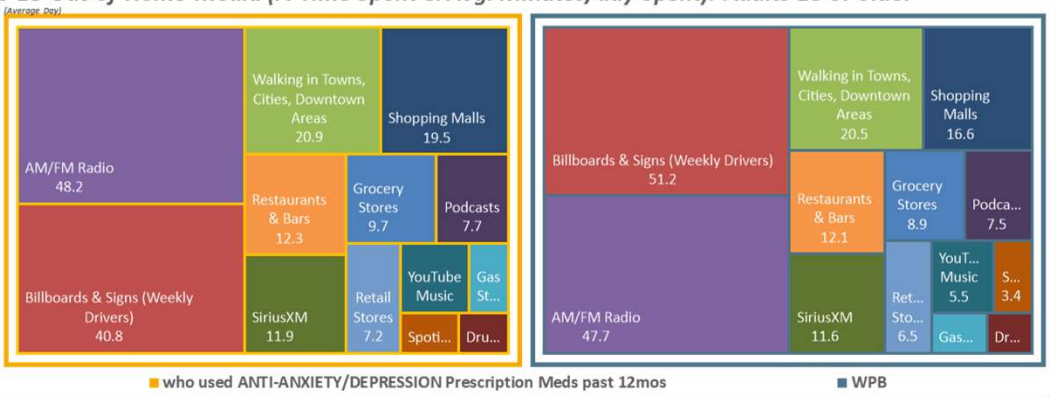



279,260 or 89.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 40.8 minutes per day driving, seeing Billboards and Signs. 72.1% Listen to Local Radio Stations Out-of-Home for an average of 45.5 min

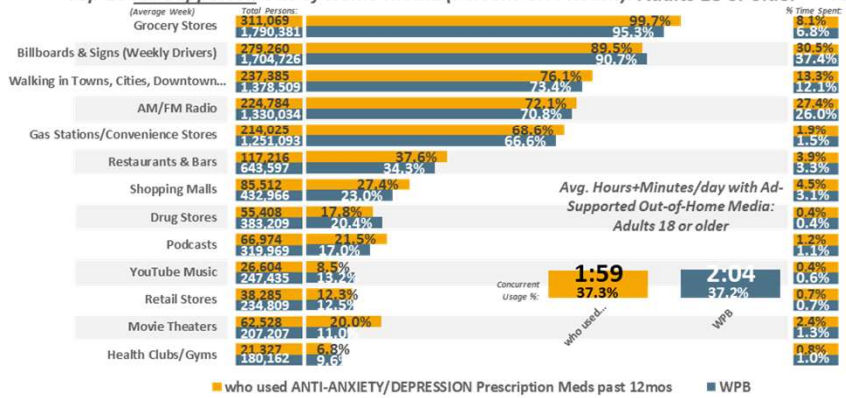
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



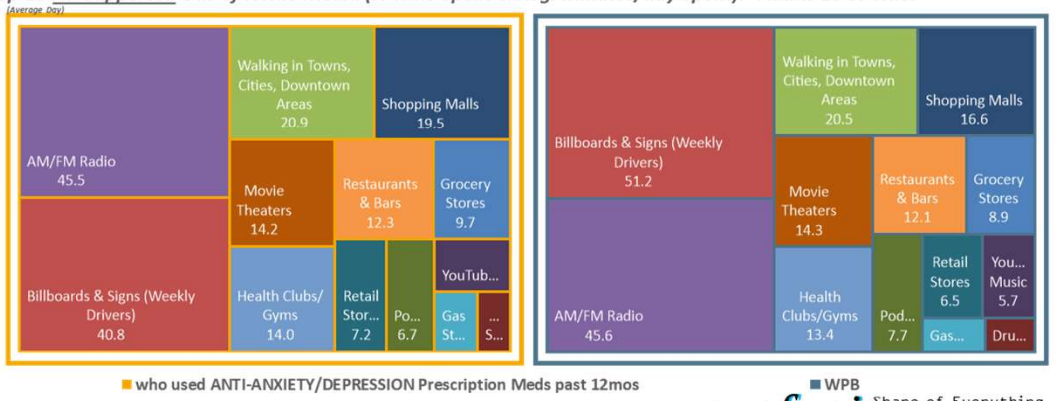

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach):* Adults 18 or older




## *Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392*

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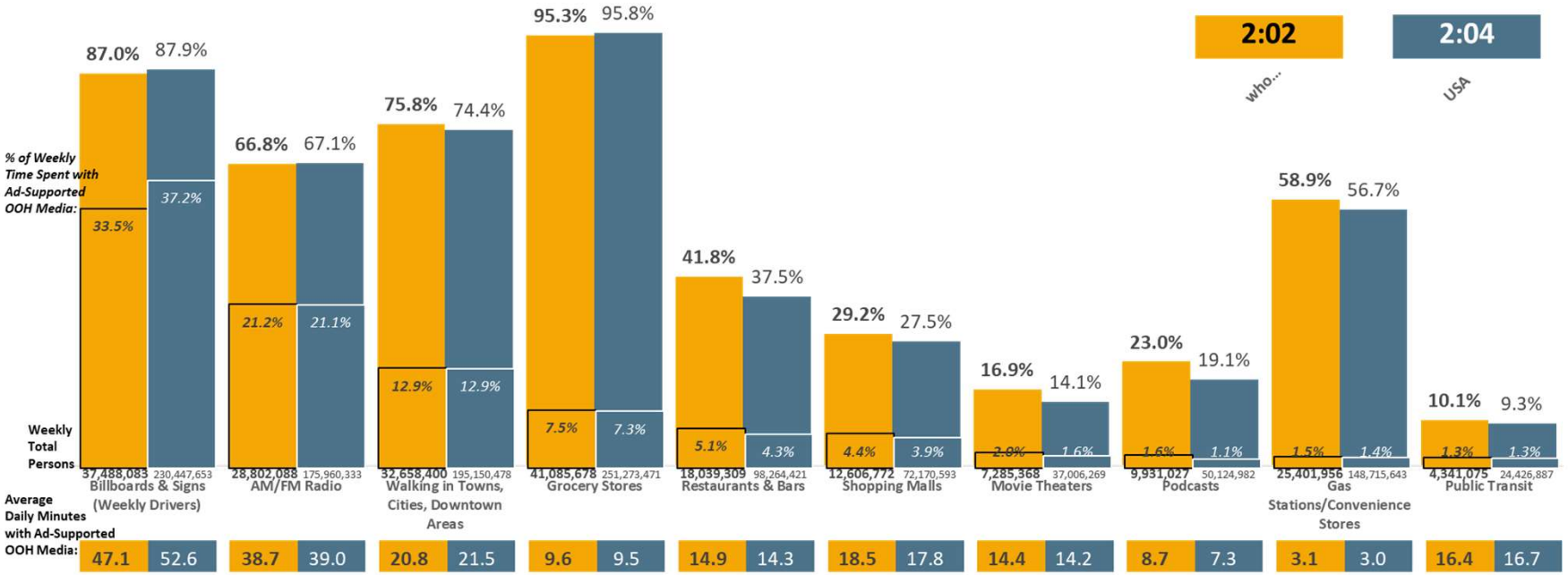
*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*




37,488,083 or 87.% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 47.1 minutes per day driving, seeing Billboards and Signs representing 33.5% of all Time Spent with Ad-Supported Out-of-Home Media.

*Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older*

# "Share of Ad-Supported OOH Media"




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

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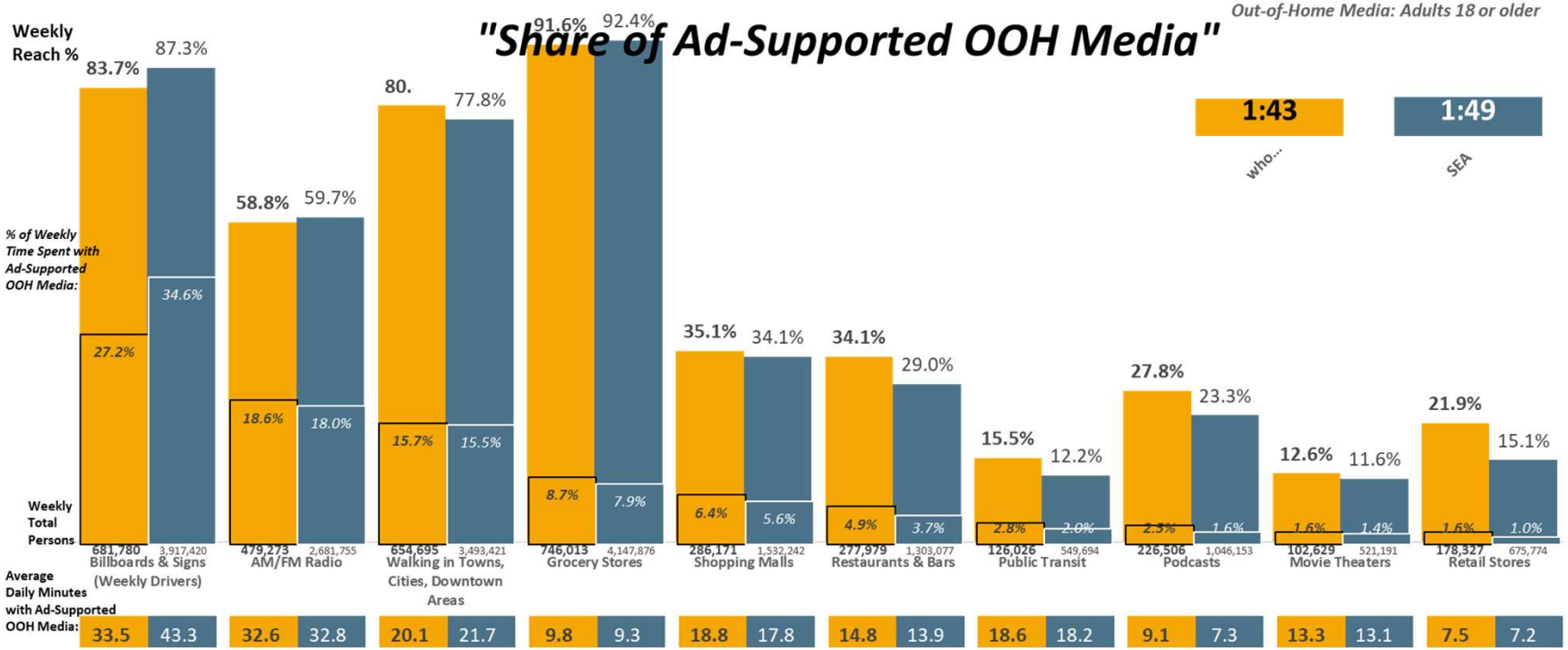
*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*




681,780 or 83.7% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 33.5 minutes per day driving, seeing Billboards and Signs representing 27.2% of all Time Spent with Ad-Supported Out-of-Home Media.

*Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older*

## "Share of Ad-Supported OOH Media"




■ who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos ■ SEA

SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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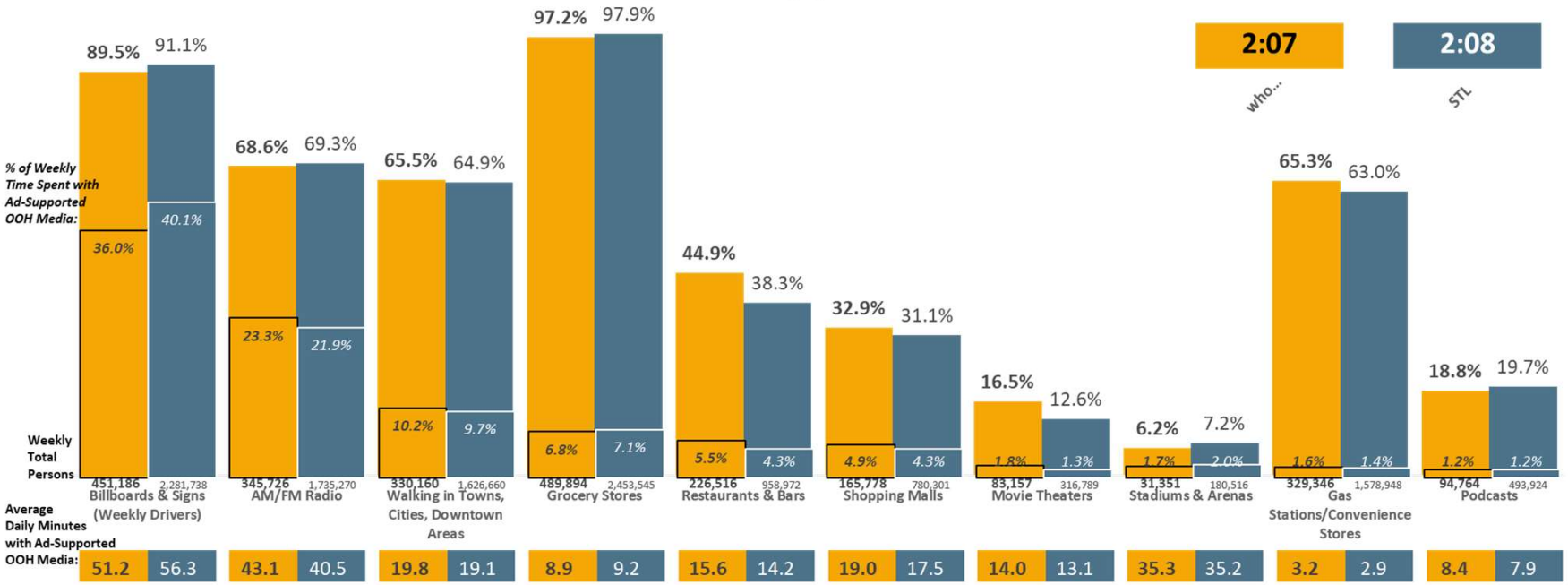
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

451,186 or 89.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 51.2 minutes per day driving, seeing Billboards and Signs representing 36.% of all Time Spent with Ad-Supported Out-of-Home Media.

*Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older*

# "Share of Ad-Supported OOH Media"




*STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952*

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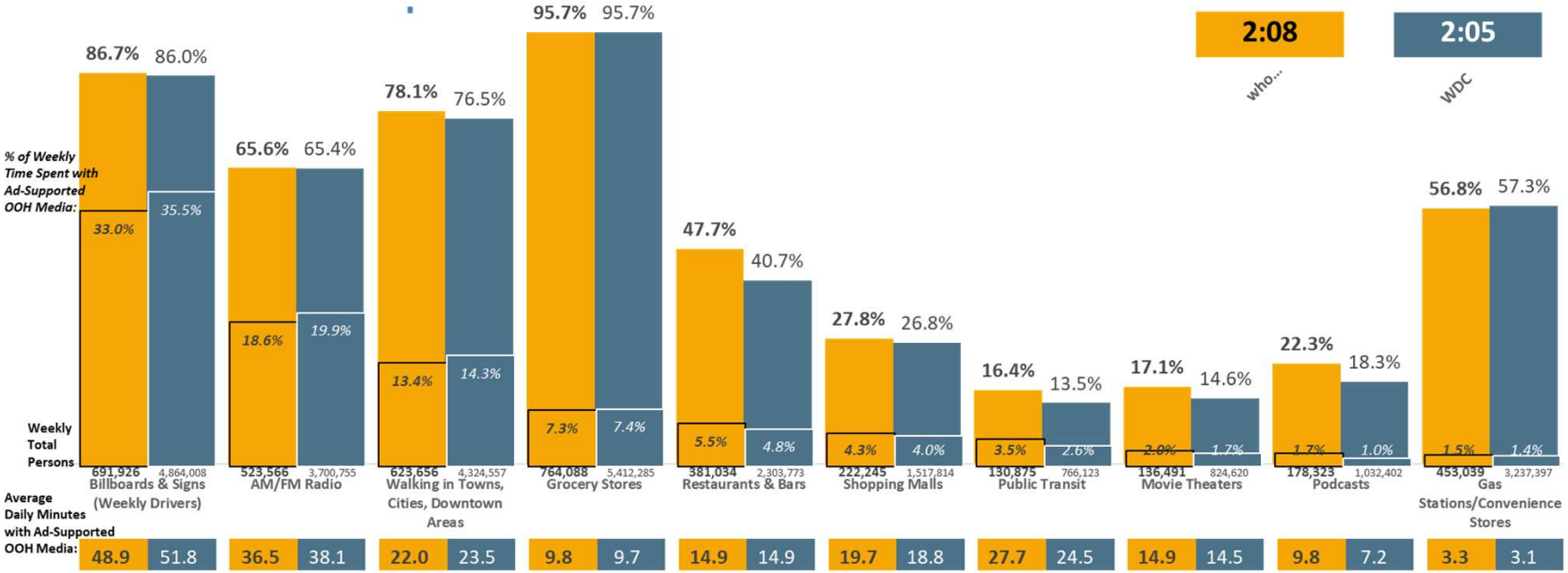
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

691,926 or 86.7% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 48.9 minutes per day driving, seeing Billboards and Signs representing 33.% of all Time Spent with Ad-Supported Out-of-Home Media.

*Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older*

# "Share of Ad-Supported OOH Media"




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411*

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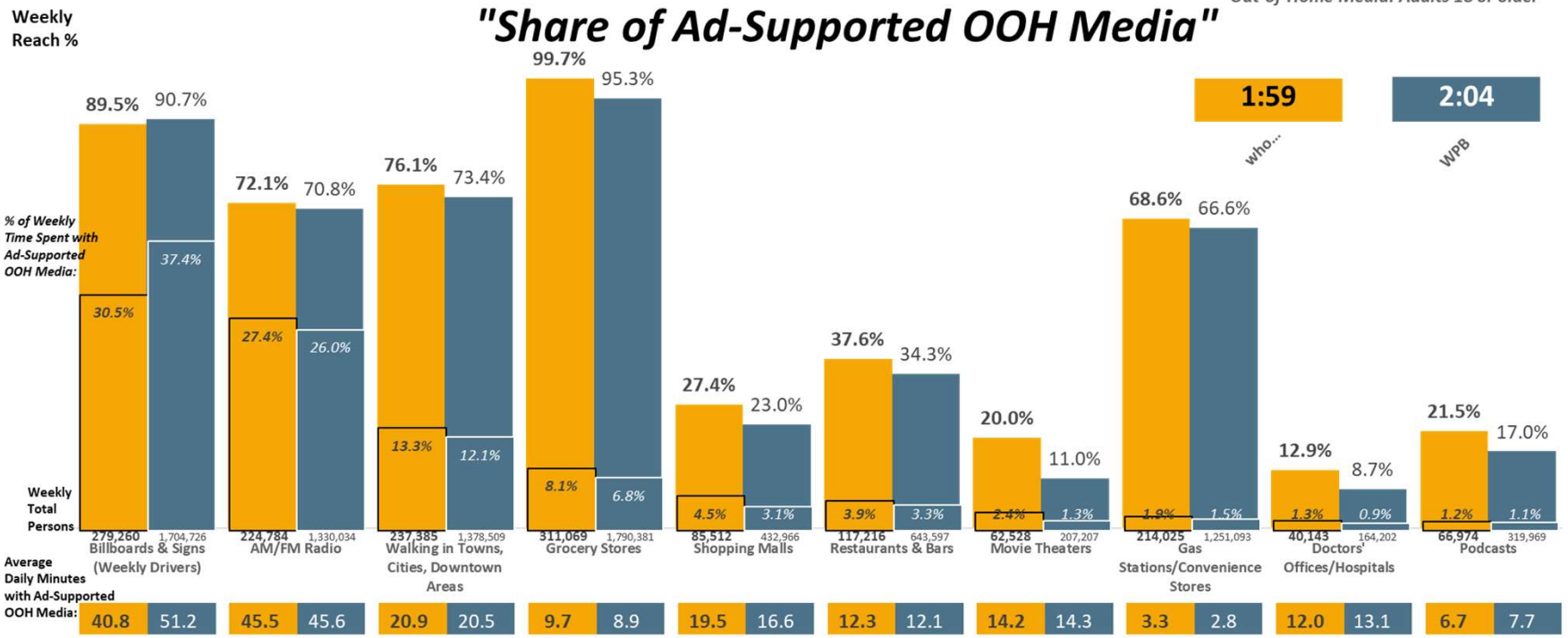
*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*




279,260 or 89.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 40.8 minutes per day driving, seeing Billboards and Signs representing 30.5% of all Time Spent with Ad-Supported Out-of-Home Media.

*Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older*

## "Share of Ad-Supported OOH Media"




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464*

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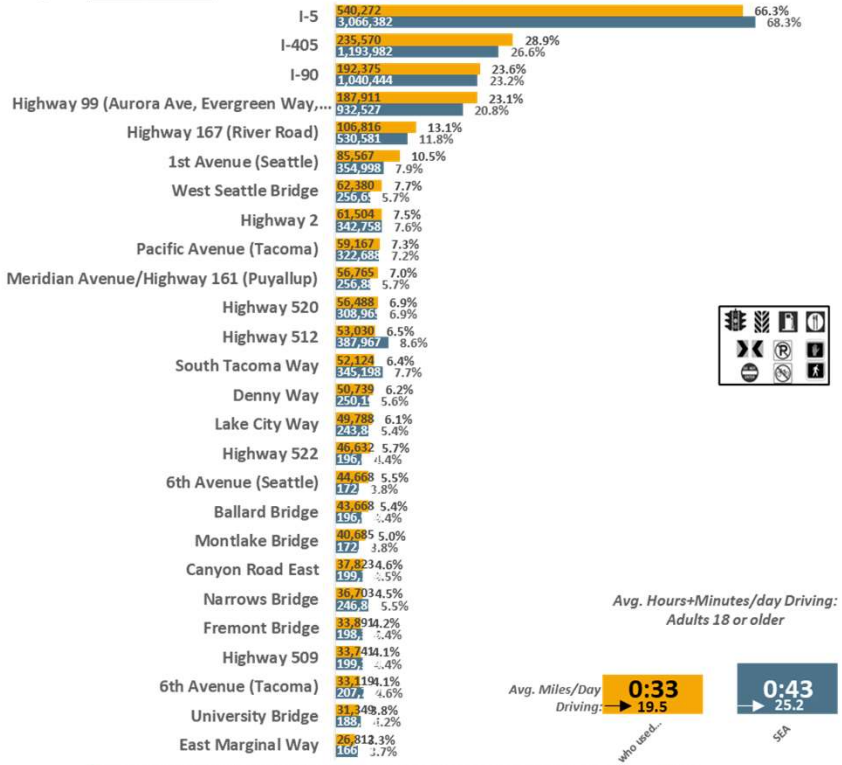
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*




681,780 or 83.7% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 33.5 minutes per day driving an average of 19.5 miles each day and are 42.8% more likely to use 6th Avenue (Seattle) than the Metro av

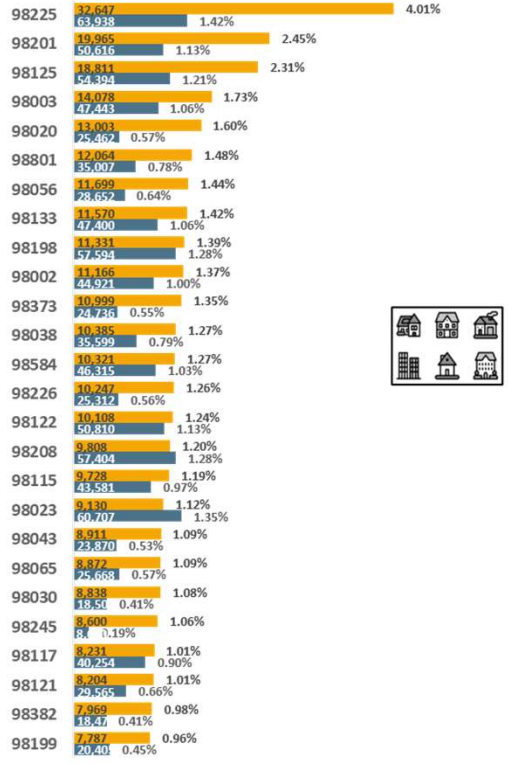
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older



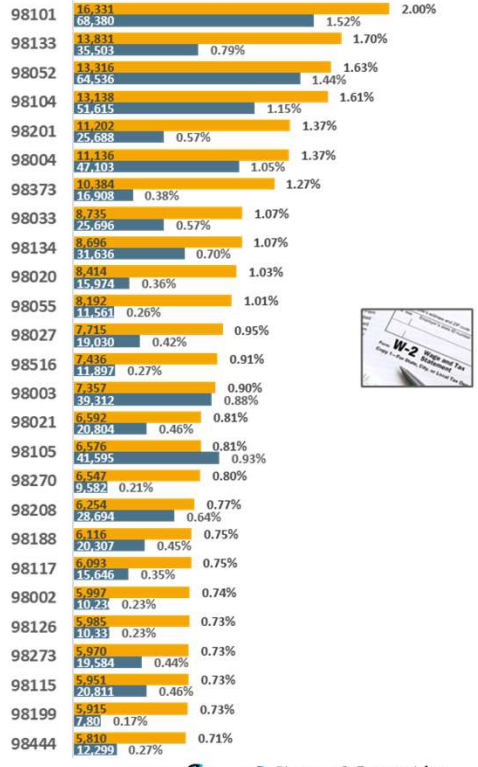

*Avg. Hours+Minutes/day Driving: Adults 18 or older*




## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older




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*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718*

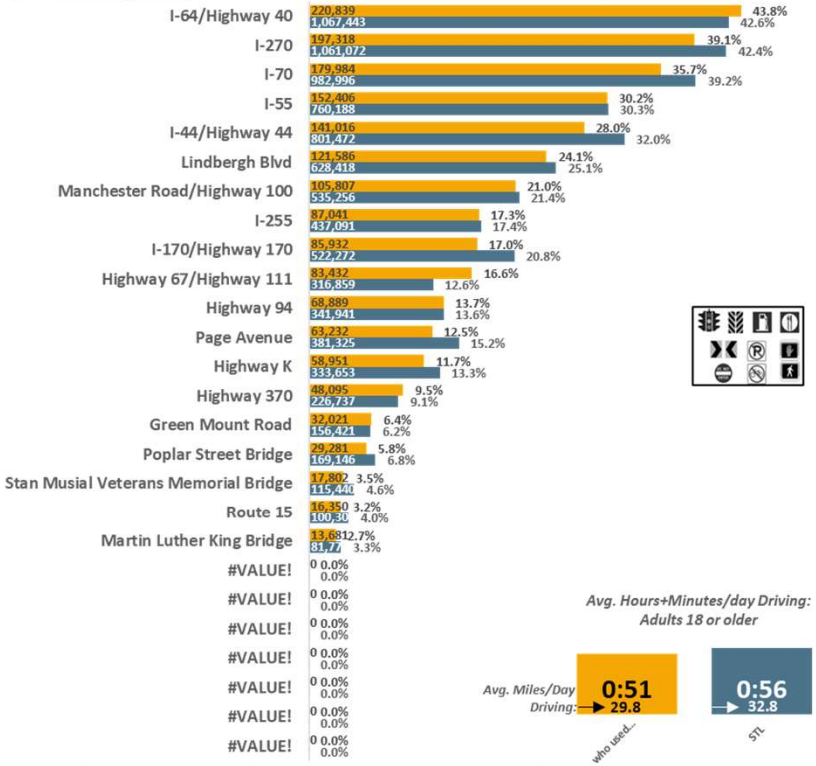
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

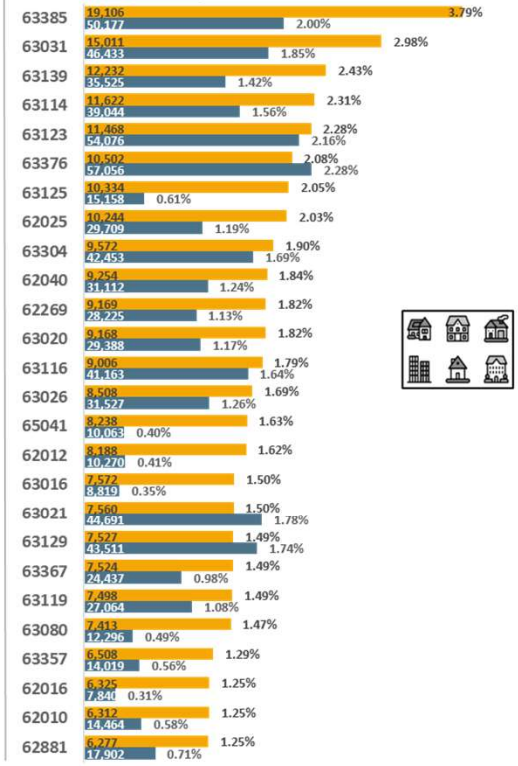



451,186 or 89.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 51.2 minutes per day driving an average of 29.8 miles each day and are 30.9% more likely to use Highway 67/Highway 111 than the Metro

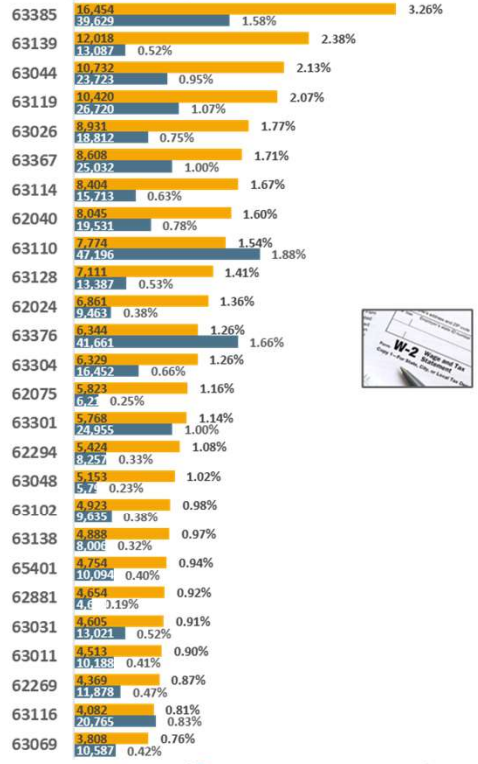
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older




## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older




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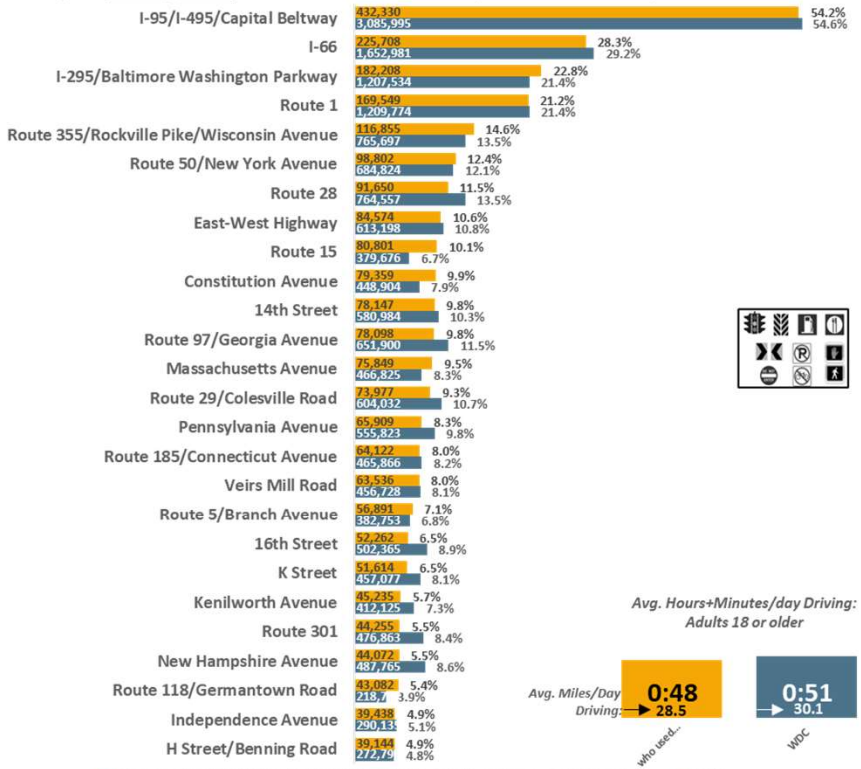
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381

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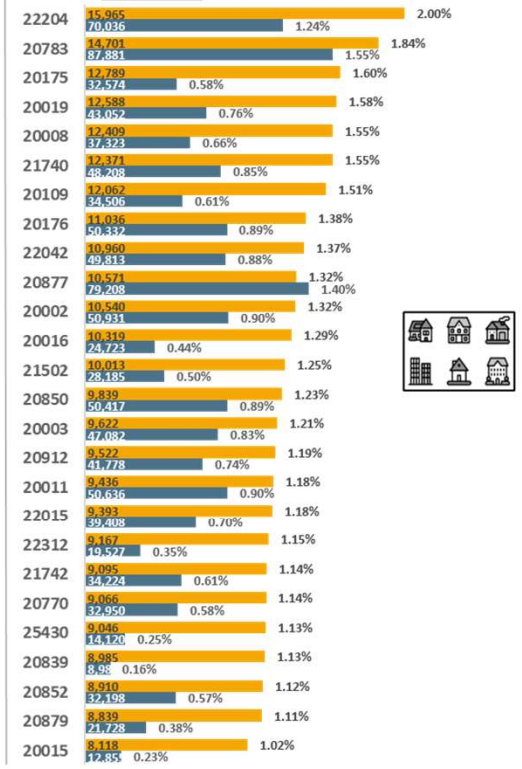
*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

691,926 or 86.7% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 48.9 minutes per day driving an average of 28.5 miles each day and are 50.8% more likely to use Route 15 than the Metro average.

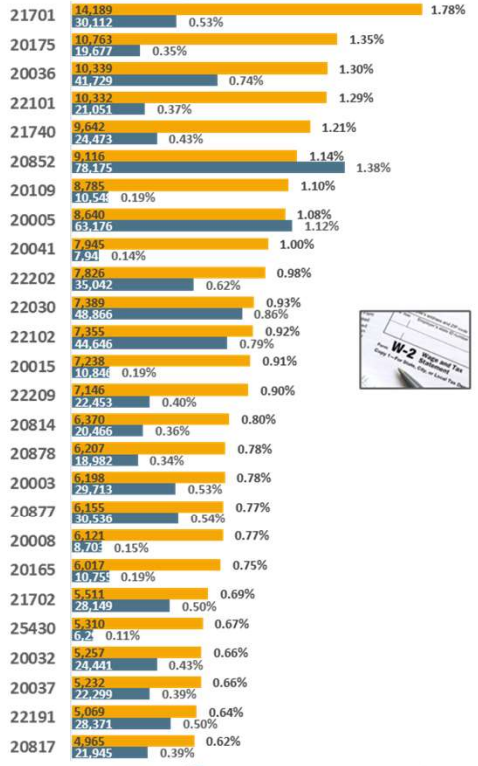
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older




## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older




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*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783*

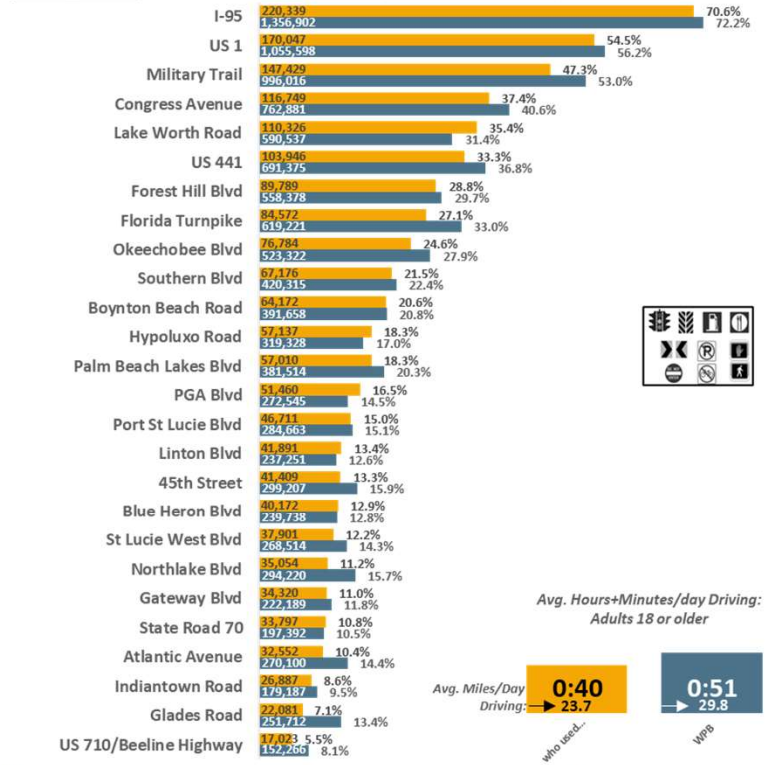
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

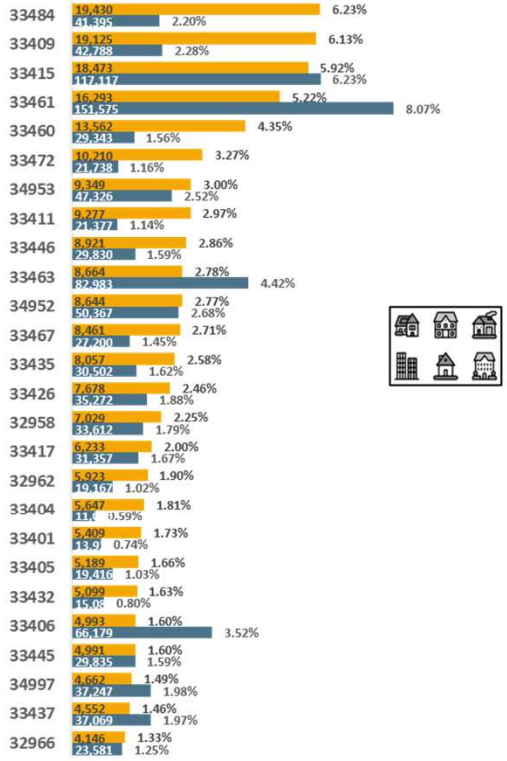



279,260 or 89.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 40.8 minutes per day driving an average of 23.7 miles each day and are 13.8% more likely to use PGA Blvd than the Metro average.

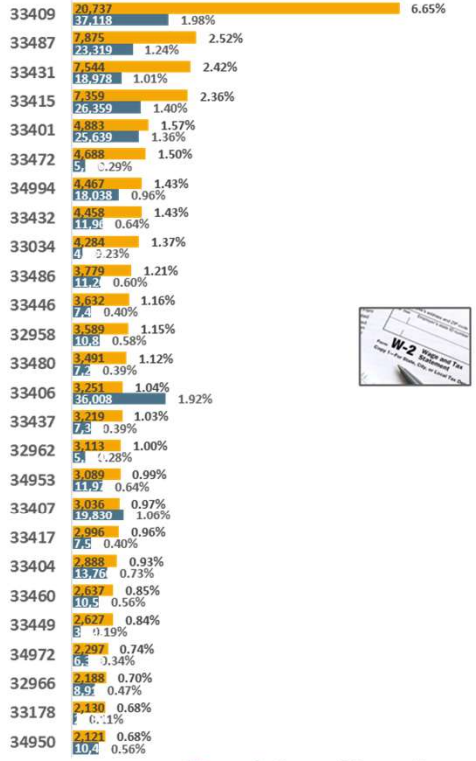
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older




## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older



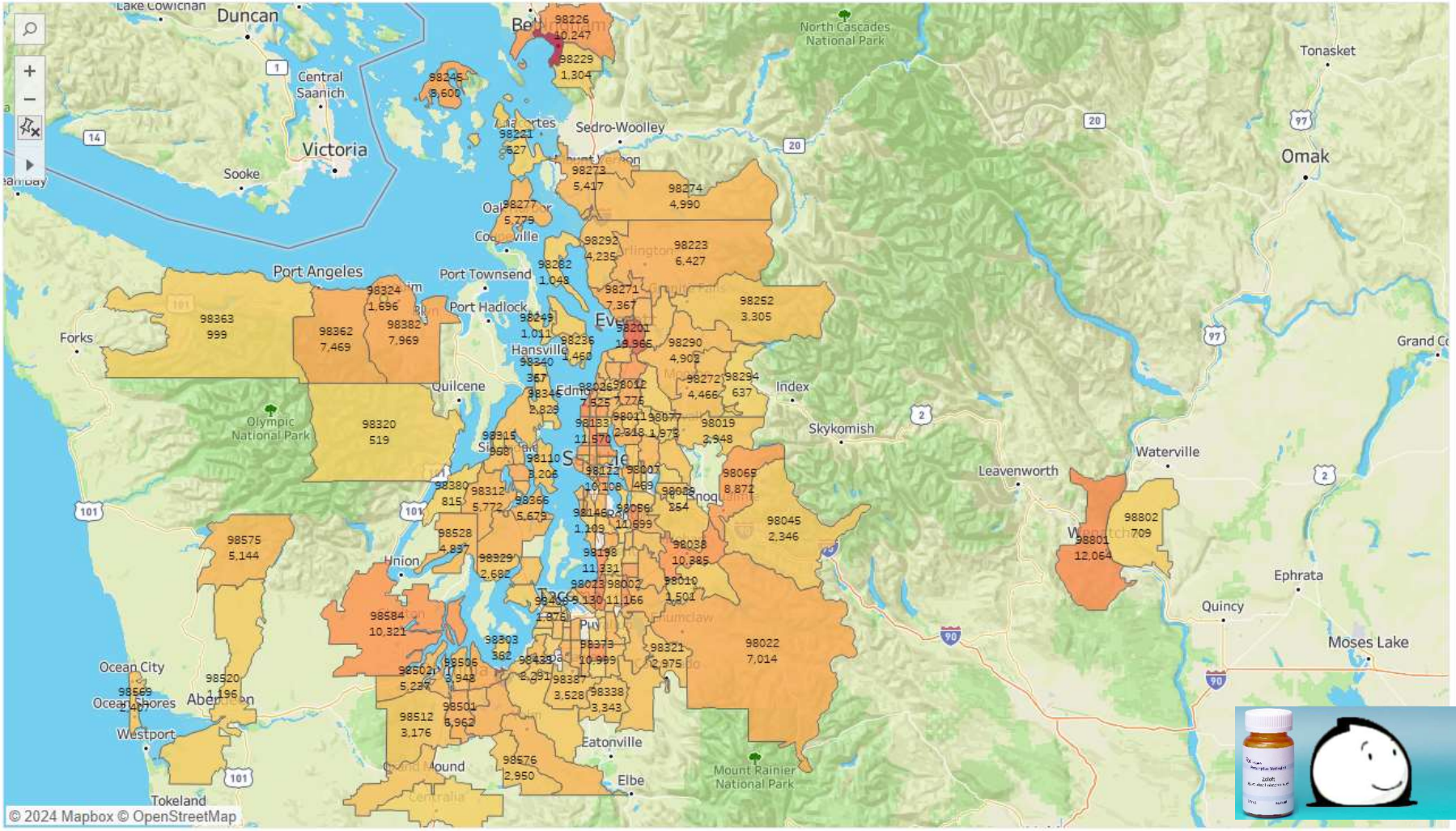

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*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392*

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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

## Top Residential Zip Codes: (Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos)

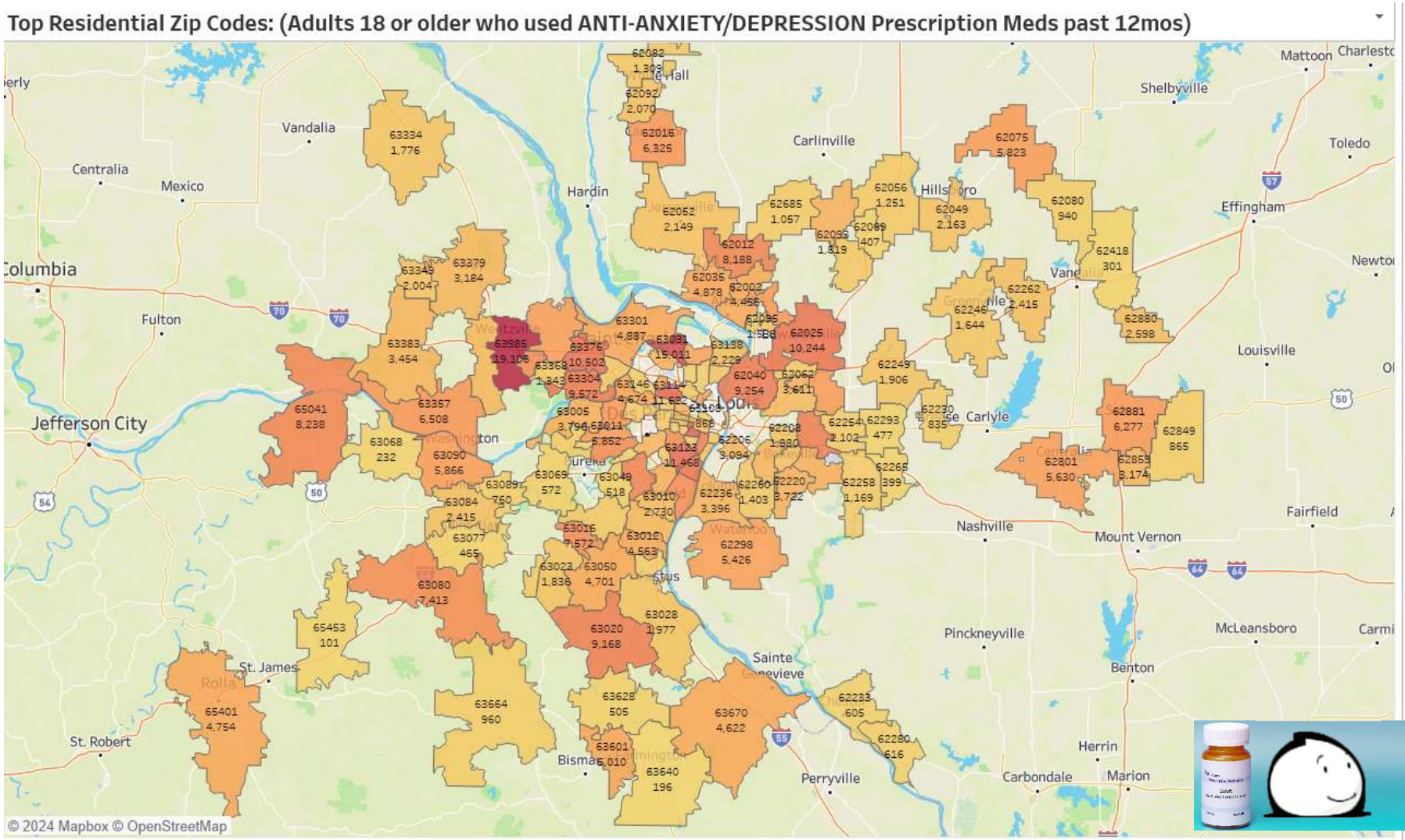



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

## Top Residential Zip Codes: (Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos)




STL

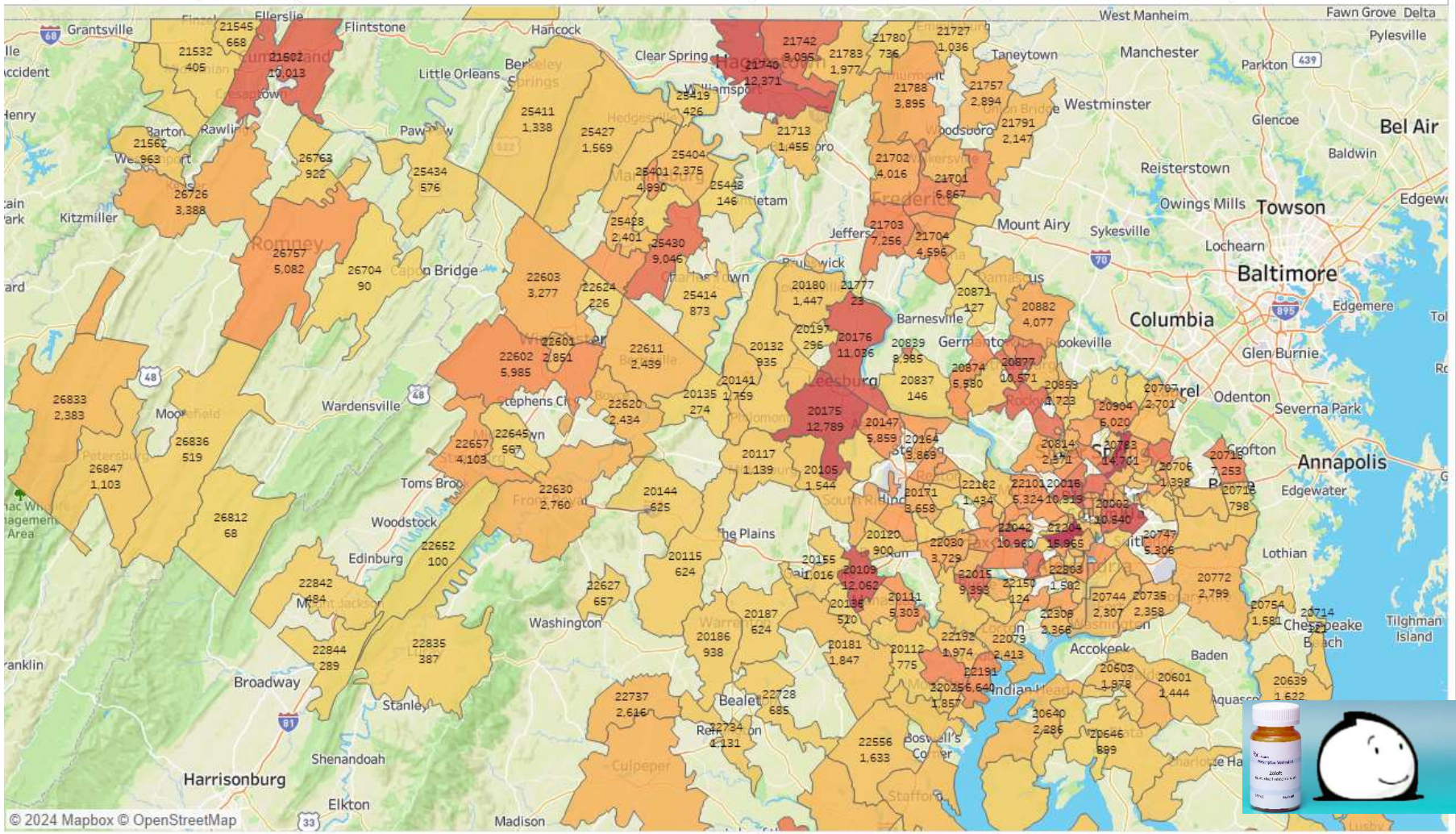
*STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381*

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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

## Top Residential Zip Codes: (Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos)

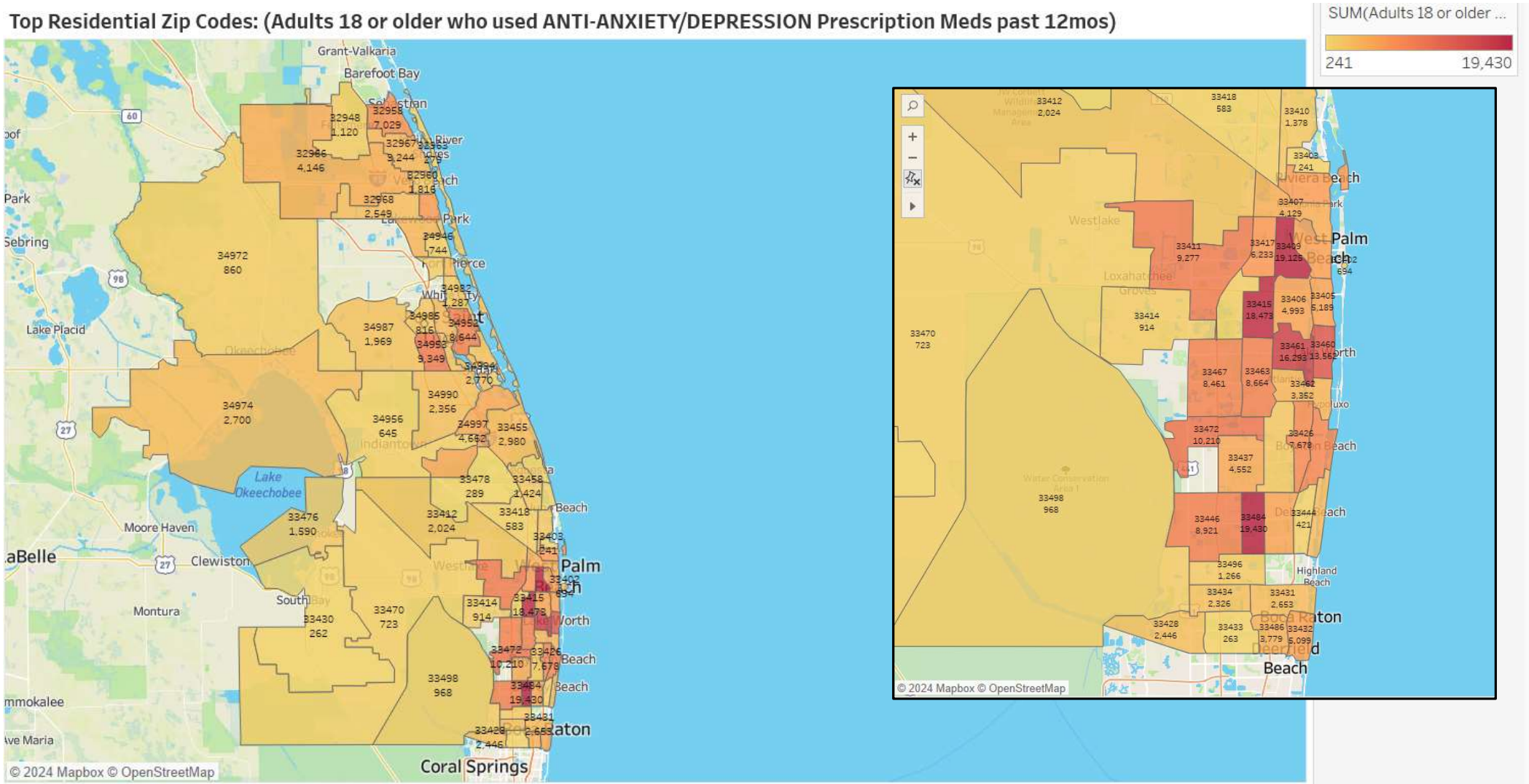



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

## Top Residential Zip Codes: (Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos)





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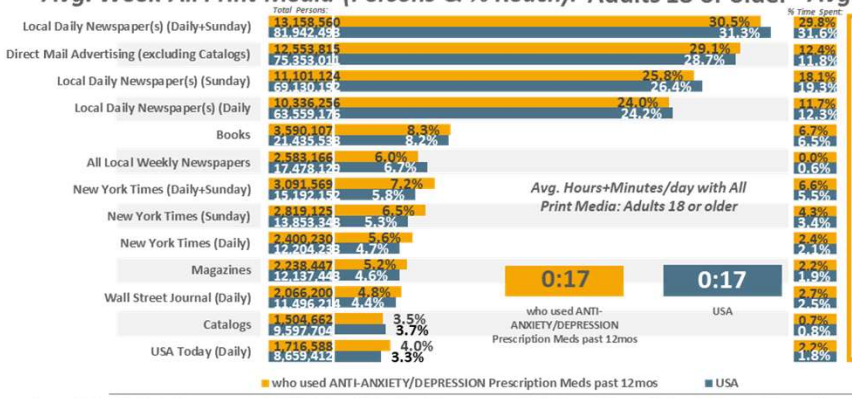
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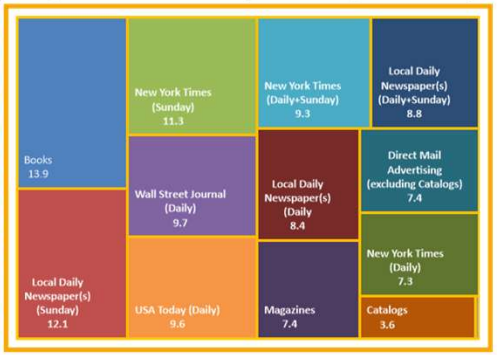
*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

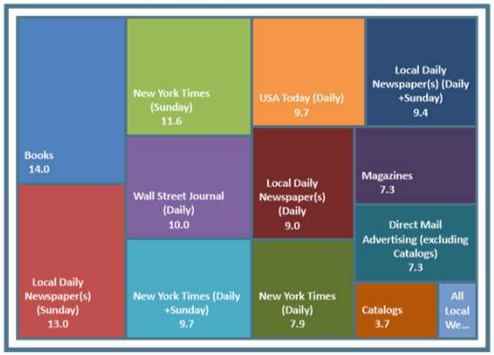



13,158,560 or 30.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 32.% of all time spent daily with All forms of Print

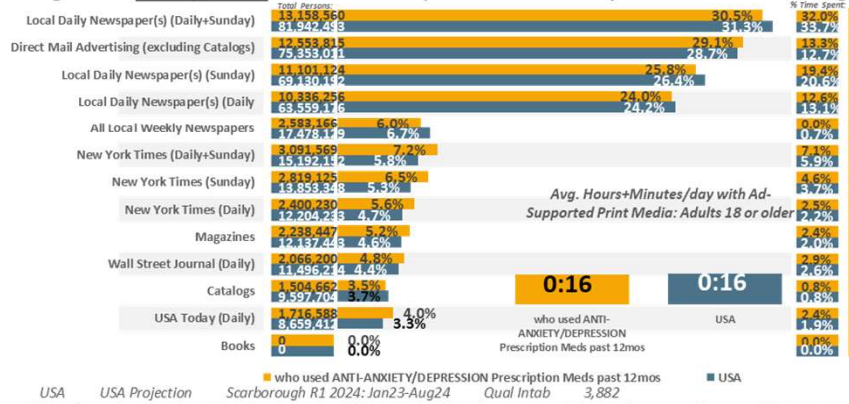
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older

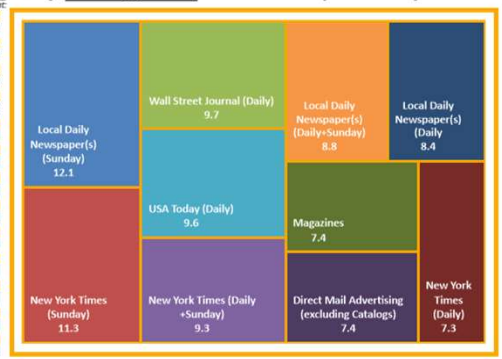


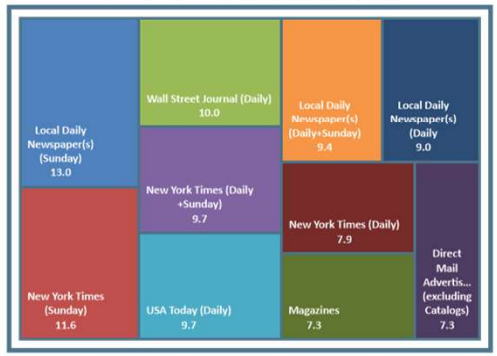




## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

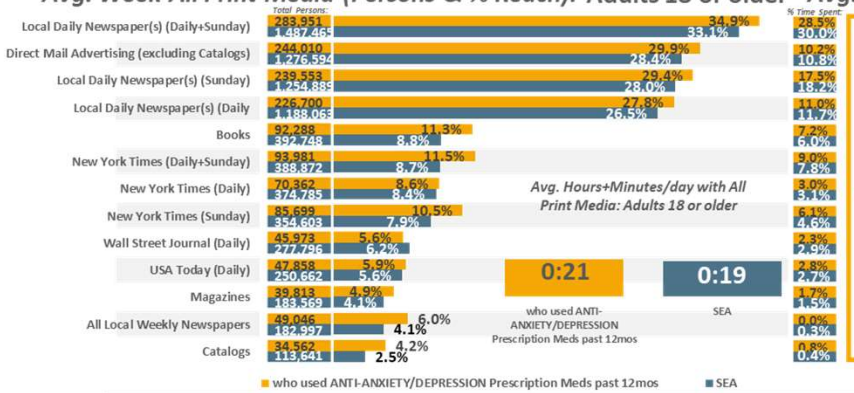
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

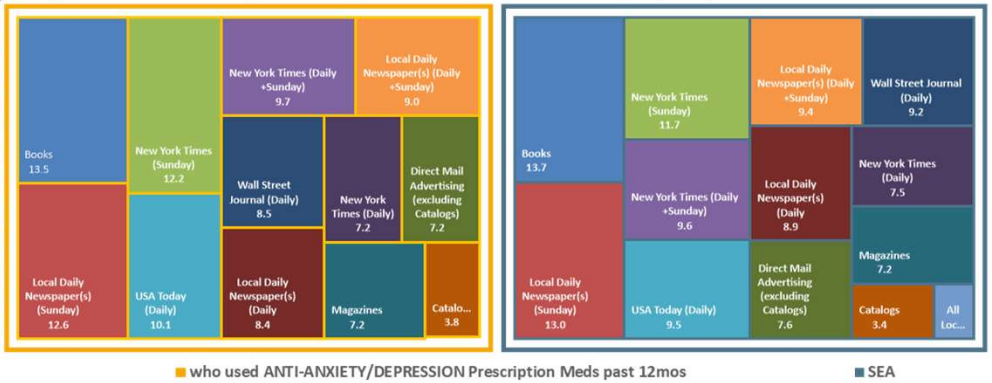



283,951 or 34.9% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 30.7% of all time spent daily with All forms of Print Me

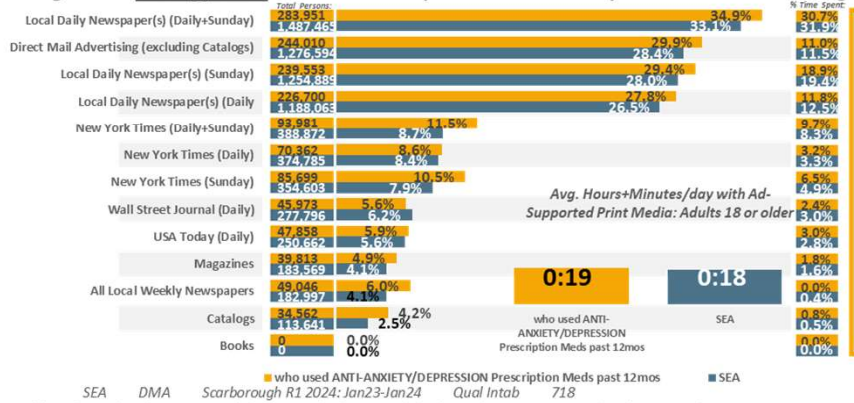
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



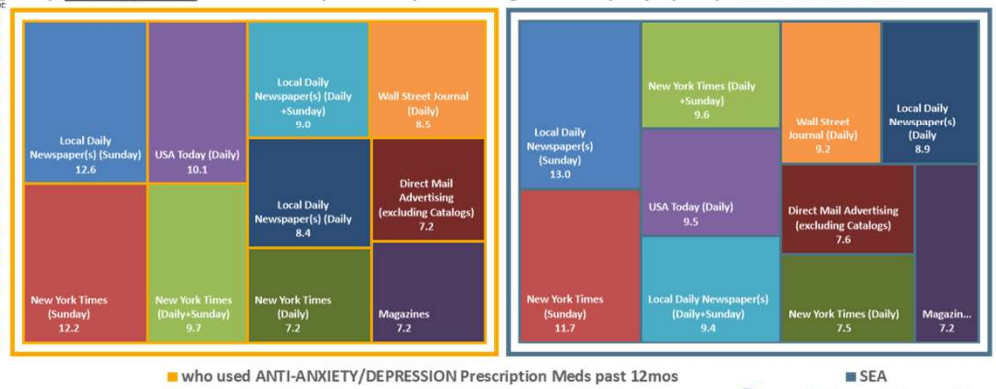

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 718*

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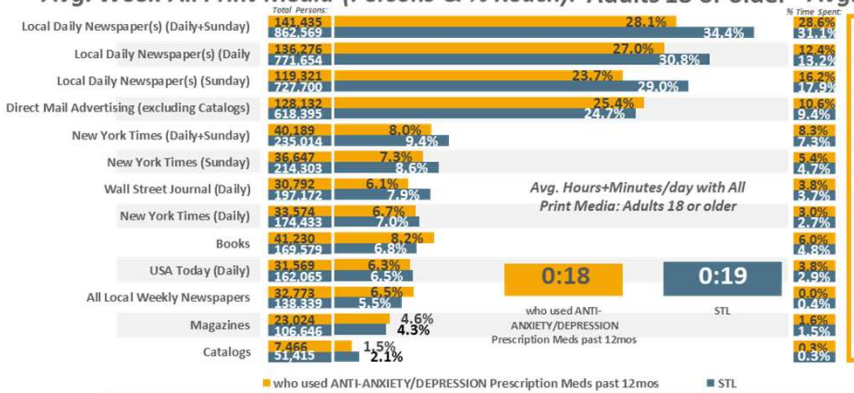
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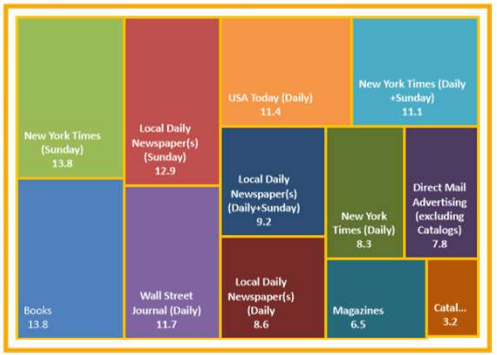
*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

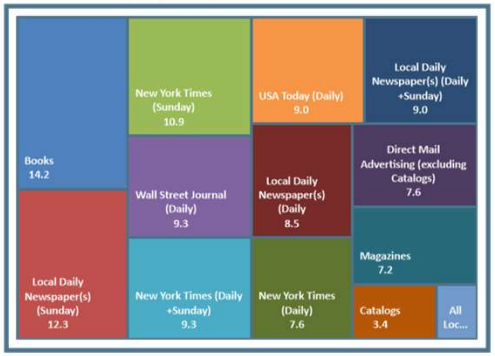



141,435 or 28.1% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 30.4% of all time spent daily with All forms of Print M

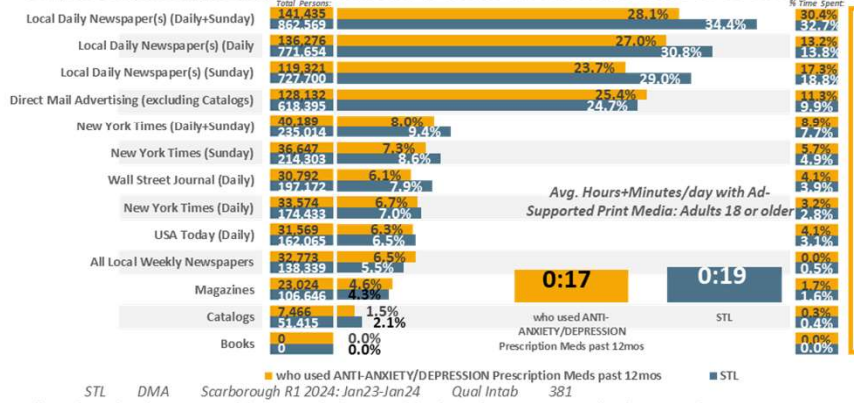
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older

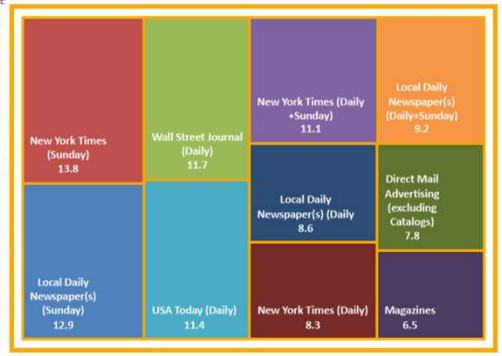


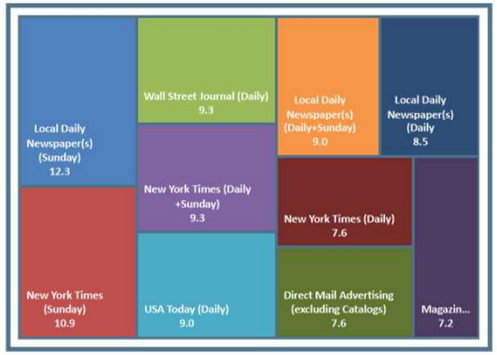




## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older




*STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 381*

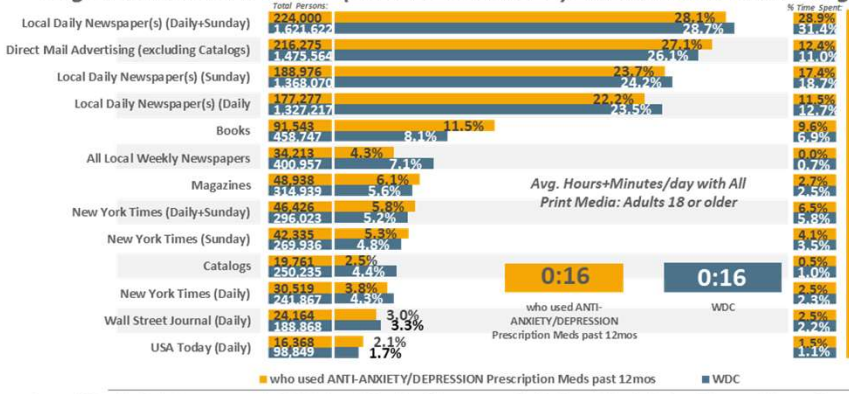
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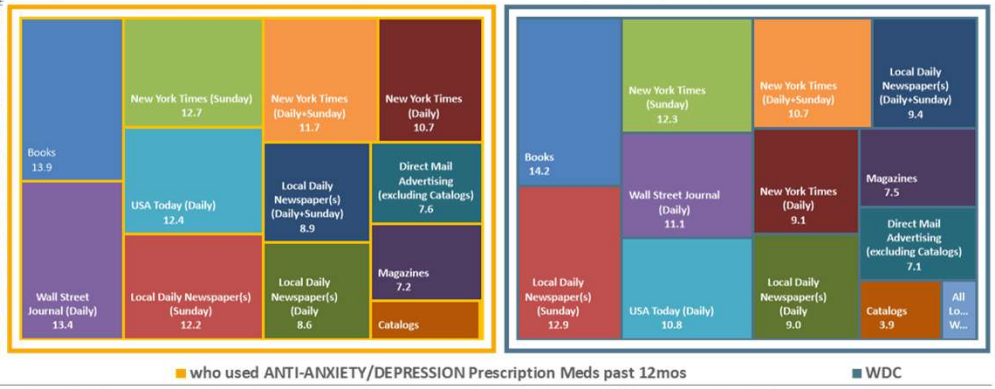
*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

224,000 or 28.1% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 32.% of all time spent daily with All forms of Print Me

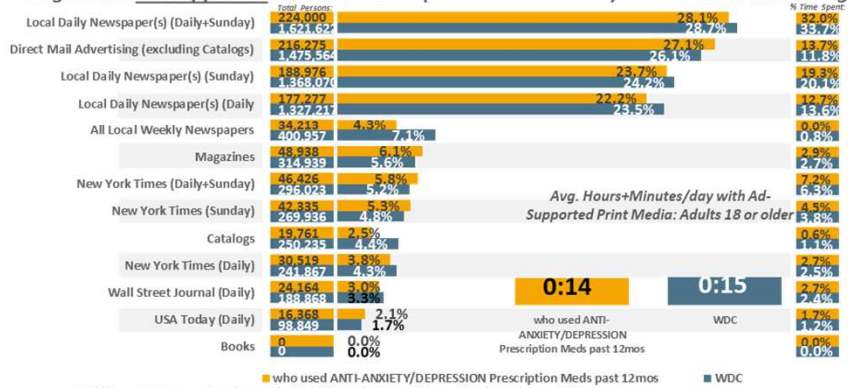
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



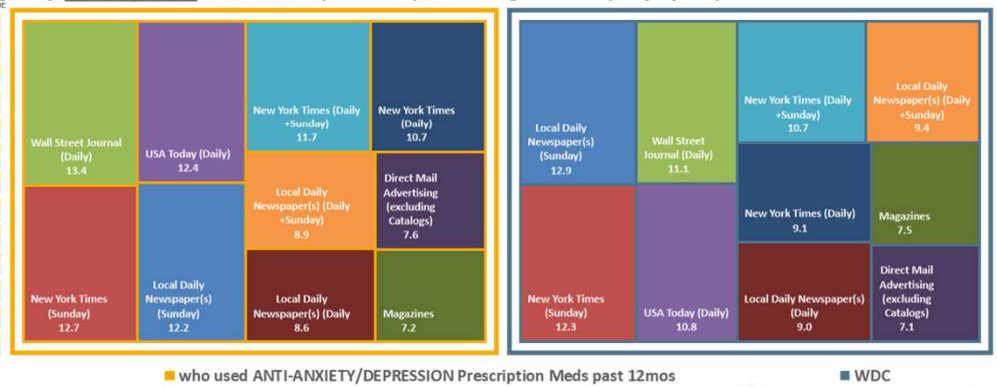

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 783*

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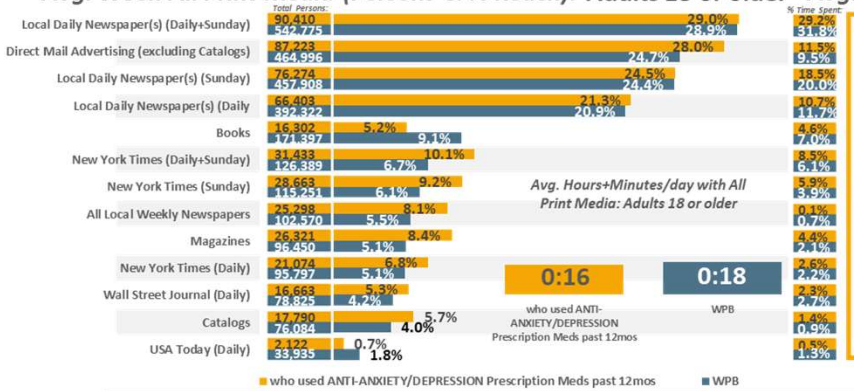
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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*

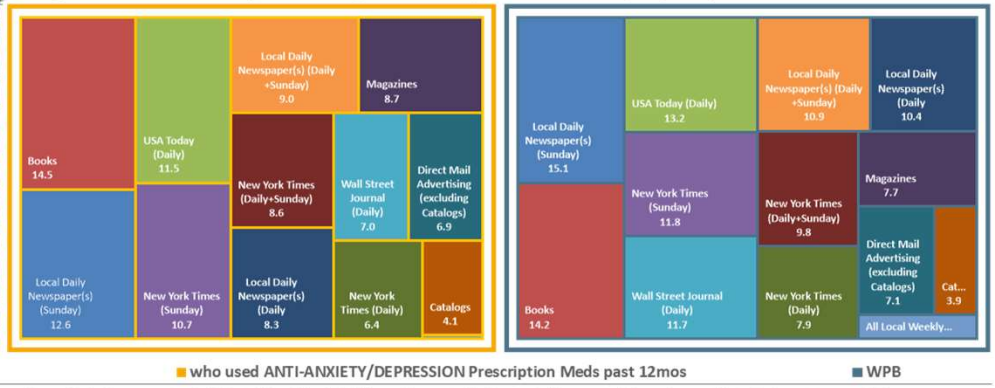



90,410 or 29.% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 30.5% of all time spent daily with All forms of Print Medi

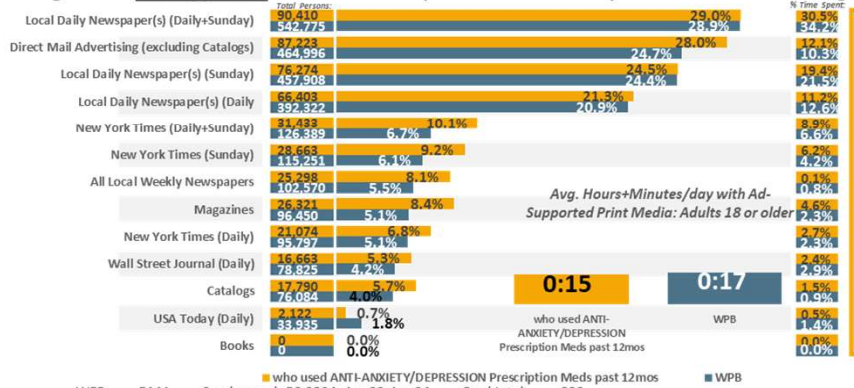
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



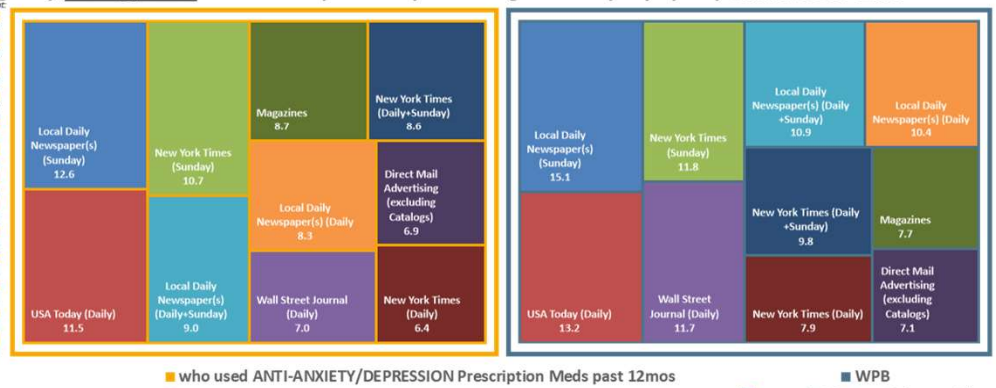

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older




## *Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 392*

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*Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression*