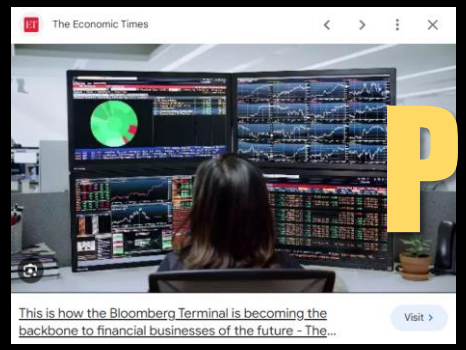
USA –P65+ MEDICARE users of 5 Types of DRUGS!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P65+ MEDICARE users of 5 different types of Prescription Drugs with Planned Lower Costs in 2026 as of April 2024!



P65+

THE WHITE HOUSE

Administration Priorities The Record Briefing Room Español

AUGUST 15, 2024

FACT SHEET: Biden-Harris Administration Announces New, Lower Prices for First Ten Drugs Selected for Medicare Price Negotiation to Lower Costs for Millions of Americans

BRIEFING ROOM › STATEMENTS AND RELEASES

New prices are expected to save millions of seniors and other Medicare beneficiaries $1.5 billion in out-of-pocket costs in the first year of the program alone

Drug Name	Commonly Treated Conditions	Number of Medicare Enrollees Who Used the Drug in 2023	Drug List Price in 2023 for 30-day Supply	Negotiated Price for 2026 for 30-day Supply	Savings (%)
Eliquis	Prevention and treatment of blood clots	3,928,000	$521	$231	$290 (-56%)
Jardiance	Diabetes; Heart failure; Chronic kidney disease	1,883,000	$573	$197	$376 (-66%)
Xarelto	Prevention and treatment of blood clots; Reduction of risk for patients with coronary or peripheral artery disease	1,324,000	$517	$197	$320 (-62%)
Januvia	Diabetes	843,000	$527	$113	$414 (-79%)
Farxiga	Diabetes; Heart failure; Chronic kidney disease	994,000	$556	$178.50	$377.50 (-68%)
Entresto	Heart failure	664,000	$628	$295	$333 (-53%)
Enbrel	Rheumatoid arthritis; Psoriasis; Psoriatic arthritis	48,000	$7,106	$2,355	$4,751 (-67%)
Imbruvica	Blood cancers	17,000	$14,934	$9,319	$5,615 (-38%)
Stelara	Psoriasis; Psoriatic arthritis; Crohn's disease; Ulcerative colitis	23,000	$13,836	$4,695	$9,141 (-66%)
Fiasp; Fiasp FlexTouch; Fiasp PenFill; NovoLog; NovoLog FlexPen; NovoLog PenFill	Diabetes	785,000	$495	$119	$376 (-76%)

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

(Type of health insurance: Original Medicare from federal government OR Type of health insurance: Medicare Advantage from private health insurance carrier OR Type of health insurance: Medicare Part D (prescription drug benefit) OR Type of health insurance: Medicare Supplement/Medigap from private insurance carrier) AND... Medications (RX/non-RX drugs)-reasons bought past 12 months: Arthritis OR Medications (RX/non-RX drugs)-reasons bought past 12 months: Cholesterol OR Medications (RX/non-RX drugs)-reasons bought past 12 months: Diabetes OR Medications (RX/non-RX drugs)-reasons bought past 12 months: Digestive disorder (acid reflux, ulcer, etc.) OR Medications (RX/non-RX drugs)-reasons bought past 12 months: High blood pressure

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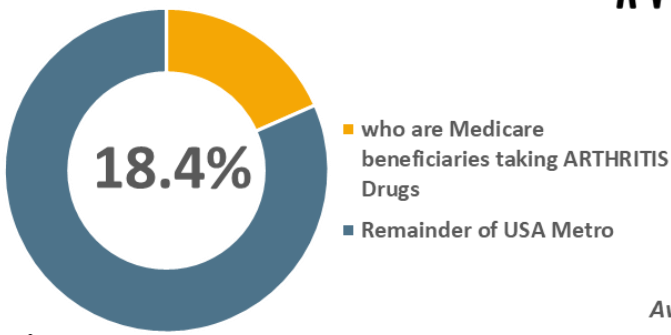
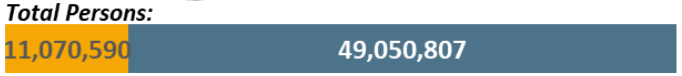
Medicare Arthritis

18.4% or 11,070,590 of USA Adults 65 or older are Medicare beneficiaries taking ARTHRITIS Drugs. Typical Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs are 74.6 years old (.8% older than average) and have a $78,980 (10.3% higher than average) annual household income.

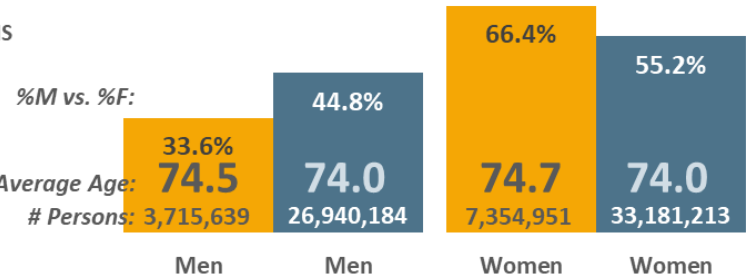
Percent of Market: Adults 65 or older



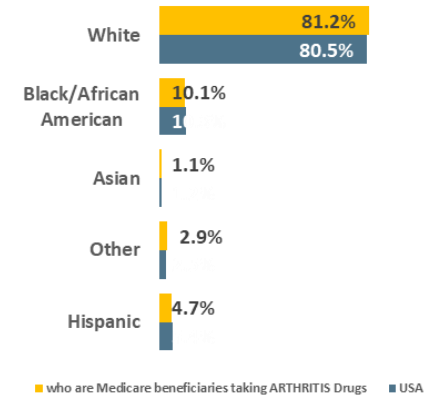
Total Persons:



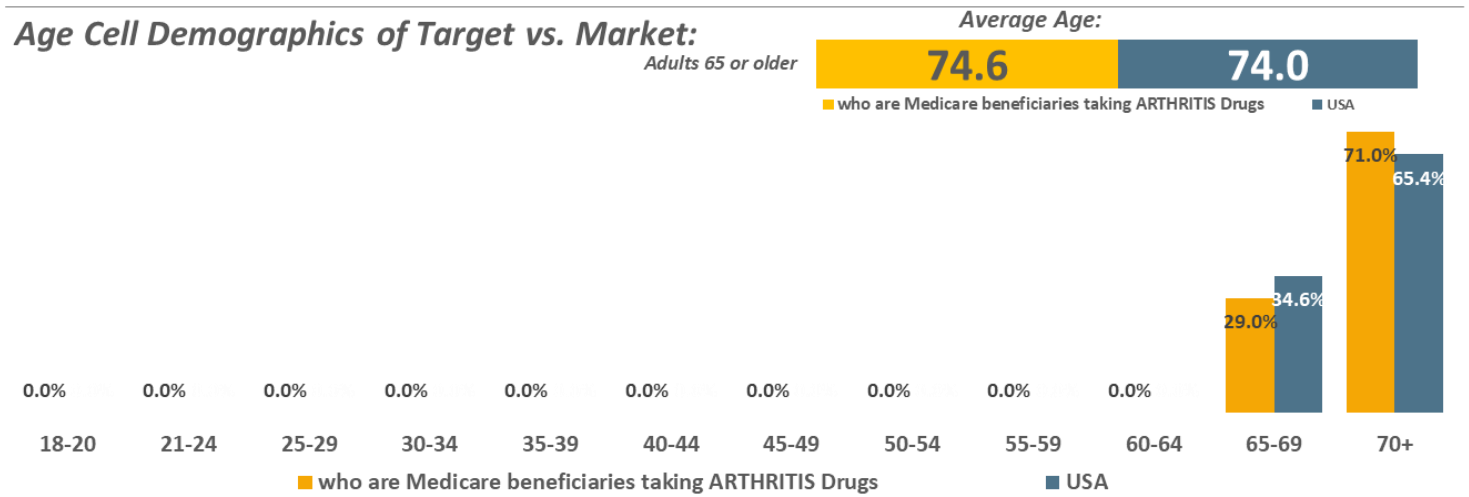
Gender of Target vs. Market: Adults 65 or older



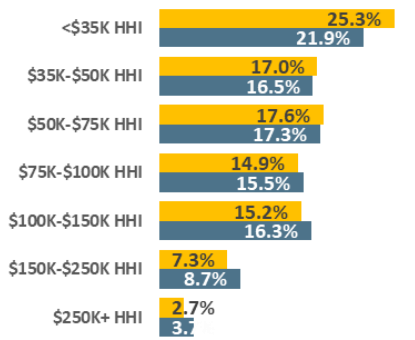
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $78,980 | $71,622

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,246*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *7,853*

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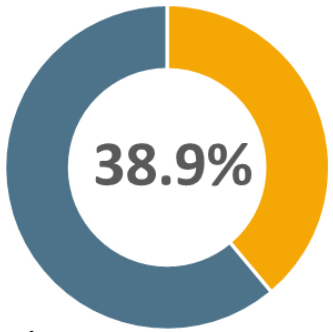
Medicare Cholesterol

38.9% or 23,395,789 of USA Adults 65 or older are Medicare beneficiaries taking CHOLESTEROL Drugs. Typical Adults 65 or older who are Medicare beneficiaries taking CHOLESTEROL Drugs are 74.6 years old (.8% older than average) and have a $89,385 (24.8% higher than average) annual household income.

Percent of Market: Adults 65 or older



- who are Medicare beneficiaries taking CHOLESTEROL Drugs
- Remainder of USA Metro

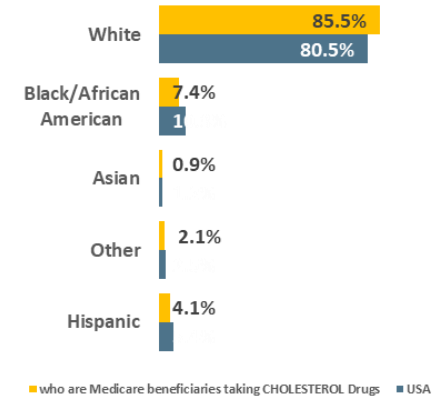
Total Persons:

23,395,789	36,725,608

Gender of Target vs. Market: Adults 65 or older

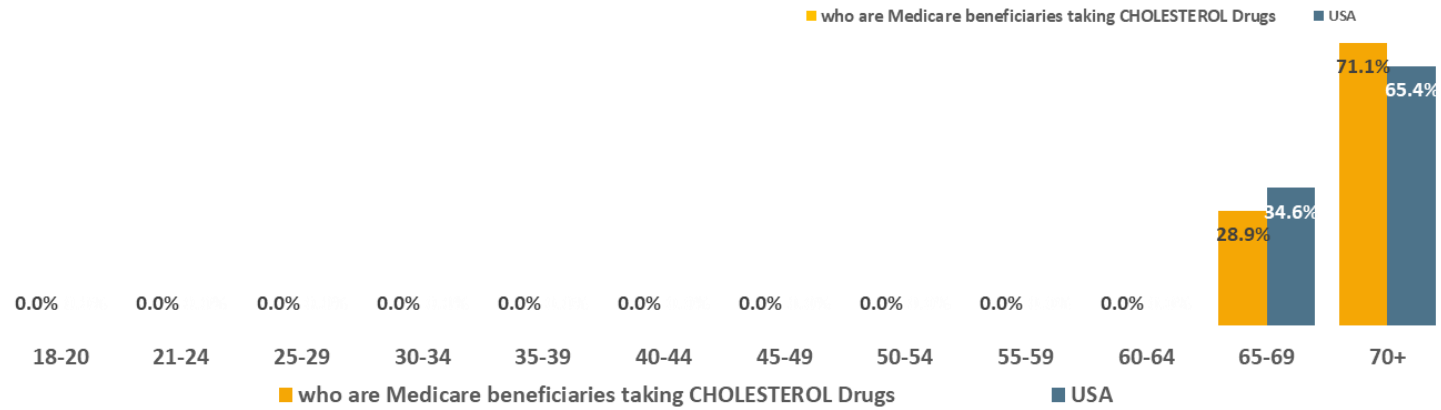
	Men	Men	Women	Women
%M vs. %F:	49.4%	44.8%	50.6%	55.2%
Average Age:	74.5	74.0	74.7	74.0
# Persons:	11,555,899	26,940,184	11,839,890	33,181,213

Ethnicity of Target vs. Market:

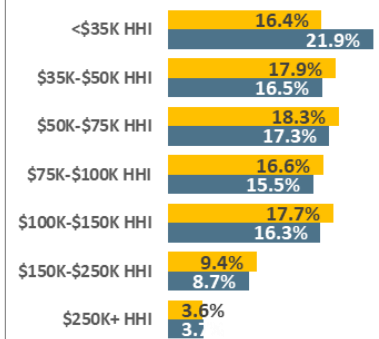


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 65 or older
	74.6
	74.0



HHI of Target vs. Market:



Avg HHI:	$89,385	$71,622

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,246*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *7,853*

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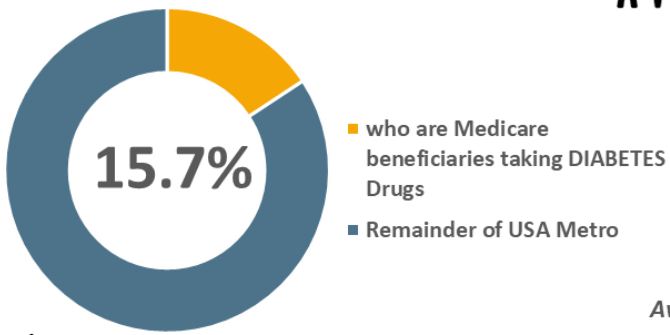
Medicare Diabetes

15.7% or 9,463,895 of USA Adults 65 or older are Medicare beneficiaries taking DIABETES Drugs.
Typical Adults 65 or older who are Medicare beneficiaries taking DIABETES Drugs are 74.6 years old (.7% older than average) and have a $80,109 (11.9% higher than average) annual household income.

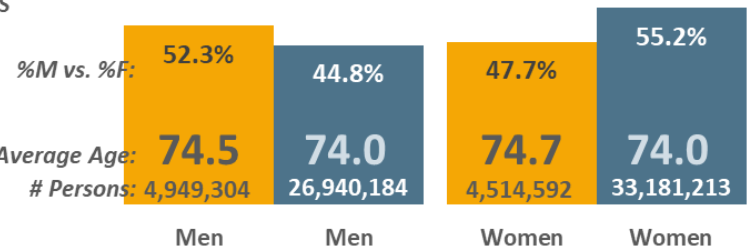
Percent of Market: Adults 65 or older



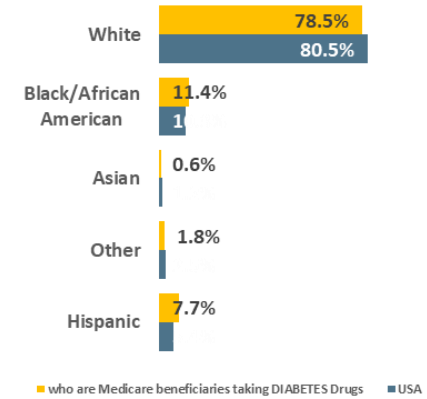
Total Persons:



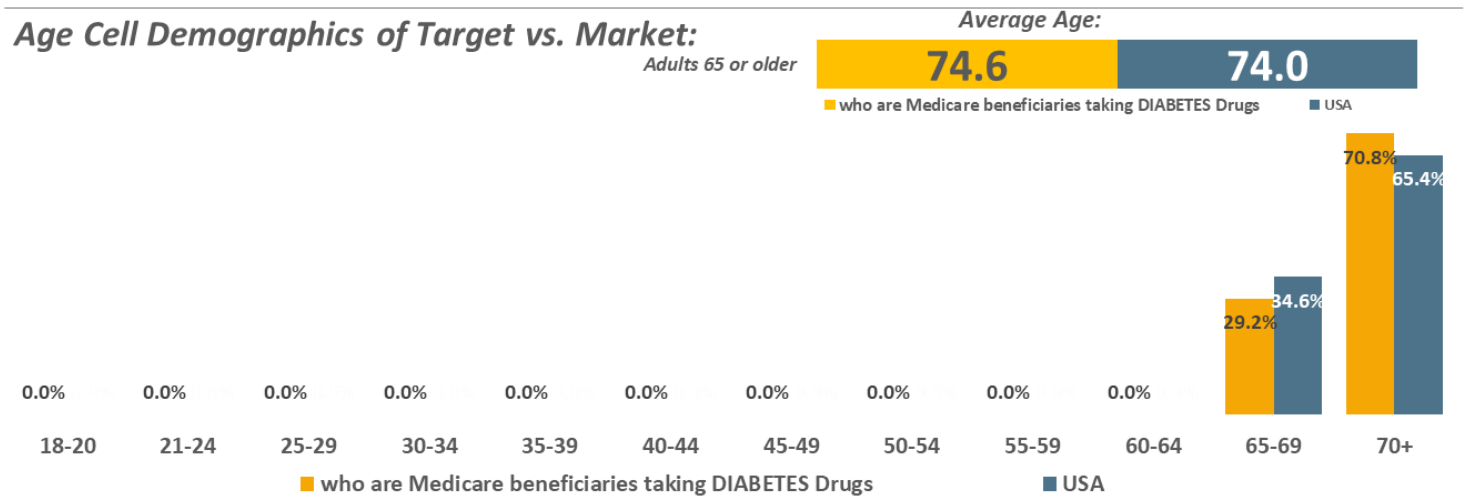
Gender of Target vs. Market: Adults 65 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



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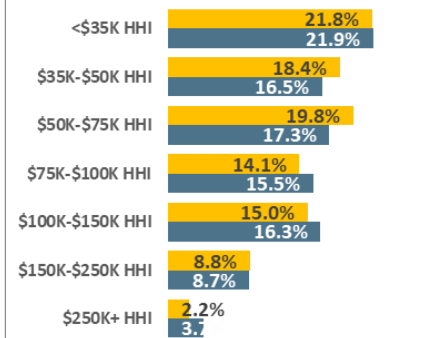
HHI of Target vs. Market:



Avg HHI:



USA Jan23-Feb24 *USA Projection* *Qual Intab* *7,853*

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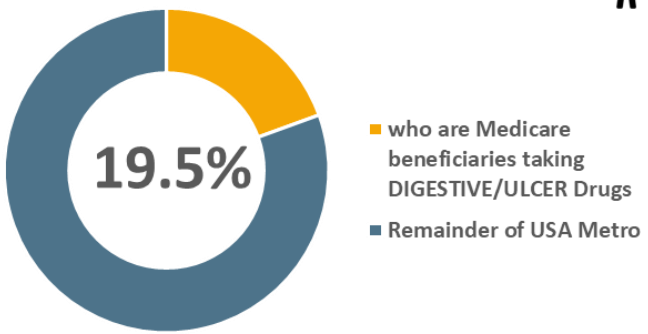
Digestive/ Ulcers

19.5% or 11,695,428 of USA Adults 65 or older are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs. Typical Adults 65 or older who are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs are 74.4 years old (.5% older than average) and have a $80,833 (12.9% higher than average) annual household income.

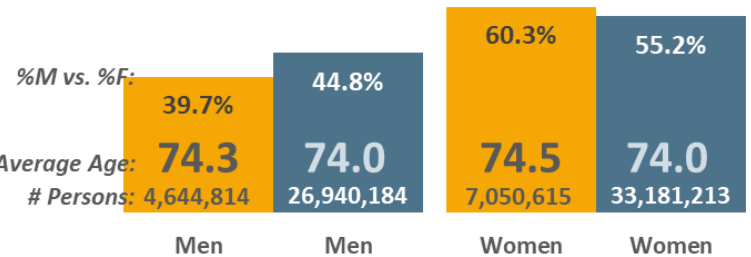
Percent of Market: Adults 65 or older



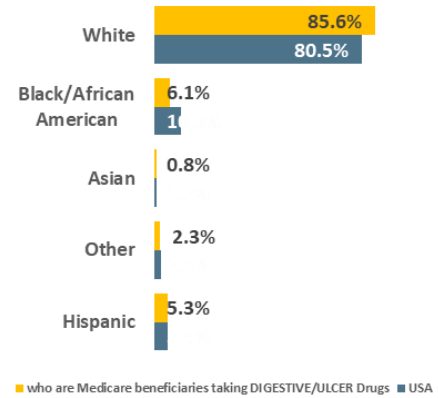
Total Persons:



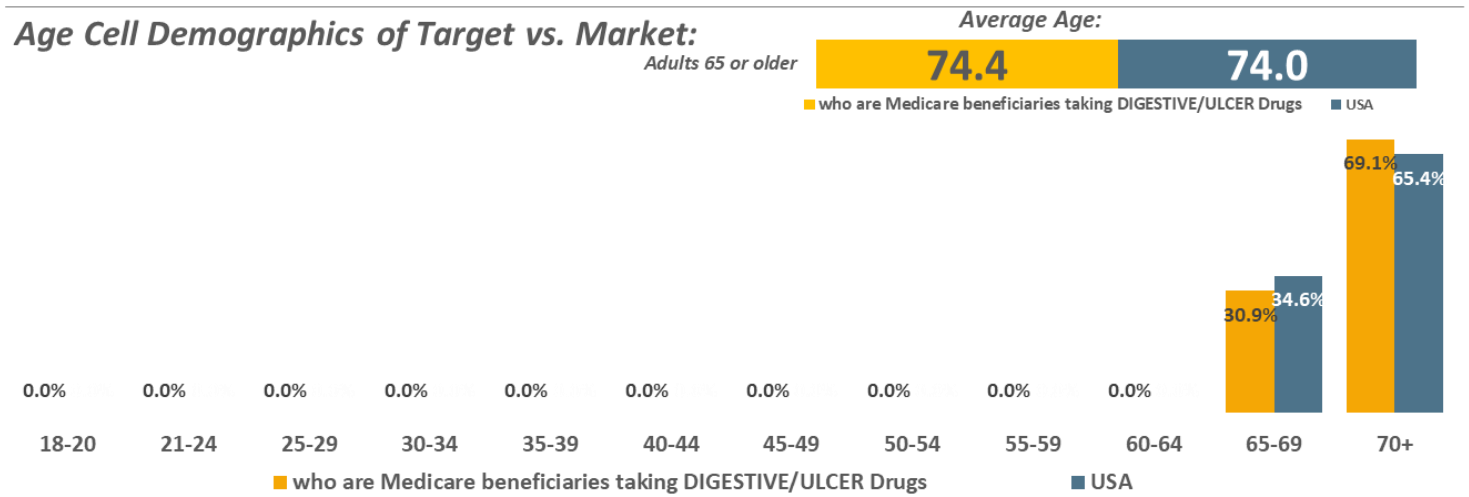
Gender of Target vs. Market: Adults 65 or older



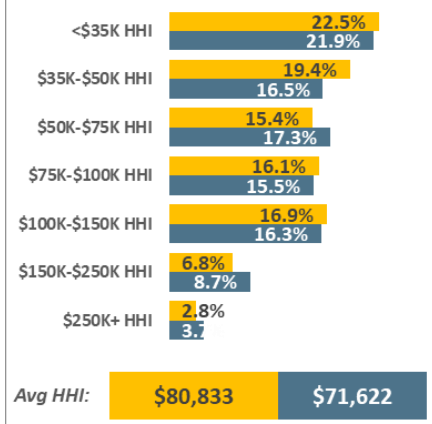
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $80,833 | $71,622

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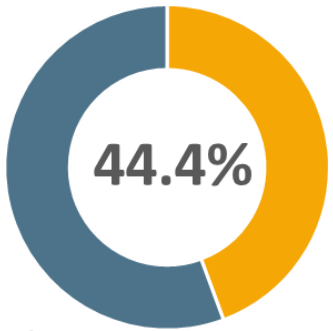
High Blood Pressure

Medicare

44.4% or 26,666,745 of USA Adults 65 or older are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs. Typical Adults 65 or older who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs are 74.6 years old (.7% older than average) and have a $82,612 (15.3% higher than average) annual household…

Percent of Market: Adults 65 or older



- who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs
- Remainder of USA Metro

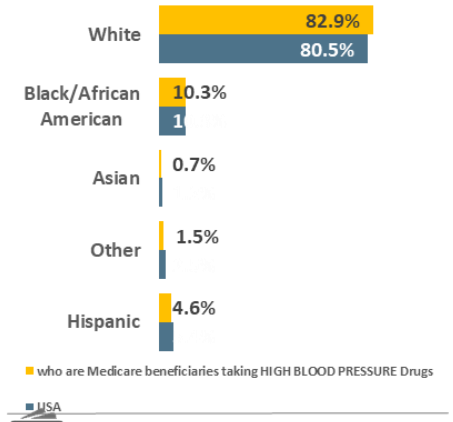
Total Persons:

26,666,745	33,454,652

Gender of Target vs. Market: Adults 65 or older

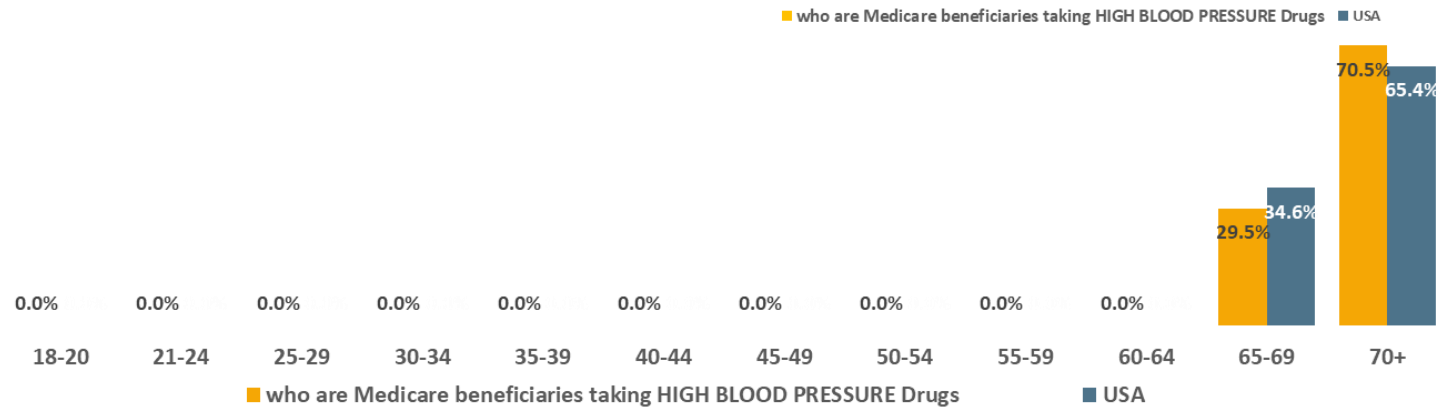
	Men	Men	Women	Women
%M vs. %F:	47.3%	44.8%	52.7%	55.2%
Average Age:	74.4	74.0	74.7	74.0
# Persons:	12,620,738	26,940,184	14,046,008	33,181,213

Ethnicity of Target vs. Market:

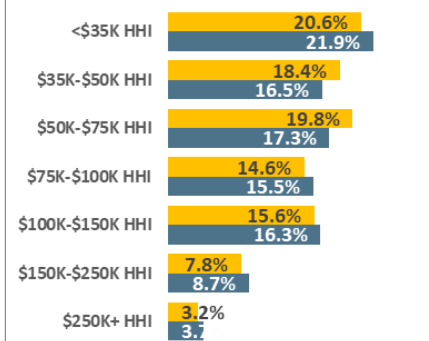


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 65 or older	
	74.6	74.0



HHI of Target vs. Market:



Avg HHI:	$82,612	$71,622

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *7,853*

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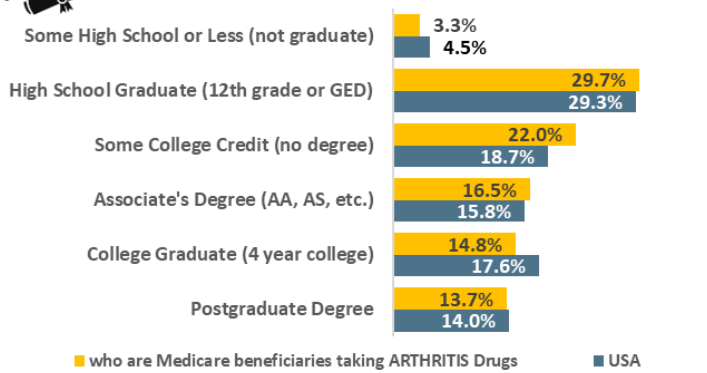
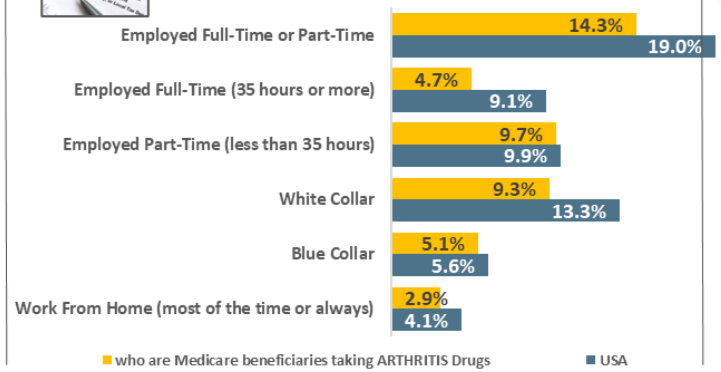
Medicare Arthritis

18.4% or 11,070,590 of USA Adults 65 or older are Medicare beneficiaries taking ARTHRITIS Drugs. Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs are 10.% less likely to be a college graduate, 48.4% less likely to work full-time, 3.3% less likely to be married, .7% less likely to be a grandparent of 1 or more children under 18

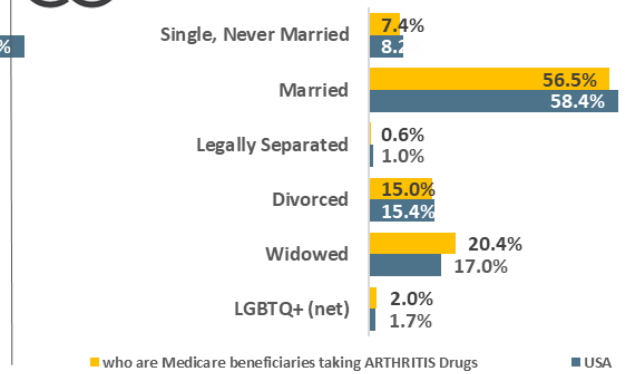
Education Levels: Adults 65 or older



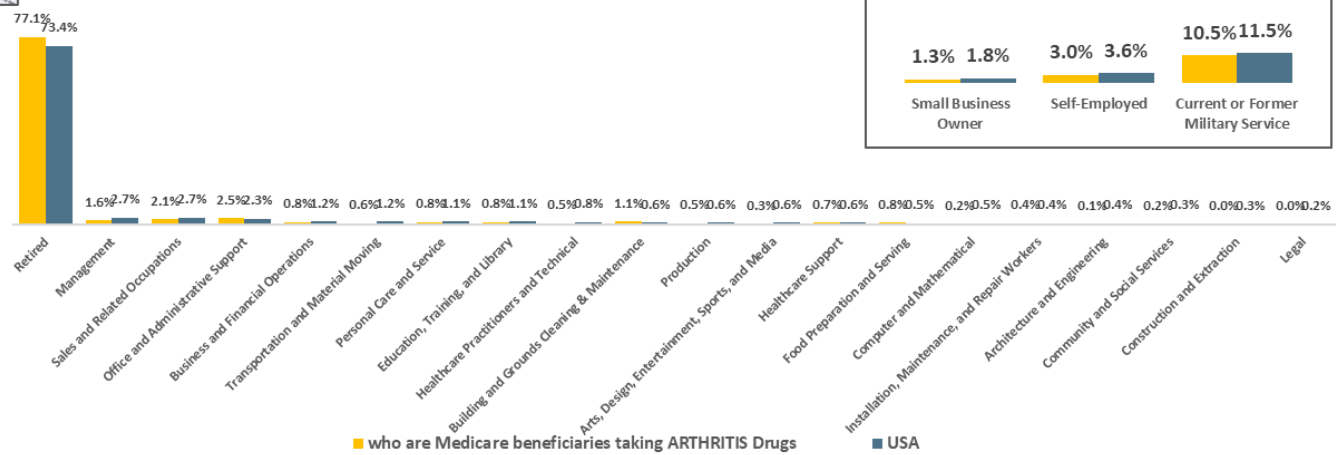
Employment: Adults 65 or older



Marital Status: Adults 65 or older

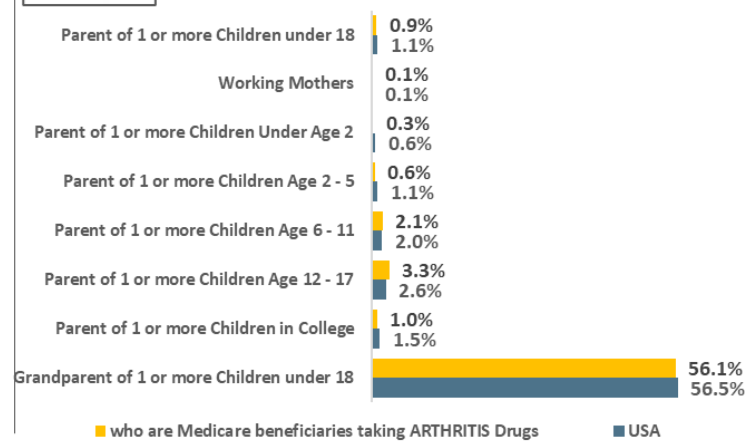


Top-20 Occupations: Adults 65 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 65 or older



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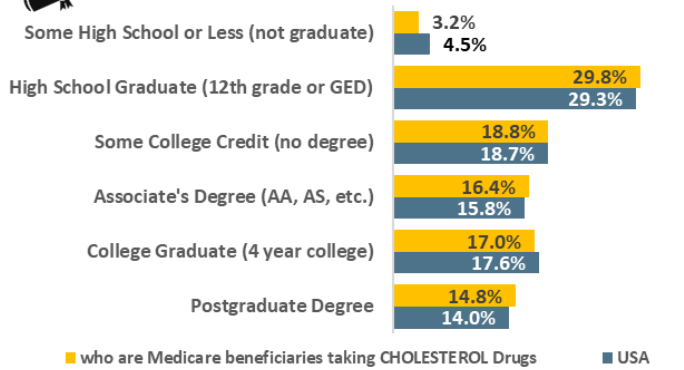
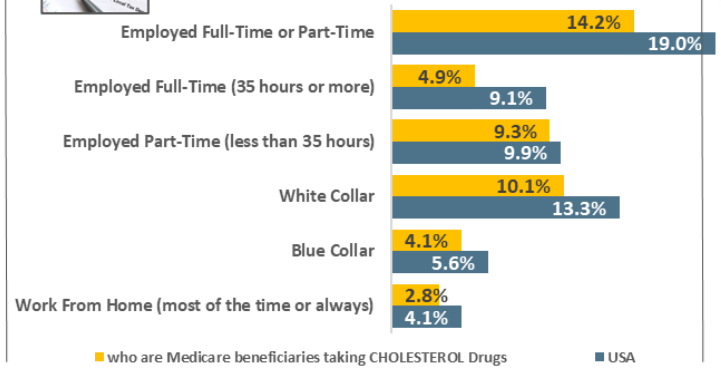
Medicare Cholesterol

38.9% or 23,395,789 of USA Adults 65 or older are Medicare beneficiaries taking CHOLESTEROL Drugs. Adults 65 or older who are Medicare beneficiaries taking CHOLESTEROL Drugs are .7% more likely to be a college graduate, 45.9% less likely to work full-time, 8.2% more likely to be married, 3.3% more likely to be a grandparent of 1 or more children under

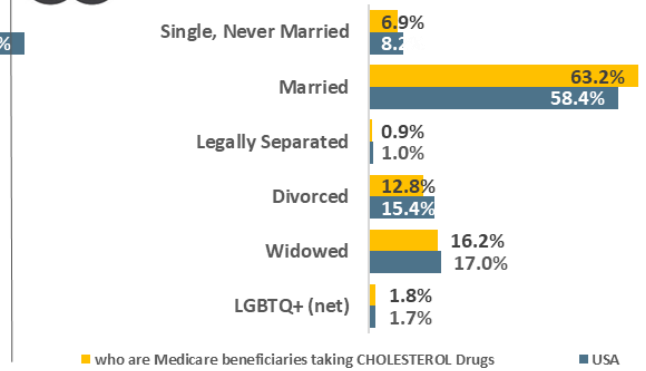
Education Levels: Adults 65 or older



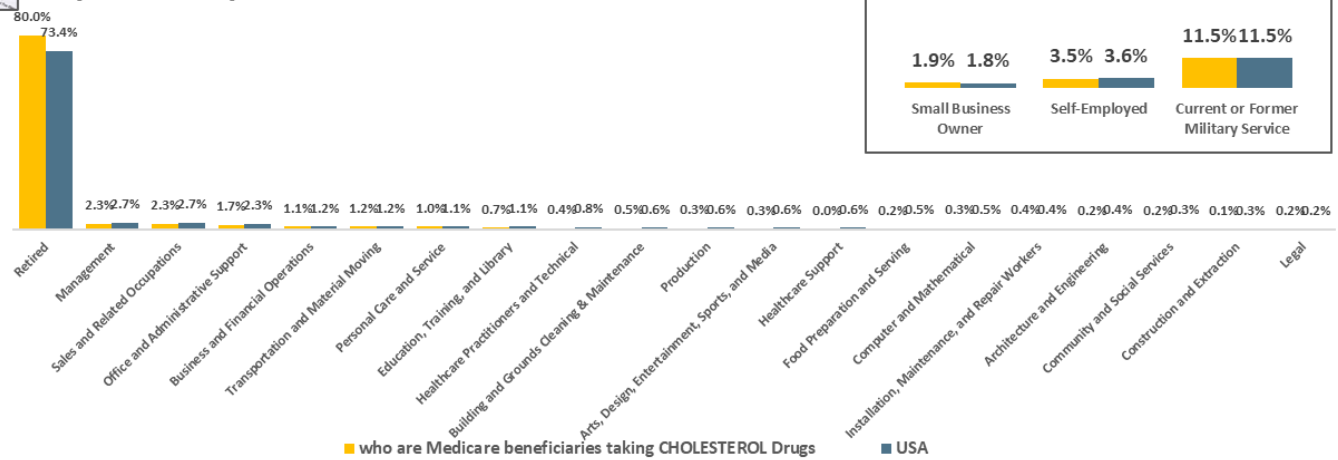
Employment: Adults 65 or older



Marital Status: Adults 65 or older

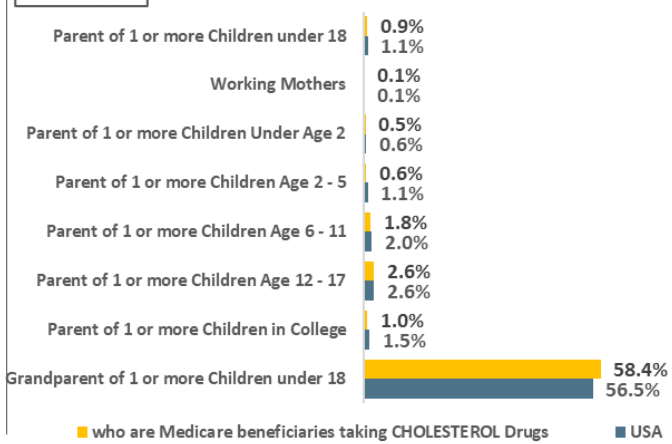


Top-20 Occupations: Adults 65 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 65 or older



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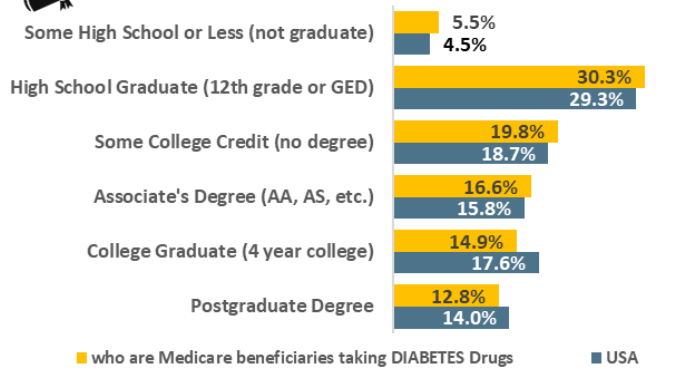
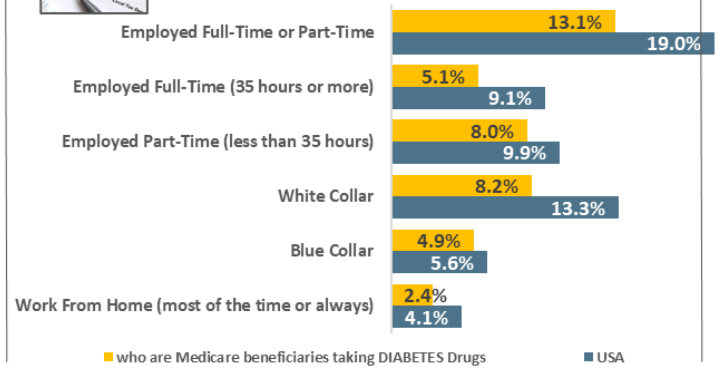
Adults 65 or older who are Medicare beneficiaries taking DIABETES Drugs are 12.5% less likely to be a college graduate, 43.3% less likely to work full-time, 4.2% more likely to be married, 6.4% more likely to be a grandparent of 1 or more children under 1

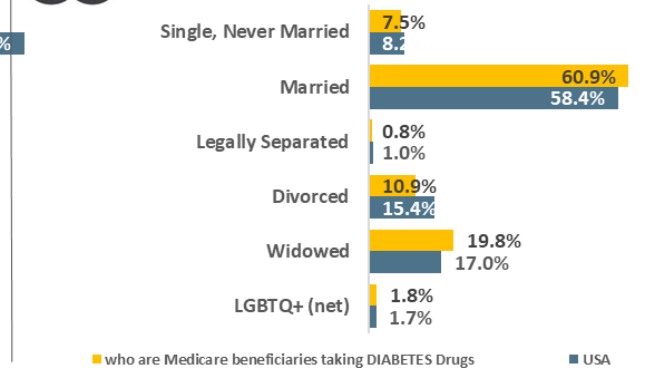
Education Levels: Adults 65 or older



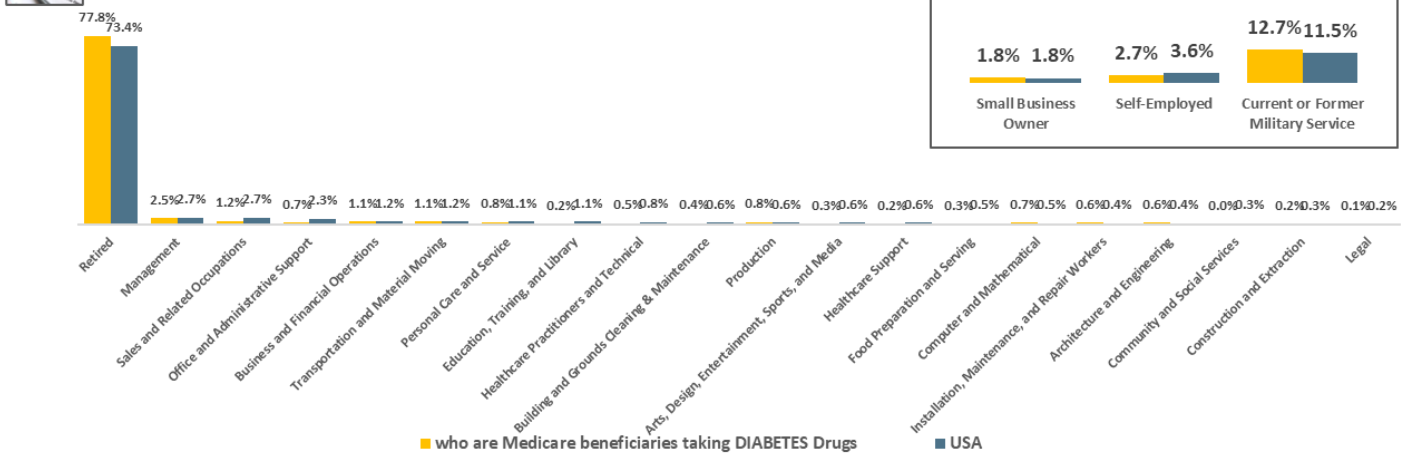
Employment: Adults 65 or older



Marital Status: Adults 65 or older

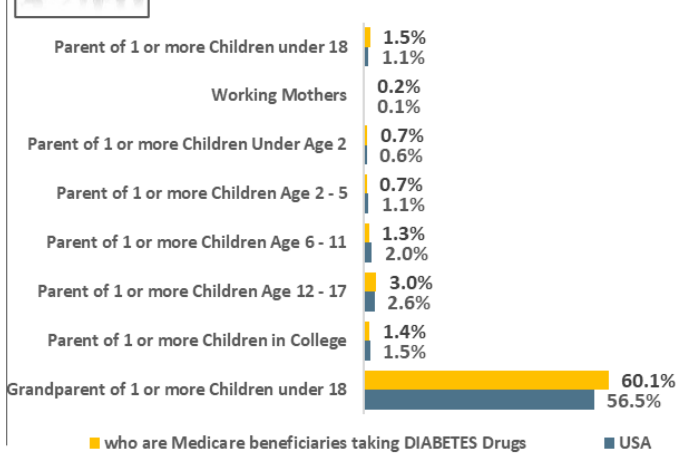


Top-20 Occupations: Adults 65 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 65 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,246

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USA Jan23-Feb24 USA Projection Qual Intab 7,853

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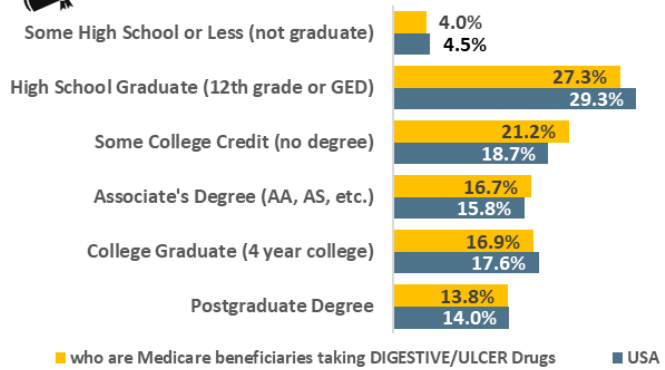
(Type of health insurance: Original Medicare from federal government OR Type of health insurance: Medicare Advantage from private health insurance carrier OR Type of health insurance: Medicare Part D (prescription drug benefit) OR Type of health insurance: Medicare Supplement/Medigap from private insurance carrier) AND… Medications (RX/non-RX drugs)-reasons bought past 12 months: Diabetes

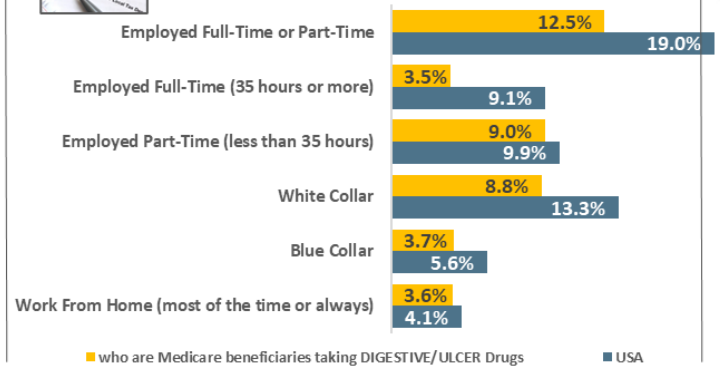
Medicare Digestive/ Ulcers

19.5% or 11,695,428 of USA Adults 65 or older are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs. Adults 65 or older who are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs are 2.8% less likely to be a college graduate, 61.6% less likely to work full-time, 4.3% less likely to be married, .4% more likely to be a grandparent of 1 or more children un

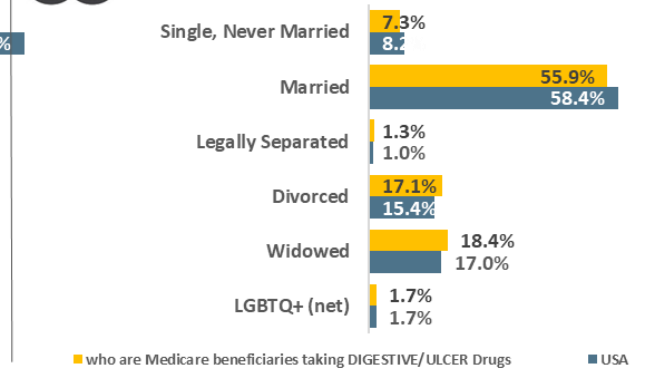
Education Levels: Adults 65 or older



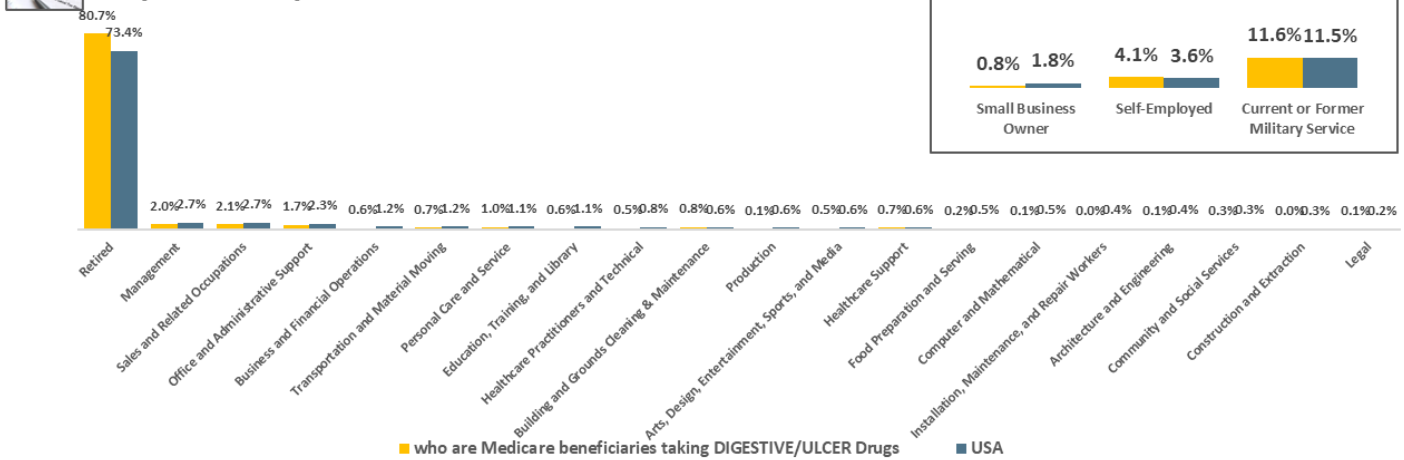
Employment: Adults 65 or older



Marital Status: Adults 65 or older

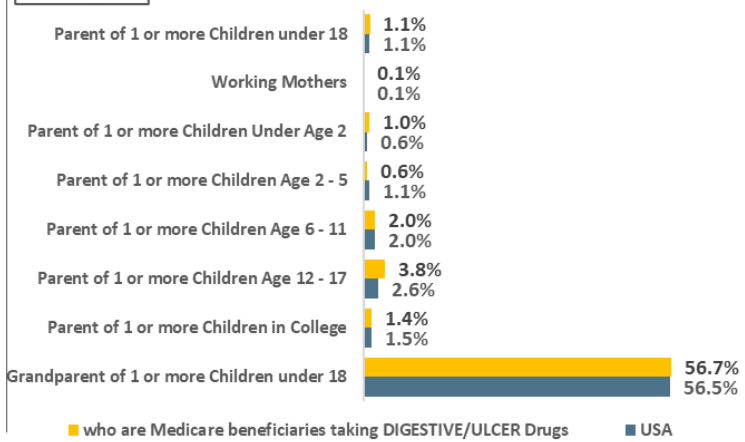


Top-20 Occupations: Adults 65 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 65 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,246

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USA Jan23-Feb24 USA Projection Qual Intab 7,853

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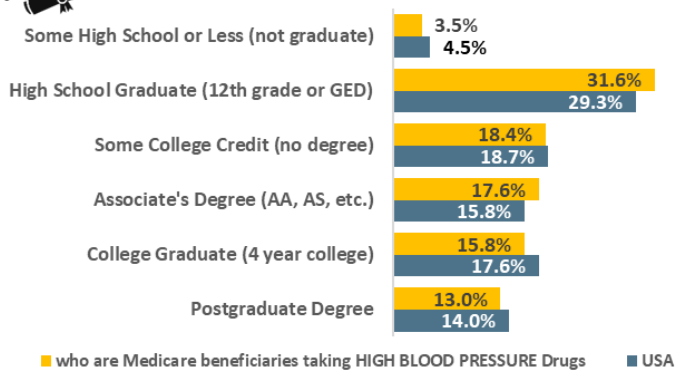
High Blood Pressure

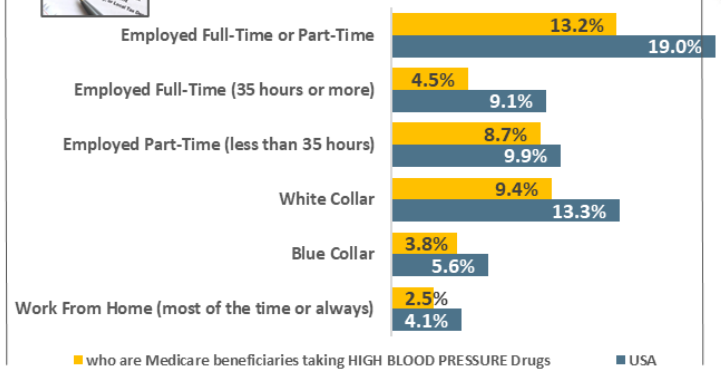
Medicare

44.4% or 26,666,745 of USA Adults 65 or older are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs. Adults 65 or older who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs are 8.9% less likely to be a college graduate, 50.8% less likely to work full-time, 1.2% more likely to be married, 1.1% more likely to be a grandparent of 1 or more childr

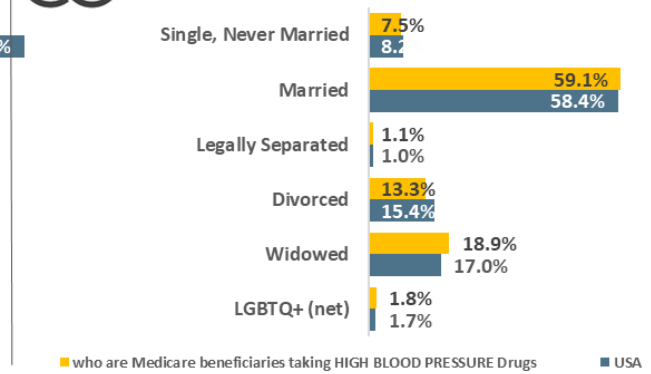
Education Levels: Adults 65 or older



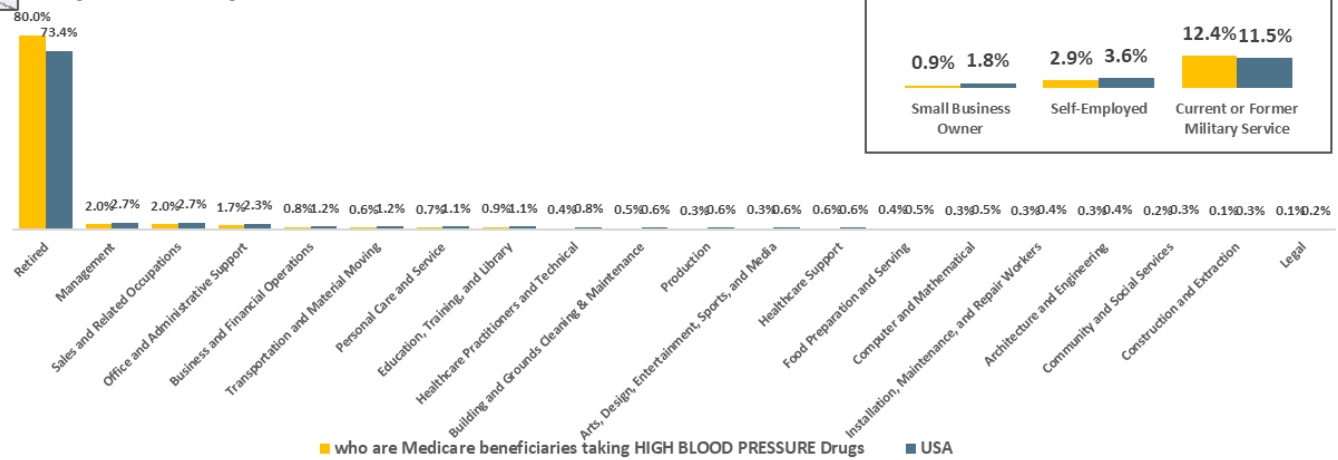
Employment: Adults 65 or older



Marital Status: Adults 65 or older

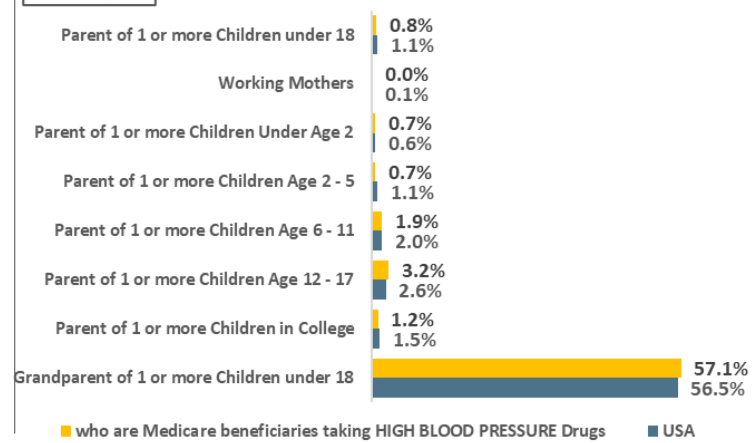


Top-20 Occupations: Adults 65 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 65 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,246*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *7,853*

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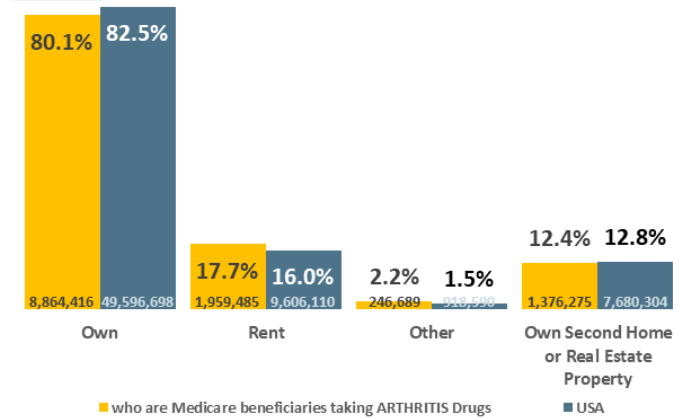
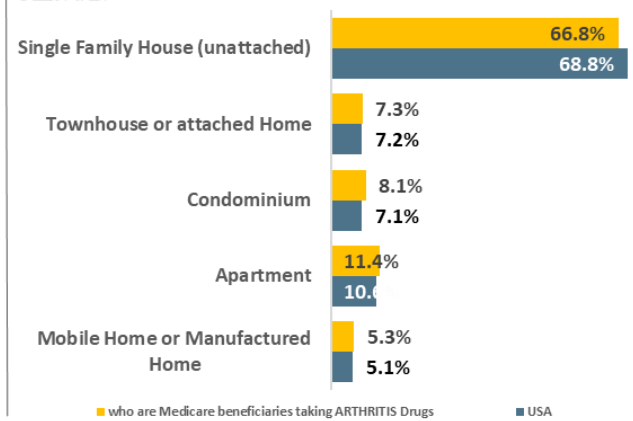
Medicare Arthritis

18.4% or 11,070,590 of USA Adults 65 or older are Medicare beneficiaries taking ARTHRITIS Drugs.
Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs are 2.9% less likely to own their home, 13.3% more likely to own a higher valued home, 3.% less likely to have a single-family home, 5.7% more likely to have a dog.

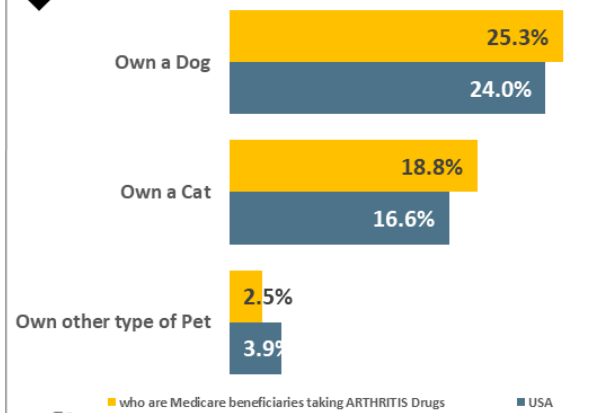
Own/Rent/Other: Adults 65 or older



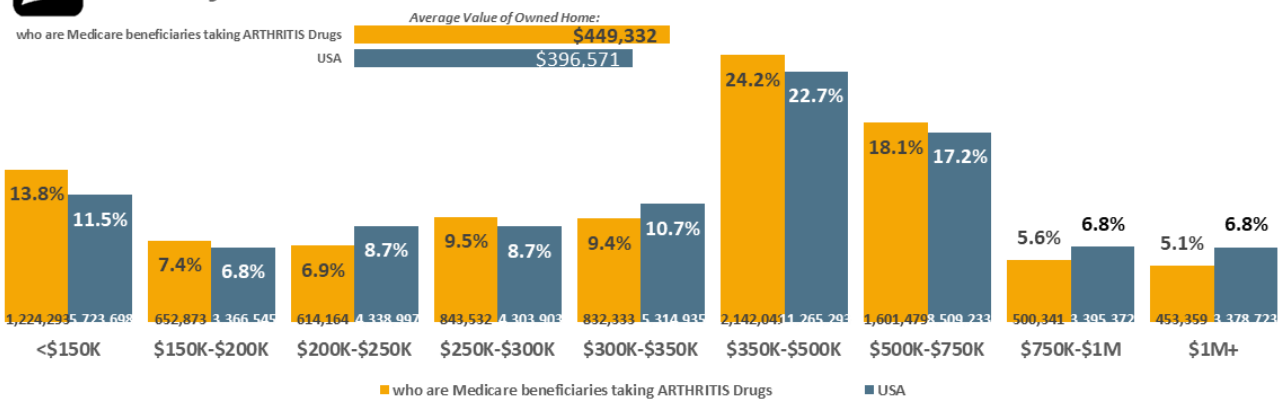
Type of Home: Adults 65 or older



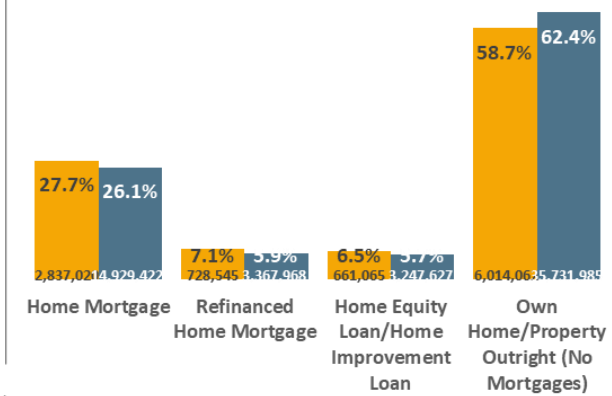
Pets in Home: Adults 65 or older



Value of Owned Home: Adults 65 or older



Home Loans: Adults 65 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,246*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *7,853*

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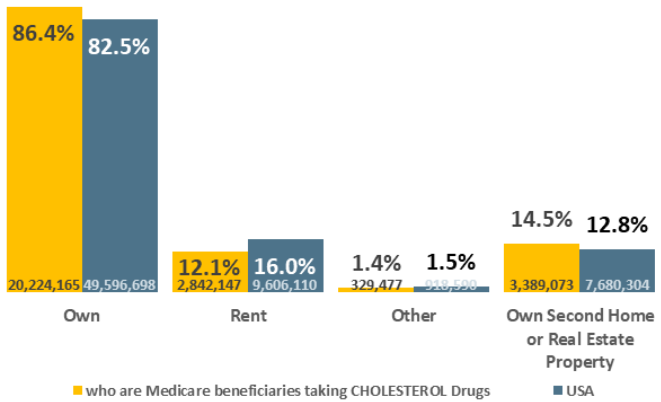
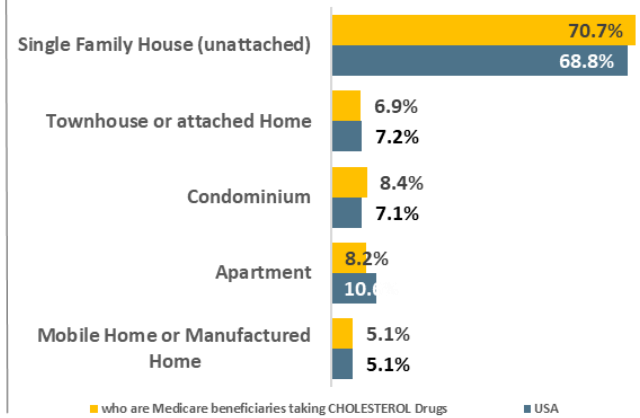
Medicare Cholesterol

38.9% or 23,395,789 of USA Adults 65 or older are Medicare beneficiaries taking CHOLESTEROL Drugs. Adults 65 or older who are Medicare beneficiaries taking CHOLESTEROL Drugs are 4.8% more likely to own their home, 21.9% more likely to own a higher valued home, 2.8% more likely to have a single-family home, 3.3% more likely to have a dog.

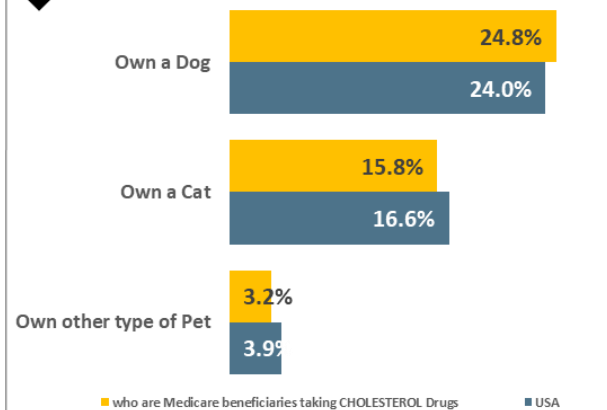
Own/Rent/Other: Adults 65 or older



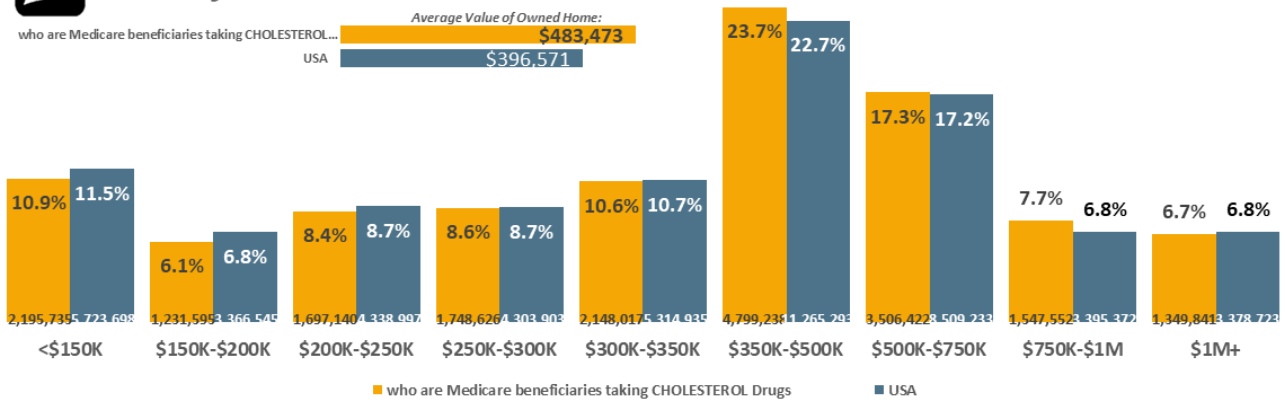
Type of Home: Adults 65 or older



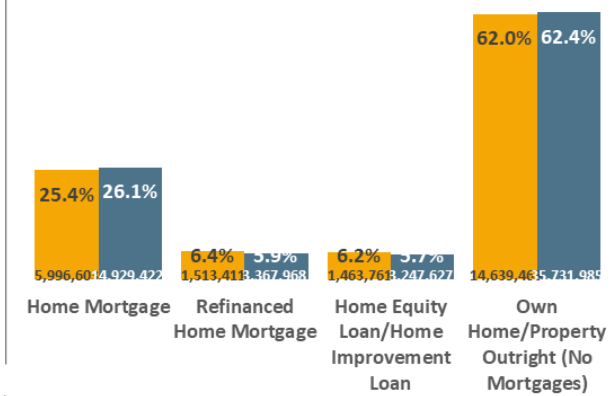
Pets in Home: Adults 65 or older



Value of Owned Home: Adults 65 or older



Home Loans: Adults 65 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,246*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *7,853*

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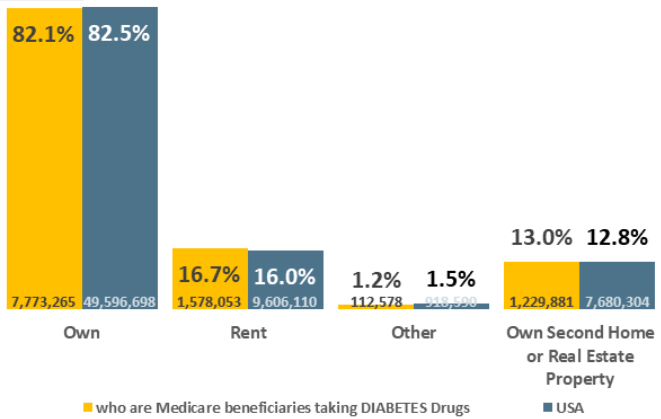
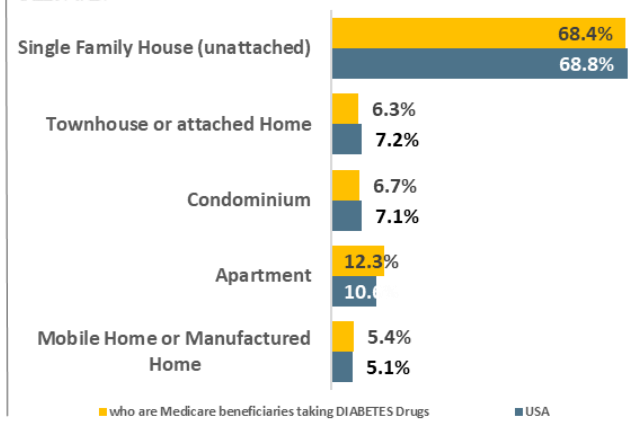
Medicare Diabetes

15.7% or 9,463,895 of USA Adults 65 or older are Medicare beneficiaries taking DIABETES Drugs.
Adults 65 or older who are Medicare beneficiaries taking DIABETES Drugs are .4% less likely to own their home, 10.8% more likely to own a higher valued home, .5% less likely to have a single-family home, 13.2% more likely to have a dog.

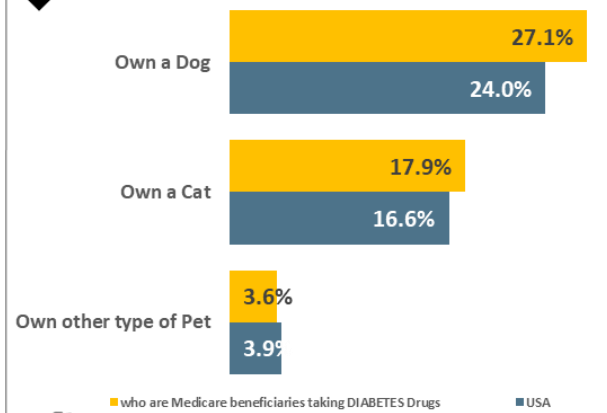
Own/Rent/Other: Adults 65 or older



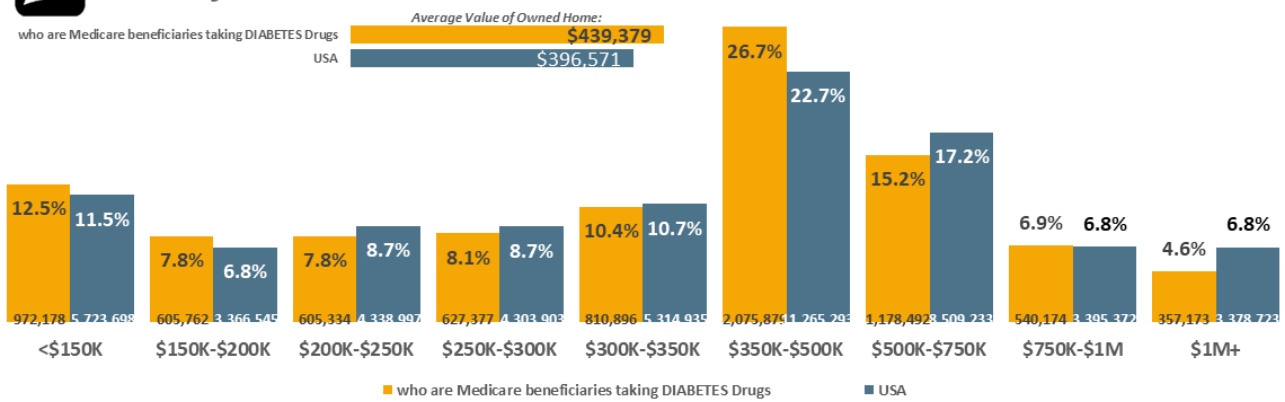
Type of Home: Adults 65 or older



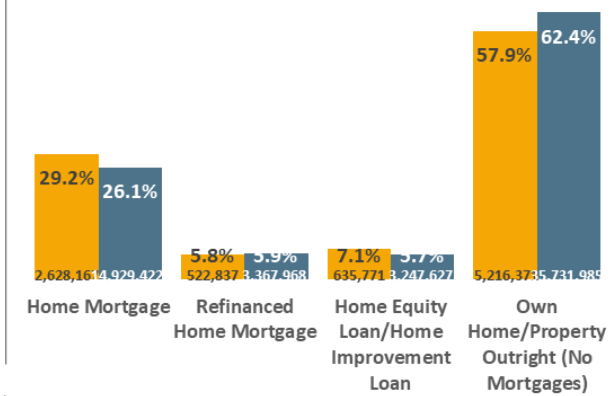
Pets in Home: Adults 65 or older



Value of Owned Home: Adults 65 or older



Home Loans: Adults 65 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,246*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *7,853*

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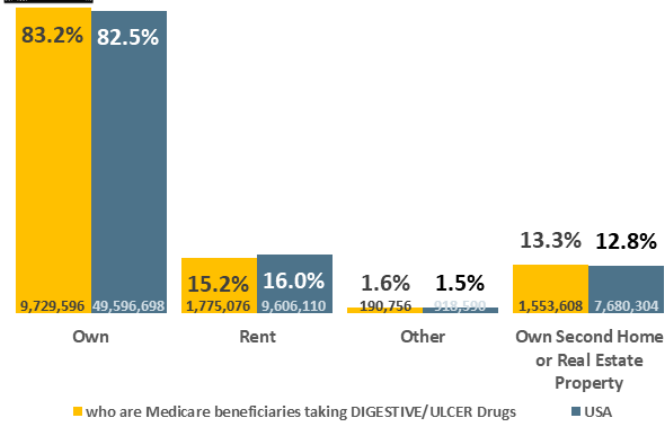
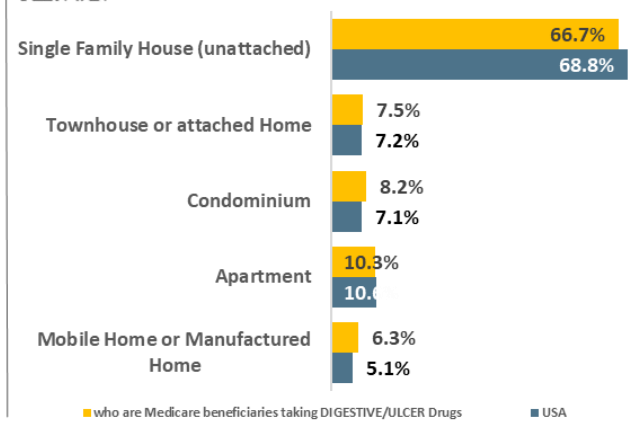
Medicare Digestive/ Ulcers

19.5% or 11,695,428 of USA Adults 65 or older are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs. Adults 65 or older who are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs are .8% more likely to own their home, 16.1% more likely to own a higher valued home, 3.1% less likely to have a single-family home, 4.3% more likely to have a dog.

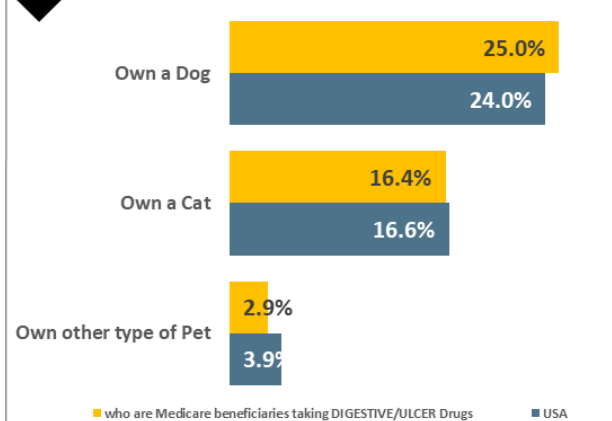
Own/Rent/Other: Adults 65 or older



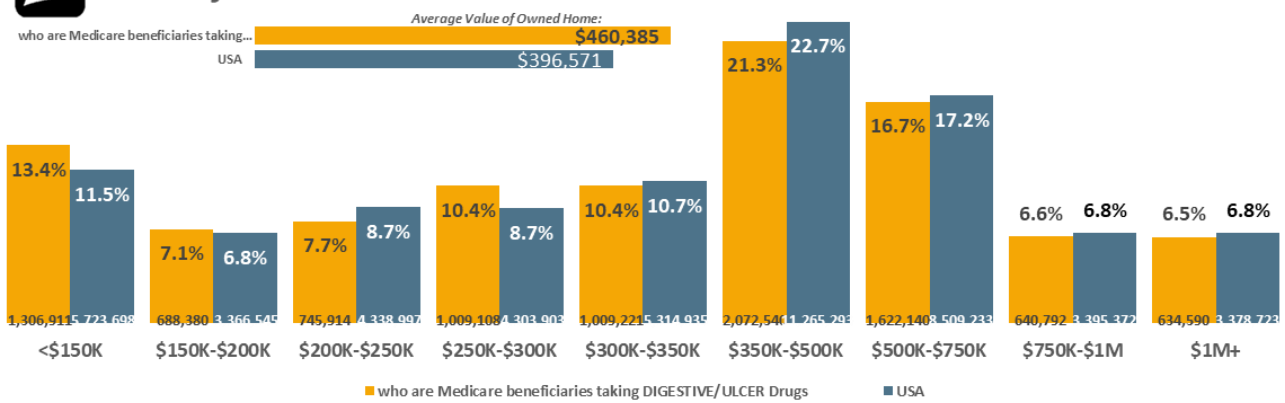
Type of Home: Adults 65 or older



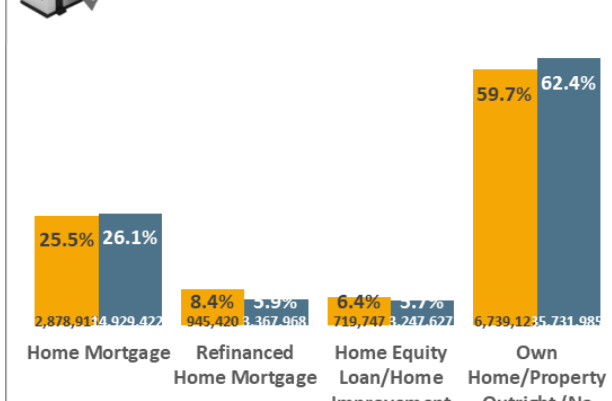
Pets in Home: Adults 65 or older



Value of Owned Home: Adults 65 or older



Home Loans: Adults 65 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,246*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *7,853*

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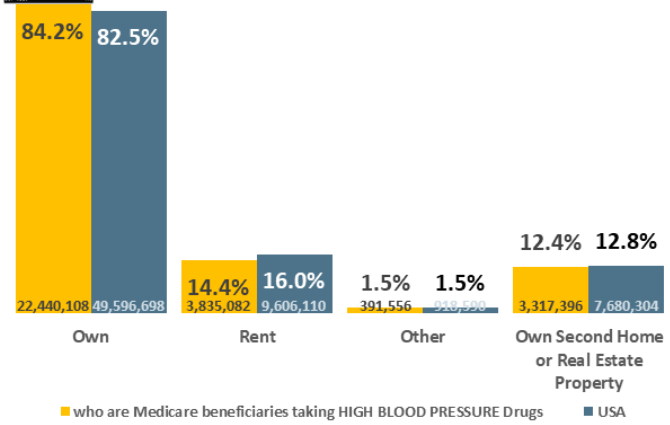
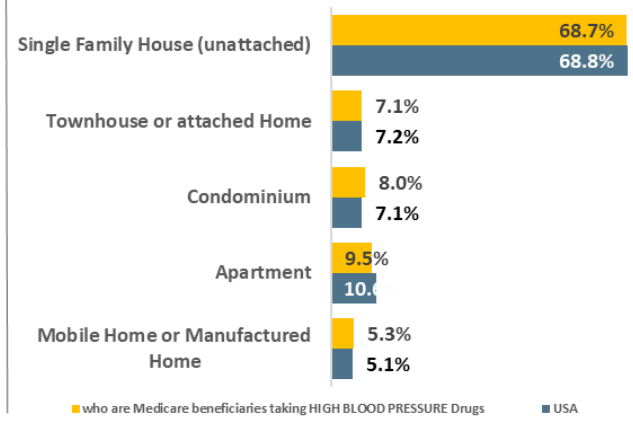
Medicare High Blood Pressure

44.4% or 26,666,745 of USA Adults 65 or older are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs. Adults 65 or older who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs are 2.% more likely to own their home, 14.5% more likely to own a higher valued home, .1% less likely to have a single-family home, 2.4% less likely to have a dog.

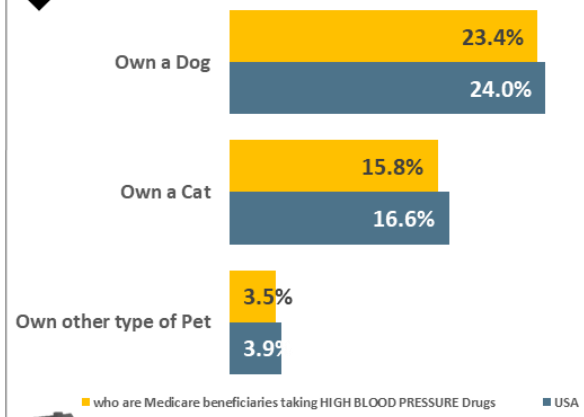
Own/Rent/Other: Adults 65 or older



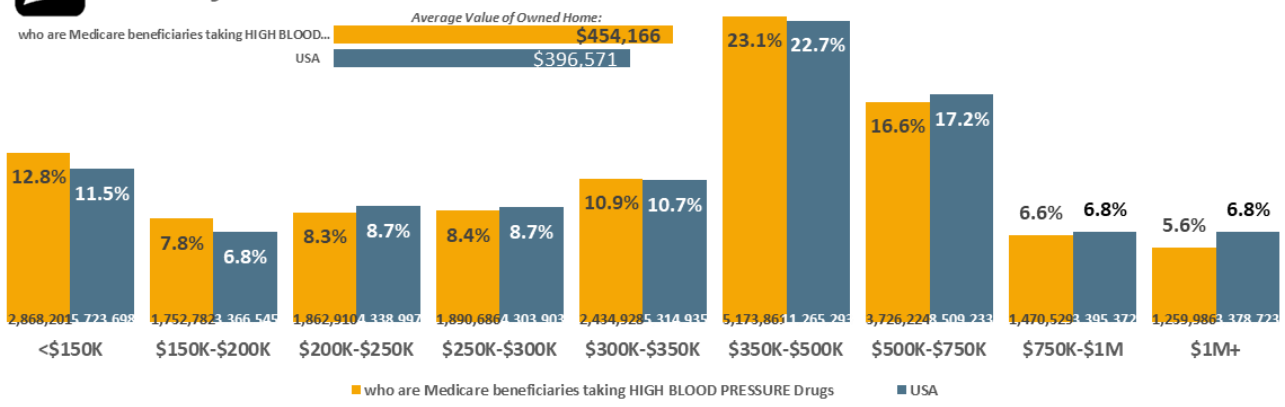
Type of Home: Adults 65 or older



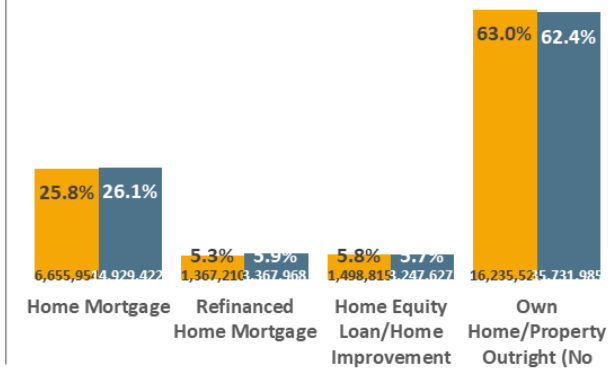
Pets in Home: Adults 65 or older



Value of Owned Home: Adults 65 or older



Home Loans: Adults 65 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,246*

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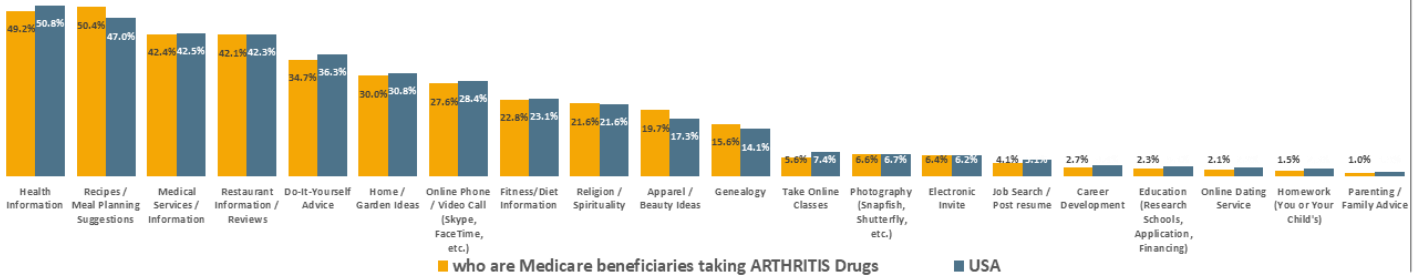
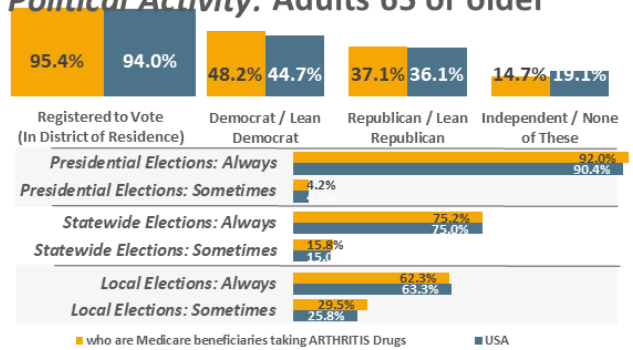
Medicare Arthritis

18.4% or 11,070,590 of USA Adults 65 or older are Medicare beneficiaries taking ARTHRITIS Drugs.
Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs are 4.3% less likely to look up D-I-Y advice online, 1.6% less likely to always vote in local elections, 1.6% more likely to belong to a gym, 6.4% less likely to fly domestic past yr

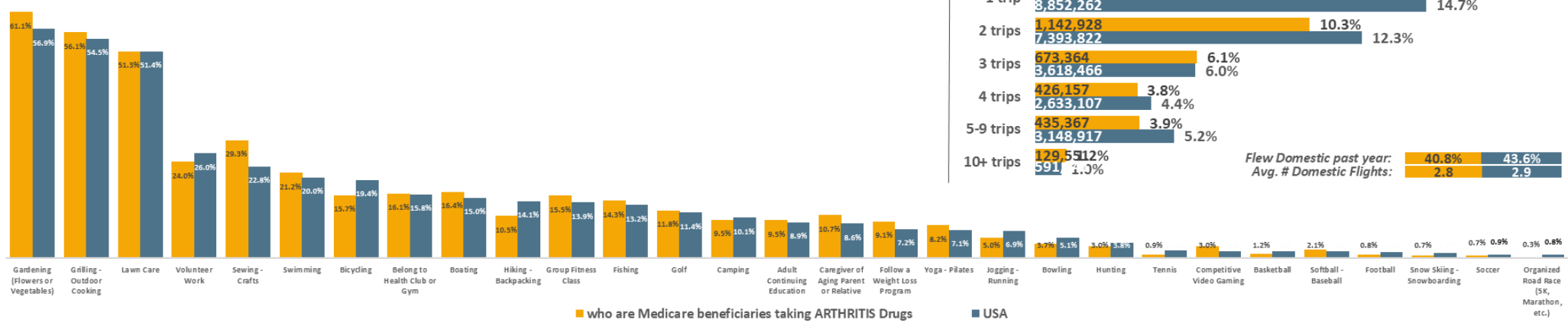
Top-20 past 30-days Online Lifestyle Activites: Adults 65 or older



Political Activity: Adults 65 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 65 or older



Past 12-months Domestic Airline Trips: Adults 65 or older

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,246

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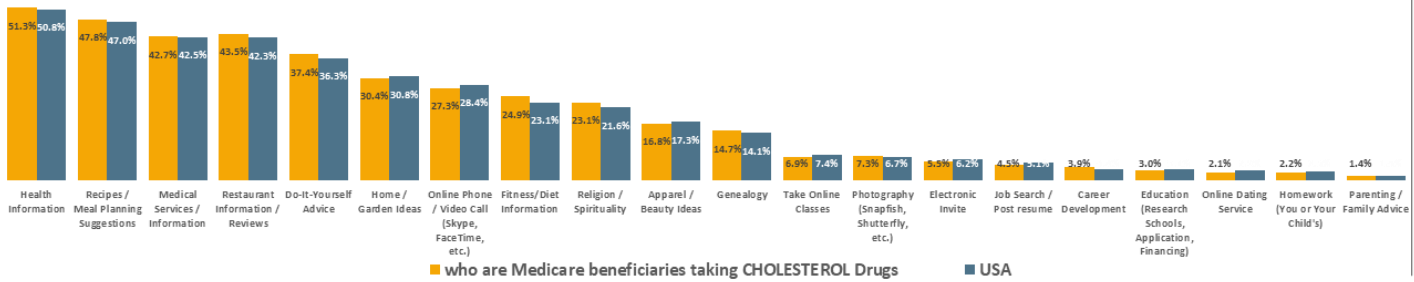
USA Jan23-Feb24 USA Projection Qual Intab 7,853

(Type of health insurance: Original Medicare from federal government OR Type of health insurance: Medicare Advantage from private health insurance carrier OR Type of health insurance: Medicare Part D (prescription drug benefit) OR Type of health insurance: Medicare Supplement/Medigap from private insurance carrier) AND… Medications (RX/non-RX drugs)-reasons bought past 12 months: Arthritis

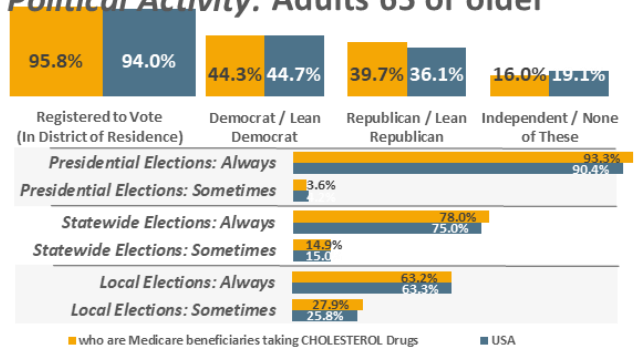
Medicare Cholesterol

38.9% or 23,395,789 of USA Adults 65 or older are Medicare beneficiaries taking CHOLESTEROL Drugs. Adults 65 or older who are Medicare beneficiaries taking CHOLESTEROL Drugs are 3.3% more likely to look up D-I-Y advice online, .1% less likely to always vote in local elections, 18.2% more likely to belong to a gym, 5.7% more likely to fly domestic past

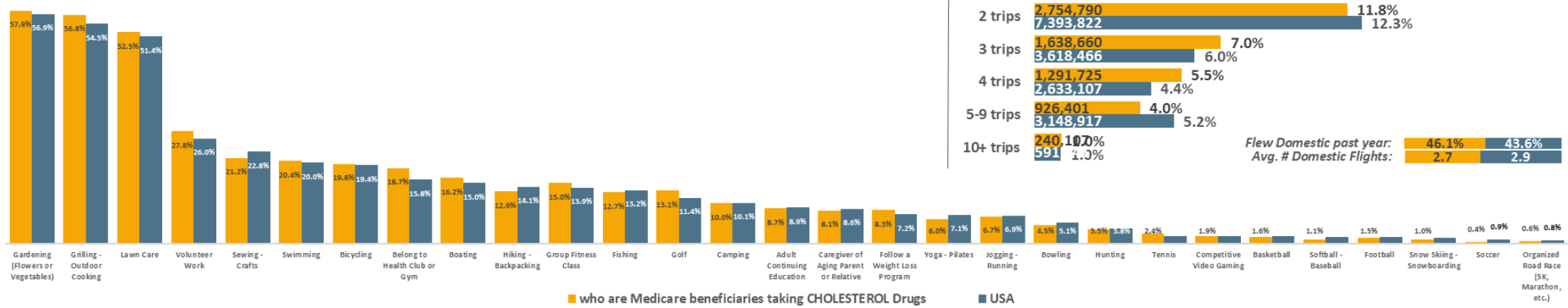
Top-20 past 30-days Online Lifestyle Activites: Adults 65 or older



Political Activity: Adults 65 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 65 or older



Past 12-months Domestic Airline Trips: Adults 65 or older

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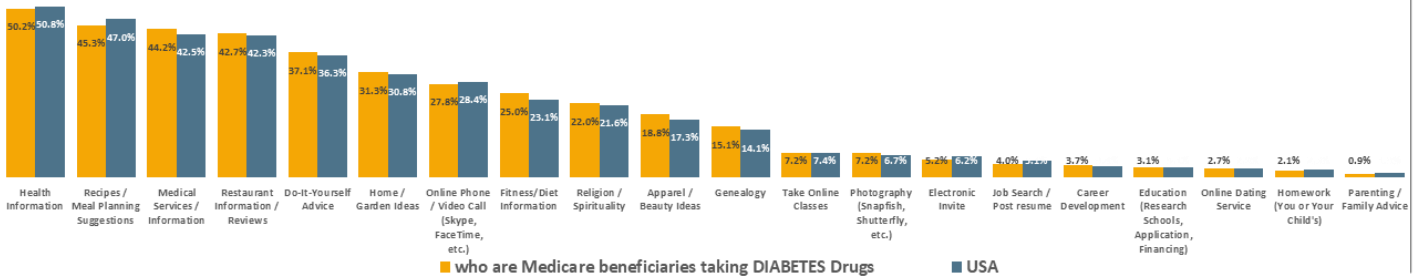
Diabetes

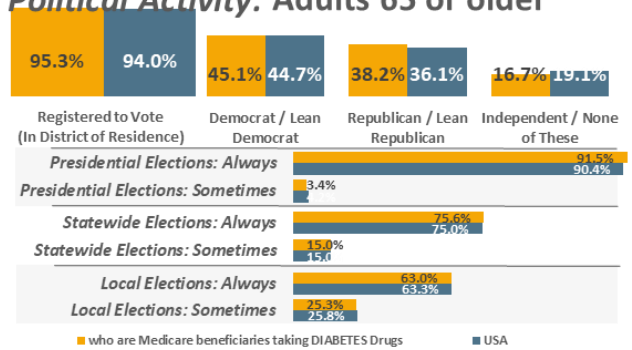
Medicare

15.7% or 9,463,895 of USA Adults 65 or older are Medicare beneficiaries taking DIABETES Drugs.
Adults 65 or older who are Medicare beneficiaries taking DIABETES Drugs are 2.4% more likely to look up D-I-Y advice online, .5% less likely to always vote in local elections, 19.5% less likely to belong to a gym, 7.4% less likely to fly domestic past yr.

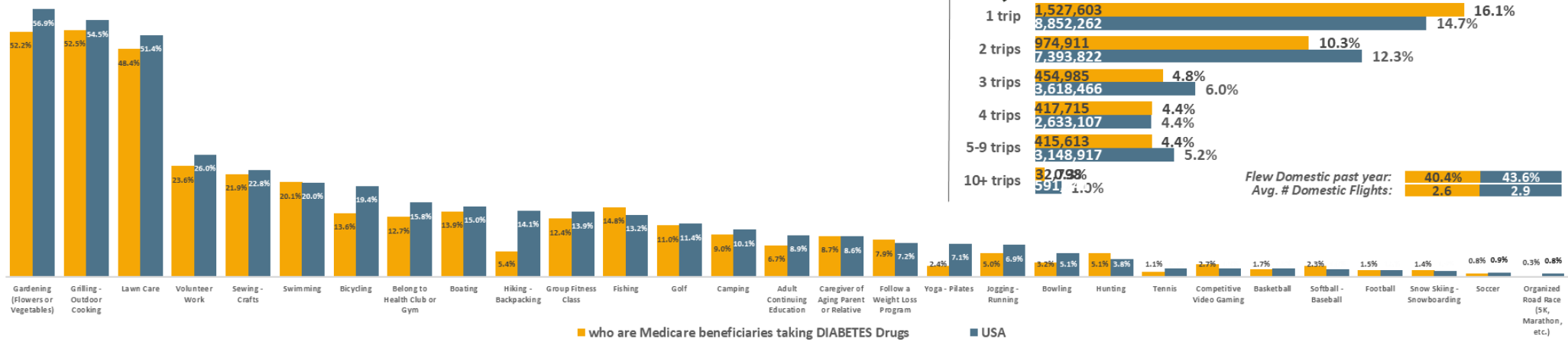
Top-20 past 30-days Online Lifestyle Activites: Adults 65 or older



Political Activity: Adults 65 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 65 or older



Past 12-months Domestic Airline Trips: Adults 65 or older

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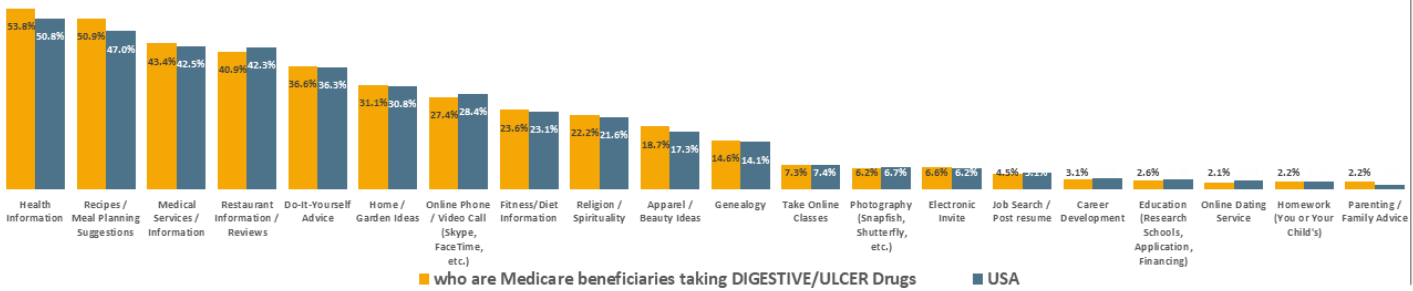
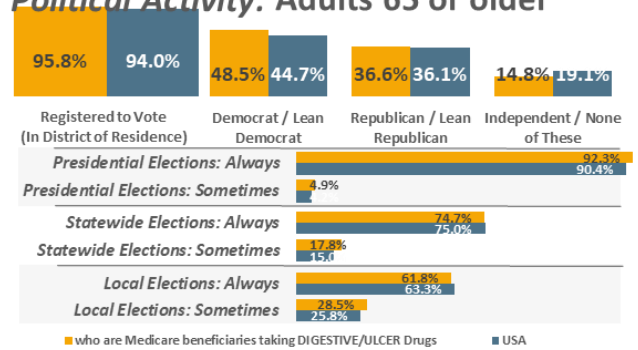
Medicare Digestive/ Ulcers

19.5% or 11,695,428 of USA Adults 65 or older are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs. Adults 65 or older who are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs are 1.1% more likely to look up D-I-Y advice online, 2.4% less likely to always vote in local elections, 4.% more likely to belong to a gym, 5.7% more likely to fly domestic pa

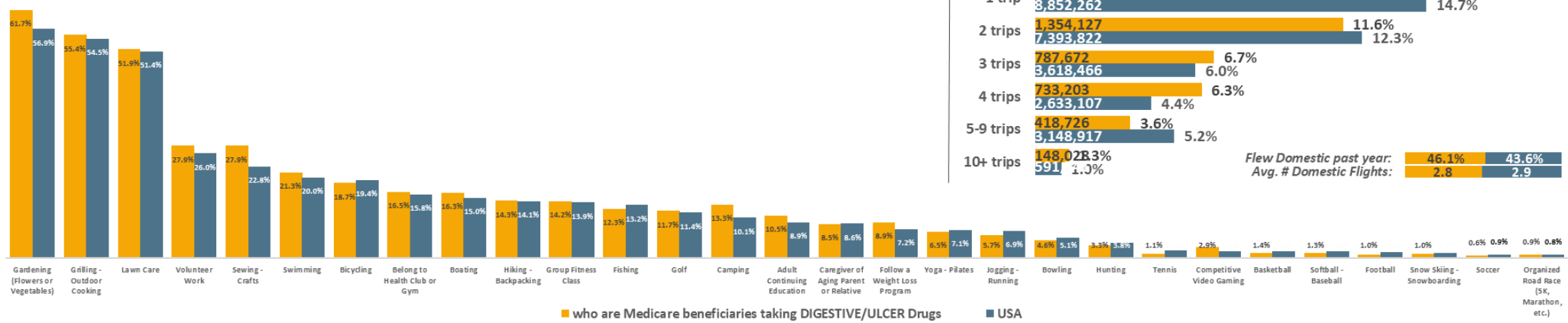
Top-20 past 30-days Online Lifestyle Activites: Adults 65 or older



Political Activity: Adults 65 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 65 or older



Past 12-months Domestic Airline Trips: Adults 65 or older

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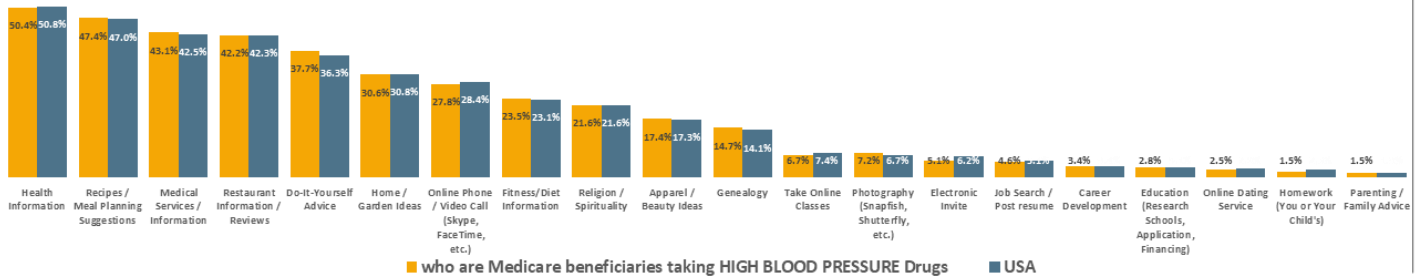
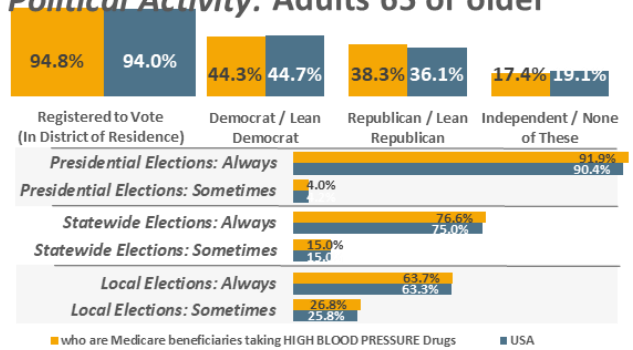
High Blood Pressure

44.4% or 26,666,745 of USA Adults 65 or older are Medicare beneficiaries taking HIGH BLOOD PRESSURE… Adults 65 or older who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs are 4.% more likely to look up D-I-Y advice online, .6% more likely to always vote in local elections, 3.8% more likely to belong to a gym, 1.1% less likely to fly domestic

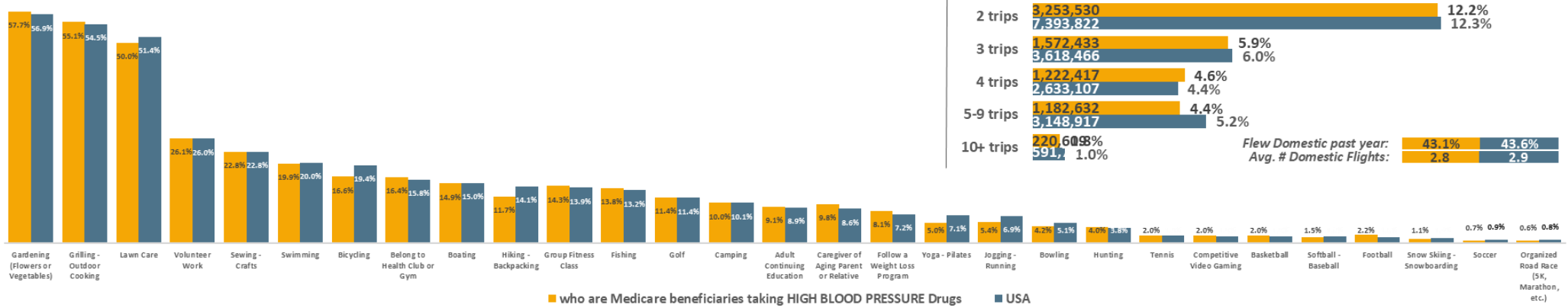
Top-20 past 30-days Online Lifestyle Activites: Adults 65 or older



Political Activity: Adults 65 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 65 or older



Past 12-months Domestic Airline Trips: Adults 65 or older

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Medicare Arthritis

18.4% or 11,070,590 of USA Adults 65 or older are Medicare beneficiaries taking ARTHRITIS Drugs.
Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs are 4.6% more likely to use QSRs past mo., 2.8% more likely to use Sit-Down Restaurants past mo., 16.9% more likely to use Casinos past yr., 3.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 65 or older



Total Monthly QSR Users:
87.1% 9,647,503
83.4% 50,111,958

Avg. Monthly QSR Meals:
5.6 5.3

Past 30-days Sit-Down Restaurant Users: Adults 65 or older



Total Monthly Sit-Down Restaurant Users:
75.9% 8,406,892
73.9% 44,425,804

Avg. Monthly Sit-Down Restaurant Meals:
4.0 4.1

Top-10 Cuisines: Adults 65 or older

(Sit-Down Restaurants Used Past 30-days)



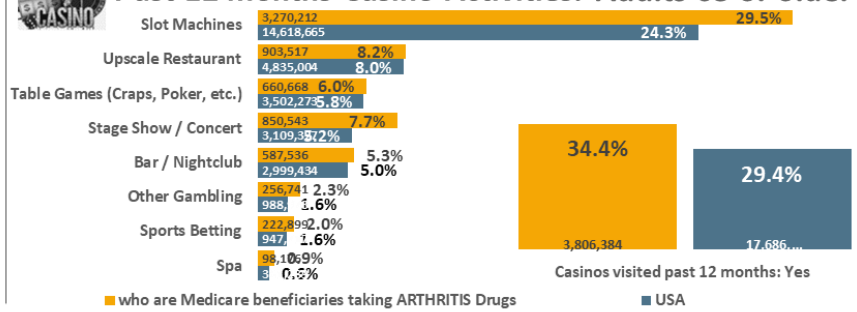
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who are Medicare beneficiaries taking ARTHRITIS Drugs 1,000,528 9.0%
USA 3,515,009 5.8%

Drank Past 30-days: Adults 65 or older



Past 12 months Casino Activities: Adults 65 or older





Used Past 30-days: Adults 65 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,246*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *7,853*

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Medicare Cholesterol

38.9% or 23,395,789 of USA Adults 65 or older are Medicare beneficiaries taking CHOLESTEROL Drugs. Adults 65 or older who are Medicare beneficiaries taking CHOLESTEROL Drugs are .7% more likely to use QSRs past mo., 7.8% more likely to use Sit-Down Restaurants past mo., 7.8% more likely to use Casinos past yr., 20.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 65 or older



	who are Medicare beneficiaries taking CHOLESTEROL Drugs	USA
1 time	9.3%	10.9%
2 times	13.0%	13.1%
3 times	11.9%	11.7%
4 times	11.5%	11.6%
5 times	11.2%	10.2%
6 - 9 times	15.4%	15.3%
10 times or more	11.7%	10.5%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
84.0%	83.4%		
19,641,376	50,111,958	5.5	5.3

Past 30-days Sit-Down Restaurant Users: Adults 65 or older



	who are Medicare beneficiaries taking CHOLESTEROL Drugs	USA
1 time	14.8%	15.6%
2 times	17.7%	15.7%
3 times	12.0%	11.9%
4 times	10.2%	9.3%
5 times	8.2%	7.6%
6 - 9 times	10.1%	8.4%
10 times or more	6.5%	5.3%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
79.7%	73.9%		
18,642,902	44,425,804	4.3	4.1

Top-10 Cuisines: Adults 65 or older

(Sit-Down Restaurants Used Past 30-days)



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

who are Medicare beneficiaries taking CHOLESTEROL...	1,456,677	6.2%
USA	3,515,009	5.8%

Drank Past 30-days: Adults 65 or older



	who are Medicare beneficiaries taking CHOLESTEROL Drugs		USA	
Liquor	9,507,934	40.6%	22,867,736	38.0%
Wine	9,371,283	40.1%	22,663,435	37.7%
Any Type of Beer	9,214,740	39.4%	22,053,307	36.7%
Domestic Regular Beer	5,373,156	23.0%	12,309,519	20.5%
Domestic Light Beer	5,616,886	24.0%	12,266,306	20.4%
Imported Beer	4,329,180	18.5%	10,079,014	16.8%
Microbrew / Craft Beer	1,795,890	7.7%	3,942,865	6.6%

Past 12 months Casino Activities: Adults 65 or older

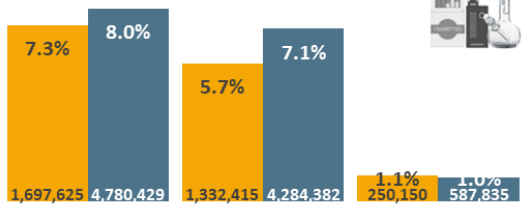


	who are Medicare beneficiaries taking CHOLESTEROL Drugs		USA	
Slot Machines	6,125,588	26.2%	14,618,665	24.3%
Upscale Restaurant	2,013,582	8.6%	4,835,004	8.0%
Table Games (Craps, Poker, etc.)	1,426,055	6.1%	3,502,273	5.8%
Stage Show / Concert	1,346,849	5.8%	3,109,327	5.2%
Bar / Nightclub	1,324,523	5.7%	2,999,434	5.0%
Other Gambling	477,602	2.0%	988,9	1.6%
Sports Betting	462,335	2.0%	947,7	1.6%
Spa	197,0	0.8%	3	0.5%

Casinos visited past 12 months: Yes	
31.7%	29.4%
7,421,534	17,686,...

Used Past 30-days: Adults 65 or older





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,246

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USA Jan23-Feb24 USA Projection Qual Intab 7,853

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Medicare Diabetes

15.7% or 9,463,895 of USA Adults 65 or older are Medicare beneficiaries taking DIABETES Drugs.
Adults 65 or older who are Medicare beneficiaries taking DIABETES Drugs are 4.5% more likely to use QSRs past mo., 6.1% more likely to use Sit-Down Restaurants past mo., 7.4% more likely to use Casinos past yr., 30.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 65 or older



	who are Medicare beneficiaries taking DIABETES Drugs	USA
1 time	7.7%	10.9%
2 times	12.5%	13.1%
3 times	13.0%	11.7%
4 times	11.2%	11.6%
5 times	10.3%	10.2%
6 - 9 times	16.8%	15.3%
10 times or more	15.7%	10.5%

Total Monthly QSR Users:

who are Medicare beneficiaries taking DIABETES Drugs	USA
87.1%	83.4%
8,243,702	50,111,958

Avg. Monthly QSR Meals:

who are Medicare beneficiaries taking DIABETES Drugs	USA
6.1	5.3

Past 30-days Sit-Down Restaurant Users: Adults 65 or older



	who are Medicare beneficiaries taking DIABETES Drugs	USA
1 time	15.6%	15.6%
2 times	19.7%	15.7%
3 times	13.1%	11.9%
4 times	7.2%	9.3%
5 times	8.2%	7.6%
6 - 9 times	8.0%	8.4%
10 times or more	6.7%	5.3%

Total Monthly Sit-Down Restaurant Users:

who are Medicare beneficiaries taking DIABETES Drugs	USA
78.4%	73.9%
7,421,405	44,425,804

Avg. Monthly Sit-Down Restaurant Meals:

who are Medicare beneficiaries taking DIABETES Drugs	USA
4.1	4.1

Top-10 Cuisines: Adults 65 or older

(Sit-Down Restaurants Used Past 30-days)



	who are Medicare beneficiaries taking DIABETES Drugs	USA
Chinese	35.1%	28.3%
Mexican	27.6%	27.8%
Pizza	26.8%	25.7%
Italian	18.4%	20.0%
Coffee House / Coffee Bar	11.3%	13.2%
Upscale	10.8%	13.0%
Steakhouse	13.2%	11.6%
Wings / Burgers / Sports Bar	9.3%	11.4%
Seafood	11.7%	10.3%
Bagel / Donut / Bakery	10.0%	10.1%

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

who are Medicare beneficiaries taking DIABETES Drugs	814,017	8.6%
USA	3,515,009	5.8%

Drank Past 30-days: Adults 65 or older



	who are Medicare beneficiaries taking DIABETES Drugs		USA
Liquor	3,040,245	32.1%	22,867,736 38.0%
Wine	2,677,687	28.3%	22,663,435 37.7%
Any Type of Beer	3,414,982	36.1%	22,053,307 36.7%
Domestic Regular Beer	1,969,043	20.8%	12,309,519 20.5%
Domestic Light Beer	2,174,096	23.0%	12,266,306 20.4%
Imported Beer	1,348,442	14.2%	10,079,014 16.8%
Microbrew / Craft Beer	551,746	5.8%	3,942,865 6.6%

Past 12 months Casino Activities: Adults 65 or older



	who are Medicare beneficiaries taking DIABETES Drugs		USA
Slot Machines	2,412,537	25.5%	14,618,665 24.3%
Upscale Restaurant	767,505	8.1%	4,835,004 8.0%
Table Games (Craps, Poker, etc.)	661,323	7.0%	3,502,273 5.8%
Stage Show / Concert	547,460	5.8%	3,109,327 5.2%
Bar / Nightclub	347,728	3.7%	2,999,434 5.0%
Other Gambling	159,017	1.7%	988,9[illegible] 1.6%
Sports Betting	147,561	1.6%	947,[illegible] 1.6%
Spa	[illegible]	[illegible]	[illegible] 0.3%

Casinos visited past 12 months: Yes

who are Medicare beneficiaries taking DIABETES Drugs	USA
31.6%	29.4%
2,991,064	17,686,...

Used Past 30-days: Adults 65 or older



	who are Medicare beneficiaries taking DIABETES Drugs	USA
Marijuana / Cannabis	5.1% (480,416)	8.0% (4,780,429)
Cigarettes	5.0% (470,591)	7.1% (4,284,382)
Vape	1.3% (123,001)	[illegible] (587,835)

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,246*

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Medicare Digestive/ Ulcers

19.5% or 11,695,428 of USA Adults 65 or older are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs. Adults 65 or older who are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs are 7.3% more likely to use QSRs past mo., 9.6% more likely to use Sit-Down Restaurants past mo., .2% more likely to use Casinos past yr., 22.2% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 65 or older



Total Monthly QSR Users:

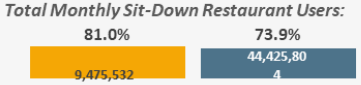


Avg. Monthly QSR Meals:

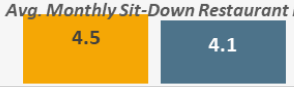
Past 30-days Sit-Down Restaurant Users: Adults 65 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

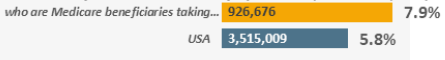


Top-10 Cuisines: Adults 65 or older

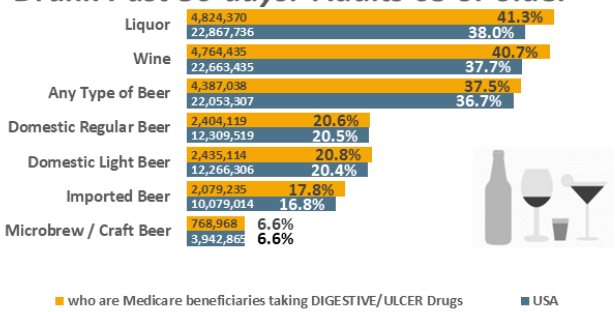
(Sit-Down Restaurants Used Past 30-days)



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

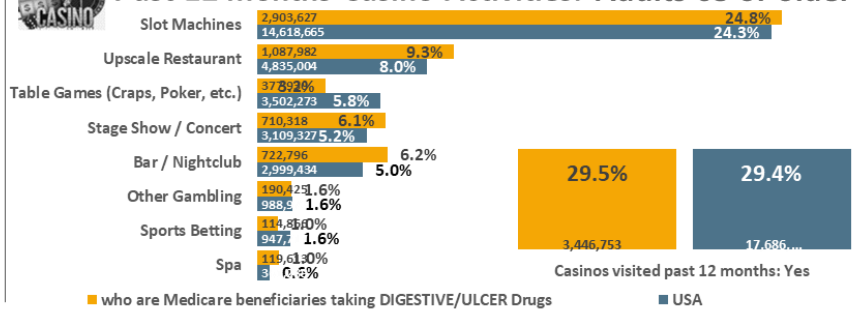


Drank Past 30-days: Adults 65 or older



Past 12 months Casino Activities: Adults 65 or older





Used Past 30-days: Adults 65 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,246

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High Blood Pressure

Medicare

44.4% or 26,666,745 of USA Adults 65 or older are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs. Adults 65 or older who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs are 2.7% more likely to use QSRs past mo., 5.4% more likely to use Sit-Down Restaurants past mo., 8.4% more likely to use Casinos past yr., 14.8% less likely to smoke cigar

Past 30-days QSR Users: Adults 65 or older



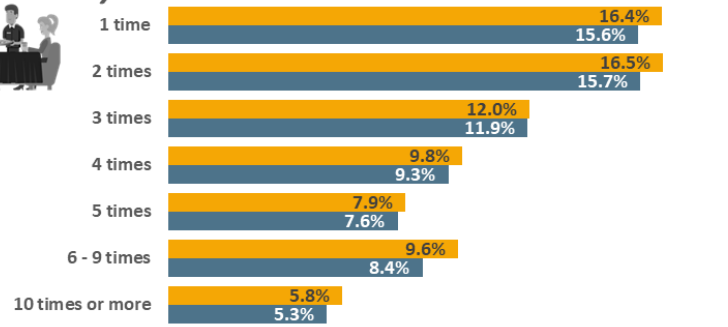
Total Monthly QSR Users:



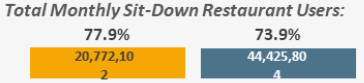
Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 65 or older





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 65 or older

(Sit-Down Restaurants Used Past 30-days)



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

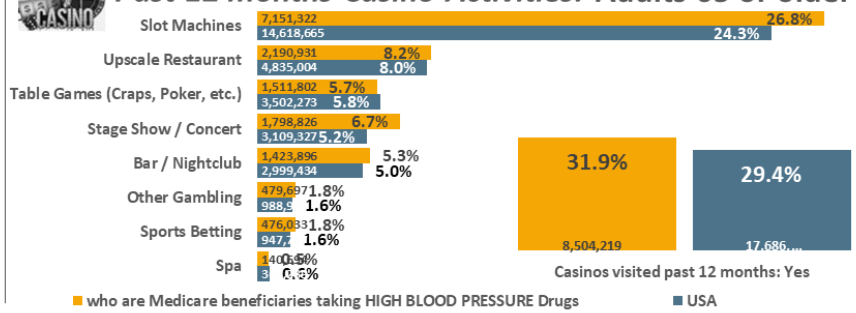


Drank Past 30-days: Adults 65 or older



Past 12 months Casino Activities: Adults 65 or older





Used Past 30-days: Adults 65 or older



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USA Jan23-Feb24 USA Projection Qual Intab 7,853

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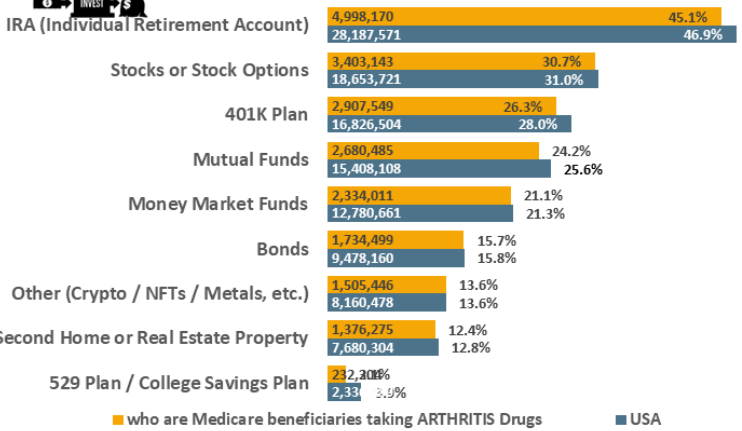
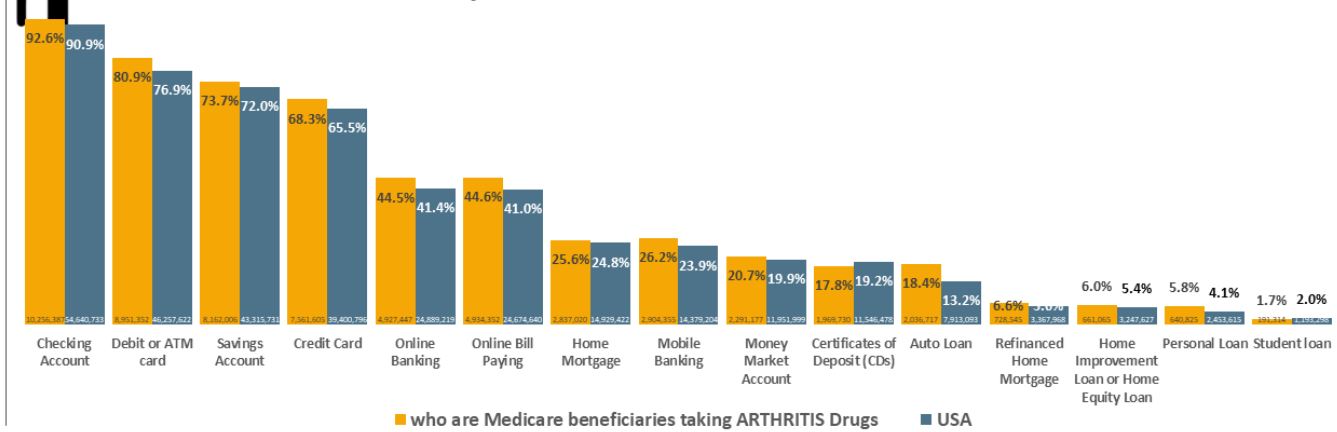
Medicare Arthritis

18.4% or 11,070,590 of USA Adults 65 or older are Medicare beneficiaries taking ARTHRITIS Drugs.
Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs are 6.2% less likely to have a 401K, 39.8% more likely to have an Auto Loan, 13.4% less likely to Invest/Trade Stocks Online, 16.9% more likely to pay with their Debit Card.

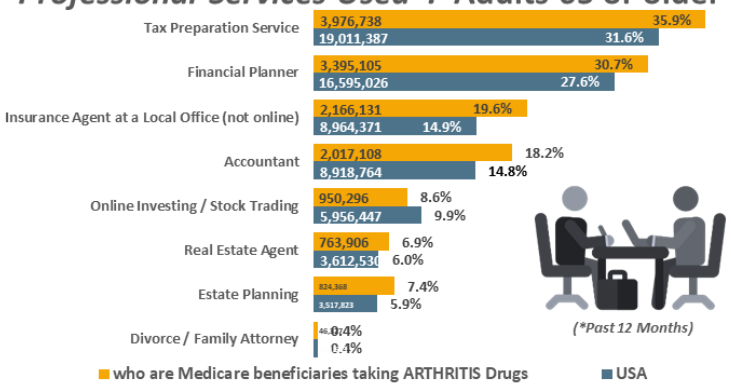
Investments Owned: Adults 65 or older



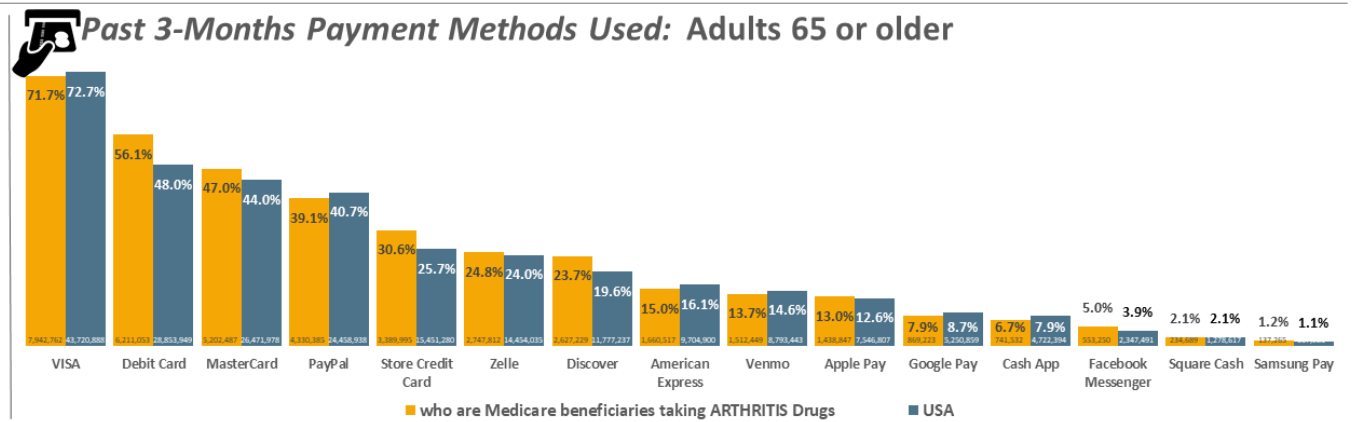
Financial Services Has and/or Uses: Adults 65 or older



Professional Services Used:* Adults 65 or older



Past 3-Months Payment Methods Used: Adults 65 or older



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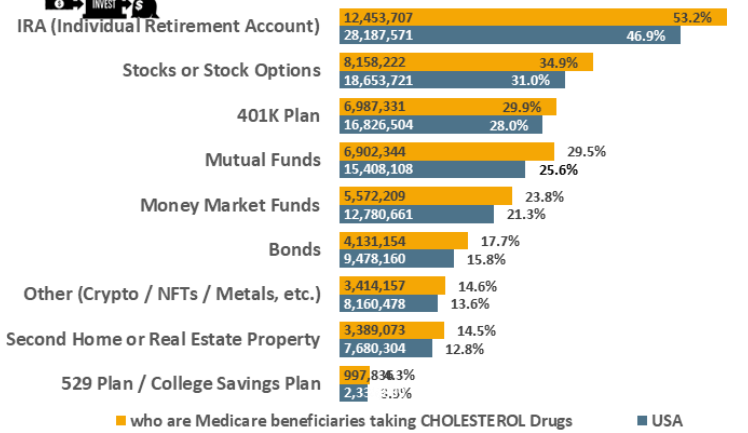
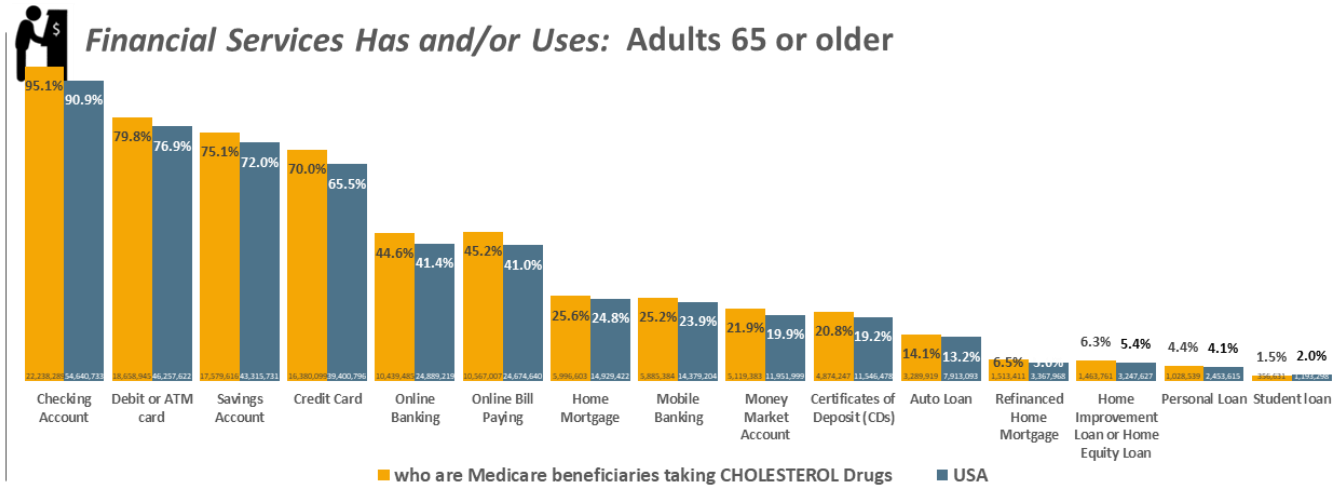
Medicare Cholesterol

38.9% or 23,395,789 of USA Adults 65 or older are Medicare beneficiaries taking CHOLESTEROL Drugs. Adults 65 or older who are Medicare beneficiaries taking CHOLESTEROL Drugs are 6.7% more likely to have a 401K, 6.8% more likely to have an Auto Loan, 1.% less likely to Invest/Trade Stocks Online, 1.3% less likely to pay with their Debit Card.

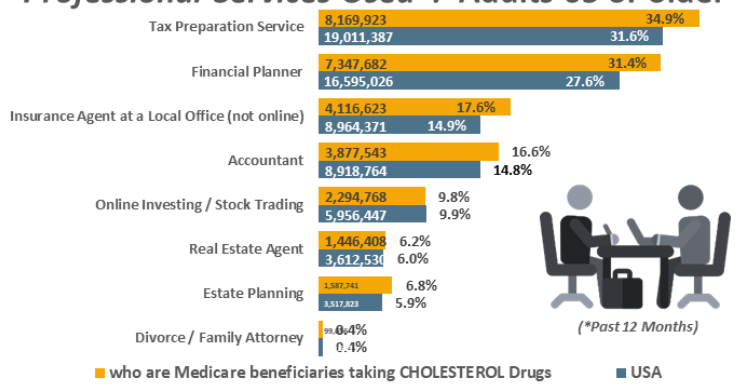
Investments Owned: Adults 65 or older



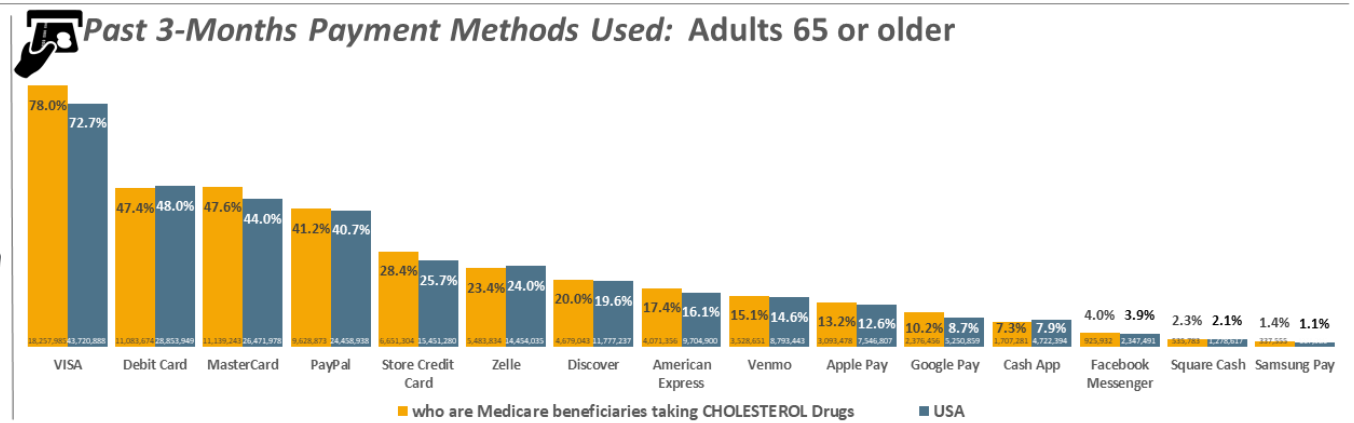
Financial Services Has and/or Uses: Adults 65 or older



Professional Services Used:* Adults 65 or older



Past 3-Months Payment Methods Used: Adults 65 or older



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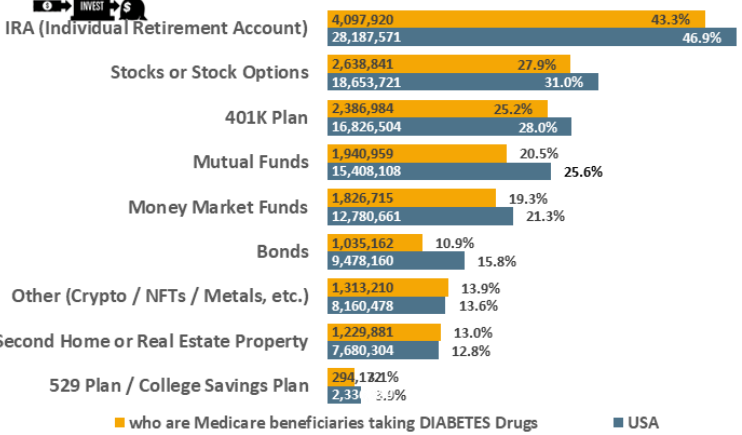
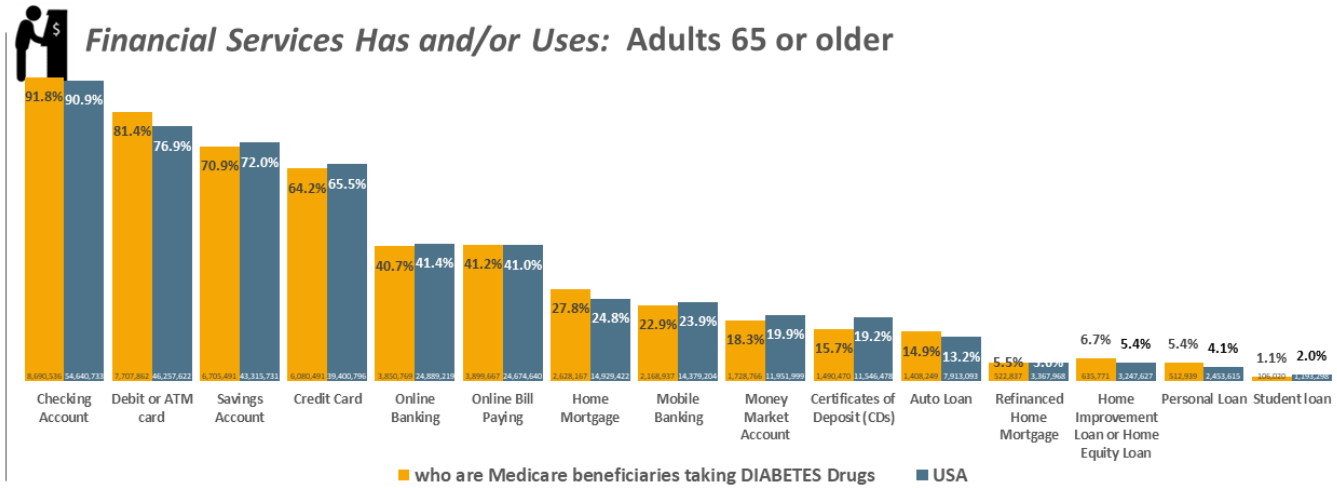
Medicare Diabetes

15.7% or 9,463,895 of USA Adults 65 or older are Medicare beneficiaries taking DIABETES Drugs.
Adults 65 or older who are Medicare beneficiaries taking DIABETES Drugs are 9.9% less likely to have a 401K, 13.1% more likely to have an Auto Loan, 20.4% less likely to Invest/Trade Stocks Online, 9.7% more likely to pay with their Debit Card.

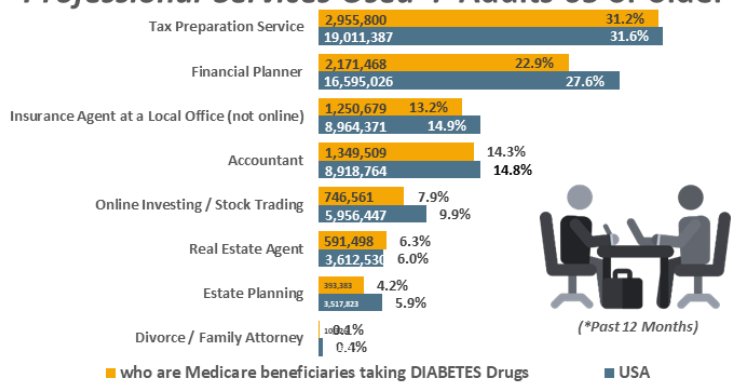
Investments Owned: Adults 65 or older



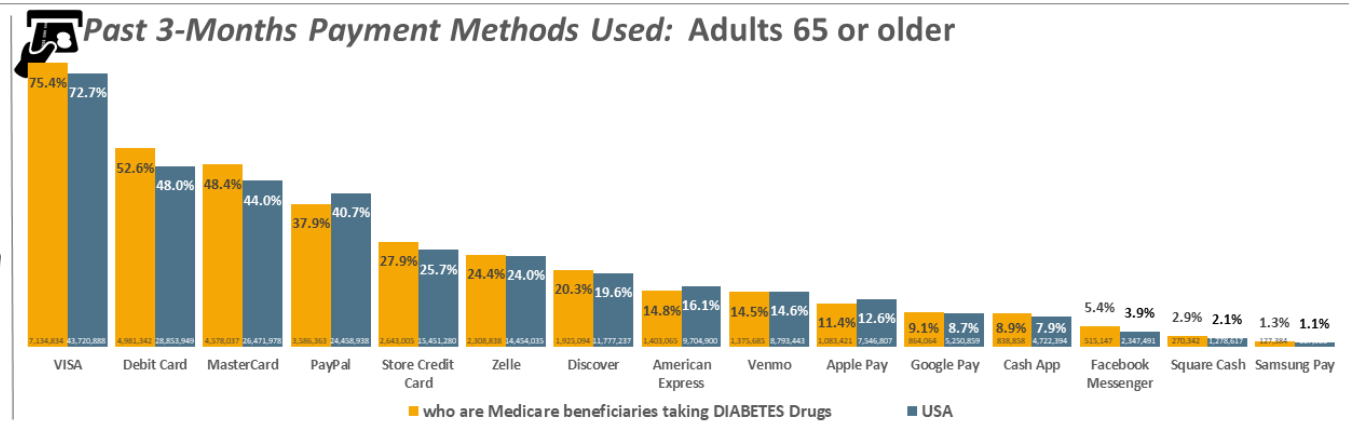
Financial Services Has and/or Uses: Adults 65 or older



Professional Services Used:* Adults 65 or older



Past 3-Months Payment Methods Used: Adults 65 or older



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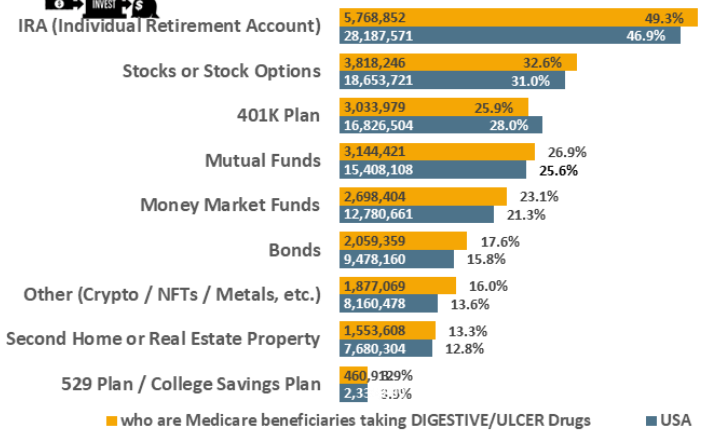
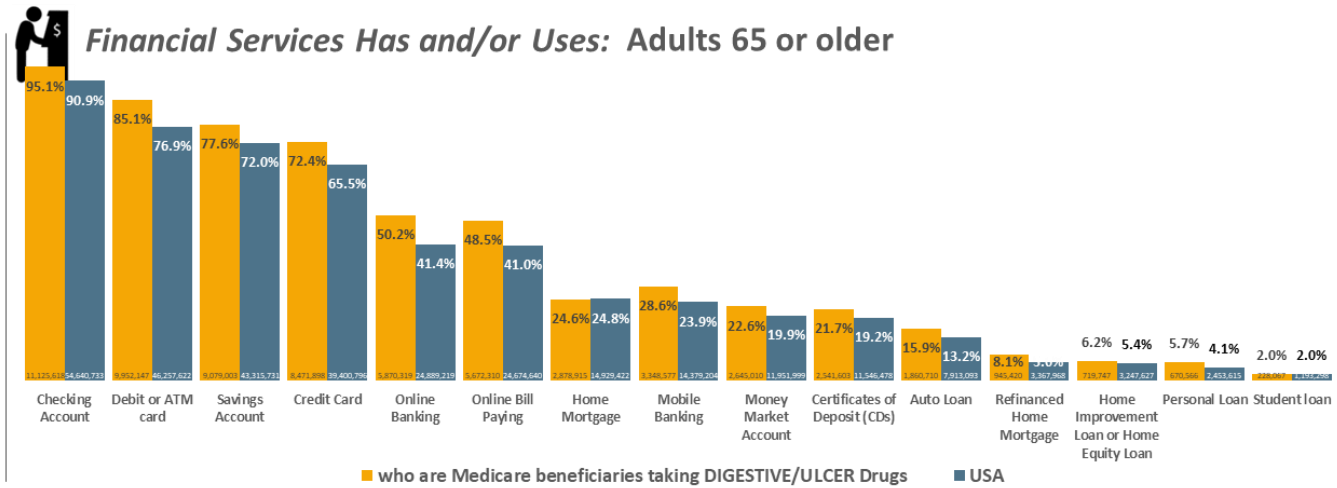
Medicare Digestive/ Ulcers

19.5% or 11,695,428 of USA Adults 65 or older are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs. Adults 65 or older who are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs are 7.3% less likely to have a 401K, 20.9% more likely to have an Auto Loan, 7.2% less likely to Invest/Trade Stocks Online, 16.3% more likely to pay with their Debit Card.

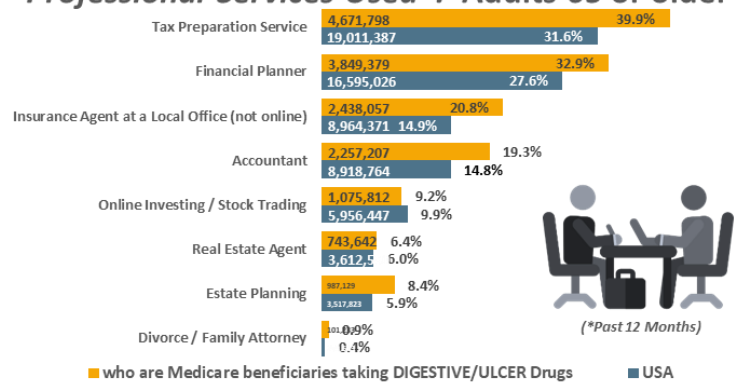
Investments Owned: Adults 65 or older



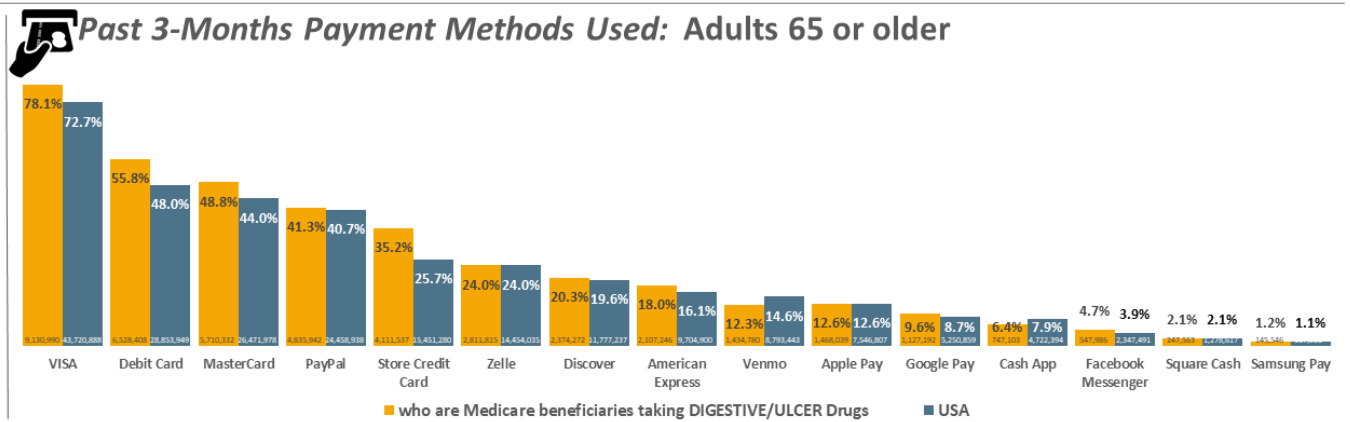
Financial Services Has and/or Uses: Adults 65 or older



Professional Services Used:* Adults 65 or older



Past 3-Months Payment Methods Used: Adults 65 or older



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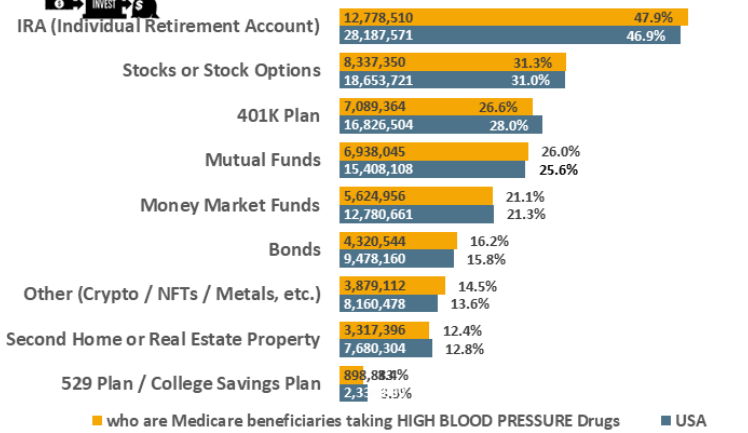
High Blood Pressure

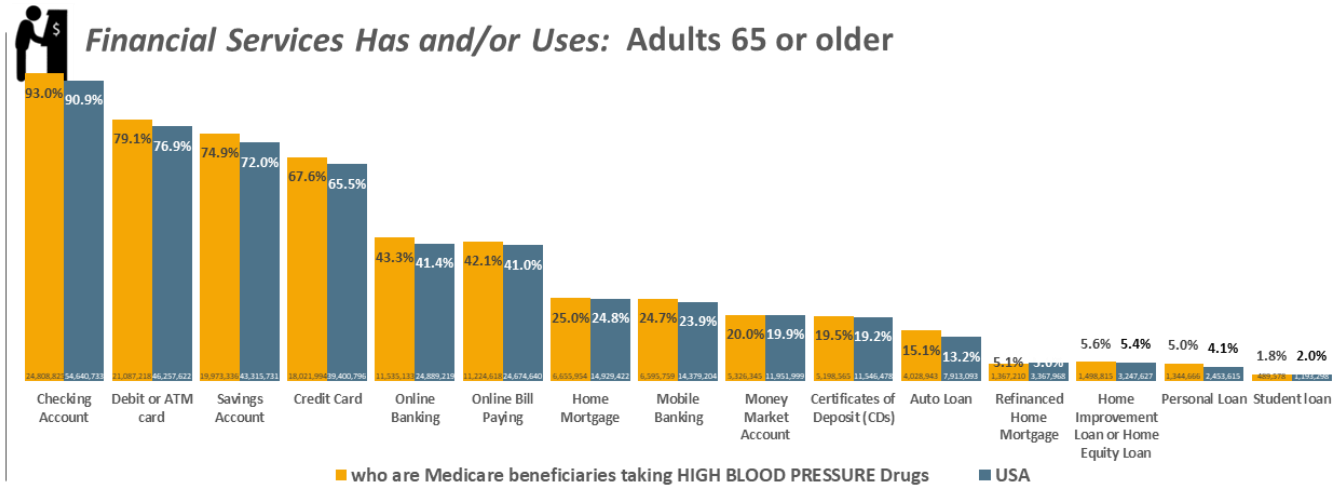
Medicare

44.4% or 26,666,745 of USA Adults 65 or older are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs. Adults 65 or older who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs are 5.% less likely to have a 401K, 14.8% more likely to have an Auto Loan, 2.5% less likely to Invest/Trade Stocks Online, 5.5% more likely to pay with their Debit Card.

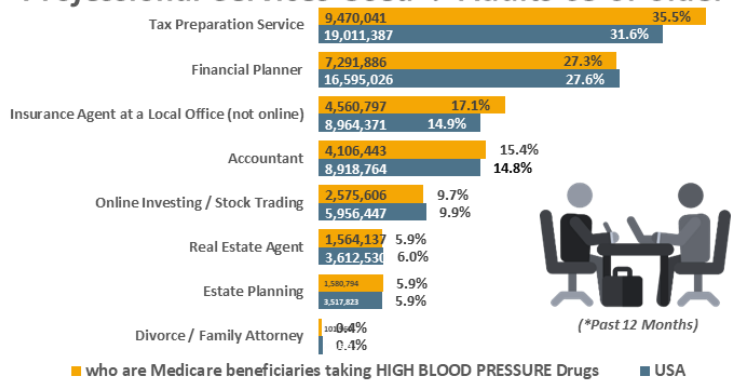
Investments Owned: Adults 65 or older



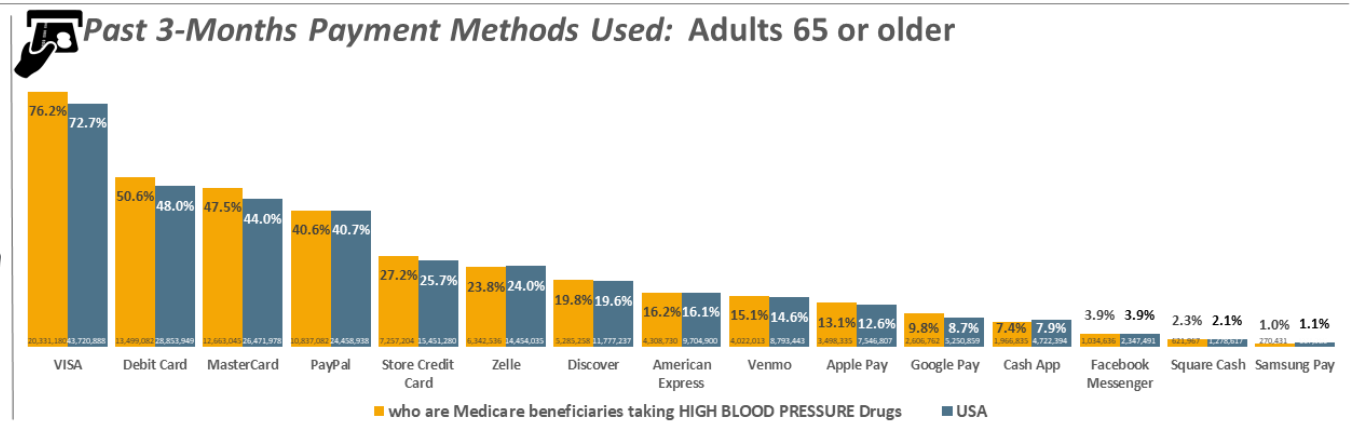
Financial Services Has and/or Uses: Adults 65 or older



Professional Services Used:* Adults 65 or older



Past 3-Months Payment Methods Used: Adults 65 or older



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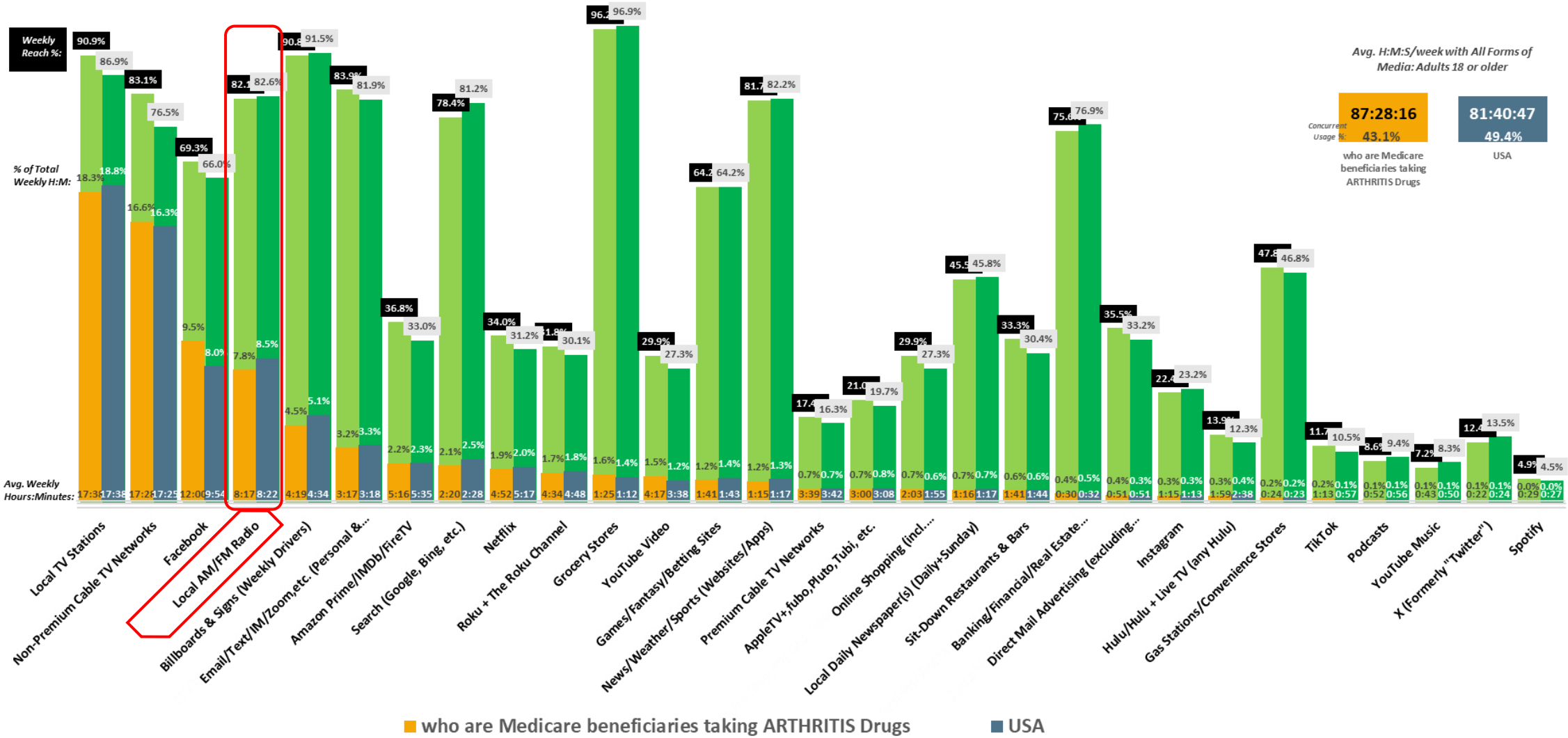
Arthritis

Medicare

Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs spend an average of 3 days, 15 hours, 28 minutes and 16 seconds each week with All Forms of Media.

82.1% of Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs spend an avg. of 8 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.



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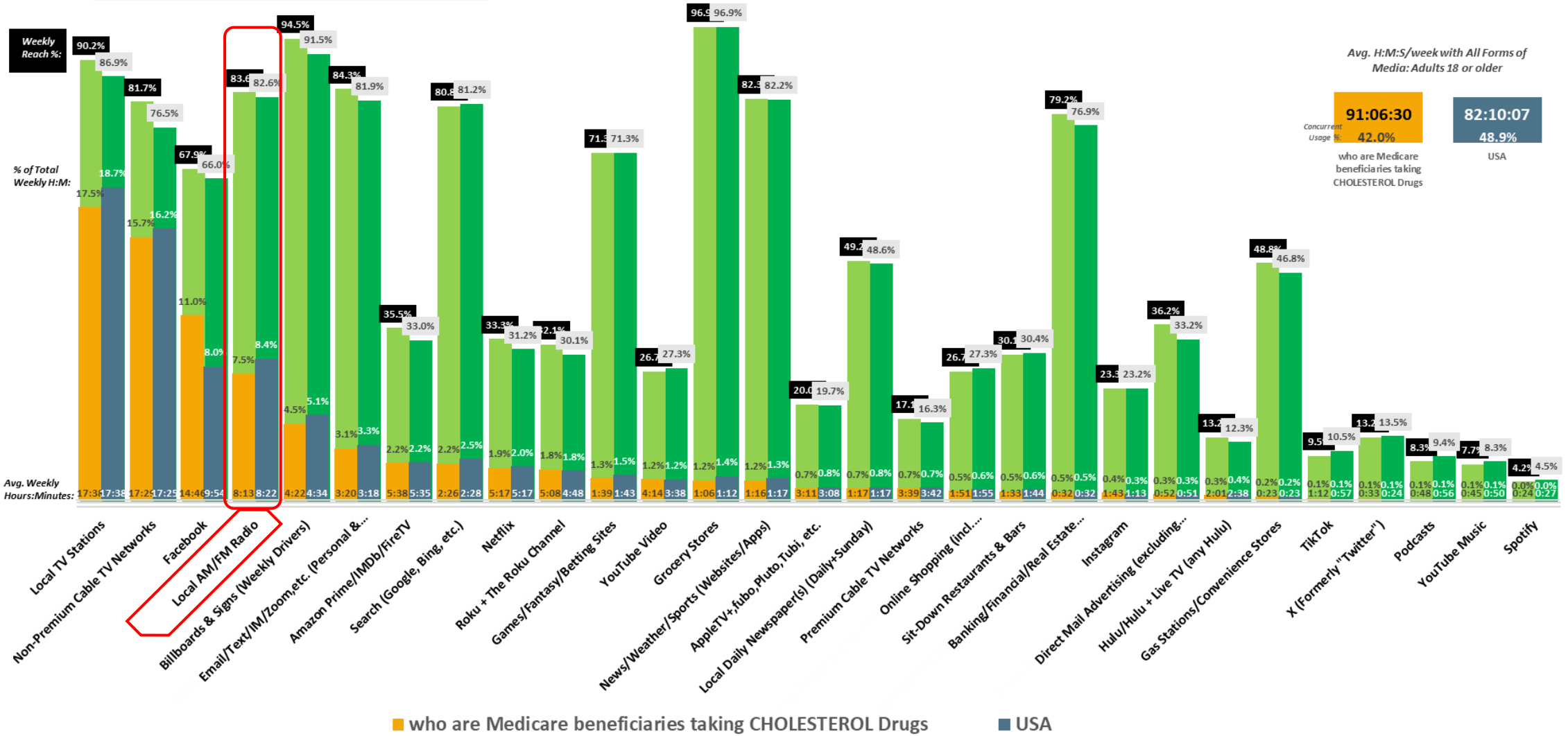
Medicare Cholesterol

Adults 65 or older who are Medicare beneficiaries taking CHOLESTEROL Drugs spend an average of 3 days, 19 hours, 6 minutes and 30 seconds each week with All Forms of Media.

83.6% of Adults 65 or older who are Medicare beneficiaries taking CHOLESTEROL Drugs spend an avg. of 8 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.



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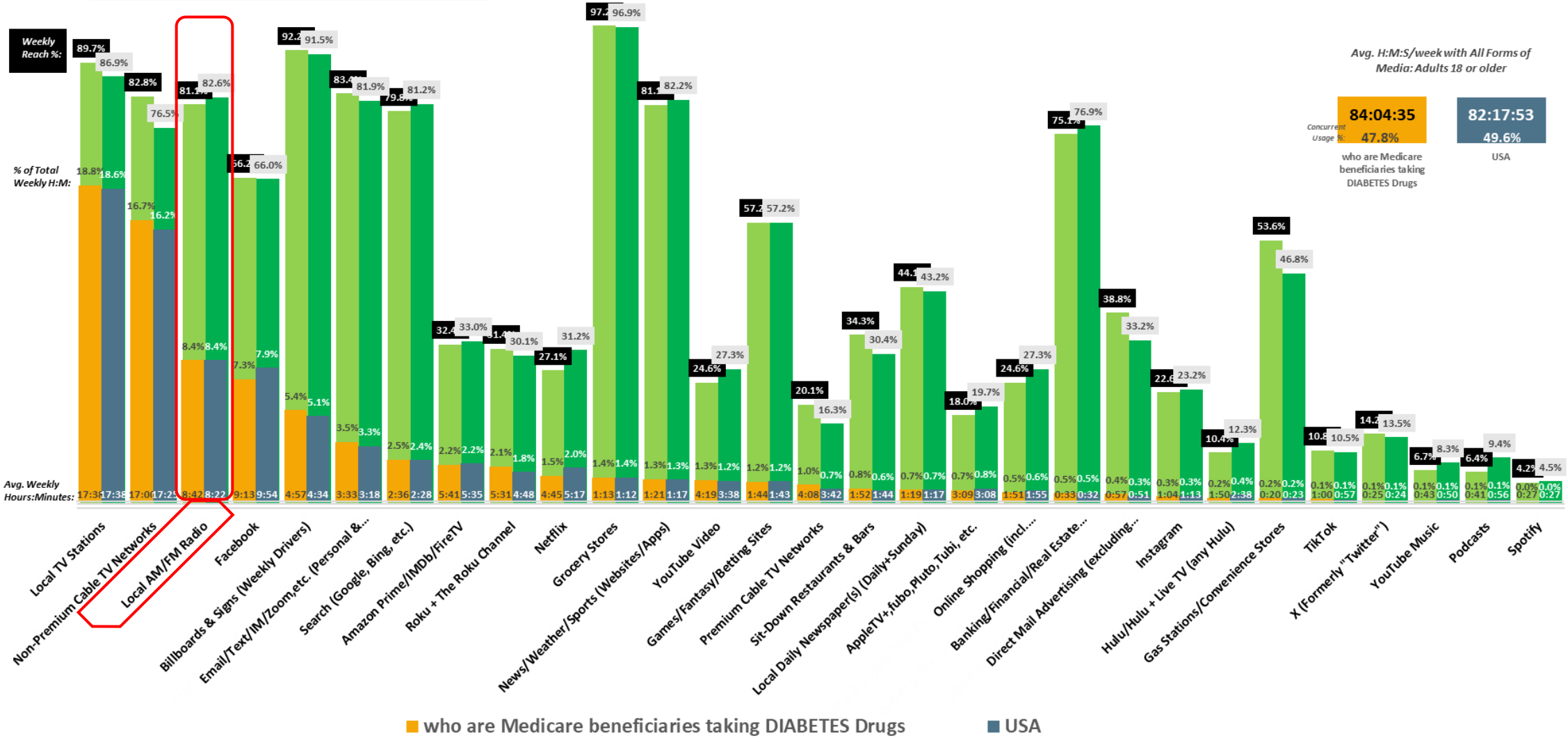
Diabetes

Medicare

Adults 65 or older who are Medicare beneficiaries taking DIABETES Drugs spend an average of 3 days, 12 hours, 4 minutes and 35 seconds each week with All Forms of Media.

81.1% of Adults 65 or older who are Medicare beneficiaries taking DIABETES Drugs spend an avg. of 8 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



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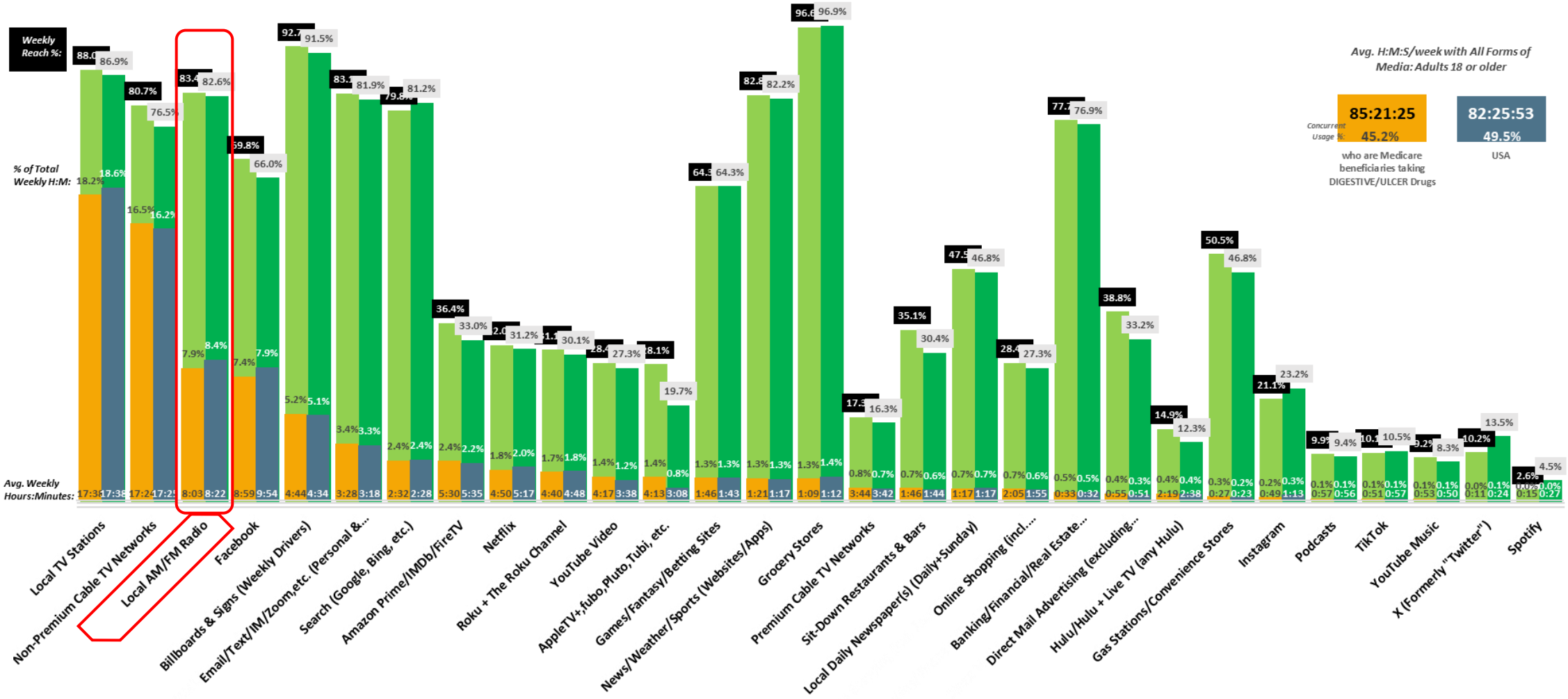
Medicare Digestive/ Ulcers

Adults 65 or older who are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs spend an average of 3 days, 13 hours, 21 minutes and 25 seconds each week with All Forms of Media.

83.4% of Adults 65 or older who are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs spend an avg. of 8 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



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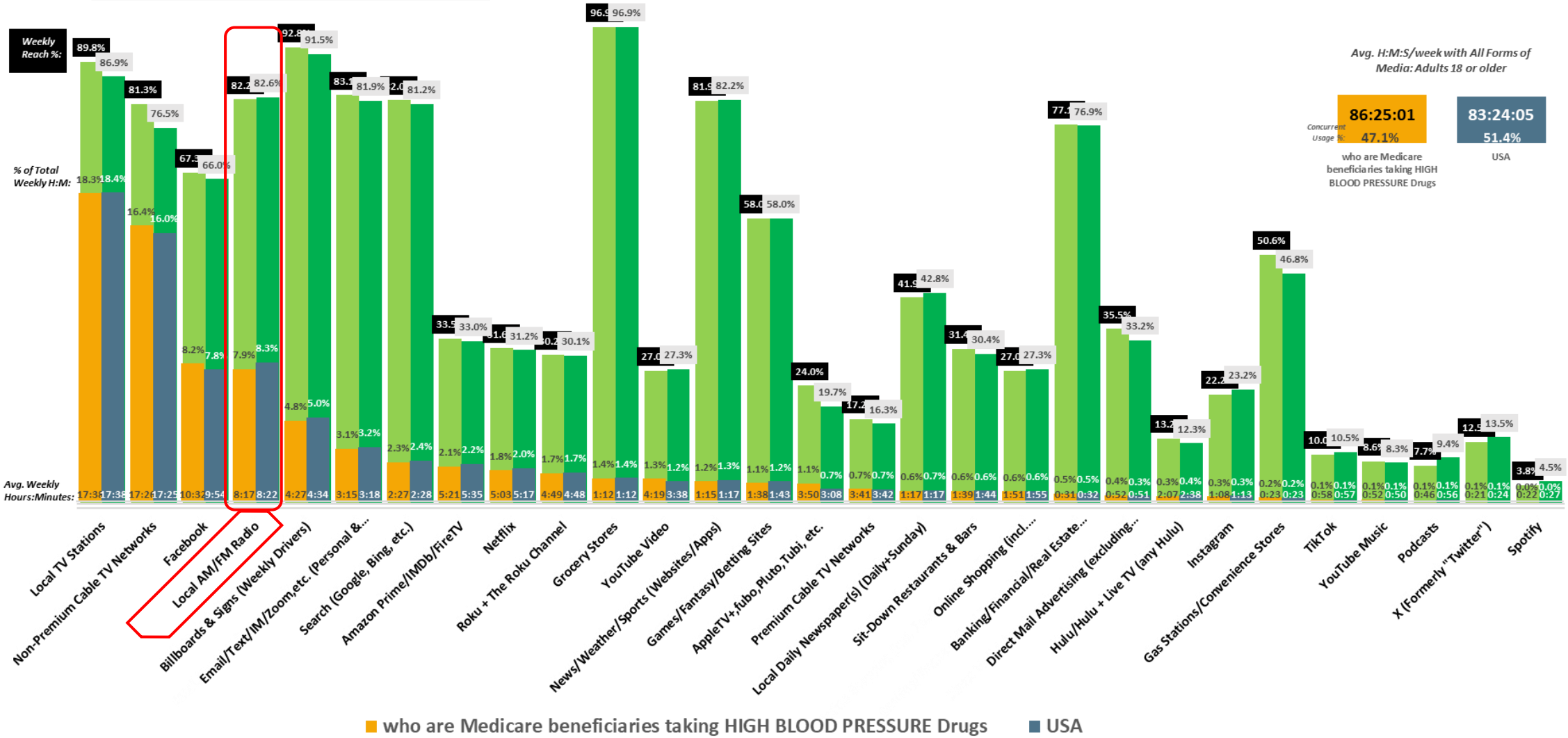
Medicare High Blood Pressure

Adults 65 or older who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs spend an average of 3 days, 14 hours, 25 minutes and 1 seconds each week with All Forms of Media.

82.2% of Adults 65 or older who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs spend an avg. of 8 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



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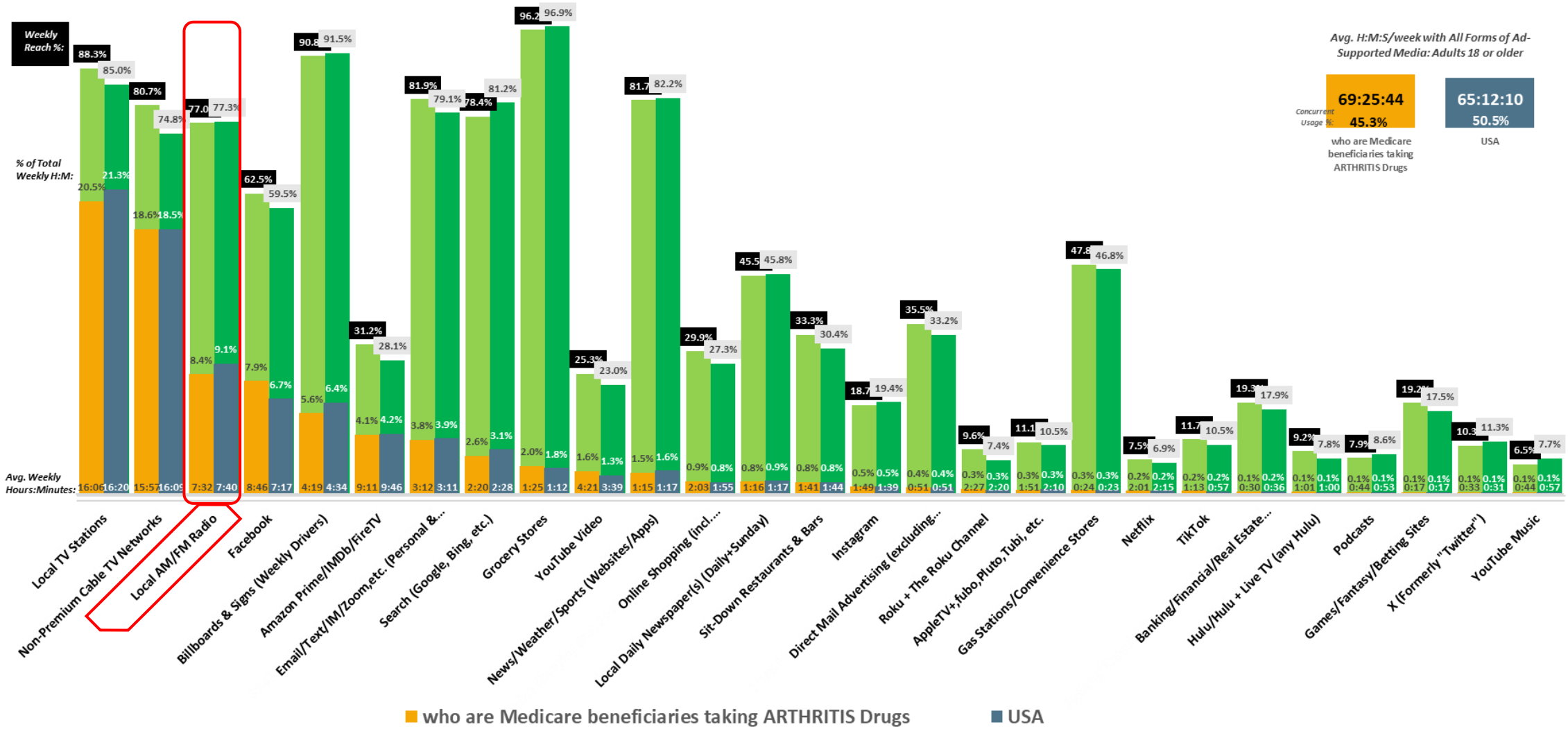
Medicare Arthritis

Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs spend an average of 2 days, 21 hours, 25 minutes and 44 seconds each week with All Forms of Ad-Supported Media.

77.% of Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs spend an avg. of 7 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.4% of total time spent with all forms of Ad-Supported Media.



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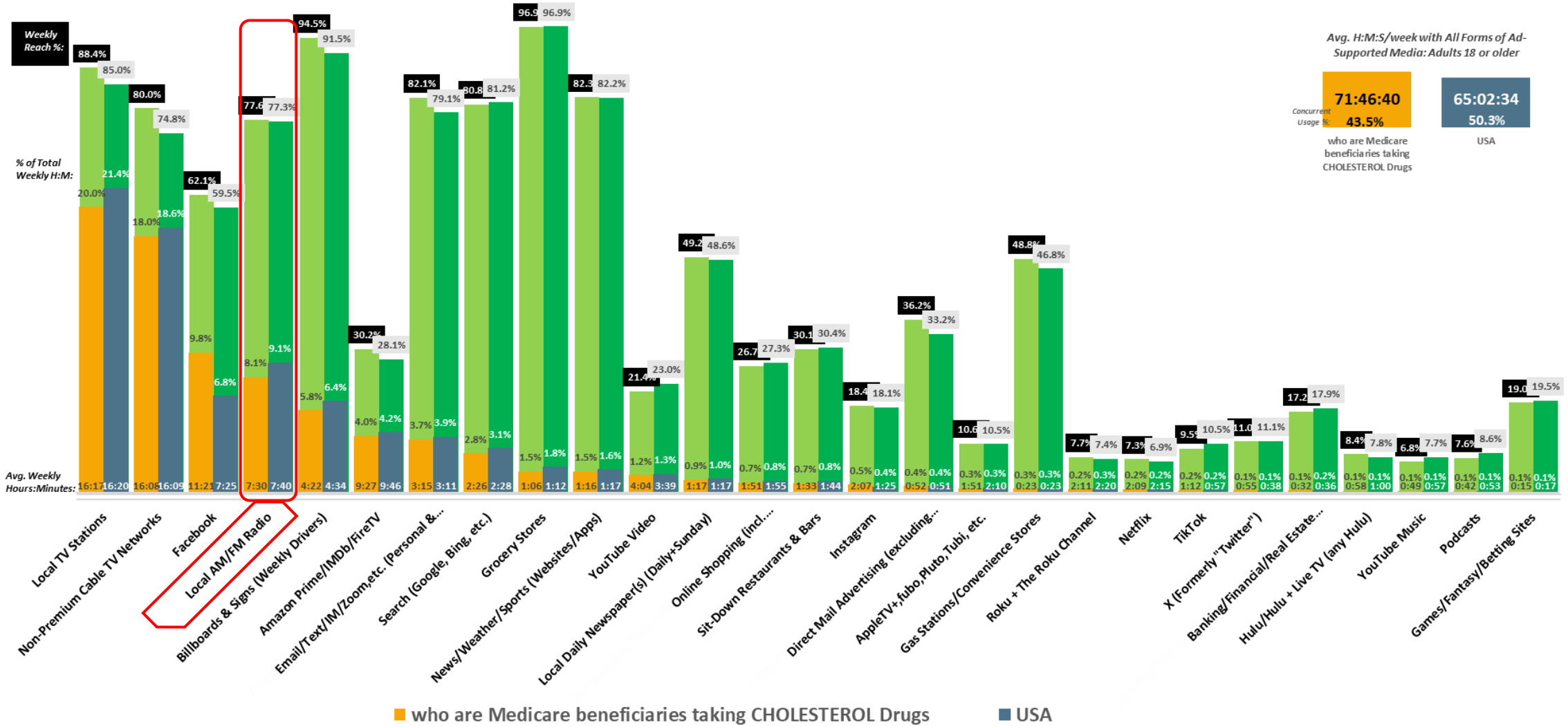
Medicare Cholesterol

Adults 65 or older who are Medicare beneficiaries taking CHOLESTEROL Drugs spend an average of 2 days, 23 hours, 46 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

77.6% of Adults 65 or older who are Medicare beneficiaries taking CHOLESTEROL Drugs spend an avg. of 7 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.1% of total time spent with all forms of Ad-Supported Media.



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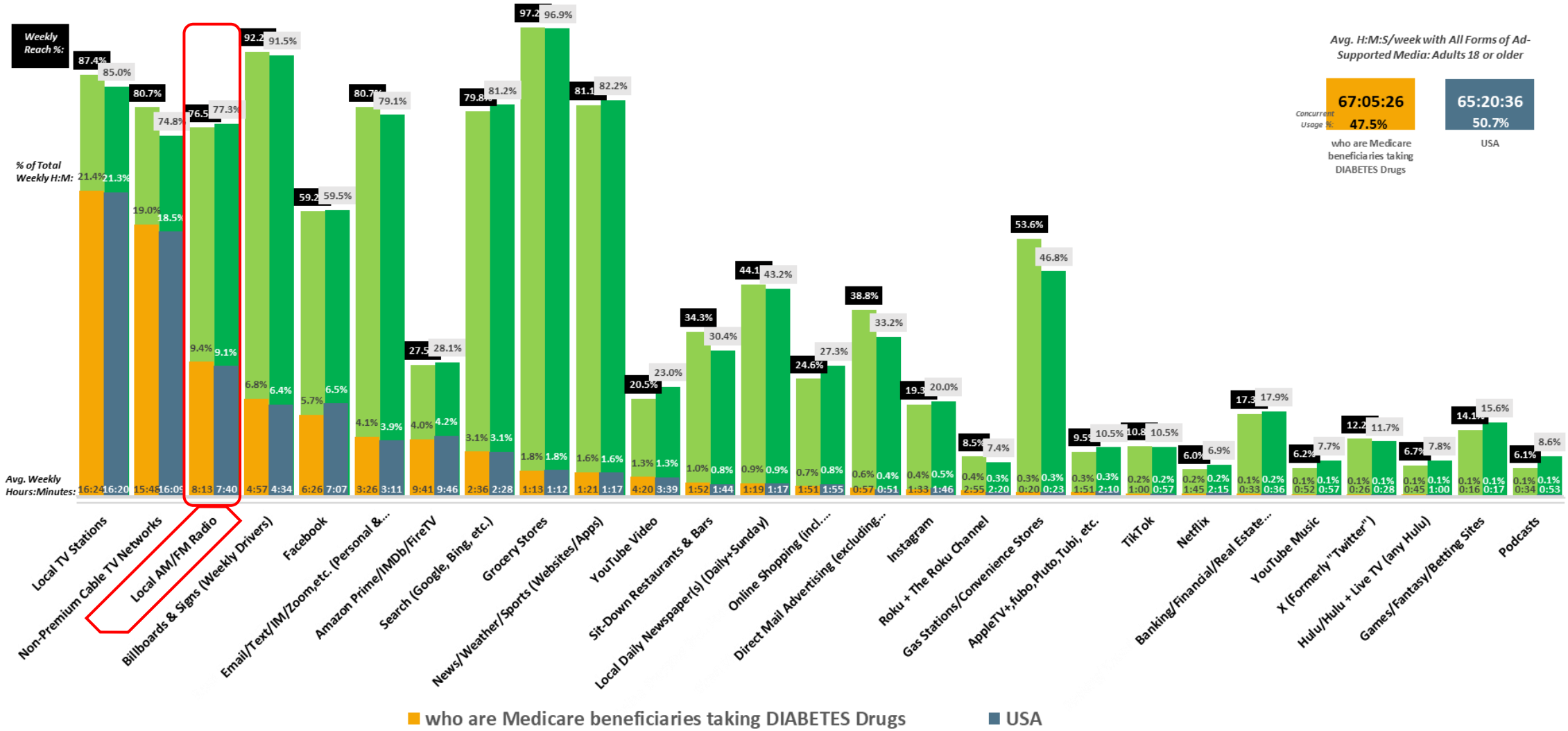
Diabetes

Adults 65 or older who are Medicare beneficiaries taking DIABETES Drugs spend an average of 2 days, 19 hours, 5 minutes and 26 seconds each week with All Forms of Ad-Supported Media.

76.5% of Adults 65 or older who are Medicare beneficiaries taking DIABETES Drugs spend an avg. of 8 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,246 USA Jan23-Feb24 USA Projection Qual Intab 7,853

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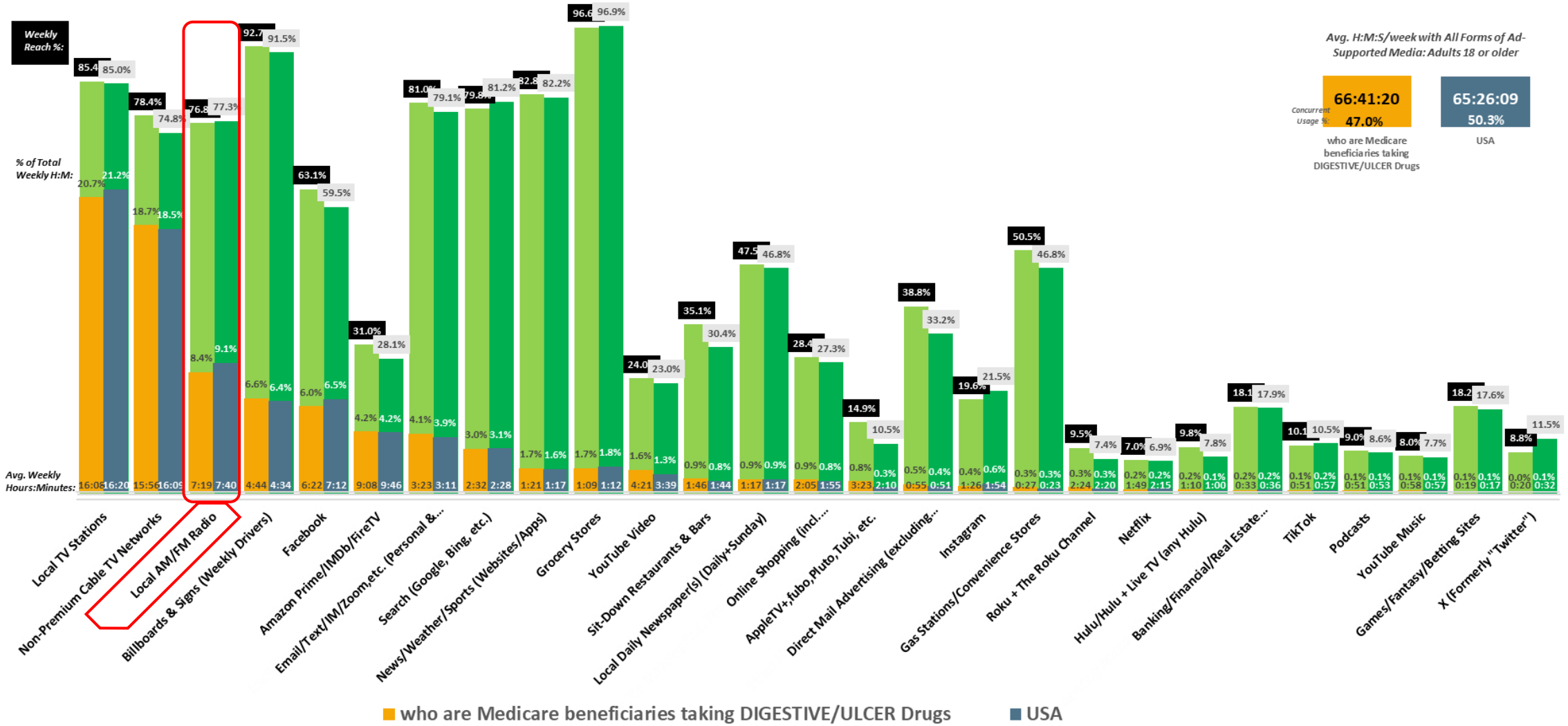
Digestive/ Ulcers

Adults 65 or older who are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs spend an average of 2 days, 18 hours, 41 minutes and 20 seconds each week with All Forms of Ad-Supported Media.

76.8% of Adults 65 or older who are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs spend an avg. of 7 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.4% of total time spent with all forms of Ad-Supported Med



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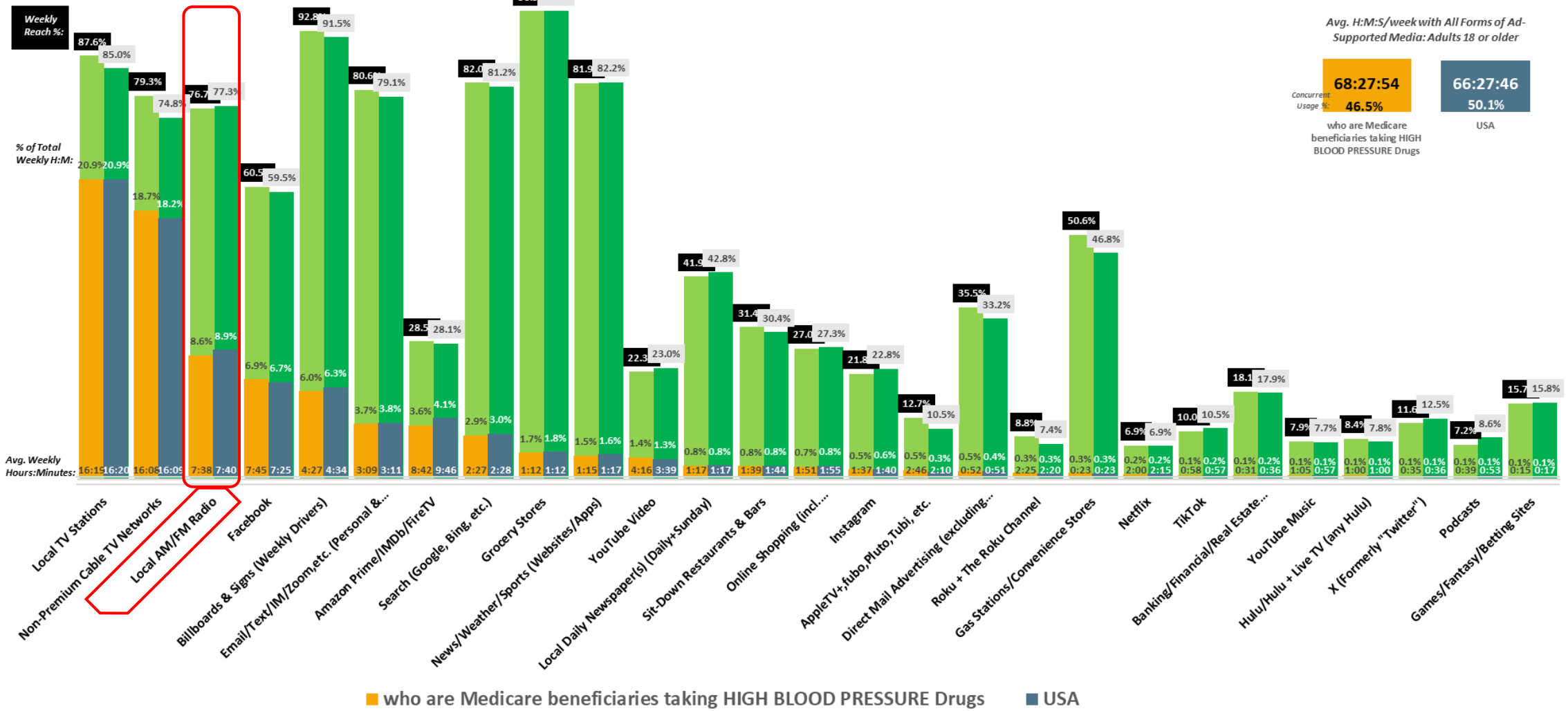
High Blood Pressure

Medicare

Adults 65 or older who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs spend an average of 2 days, 20 hours, 27 minutes and 54 seconds each week with All Forms of Ad-Supported Media.

76.7% of Adults 65 or older who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs spend an avg. of 7 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.6% of total time spent with all forms of Ad-Supported



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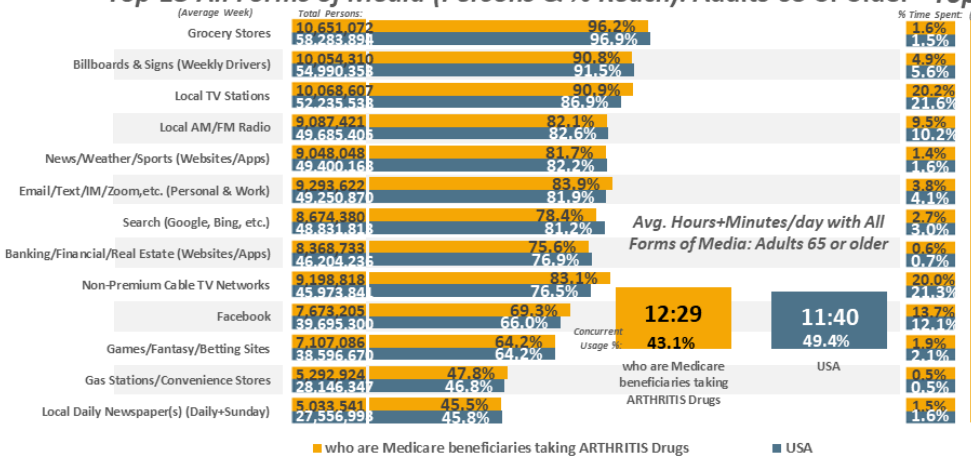
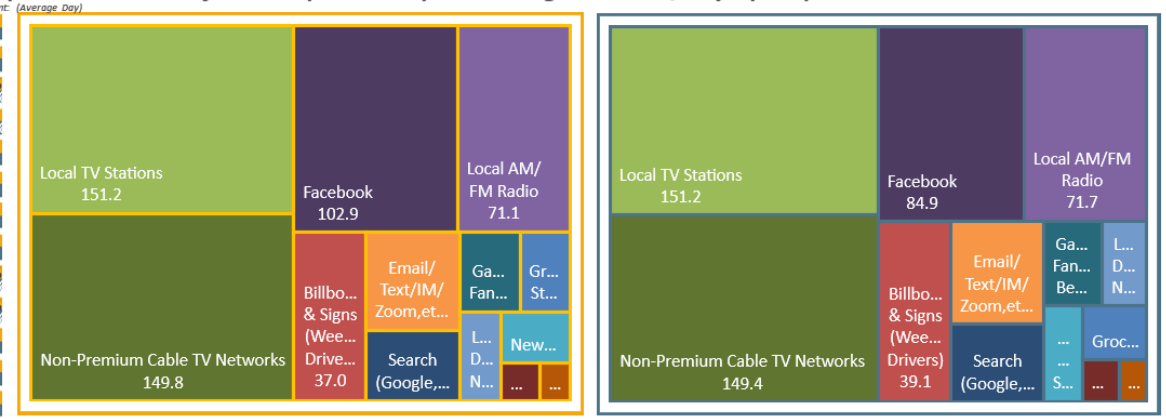
Medicare Arthritis

Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs spend an average of 9 hours and 55 minutes each day with All Forms of Ad-Supported Media. 77.% listen to Local AM/FM Radio for an avg. of 64.7 minutes/day. *(Local Radio delivers 8.4% of Time with Ad-Supported Media.)*

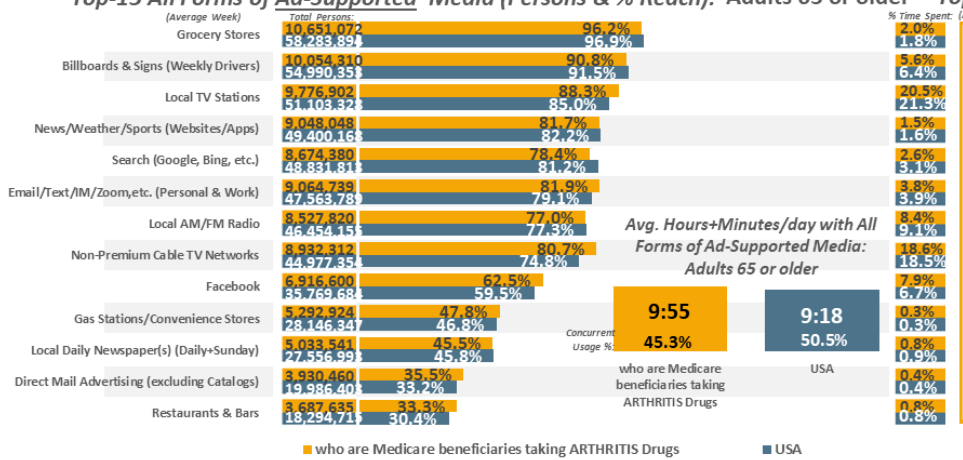
Top-13 All Forms of Media (Persons & % Reach): Adults 65 or older



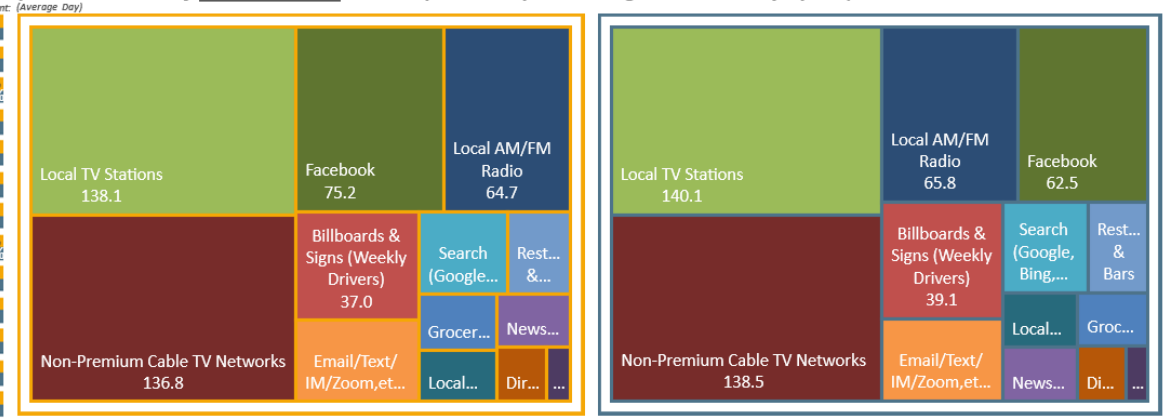
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 65 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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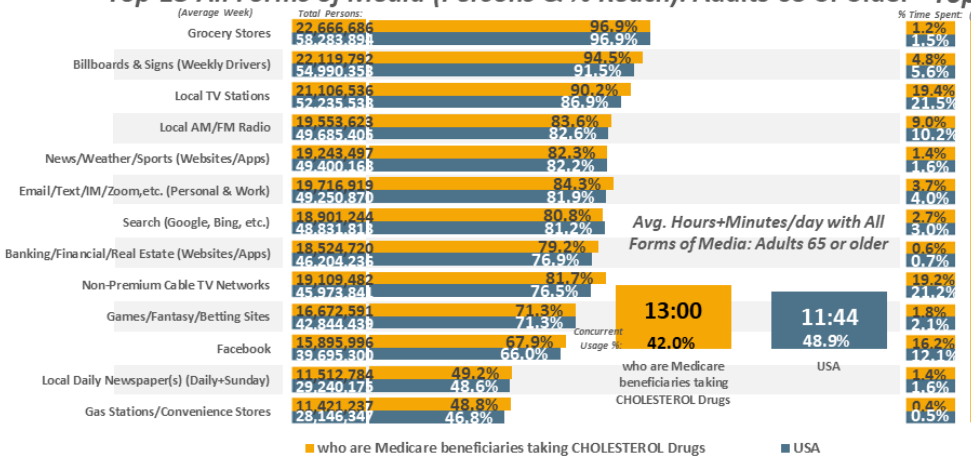
Cholesterol

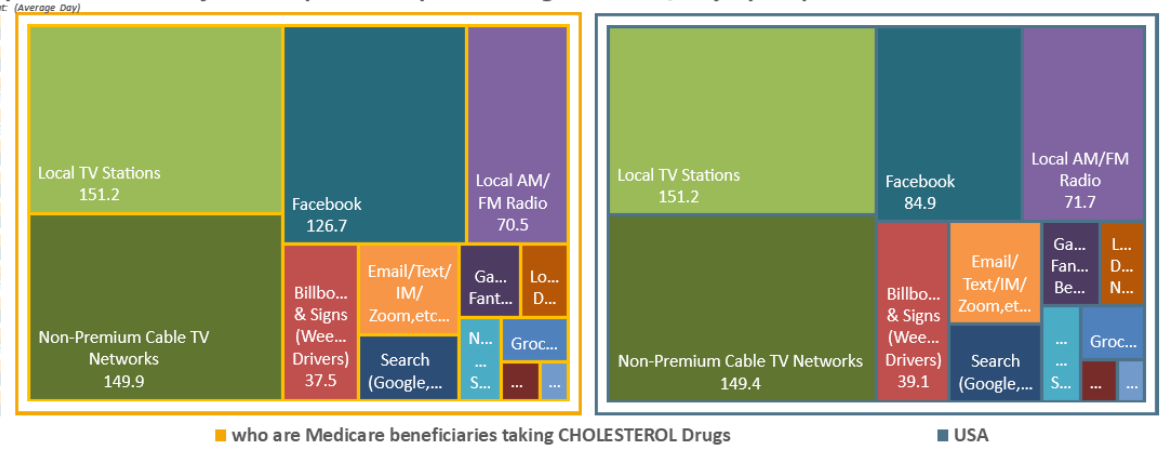
Medicare

Adults 65 or older who are Medicare beneficiaries taking CHOLESTEROL Drugs spend an average of 10 hours and 15 minutes each day with All Forms of Ad-Supported Media. 77.6% listen to Local AM/FM Radio for an avg. of 64.4 minutes/day. *(Local Radio delivers 8.1% of Time with Ad-Supported Media.)*

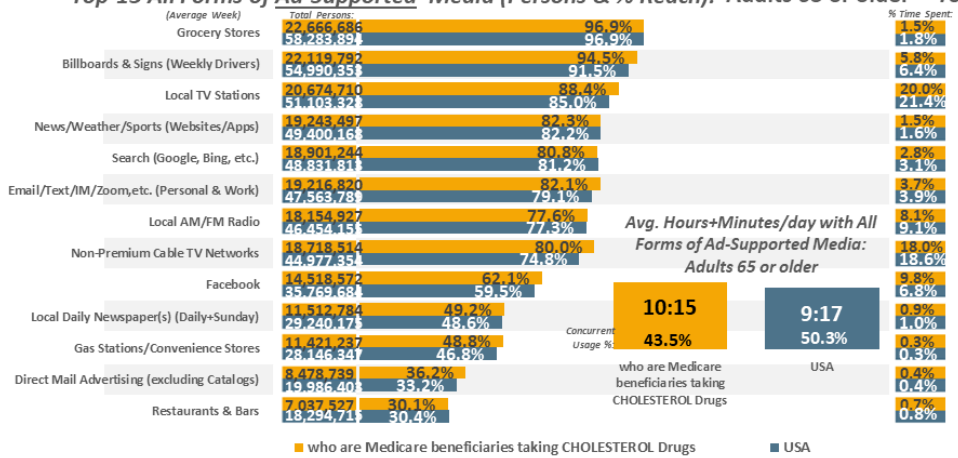
Top-13 All Forms of Media (Persons & % Reach): Adults 65 or older



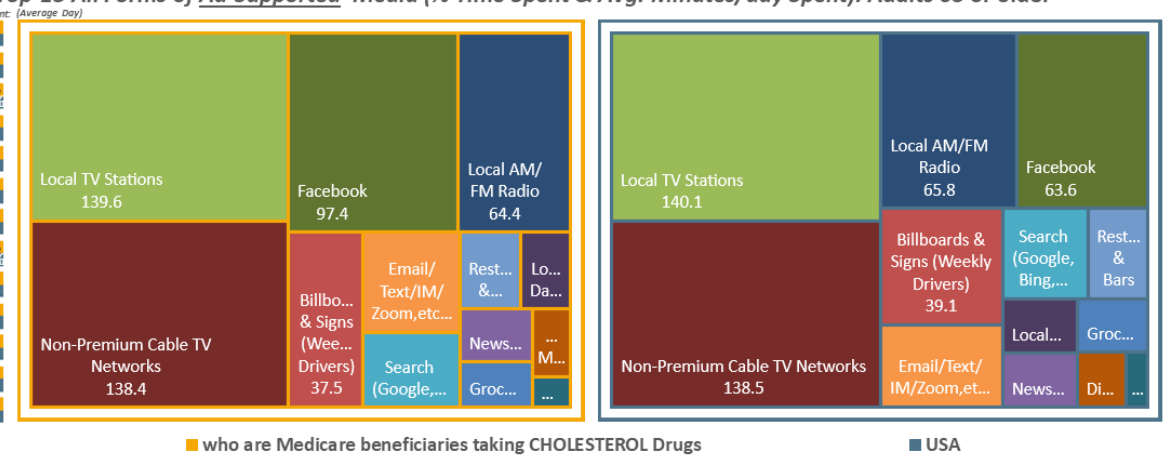
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 65 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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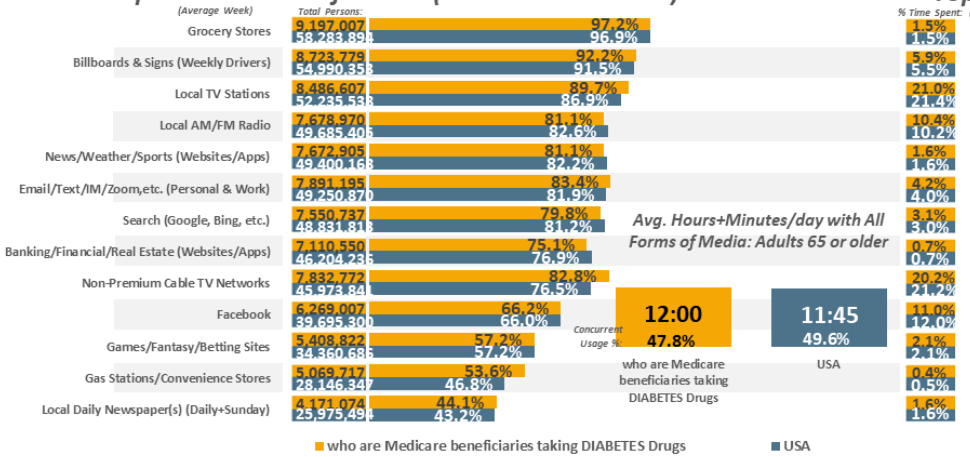
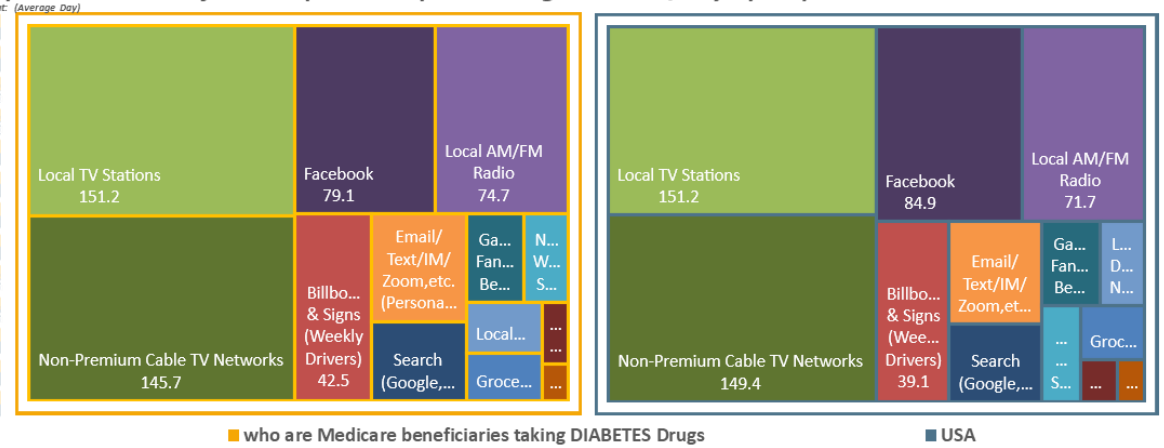
Adults 65 or older who are Medicare beneficiaries taking DIABETES Drugs spend an average of 9 hours and 35 minutes each day with All Forms of Ad-Supported Media. 76.5% listen to Local AM/FM Radio for an avg. of 70.5 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

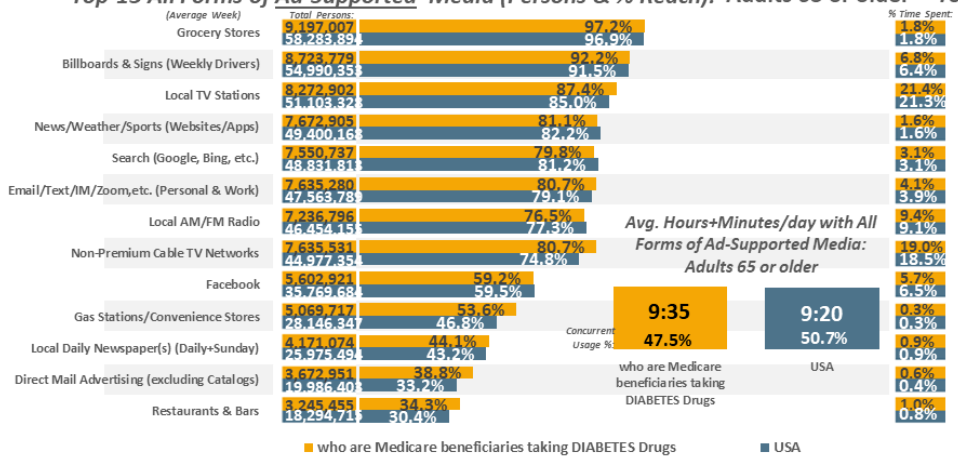
Top-13 All Forms of Media (Persons & % Reach): Adults 65 or older



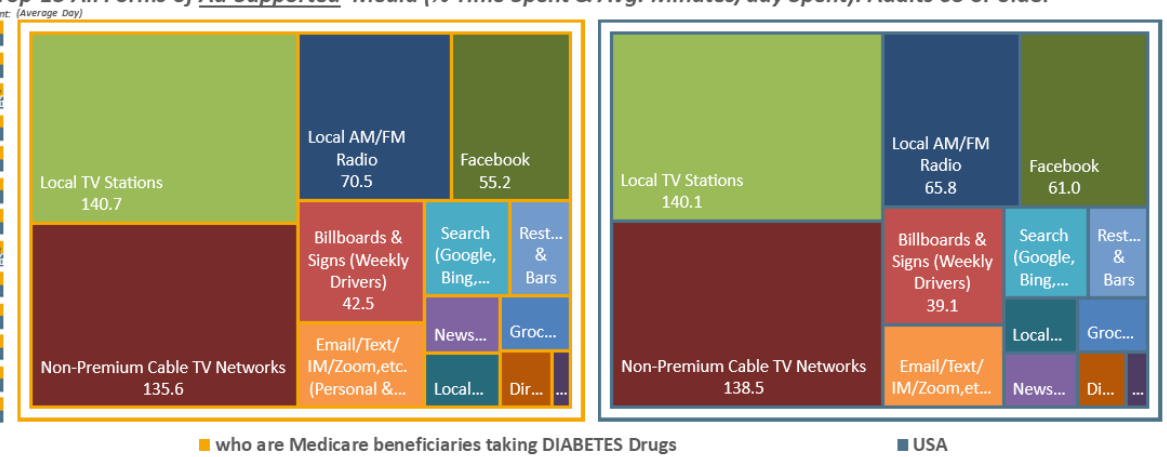
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 65 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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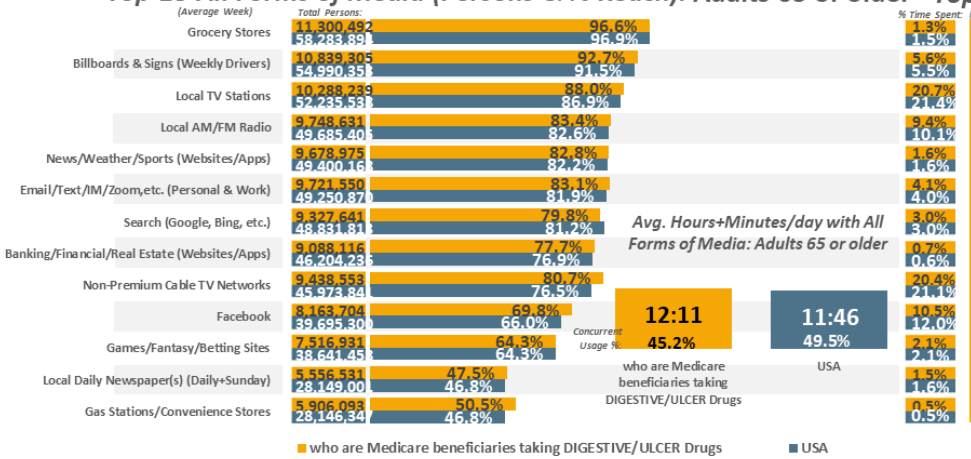
Digestive/ Ulcers

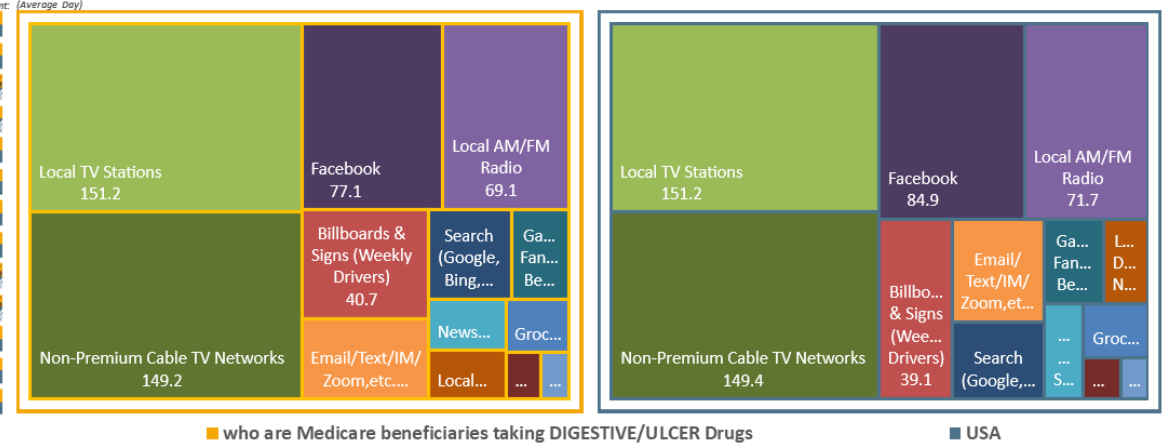
Medicare

Adults 65 or older who are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs spend an average of 9 hours and 31 minutes each day with All Forms of Ad-Supported Media. 76.8% listen to Local AM/FM Radio for an avg. of 62.8 minutes/day. *(Local Radio delivers 8.4% of Time with Ad-Supported Media.)*

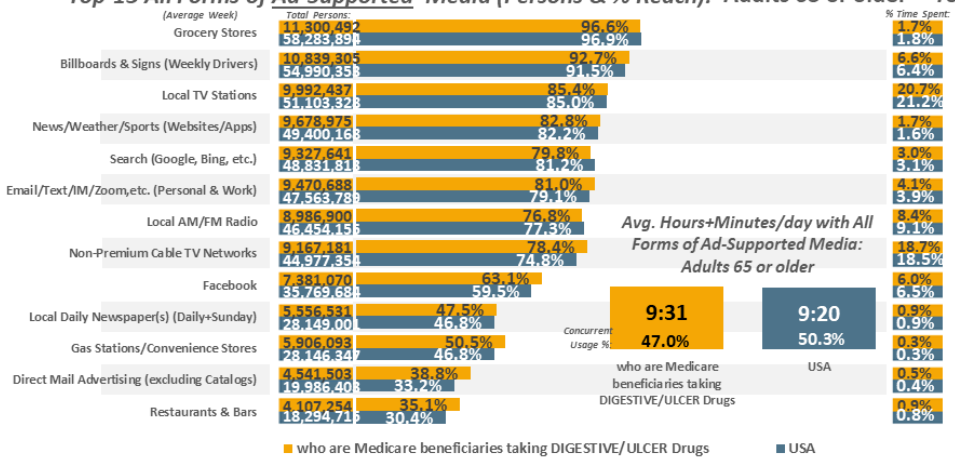
Top-13 All Forms of Media (Persons & % Reach): Adults 65 or older



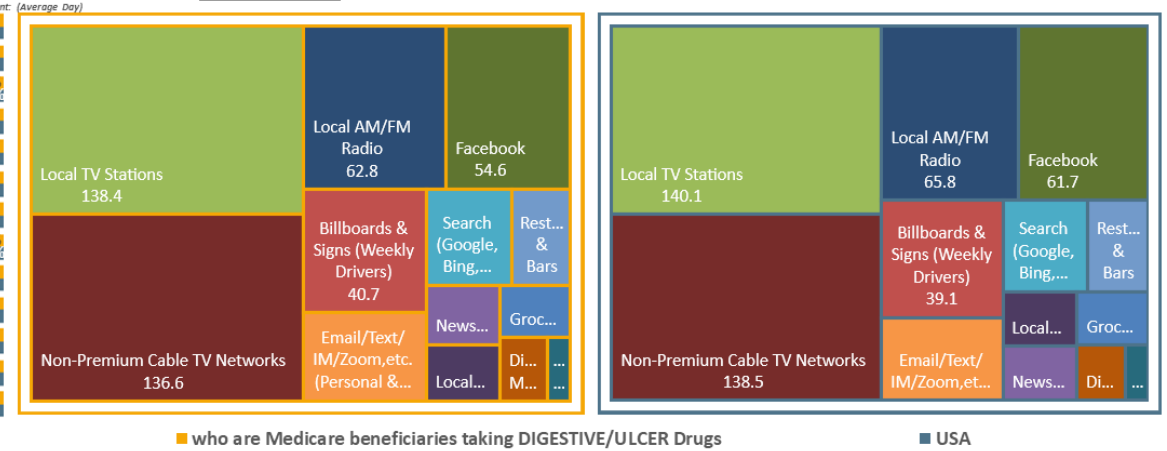
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 65 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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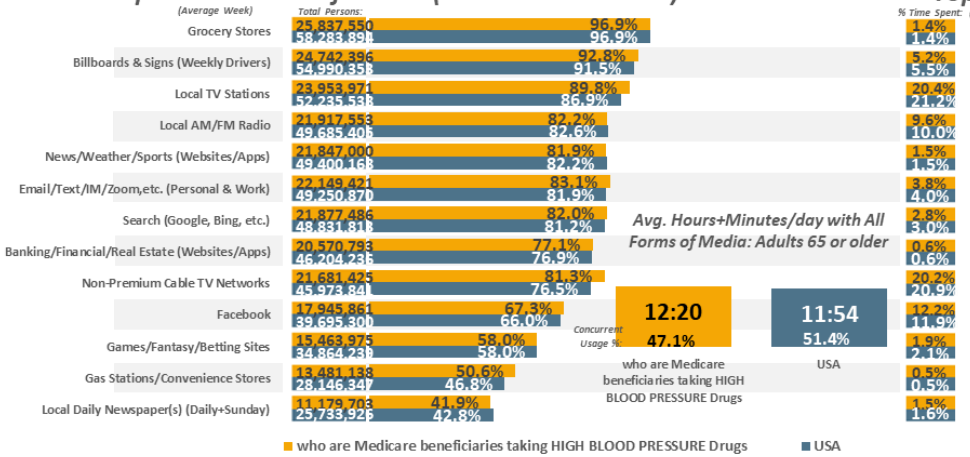
High Blood Pressure

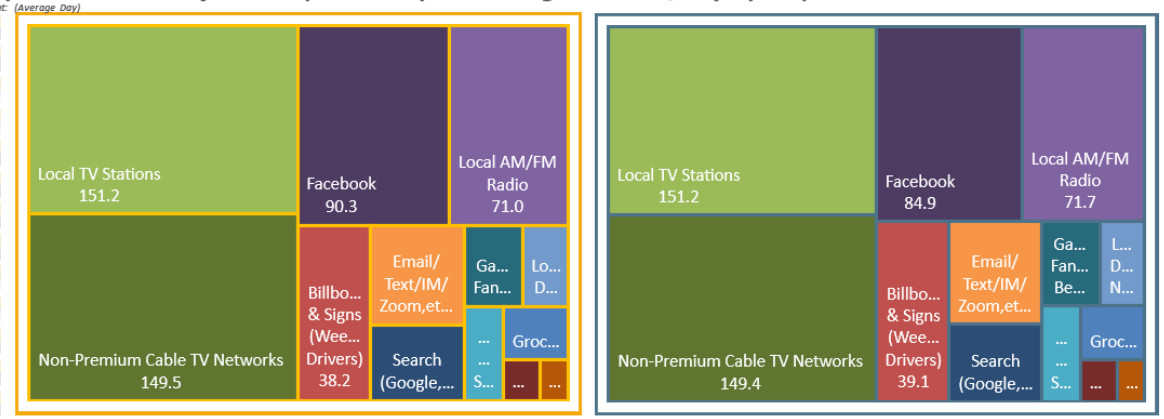
Medicare

Adults 65 or older who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs spend an average of 9 hours and 46 minutes each day with All Forms of Ad-Supported Media. 76.7% listen to Local AM/FM Radio for an avg. of 65.4 minutes/day. *(Local Radio delivers 8.6% of Time with Ad-Supported Media.)*

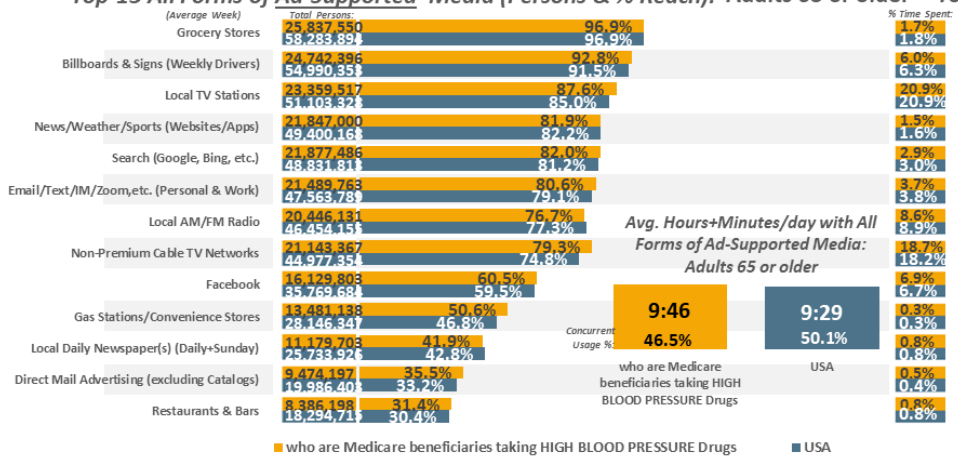
Top-13 All Forms of Media (Persons & % Reach): Adults 65 or older



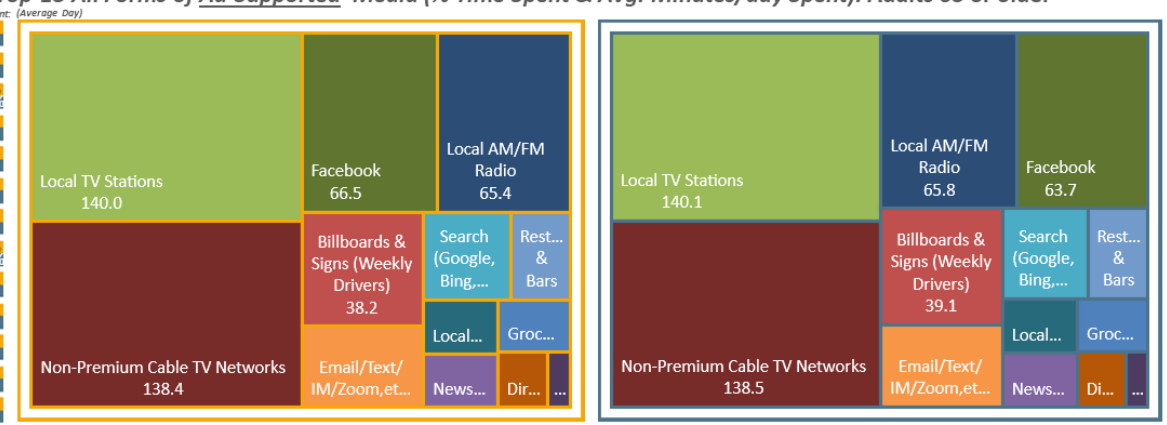
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 65 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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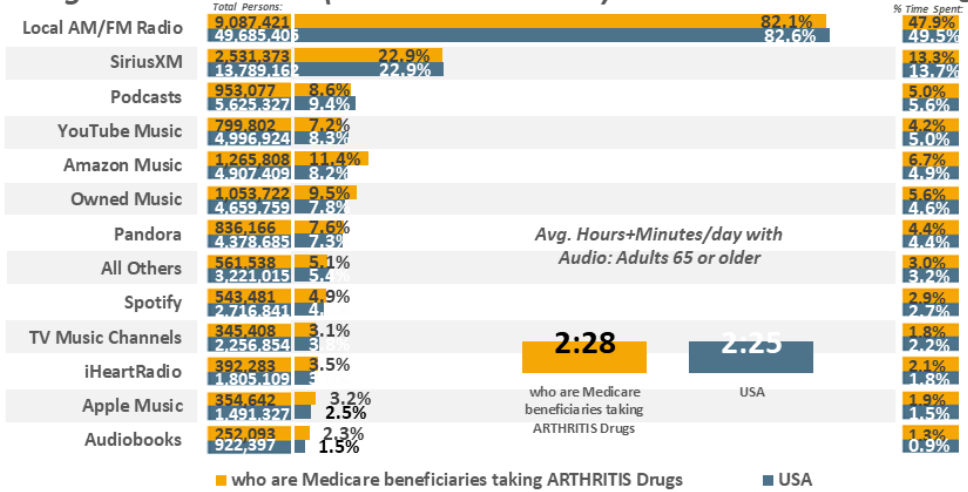
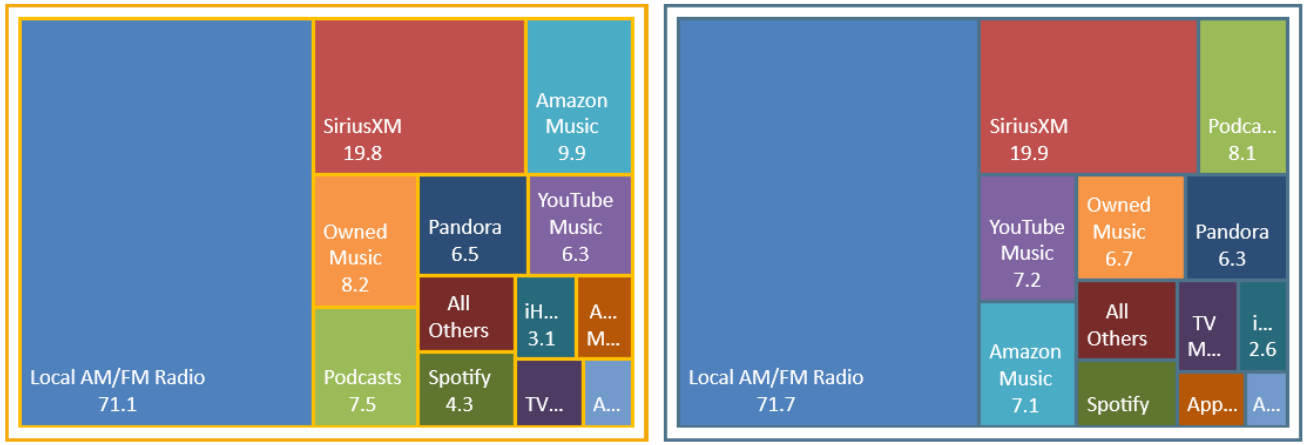
Medicare Arthritis

8,527,820 or 77.7% of Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs listen to Ad-Supported Local AM/FM Radio for an average of 64.7 minutes every day representing 54.4% of all time spent daily with Ad-Supported Audio.

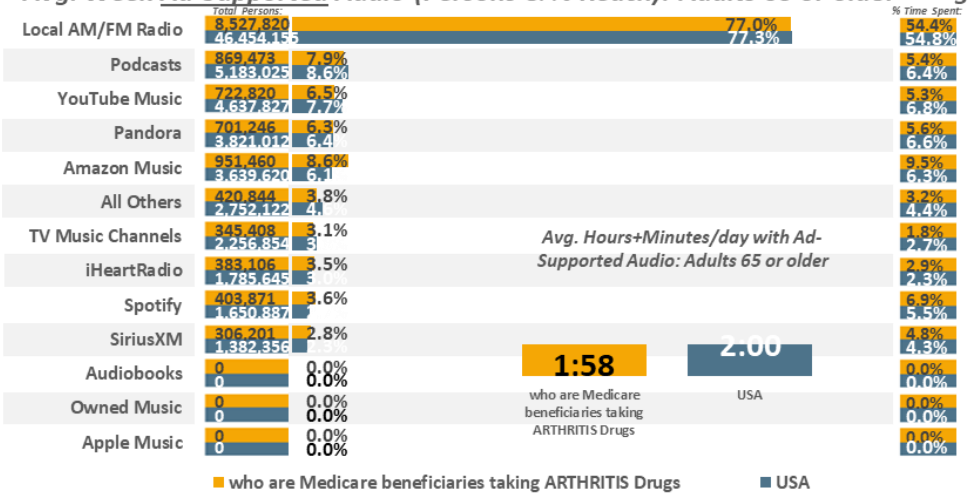
Avg. Week All Audio (Persons & % Reach): Adults 65 or older



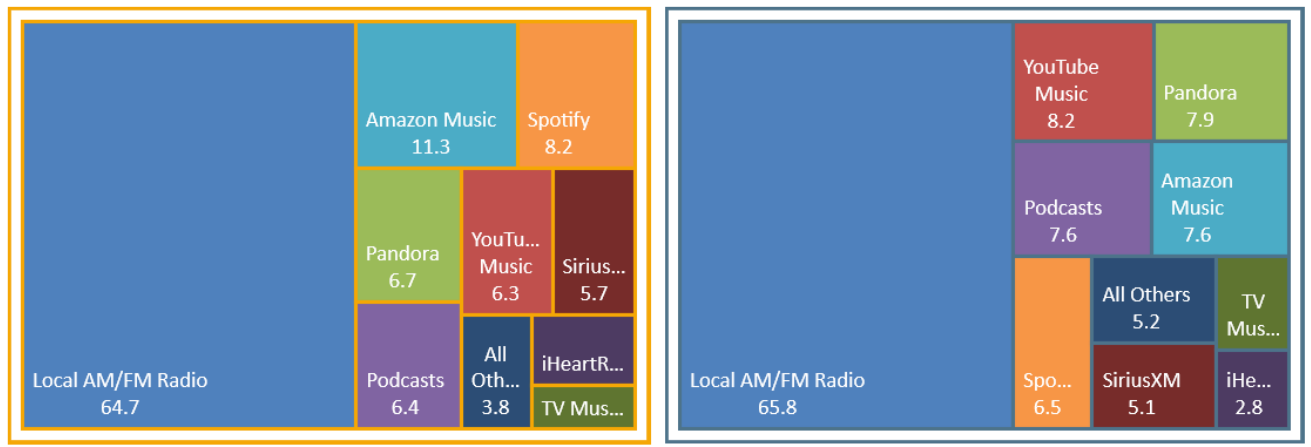
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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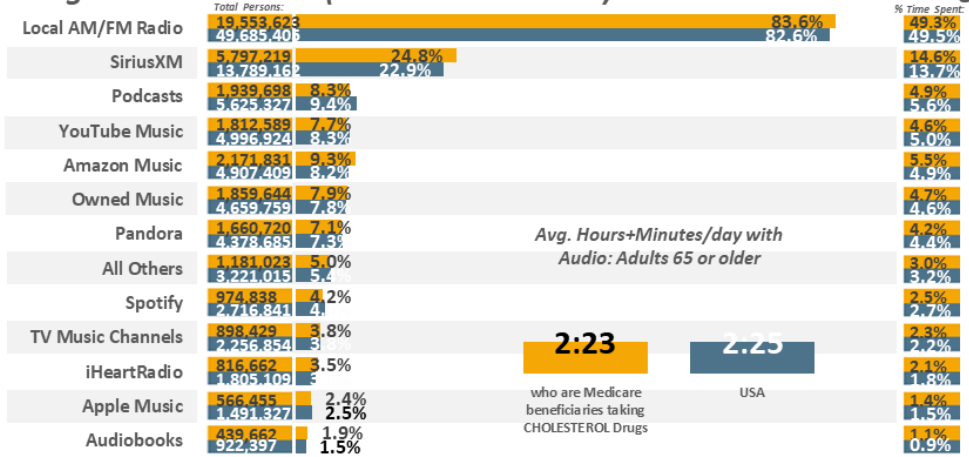
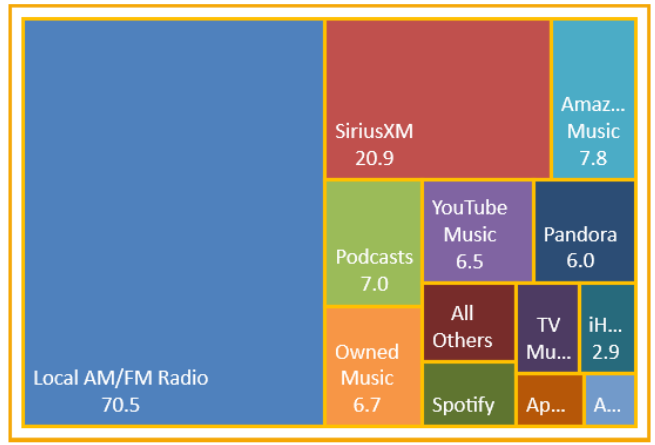
Cholesterol Medicare

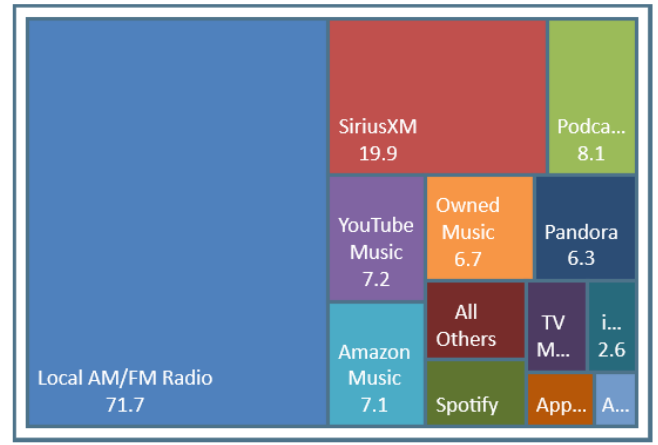
18,154,927 or 77.6% of Adults 65 or older who are Medicare beneficiaries taking CHOLESTEROL Drugs listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 55.8% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 65 or older

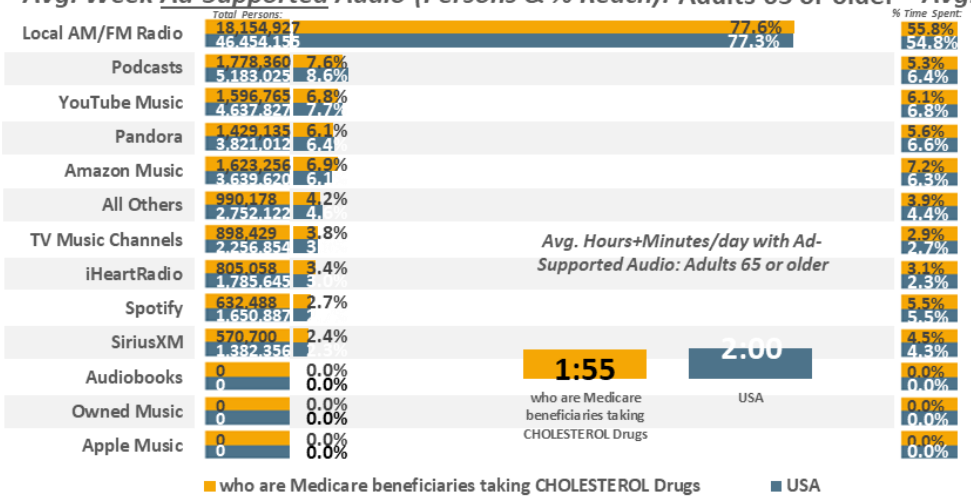


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older

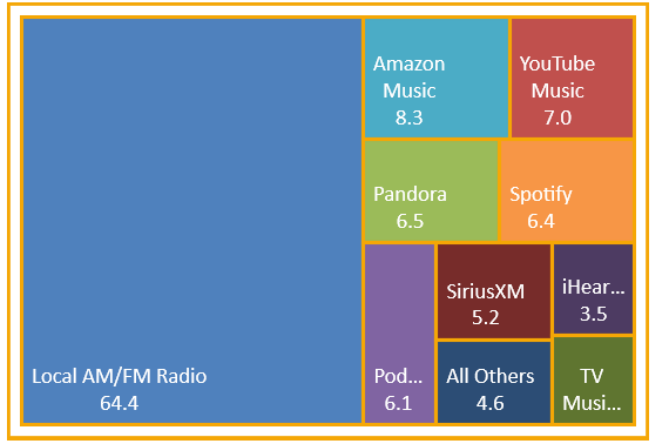


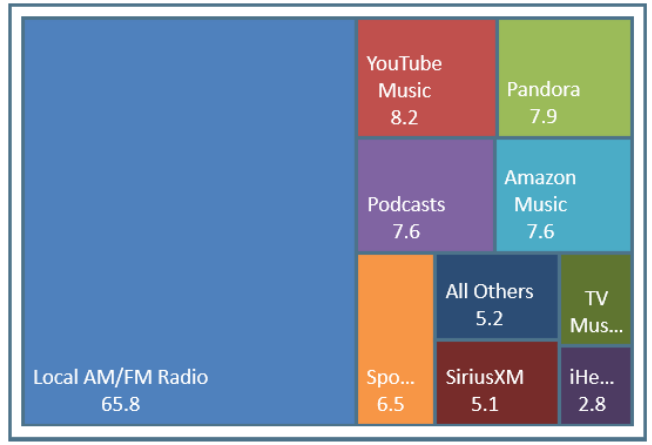


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older





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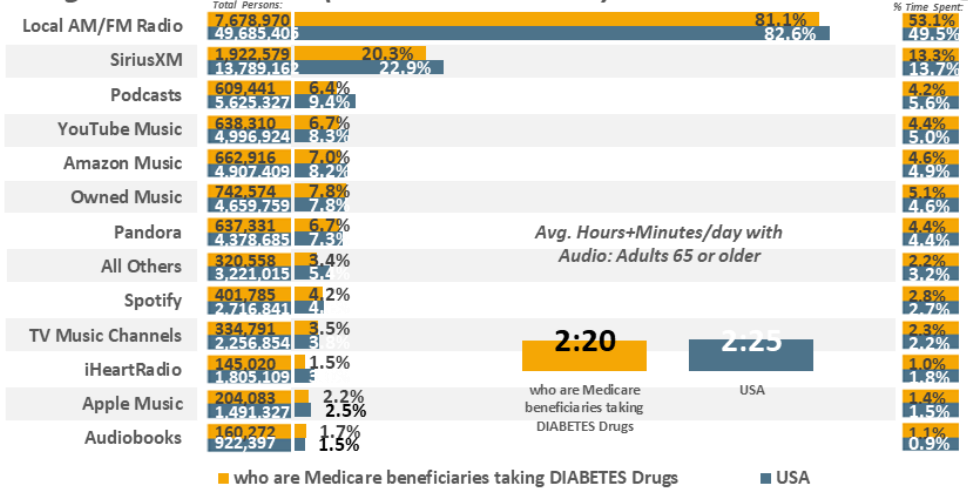
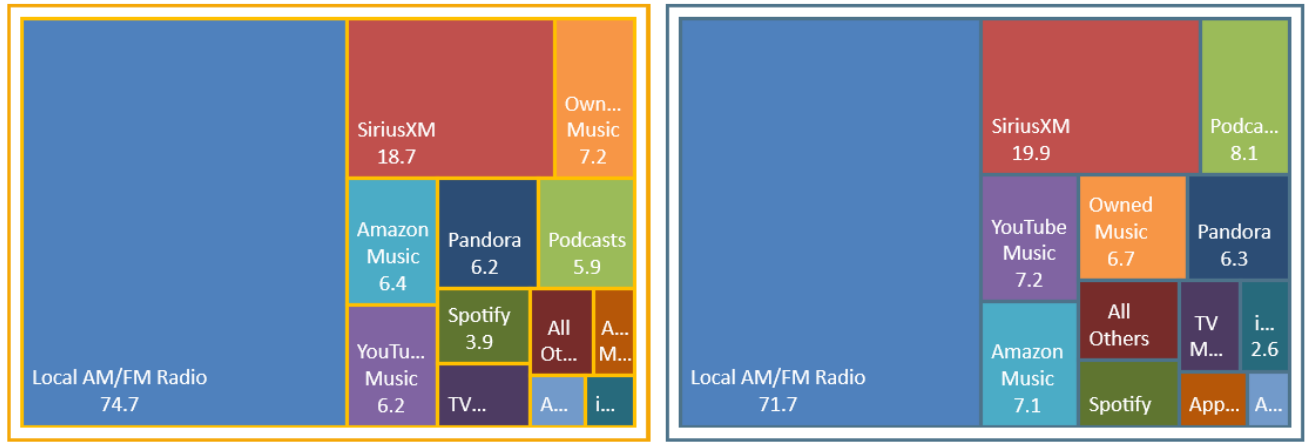
Medicare Diabetes

7,236,796 or 76.5% of Adults 65 or older who are Medicare beneficiaries taking DIABETES Drugs listen to Ad-Supported Local AM/FM Radio for an average of 70.5 minutes every day representing 60.3% of all time spent daily with Ad-Supported Audio.

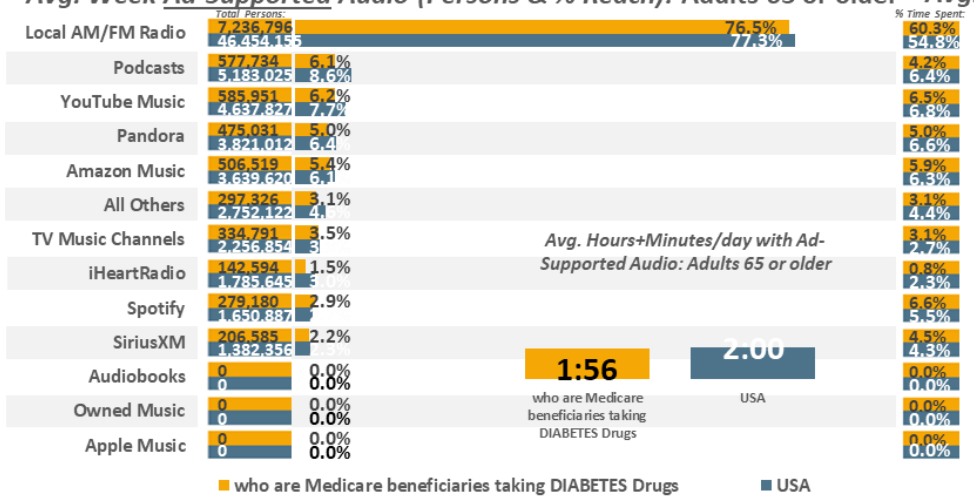
Avg. Week All Audio (Persons & % Reach): Adults 65 or older



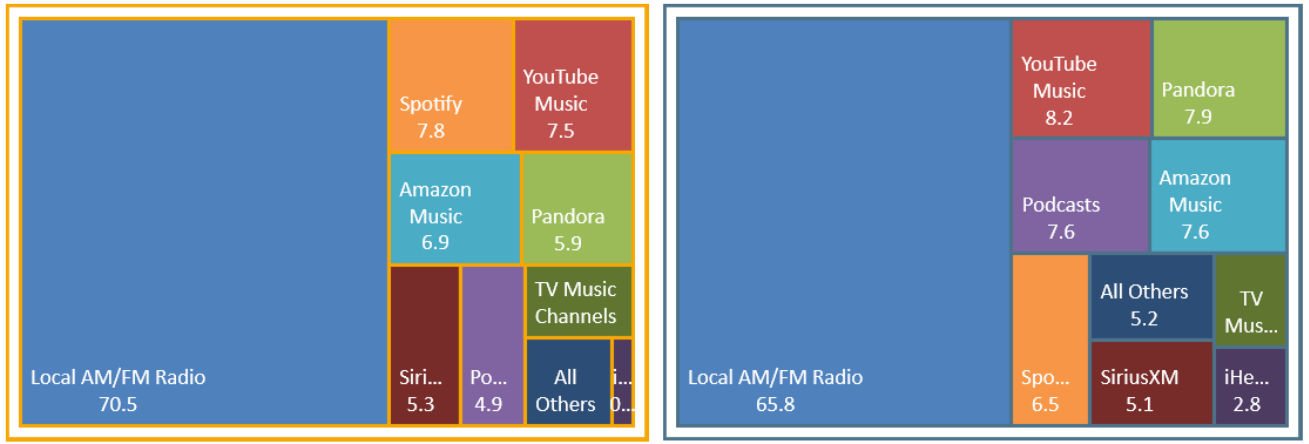
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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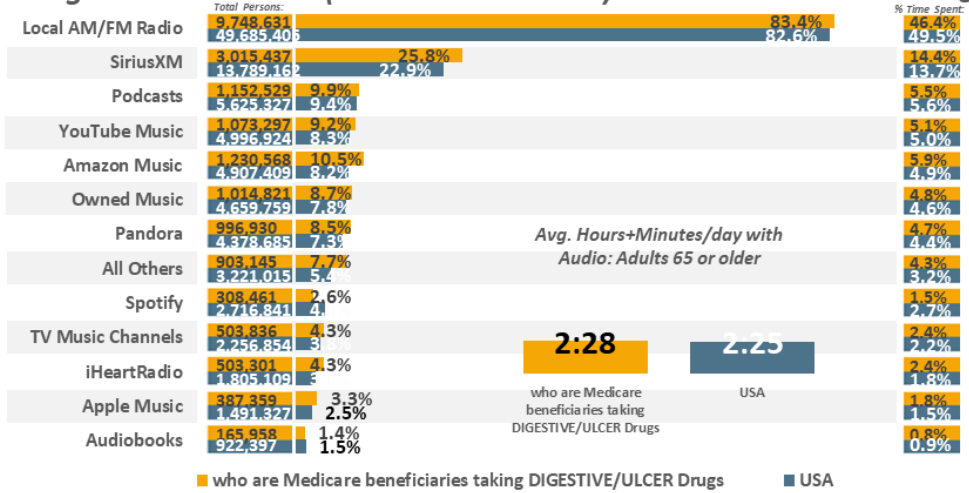
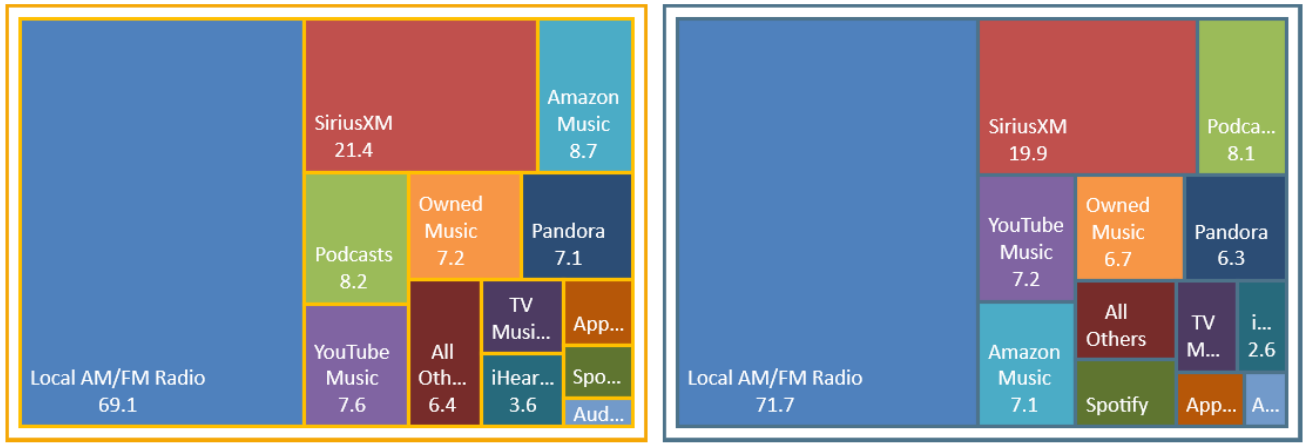
Medicare Digestive/ Ulcers

8,986,900 or 76.8% of Adults 65 or older who are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 52.5% of all time spent daily with Ad-Supported Audio.

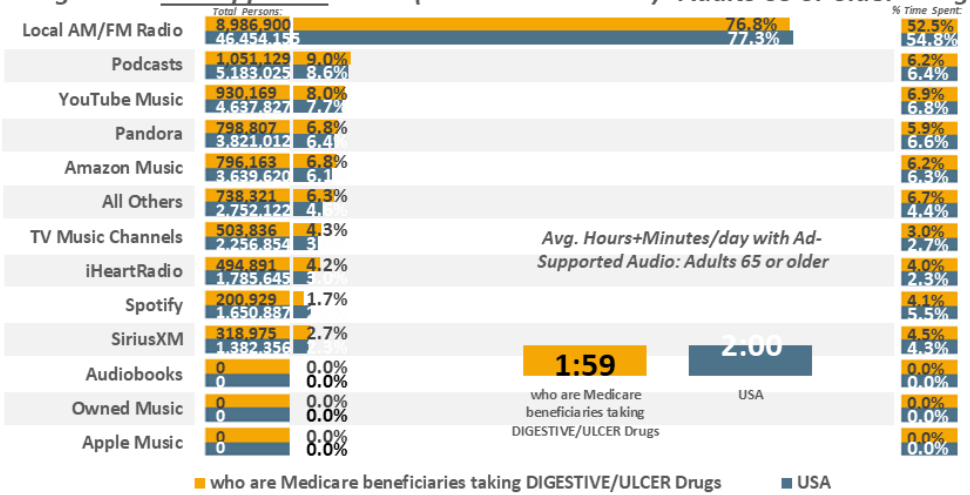
Avg. Week All Audio (Persons & % Reach): Adults 65 or older



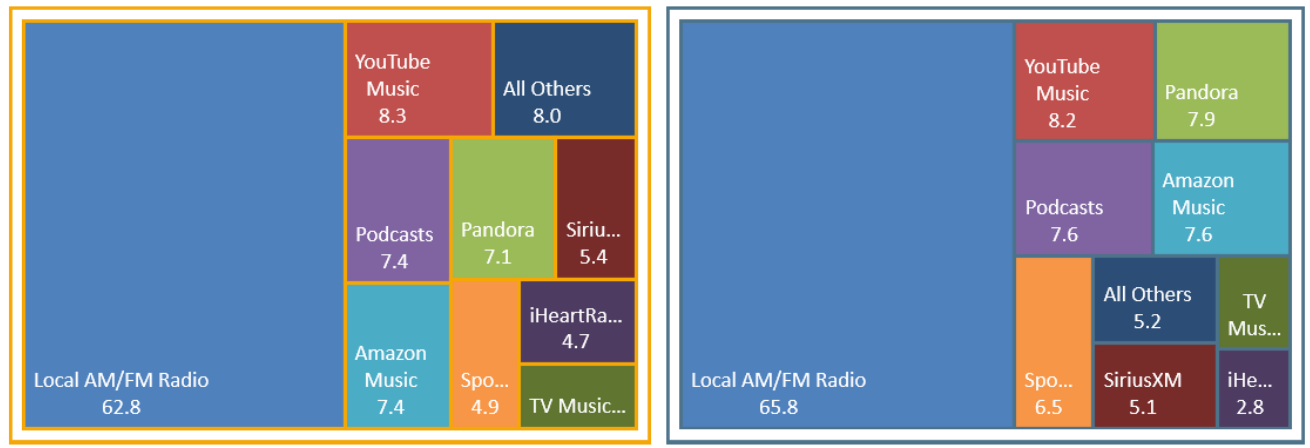
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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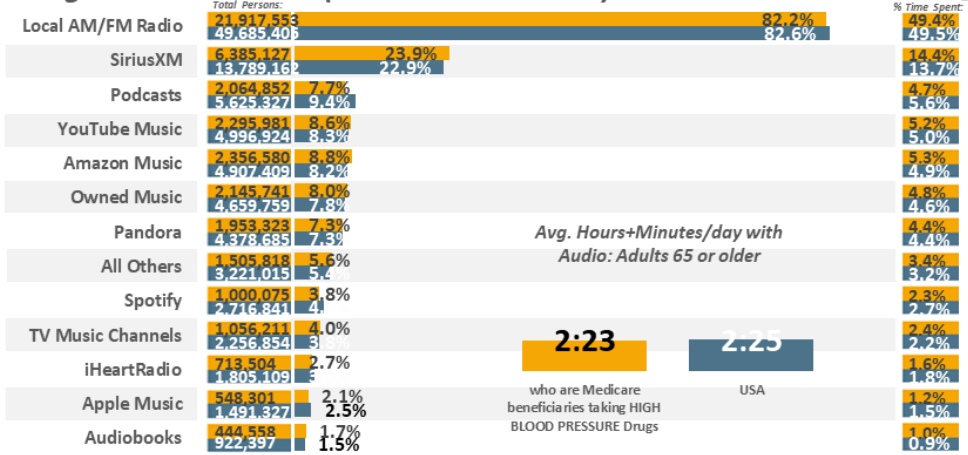
High Blood Pressure

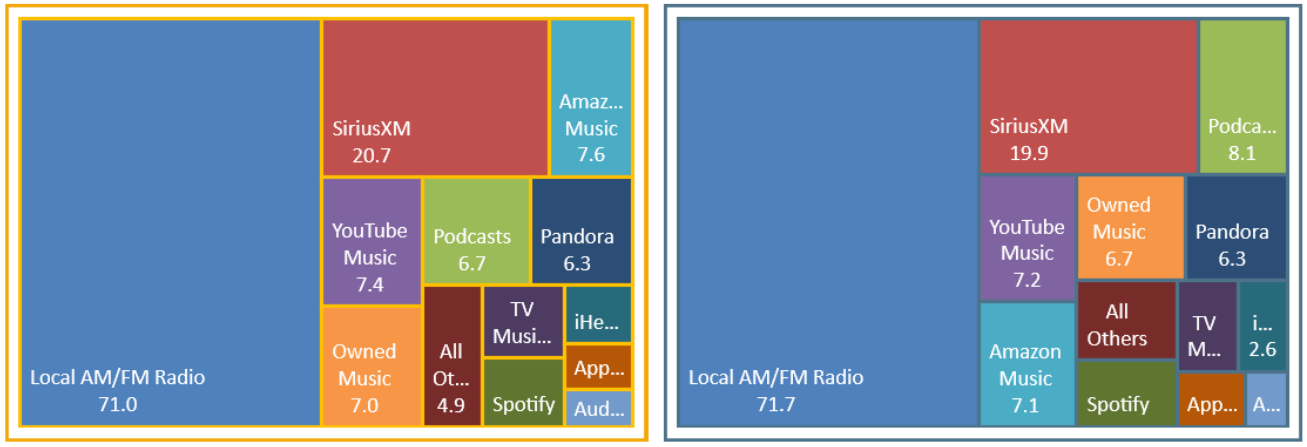
Medicare

20,446,131 or 76.7% of Adults 65 or older who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 55.3% of all time spent daily with Ad-Supported Audio.

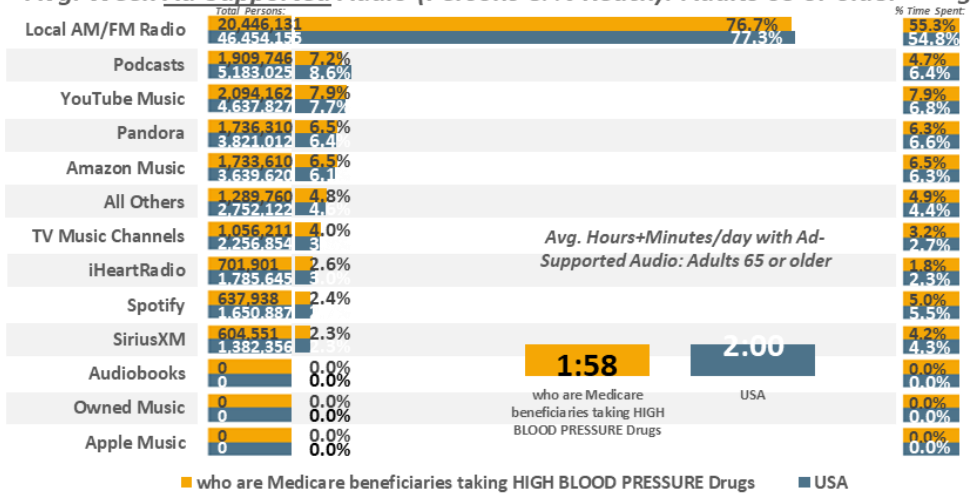
Avg. Week All Audio (Persons & % Reach): Adults 65 or older



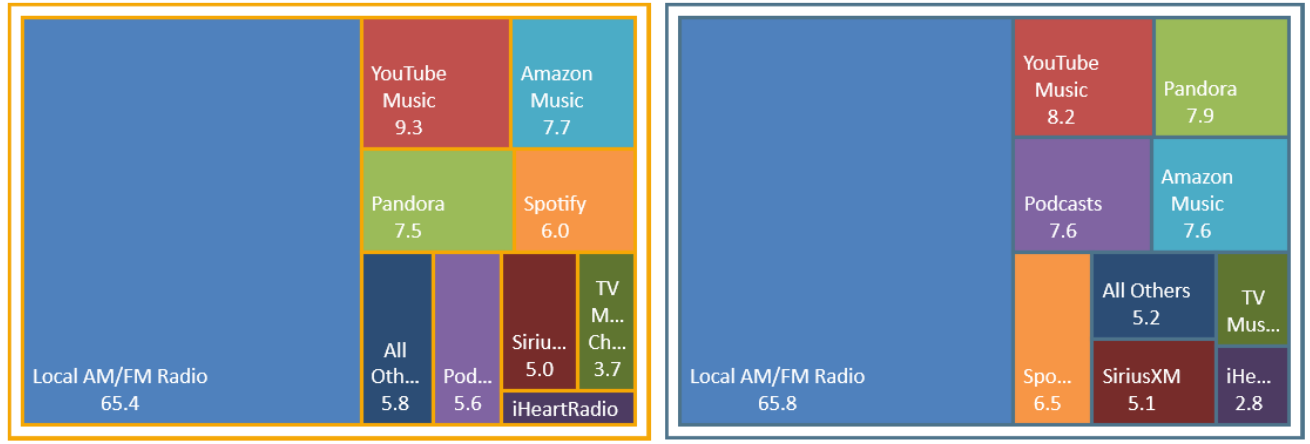
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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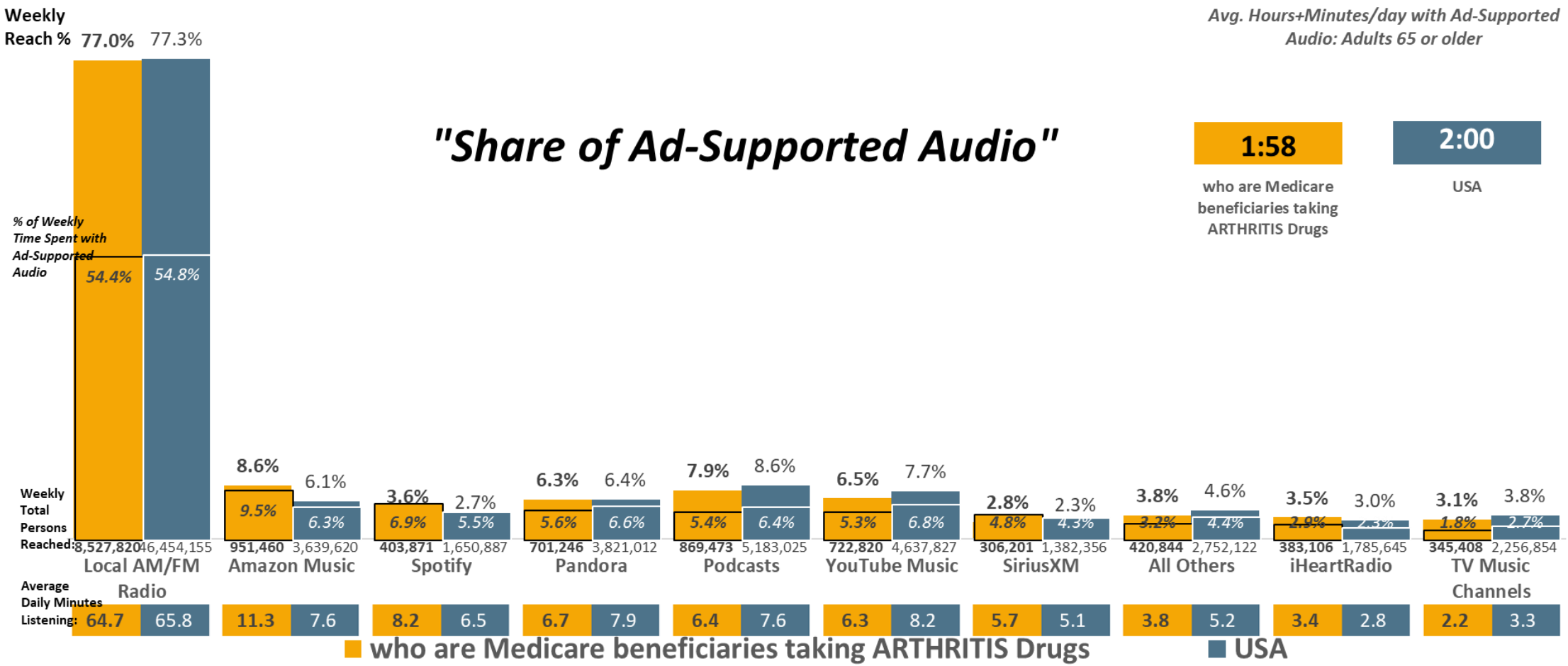
Medicare Arthritis

8,527,820 or 77.7% of Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs listen to Ad-Supported Local AM/FM Radio for an average of 64.7 minutes every day representing 54.4% of all time spent daily with Ad-Supported Audio.



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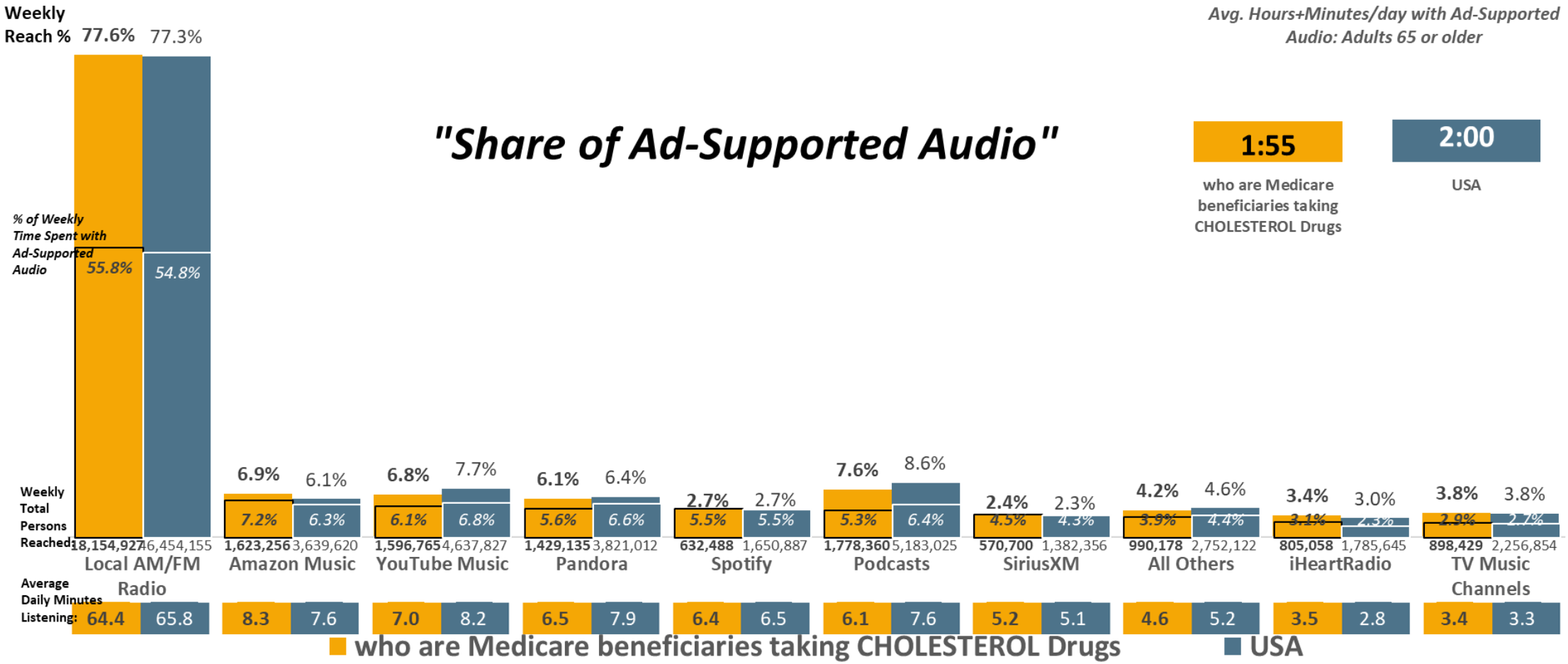
Cholesterol Medicare

18,154,927 or 77.6% of Adults 65 or older who are Medicare beneficiaries taking CHOLESTEROL Drugs listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 55.8% of all time spent daily with Ad-Supported Audio.



"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 65 or older

1:55 who are Medicare beneficiaries taking CHOLESTEROL Drugs

2:00 USA

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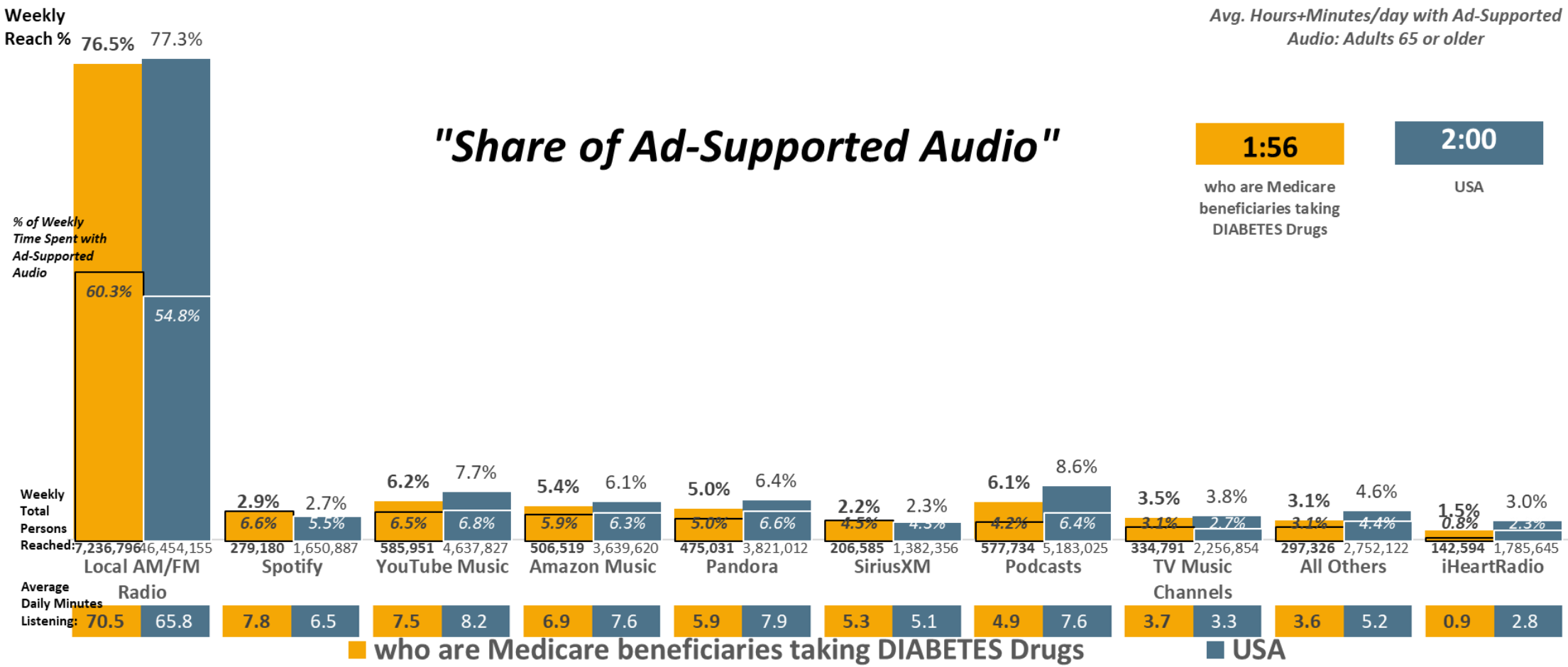
Medicare Diabetes

7,236,796 or 76.5% of Adults 65 or older who are Medicare beneficiaries taking DIABETES Drugs listen to Ad-Supported Local AM/FM Radio for an average of 70.5 minutes every day representing 60.3% of all time spent daily with Ad-Supported Audio.



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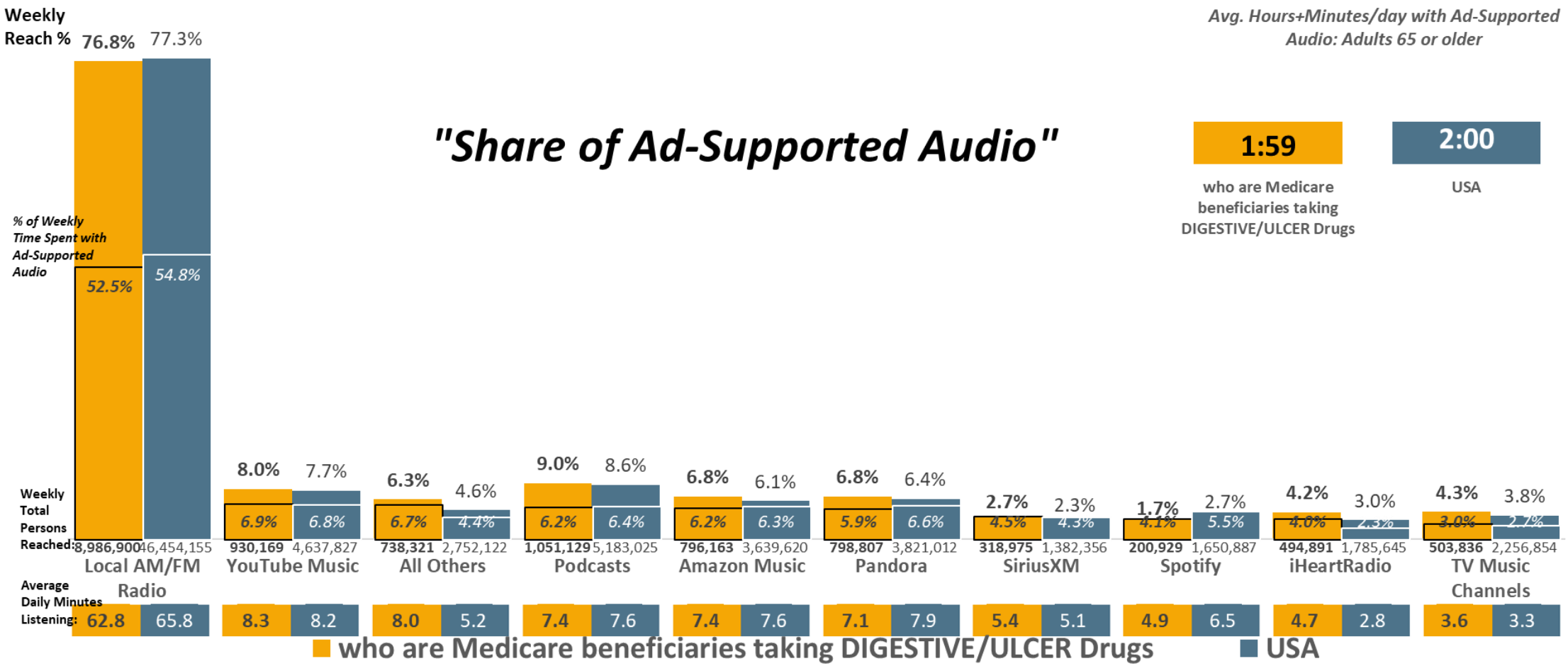
Medicare Digestive/ Ulcers

8,986,900 or 76.8% of Adults 65 or older who are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 52.5% of all time spent daily with Ad-Supported Audio.



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High Blood Pressure

Medicare

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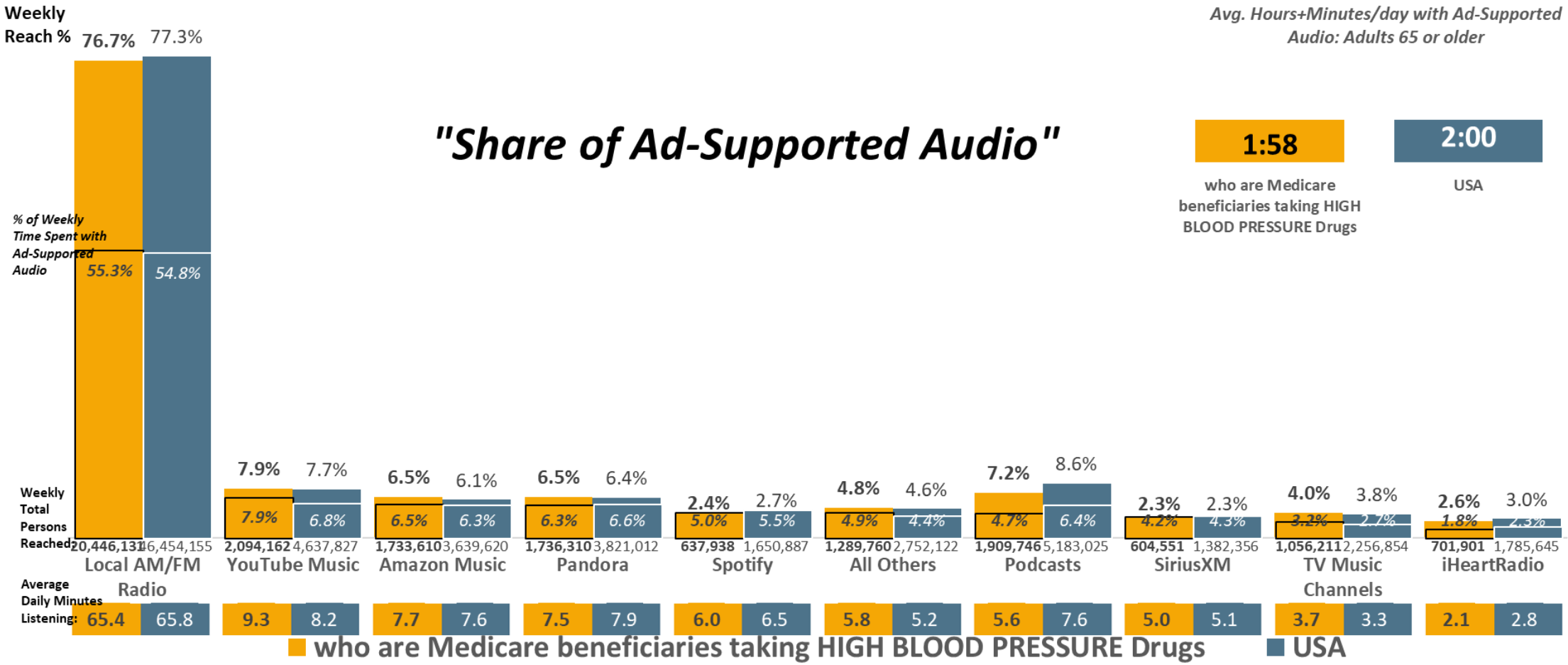

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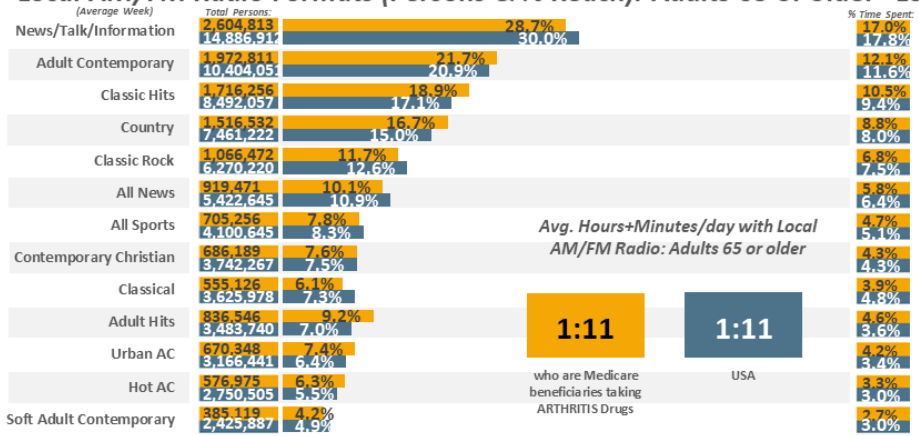
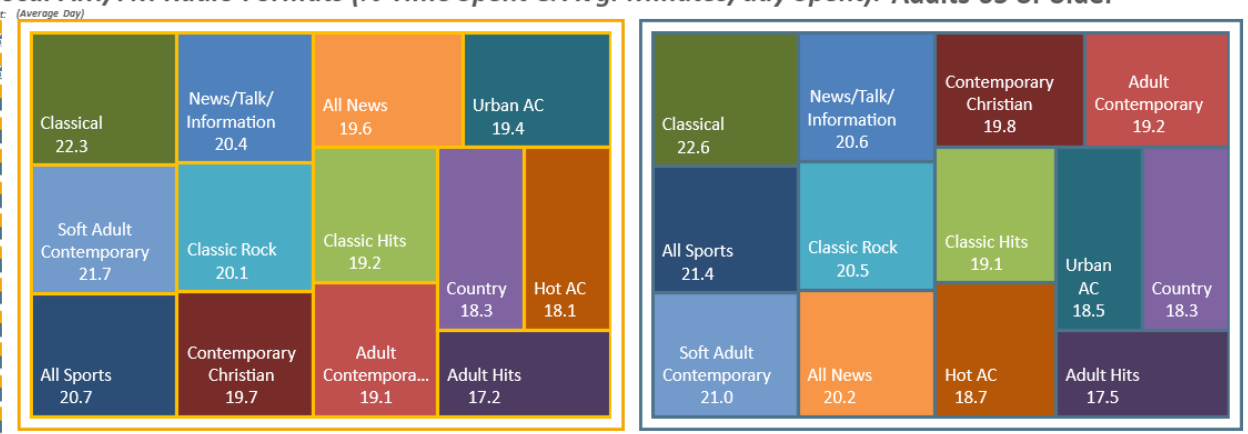
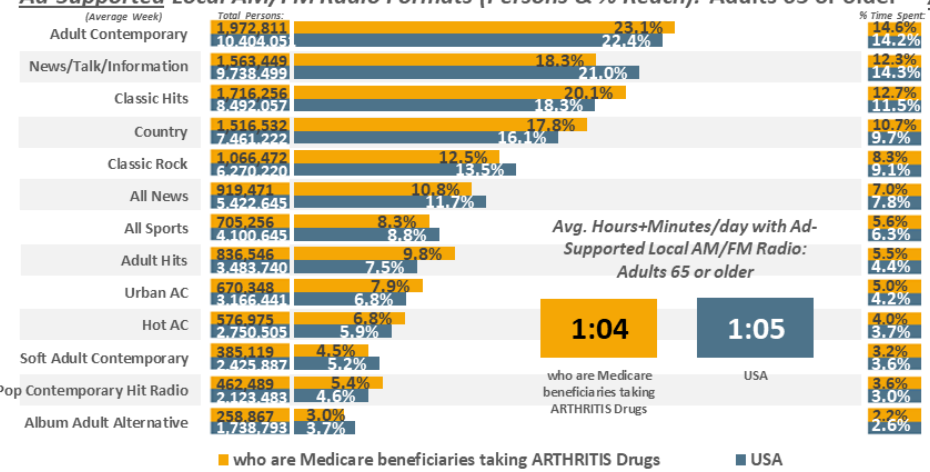
Local AM/FM Radio Formats (Persons & % Reach): Adults 65 or older



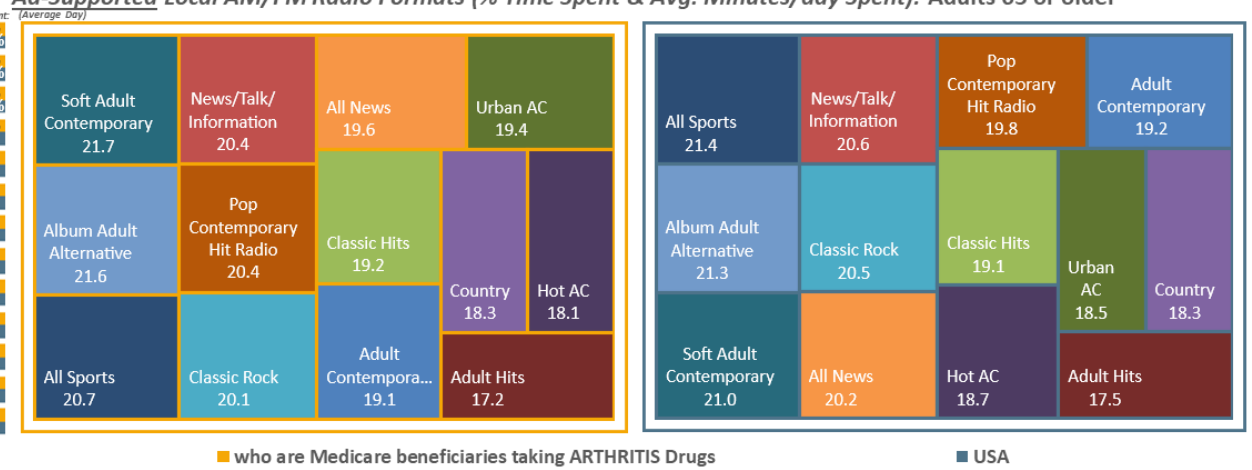
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 65 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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Medicare Cholesterol

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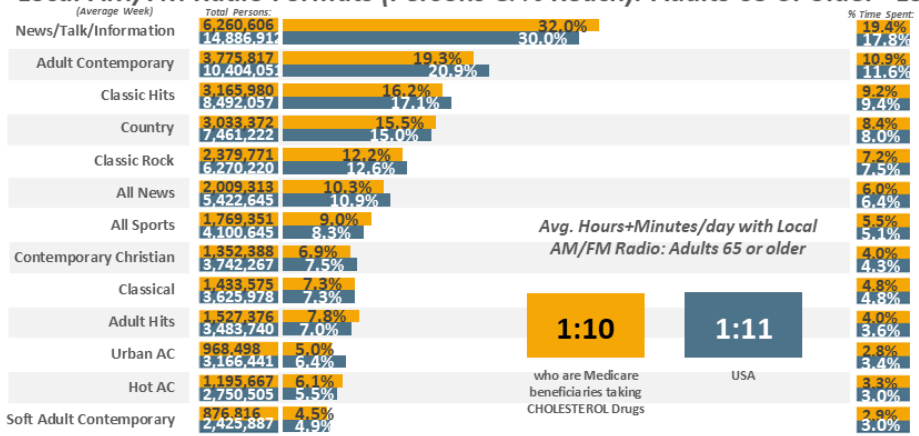
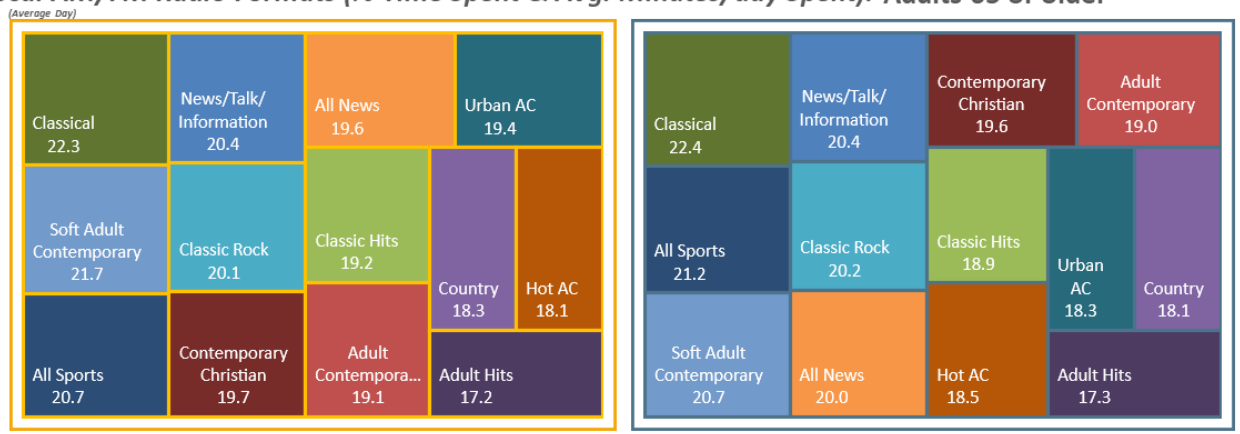
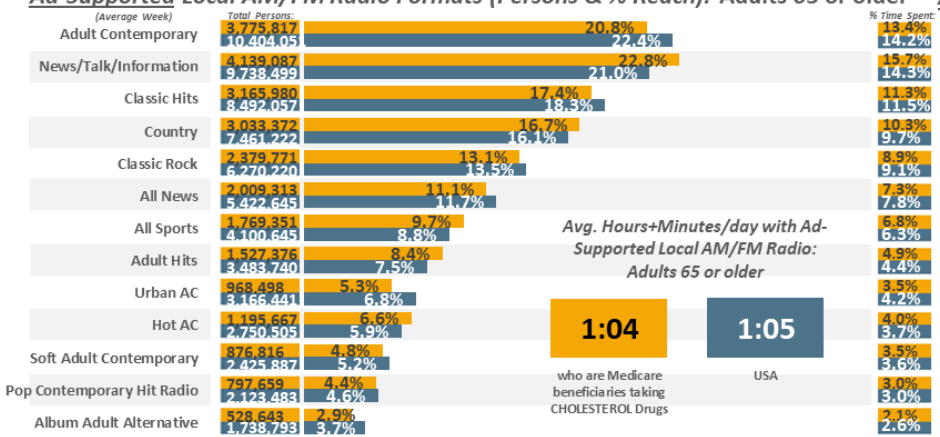
Local AM/FM Radio Formats (Persons & % Reach): Adults 65 or older



Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 65 or older



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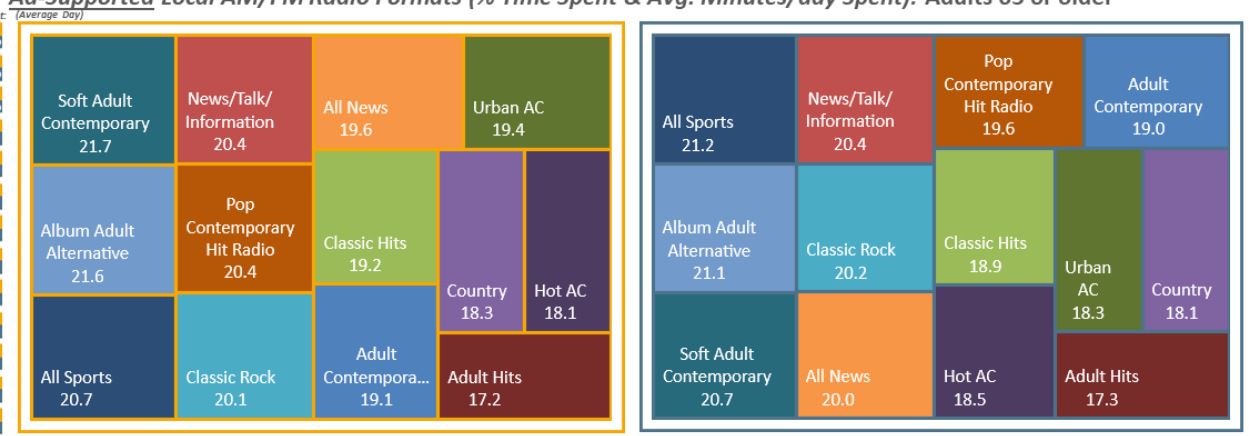

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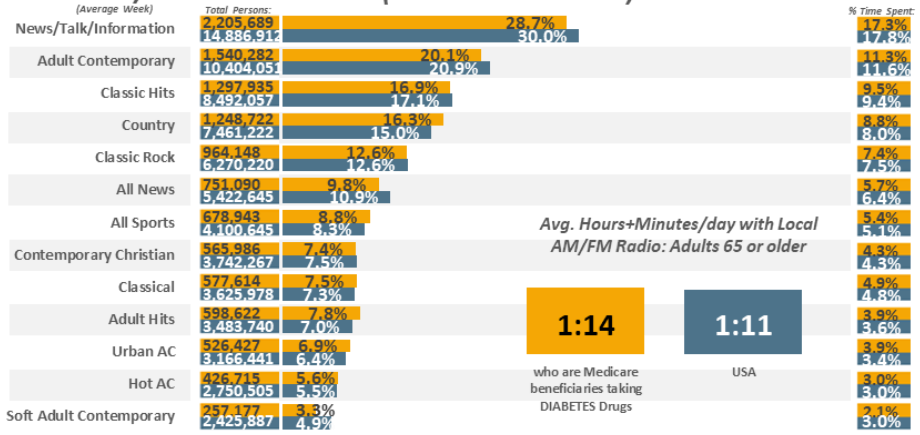
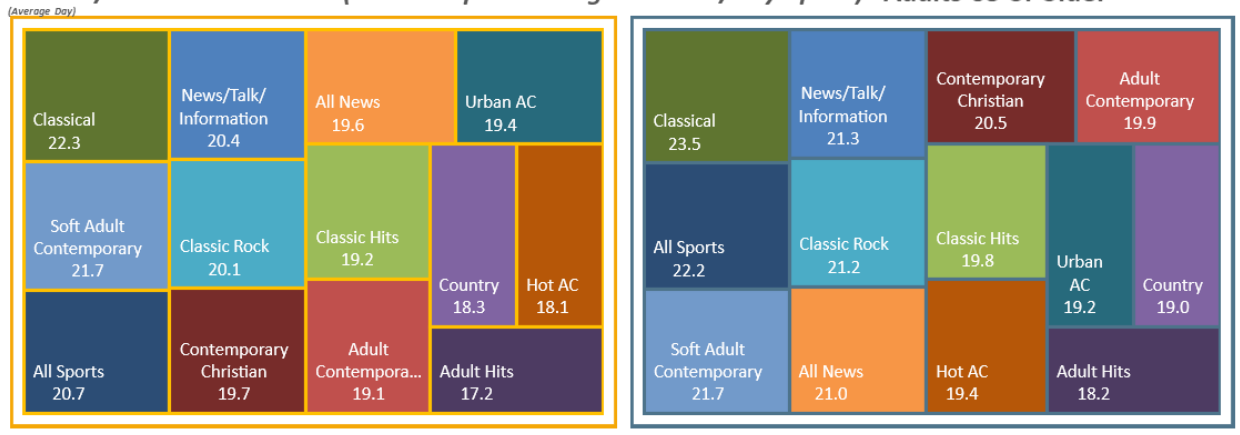
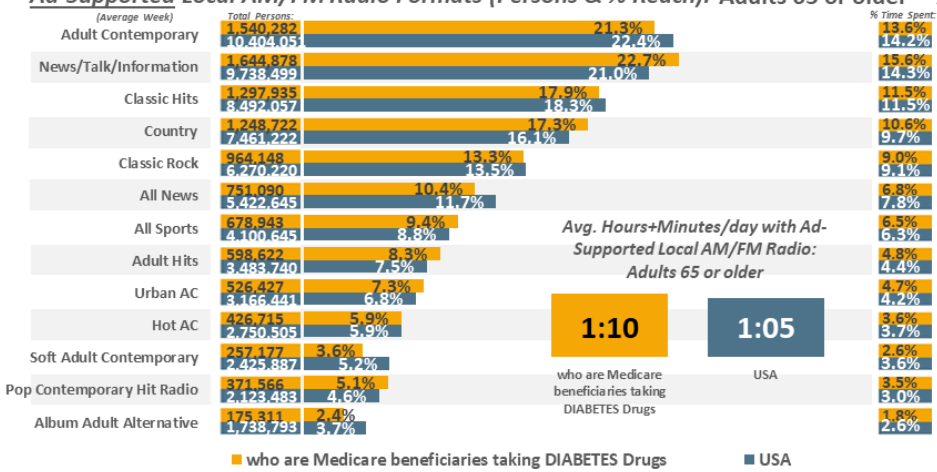


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 65 or older



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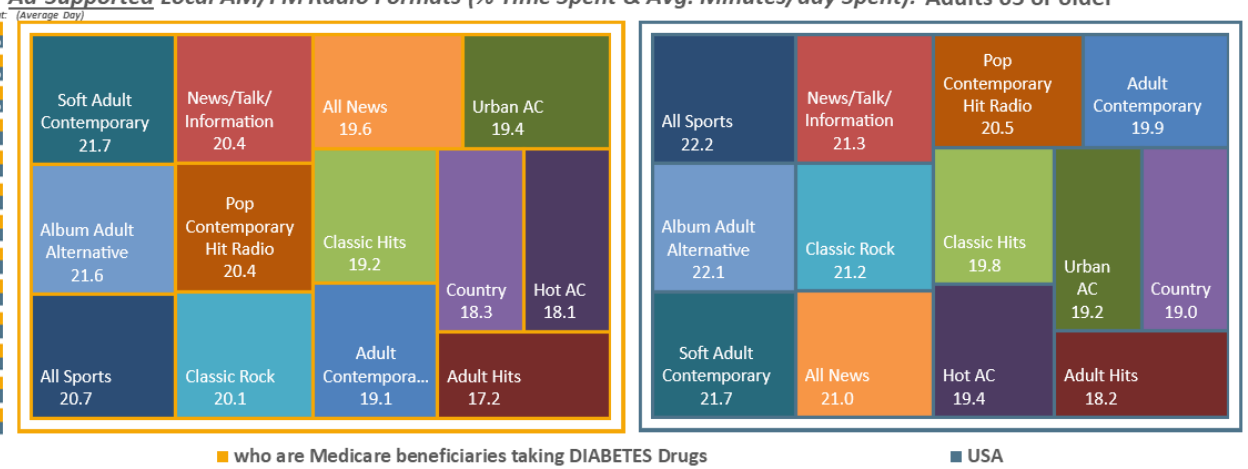

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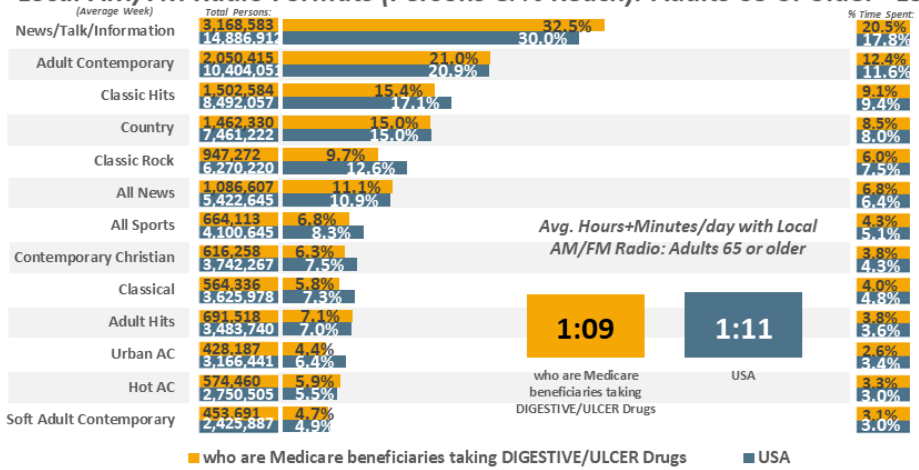
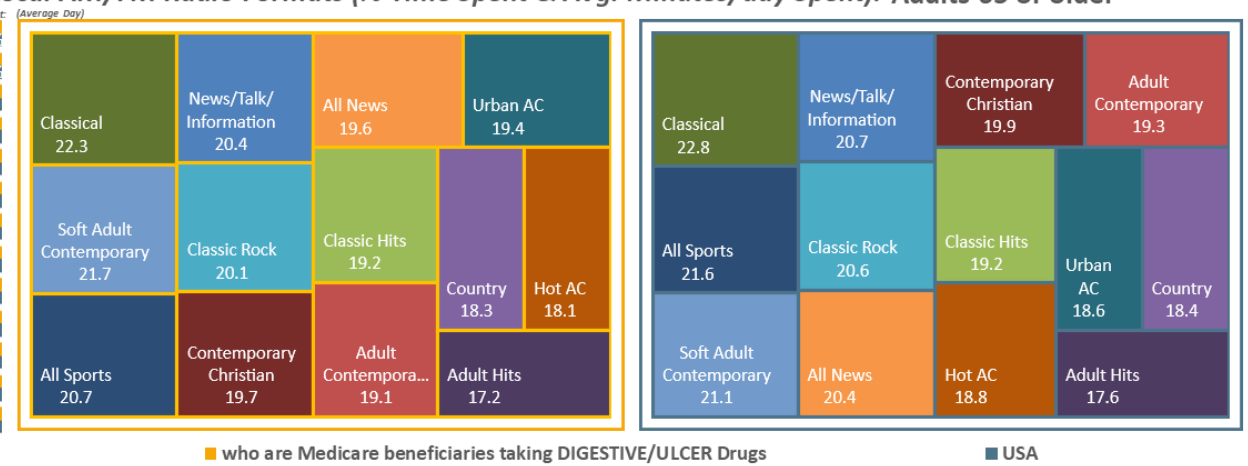
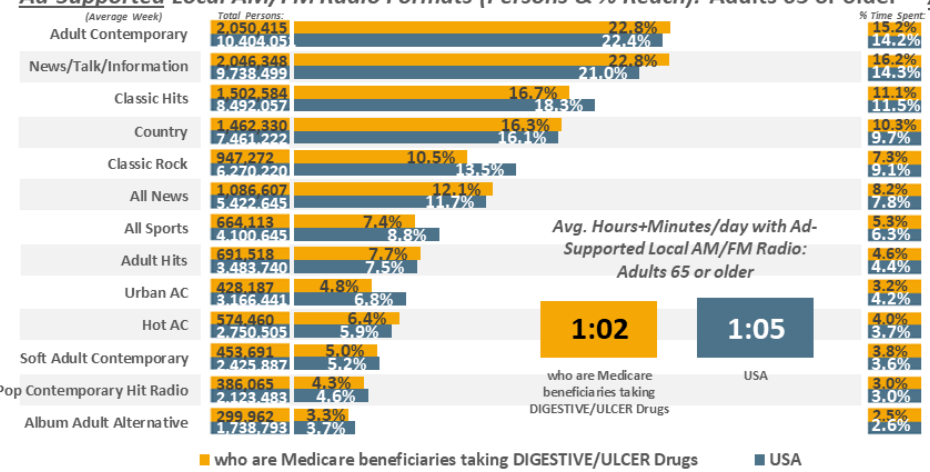


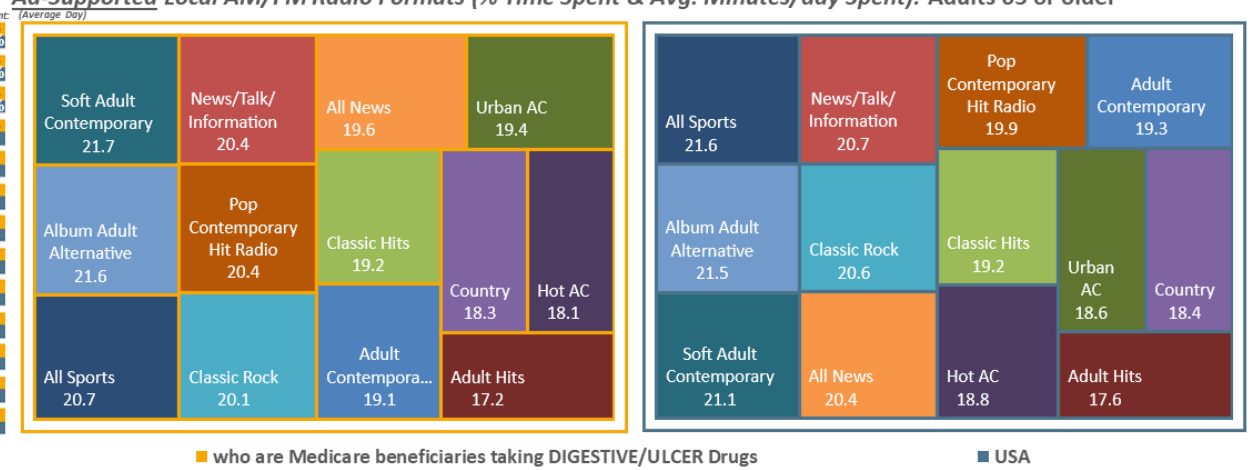
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 65 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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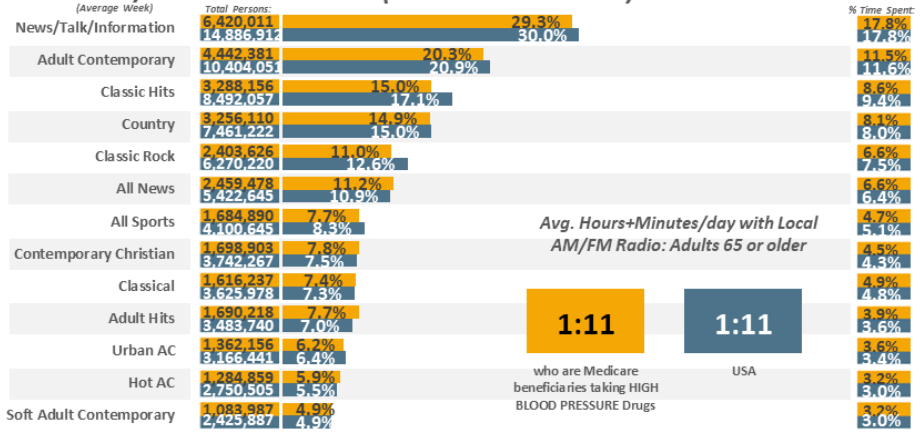
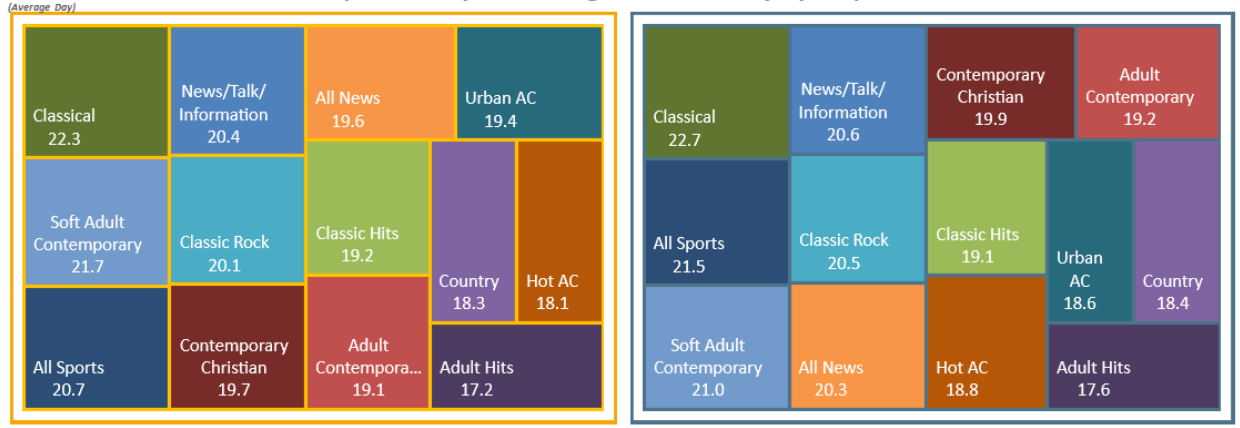
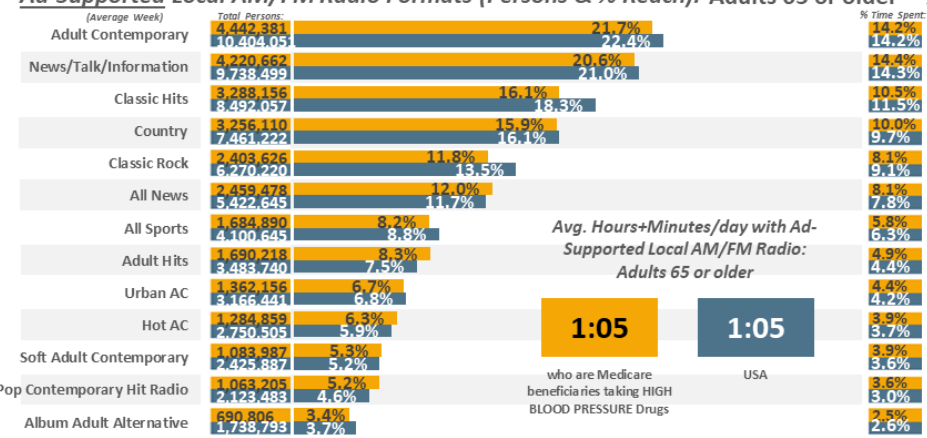


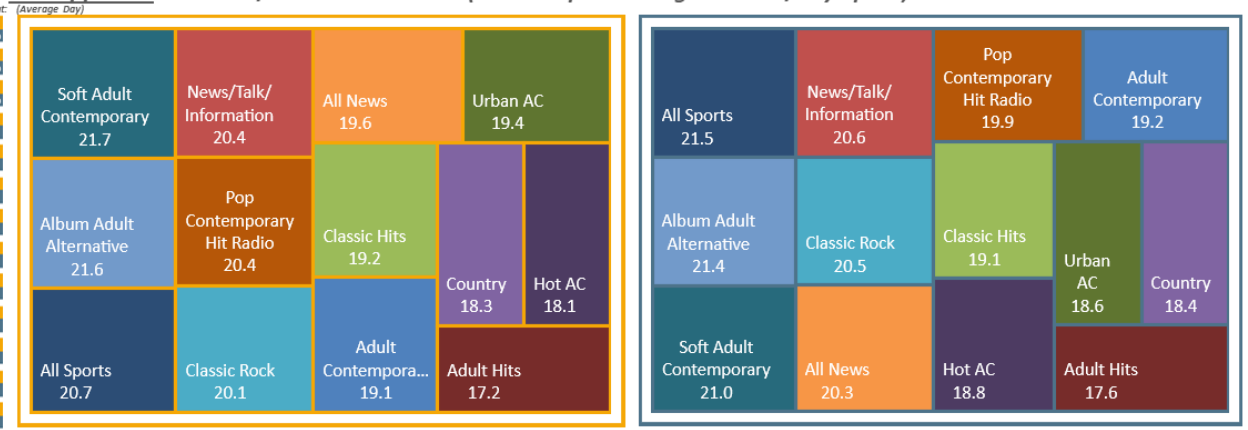
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 65 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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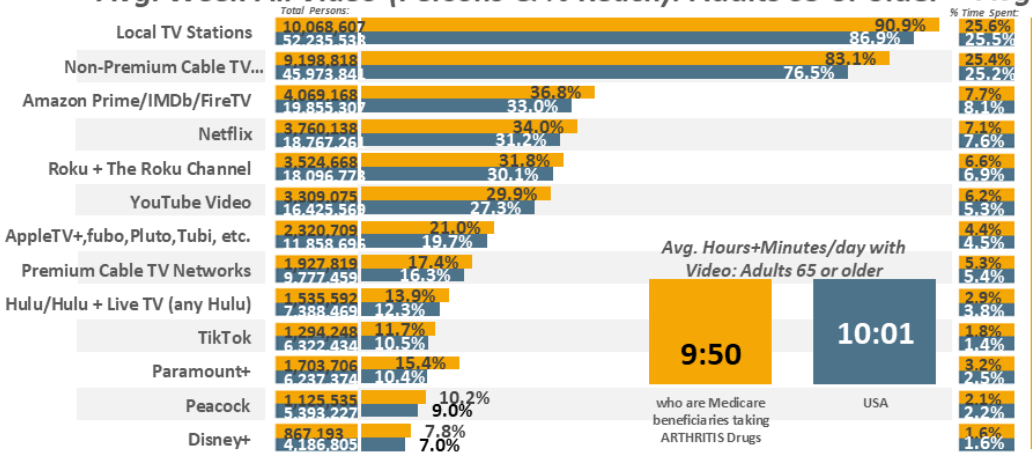
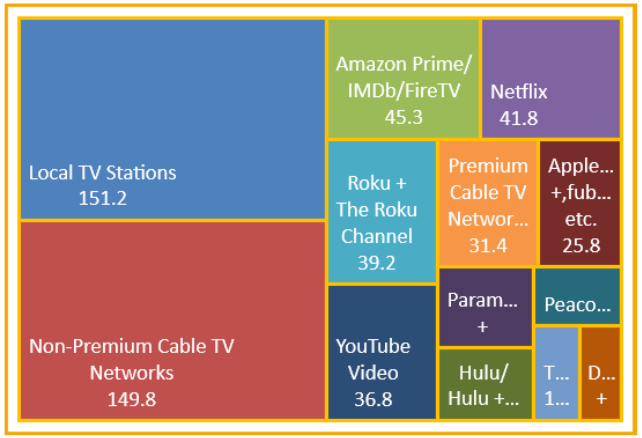
Medicare Arthritis

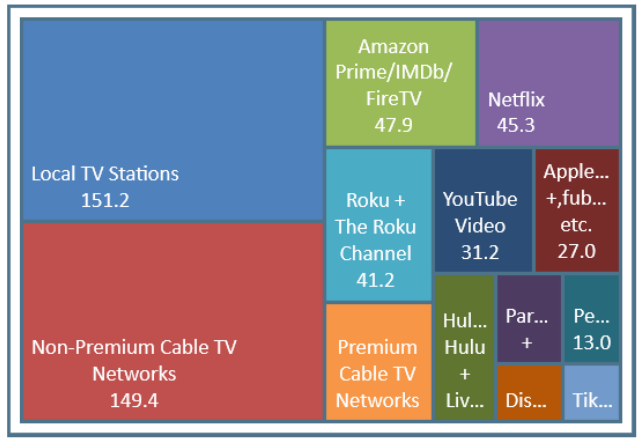
9,776,902 or 88.3% of Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs watch Ad-Supported Local TV Stations for an average of 138.1 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 65 or older

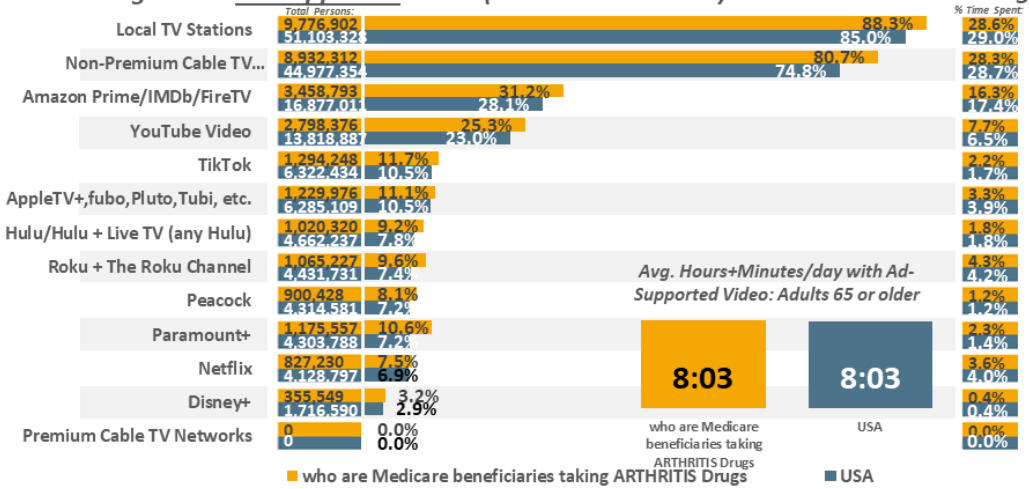


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older





Avg. Week Ad-Supported Video (Persons & % Reach): Adults 65 or older



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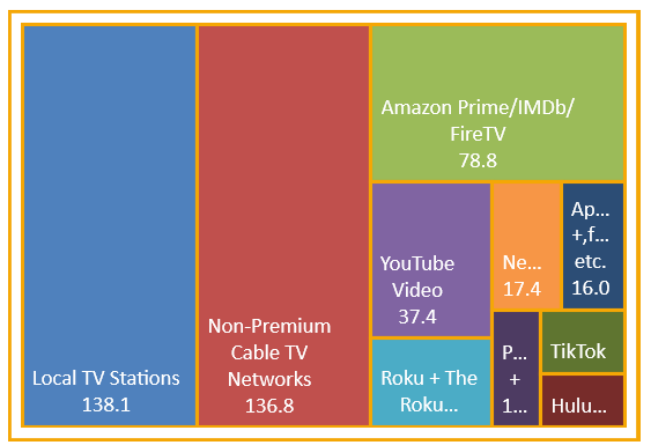

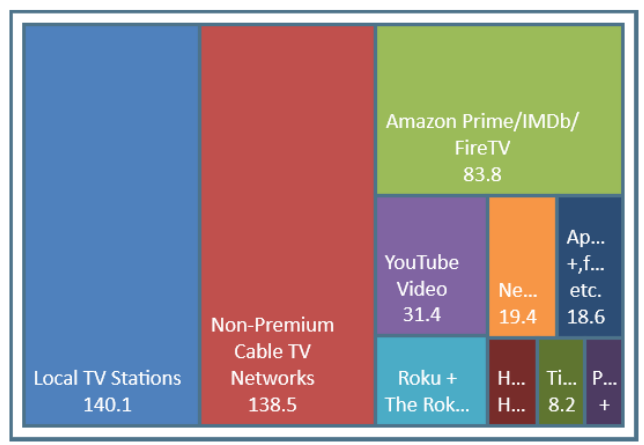

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Medicare Cholesterol

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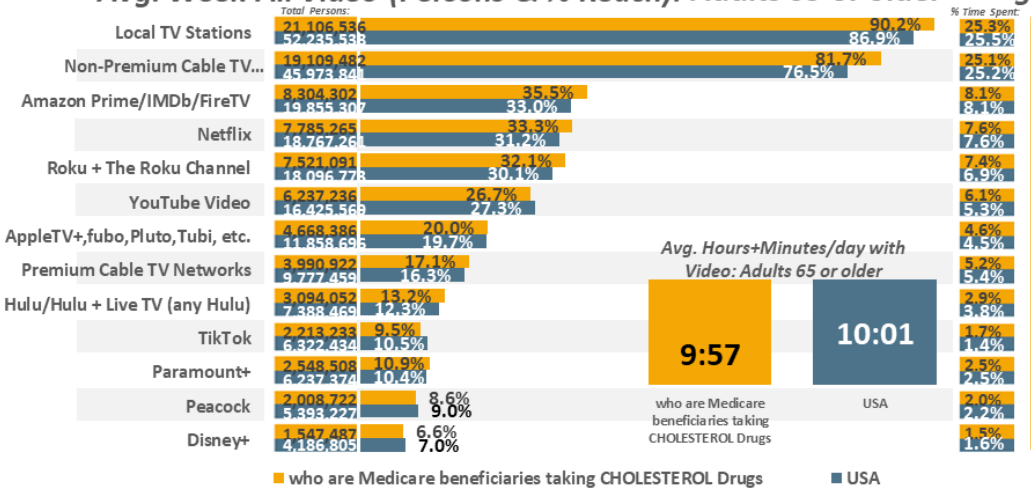
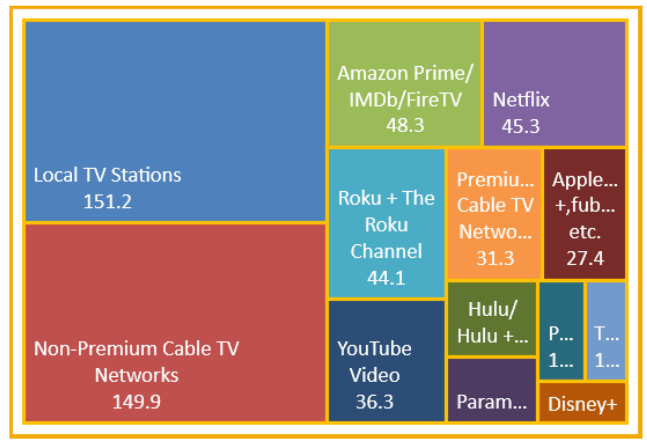
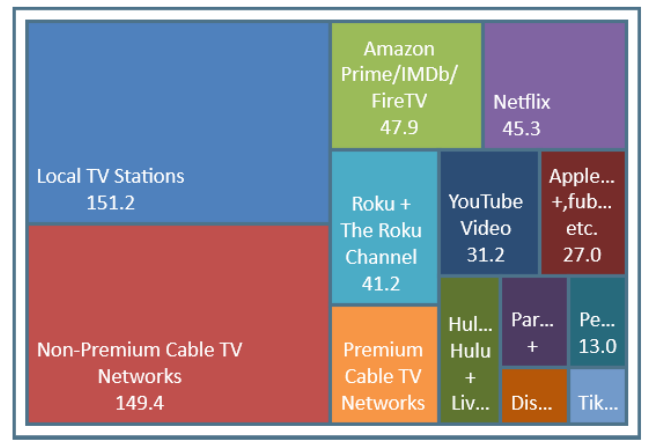
Avg. Week All Video (Persons & % Reach): Adults 65 or older

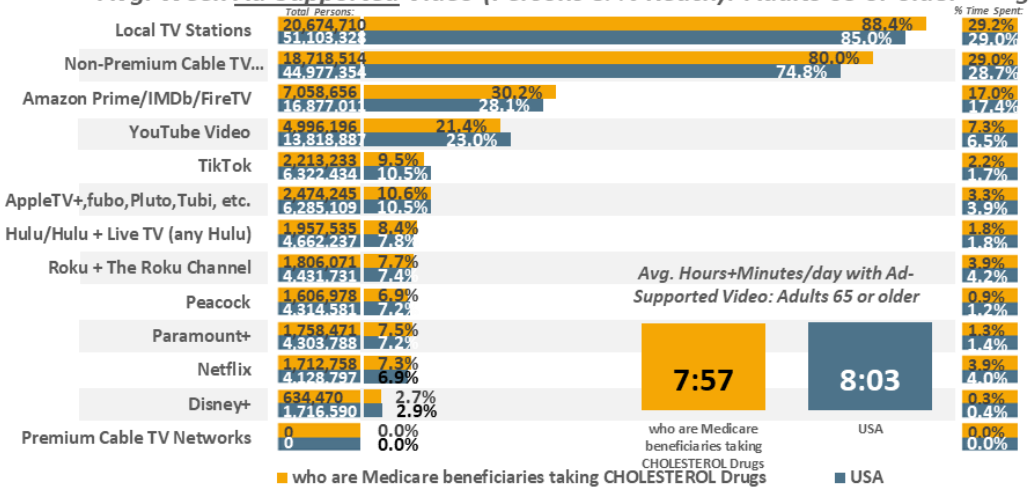


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older

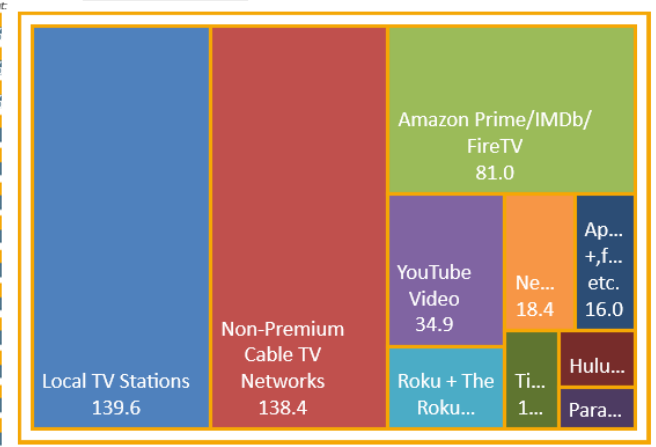


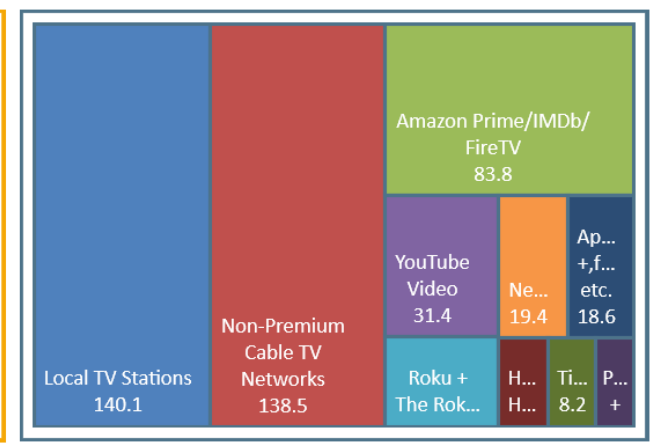


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older





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Medicare Diabetes

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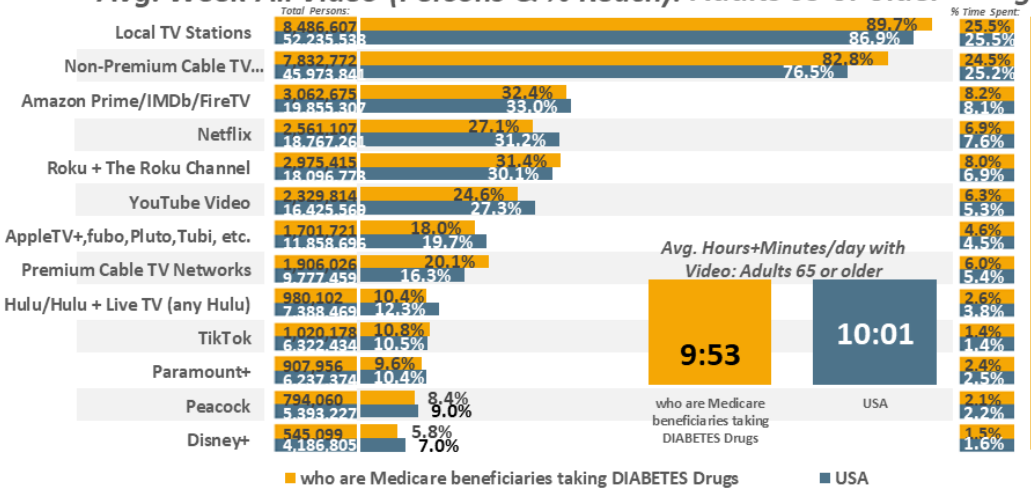
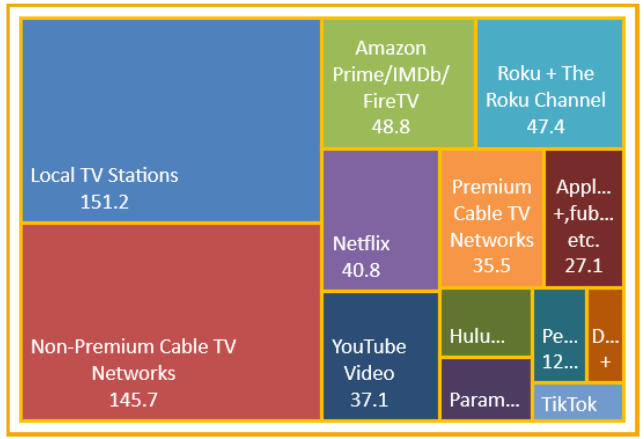
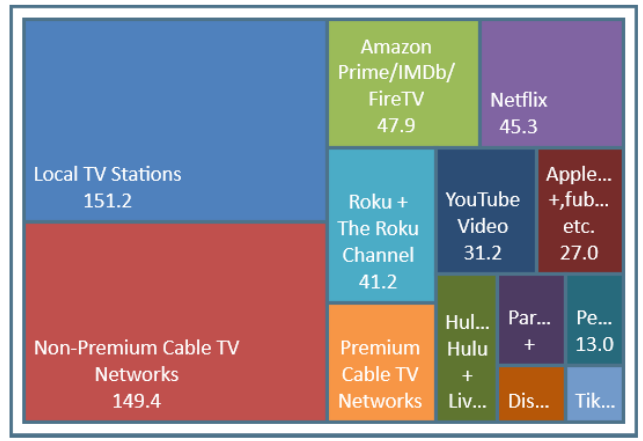
Avg. Week All Video (Persons & % Reach): Adults 65 or older

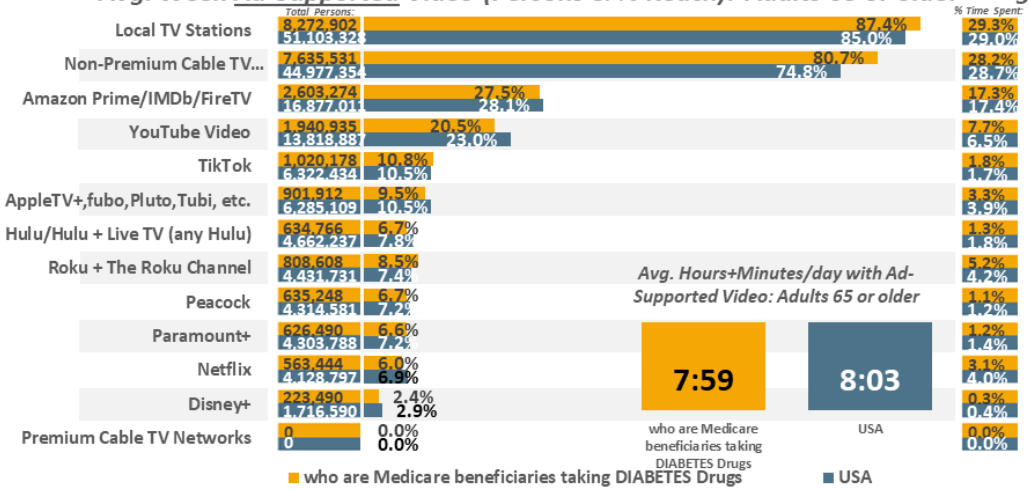


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older

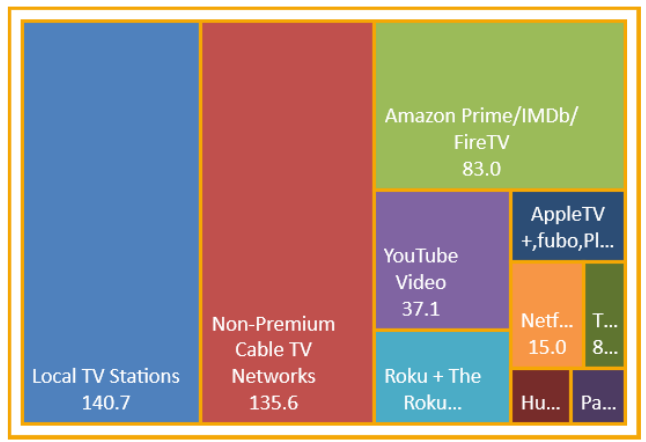


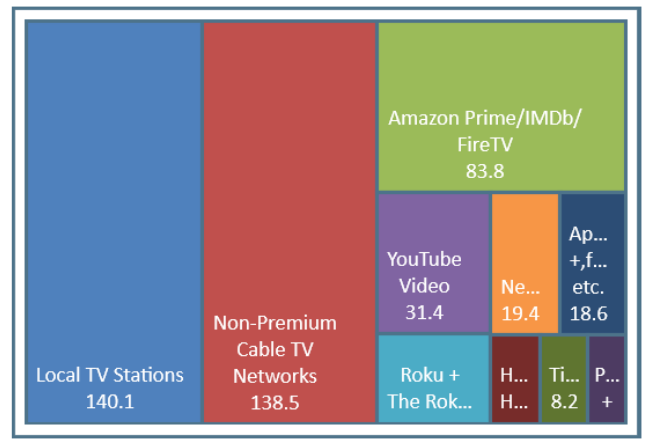


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older





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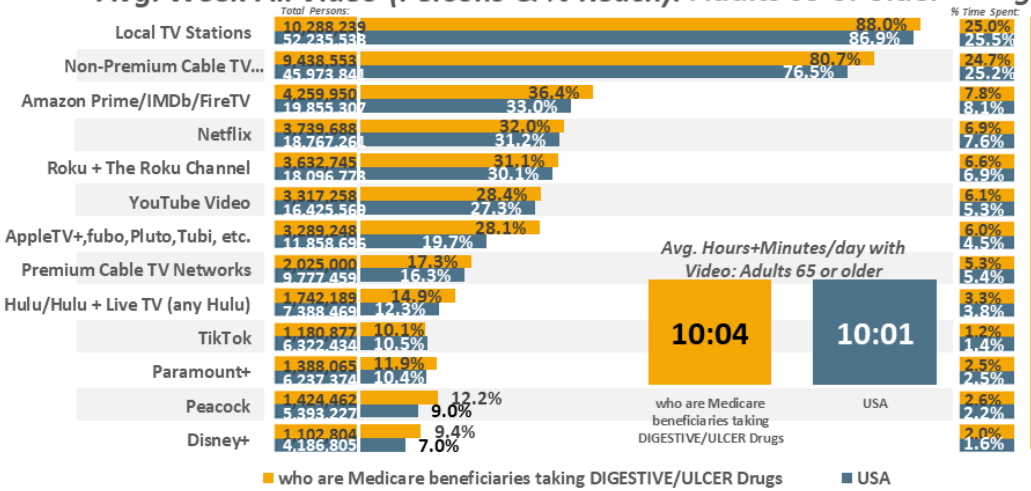
Digestive/ Ulcers

9,992,437 or 85.4% of Adults 65 or older who are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs watch Ad-Supported Local TV Stations for an average of 138.4 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 65 or older



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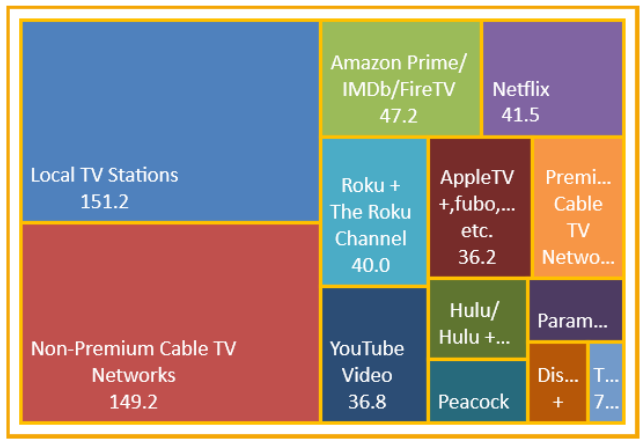
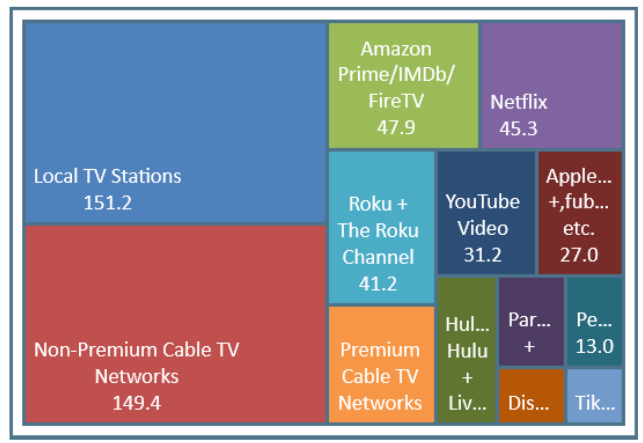
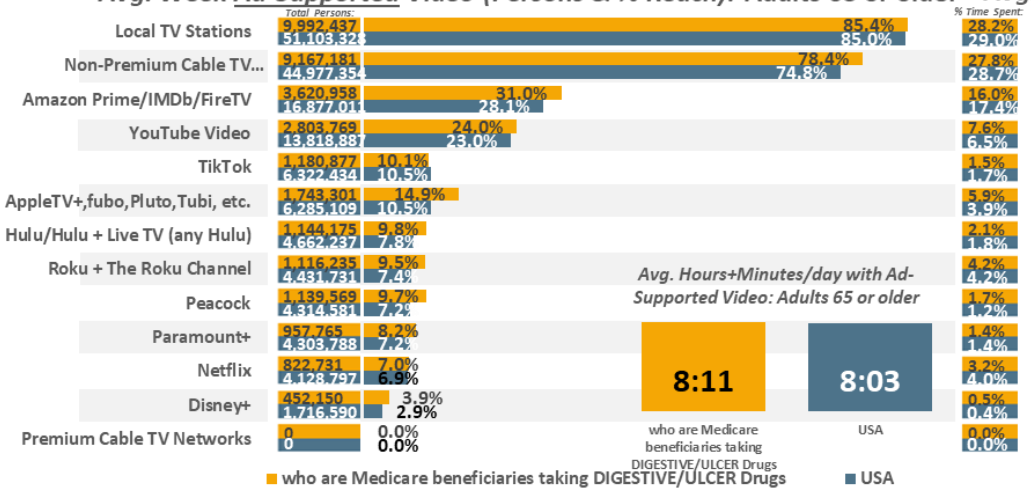




Avg. Week Ad-Supported Video (Persons & % Reach): Adults 65 or older



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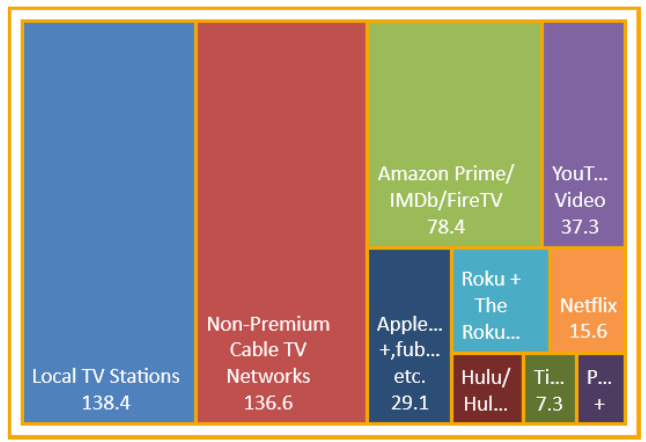

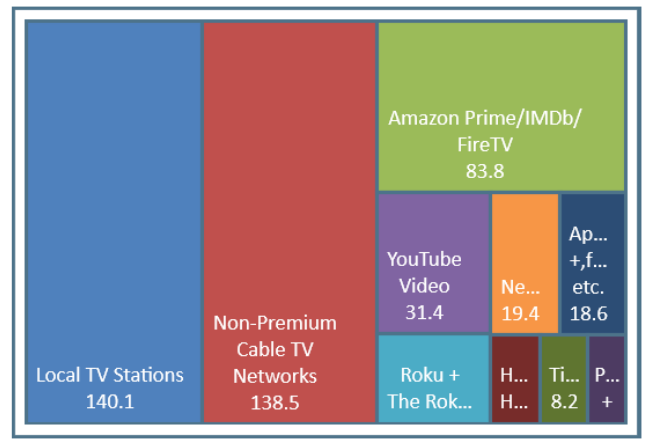

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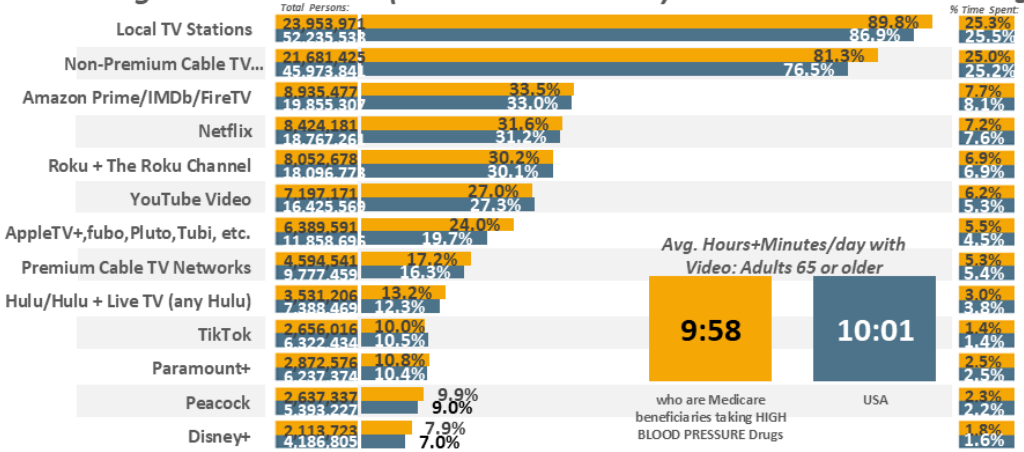
High Blood Pressure

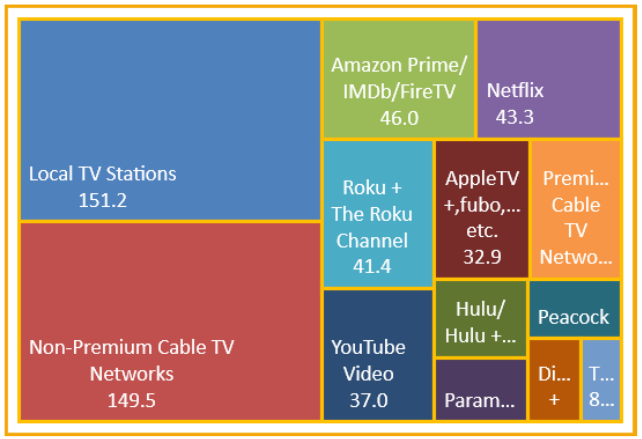
Medicare

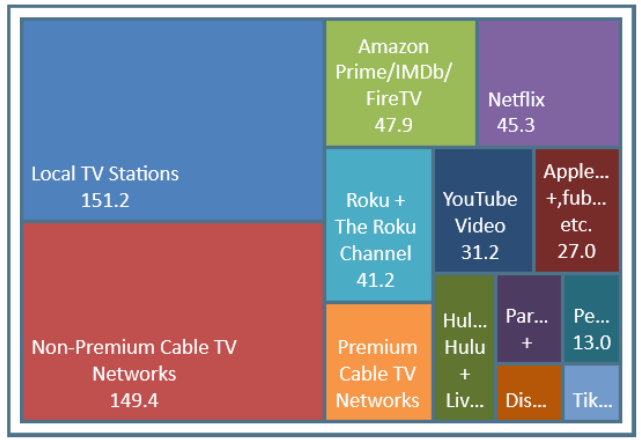
23,359,517 or 87.6% of Adults 65 or older who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs watch Ad-Supported Local TV Stations for an average of 140. minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 65 or older



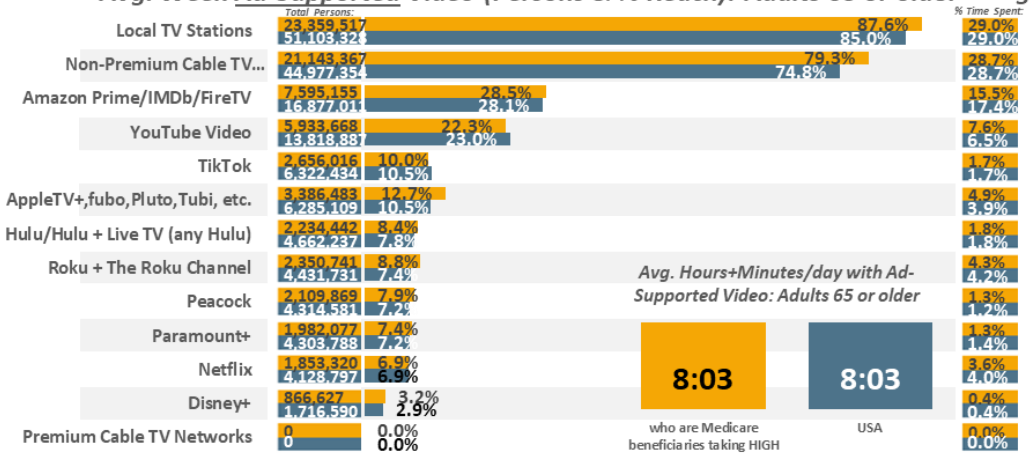
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



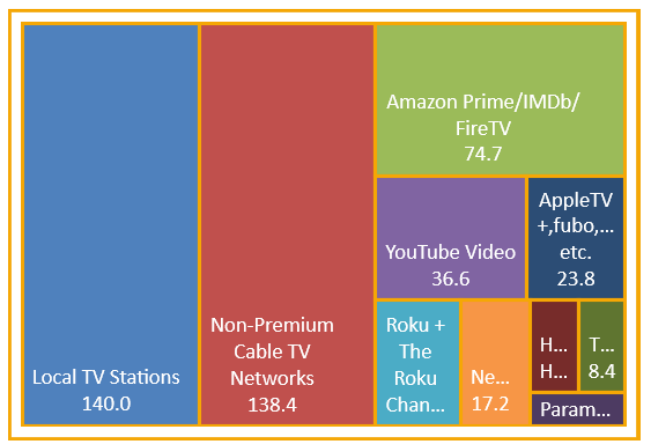


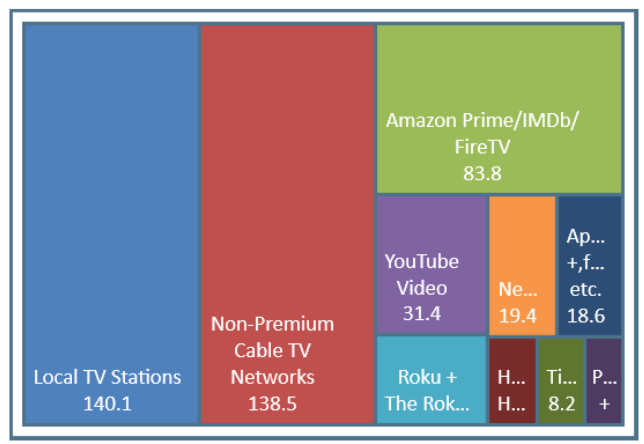
who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older





who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs ■ USA

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Medicare **Arthritis**

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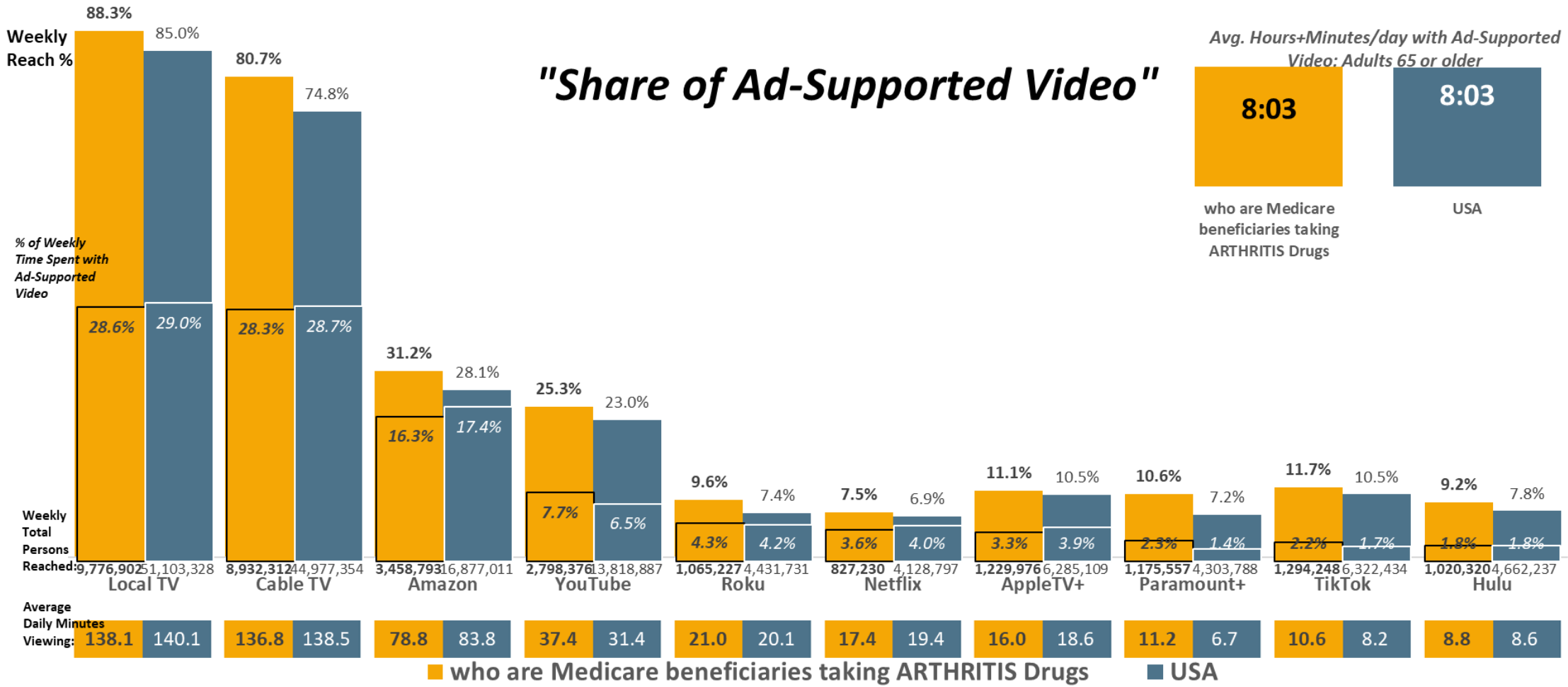

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Cholesterol

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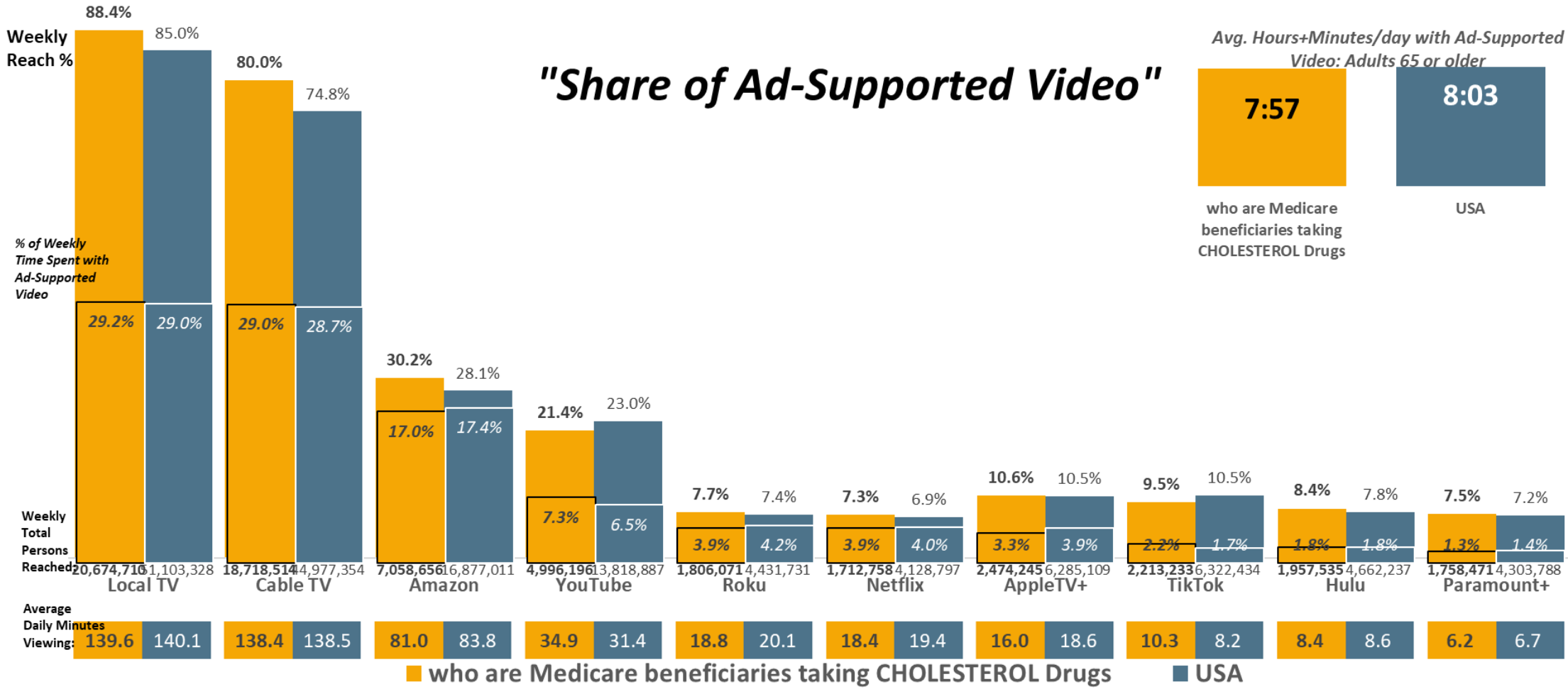

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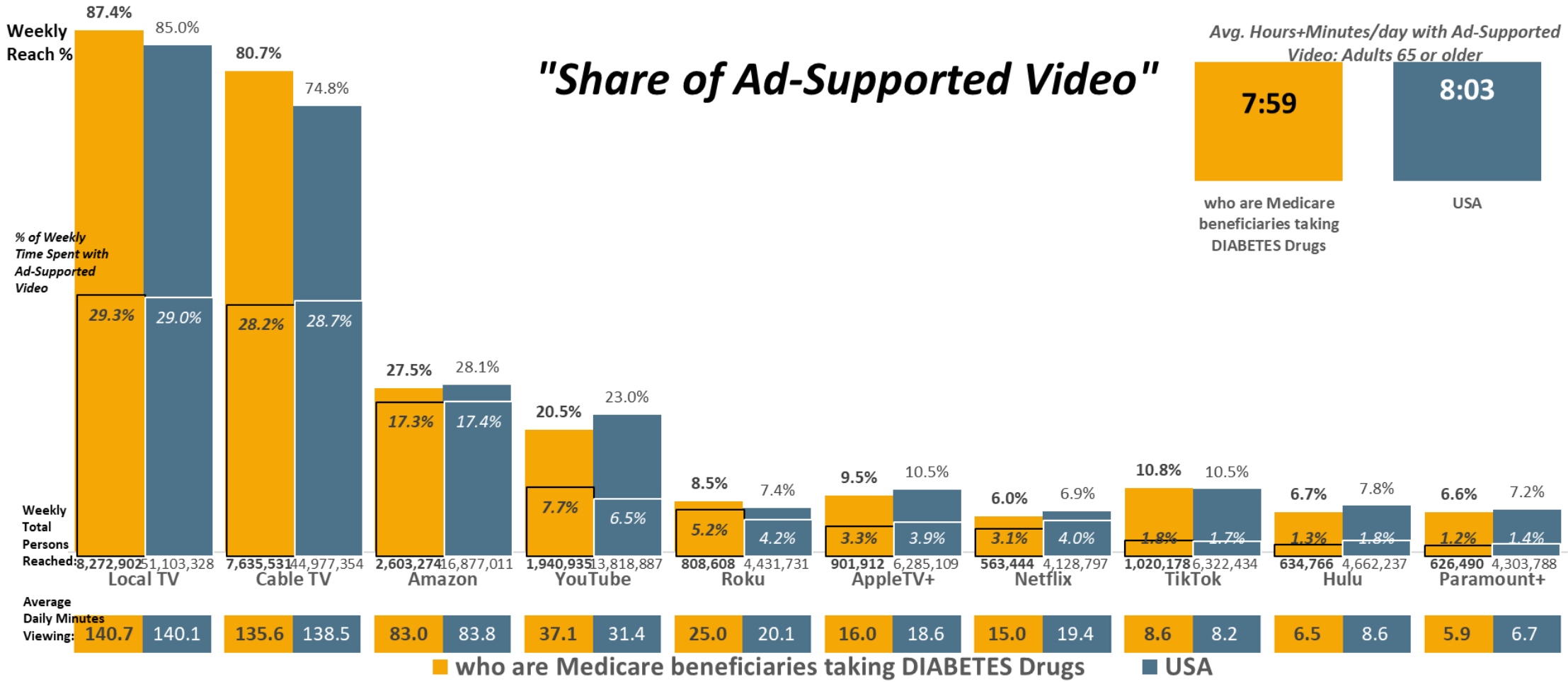

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Digestive/ Ulcers

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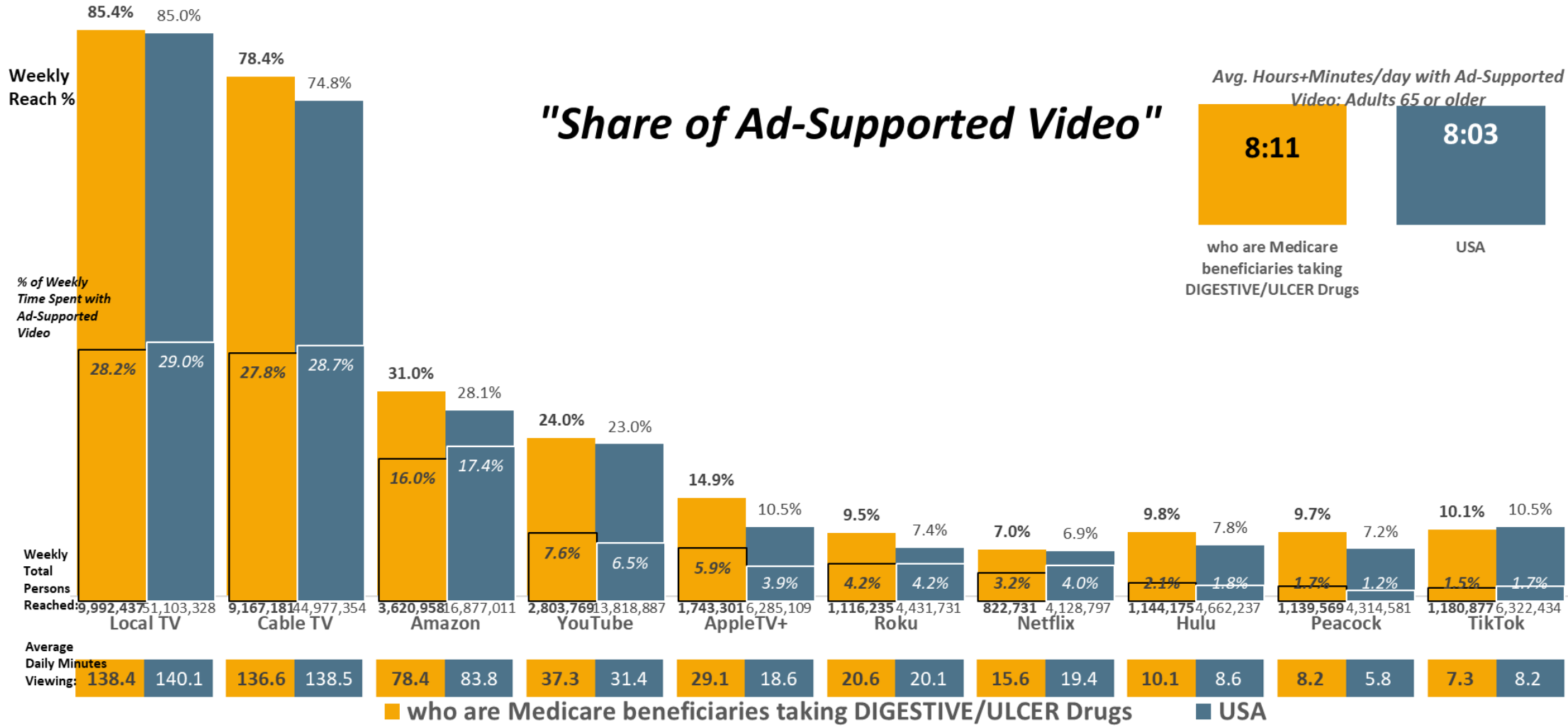

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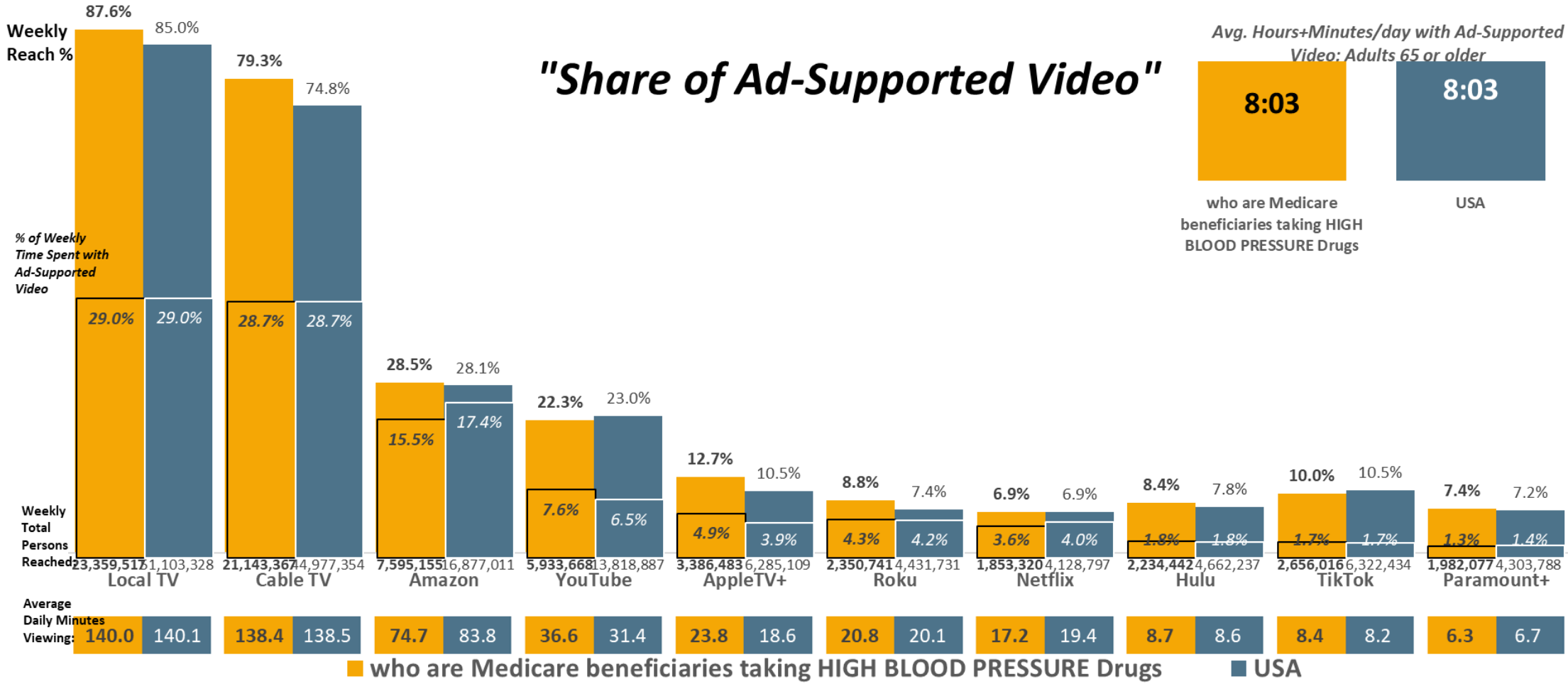

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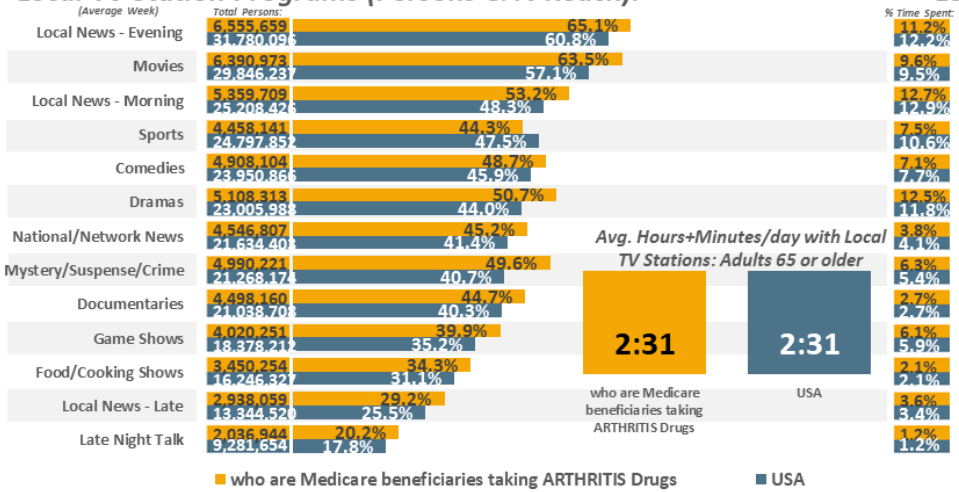
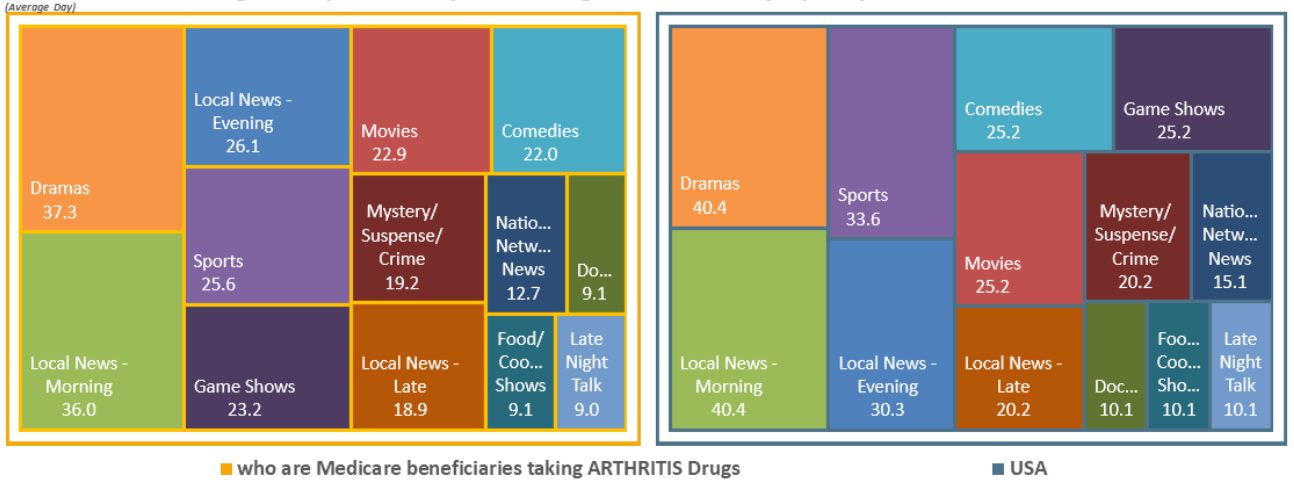
Medicare Arthritis

9,776,902 or 88.3% of Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Dramas, Mystery/Suspense/Crime, and Comedies.

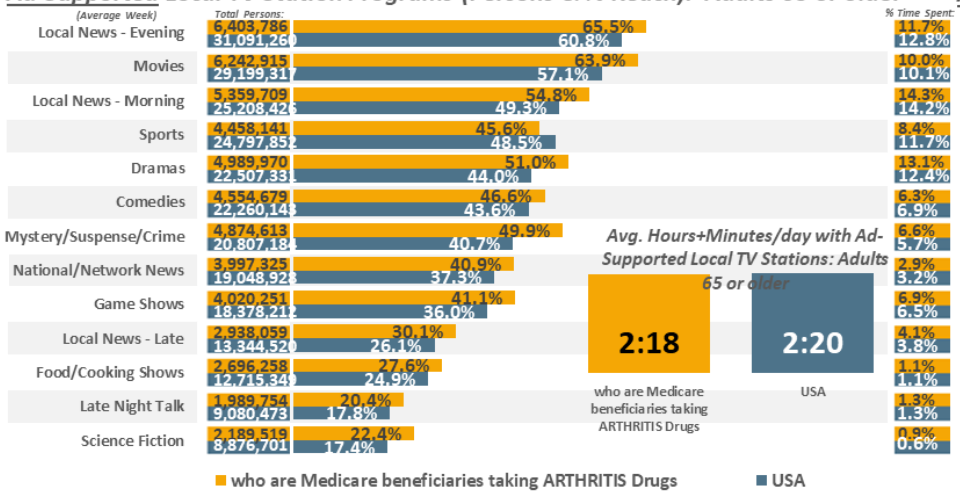
Local TV Station Programs (Persons & % Reach): Adults 65 or older



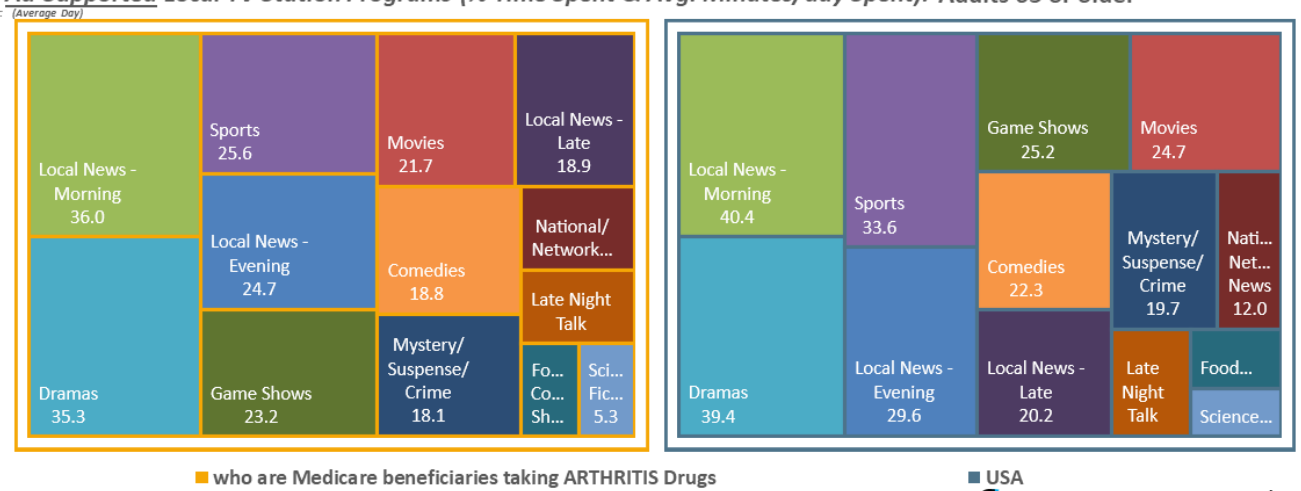
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 65 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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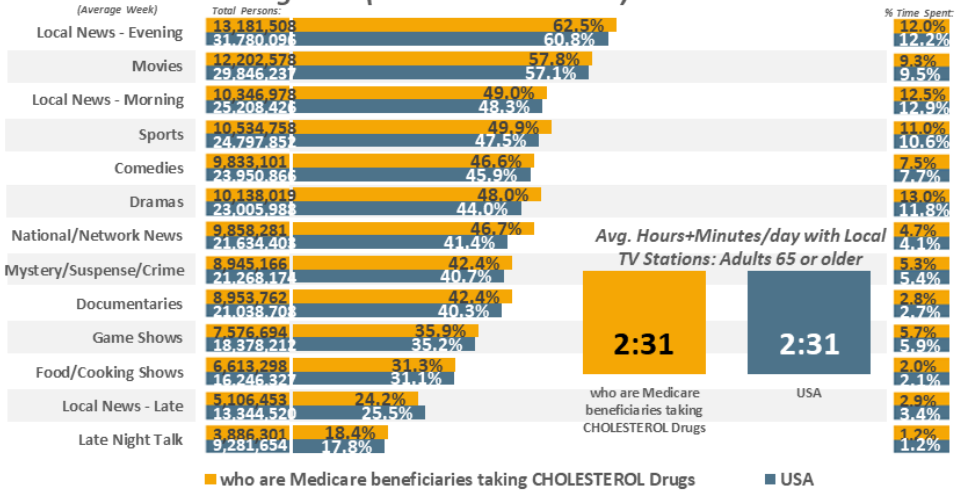
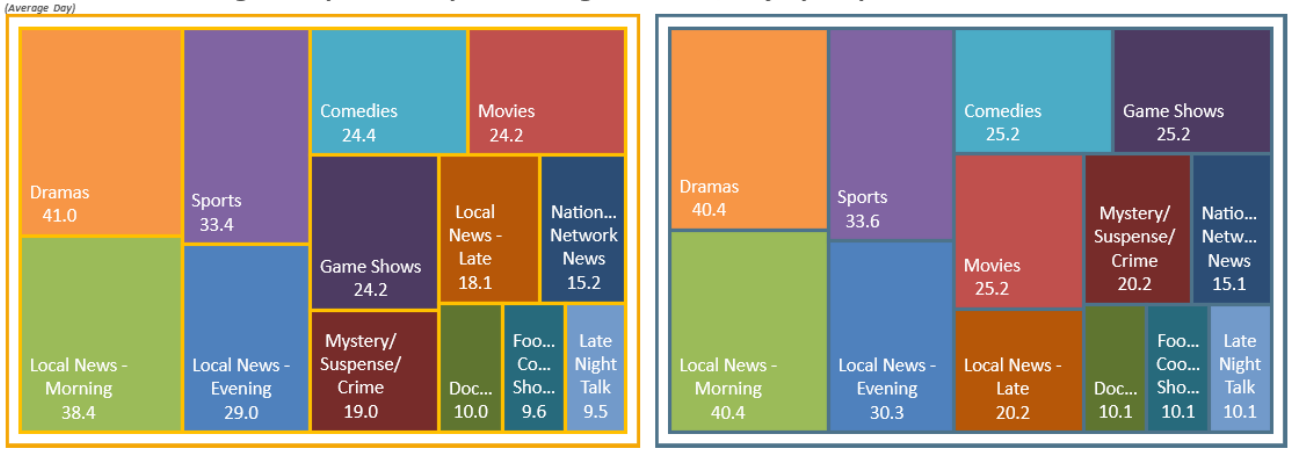
Medicare Cholesterol

20,674,710 or 88.4% of Adults 65 or older who are Medicare beneficiaries taking CHOLESTEROL Drugs watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Sports, Local News - Morning, Dramas, and Comedies.

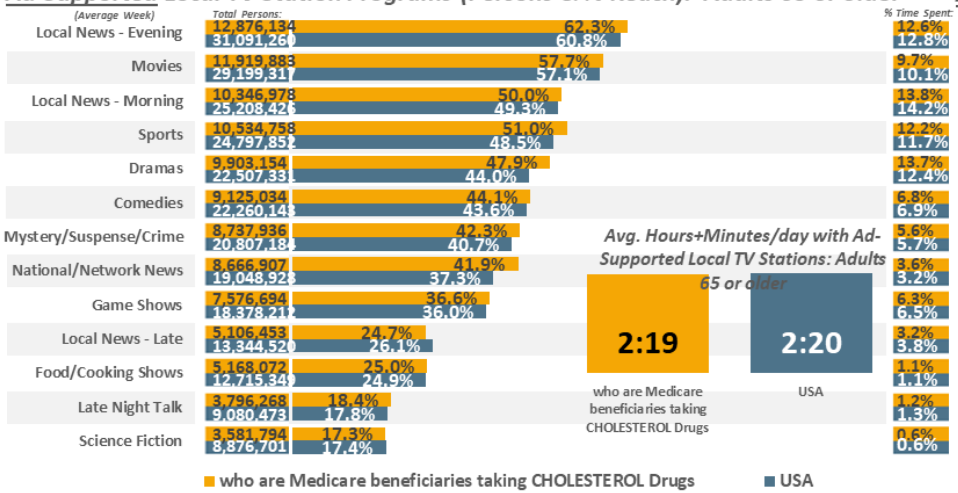
Local TV Station Programs (Persons & % Reach): Adults 65 or older



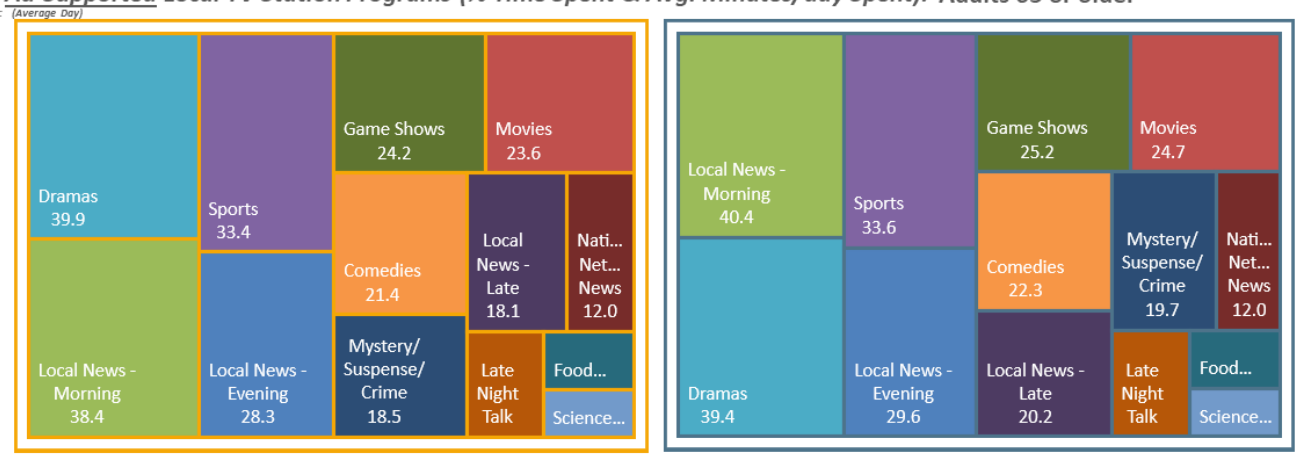
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 65 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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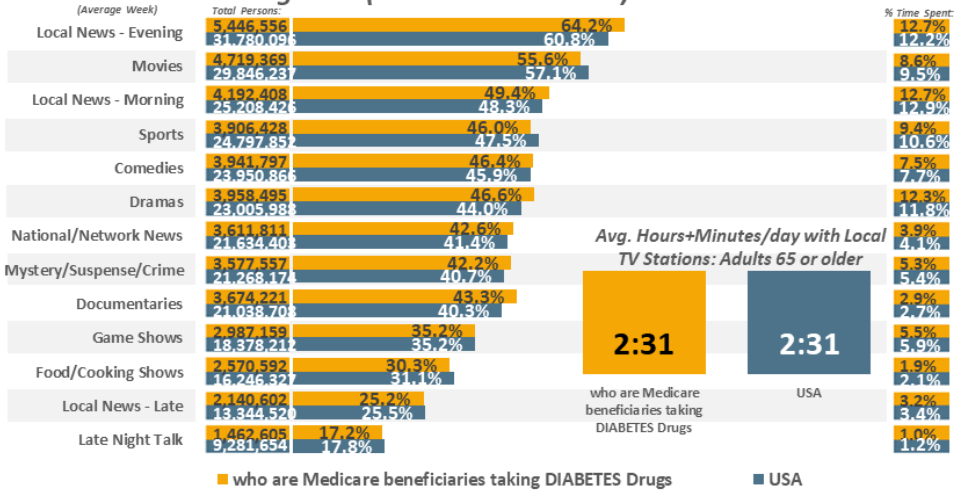
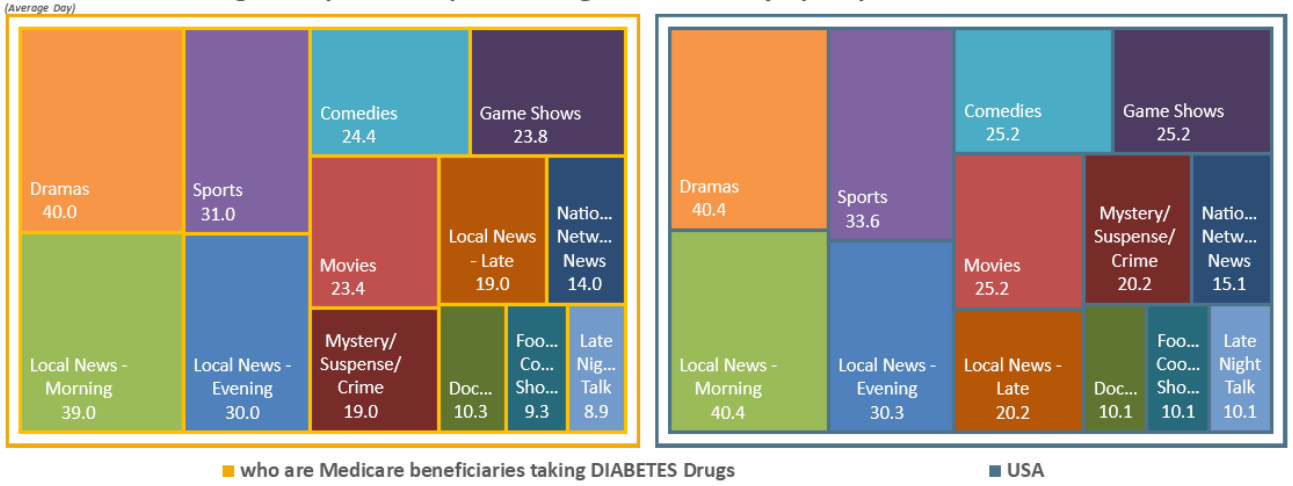
Medicare Diabetes

8,272,902 or 87.4% of Adults 65 or older who are Medicare beneficiaries taking DIABETES Drugs watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Sports, Dramas, and Comedies.

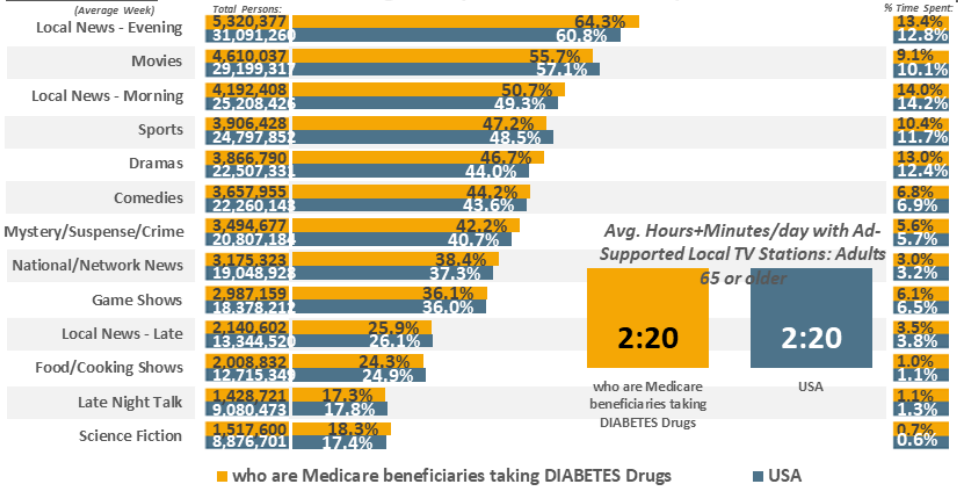
Local TV Station Programs (Persons & % Reach): Adults 65 or older



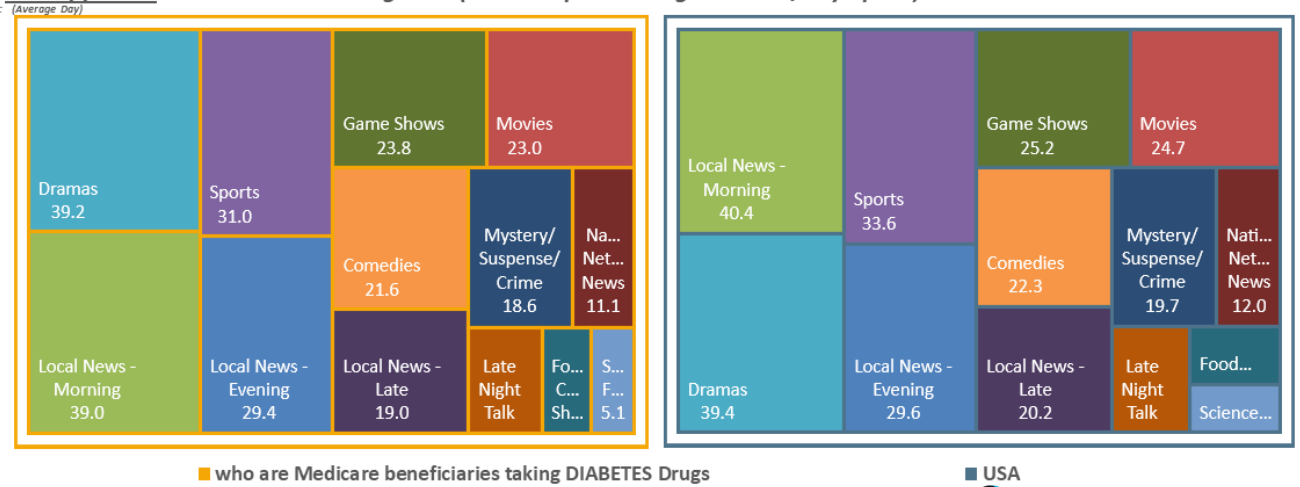
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 65 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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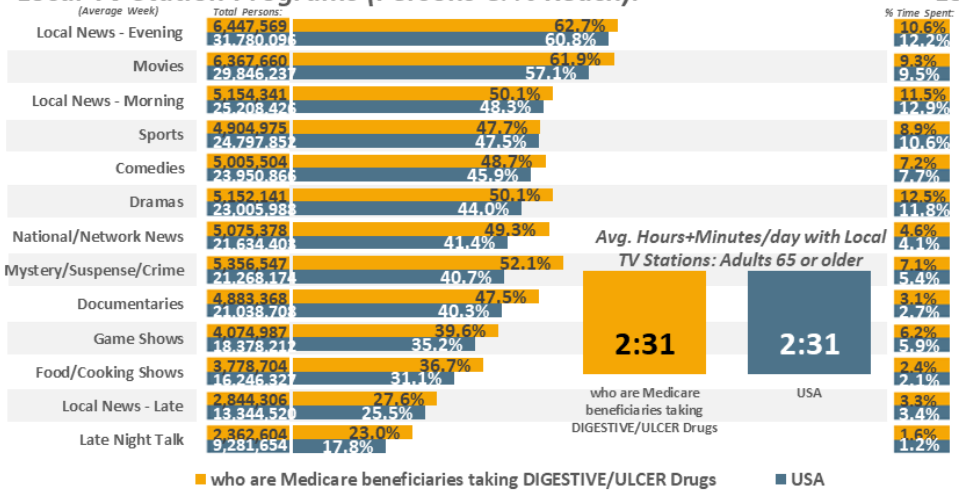
Digestive/ Ulcers

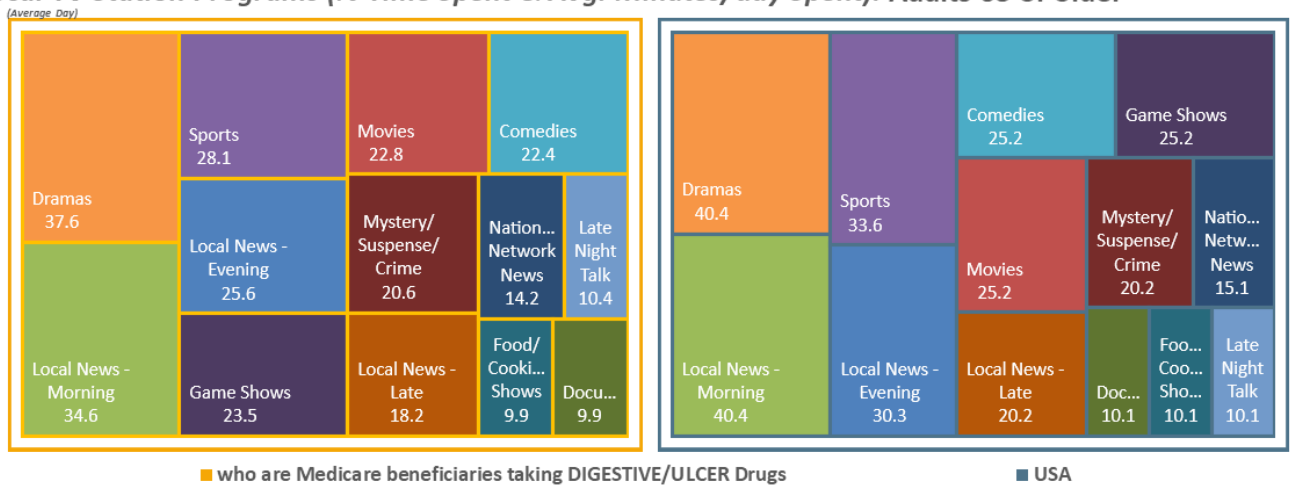
Medicare

9,992,437 or 85.4% of Adults 65 or older who are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Mystery/Suspense/Crime, Local News - Morning, Dramas, and Sport

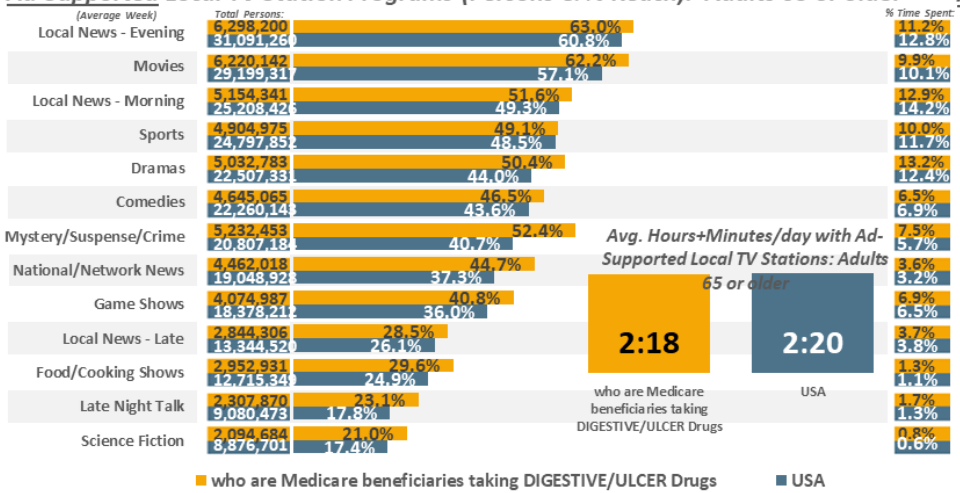
Local TV Station Programs (Persons & % Reach): Adults 65 or older



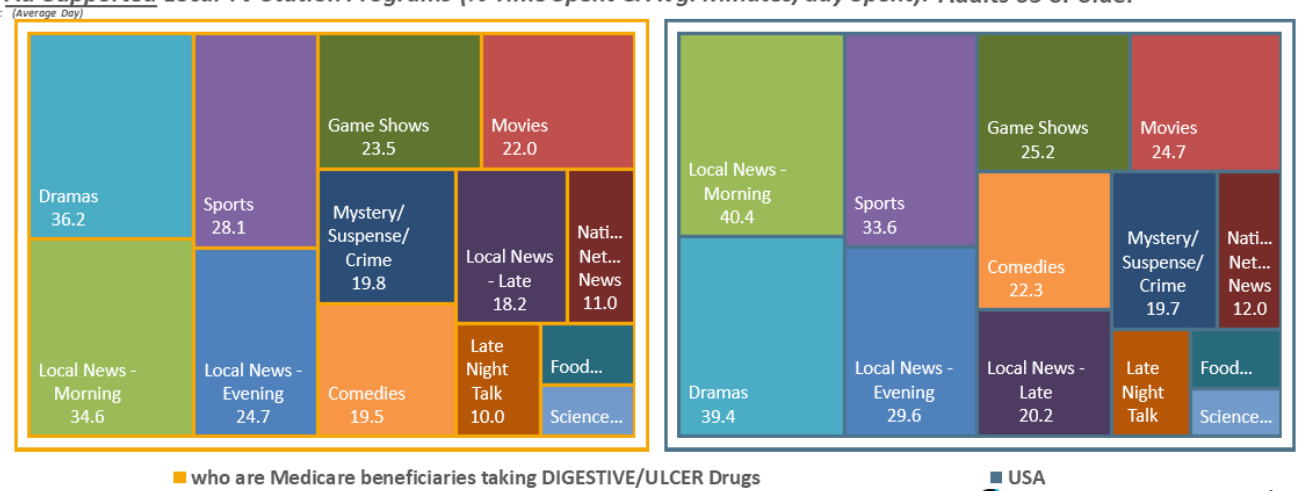
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 65 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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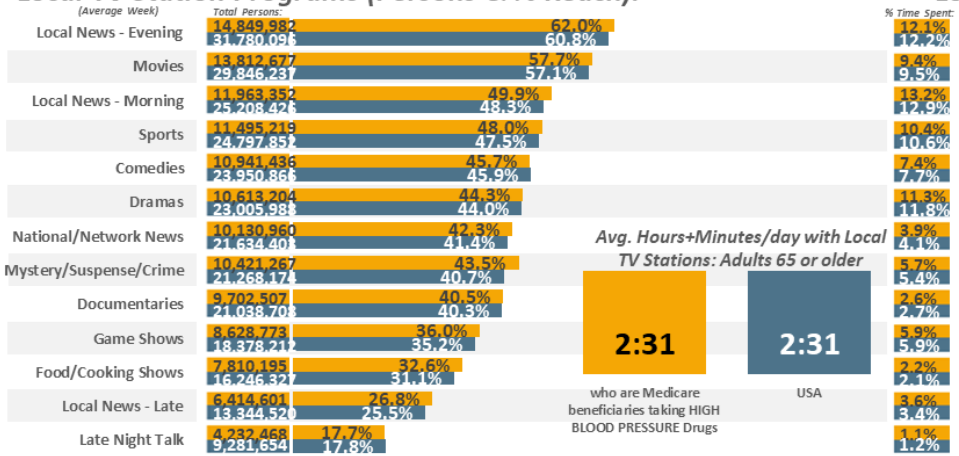
High Blood Pressure

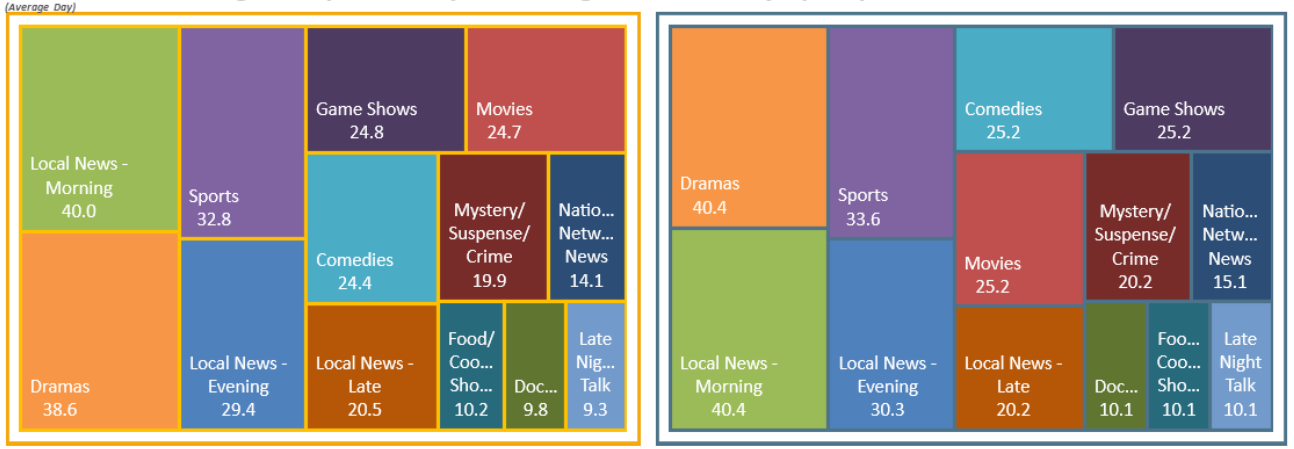
Medicare

23,359,517 or 87.6% of Adults 65 or older who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Sports, Dramas, and Mystery/Suspense

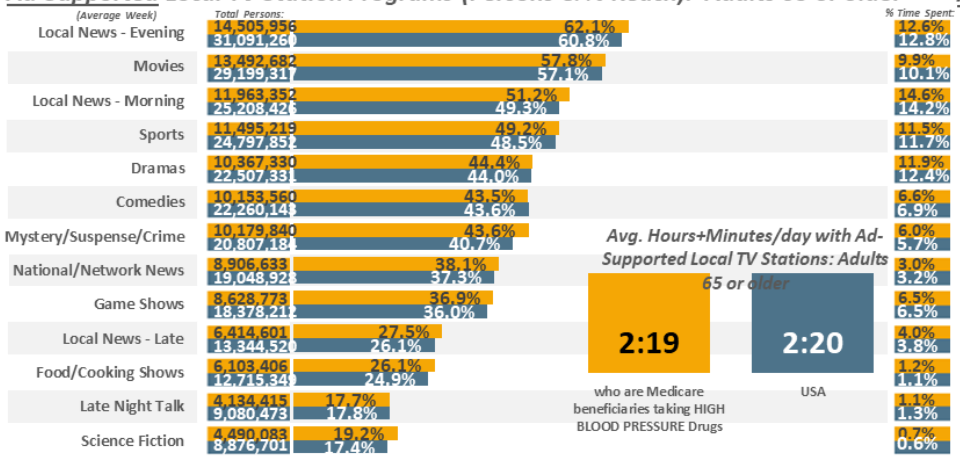
Local TV Station Programs (Persons & % Reach): Adults 65 or older



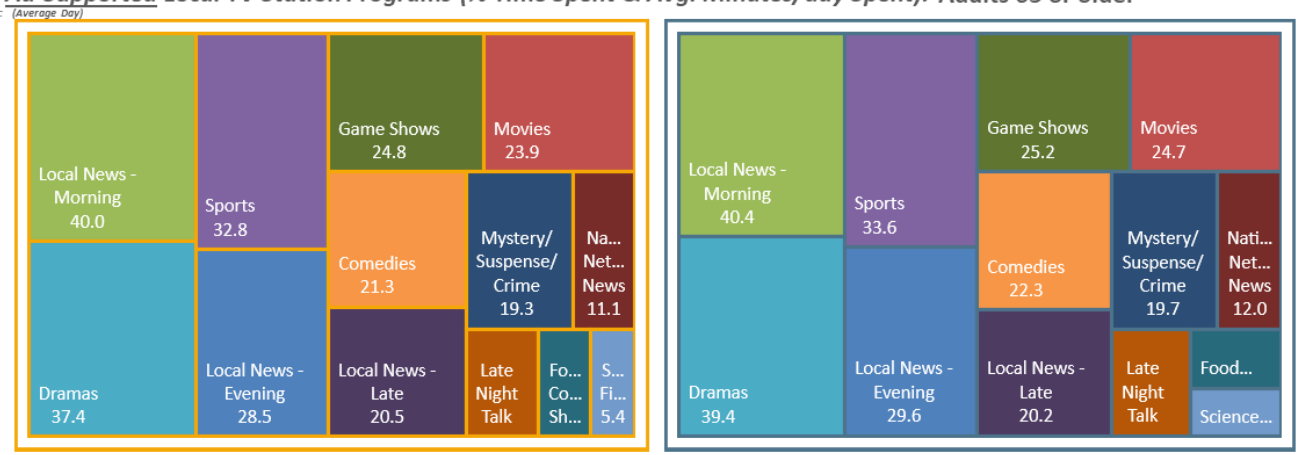
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 65 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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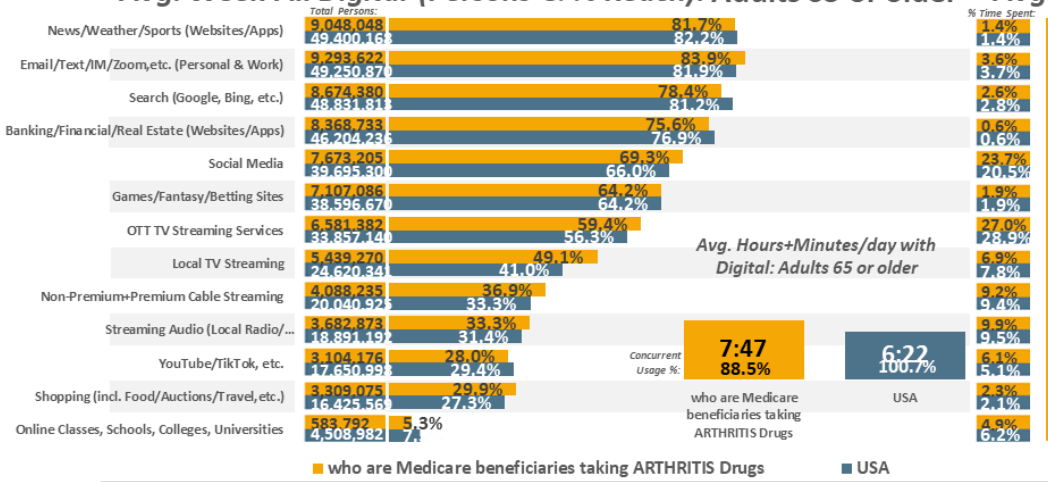
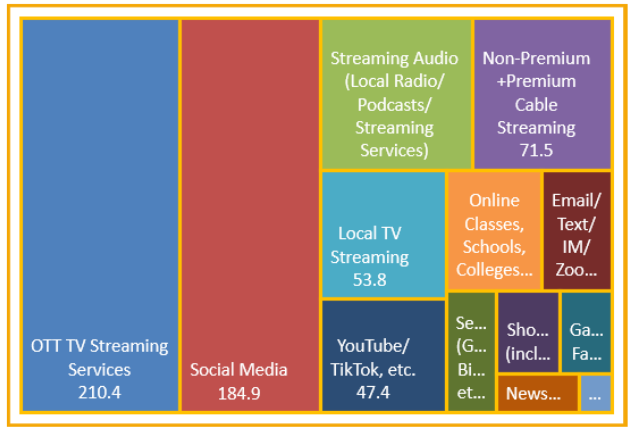
Medicare Arthritis

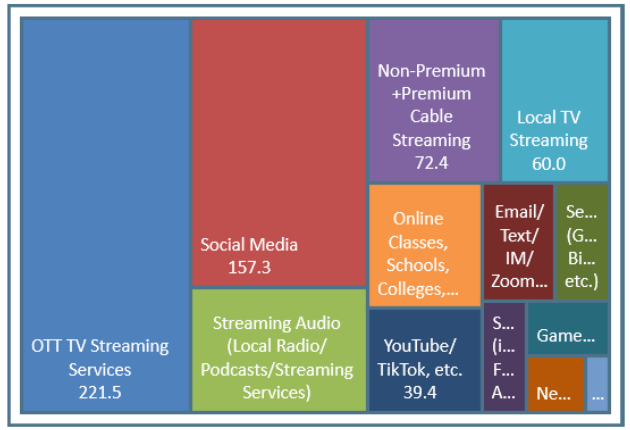
6,916,600 or 62.5% of Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs use Ad-Supported Social Media for an average of 170.1 minutes every day representing 27.5% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 65 or older

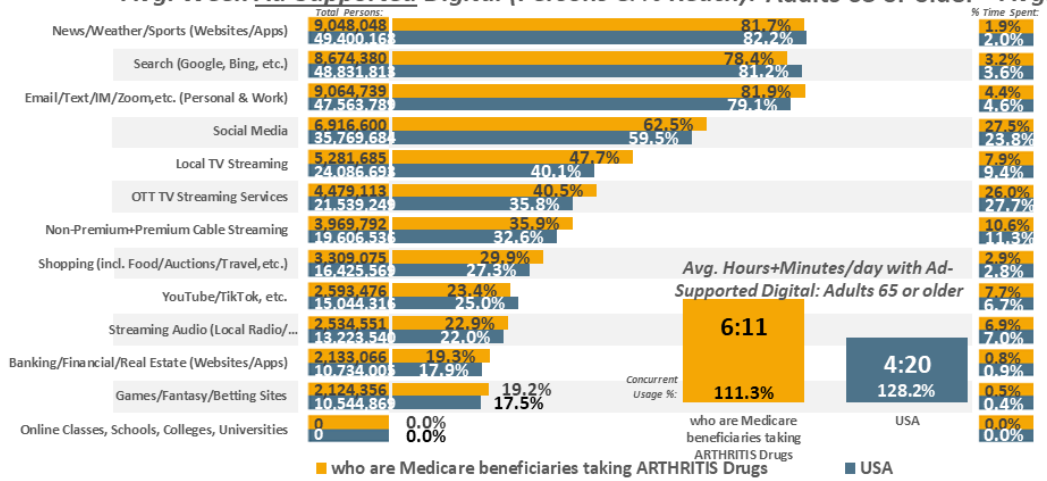


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older

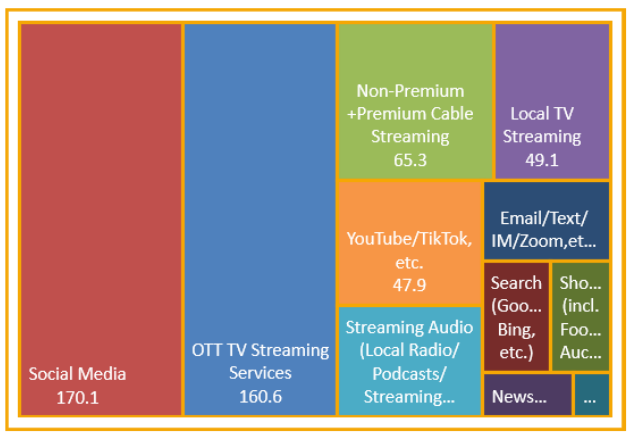


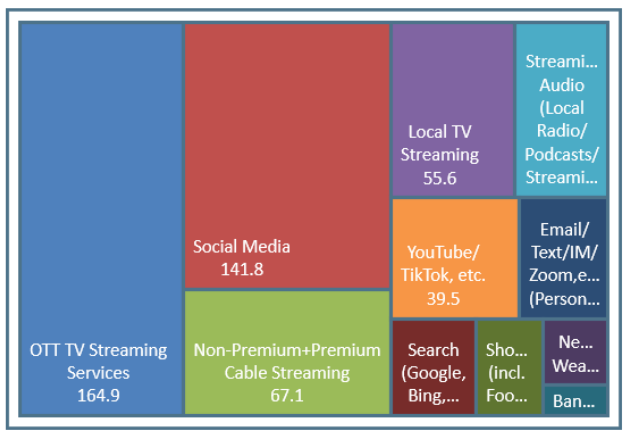


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older





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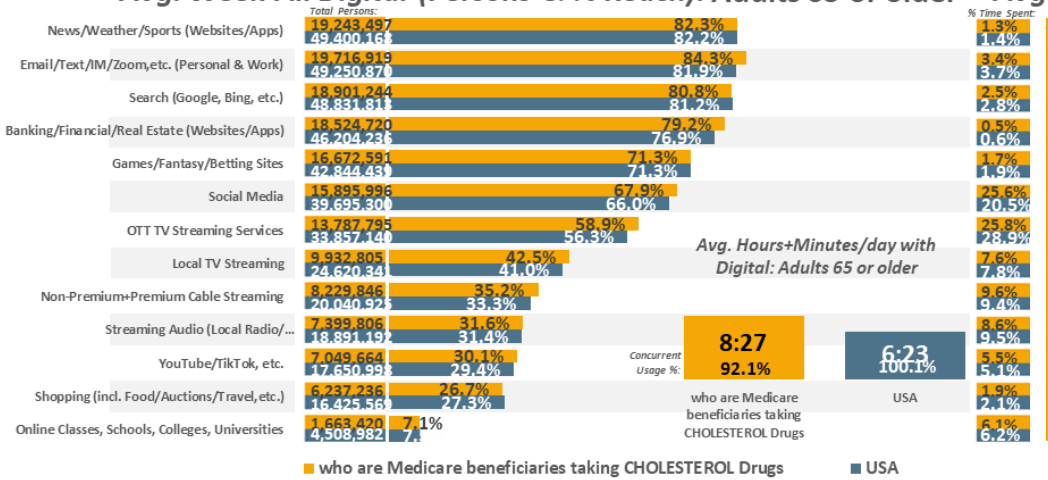
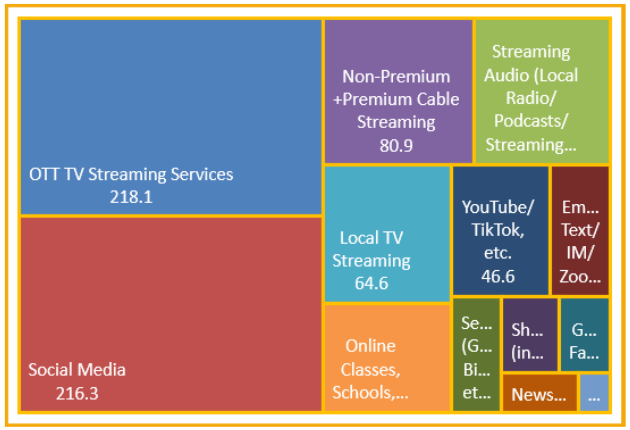
Medicare Cholesterol

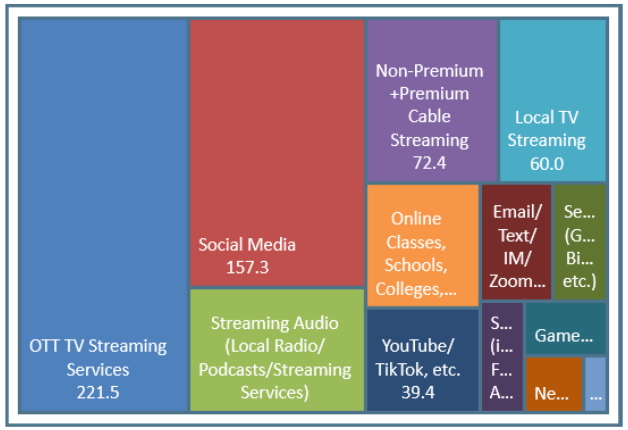
14,518,572 or 62.1% of Adults 65 or older who are Medicare beneficiaries taking CHOLESTEROL Drugs use Ad-Supported Social Media for an average of 199. minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 65 or older

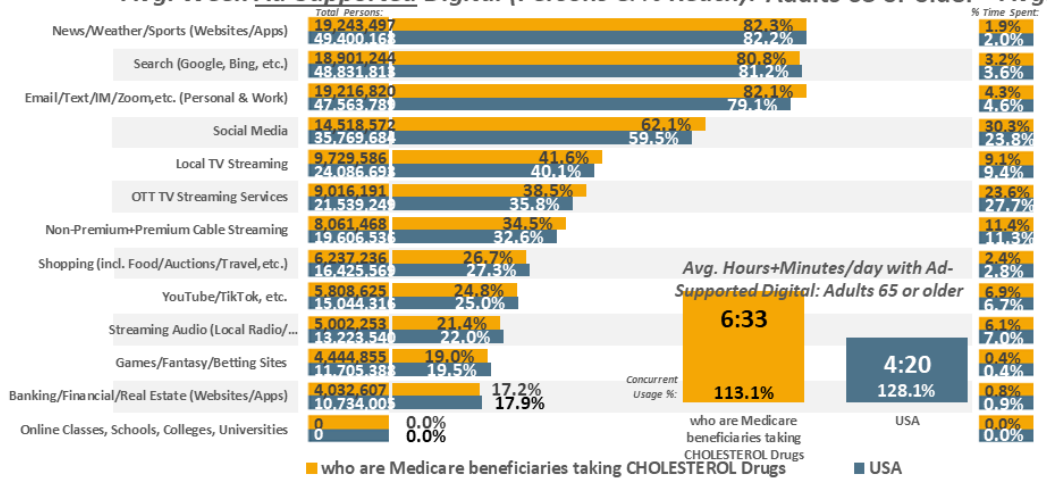


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older

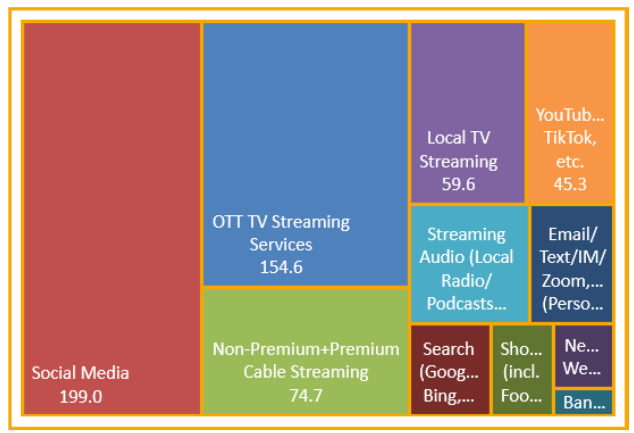


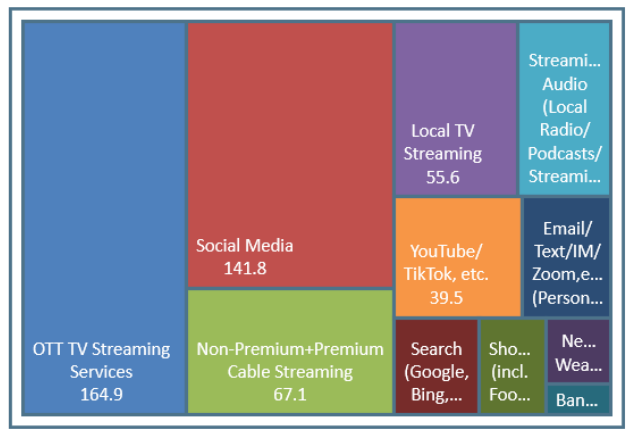


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older





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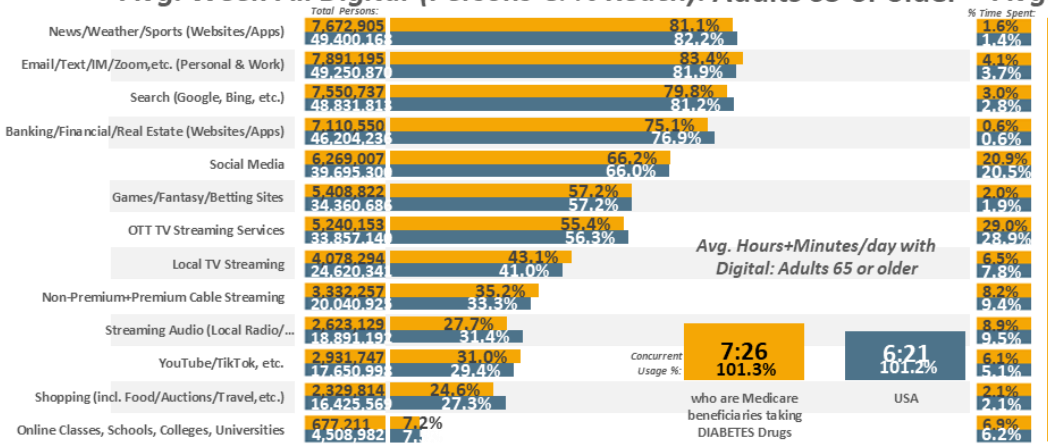
Diabetes

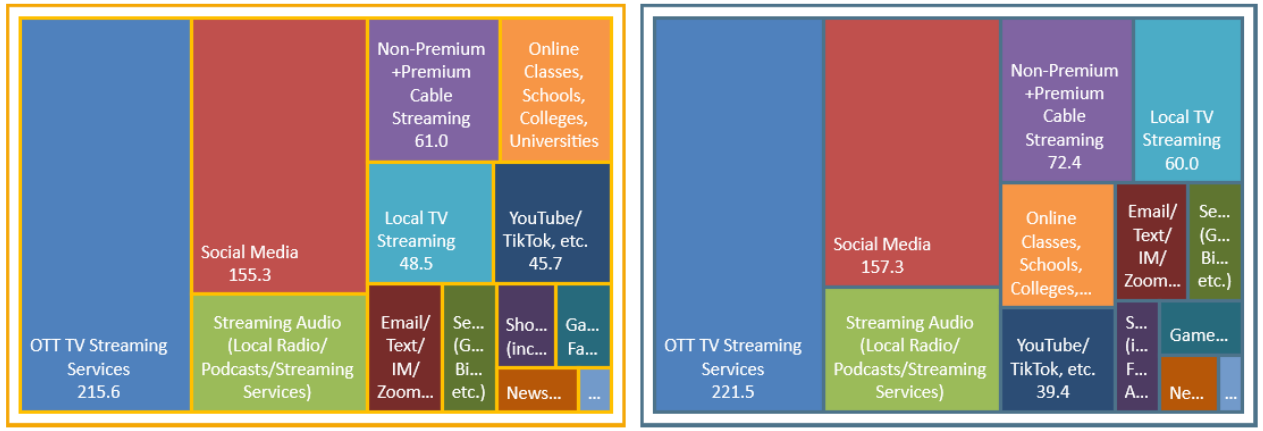
Medicare

5,602,921 or 59.2% of Adults 65 or older who are Medicare beneficiaries taking DIABETES Drugs use Ad-Supported Social Media for an average of 142.9 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

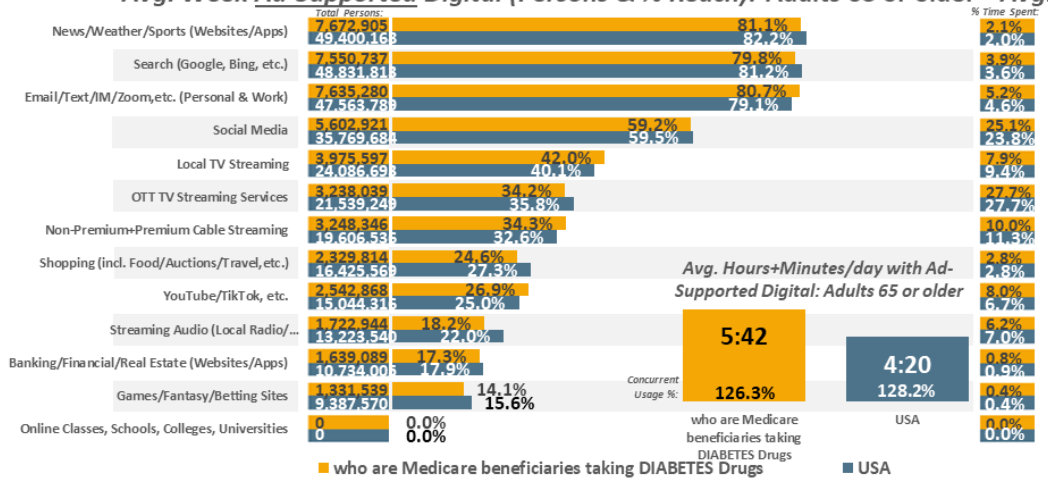
Avg. Week All Digital (Persons & % Reach): Adults 65 or older



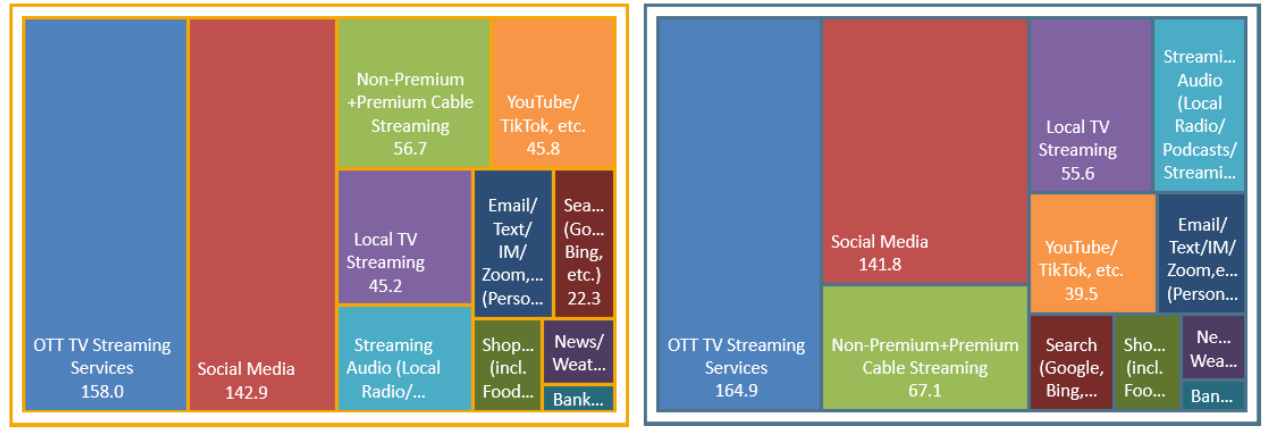
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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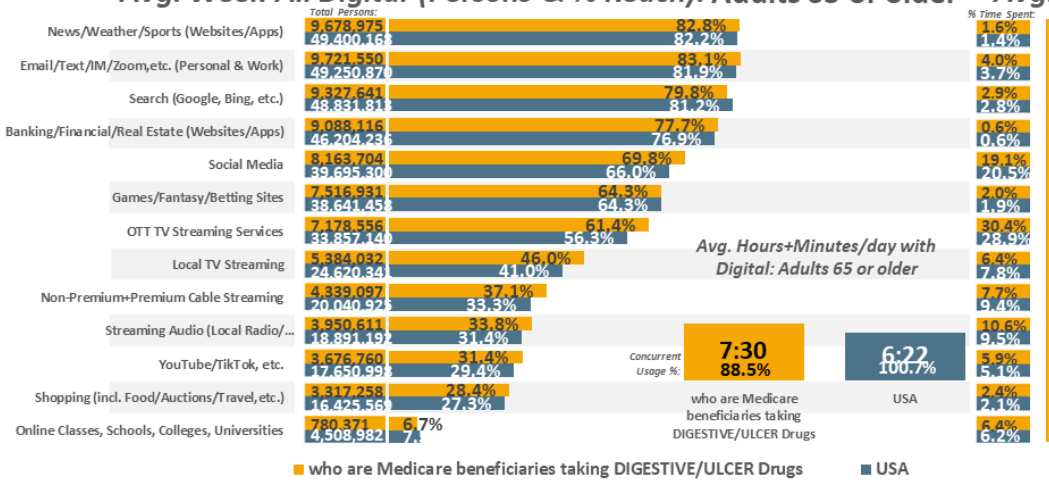
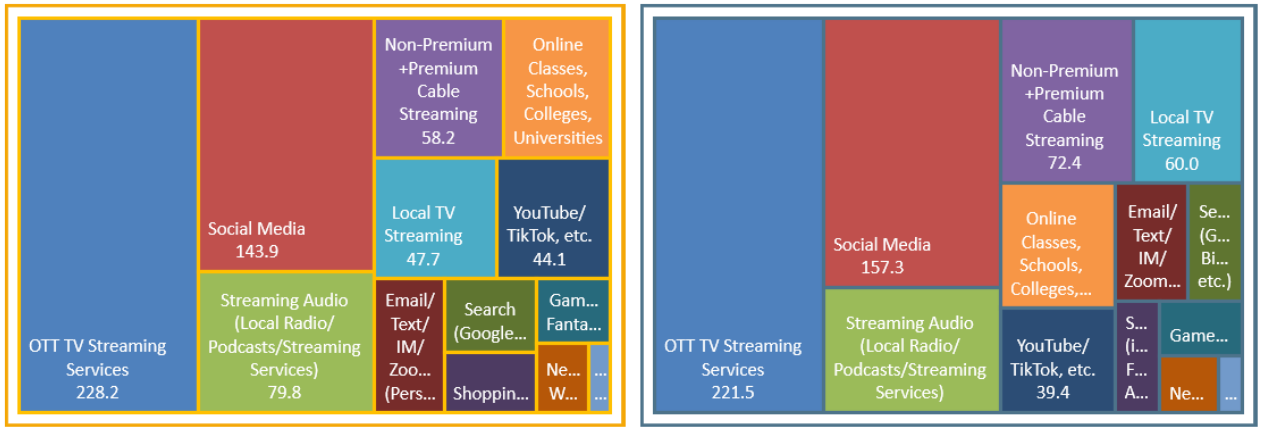
Digestive/ Ulcers

7,381,070 or 63.1% of Adults 65 or older who are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs use Ad-Supported Social Media for an average of 132.4 minutes every day representing 22.9% of all time spent daily with Ad-Supported Digital Media.

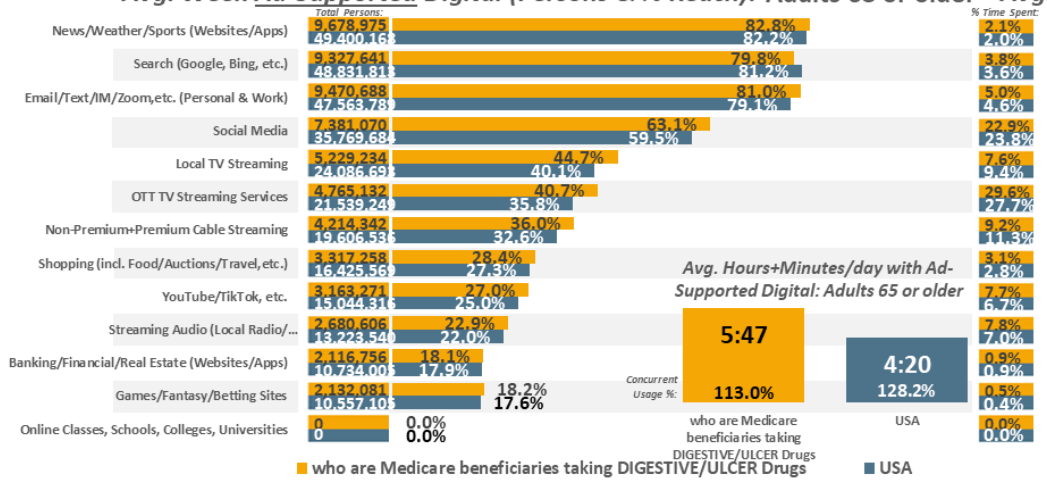
Avg. Week All Digital (Persons & % Reach): Adults 65 or older



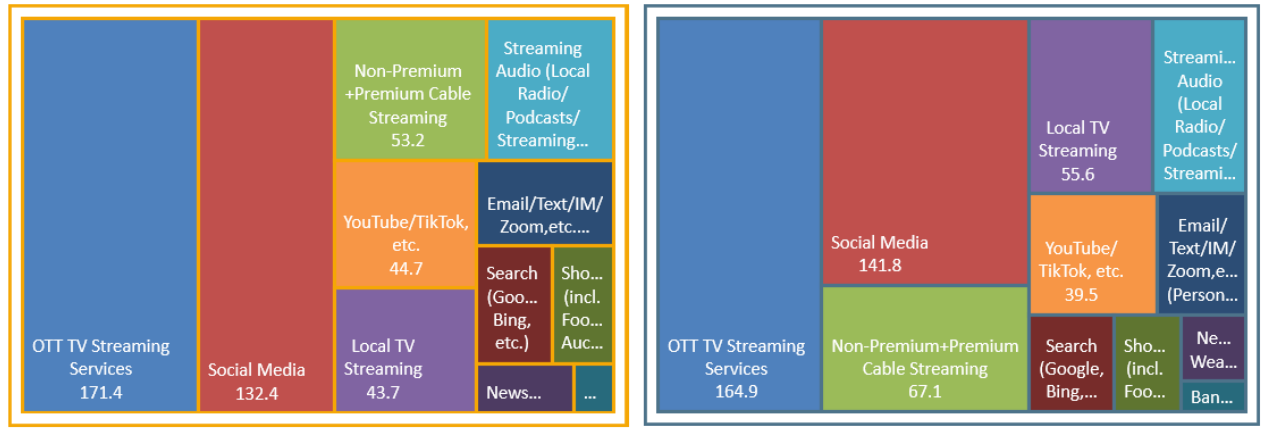
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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USA Jan23-Feb24 *USA Projection* *Qual Intab* *7,853*

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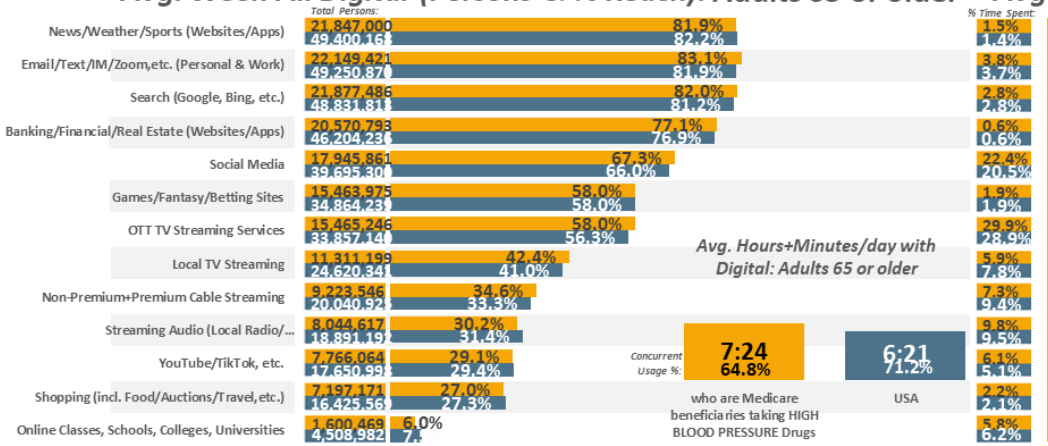
High Blood Pressure

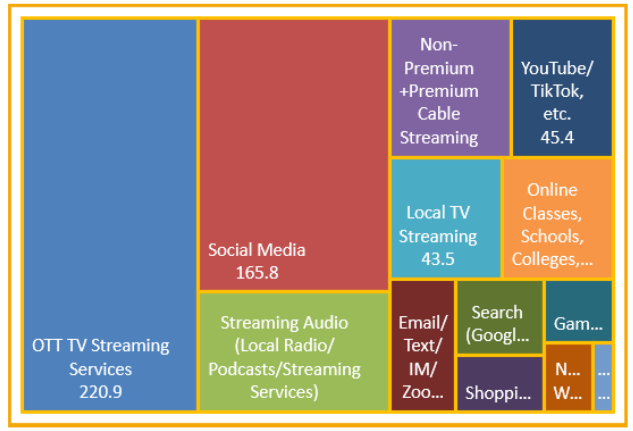
Medicare

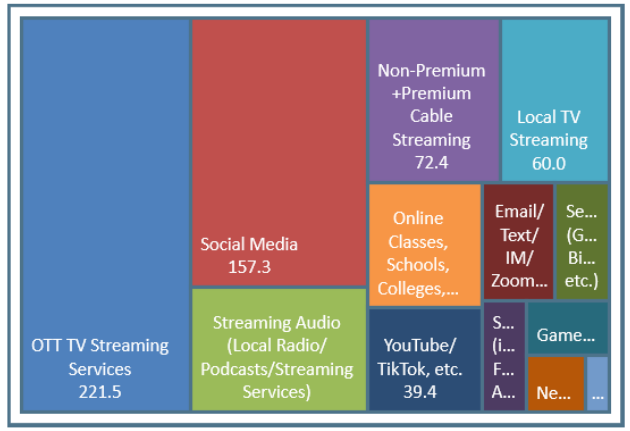
16,129,803 or 60.5% of Adults 65 or older who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs use Ad-Supported Social Media for an average of 149. minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 65 or older



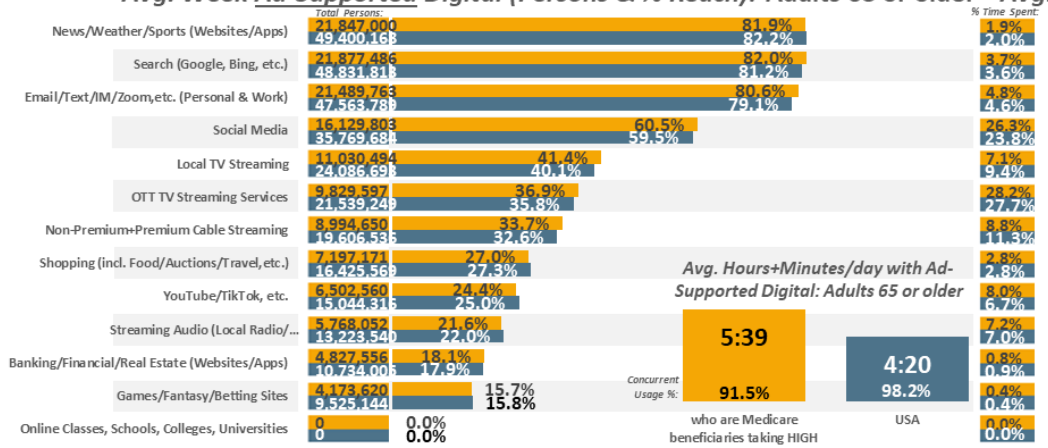
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



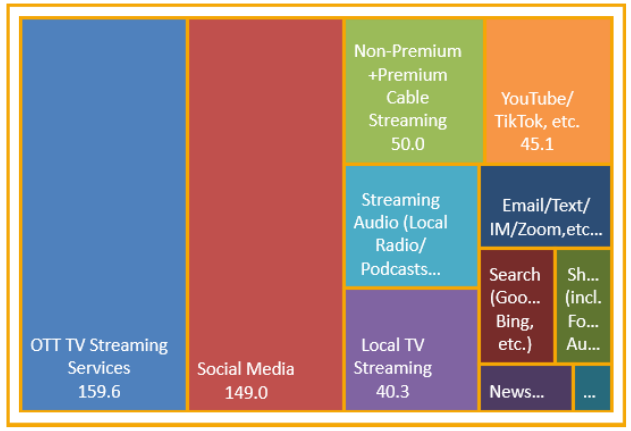


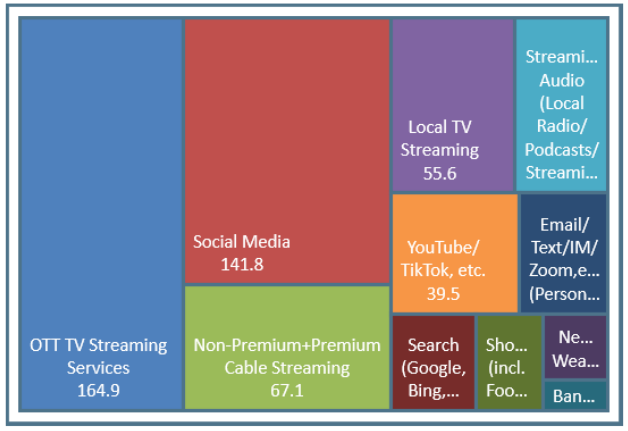
who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older





who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs ■ USA

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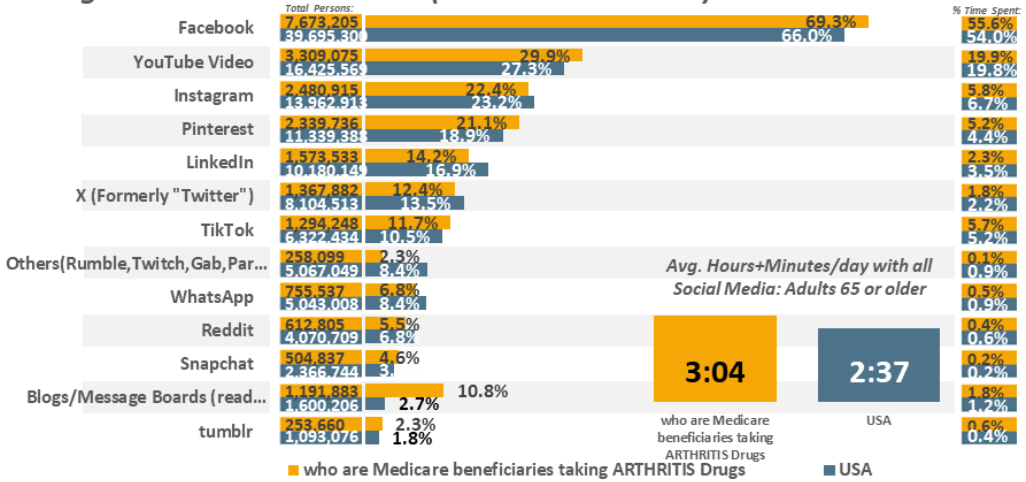
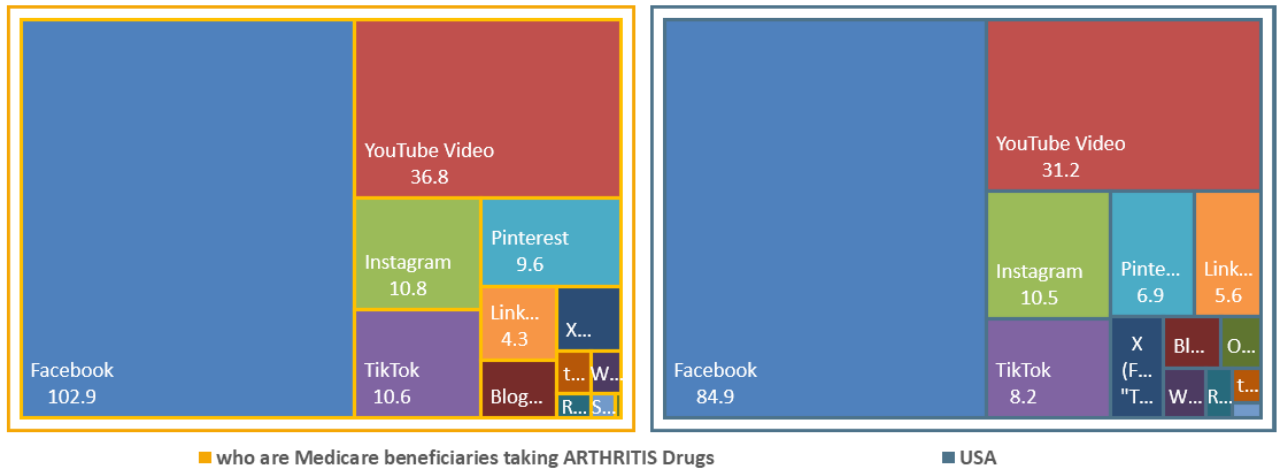
Medicare Arthritis

6,916,600 or 62.5% of Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs use Ad-Supported Facebook for an average of 75.2 minutes every day representing 45.1% of all time spent daily with Ad-Supported Social Media.

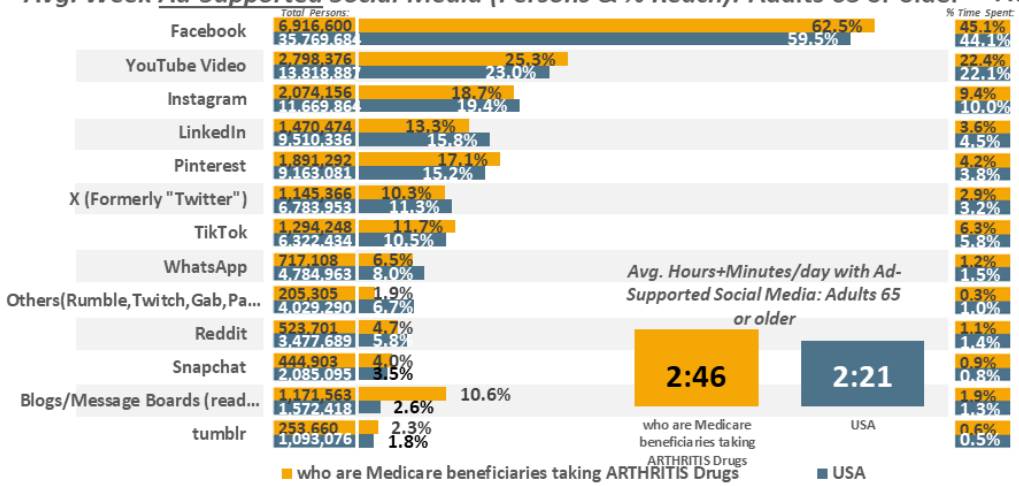
Avg. Week All Social Media (Persons & % Reach): Adults 65 or older



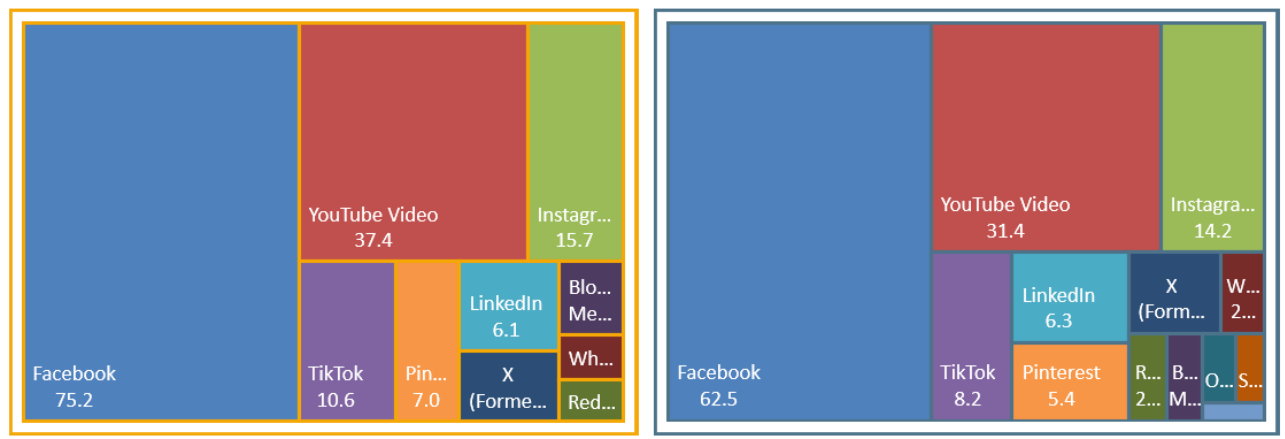
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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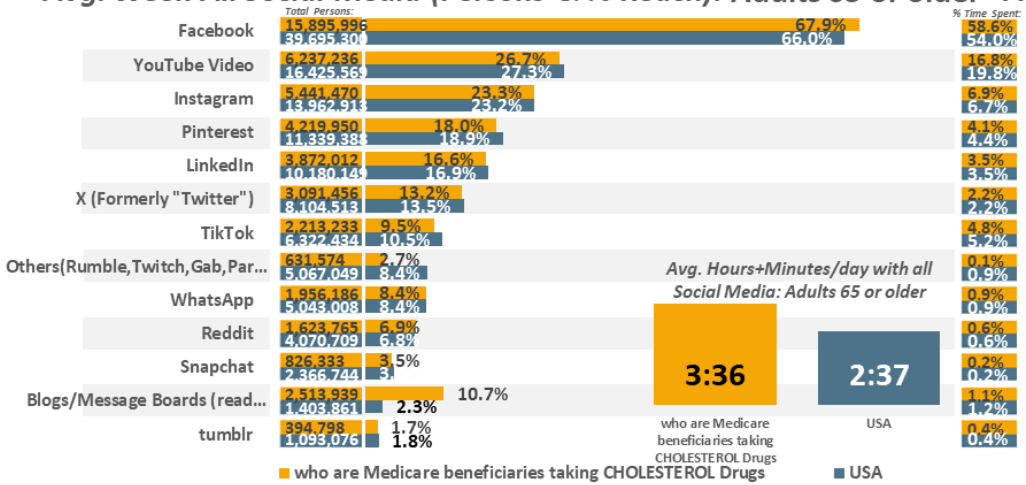
Cholesterol

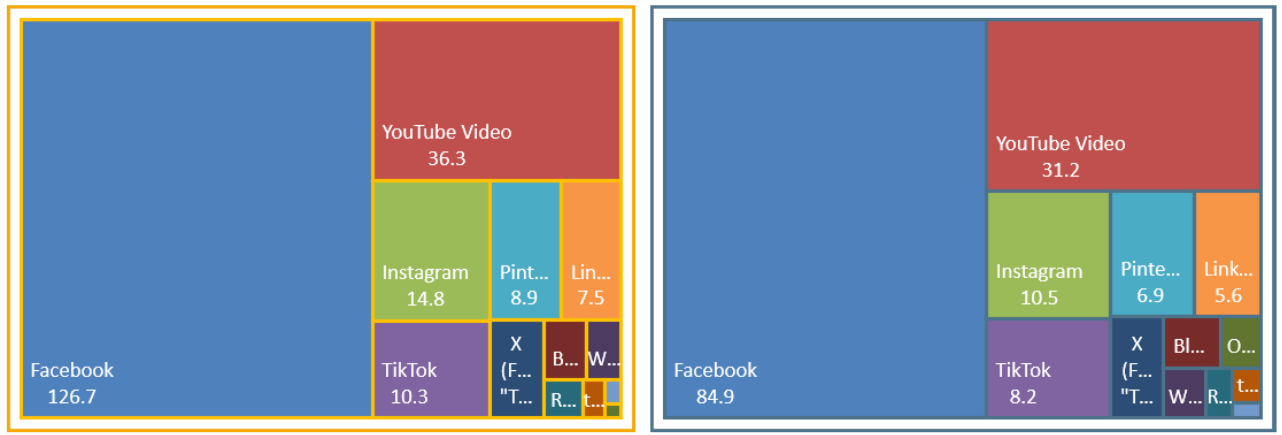
Medicare

14,518,572 or 62.1% of Adults 65 or older who are Medicare beneficiaries taking CHOLESTEROL Drugs use Ad-Supported Facebook for an average of 97.4 minutes every day representing 49.3% of all time spent daily with Ad-Supported Social Media.

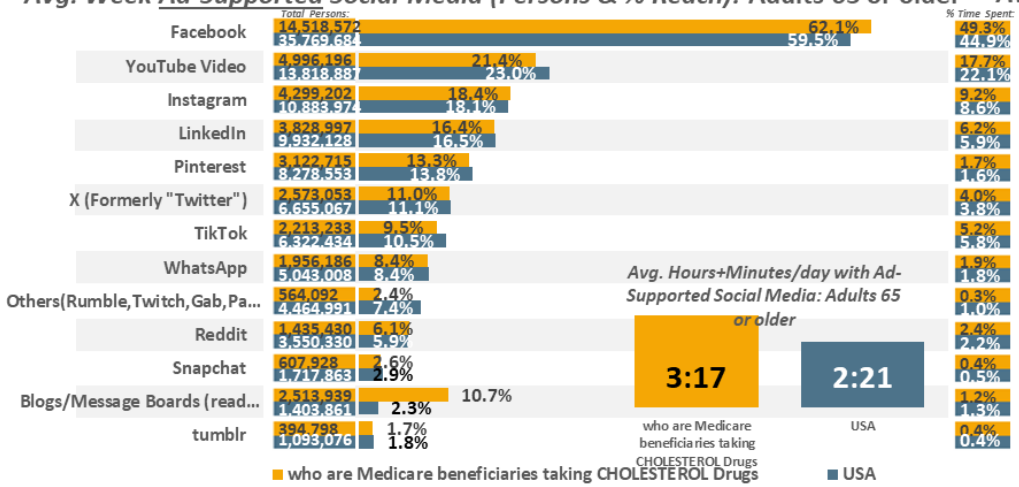
Avg. Week All Social Media (Persons & % Reach): Adults 65 or older



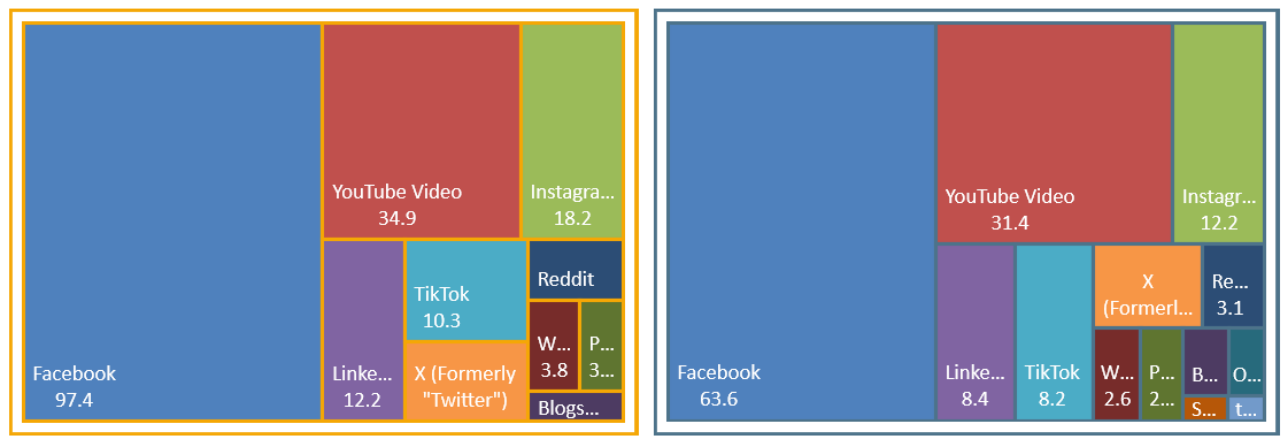
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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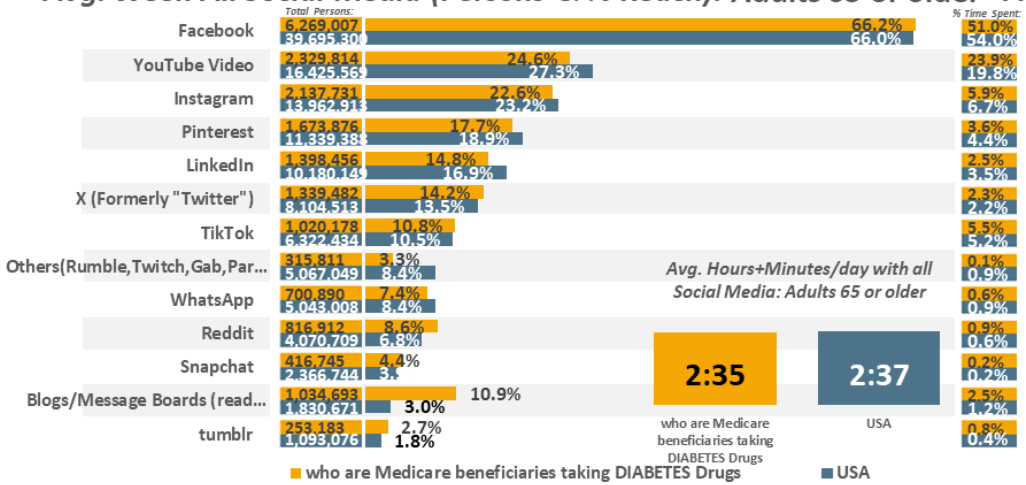
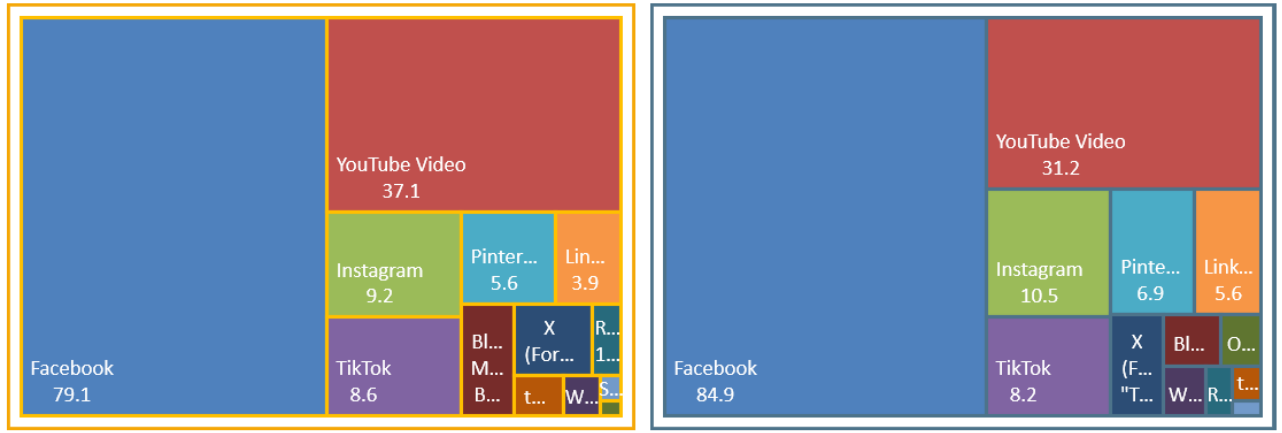
Medicare Diabetes

5,602,921 or 59.2% of Adults 65 or older who are Medicare beneficiaries taking DIABETES Drugs use Ad-Supported Facebook for an average of 55.2 minutes every day representing 39.7% of all time spent daily with Ad-Supported Social Media.

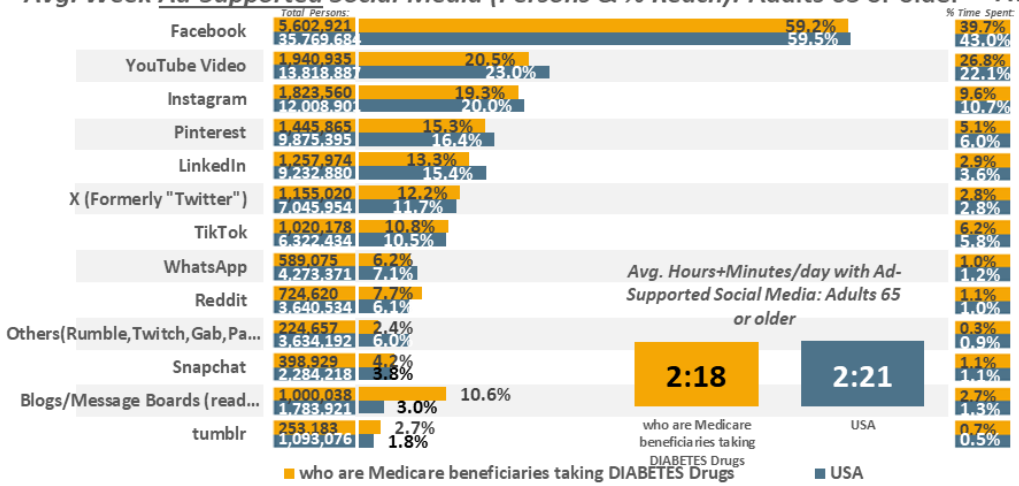
Avg. Week All Social Media (Persons & % Reach): Adults 65 or older



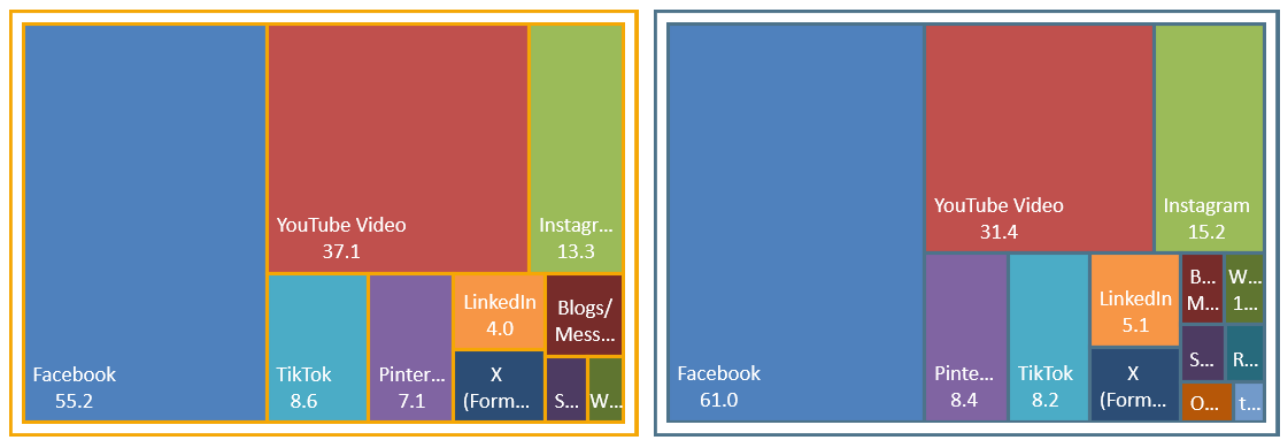
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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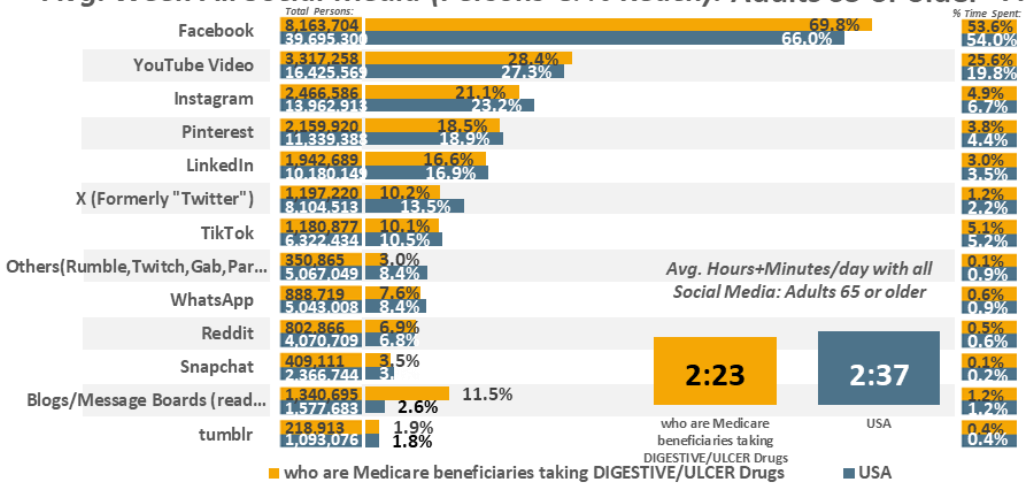
Digestive/ Ulcers

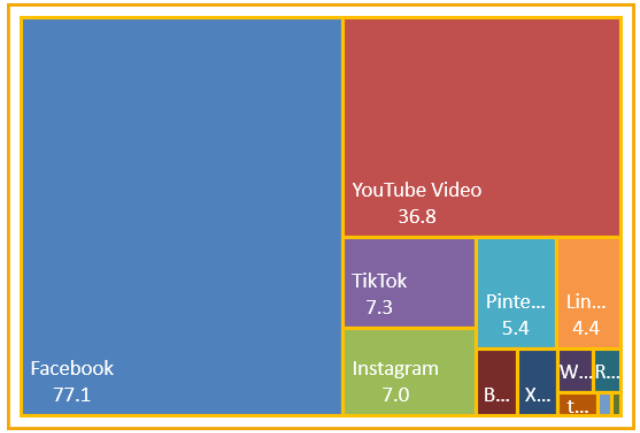
Medicare

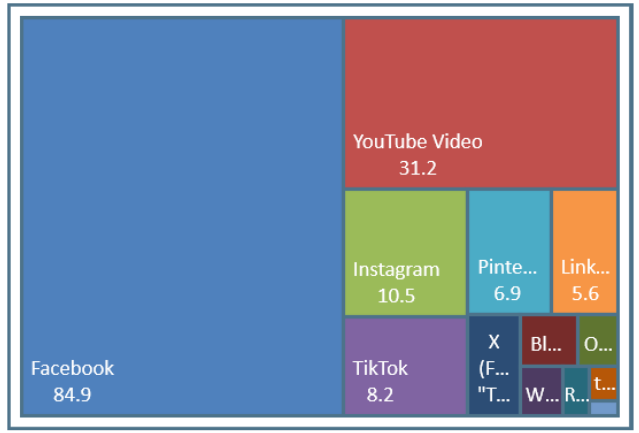
7,381,070 or 63.1% of Adults 65 or older who are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs use Ad-Supported Facebook for an average of 54.6 minutes every day representing 42.2% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 65 or older

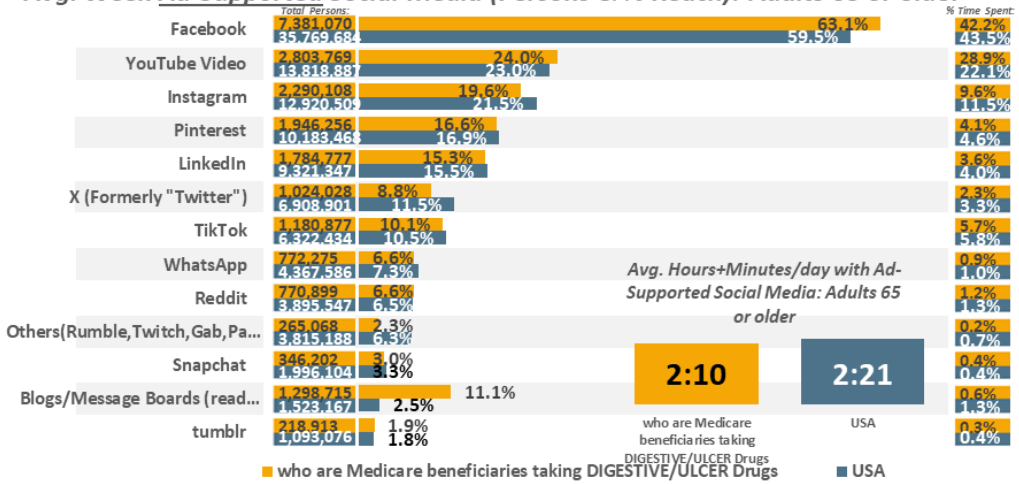


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older

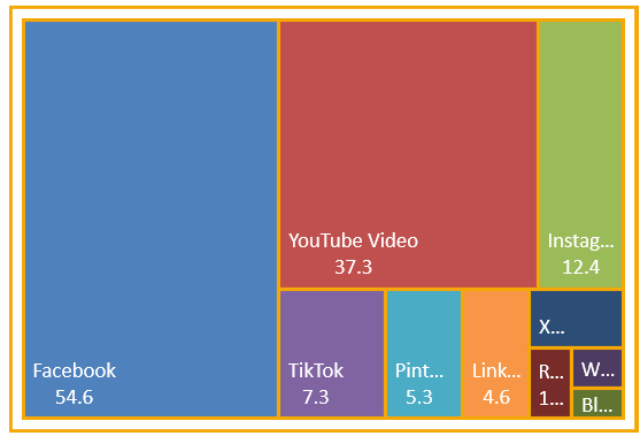


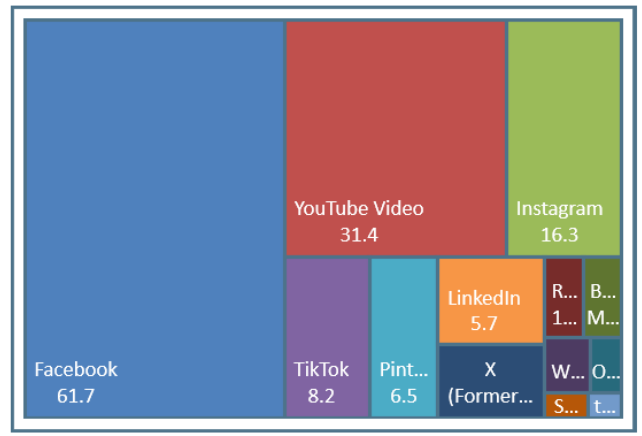


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older





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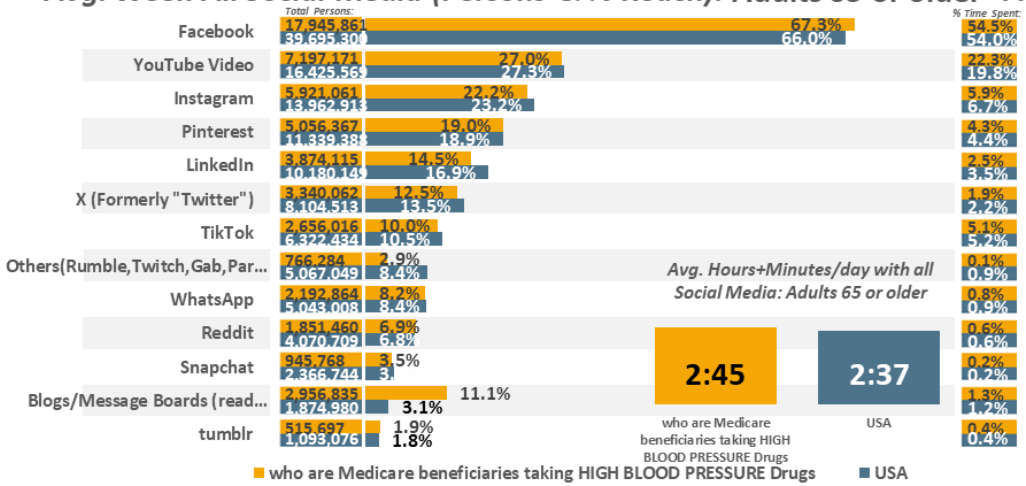
High Blood Pressure

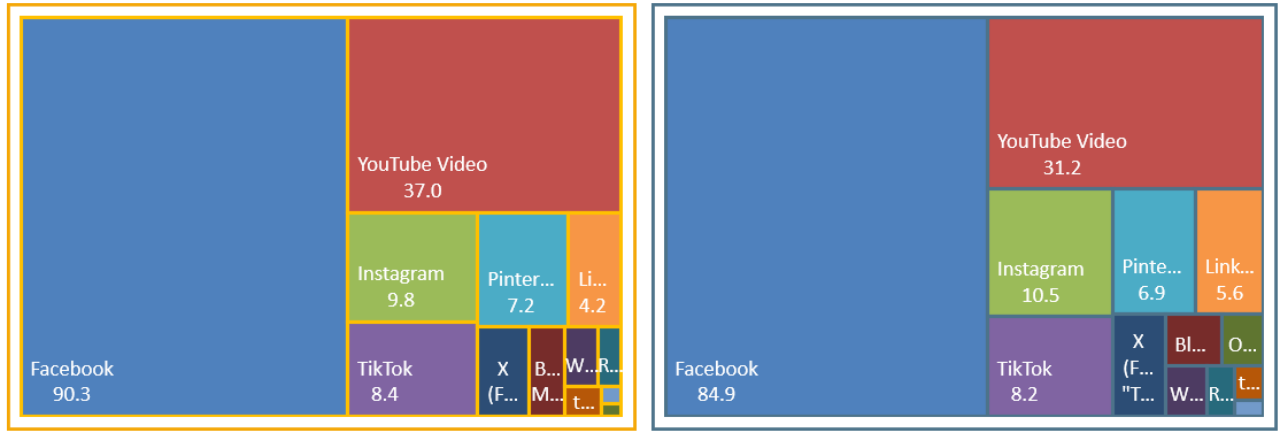
Medicare

16,129,803 or 60.5% of Adults 65 or older who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs use Ad-Supported Facebook for an average of 66.5 minutes every day representing 44.6% of all time spent daily with Ad-Supported Social Media.

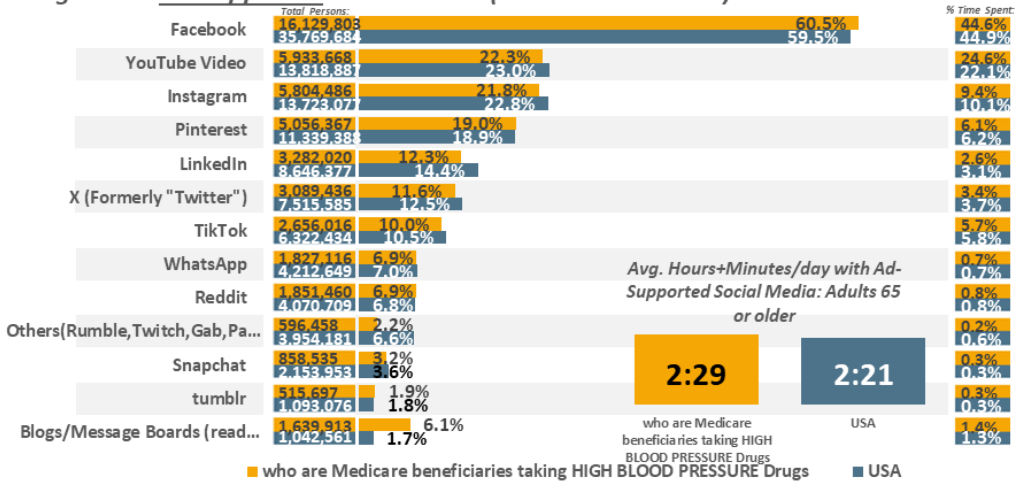
Avg. Week All Social Media (Persons & % Reach): Adults 65 or older



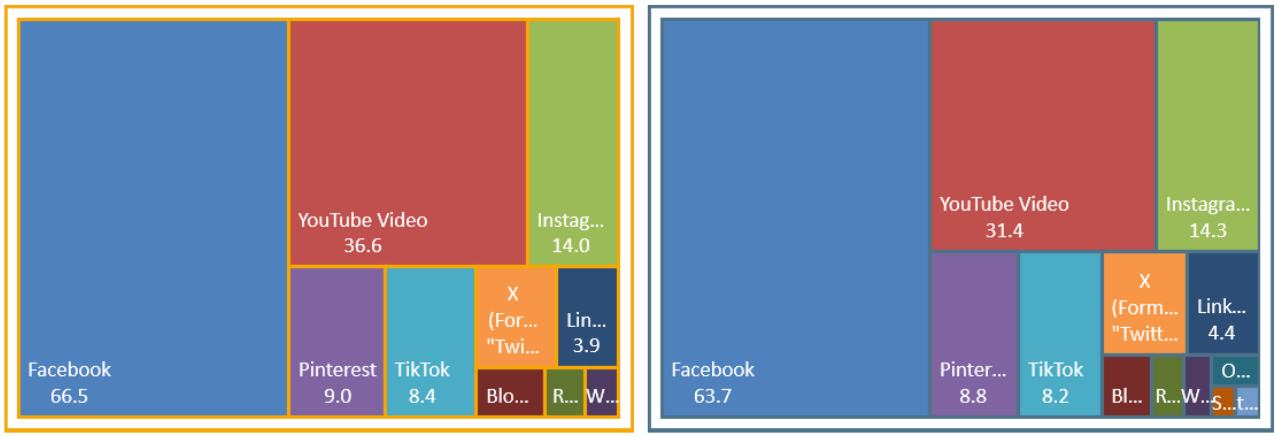
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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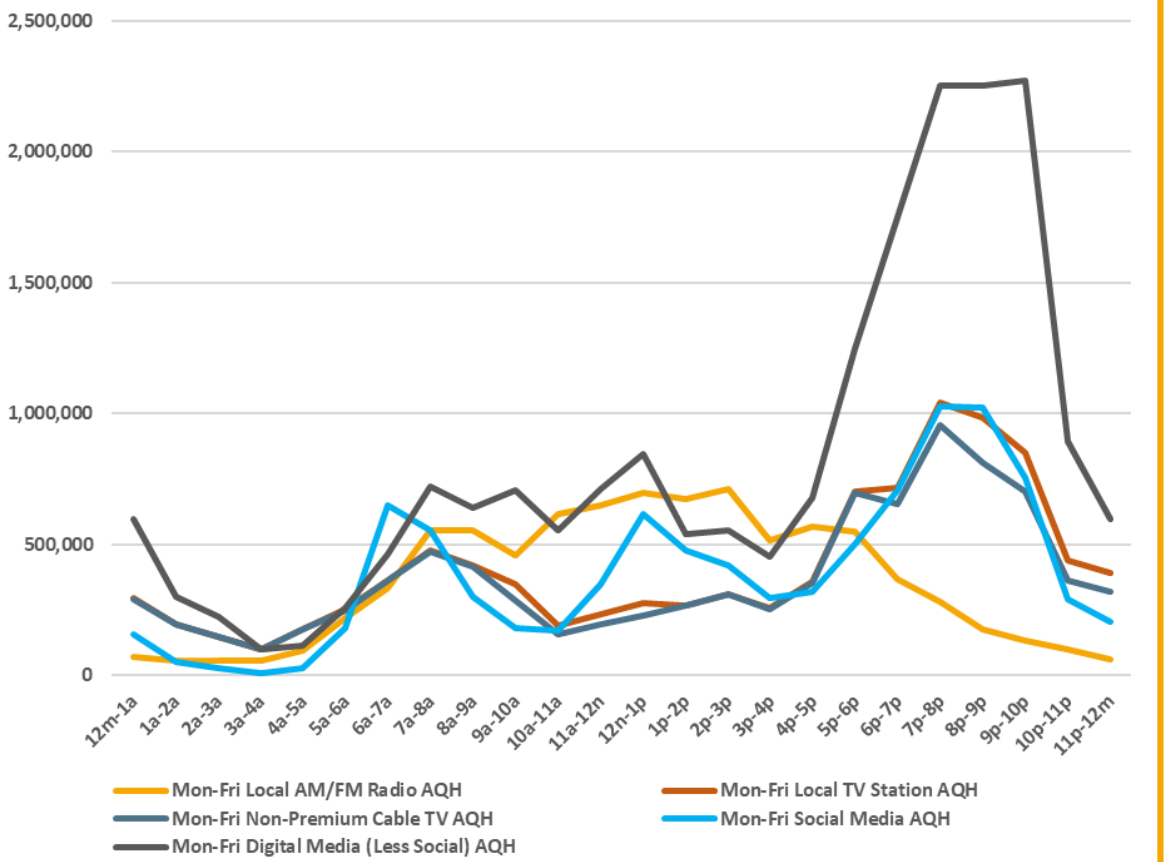
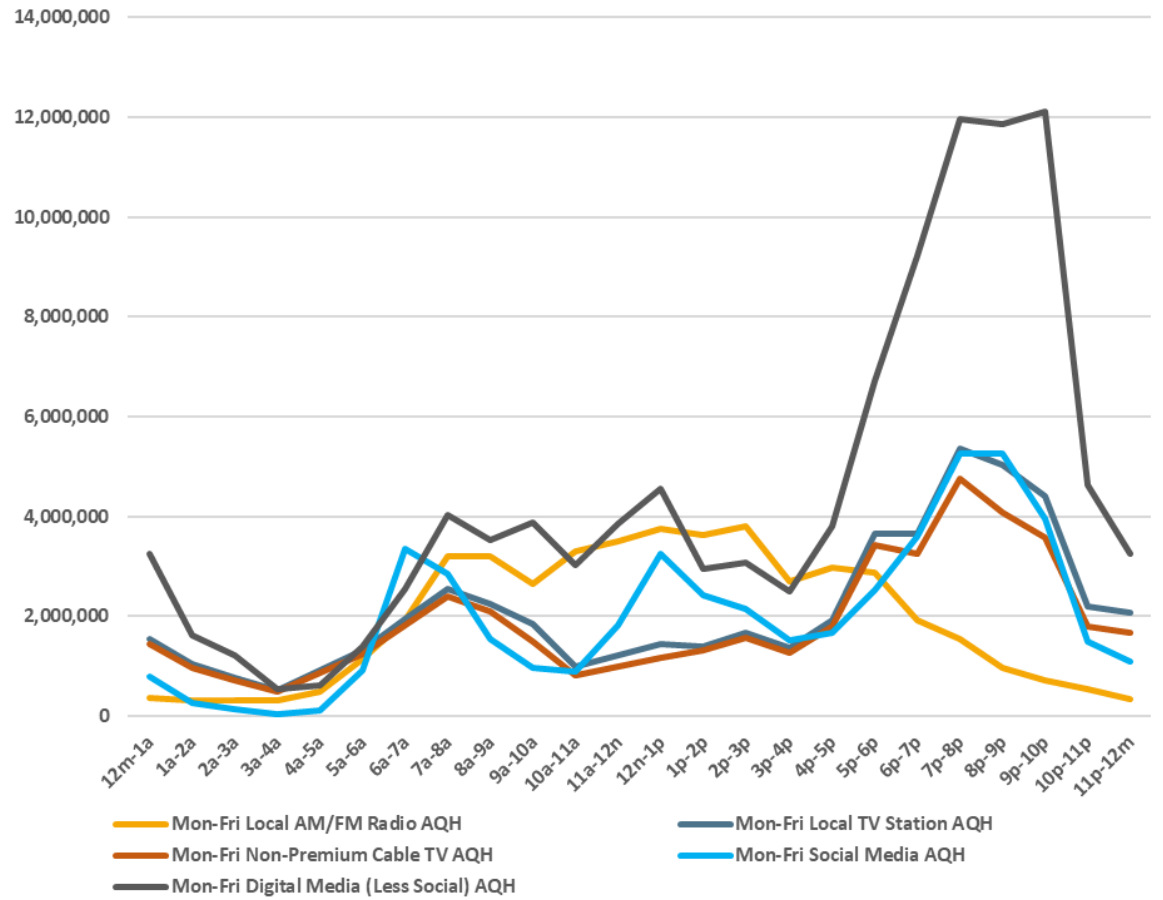
Medicare Arthritis

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 758,313; Local Radio: 556,342; Social Media: 424,730; Local TV: 377,650; Non-Prem. Cable: 356,864 reaching Adults 65 or older who are Medicare beneficiaries taking ARTHRI

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 65 or older



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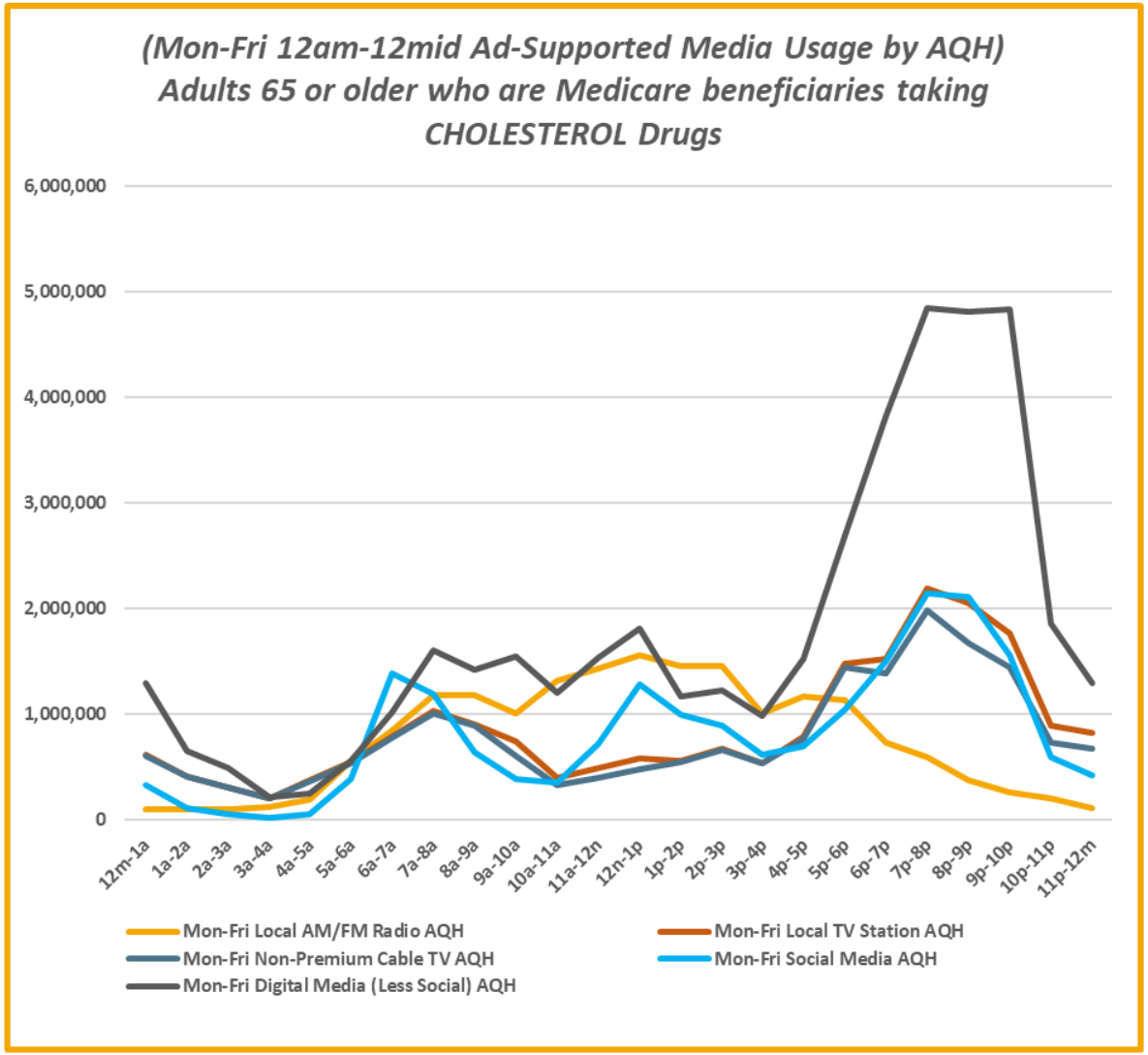
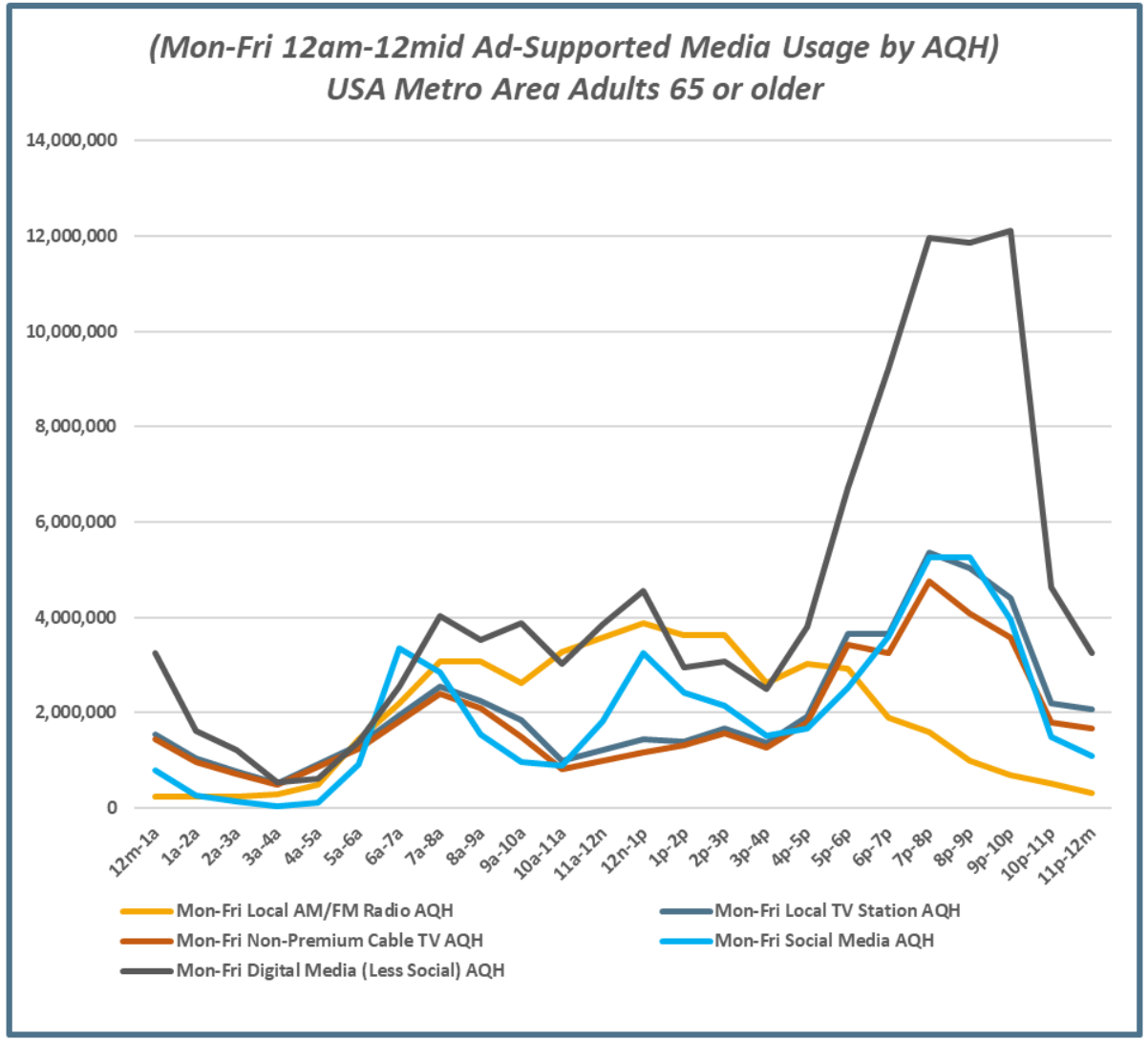
Medicare Cholesterol

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,654,910; Local Radio: 1,189,272; Social Media: 898,736; Local TV: 806,107; Non-Prem. Cable: 754,496 reaching Adults 65 or older who are Medicare beneficiaries taking CH





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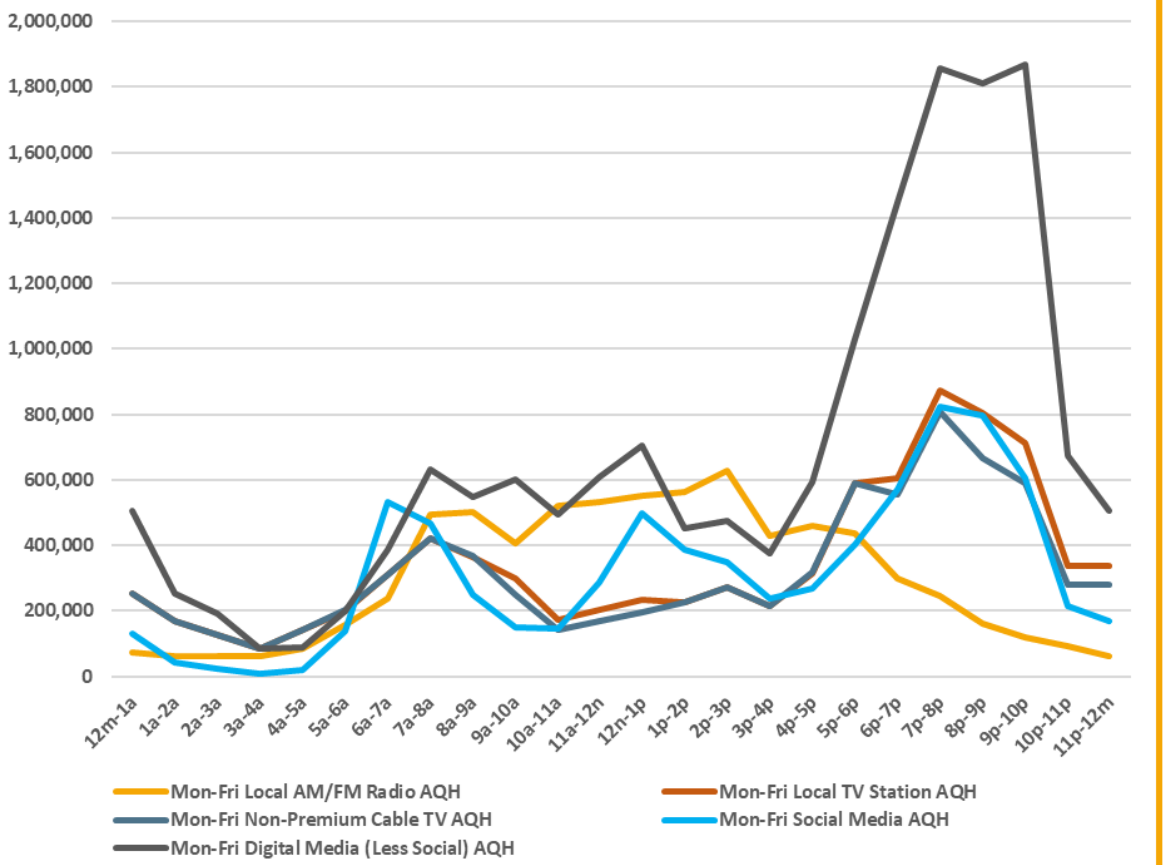
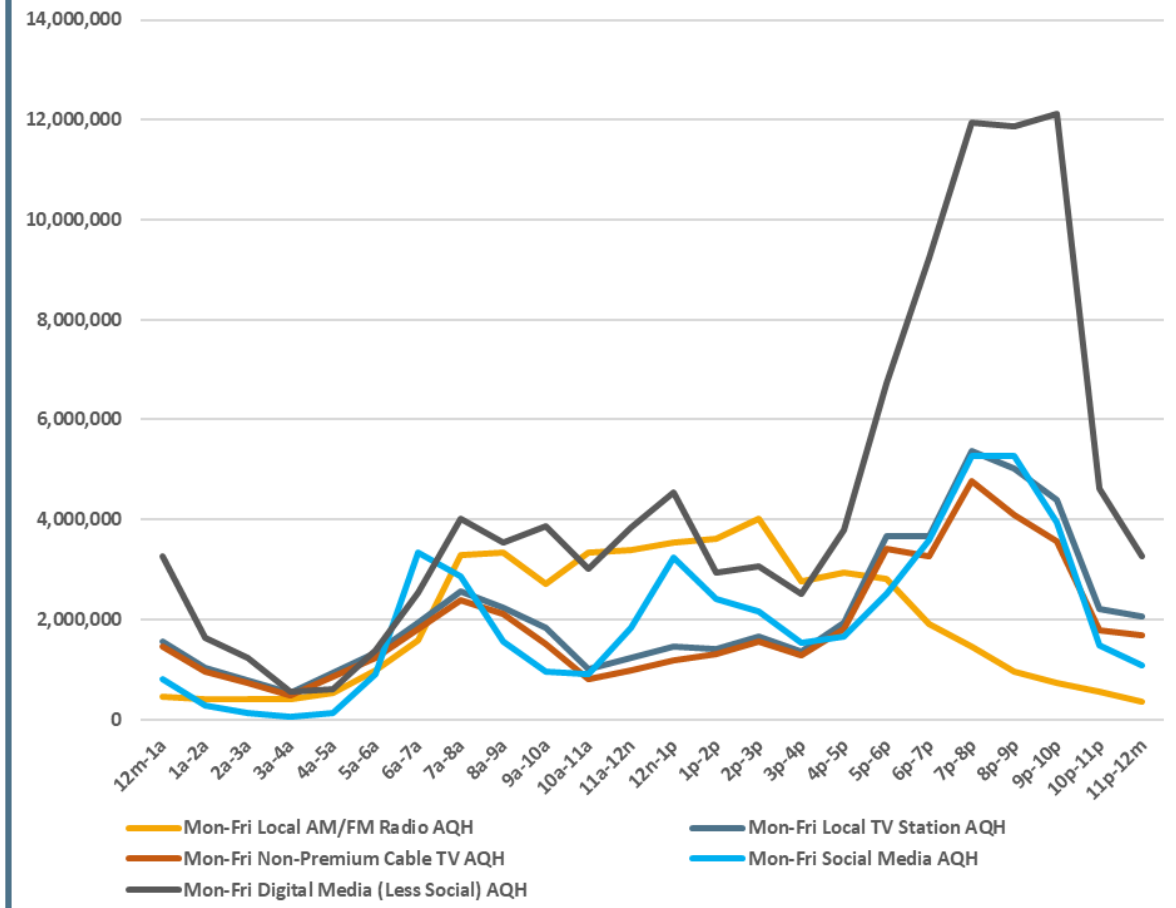
Medicare Diabetes

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 642,092; Local Radio: 466,236; Social Media: 349,450; Local TV: 325,275; Non-Prem. Cable: 310,166 reaching Adults 65 or older who are Medicare beneficiaries taking DIABET

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 65 or older who are Medicare beneficiaries taking DIABETES Drugs



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 65 or older



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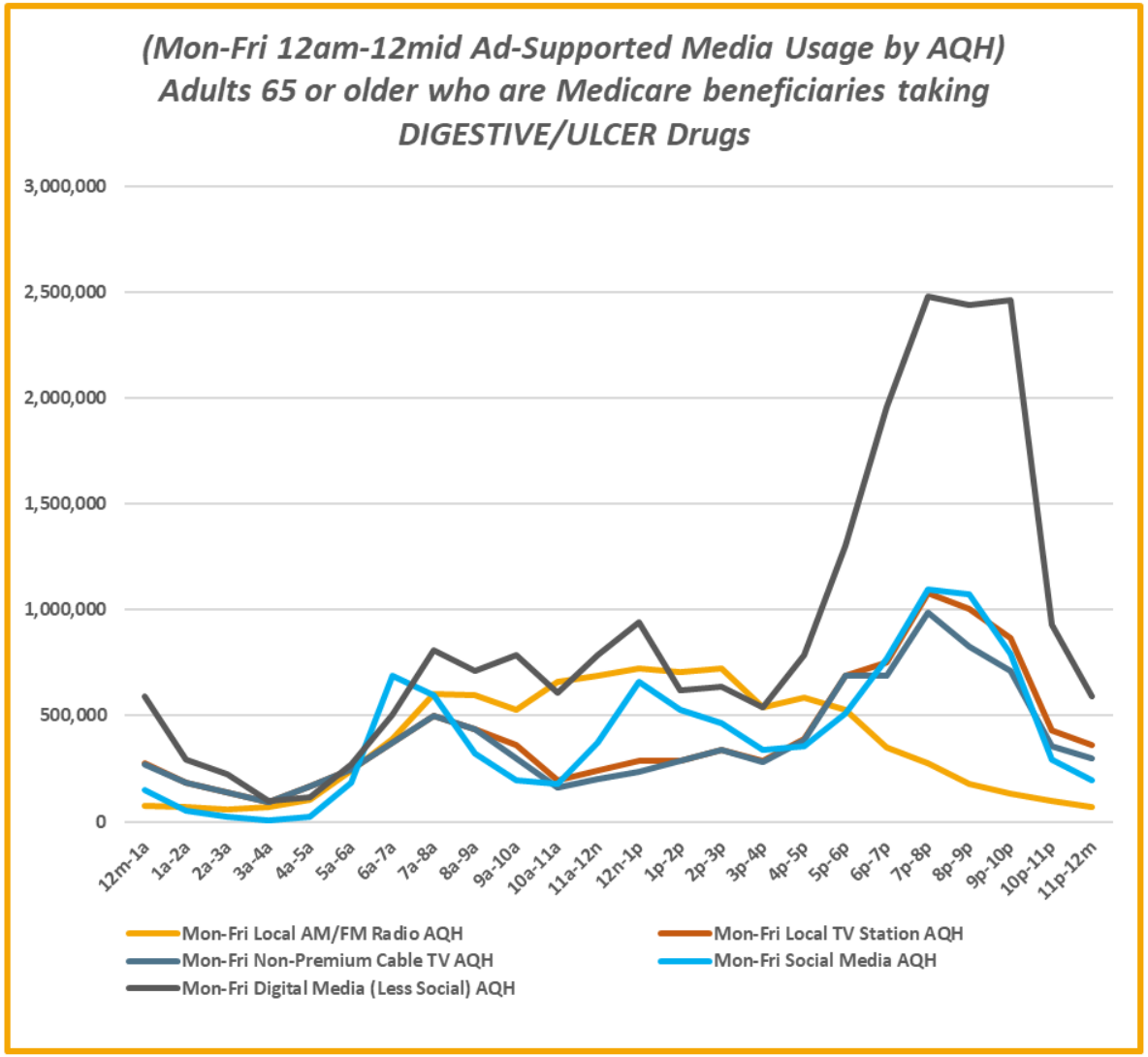
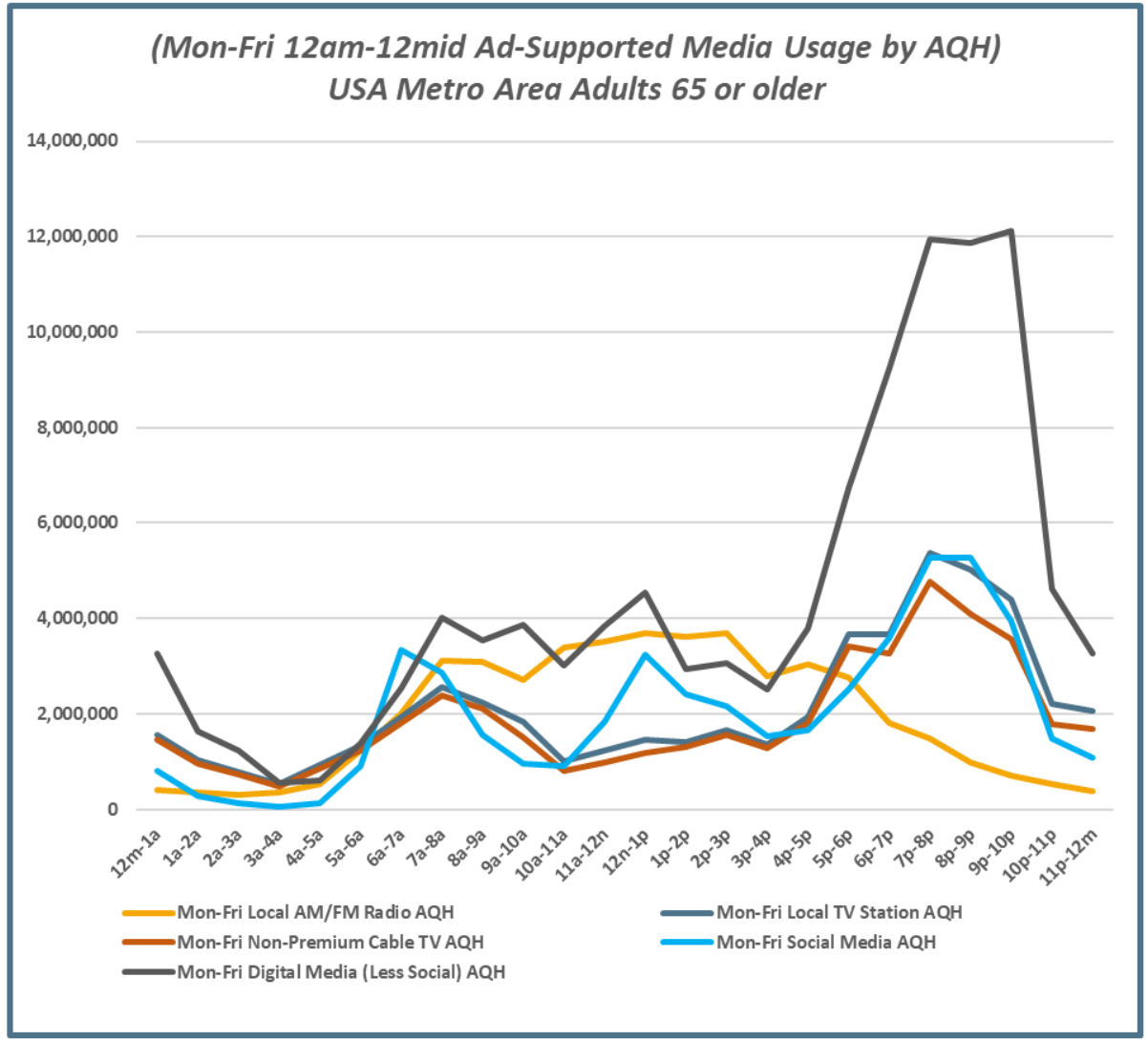
Digestive/ Ulcers

Medicare

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 846,909; Local Radio: 585,959; Social Media: 461,160; Local TV: 395,954; Non-Prem. Cable: 375,620 reaching Adults 65 or older who are Medicare beneficiaries taking DIGEST





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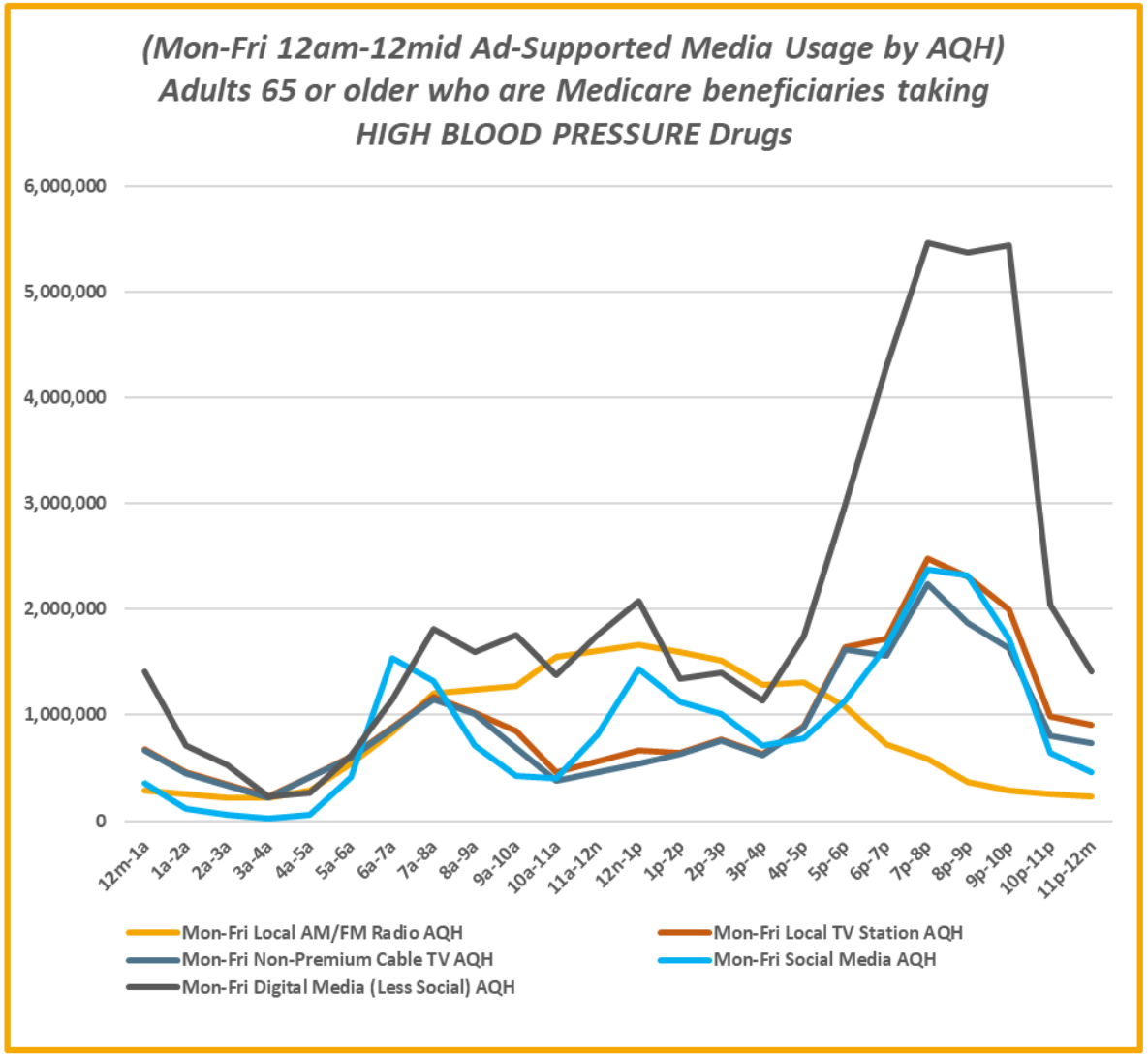
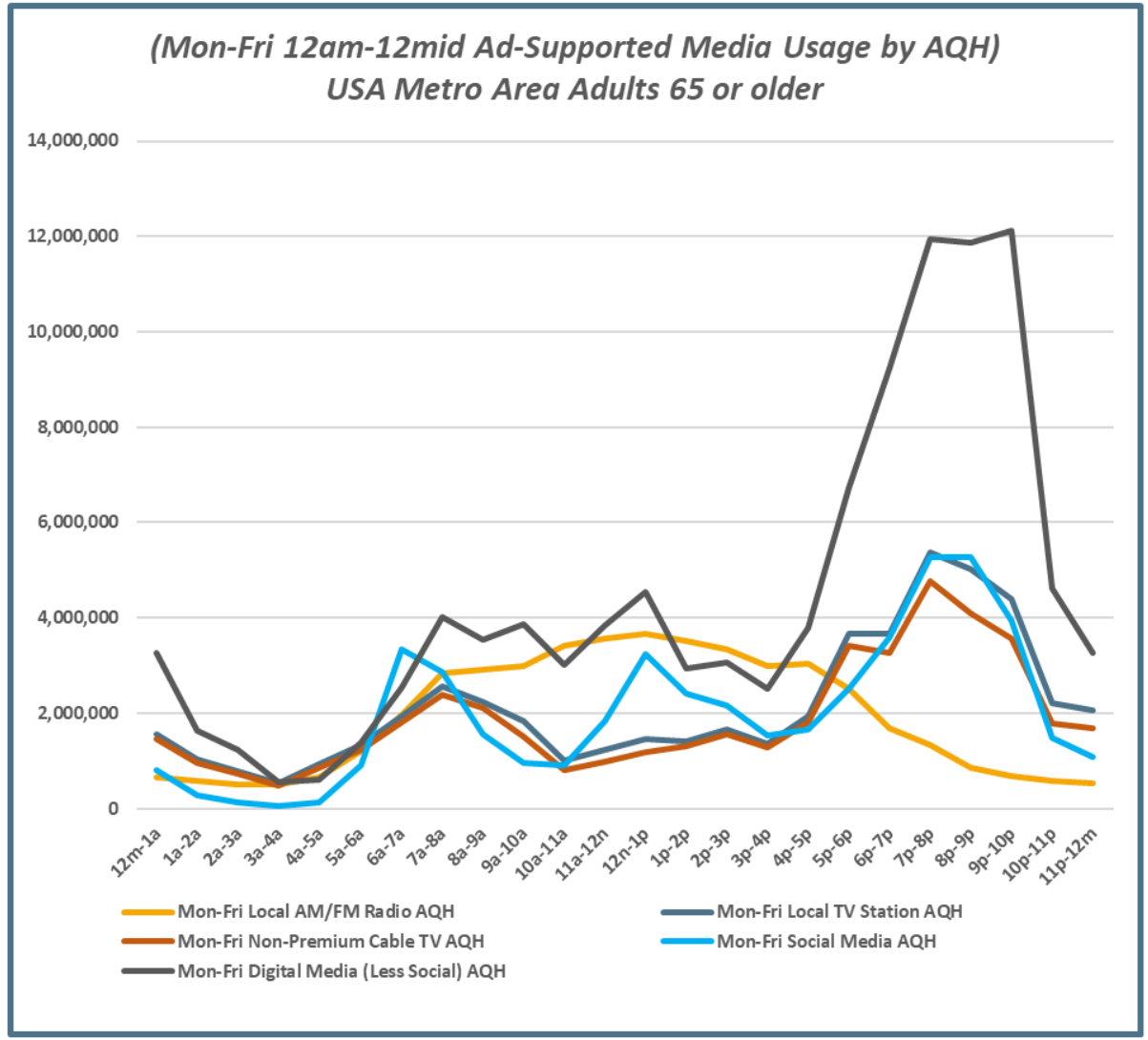
(Type of health insurance: Original Medicare from federal government OR Type of health insurance: Medicare Advantage from private health insurance carrier OR Type of health insurance: Medicare Part D (prescription drug benefit) OR Type of health insurance: Medicare Supplement/Medigap from private insurance carrier) AND...Medications (RX/non-RX drugs)-reasons bought past 12 months: Digestive disorder (acid reflux, ulcer, etc.)

High Blood Pressure

Medicare

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,880,660; Local Radio: 1,299,869; Social Media: 1,005,277; Local TV: 918,981; Non-Prem. Cable: 859,644 reaching Adults 65 or older who are Medicare beneficiaries taking





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,246

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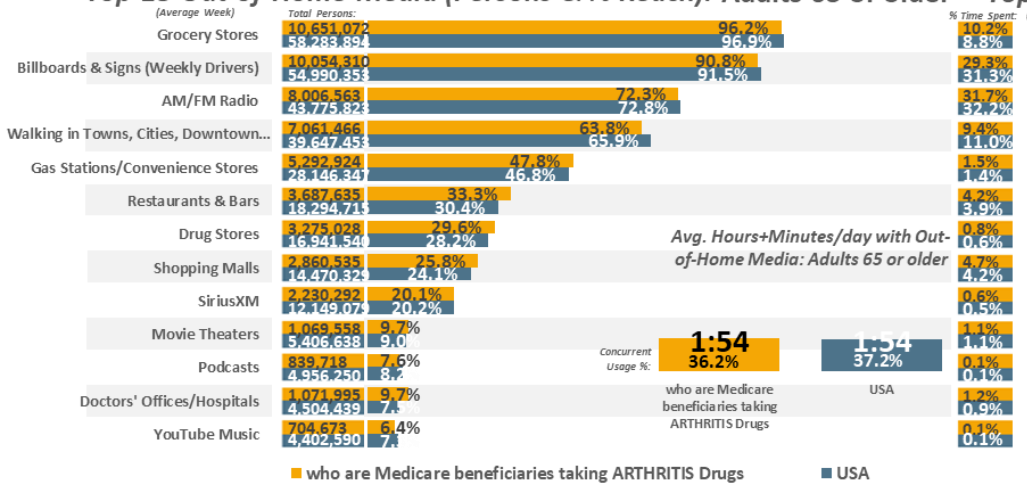
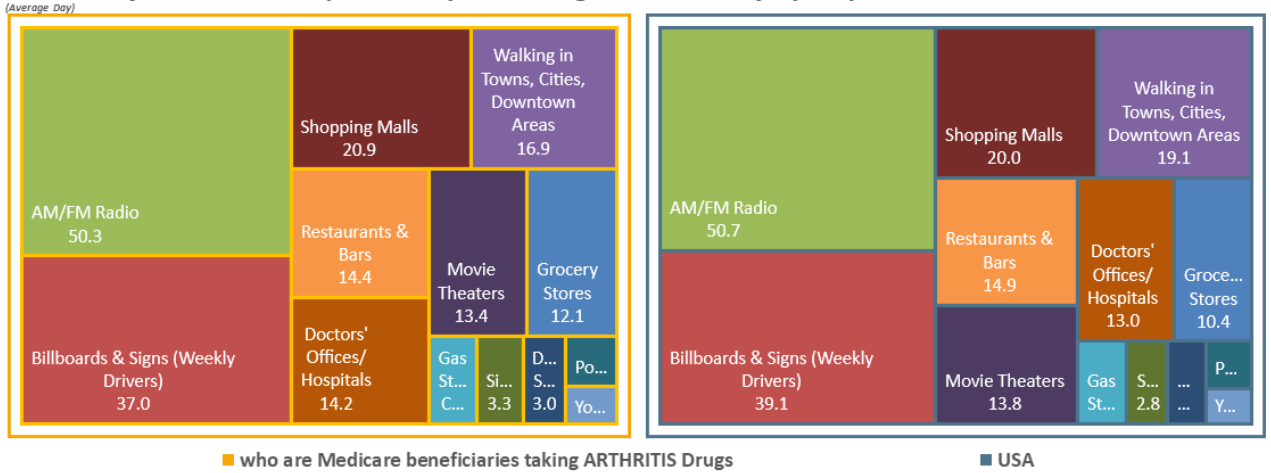
Medicare Arthritis

10,054,310 or 90.8% of Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs spend an average of 37. minutes per day driving, seeing Billboards and Signs. 67.9% Listen to Local Radio Stations Out-of-Home for an average of 45.7 minutes/d

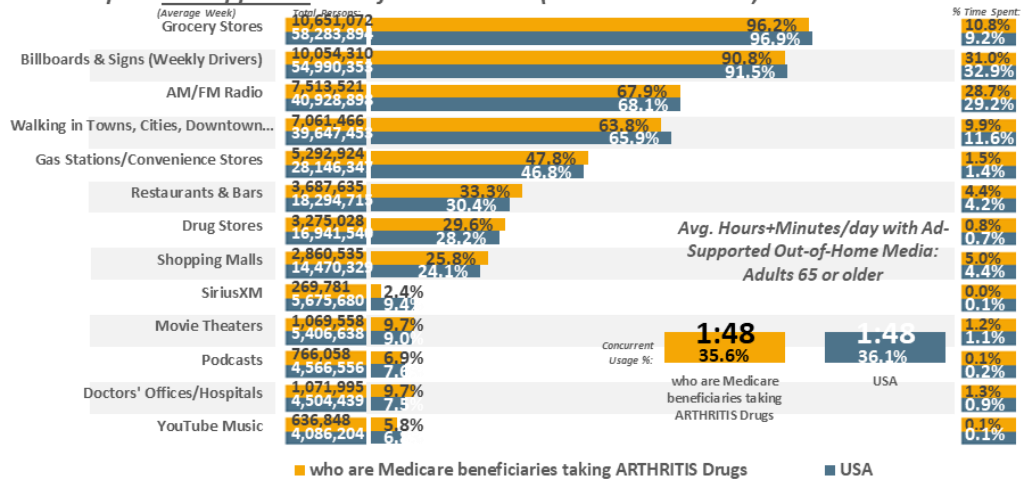
Top-13 Out-of-Home Media (Persons & % Reach): Adults 65 or older



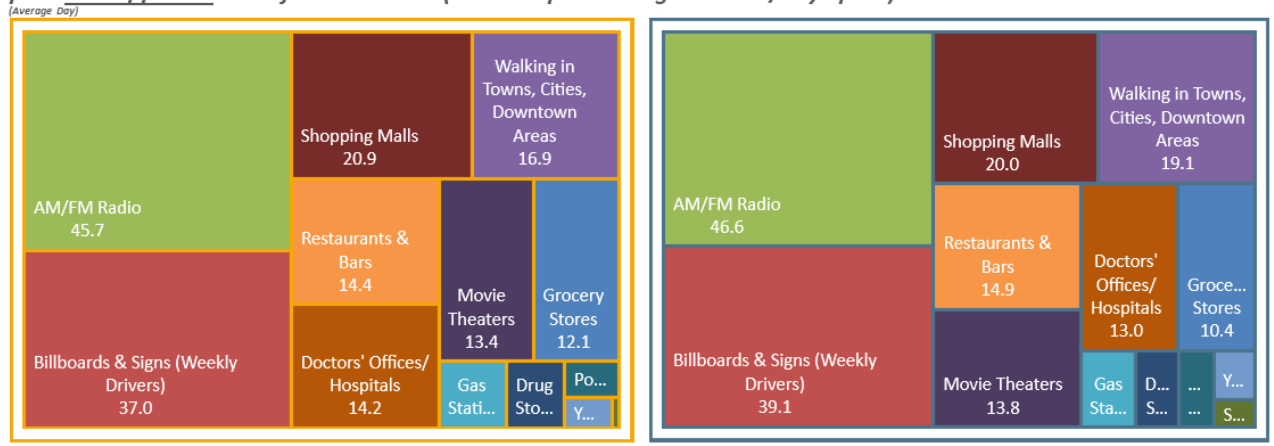
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 65 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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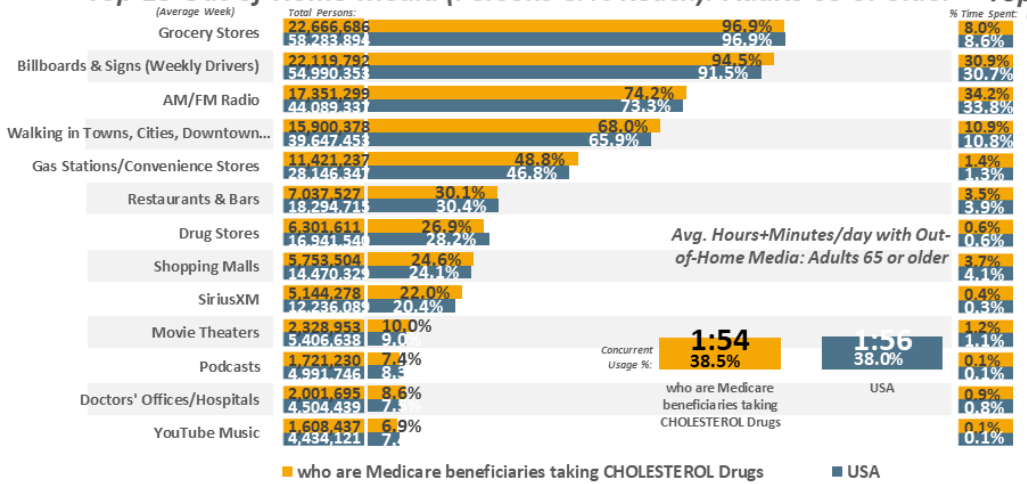
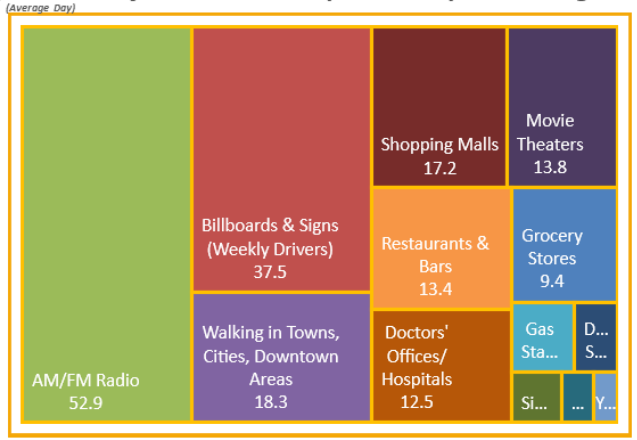
Medicare Cholesterol

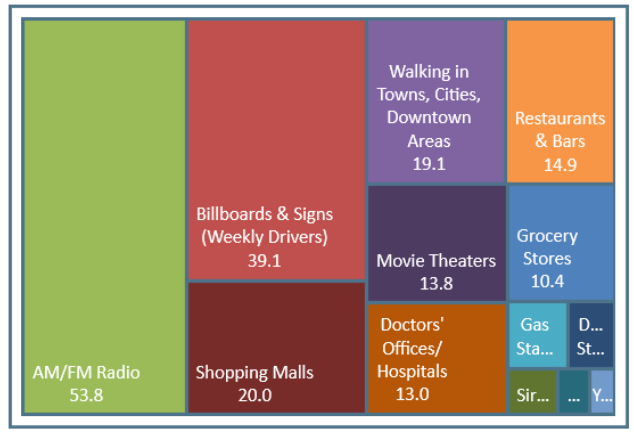
22,119,792 or 94.5% of Adults 65 or older who are Medicare beneficiaries taking CHOLESTEROL Drugs spend an average of 37.5 minutes per day driving, seeing Billboards and Signs. 68.9% Listen to Local Radio Stations Out-of-Home for an average of 48.3 minute

Top-13 Out-of-Home Media (Persons & % Reach): Adults 65 or older

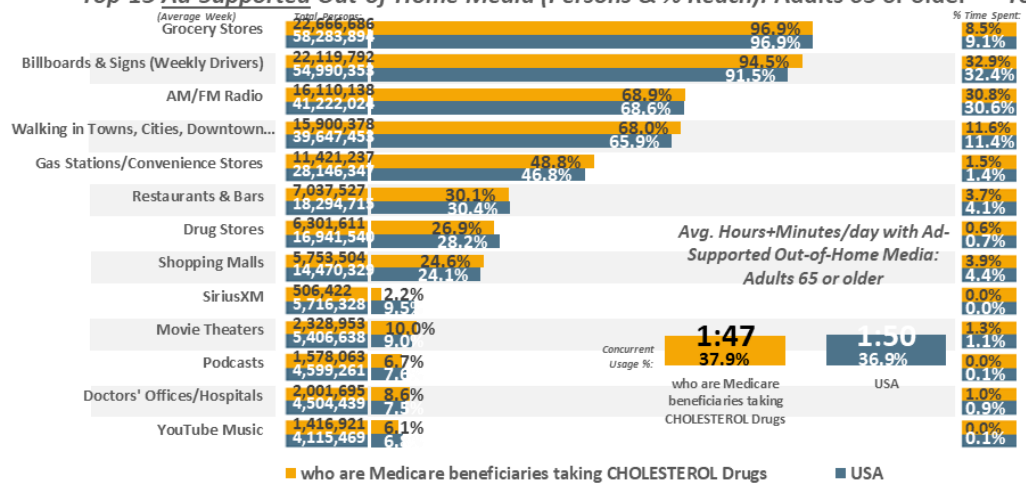


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older

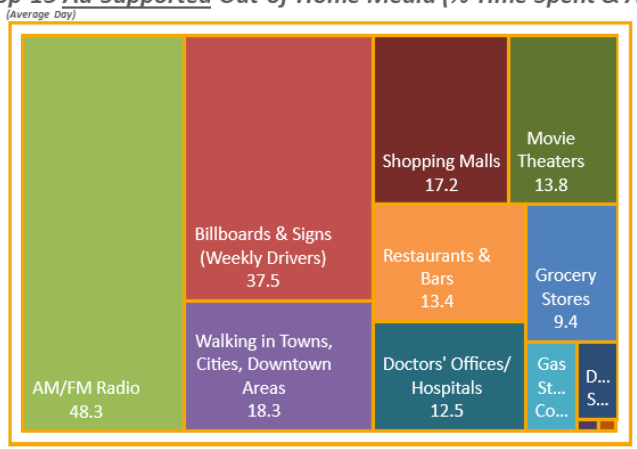


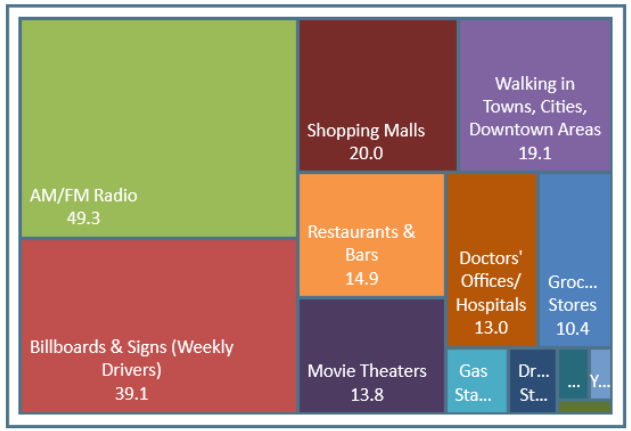


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 65 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older





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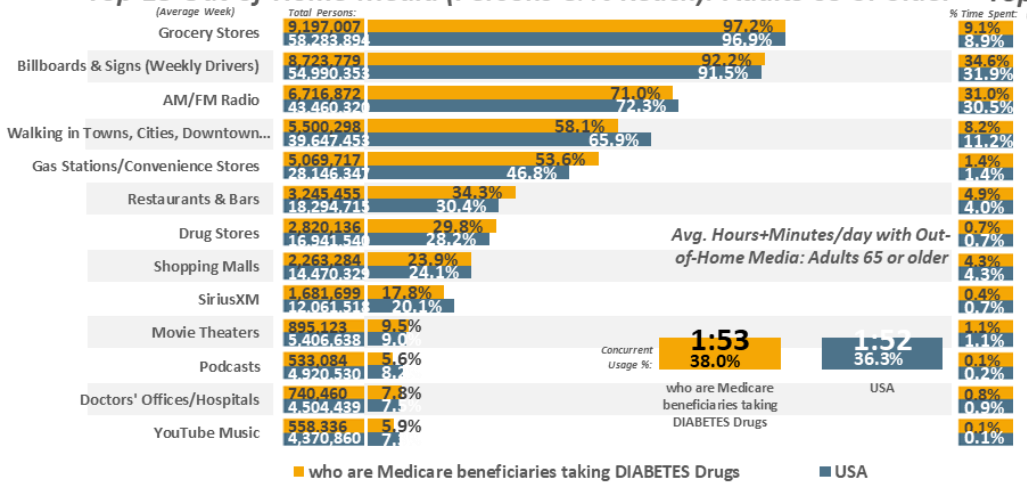
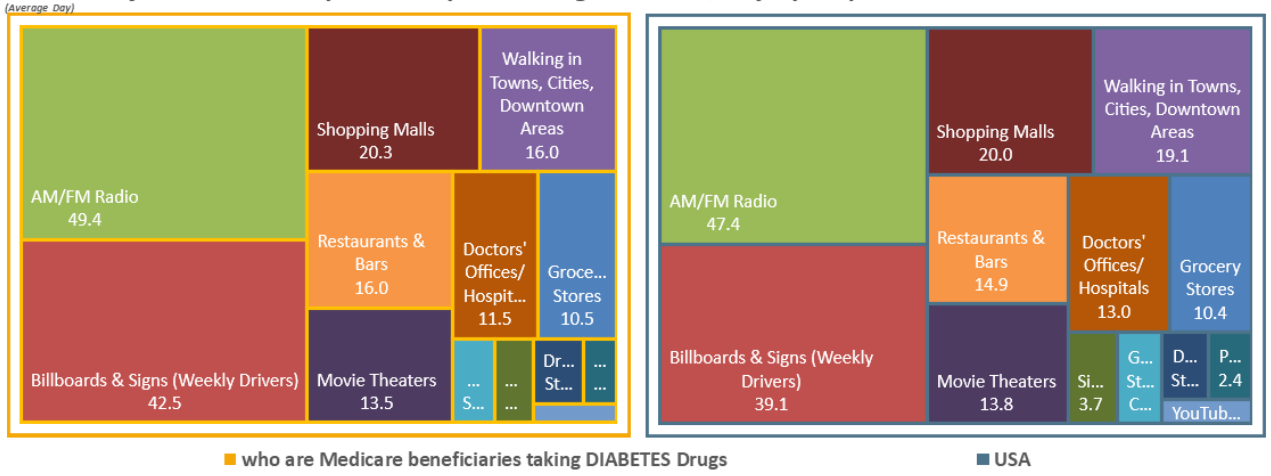
Diabetes

8,723,779 or 92.2% of Adults 65 or older who are Medicare beneficiaries taking DIABETES Drugs spend an average of 42.5 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 46.7 minutes/da

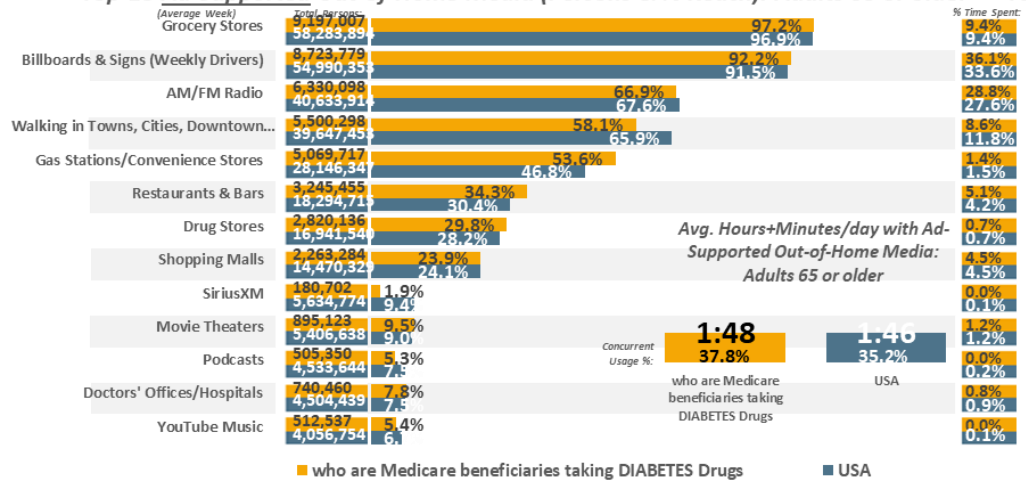
Top-13 Out-of-Home Media (Persons & % Reach): Adults 65 or older



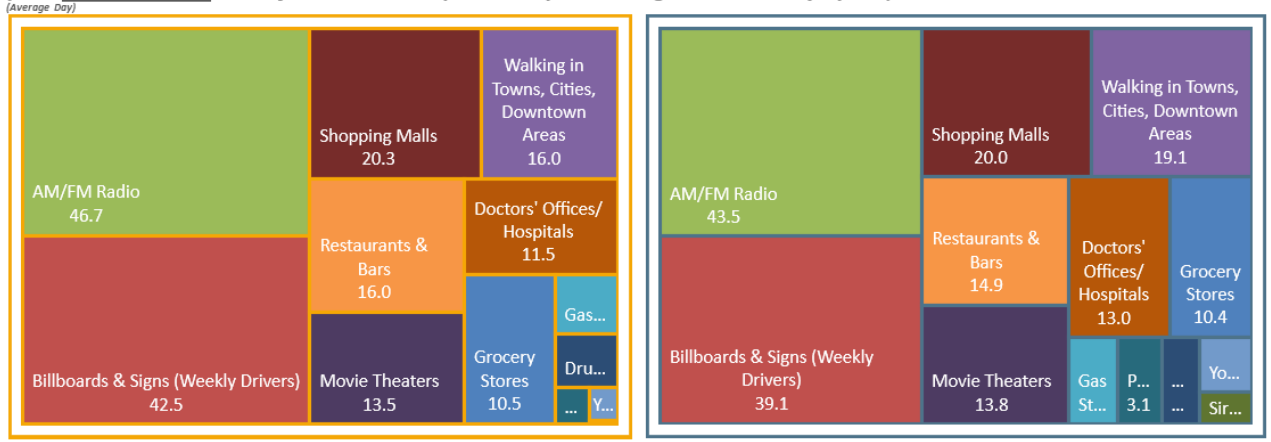
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 65 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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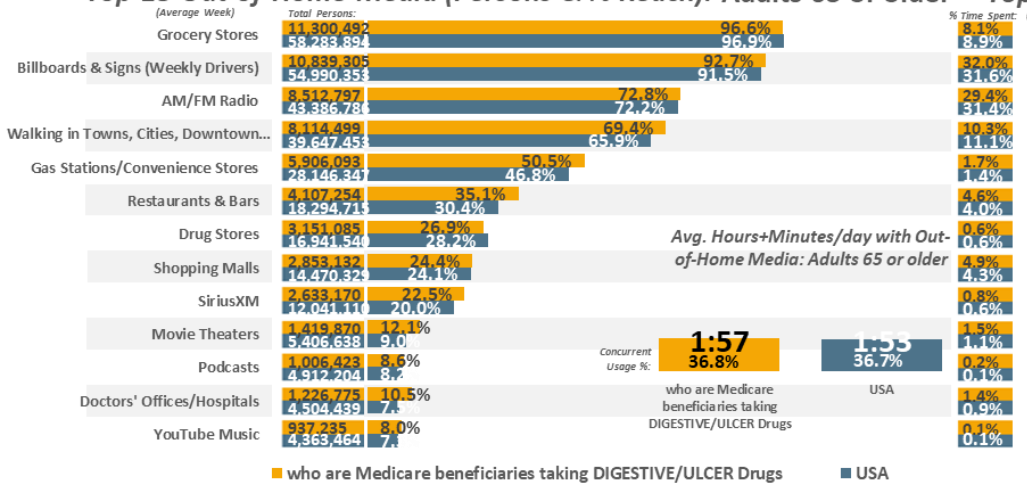
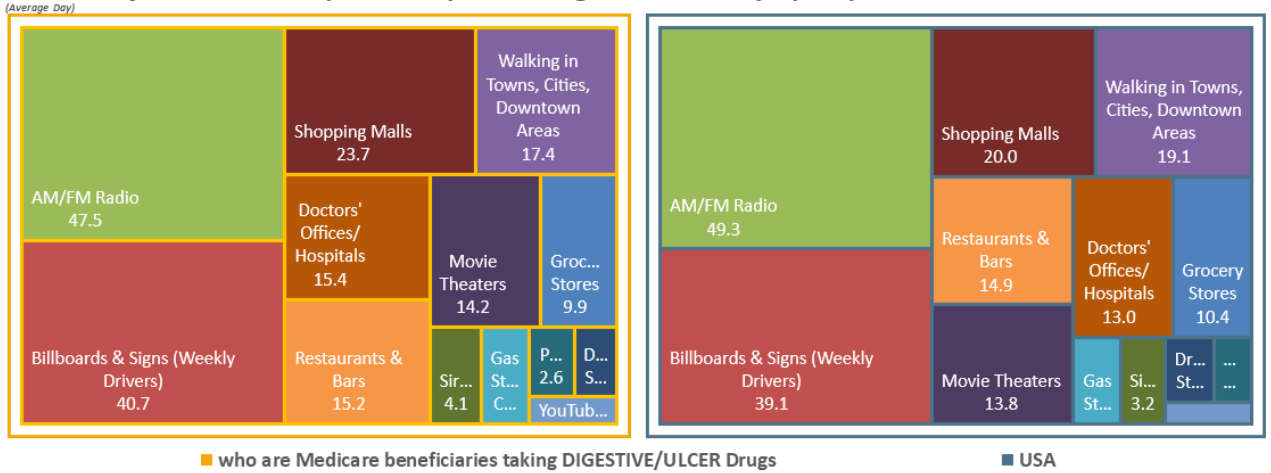
Digestive/ Ulcers

10,839,305 or 92.7% of Adults 65 or older who are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs spend an average of 40.7 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 43.1 mi

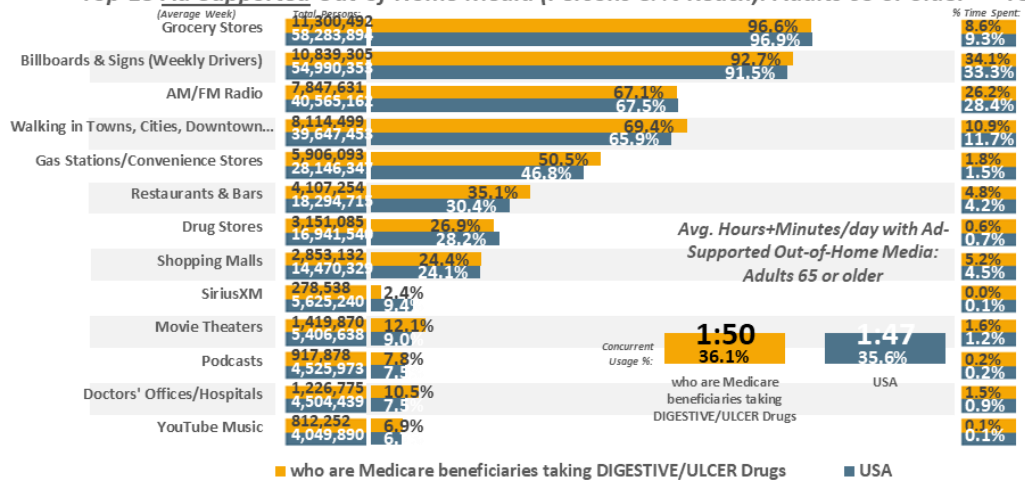
Top-13 Out-of-Home Media (Persons & % Reach): Adults 65 or older



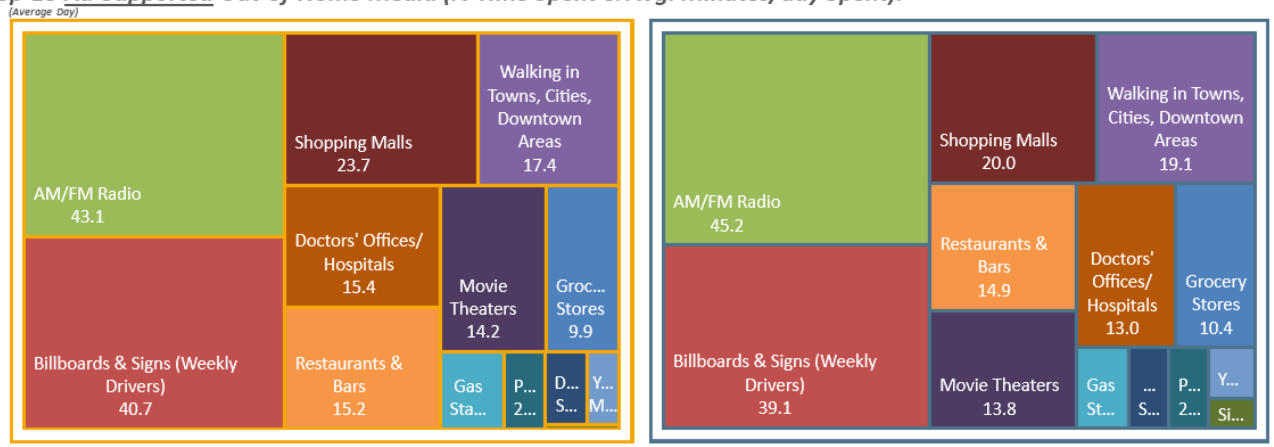
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 65 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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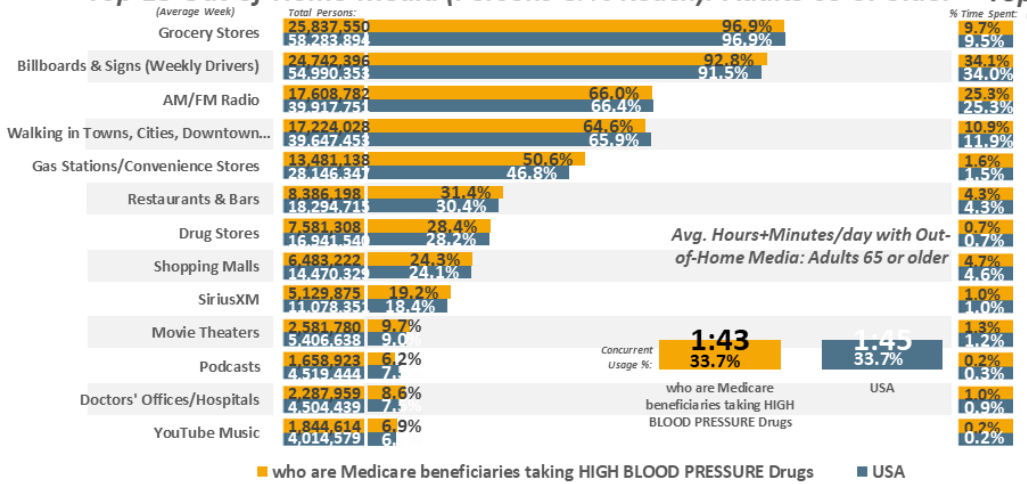
High Blood Pressure

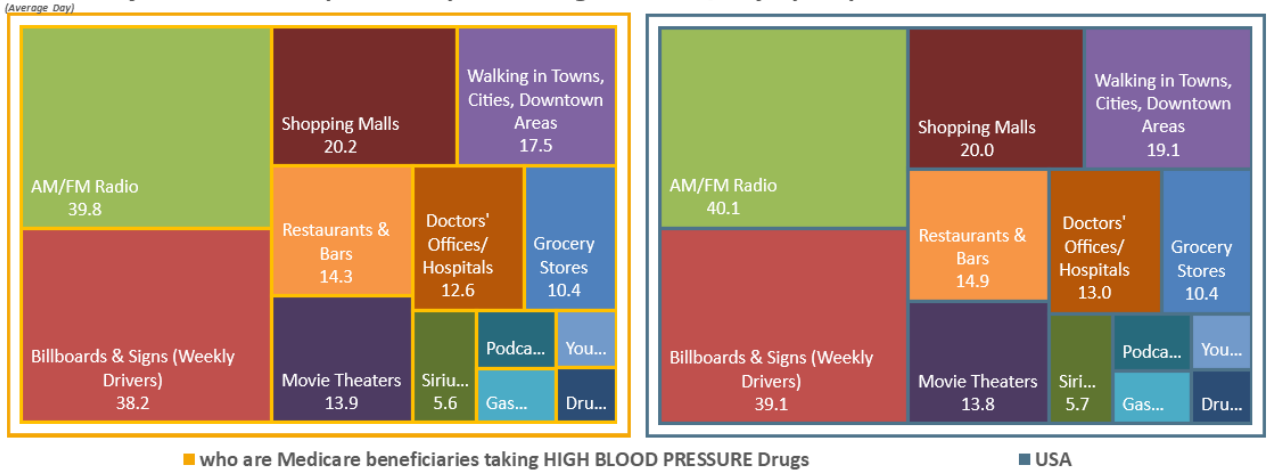
Medicare

24,742,396 or 92.8% of Adults 65 or older who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs spend an average of 38.2 minutes per day driving, seeing Billboards and Signs. 61.6% Listen to Local Radio Stations Out-of-Home for an average of 36.

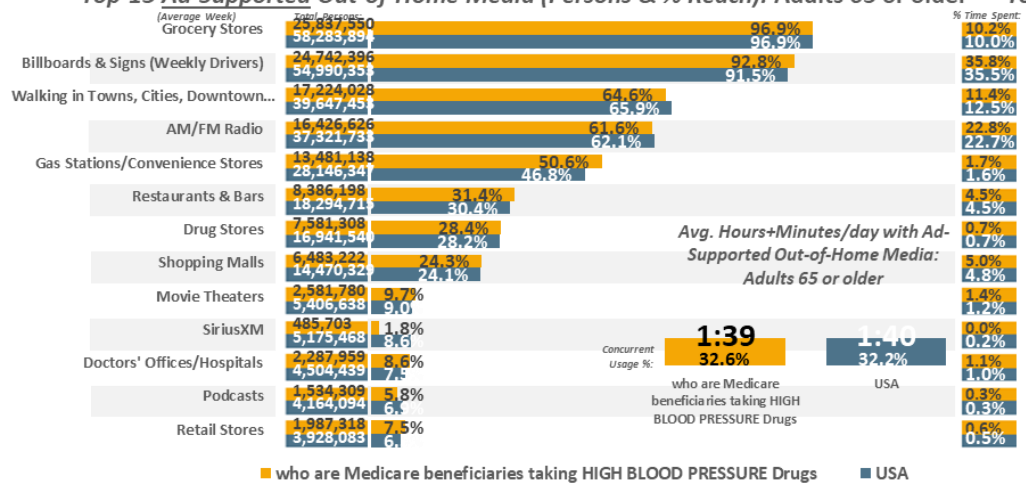
Top-13 Out-of-Home Media (Persons & % Reach): Adults 65 or older



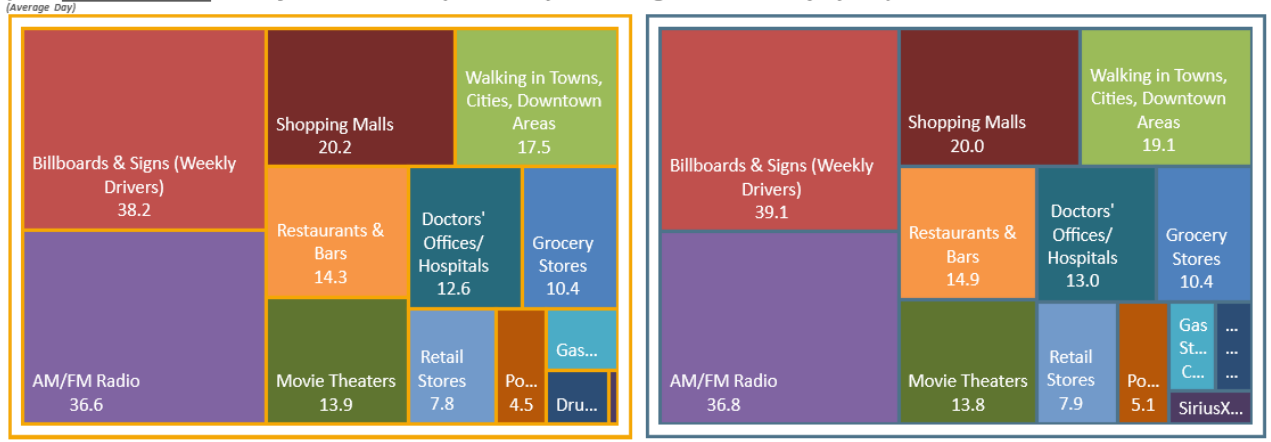
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 65 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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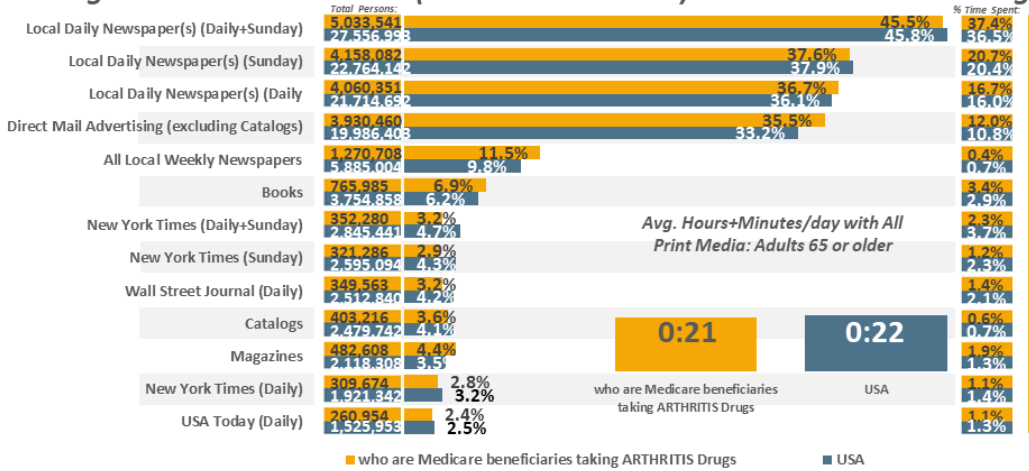
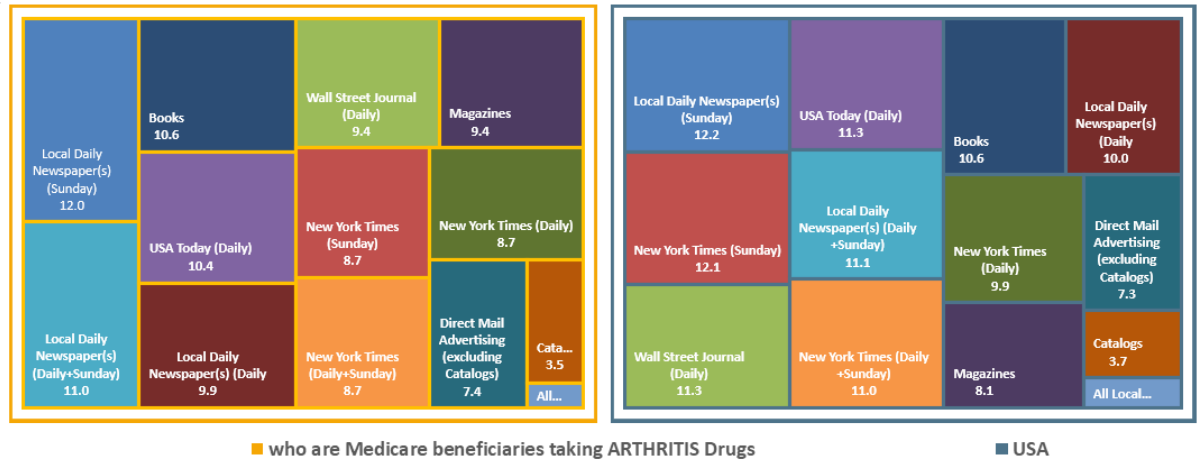
Medicare Arthritis

5,033,541 or 45.5% of Adults 65 or older who are Medicare beneficiaries taking ARTHRITIS Drugs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11. minutes every day representing 38.7% of all time spent daily with All forms of Print Media.

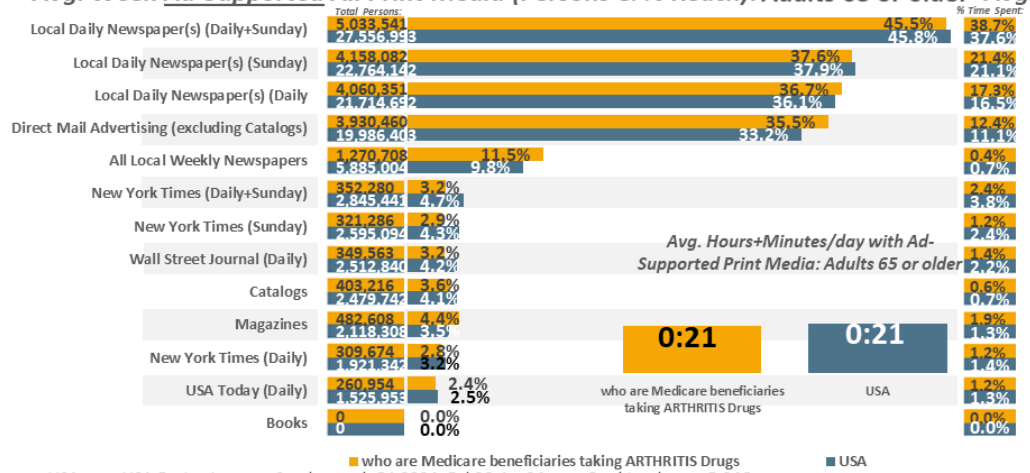
Avg. Week All Print Media (Persons & % Reach): Adults 65 or older



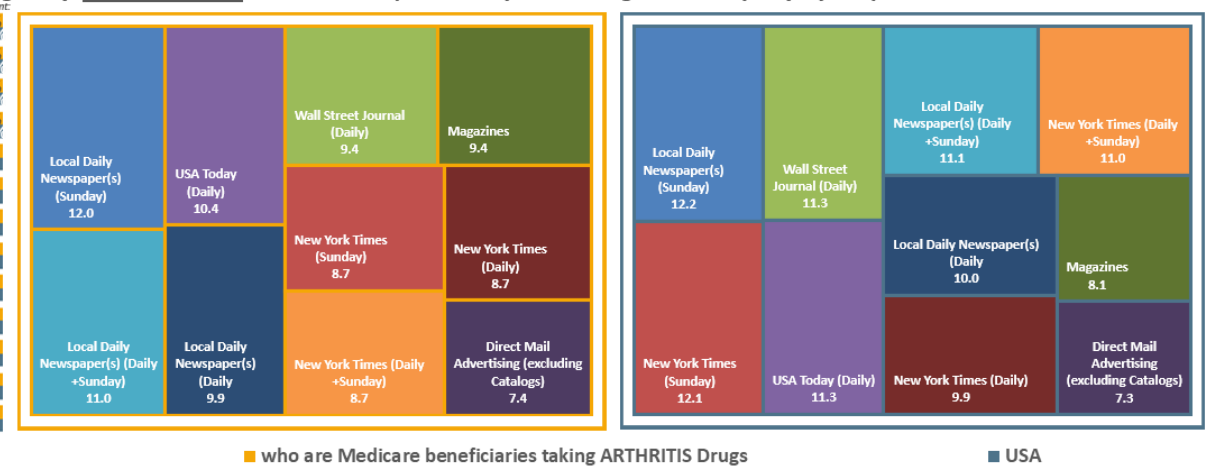
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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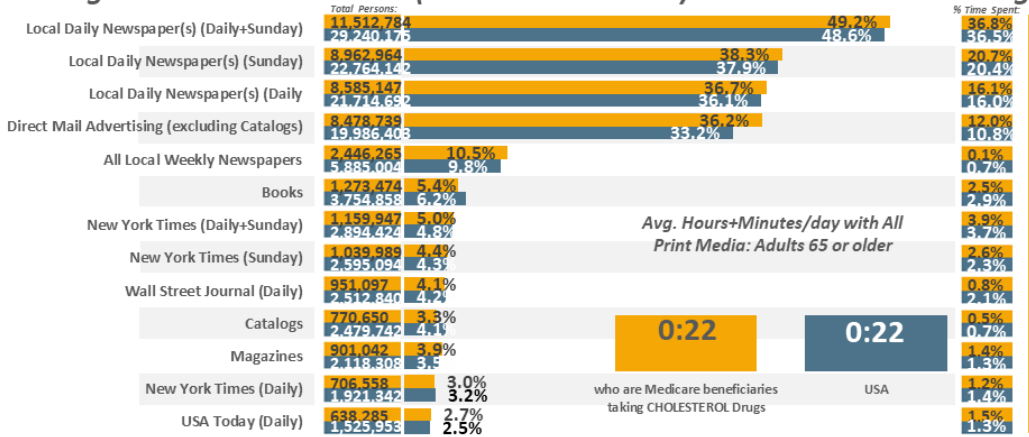
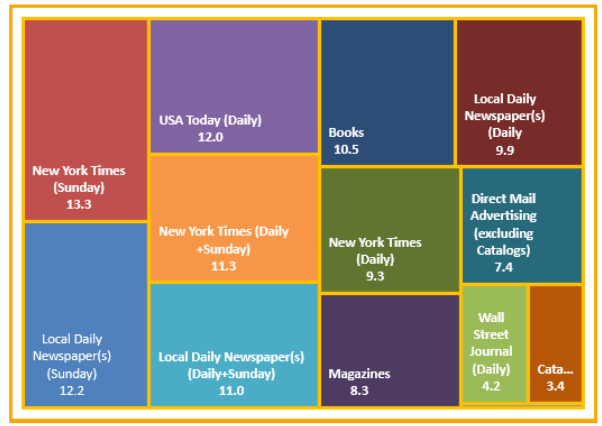
Cholesterol Medicare

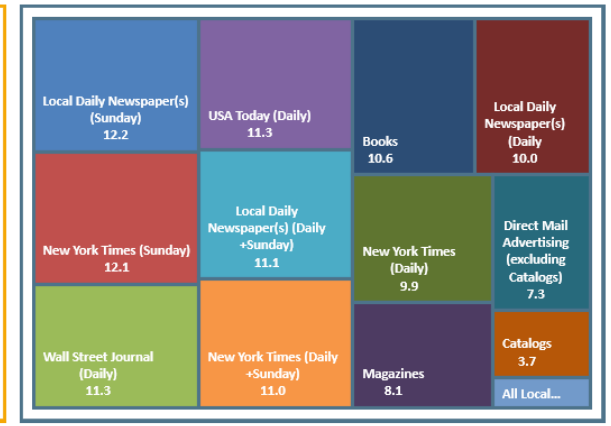
11,512,784 or 49.2% of Adults 65 or older who are Medicare beneficiaries taking CHOLESTEROL Drugs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11. minutes every day representing 37.7% of all time spent daily with All forms of Print Medi

Avg. Week All Print Media (Persons & % Reach): Adults 65 or older

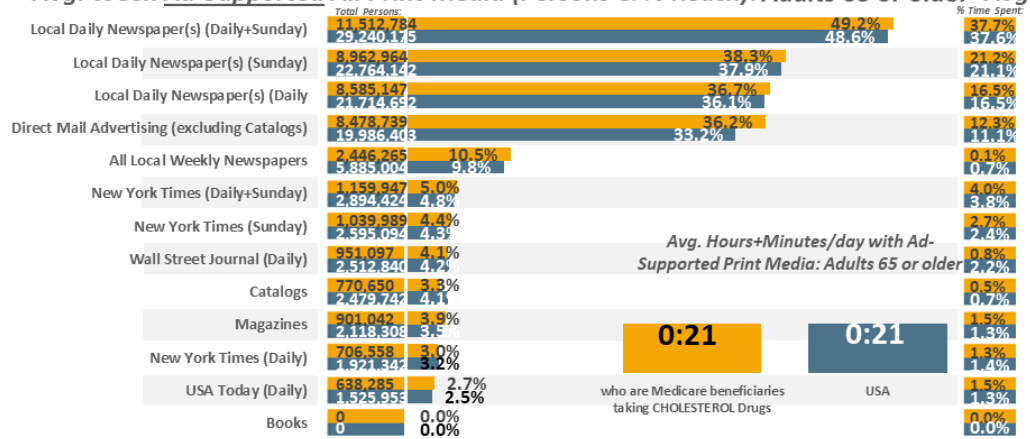


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older

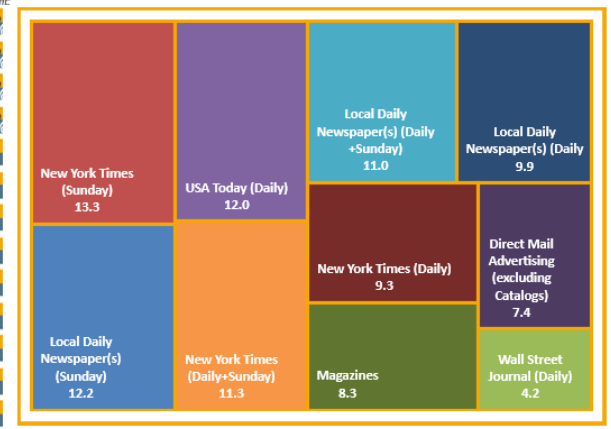


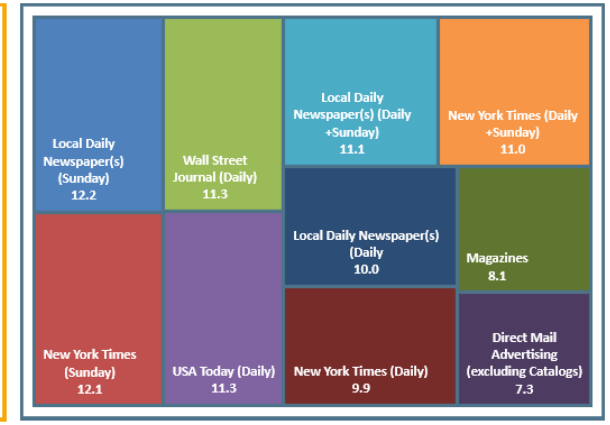


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older





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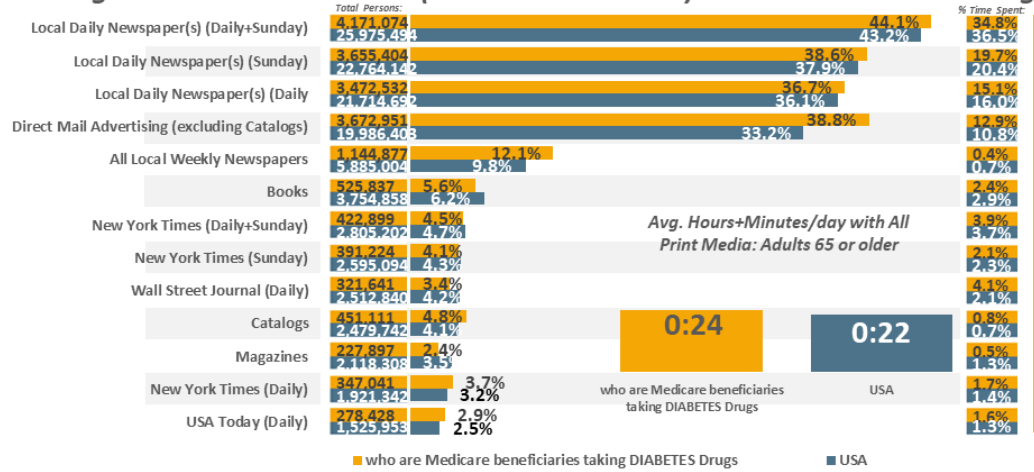
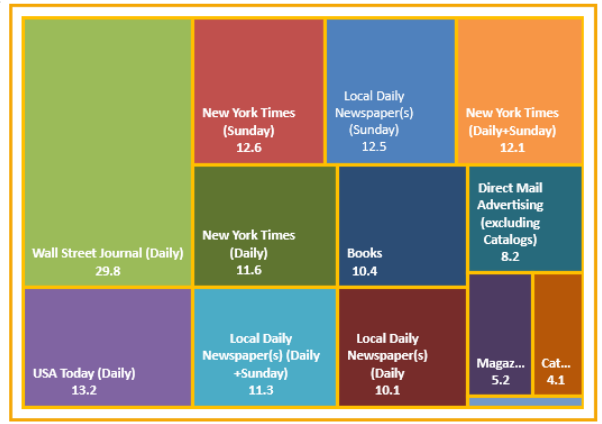
Medicare Diabetes

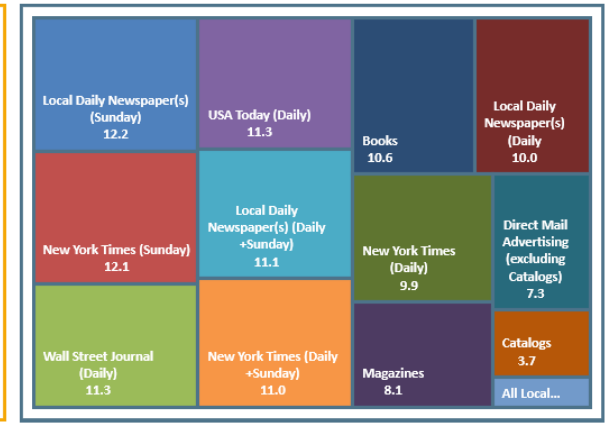
4,171,074 or 44.1% of Adults 65 or older who are Medicare beneficiaries taking DIABETES Drugs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 35.7% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 65 or older



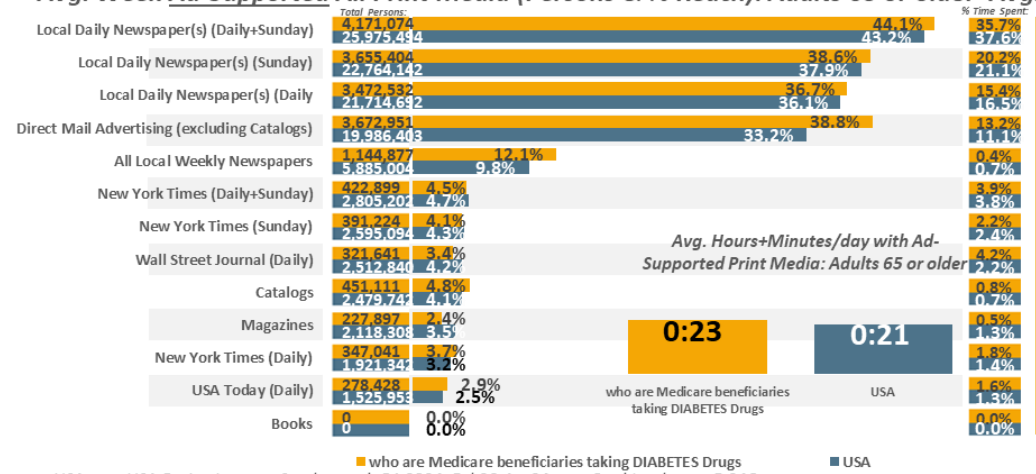
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



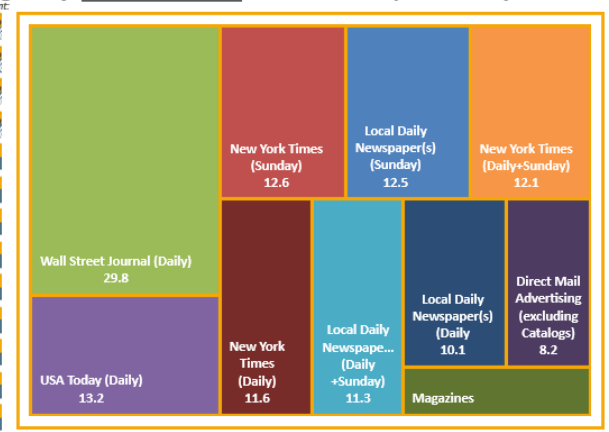


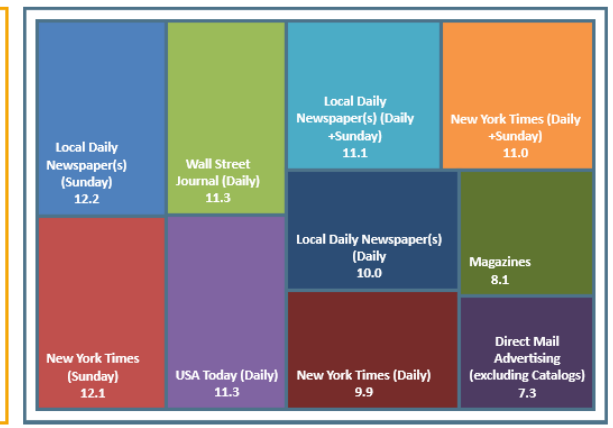
who are Medicare beneficiaries taking DIABETES Drugs ■ USA

Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older





who are Medicare beneficiaries taking DIABETES Drugs ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,246

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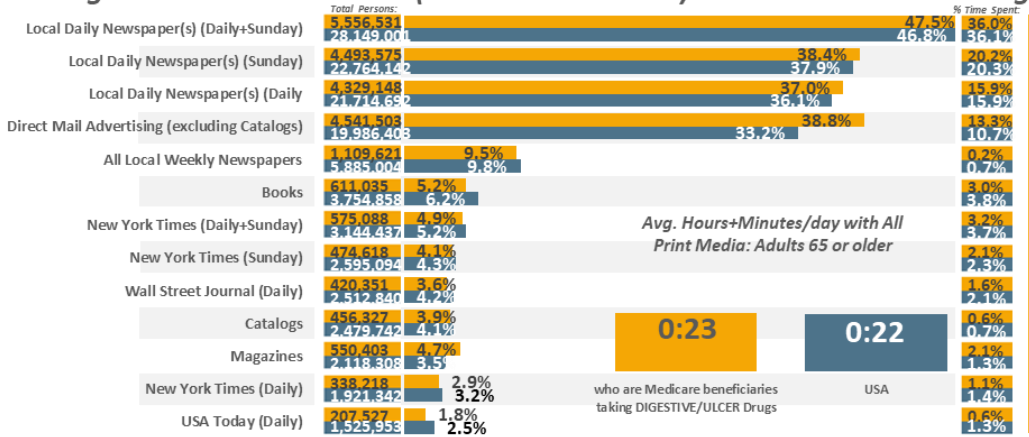
(Type of health insurance: Original Medicare from federal government OR Type of health insurance: Medicare Advantage from private health insurance carrier OR Type of health insurance: Medicare Part D (prescription drug benefit) OR Type of health insurance: Medicare Supplement/Medigap from private insurance carrier) AND... Medications (RX/non-RX drugs)-reasons bought past 12 months: Diabetes

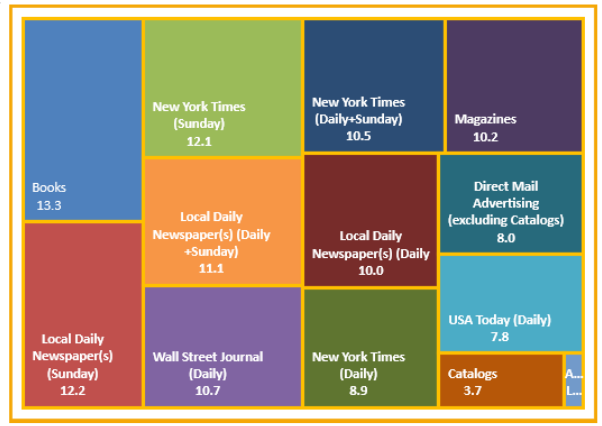
Digestive/ Ulcers

5,556,531 or 47.5% of Adults 65 or older who are Medicare beneficiaries taking DIGESTIVE/ULCER Drugs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.1 minutes every day representing 37.1% of all time spent daily with All forms of Print

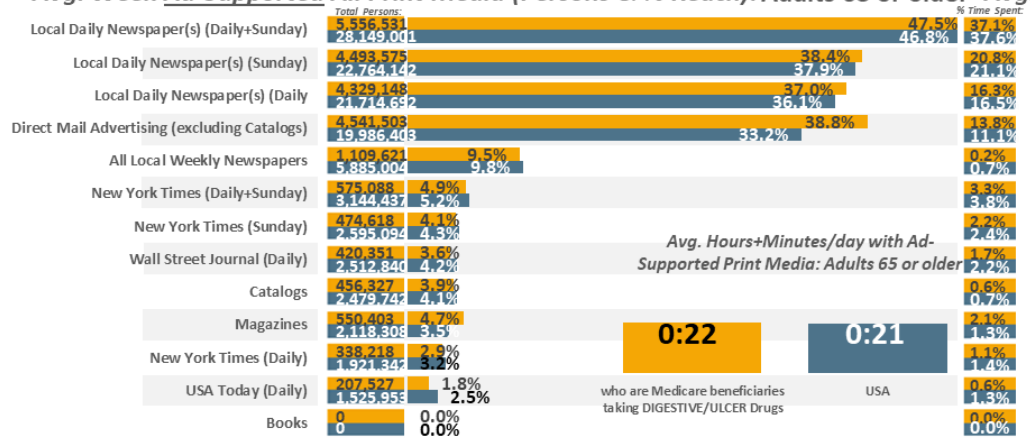
Avg. Week All Print Media (Persons & % Reach): Adults 65 or older



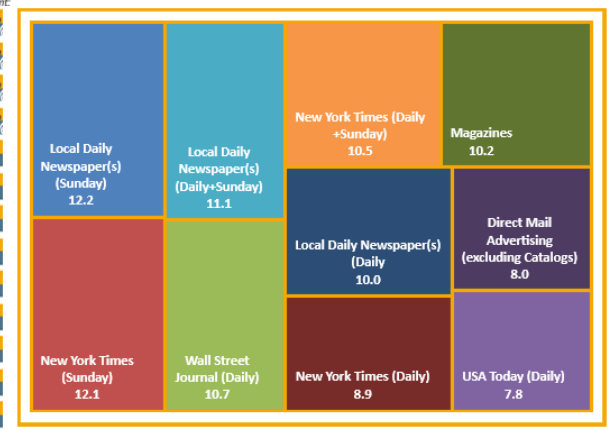
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 65 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 65 or older



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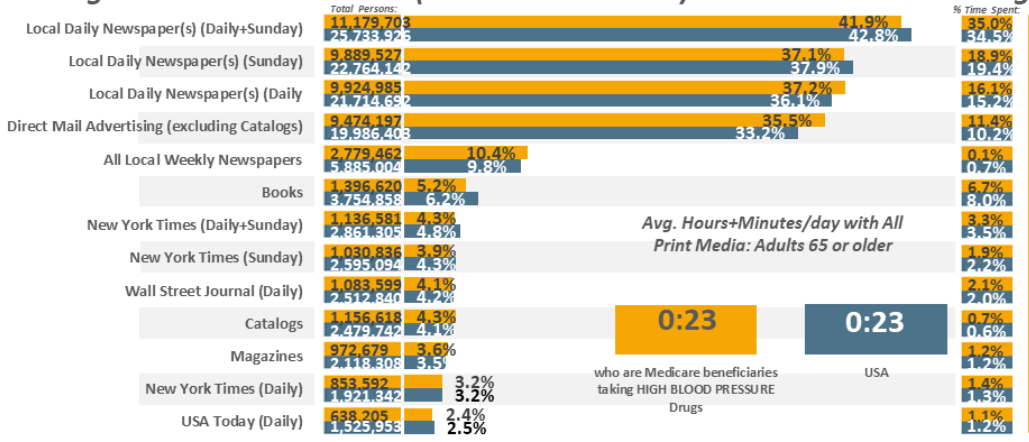
(Type of health insurance: Original Medicare from federal government OR Type of health insurance: Medicare Advantage from private health insurance carrier OR Type of health insurance: Medicare Part D (prescription drug benefit) OR Type of health insurance: Medicare Supplement/Medigap from private insurance carrier) AND…Medications (RX/non-RX drugs)-reasons bought past 12 months: Digestive disorder (acid reflux, ulcer, etc.)

High Blood Pressure

Medicare

11,179,703 or 41.9% of Adults 65 or older who are Medicare beneficiaries taking HIGH BLOOD PRESSURE Drugs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.1 minutes every day representing 37.6% of all time spent daily with All forms of P

Avg. Week All Print Media (Persons & % Reach): Adults 65 or older



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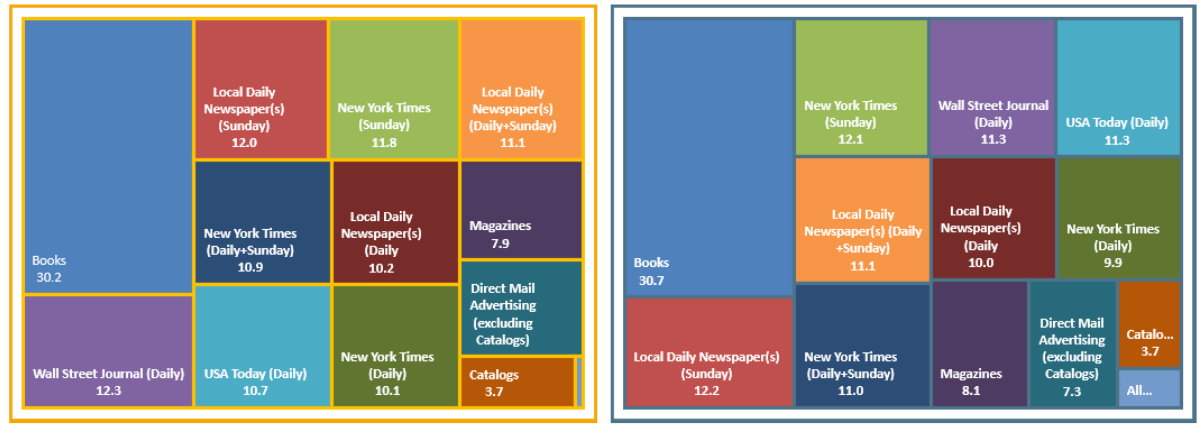
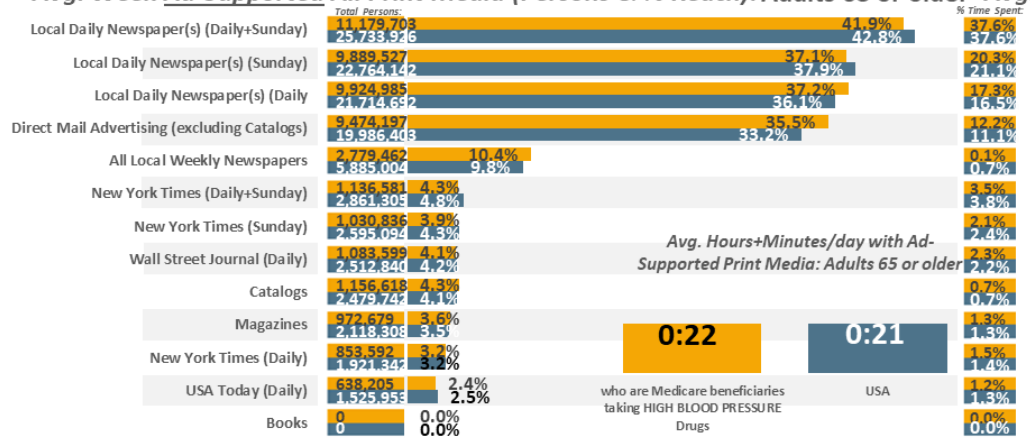


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 65 or older



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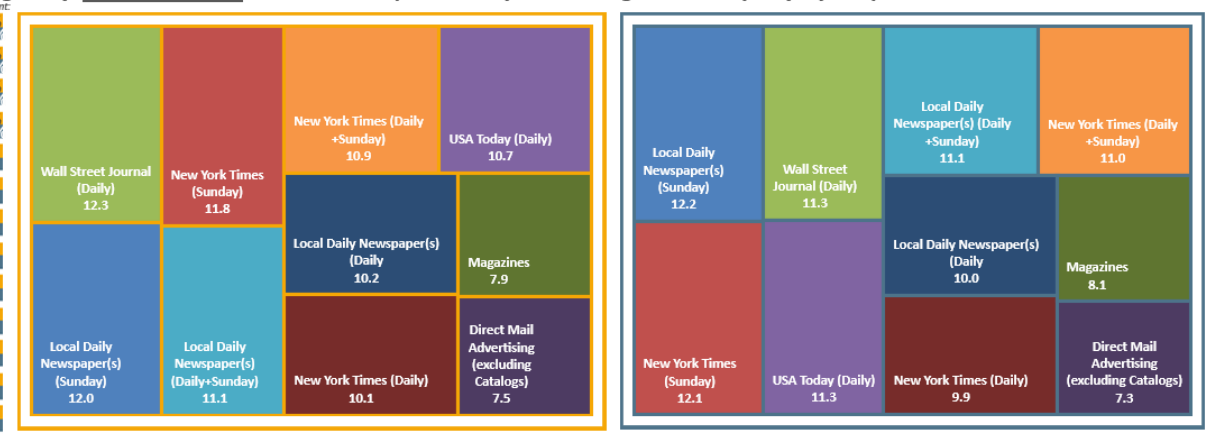

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