

USA+4 DMAs – P18+ who Asked Their DOCTOR to Prescribe a SPECIFIC DRUG due to Health Ads!

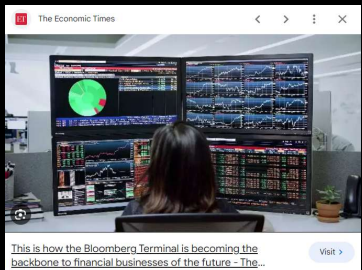
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Asked Their DOCTOR to Prescribe a SPECIFIC DRUG due to Health Ads as of August 31, 2025.**



P18+



Vanguard® BlackRock®



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

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



8.9% or 23,430,787 of USA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Typical Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 47.5 years old (2.6% younger than average) and have a \$101,633 (6.5% higher than average) annual household...

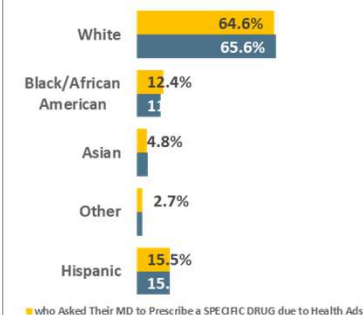
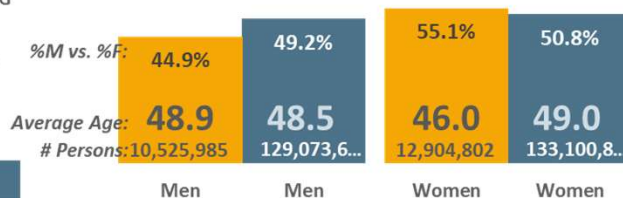


Percent of Market: Adults 18 or older

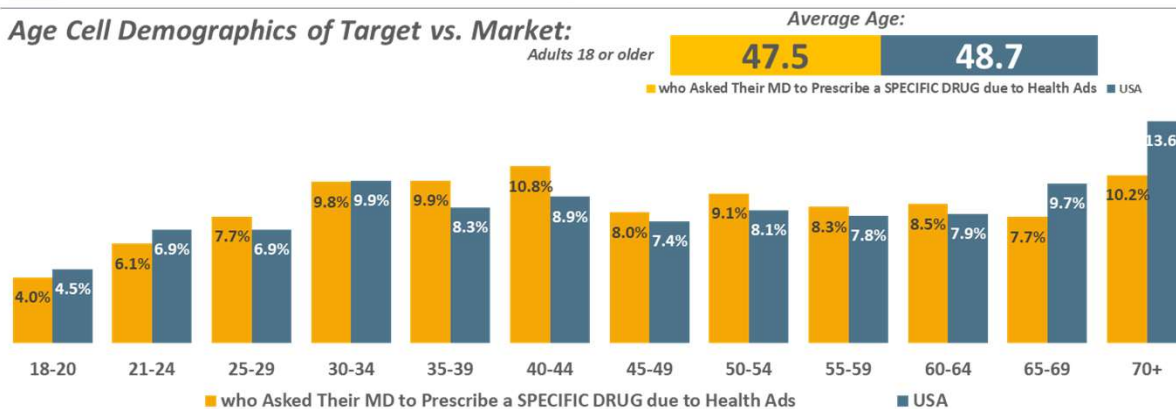


Gender of Target vs. Market: Adults 18 or older

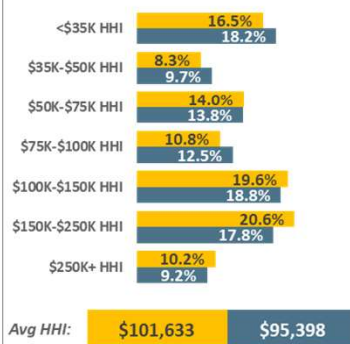
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,510
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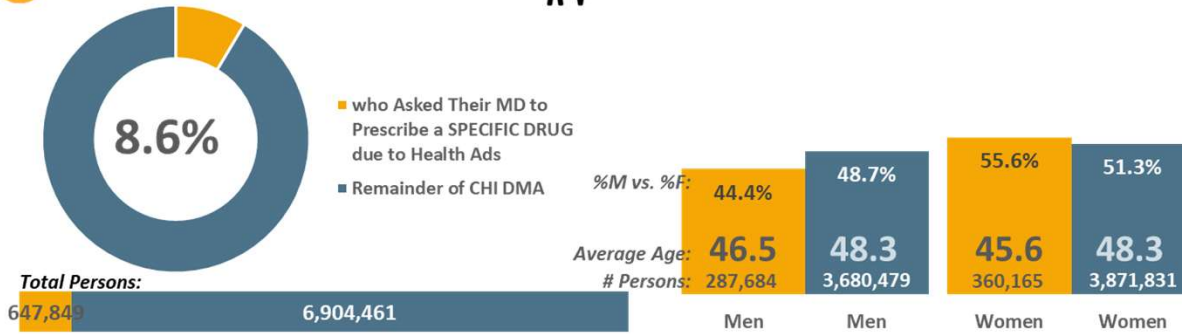
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

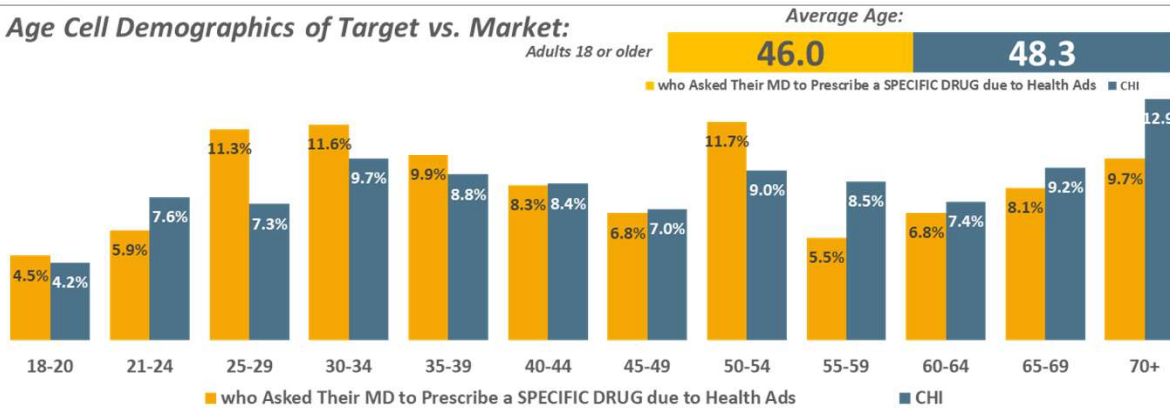


8.6% or 647,849 of CHI DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads.
Typical Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 46.
years old (4.8% younger than average) and have a \$99,557 (7.4% lower than average) annual household ...

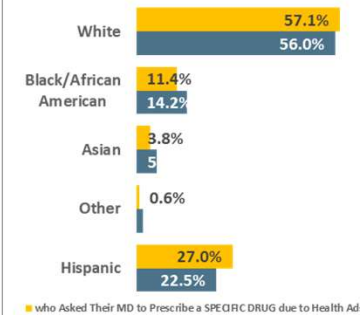
Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



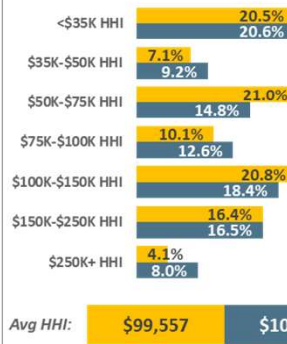
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



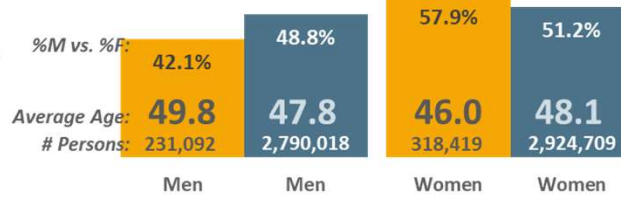
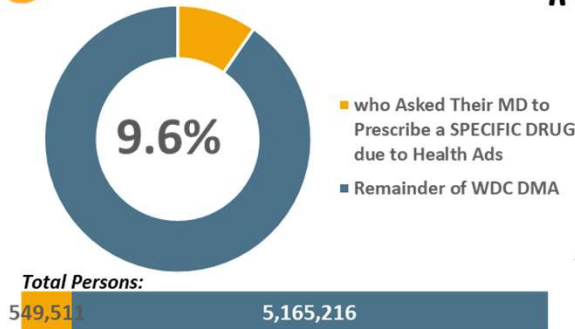
HHI of Target vs. Market:



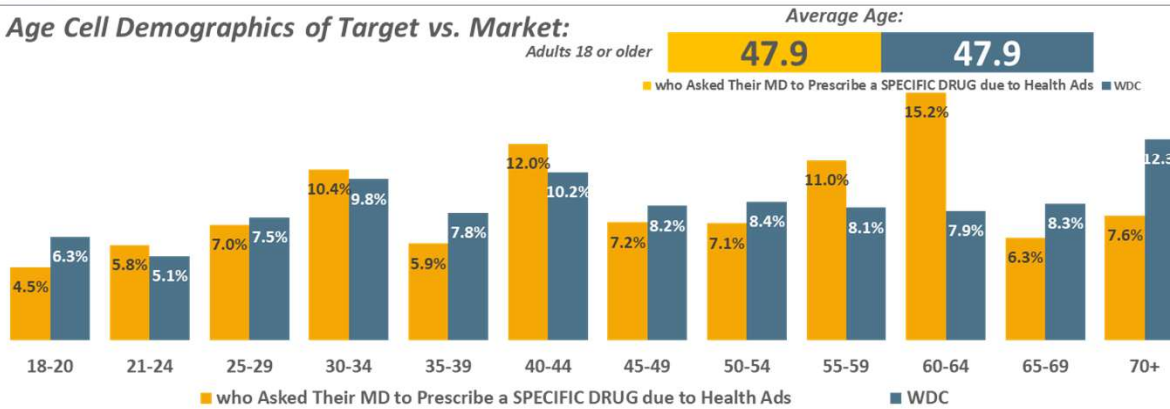


9.6% or 549,511 of WDC DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Typical Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 47.9 years old (.1% younger than average) and have a \$142,117 (3.7% higher than average) annual household...

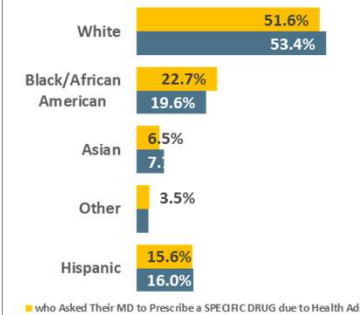
Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



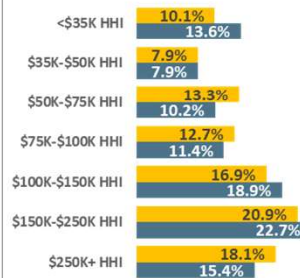
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:





8.8% or 398,937 of SEA DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Typical Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 47.6 years old (1.4% younger than average) and have a \$118,669 (5.9% lower than average) annual household ...

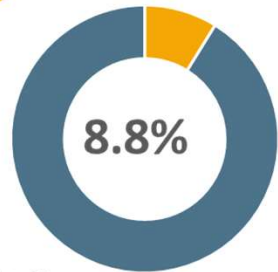


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads
■ Remainder of SEA DMA

Total Persons:

398,937 4,125,674

%M vs. %F:

Average Age:

Persons:

45.2%

49.7

180,409

50.3%

47.9

2,275,509

54.8%

45.6

218,528

49.7%

48.7

2,249,102

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

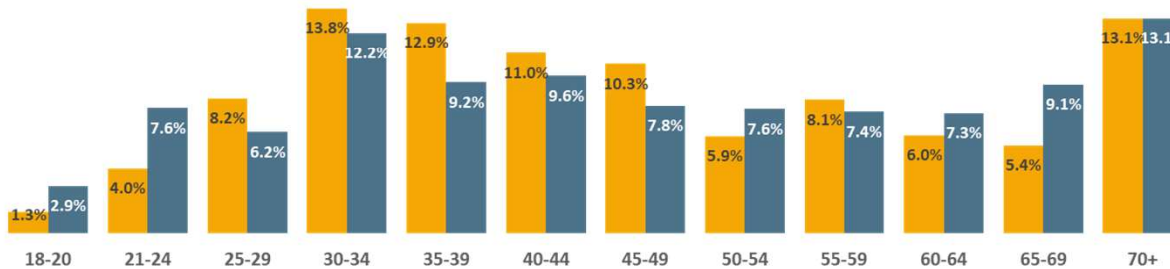
Average Age:

Adults 18 or older

47.6

48.3

■ who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads ■ SEA



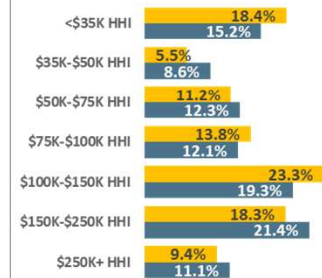
■ who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

■ SEA

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 390

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HHI of Target vs. Market:



Avg HHI:

\$118,669 \$124,869

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



8.2% or 392,726 of PHX DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Typical Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 44.9 years old (7.7% younger than average) and have a \$131,379 (24.7% higher than average) annual...

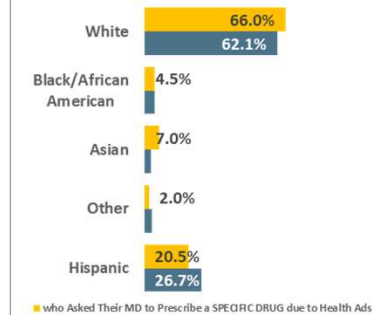
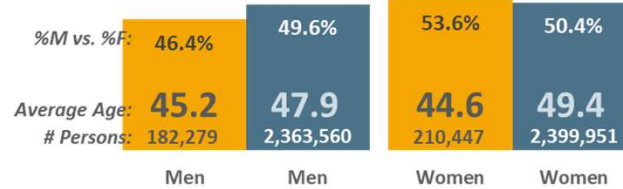
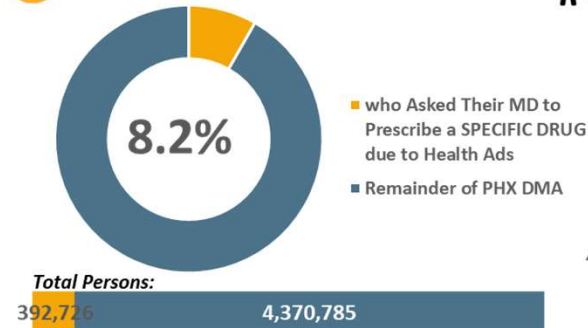


Percent of Market: Adults 18 or older

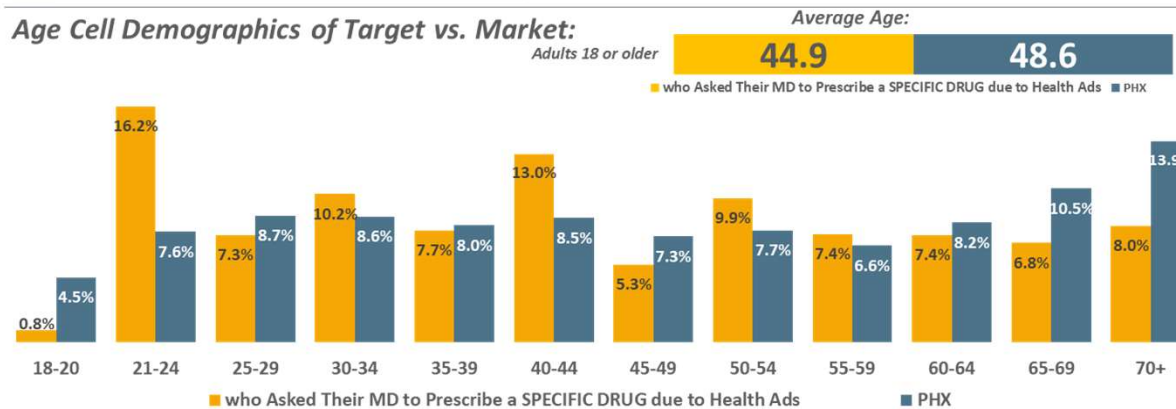


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

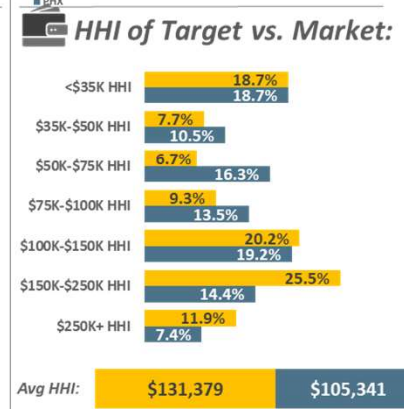


Age Cell Demographics of Target vs. Market:



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HHI of Target vs. Market:

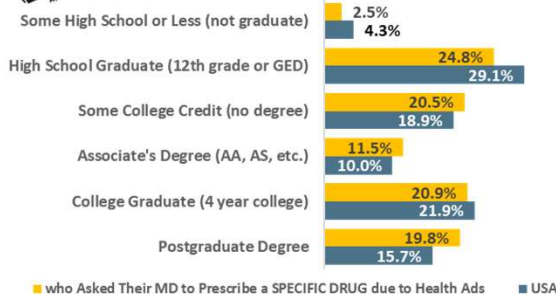


Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

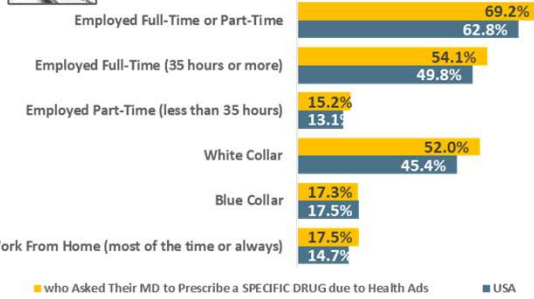


8.9% or 23,430,787 of USA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 8.% more likely to be a college graduate, 8.6% more likely to work full-time, 4.6% less likely to be married, 10.6% more likely to be a parent of 1 or more children u

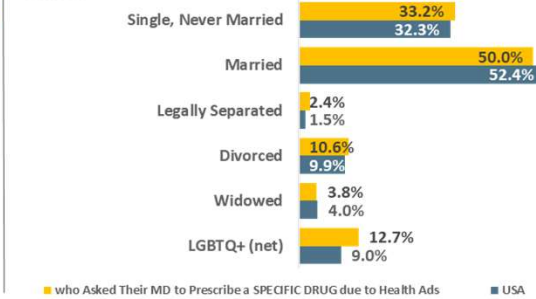
Education Levels: Adults 18 or older



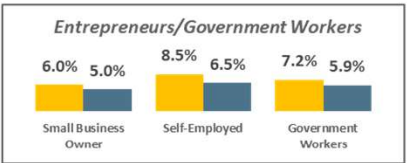
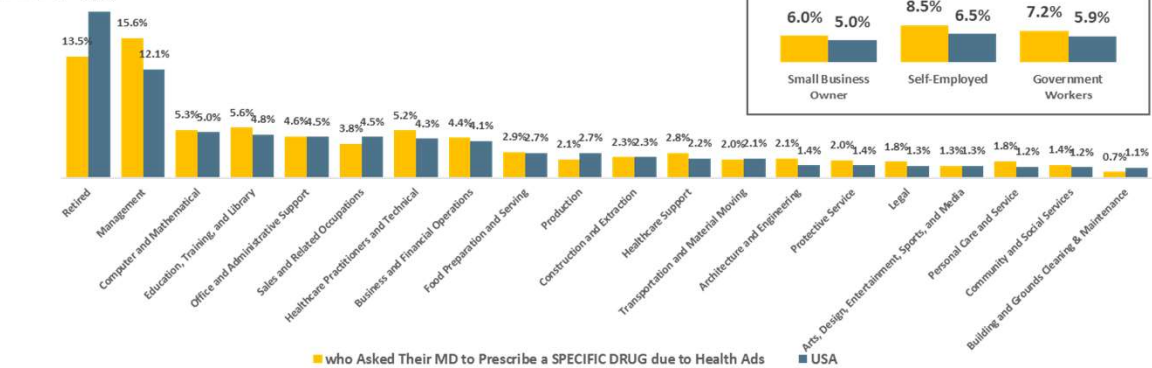
Employment: Adults 18 or older



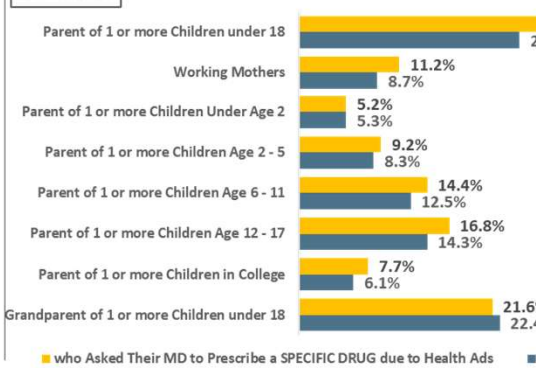
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

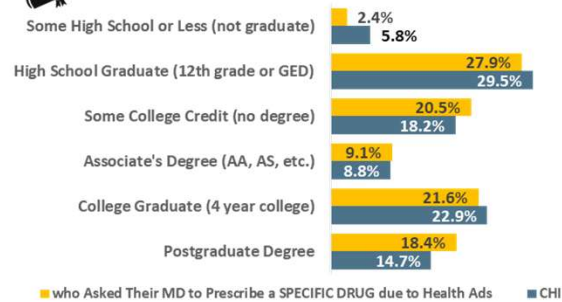




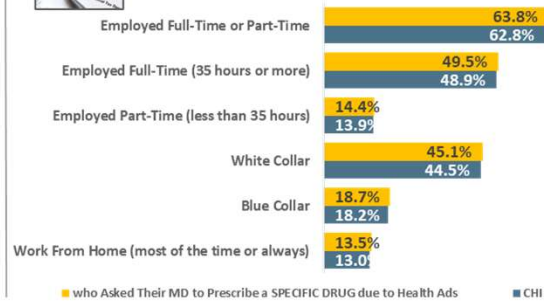
8.6% or 647,849 of CHI DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 6.5% more likely to be a college graduate, 1.2% more likely to work full-time, 9.1% less likely to be married, 8.6% less likely to be a parent of 1 or more children u



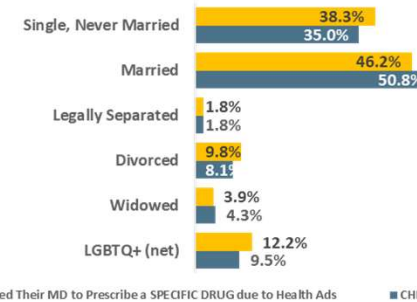
Education Levels: Adults 18 or older



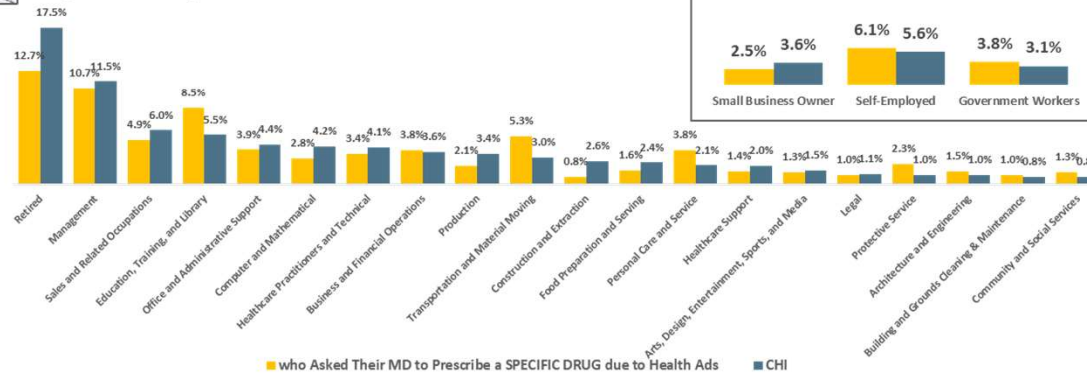
Employment: Adults 18 or older



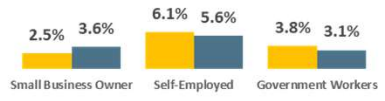
Marital Status: Adults 18 or older



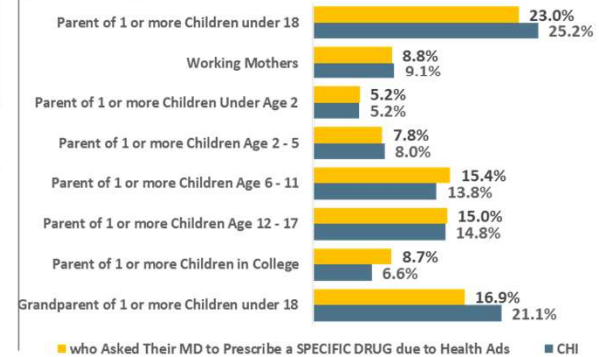
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

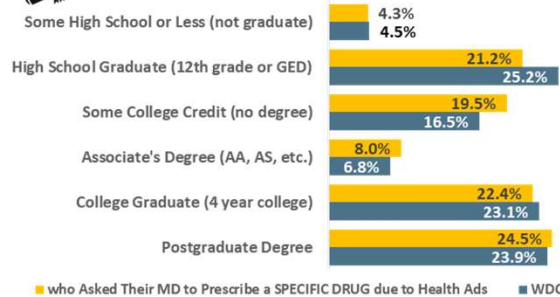




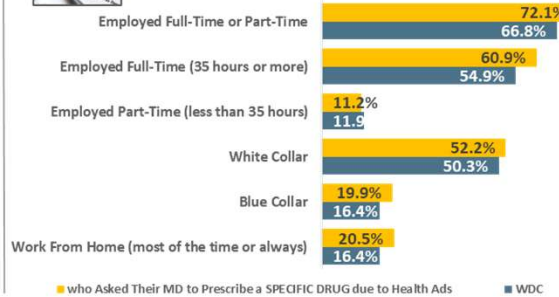
9.6% or 549,511 of WDC DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health...
Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are .3% less likely to be a college graduate, 10.9% more likely to work full-time, 2.4% less likely to be married, 3.3% less likely to be a parent of 1 or more children u



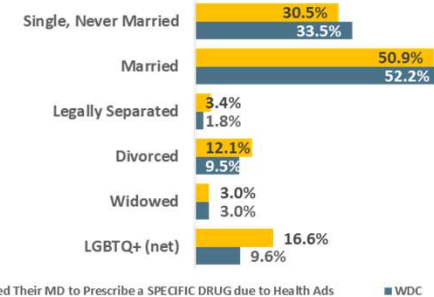
Education Levels: Adults 18 or older



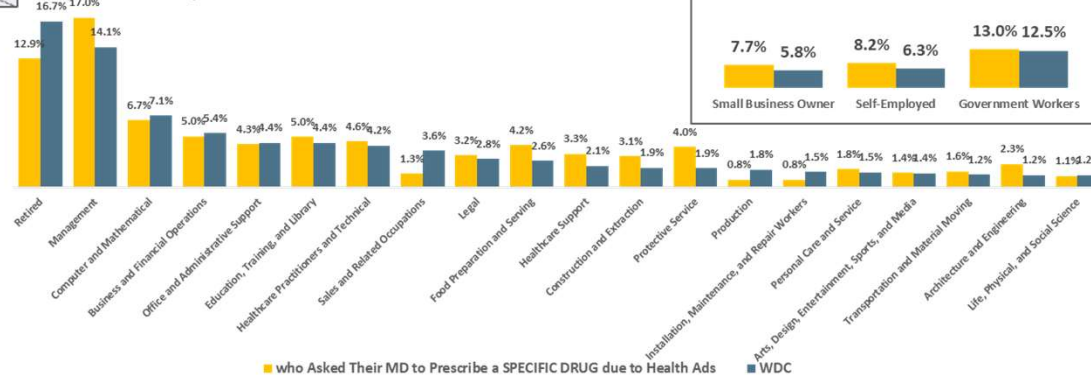
Employment: Adults 18 or older



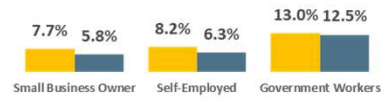
Marital Status: Adults 18 or older



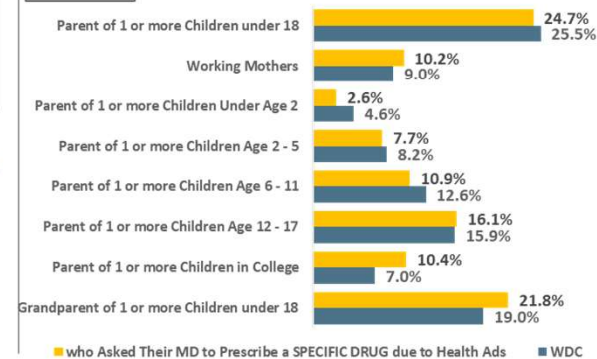
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



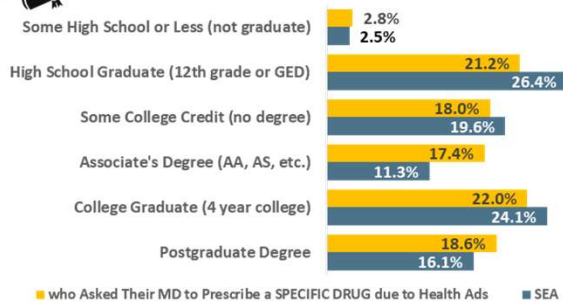
Stage in Life: Adults 18 or older



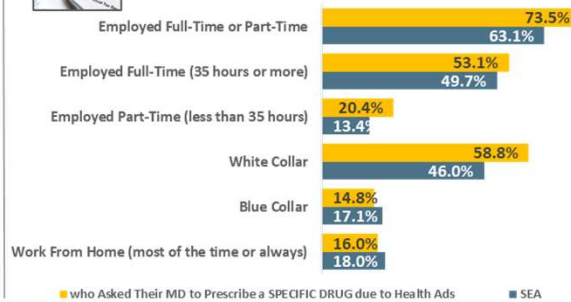


8.8% or 398,937 of SEA DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 1.0% more likely to be a college graduate, 6.9% more likely to work full-time, 5.3% less likely to be married, 17.4% more likely to be a parent of 1 or more children u

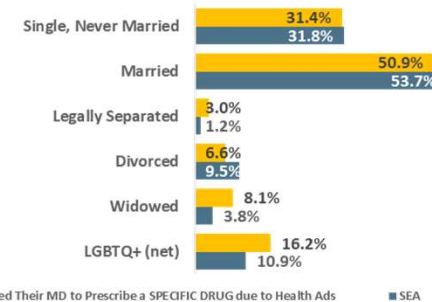
Education Levels: Adults 18 or older



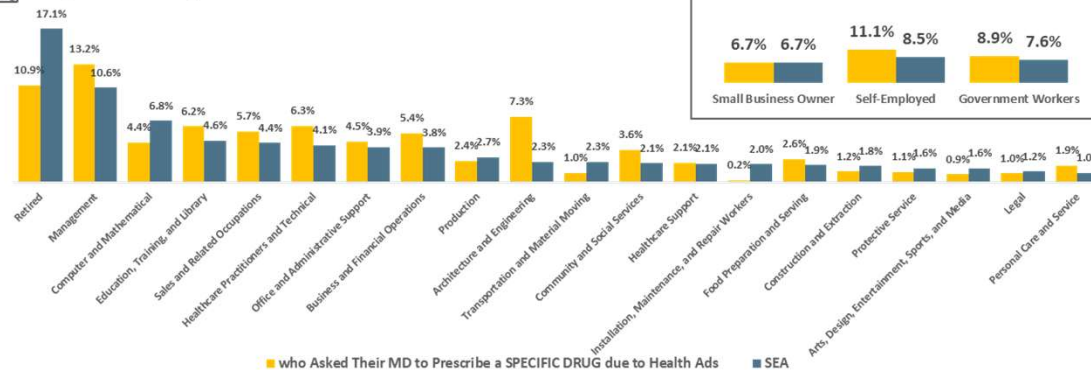
Employment: Adults 18 or older



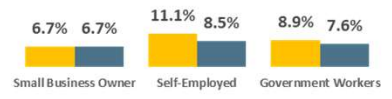
Marital Status: Adults 18 or older



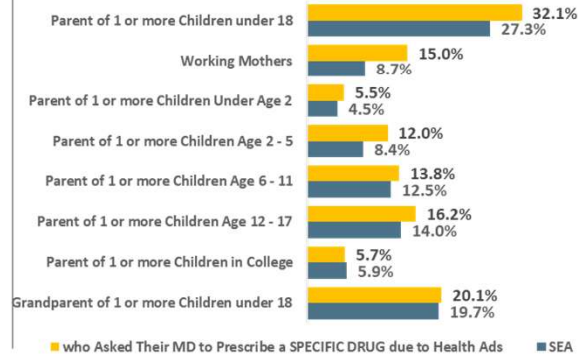
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



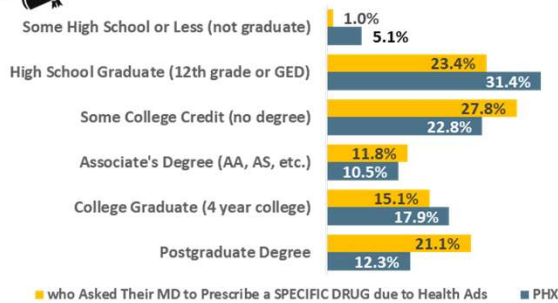
Stage in Life: Adults 18 or older



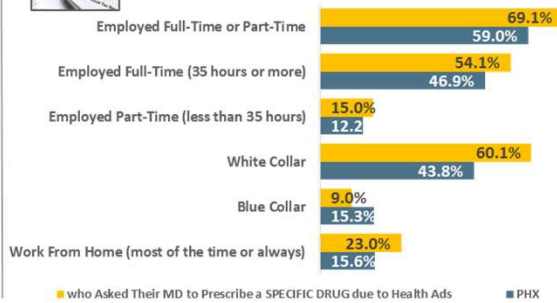


8.2% or 392,726 of PHX DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 19.6% more likely to be a college graduate, 15.4% more likely to work full-time, 10.2% less likely to be married, .% less likely to be a parent of 1 or more children

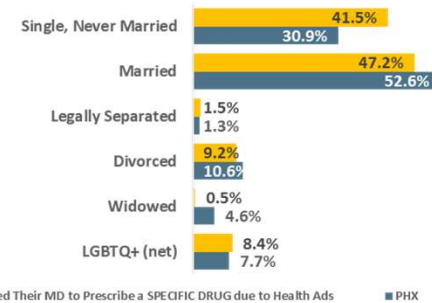
Education Levels: Adults 18 or older



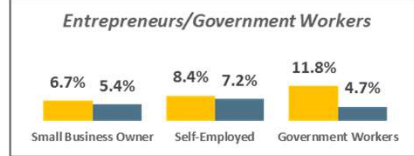
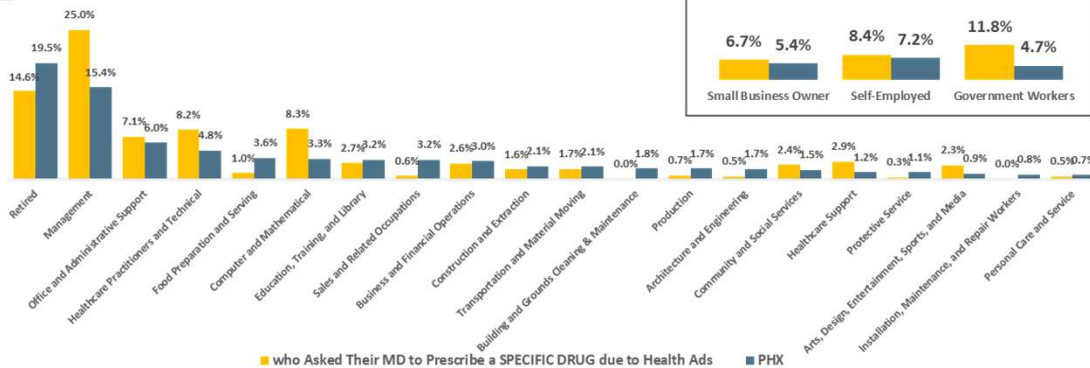
Employment: Adults 18 or older



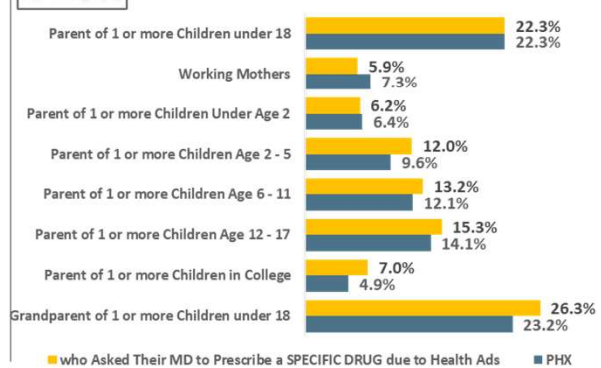
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



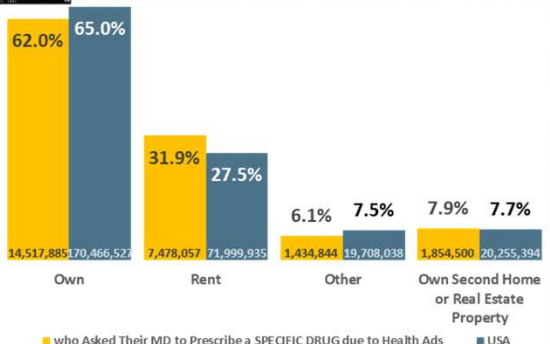
Stage in Life: Adults 18 or older



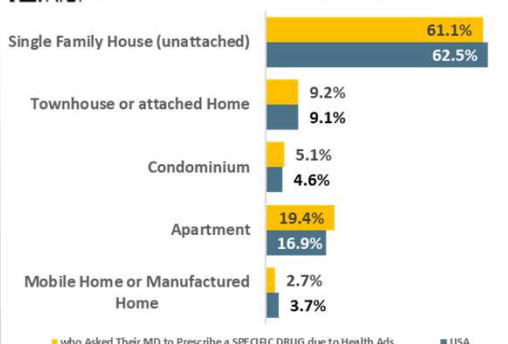


8.9% or 23,430,787 of USA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 4.7% less likely to own their home, 17.3% more likely to own a higher valued home, 2.3% less likely to have a single-family home, 26.1% more likely to have a dog.

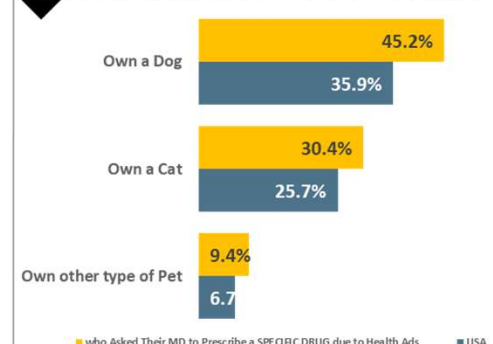
Own/Rent/Other: Adults 18 or older



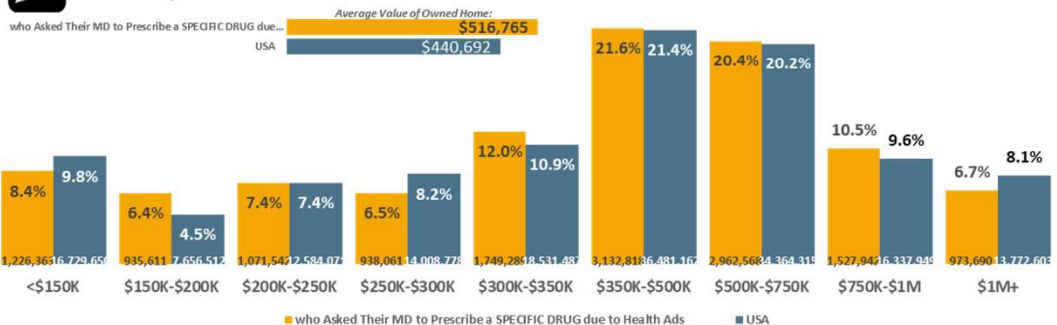
Type of Home: Adults 18 or older



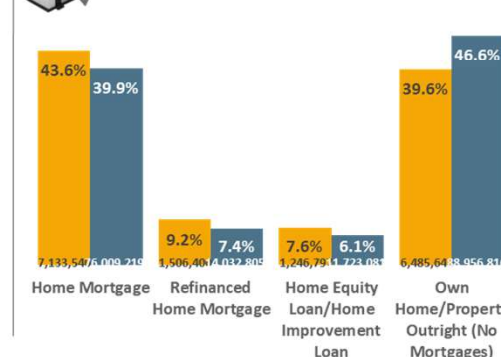
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



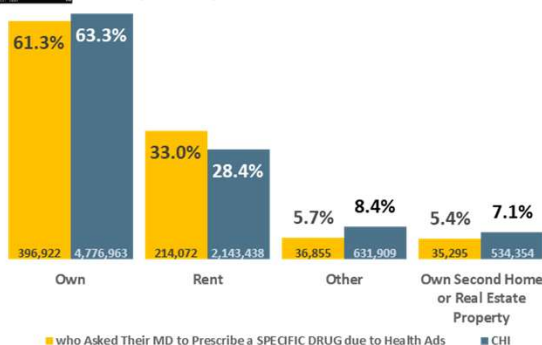
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,510
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

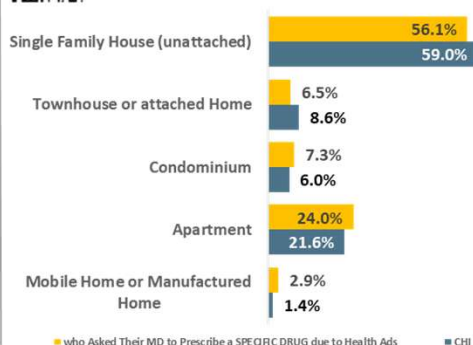


8.6% or 647,849 of CHI DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 3.1% less likely to own their home, 2.1% more likely to own a lower valued home, 4.9% less likely to have a single-family home, 27.7% more likely to have a dog.

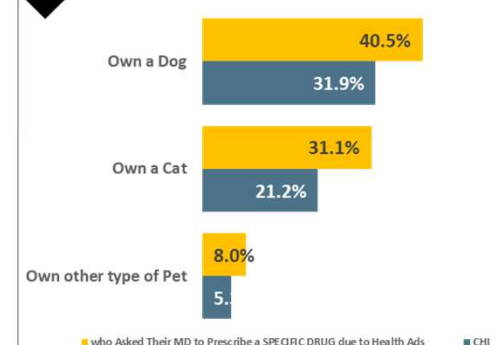
Own/Rent/Other: Adults 18 or older



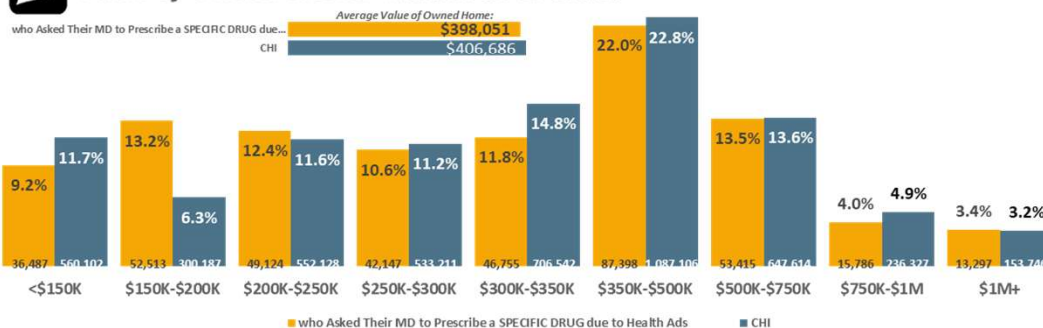
Type of Home: Adults 18 or older



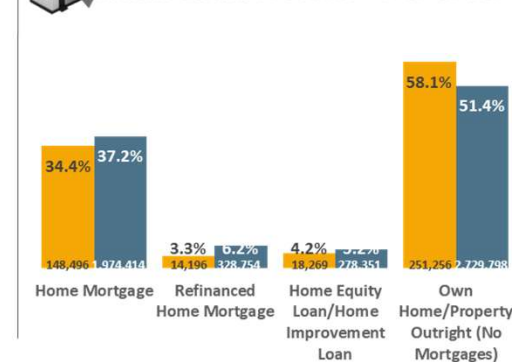
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



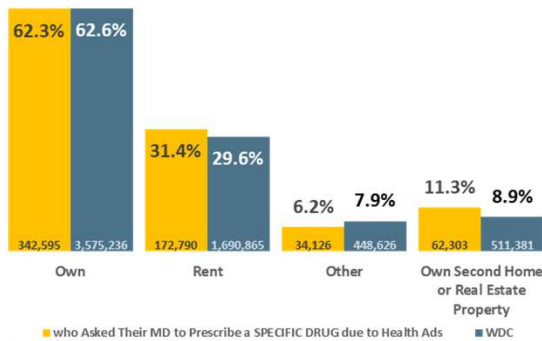
Home Loans: Adults 18 or older



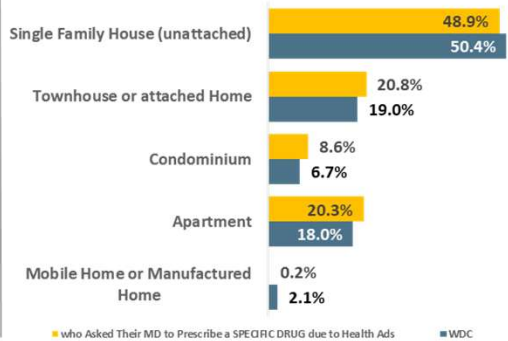


9.6% or 549,511 of WDC DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are .3% less likely to own their home, 12.% more likely to own a lower valued home, 3.% less likely to have a single-family home, 16.2% more likely to have a dog.

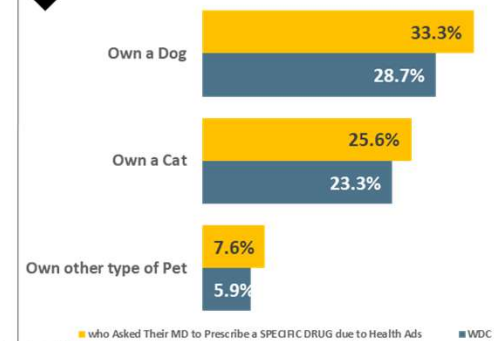
Own/Rent/Other: Adults 18 or older



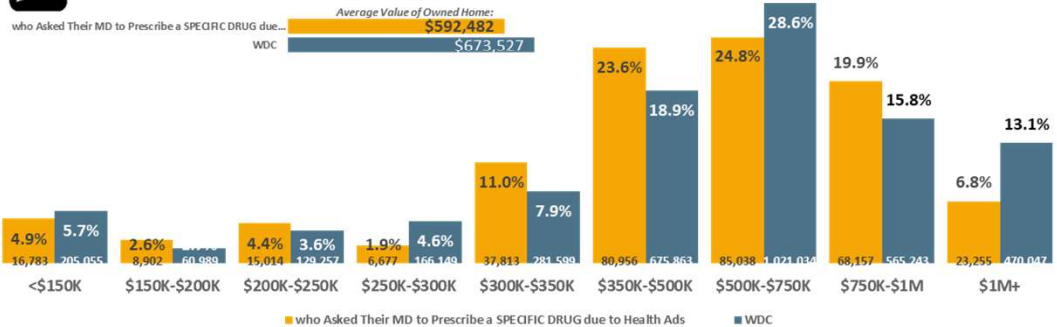
Type of Home: Adults 18 or older



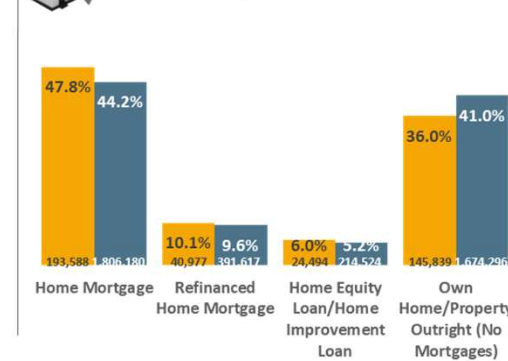
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



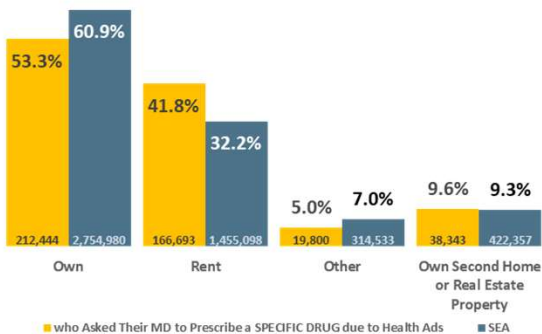
Home Loans: Adults 18 or older



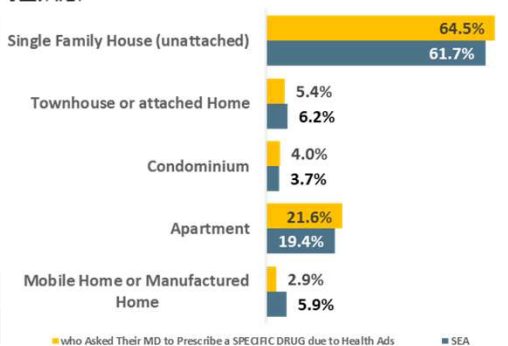


8.8% or 398,937 of SEA DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 12.5% less likely to own their home, 9.% more likely to own a lower valued home, 4.5% more likely to have a single-family home, 19.6% more likely to have a dog.

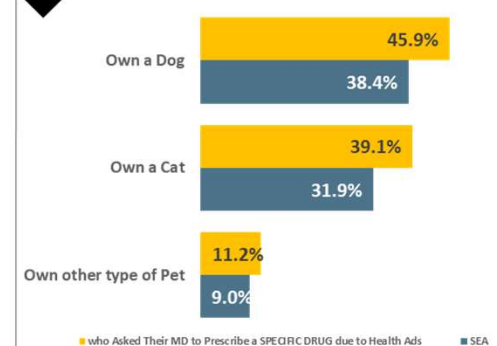
Own/Rent/Other: Adults 18 or older



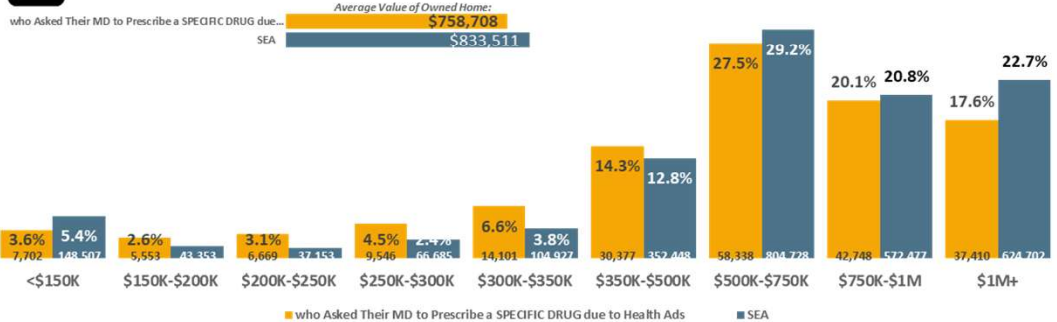
Type of Home: Adults 18 or older



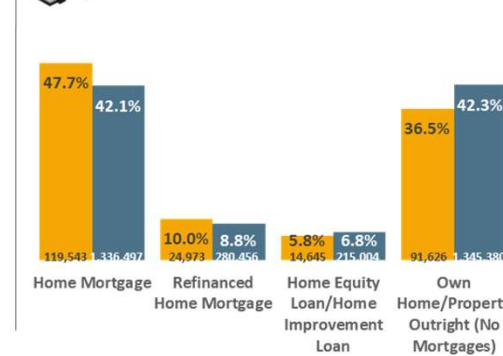
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



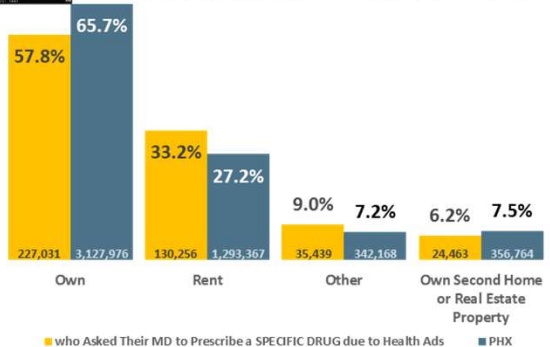
Home Loans: Adults 18 or older



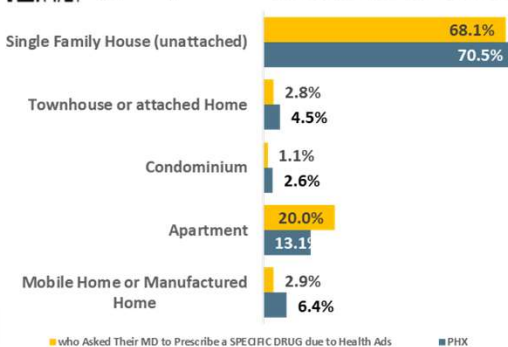


8.2% or 392,726 of PHX DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 12.% less likely to own their home, 2.3% more likely to own a higher valued home, 3.4% less likely to have a single-family home, 24.4% more likely to have a dog.

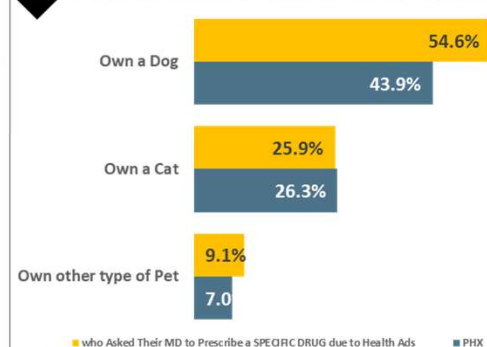
Own/Rent/Other: Adults 18 or older



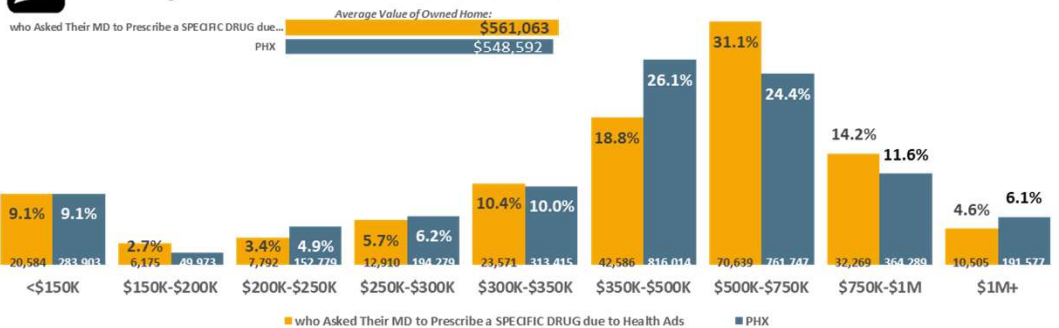
Type of Home: Adults 18 or older



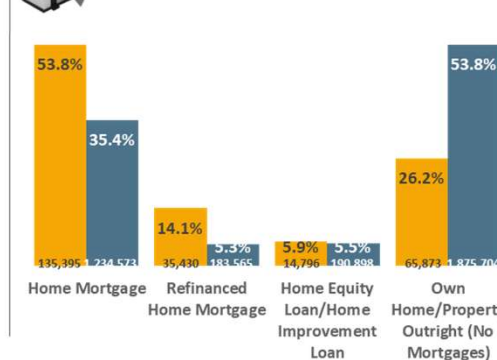
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

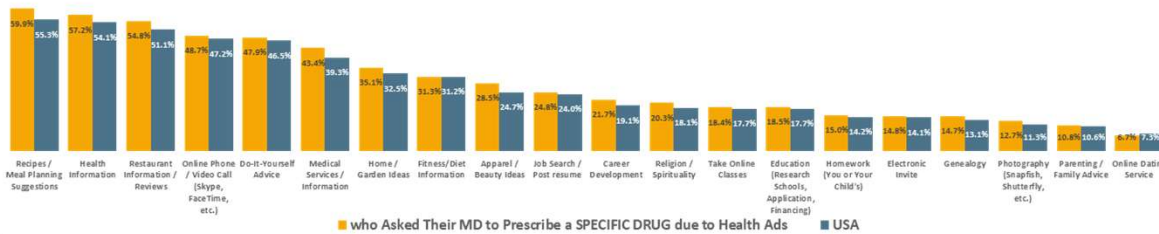




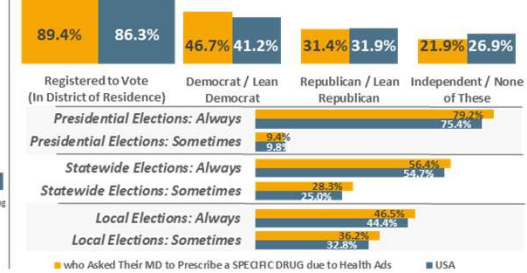
8.9% or 23,430,787 of USA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 3.1% more likely to look up D-I-Y advice online, 4.9% more likely to always vote in local elections, 28.7% more likely to belong to a gym, 13.3% more likely to fly do



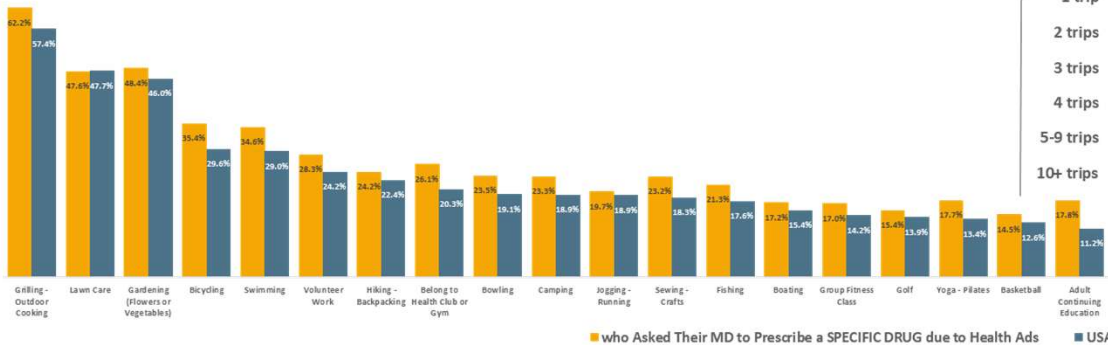
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



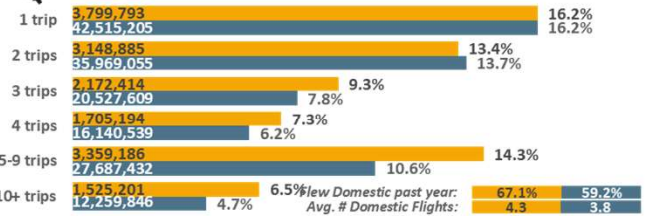
Political Activity: Adults 18 or older



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



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

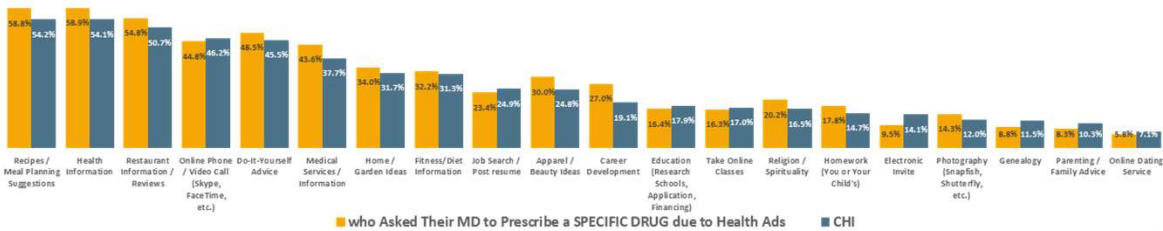




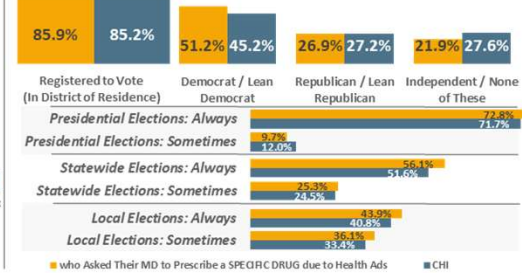
8.6% or 647,849 of CHI DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health...
Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 6.5% more likely to look up D-I-Y advice online, 7.7% more likely to always vote in local elections, 32.7% more likely to belong to a gym, 5.4% more likely to fly dom



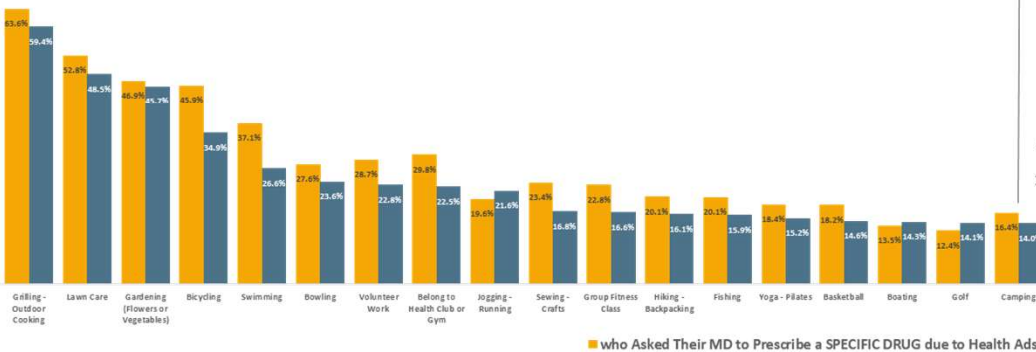
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



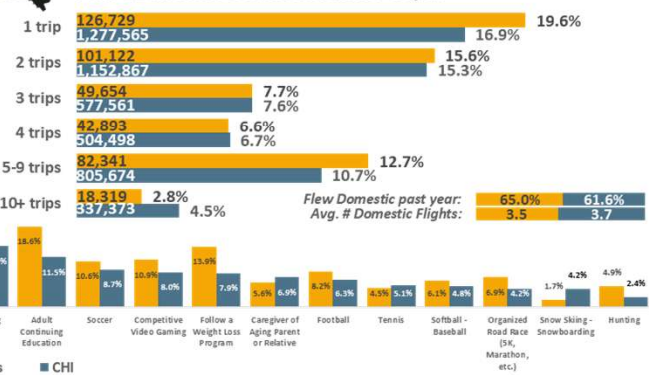
Political Activity: Adults 18 or older



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



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

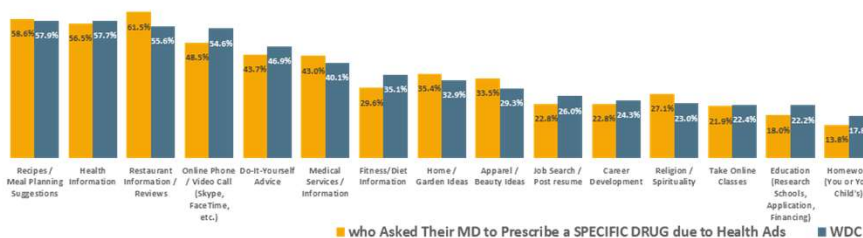




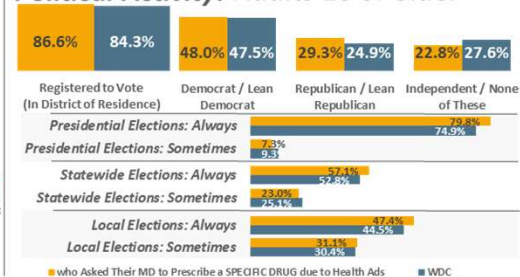
9.6% or 549,511 of WDC DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health...
 Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 7.1% less likely to look up D-I-Y advice online, 6.7% more likely to always vote in local elections, 19.5% more likely to belong to a gym, 16.% more likely to fly dome



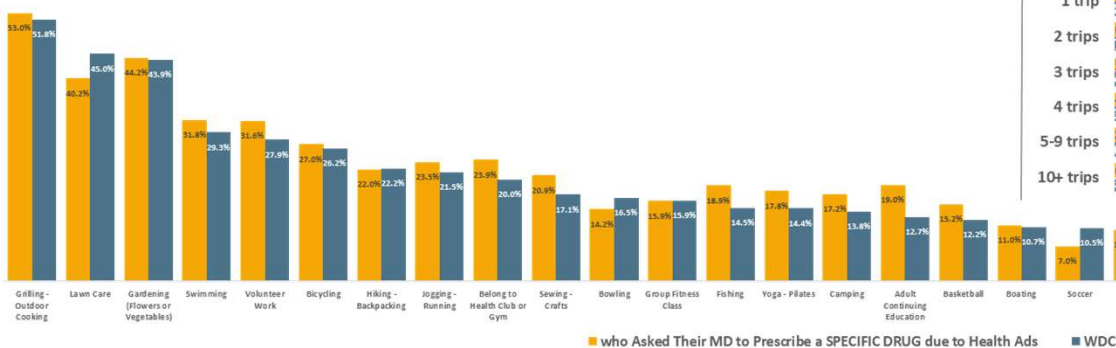
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



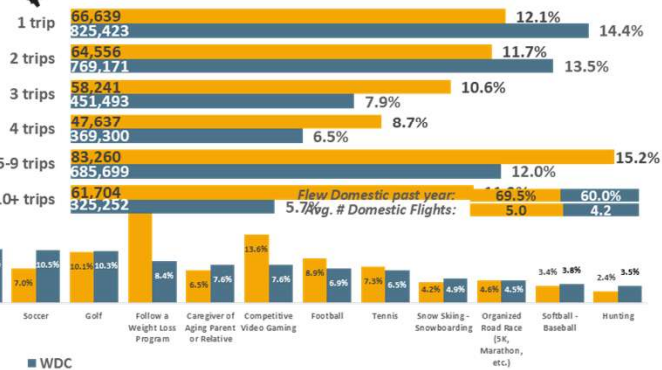
Political Activity: Adults 18 or older



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



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

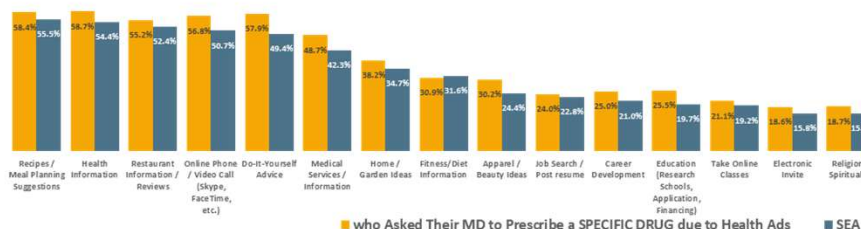




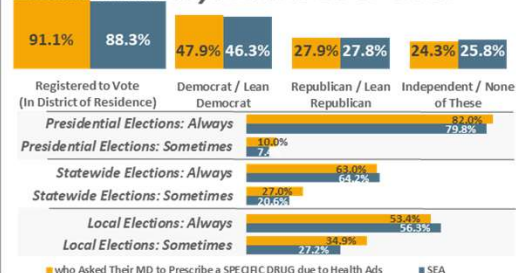
8.8% or 398,937 of SEA DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health...
Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 17.3% more likely to look up D-I-Y advice online, 5.2% less likely to always vote in local elections, 15.6% more likely to belong to a gym, 17.8% more likely to fly d



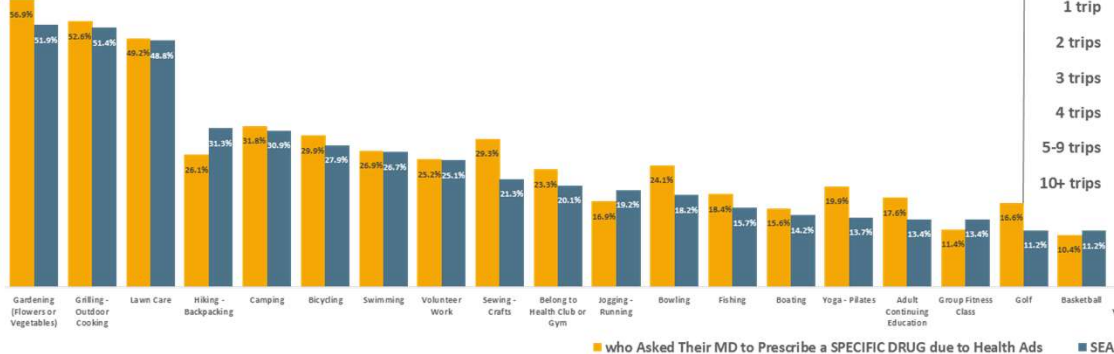
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



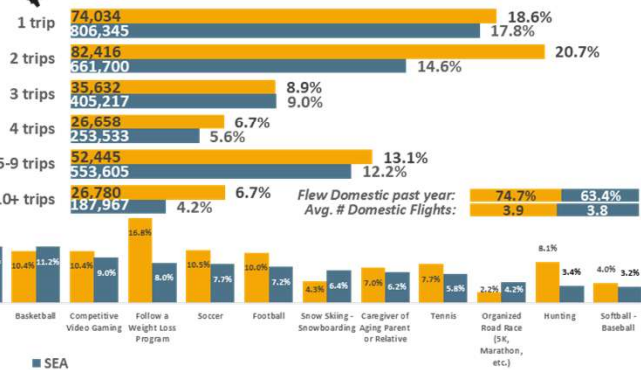
Political Activity: Adults 18 or older



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



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

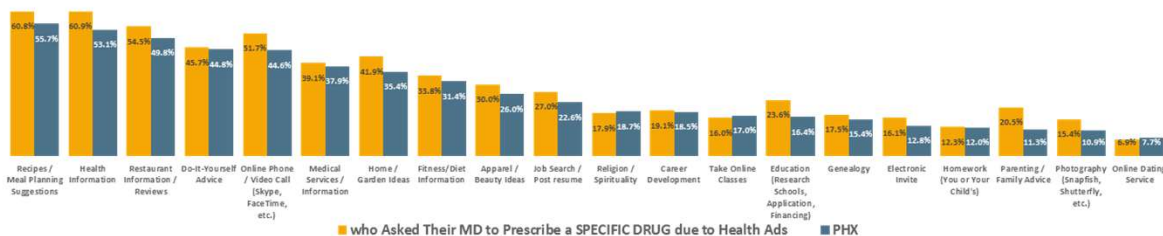




8.2% or 392,726 of PHX DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health...
 Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 2.0% more likely to look up D-I-Y advice online, 8.8% more likely to always vote in local elections, 25.0% more likely to belong to a gym, 12.3% more likely to fly dome



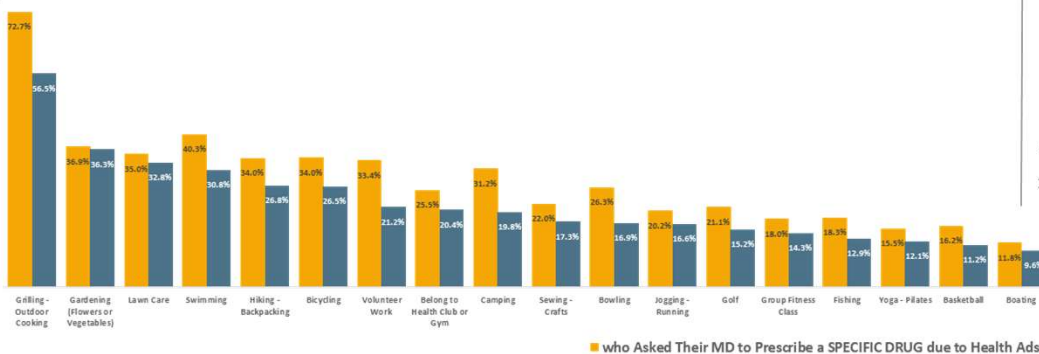
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads ■ PHX



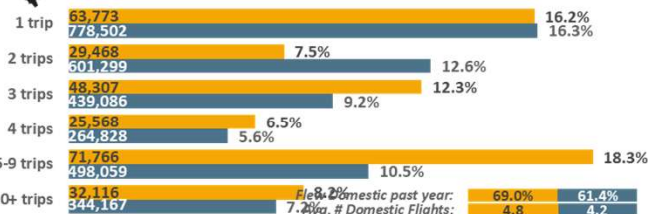
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



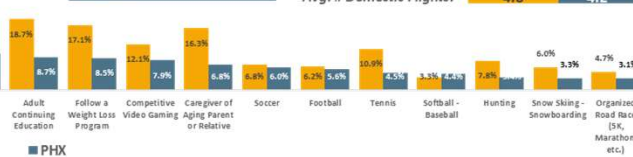
■ who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads ■ PHX



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



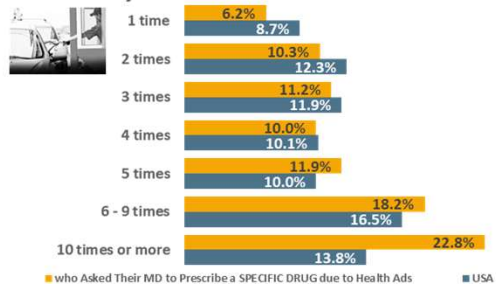
Domestic past year: 69.0% vs 61.4%
 Avg. # Domestic Flights: 4.8 vs 4.2





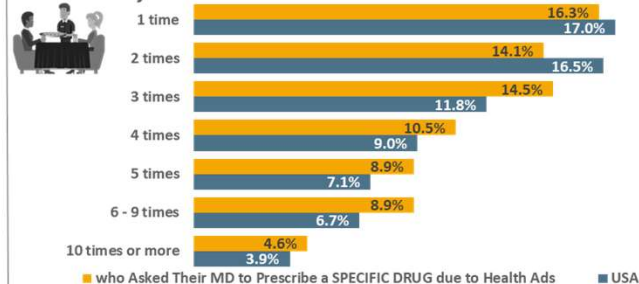
8.9% or 23,430,787 of USA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 8.5% more likely to use QSRs past mo., 8.1% more likely to use Sit-Down Restaurants past mo., 29.5% more likely to use Casinos past yr., 56.9% more likely to smoke ci

Past 30-days QSR Users: Adults 18 or older



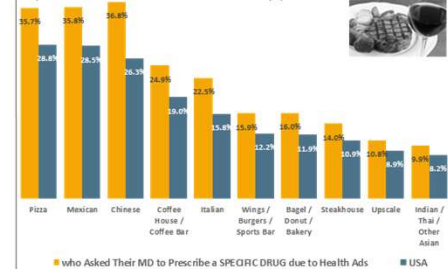
Total Monthly QSR Users:		Avg. Monthly QSR Meals:	
90.5%	83.4%		
21,215,079	218,723,595	7.1	5.9

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



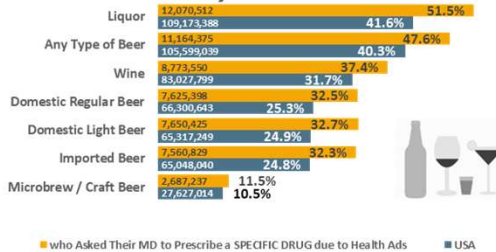
Total Monthly Sit-Down Restaurant Users:		Avg. Monthly Sit-Down Restaurant Meals:	
77.8%	72.0%	4.0	3.7
18,221,734	188,675,723		

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

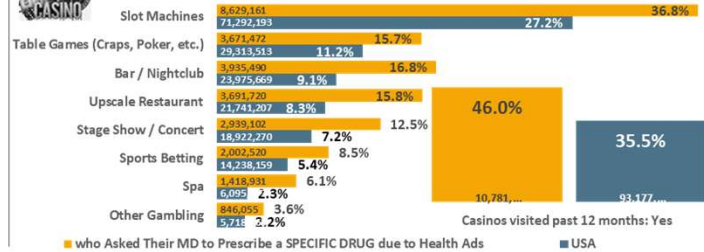


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	7,039,067	30.0%
USA	1,720,042	19.5%

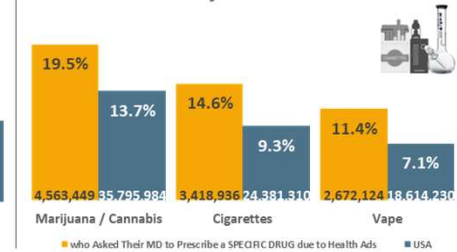
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



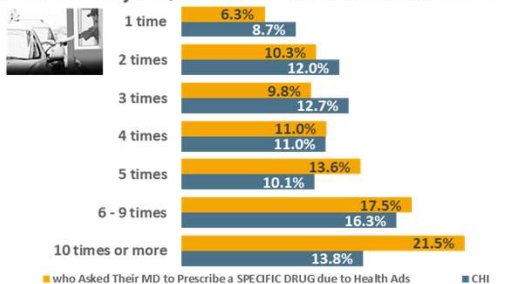
Used Past 30-days: Adults 18 or older





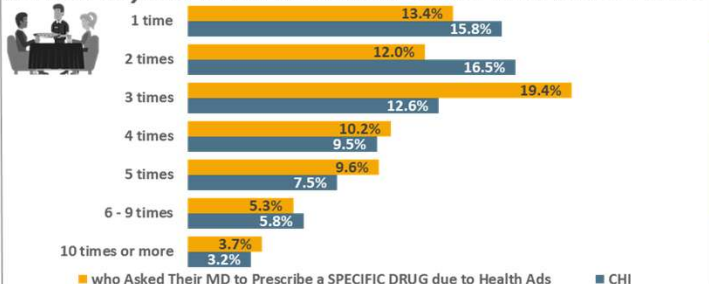
8.6% or 647,849 of CHI DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 6.5% more likely to use QSRs past mo., 3.7% more likely to use Sit-Down Restaurants past mo., 27.7% more likely to use Casinos past yr., 37.1% more likely to smoke ci

Past 30-days QSR Users: Adults 18 or older



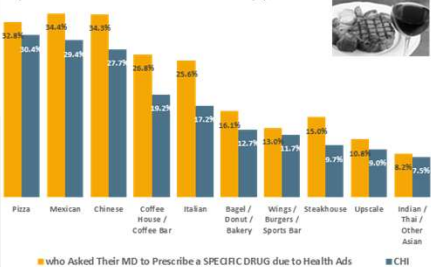
Total Monthly QSR Users: 90.1%
Avg. Monthly QSR Meals: 6.9

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



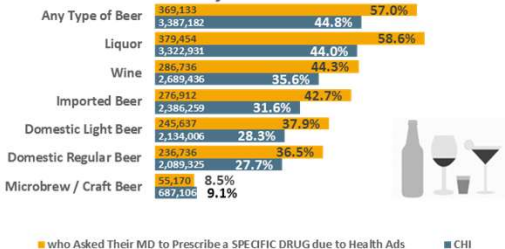
Total Monthly Sit-Down Restaurant Users: 73.6%
Avg. Monthly Sit-Down Restaurant Meals: 3.8

Top-10 Cuisines: Adults 18 or older

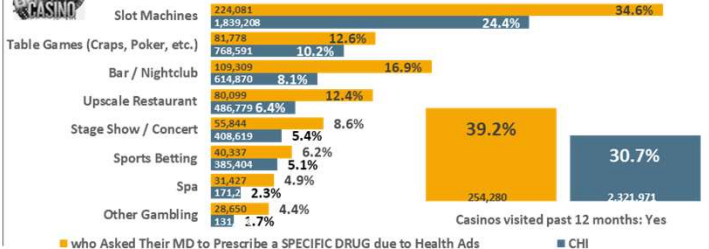


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads: 31.2%
CHI: 22.6%

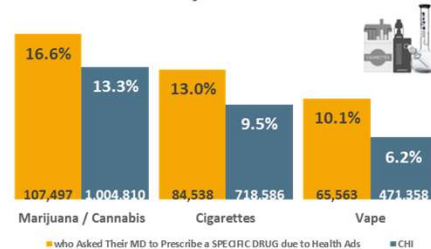
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



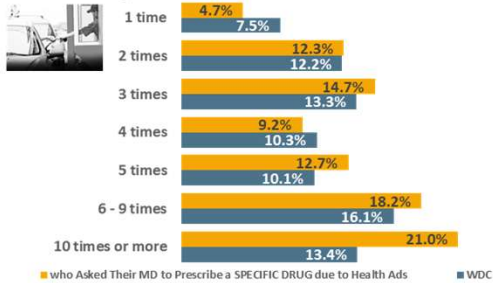
Used Past 30-days: Adults 18 or older



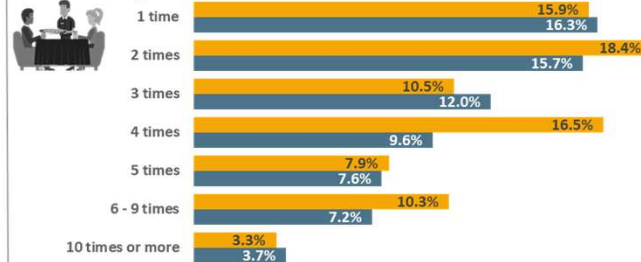


9.6% or 549,511 of WDC DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 12.% more likely to use QSRs past mo., 15.% more likely to use Sit-Down Restaurants past mo., 36.8% more likely to use Casinos past yr., 65.1% more likely to smoke ci

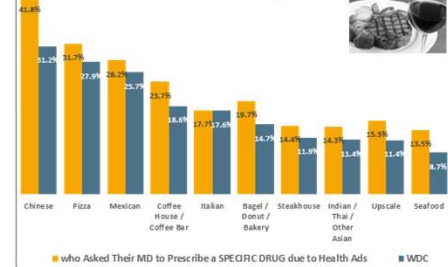
Past 30-days QSR Users: Adults 18 or older



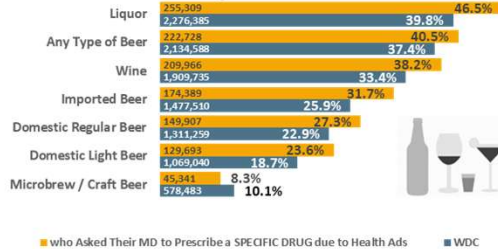
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



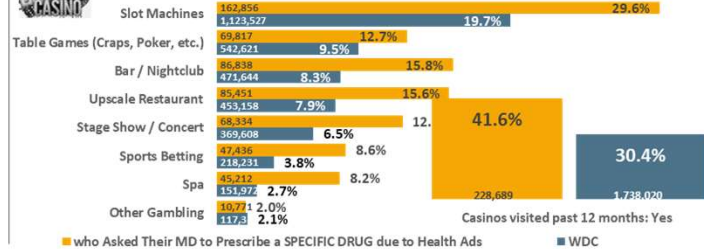
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



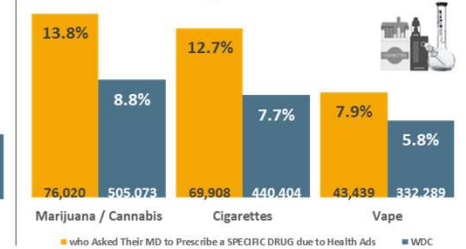
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



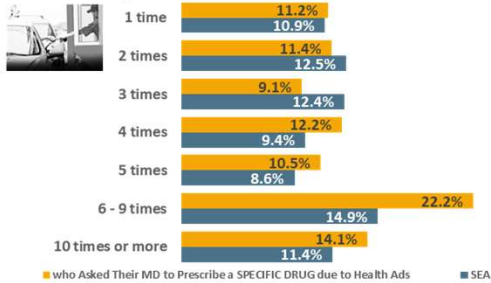
Used Past 30-days: Adults 18 or older





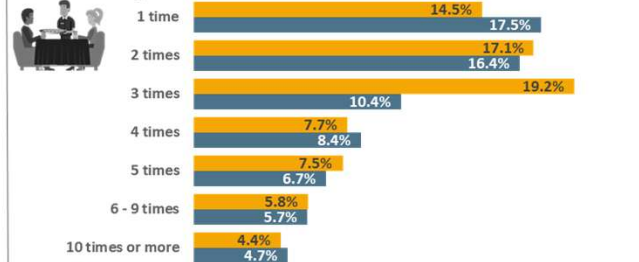
8.8% or 398,937 of SEA DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 13.2% more likely to use QSRs past mo., 9.1% more likely to use Sit-Down Restaurants past mo., 44.3% more likely to use Casinos past yr., 29.2% more likely to smoke c

Past 30-days QSR Users: Adults 18 or older



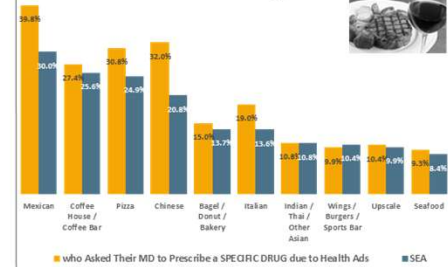
Total Monthly QSR Users: 90.7%
361,763
80.1%
3,624,751
Avg. Monthly QSR Meals: 6.0
5.5

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



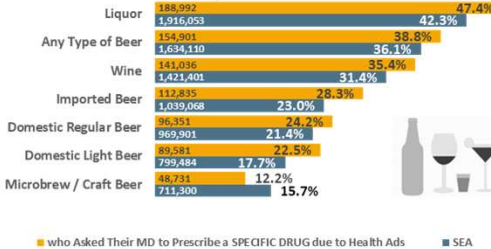
Total Monthly Sit-Down Restaurant Users: 76.2%
304,119
69.9%
3,162,000
Avg. Monthly Sit-Down Restaurant Meals: 3.7
3.8

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

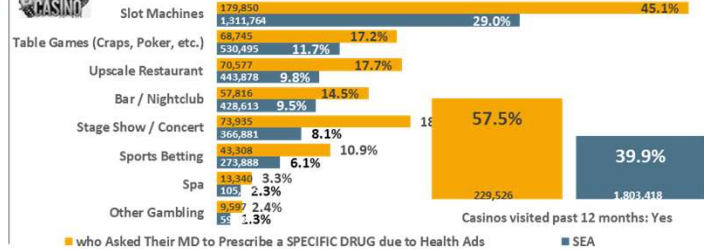


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads: 116,524
SEA: 893,209
29.2%
19.7%

Drank Past 30-days: Adults 18 or older

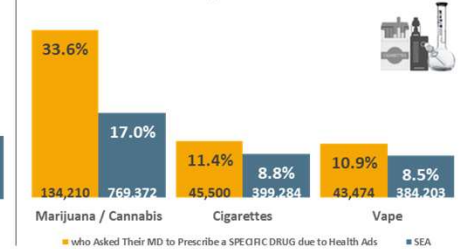


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
229,526
39.9%
1,803,418

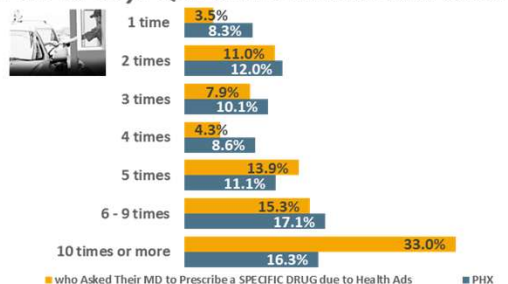
Used Past 30-days: Adults 18 or older



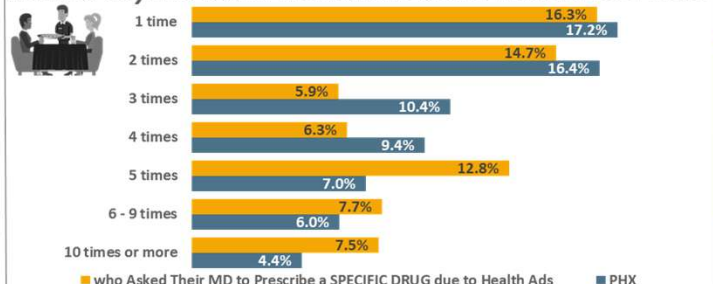


8.2% or 392,726 of PHX DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 6.4% more likely to use QSRs past mo., .5% more likely to use Sit-Down Restaurants past mo., 17.4% more likely to use Casinos past yr., 80.5% more likely to smoke cig

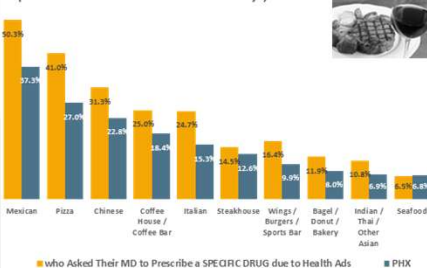
Past 30-days QSR Users: Adults 18 or older



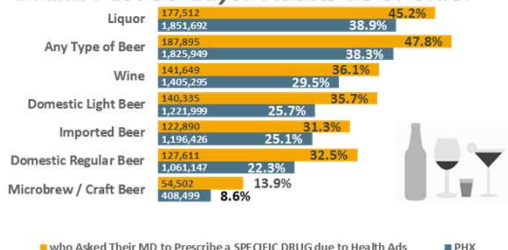
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



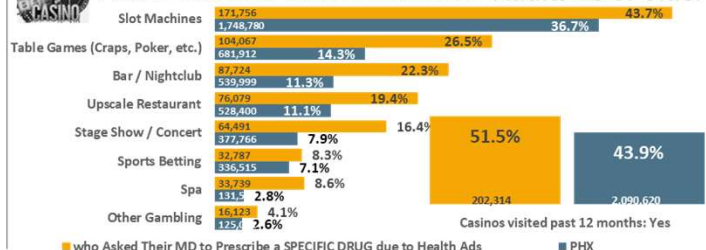
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



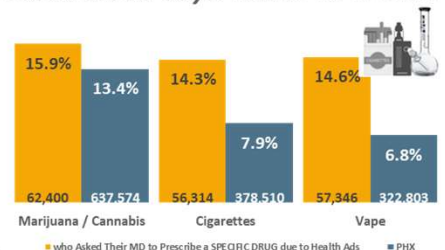
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

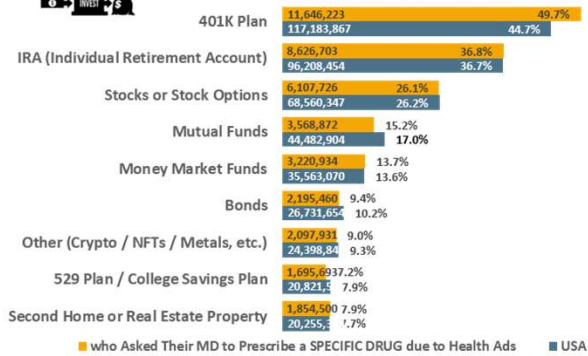




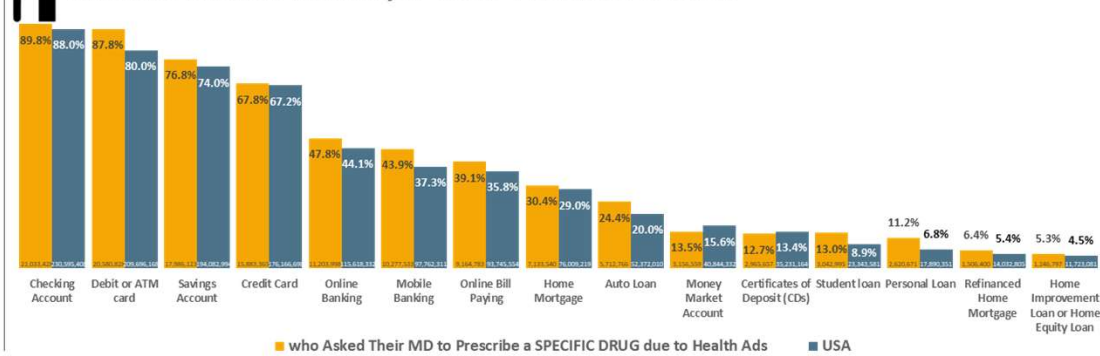
8.9% or 23,430,787 of USA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 11.2% more likely to have a 401K, 22.1% more likely to have an Auto Loan, 19.2% more likely to Invest/Trade Stocks Online, 20.9% more likely to pay with their Debit C



Investments Owned: Adults 18 or older



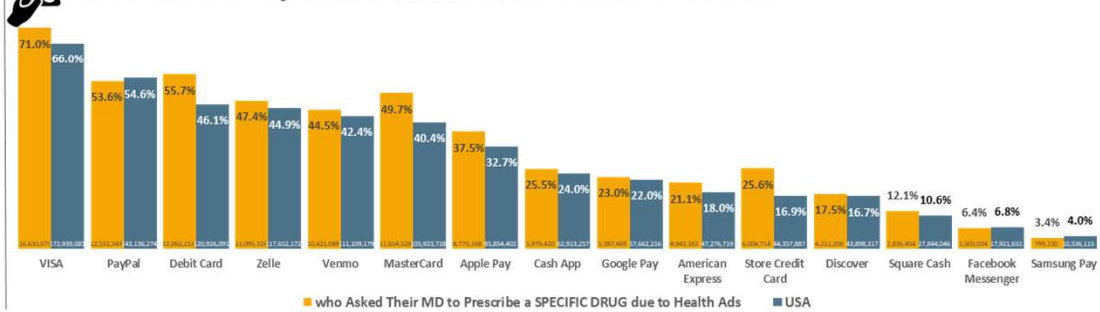
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,510
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



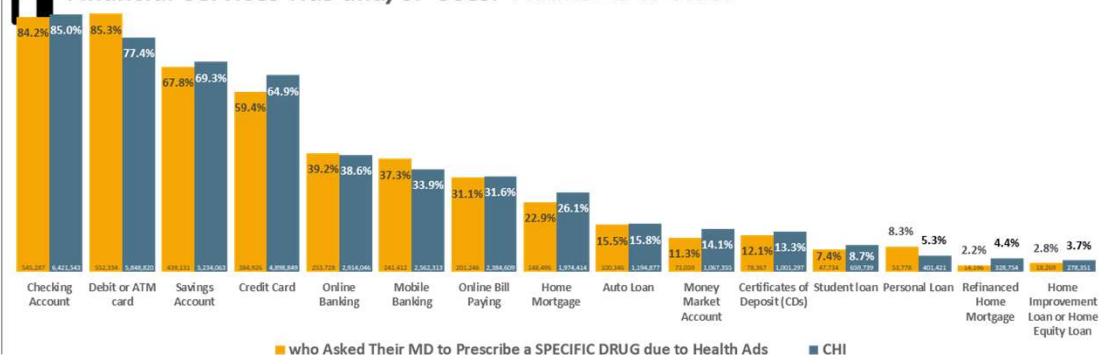
8.6% or 647,849 of CHI DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health... Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 4.3% more likely to have a 401K, 2.1% less likely to have an Auto Loan, 11.1% less likely to Invest/Trade Stocks Online, 21.6% more likely to pay with their Debit Card



Investments Owned: Adults 18 or older



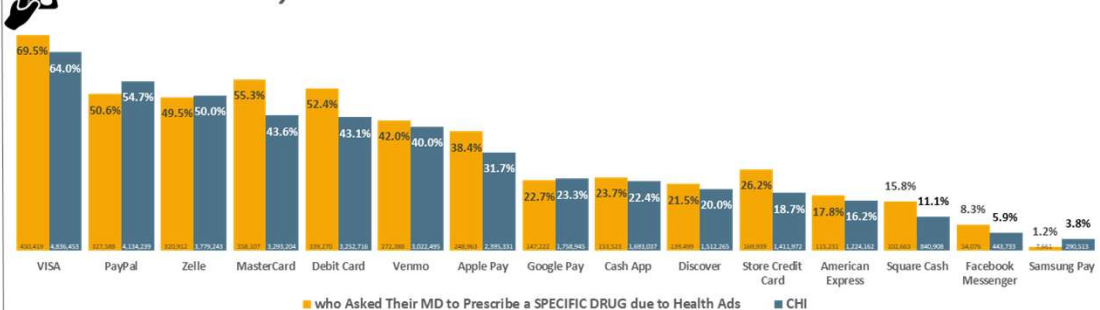
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

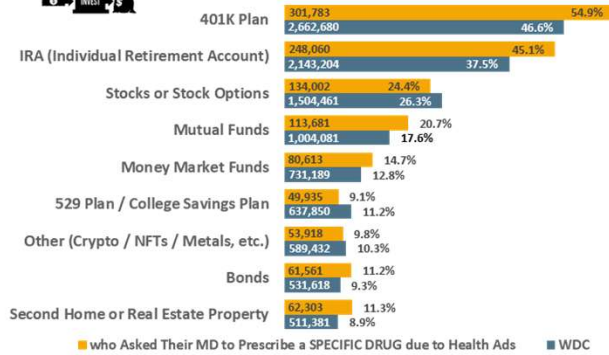




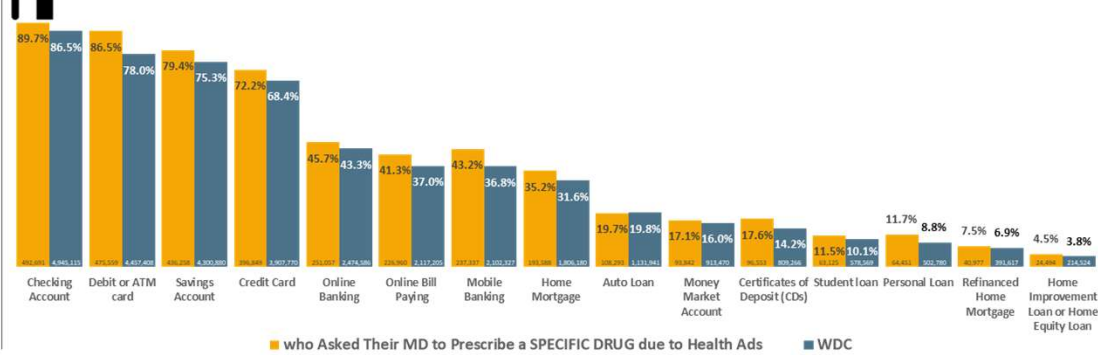
9.6% or 549,511 of WDC DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health...
Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 17.9% more likely to have a 401K, .5% less likely to have an Auto Loan, 38.5% more likely to Invest/Trade Stocks Online, 9.3% more likely to pay with their Debit Card



Investments Owned: Adults 18 or older



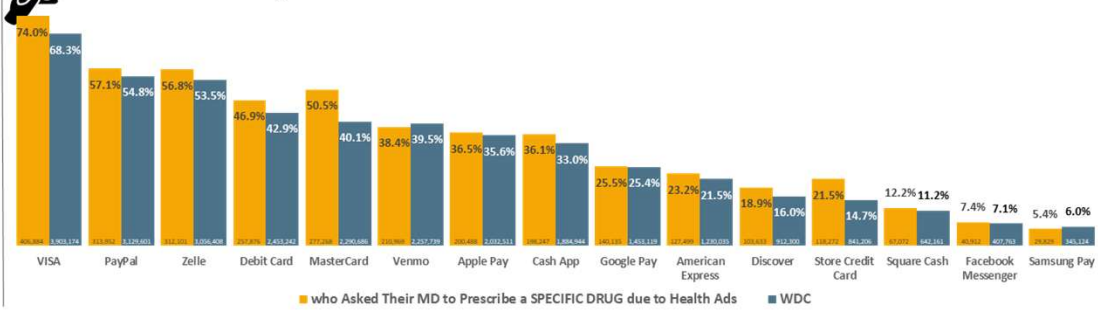
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

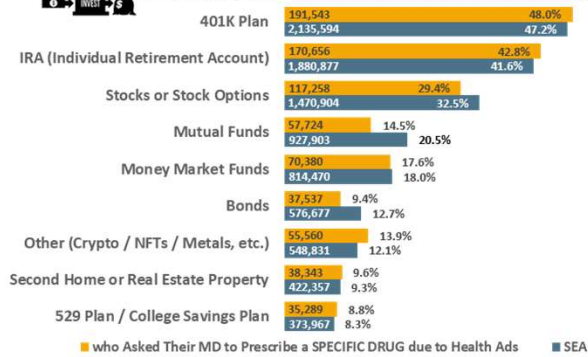




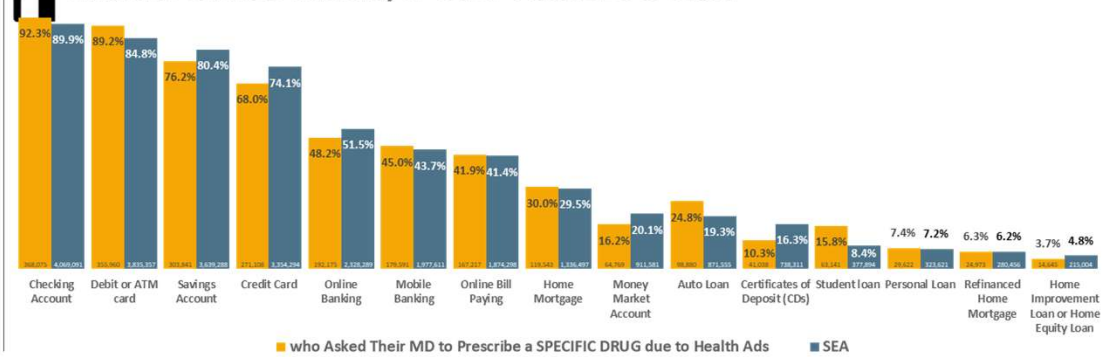
8.8% or 398,937 of SEA DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health...
Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 1.7% more likely to have a 401K, 28.7% more likely to have an Auto Loan, 7.7% more likely to Invest/Trade Stocks Online, 13.7% more likely to pay with their Debit Car



Investments Owned: Adults 18 or older



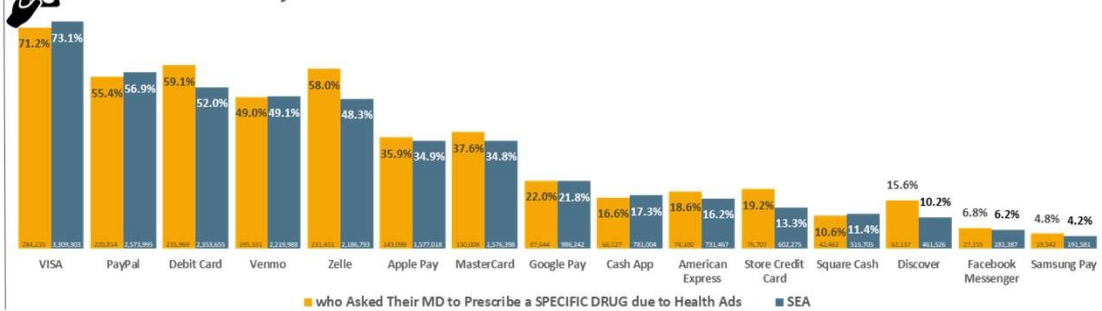
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

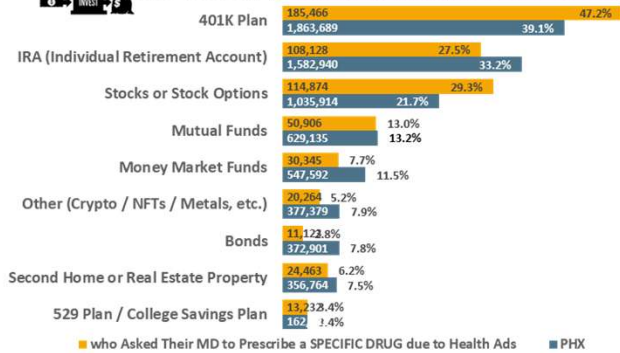




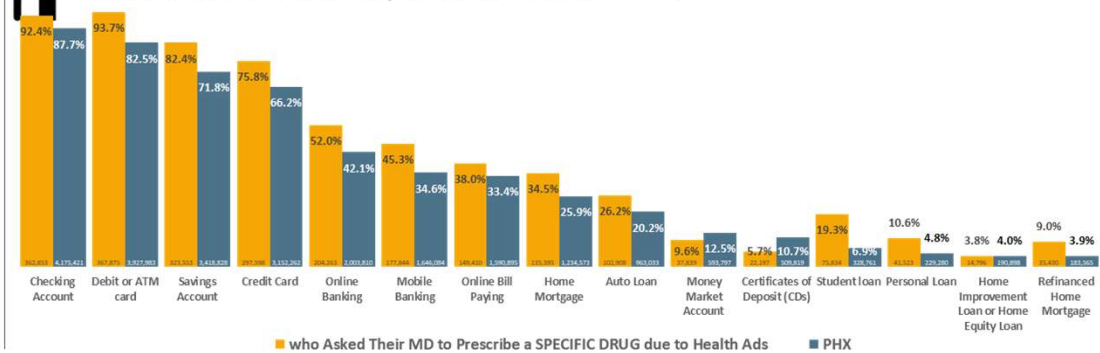
8.2% or 392,726 of PHX DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health...
Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 20.7% more likely to have a 401K, 29.6% more likely to have an Auto Loan, 36.6% more likely to Invest/Trade Stocks Online, 27.8% more likely to pay with their Debit C



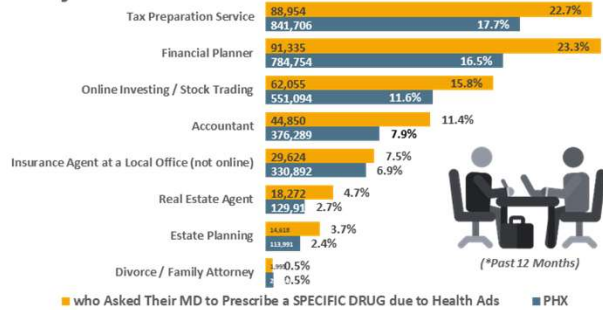
Investments Owned: Adults 18 or older



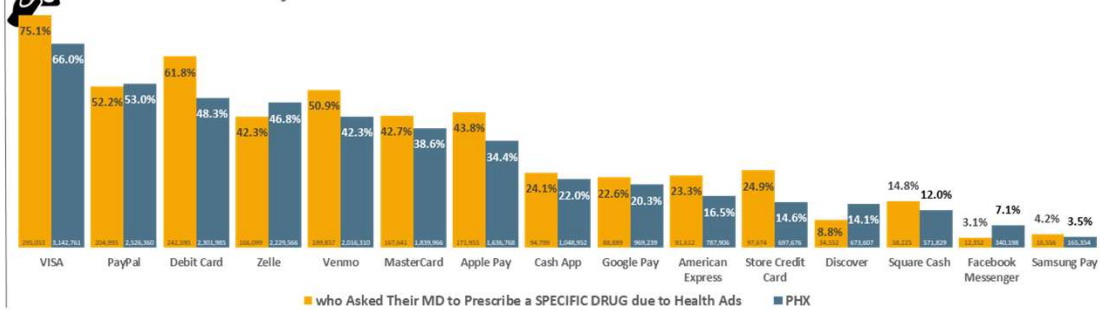
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

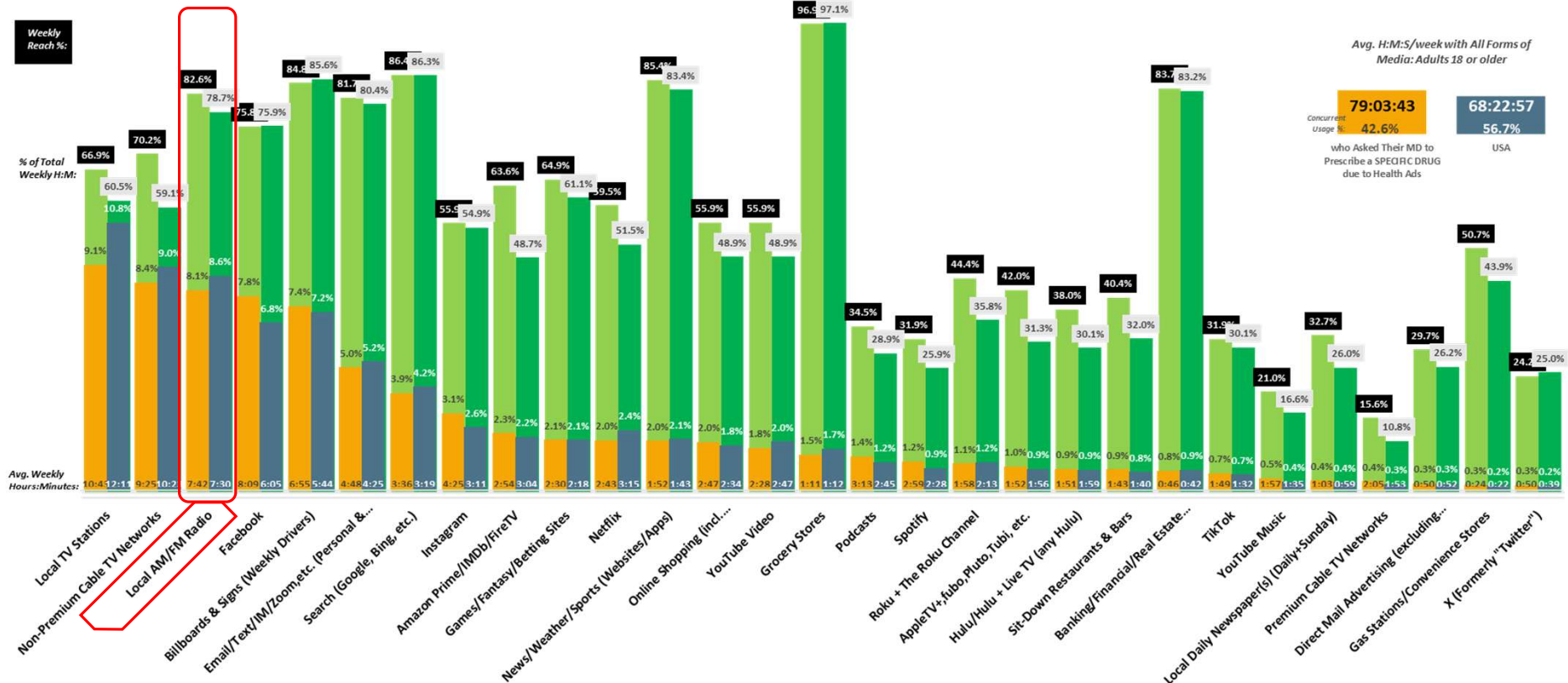


Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 3 days, 7 hours, 3 minutes and 43 seconds each week with All Forms of Media.
 82.6% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an avg. of 7 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



■ who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads ■ USA

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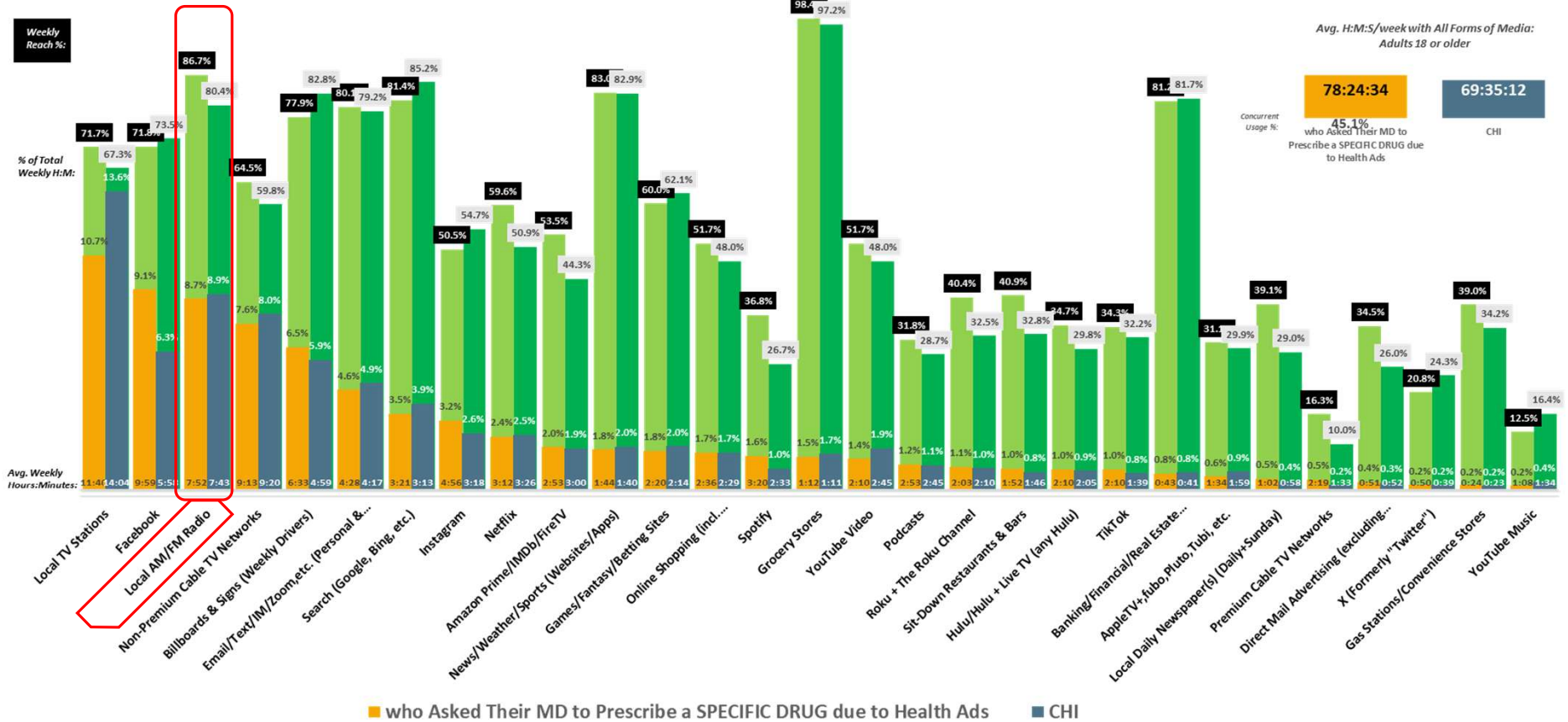


Share of Everything for Anything.

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

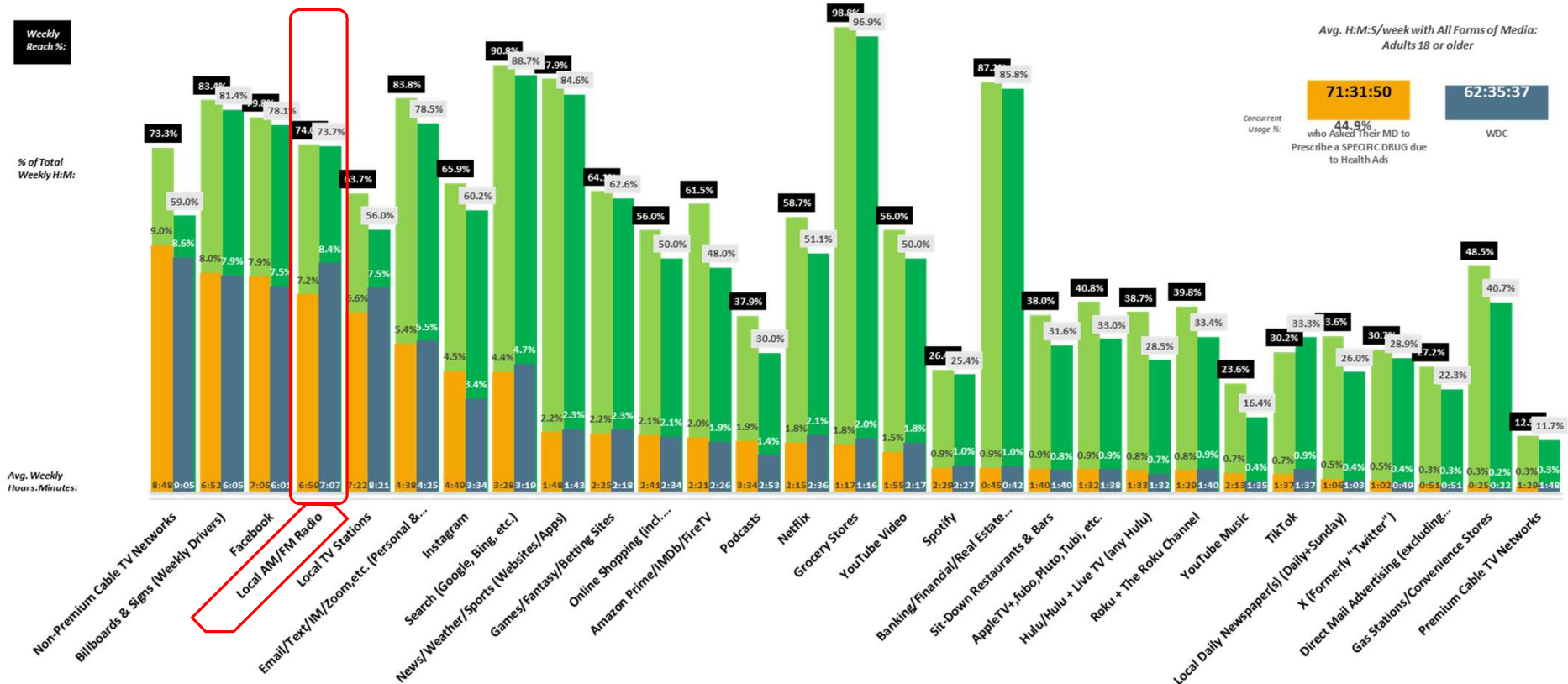


Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 3 days, 6 hours, 24 minutes and 34 seconds each week with All Forms of Media.
 86.7% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an avg. of 7 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.





Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 2 days, 23 hours, 31 minutes and 50 seconds each week with All Forms of Media.
 74.% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an avg. of 6 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 7.2% of total time spent with all forms of Media.



■ who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads ■ WDC

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 619 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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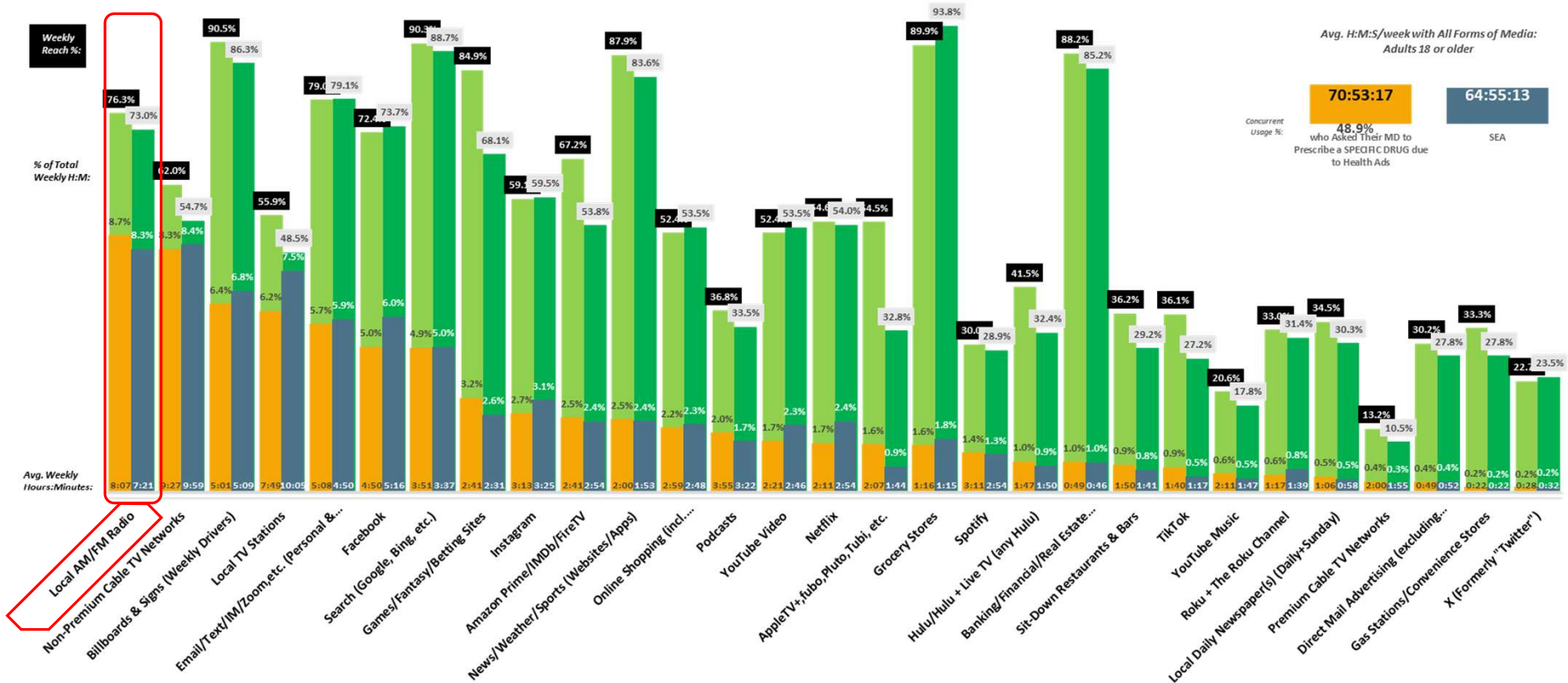


Share of Everything for Anything

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 2 days, 22 hours, 53 minutes and 17 seconds each week with All Forms of Media.
 76.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an avg. of 8 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



■ who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads ■ SEA

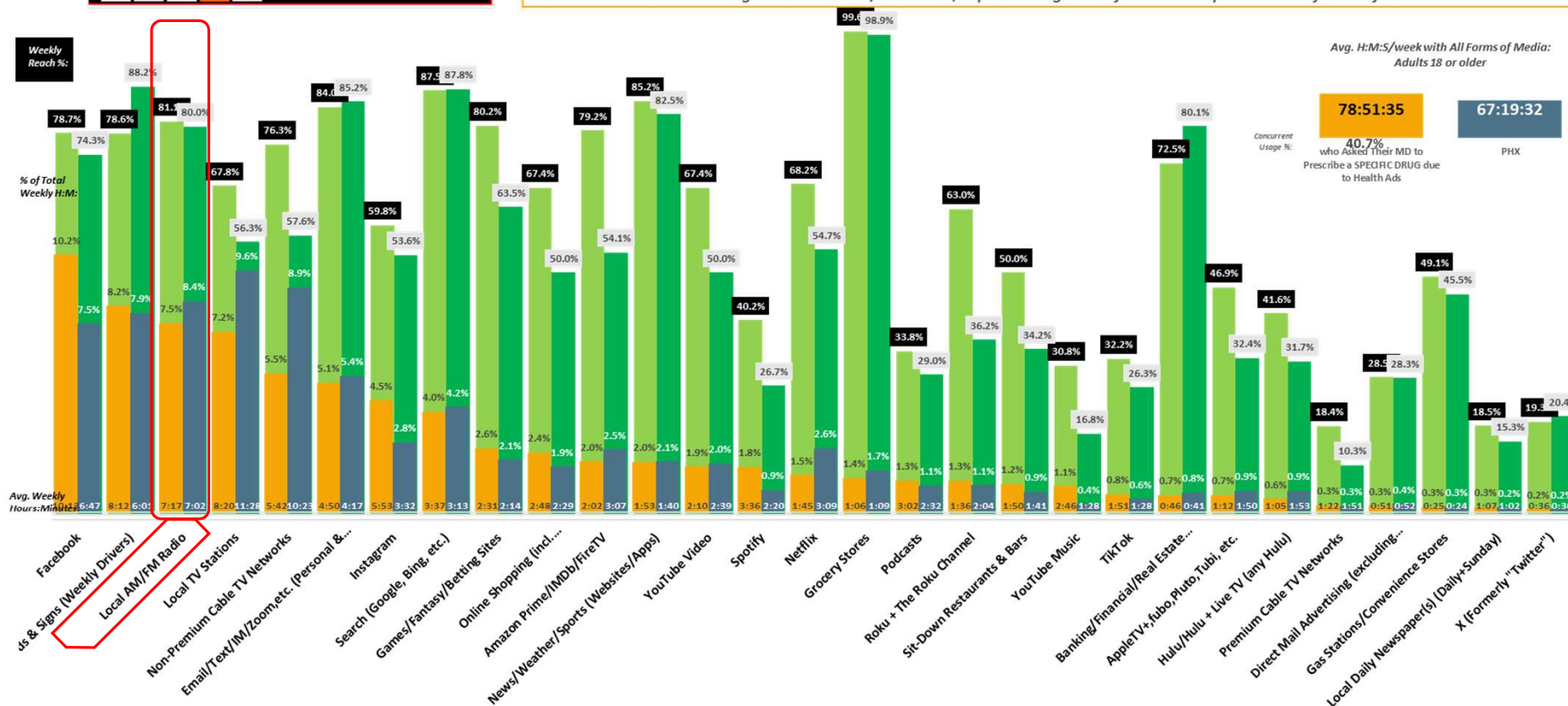
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 390 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986



Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 3 days, 6 hours, 51 minutes and 35 seconds each week with All Forms of Media.
 81.1% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an avg. of 7 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.



Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

78:51:35

Concurrent Usage %:
40.7% who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

PHX

67:19:32

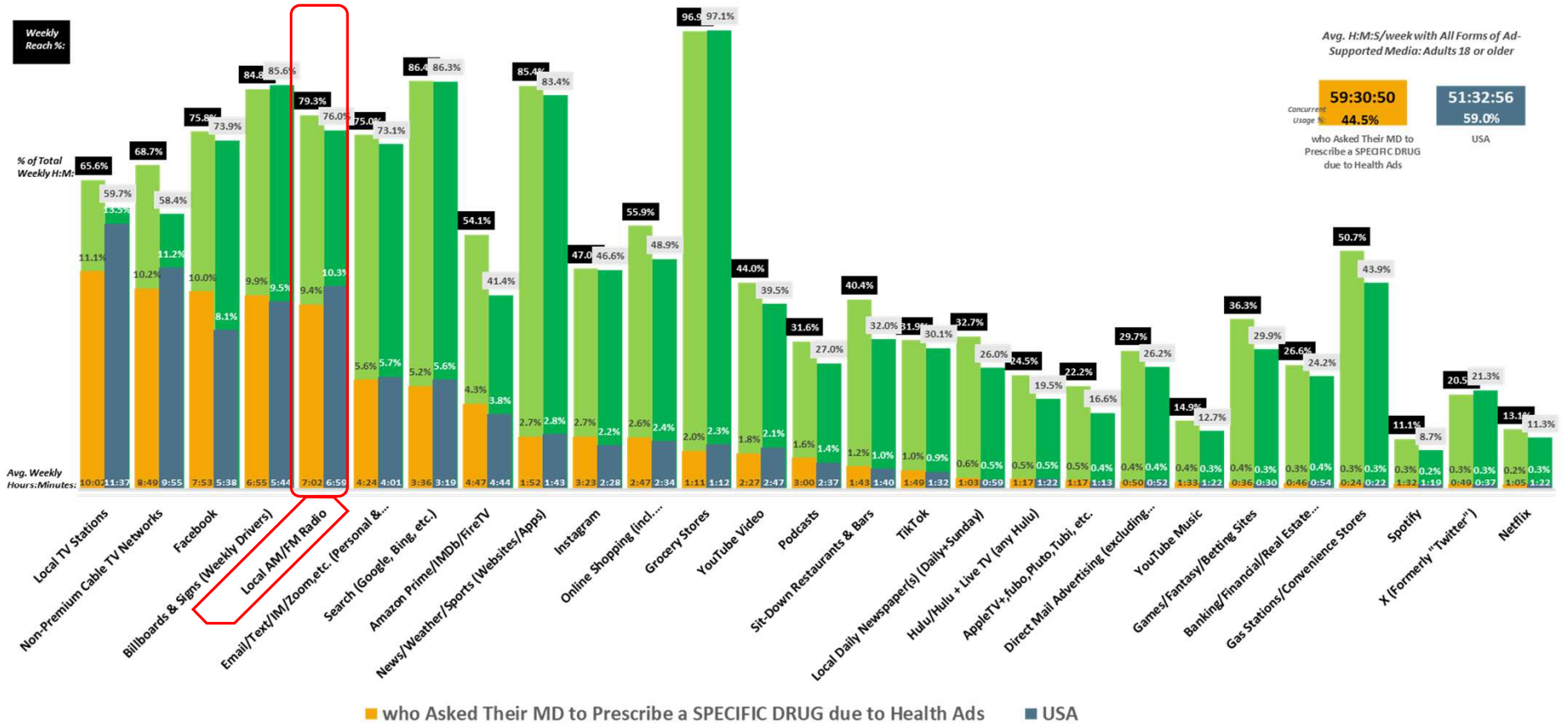
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads PHX



Share of Everything
for Anything.



Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 2 days, 11 hours, 30 minutes and 50 seconds each week with All Forms of Ad-Supported Media.
79.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an avg. of 7 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supporte



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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

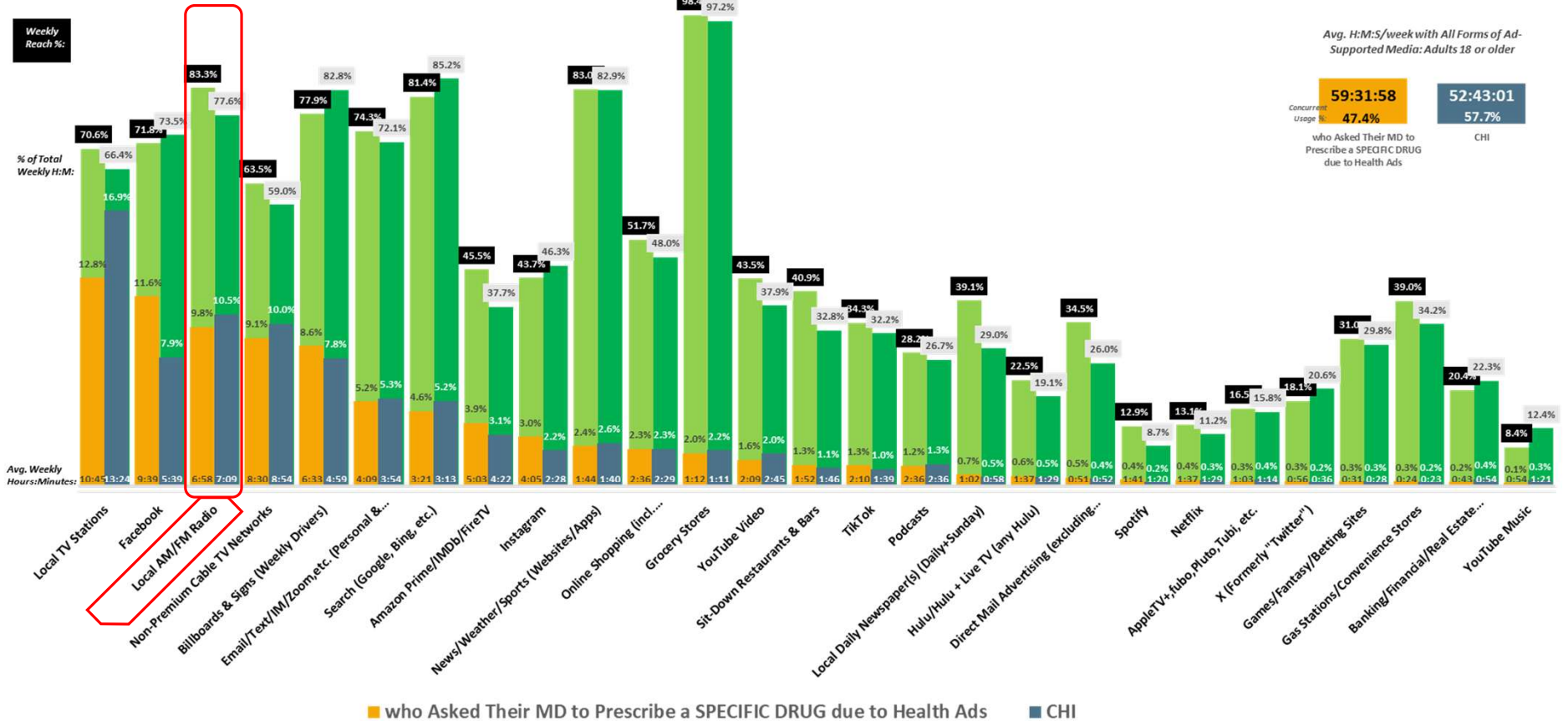


Share of Everything for Anything

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 2 days, 11 hours, 31 minutes and 58 seconds each week with All Forms of Ad-Supported Media.
 83.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an avg. of 6 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Support



Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

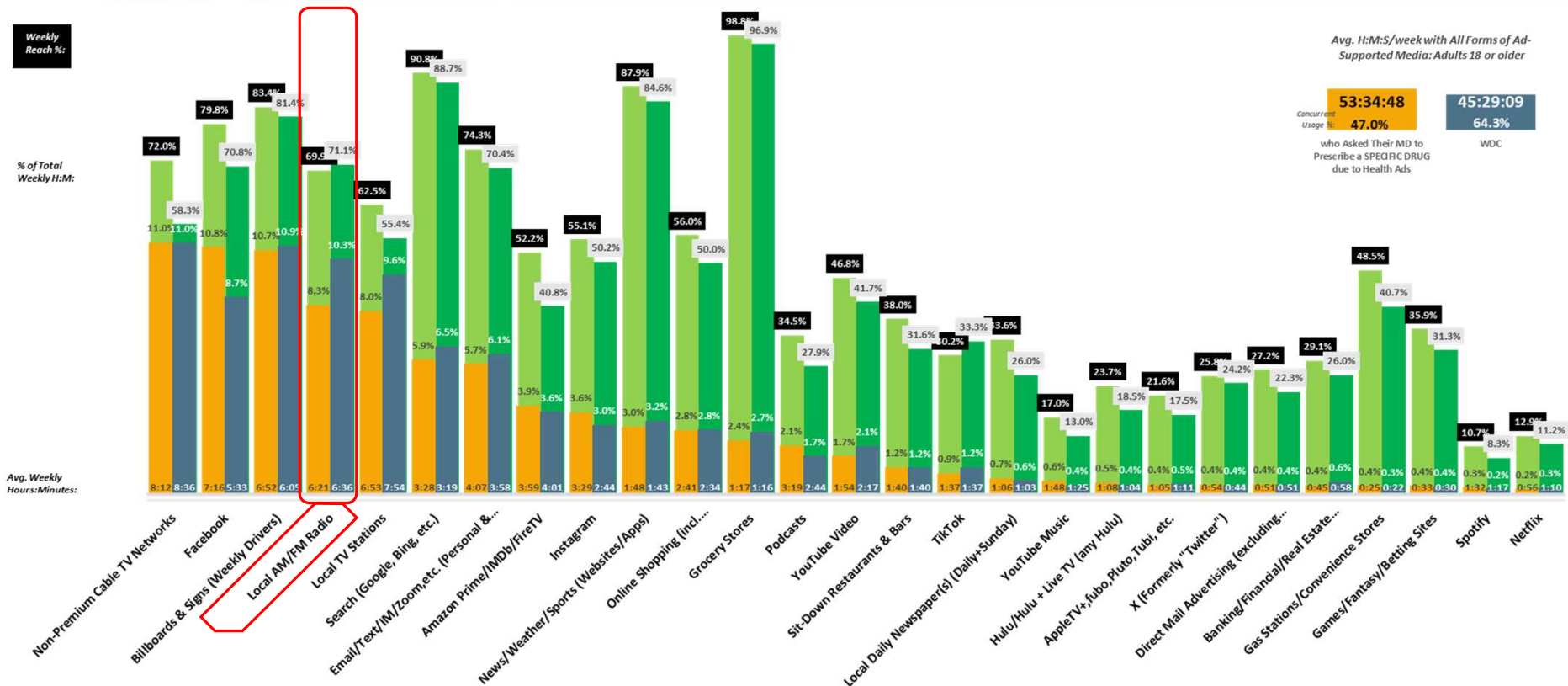
59:31:58	52:43:01
47.4%	57.7%

who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

CHI



Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 2 days, 5 hours, 34 minutes and 48 seconds each week with All Forms of Ad-Supported Media.
69.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an avg. of 6 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.3% of total time spent with all forms of Ad-Support



Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

53:34:48
47.0%

who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

45:29:09
64.3%

WDC

who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads WDC

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 619 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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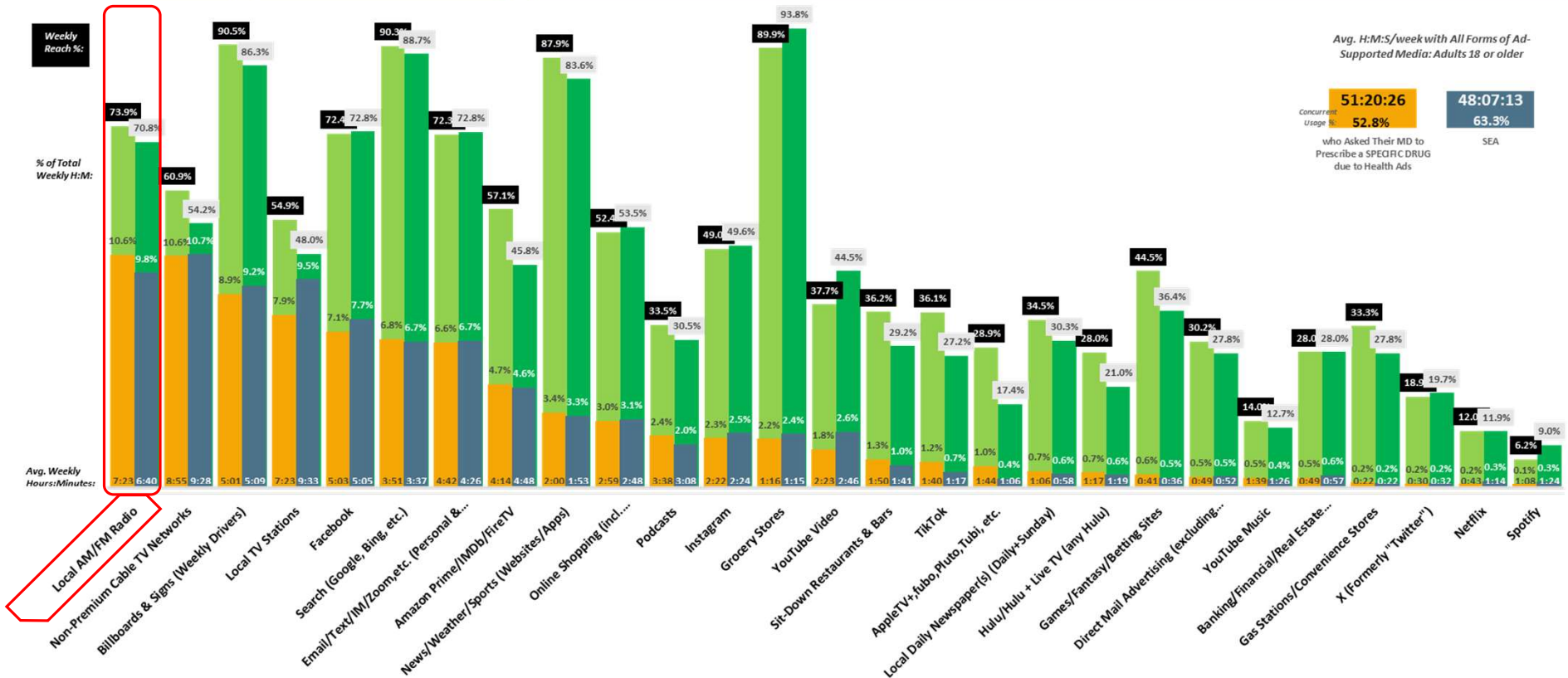


Share of Everything for Anything

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 2 days, 3 hours, 20 minutes and 26 seconds each week with All Forms of Ad-Supported Media.
73.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an avg. of 7 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Suppor



Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

51:20:26	48:07:13
Concurrent Usage %	52.8%
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads	SEA

who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads SEA

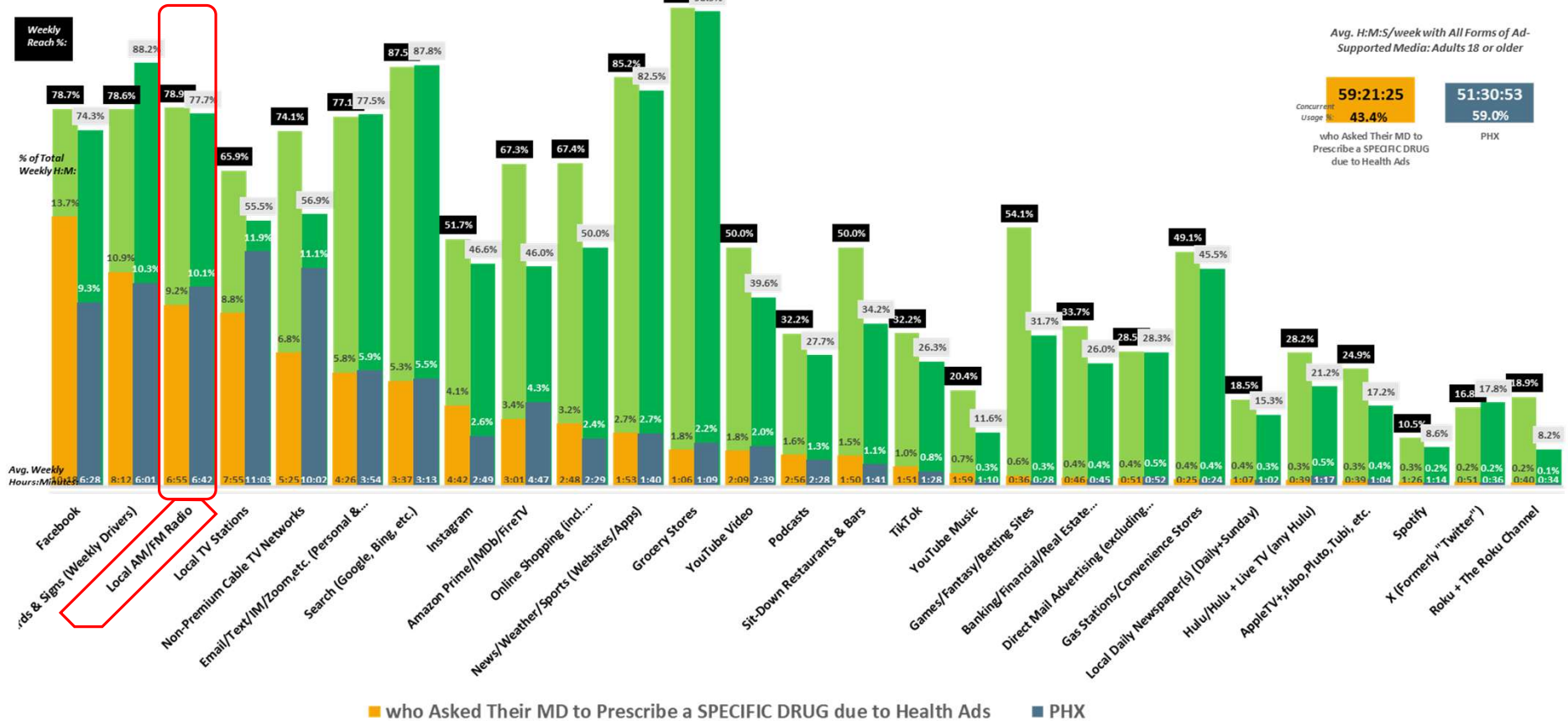
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 390 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

HB Hubbard BROADCASTING Share of Everything for Anything

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 2 days, 11 hours, 21 minutes and 25 seconds each week with All Forms of Ad-Supported Media.
 78.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an avg. of 6 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Support



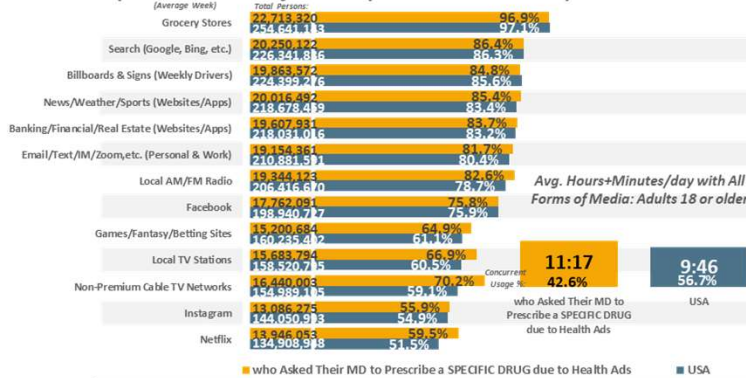
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads	PHX
59:21:25	51:30:53
43.4%	59.0%

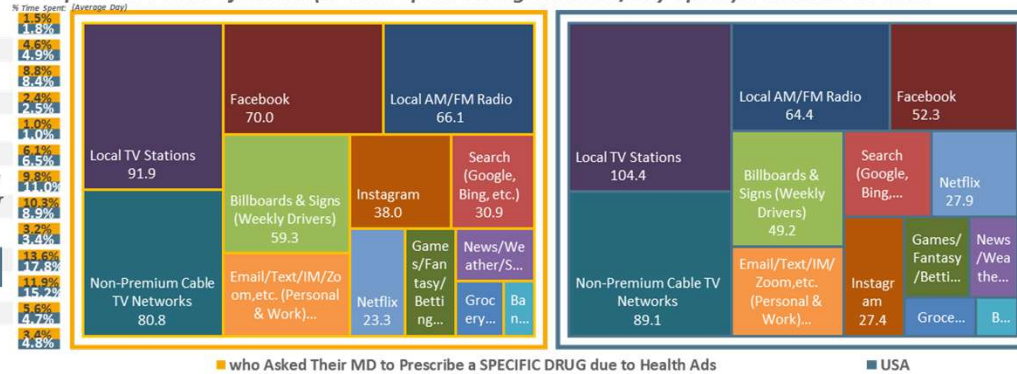


Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 8 hours and 30 minutes each day with All Forms of Ad-Supported Media. 79.3% listen to Local AM/FM Radio for an avg. of 60.4 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

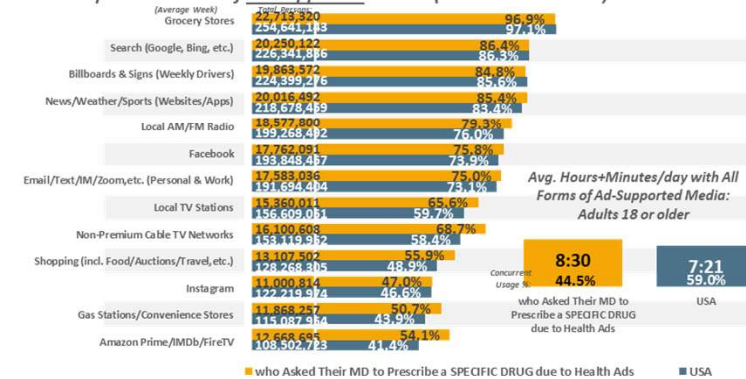
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



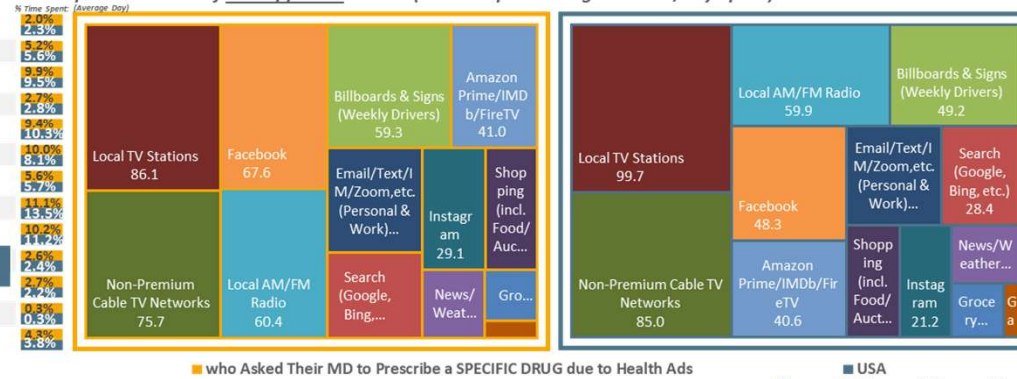
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

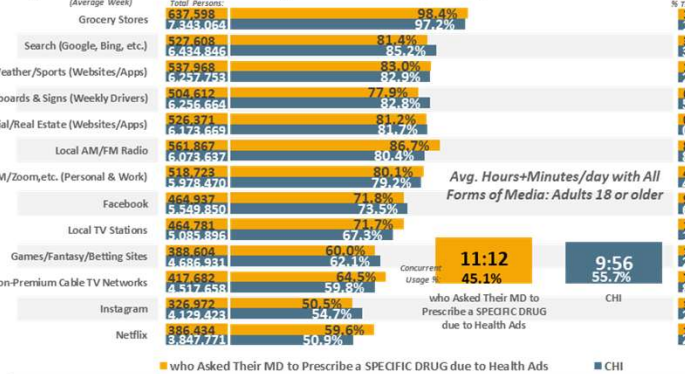
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

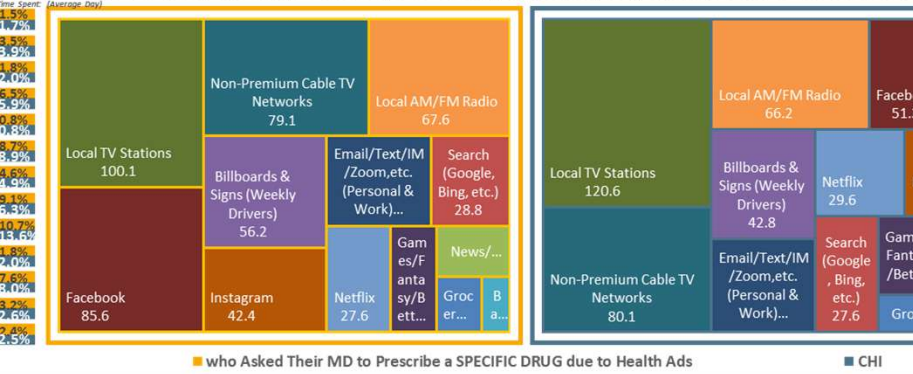


Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 8 hours and 30 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 59.8 minutes/day. (Local Radio delivers 9.8% of Time with Ad-Supported Media.)

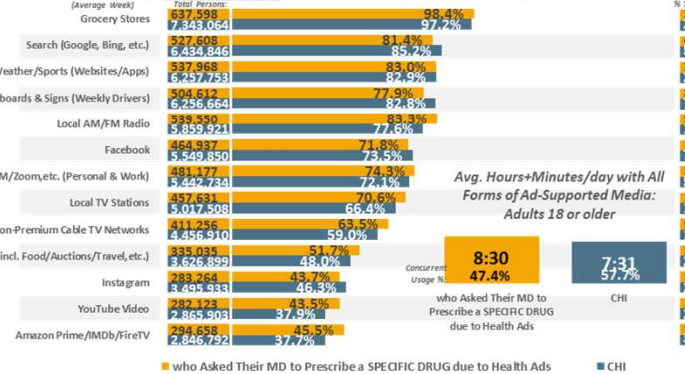
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



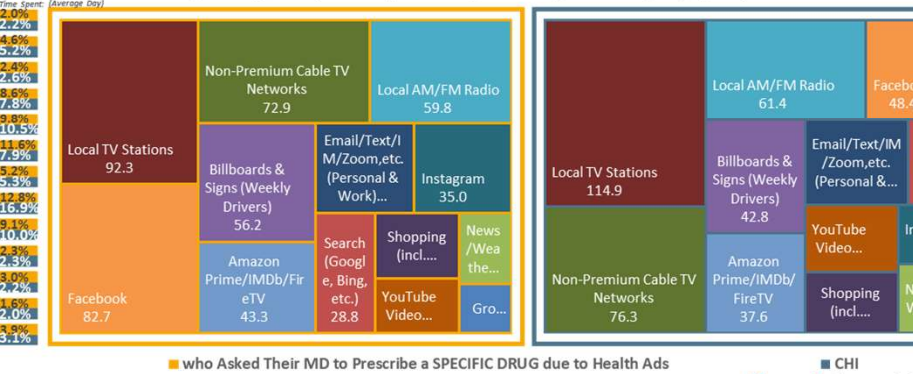
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



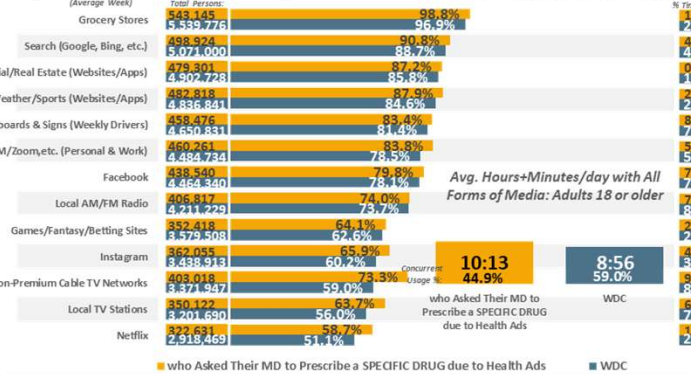
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



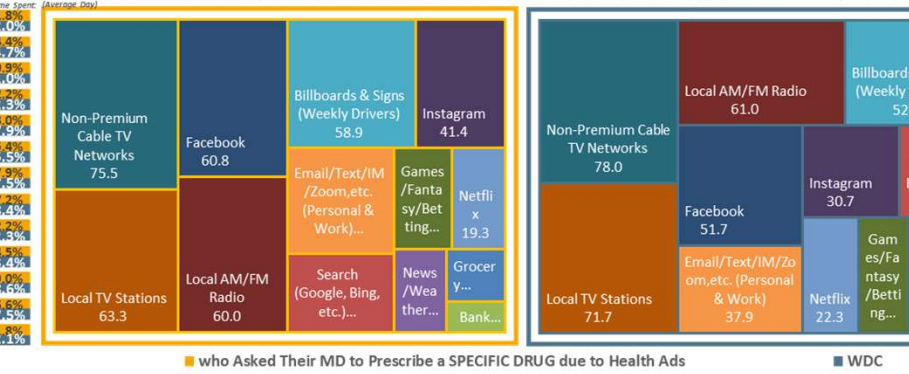


Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 7 hours and 39 minutes each day with All Forms of Ad-Supported Media. 69.9% listen to Local AM/FM Radio for an avg. of 54.5 minutes/day. (Local Radio delivers 8.3% of Time with Ad-Supported Media.)

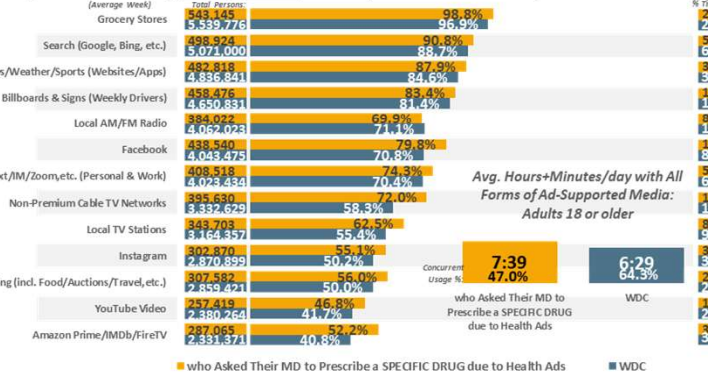
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



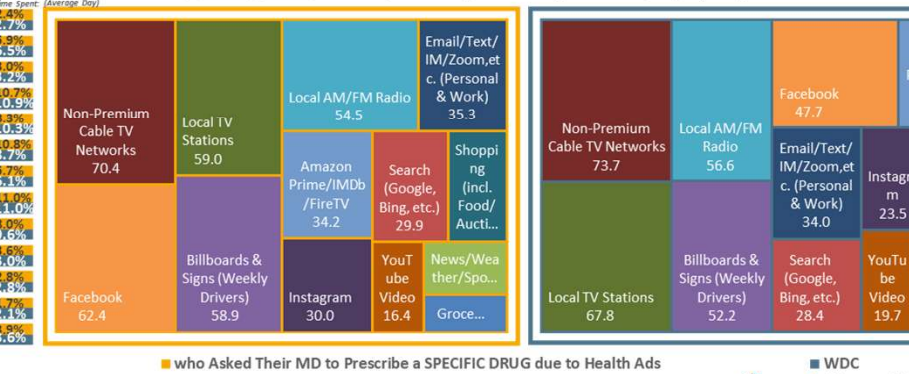
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

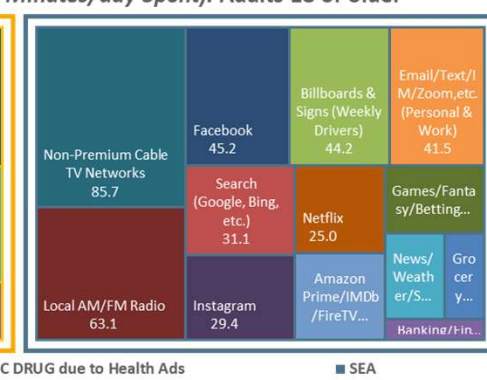
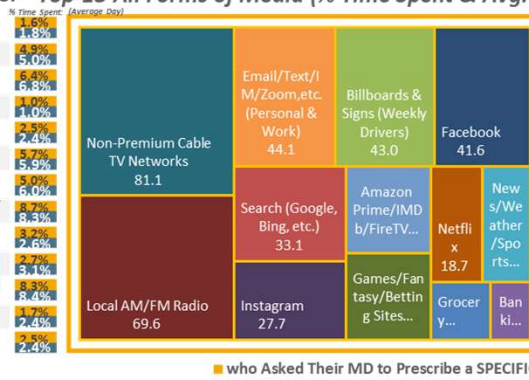
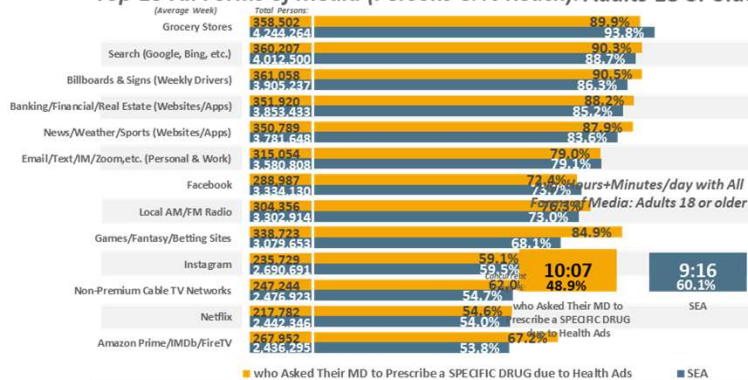




Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 7 hours and 20 minutes each day with All Forms of Ad-Supported Media. 73.9% listen to Local AM/FM Radio for an avg. of 63.4 minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

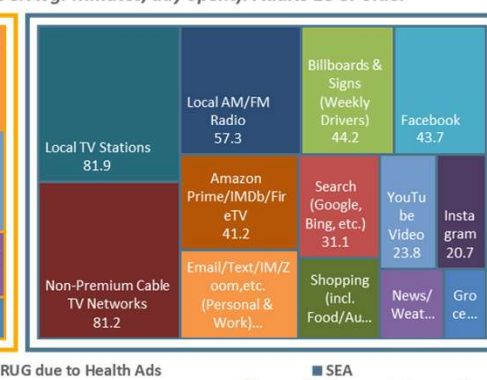
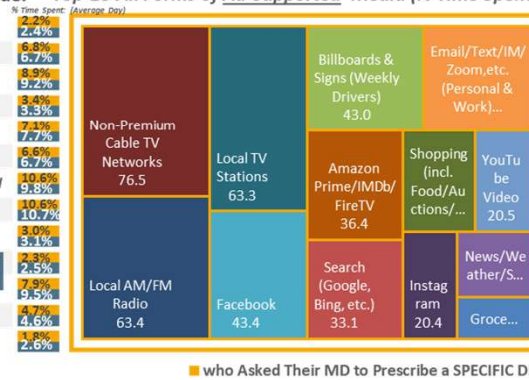
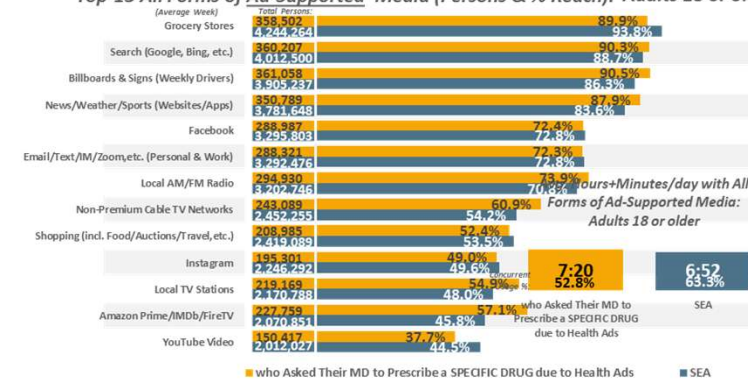
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

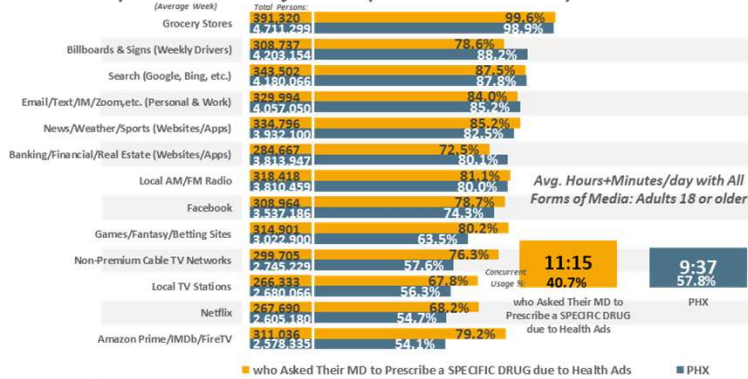
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



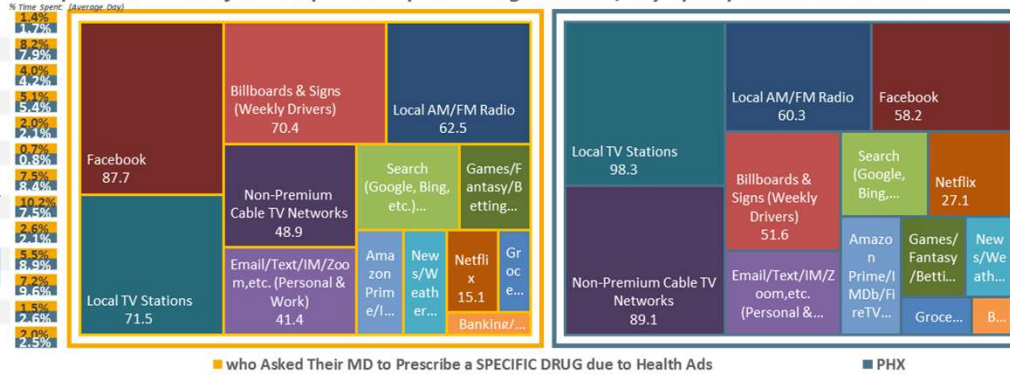


Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 8 hours and 28 minutes each day with All Forms of Ad-Supported Media. 78.9% listen to Local AM/FM Radio for an avg. of 59.3 minutes/day. (Local Radio delivers 9.2% of Time with Ad-Supported Media.)

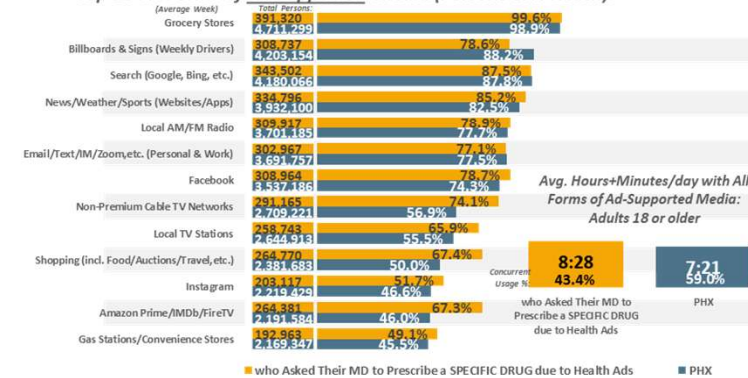
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



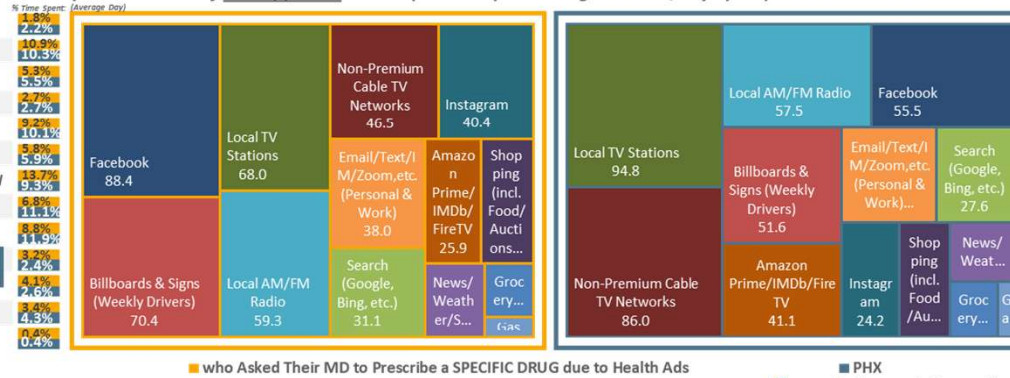
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



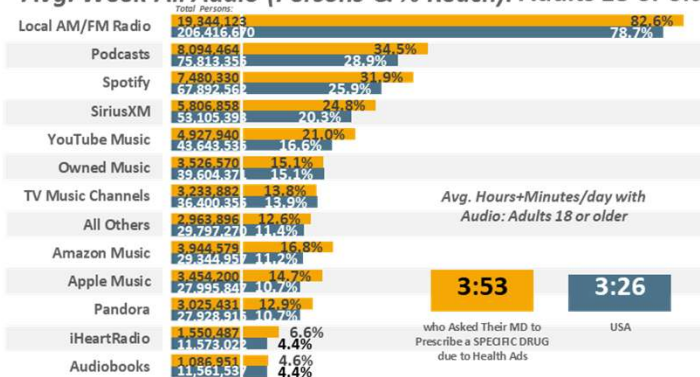
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





18,577,800 or 79.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio

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



Avg. Hours+Minutes/day with Audio: Adults 18 or older

3:53

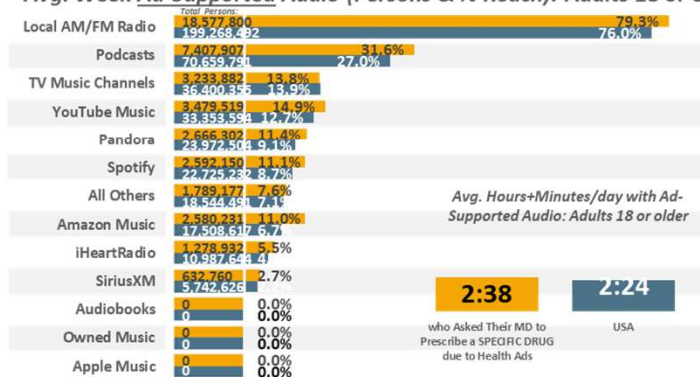
3:26

who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

USA

who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads USA

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



Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

2:38

2:24

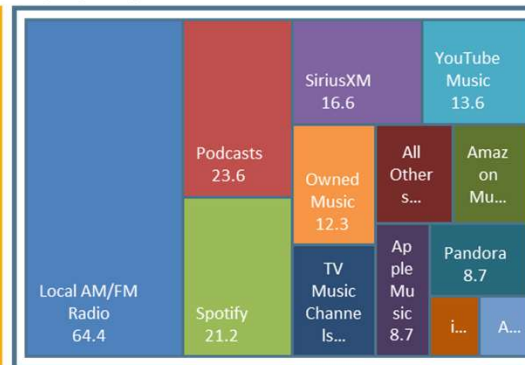
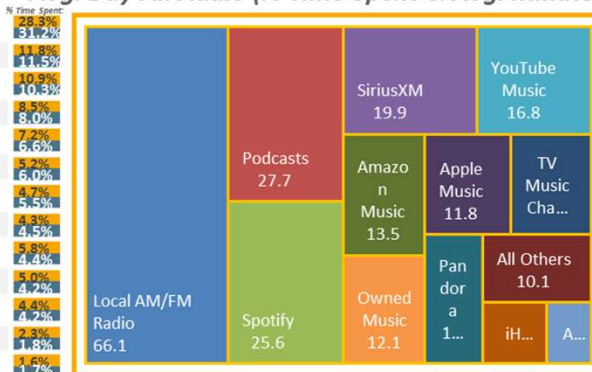
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

USA

who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads USA

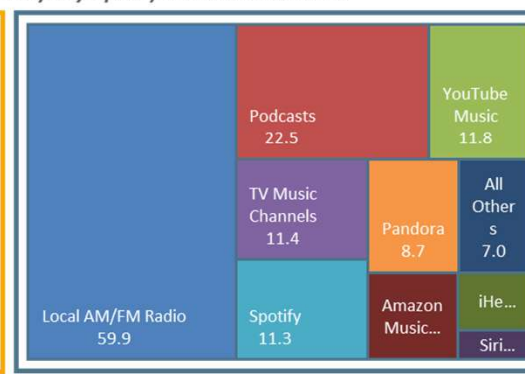
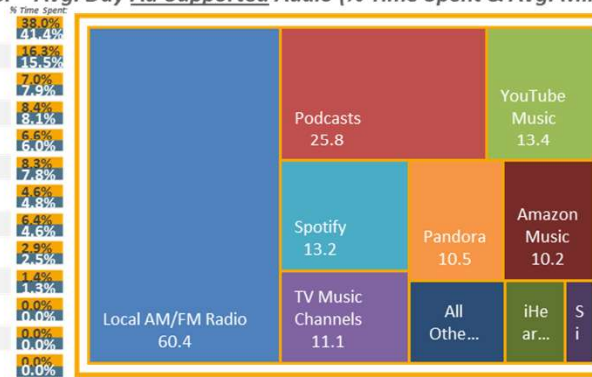
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,510 All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads USA

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



who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads USA

Scarborough R2 2025: Sep24-Aug25 USA Projection

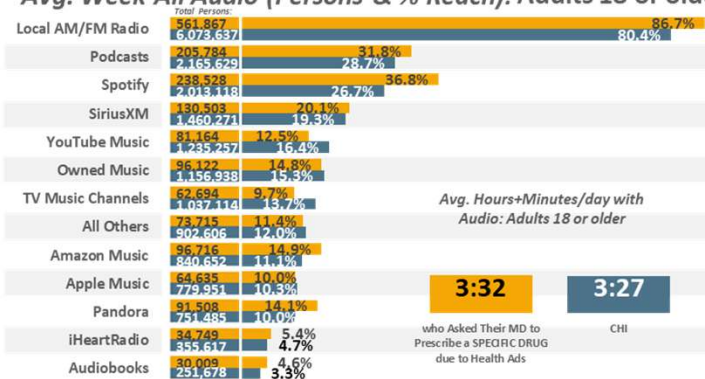
soefa.ai Share of Everything for Anything

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



539,550 or 83.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.

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



Avg. Hours+Minutes/day with Audio: Adults 18 or older

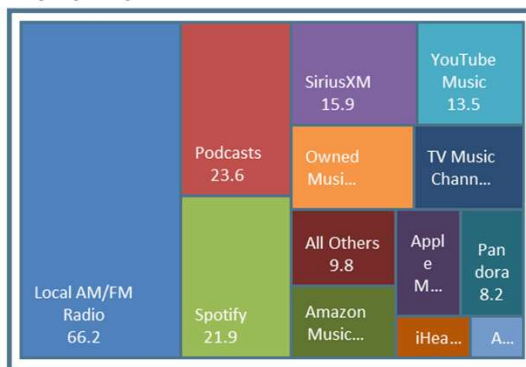
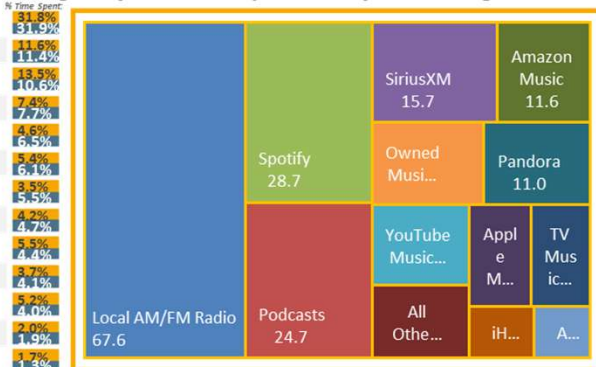
3:32

3:27

who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

CHI

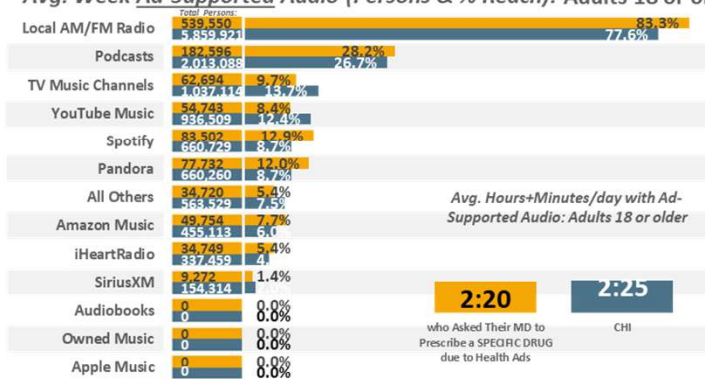
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

CHI

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



Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

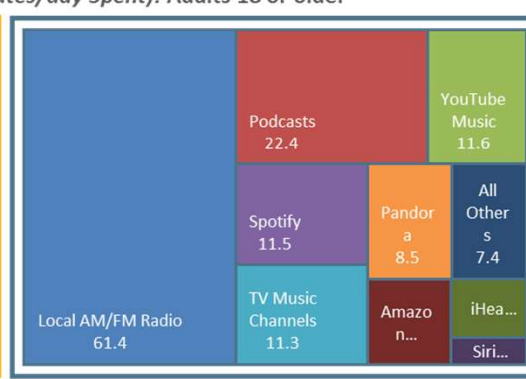
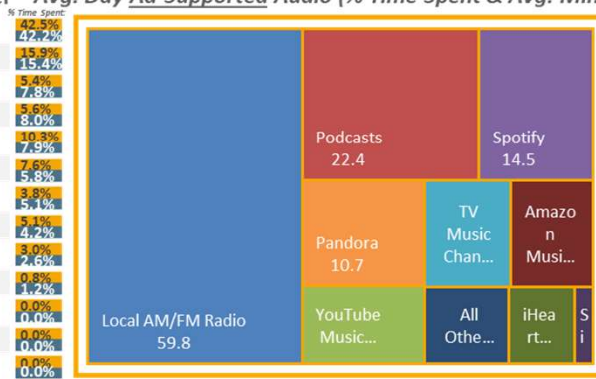
2:20

2:25

who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

CHI

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



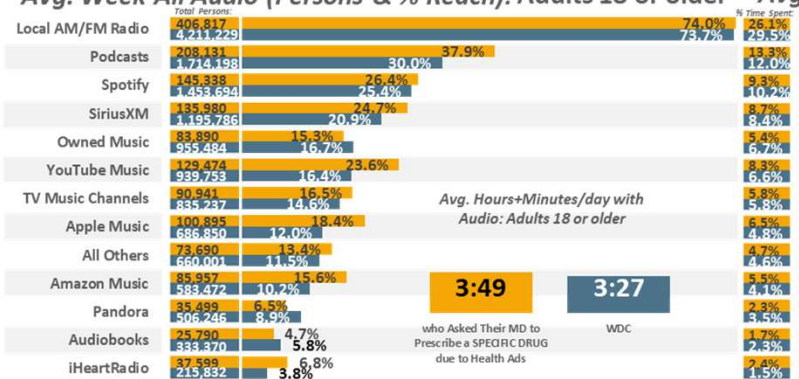
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

CHI



384,022 or 69.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio for an average of 54.5 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.

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



Avg. Hours+Minutes/day with Audio: Adults 18 or older

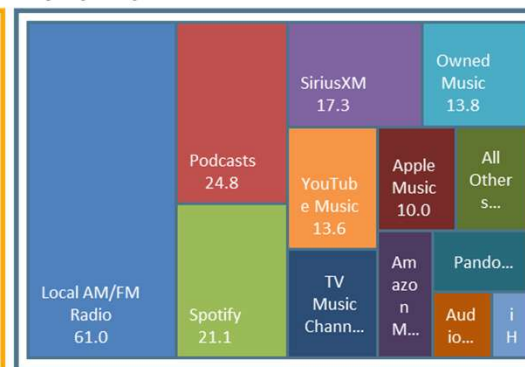
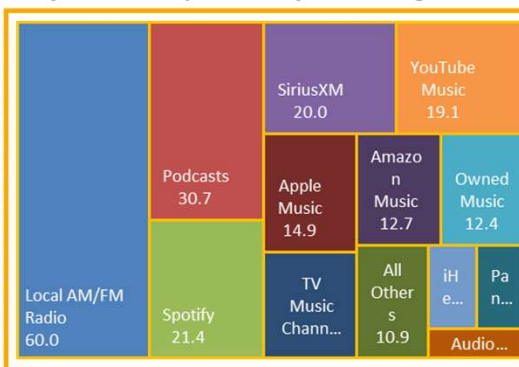
3:49

3:27

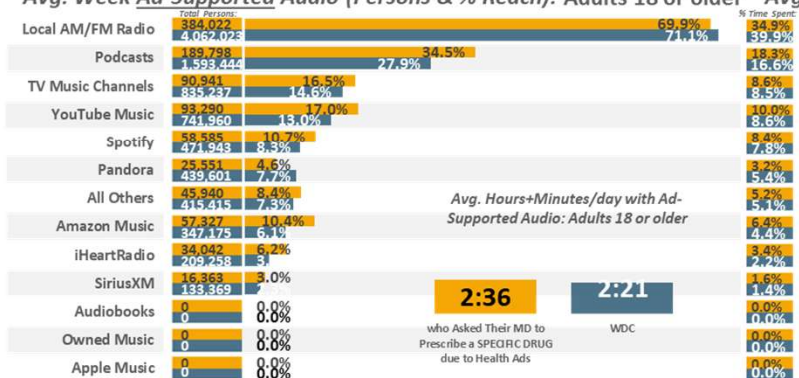
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

WDC

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



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



Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

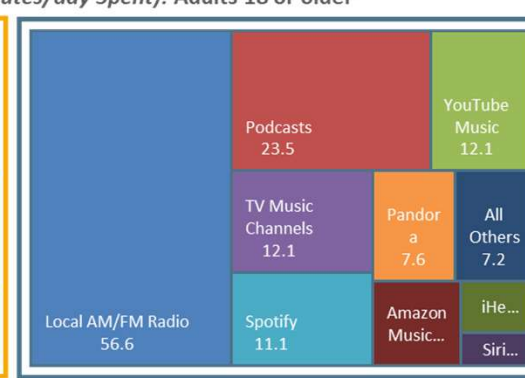
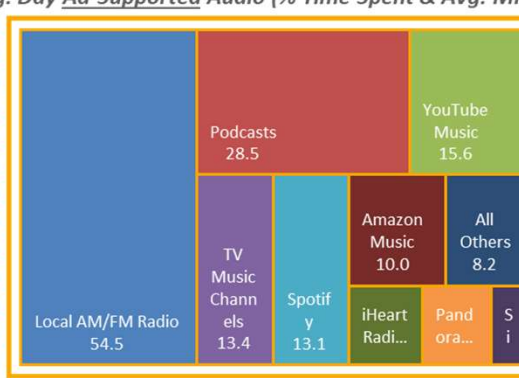
2:36

2:21

who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

WDC

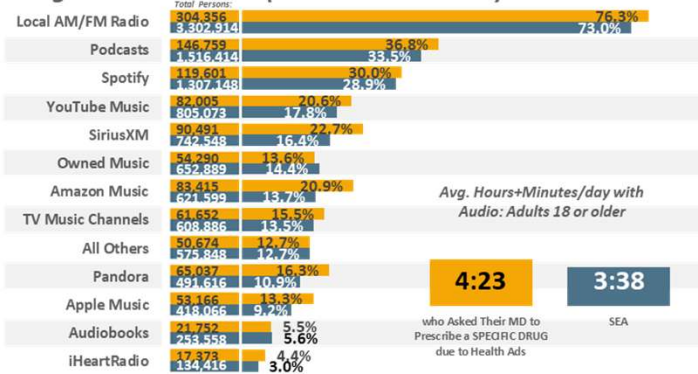
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





294,930 or 73.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio for an average of 63.4 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.

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



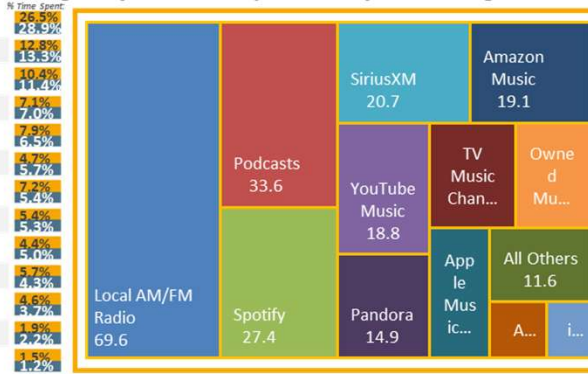
Avg. Hours+Minutes/day with Audio: Adults 18 or older

4:23 3:38

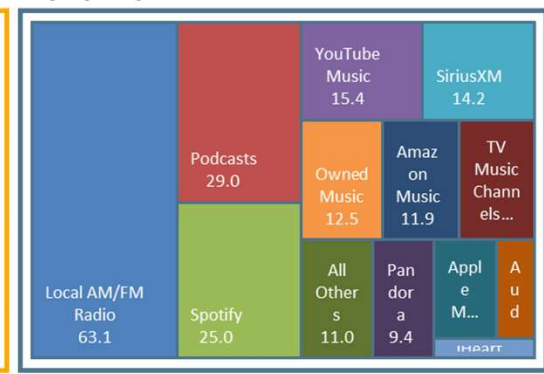
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

SEA

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



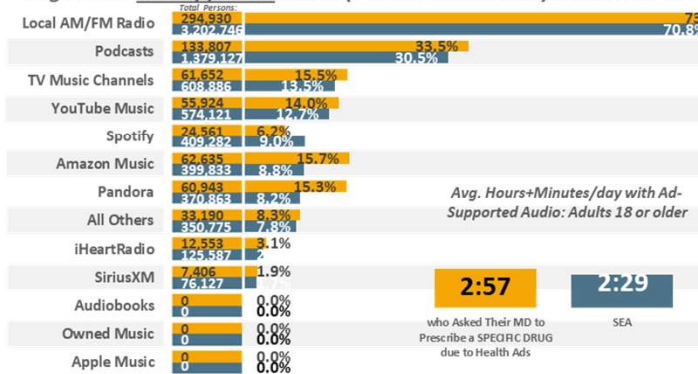
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

SEA

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



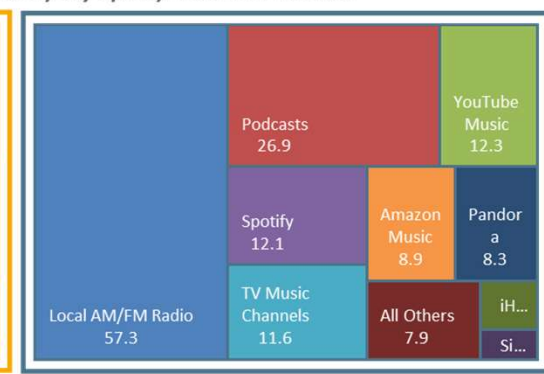
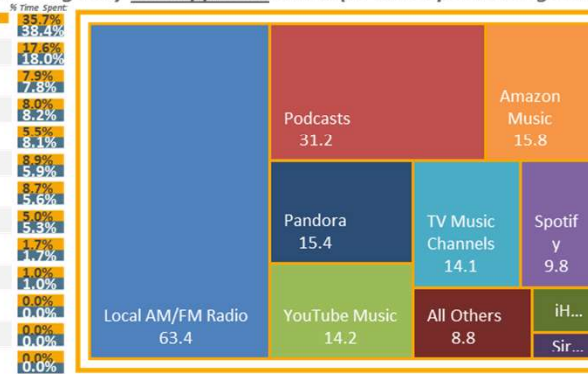
Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

2:57 2:29

who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

SEA

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



who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

SEA

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 390
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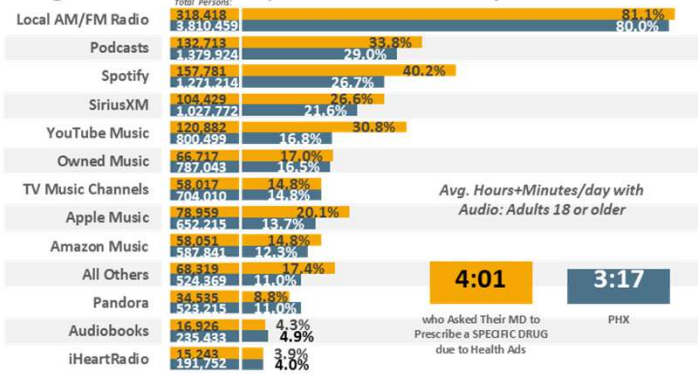
soefa.ai Share of Everything for Anything

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



309,917 or 78.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

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



Avg. Hours+Minutes/day with Audio: Adults 18 or older

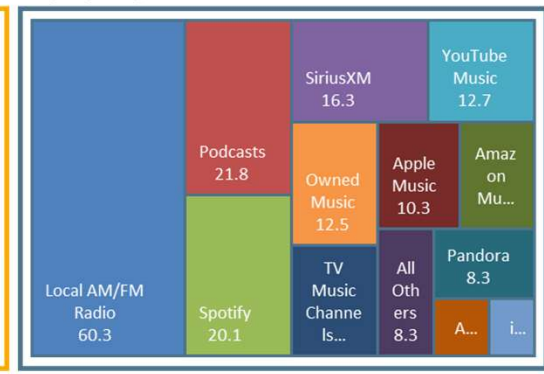
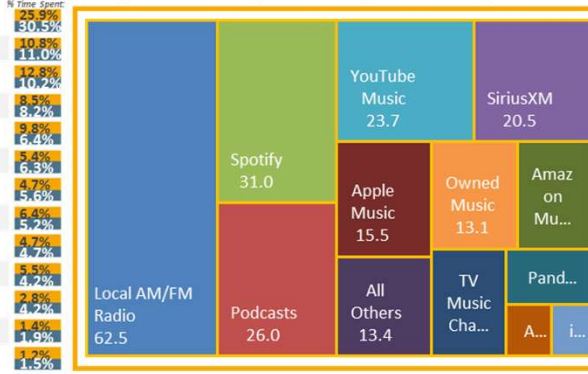
4:01

who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

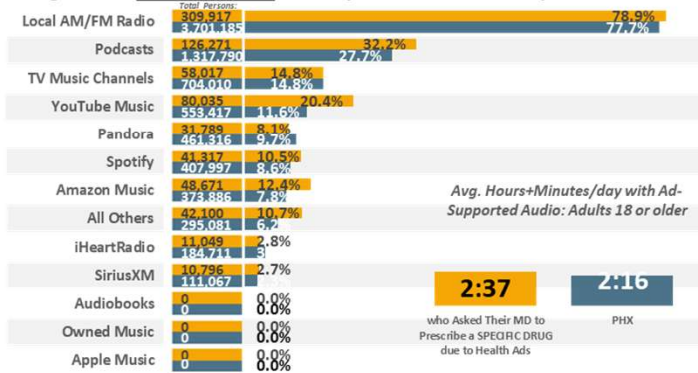
3:17

PHX

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



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



Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

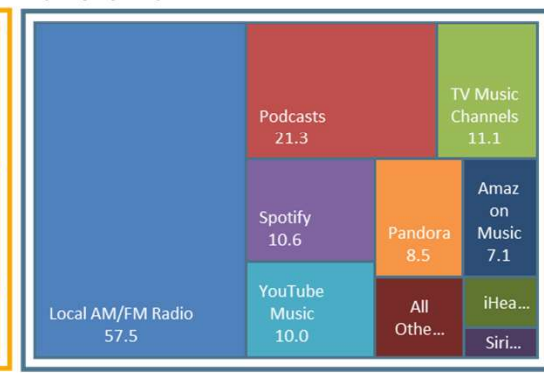
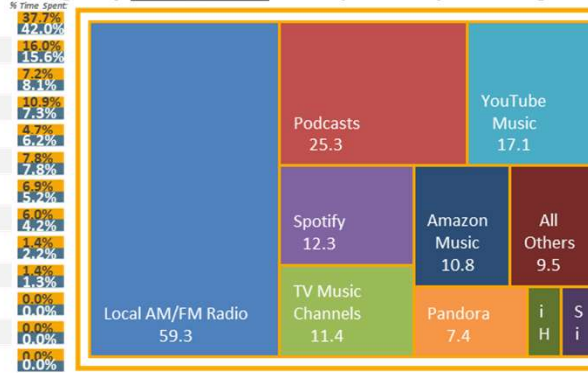
2:37

who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

2:16

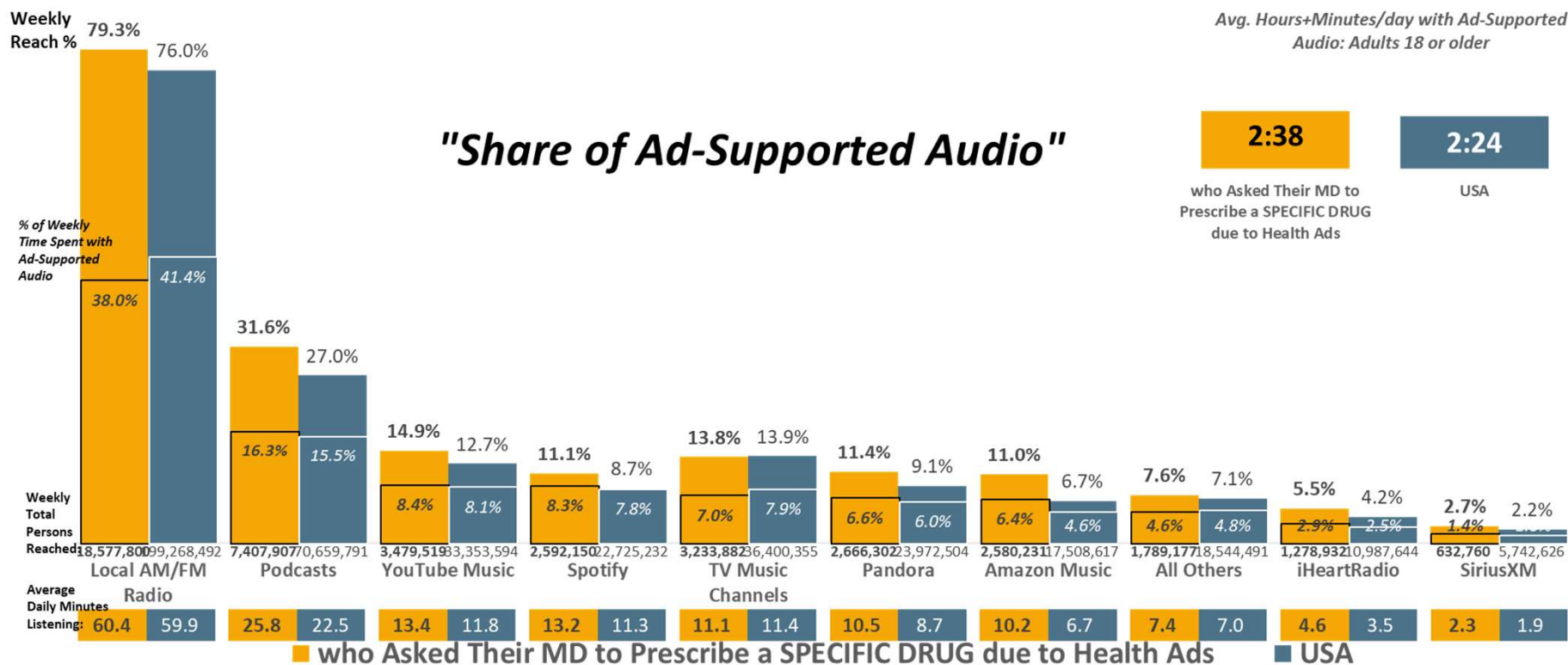
PHX

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



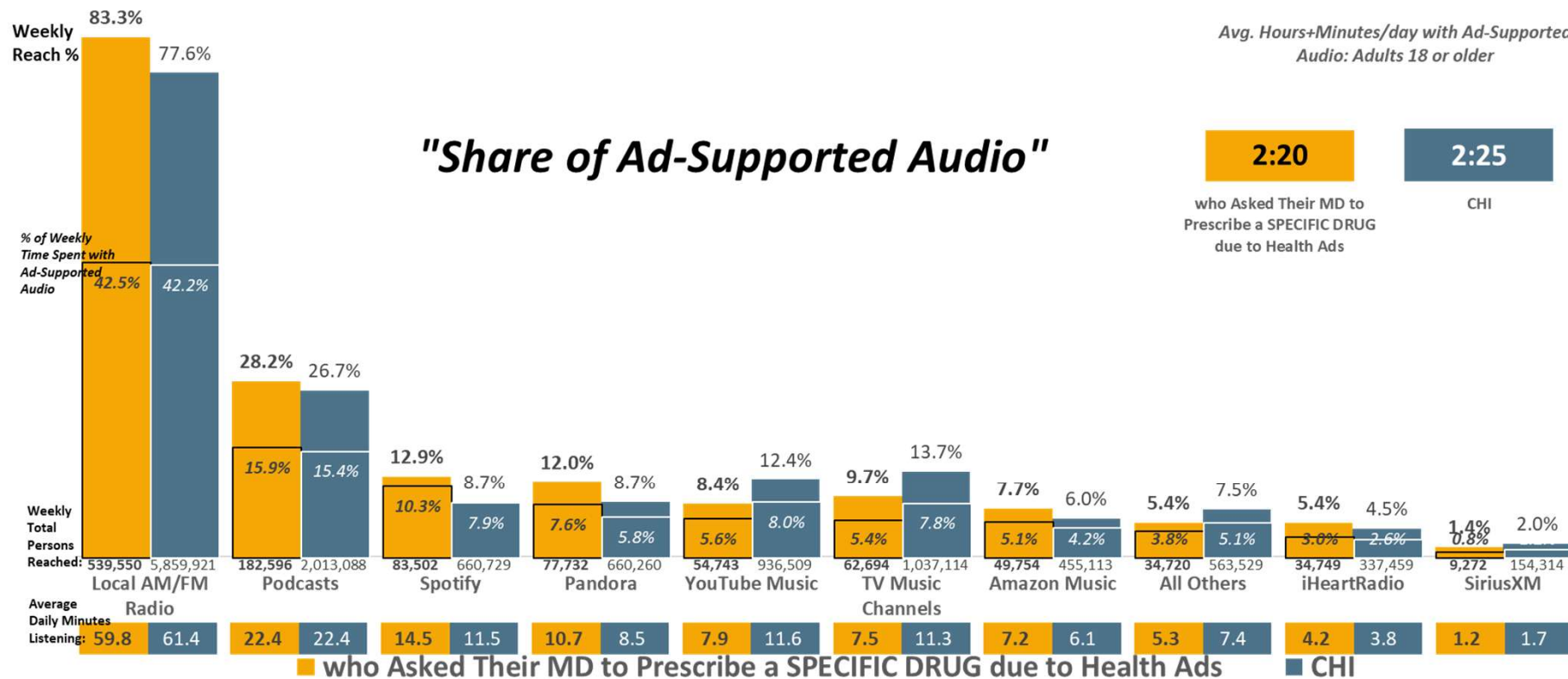


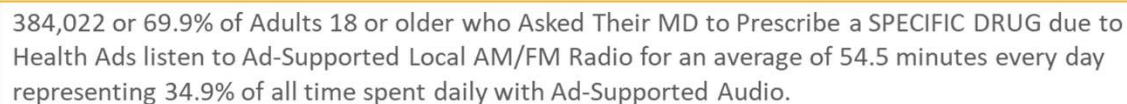
18,577,800 or 79.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 38.0% of all time spent daily with Ad-Supported Audio





539,550 or 83.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.

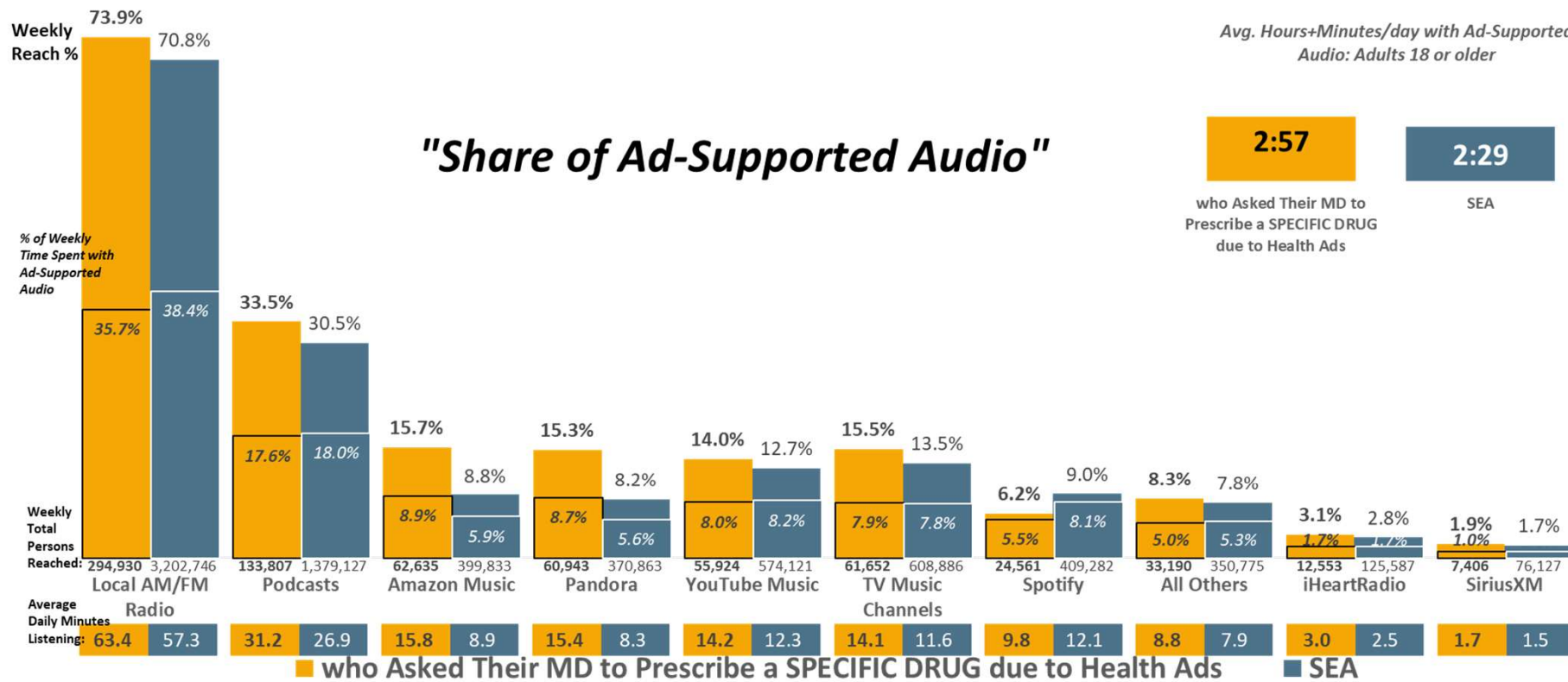


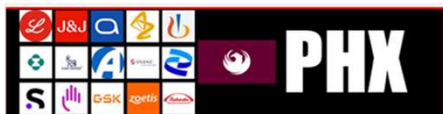


Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

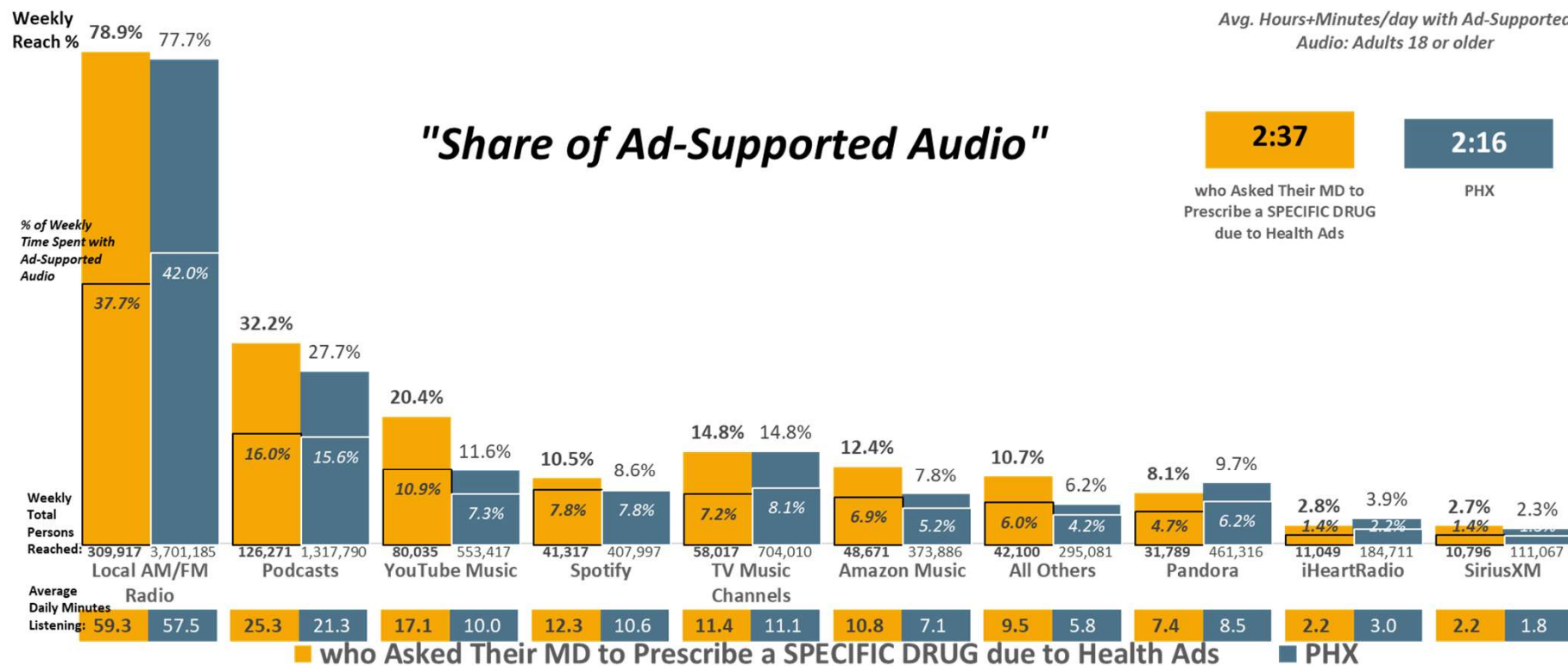


294,930 or 73.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio for an average of 63.4 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.





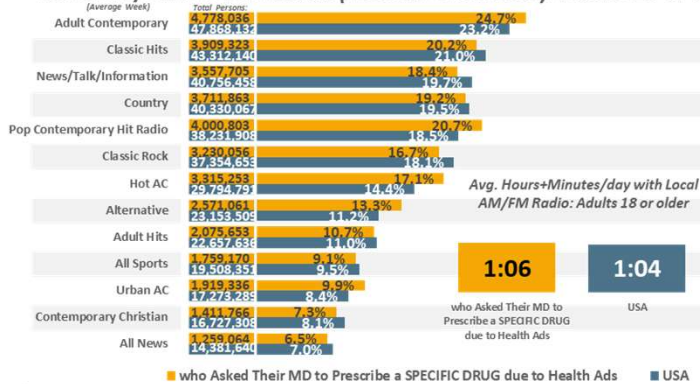
309,917 or 78.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.



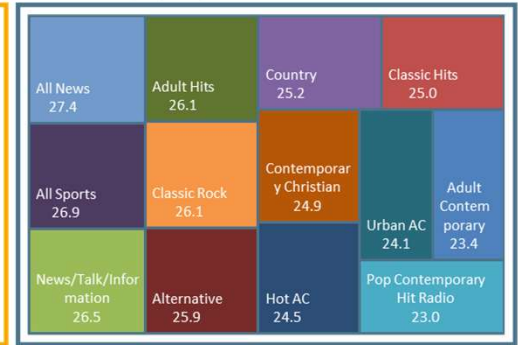
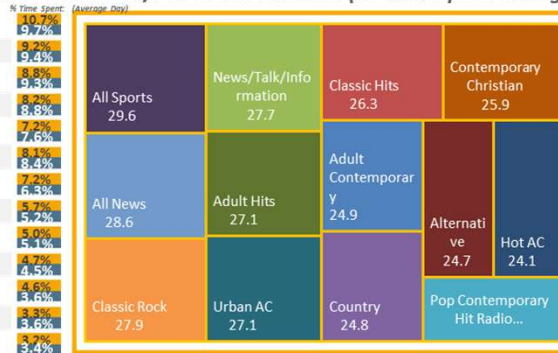


18,577,800 or 79.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Hot AC.

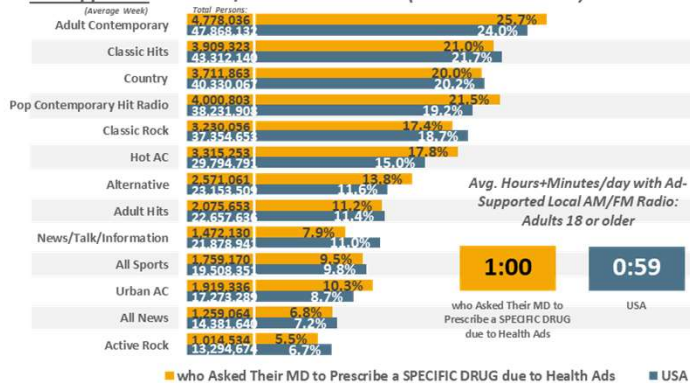
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



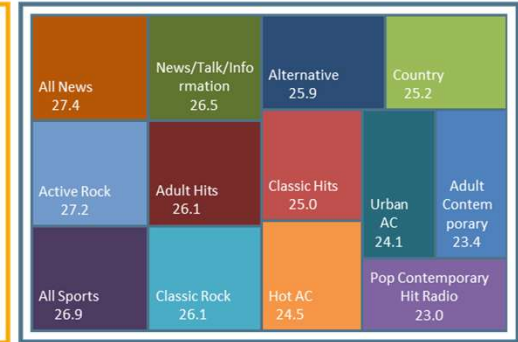
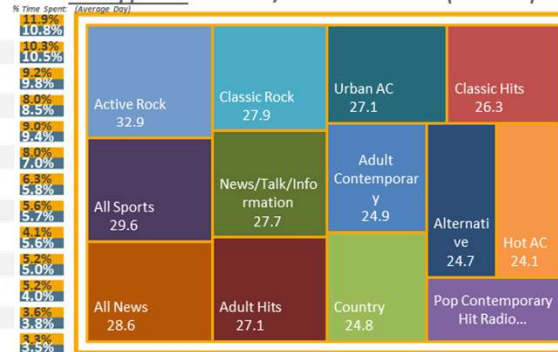
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,510
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,510

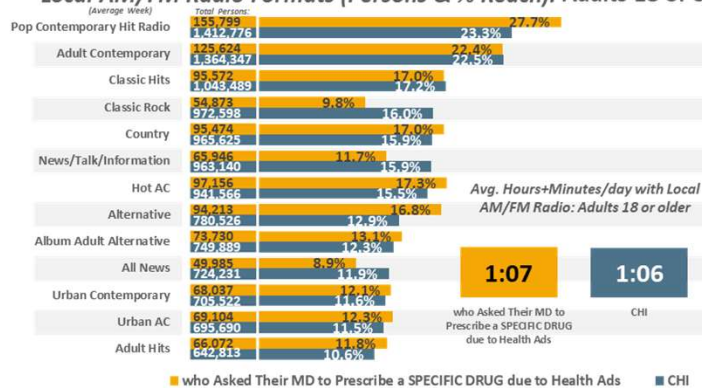
soefa.ai Share of Everything for Anything

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

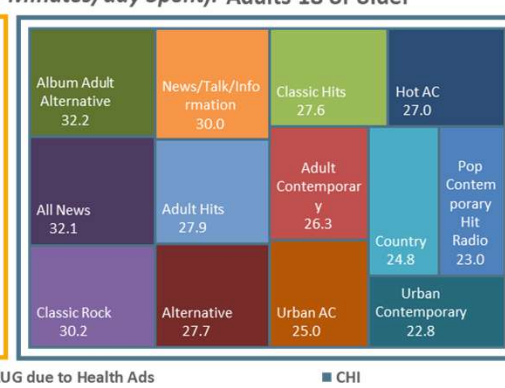
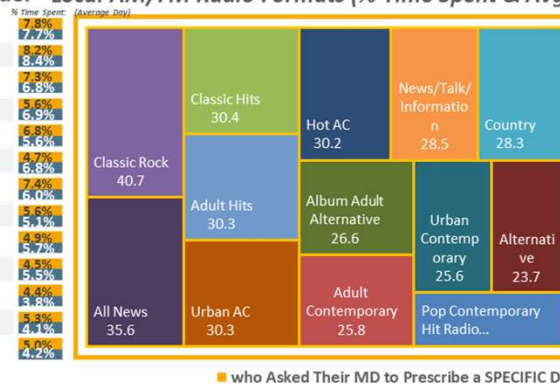


539,550 or 83.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Classic Hits, and Country.

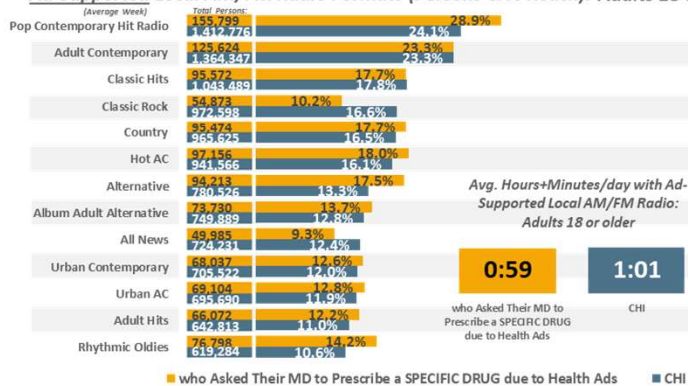
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



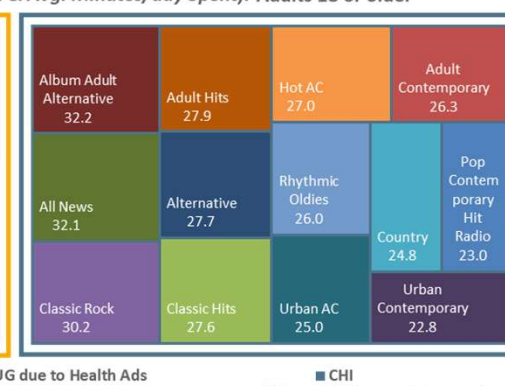
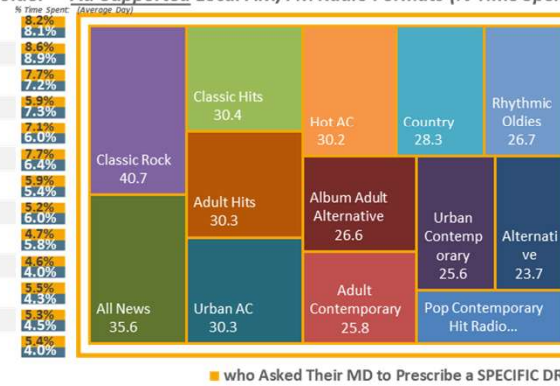
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

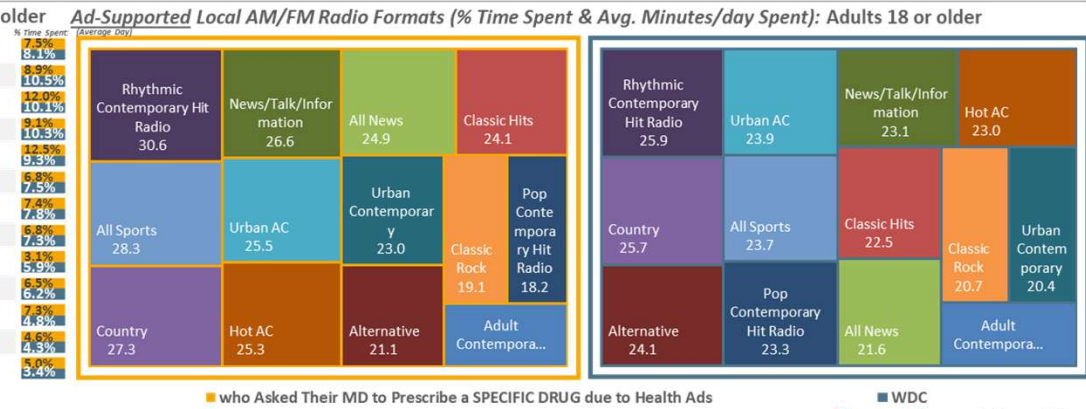
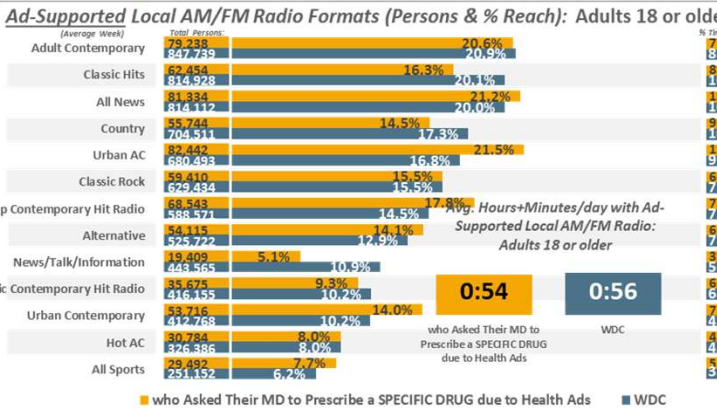
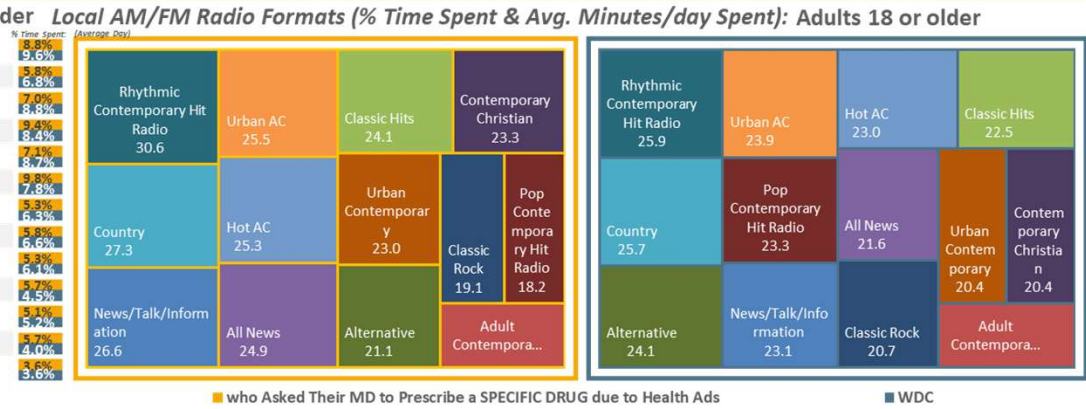
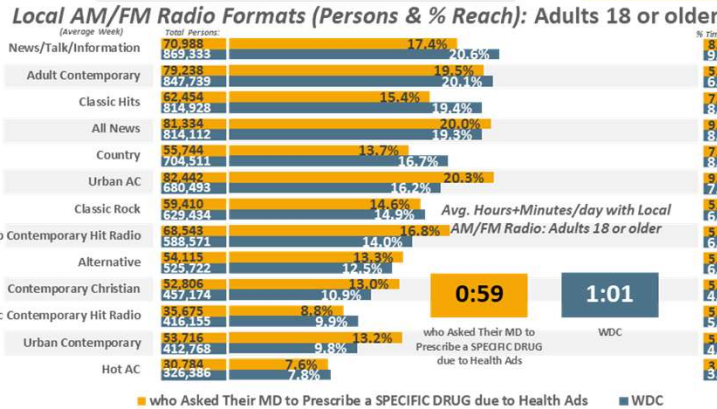


Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





384,022 or 69.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, All News, Adult Contemporary, Pop Contemporary Hit Radio, and Classic Hits.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 619
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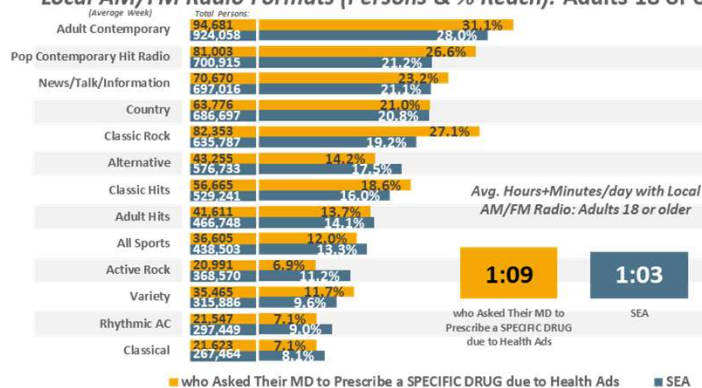
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

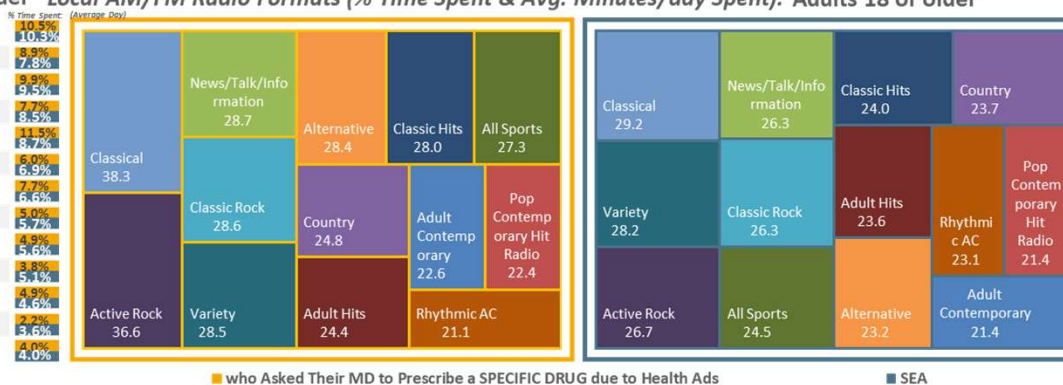


294,930 or 73.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Country, and Classic Hit

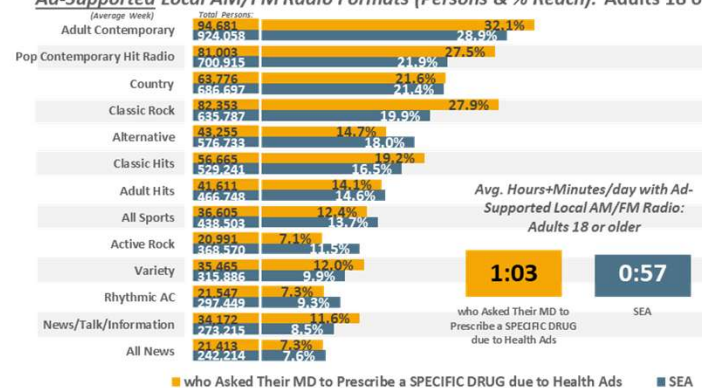
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



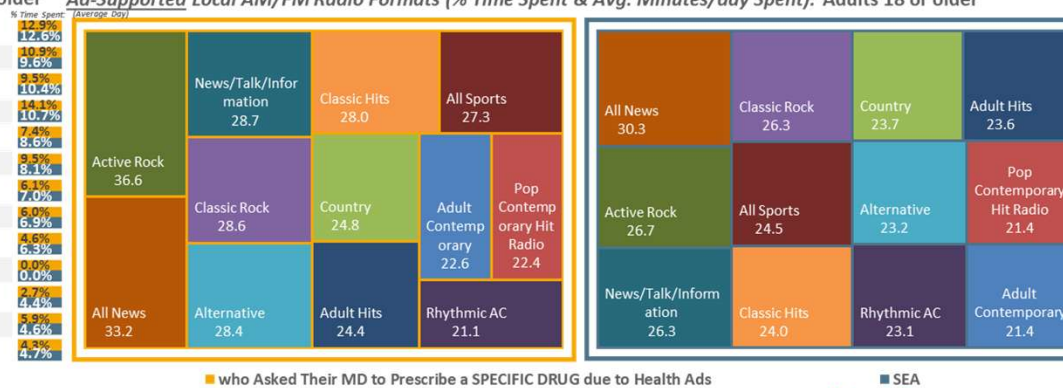
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

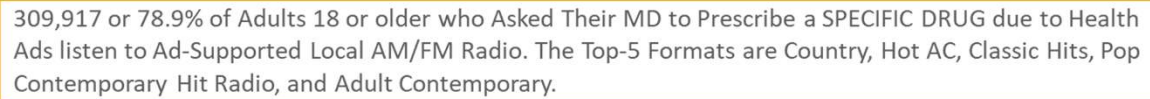


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older

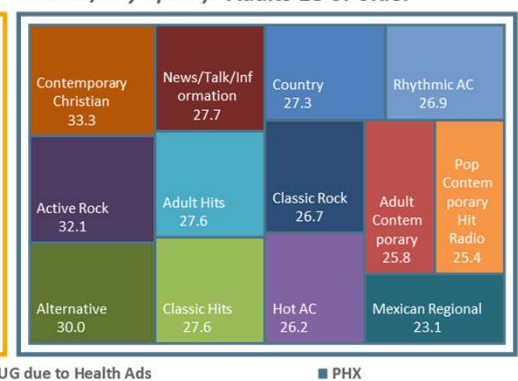
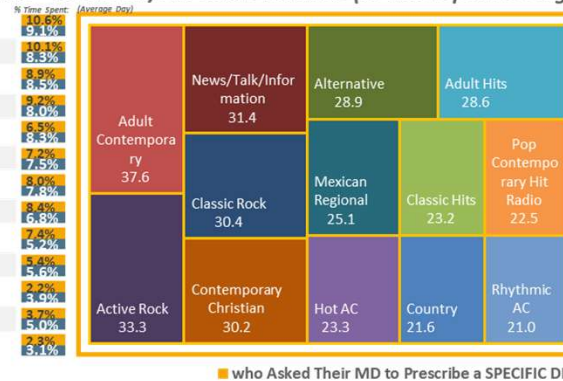


Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

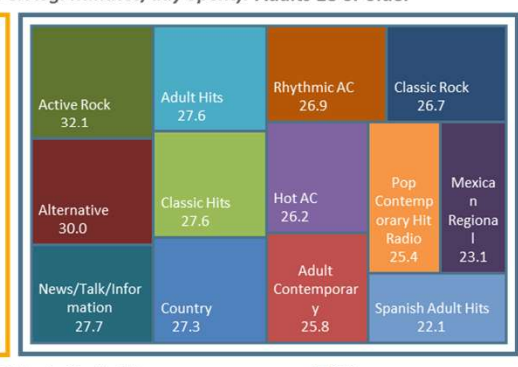
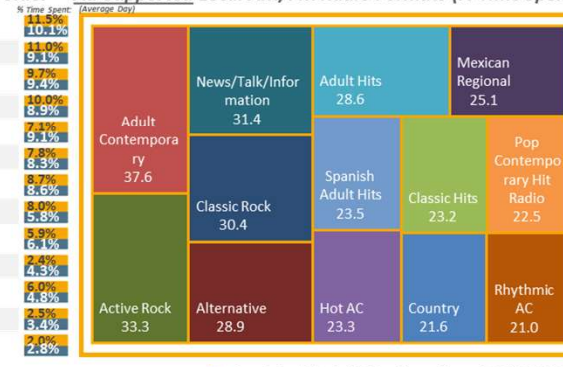




Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



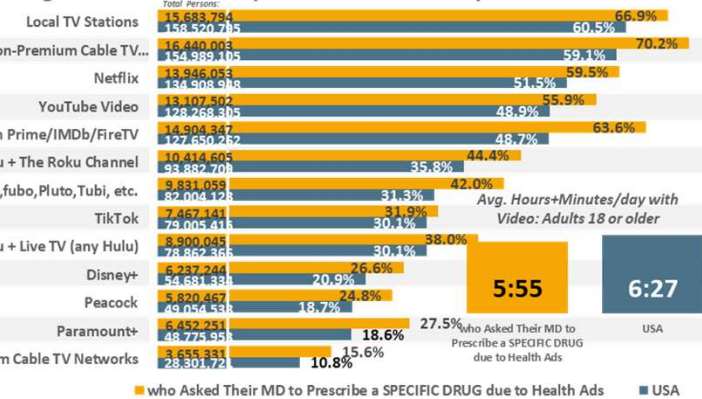
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for Anything

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

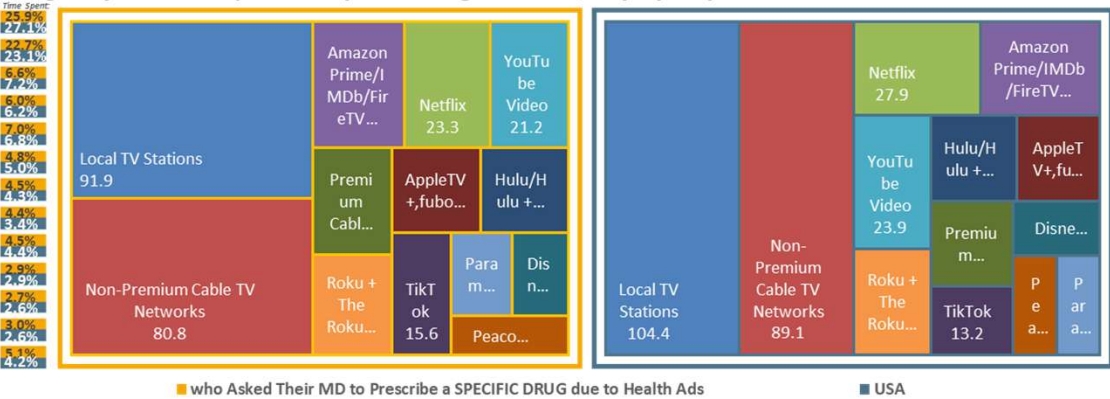


15,360,011 or 65.6% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations for an average of 86.1 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

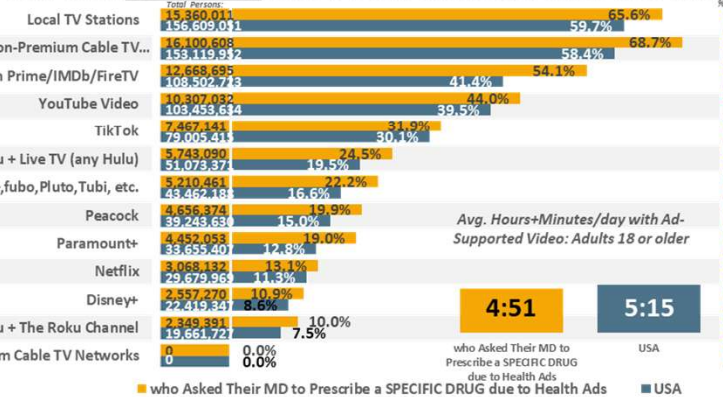
Avg. Week All Video (Persons & % Reach): Adults 18 or older



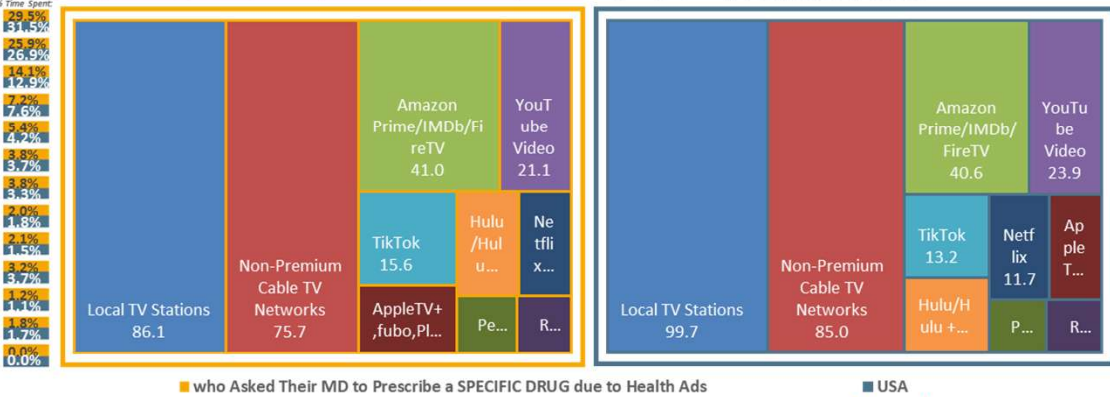
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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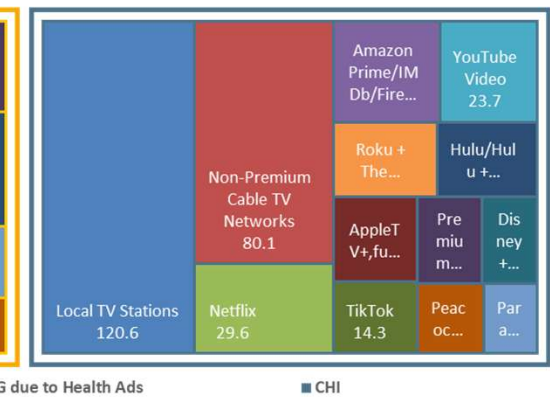
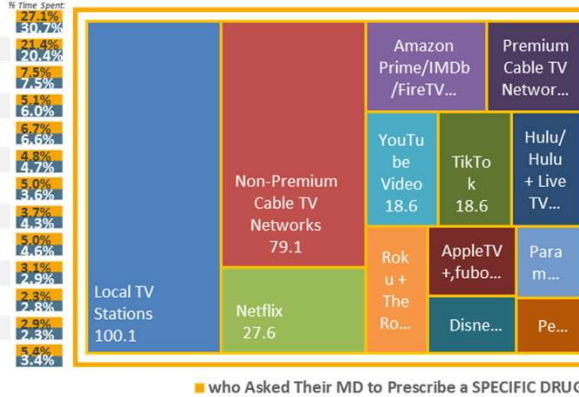
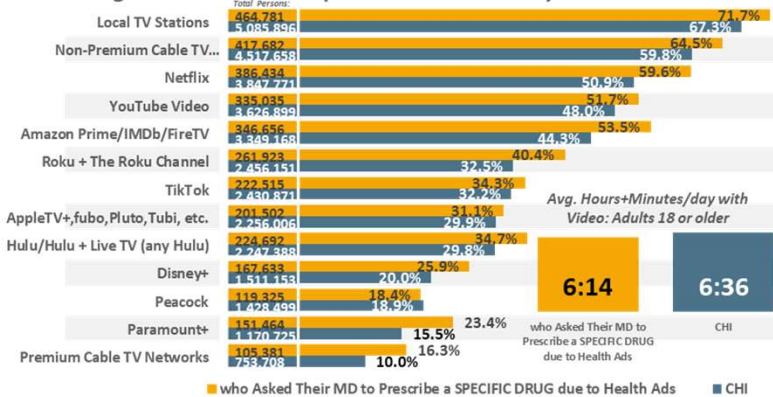
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



457,631 or 70.6% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations for an average of 92.3 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

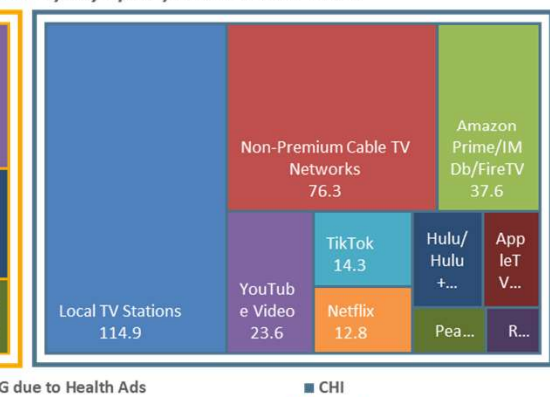
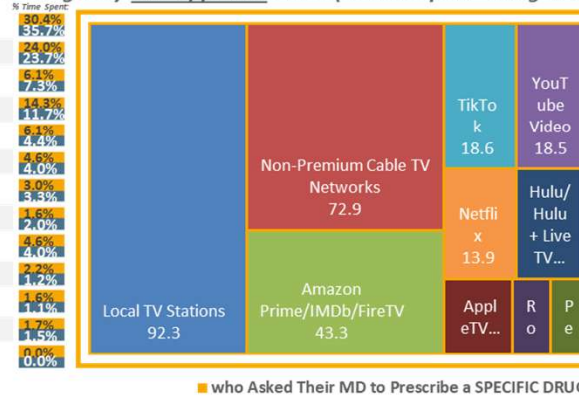
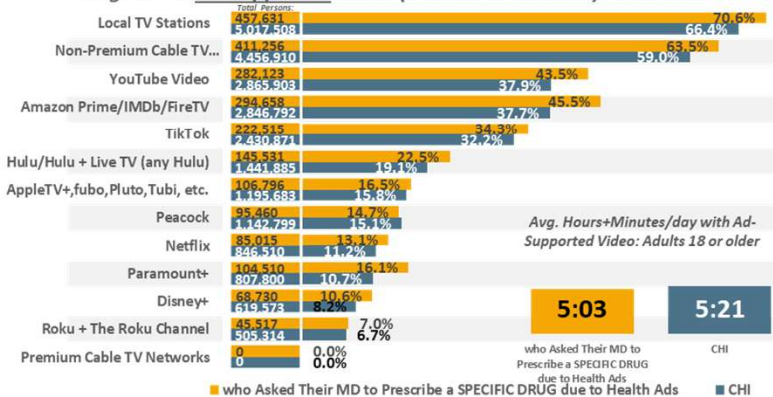
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 413
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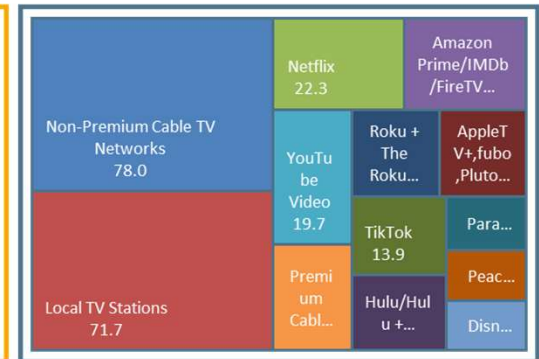
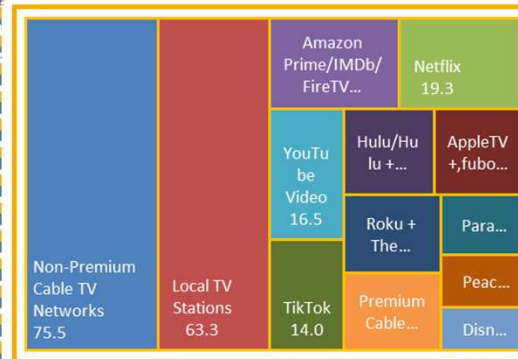
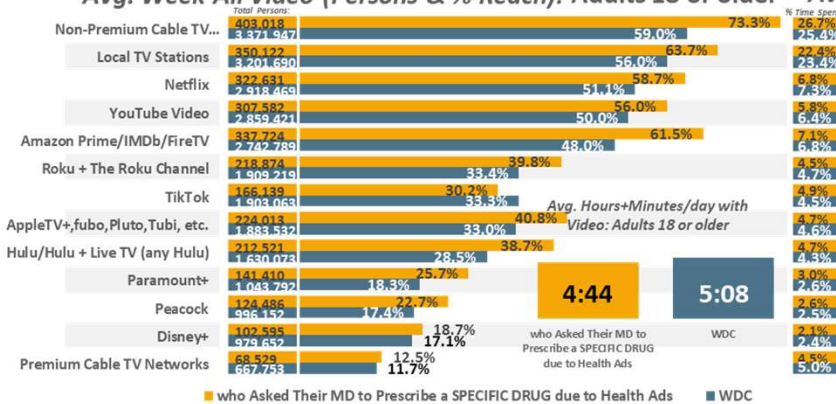
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



343,703 or 62.5% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations for an average of 59. minutes every day representing 25.1% of all time spent daily with Ad-Supported Video.

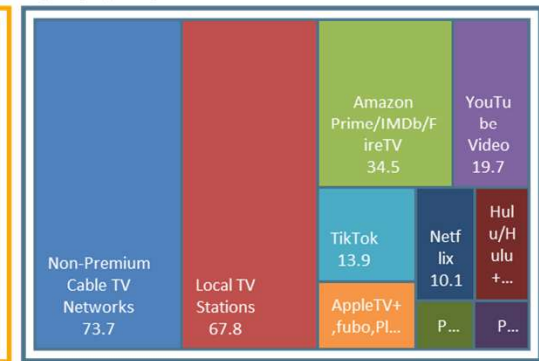
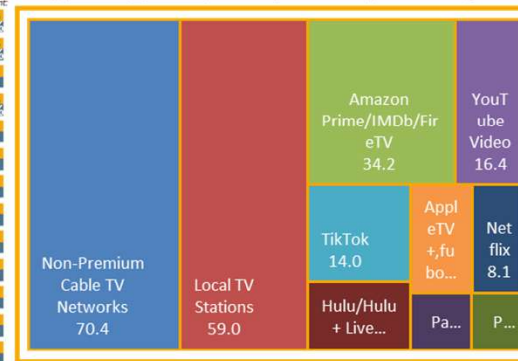
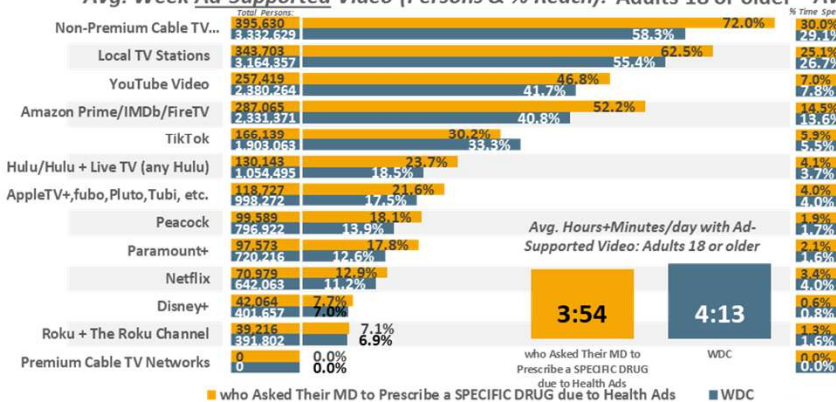
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 619
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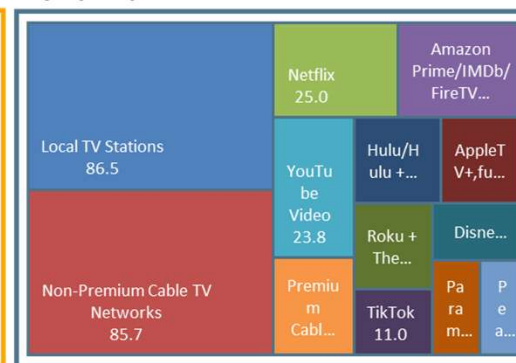
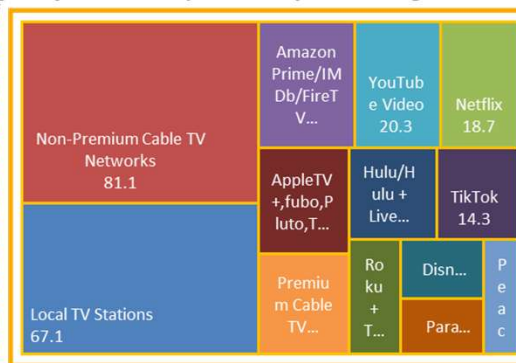
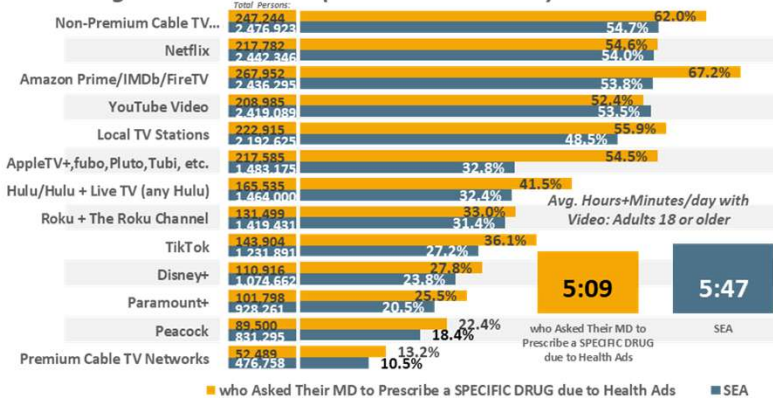
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



219,169 or 54.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations for an average of 63.3 minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.

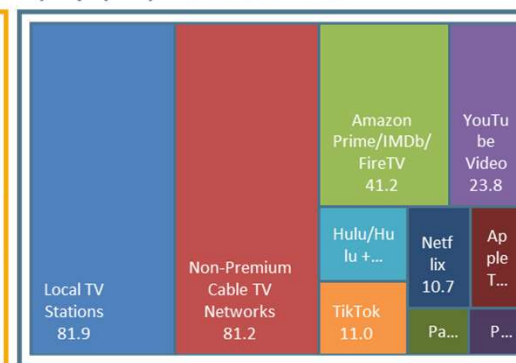
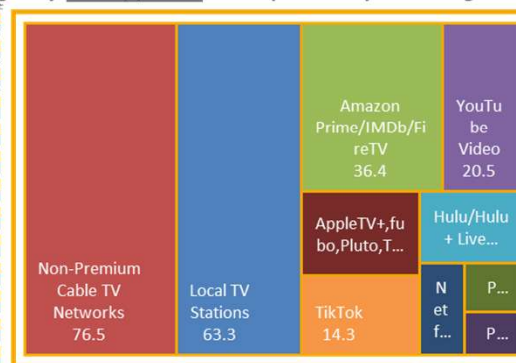
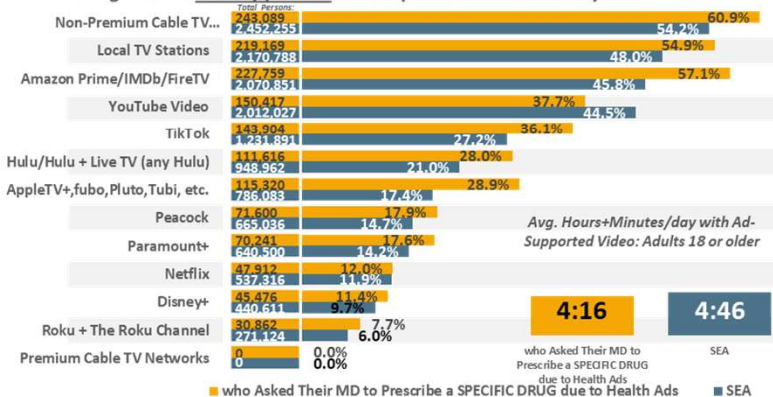
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

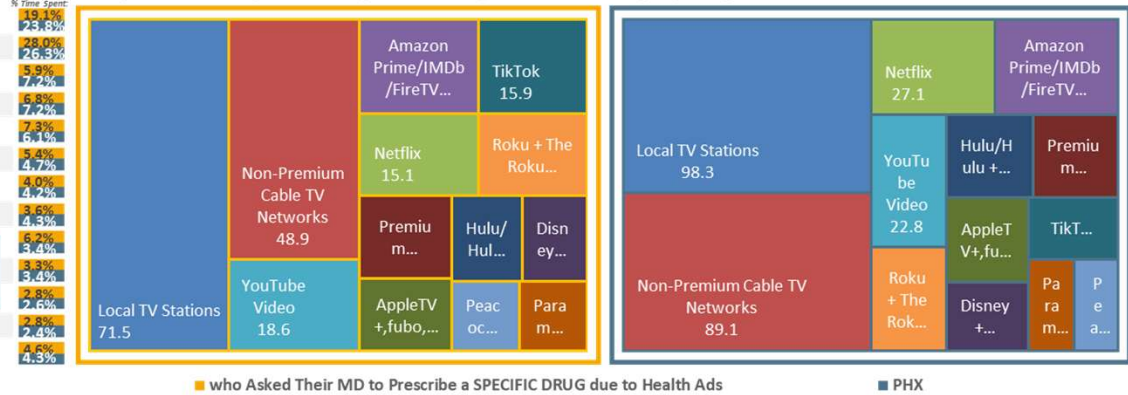
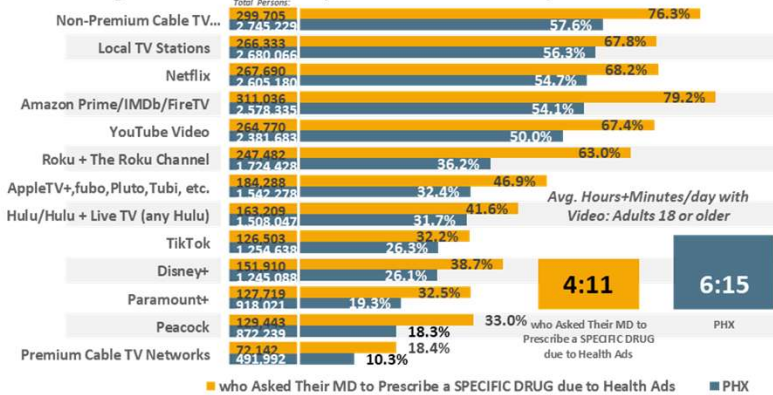




258,743 or 65.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations for an average of 68. minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

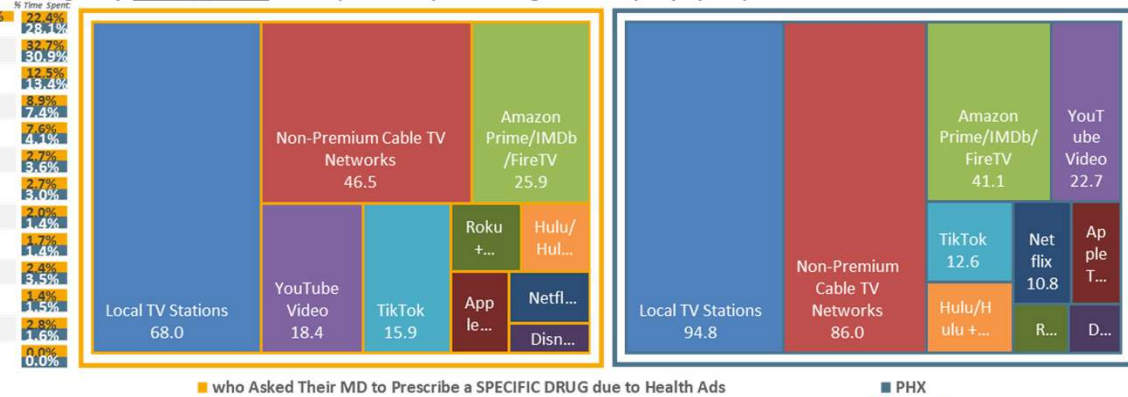
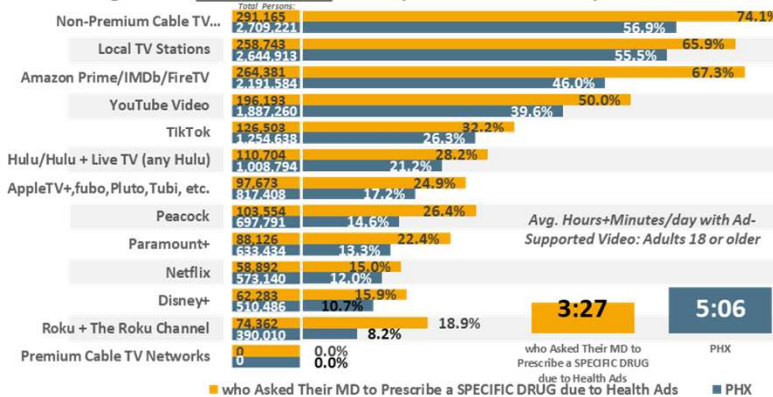
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



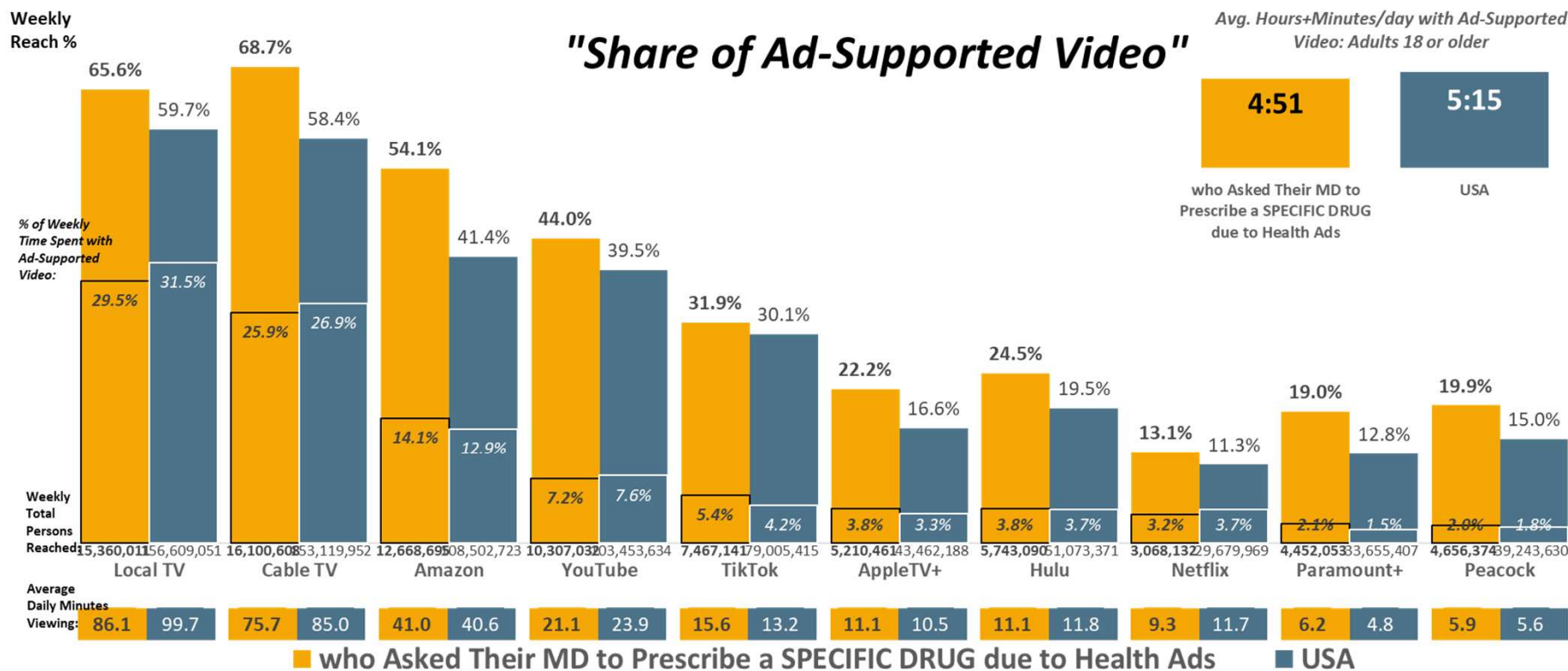
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



15,360,011 or 65.6% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations for an average of 86.1 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,510
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

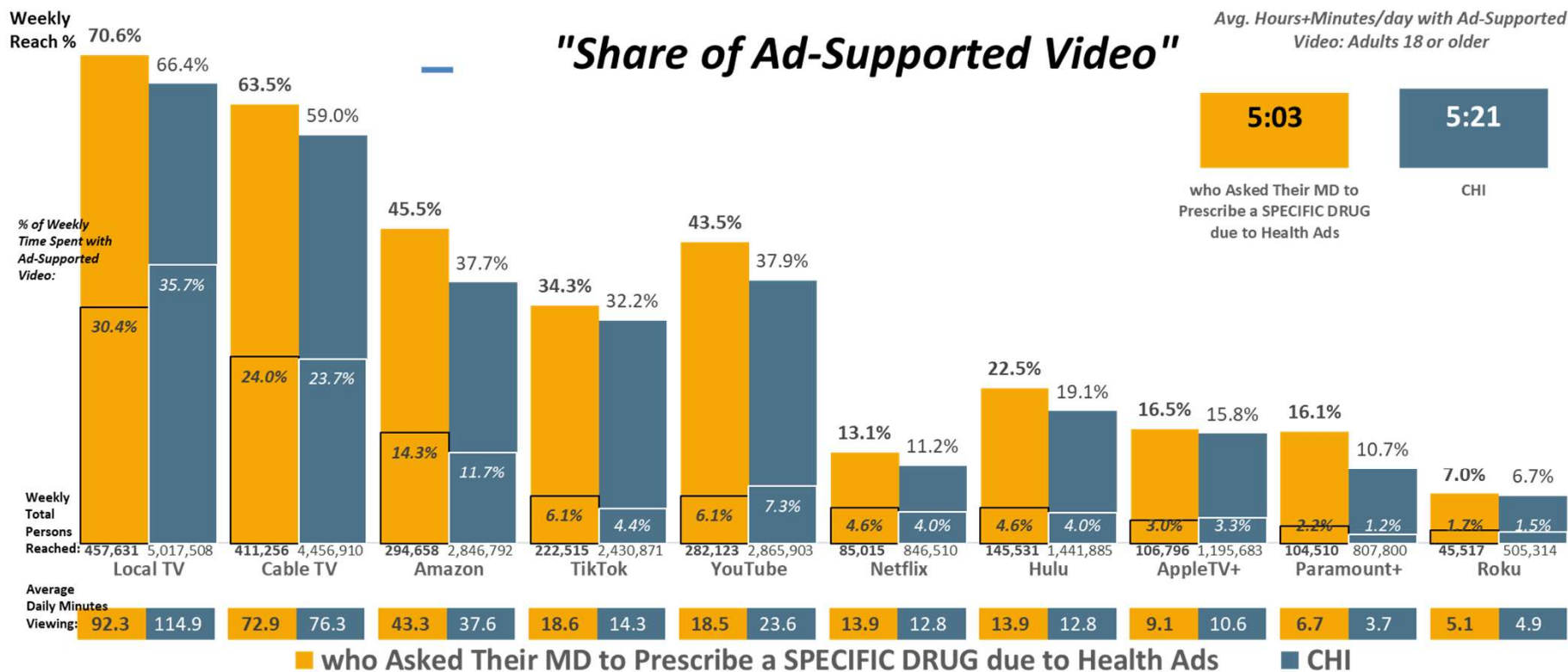
soefa.ai Share of Everything for Anything

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



457,631 or 70.6% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations for an average of 92.3 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

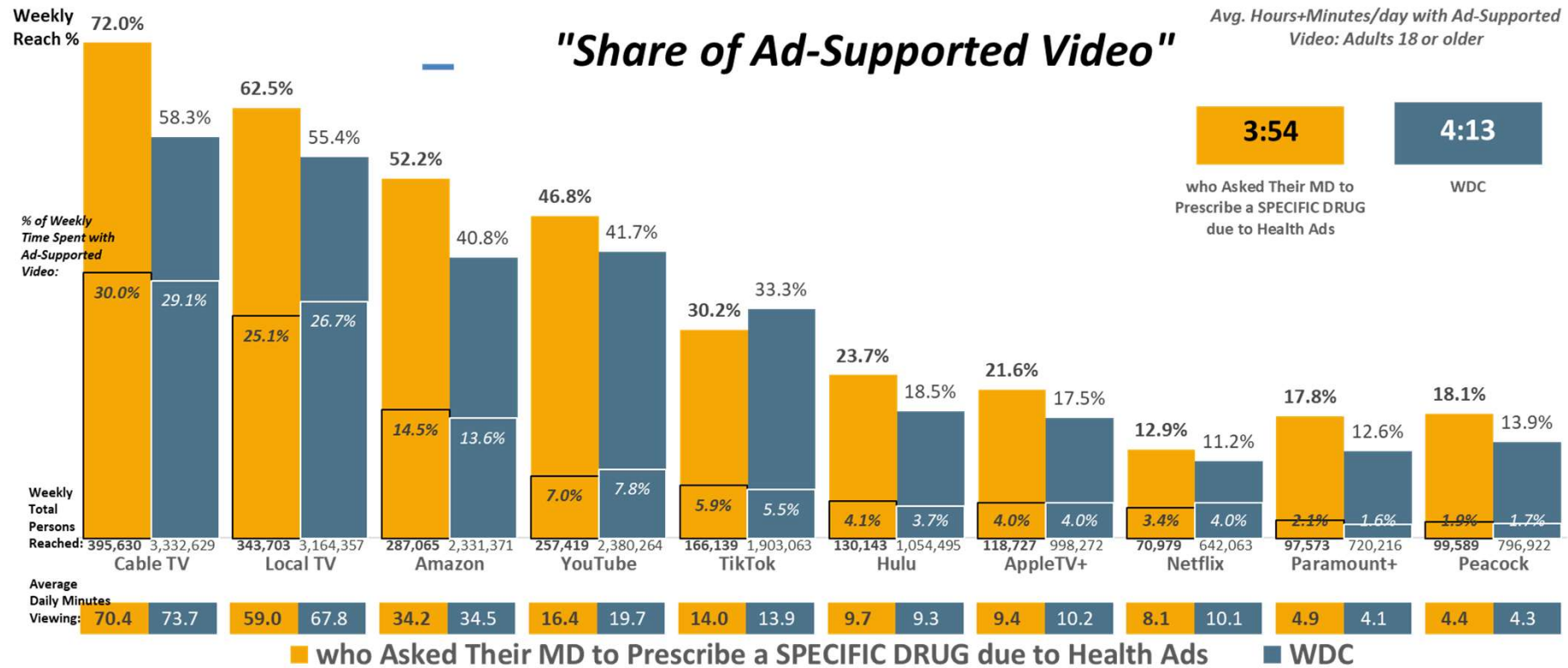
"Share of Ad-Supported Video"





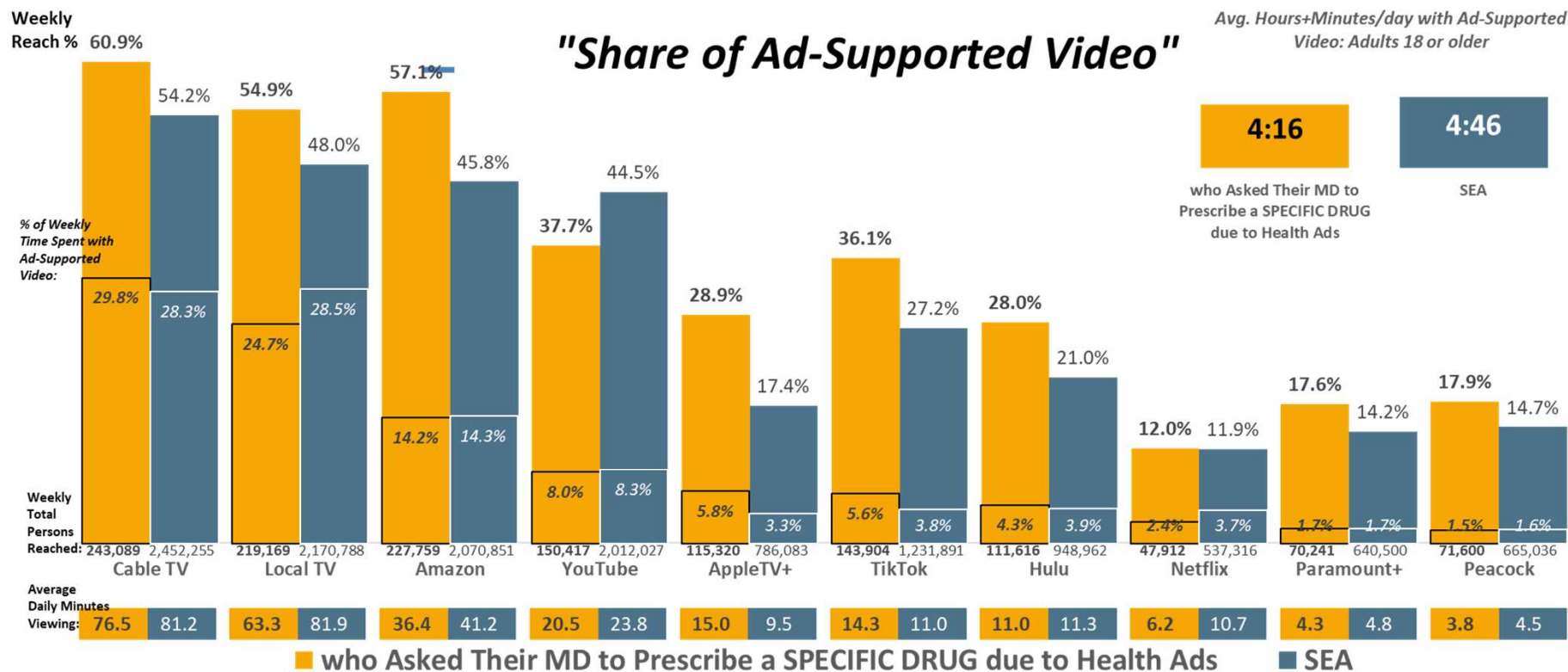
343,703 or 62.5% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations for an average of 59. minutes every day representing 25.1% of all time spent daily with Ad-Supported Video.

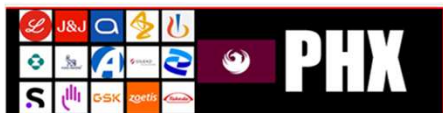
"Share of Ad-Supported Video"





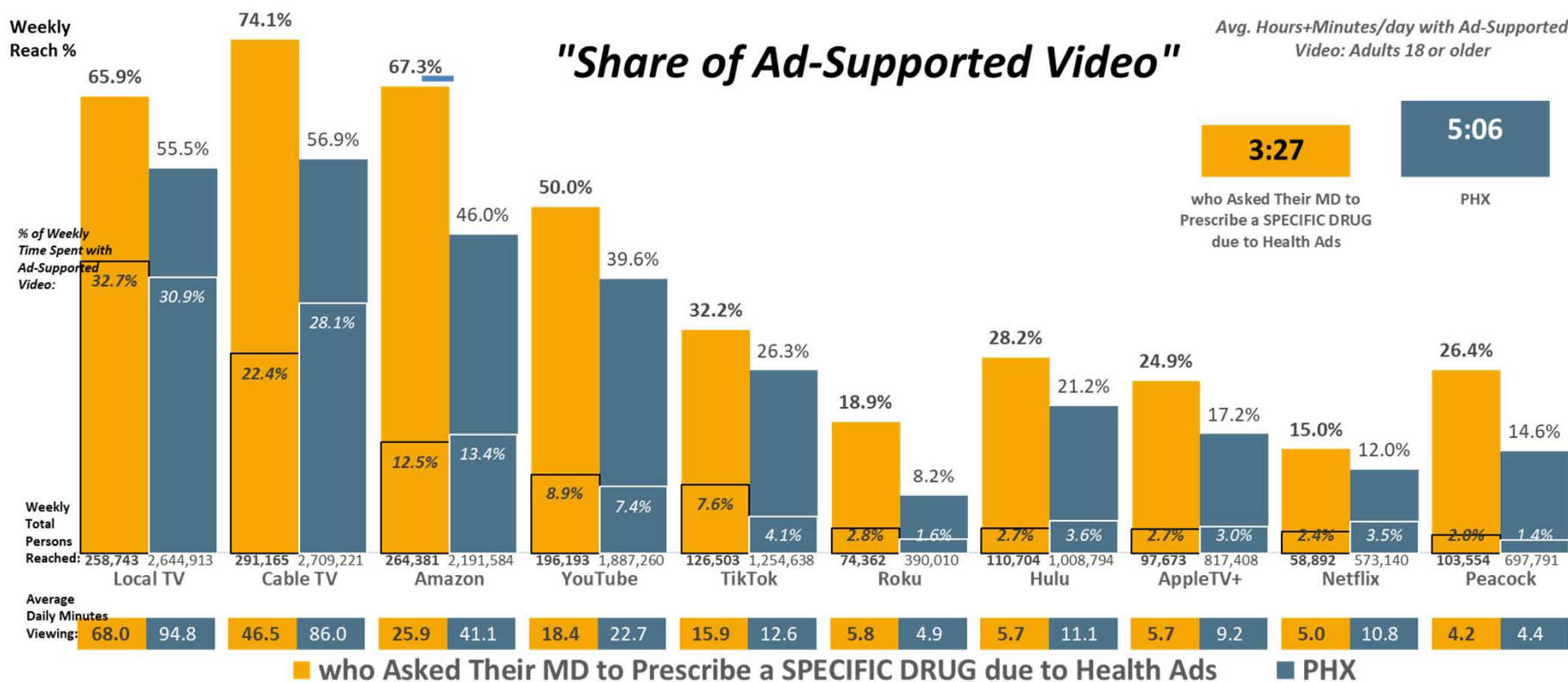
219,169 or 54.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations for an average of 63.3 minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.





258,743 or 65.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations for an average of 68. minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

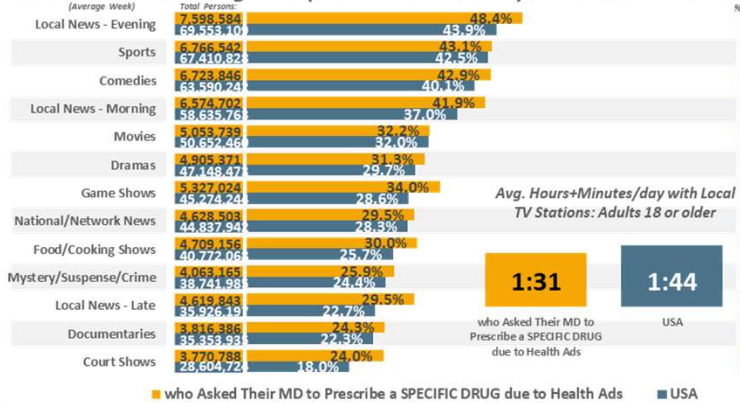
"Share of Ad-Supported Video"



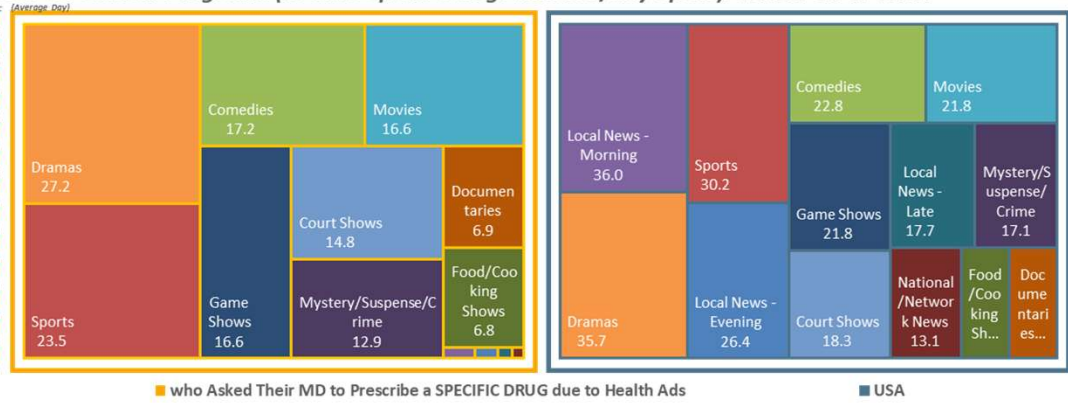


15,360,011 or 65.6% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Movies.

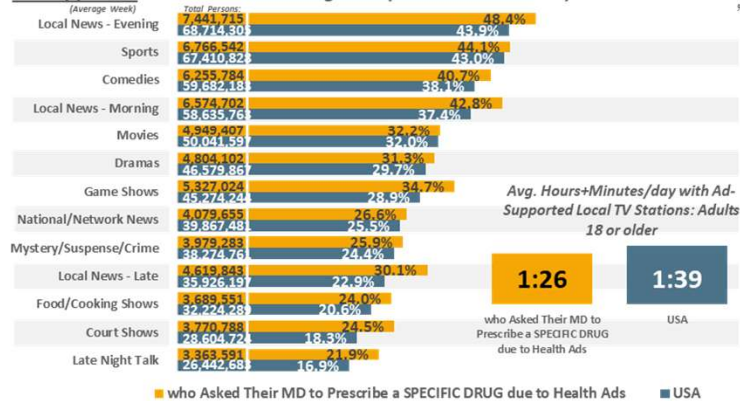
Local TV Station Programs (Persons & % Reach): Adults 18 or older



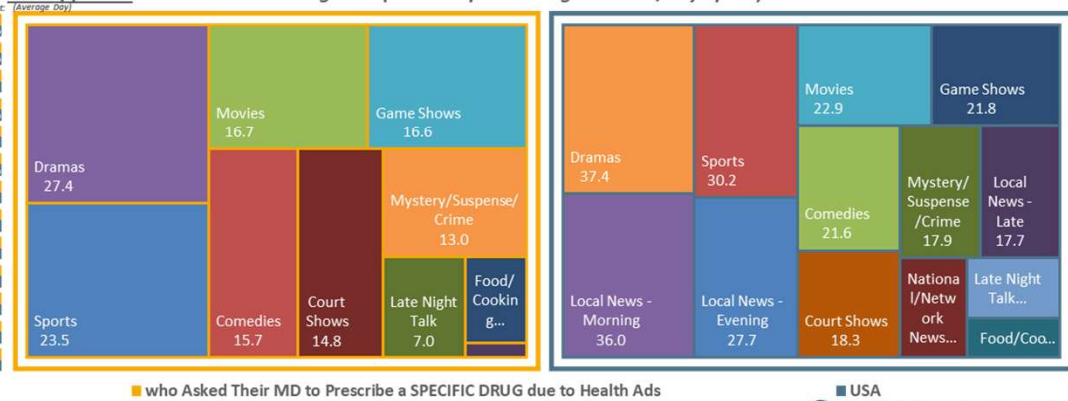
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

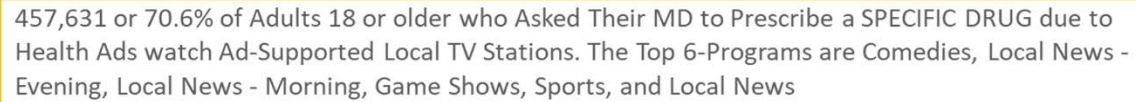


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older

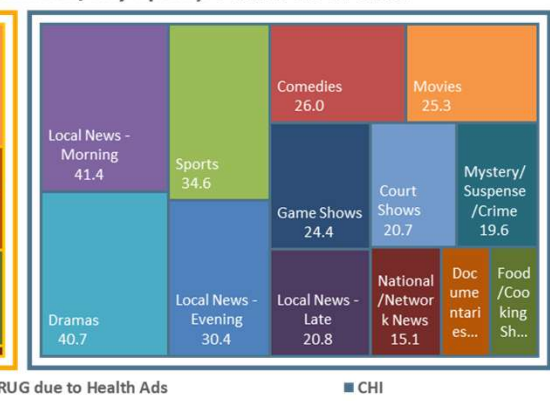


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

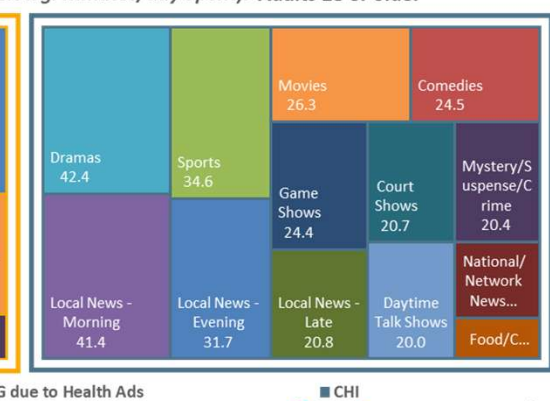




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



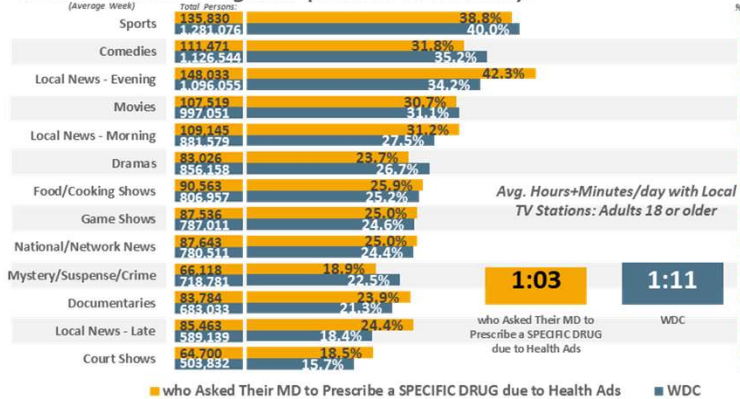
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



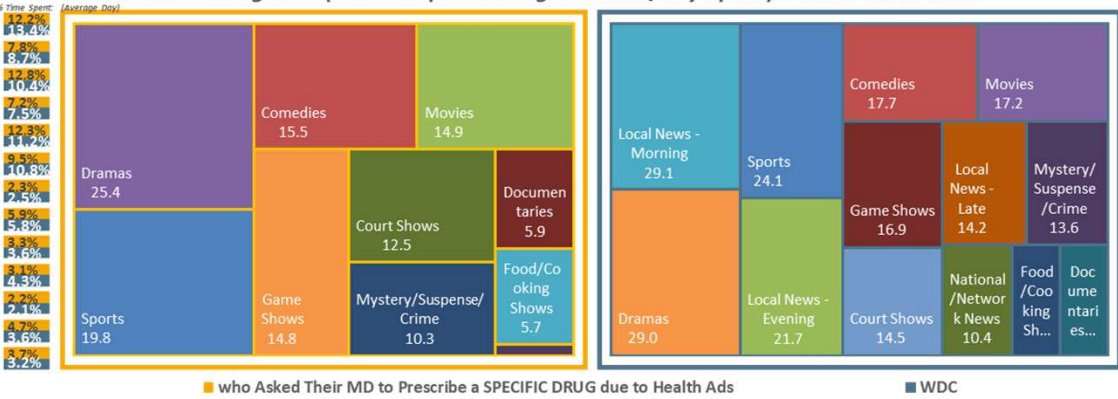


343,703 or 62.5% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Comedies, and Game Shows.

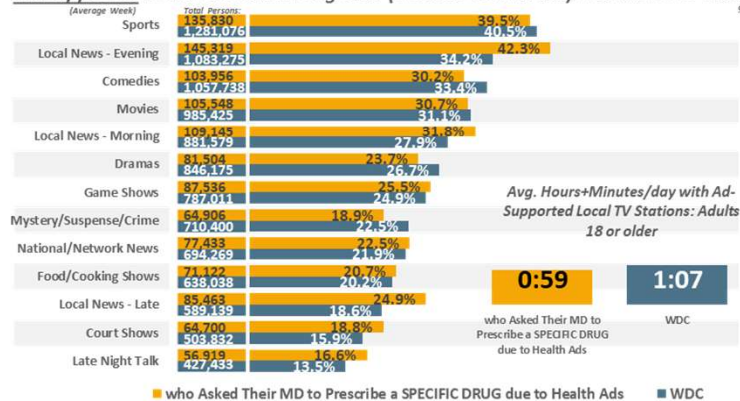
Local TV Station Programs (Persons & % Reach): Adults 18 or older



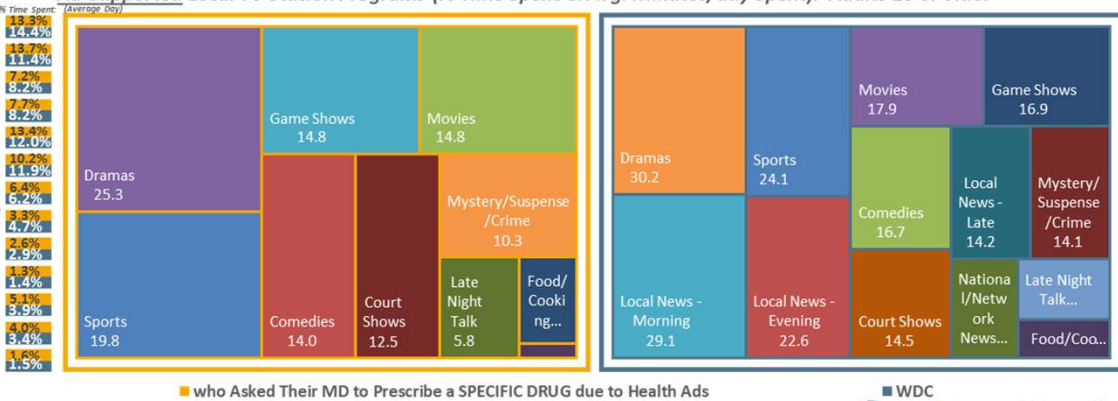
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



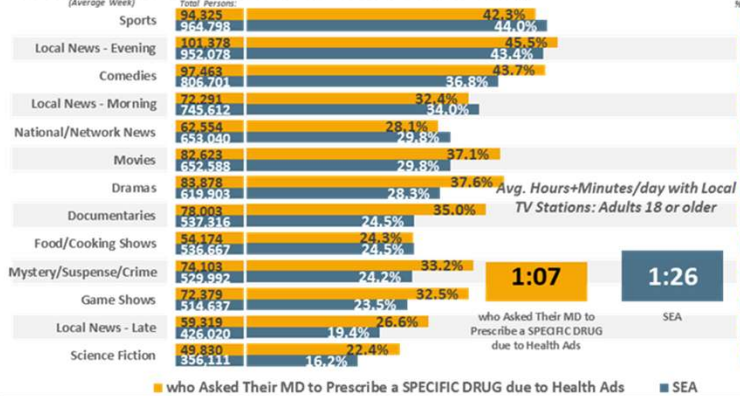
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



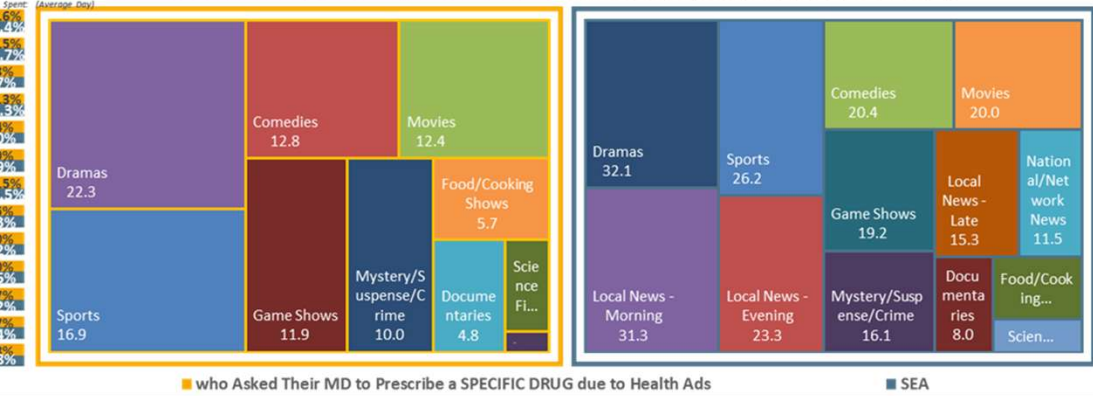


219,169 or 54.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Dramas, Movies, and Mystery/Suspense/Crime.

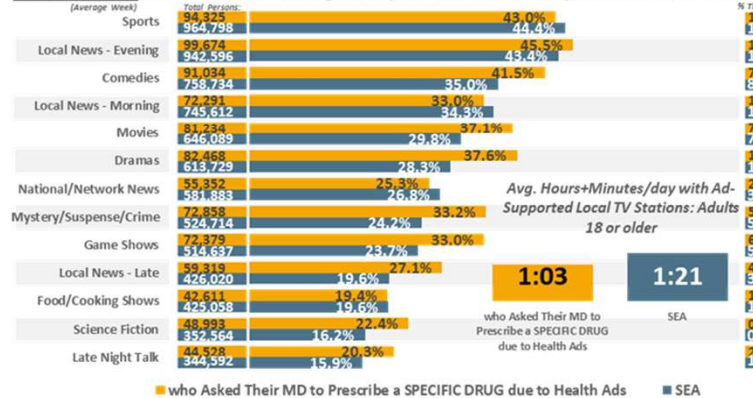
Local TV Station Programs (Persons & % Reach): Adults 18 or older



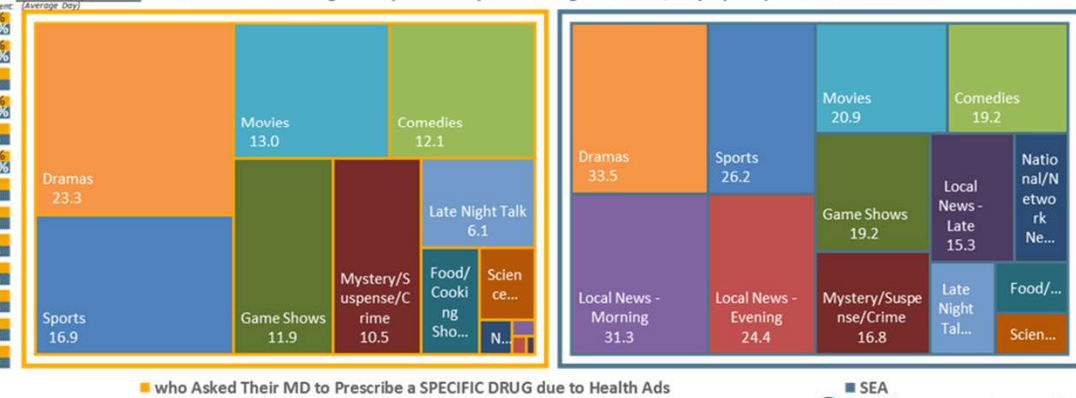
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



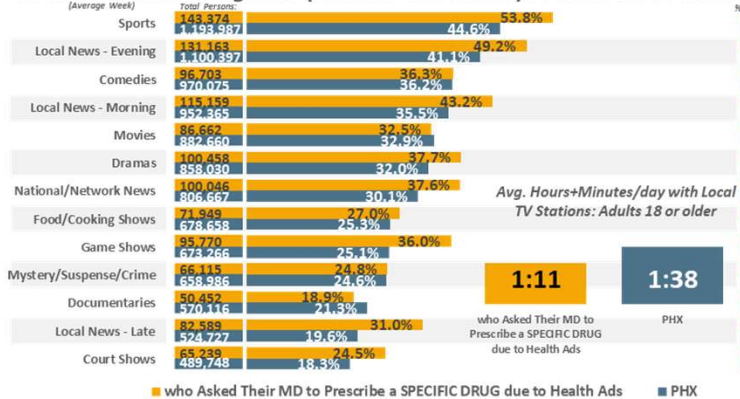
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



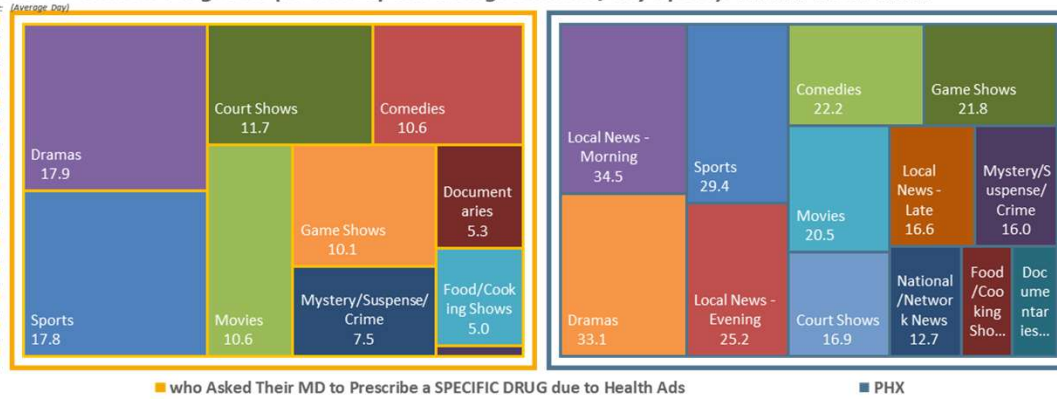


258,743 or 65.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Dramas, Game Shows, and Comedies.

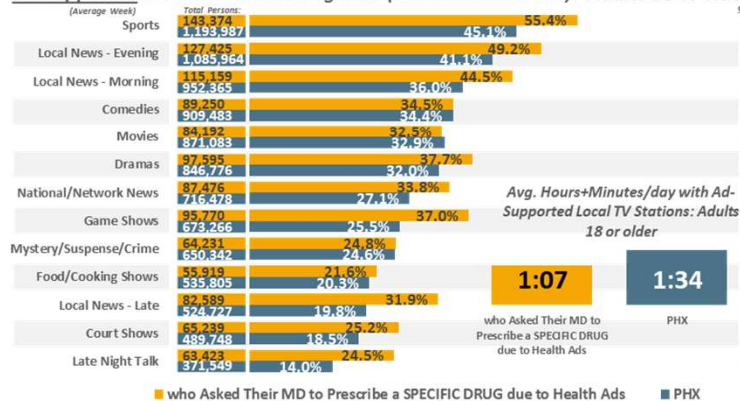
Local TV Station Programs (Persons & % Reach): Adults 18 or older



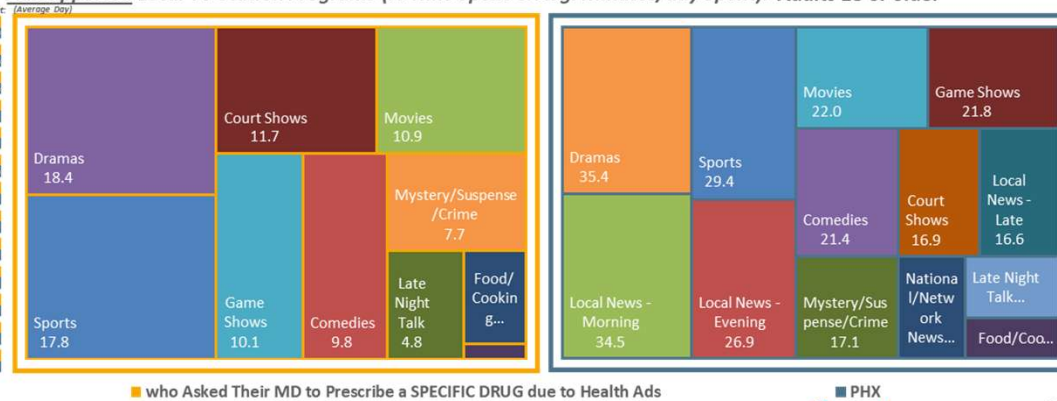
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

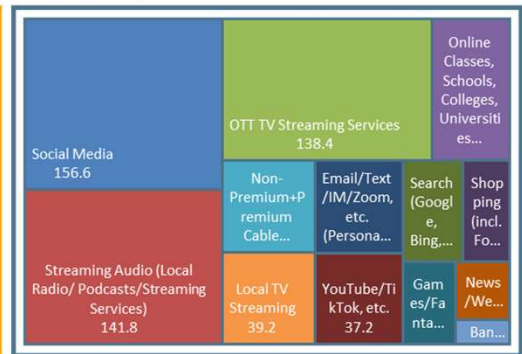
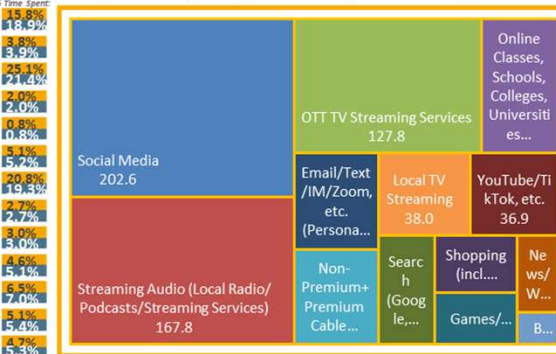
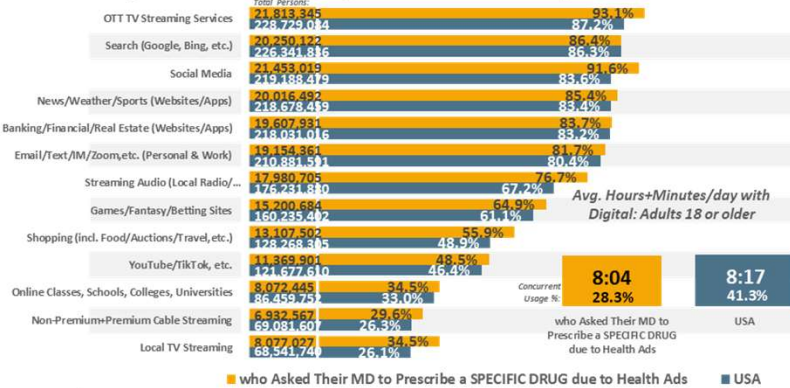




18,798,183 or 80.2% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Social Media for an average of 177.5 minutes every day representing 29.9% of all time spent daily with Ad-Supported Digital Media.

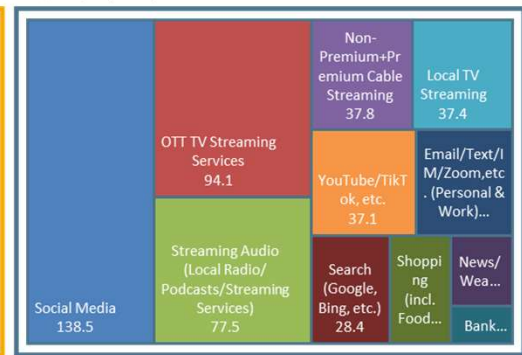
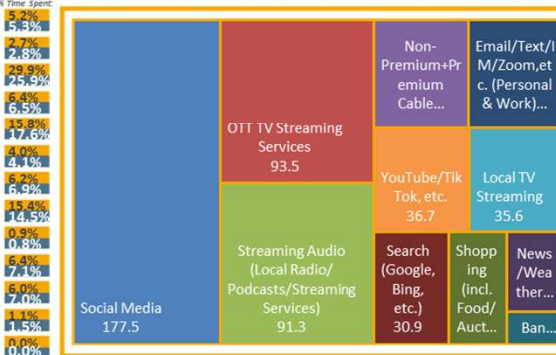
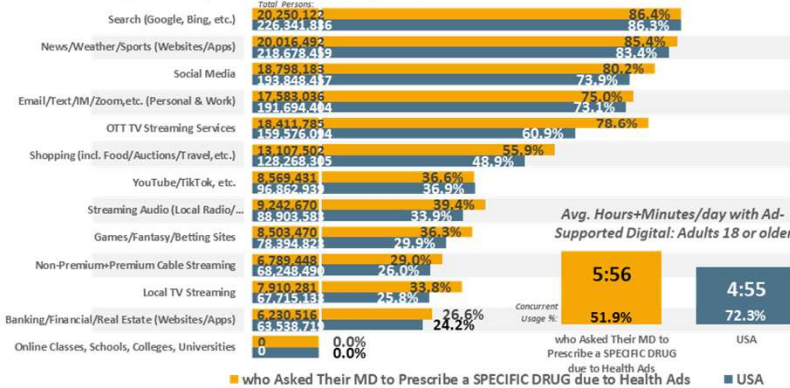
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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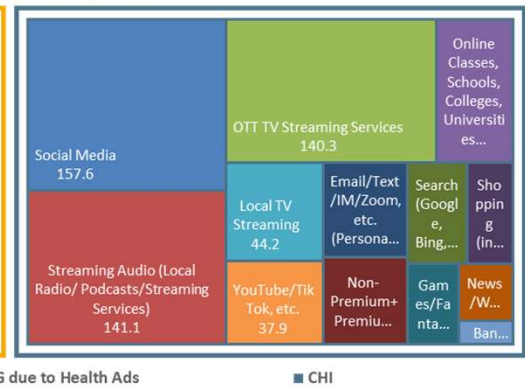
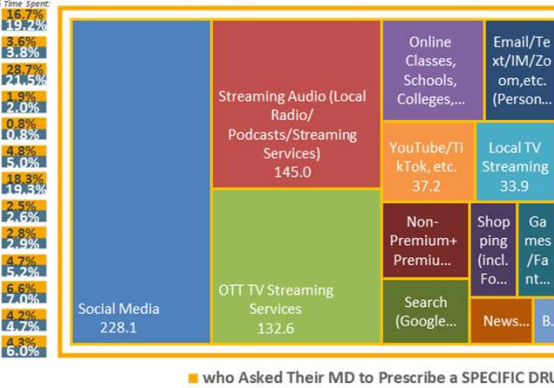
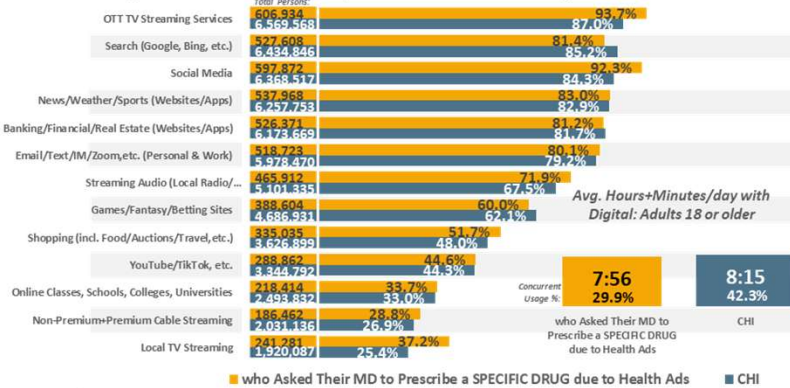
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



539,893 or 83.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Social Media for an average of 205.9 minutes every day representing 34.7% of all time spent daily with Ad-Supported Digital Media.

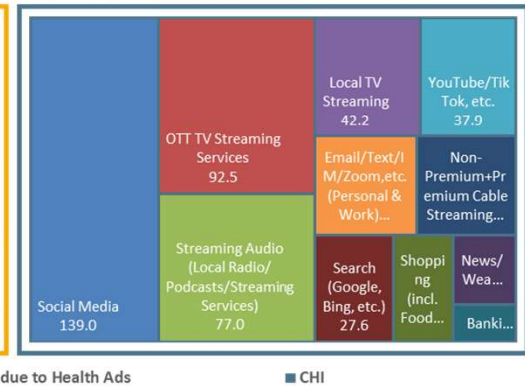
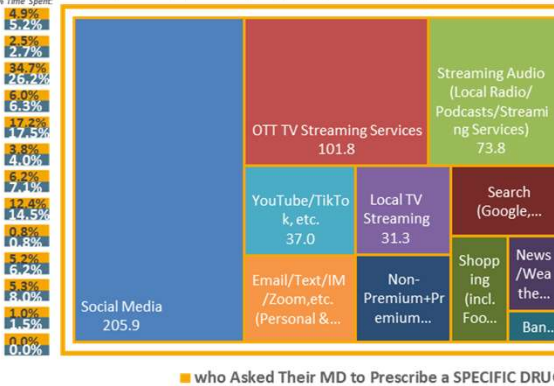
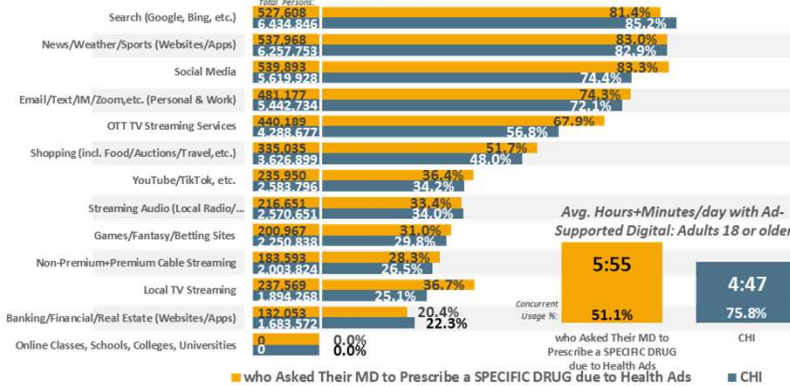
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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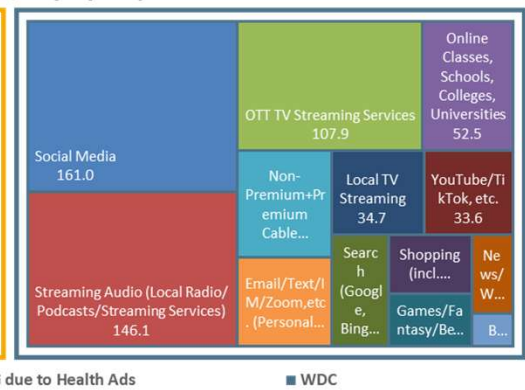
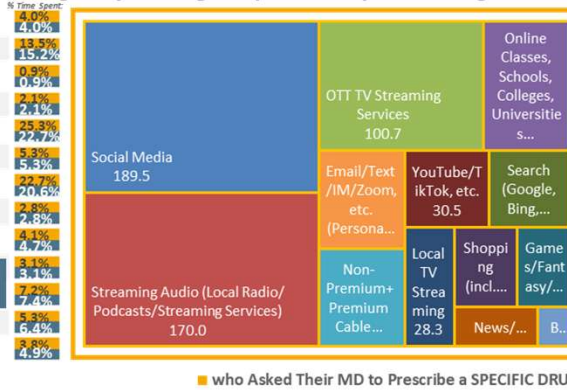
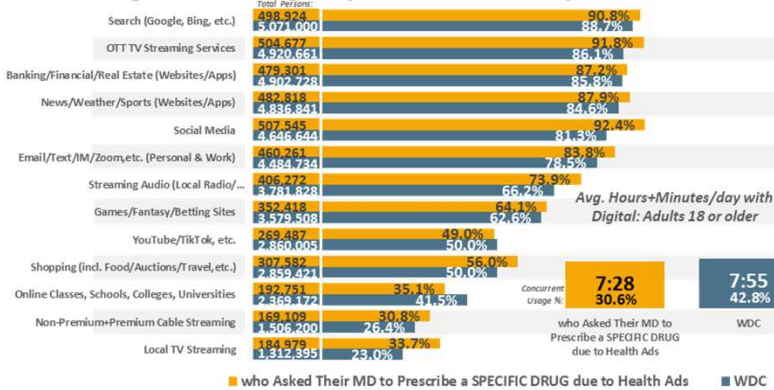
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



442,563 or 80.5% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Social Media for an average of 165.2 minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

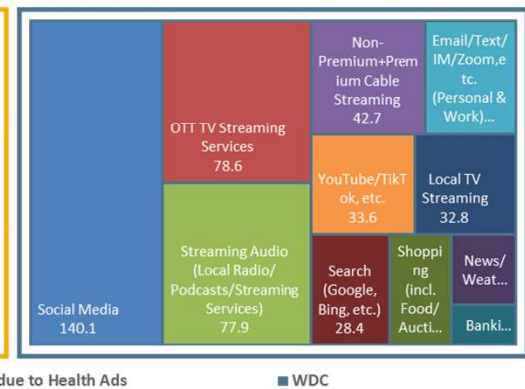
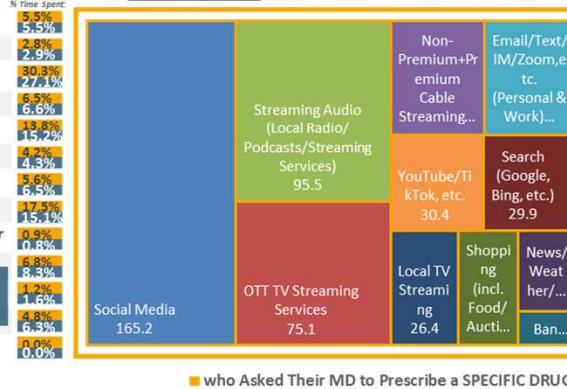
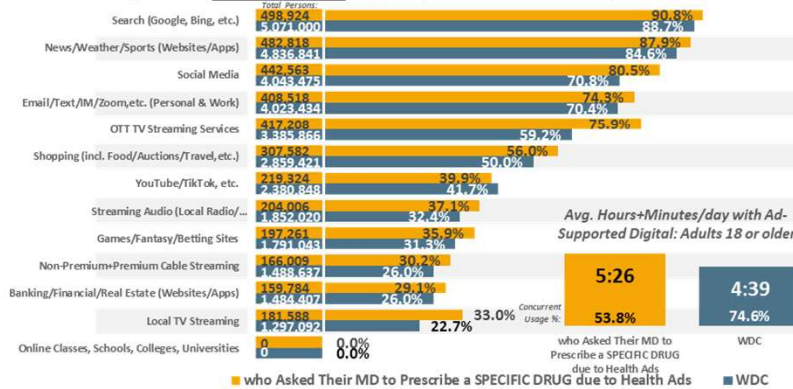
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 619
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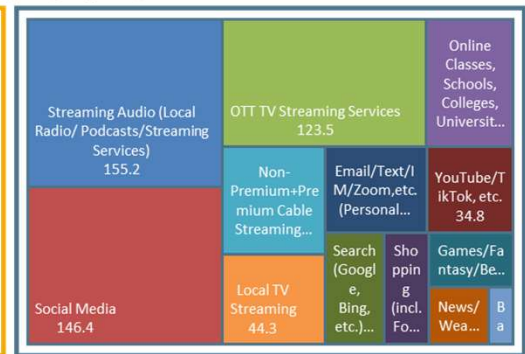
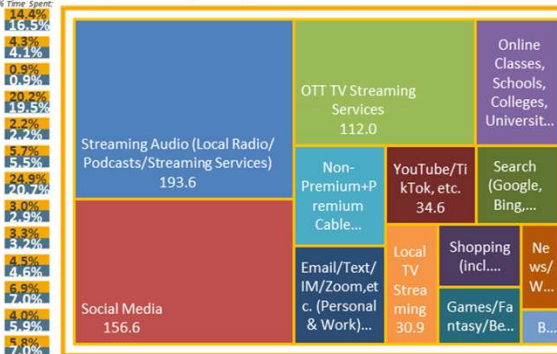
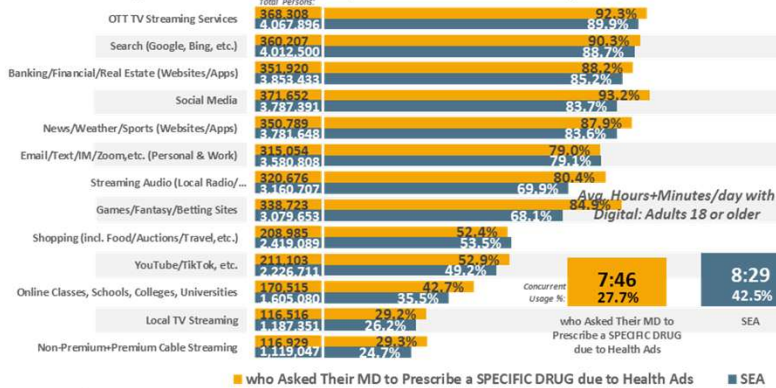
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



320,957 or 80.5% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Social Media for an average of 135.2 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

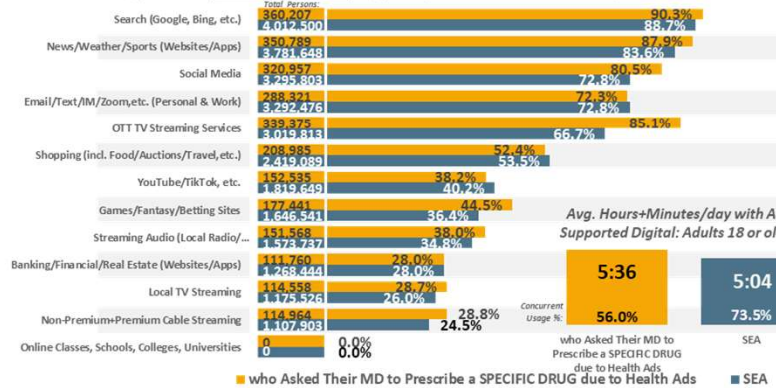
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

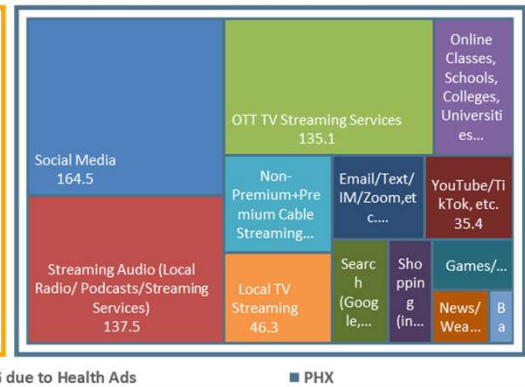
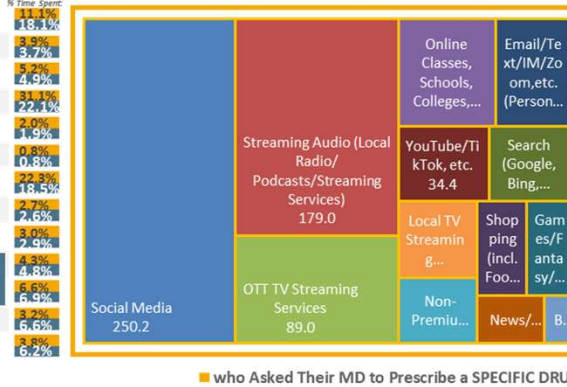
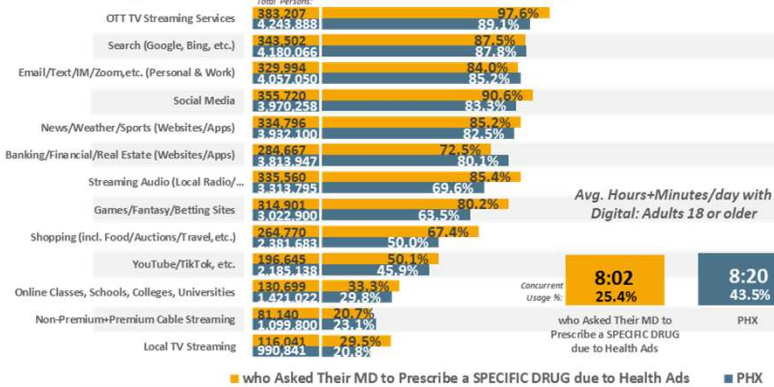




320,947 or 81.7% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Social Media for an average of 225.8 minutes every day representing 38.6% of all time spent daily with Ad-Supported Digital Media.

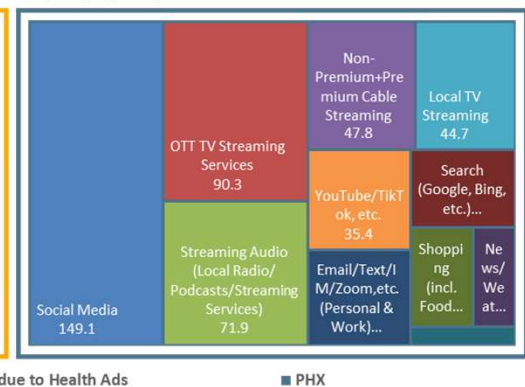
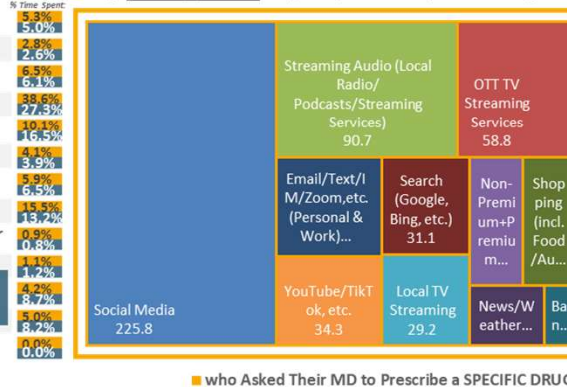
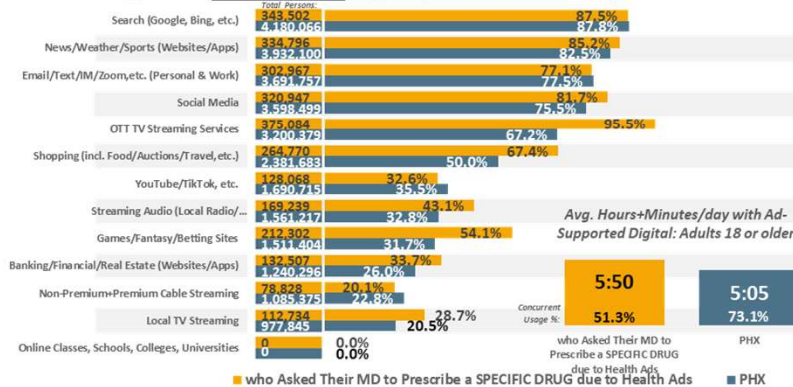
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224
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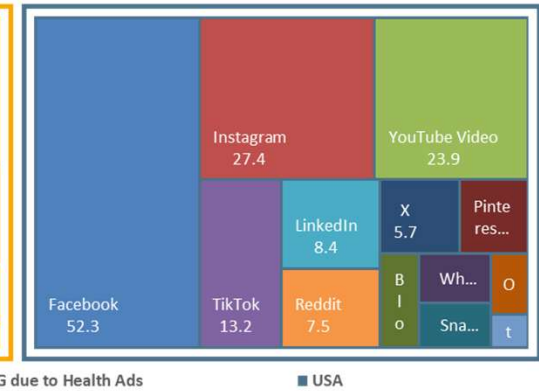
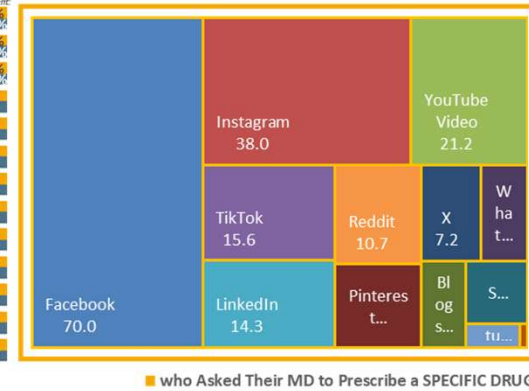
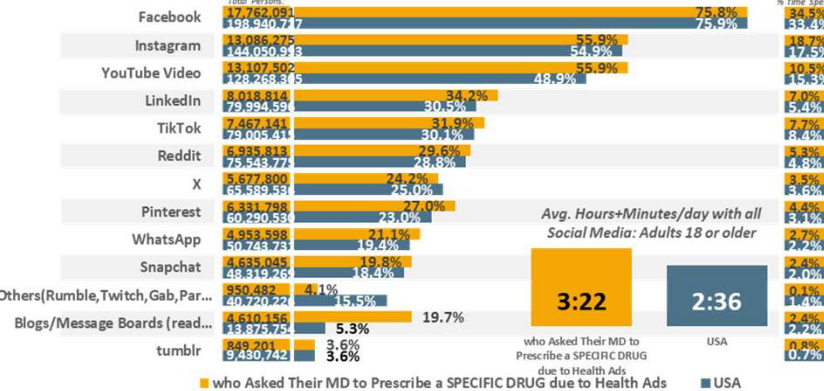
soefa.ai Share of Everything for Anything

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

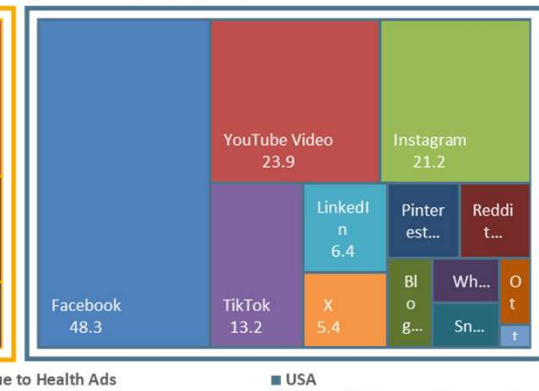
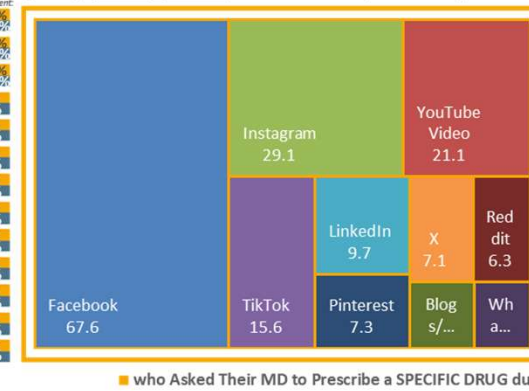
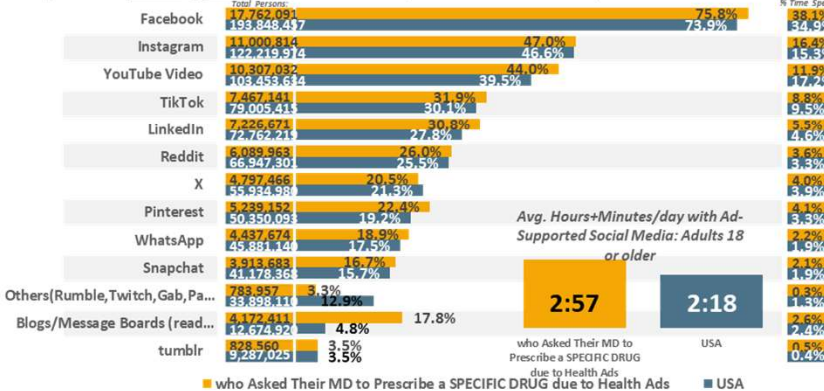


17,762,091 or 75.8% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Facebook for an average of 67.6 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

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



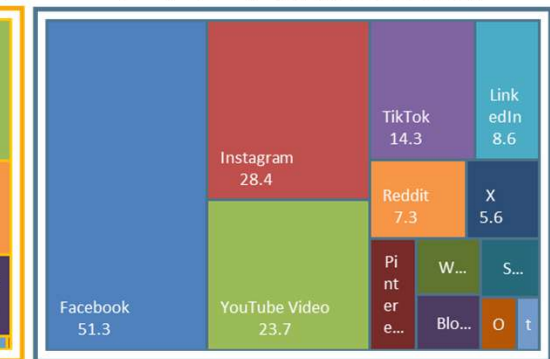
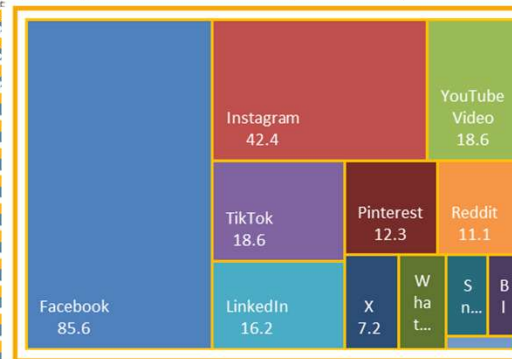
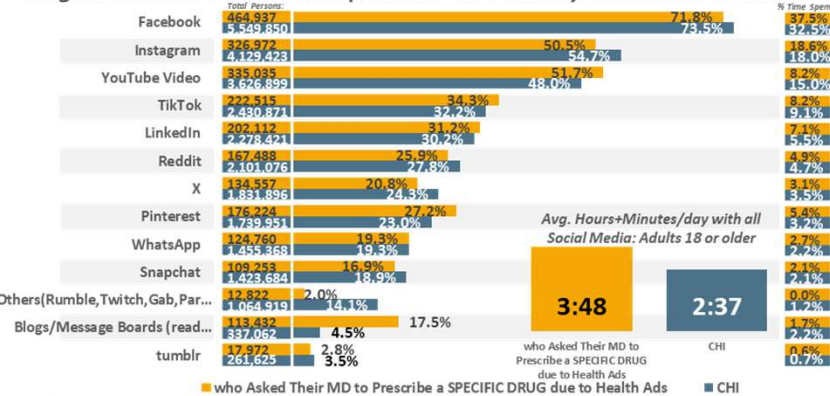
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



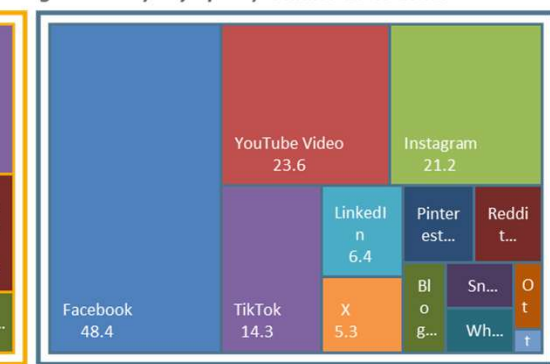
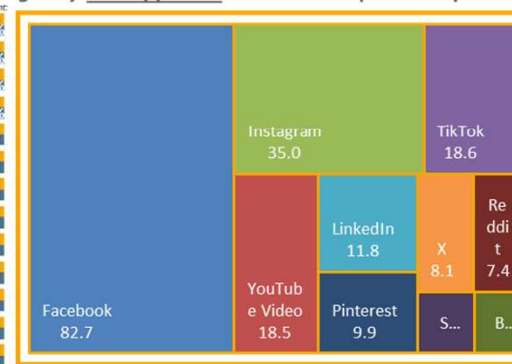
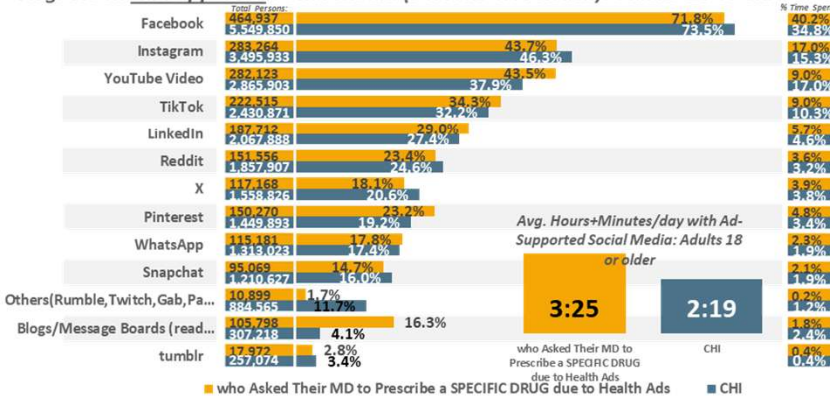


464,937 or 71.8% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Facebook for an average of 82.7 minutes every day representing 40.2% of all time spent daily with Ad-Supported Social Media.

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



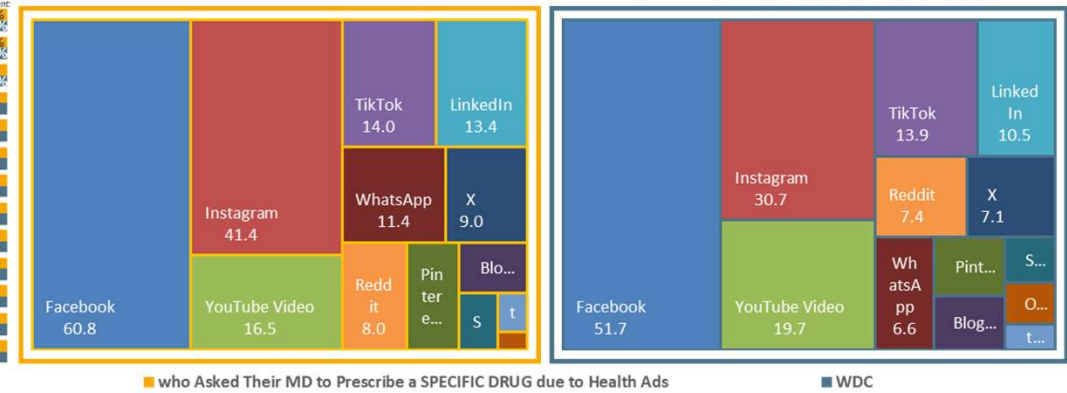
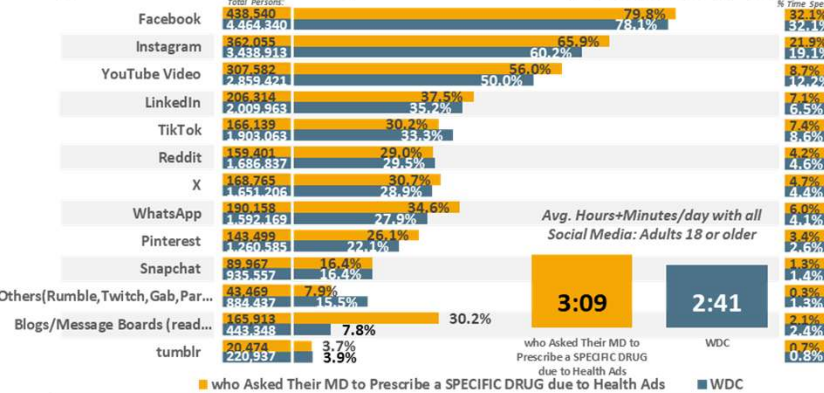
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



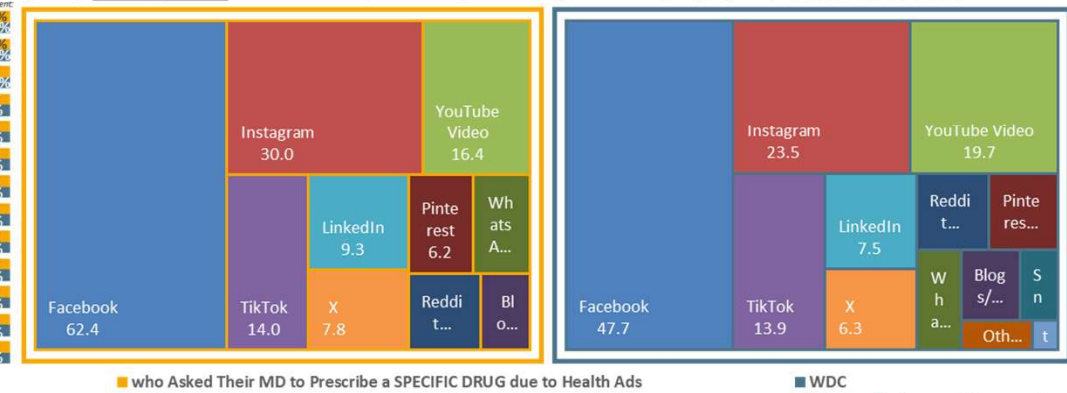
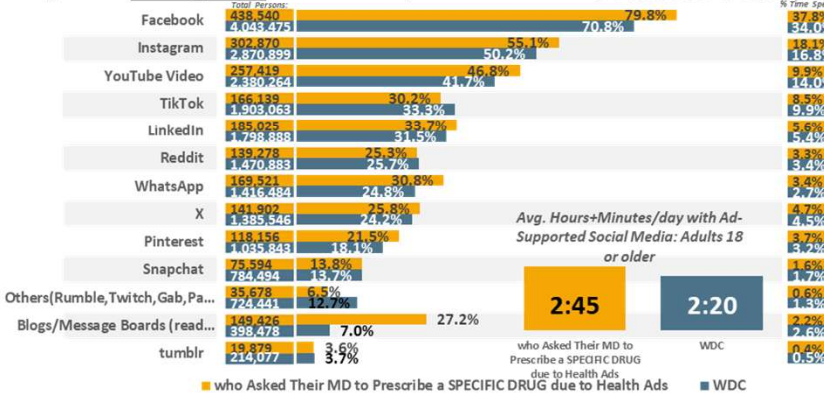


438,540 or 79.8% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Facebook for an average of 62.4 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

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



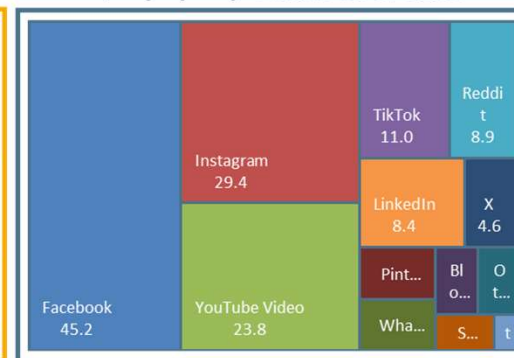
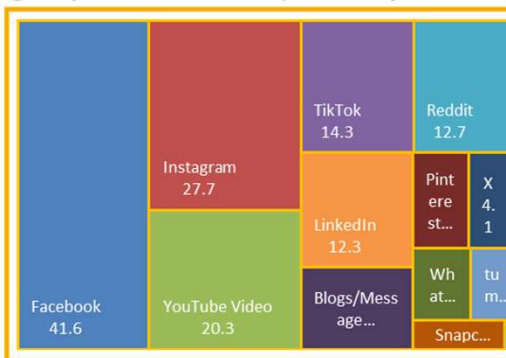
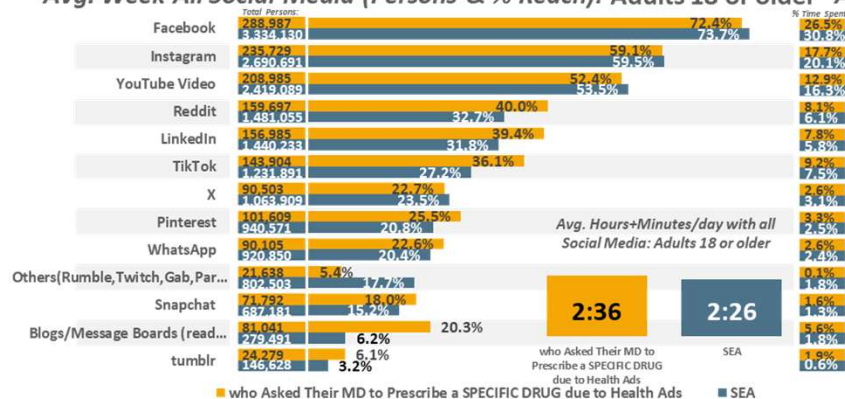
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



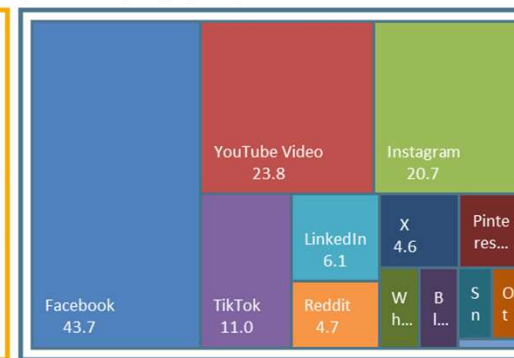
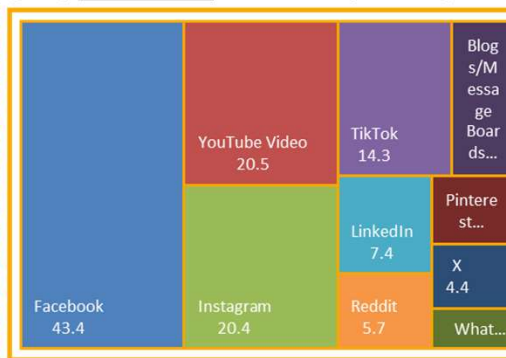
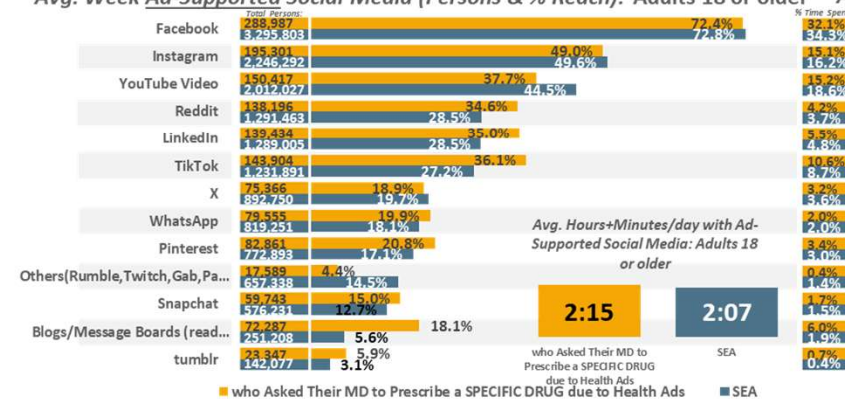


288,987 or 72.4% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Facebook for an average of 43.4 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.

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



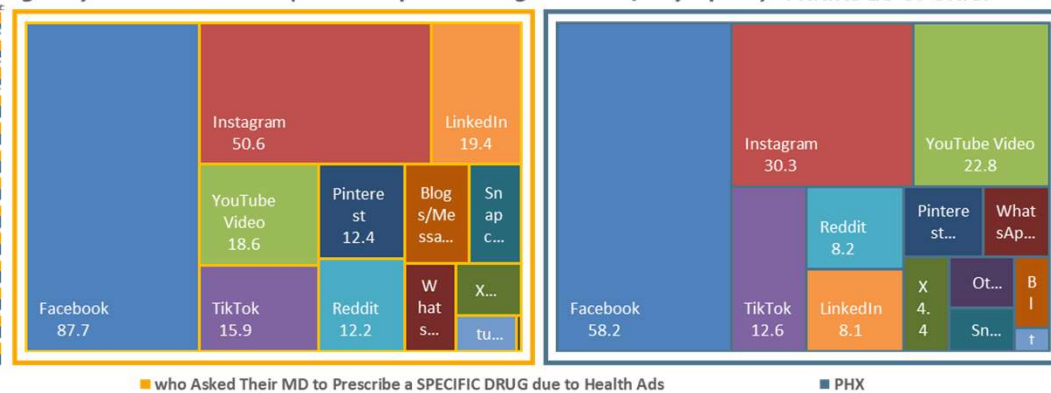
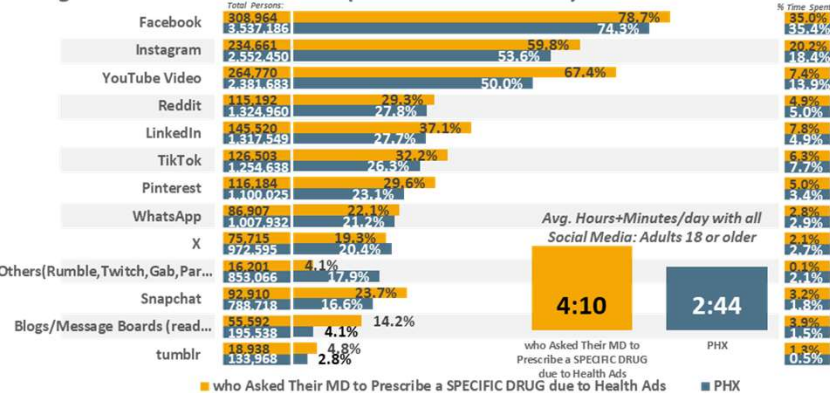
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



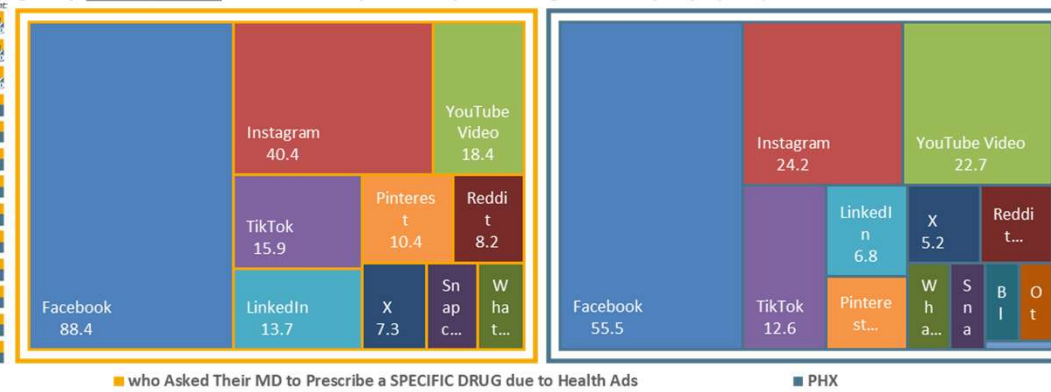
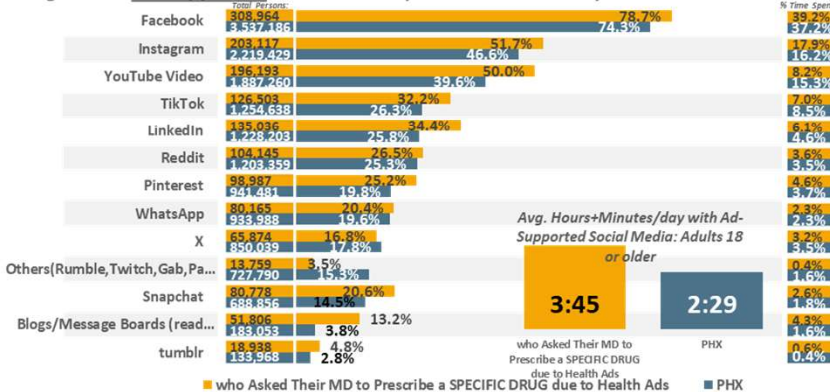


308,964 or 78.7% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Facebook for an average of 88.4 minutes every day representing 39.2% of all time spent daily with Ad-Supported Social Media.

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



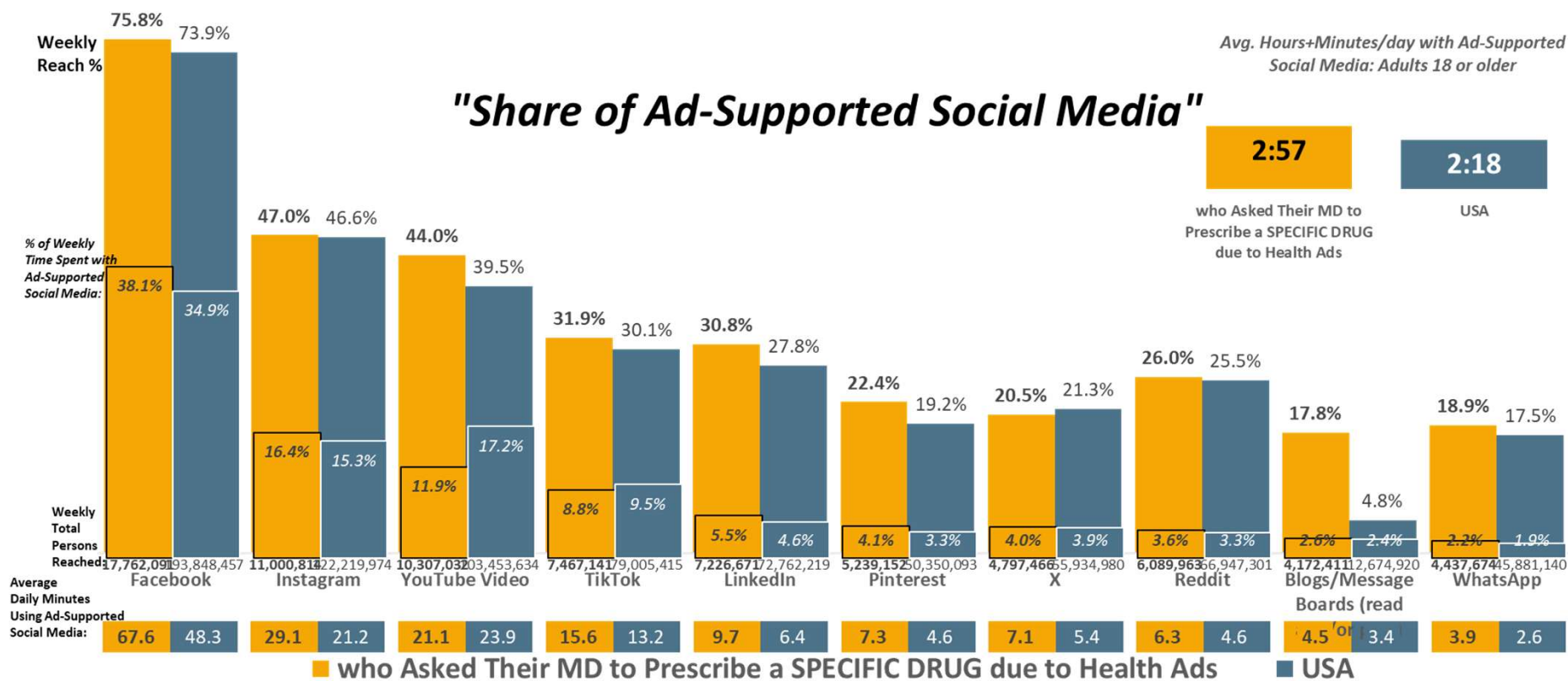
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





17,762,091 or 75.8% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Facebook for an average of 67.6 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,510
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

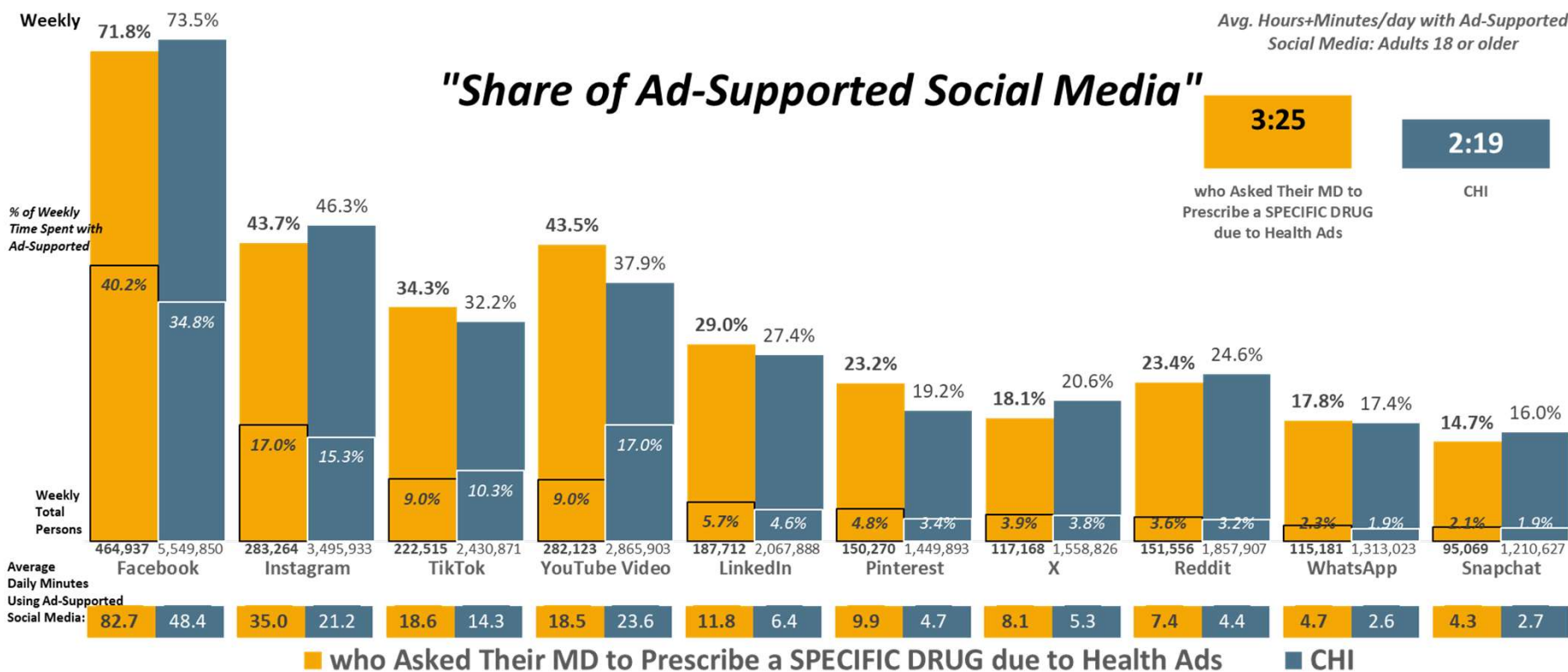
soefa.ai Share of Everything for Anything

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



464,937 or 71.8% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Facebook for an average of 82.7 minutes every day representing 40.2% of all time spent daily with Ad-Supported Social Media.

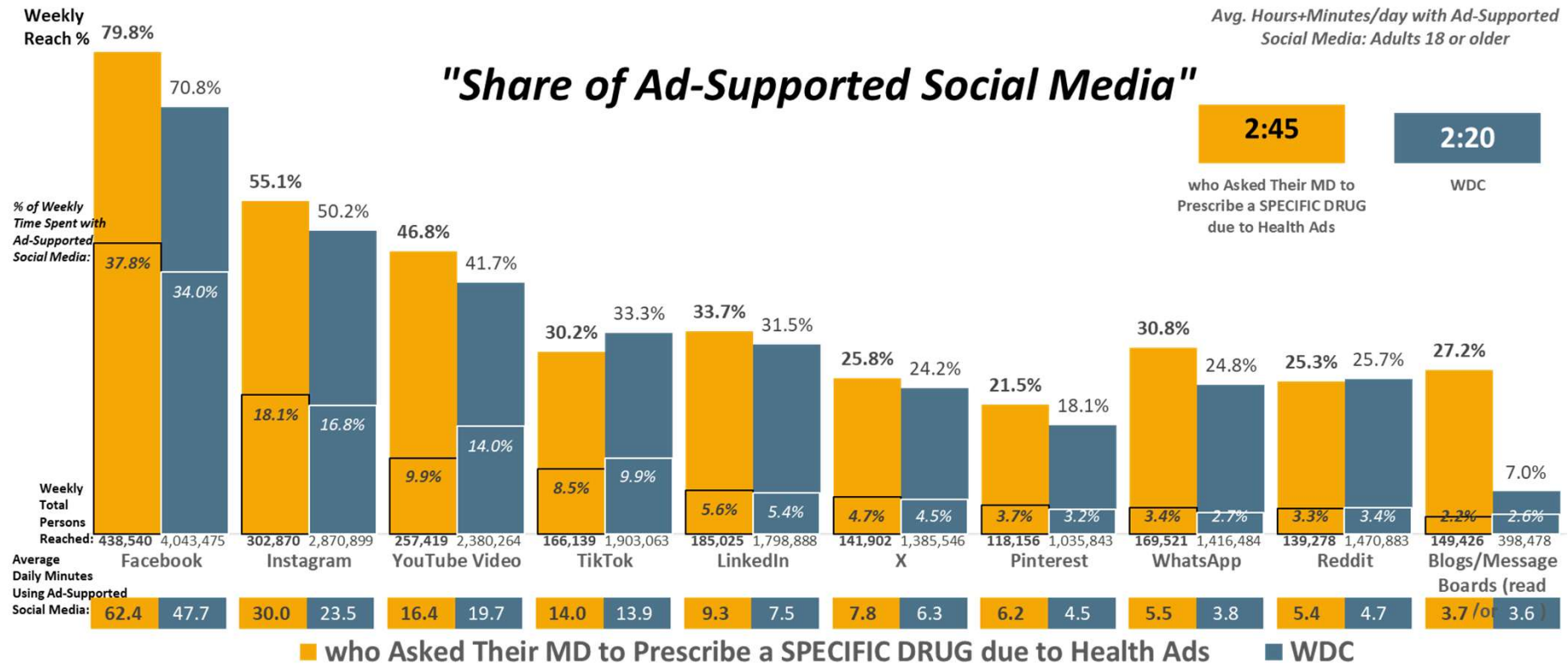
"Share of Ad-Supported Social Media"





438,540 or 79.8% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Facebook for an average of 62.4 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



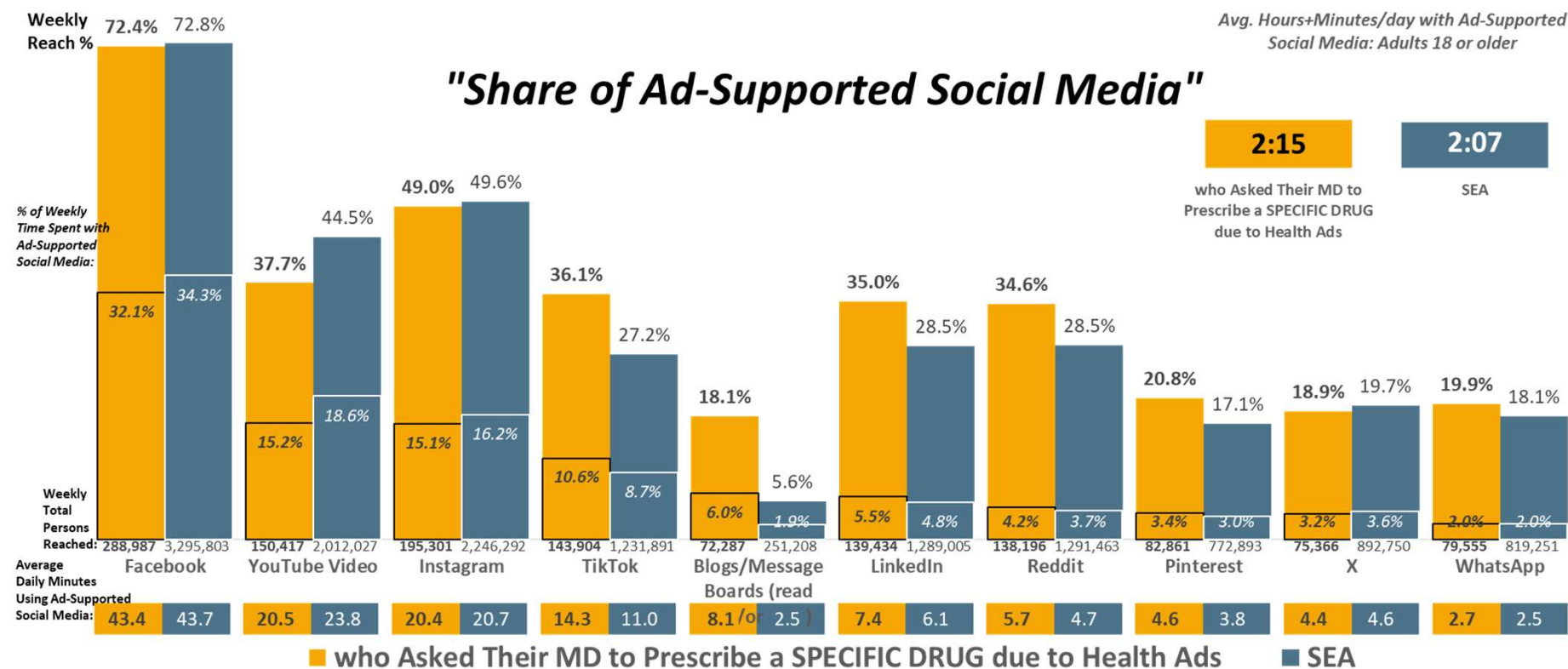
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 619 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

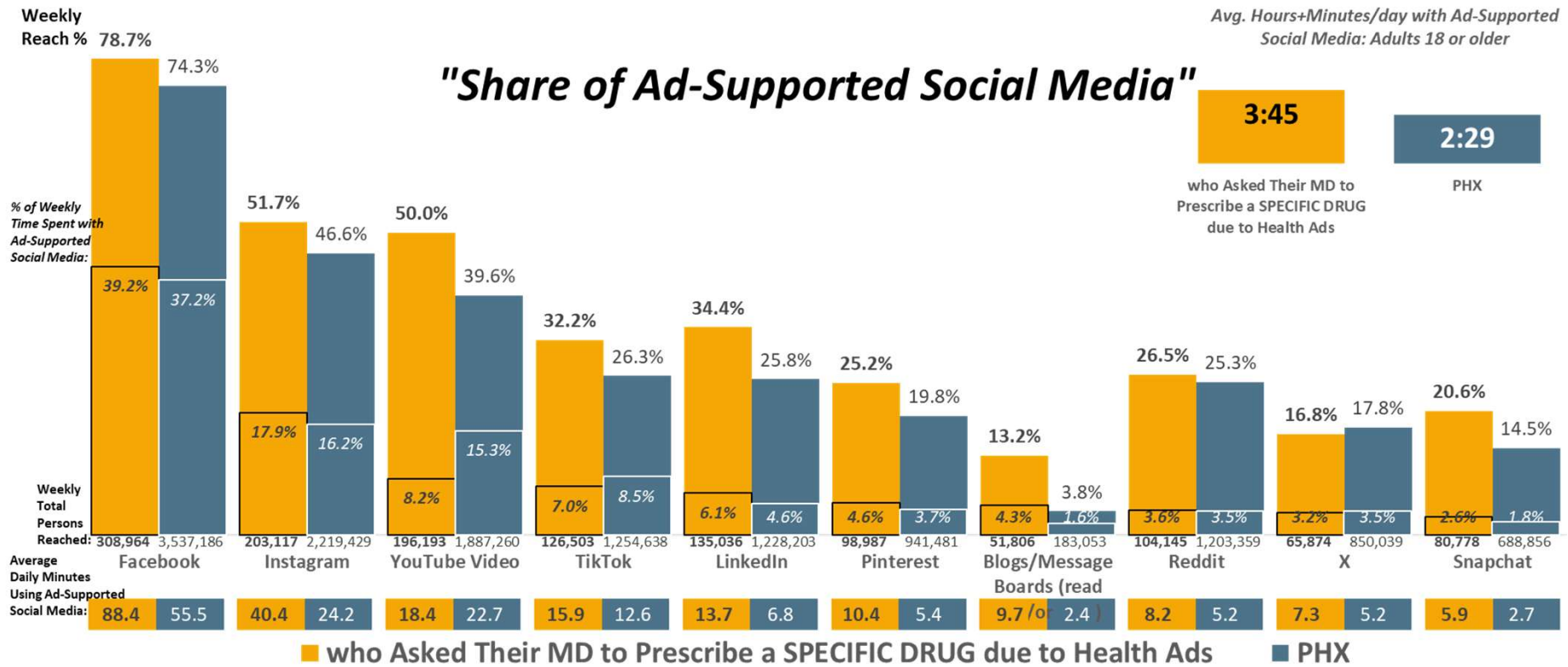


288,987 or 72.4% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Facebook for an average of 43.4 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.





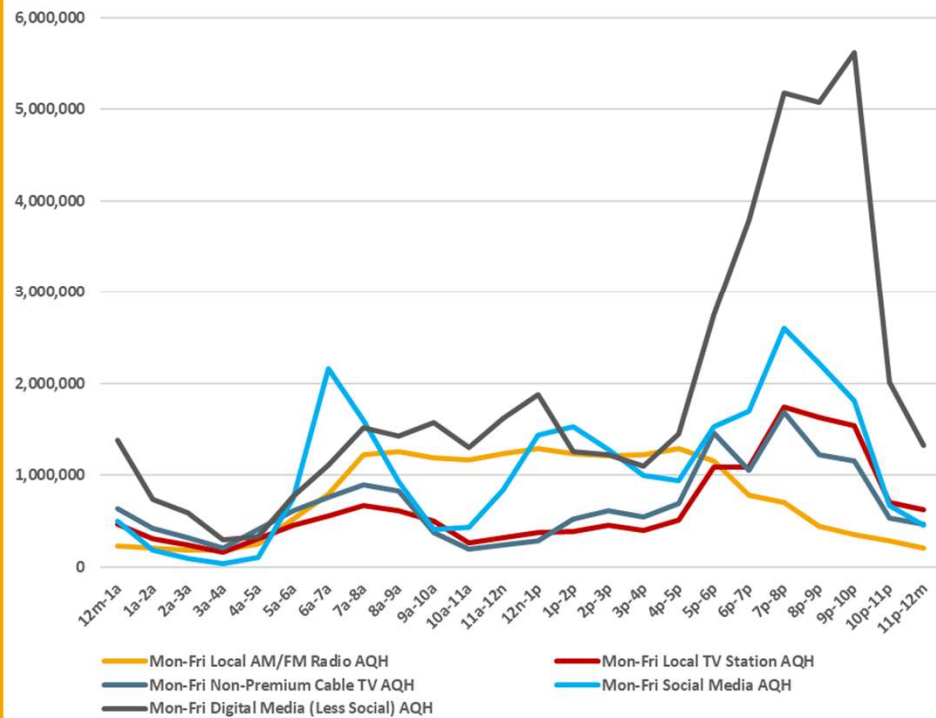
308,964 or 78.7% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Facebook for an average of 88.4 minutes every day representing 39.2% of all time spent daily with Ad-Supported Social Media.



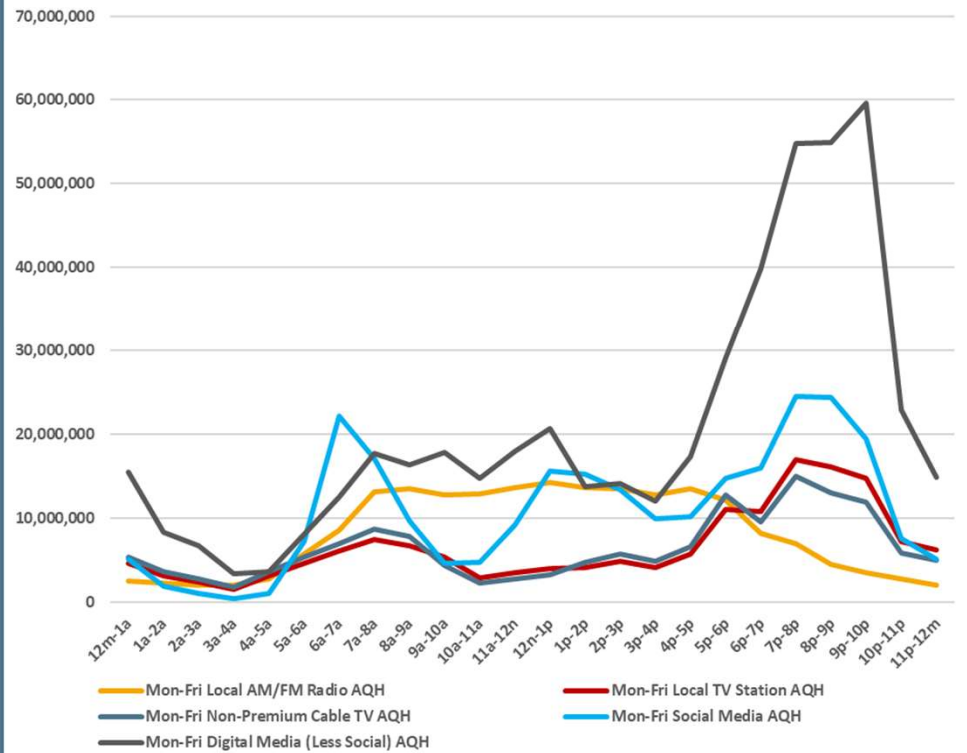


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,690,224;
Social Media: 1,213,818; Local Radio: 1,156,213; Non-Prem. Cable: 649,825; Local TV:
554,318 reaching Adults 18 or older who Asked Their MD to Prescribe a SPEC

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Asked Their MD to Prescribe a
SPECIFIC DRUG due to Health Ads



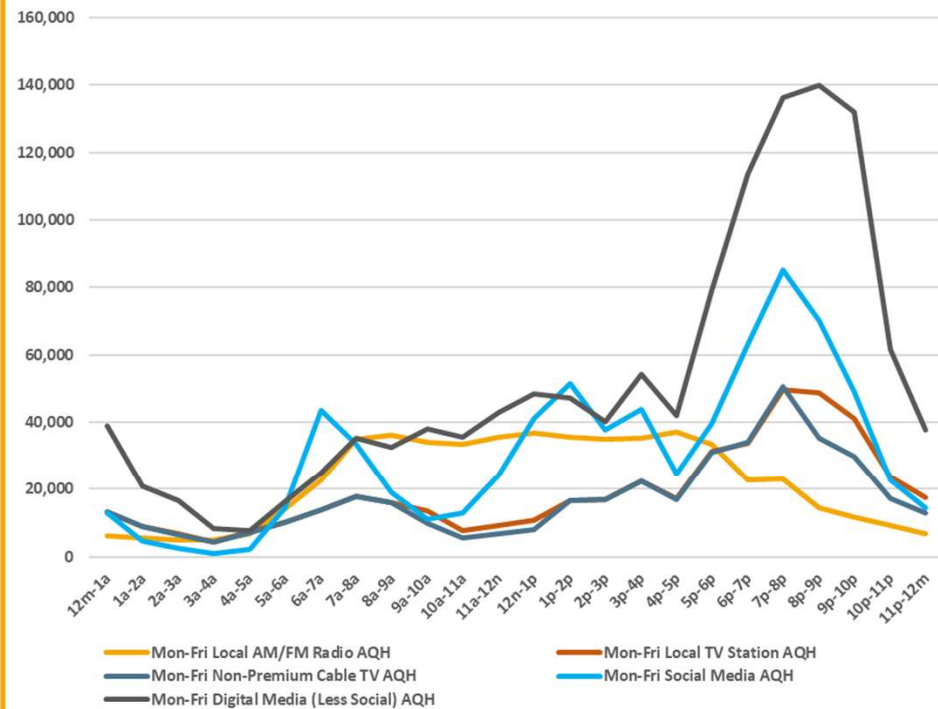
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Adults 18 or older



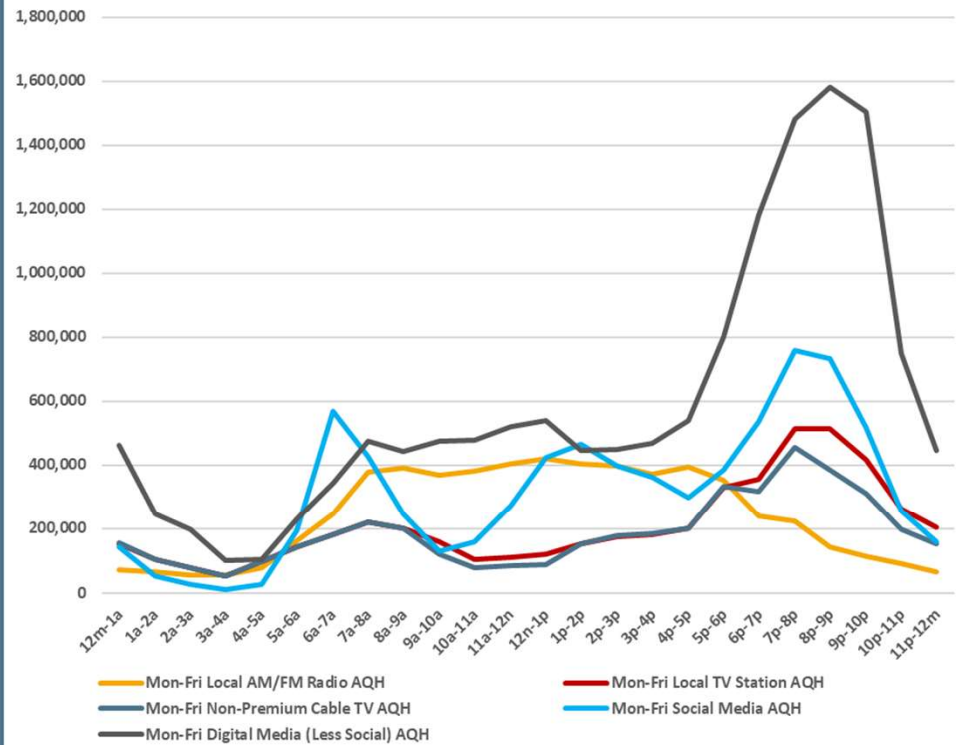


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 48,723; Social Media: 34,214; Local Radio: 33,250; Local TV: 17,427; Non-Prem. Cable: 16,580 reaching Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG d

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Asked Their MD to Prescribe a
SPECIFIC DRUG due to Health Ads*



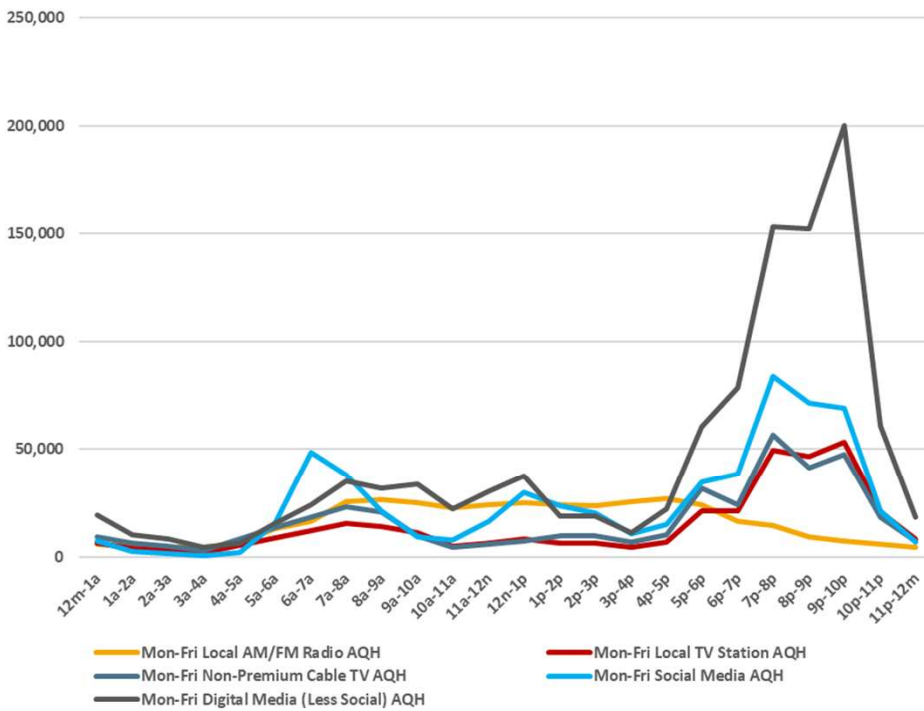
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older*



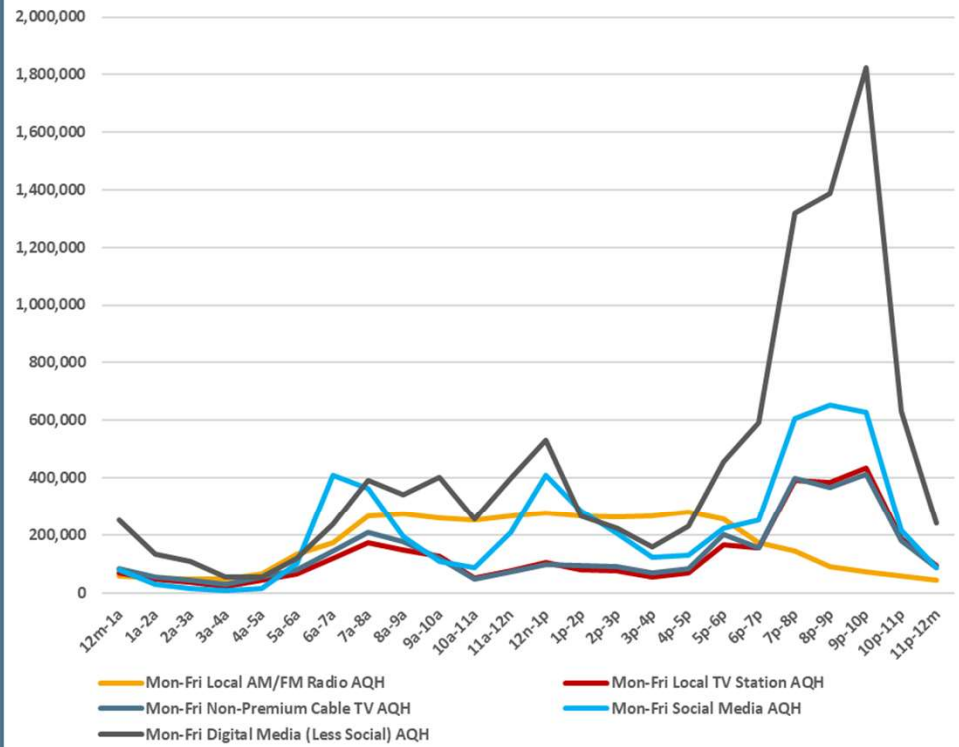


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,604; Social Media: 24,050; Local Radio: 23,431; Non-Prem. Cable: 13,860; Local TV: 10,521 reaching Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG d

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Asked Their MD to Prescribe a
SPECIFIC DRUG due to Health Ads*



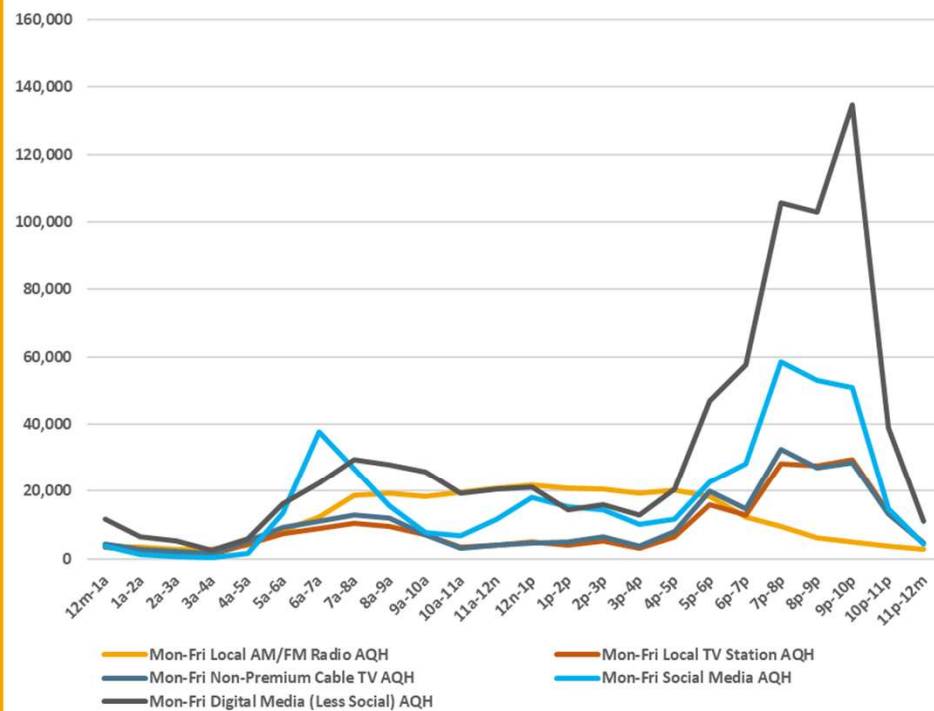
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC DMA Adults 18 or older*



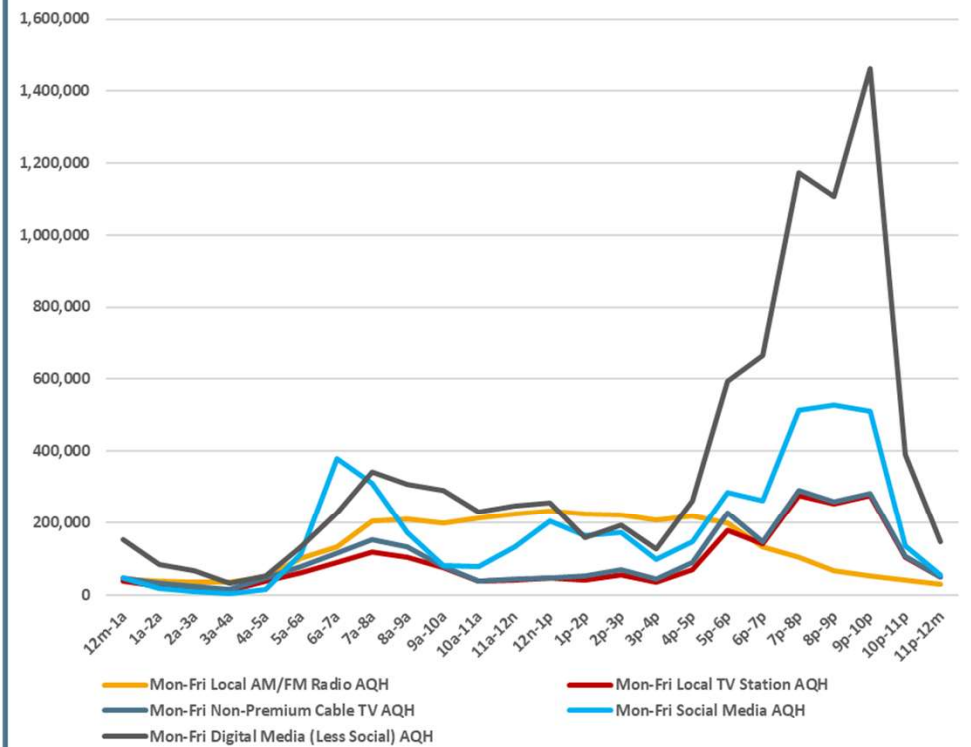


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 25,778; Local Radio: 18,672; Social Media: 17,482; Non-Prem. Cable: 8,635; Local TV: 7,330 reaching Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads



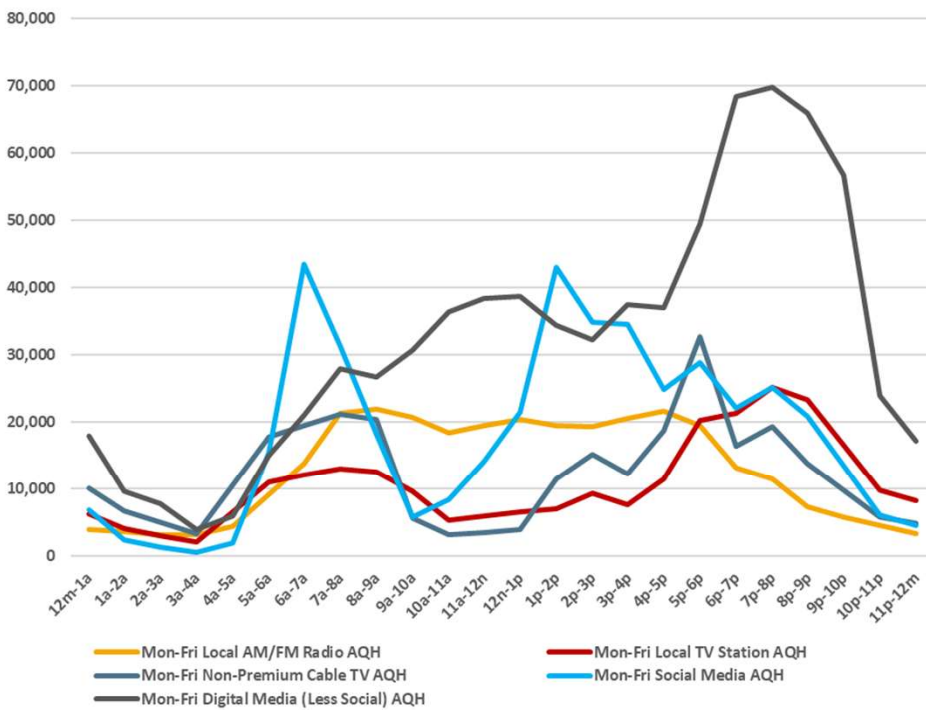
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



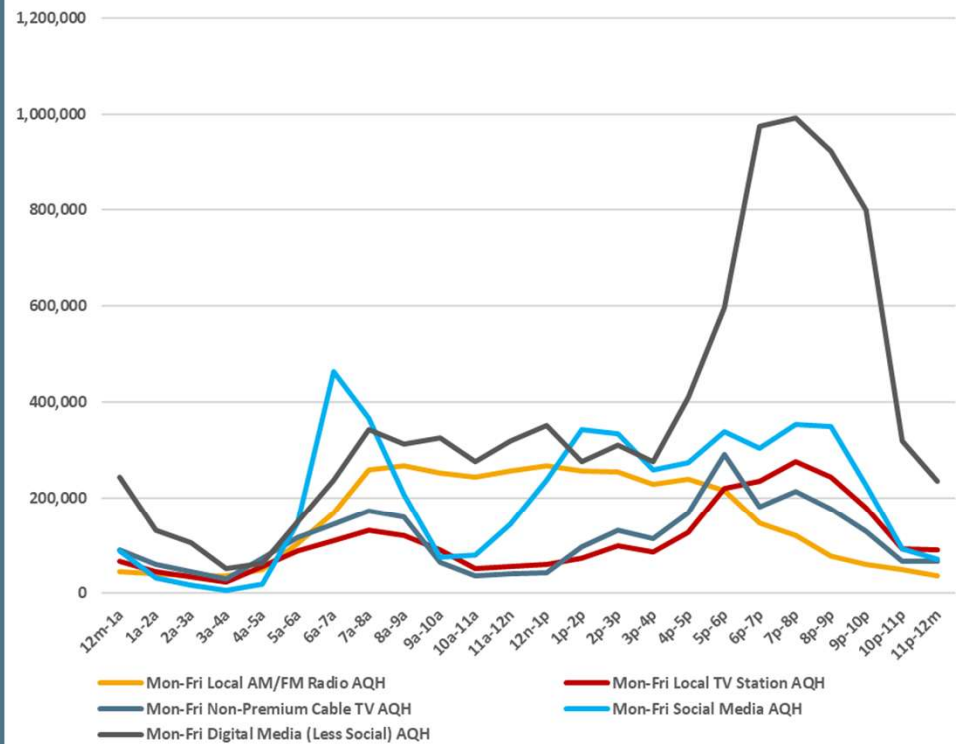


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 36,836; Social Media: 25,452; Local Radio: 19,206; Non-Prem. Cable: 14,156; Local TV: 10,954 reaching Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG d

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Asked Their MD to Prescribe a
SPECIFIC DRUG due to Health Ads*



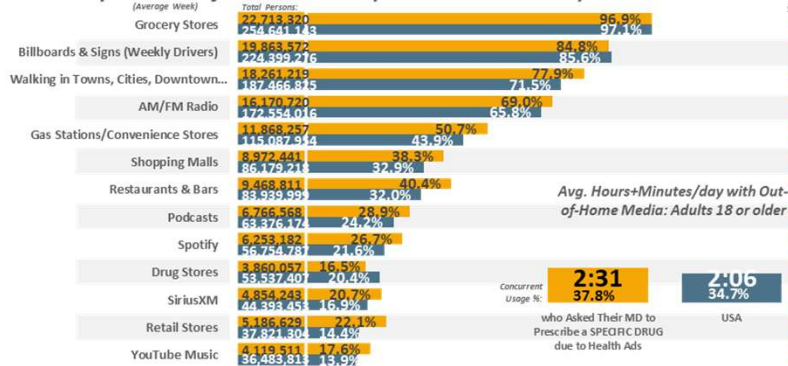
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older*



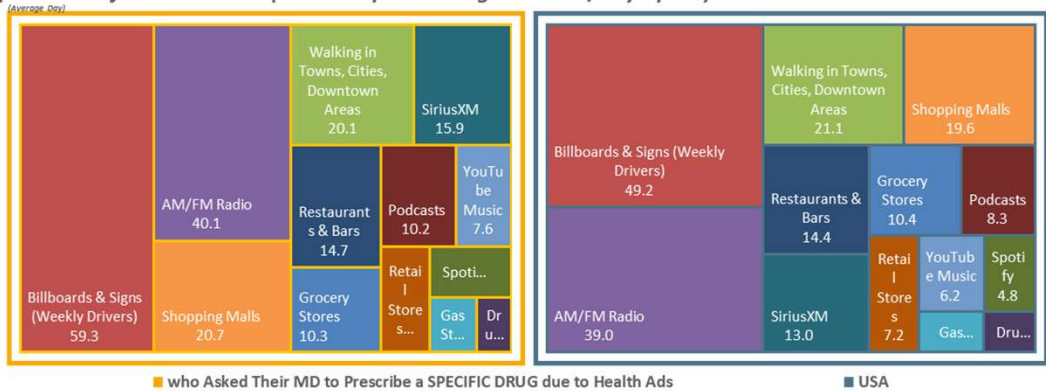


19,863,572 or 84.8% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 59.3 minutes per day driving, seeing Billboards and Signs. 66.3% Listen to Local Radio Stations Out-of-Home for an average of 3

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



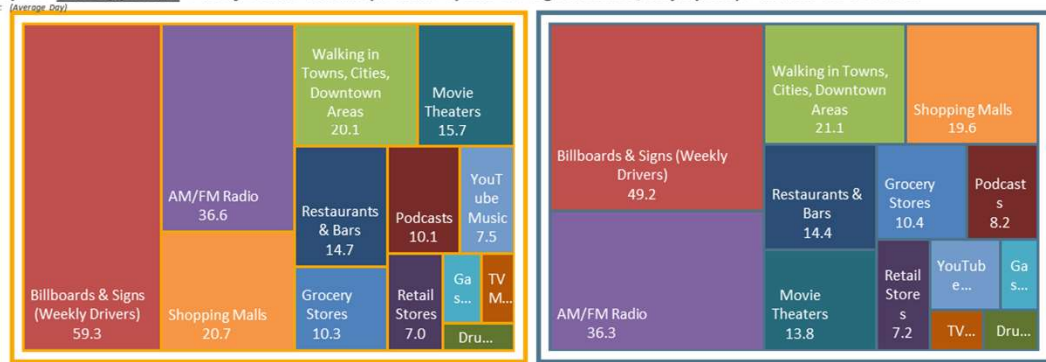
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



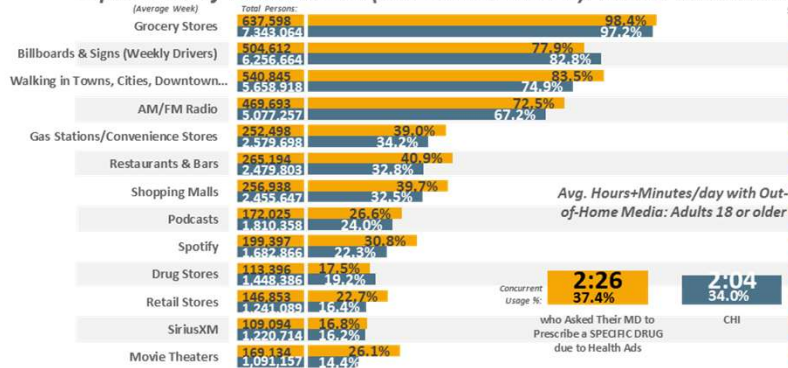
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



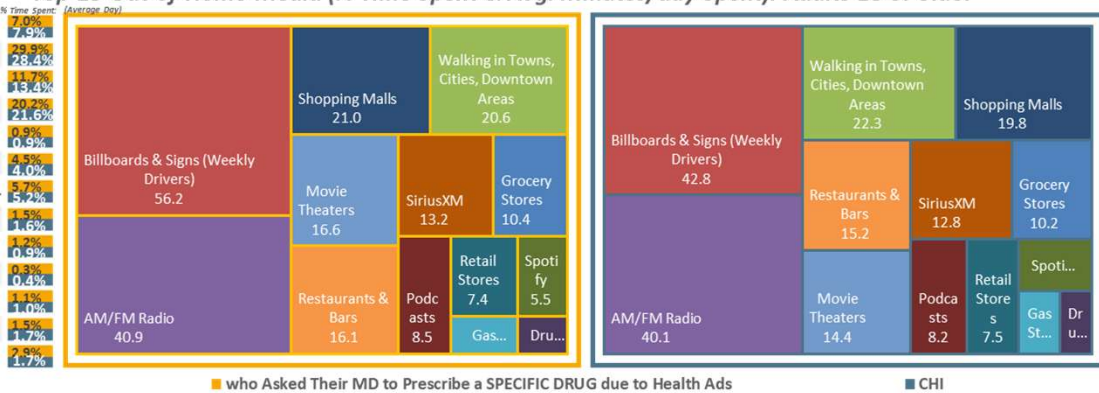


504,612 or 77.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 56.2 minutes per day driving, seeing Billboards and Signs. 69.6% Listen to Local Radio Stations Out-of-Home for an average of 36.2

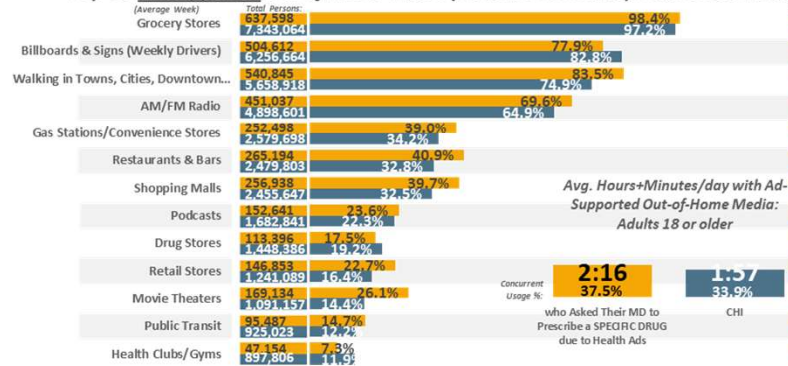
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



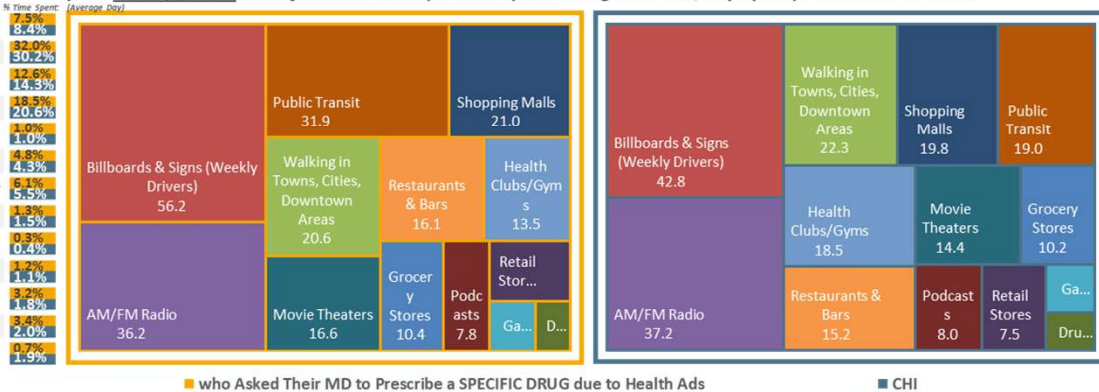
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 413
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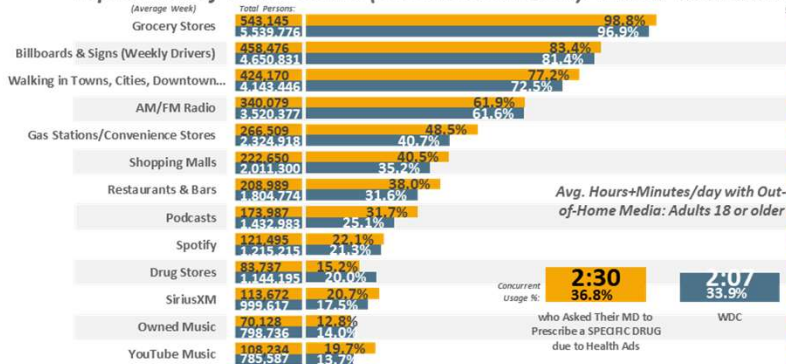
soefa.ai Share of Everything for Anything

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

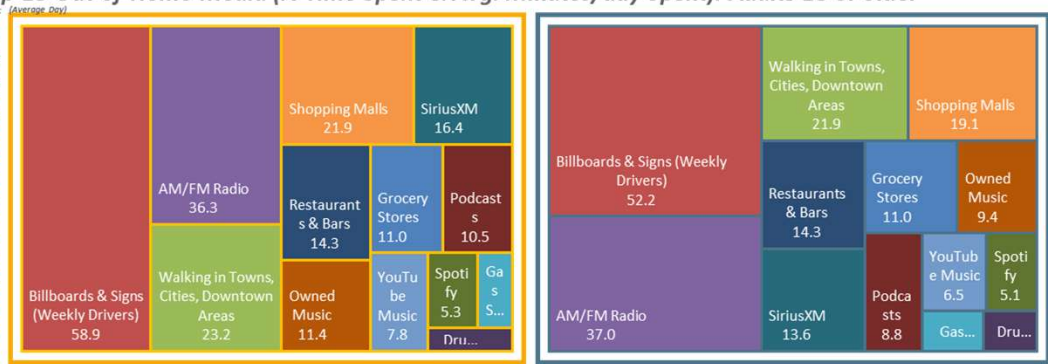


458,476 or 83.4% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 58.9 minutes per day driving, seeing Billboards and Signs. 58.4% Listen to Local Radio Stations Out-of-Home for an average of 33.

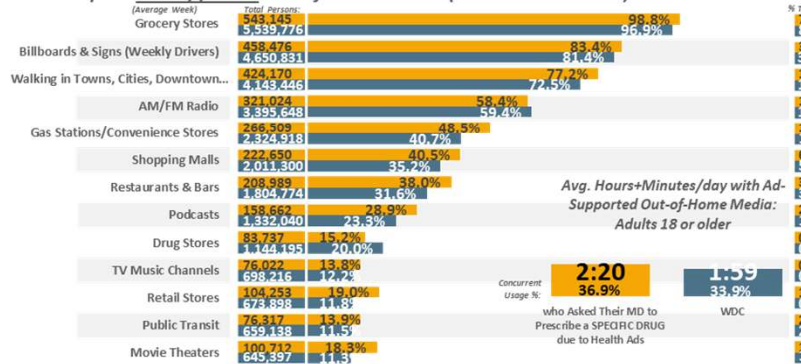
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



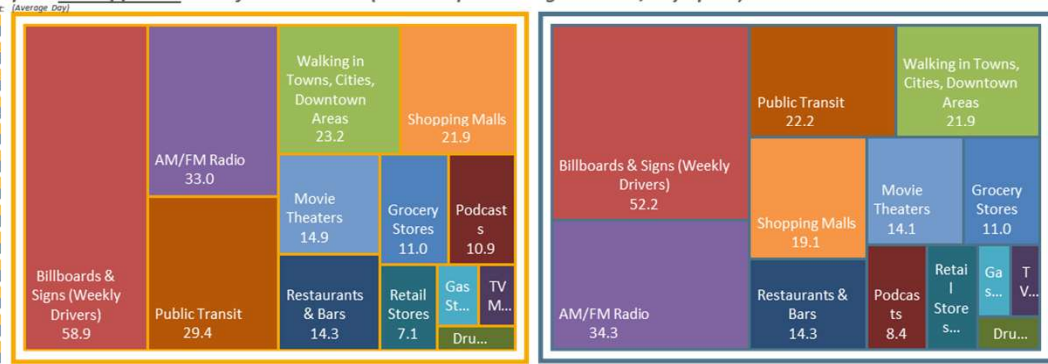
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



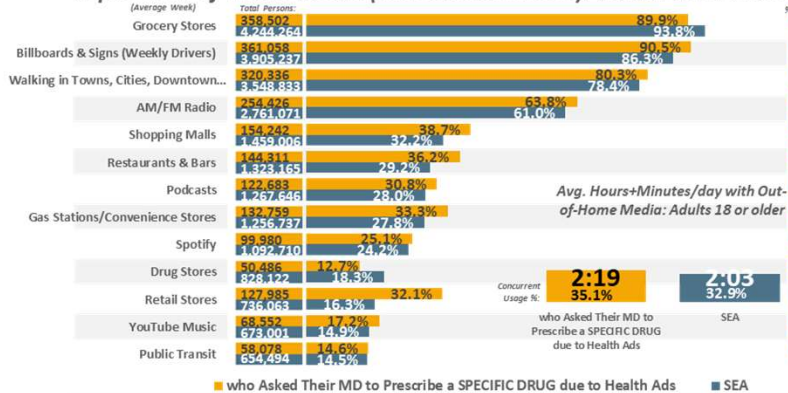
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



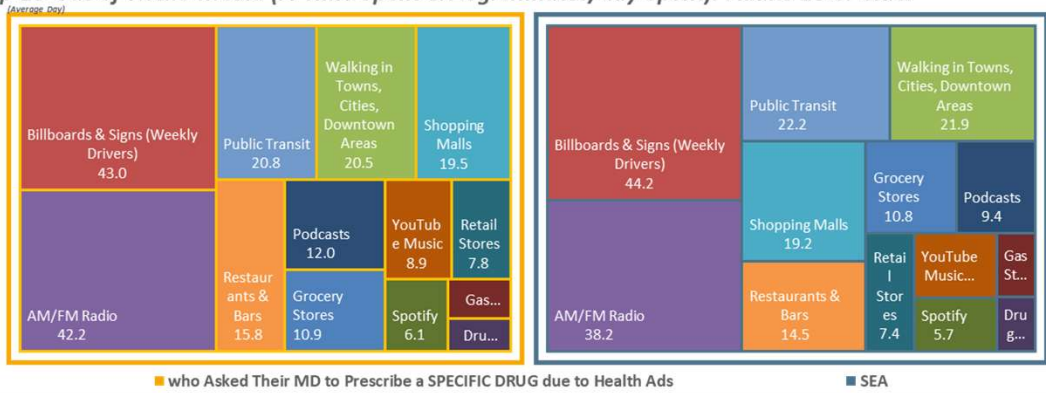


361,058 or 90.5% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 43. minutes per day driving, seeing Billboards and Signs. 61.8% Listen to Local Radio Stations Out-of-Home for an average of 38.4

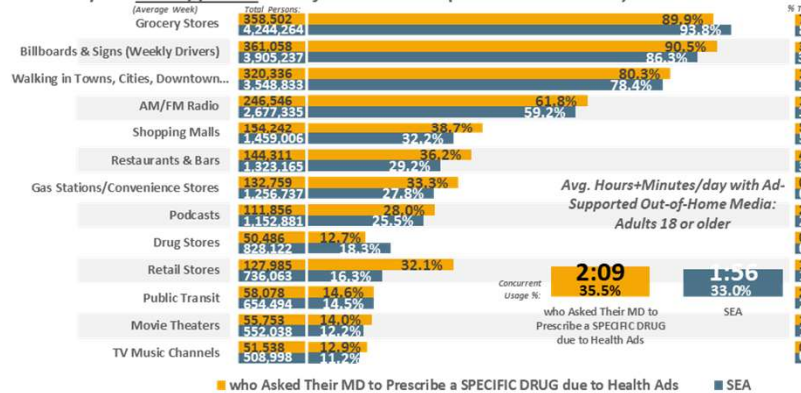
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



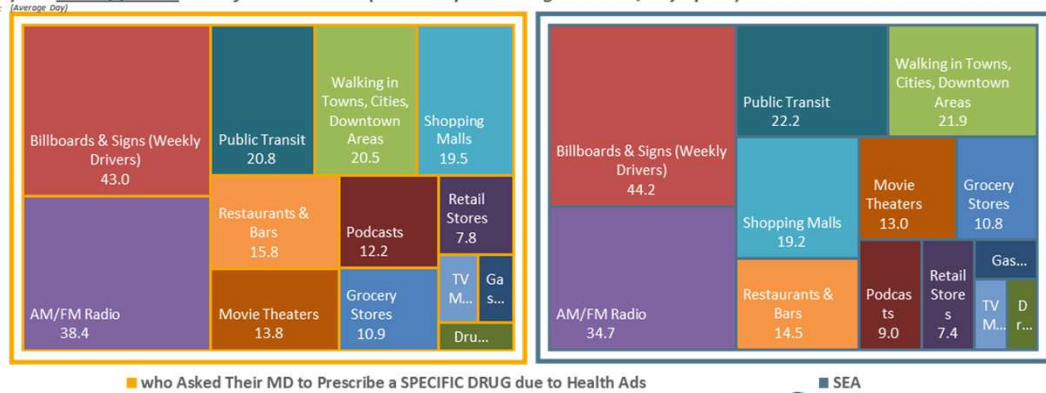
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



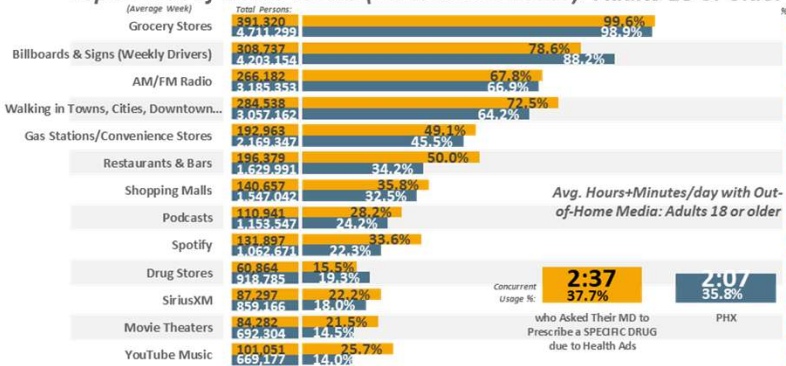
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



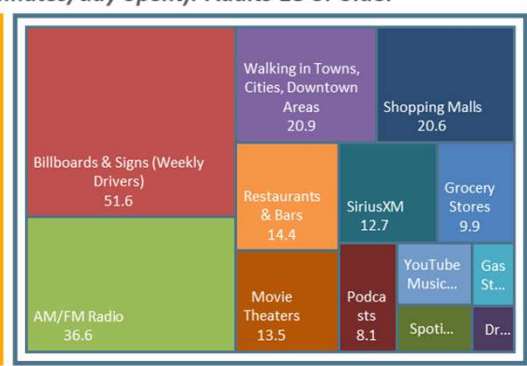
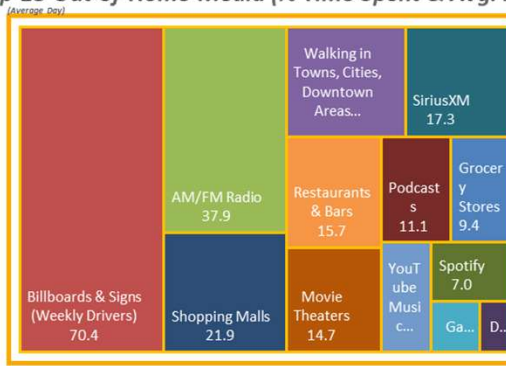


308,737 or 78.6% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 70.4 minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 35.9

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



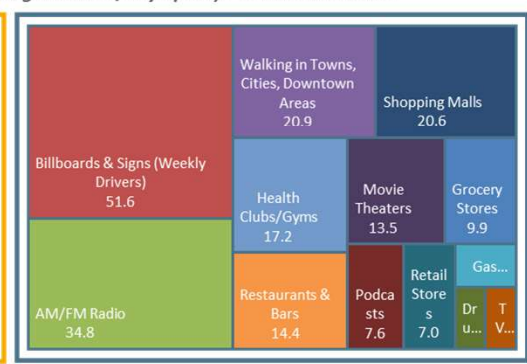
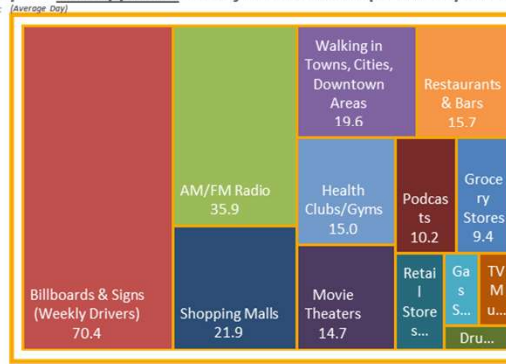
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224
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who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

PHX
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

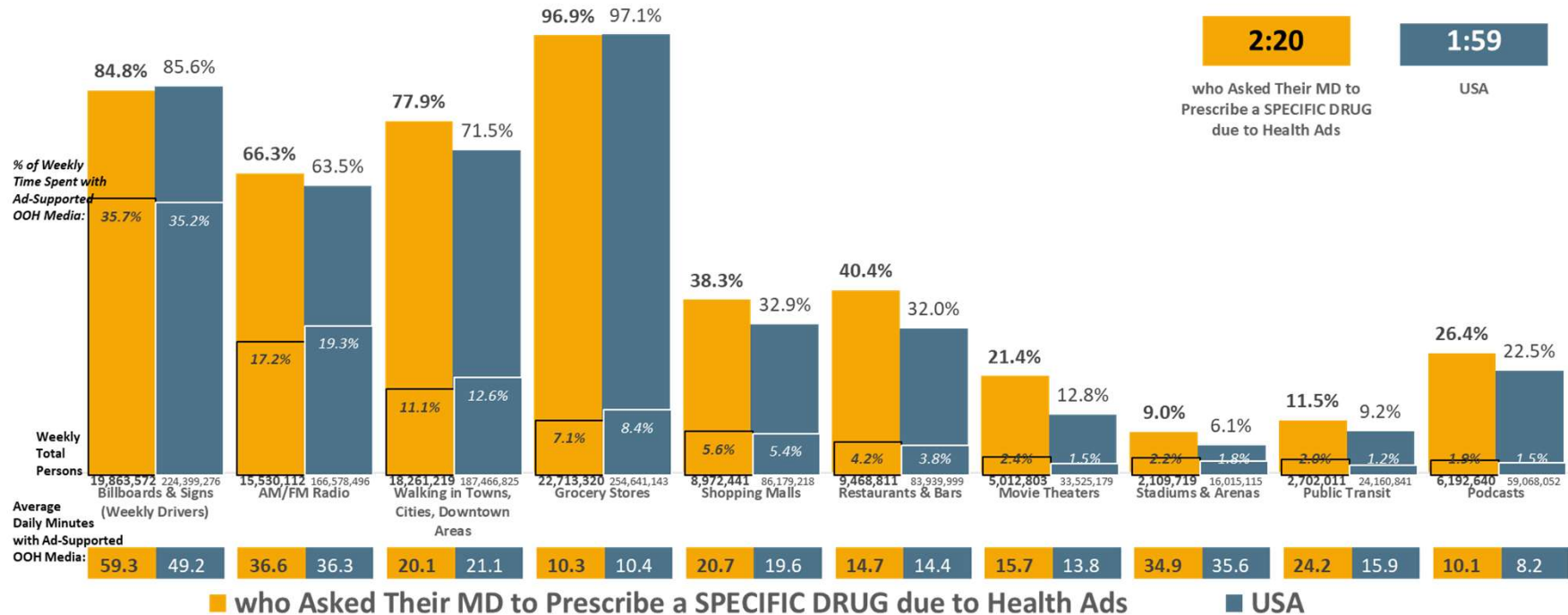


19,863,572 or 84.8% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 59.3 minutes per day driving, seeing Billboards and Signs representing 35.7% of all Time Spent with Ad-Supported Out-of-Home Media

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,510
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

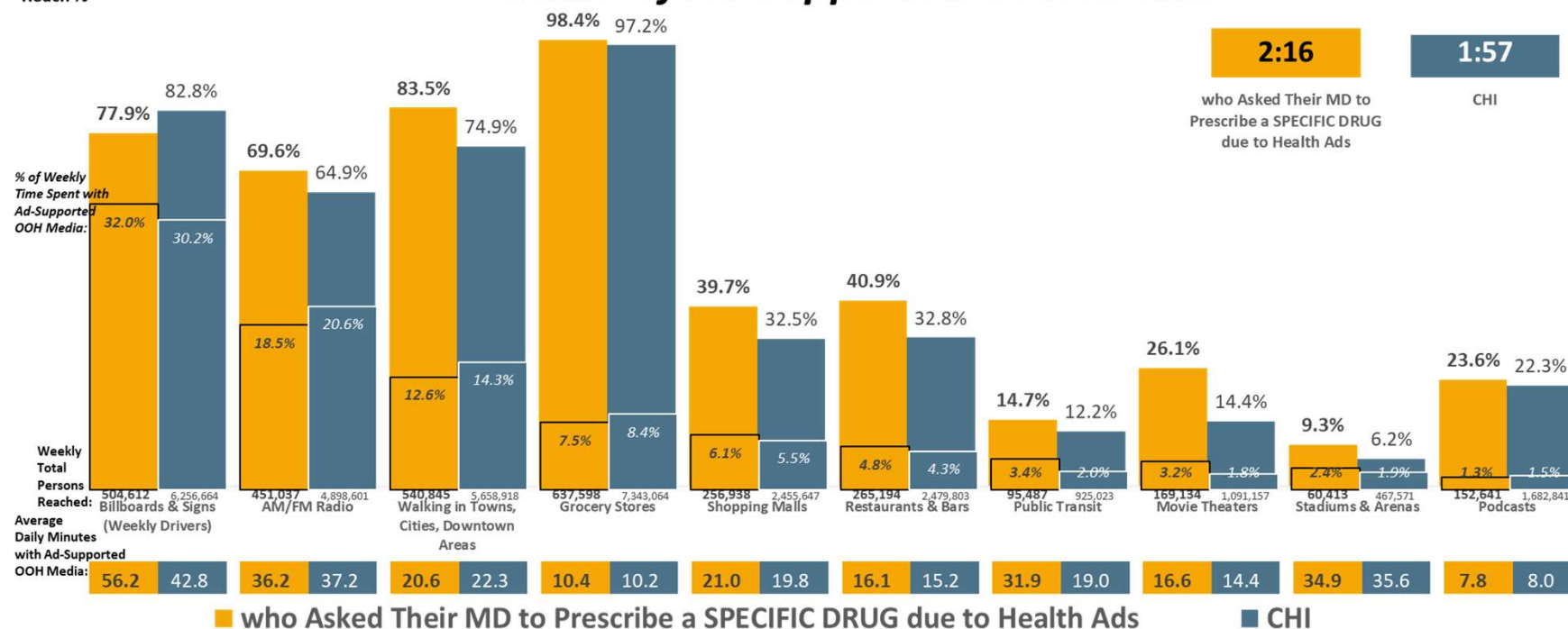


504,612 or 77.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 56.2 minutes per day driving, seeing Billboards and Signs representing 32.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 413
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

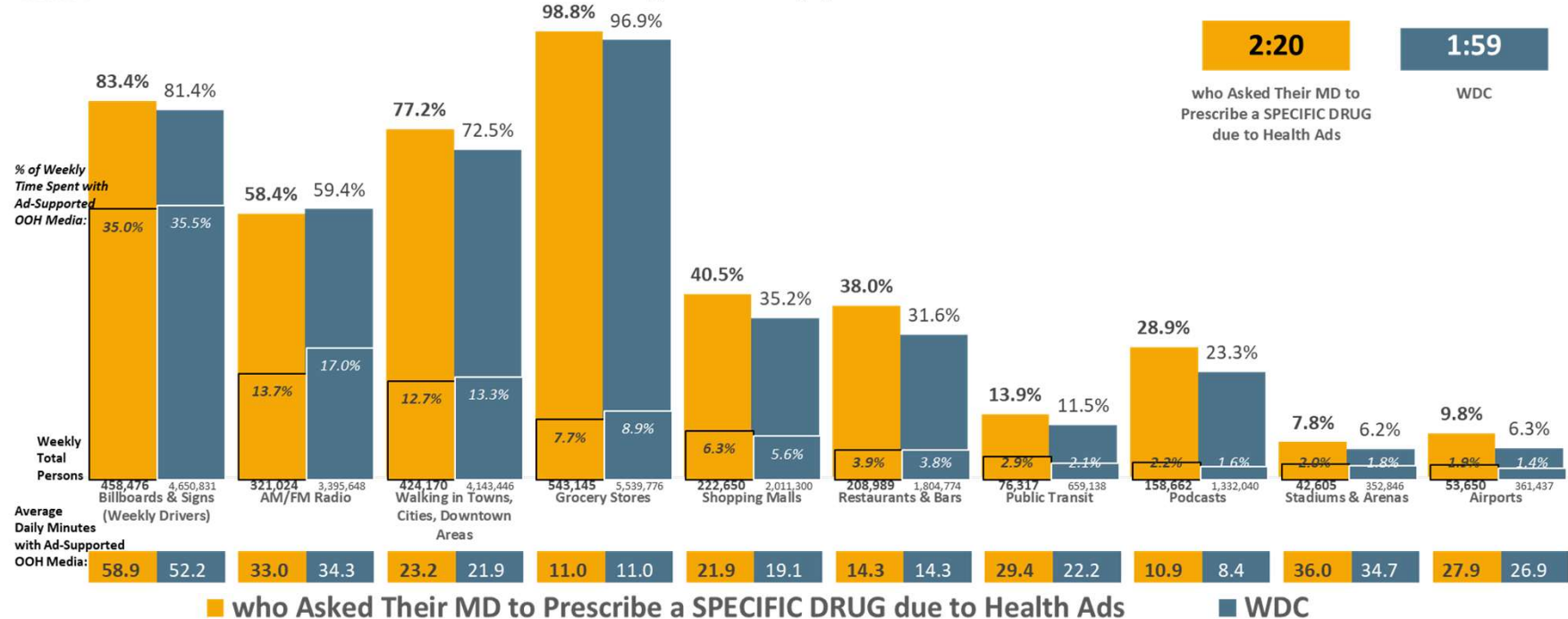


458,476 or 83.4% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 58.9 minutes per day driving, seeing Billboards and Signs representing 35.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 619 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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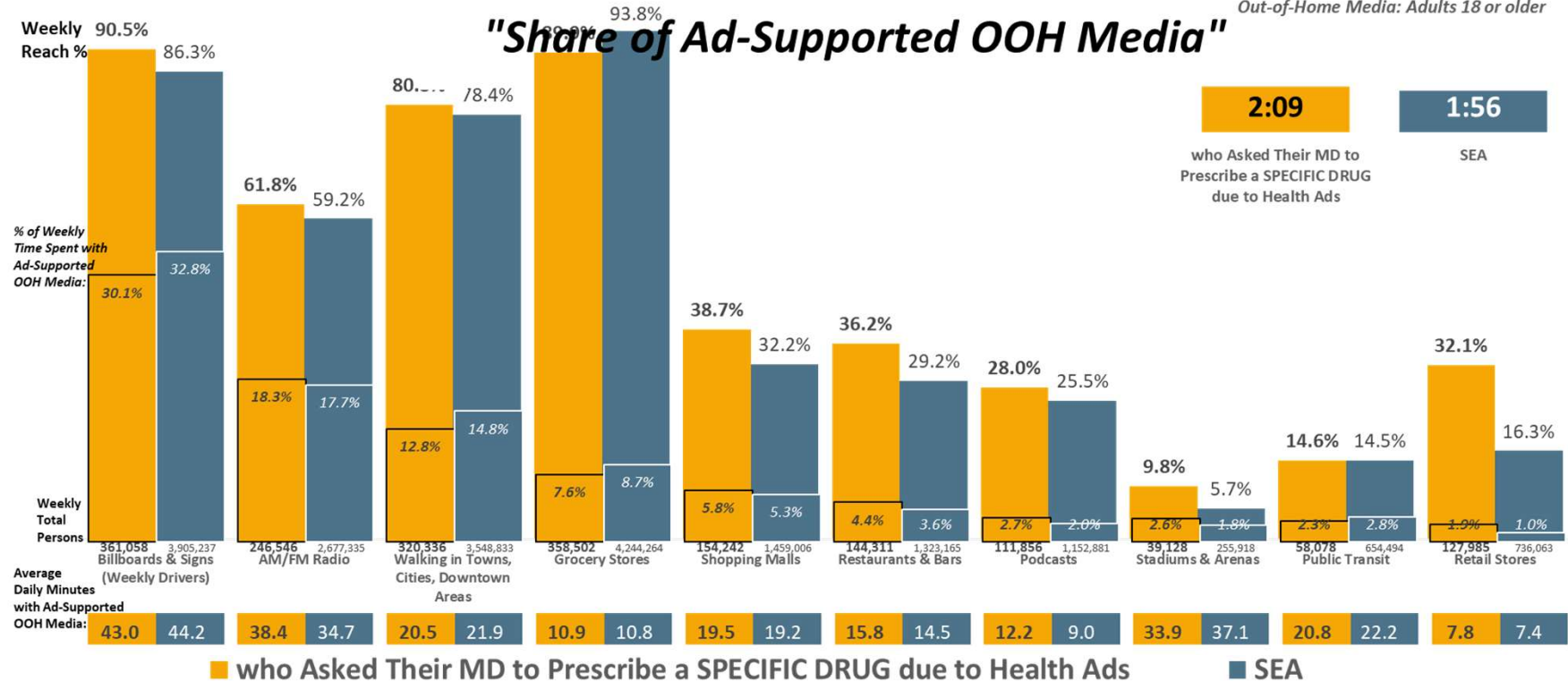
soefa.ai Share of Everything for Anything

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



361,058 or 90.5% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 43. minutes per day driving, seeing Billboards and Signs representing 30.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



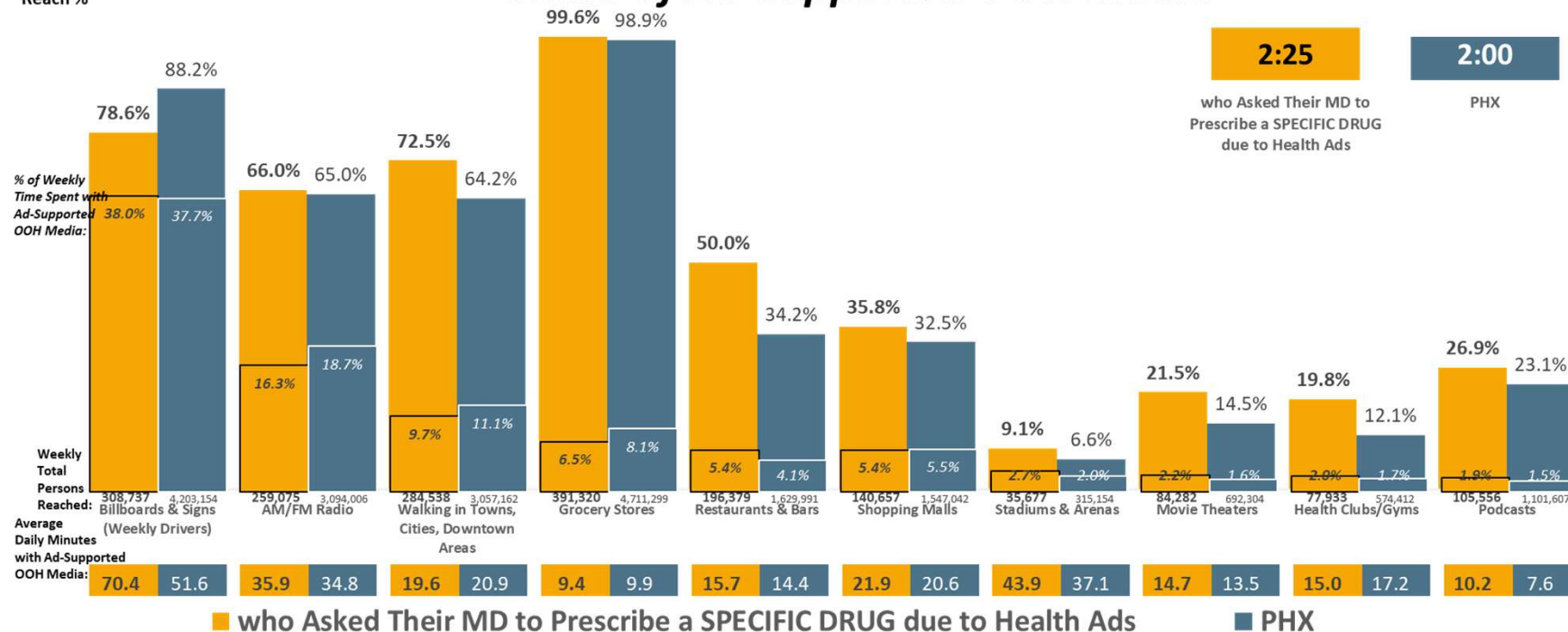


308,737 or 78.6% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 70.4 minutes per day driving, seeing Billboards and Signs representing 38.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224
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PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

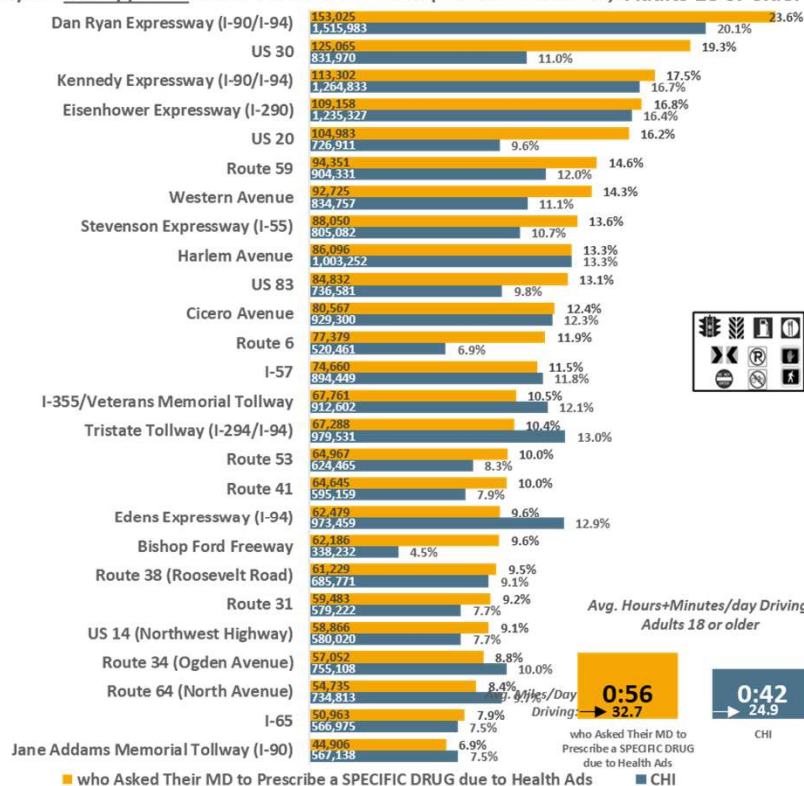
soefa.ai Share of Everything for Anything

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

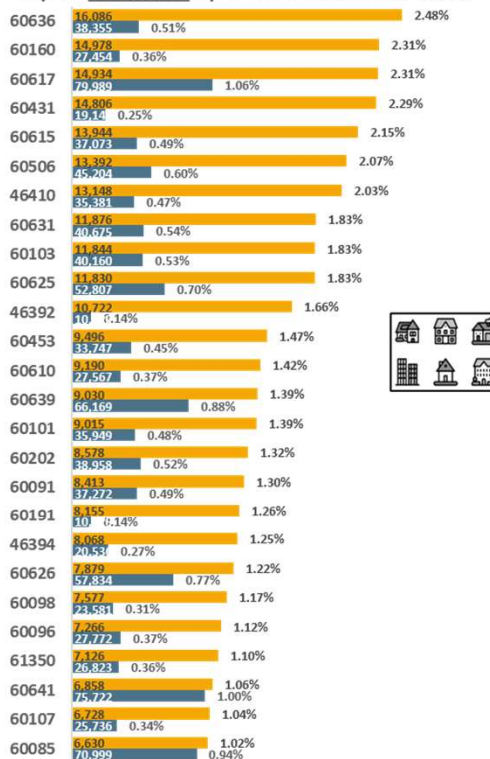


504,612 or 77.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 56.2 minutes per day driving an average of 32.7 miles each day and are 114.3% more likely to use Bishop Ford Freeway than the Metr

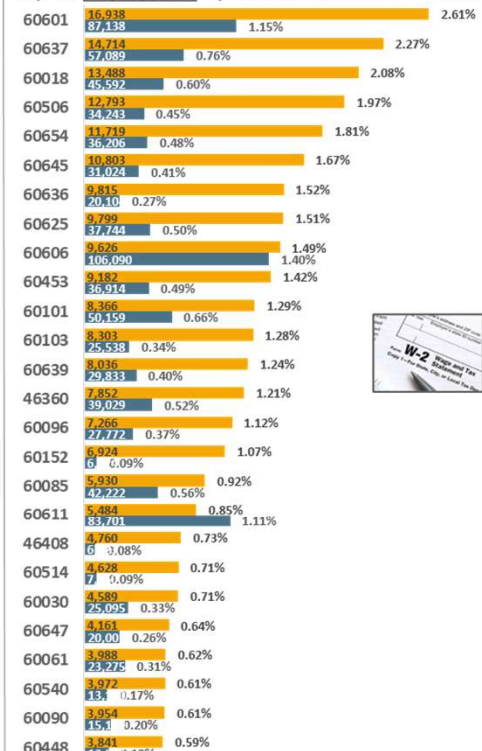
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



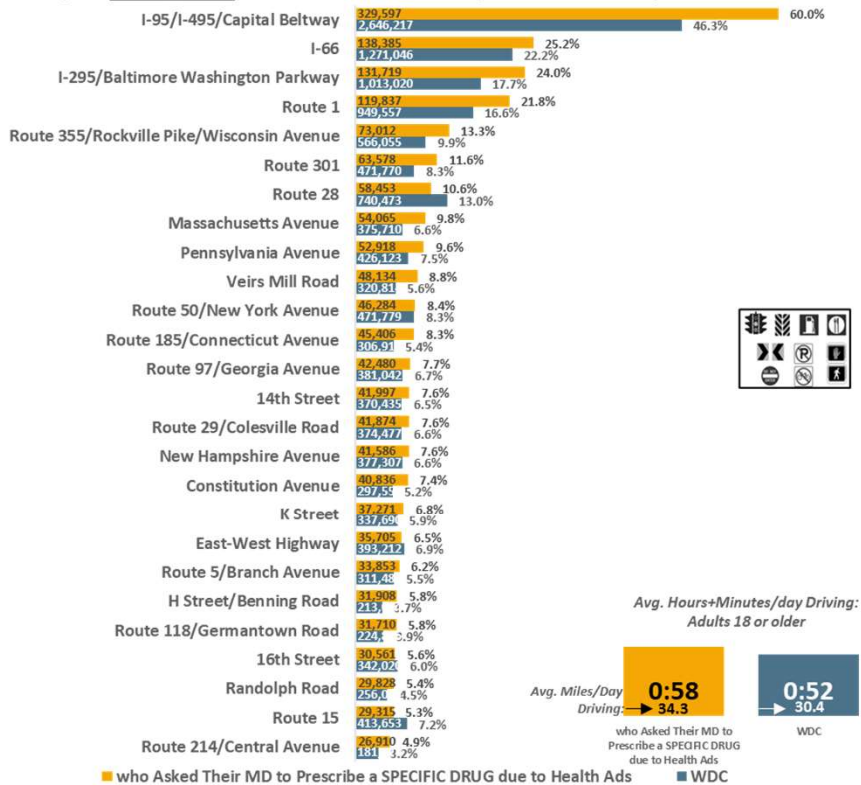
Top-26 Employment Zip Codes: Adults 18 or older





458,476 or 83.4% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 58.9 minutes per day driving an average of 34.3 miles each day and are 56.% more likely to use Veirs Mill Road than the Metro aver

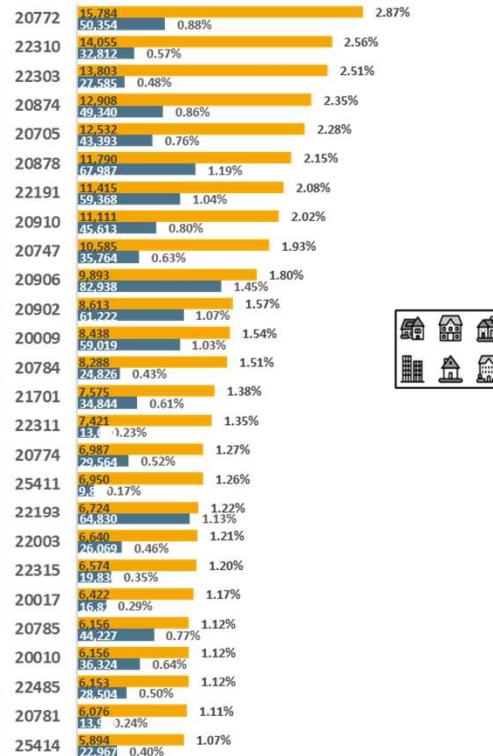
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



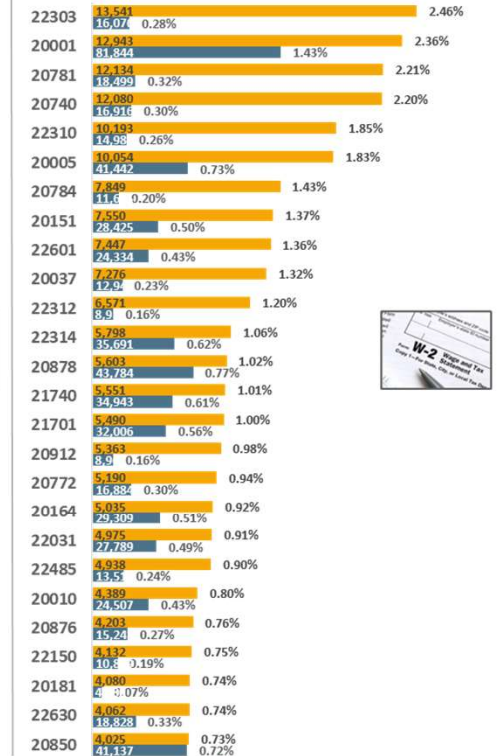
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

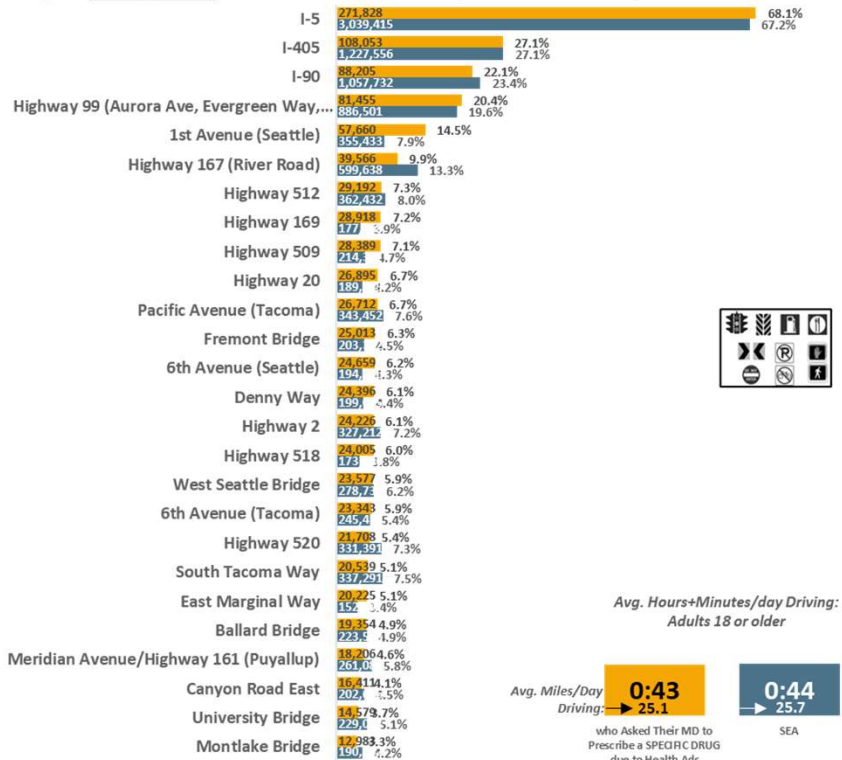


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361,058 or 90.5% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 43. minutes per day driving an average of 25.1 miles each day and are 84.9% more likely to use Highway 169 than the Metro average.

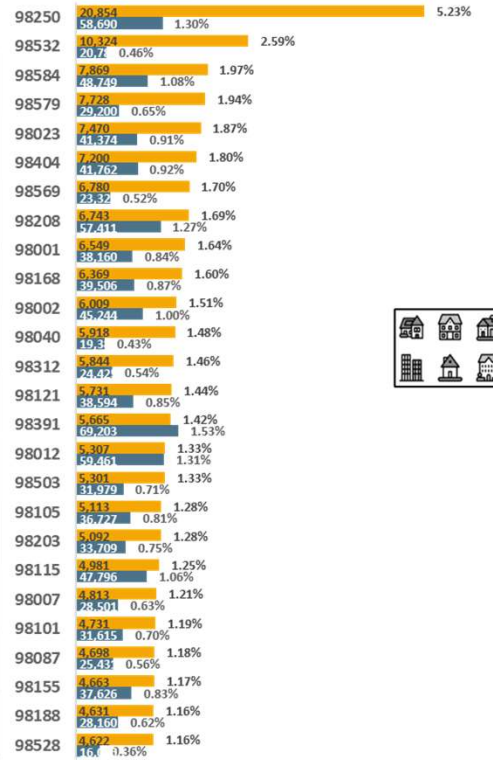
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



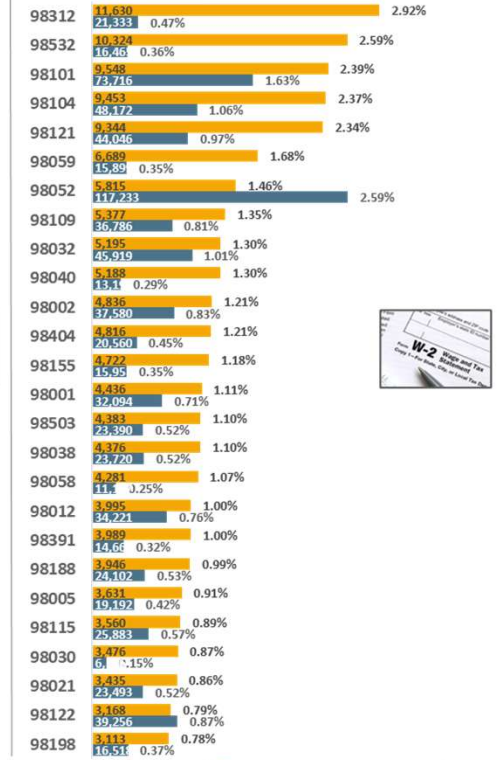
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

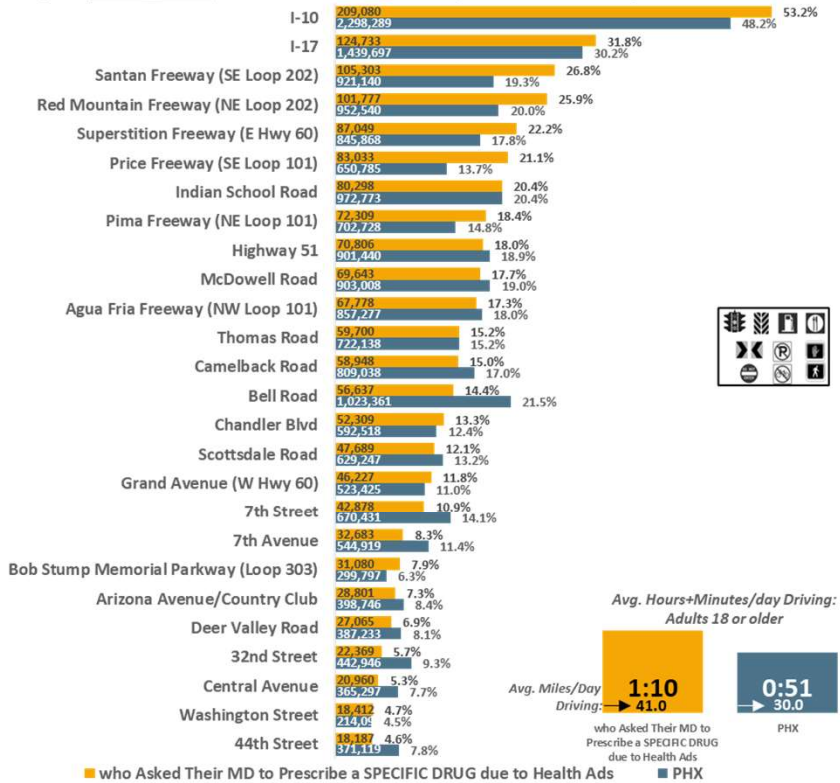


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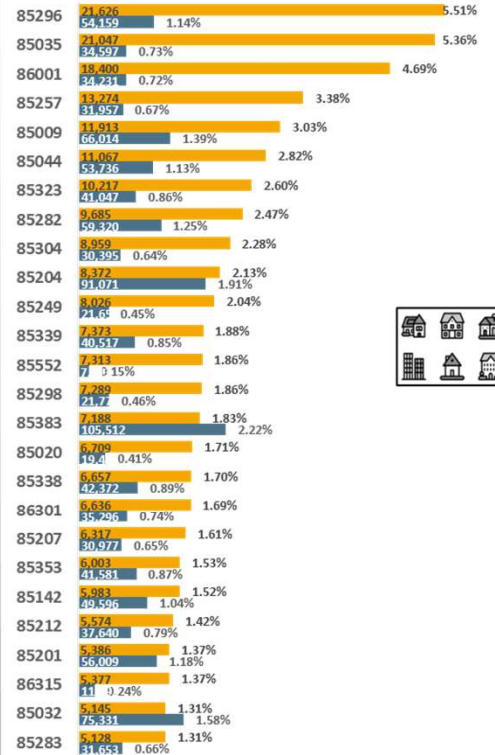


308,737 or 78.6% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 70.4 minutes per day driving an average of 41. miles each day and are 54.8% more likely to use Price Freeway (SE Loop 101) than th

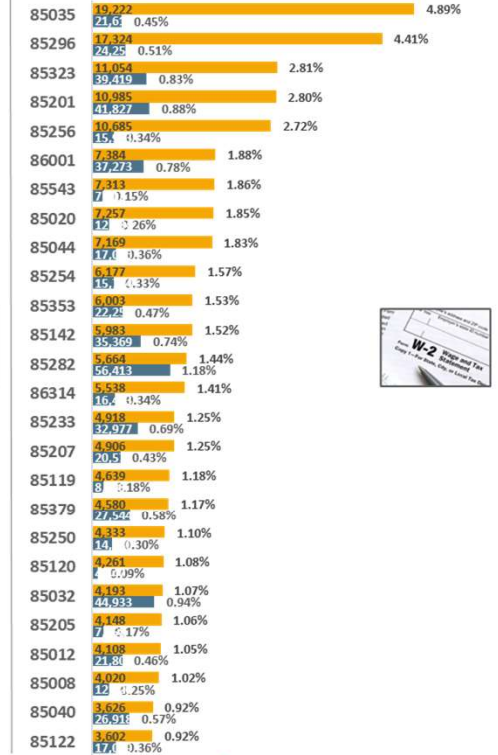
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



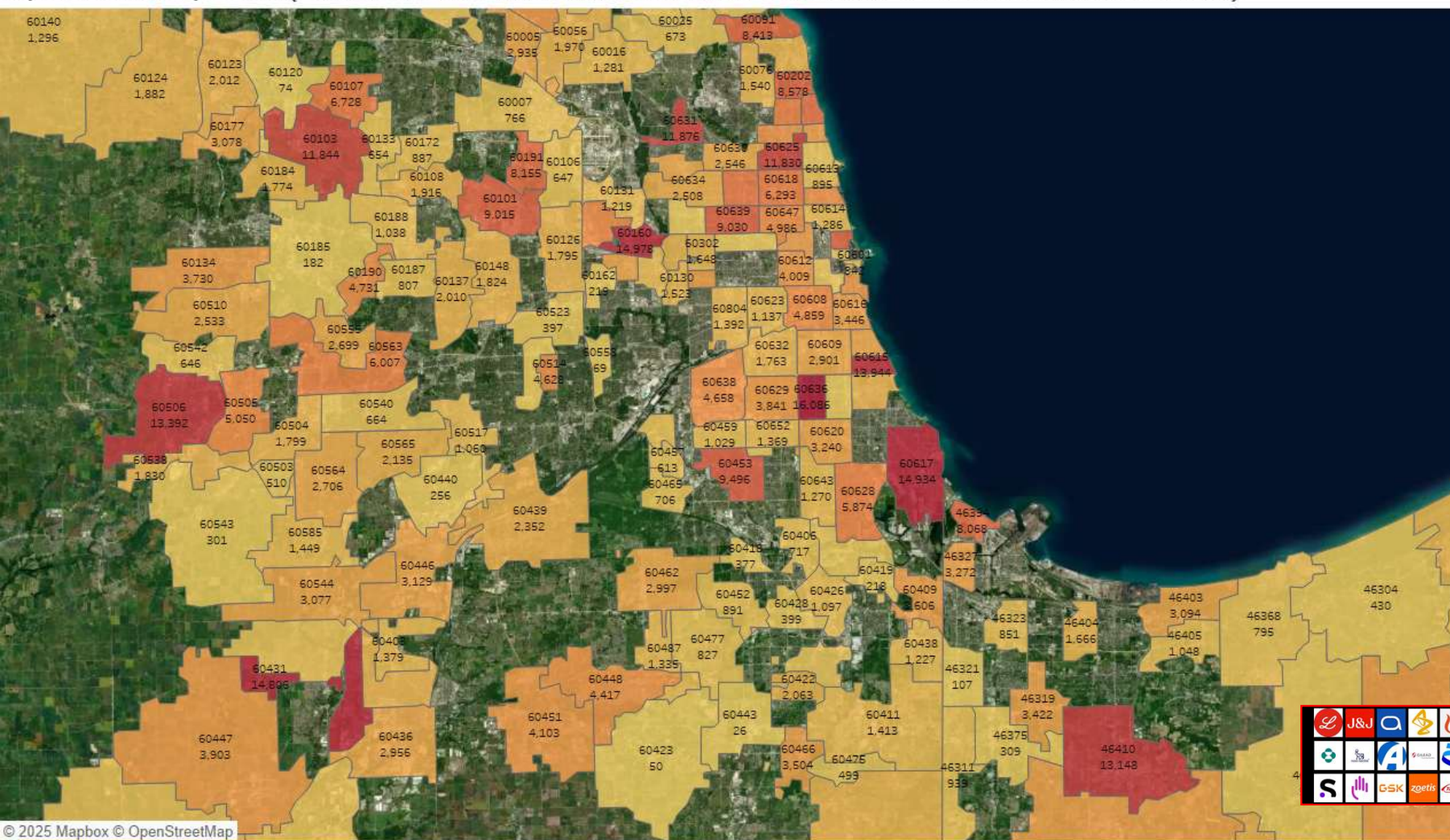
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



Top Residential Zip Codes: (Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads)



SUM(Adults 18 or older ...)

26 16,086



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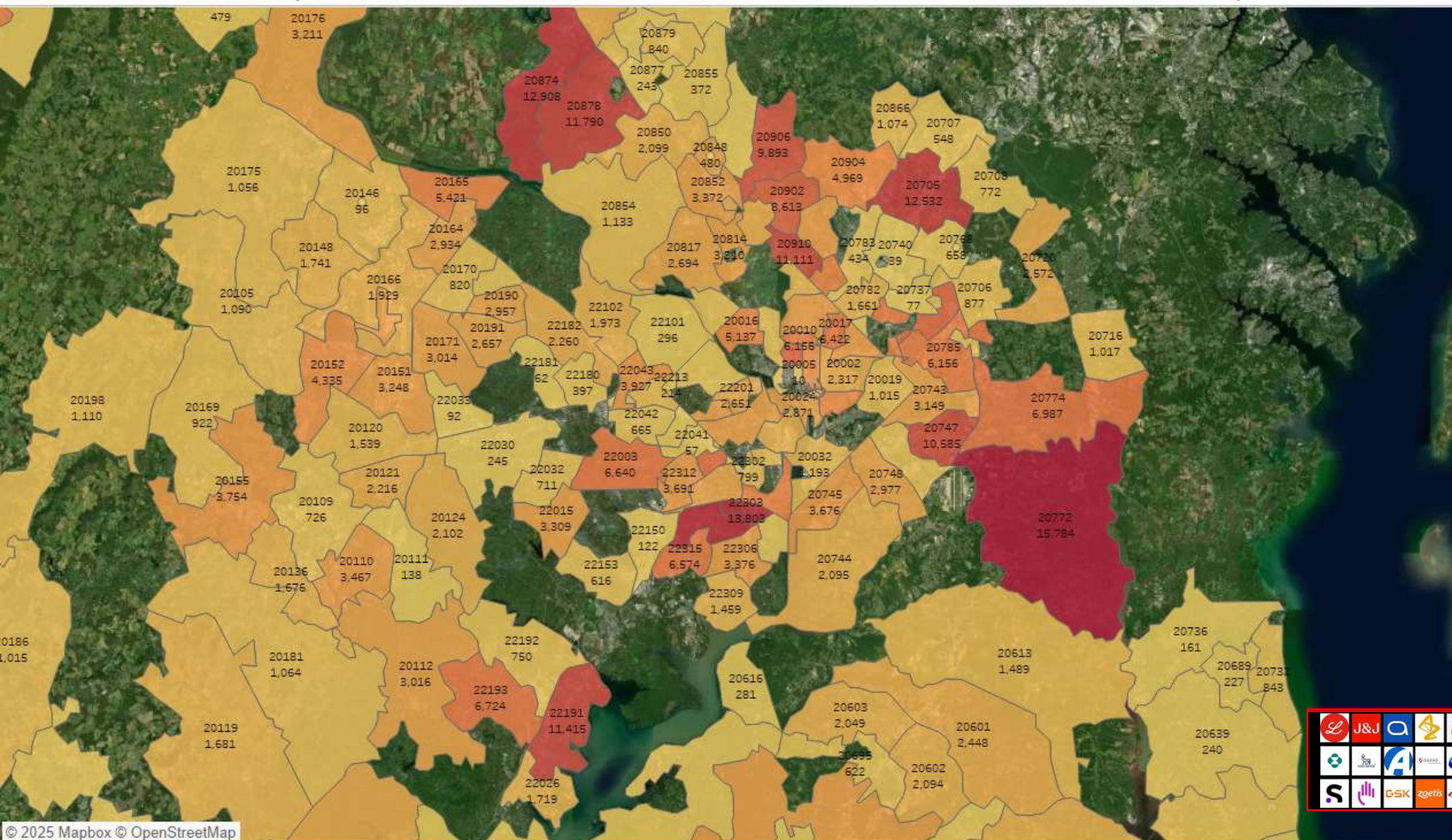
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 413
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

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Top Residential Zip Codes: (Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads)

SUM(Adults 18 or older ...



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WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 619
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

▼



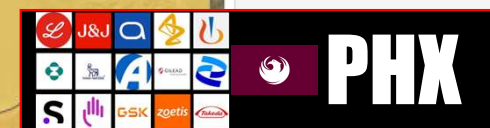
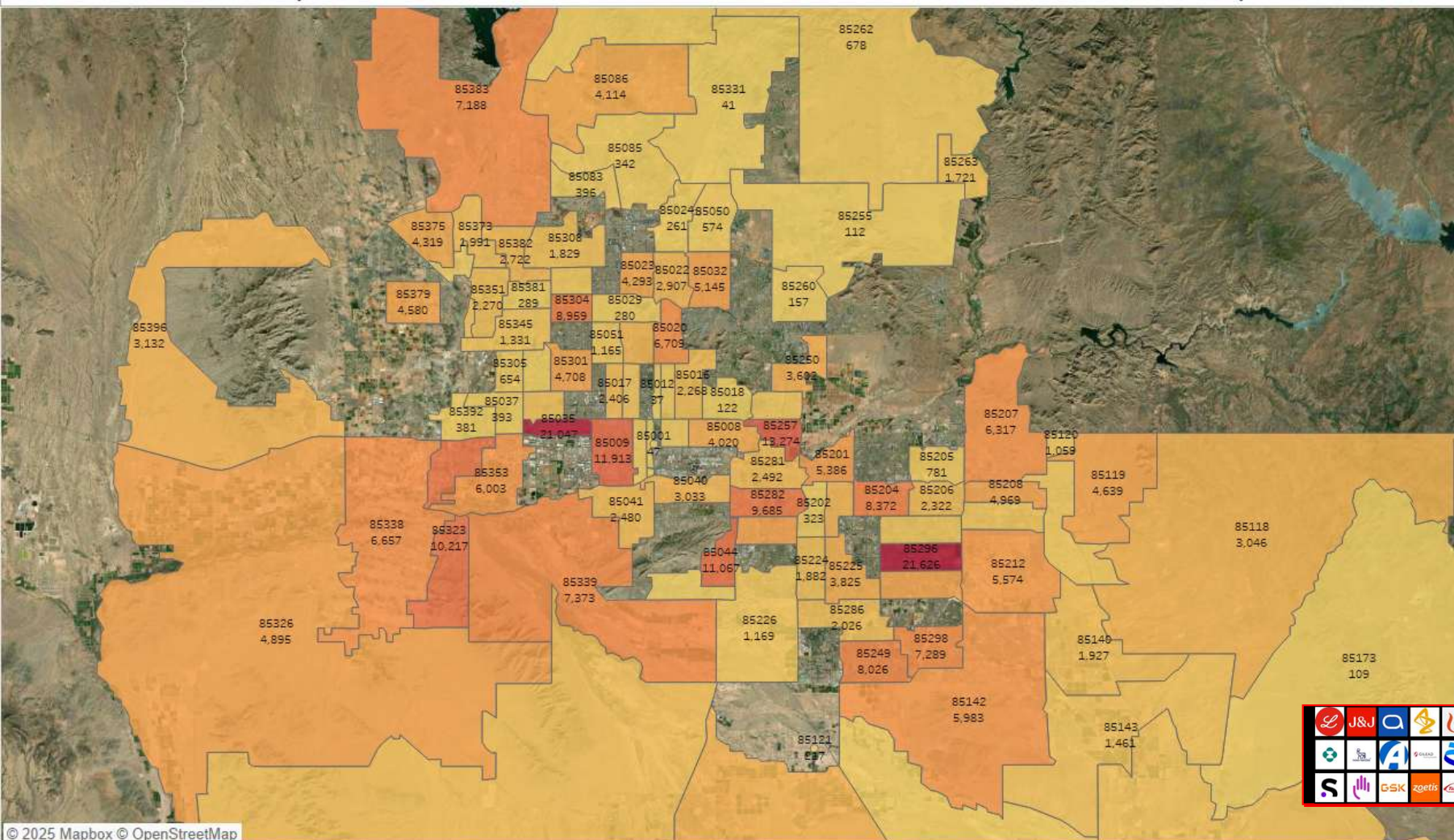
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 390
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for Anything.

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

Top Residential Zip Codes: (Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads)

SUM(Adults 18 or older ...



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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 224
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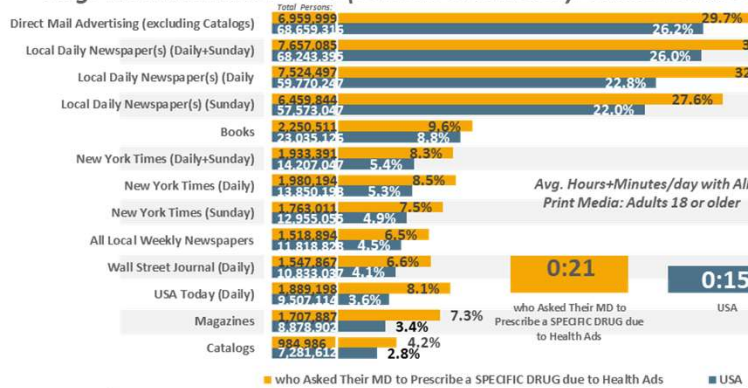
soefa.ai Share of Everything for Anything

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

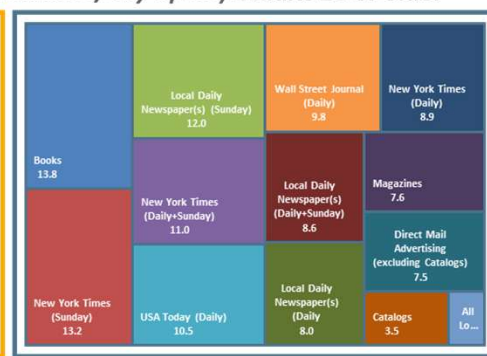
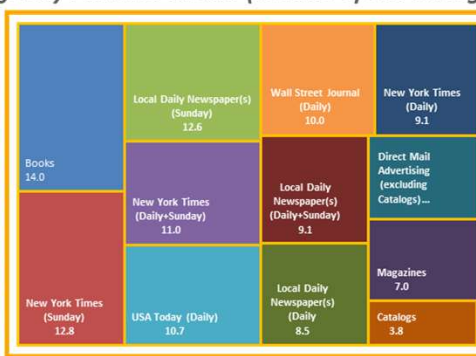


7,657,085 or 32.7% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 30.7% of all time spent daily with All forms of P

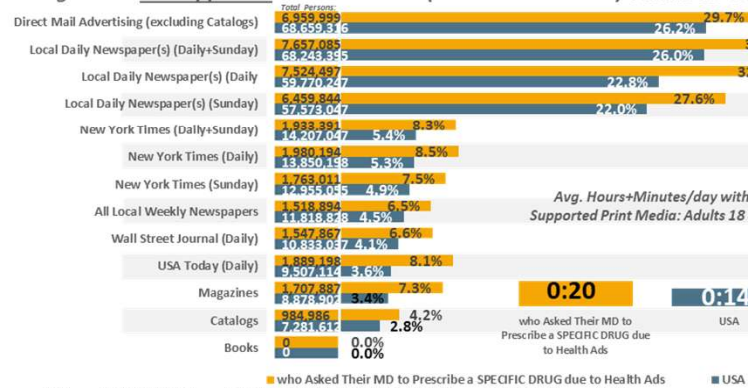
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



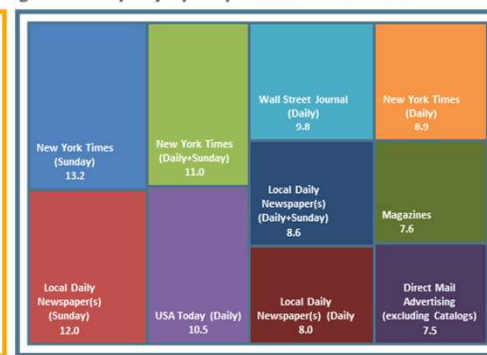
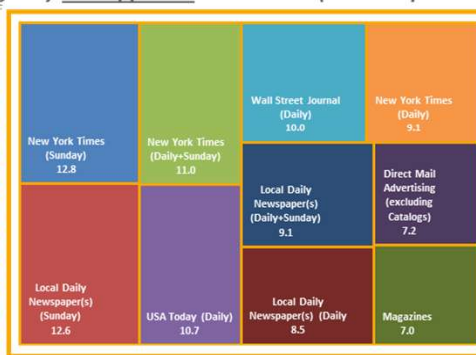
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,510
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

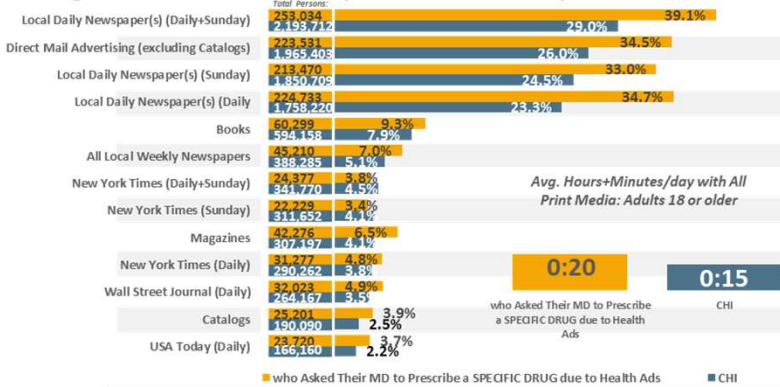
soefa.ai Share of Everything for Anything

Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

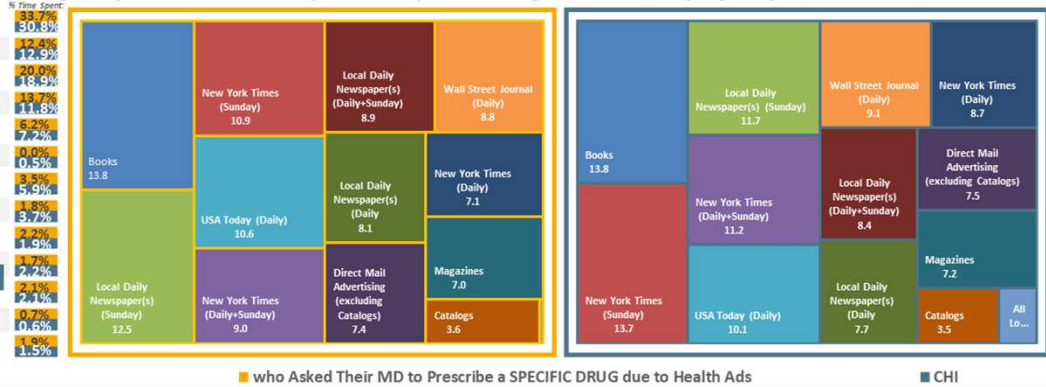


253,034 or 39.1% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 36.% of all time spent daily with All forms of Prin

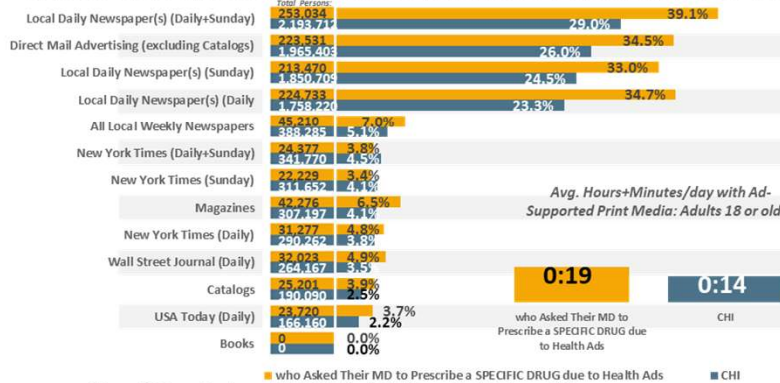
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



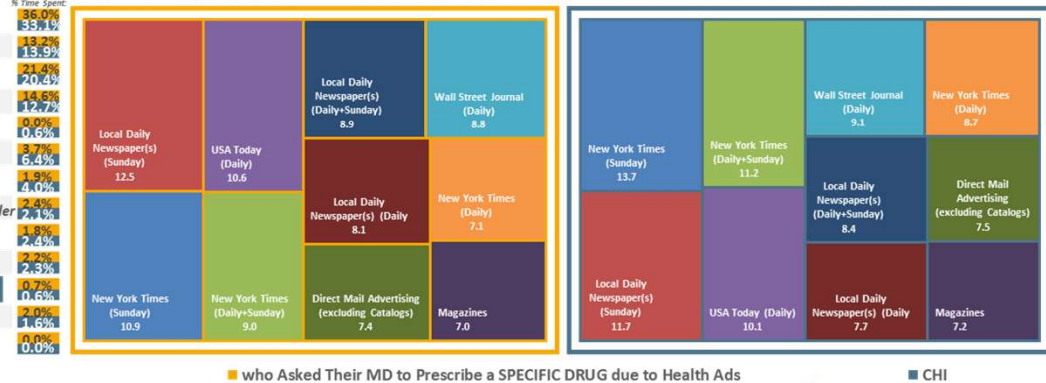
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



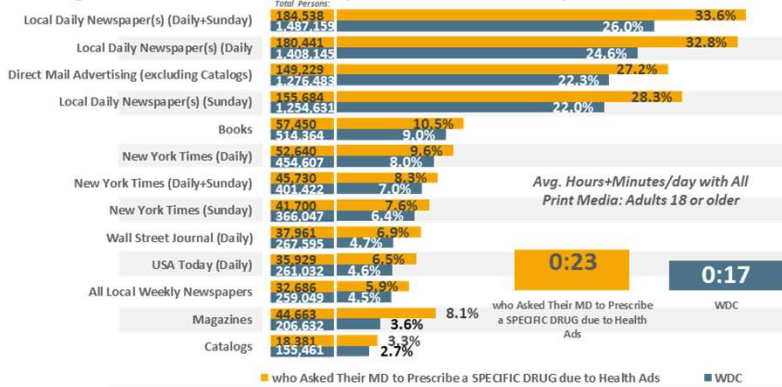
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



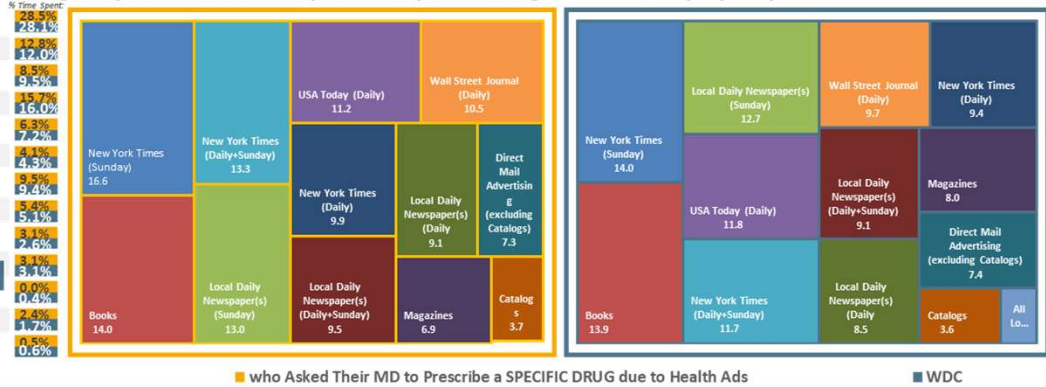


184,538 or 33.6% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 30.4% of all time spent daily with All forms of Pri

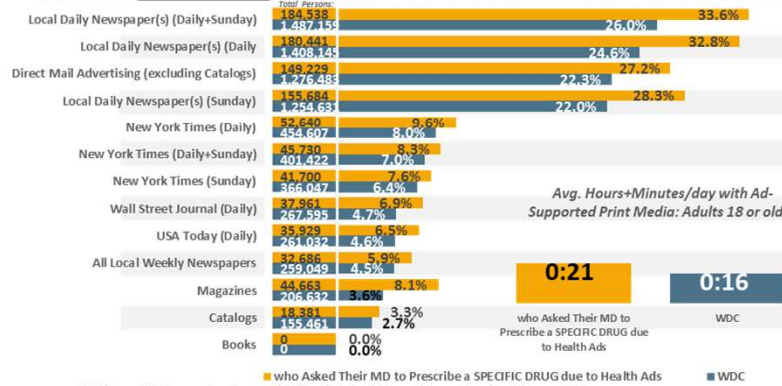
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



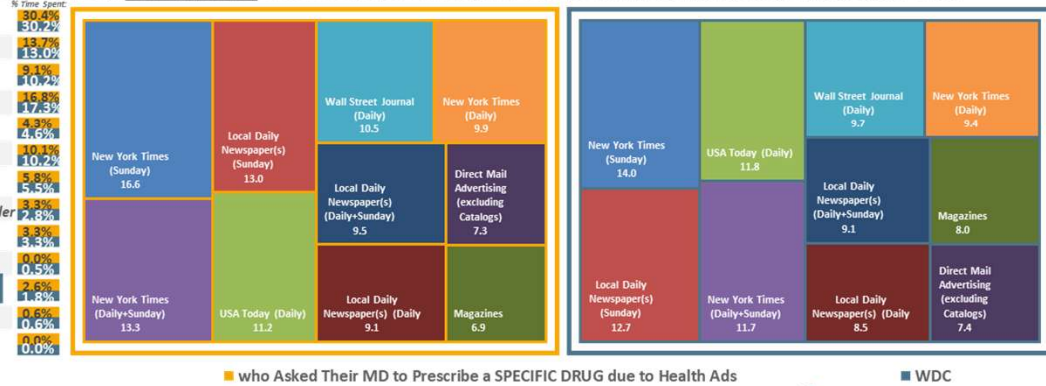
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



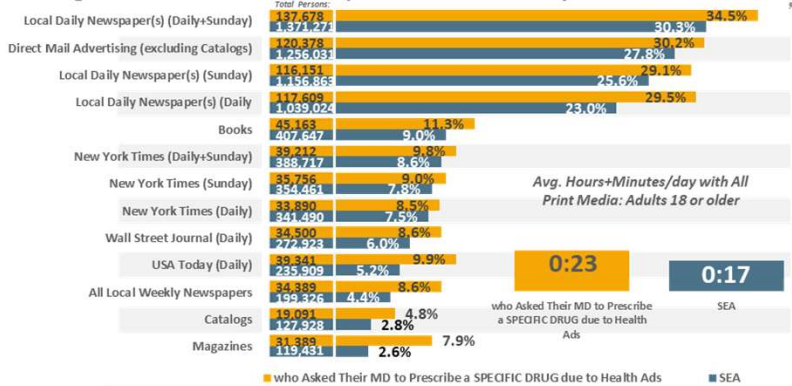
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



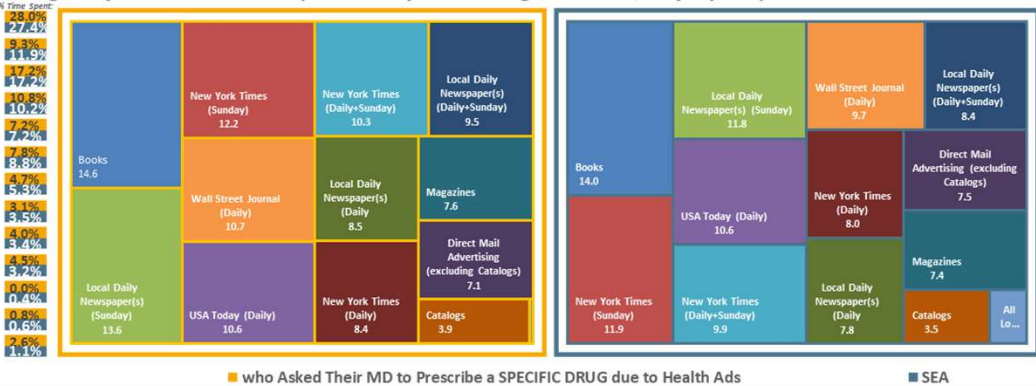


137,678 or 34.5% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 30.1% of all time spent daily with All forms of Pri

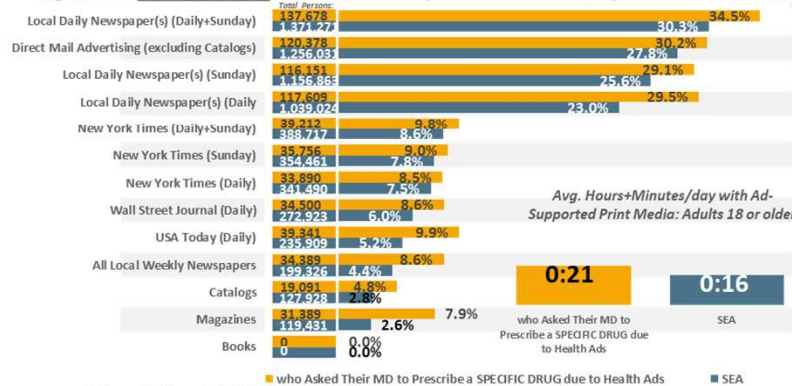
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



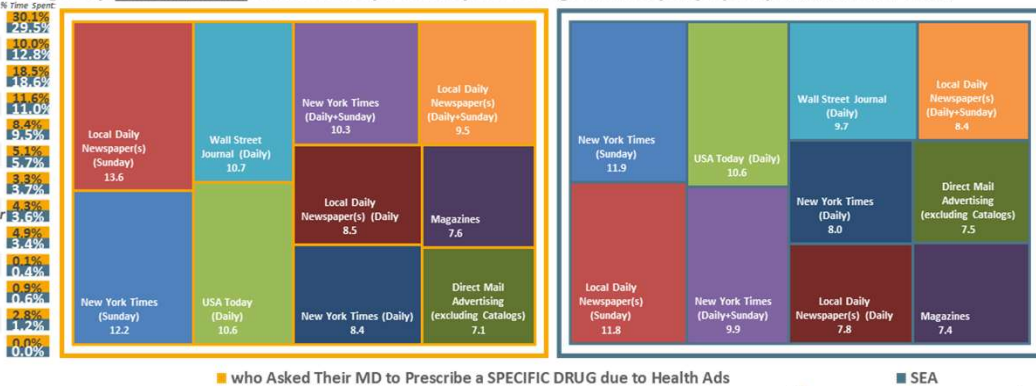
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



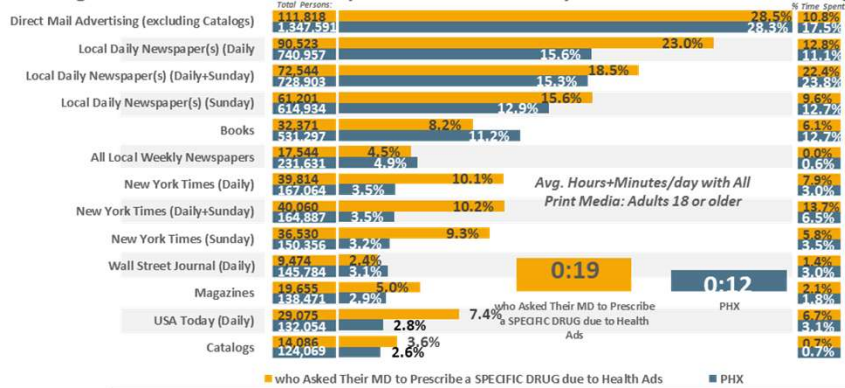
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





72,544 or 18.5% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 23.8% of all time spent daily with All forms of Prin

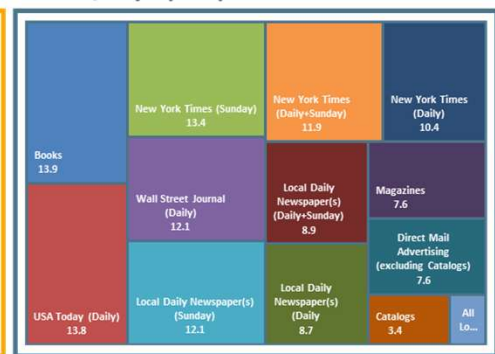
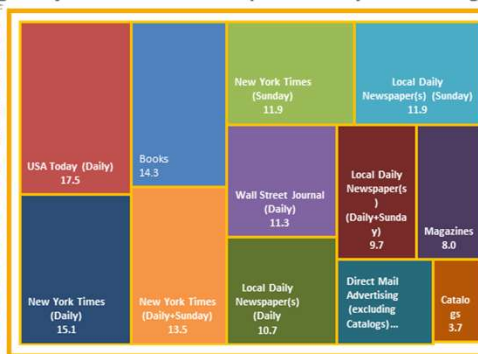
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



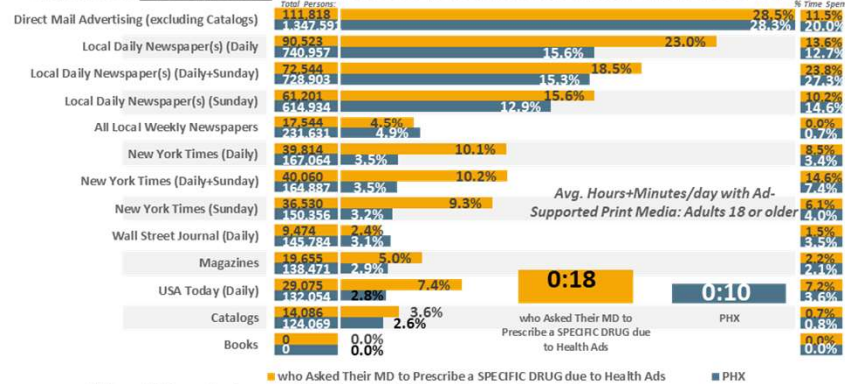
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:19 PHX

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



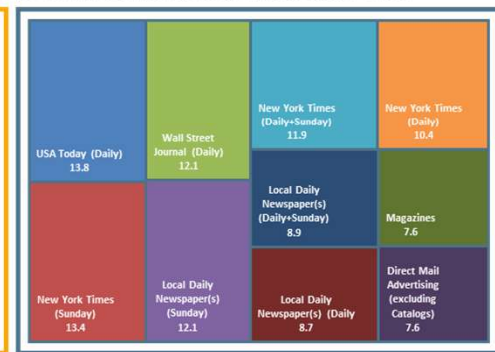
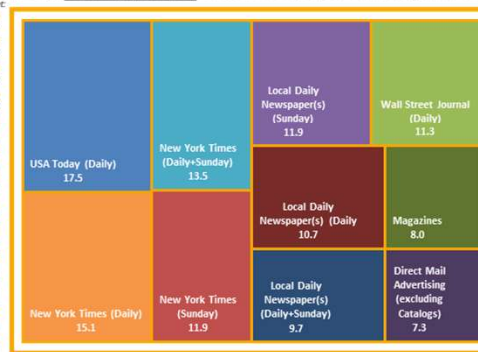
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:18 PHX

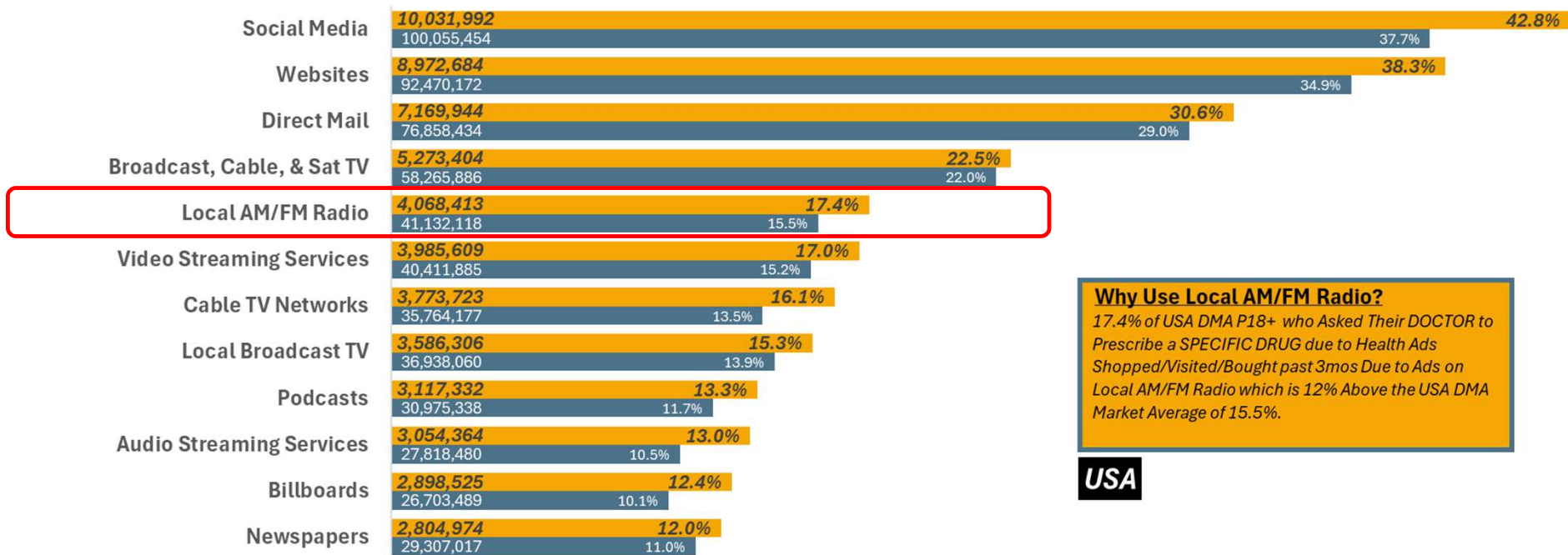
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





"Advertising Actions"

P18+ who Asked Their DOCTOR to Prescribe a SPECIFIC DRUG due to Health Ads
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
17.4% of USA DMA P18+ who Asked Their DOCTOR to Prescribe a SPECIFIC DRUG due to Health Ads Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 12% Above the USA DMA Market Average of 15.5%.

USA

■ P18+ who Asked Their DOCTOR to Prescribe a SPECIFIC DRUG due to Health Ads (Shopped/Visited/Bought past 3mos Due to Ads on %)
■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R2 2025: Sep24-Aug25 Qual Intab: 2510
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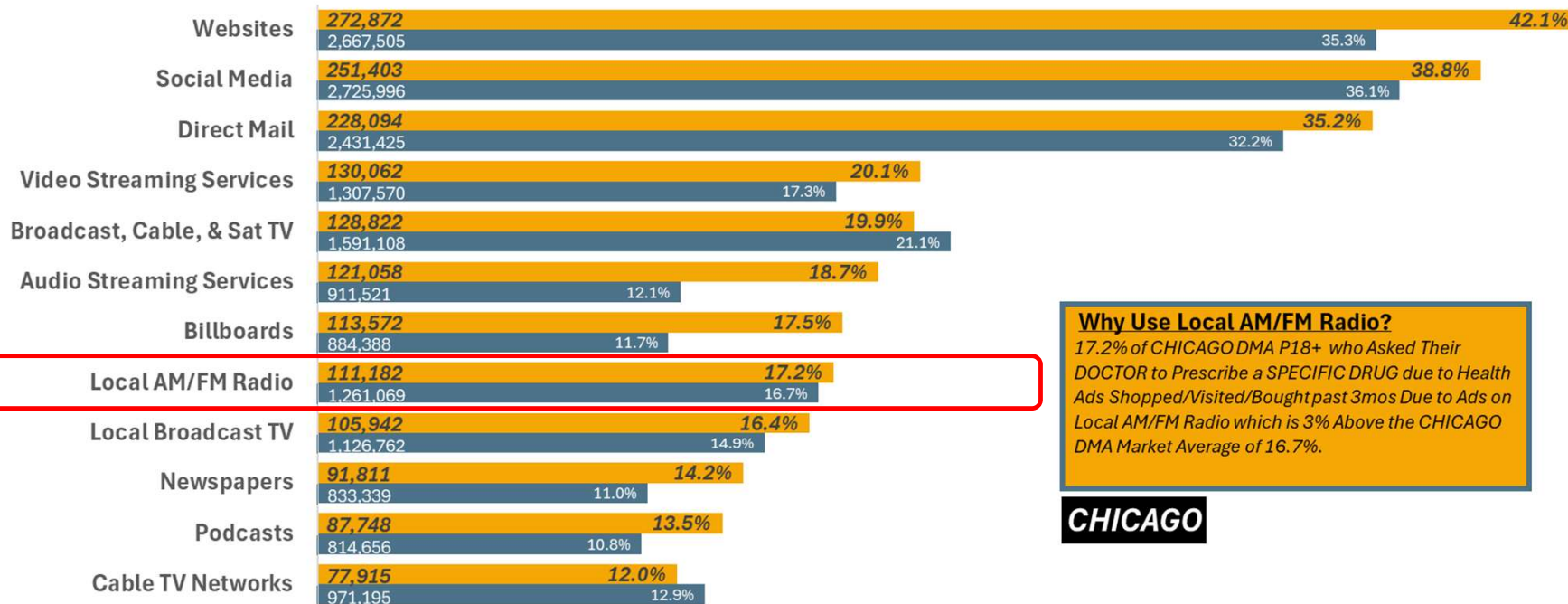
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



"Advertising Actions"

**P18+ who Asked Their DOCTOR to Prescribe a SPECIFIC DRUG due to Health Ads
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

17.2% of CHICAGO DMA P18+ who Asked Their DOCTOR to Prescribe a SPECIFIC DRUG due to Health Ads Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the CHICAGO DMA Market Average of 16.7%.

CHICAGO

■ P18+ who Asked Their DOCTOR to Prescribe a SPECIFIC DRUG due to Health Ads (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R2 2025: Sep 24-Jul 25 Qual Intab: 413
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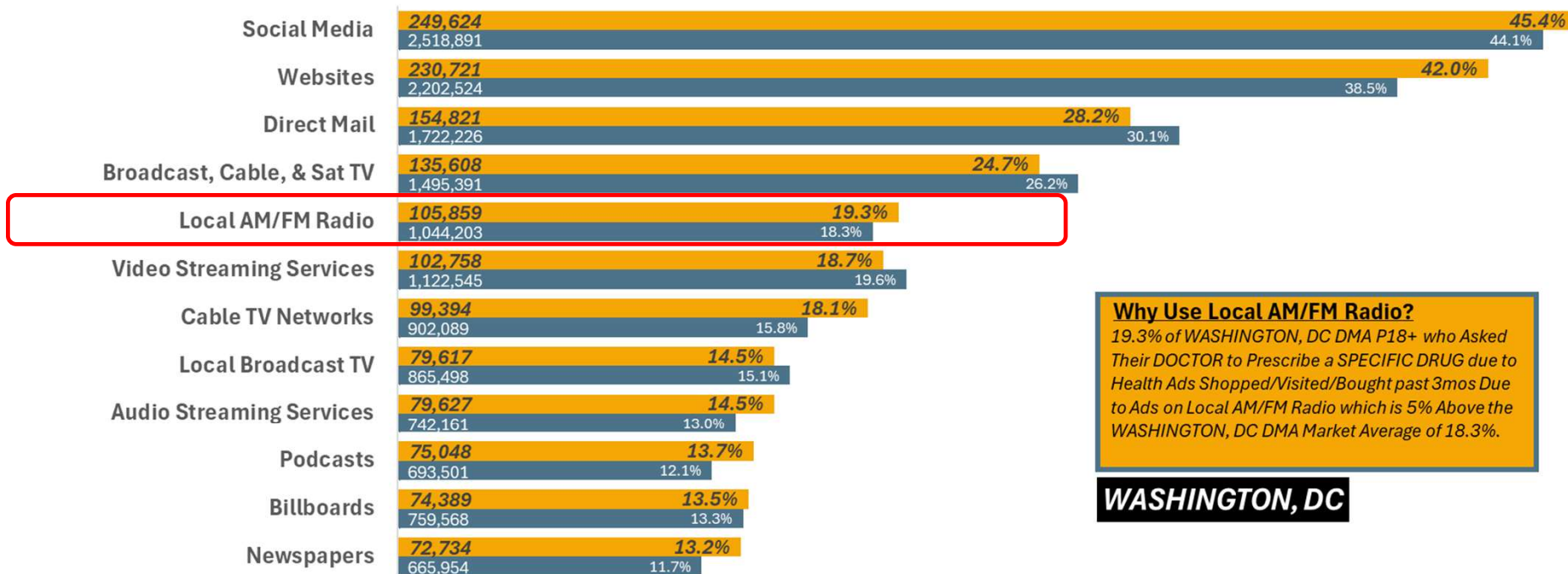
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



"Advertising Actions"

P18+ who Asked Their DOCTOR to Prescribe a SPECIFIC DRUG due to Health Ads (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.3% of WASHINGTON, DC DMA P18+ who Asked Their DOCTOR to Prescribe a SPECIFIC DRUG due to Health Ads Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

■ P18+ who Asked Their DOCTOR to Prescribe a SPECIFIC DRUG due to Health Ads (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R2 2025: Mar24-Mar25 Qual Intab: 619
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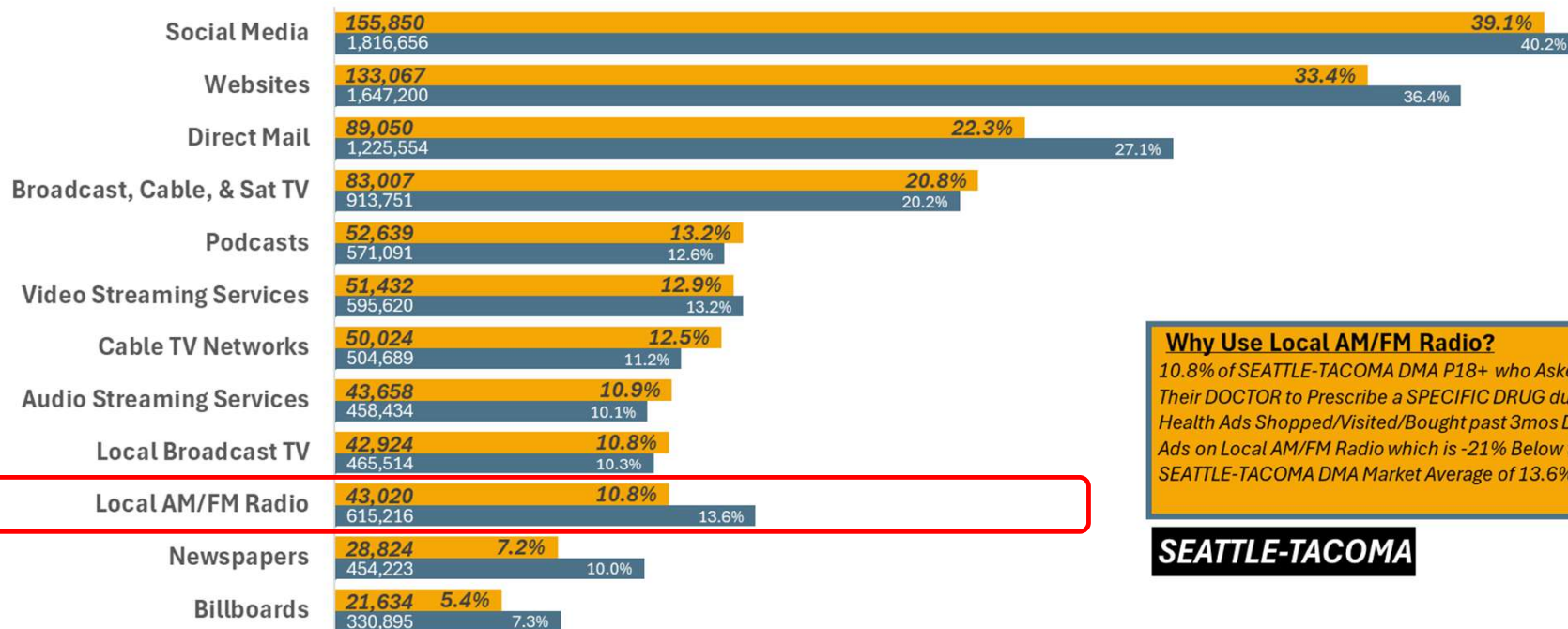
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



"Advertising Actions"

P18+ who Asked Their DOCTOR to Prescribe a SPECIFIC DRUG due to Health Ads
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

10.8% of SEATTLE-TACOMA DMA P18+ who Asked Their DOCTOR to Prescribe a SPECIFIC DRUG due to Health Ads Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -21% Below the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

■ P18+ who Asked Their DOCTOR to Prescribe a SPECIFIC DRUG due to Health Ads (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 390
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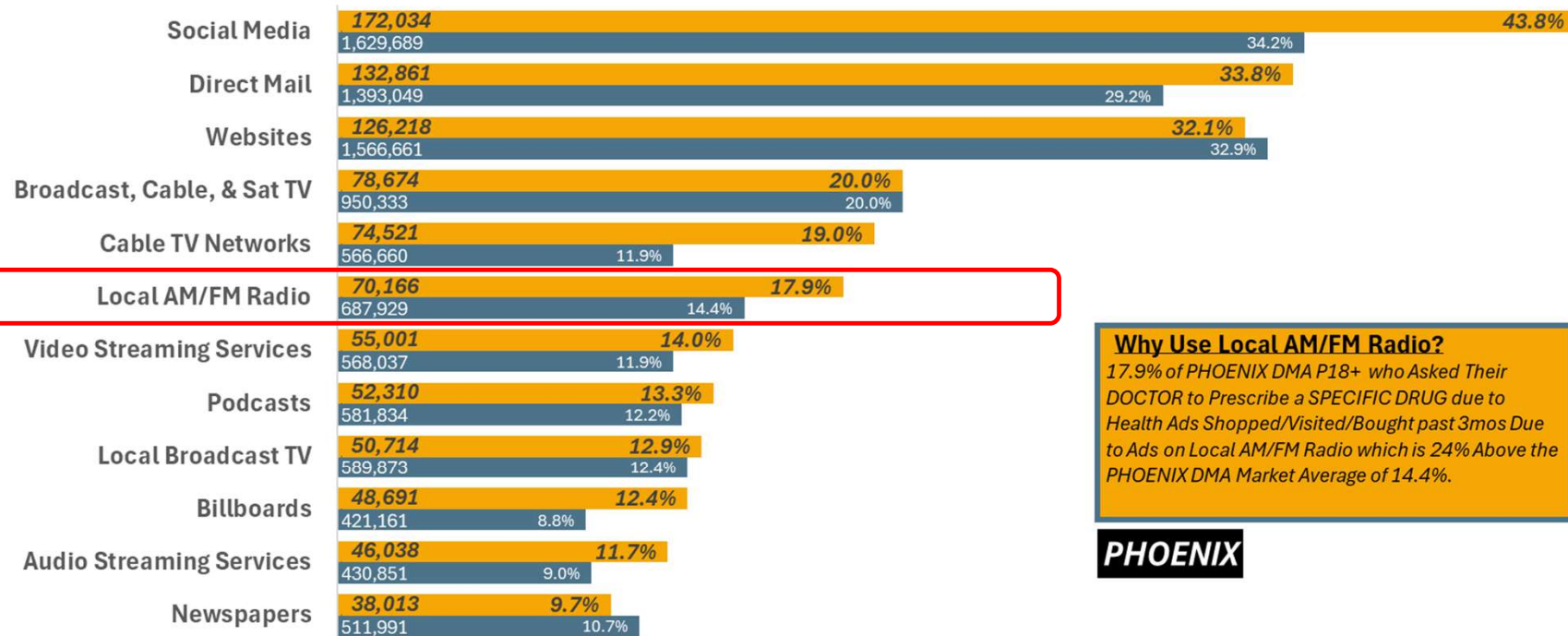
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



"Advertising Actions"

**P18+ who Asked Their DOCTOR to Prescribe a SPECIFIC DRUG due to Health Ads
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

17.9% of PHOENIX DMA P18+ who Asked Their DOCTOR to Prescribe a SPECIFIC DRUG due to Health Ads Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 24% Above the PHOENIX DMA Market Average of 14.4%.

PHOENIX

■ P18+ who Asked Their DOCTOR to Prescribe a SPECIFIC DRUG due to Health Ads (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 224
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug