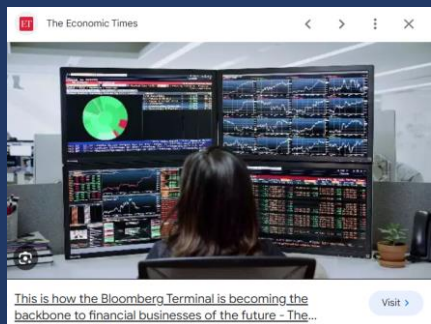


USA - URGENT CARE USERS vs. HOSPITAL EMERGENCY ROOM USERS!



Your humble research dude thinks that NO ONE does it better than DEVITO/VERDI!

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



DEVITO/VERDI

would both differentiate the services and raise their profile.

WORK

PRESS

BLOG

GET IN TOUCH

FLU VACCINE



Urgent Care

RABIES VACCINE



Emergency Care



U.T.I.



Urgent Care

M.R.I.



Emergency Care



BREAKOUT



Urgent Care

OUTBREAK



Emergency Care



HAMMER



Urgent Care

HAMMERHEAD



Emergency Care



FLU SEASON



Urgent Care

HUNTING SEASON



Emergency Care



THUMP



Urgent Care

THUMP, THUMP, THUMP...



Emergency Care



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

Medical services HHLD received past 3 years (HHLD): Urgent care facility

Medical services HHLD received past 3 years (HHLD): Hospital emergency room





30.2% or 79,201,319 of USA Adults 18 or older used an URGENT CARE FACILITY in the past 3yrs.
Typical Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs are 47.3 years old (2.% younger than average) and have a \$103,233 (15.% higher than average) annual household income.

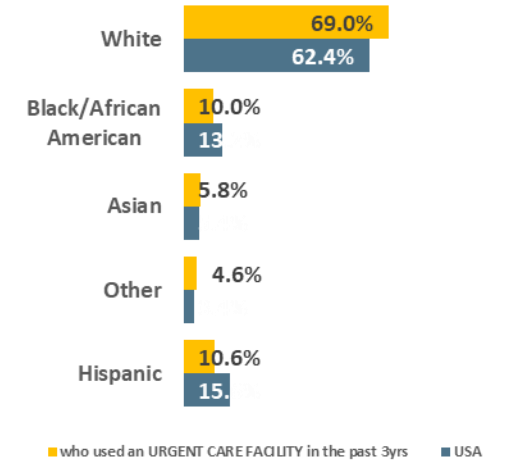
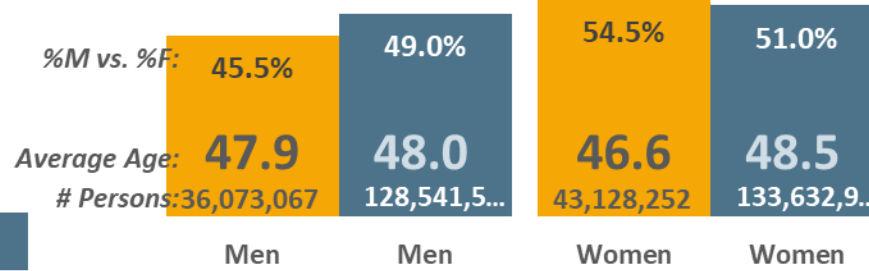
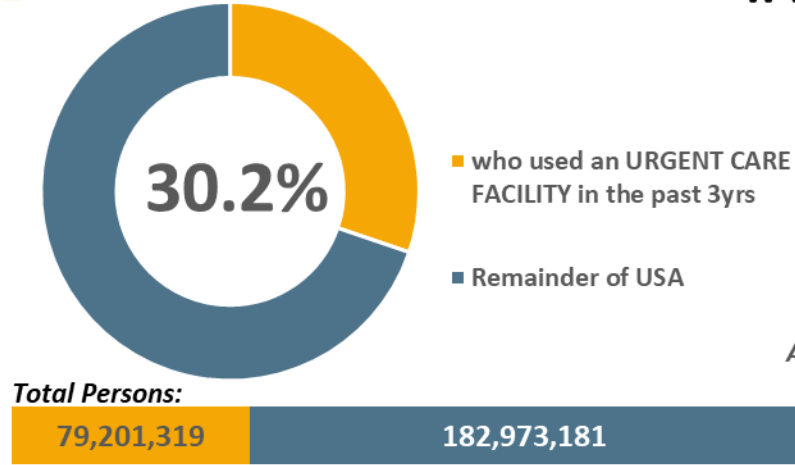


Percent of Market: Adults 18 or older

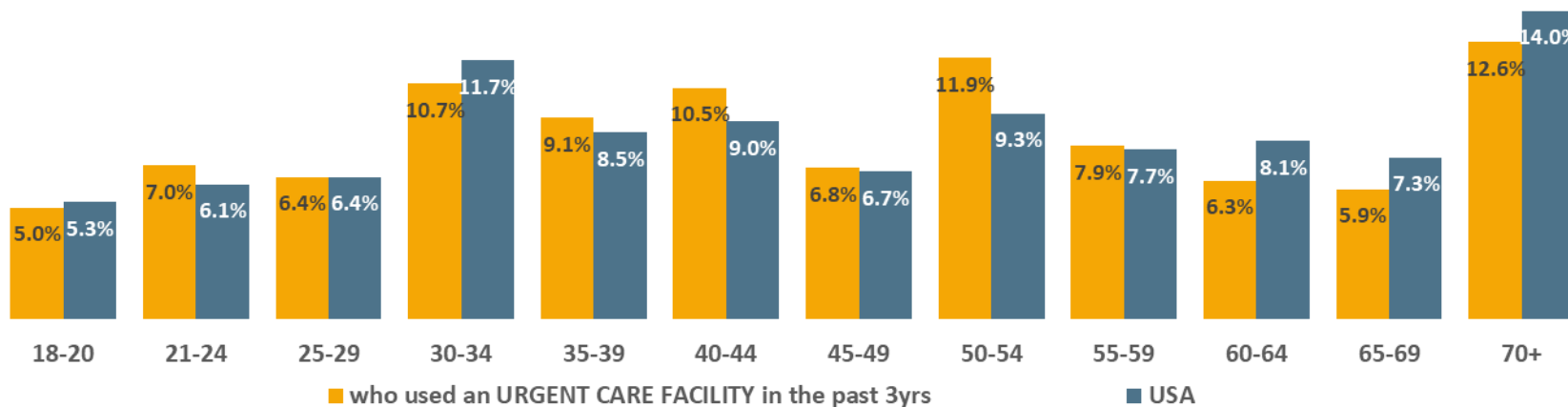
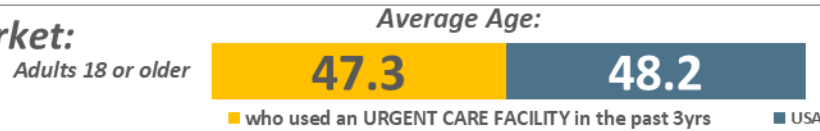


Gender of Target vs. Market: Adults 18 or older

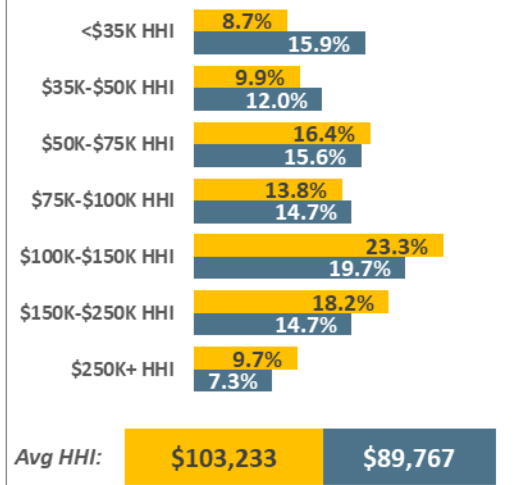
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





28.3% or 74,114,343 of USA Adults 18 or older used a HOSPITAL EMERGENCY ROOM in the past 3yrs. Typical Adults 18 or older who used a HOSPITAL EMERGENCY ROOM in the past 3yrs are 50. years old (3.7% older than average) and have a \$90,152 (.4% higher than average) annual household income.

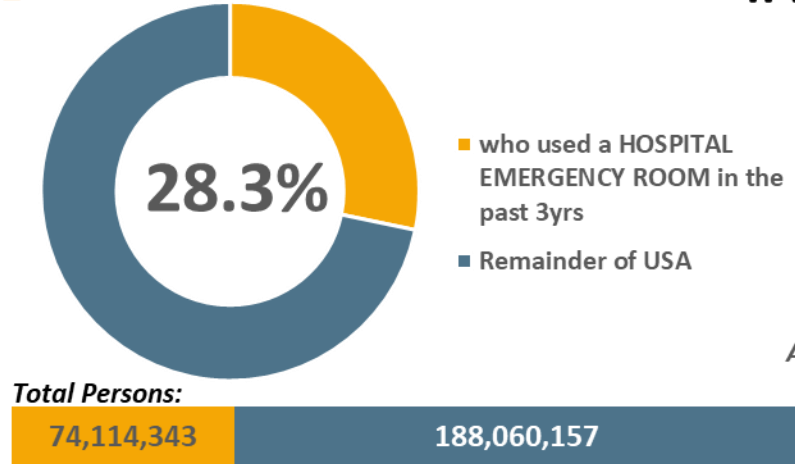


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

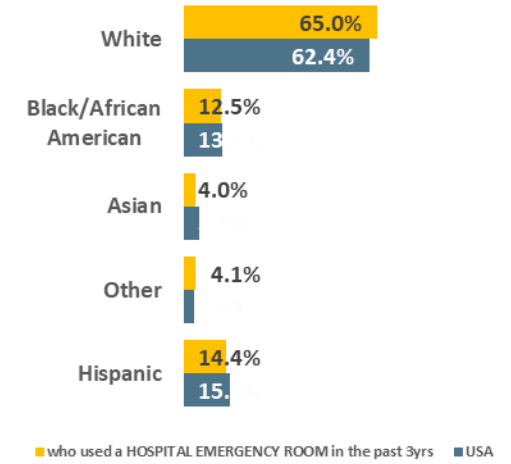
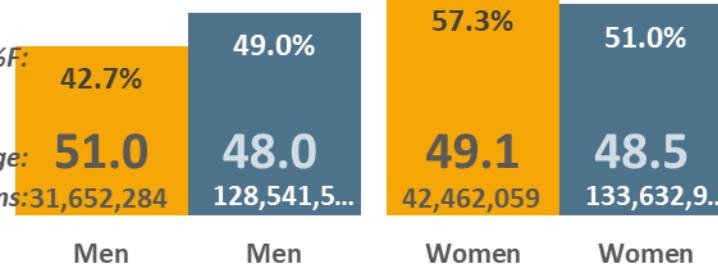
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

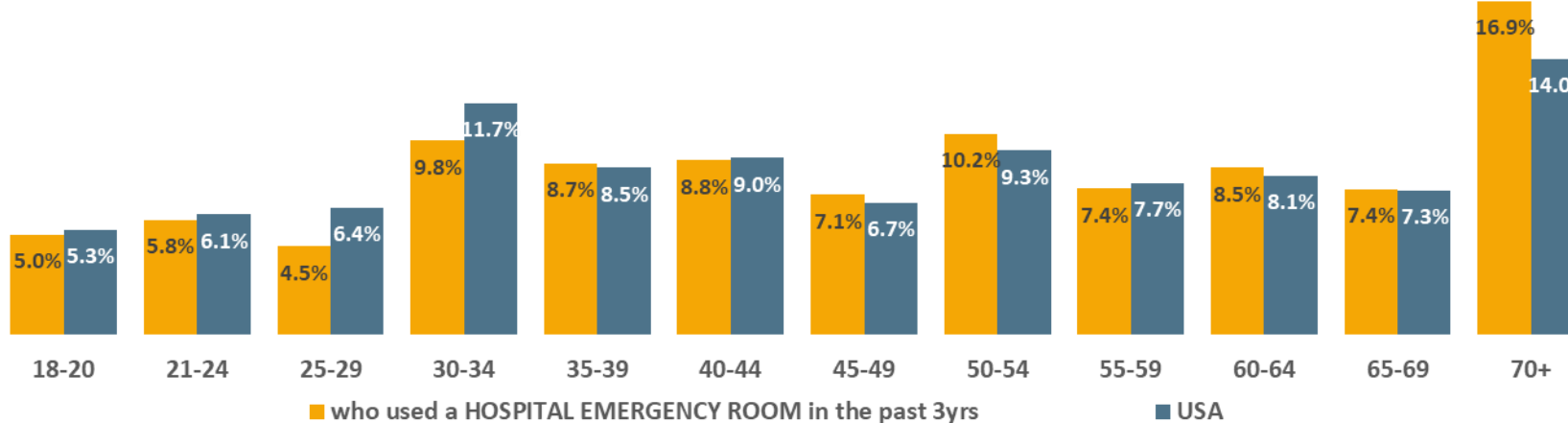
Persons: 31,652,284



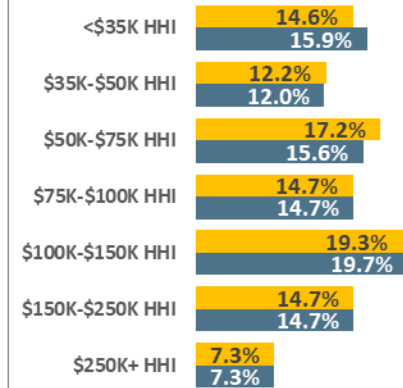
Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:



HHI of Target vs. Market:

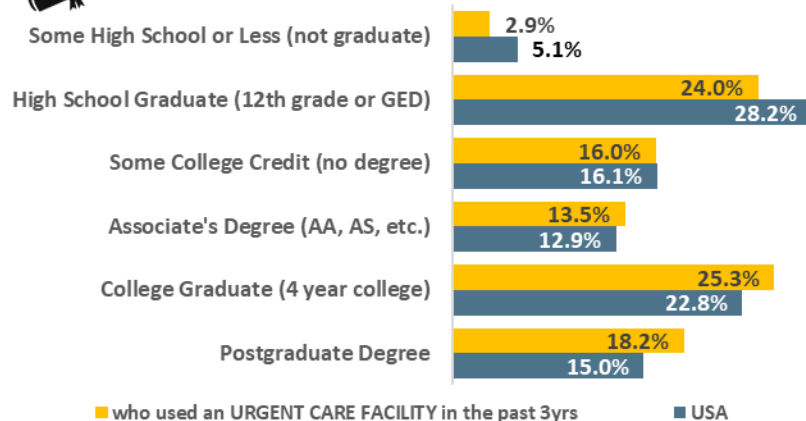


Urgent Care

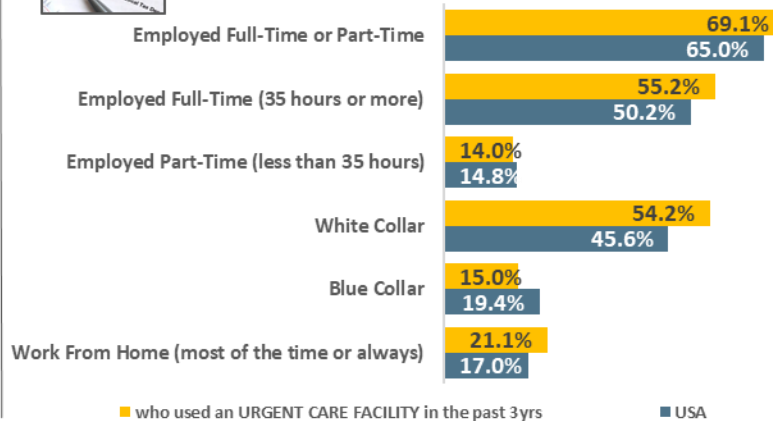
30.2% or 79,201,319 of USA Adults 18 or older used an URGENT CARE FACILITY in the past 3yrs. Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs are 15.2% more likely to be a college graduate, 9.9% more likely to work full-time, 11.7% more likely to be married, 17.3% more likely to be a parent of 1 or more children under 18.



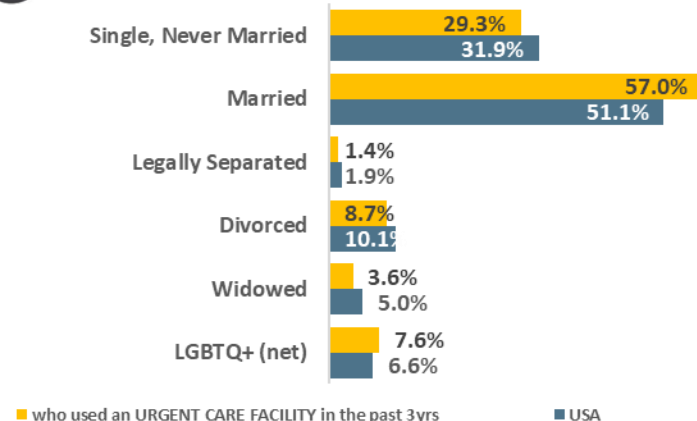
Education Levels: Adults 18 or older



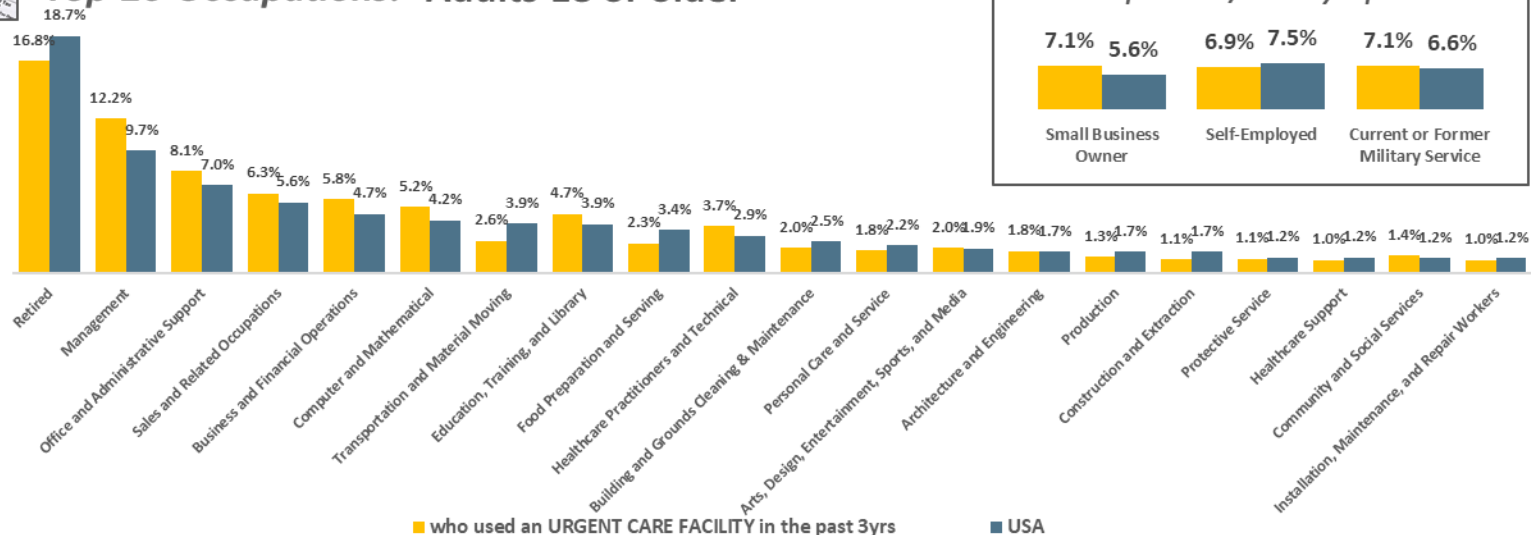
Employment: Adults 18 or older



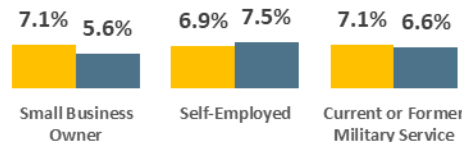
Marital Status: Adults 18 or older



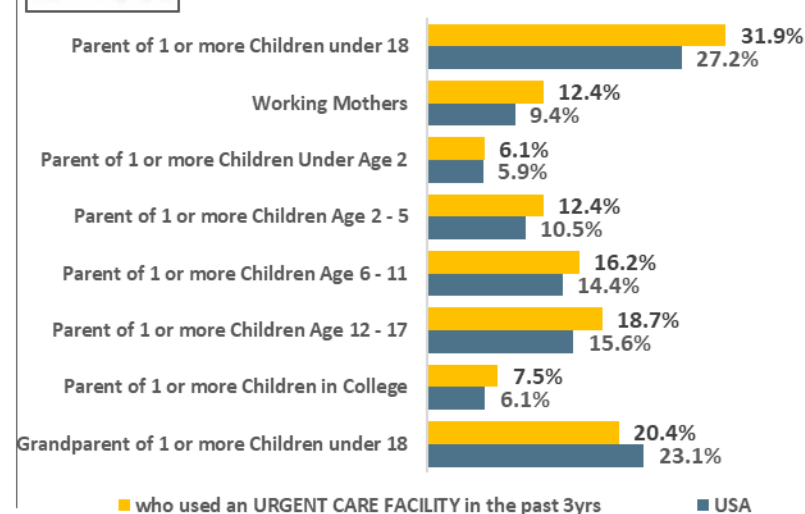
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience



Stage in Life: Adults 18 or older

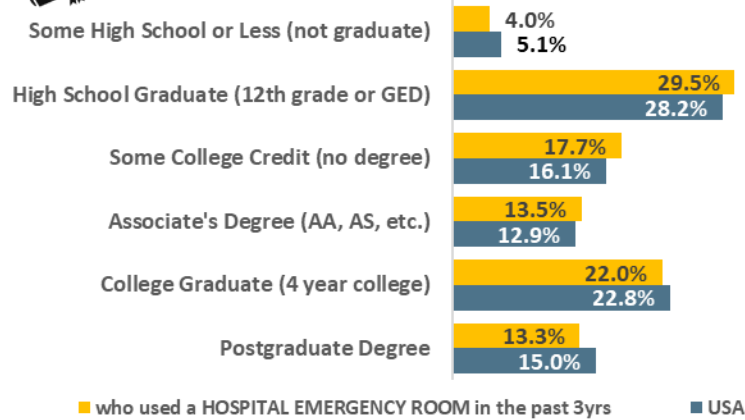




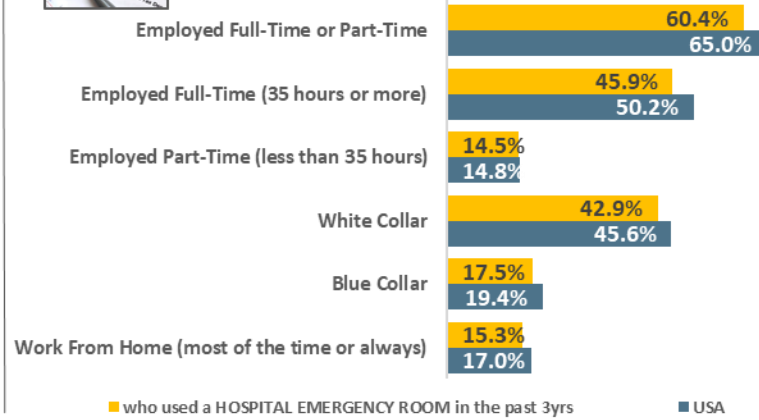
28.3% or 74,114,343 of USA Adults 18 or older used a HOSPITAL EMERGENCY ROOM in the past 3yrs. Adults 18 or older who used a HOSPITAL EMERGENCY ROOM in the past 3yrs are 6.6% less likely to be a college graduate, 8.6% less likely to work full-time, 8.% more likely to be married, 10.3% more likely to be a parent of 1 or more children under 18.



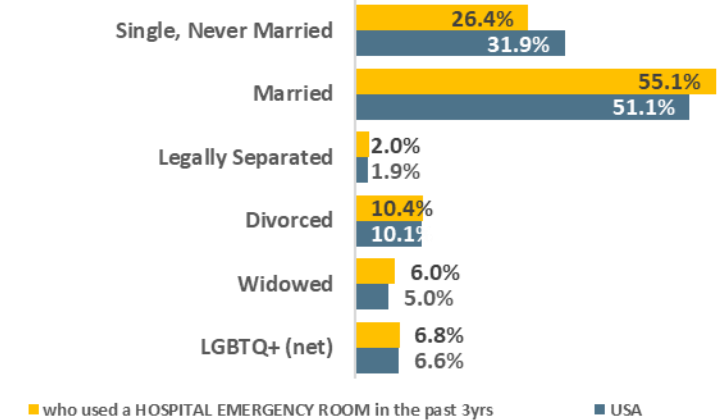
Education Levels: Adults 18 or older



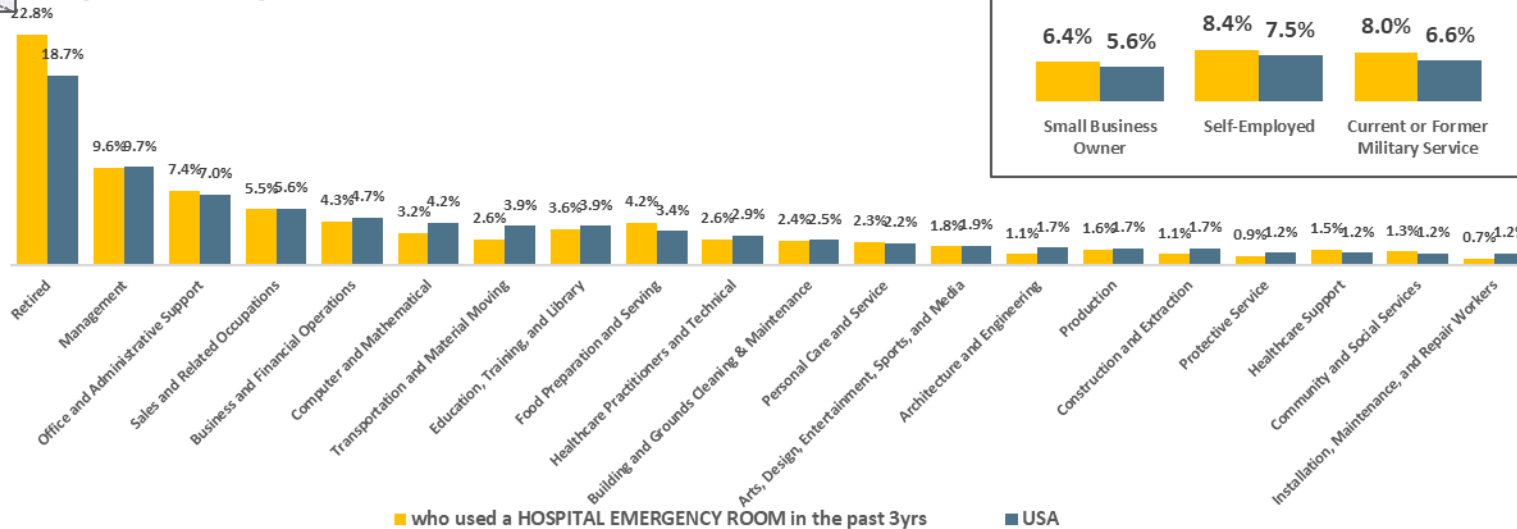
Employment: Adults 18 or older



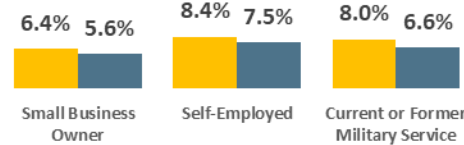
Marital Status: Adults 18 or older



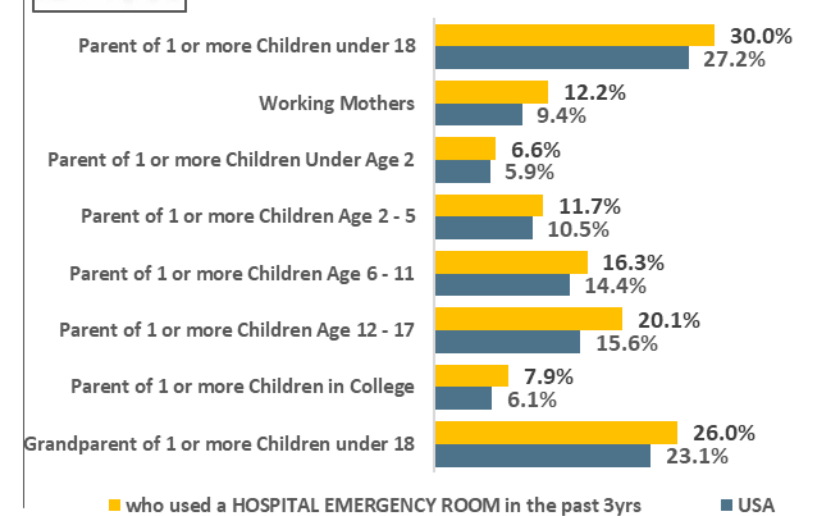
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience



Stage in Life: Adults 18 or older

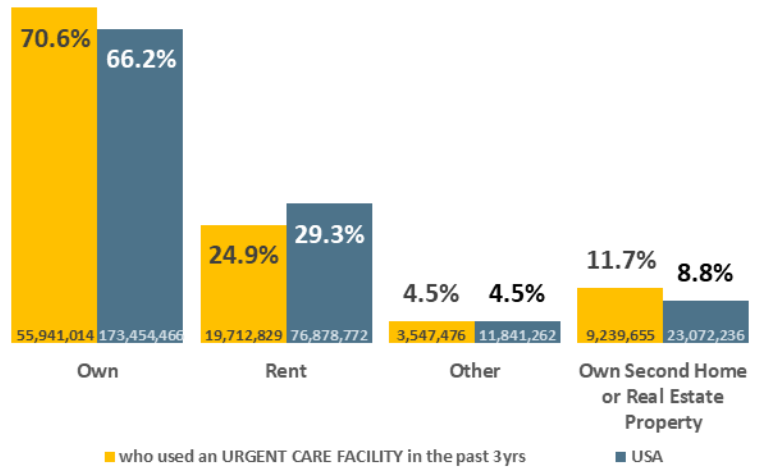




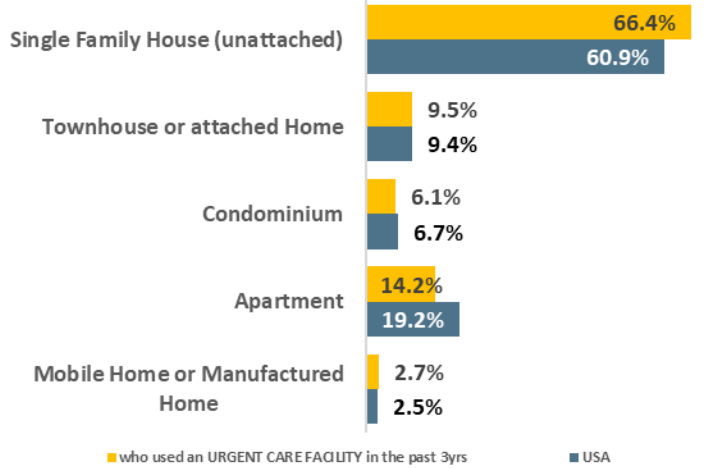
30.2% or 79,201,319 of USA Adults 18 or older used an URGENT CARE FACILITY in the past 3yrs. Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs are 6.8% more likely to own their home, 9.6% more likely to own a higher valued home, 9.1% more likely to have a single-family home, 16.5% more likely to have a dog.



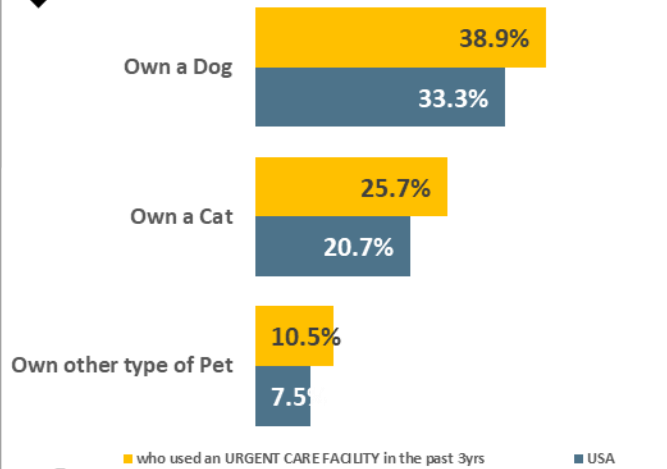
Own/Rent/Other: Adults 18 or older



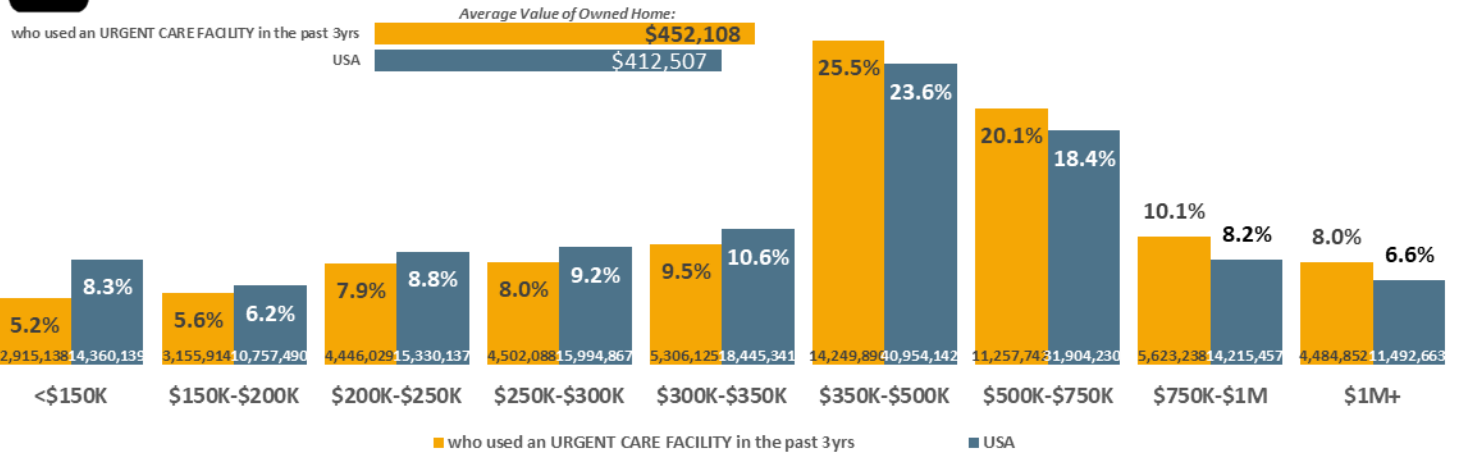
Type of Home: Adults 18 or older



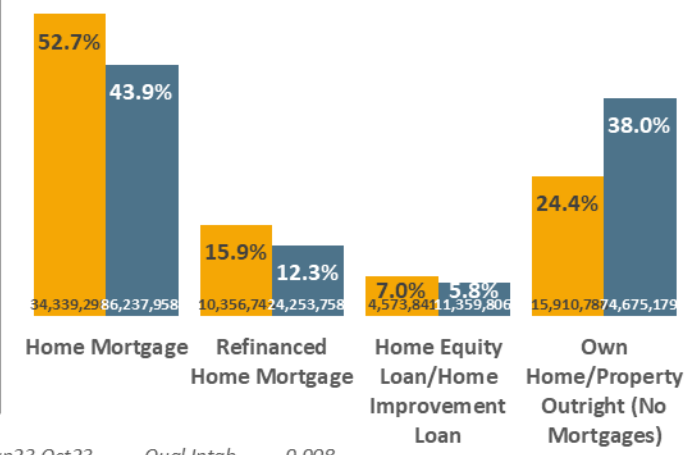
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

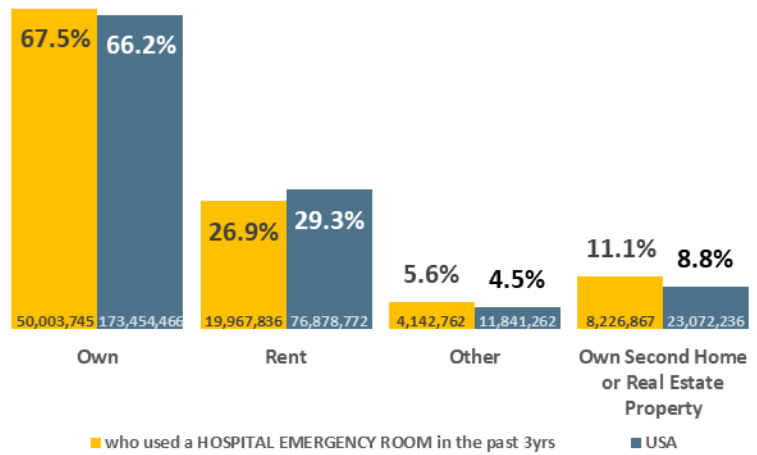




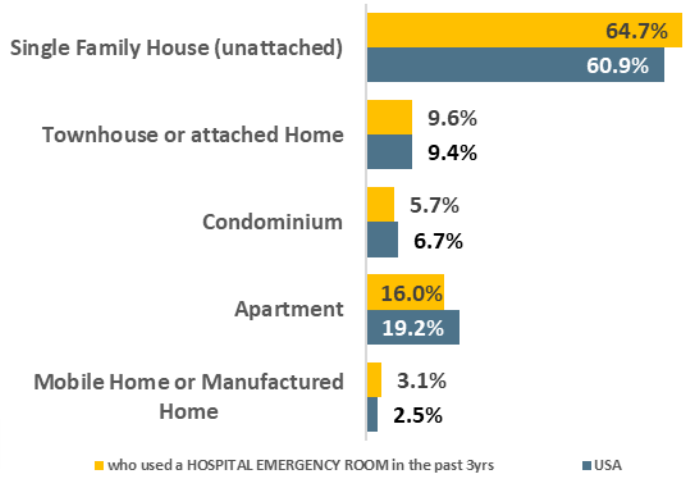
28.3% or 74,114,343 of USA Adults 18 or older used a HOSPITAL EMERGENCY ROOM in the past 3yrs. Adults 18 or older who used a HOSPITAL EMERGENCY ROOM in the past 3yrs are 2.% more likely to own their home, 5.1% more likely to own a higher valued home, 6.4% more likely to have a single-family home, 19.3% more likely to have a dog.



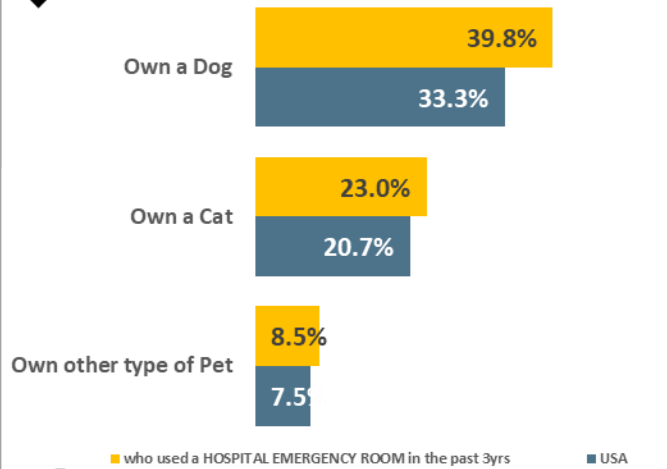
Own/Rent/Other: Adults 18 or older



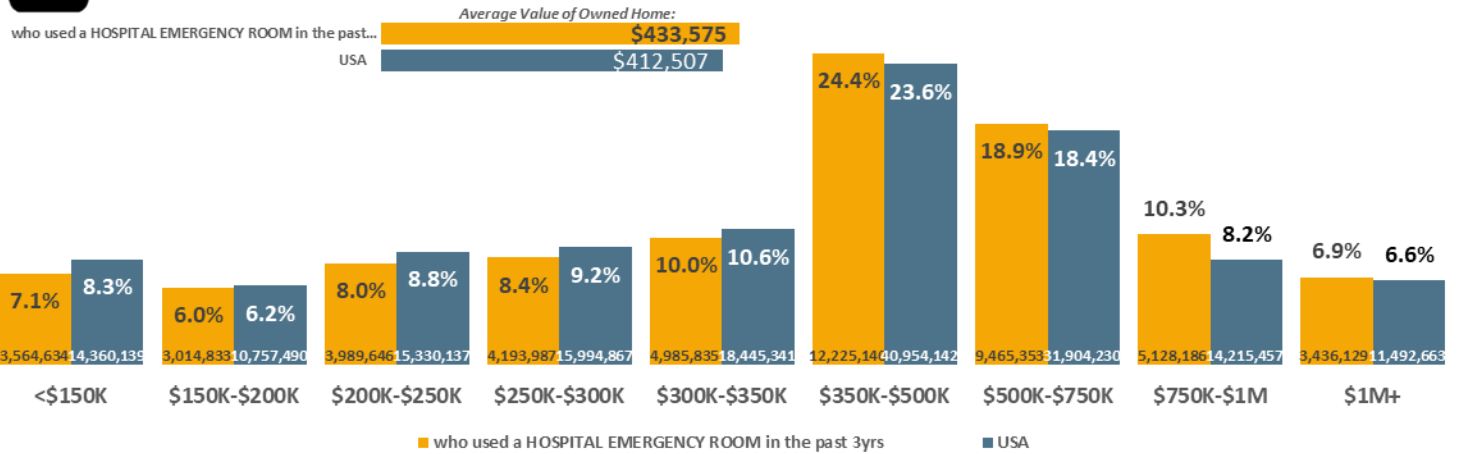
Type of Home: Adults 18 or older



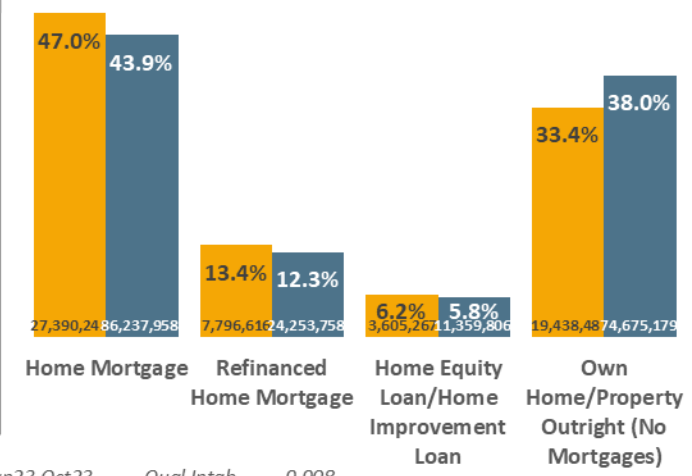
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

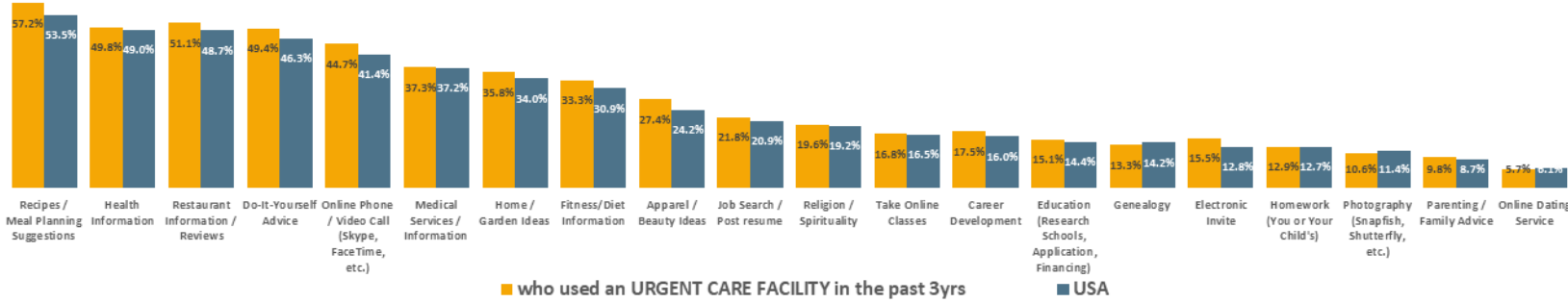




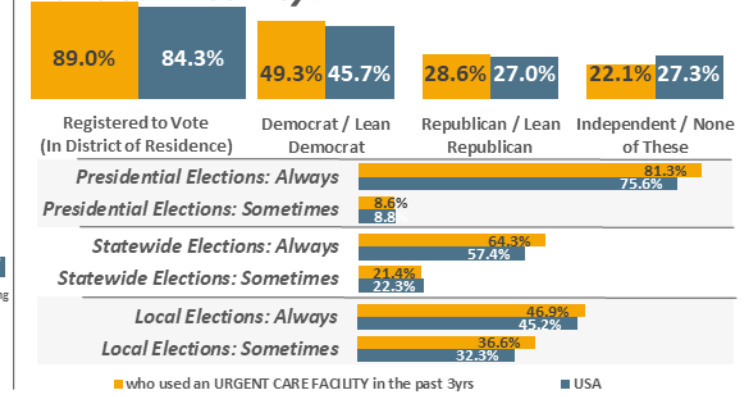
30.2% or 79,201,319 of USA Adults 18 or older used an URGENT CARE FACILITY in the past 3yrs. Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs are 6.8% more likely to look up D-I-Y advice online, 3.7% more likely to always vote in local elections, 17.2% more likely to belong to a gym, 9.8% more likely to fly domestic past yr.



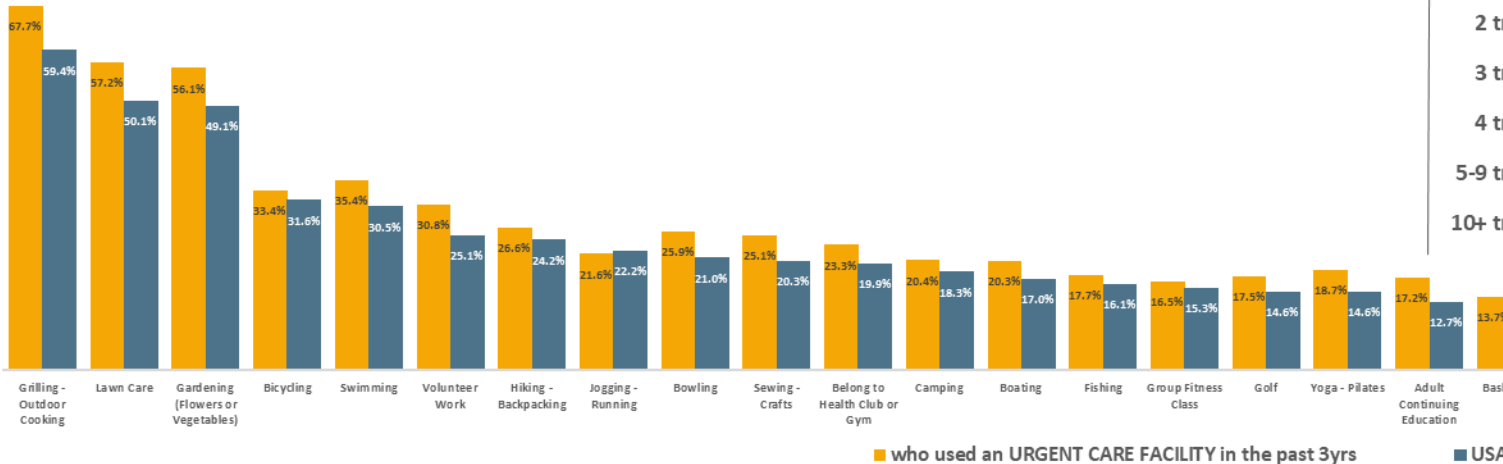
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



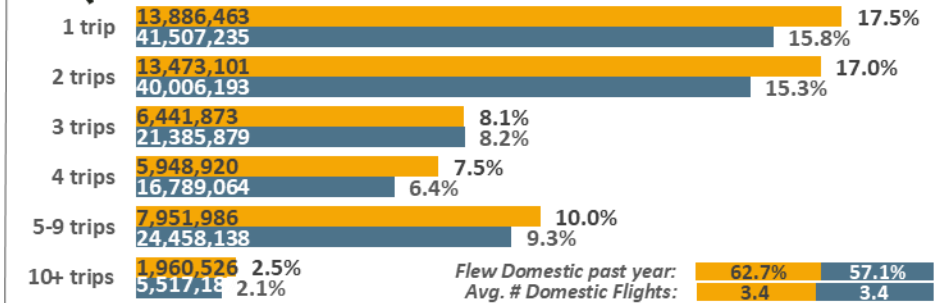
Political Activity: Adults 18 or older



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



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



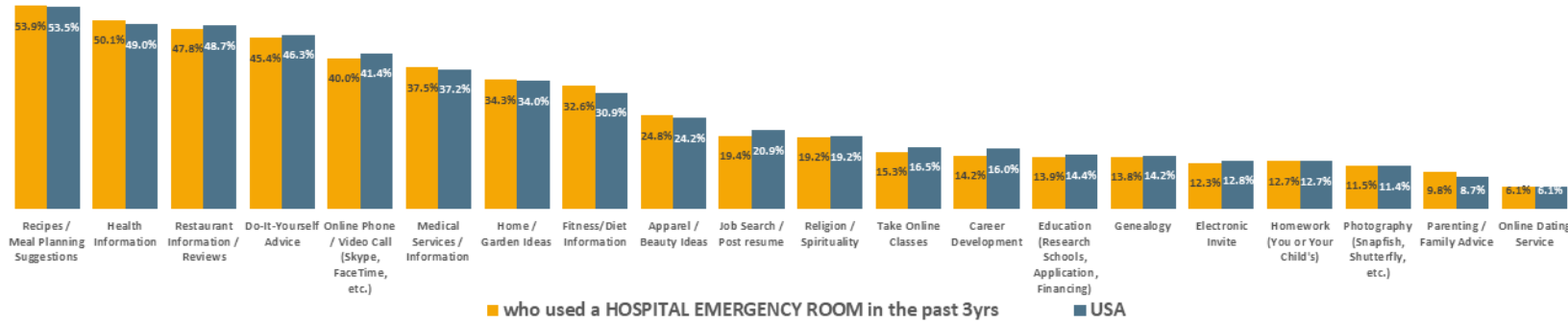
Flew Domestic past year: 62.7%
Avg. # Domestic Flights: 3.4



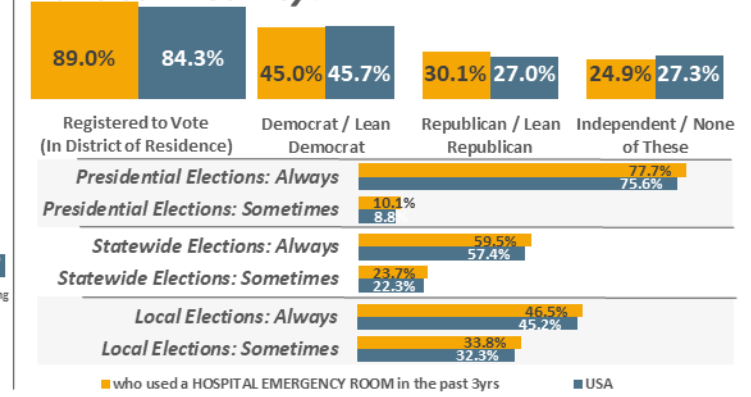
28.3% or 74,114,343 of USA Adults 18 or older used a HOSPITAL EMERGENCY ROOM in the past 3yrs. Adults 18 or older who used a HOSPITAL EMERGENCY ROOM in the past 3yrs are 2.% less likely to look up D-I-Y advice online, 2.9% more likely to always vote in local elections, .4% more likely to belong to a gym, 9.% less likely to fly domestic past yr.



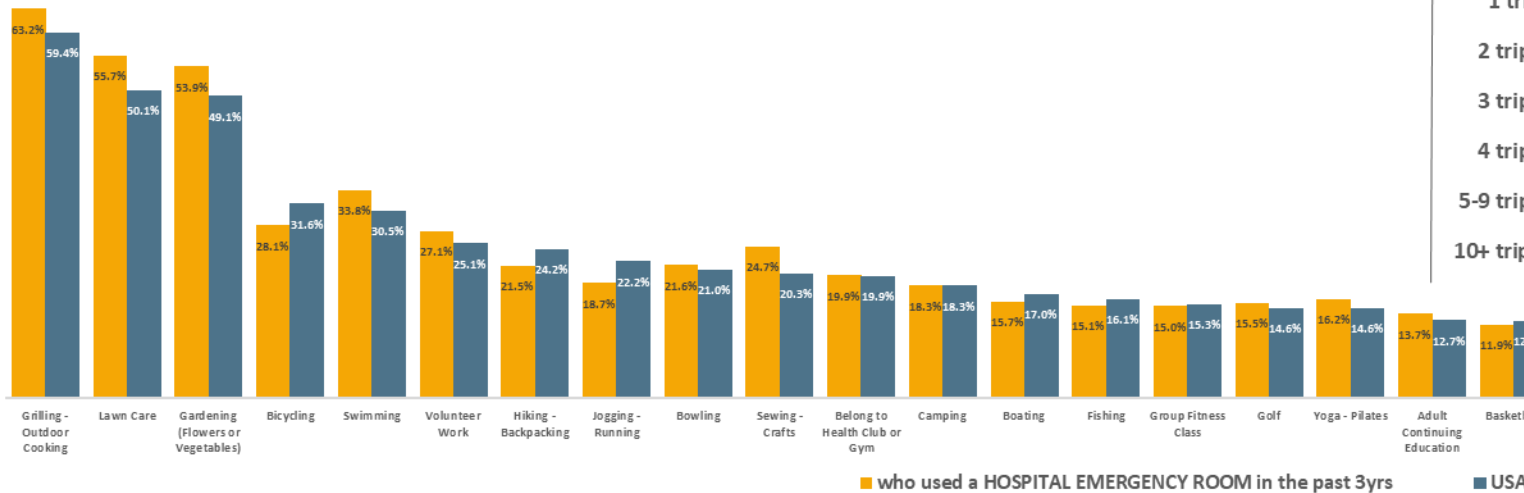
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



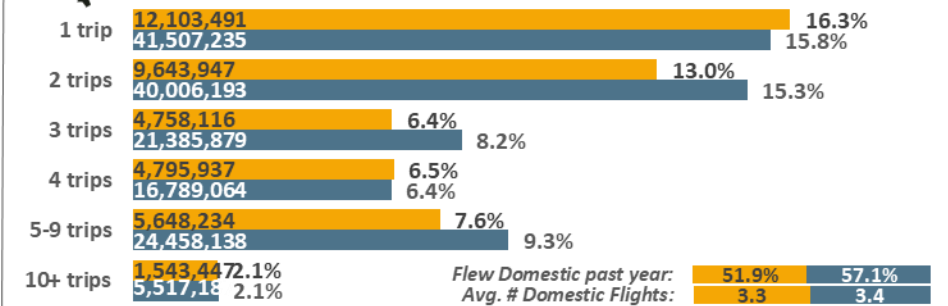
Political Activity: Adults 18 or older



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



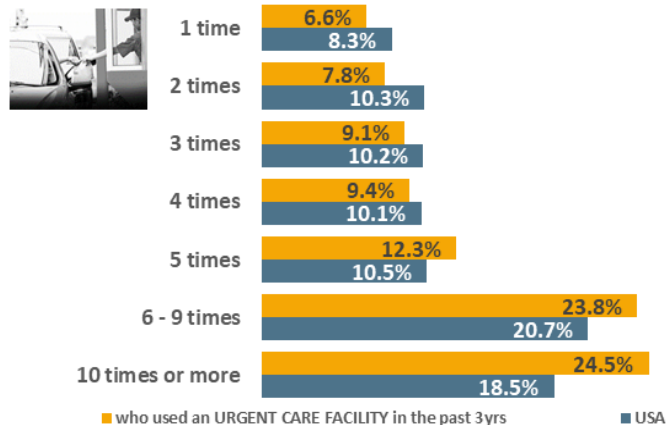
Past 12-months Domestic Airline Trips: Adults 18 or older



Urgent Care

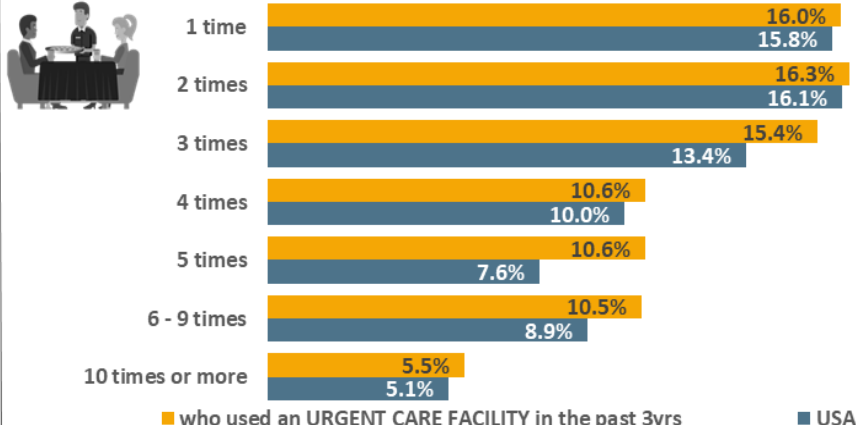
30.2% or 79,201,319 of USA Adults 18 or older used an URGENT CARE FACILITY in the past 3yrs. Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs are 5.6% more likely to use QSRs past mo., 10.4% more likely to use Sit-Down Restaurants past mo., 4.3% more likely to use Casinos past yr., 1.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



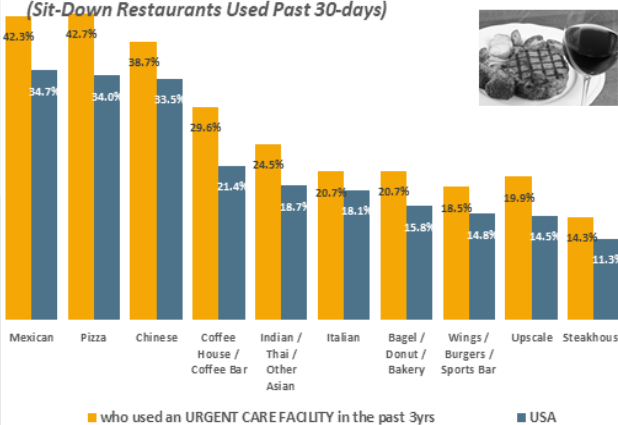
Total Monthly QSR Users:		Avg. Monthly QSR Meals:	
93.5%	88.6%		
74,079,603	232,201,120	7.4	6.6

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



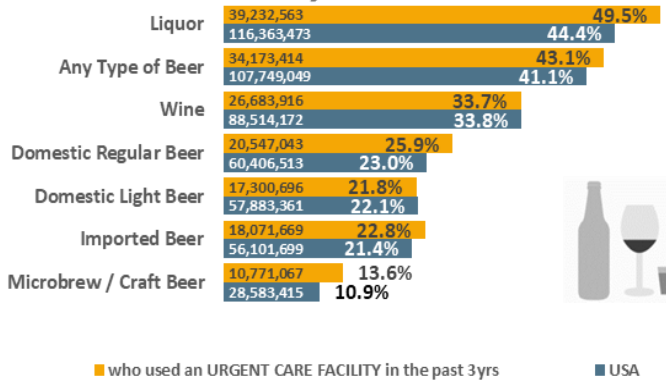
Total Monthly Sit-Down Restaurant Users:		Avg. Monthly Sit-Down Restaurant Meals:	
84.8%	76.8%	4.1	4.0
67,136,227	201,275,400		

Top-10 Cuisines: Adults 18 or older

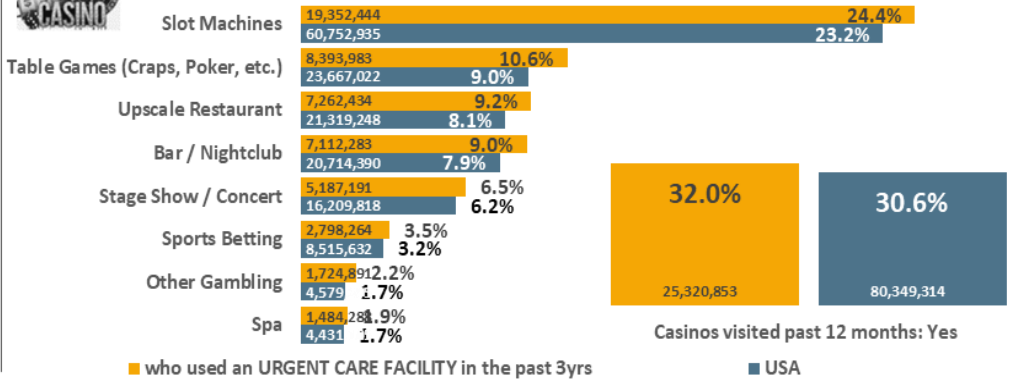


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)		
who used an URGENT CARE FACILITY in the past 3yrs	17,434,844	22.0%
USA	51,814,293	19.8%

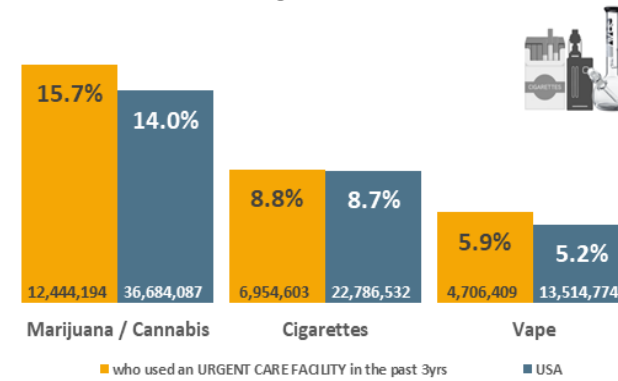
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



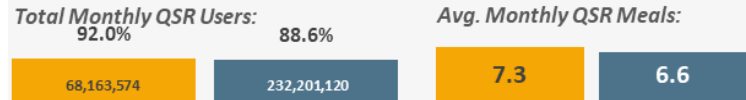
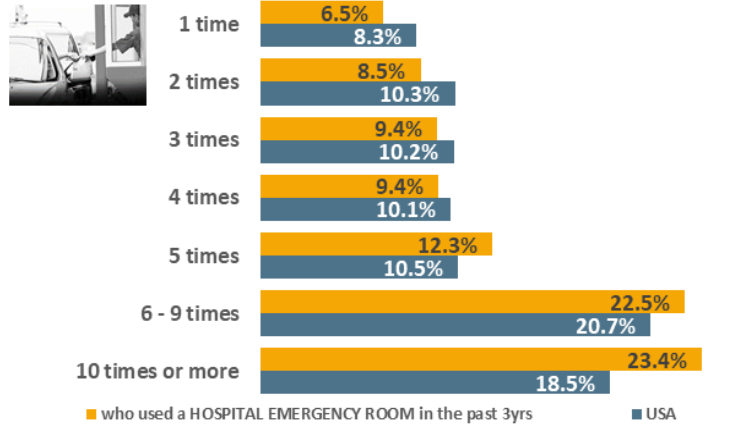
Used Past 30-days: Adults 18 or older



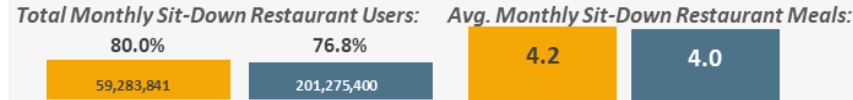
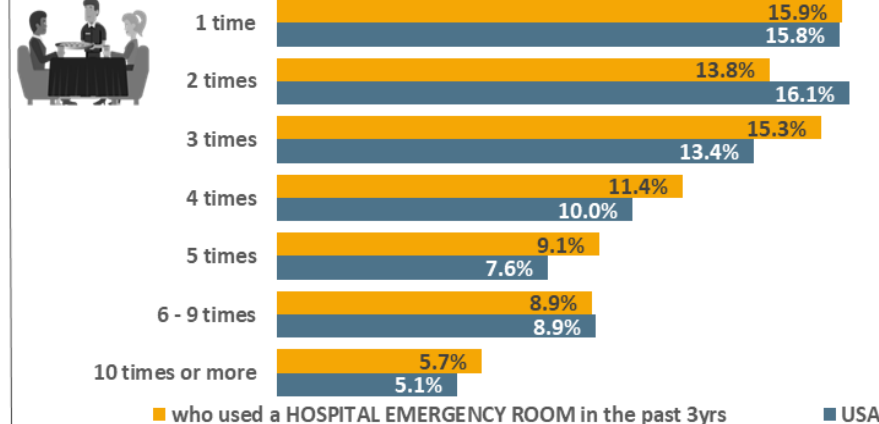


28.3% or 74,114,343 of USA Adults 18 or older used a HOSPITAL EMERGENCY ROOM in the past 3yrs. Adults 18 or older who used a HOSPITAL EMERGENCY ROOM in the past 3yrs are 3.8% more likely to use QSRs past mo., 4.2% more likely to use Sit-Down Restaurants past mo., 8.2% more likely to use Casinos past yr., 19.9% more likely to smoke cigarettes.

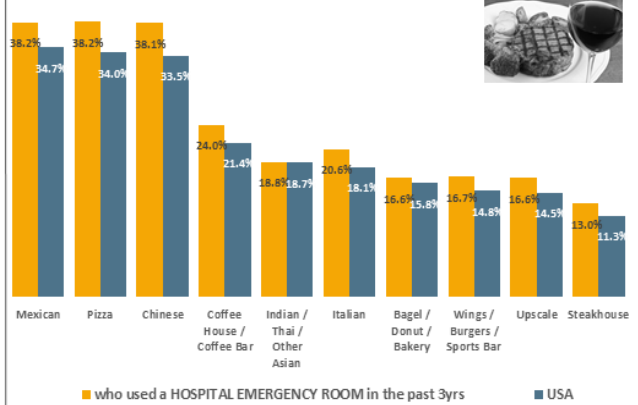
Past 30-days QSR Users: Adults 18 or older



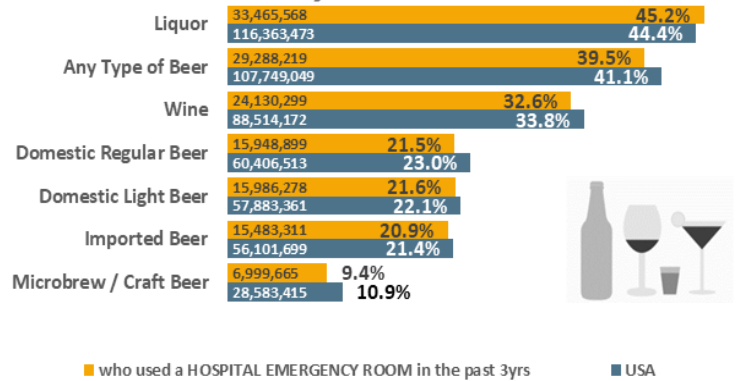
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



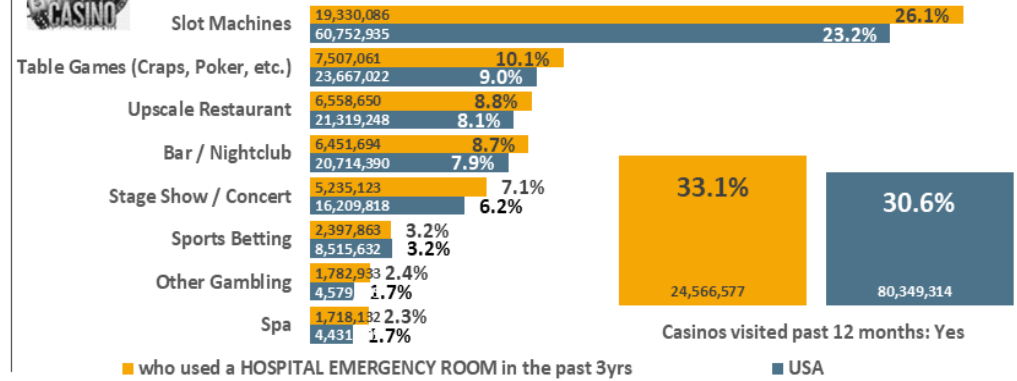
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



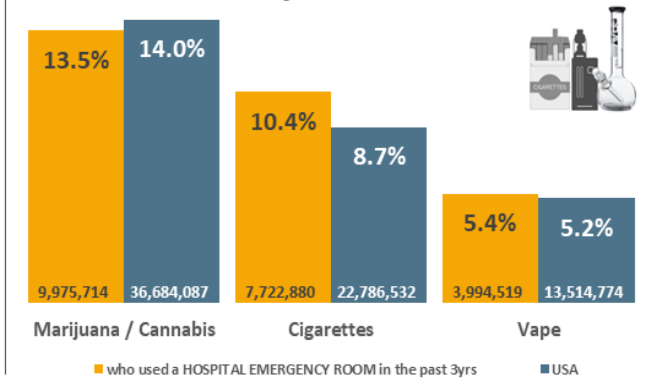
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



Urgent Care

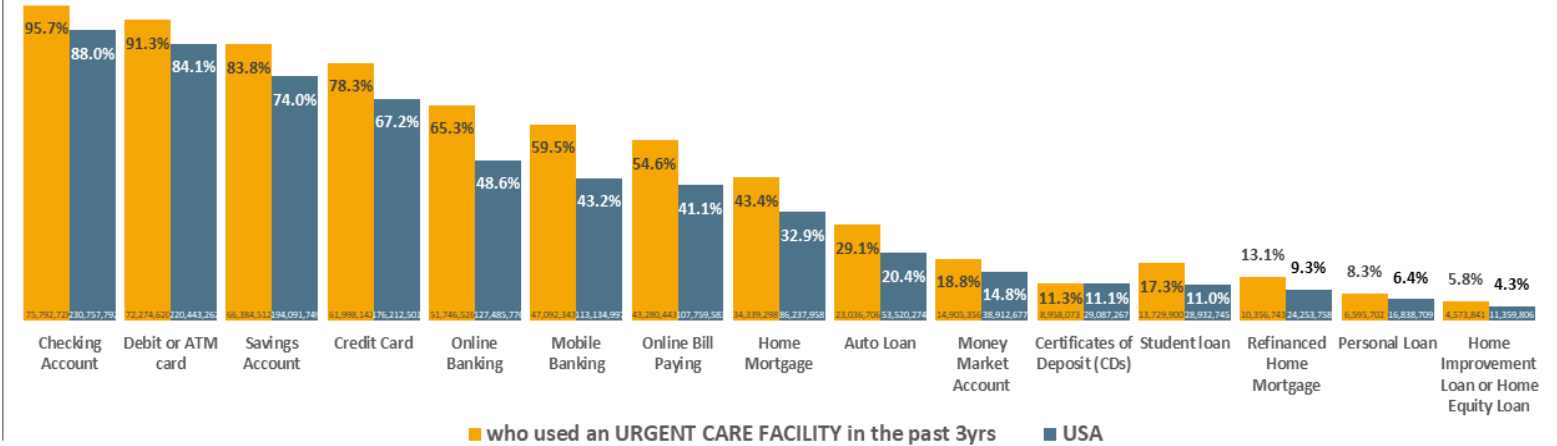
30.2% or 79,201,319 of USA Adults 18 or older used an URGENT CARE FACILITY in the past 3yrs. Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs are 25.7% more likely to have a 401K, 42.5% more likely to have an Auto Loan, 33.7% more likely to Invest/Trade Stocks Online, 12.6% more likely to pay with their Debit Card.



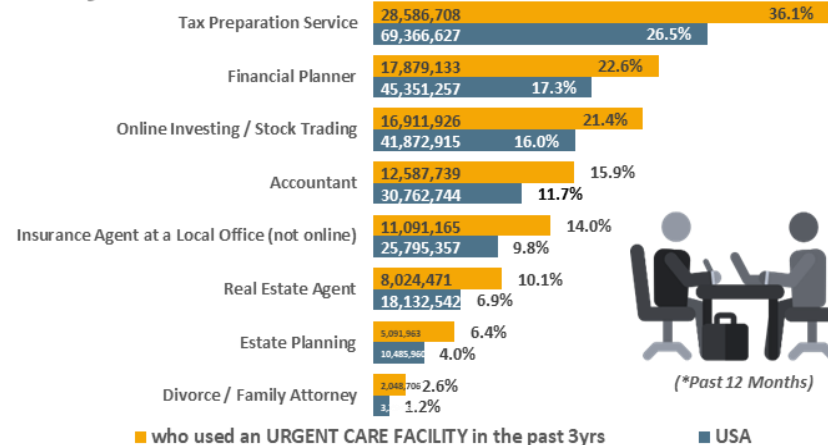
Investments Owned: Adults 18 or older



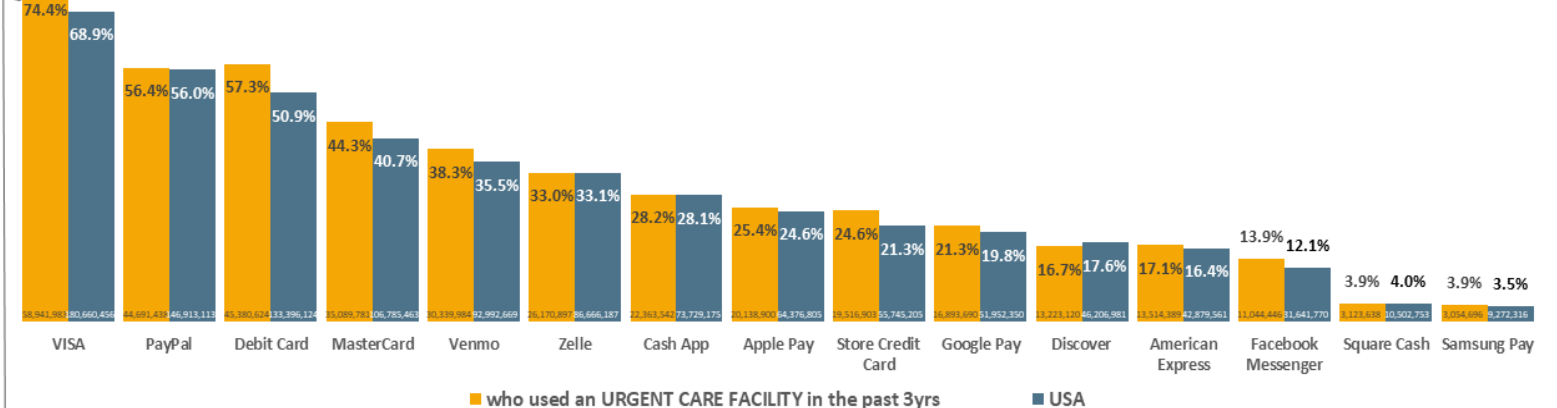
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

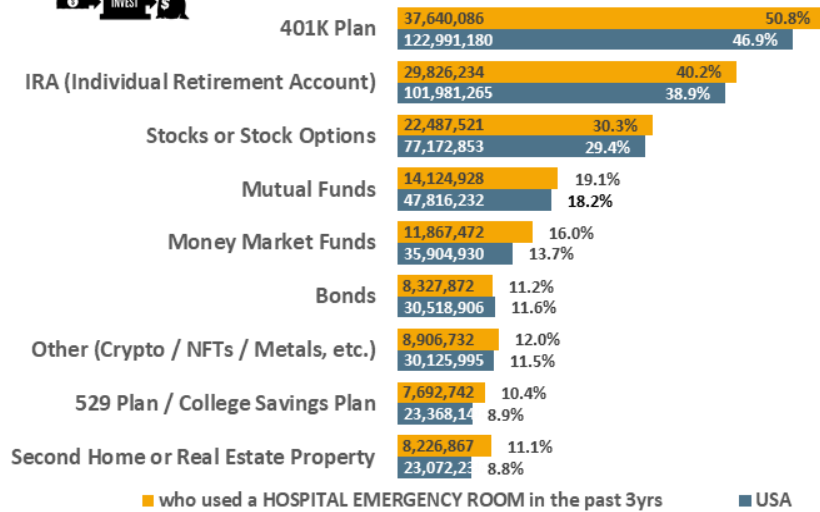




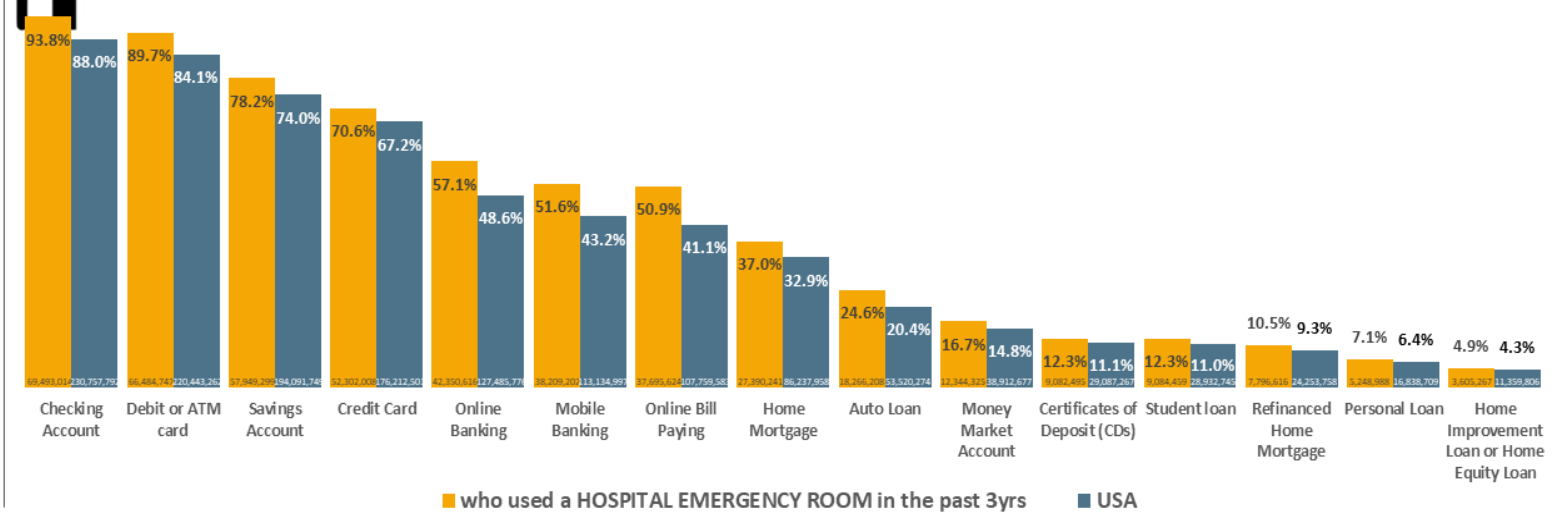
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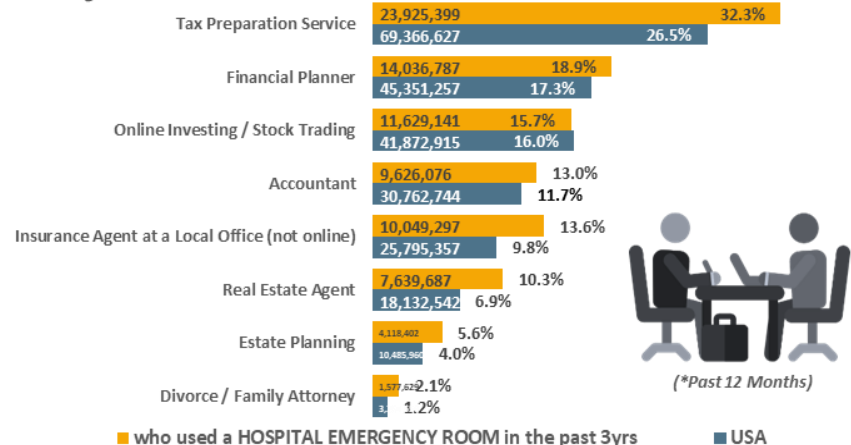
Investments Owned: Adults 18 or older



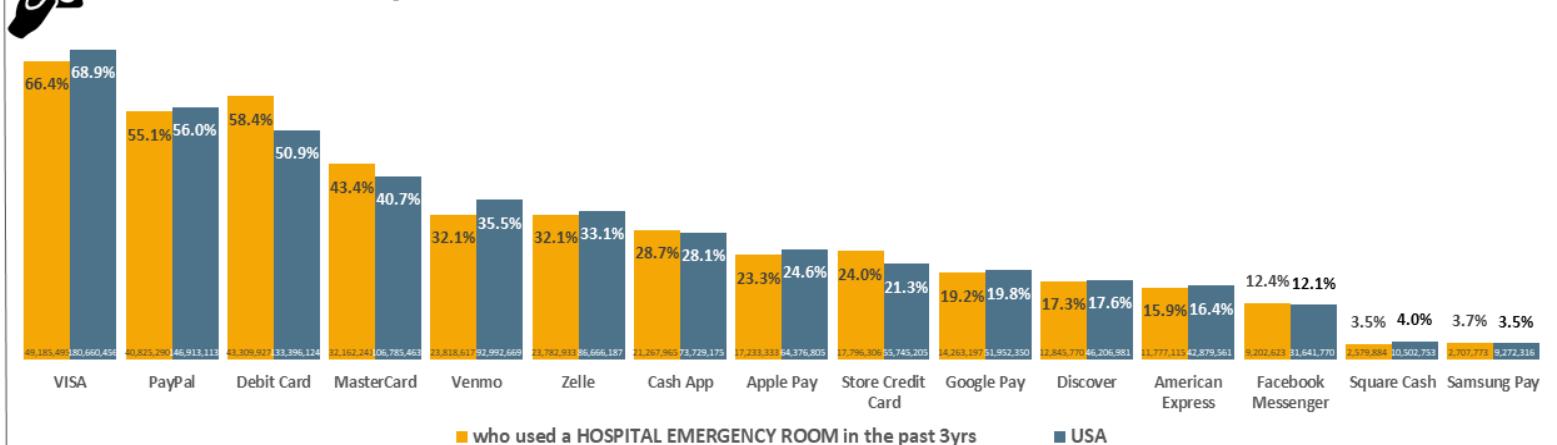
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



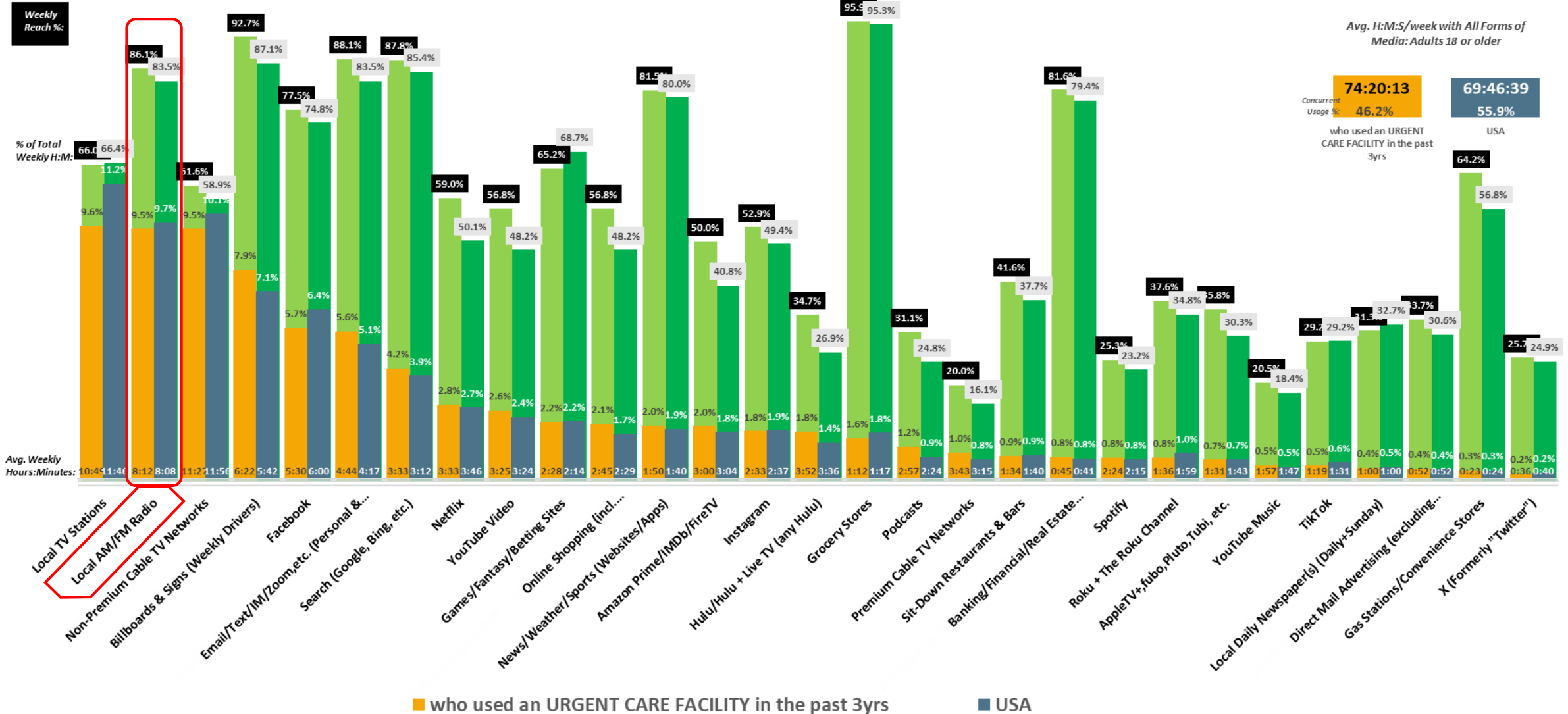
Past 3-Months Payment Methods Used: Adults 18 or older



(*Past 12 Months)

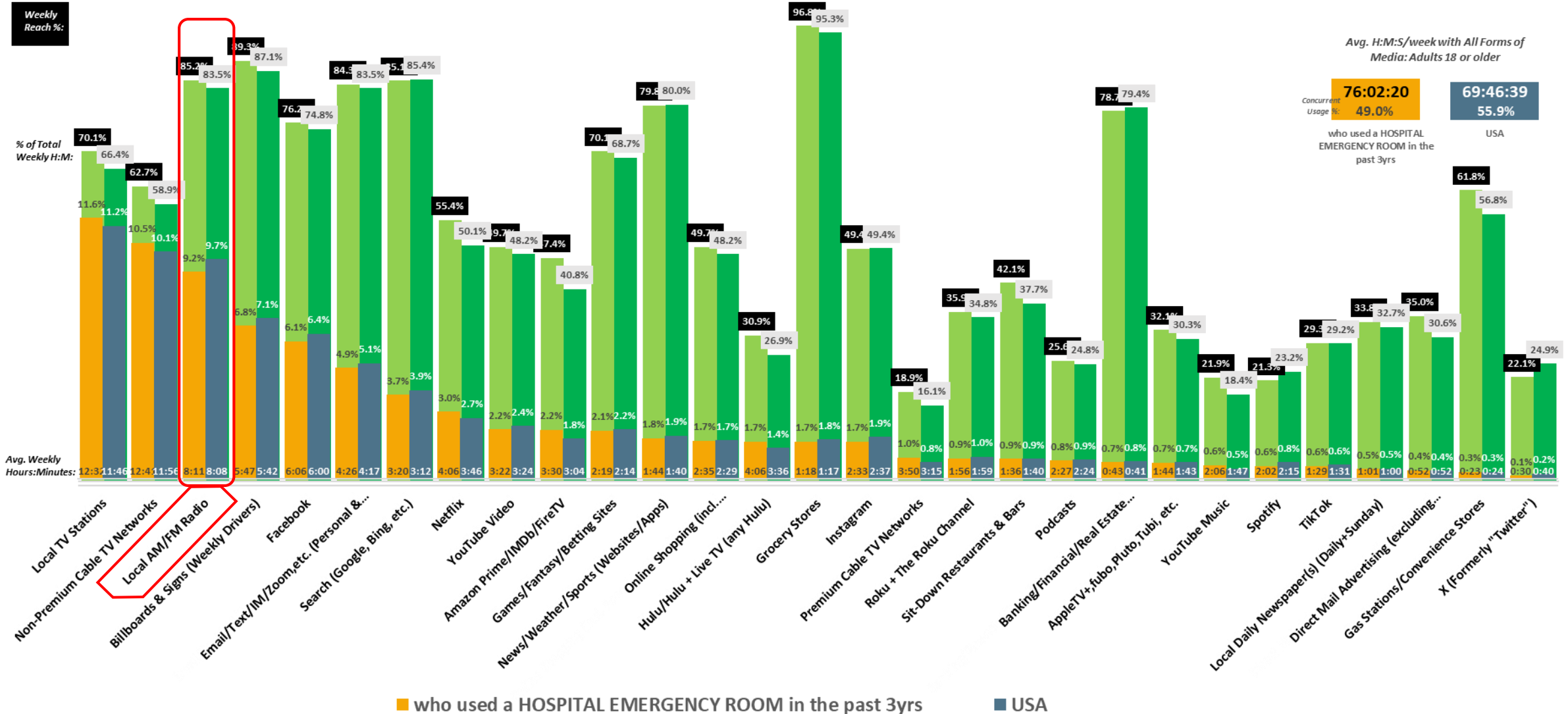


Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs spend an average of 3 days, 2 hours, 20 minutes and 13 seconds each week with All Forms of Media.
86.1% of Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs spend an avg. of 8 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



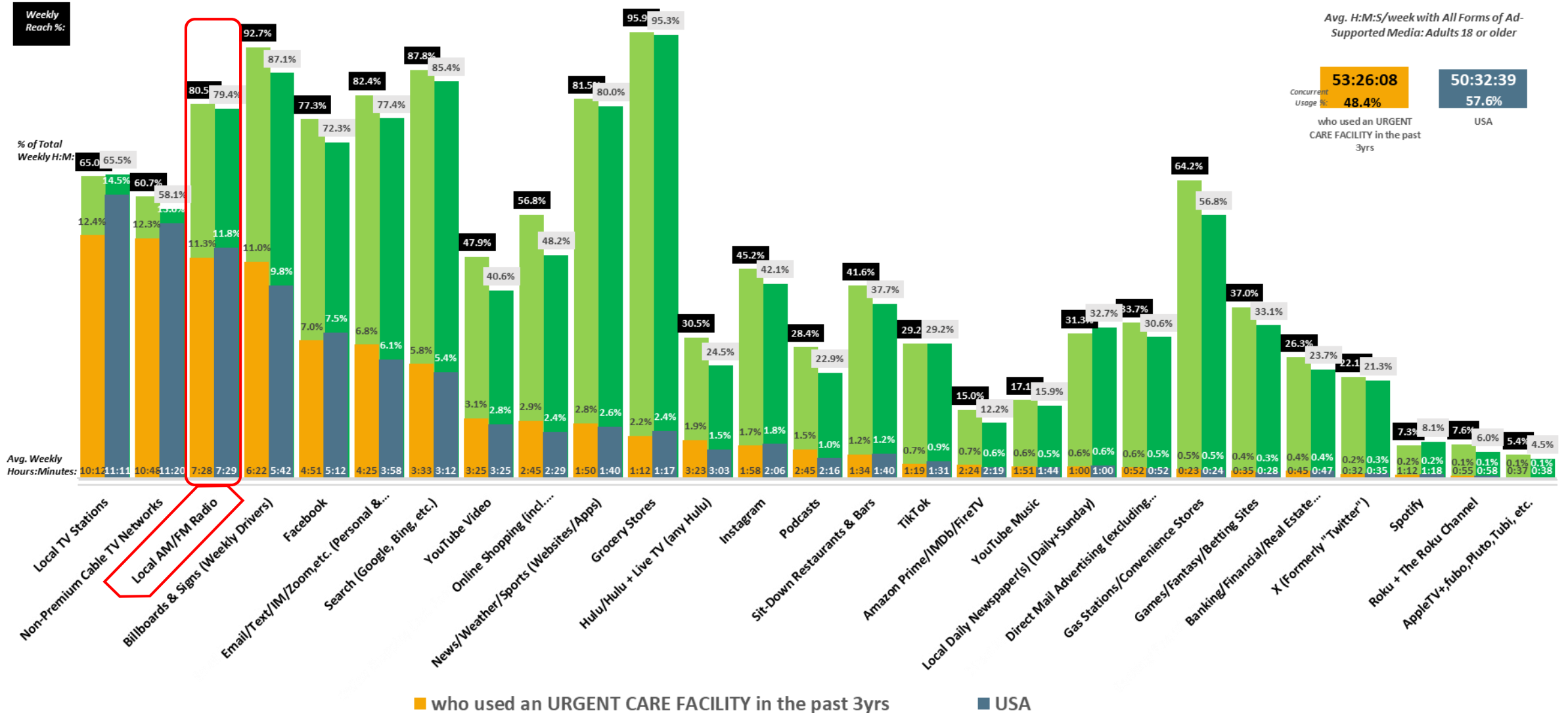


Adults 18 or older who used a HOSPITAL EMERGENCY ROOM in the past 3yrs spend an average of 3 days, 4 hours, 2 minutes and 20 seconds each week with All Forms of Media.
85.2% of Adults 18 or older who used a HOSPITAL EMERGENCY ROOM in the past 3yrs spend an avg. of 8 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



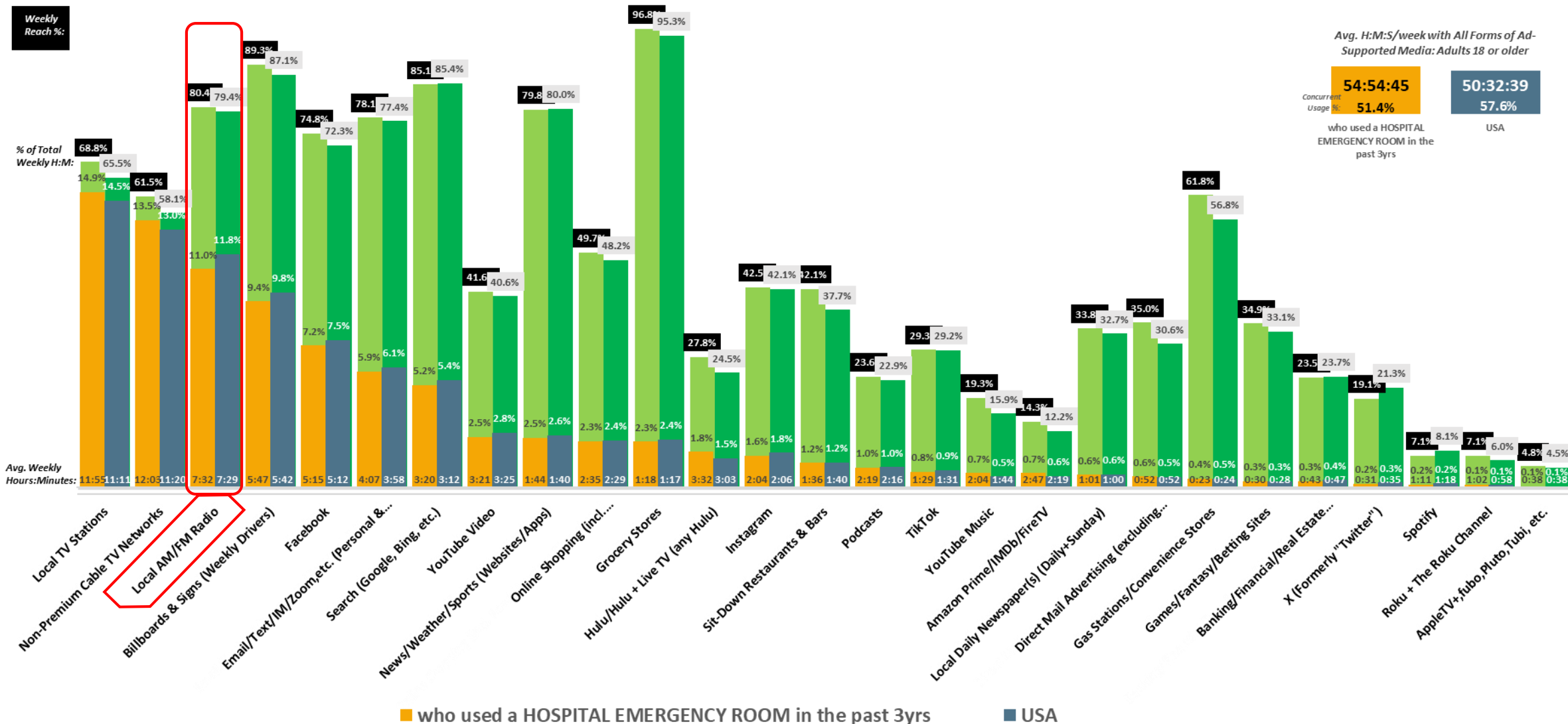


Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs spend an average of 2 days, 5 hours, 26 minutes and 8 seconds each week with All Forms of Ad-Supported Media.
80.5% of Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs spend an avg. of 7 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who used a HOSPITAL EMERGENCY ROOM in the past 3yrs spend an average of 2 days, 6 hours, 54 minutes and 45 seconds each week with All Forms of Ad-Supported Media.
 80.4% of Adults 18 or older who used a HOSPITAL EMERGENCY ROOM in the past 3yrs spend an avg. of 7 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported Media.

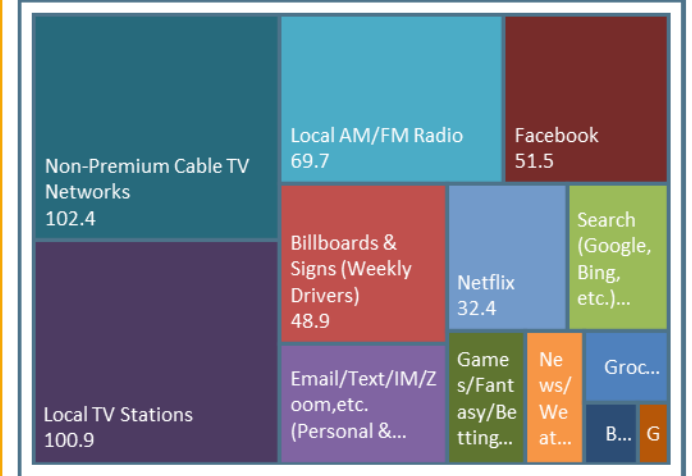
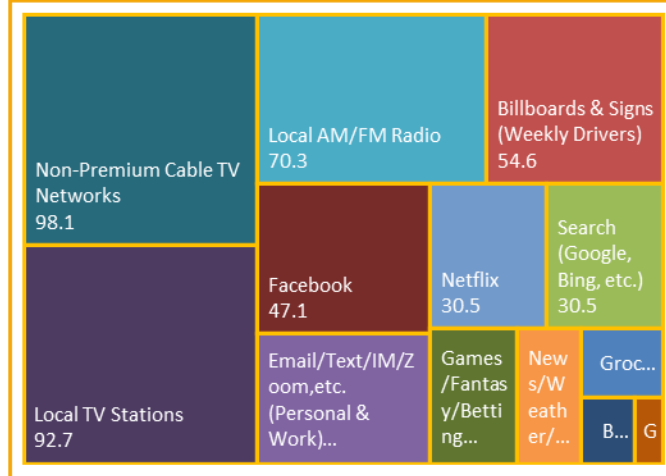
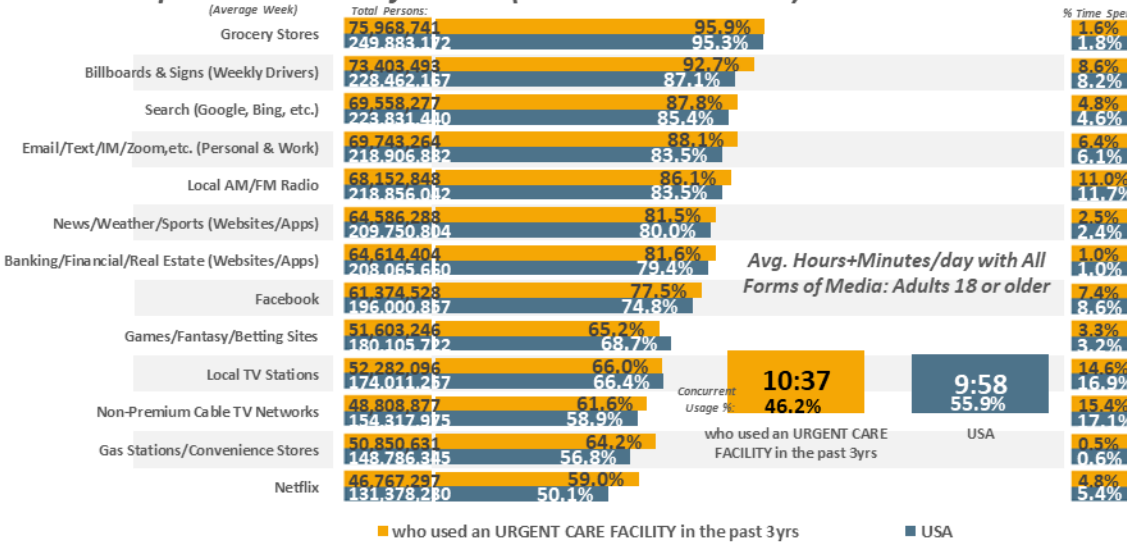




Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs spend an average of 7 hours and 38 minutes each day with All Forms of Ad-Supported Media. 80.5% listen to Local AM/FM Radio for an avg. of 64.1 minutes/day. (Local Radio delivers 11.3% of Time with Ad-Supported Media.)

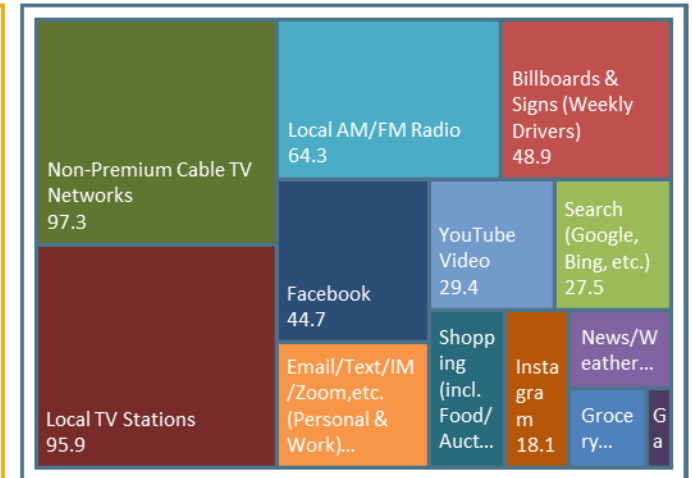
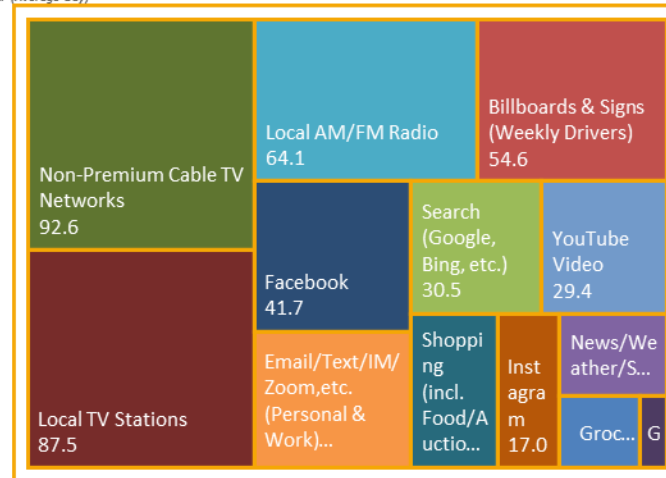
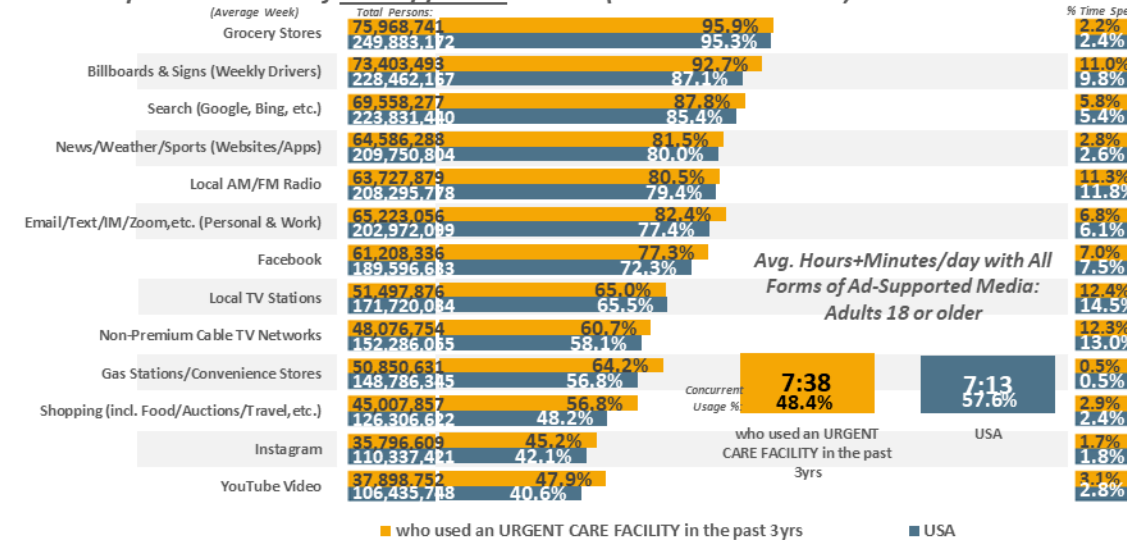
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

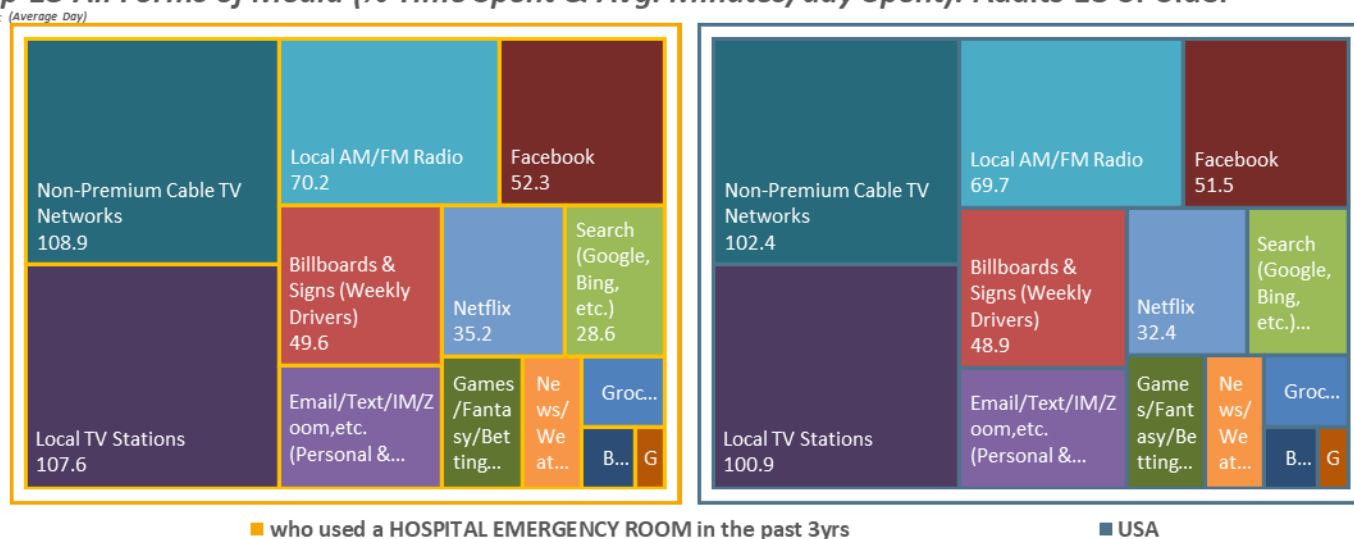
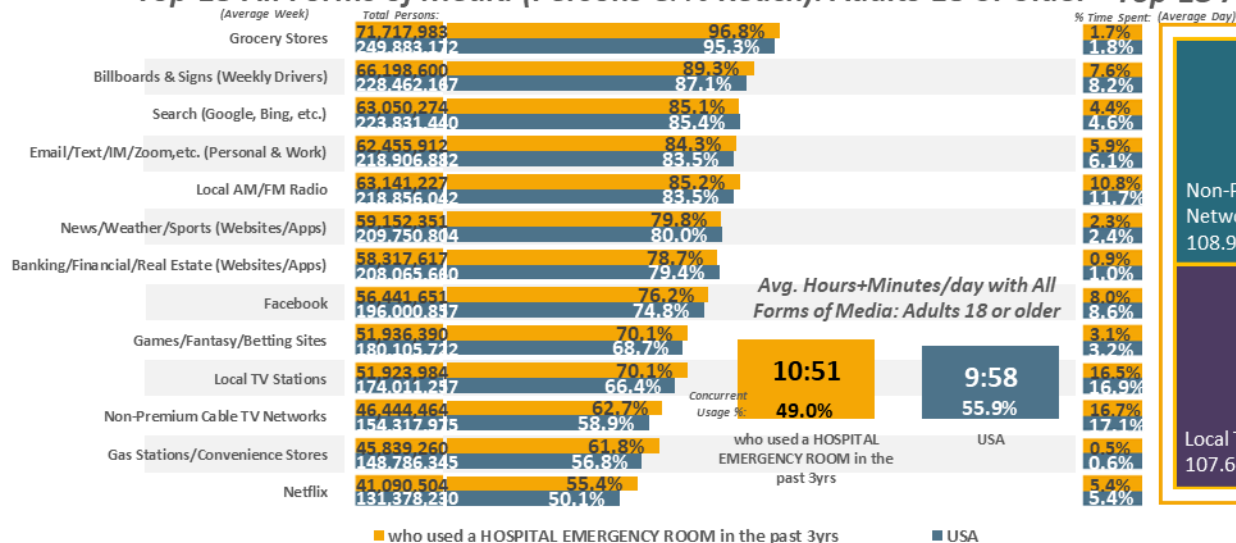




Adults 18 or older who used a HOSPITAL EMERGENCY ROOM in the past 3yrs spend an average of 7 hours and 50 minutes each day with All Forms of Ad-Supported Media. 80.4% listen to Local AM/FM Radio for an avg. of 64.6 minutes/day. (Local Radio delivers 11.% of Time with Ad-Supported Media.)

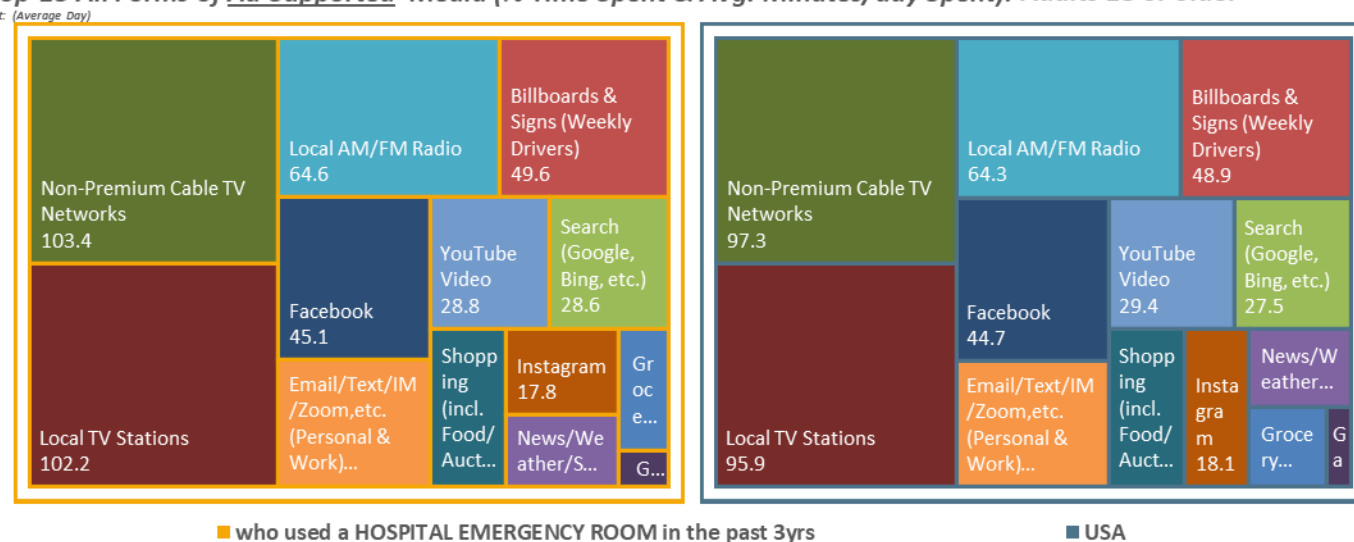
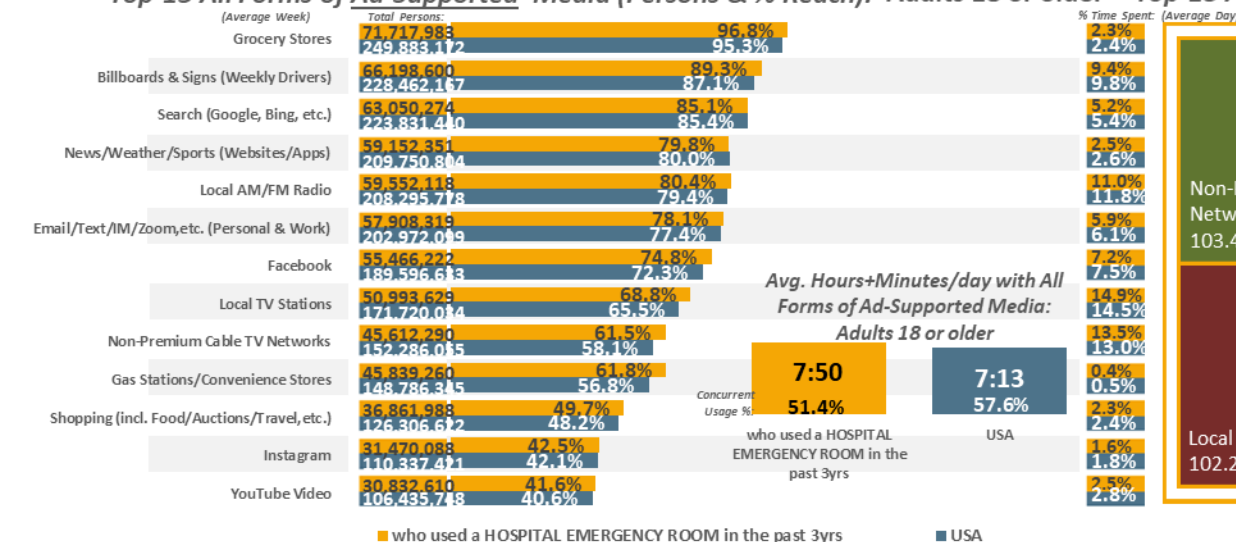
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

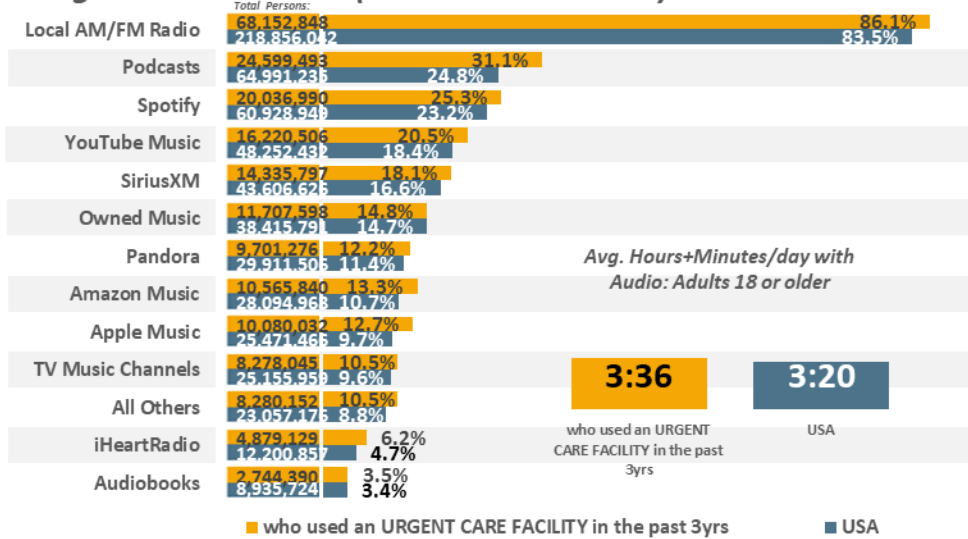
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



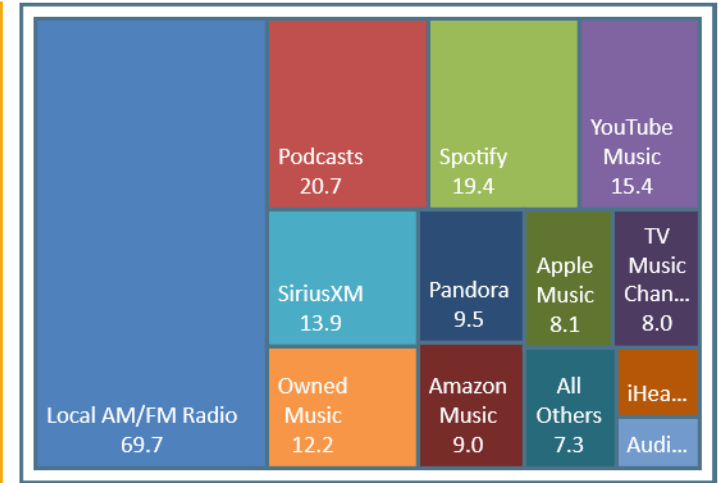
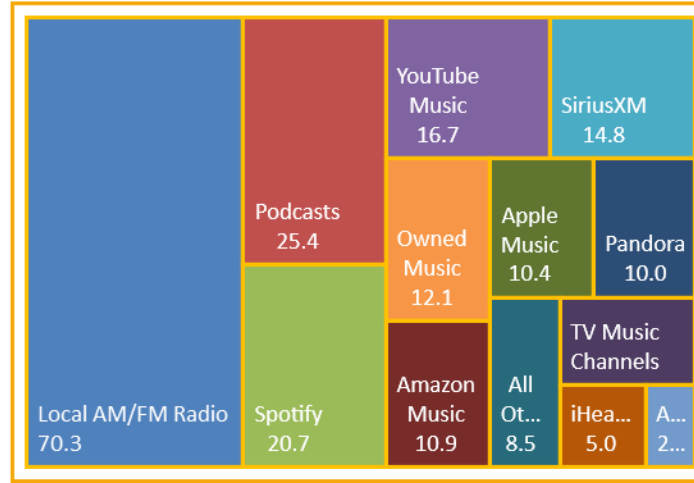


63,727,879 or 80.5% of Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 64.1 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.

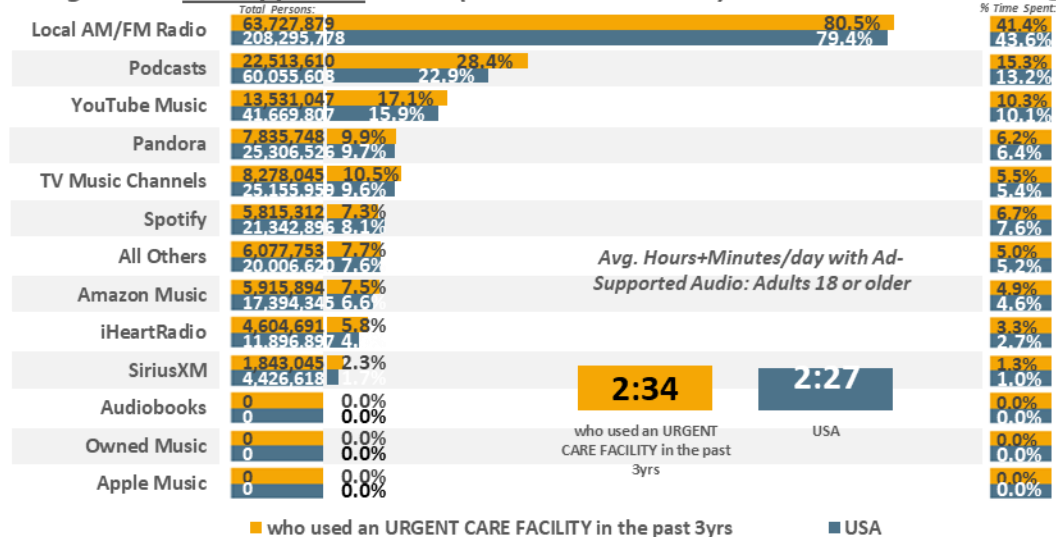
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



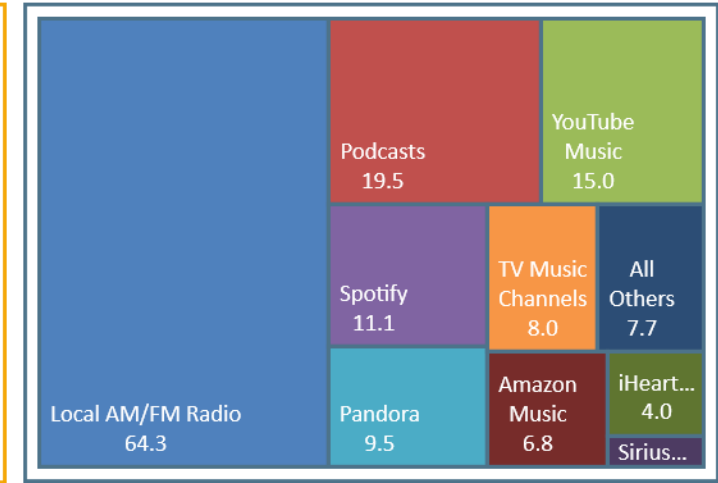
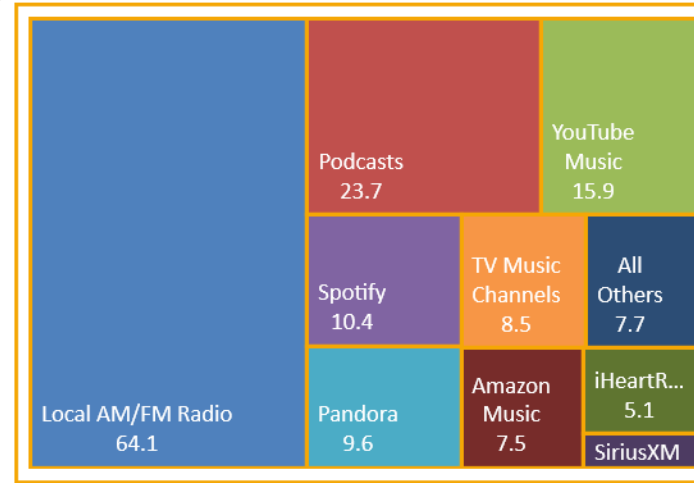
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



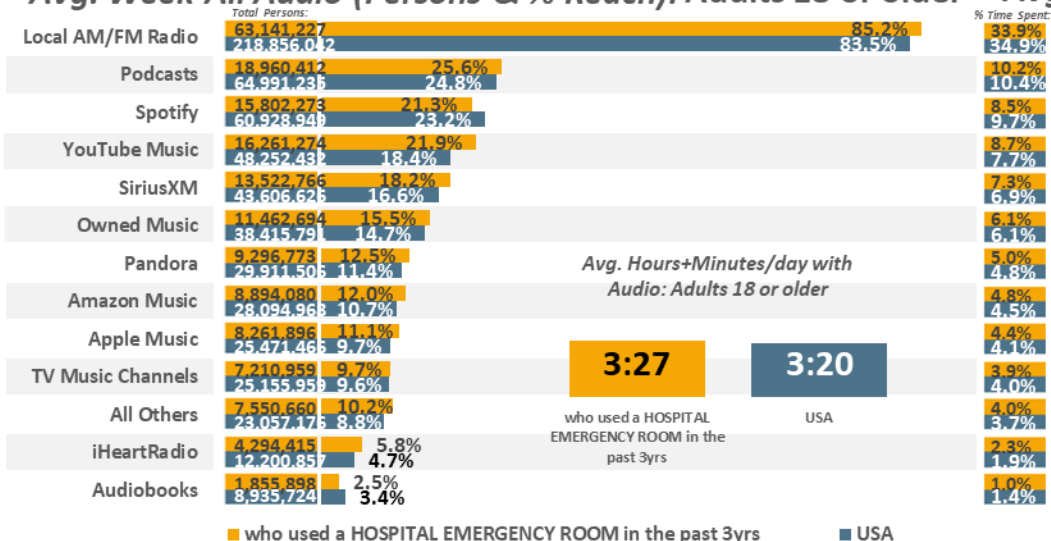
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



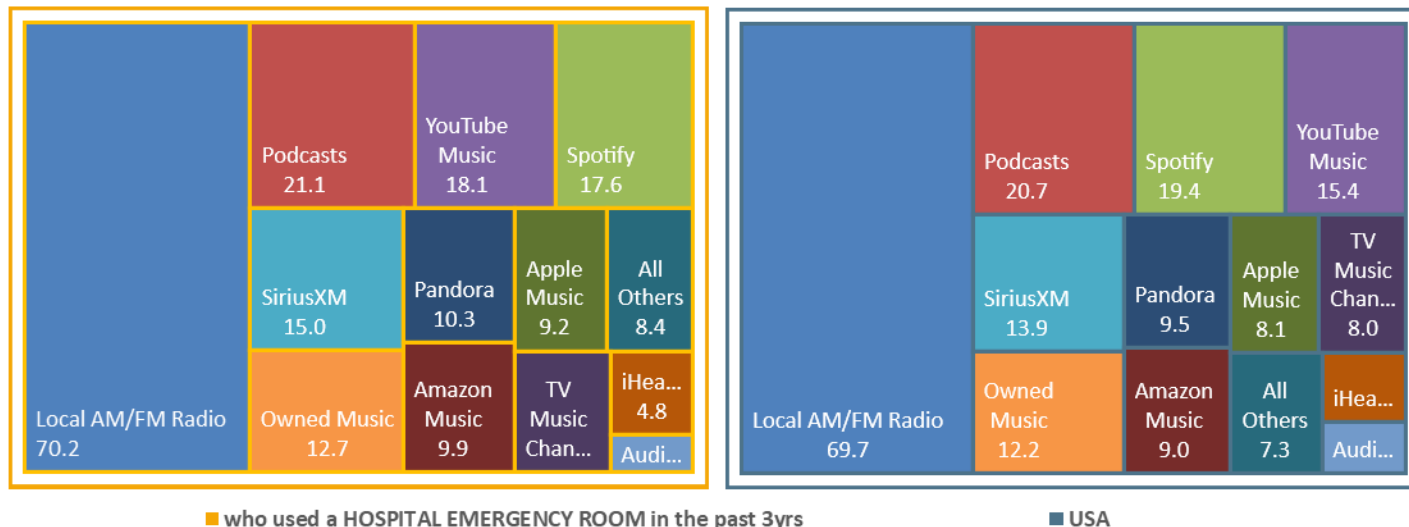


59,552,118 or 80.4% of Adults 18 or older who used a HOSPITAL EMERGENCY ROOM in the past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

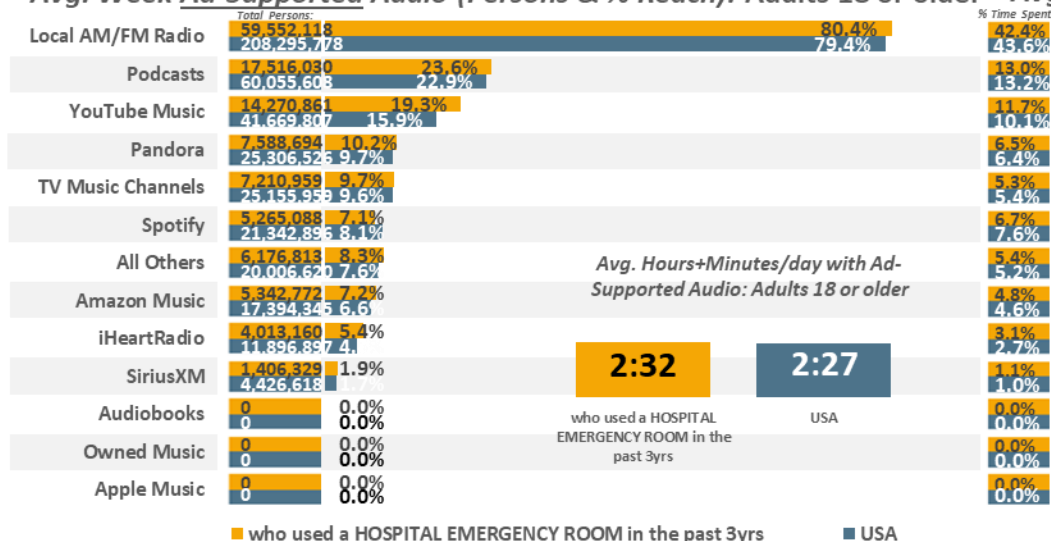
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



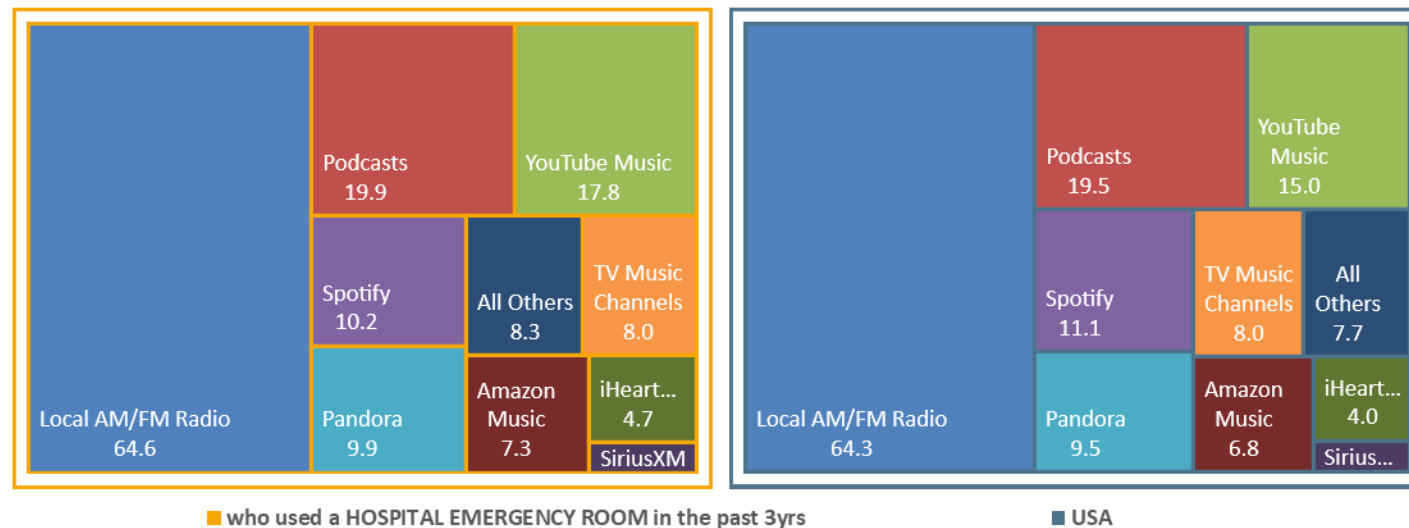
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

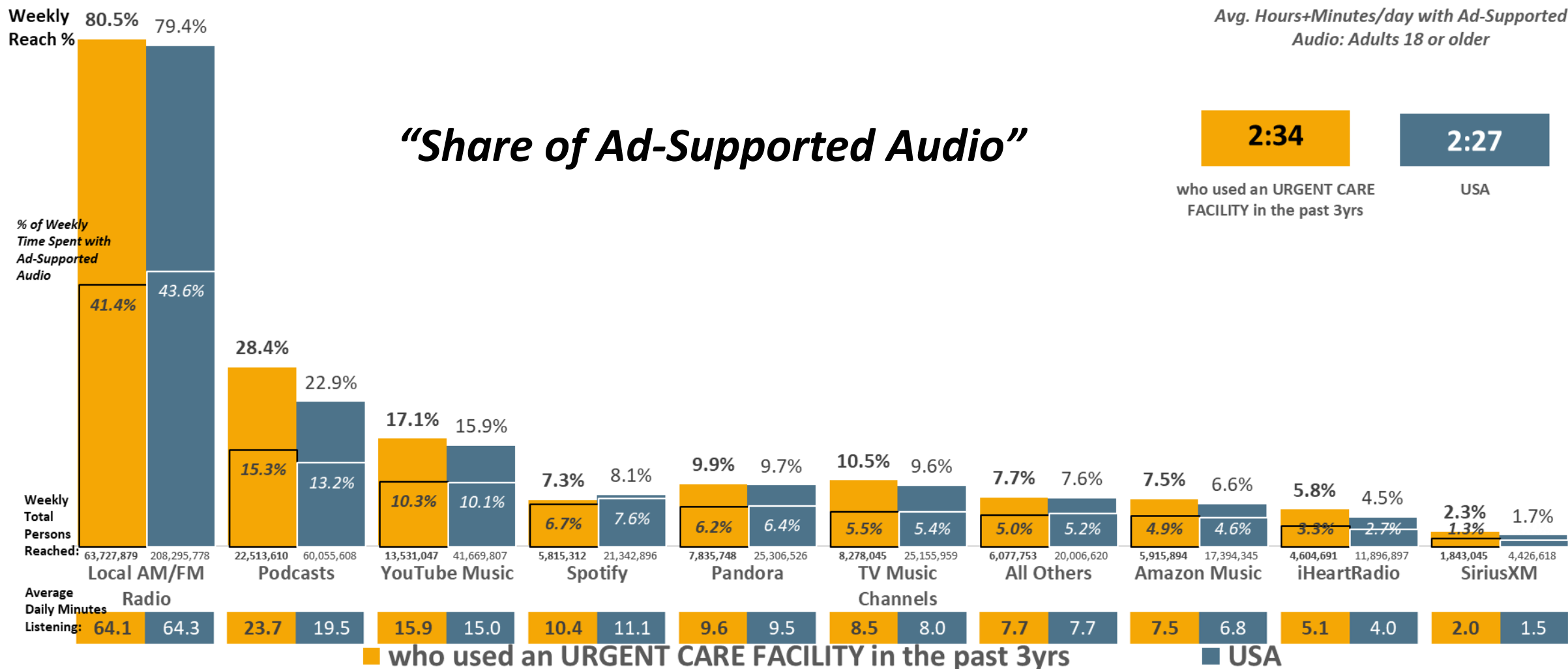


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



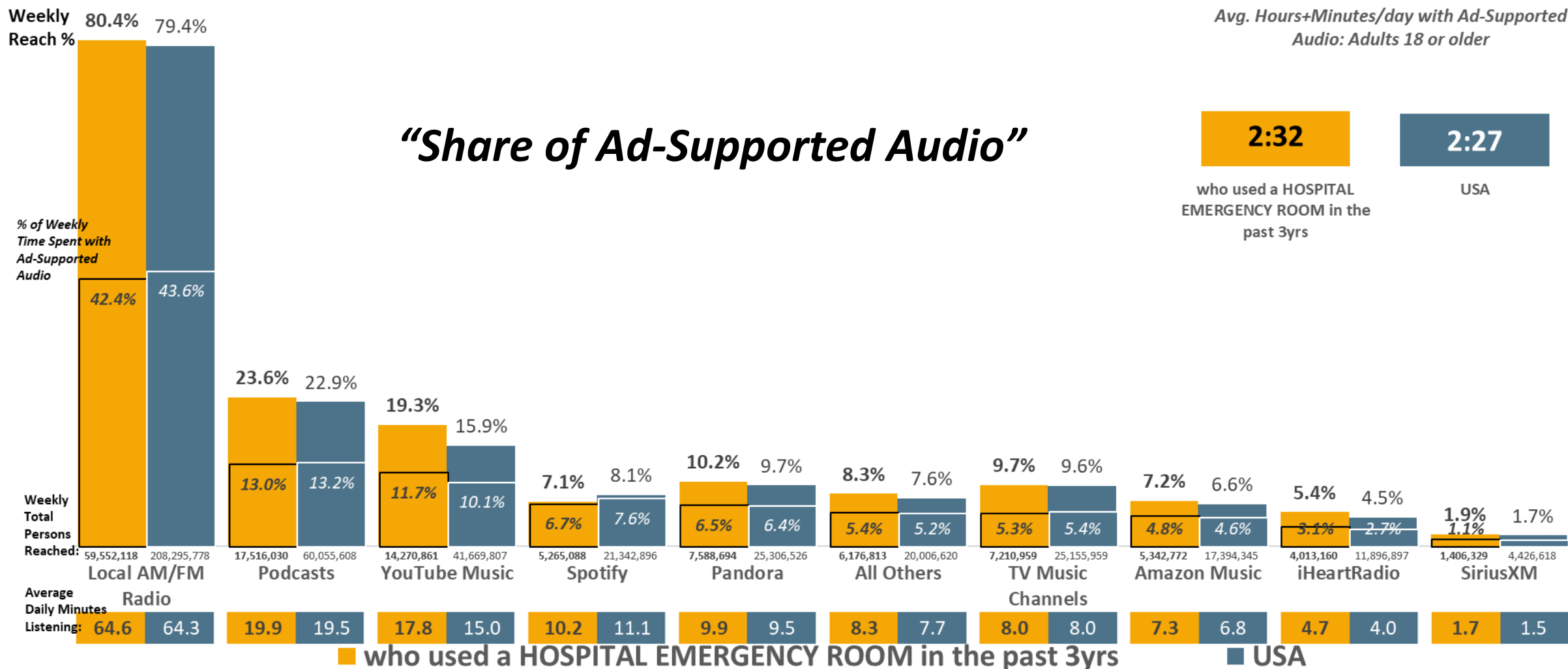


63,727,879 or 80.5% of Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 64.1 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.





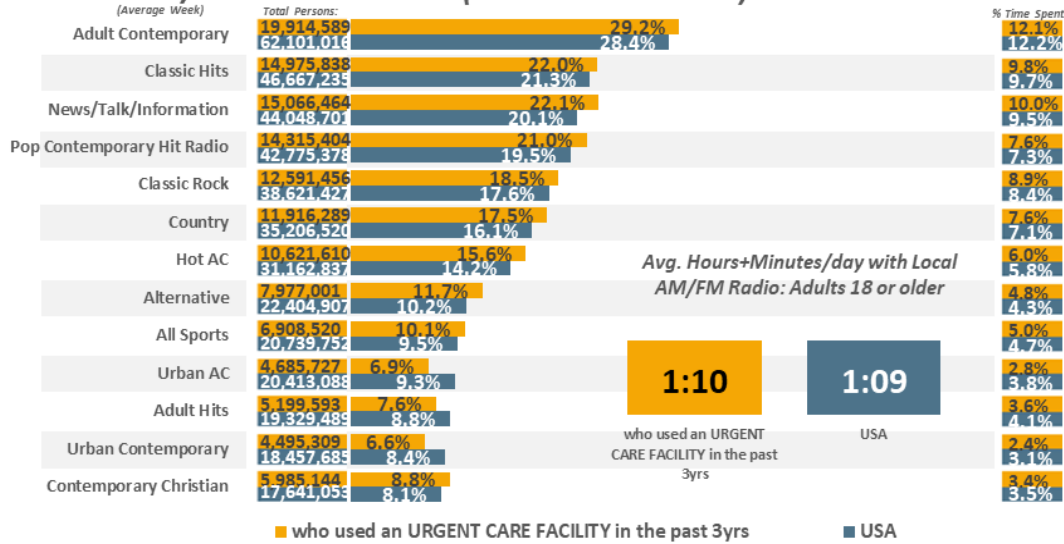
59,552,118 or 80.4% of Adults 18 or older who used a HOSPITAL EMERGENCY ROOM in the past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.



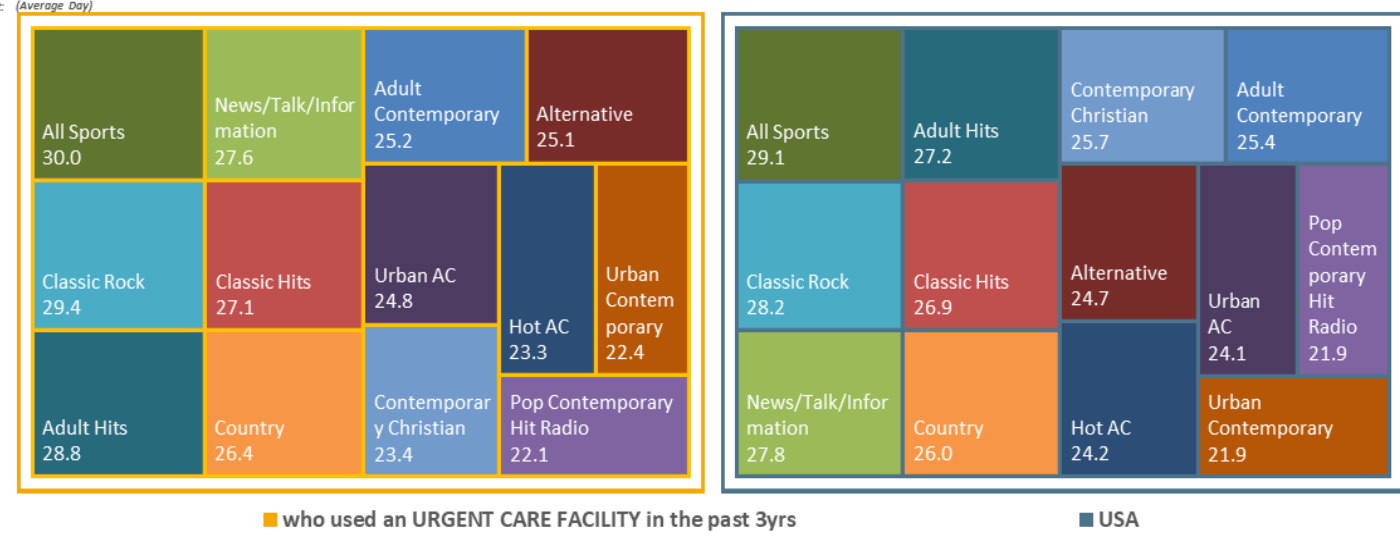


63,727,879 or 80.5% of Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

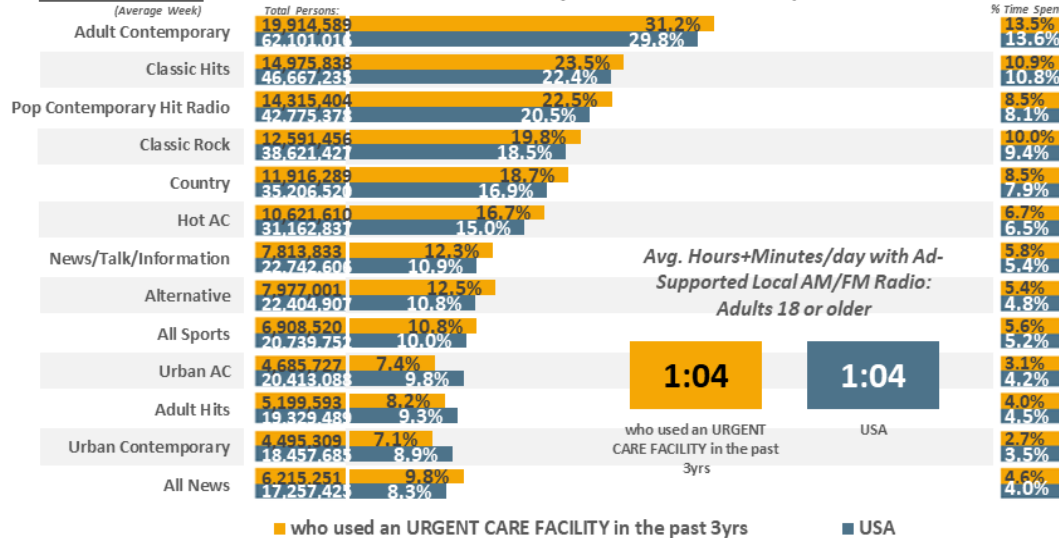
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



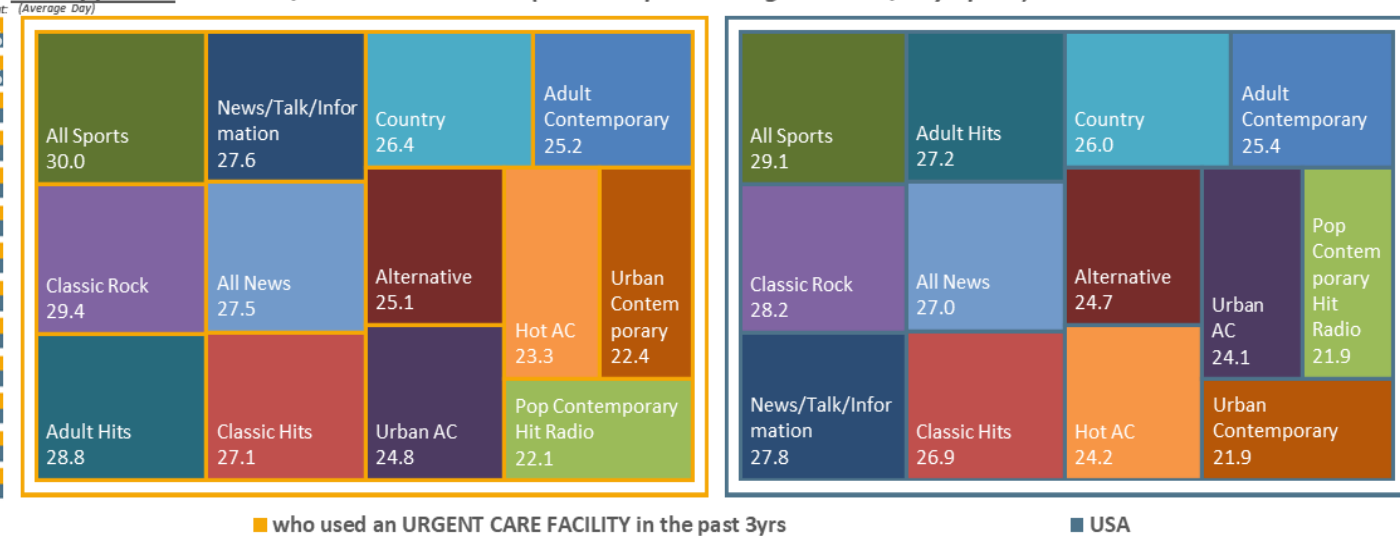
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



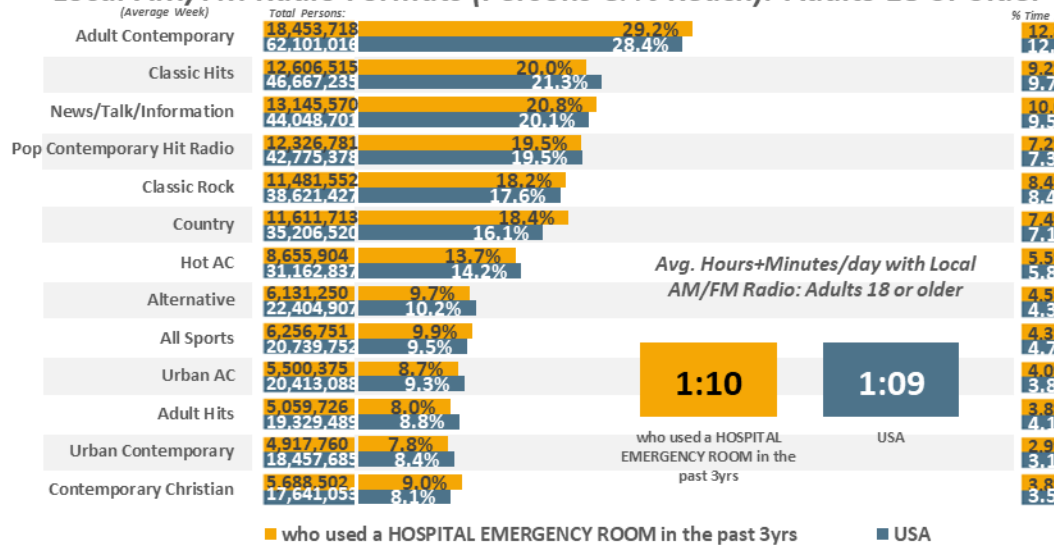
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



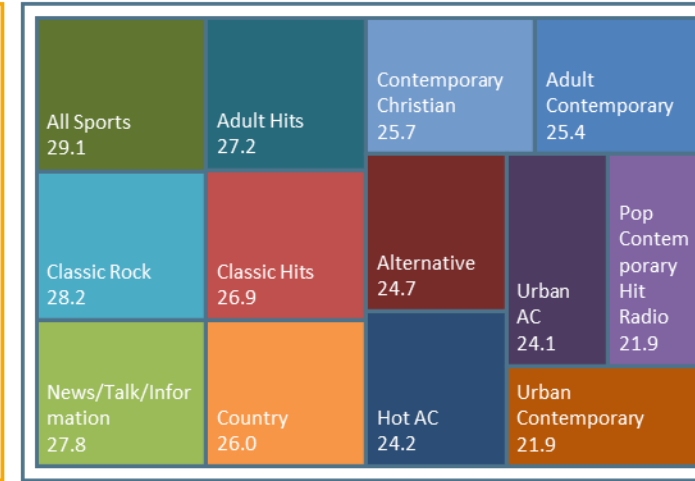
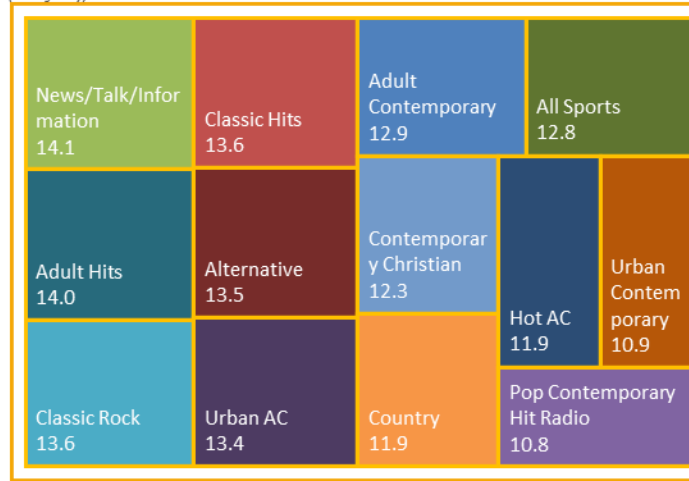


59,552,118 or 80.4% of Adults 18 or older who used a HOSPITAL EMERGENCY ROOM in the past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

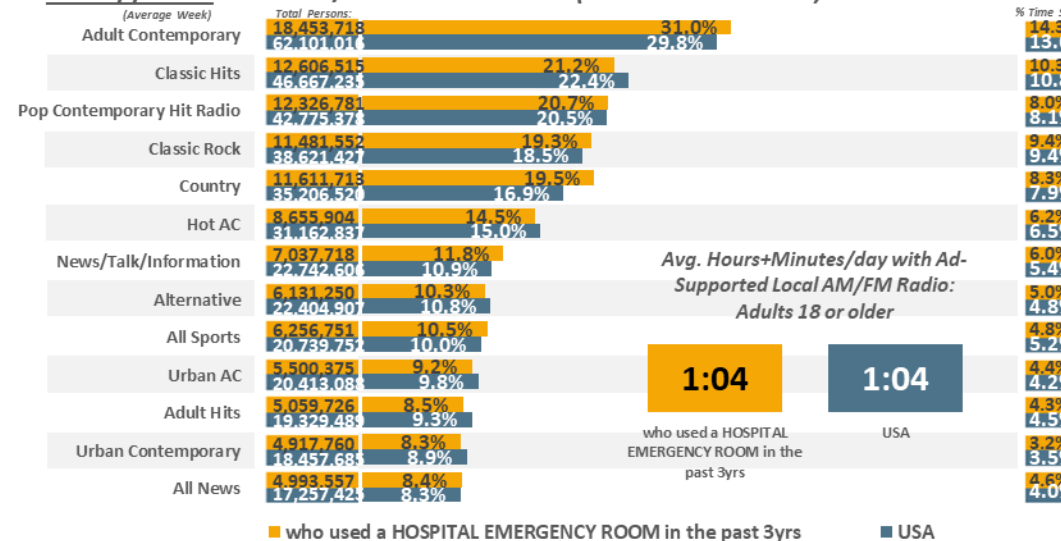
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



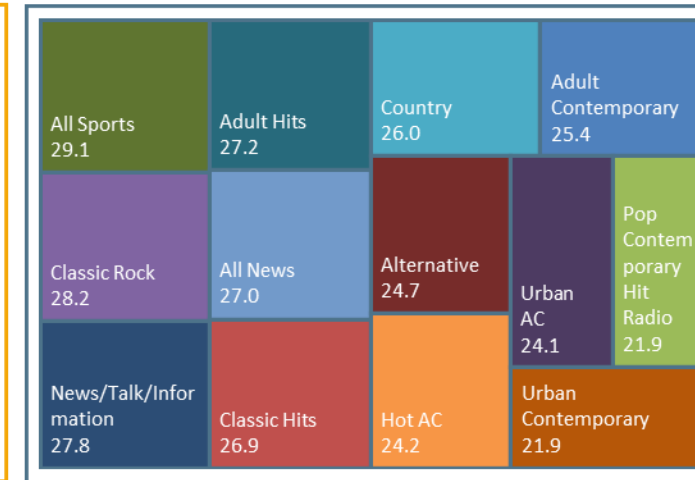
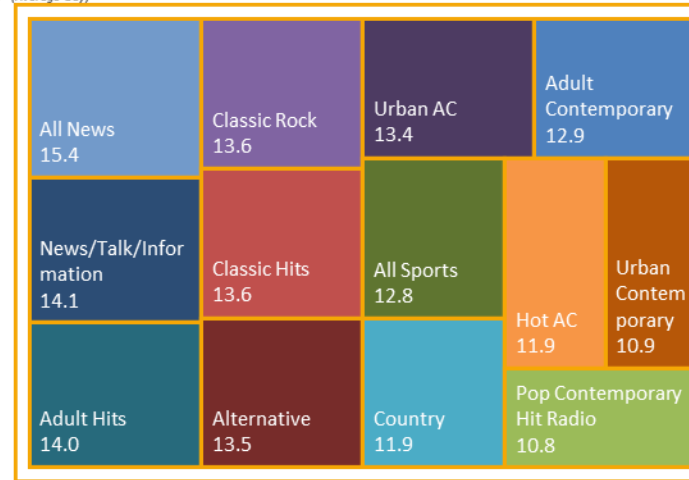
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

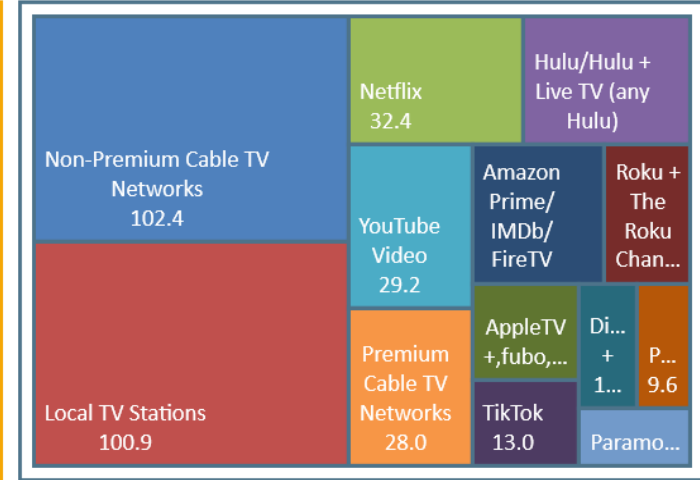
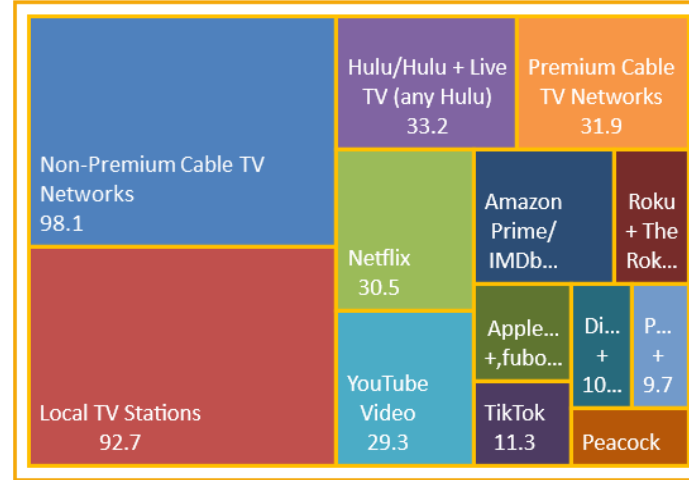
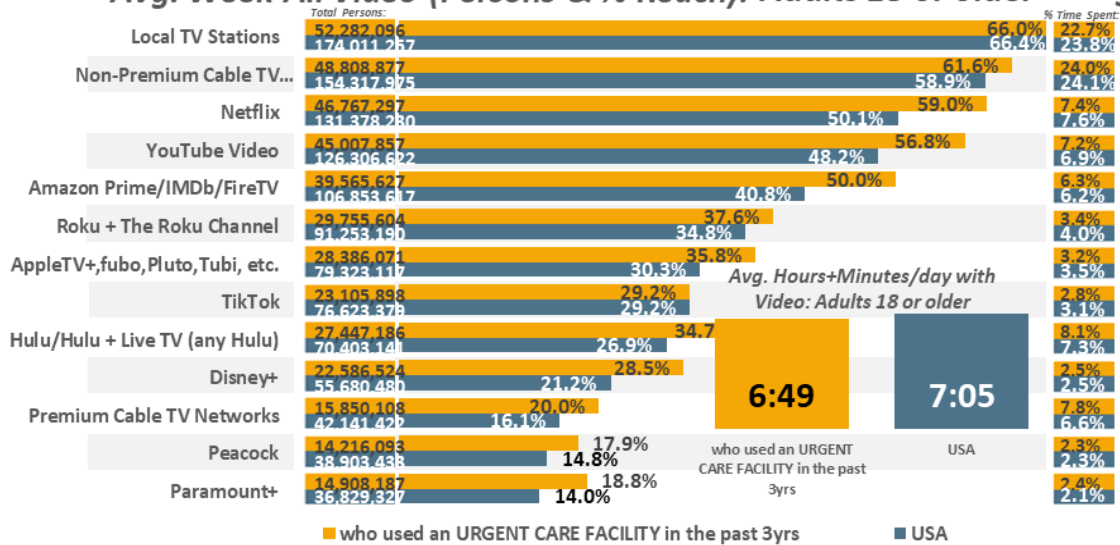




51,497,876 or 65.% of Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs watch Ad-Supported Local TV Stations for an average of 87.5 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

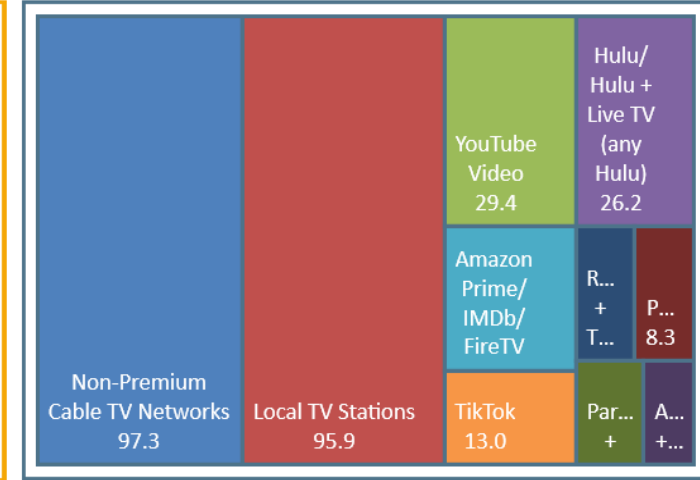
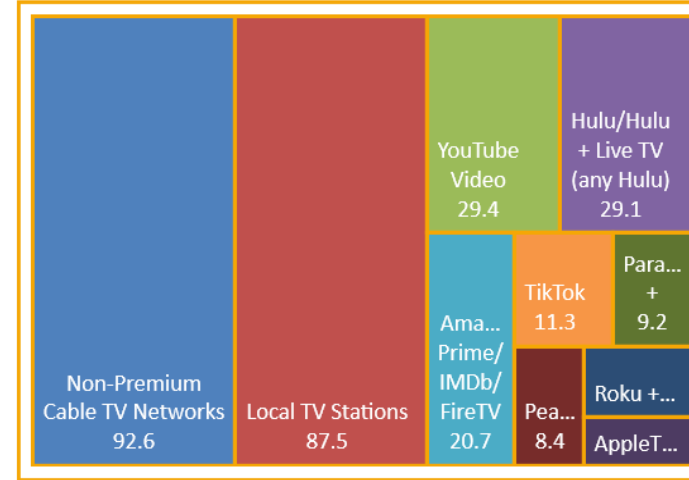
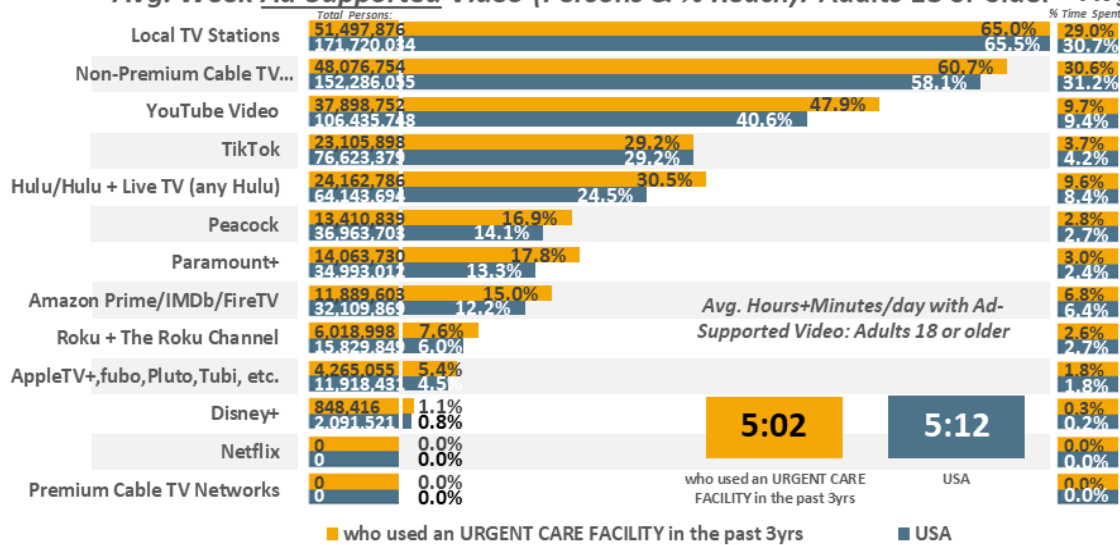
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

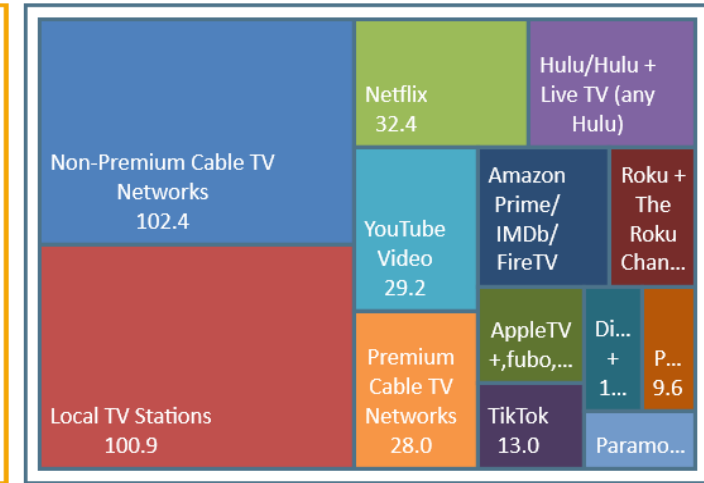
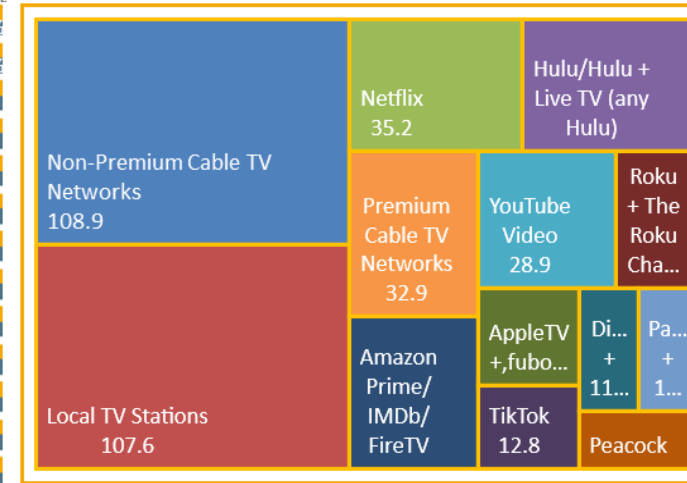
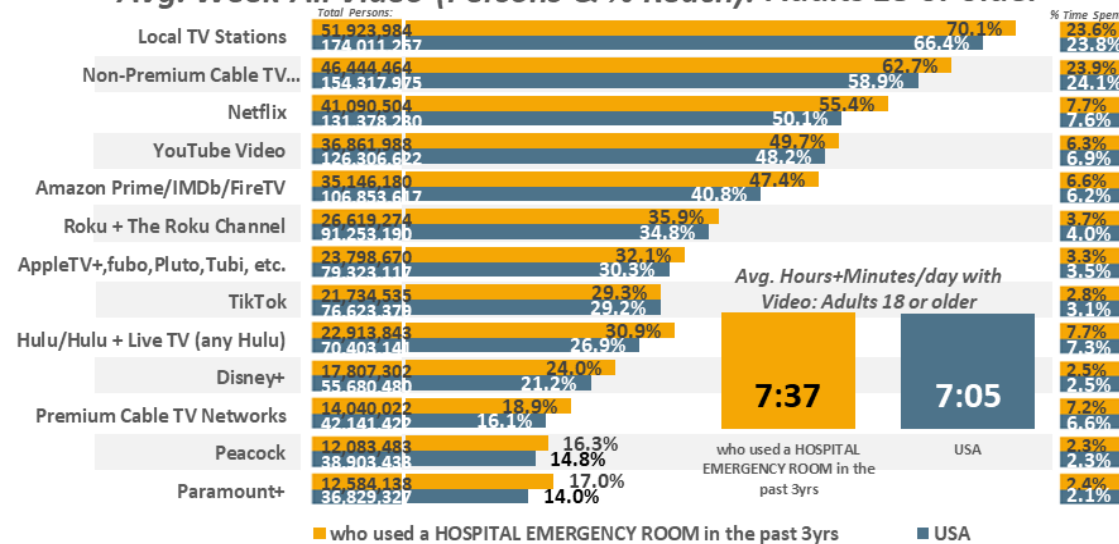




50,993,629 or 68.8% of Adults 18 or older who used a HOSPITAL EMERGENCY ROOM in the past 3yrs watch Ad-Supported Local TV Stations for an average of 102.2 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

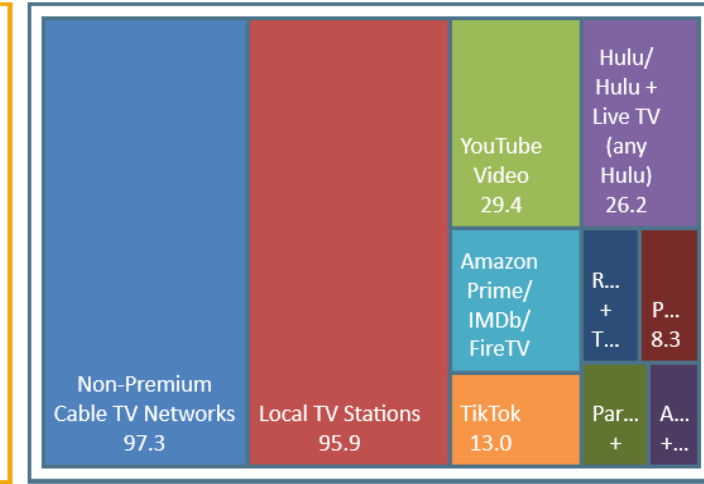
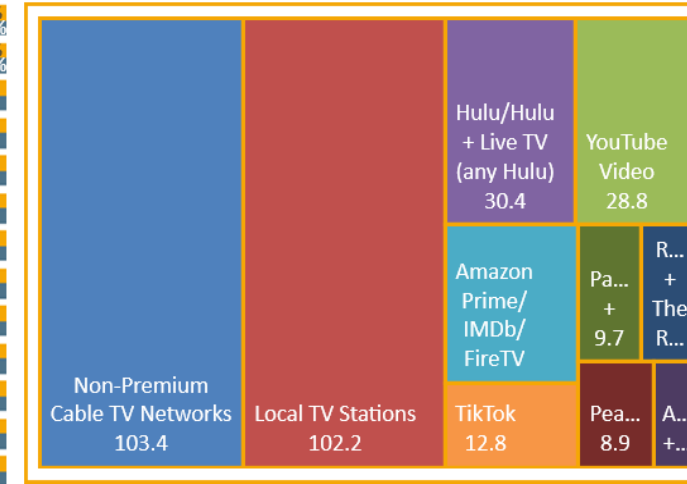
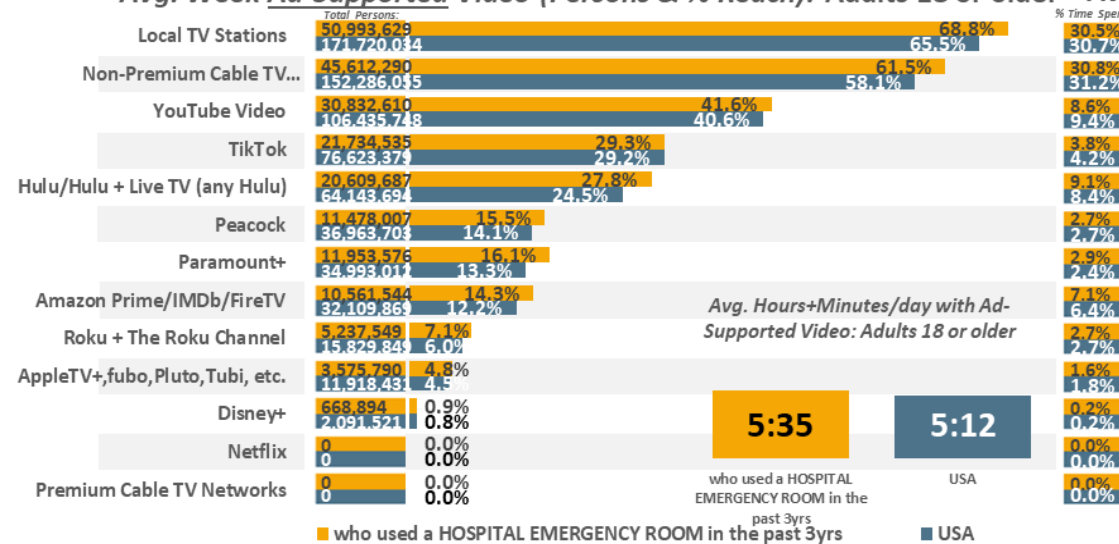
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

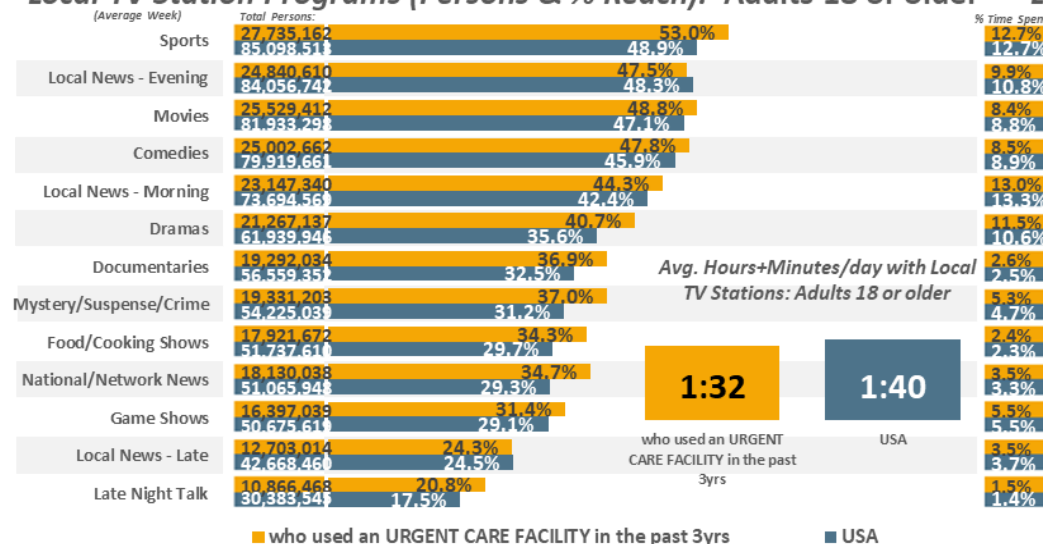
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



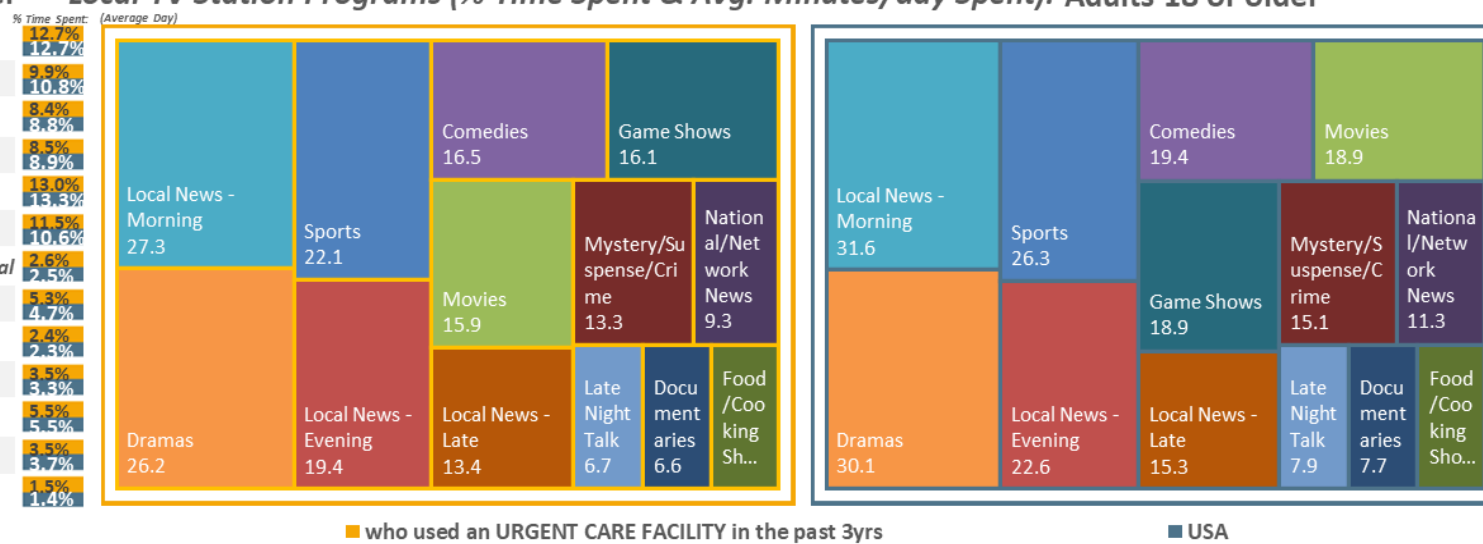


51,497,876 or 65.% of Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

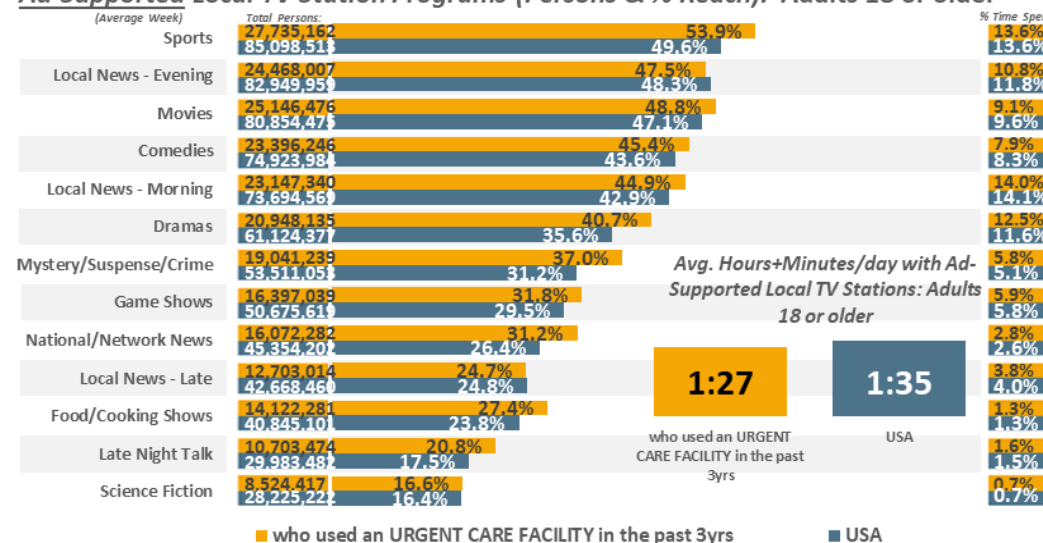
Local TV Station Programs (Persons & % Reach): Adults 18 or older



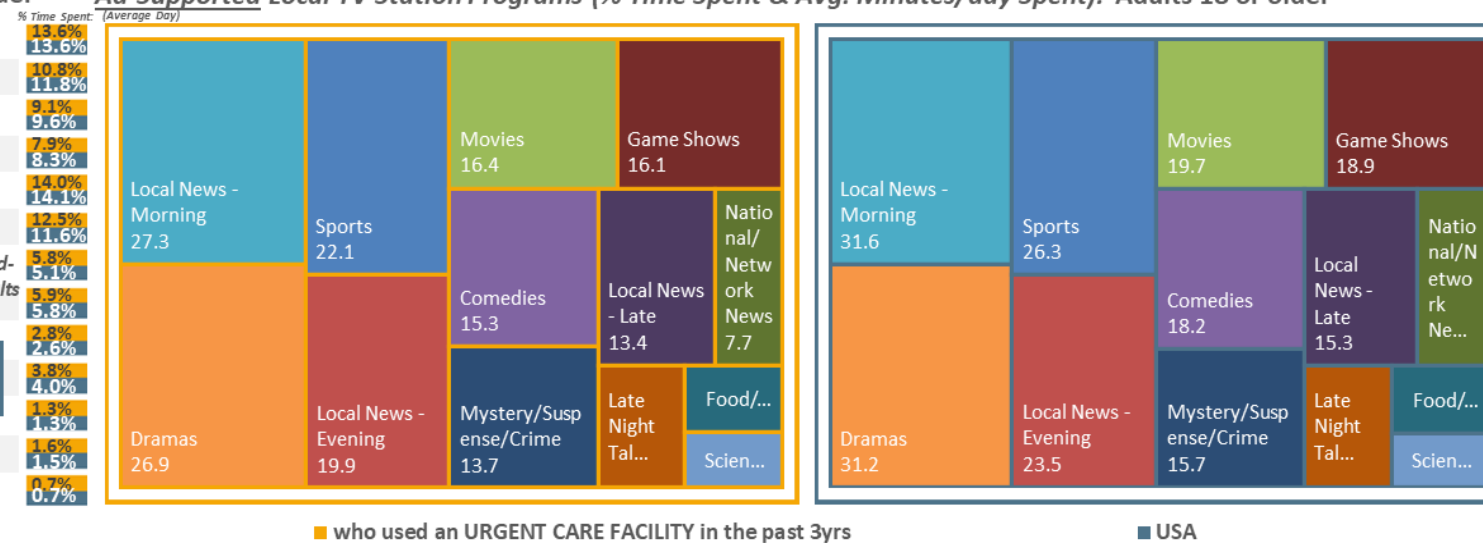
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



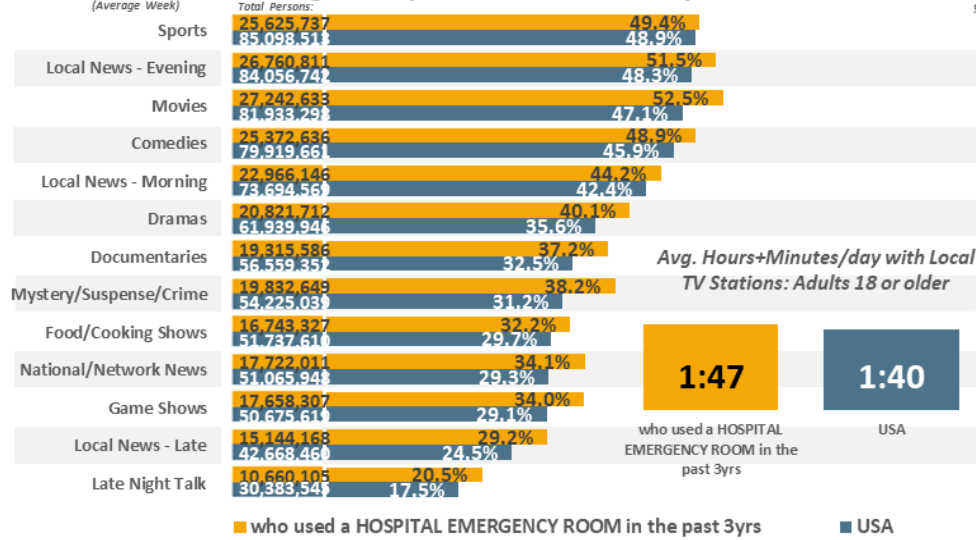
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



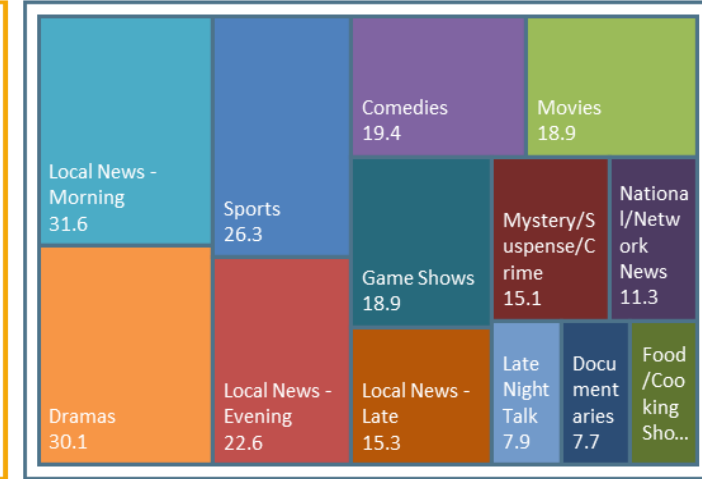
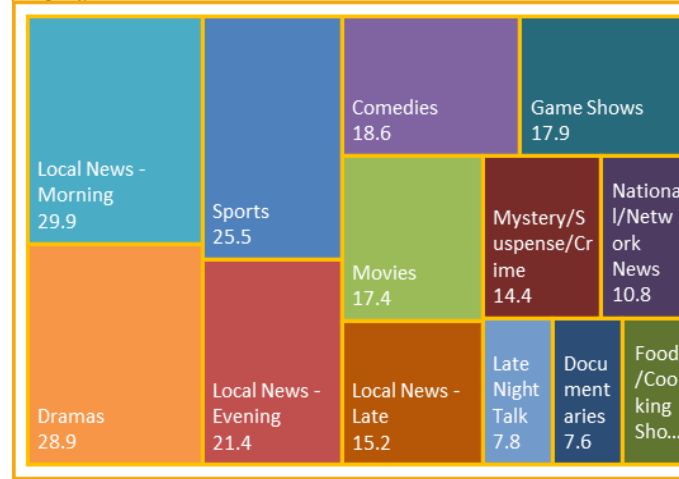


50,993,629 or 68.8% of Adults 18 or older who used a HOSPITAL EMERGENCY ROOM in the past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Sports, Comedies, Local News - Morning, and Dramas.

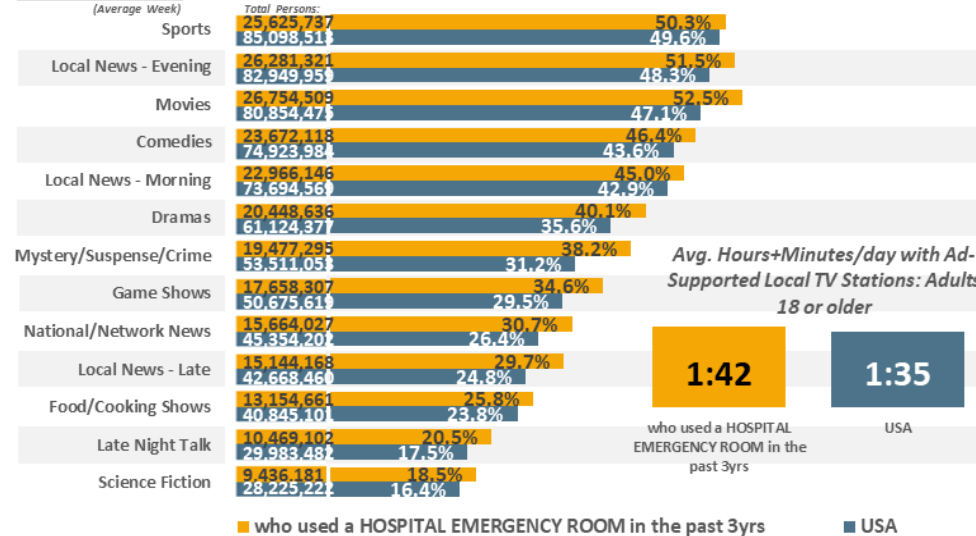
Local TV Station Programs (Persons & % Reach): Adults 18 or older



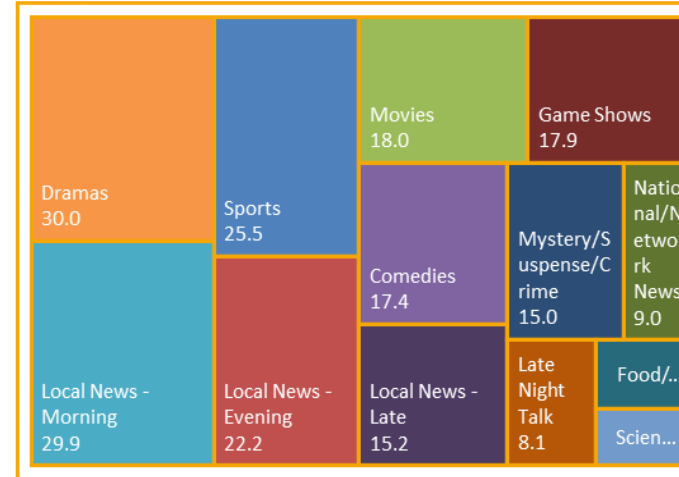
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



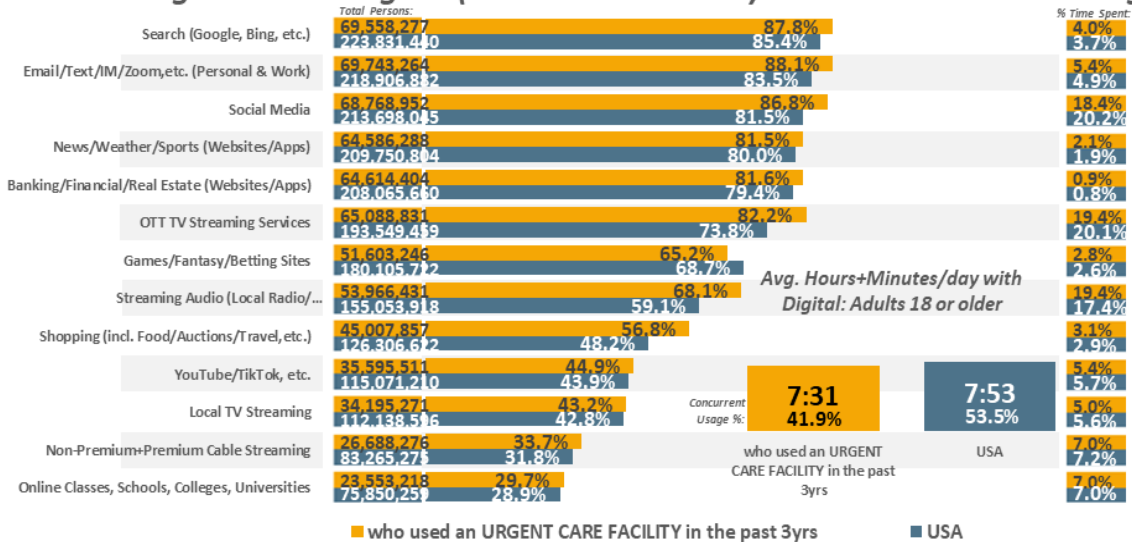
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



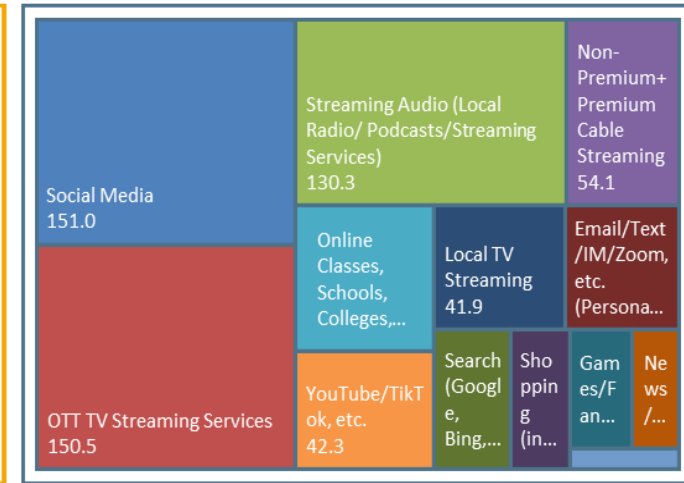
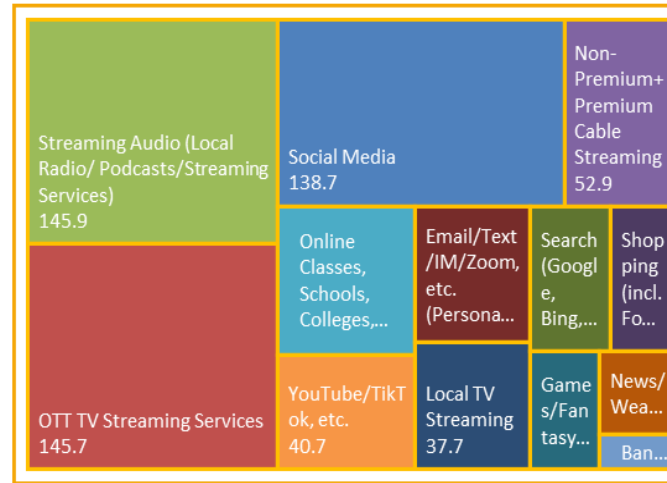


61,208,336 or 77.3% of Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs use Ad-Supported Social Media for an average of 123.4 minutes every day representing 23.1% of all time spent daily with Ad-Supported Digital Media.

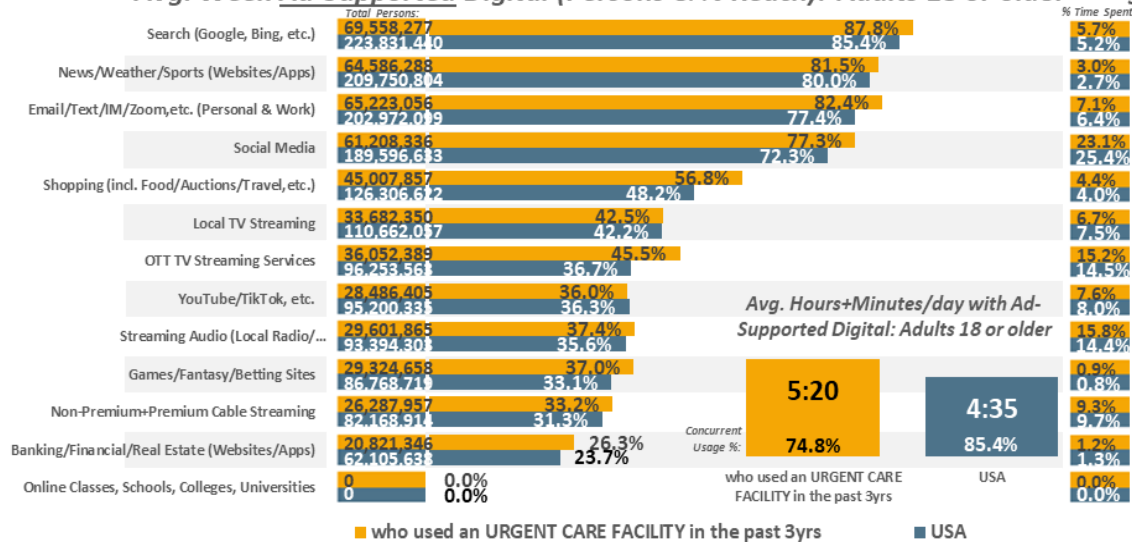
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



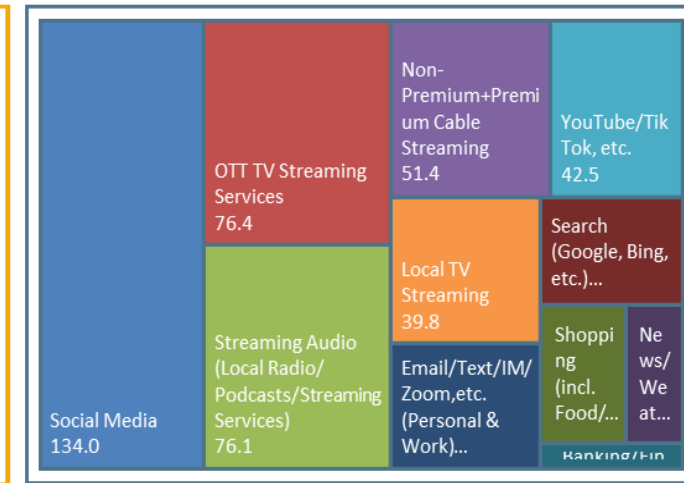
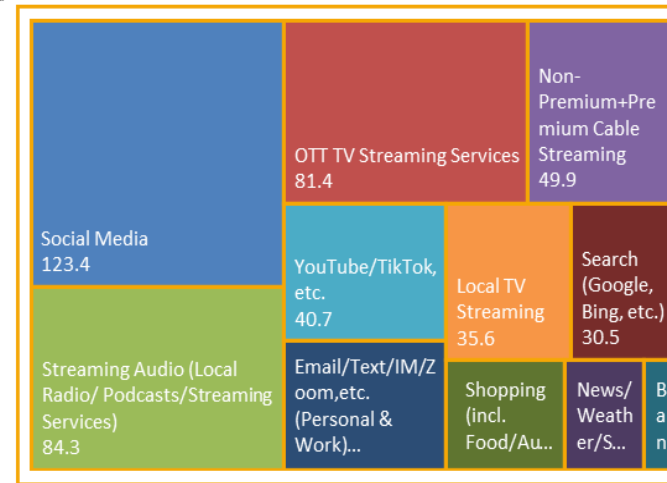
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



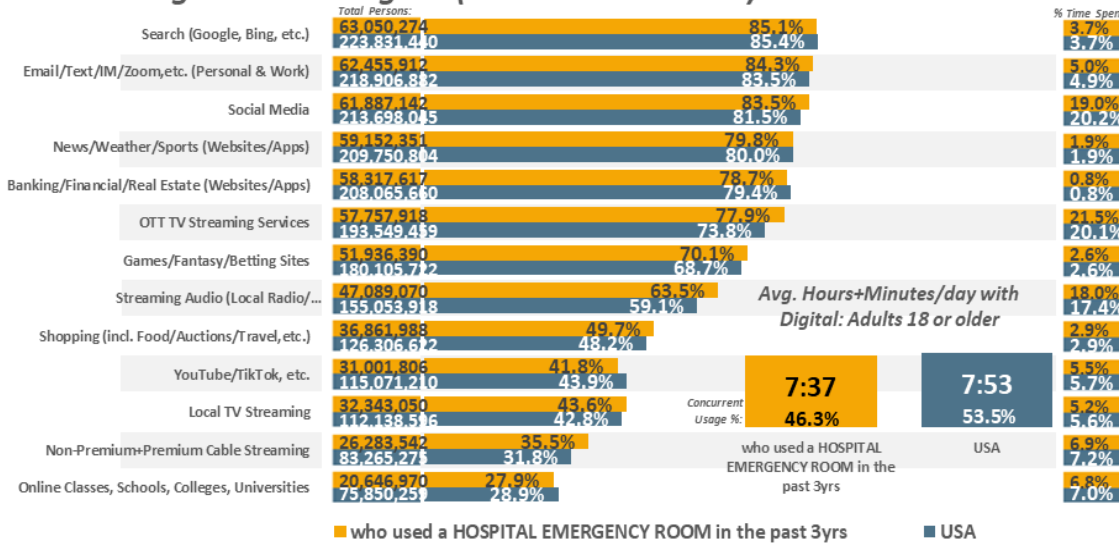
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



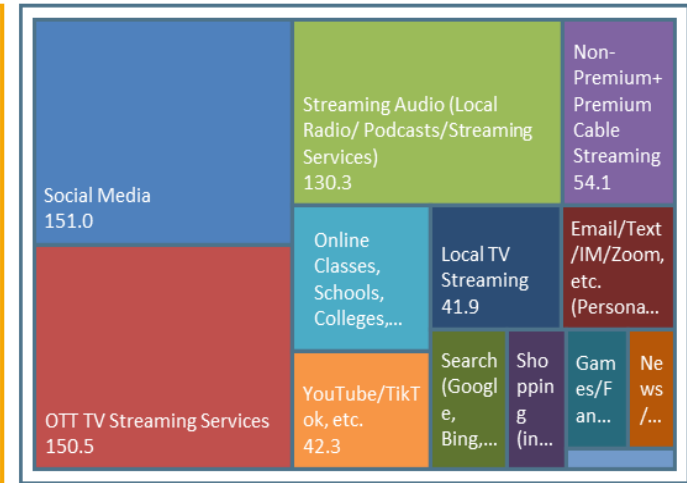
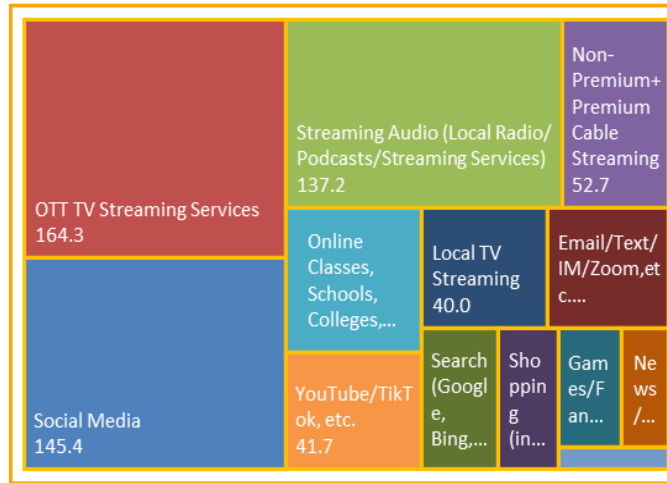


55,466,222 or 74.8% of Adults 18 or older who used a HOSPITAL EMERGENCY ROOM in the past 3yrs use Ad-Supported Social Media for an average of 130.3 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

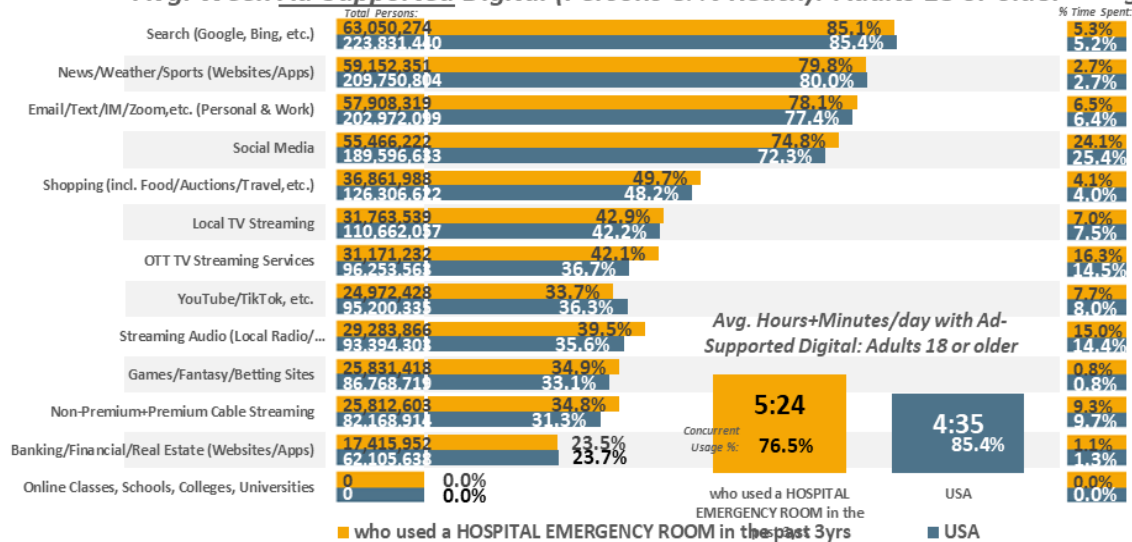
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



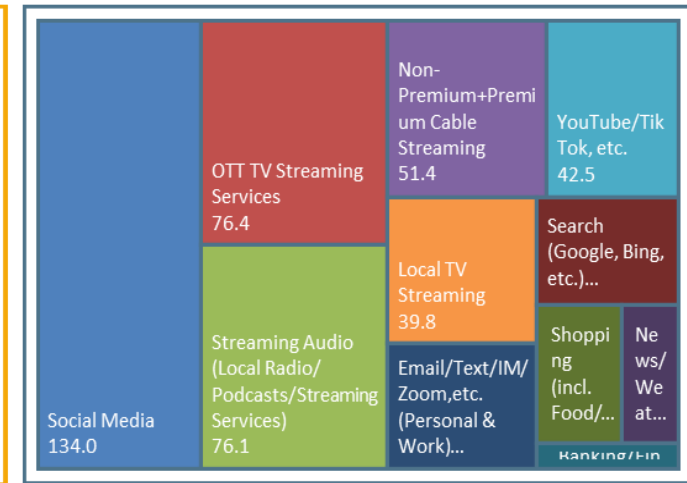
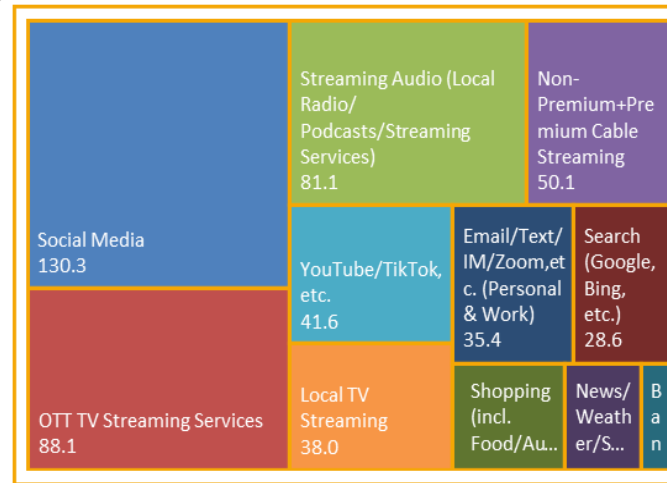
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

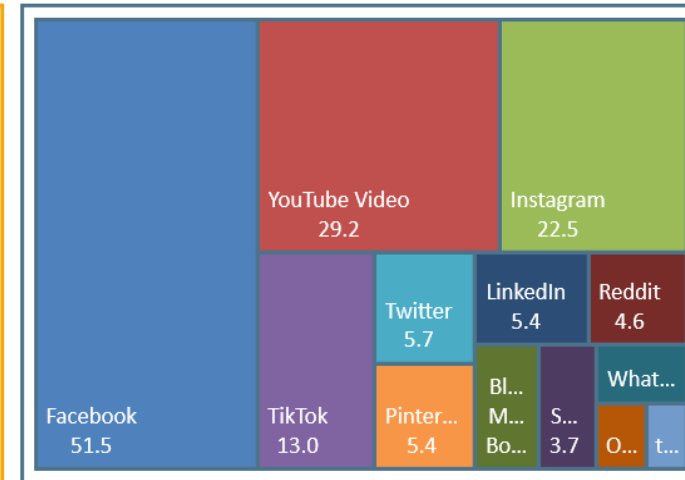
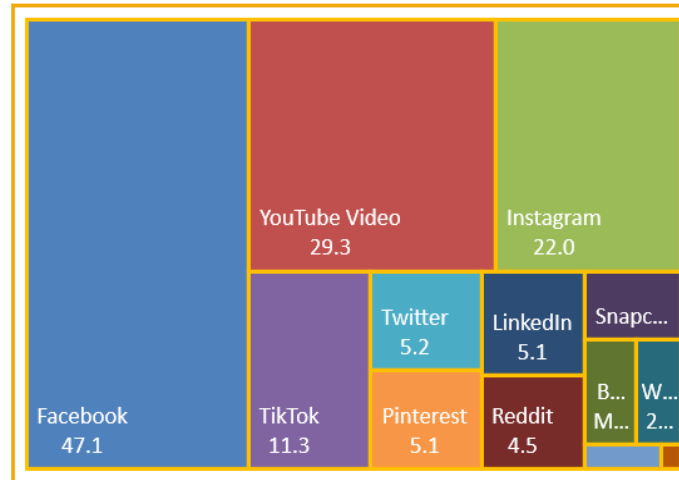
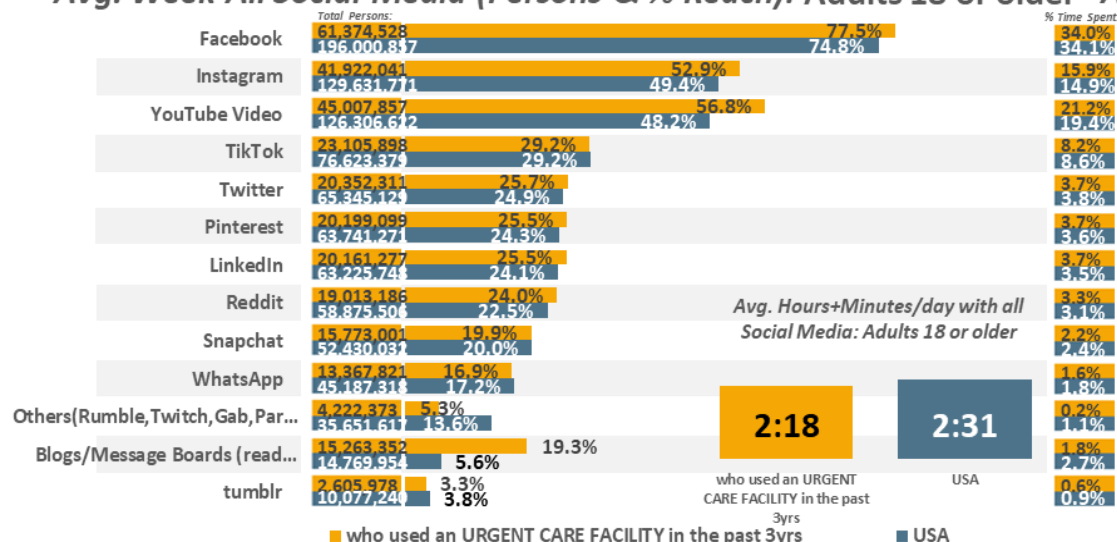




61,208,336 or 77.3% of Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs use Ad-Supported Facebook for an average of 41.7 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

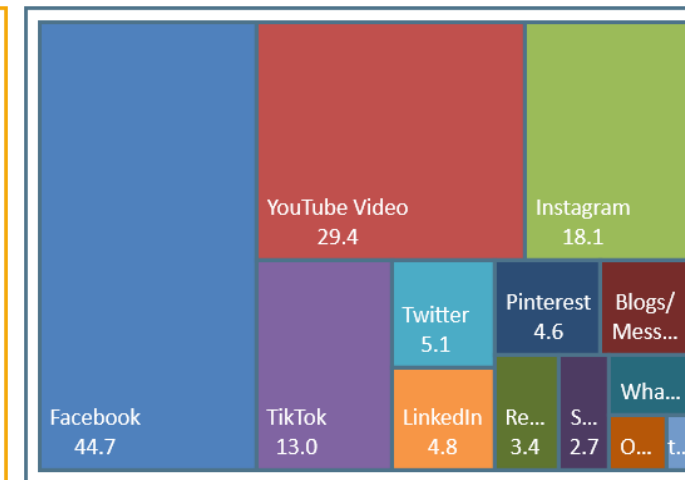
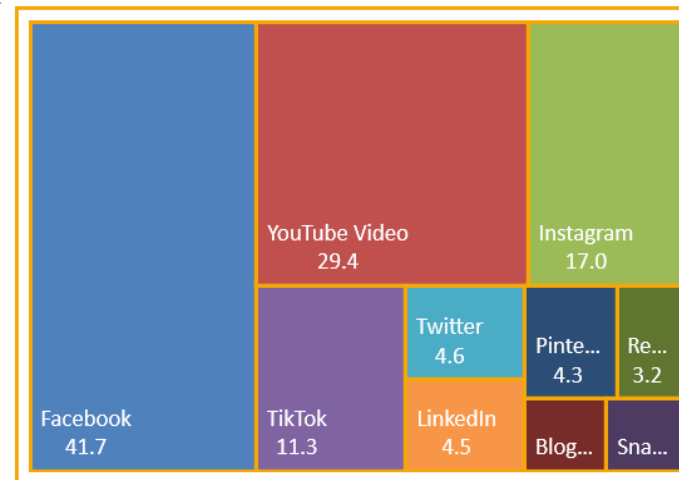
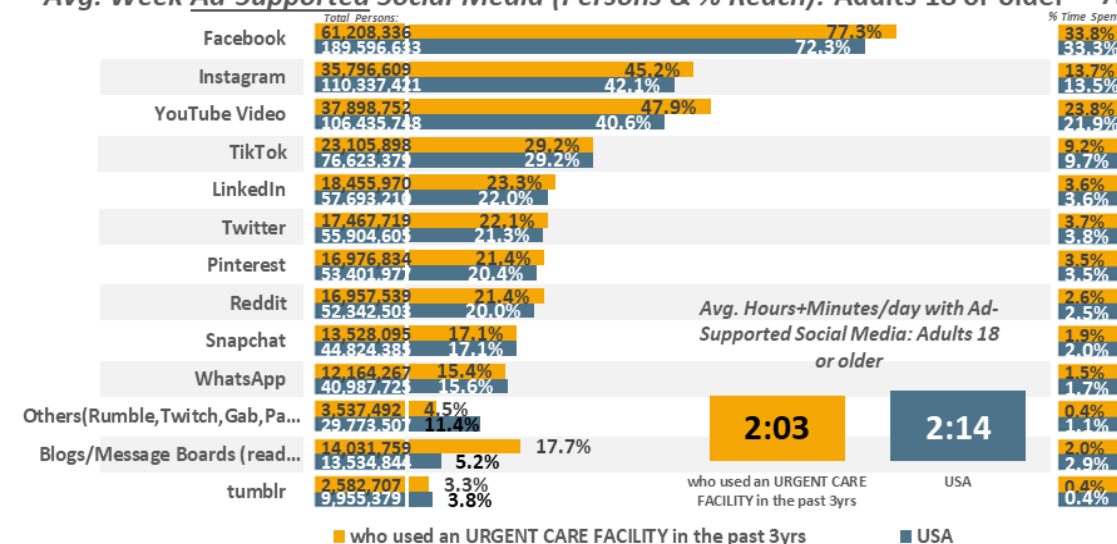
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

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

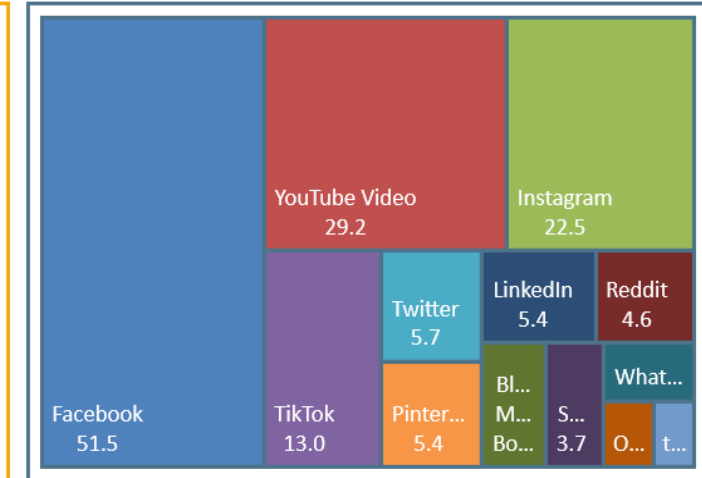
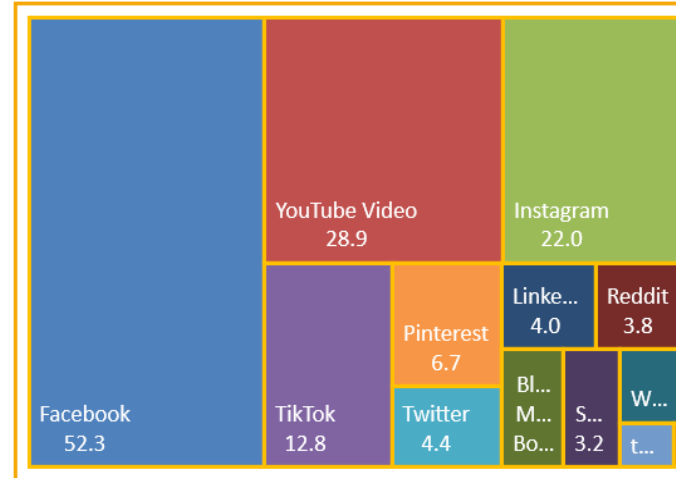
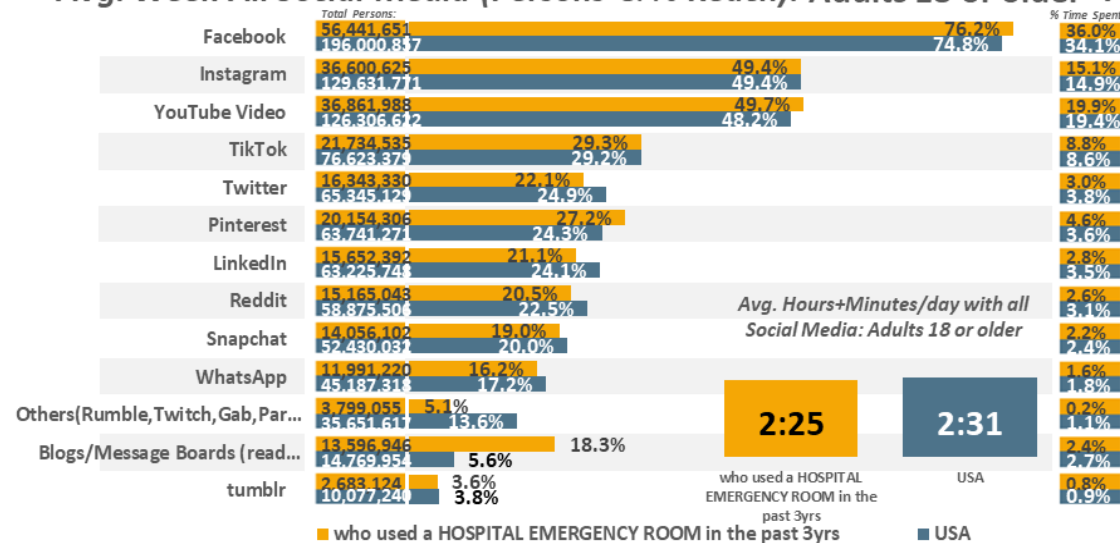




55,466,222 or 74.8% of Adults 18 or older who used a HOSPITAL EMERGENCY ROOM in the past 3yrs use Ad-Supported Facebook for an average of 45.1 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

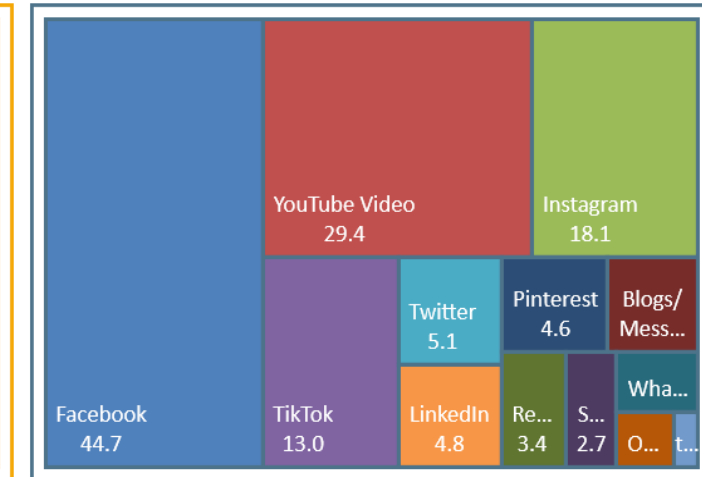
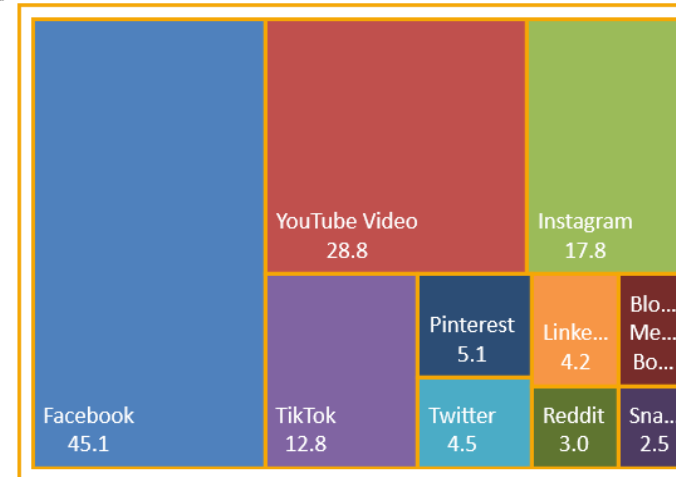
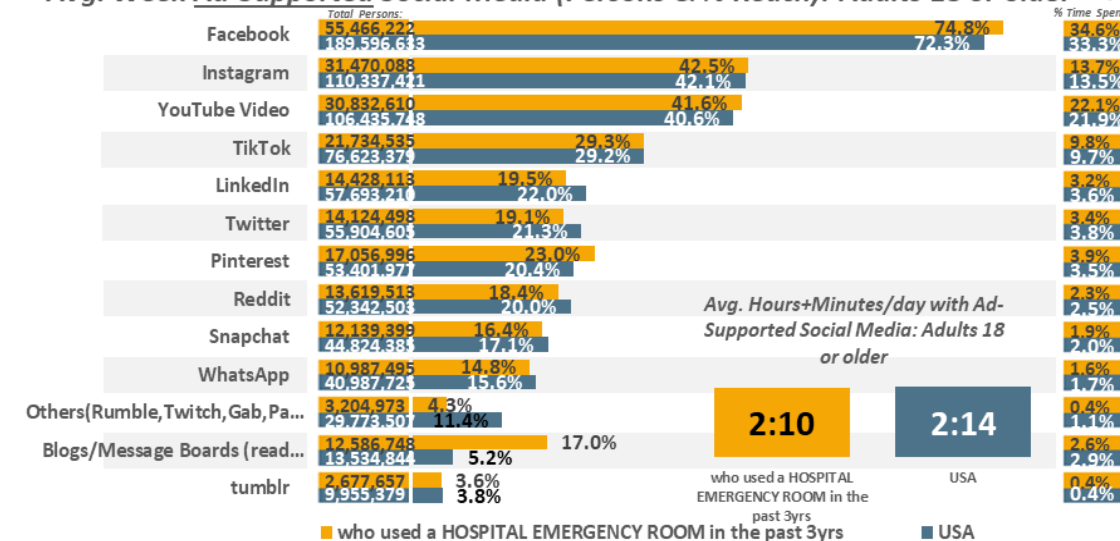
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

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

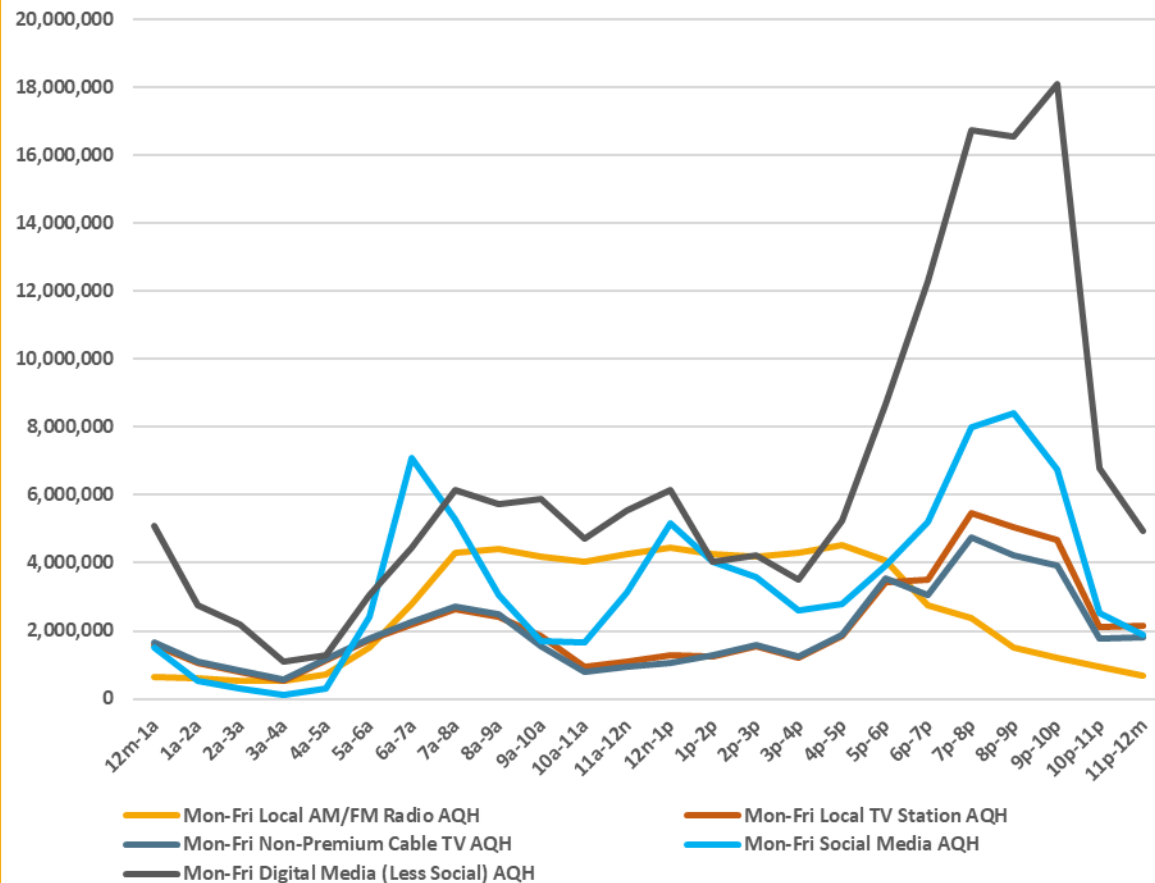
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



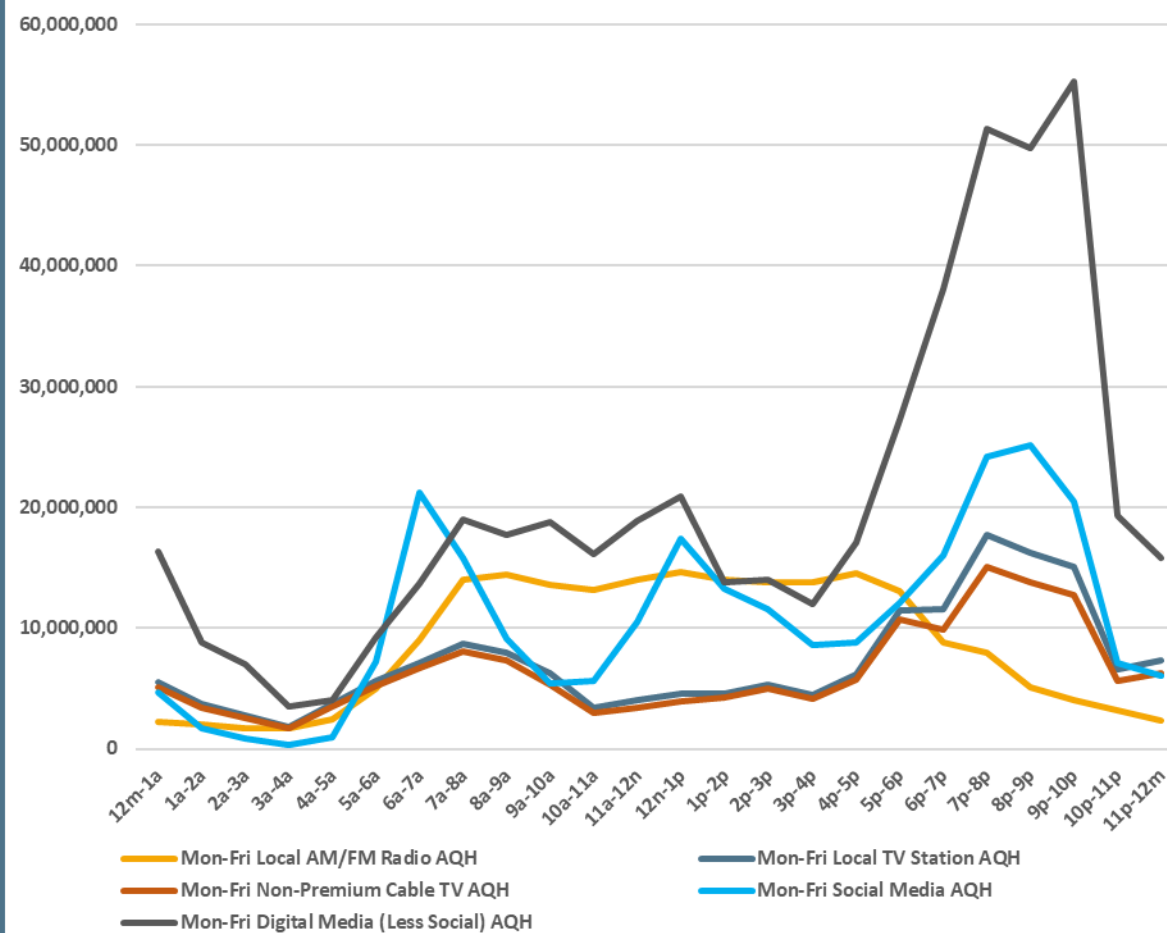


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,890,696; Local Radio: 4,036,594; Social Media: 3,786,938; Local TV: 1,935,818; Non-Prem. Cable: 1,881,528 reaching Adults 18 or older who used an URGENT CARE FACILITY i

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used an URGENT CARE FACILITY in
the past 3yrs



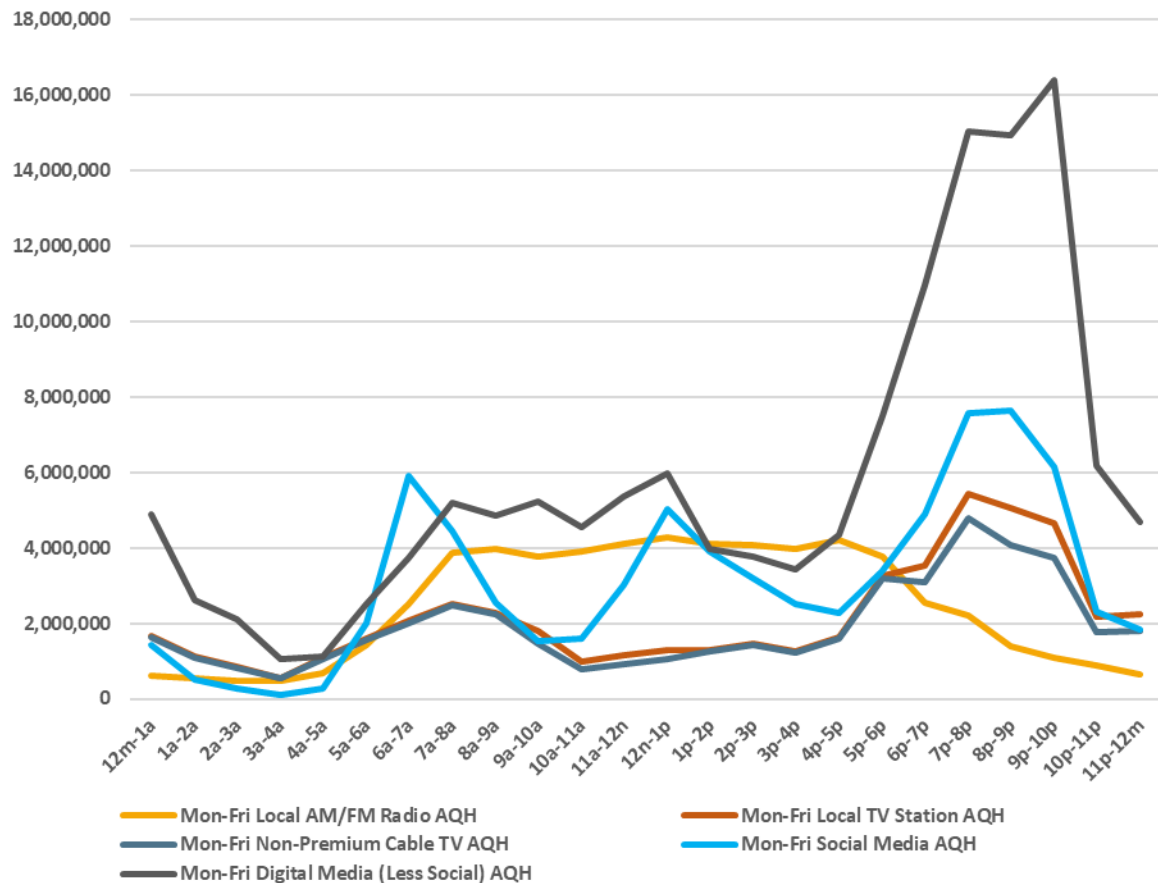
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older



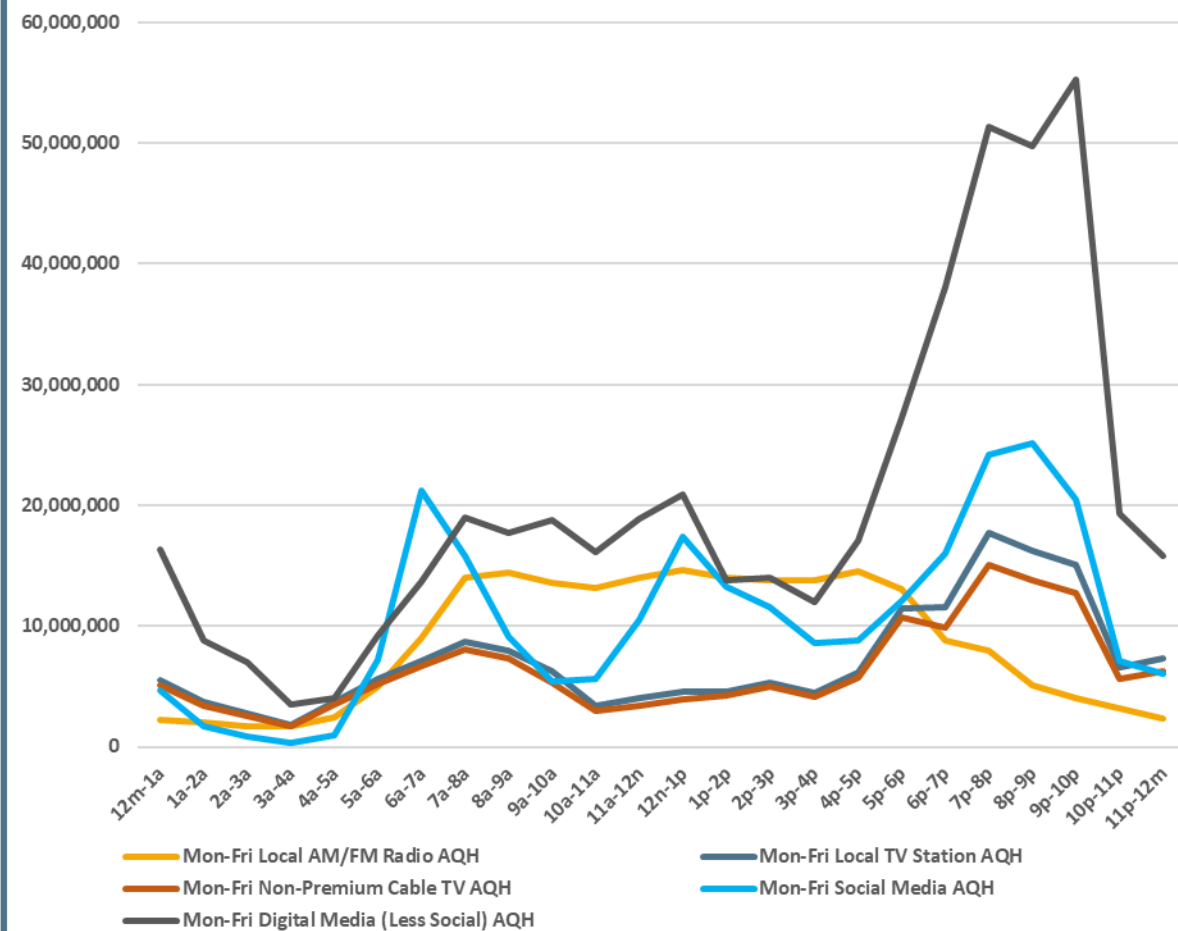


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,299,174; Local Radio: 3,777,672; Social Media: 3,404,993; Local TV: 1,888,120; Non-Prem. Cable: 1,749,835 reaching Adults 18 or older who used a HOSPITAL EMERGENCY ROOM

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used a HOSPITAL EMERGENCY ROOM
in the past 3yrs*



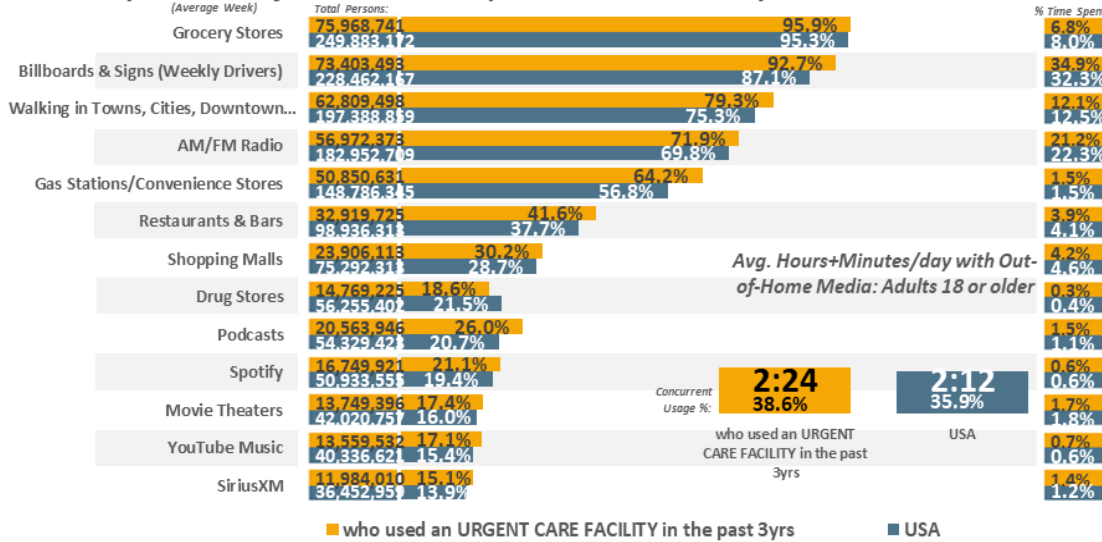
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older*



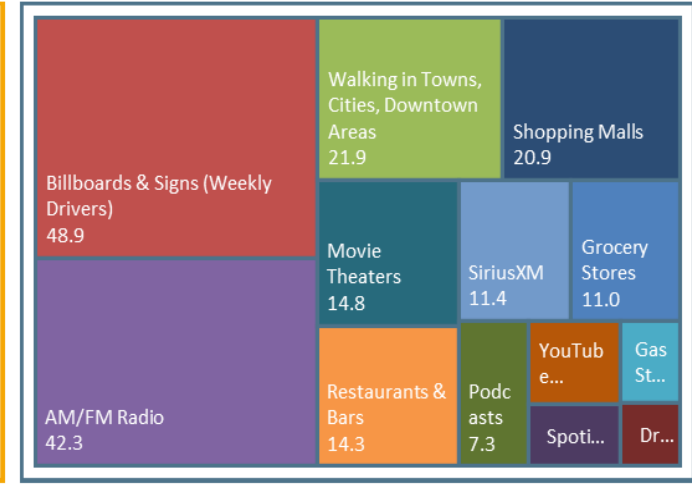
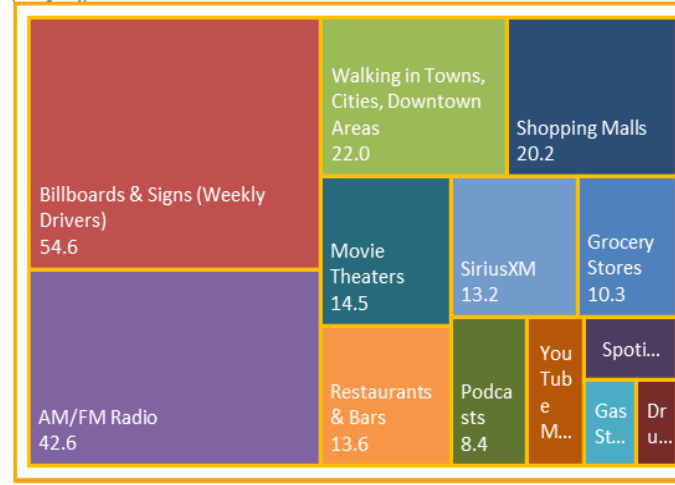


73,403,493 or 92.7% of Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs spend an average of 54.6 minutes per day driving, seeing Billboards and Signs. 67.3% Listen to Local Radio Stations Out-of-Home for an average of 38.8 minutes/day.

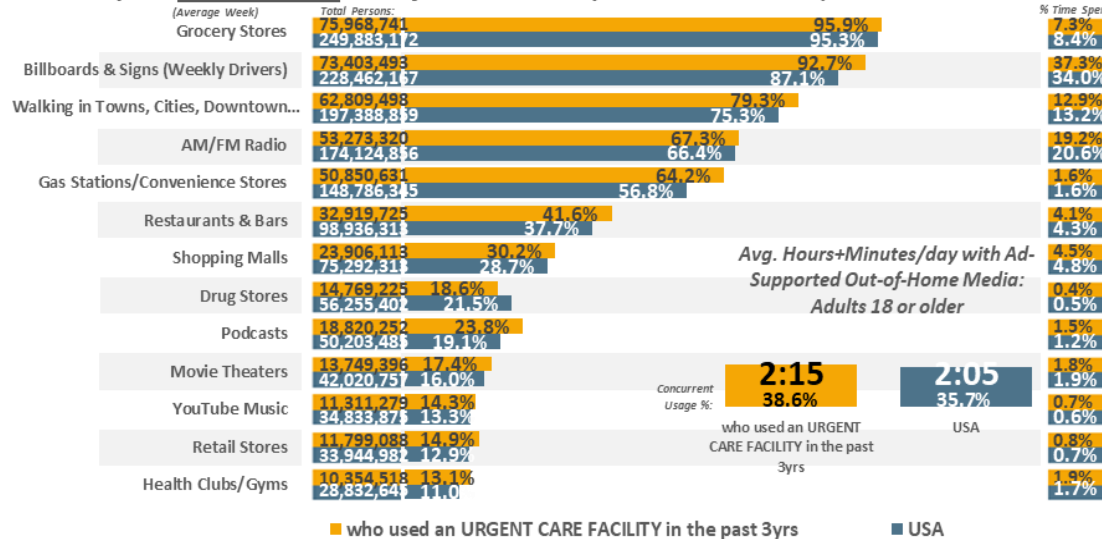
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



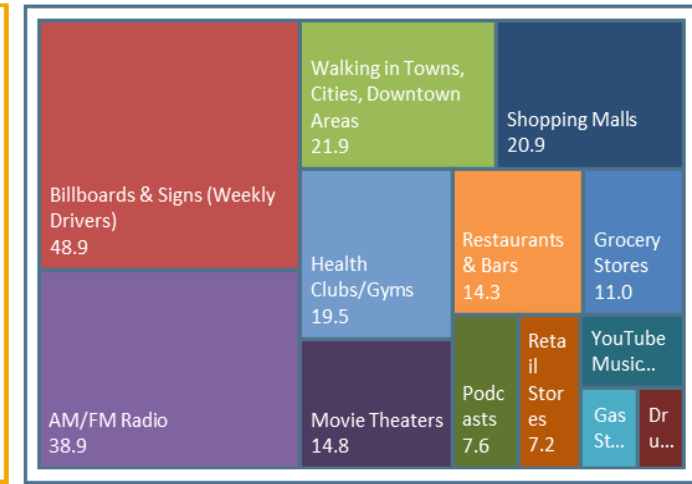
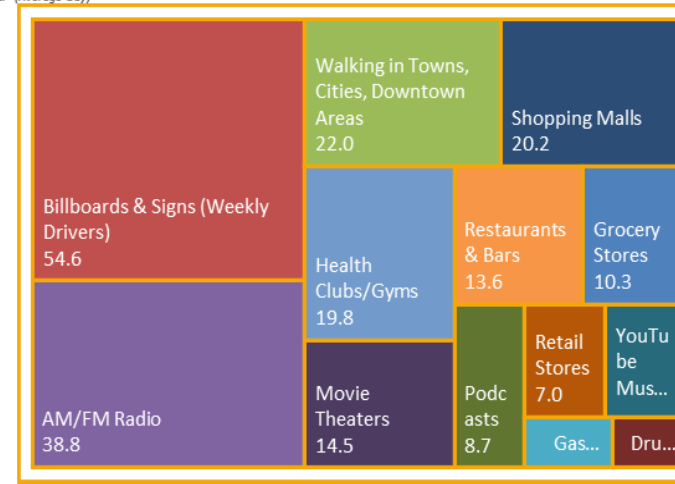
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



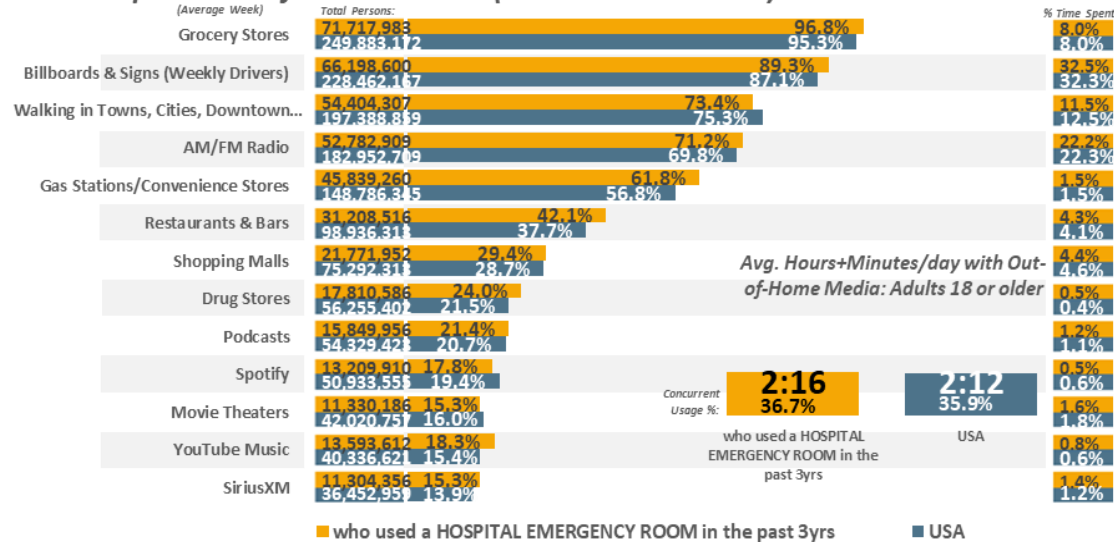
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



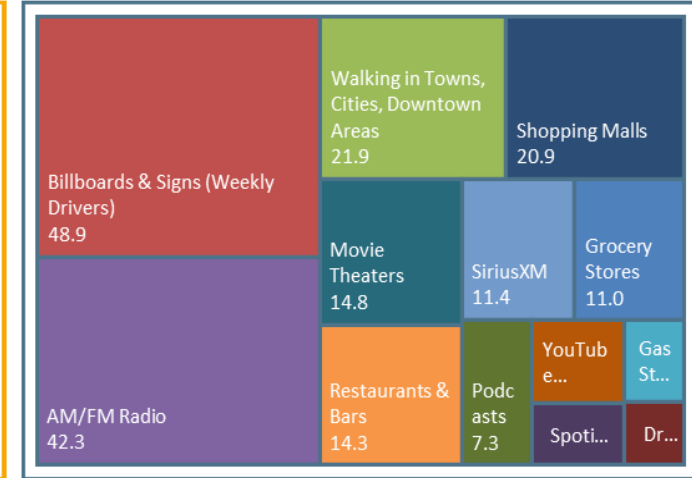
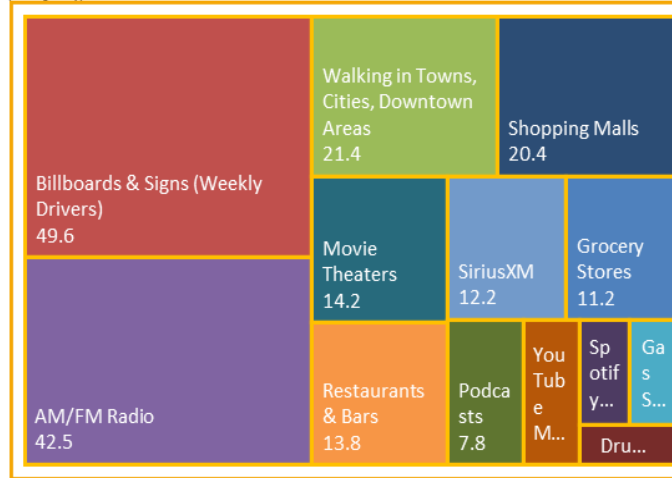


66,198,600 or 89.3% of Adults 18 or older who used a HOSPITAL EMERGENCY ROOM in the past 3yrs spend an average of 49.6 minutes per day driving, seeing Billboards and Signs. 67.2% Listen to Local Radio Stations Out-of-Home for an average of 39.2 minutes/day

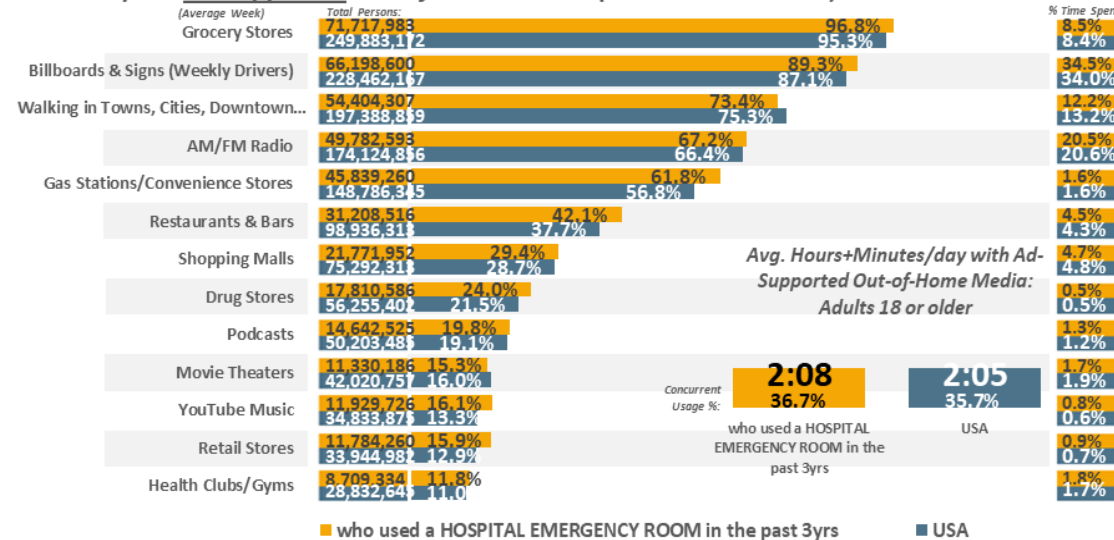
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



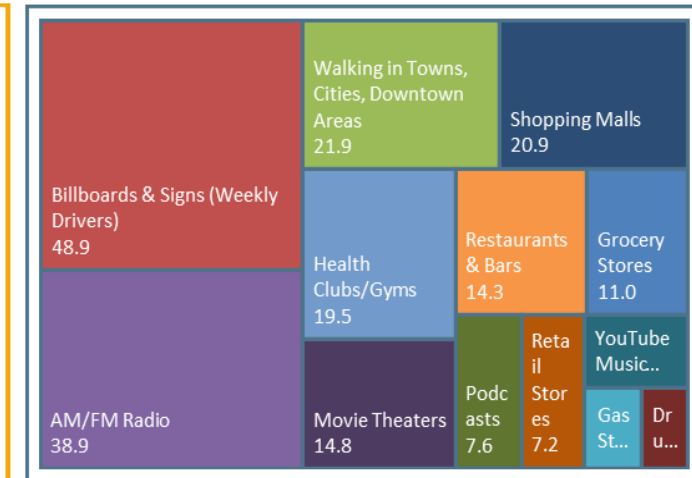
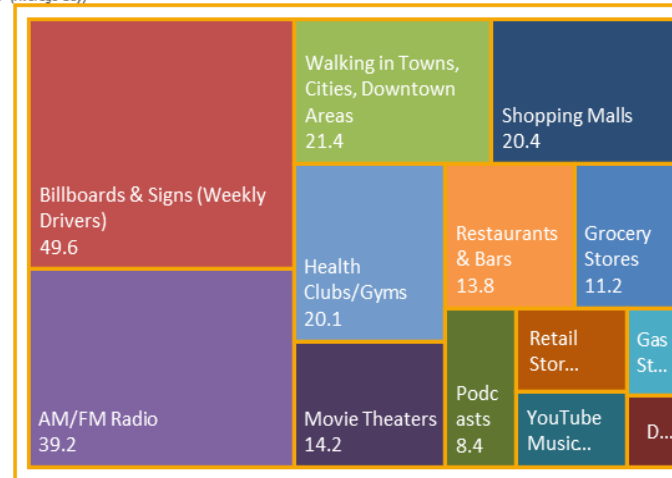
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



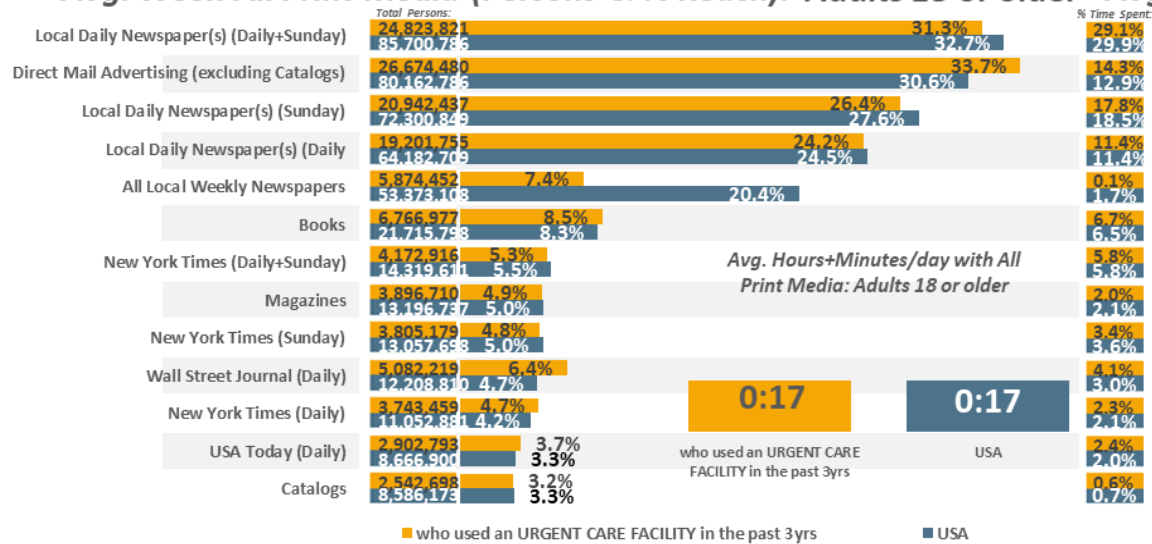
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



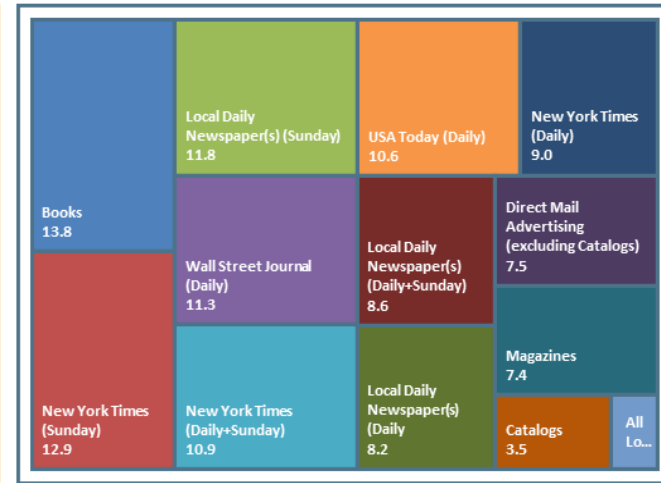
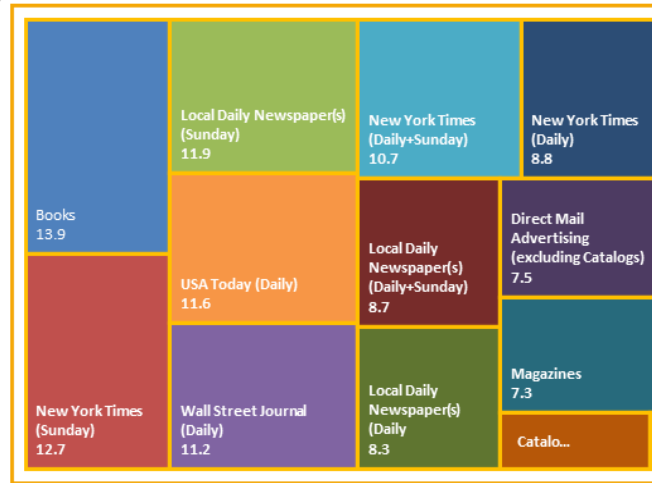


24,823,821 or 31.3% of Adults 18 or older who used an URGENT CARE FACILITY in the past 3yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

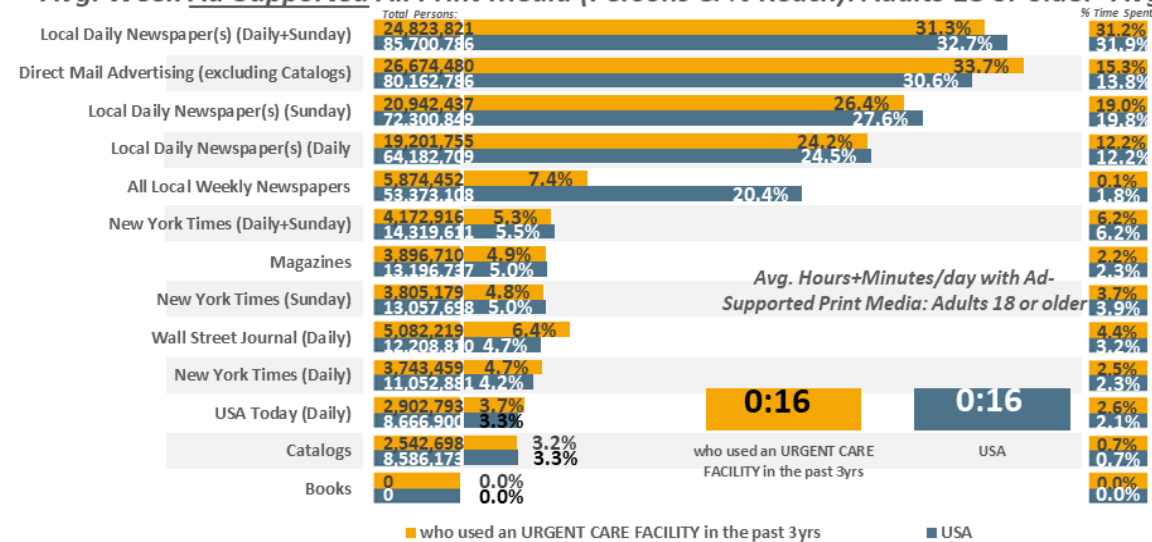
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



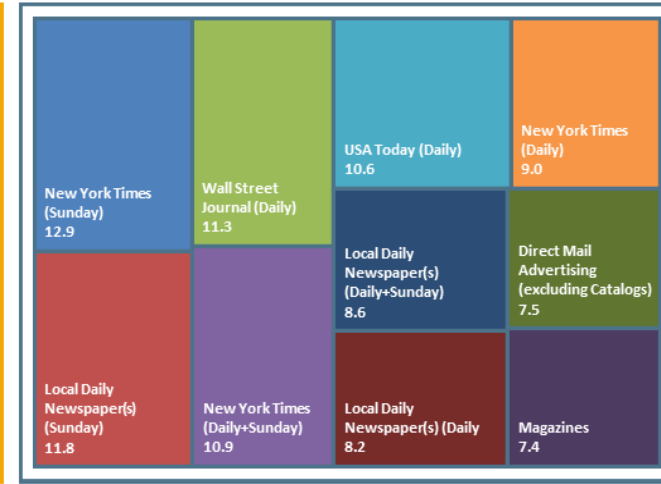
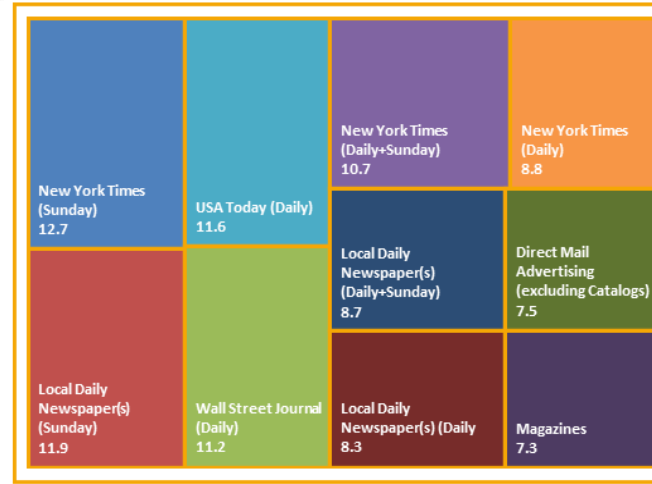
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



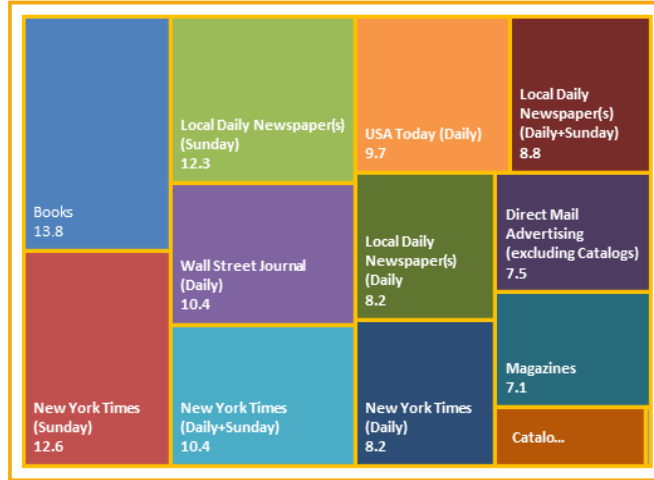
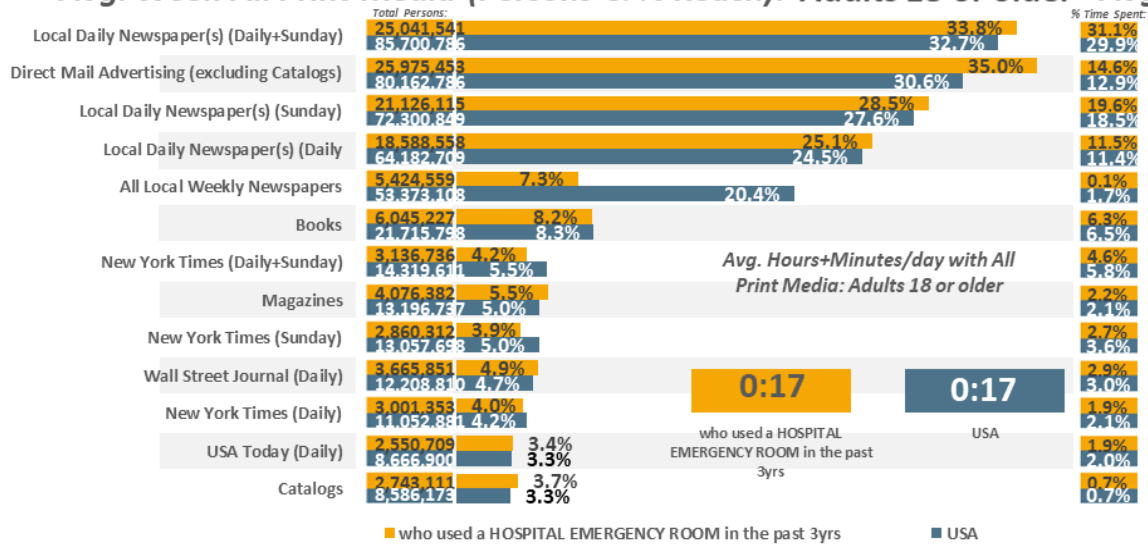
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





25,041,541 or 33.8% of Adults 18 or older who used a HOSPITAL EMERGENCY ROOM in the past 3yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 33.2% 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**

