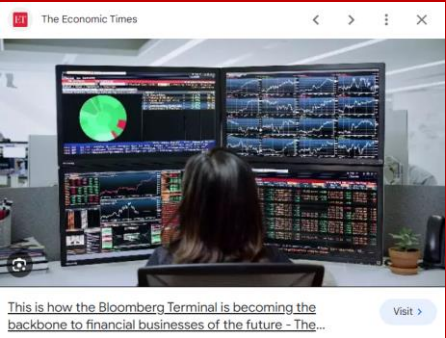


USA – CVS Customers vs. Walgreens Customers



Complete Demographic, Psychographic, and Total Media Usage Profiles of BOTH Target Groups.



W Wondery

CVS

VS.

WALGREENS

BUSINESS WARS

WONDERY

Business Wars: S88 E3: CVS vs. Walgreens | A New Prescription

Visit >

AW Adweek

CMO REPORT

BRAND FACE-OFF

CVS VS. WALGREENS

There's a reason one or the other sits on nearly every street corner in America—both chains are gobbling up smaller firms. Their next move: becoming healthcare providers. Thanks, Obamacare! —Robert Klara

CVS

CVS

CVS HEALTH

FOUNDED 1963, LOWELL, MASS.

SLOGAN "HEALTH IS EVERYTHING"

HOME BASE WOONSOCKET, R.I.

NUMBER OF LOCATIONS 9,600

2015 REVENUE \$153.3 BILLION

AGENCY OF RECORD BBDO

WALGREENS

WALGREENS

WALGREENS BOOTS ALLIANCE

FOUNDED 1901, CHICAGO

SLOGAN "AT THE CORNER OF HAPPY AND HEALTHY"

HOME BASE DEERFIELD, ILL.

NUMBER OF LOCATIONS 8,173

2015 REVENUE \$103.4 BILLION

AGENCY OF RECORD GSD&M

Here's How the 2 Biggest Players in the Battle of the Drugstores Stack Up Head-to-Head

Visit >

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





40.0% or 104,836,124 of USA Adults 18 or older purchased items at CVS PHARMACY in the past 30 days. Typical Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days are 46.8 years old (3.0% younger than average) and have a \$97,377 (8.5% higher than average) annual household income.

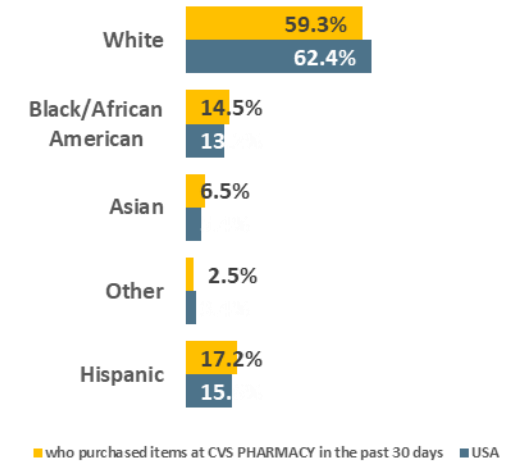
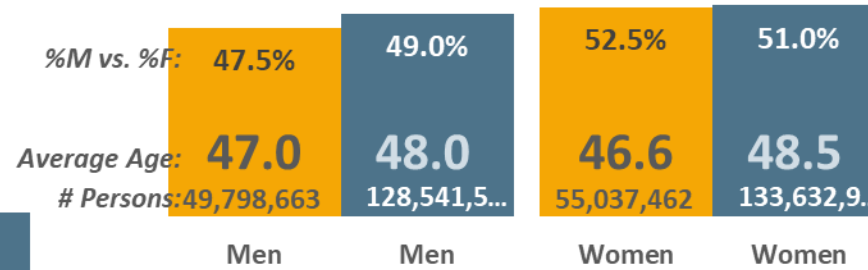
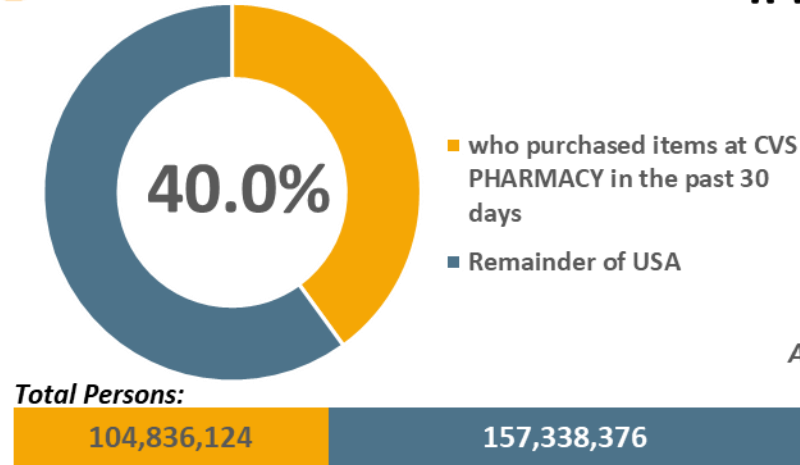


Percent of Market: Adults 18 or older

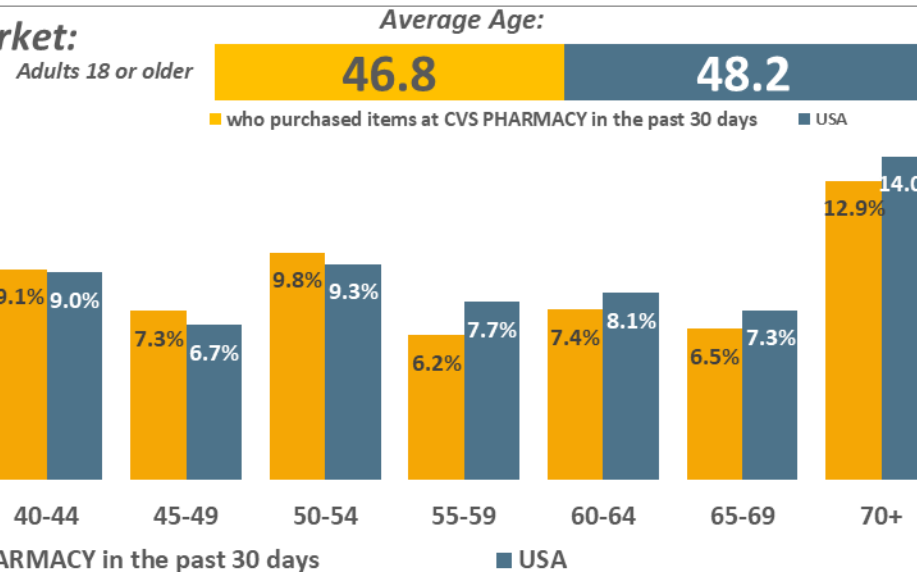


Gender of Target vs. Market: Adults 18 or older

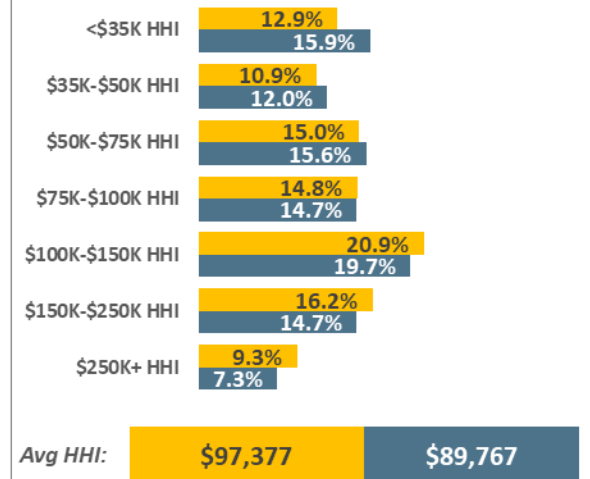
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





40.9% or 107,242,366 of USA Adults 18 or older purchased items at WALGREENS in the past 30 days. Typical Adults 18 or older who purchased items at WALGREENS in the past 30 days are 48.6 years old (.8% older than average) and have a \$88,748 (1.1% lower than average) annual household income.

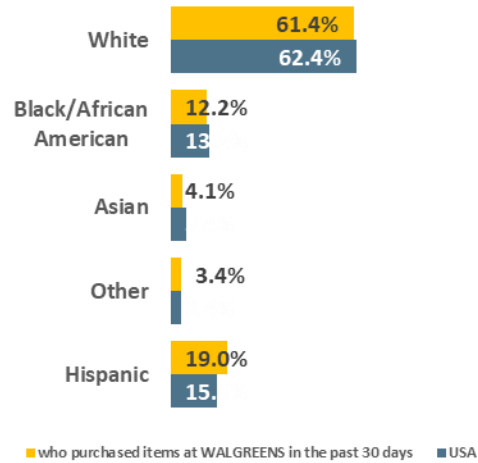
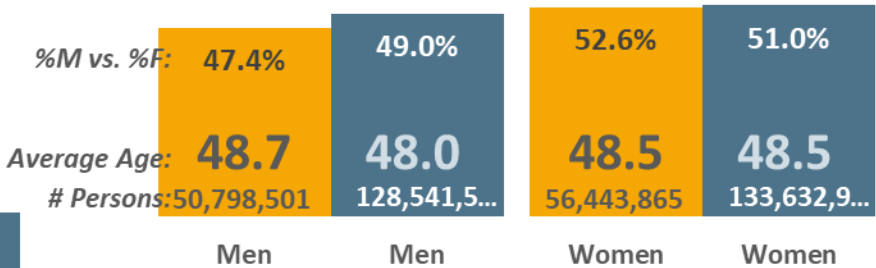
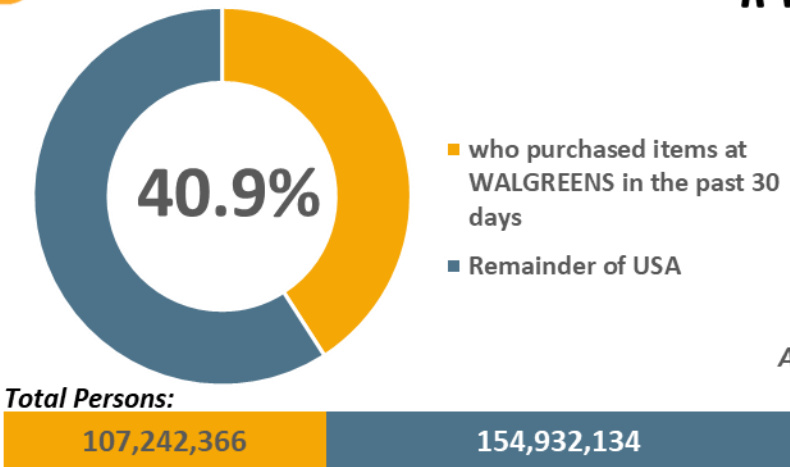


Percent of Market: Adults 18 or older

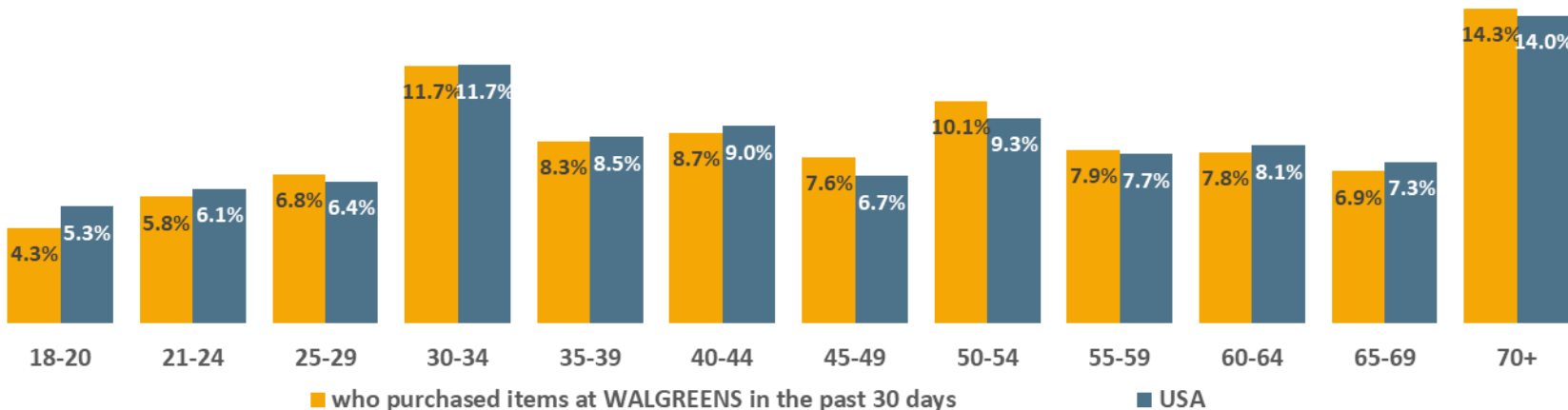


Gender of Target vs. Market: Adults 18 or older

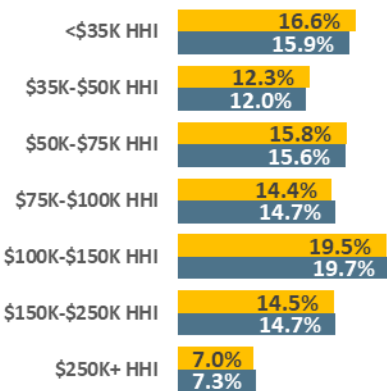
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

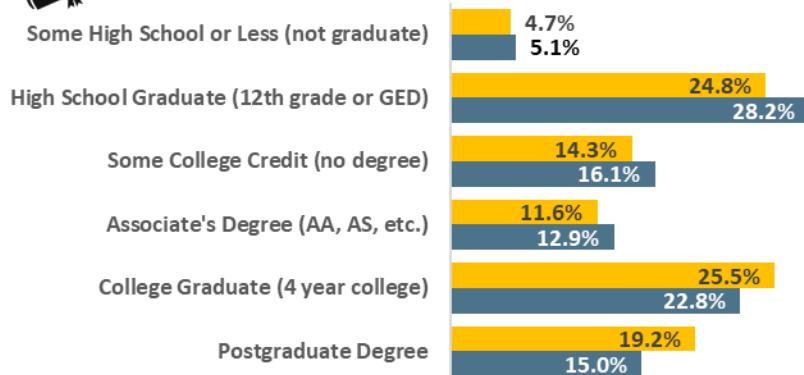




40.0% or 104,836,124 of USA Adults 18 or older purchased items at CVS PHARMACY in the past 30 days. Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days are 18.4% more likely to be a college graduate, 5.9% more likely to work full-time, 1.2% more likely to be married, 3.2% more likely to be a parent of 1 or more children under 18.



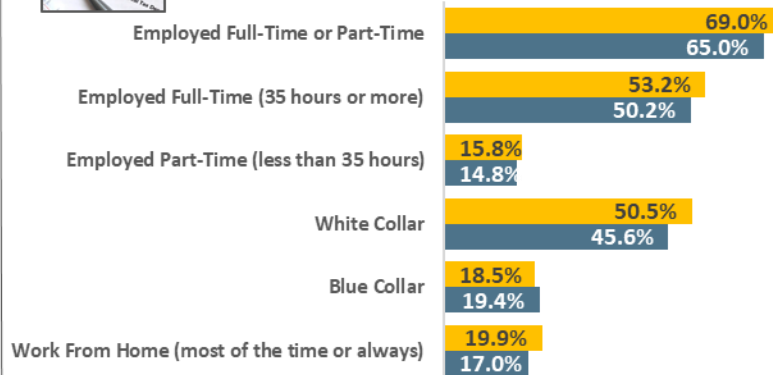
Education Levels: Adults 18 or older



■ who purchased items at CVS PHARMACY in the past 30 days ■ USA



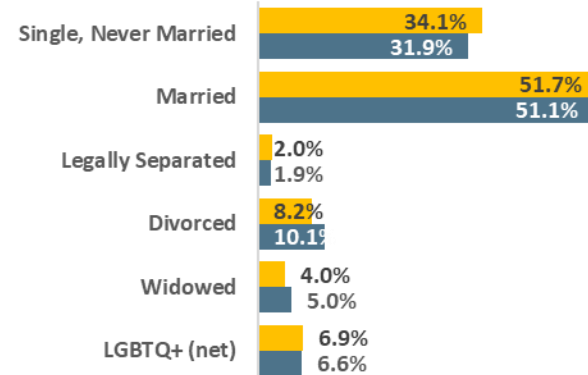
Employment: Adults 18 or older



■ who purchased items at CVS PHARMACY in the past 30 days ■ USA



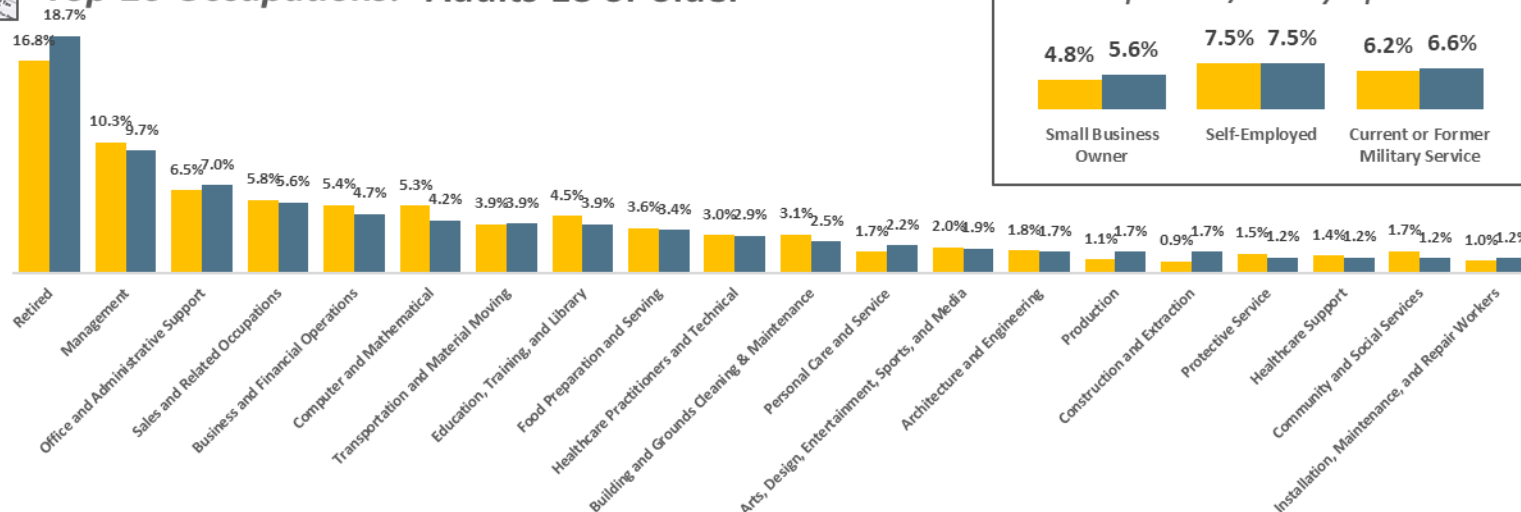
Marital Status: Adults 18 or older



■ who purchased items at CVS PHARMACY in the past 30 days ■ USA

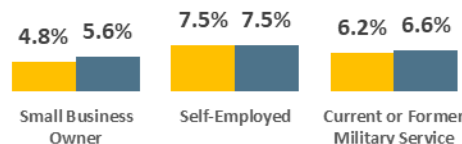


Top-20 Occupations: Adults 18 or older

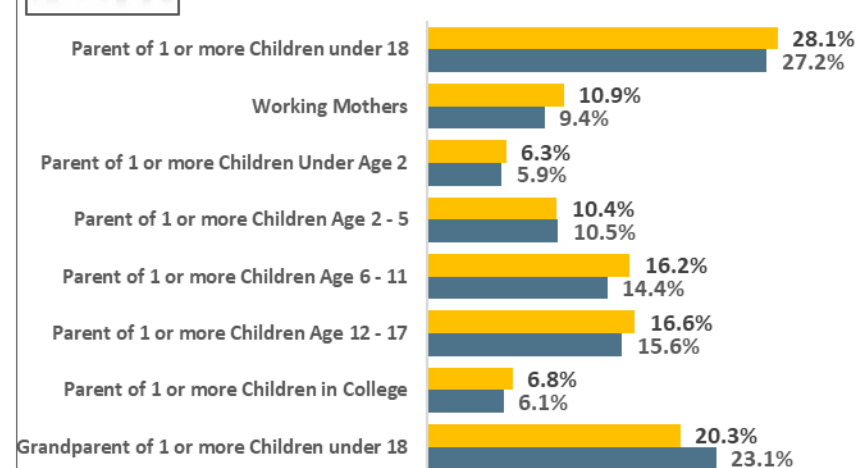


■ who purchased items at CVS PHARMACY in the past 30 days ■ USA

Entrepreneurs/Military Experience



Stage in Life: Adults 18 or older



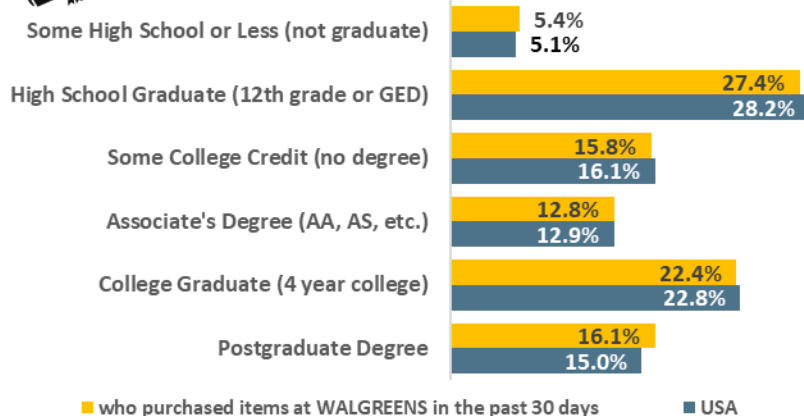
■ who purchased items at CVS PHARMACY in the past 30 days ■ USA



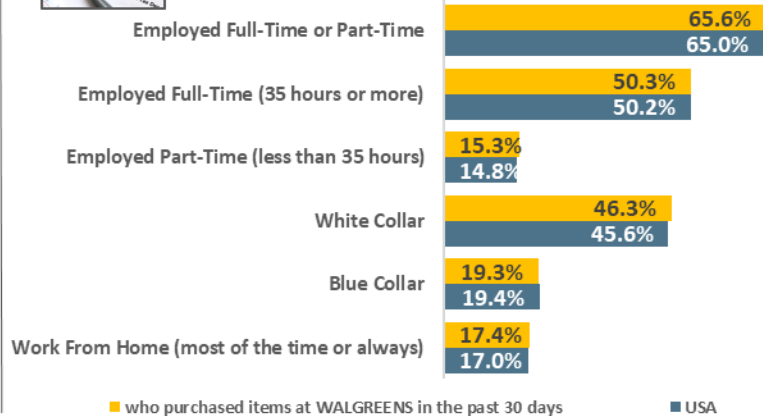
40.9% or 107,242,366 of USA Adults 18 or older purchased items at WALGREENS in the past 30 days. Adults 18 or older who purchased items at WALGREENS in the past 30 days are 2.% more likely to be a college graduate, .1% more likely to work full-time, 1.6% more likely to be married, 10.9% more likely to be a parent of 1 or more children under 18.



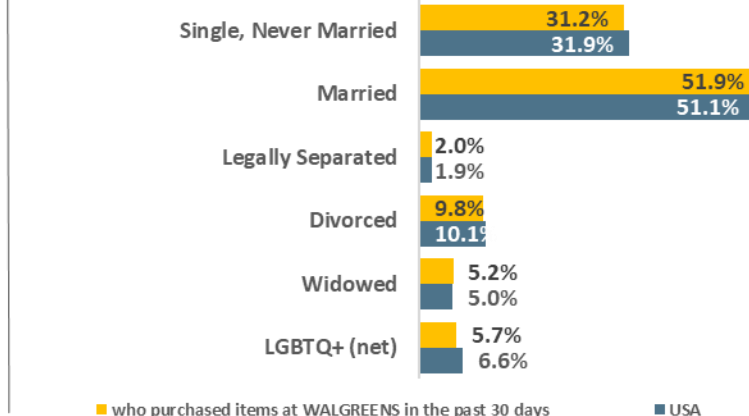
Education Levels: Adults 18 or older



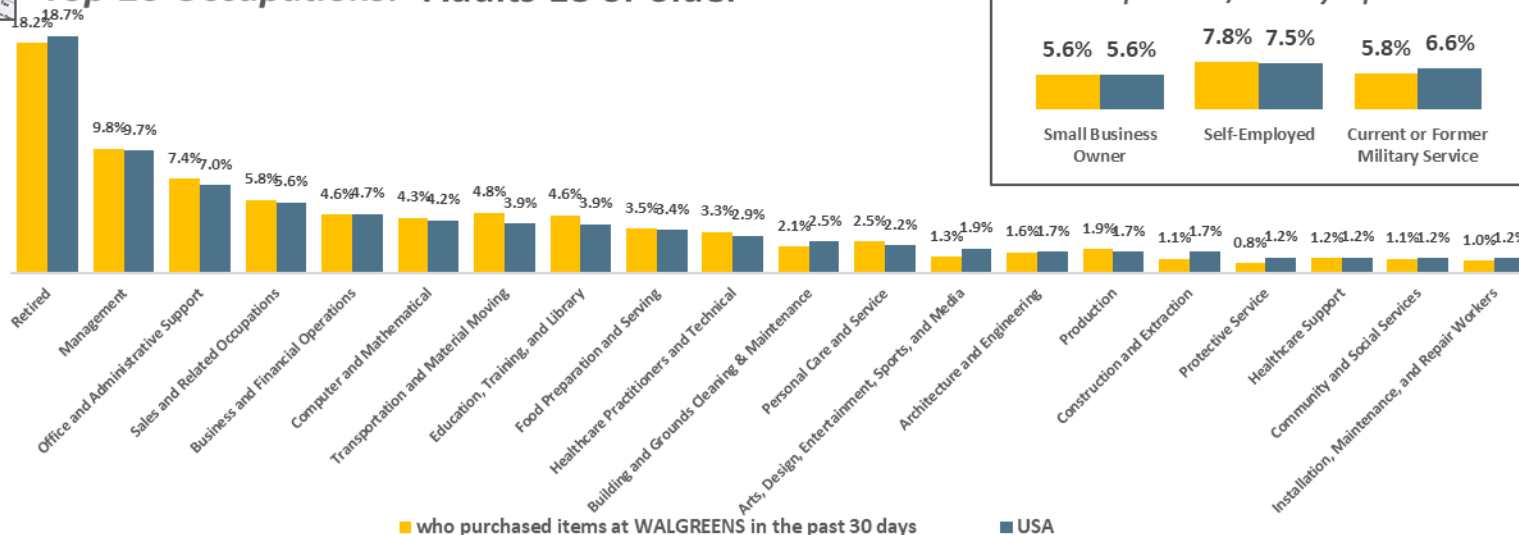
Employment: Adults 18 or older



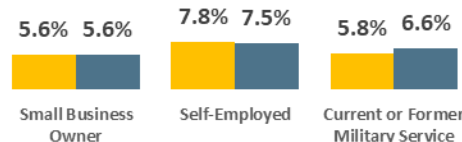
Marital Status: Adults 18 or older



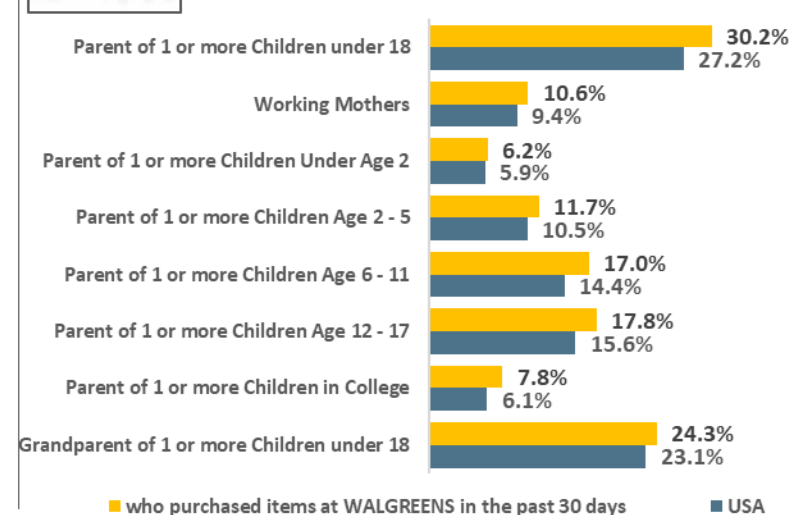
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience



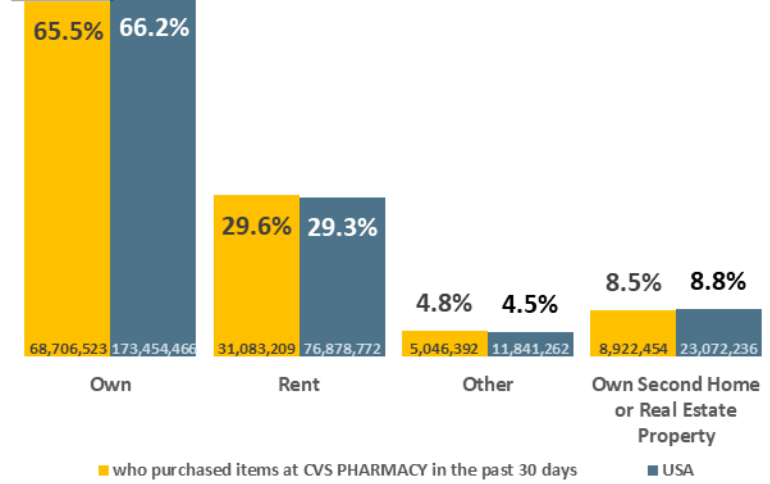
Stage in Life: Adults 18 or older



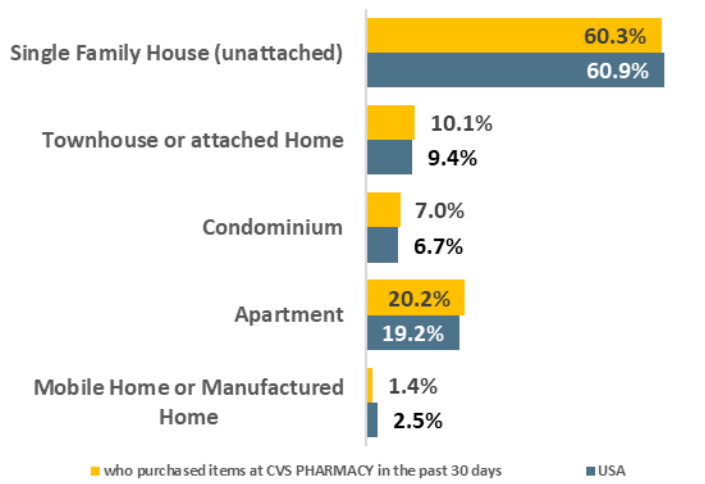


40.0% or 104,836,124 of USA Adults 18 or older purchased items at CVS PHARMACY in the past 30 days. Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days are .9% less likely to own their home, 5.3% more likely to own a higher valued home, .9% less likely to have a single-family home, 2.1% more likely to have a dog.

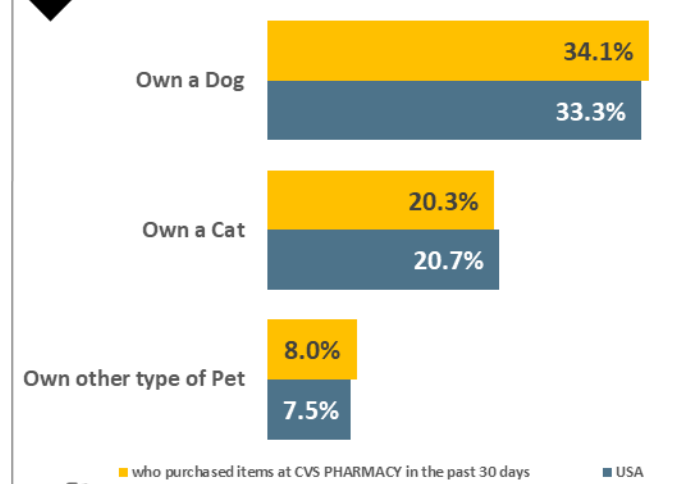
Own/Rent/Other: Adults 18 or older



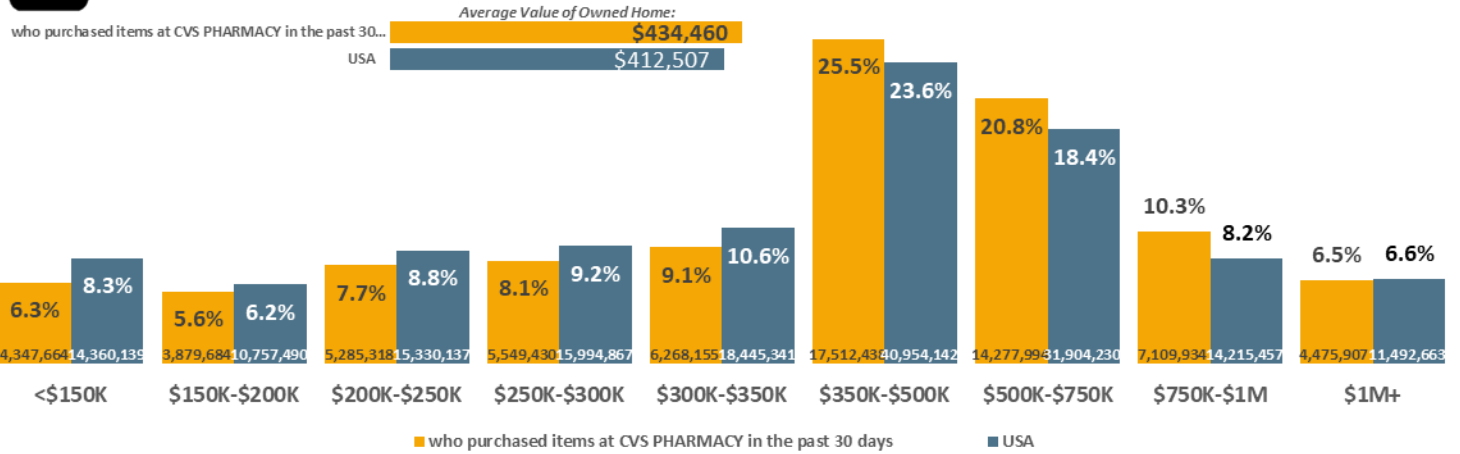
Type of Home: Adults 18 or older



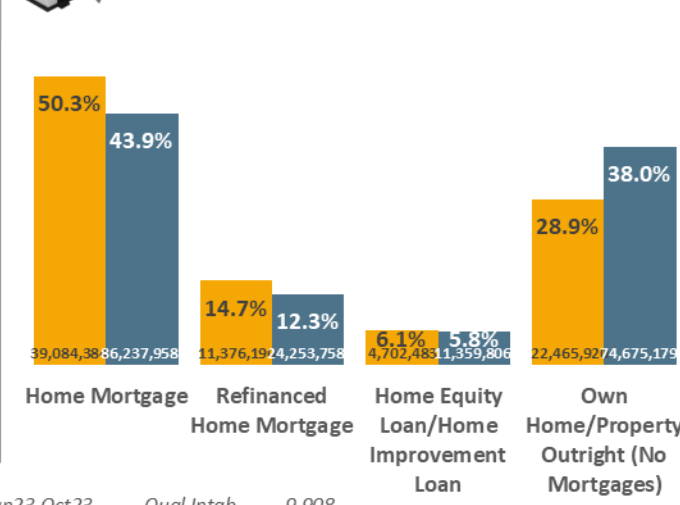
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

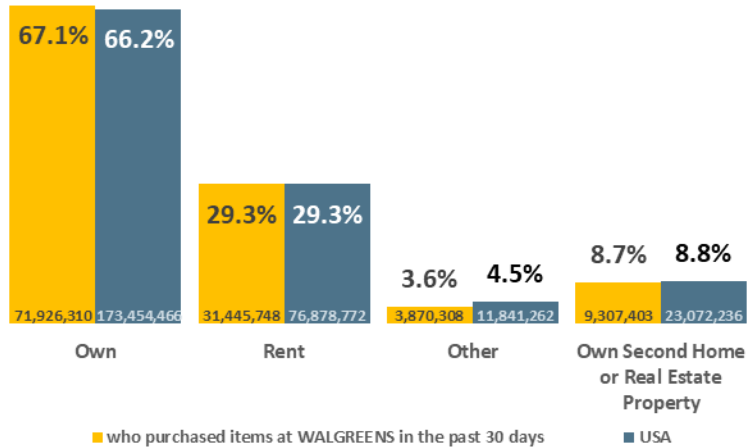




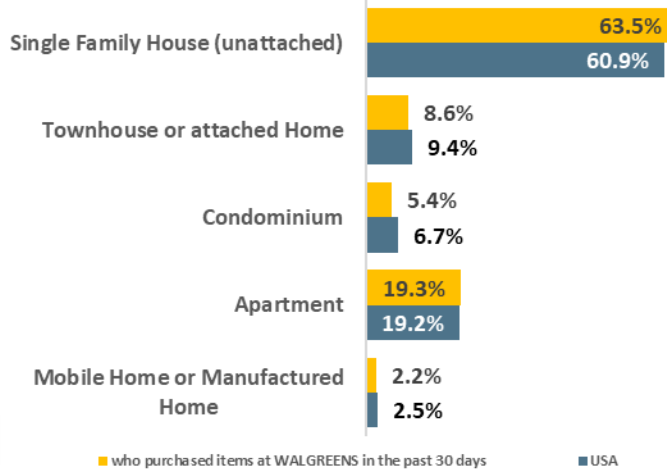
40.9% or 107,242,366 of USA Adults 18 or older purchased items at WALGREENS in the past 30 days. Adults 18 or older who purchased items at WALGREENS in the past 30 days are 1.4% more likely to own their home, 9.5% more likely to own a lower valued home, 4.4% more likely to have a single-family home, 6.9% more likely to have a dog.



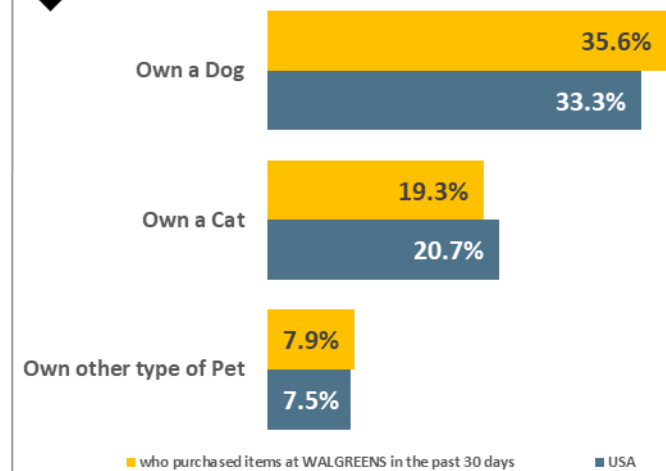
Own/Rent/Other: Adults 18 or older



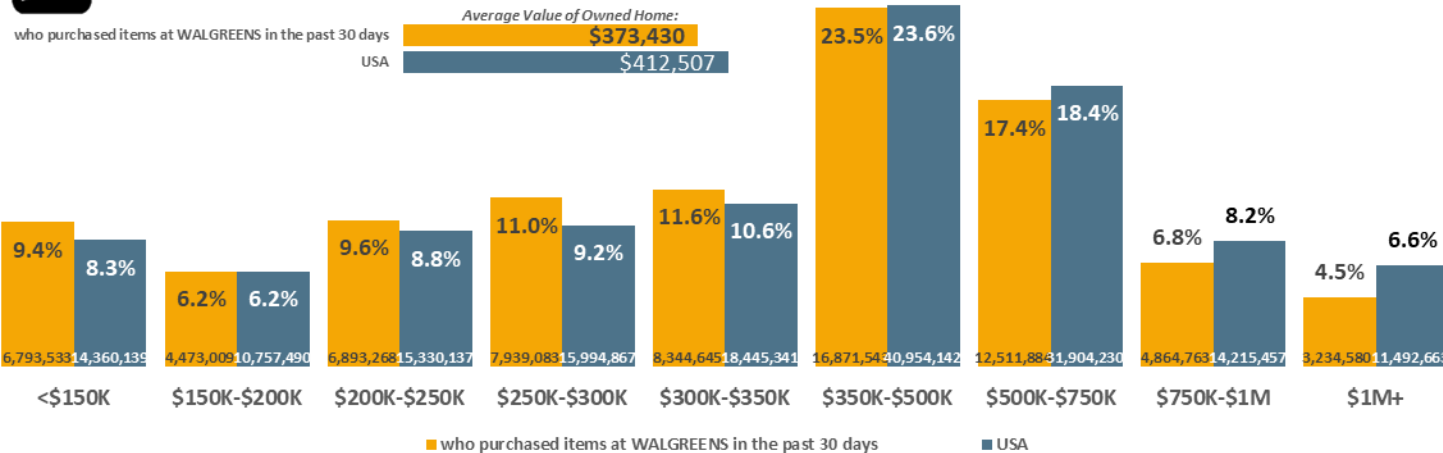
Type of Home: Adults 18 or older



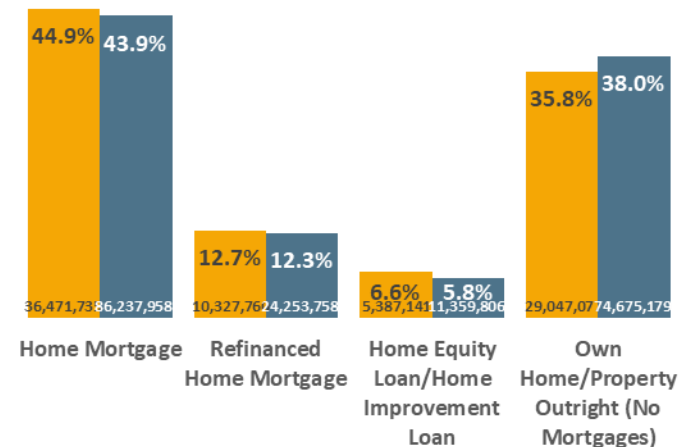
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



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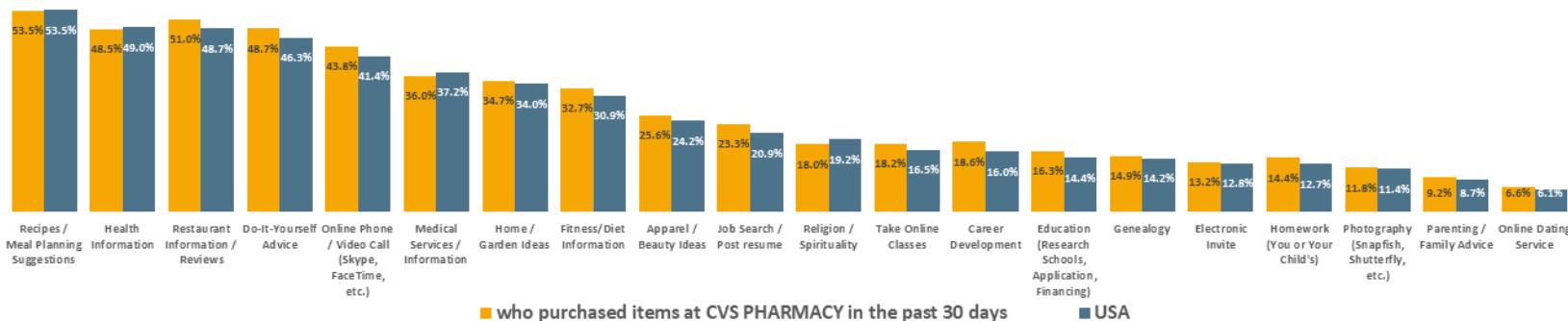




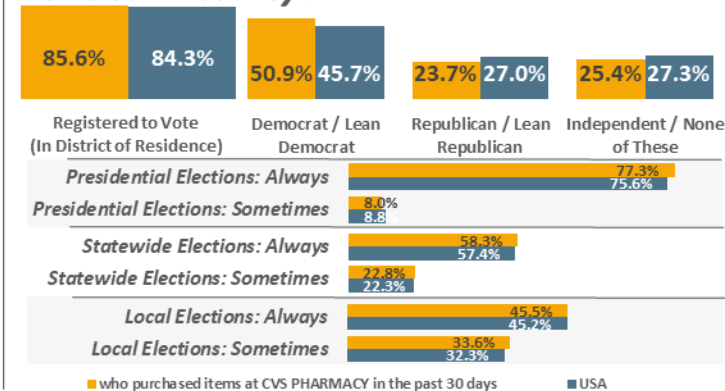
40.0% or 104,836,124 of USA Adults 18 or older purchased items at CVS PHARMACY in the past 30 days. Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days are 5.2% more likely to look up D-I-Y advice online, .5% more likely to always vote in local elections, 16.3% more likely to belong to a gym, 9.7% more likely to fly domestic past



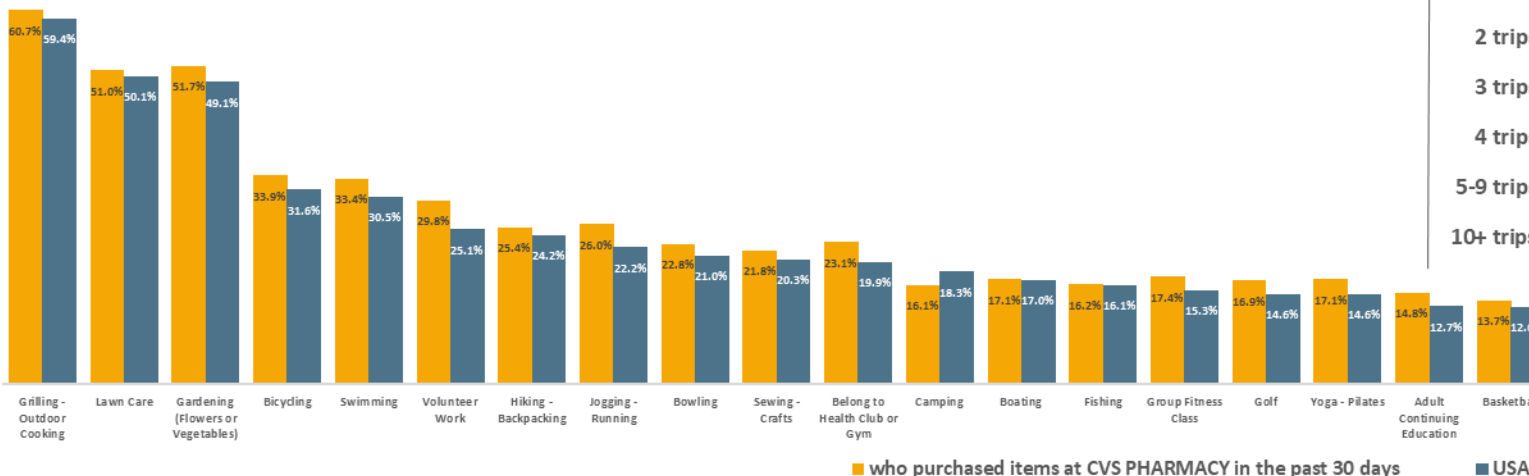
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



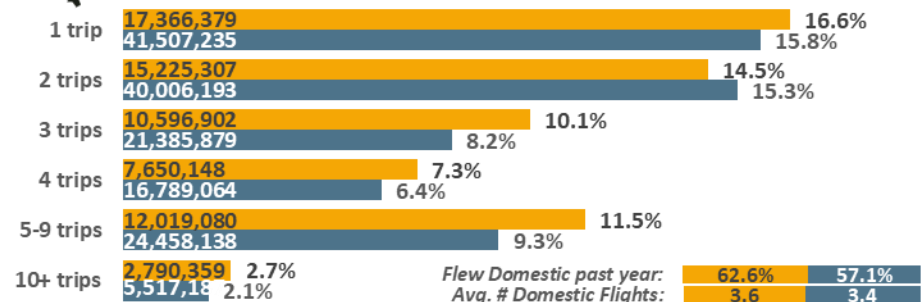
Political Activity: Adults 18 or older



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



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

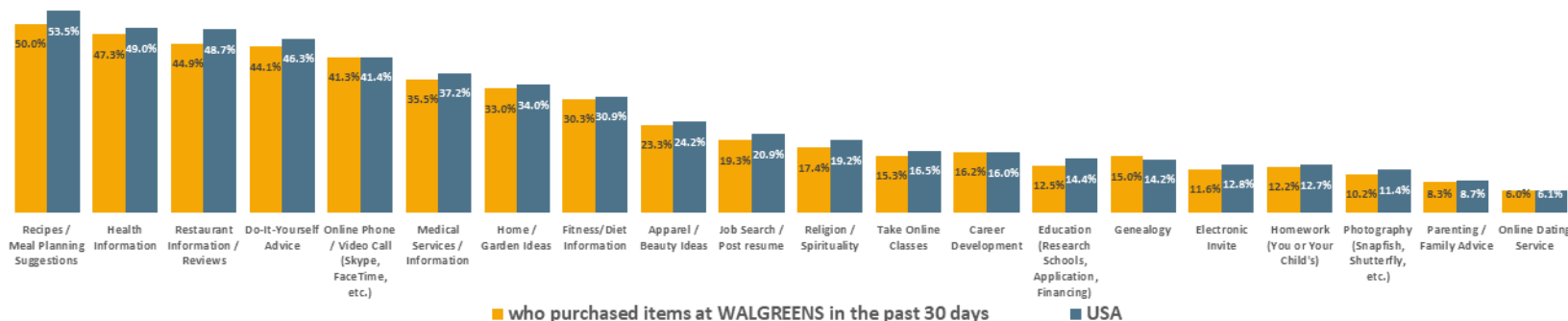




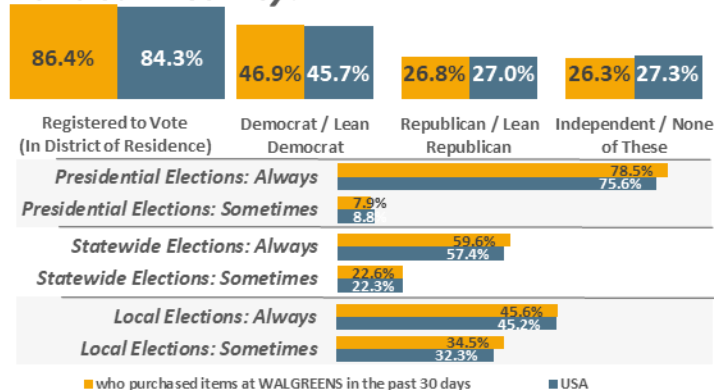
40.9% or 107,242,366 of USA Adults 18 or older purchased items at WALGREENS in the past 30 days. Adults 18 or older who purchased items at WALGREENS in the past 30 days are 4.8% less likely to look up D-I-Y advice online, .8% more likely to always vote in local elections, 7.7% more likely to belong to a gym, .7% more likely to fly domestic past yr.



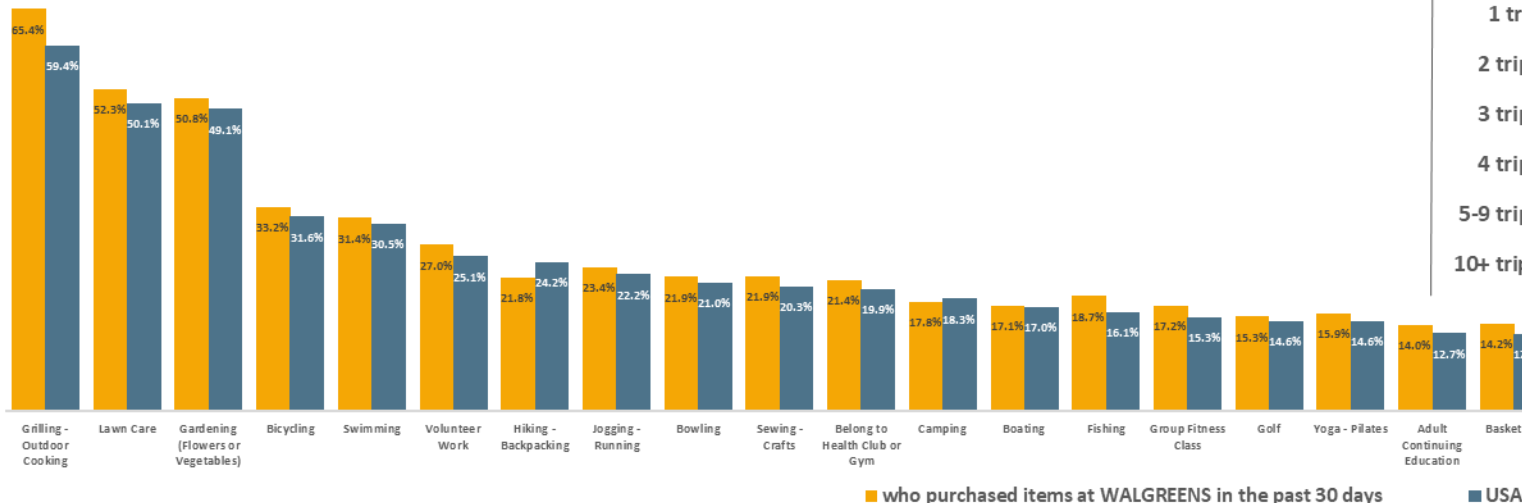
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



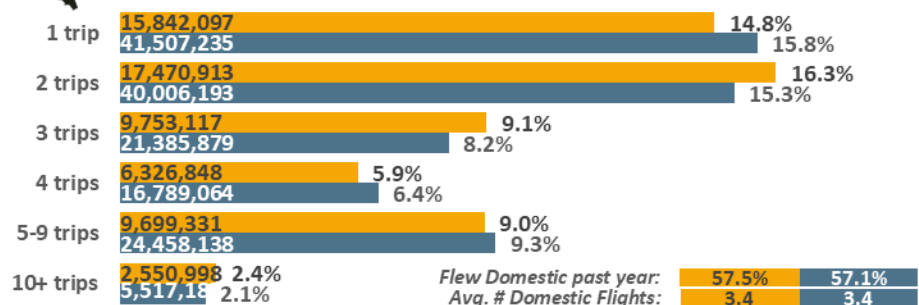
Political Activity: Adults 18 or older



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



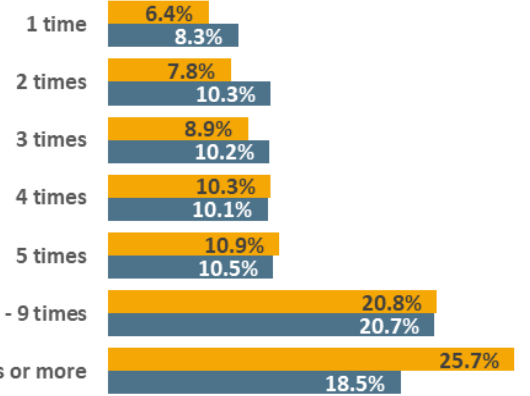
Past 12-months Domestic Airline Trips: Adults 18 or older



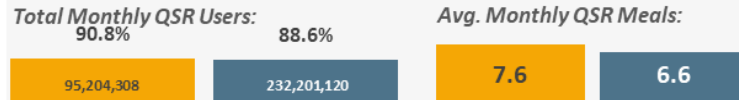


40.0% or 104,836,124 of USA Adults 18 or older purchased items at CVS PHARMACY in the past 30 days. Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days are 2.5% more likely to use QSRs past mo., 6.8% more likely to use Sit-Down Restaurants past mo., 1.3% less likely to use Casinos past yr., 5.5% less likely to smoke cigarettes.

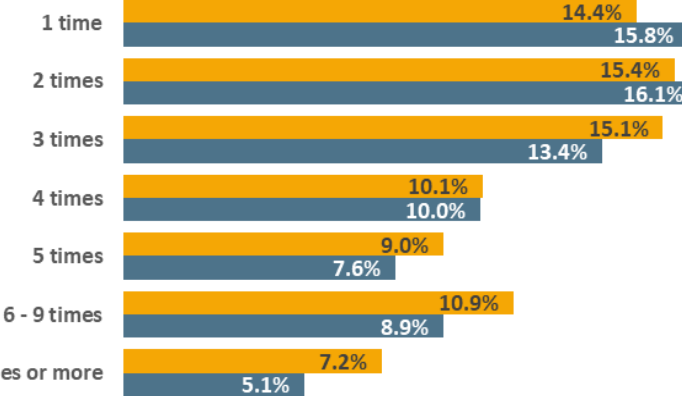
Past 30-days QSR Users: Adults 18 or older



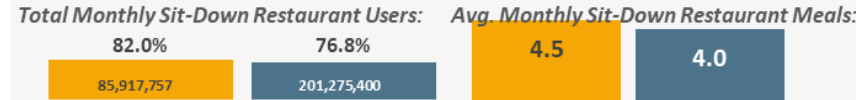
■ who purchased items at CVS PHARMACY in the past 30 days ■ USA



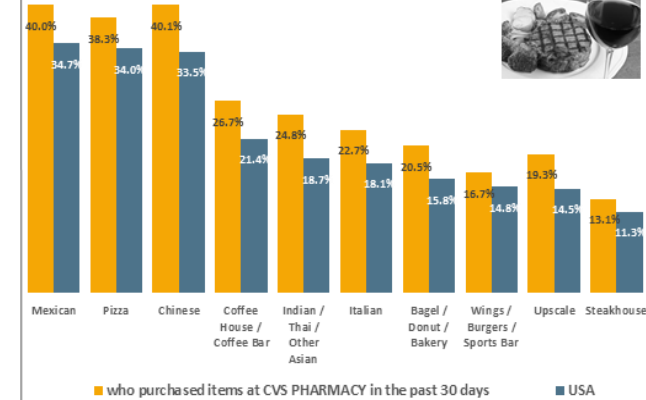
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



■ who purchased items at CVS PHARMACY in the past 30 days ■ USA

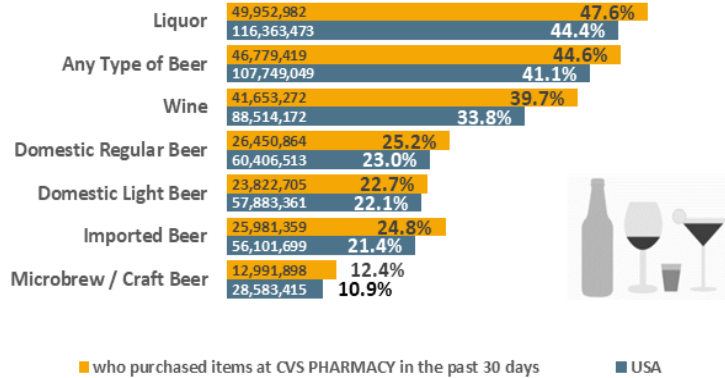


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who purchased items at CVS PHARMACY in the past 30... 26,765,392 25.5%
USA 51,814,293 19.8%

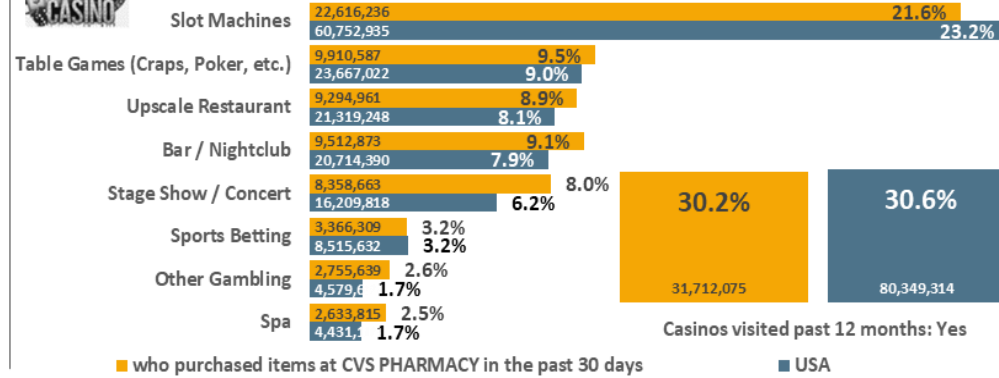
Drank Past 30-days: Adults 18 or older



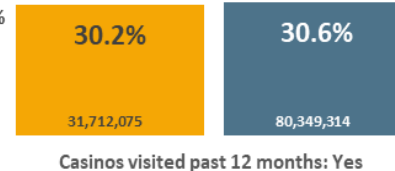
■ who purchased items at CVS PHARMACY in the past 30 days ■ USA



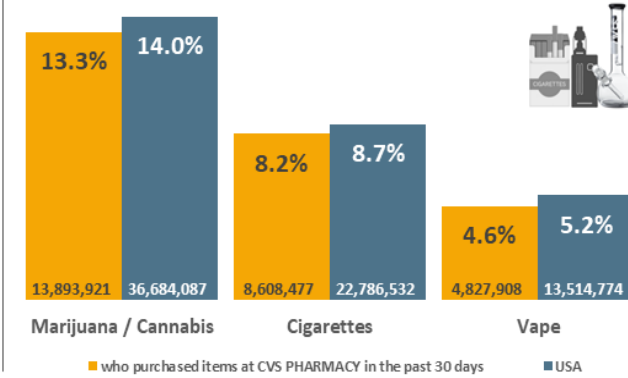
Past 12 months Casino Activities: Adults 18 or older



■ who purchased items at CVS PHARMACY in the past 30 days ■ USA



Used Past 30-days: Adults 18 or older

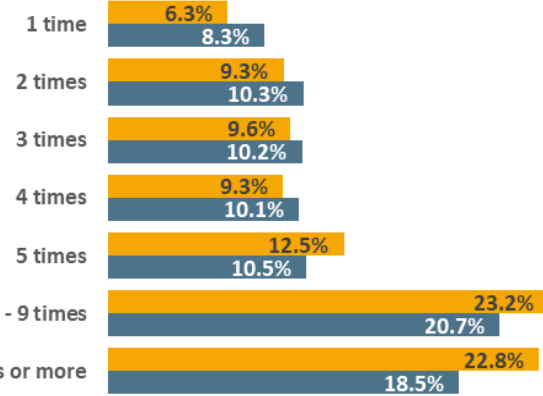


■ who purchased items at CVS PHARMACY in the past 30 days ■ USA

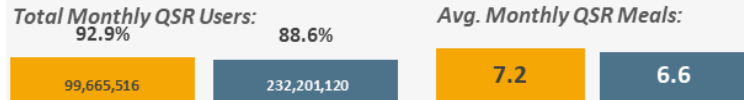


40.9% or 107,242,366 of USA Adults 18 or older purchased items at WALGREENS in the past 30 days. Adults 18 or older who purchased items at WALGREENS in the past 30 days are 4.9% more likely to use QSRs past mo., 5.% more likely to use Sit-Down Restaurants past mo., 11.% more likely to use Casinos past yr., 5.5% more likely to smoke cigarettes.

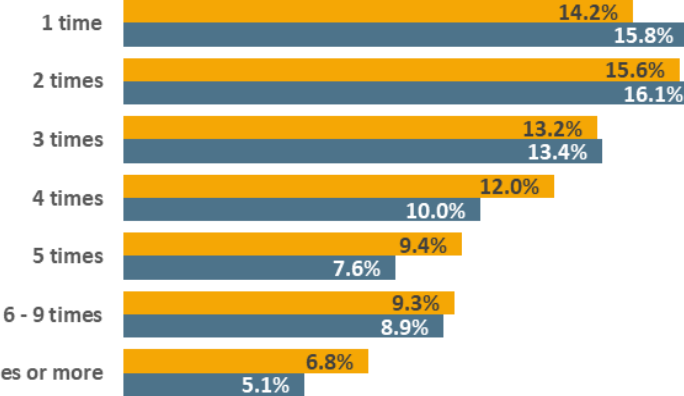
Past 30-days QSR Users: Adults 18 or older



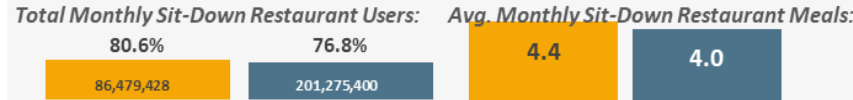
■ who purchased items at WALGREENS in the past 30 days ■ USA



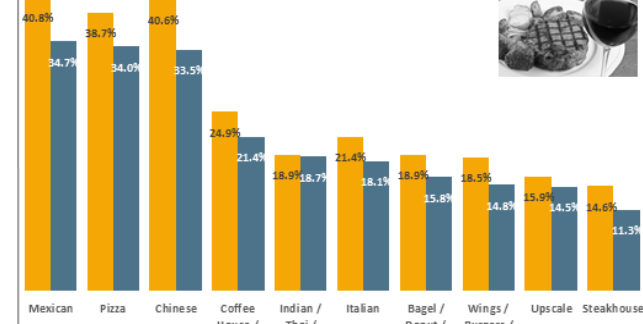
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



■ who purchased items at WALGREENS in the past 30 days ■ USA



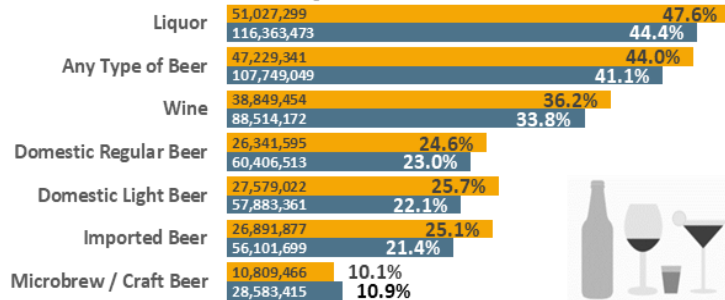
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



■ who purchased items at WALGREENS in the past 30 days ■ USA



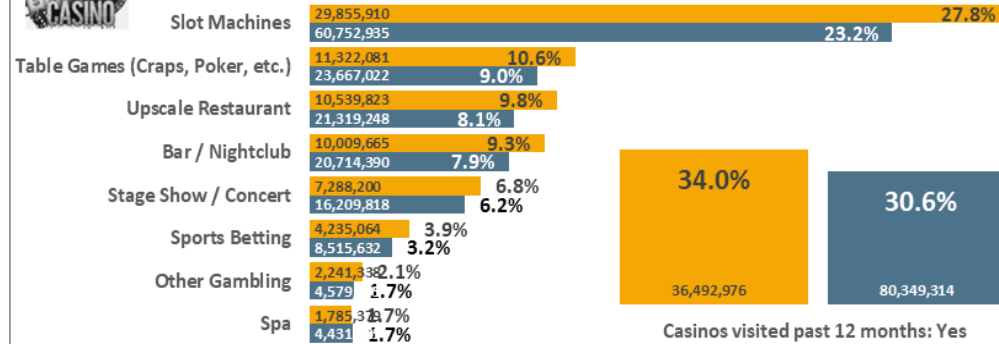
Drank Past 30-days: Adults 18 or older



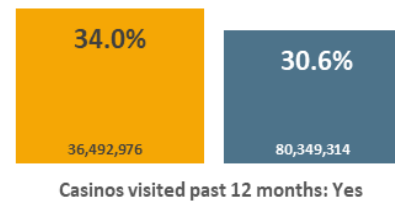
■ who purchased items at WALGREENS in the past 30 days ■ USA



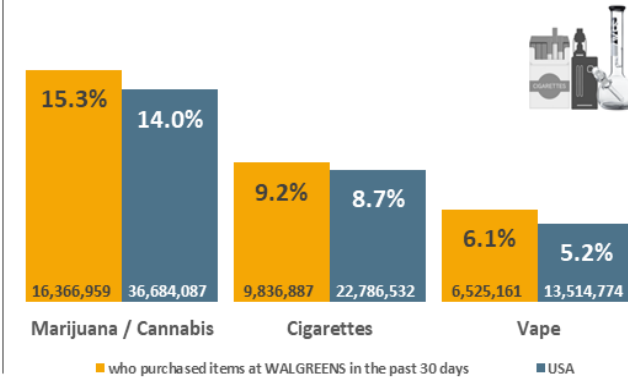
Past 12 months Casino Activities: Adults 18 or older



■ who purchased items at WALGREENS in the past 30 days ■ USA



Used Past 30-days: Adults 18 or older



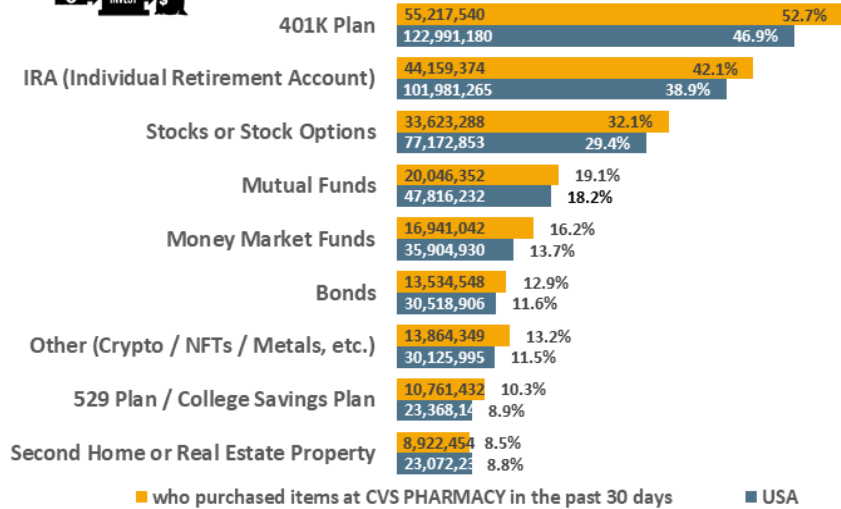
■ who purchased items at WALGREENS in the past 30 days ■ USA



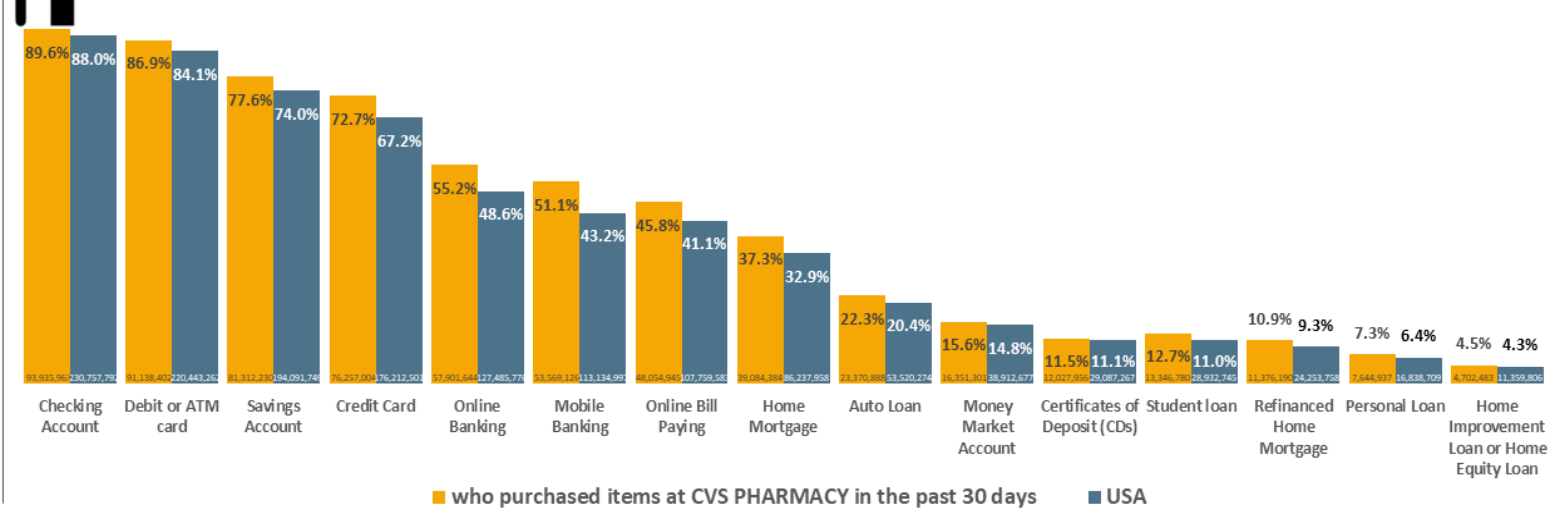
40.0% or 104,836,124 of USA Adults 18 or older purchased items at CVS PHARMACY in the past 30 days. Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days are 12.3% more likely to have a 401K, 9.2% more likely to have an Auto Loan, 15.6% more likely to Invest/Trade Stocks Online, .3% less likely to pay with their Debit Card.



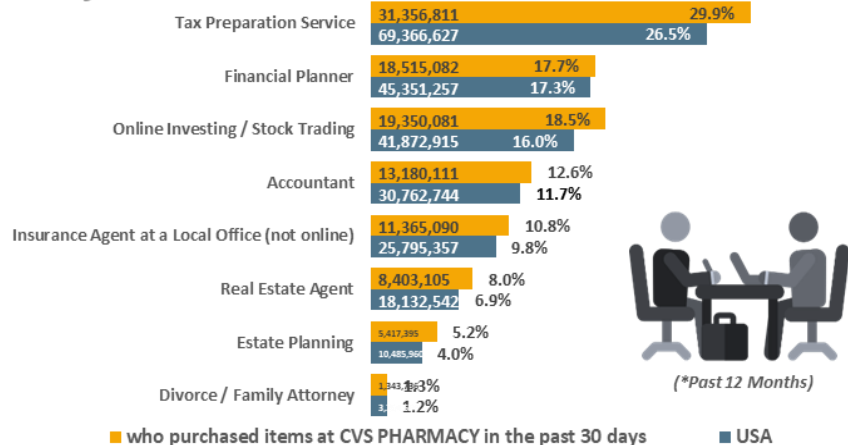
Investments Owned: Adults 18 or older



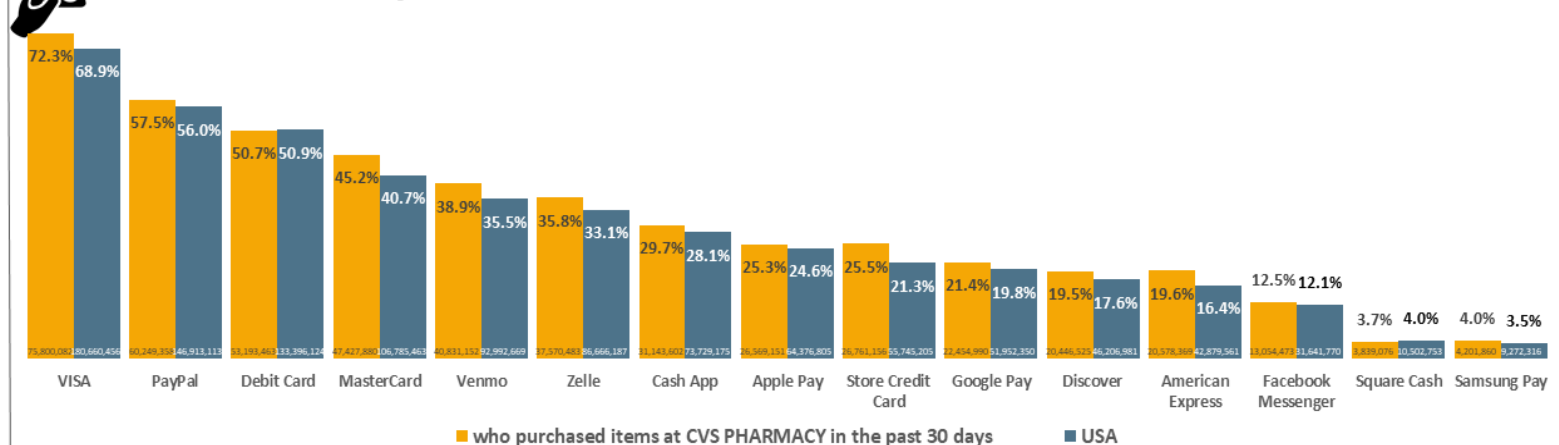
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

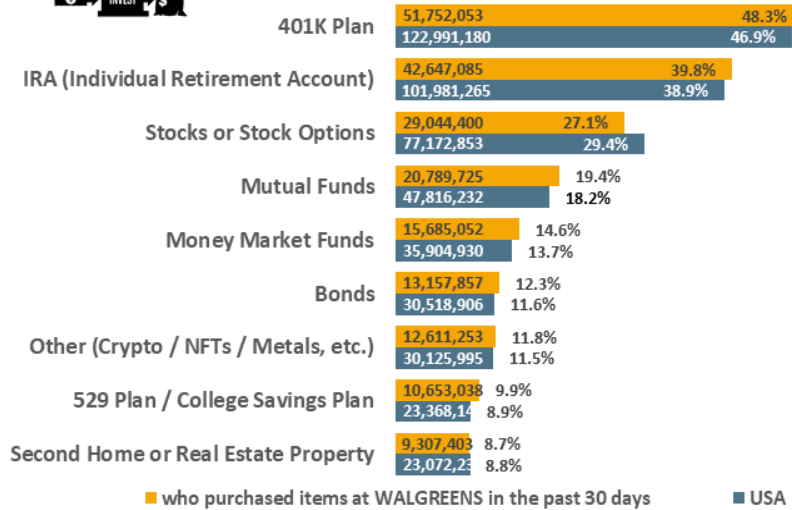




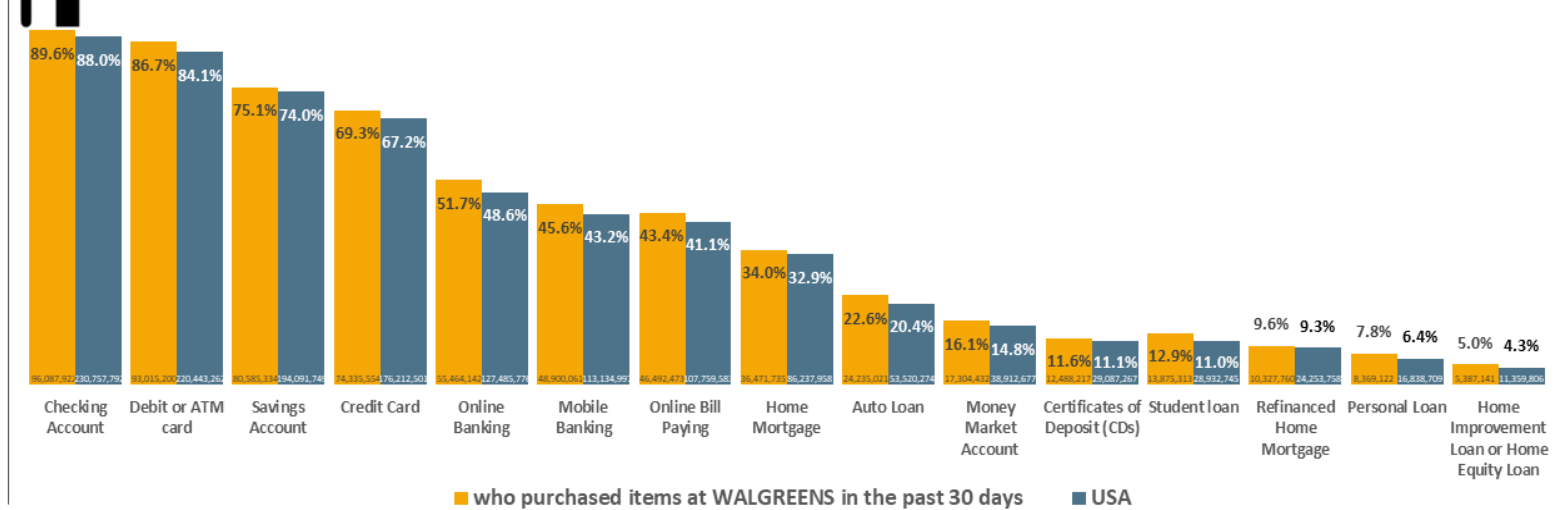
40.9% or 107,242,366 of USA Adults 18 or older purchased items at WALGREENS in the past 30 days. Adults 18 or older who purchased items at WALGREENS in the past 30 days are 2.9% more likely to have a 401K, 10.7% more likely to have an Auto Loan, 4.3% more likely to Invest/Trade Stocks Online, 11.2% more likely to pay with their Debit Card.



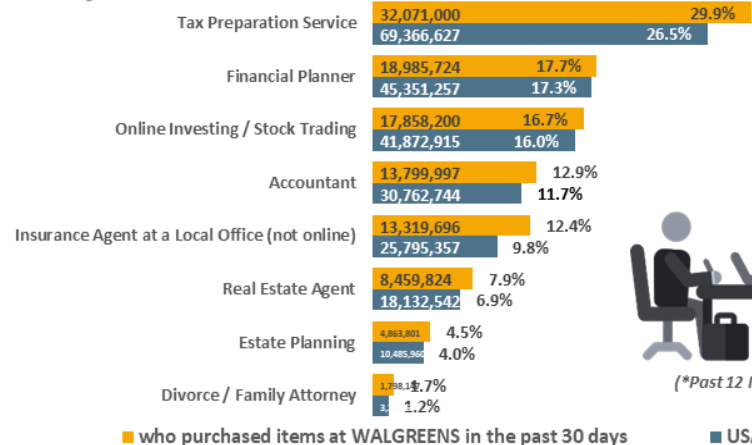
Investments Owned: Adults 18 or older



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



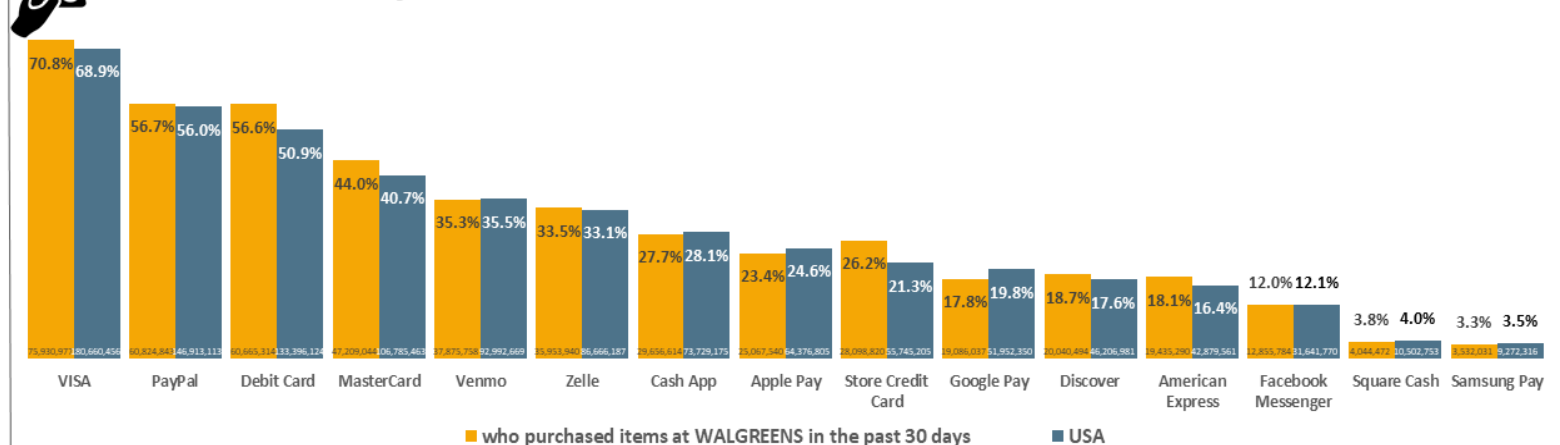
Professional Services Used*: Adults 18 or older



(*Past 12 Months)

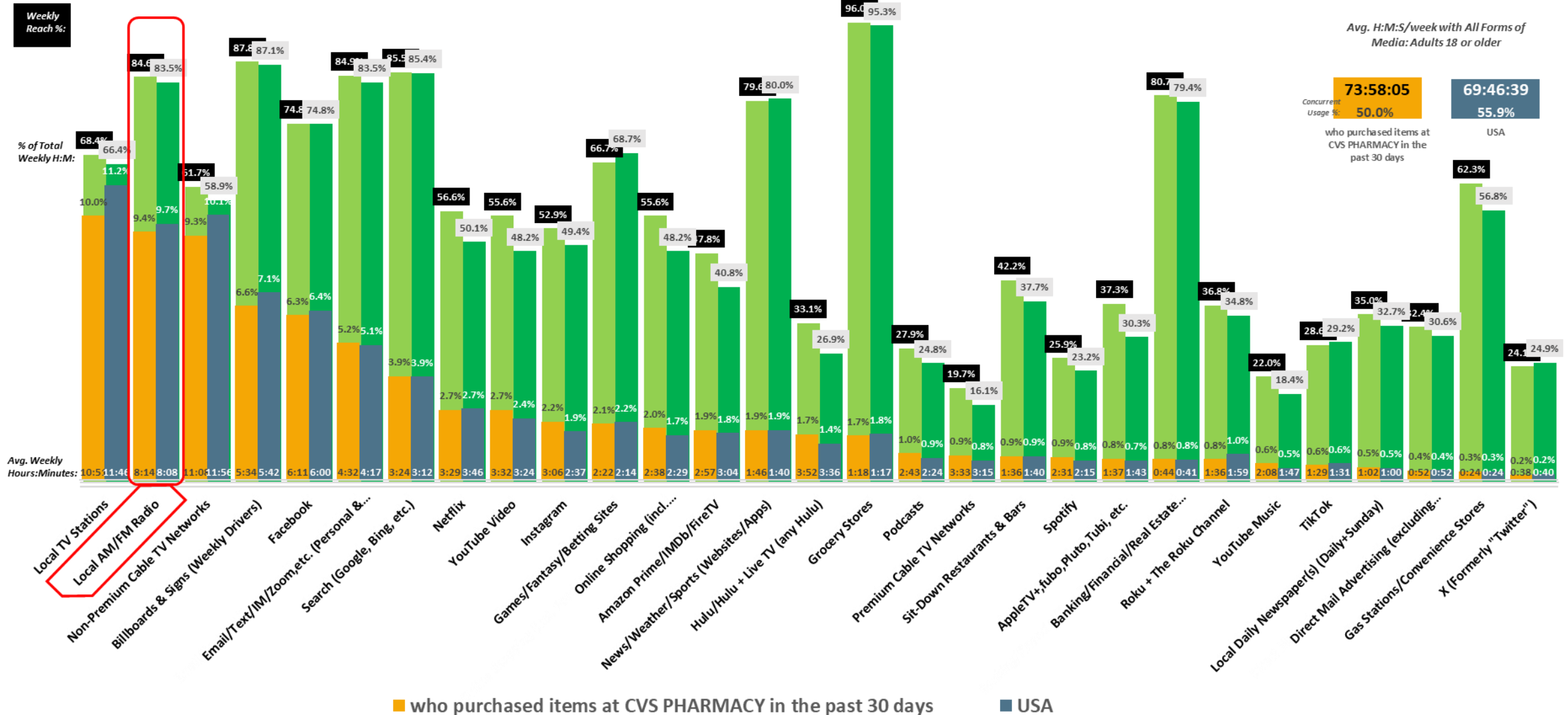


Past 3-Months Payment Methods Used: Adults 18 or older



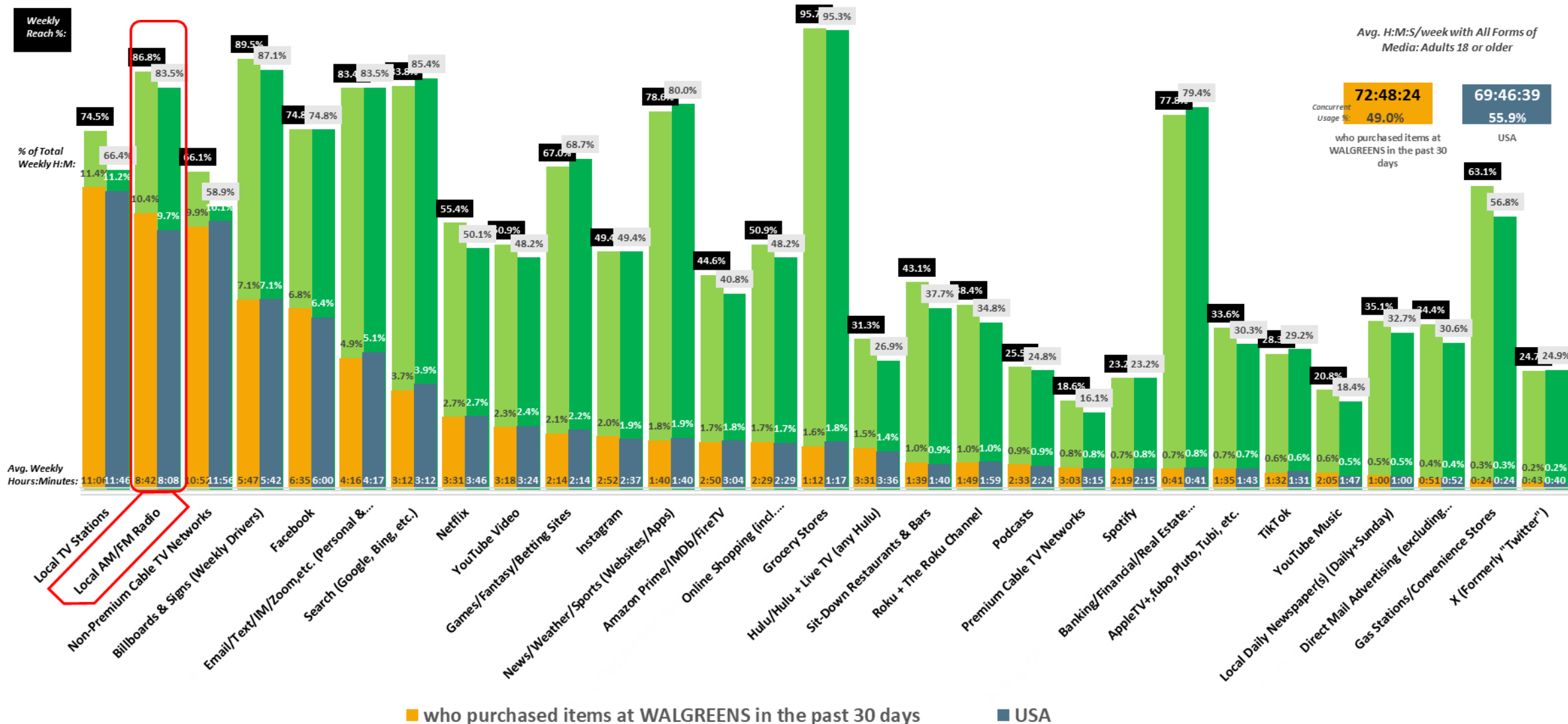


Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days spend an average of 3 days, 1 hours, 58 minutes and 5 seconds each week with All Forms of Media.
84.6% of Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days spend an avg. of 8 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



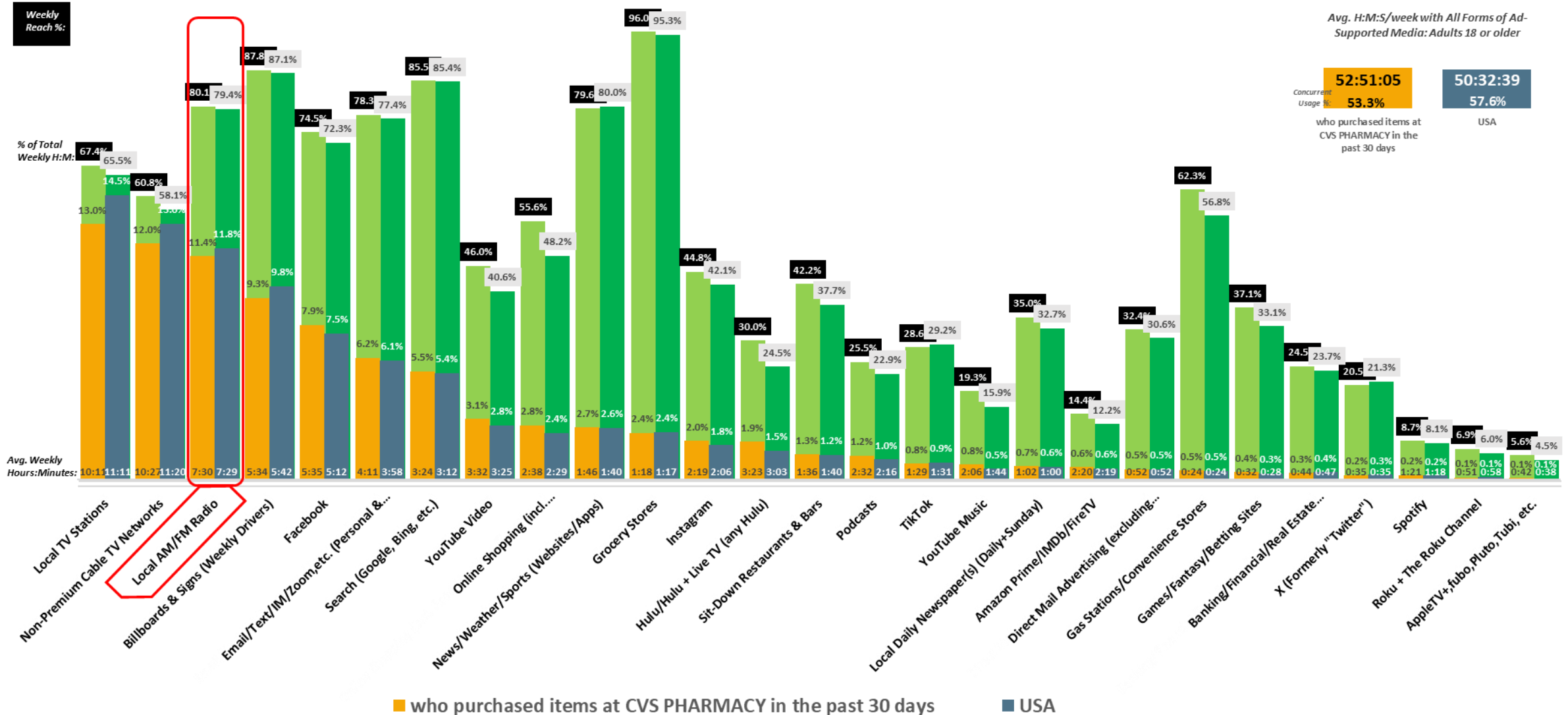


Adults 18 or older who purchased items at WALGREENS in the past 30 days spend an average of 3 days, 0 hours, 48 minutes and 24 seconds each week with All Forms of Media.
86.8% of Adults 18 or older who purchased items at WALGREENS in the past 30 days spend an avg. of 8 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.



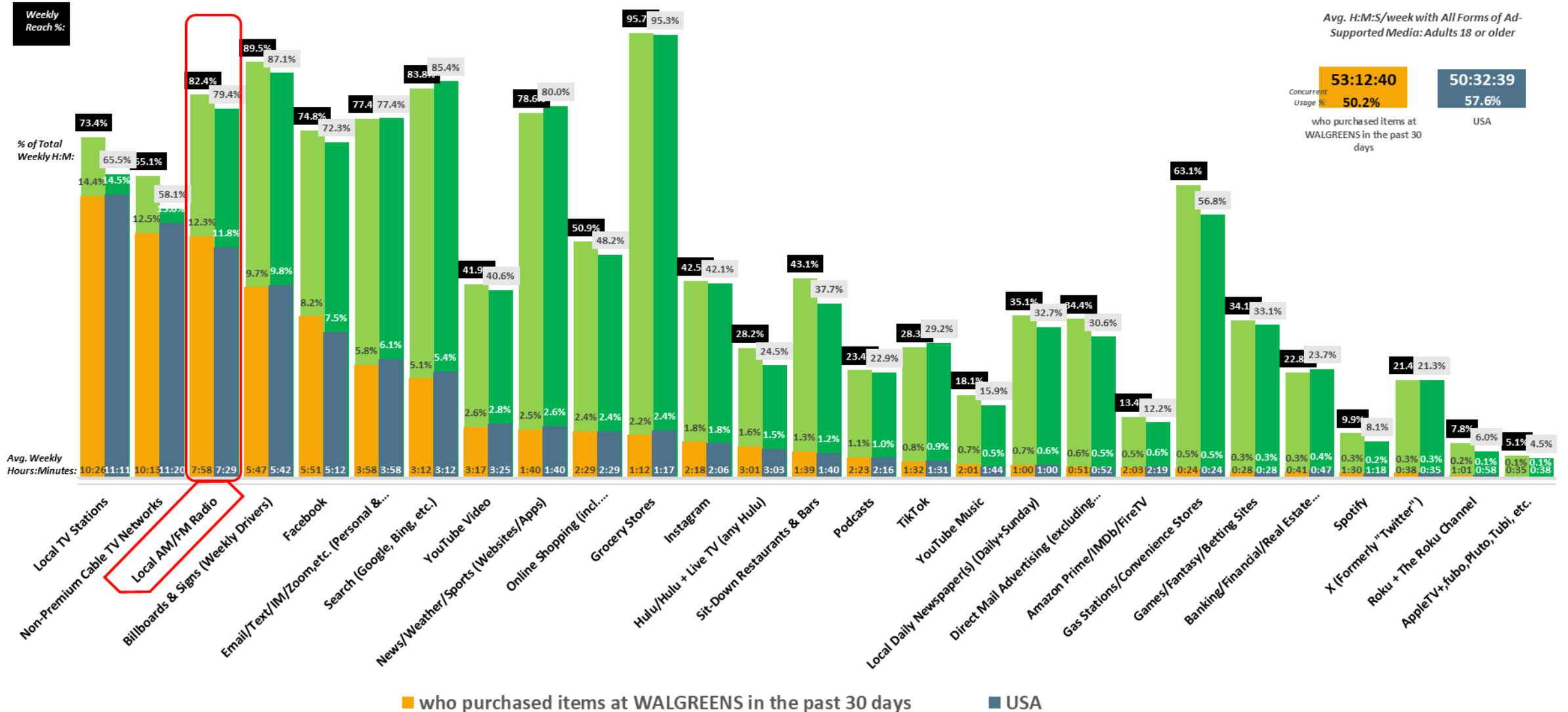


Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days spend an average of 2 days, 4 hours, 51 minutes and 5 seconds each week with All Forms of Ad-Supported Media.
80.1% of Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days spend an avg. of 7 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who purchased items at WALGREENS in the past 30 days spend an average of 2 days, 5 hours, 12 minutes and 40 seconds each week with All Forms of Ad-Supported Media.
82.4% of Adults 18 or older who purchased items at WALGREENS in the past 30 days spend an avg. of 7 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported Media.

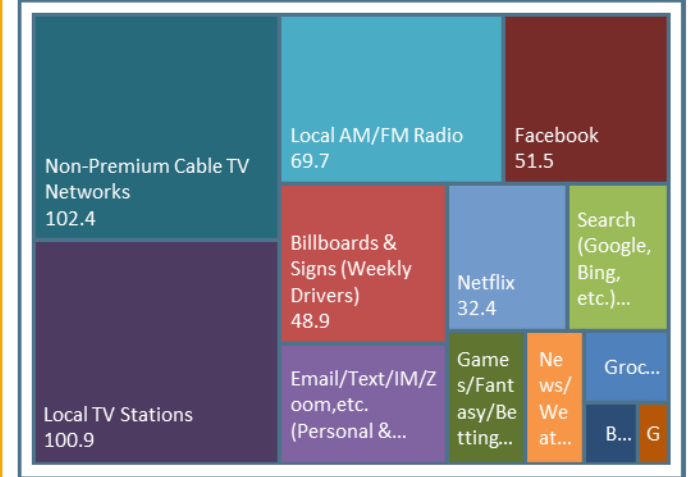
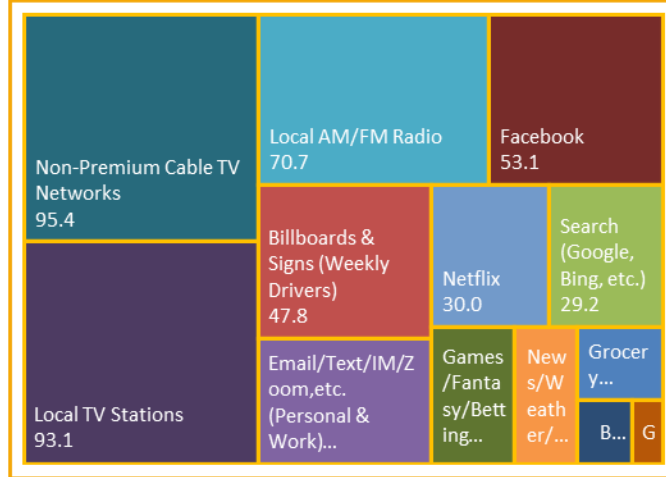
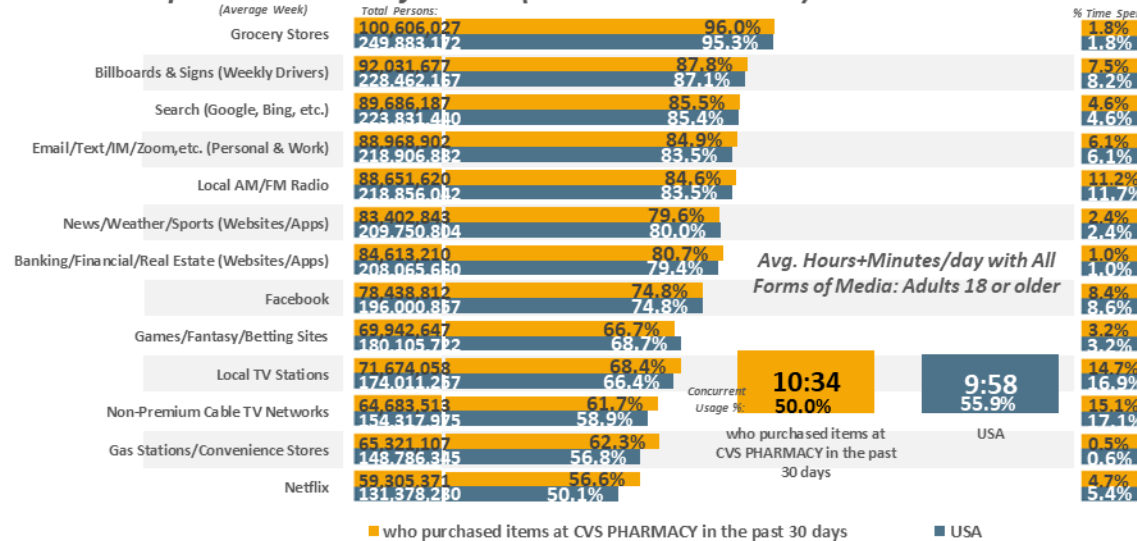




Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days spend an average of 7 hours and 33 minutes each day with All Forms of Ad-Supported Media. 80.1% listen to Local AM/FM Radio for an avg. of 64.4 minutes/day. (Local Radio delivers 11.4% of Time with Ad-Supported Media.)

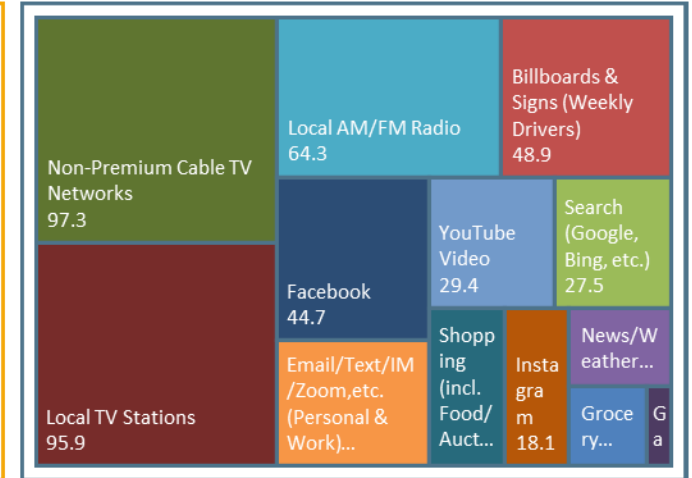
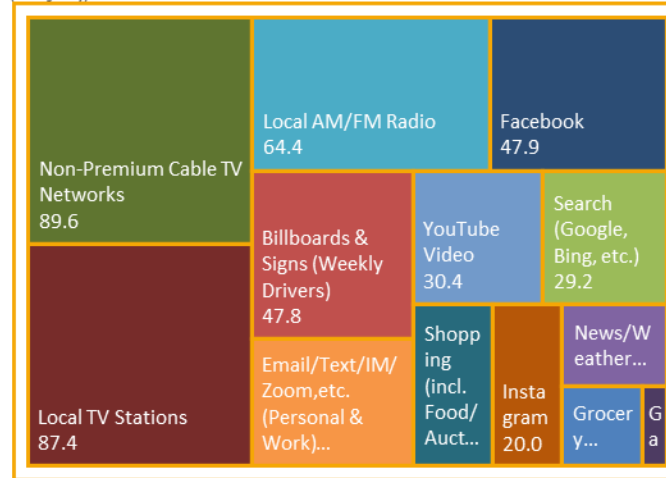
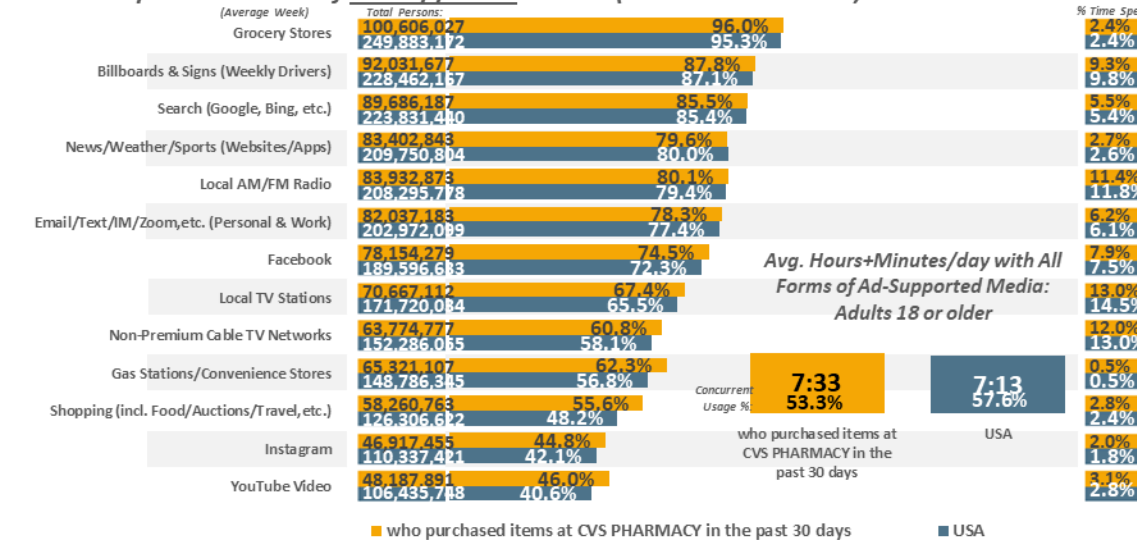
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

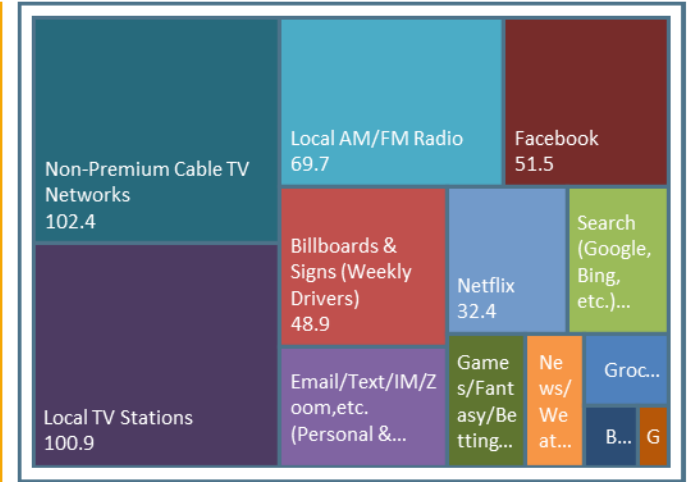
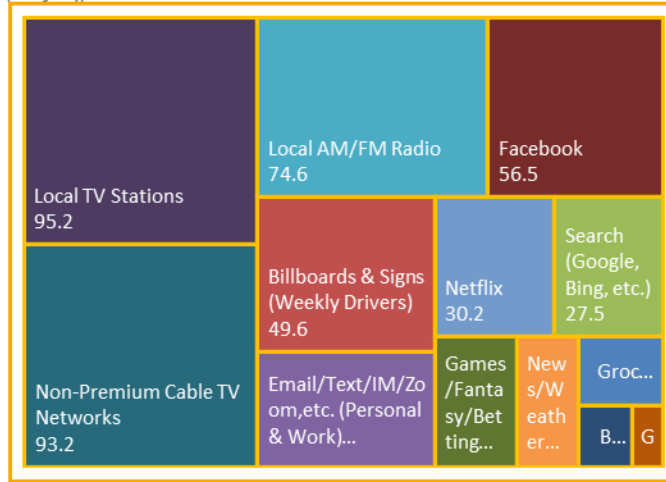
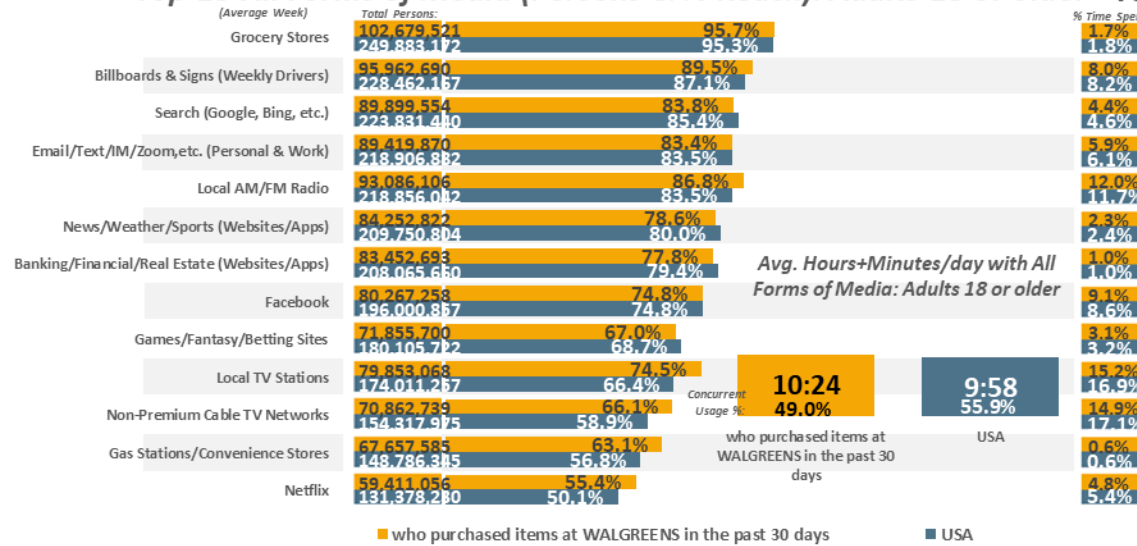




Adults 18 or older who purchased items at WALGREENS in the past 30 days spend an average of 7 hours and 36 minutes each day with All Forms of Ad-Supported Media. 82.4% listen to Local AM/FM Radio for an avg. of 68.3 minutes/day. (Local Radio delivers 12.3% of Time with Ad-Supported Media.)

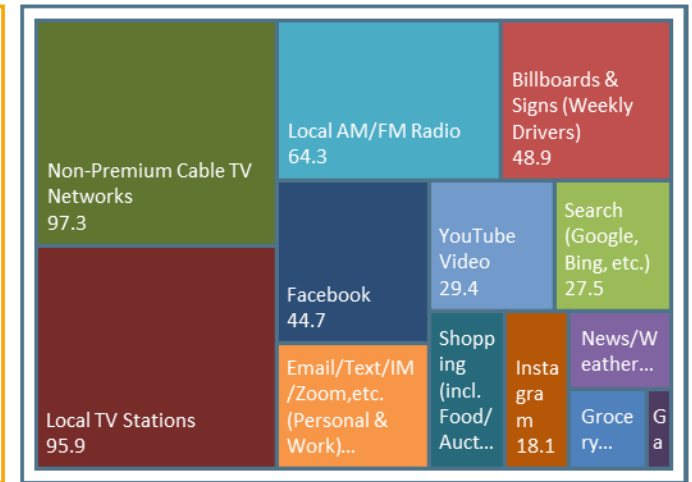
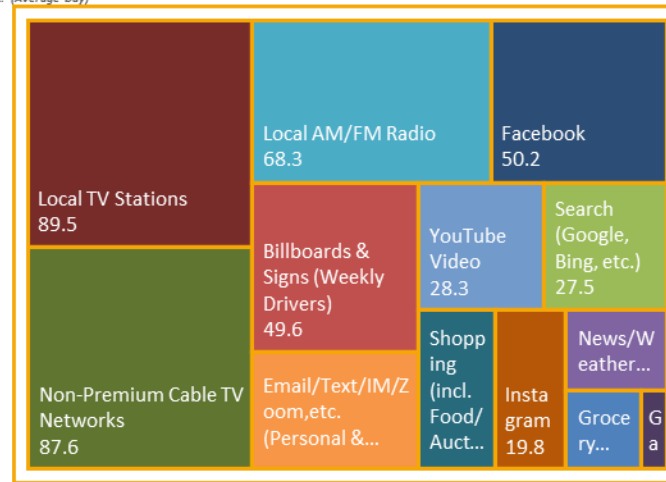
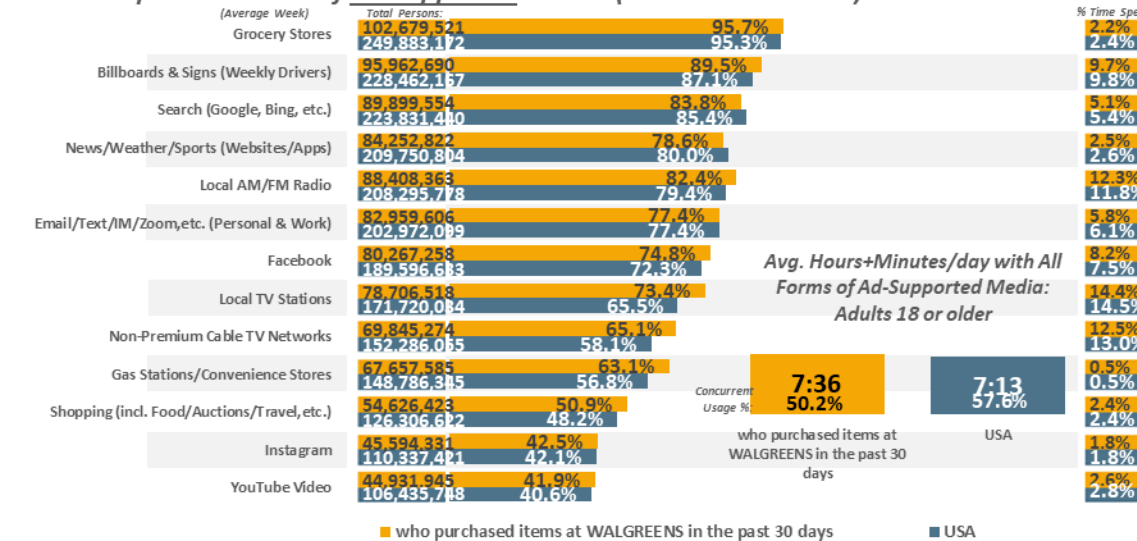
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

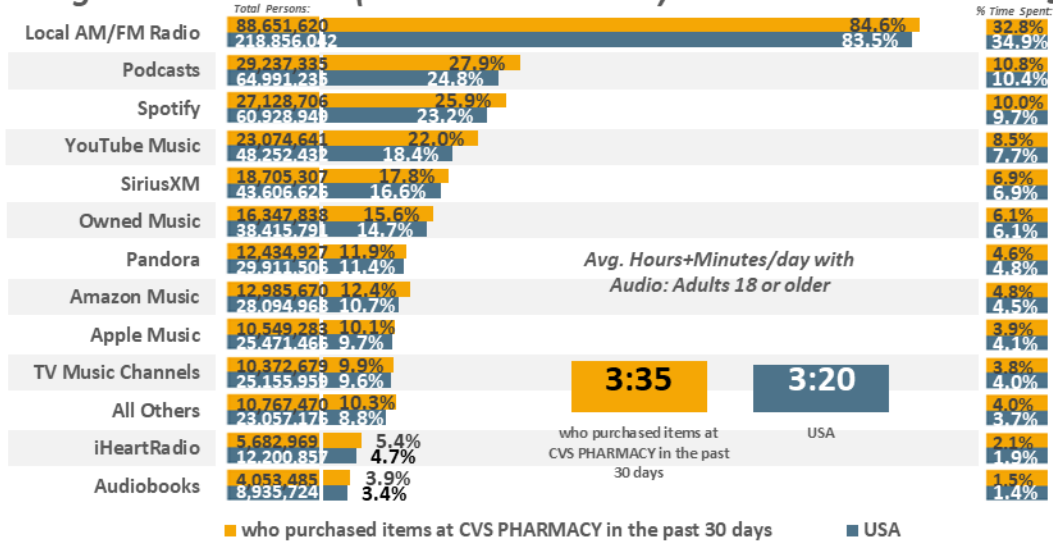
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



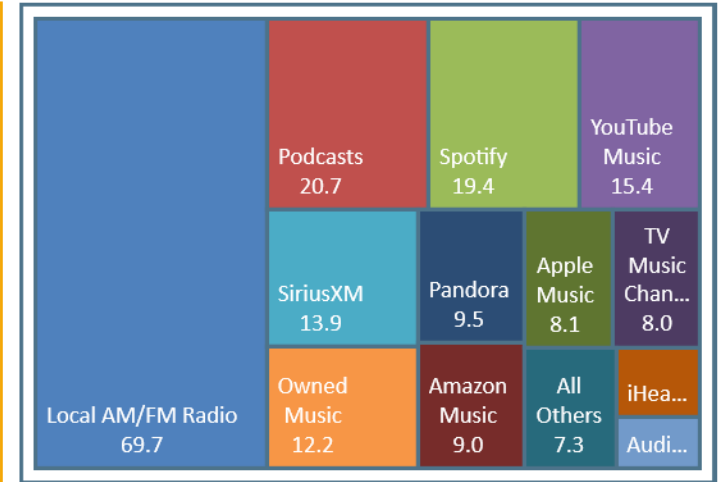
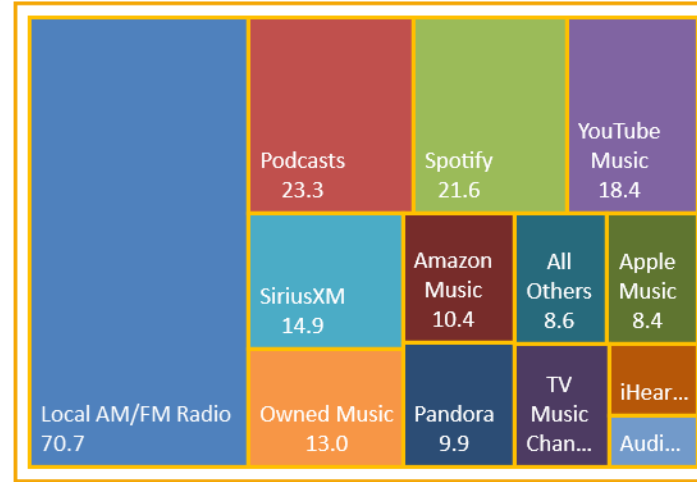


83,932,873 or 80.1% of Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

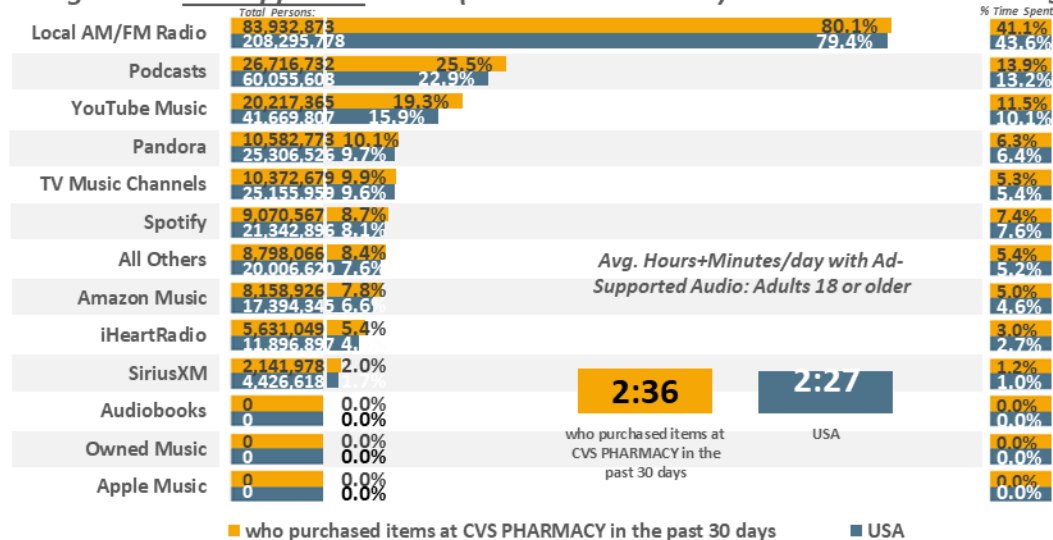
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



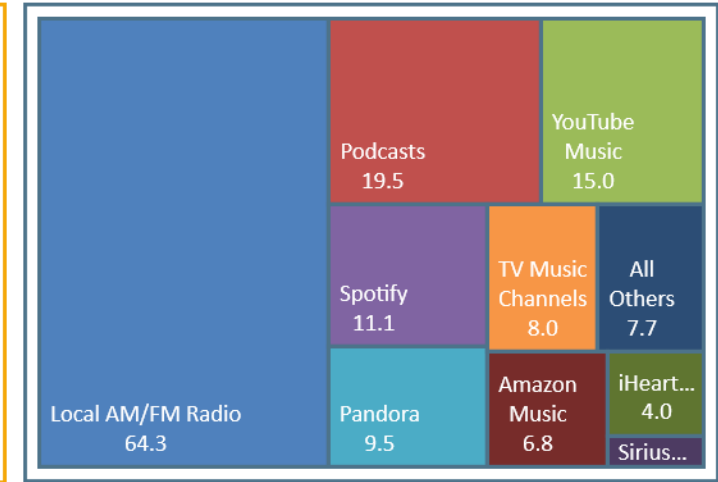
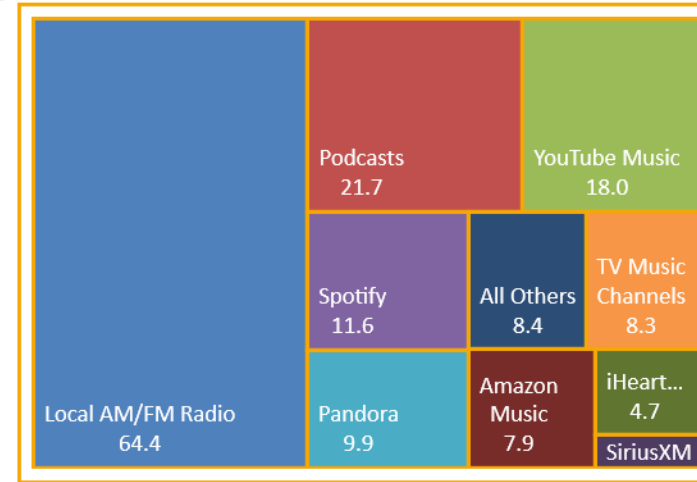
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



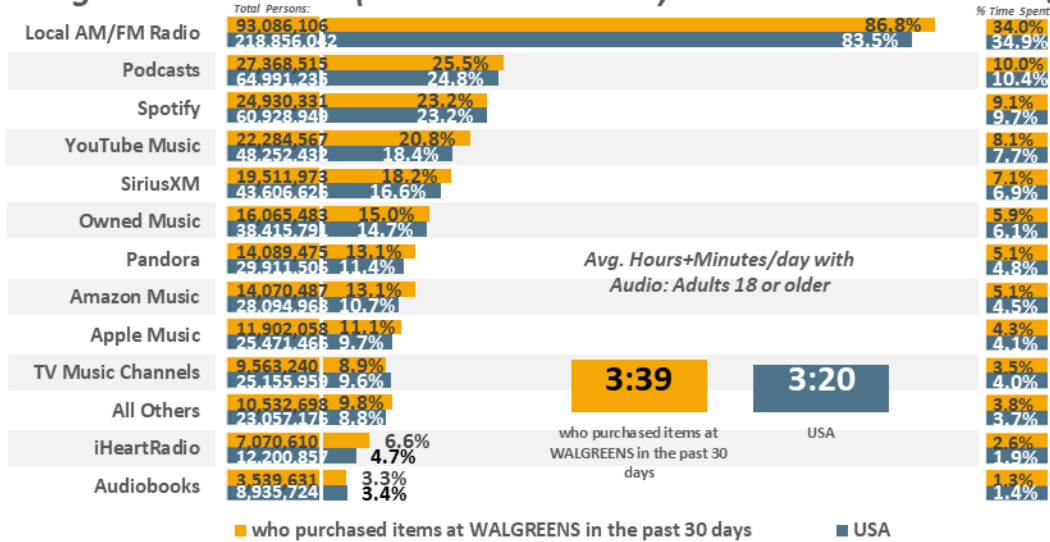
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



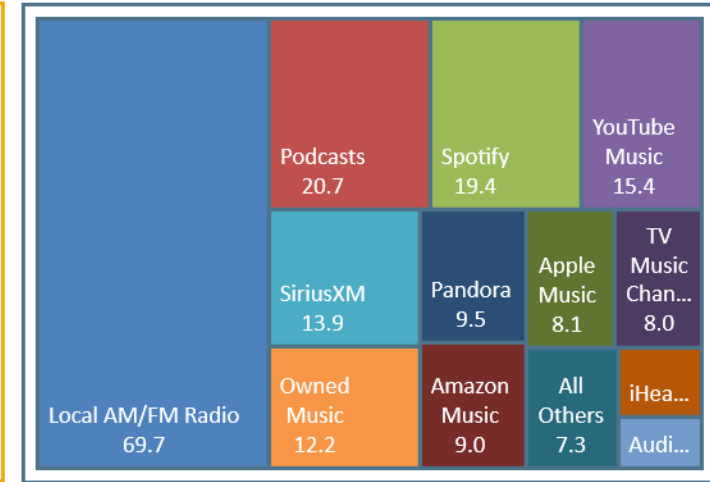
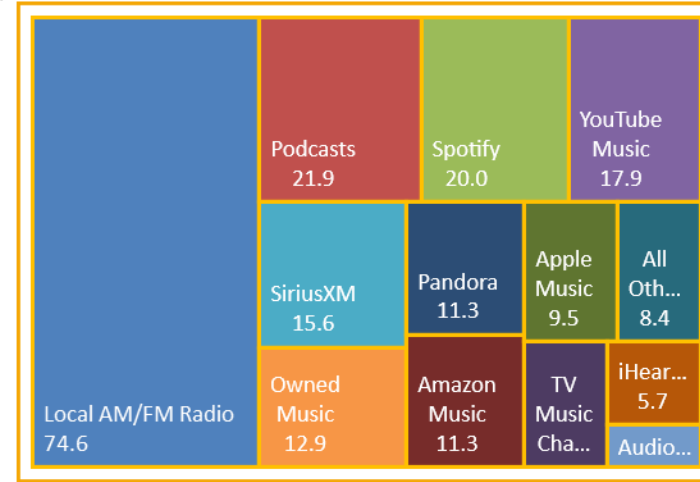


88,408,363 or 82.4% of Adults 18 or older who purchased items at WALGREENS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.3 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.

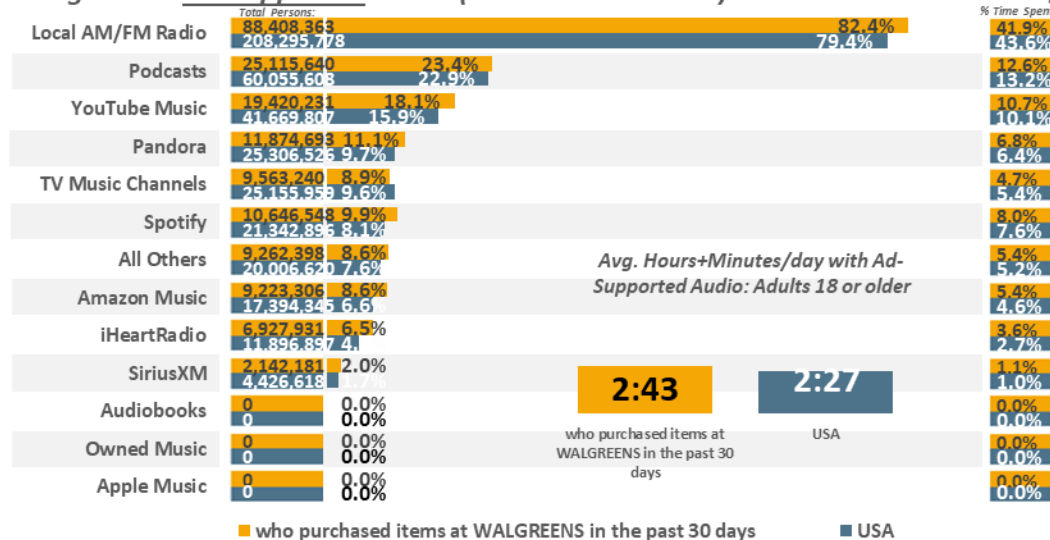
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



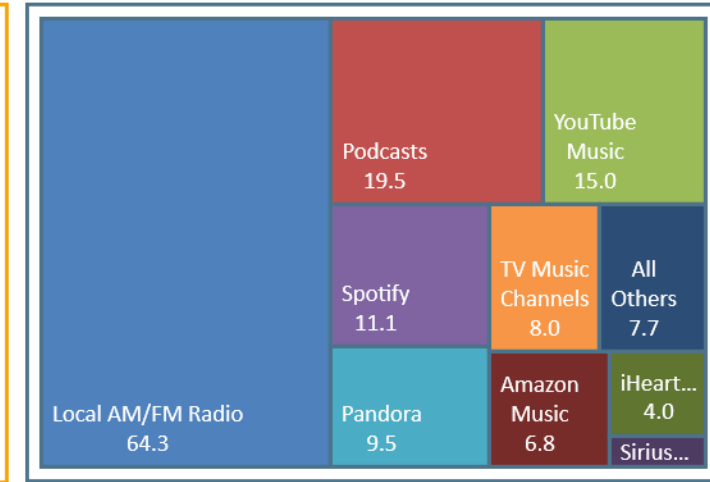
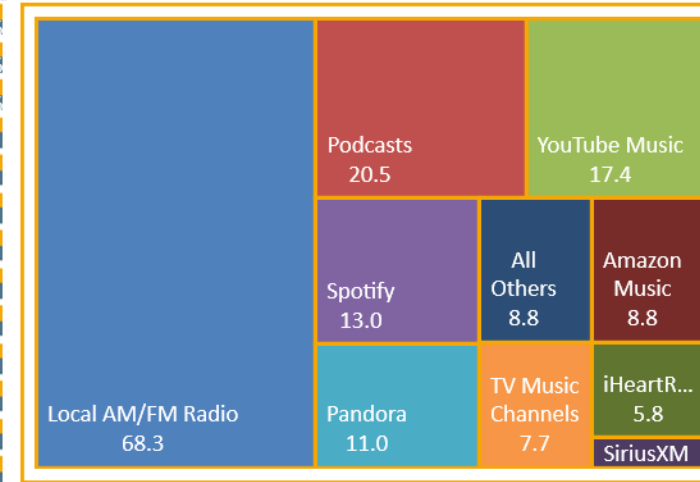
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

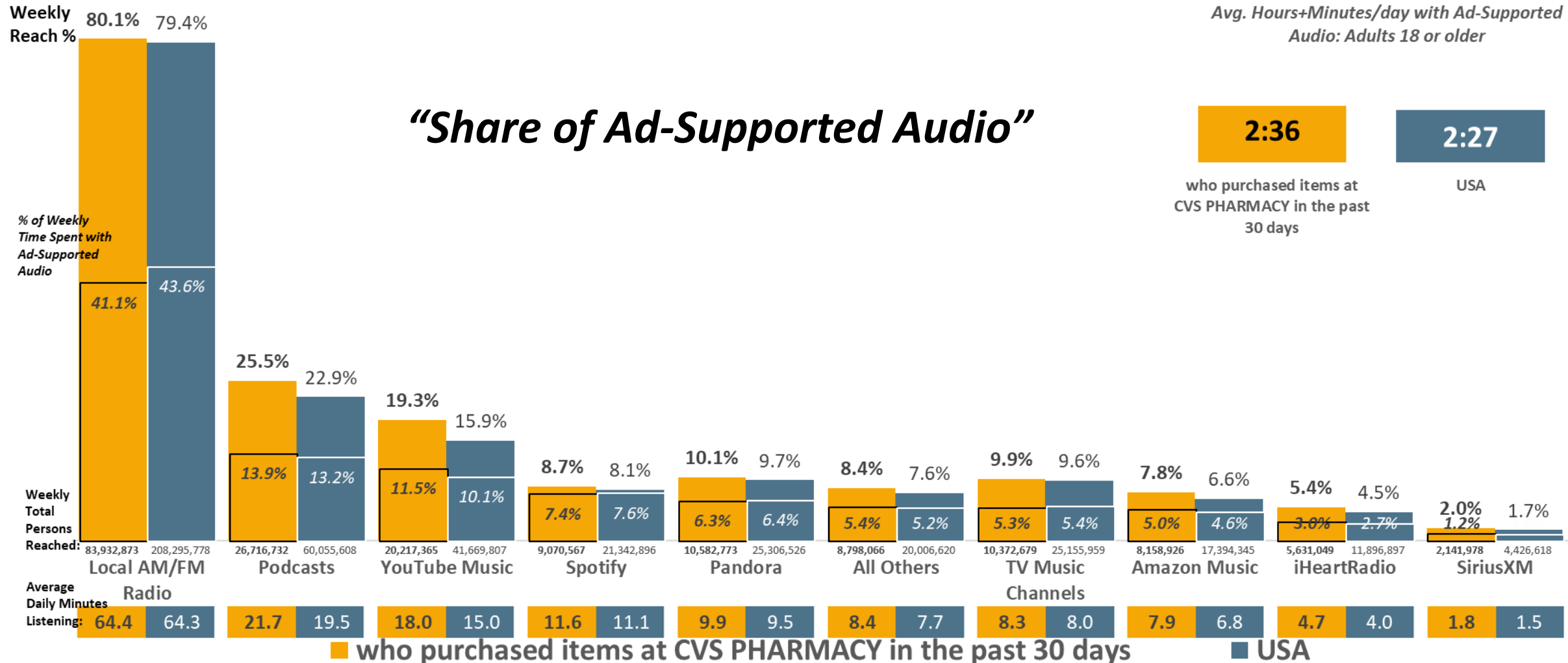


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



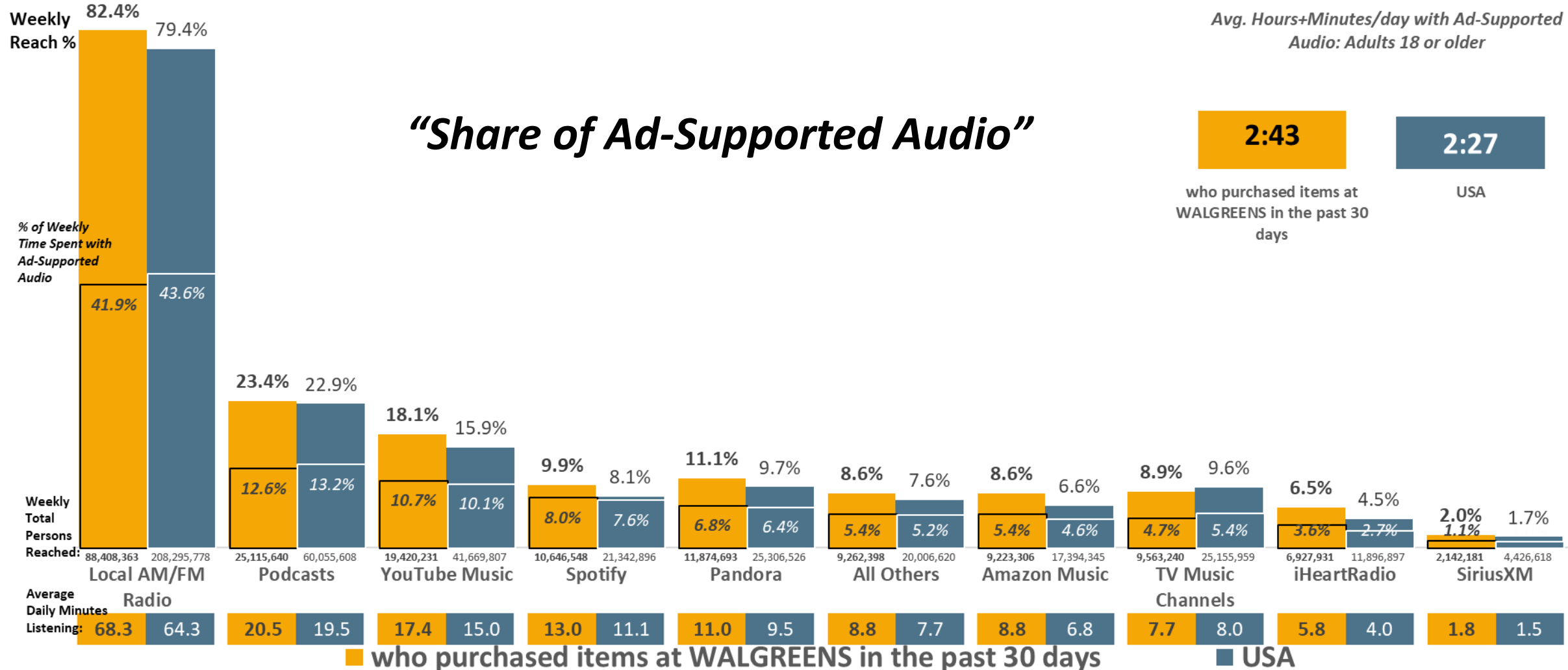


83,932,873 or 80.1% of Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.





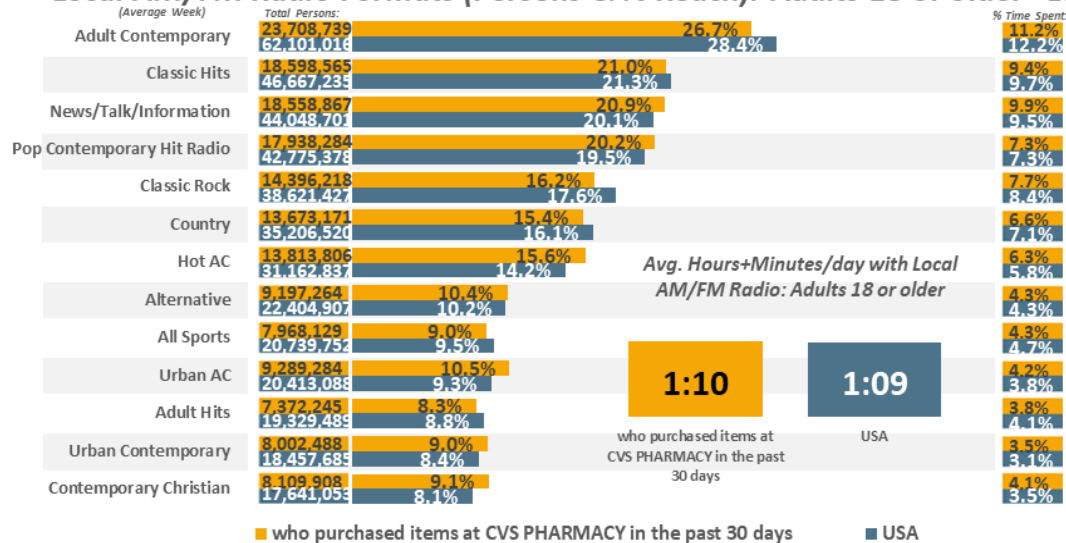
88,408,363 or 82.4% of Adults 18 or older who purchased items at WALGREENS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.3 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.



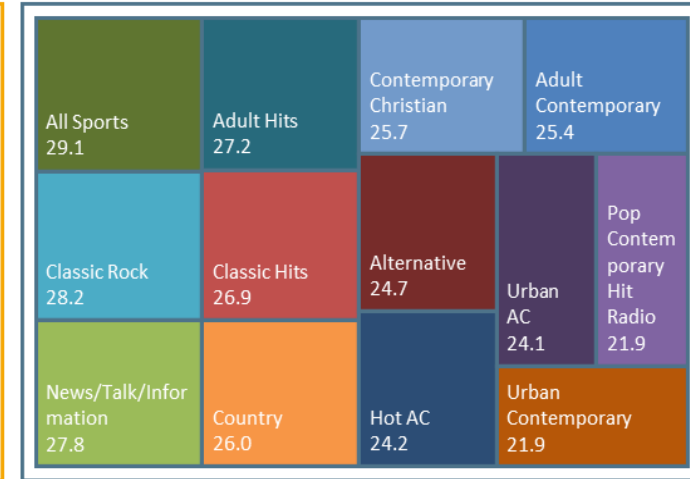
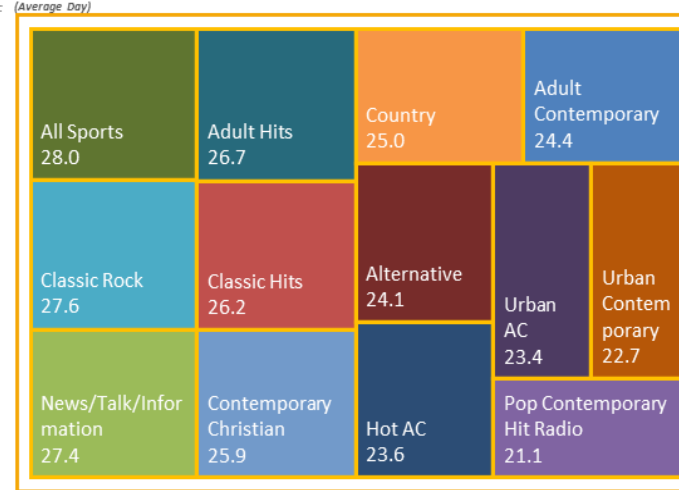


83,932,873 or 80.1% of Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Hot AC.

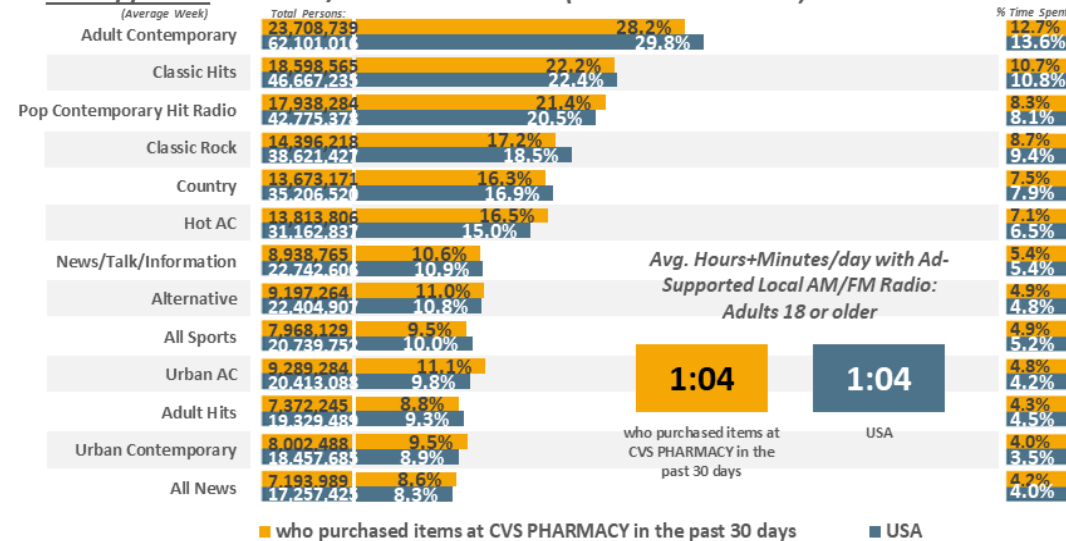
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



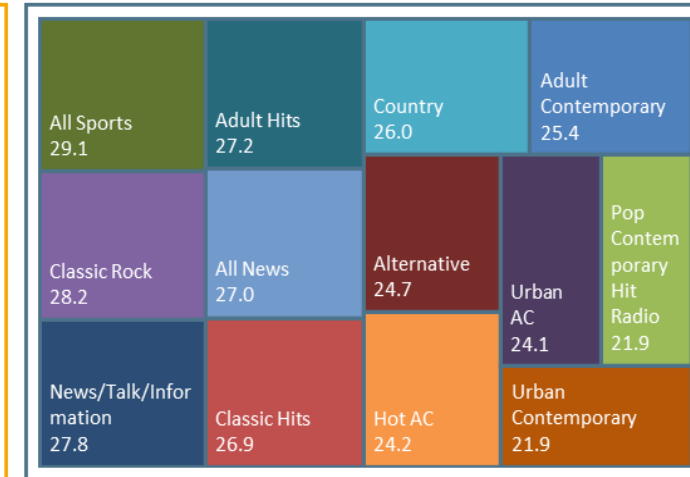
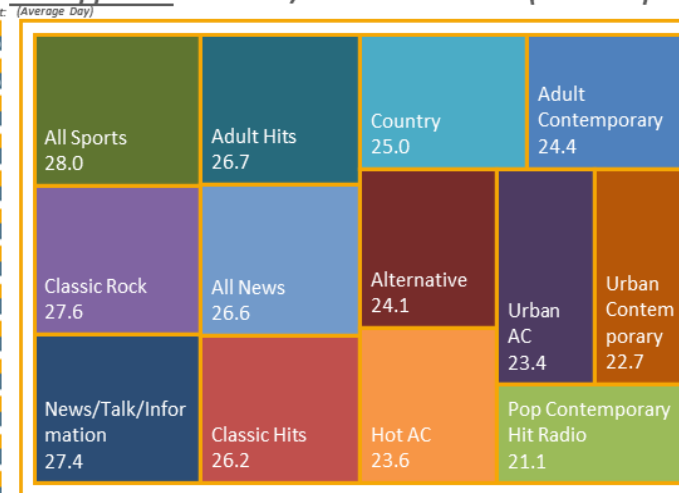
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



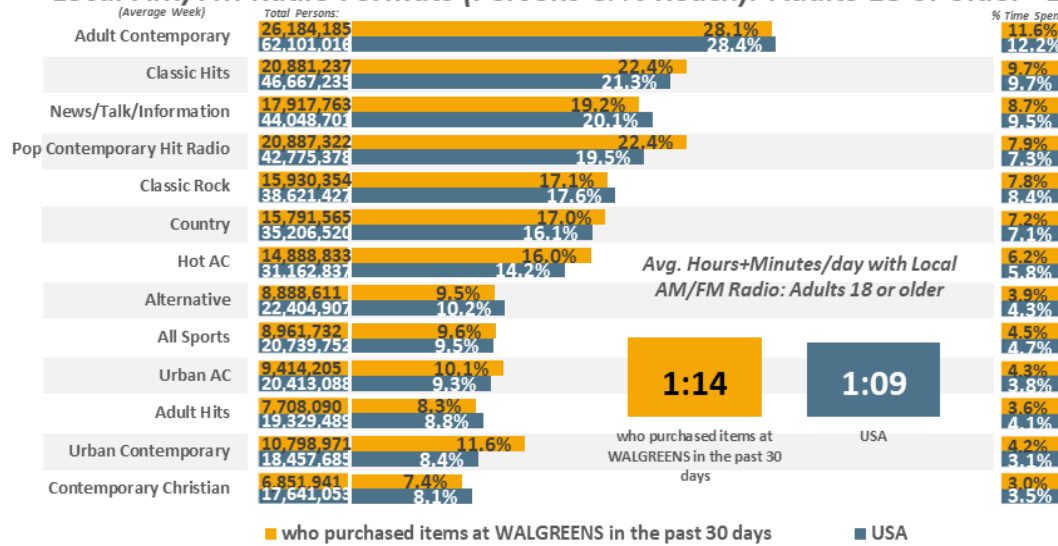
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



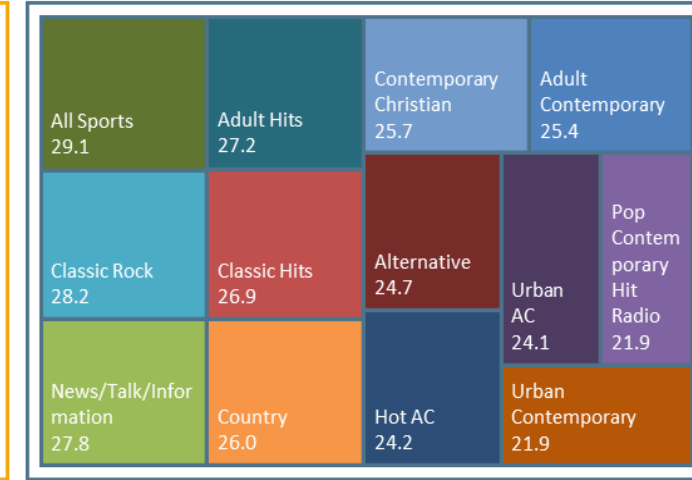
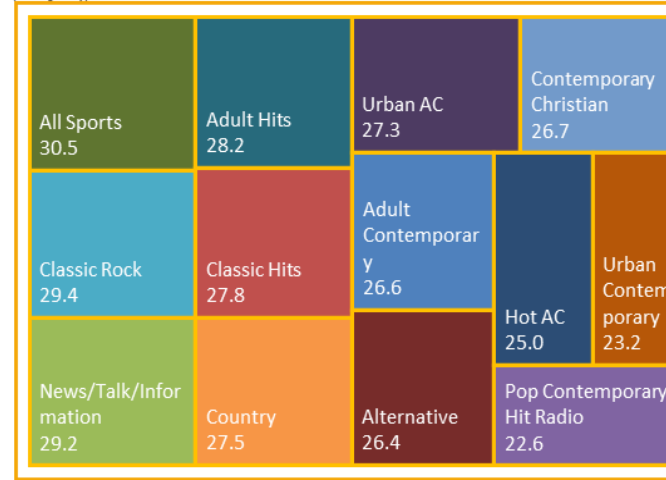


88,408,363 or 82.4% of Adults 18 or older who purchased items at WALGREENS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

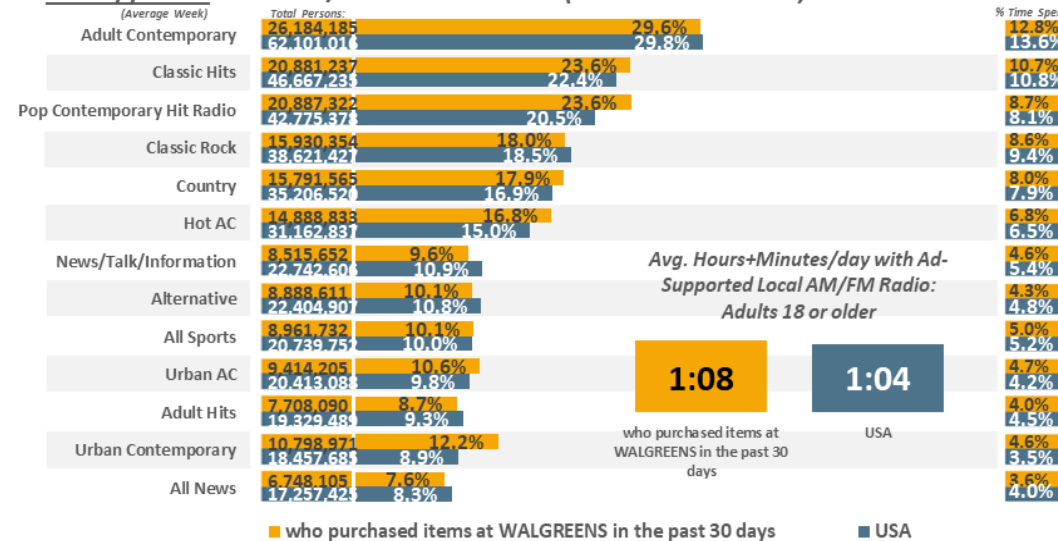
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



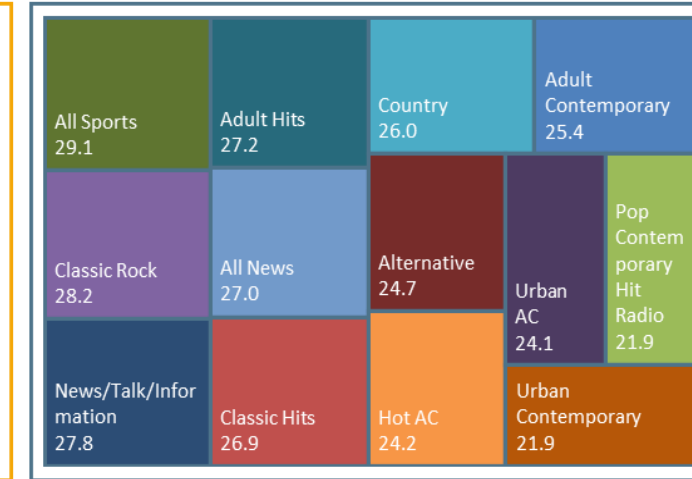
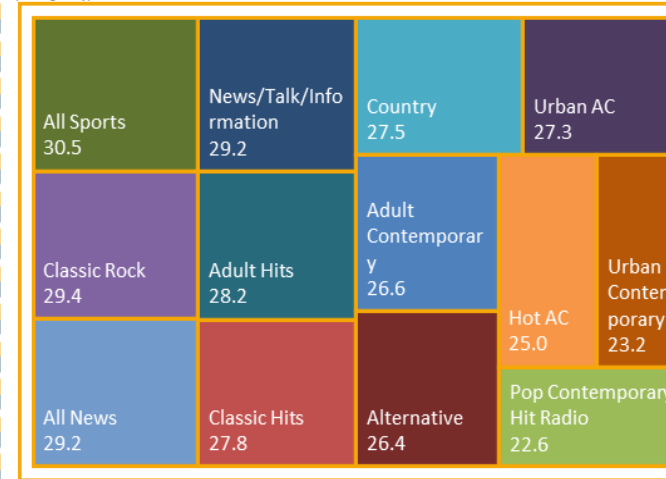
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



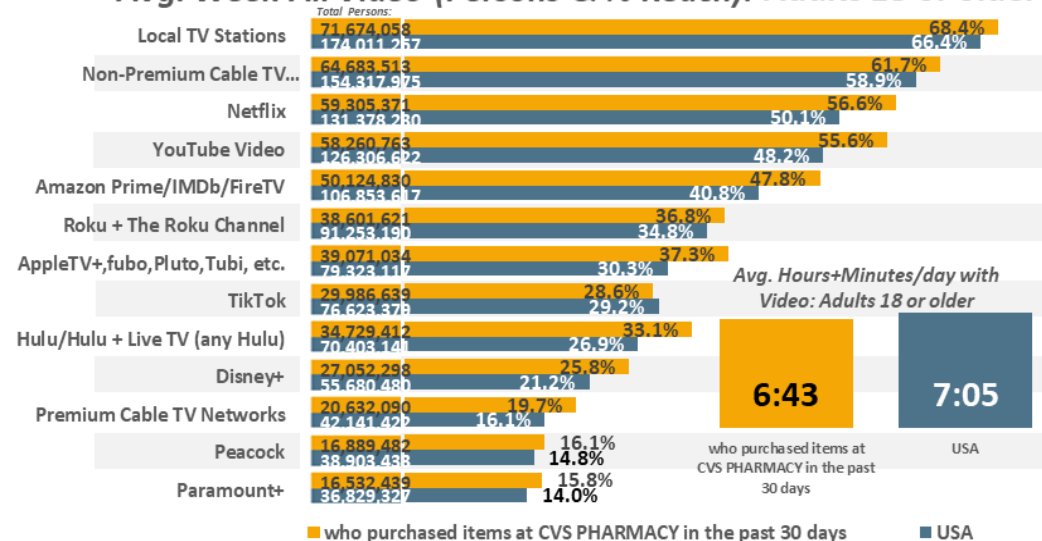
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



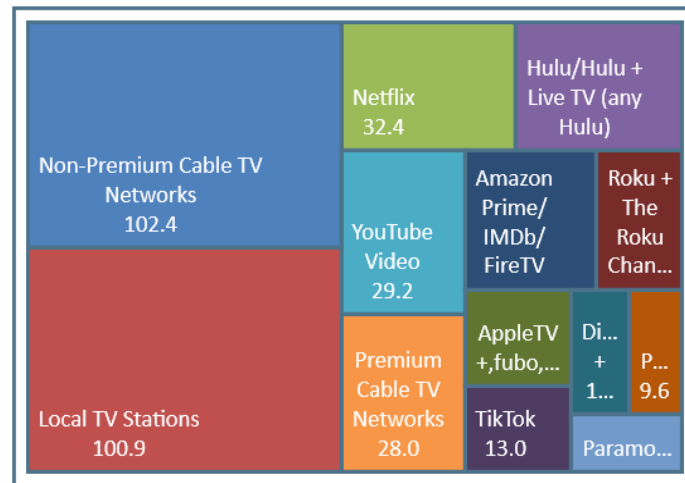
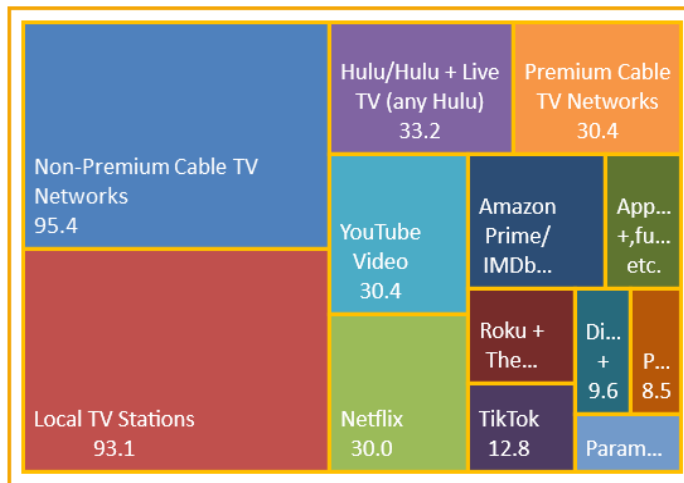


70,667,112 or 67.4% of Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days watch Ad-Supported Local TV Stations for an average of 87.4 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

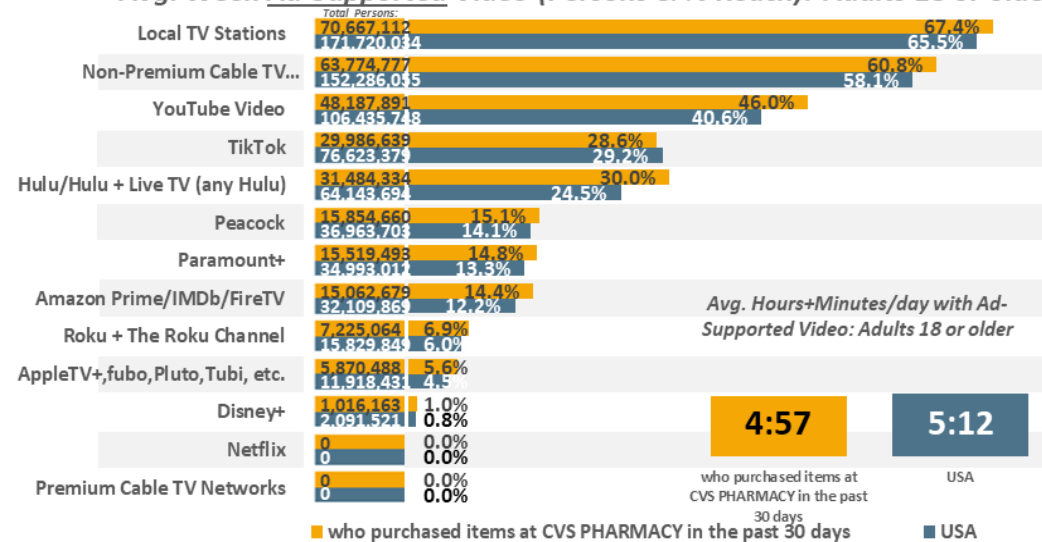
Avg. Week All Video (Persons & % Reach): Adults 18 or older



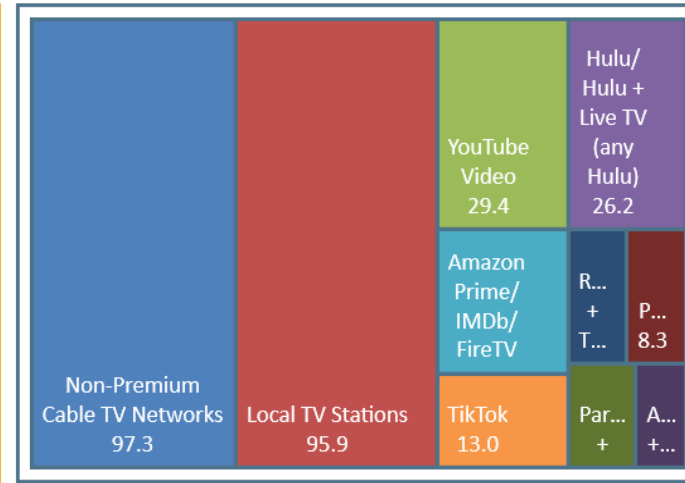
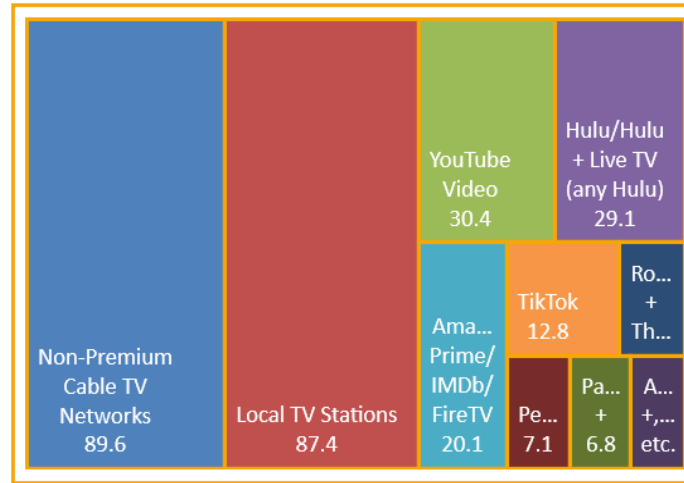
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

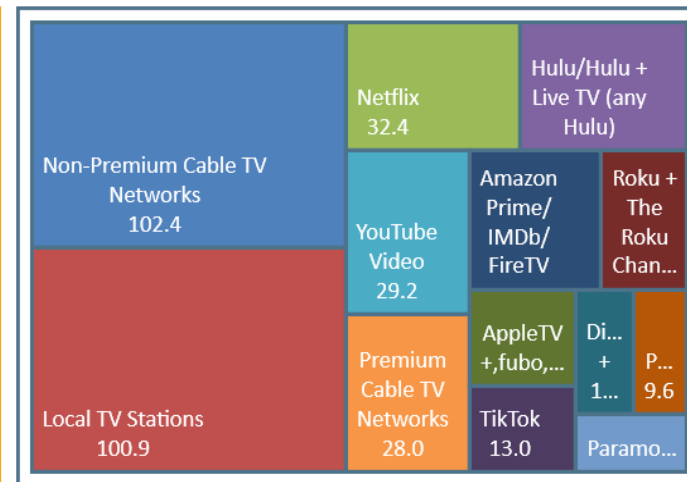
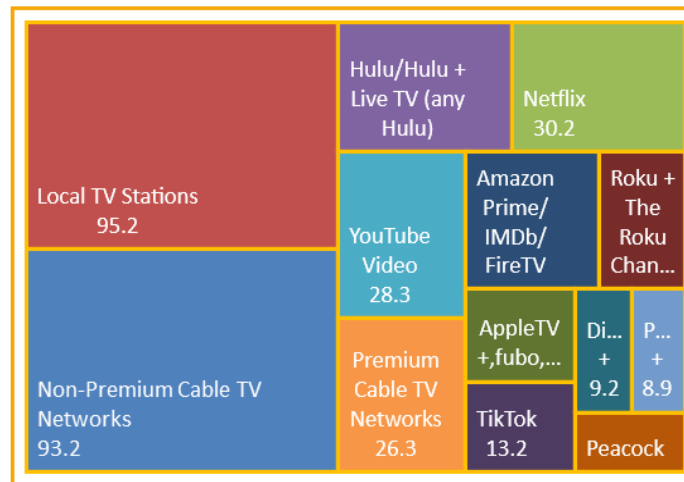
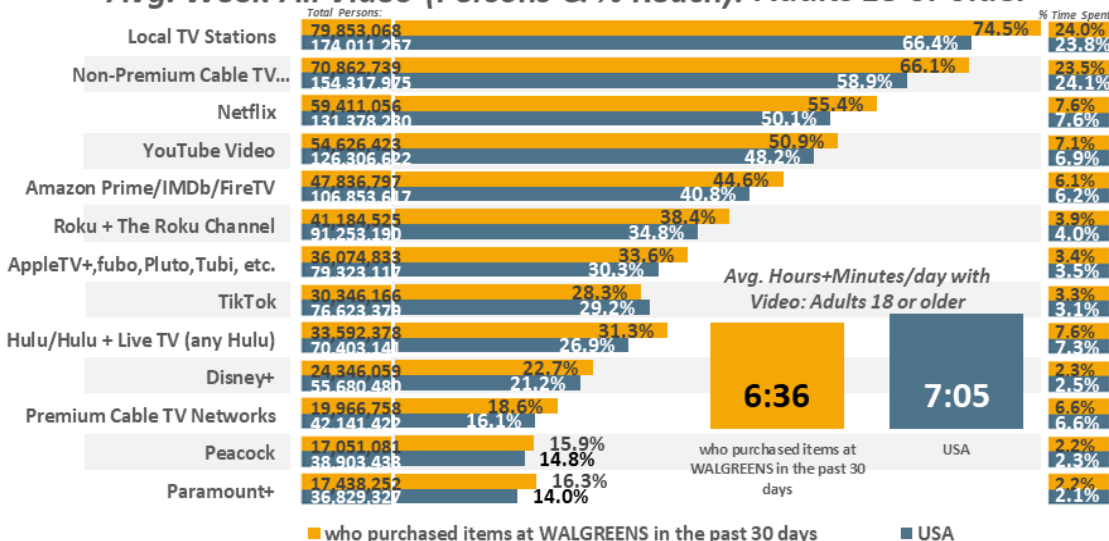




78,706,518 or 73.4% of Adults 18 or older who purchased items at WALGREENS in the past 30 days watch Ad-Supported Local TV Stations for an average of 89.5 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

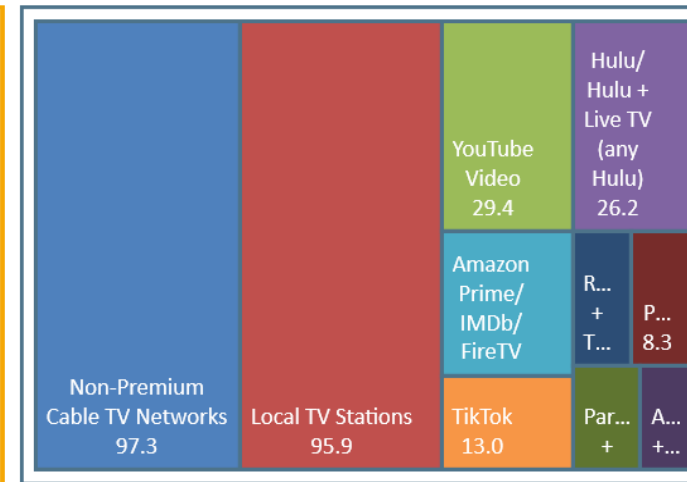
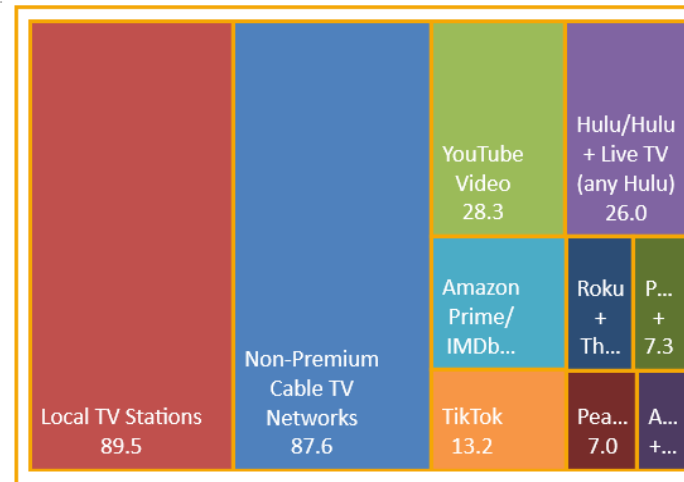
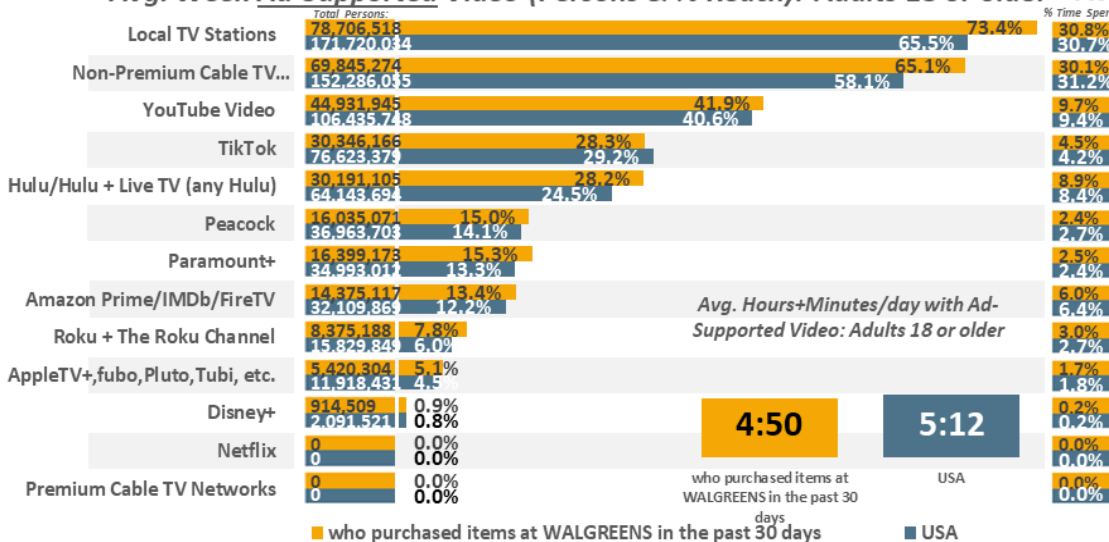
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

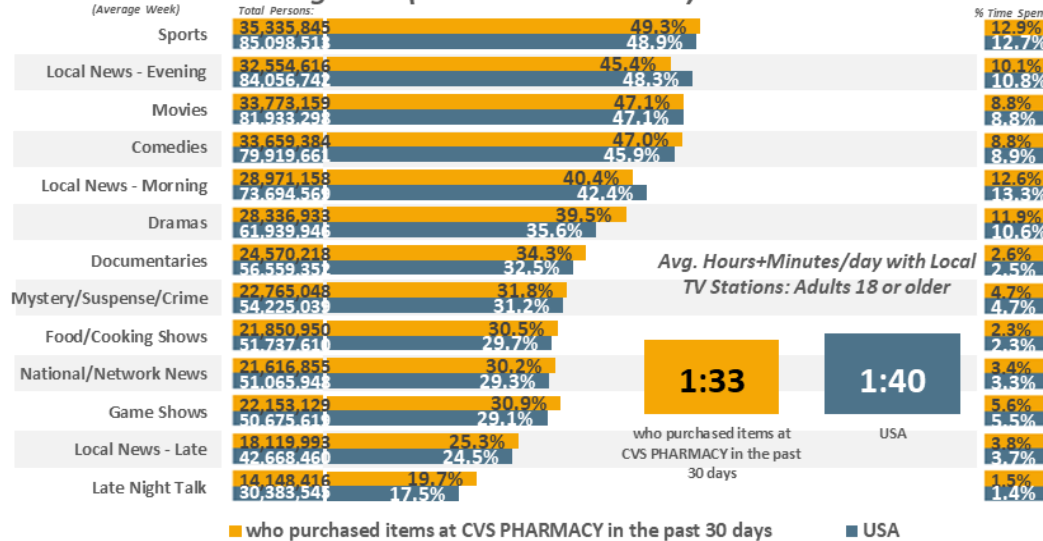
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



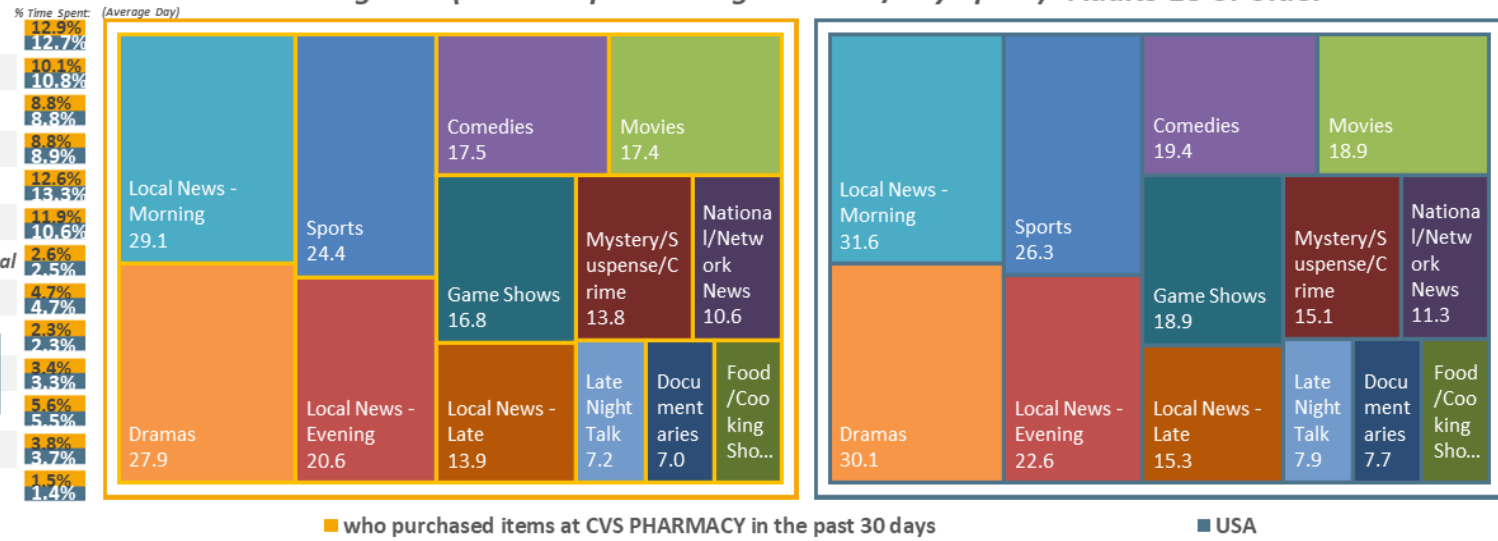


70,667,112 or 67.4% of Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

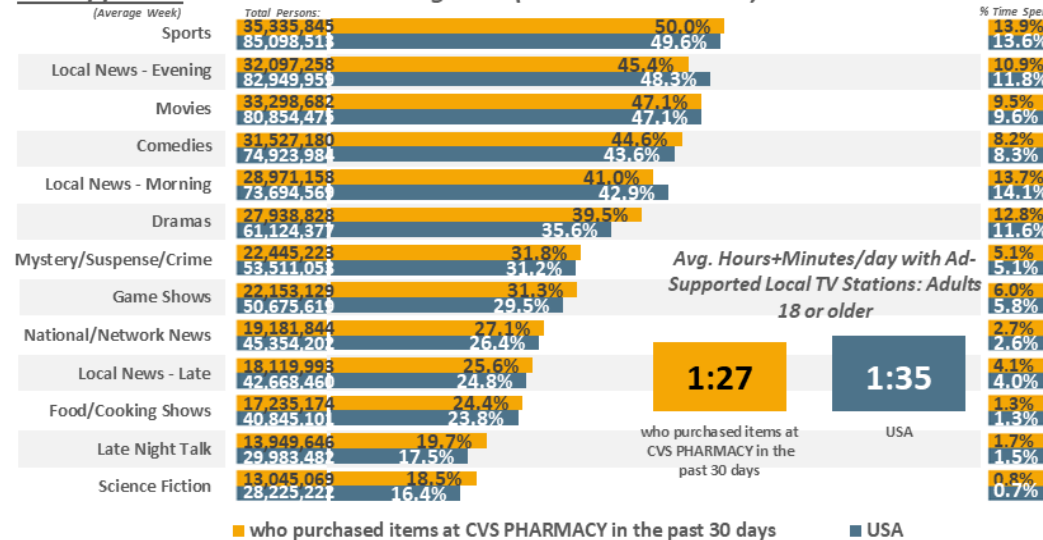
Local TV Station Programs (Persons & % Reach): Adults 18 or older



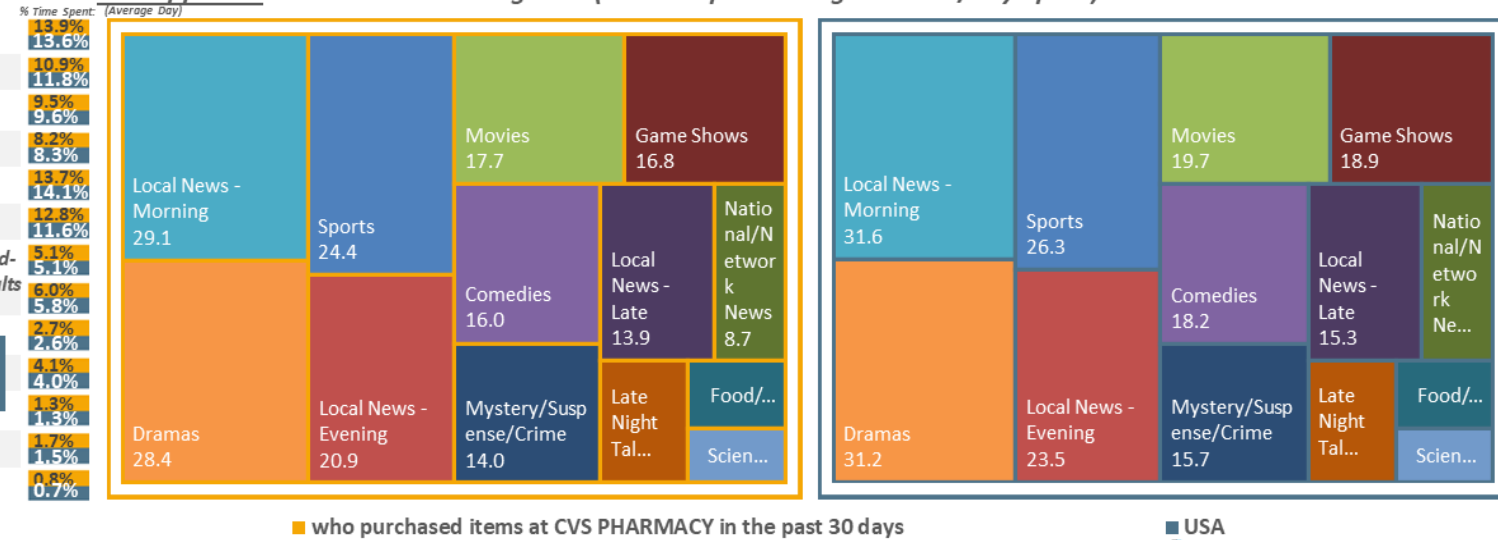
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



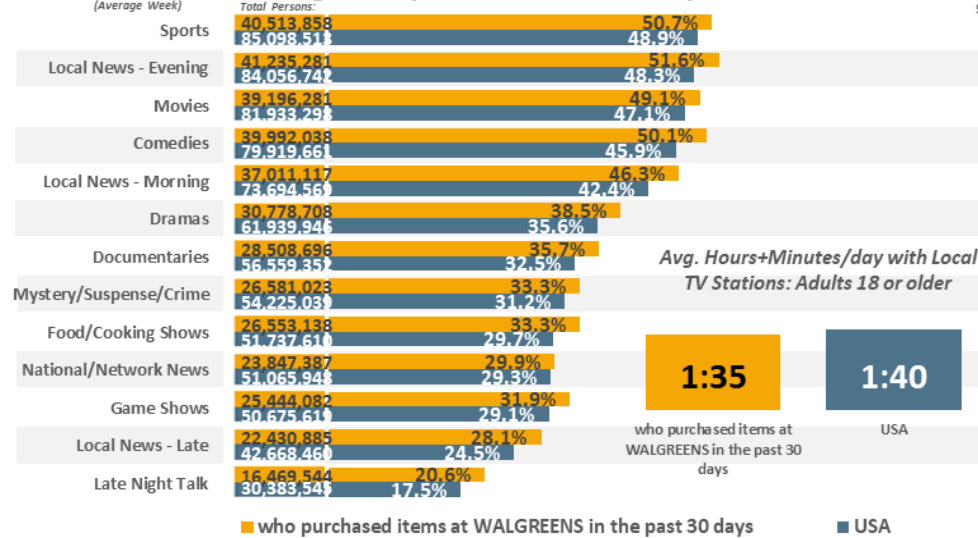
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



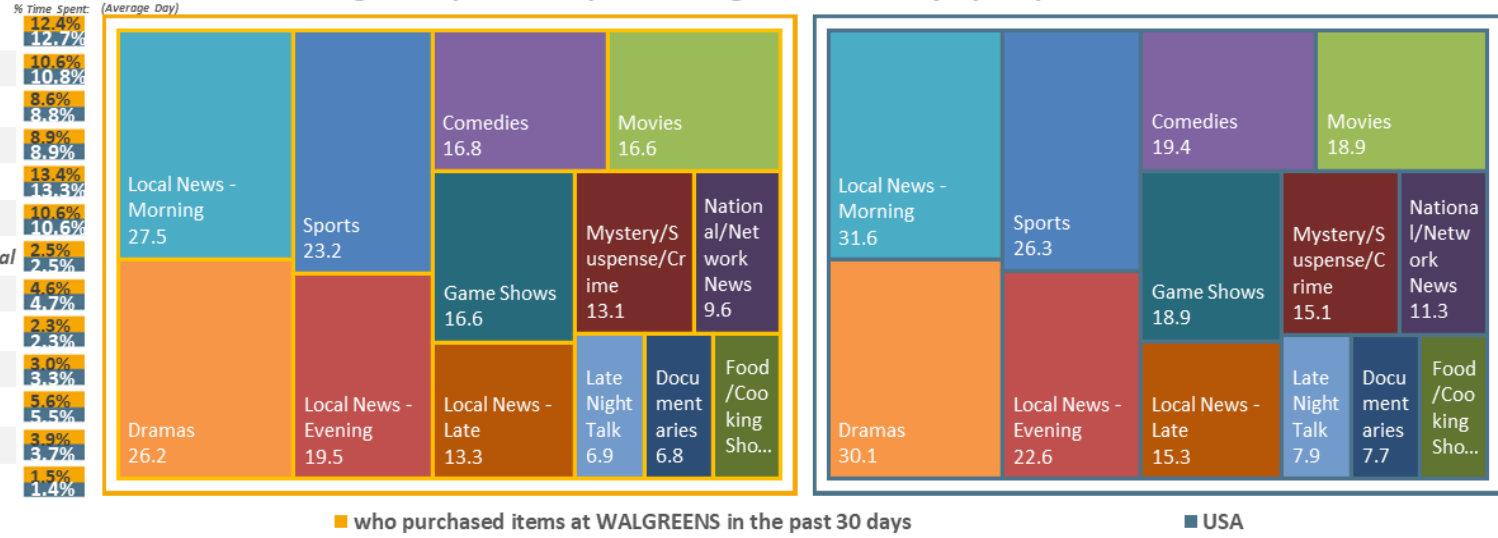


78,706,518 or 73.4% of Adults 18 or older who purchased items at WALGREENS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Comedies, Local News - Morning, and Dramas.

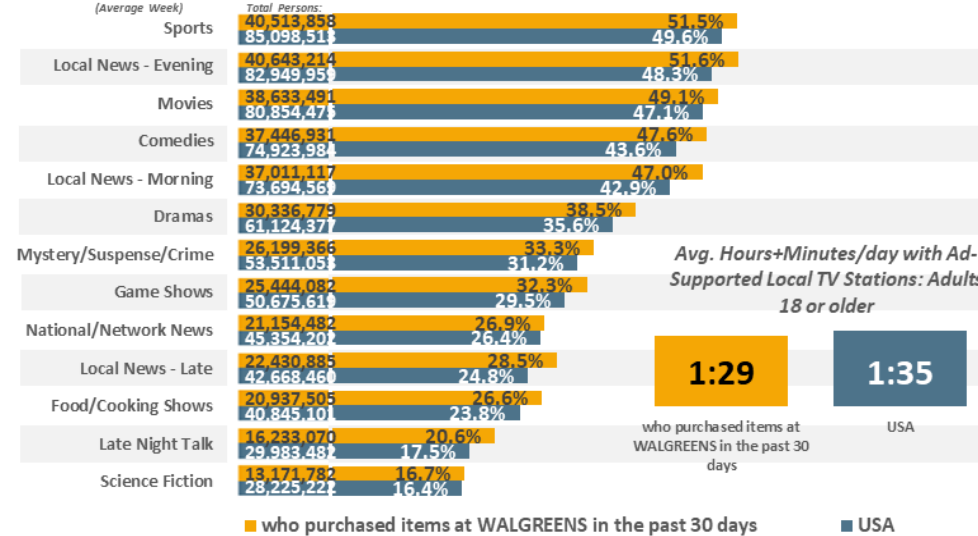
Local TV Station Programs (Persons & % Reach): Adults 18 or older



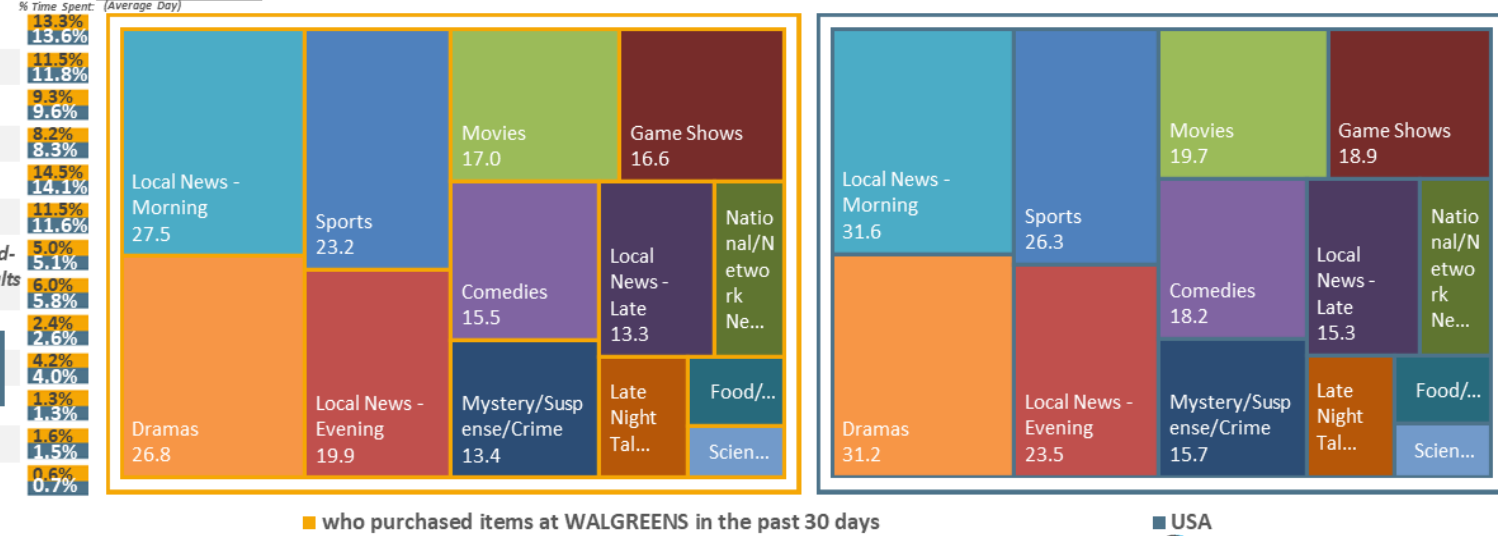
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



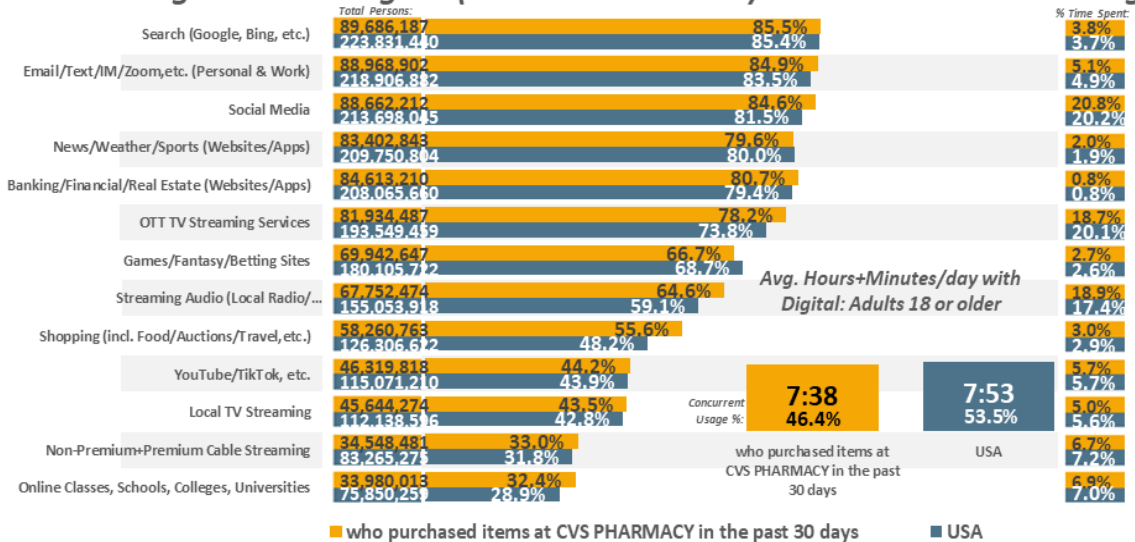
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



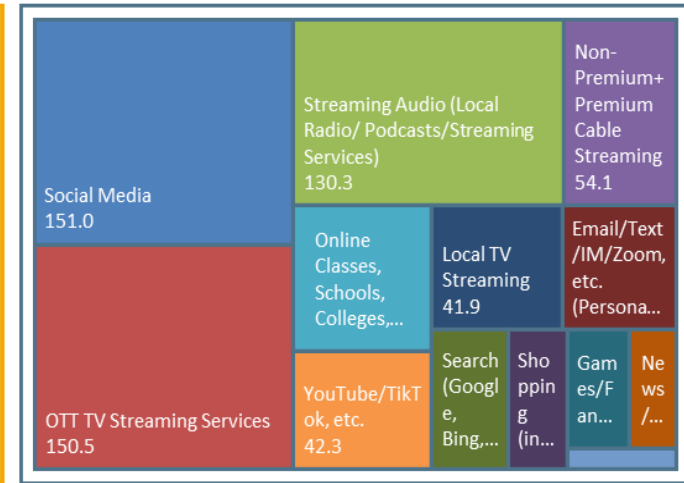
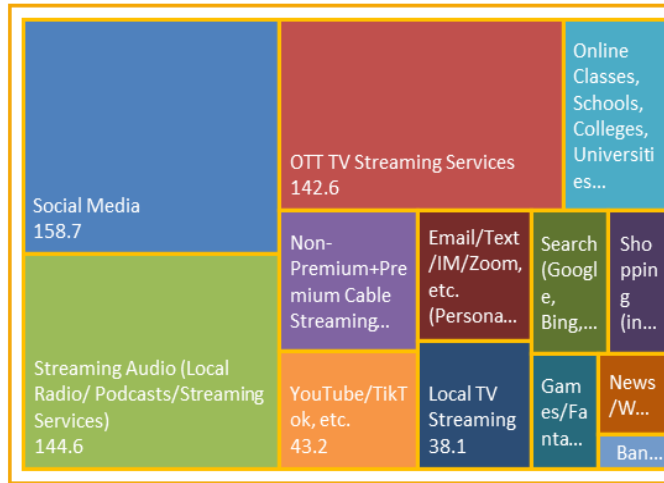


78,154,279 or 74.5% of Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days use Ad-Supported Social Media for an average of 139.9 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

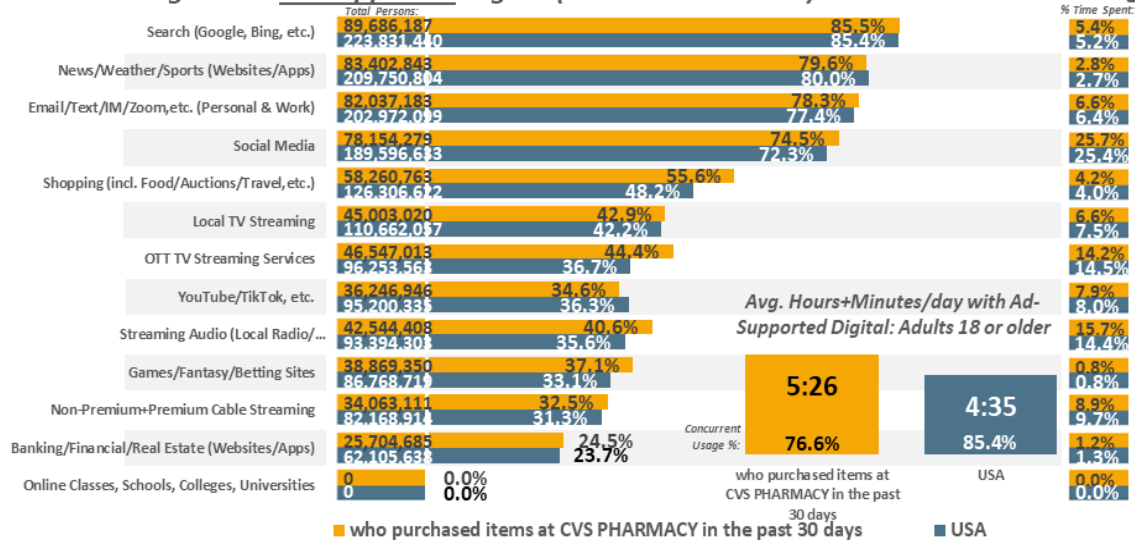
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



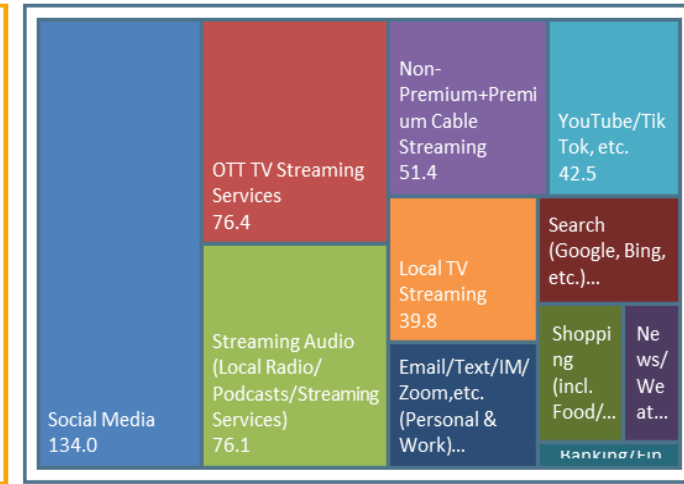
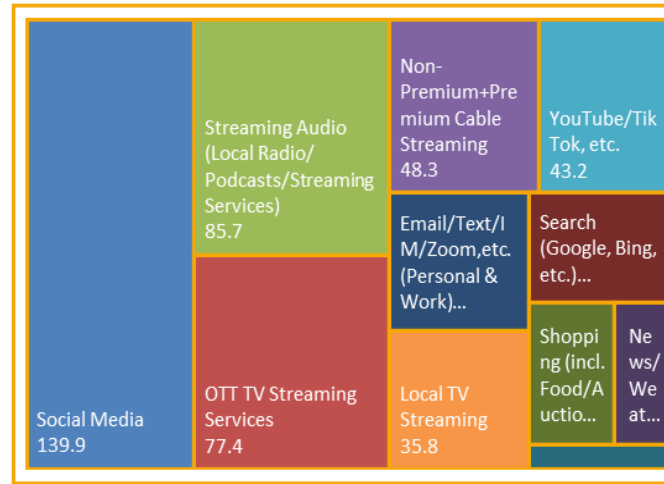
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



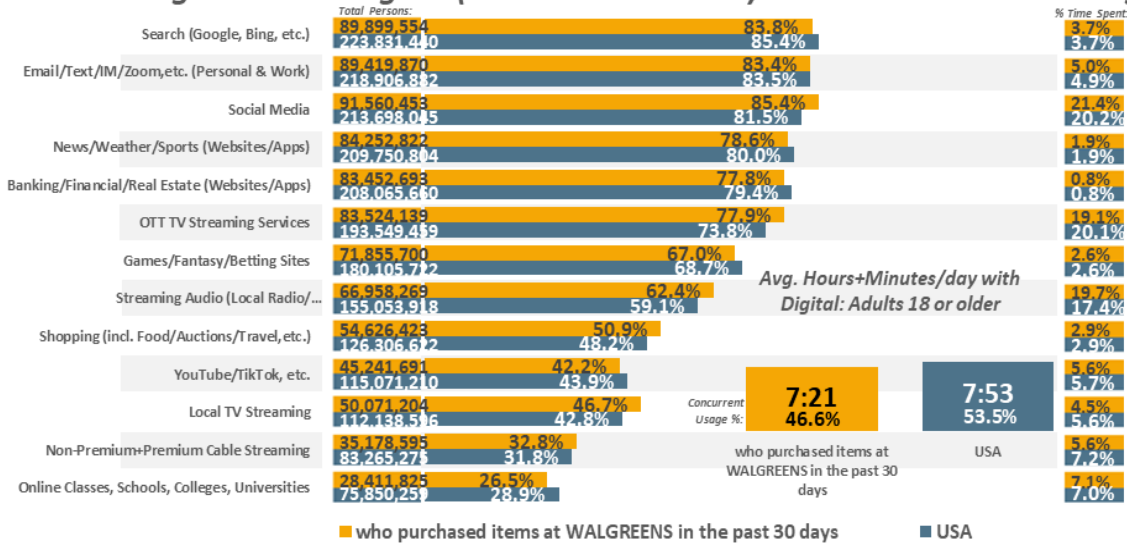
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



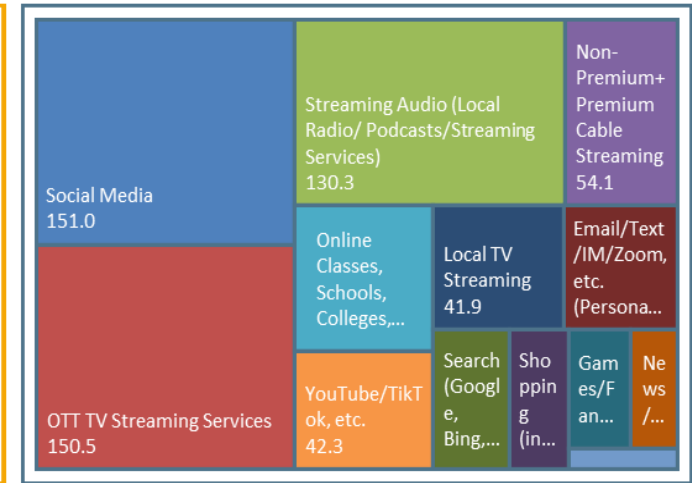
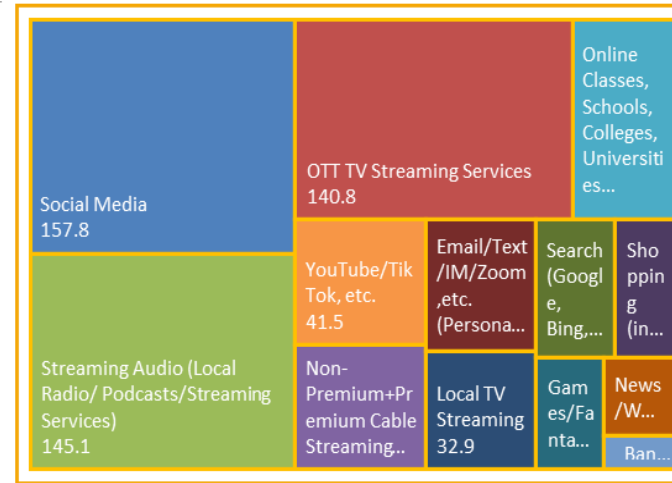


82,094,041 or 76.6% of Adults 18 or older who purchased items at WALGREENS in the past 30 days use Ad-Supported Social Media for an average of 141.5 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

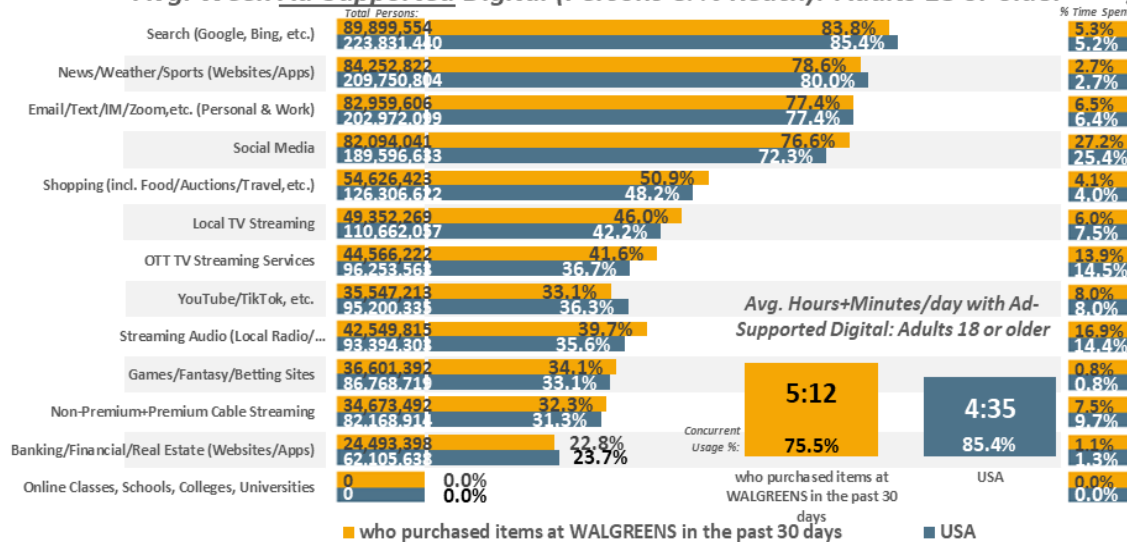
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



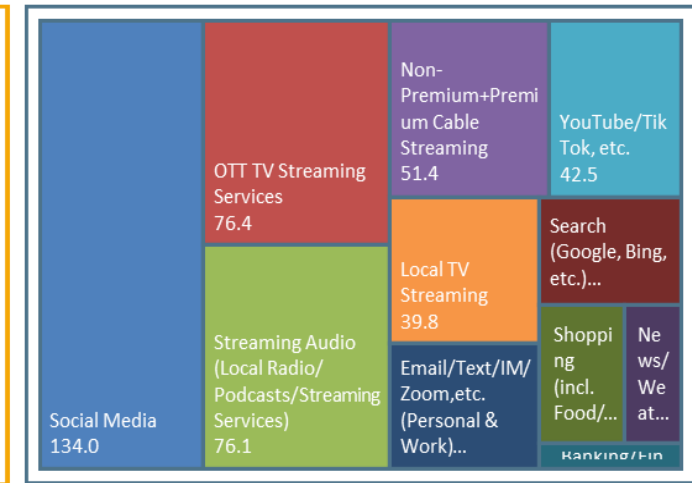
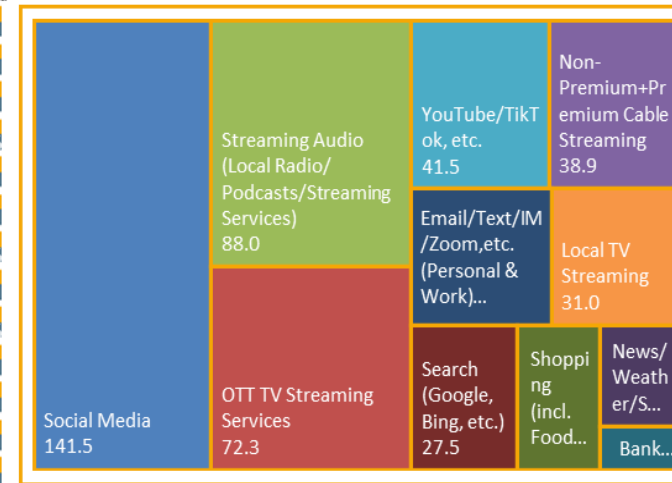
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

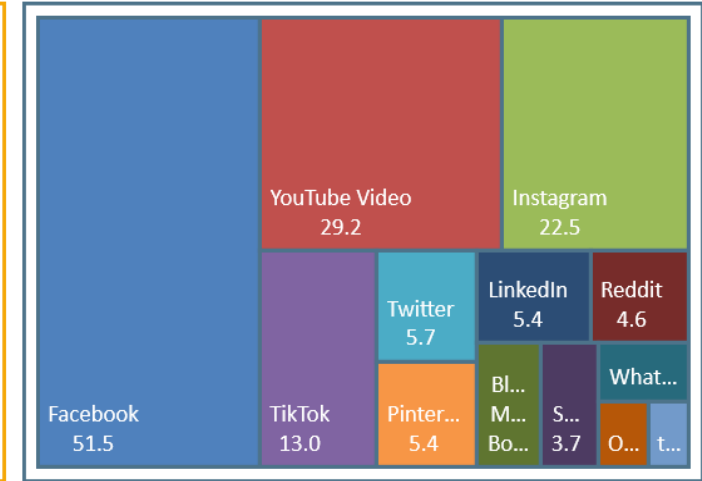
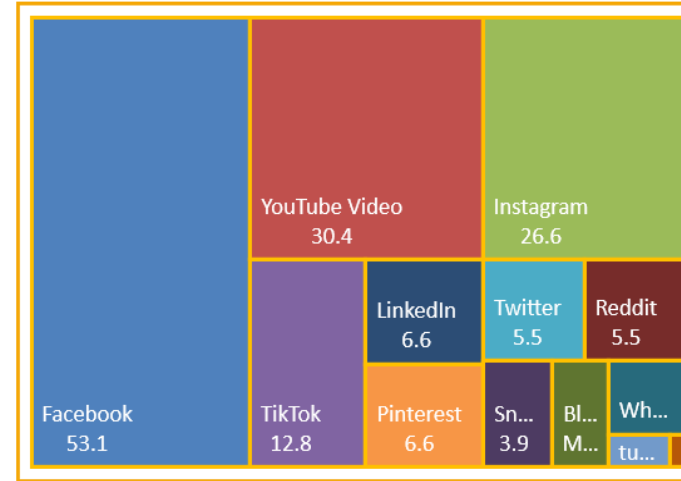
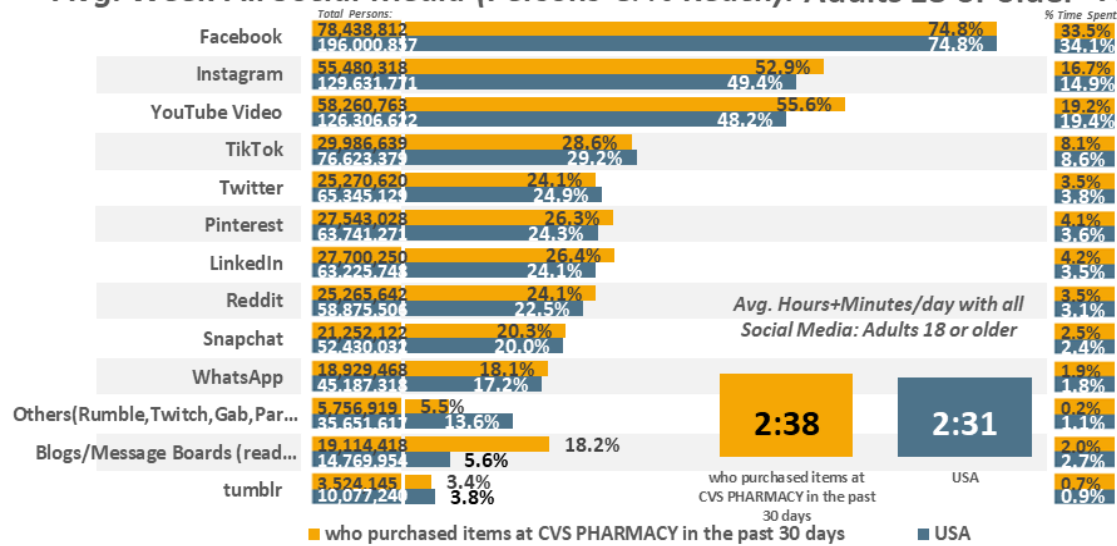




78,154,279 or 74.5% of Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days use Ad-Supported Facebook for an average of 47.9 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

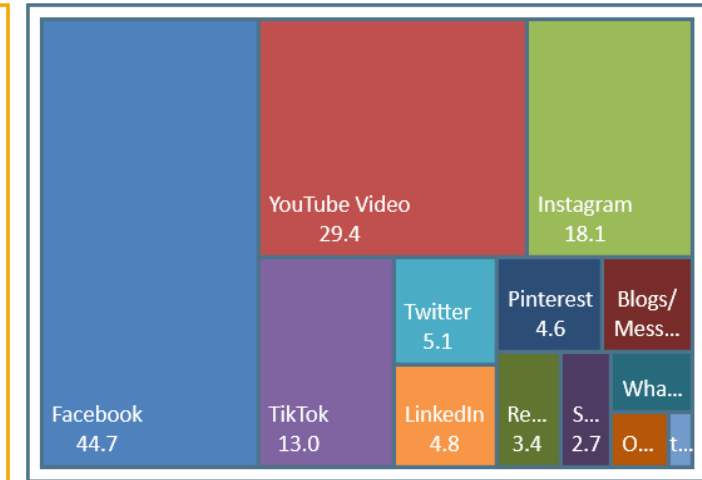
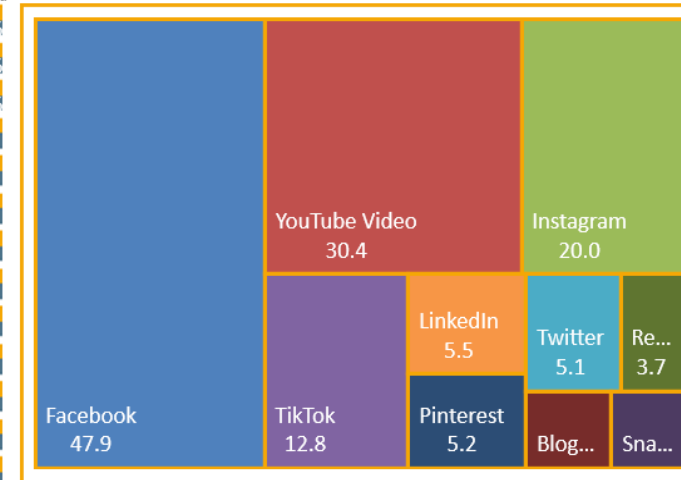
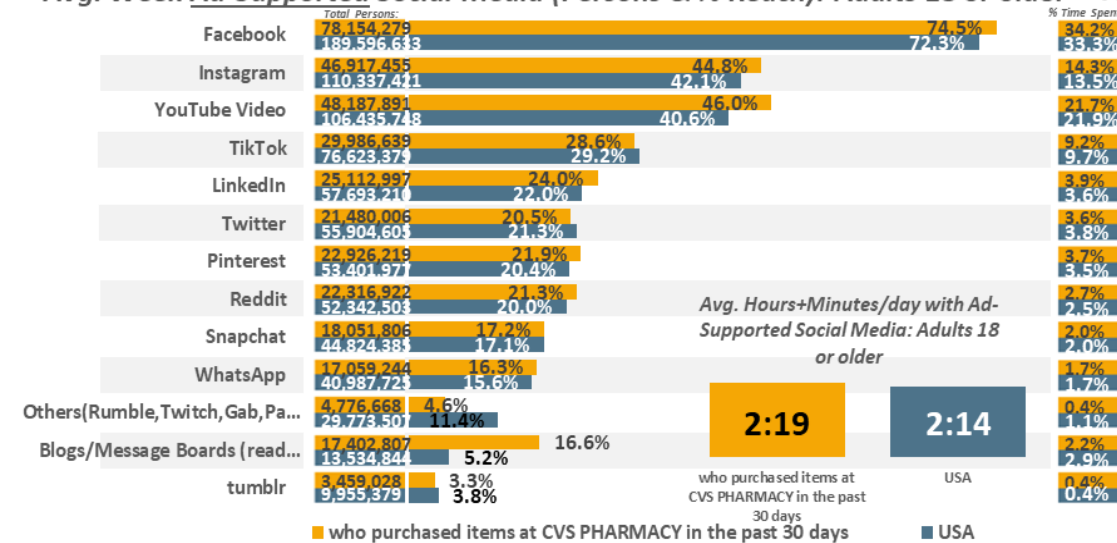
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

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

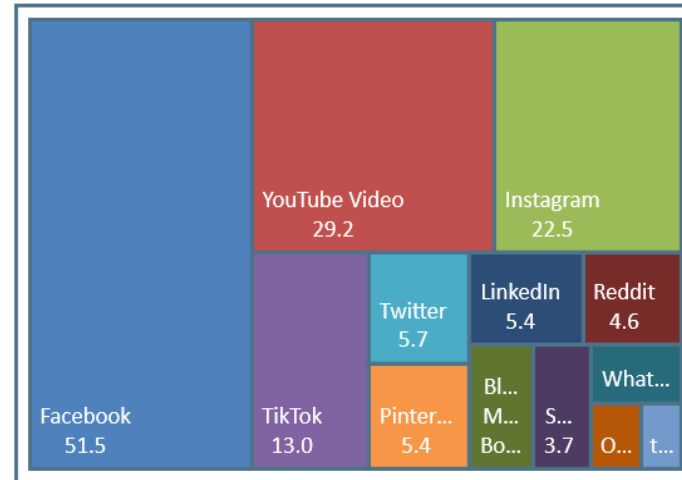
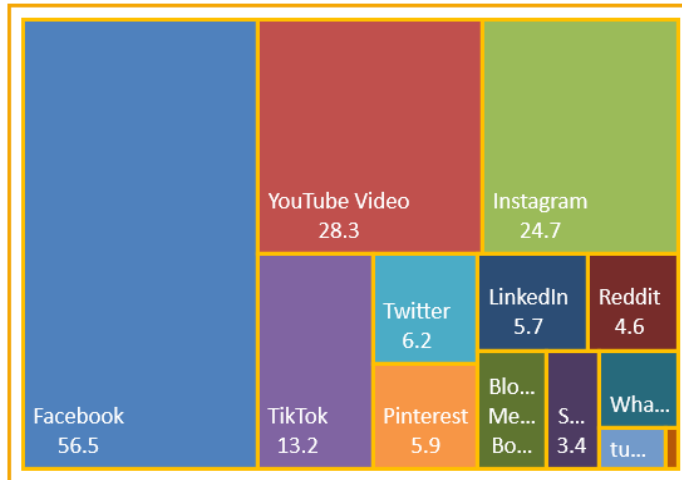
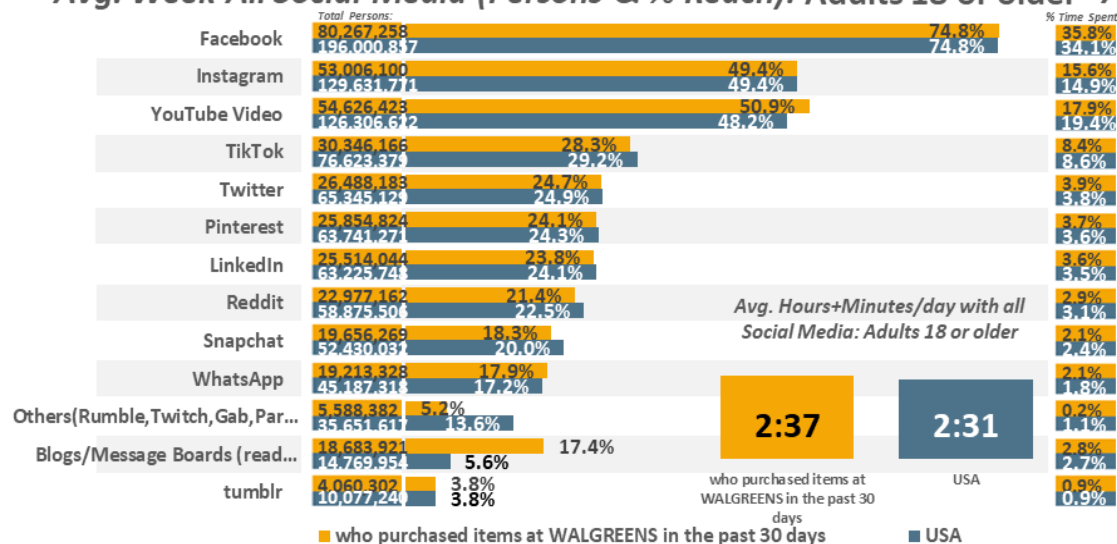




80,267,258 or 74.8% of Adults 18 or older who purchased items at WALGREENS in the past 30 days use Ad-Supported Facebook for an average of 50.2 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

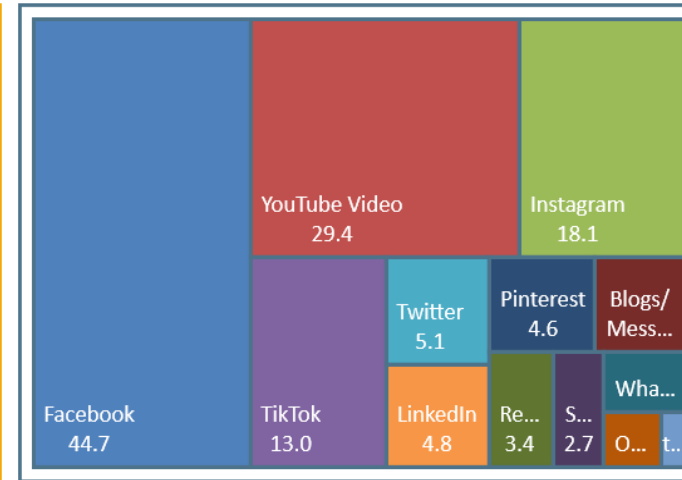
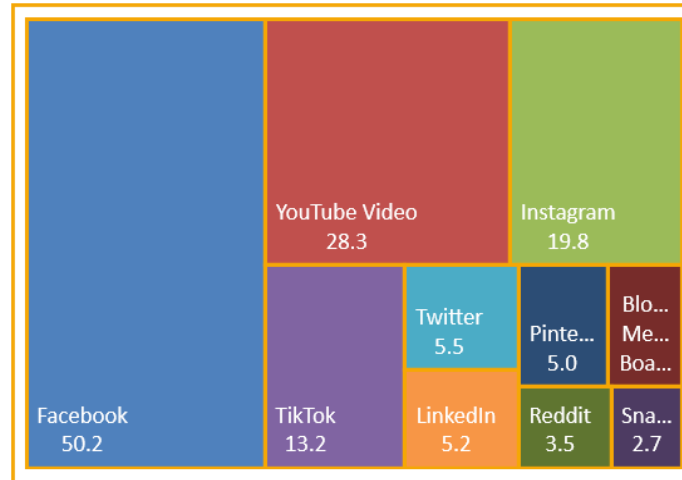
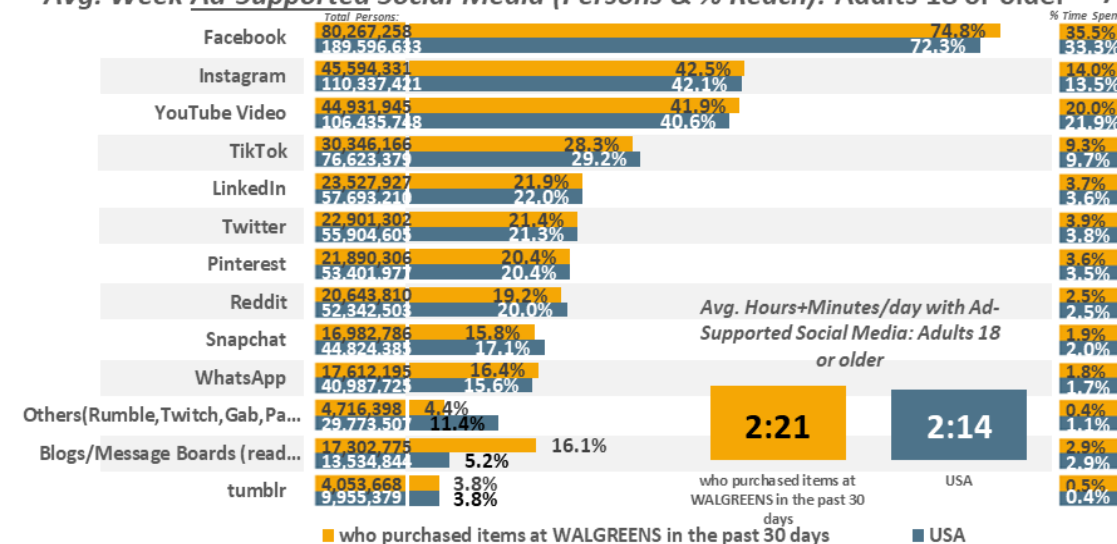
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

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

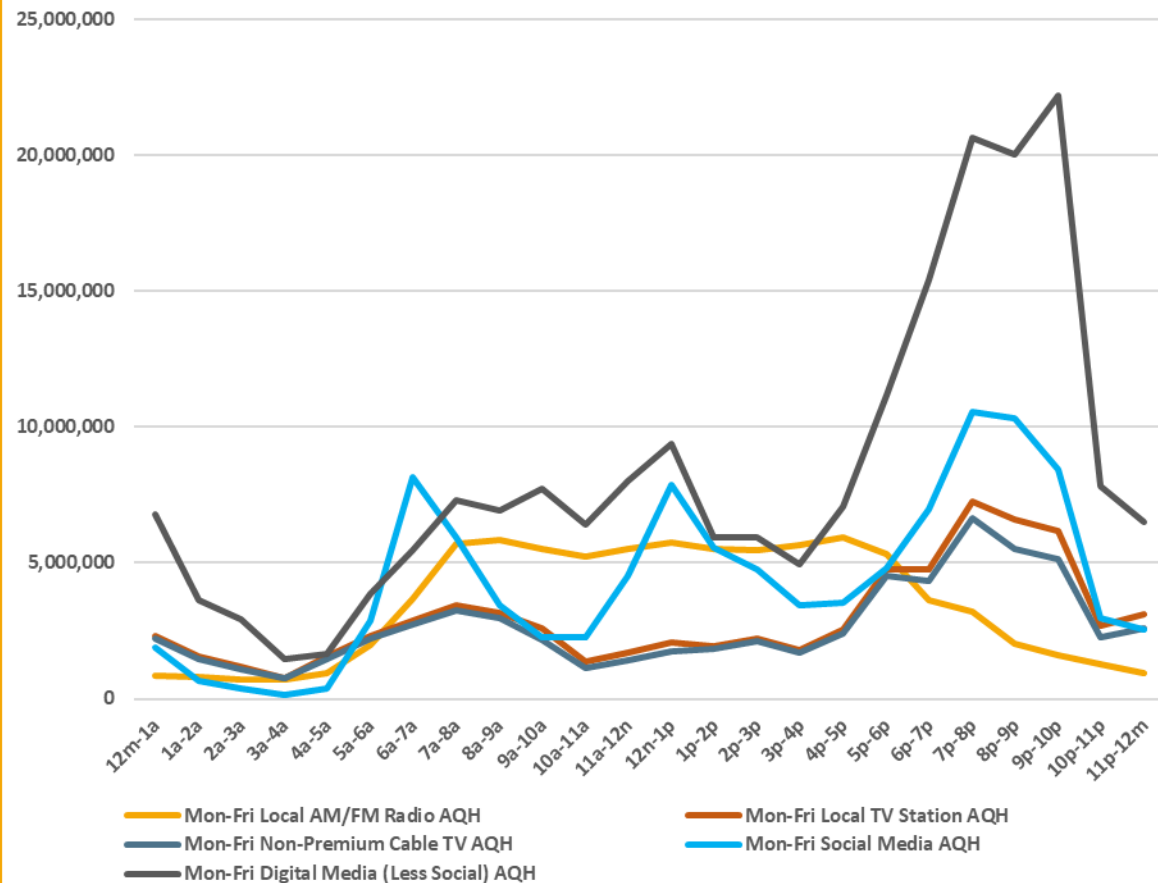
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



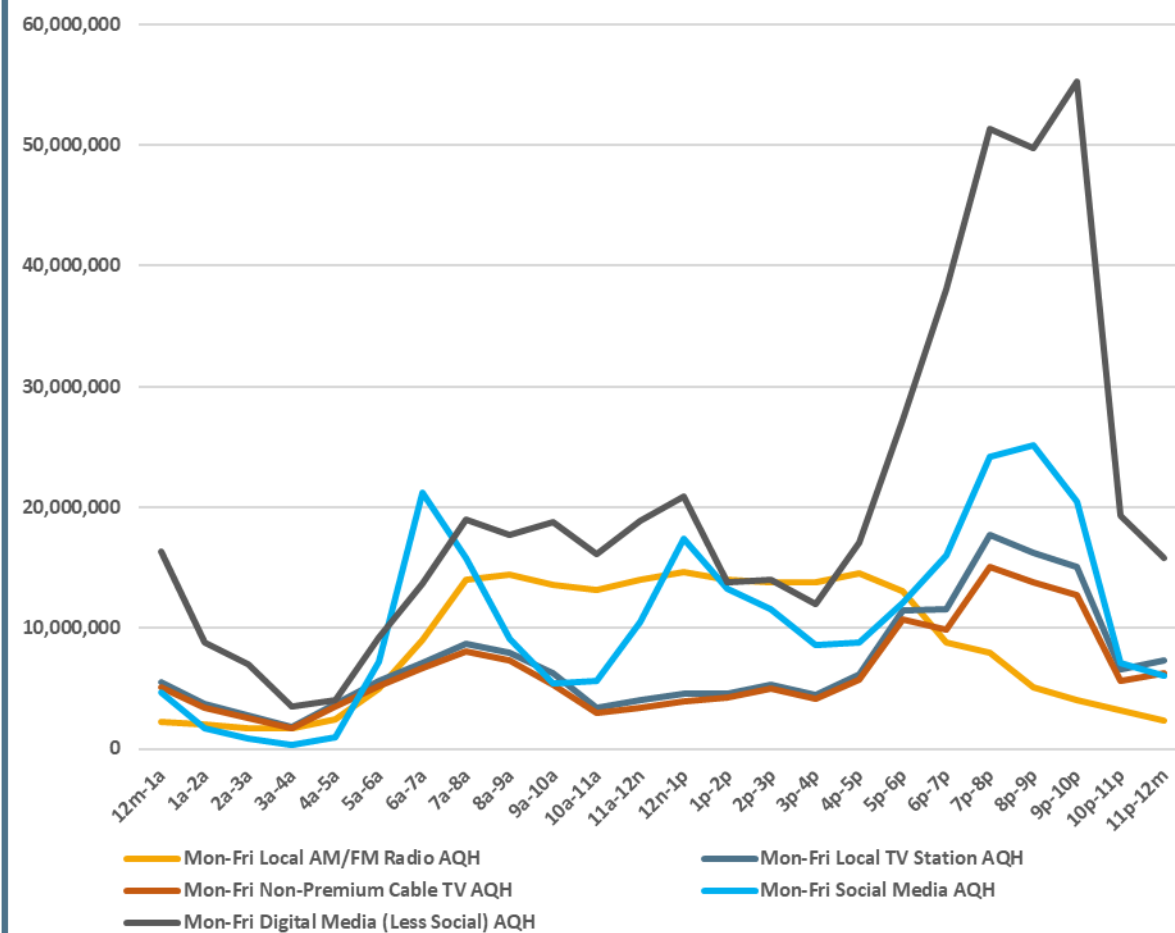


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,825,003; Local Radio: 5,294,270; Social Media: 4,889,816; Local TV: 2,707,135; Non-Prem. Cable: 2,494,201 reaching Adults 18 or older who purchased items at CVS PHARMAC

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who purchased items at CVS PHARMACY
in the past 30 days



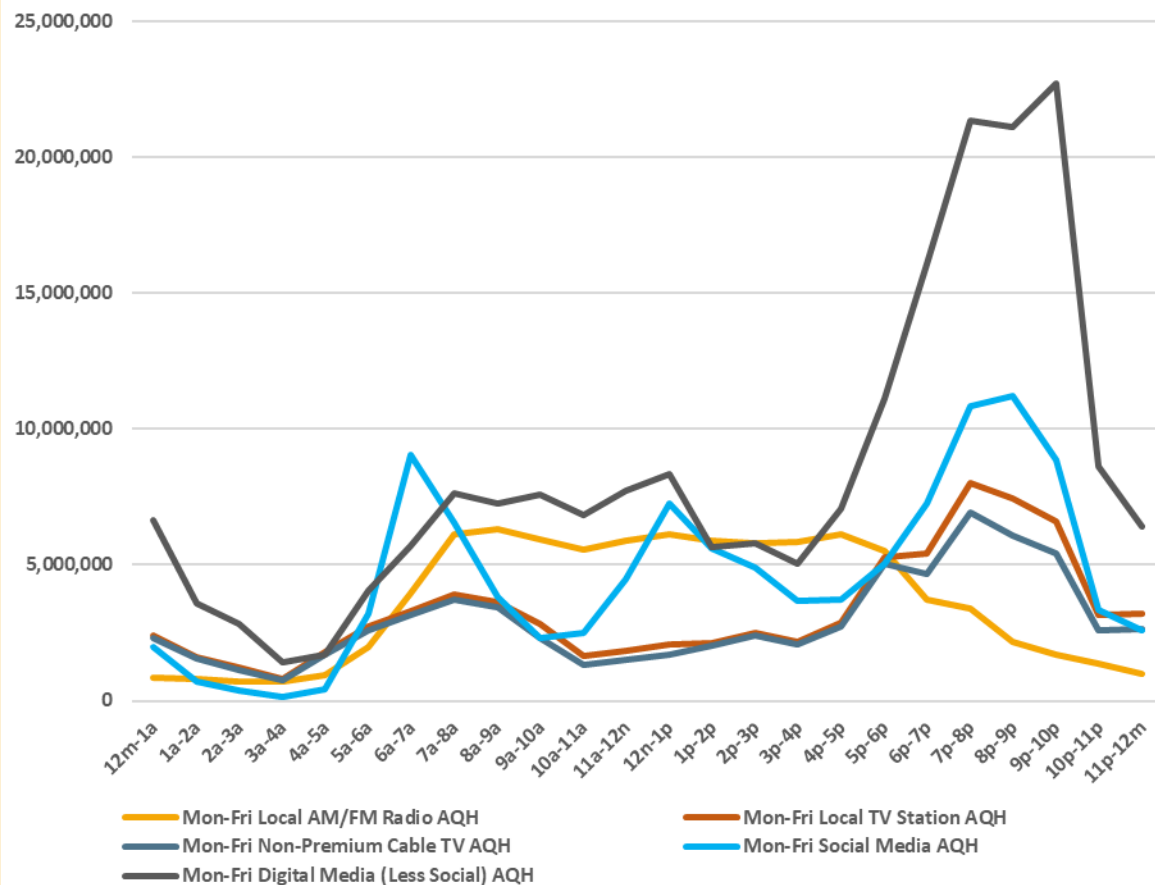
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older



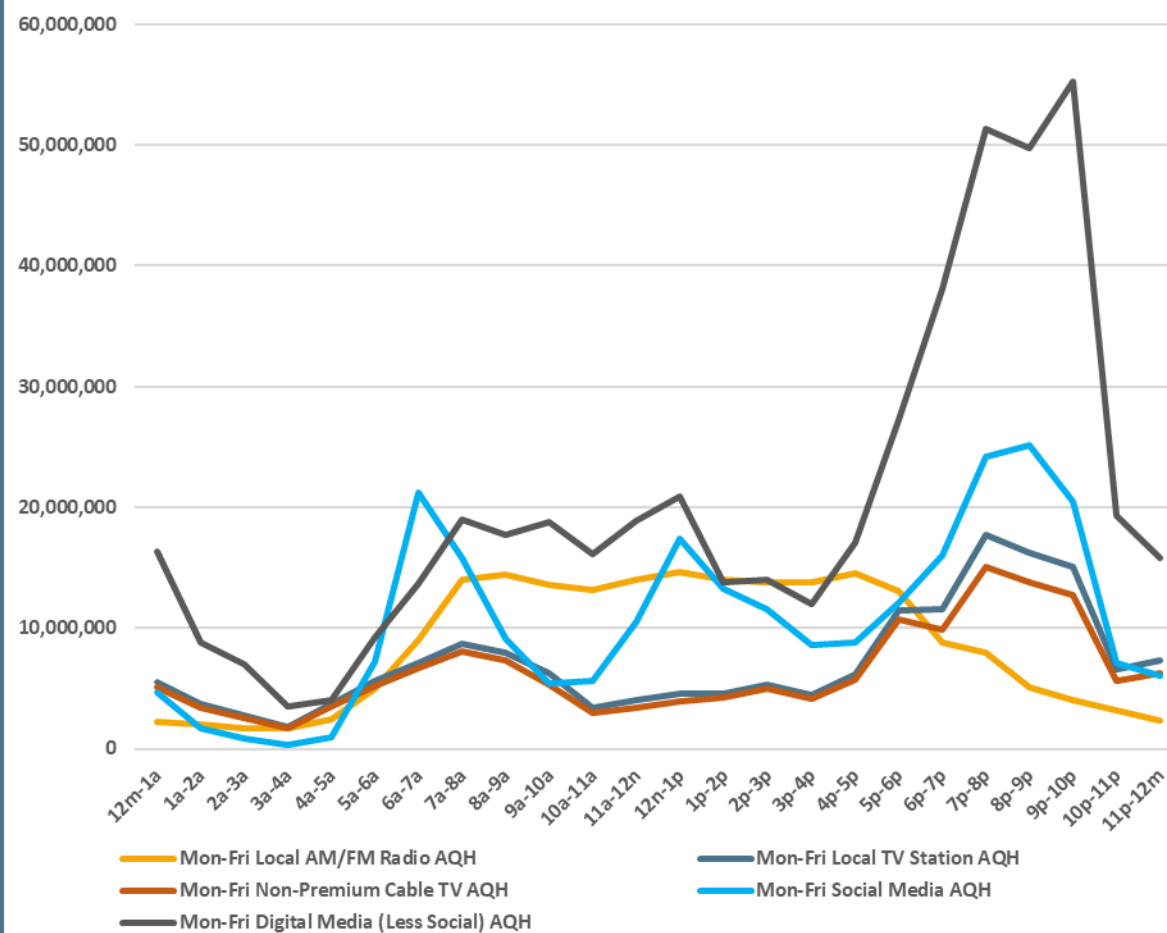


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,839,001; Local Radio: 5,603,886; Social Media: 5,096,945; Local TV: 3,050,023; Non-Prem. Cable: 2,781,300 reaching Adults 18 or older who purchased items at WALGREENS i

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who purchased items at WALGREENS in
the past 30 days



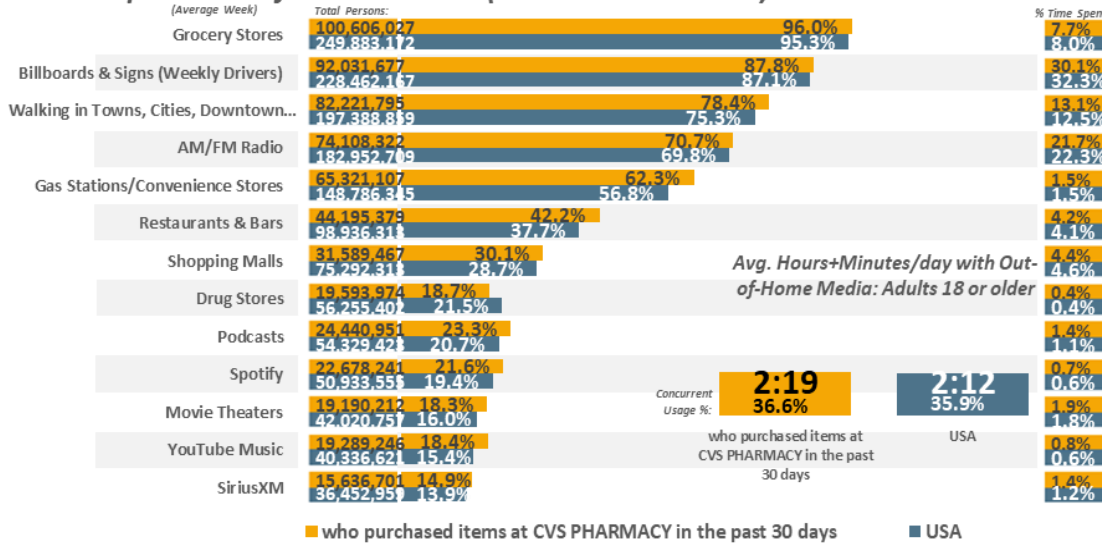
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older



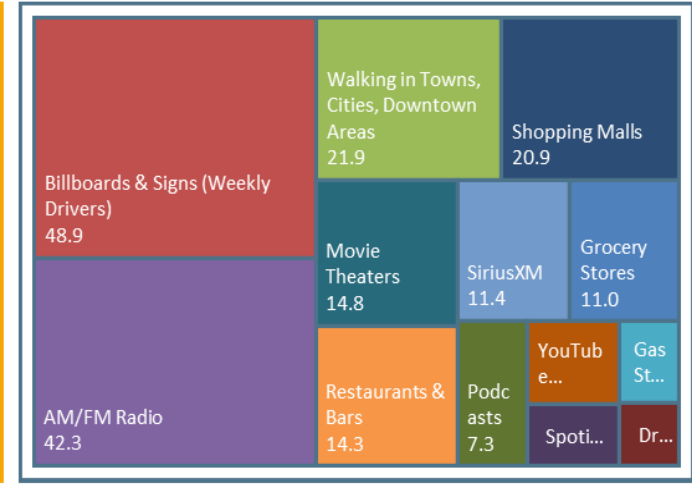
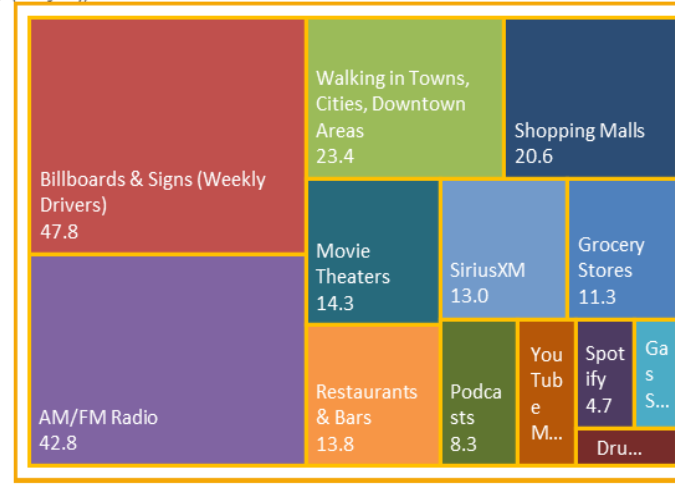


92,031,677 or 87.8% of Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days spend an average of 47.8 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 39. minutes

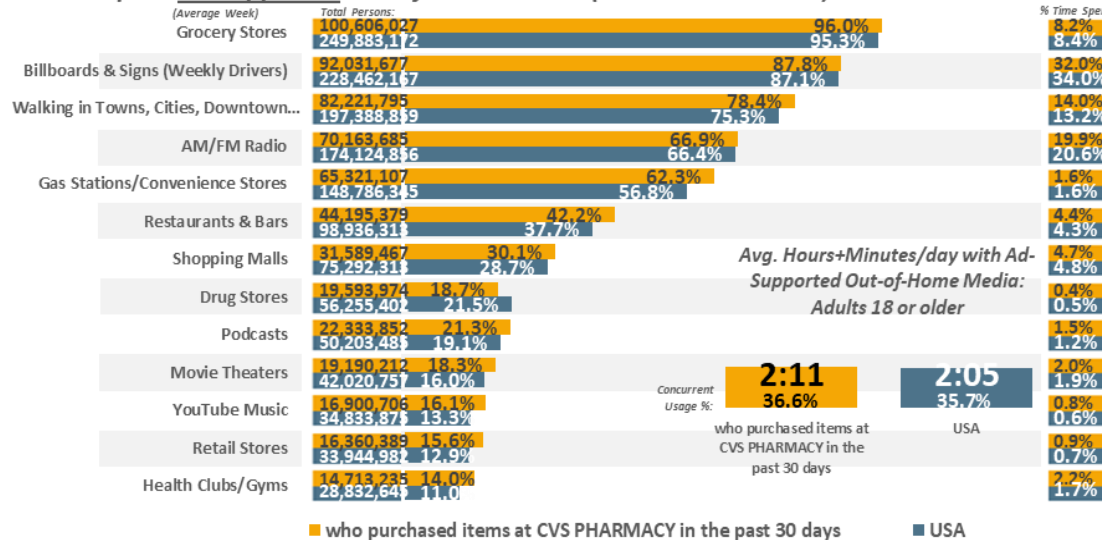
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



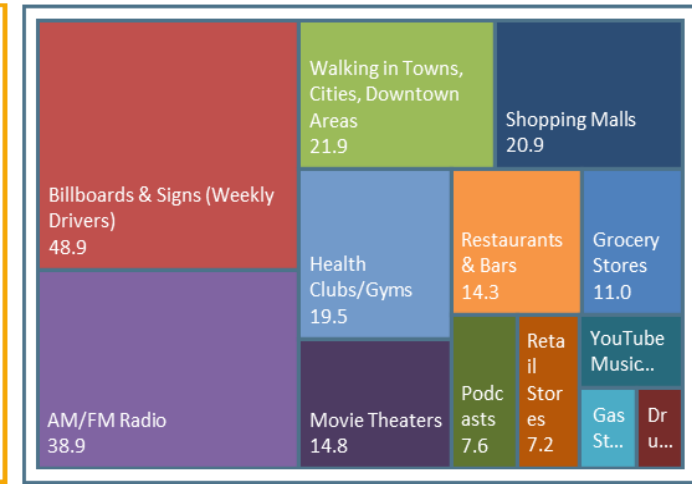
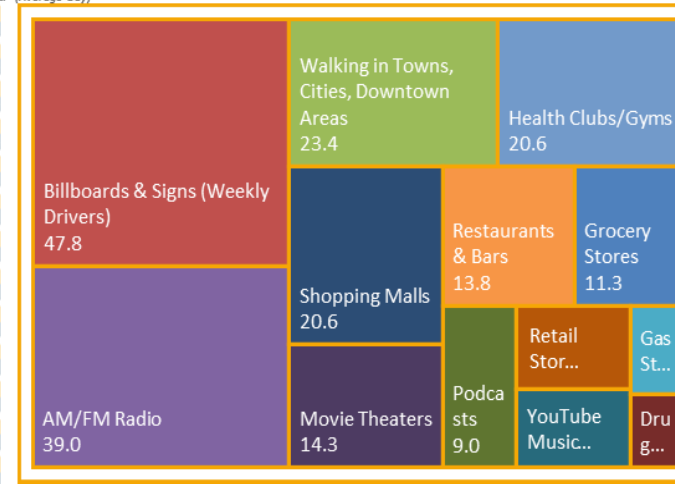
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



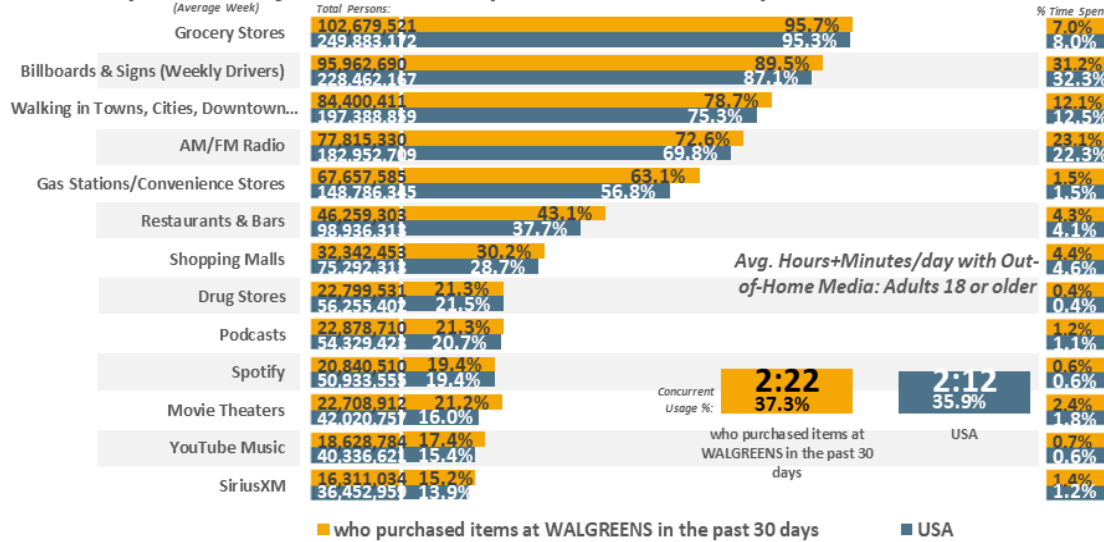
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



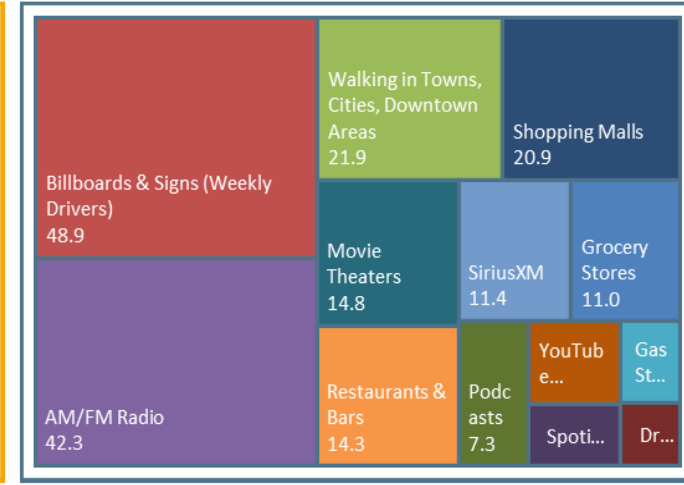
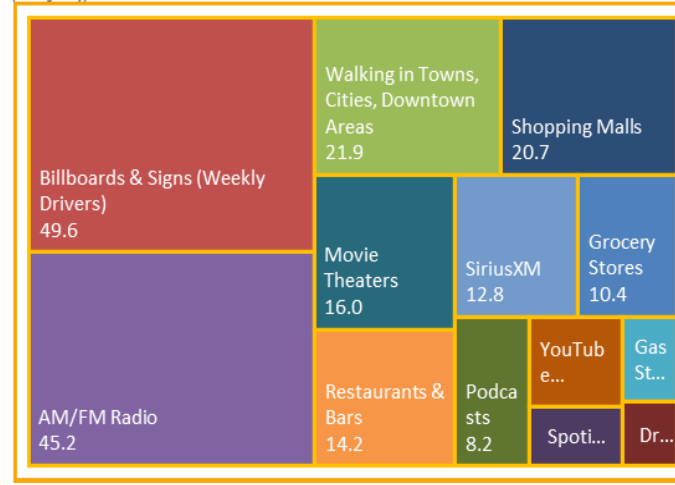


95,962,690 or 89.5% of Adults 18 or older who purchased items at WALGREENS in the past 30 days spend an average of 49.6 minutes per day driving, seeing Billboards and Signs. 68.9% Listen to Local Radio Stations Out-of-Home for an average of 41.4 minutes/d

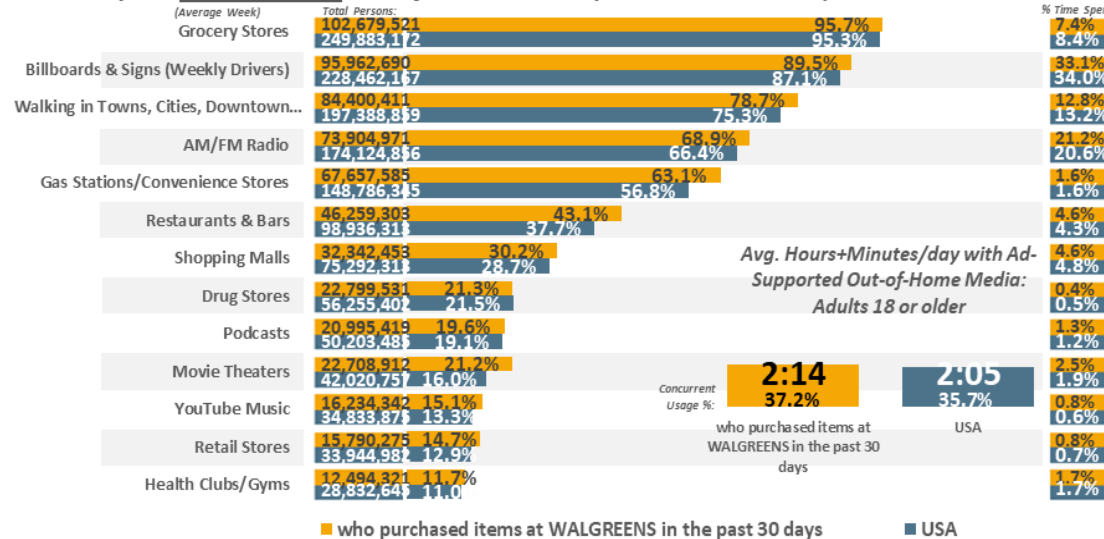
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



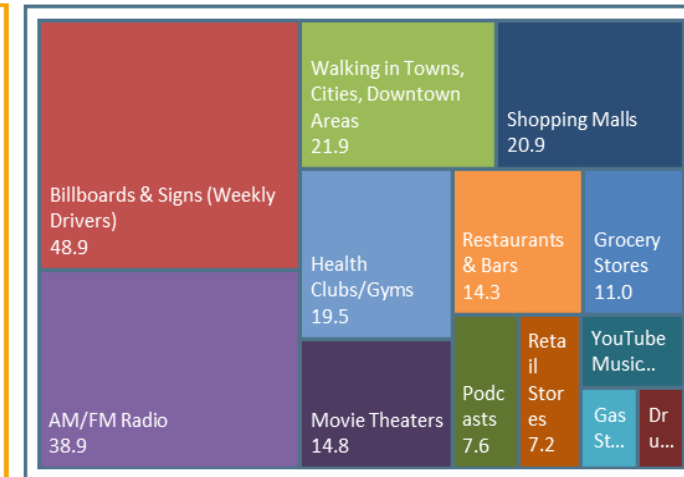
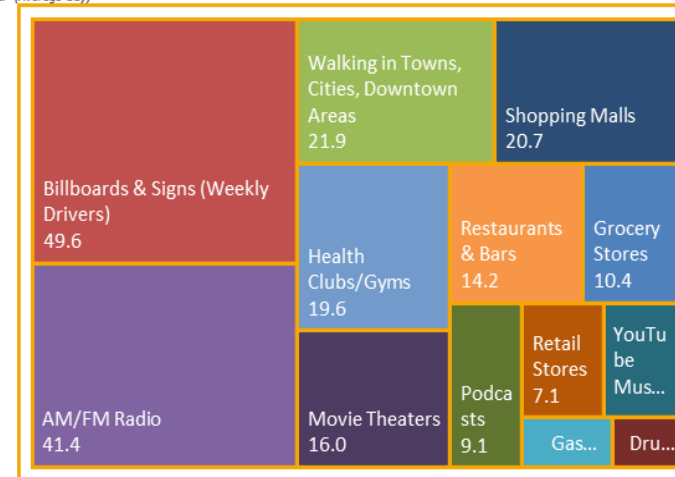
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



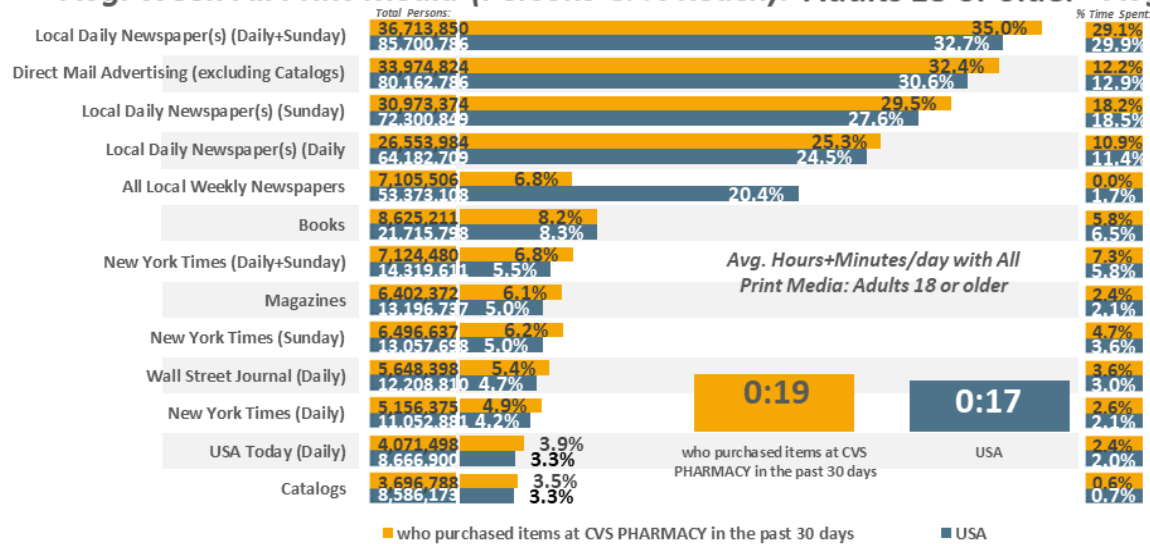
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



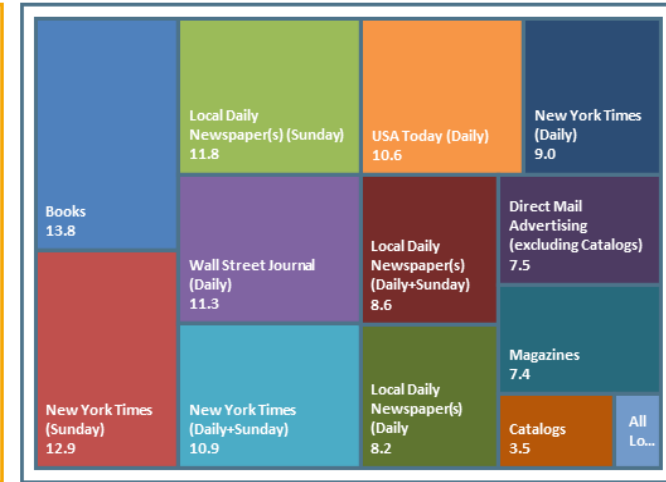
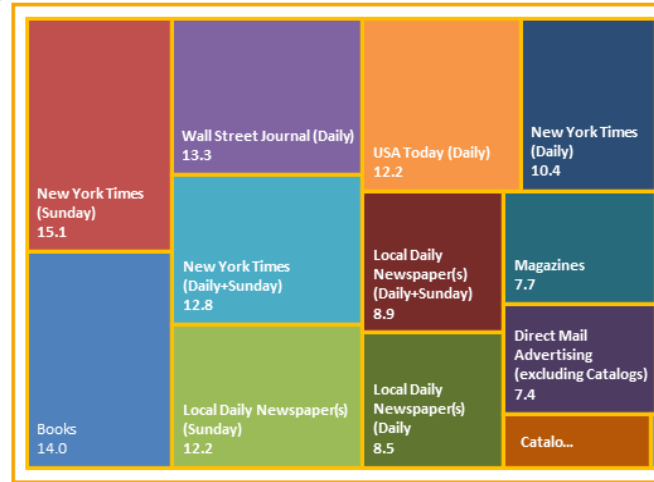


36,713,850 or 35.% of Adults 18 or older who purchased items at CVS PHARMACY in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 30.9% of all time spent daily with All forms of Print Media

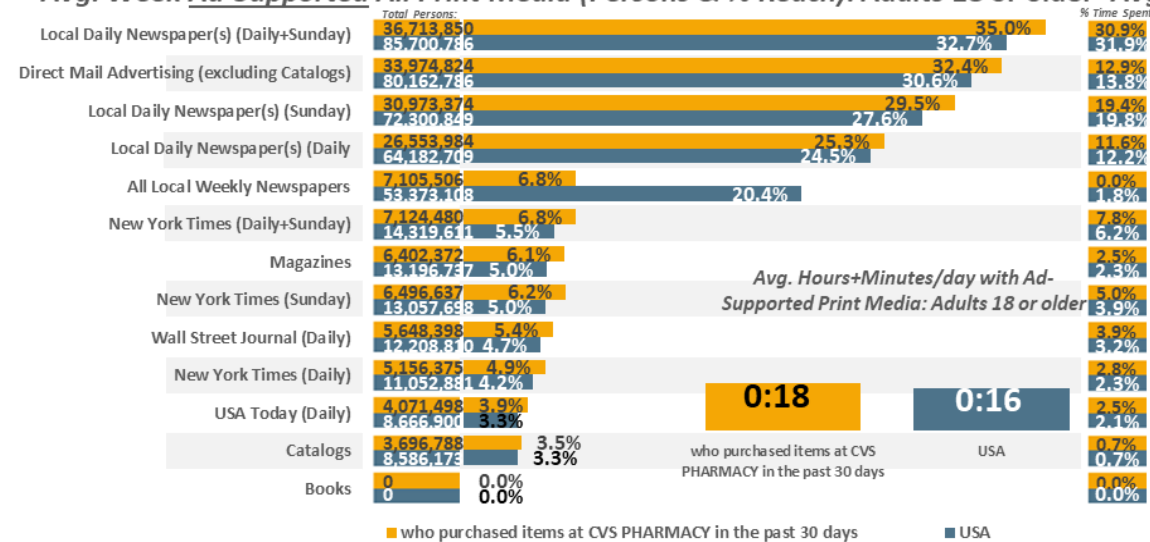
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



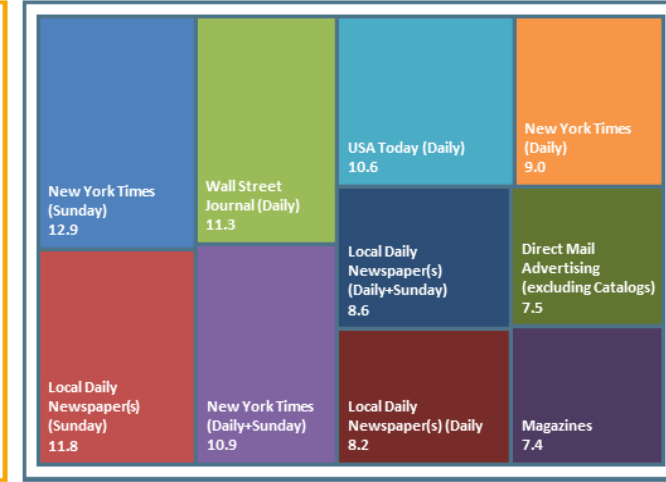
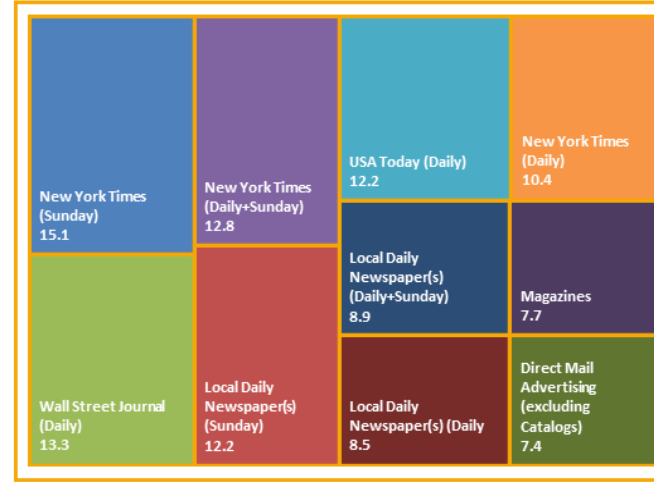
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,953

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USA Jan23-Oct23

USA Projection

Scarborough R2 2023: Jan23-Oct23

Qual Intab

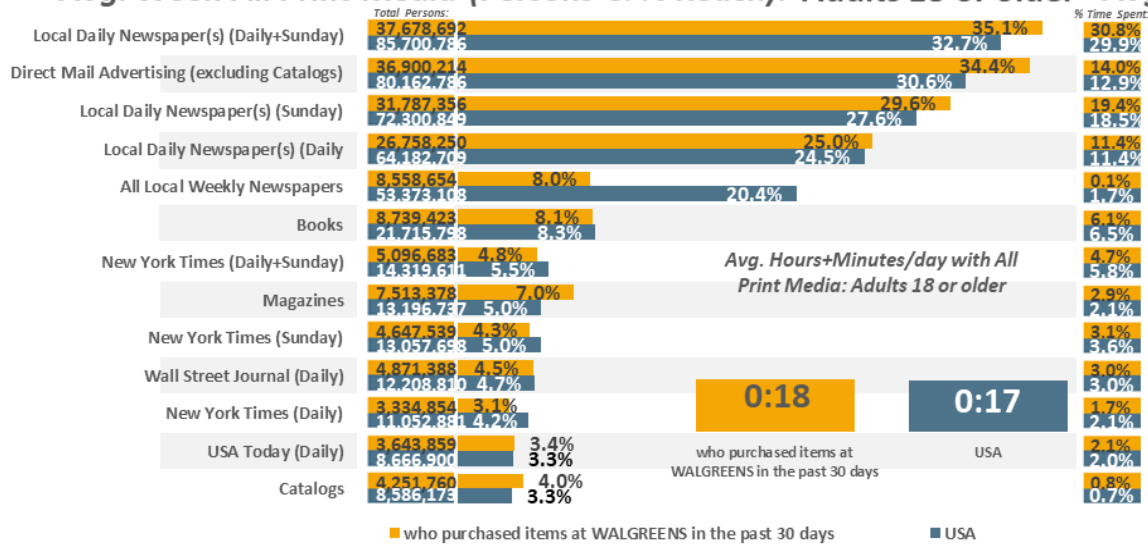
9,908

soefa.ai Share of Everything for Anything

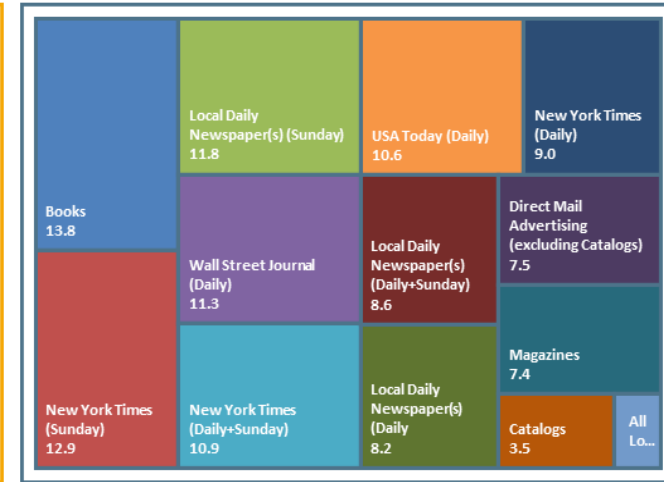


37,678,692 or 35.1% of Adults 18 or older who purchased items at WALGREENS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 32.8% of all time spent daily with All forms of Print Media.

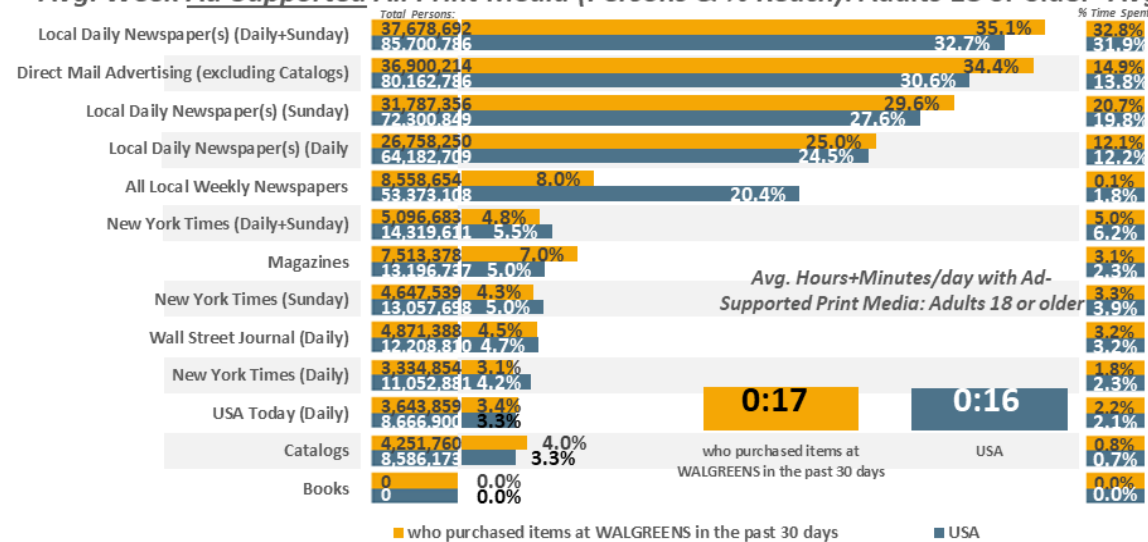
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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

