

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

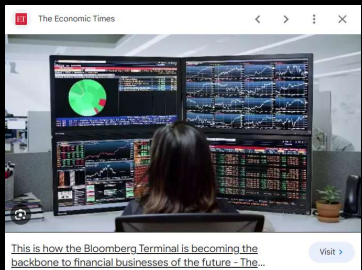
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS CINCINNATI, and WEST PALM BEACH 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...

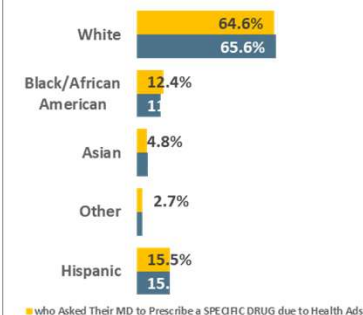
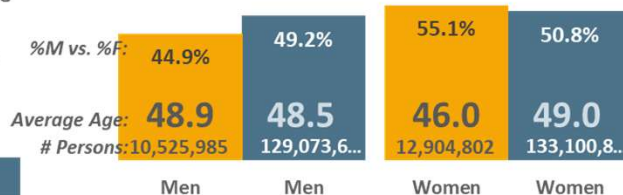


Percent of Market: Adults 18 or older

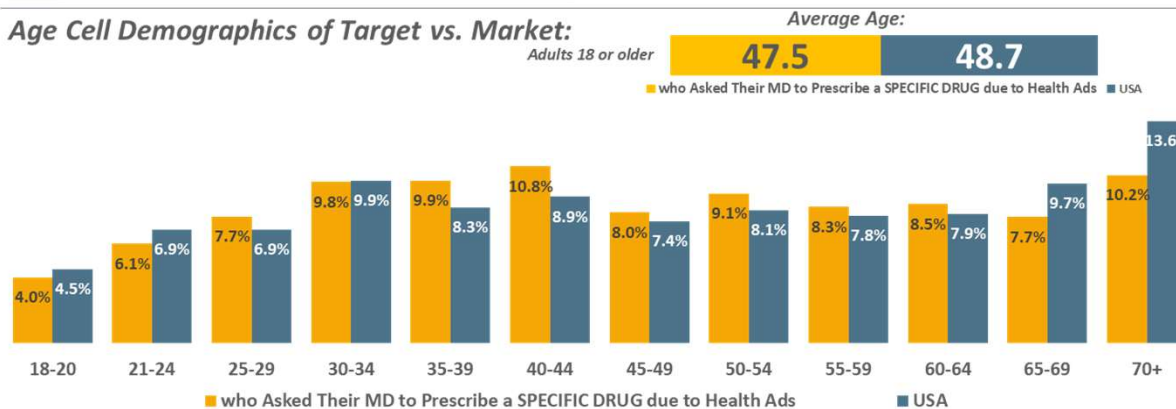


Gender of Target vs. Market: Adults 18 or older

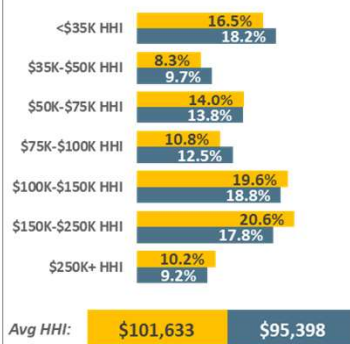
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



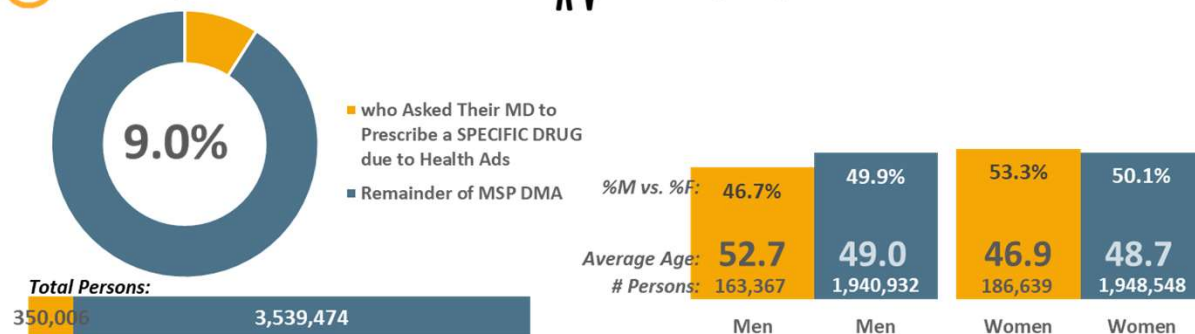
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,510
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

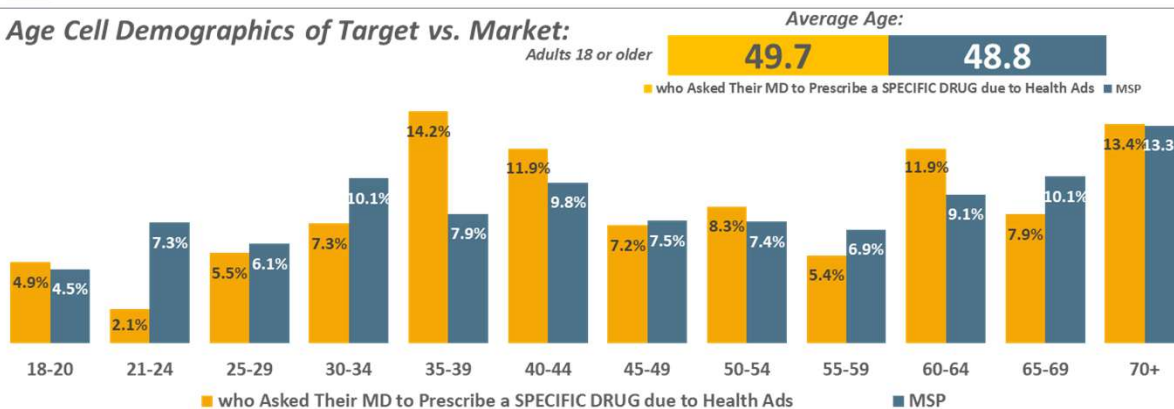


9.9% or 350,006 of MSP DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads.
 Typical Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 49.7 years old (1.8% older than average) and have a \$129,046 (17.1% higher than average) annual household...

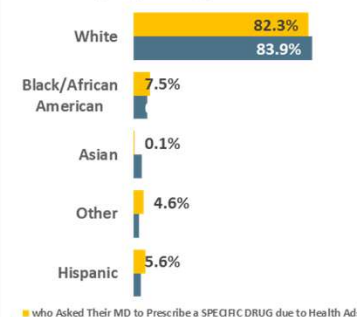
Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



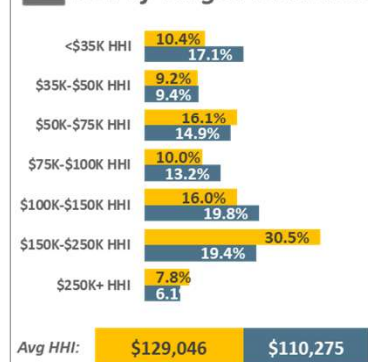
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



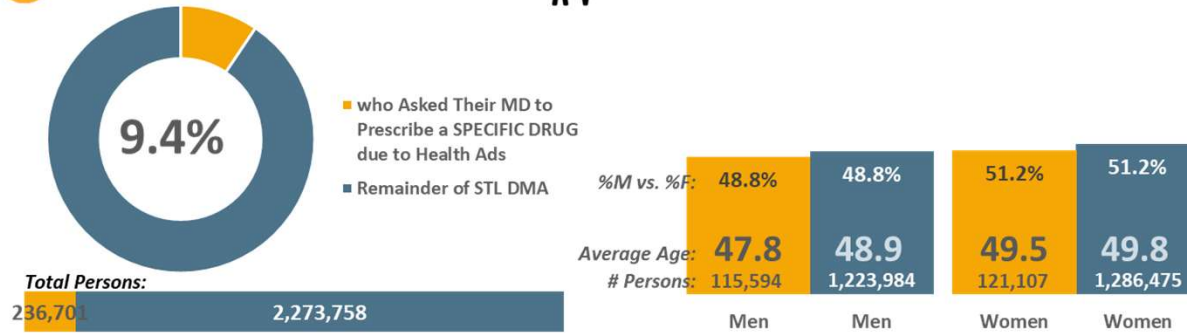
HHI of Target vs. Market:



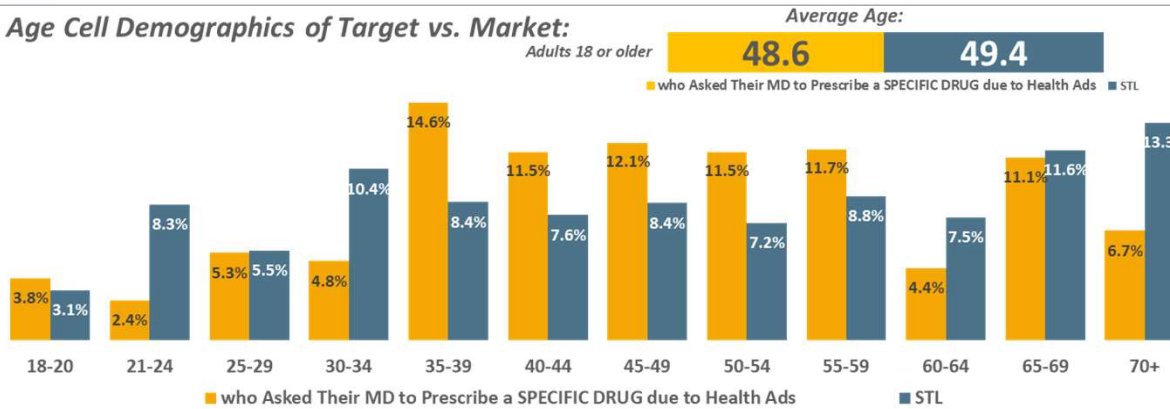


9.4% or 236,701 of STL DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Typical Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 48.6 years old (1.5% younger than average) and have a \$112,738 (12.3% higher than average) annual...

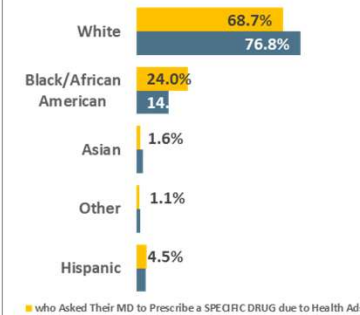
Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



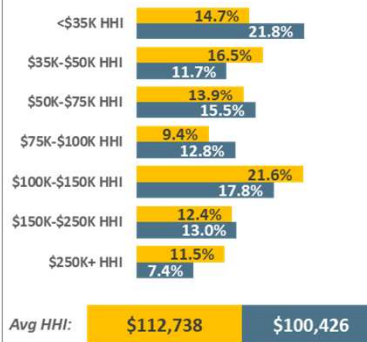
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:



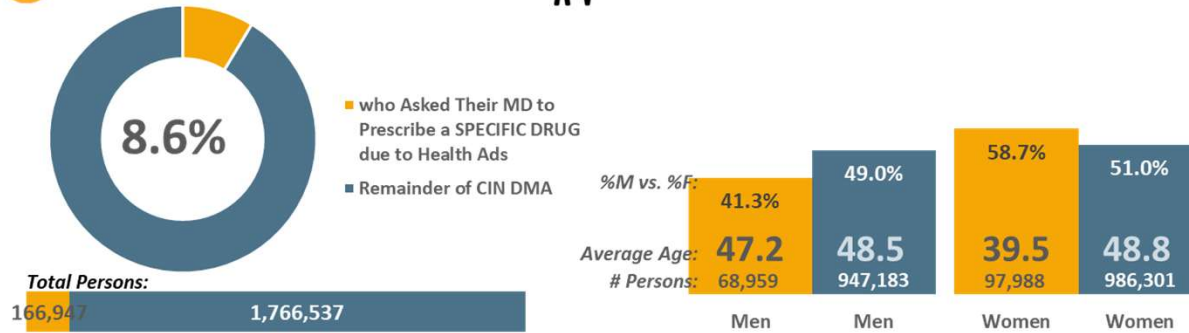
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 202
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

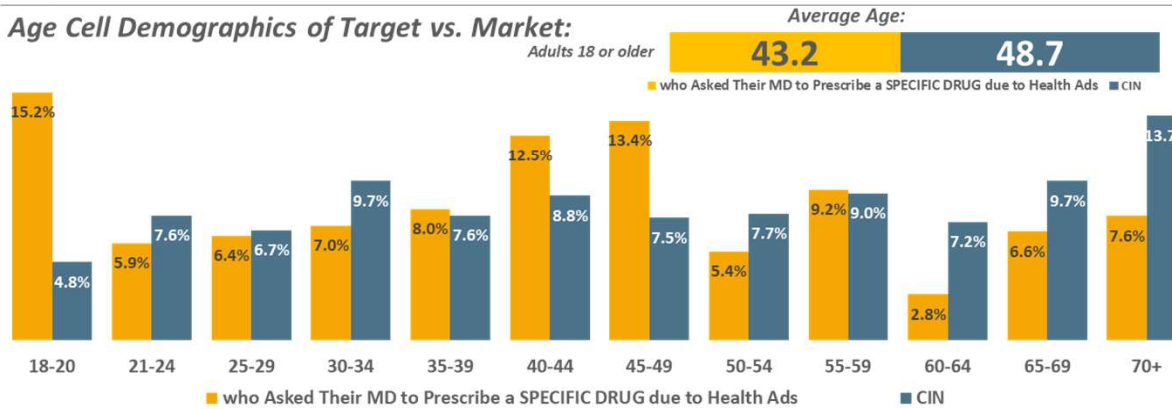


8.6% or 166,947 of CIN DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Typical Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 43.2 years old (11.3% younger than average) and have a \$118,014 (17.6% higher than average) annual...

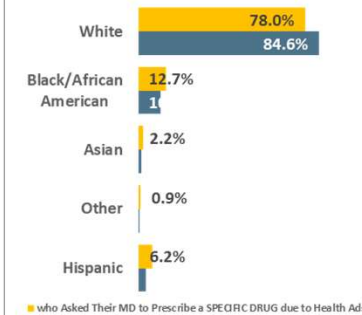
Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



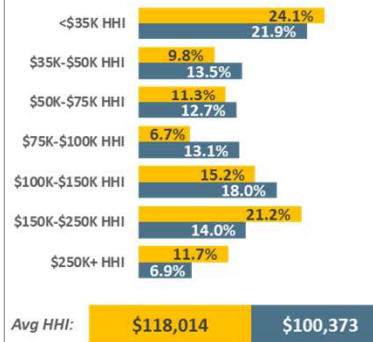
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:





8.1% or 154,907 of WPB 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 56 years old (5.6% older than average) and have a \$116,683 (14.7% higher than average) annual household ...

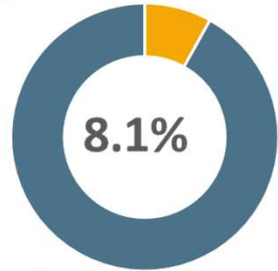


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

Total Persons:

154,907 1,757,327

%M vs. %F:

Average Age:

Persons:

46.7%

59.6

72,319

48.5%

52.9

926,820

53.3%

52.7

82,588

51.5%

53.2

985,414

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

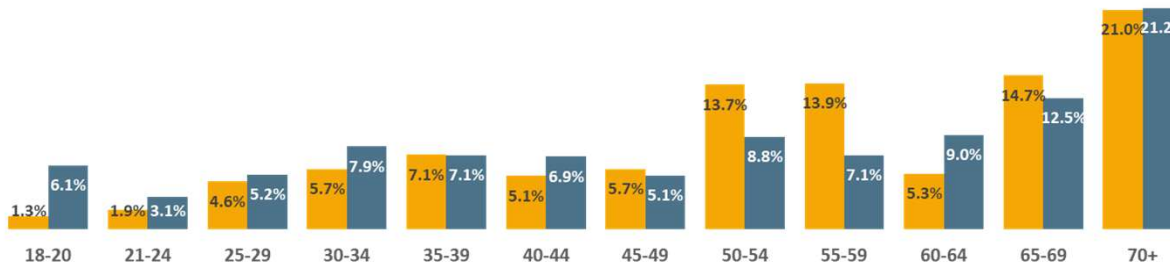
Average Age:

Adults 18 or older

56.0

53.1

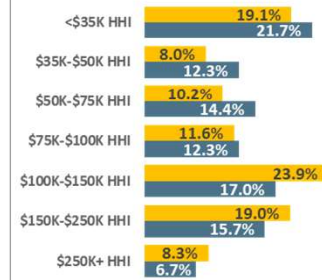
■ who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads ■ WPB



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

■ WPB

HHI of Target vs. Market:



Avg HHI:

\$116,683

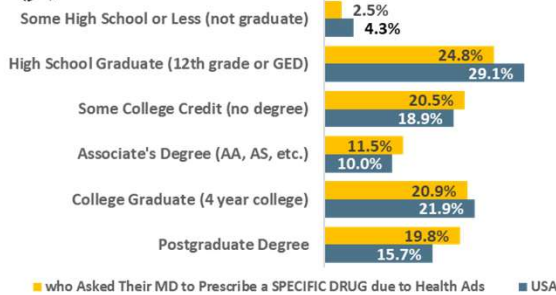
\$101,757



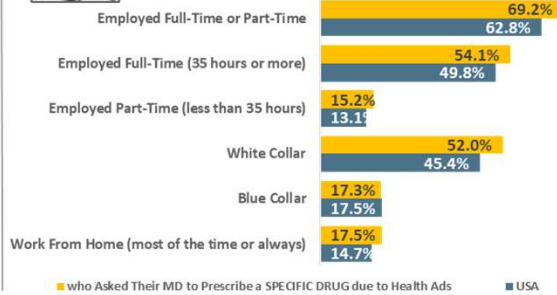
8.9% or 23,430,787 of USA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 8.% more likely to be a college graduate, 8.6% more likely to work full-time, 4.6% less likely to be married,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



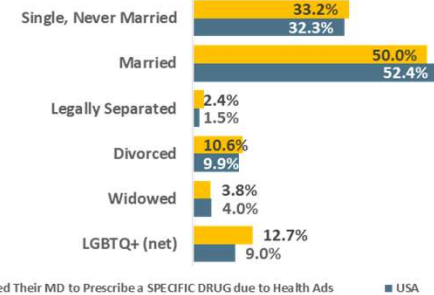
Education Levels: Adults 18 or older



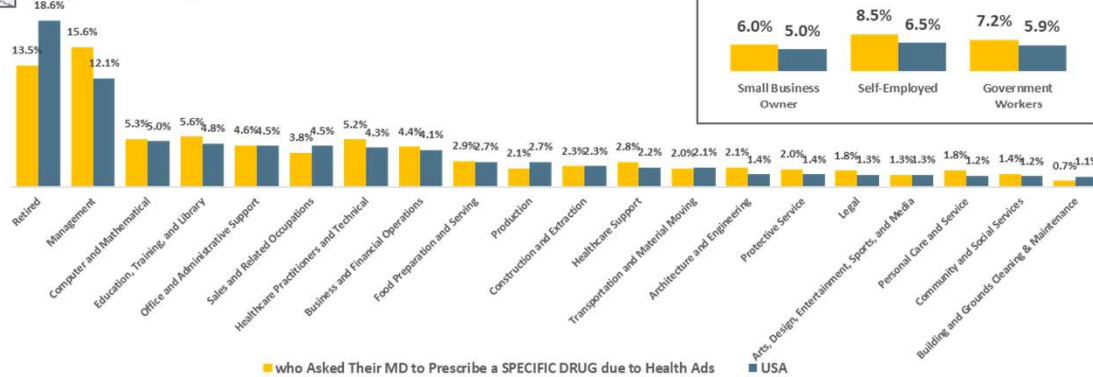
Employment: Adults 18 or older



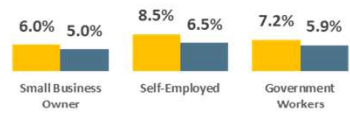
Marital Status: Adults 18 or older



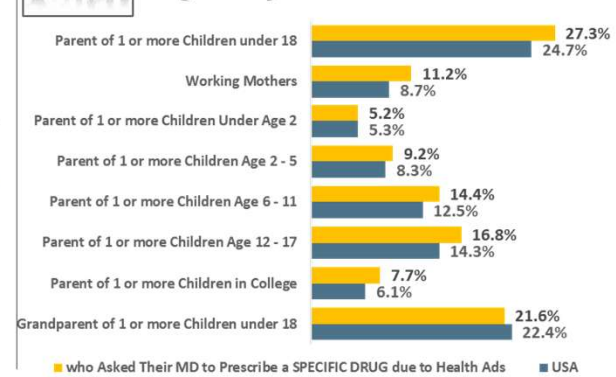
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



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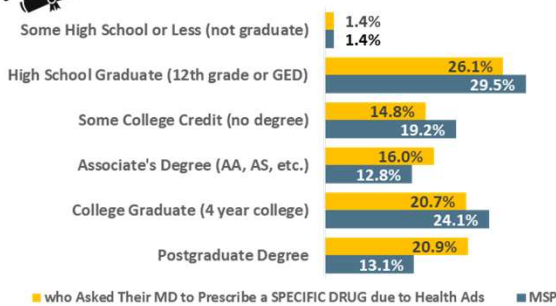
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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

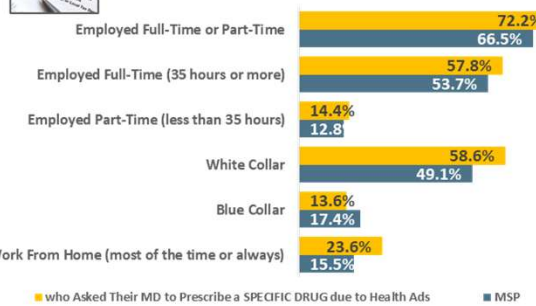


9.9% or 350,006 of MSP DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 12.1% more likely to be a college graduate, 7.7% more likely to work full-time, 2.9% more likely to be married, 51.2% more likely to be a parent of 1 or more children

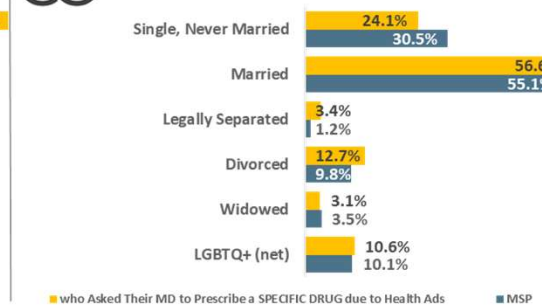
Education Levels: Adults 18 or older



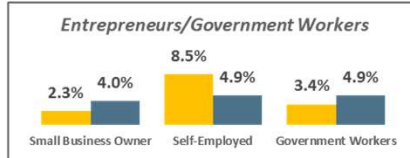
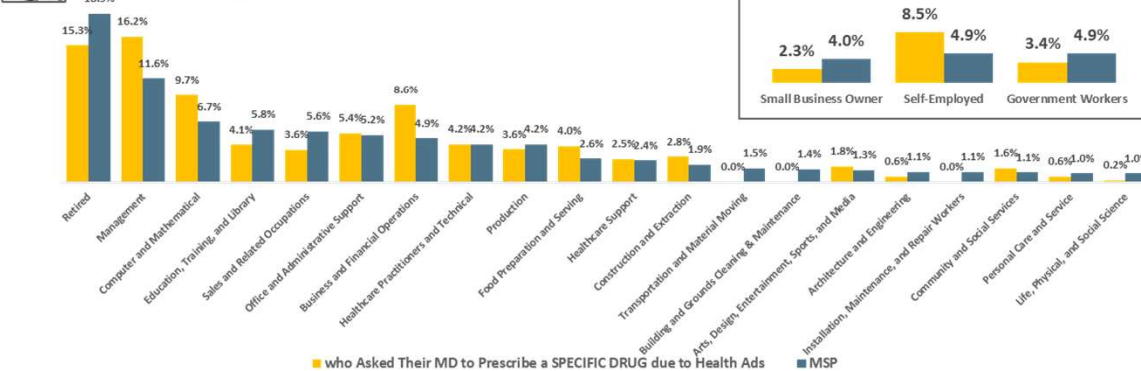
Employment: Adults 18 or older



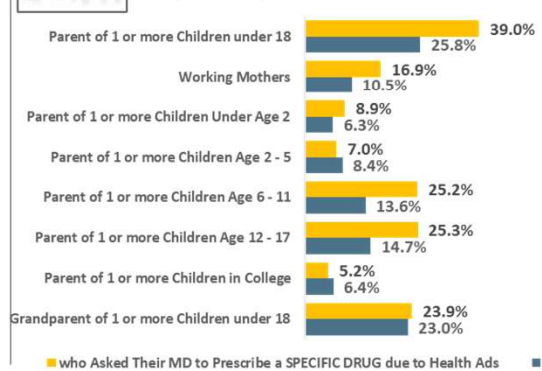
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



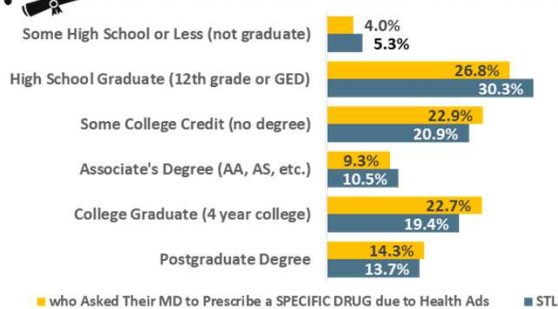
Stage in Life: Adults 18 or older



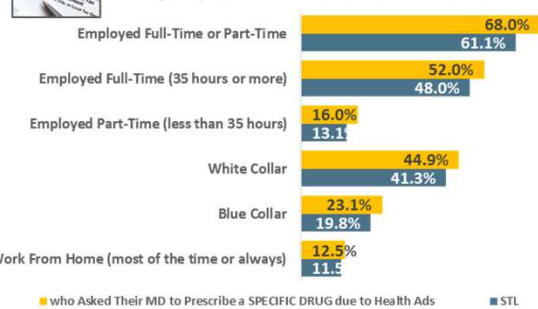


9.4% or 236,701 of STL DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 11.8% more likely to be a college graduate, 8.3% more likely to work full-time, 10.8% less likely to be married, 12.1% more likely to be a parent of 1 or more childre

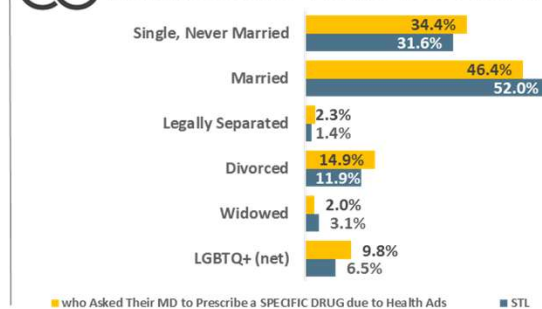
Education Levels: Adults 18 or older



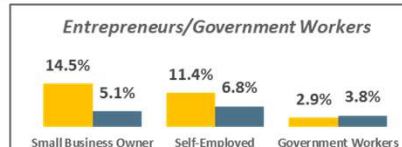
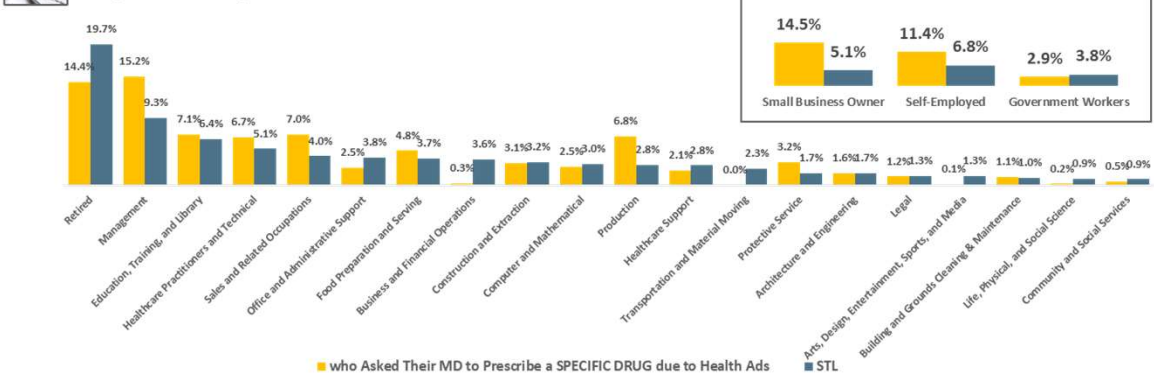
Employment: Adults 18 or older



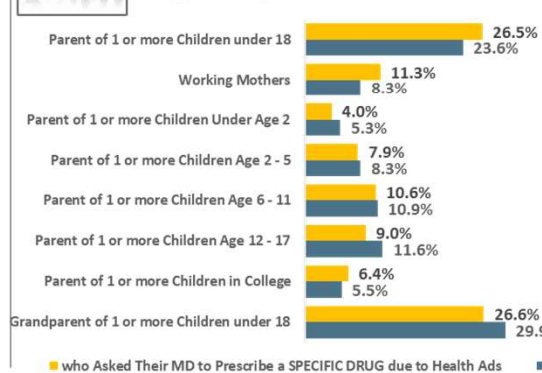
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

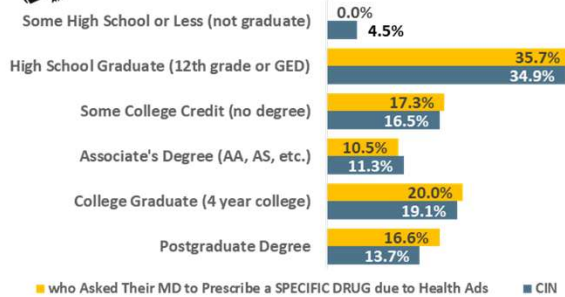




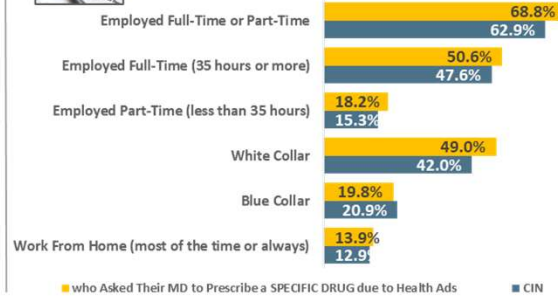
8.6% or 166,947 of CIN DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 11.6% more likely to be a college graduate, 6.3% more likely to work full-time, 10.8% less likely to be married, 41.2% more likely to be a parent of 1 or more children



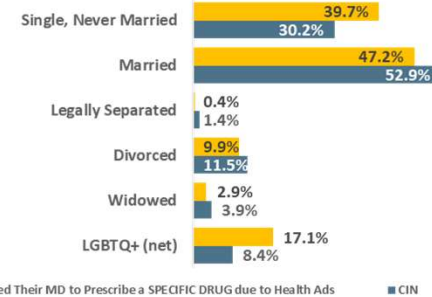
Education Levels: Adults 18 or older



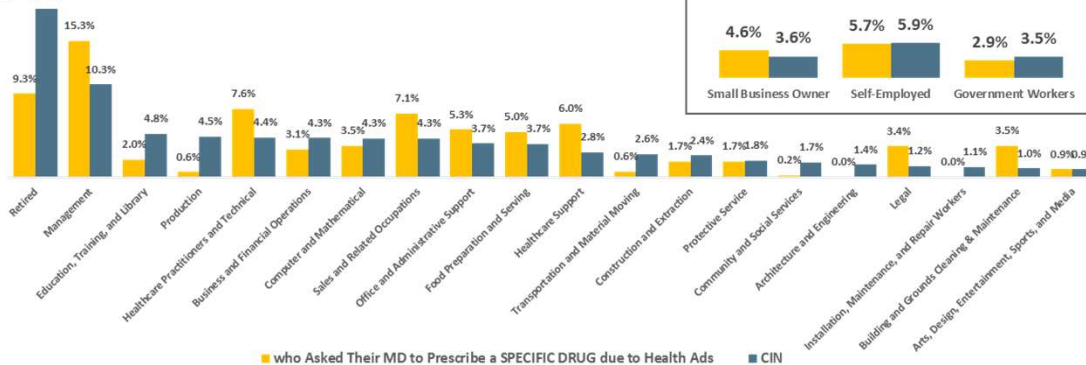
Employment: Adults 18 or older



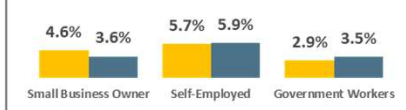
Marital Status: Adults 18 or older



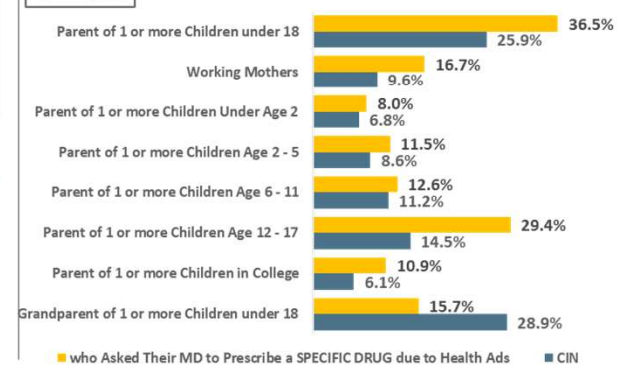
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



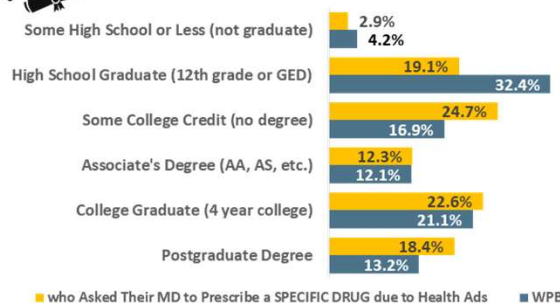
Stage in Life: Adults 18 or older



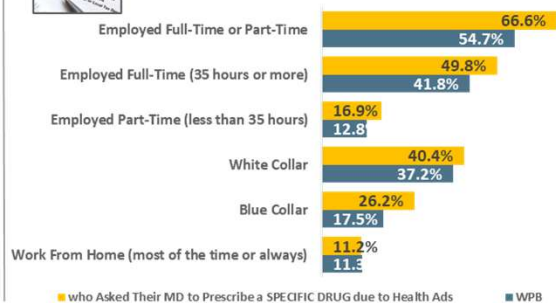


8.1% or 154,907 of WPB DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 19.4% more likely to be a college graduate, 18.9% more likely to work full-time, 20.% more likely to be married, 9.4% more likely to be a parent of 1 or more children

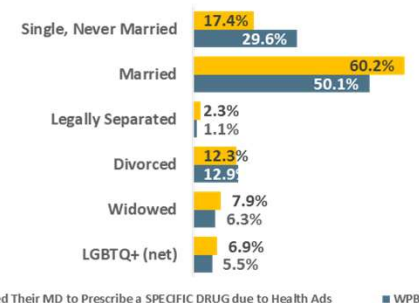
Education Levels: Adults 18 or older



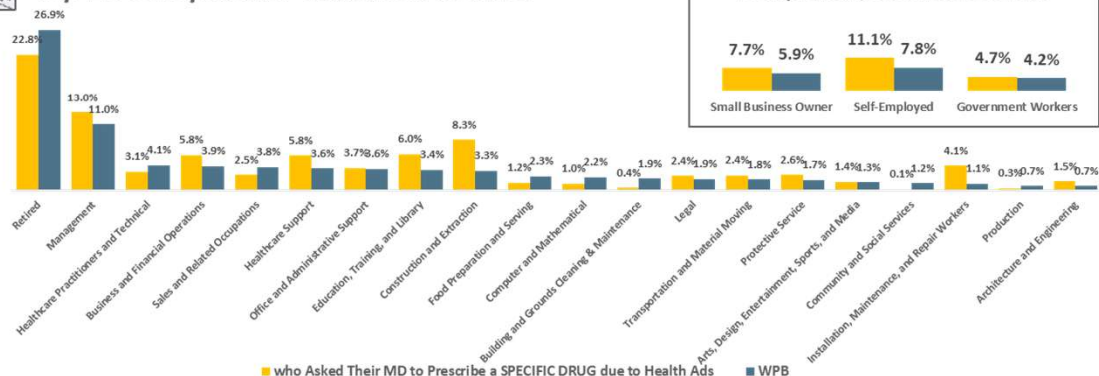
Employment: Adults 18 or older



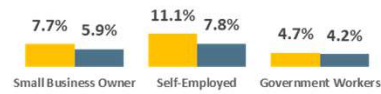
Marital Status: Adults 18 or older



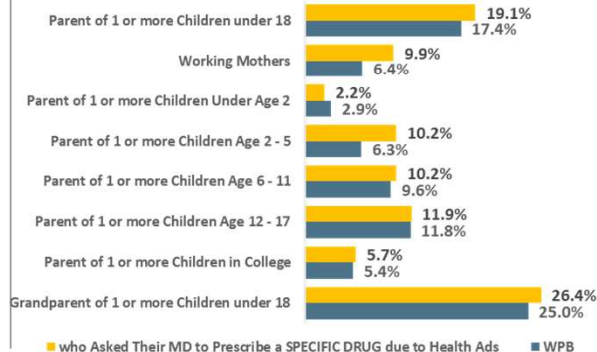
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



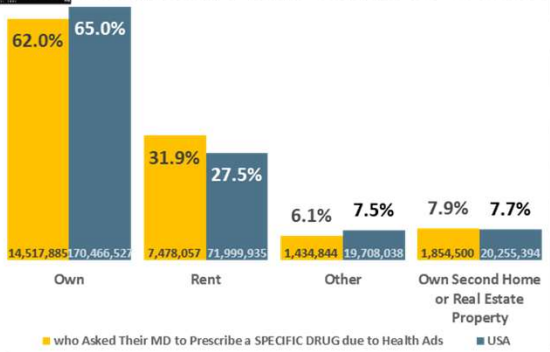
Stage in Life: Adults 18 or older



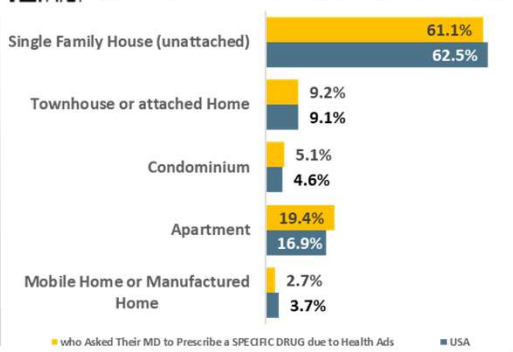


8.9% or 23,430,787 of USA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 4.7% less likely to own their home, 17.3% more likely to own a higher valued home, 2.3% less likely to have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

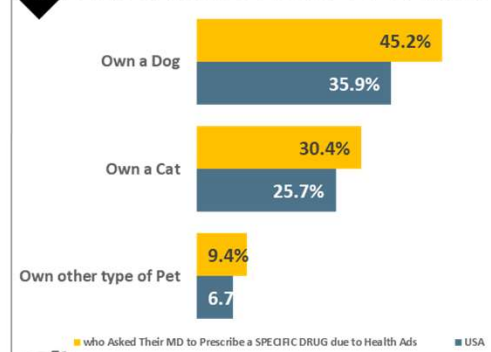
Own/Rent/Other: Adults 18 or older



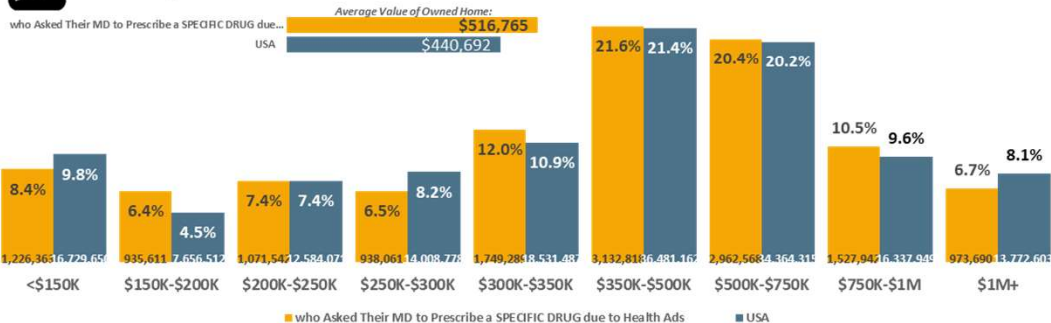
Type of Home: Adults 18 or older



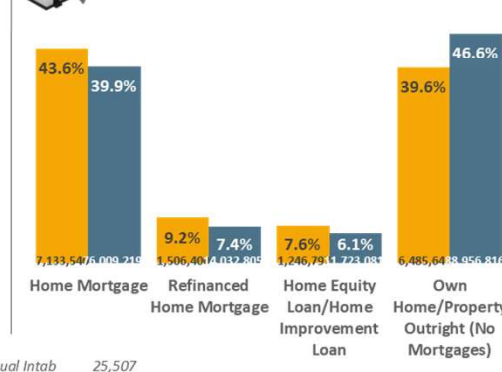
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



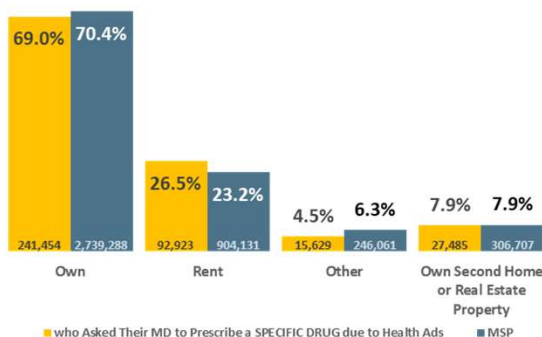
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,510
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

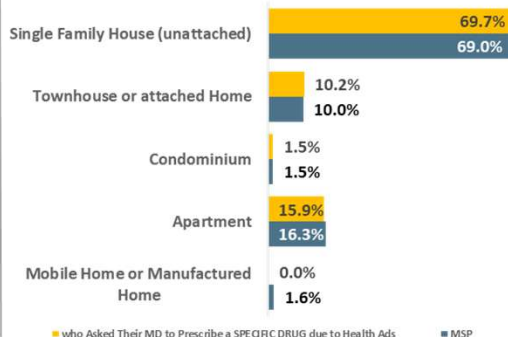


9.9% or 350,006 of MSP DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 2.0% less likely to own their home, 15.7% more likely to own a higher valued home, 1.0% more likely to have a single-family home, 43.8% more likely to have a dog.

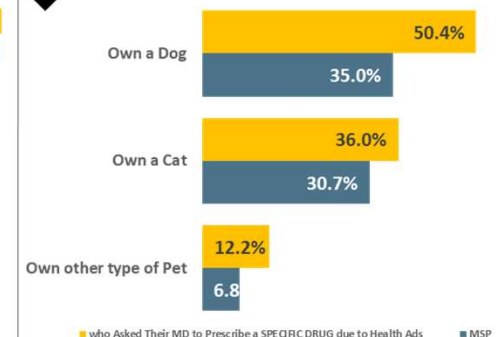
Own/Rent/Other: Adults 18 or older



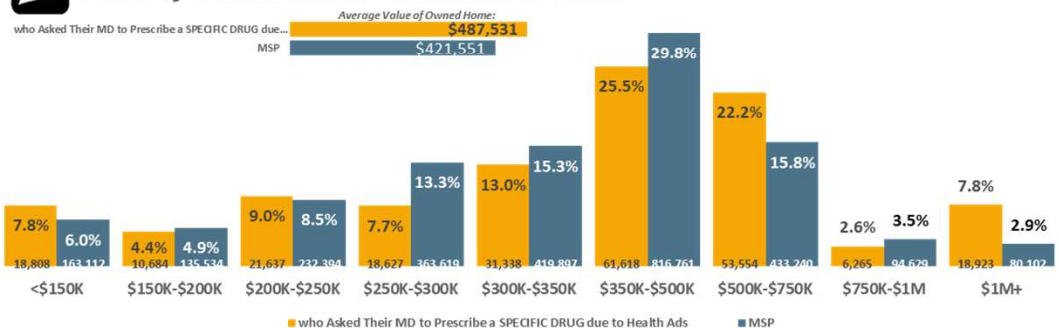
Type of Home: Adults 18 or older



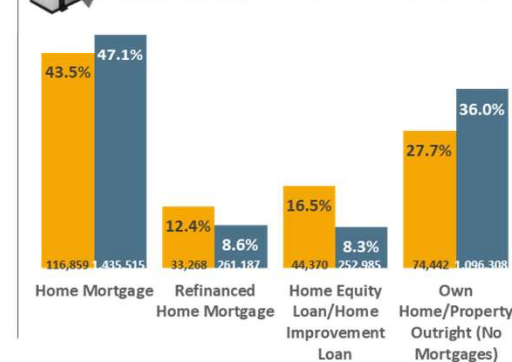
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



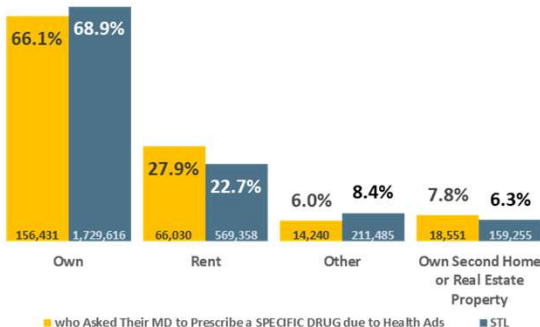
Home Loans: Adults 18 or older



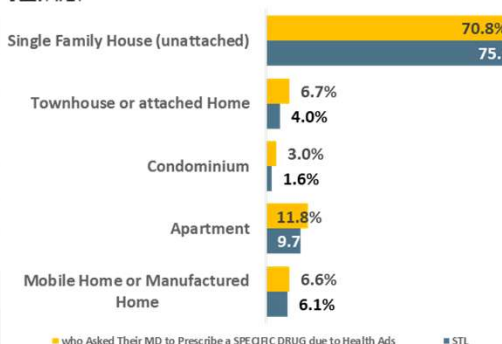


9.4% or 236,701 of STL DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 4.1% less likely to own their home, 5.6% more likely to own a higher valued home, 6.2% less likely to have a single-family home, 12.7% more likely to have a dog.

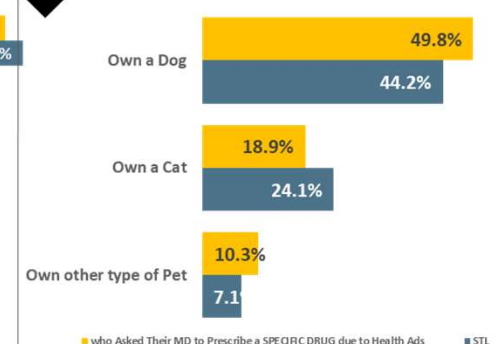
Own/Rent/Other: Adults 18 or older



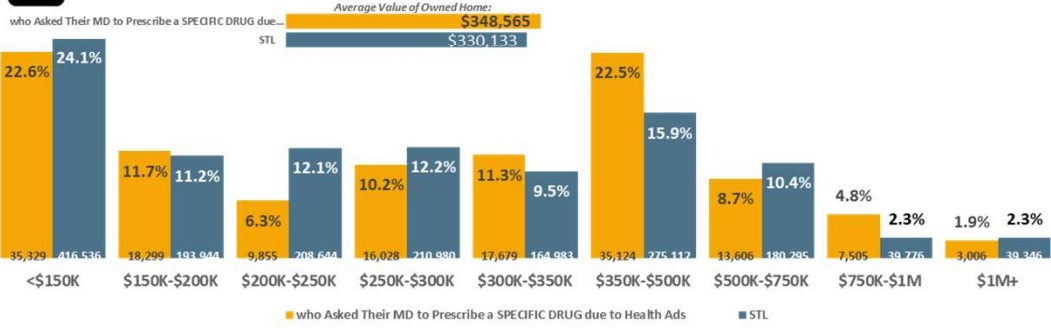
Type of Home: Adults 18 or older



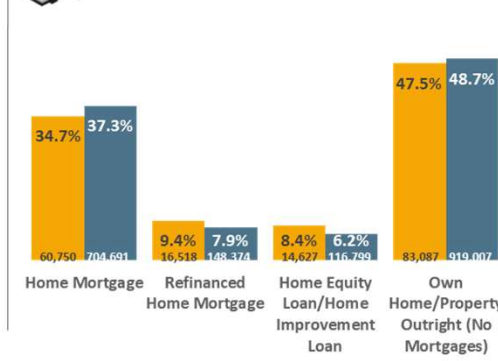
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



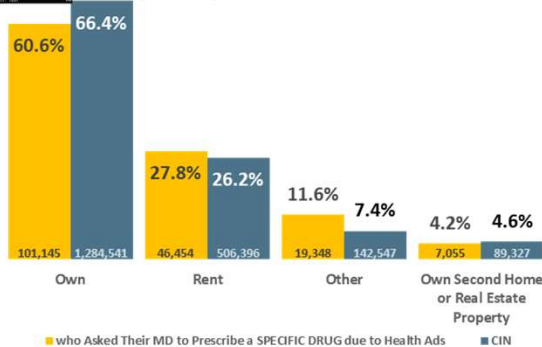
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 202
 All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

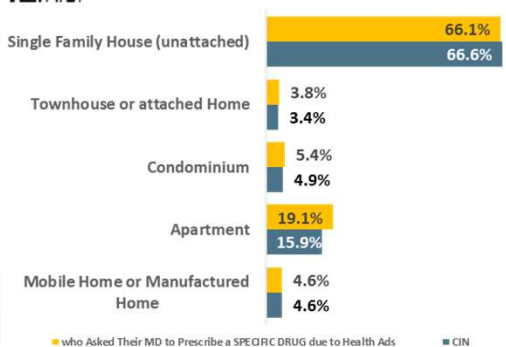


8.6% or 166,947 of CIN DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 8.8% less likely to own their home, 3.7% more likely to own a higher valued home, .7% less likely to have a single-family home, 37.1% more likely to have a dog.

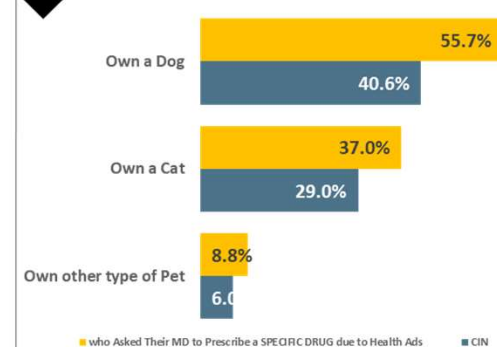
Own/Rent/Other: Adults 18 or older



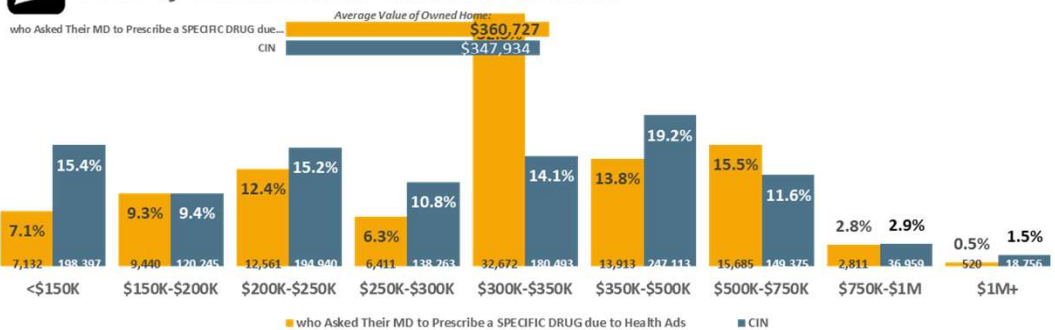
Type of Home: Adults 18 or older



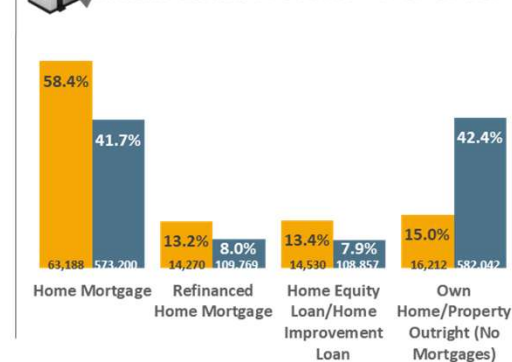
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



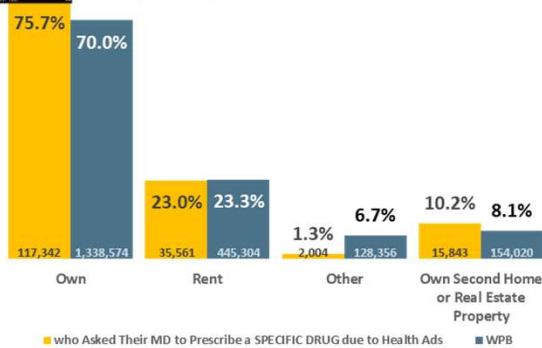
Home Loans: Adults 18 or older



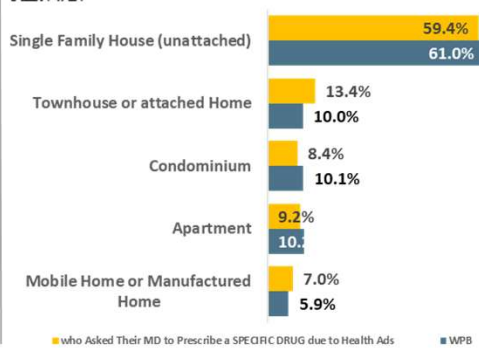


8.1% or 154,907 of WPB DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 8.2% more likely to own their home, .3% more likely to own a lower valued home, 2.7% less likely to have a single-family home, 57.2% more likely to have a dog.

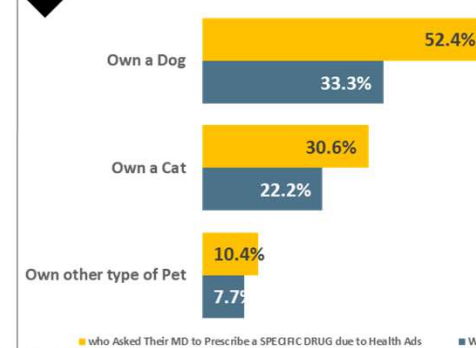
Own/Rent/Other: Adults 18 or older



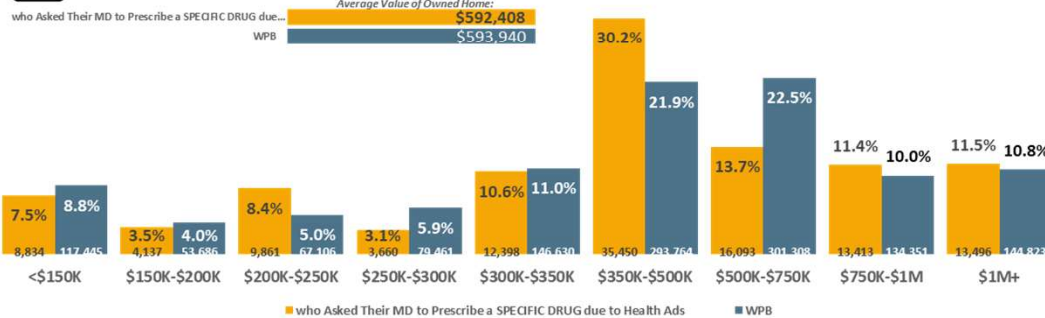
Type of Home: Adults 18 or older



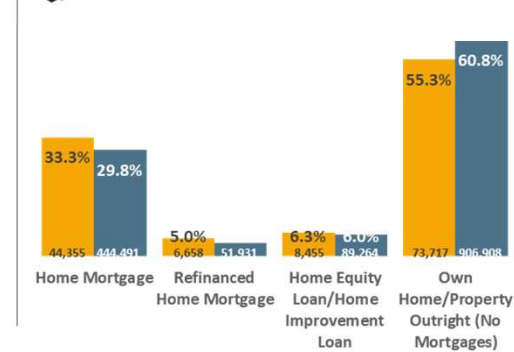
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

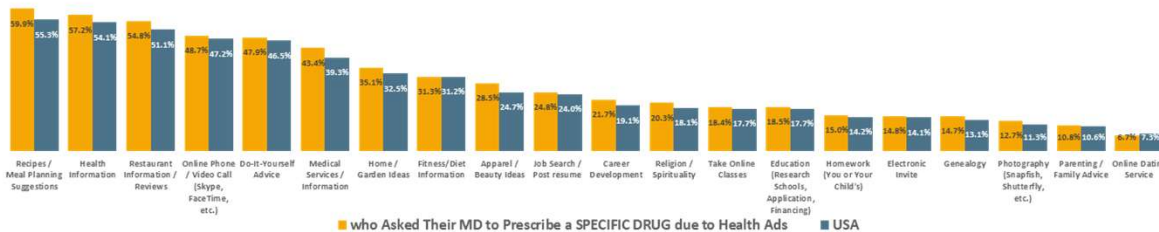




8.9% or 23,430,787 of USA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 3.1% more likely to look up D-I-Y advice online, 4.9% more likely to always vote in local elections, 28.7%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



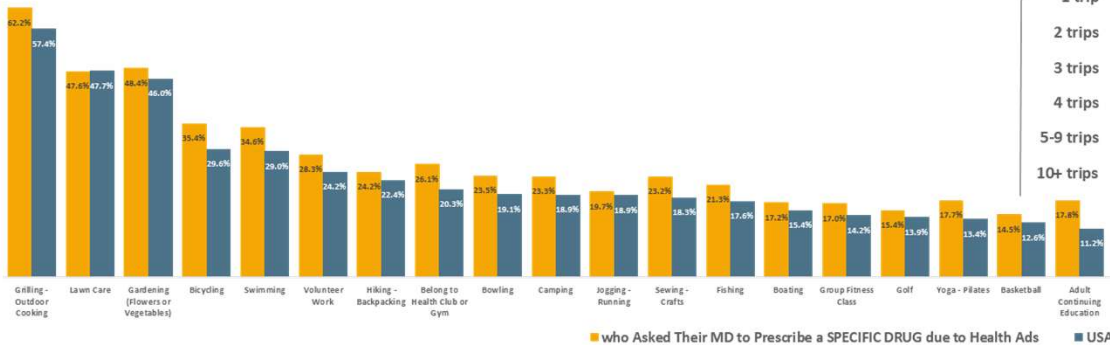
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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



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

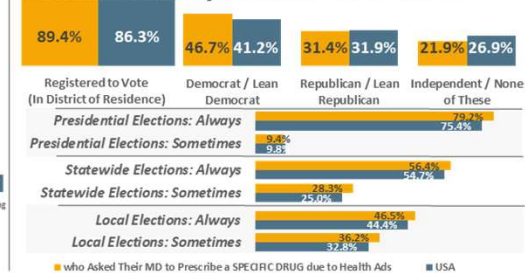


■ who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads ■ USA

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

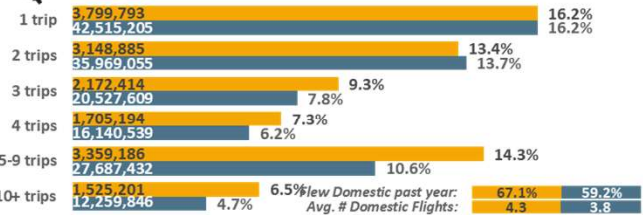
Political Activity: Adults 18 or older



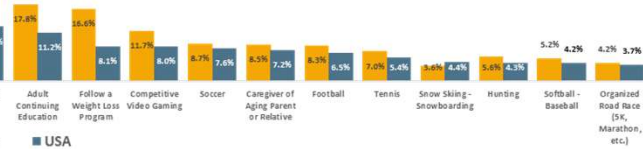
■ who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads ■ USA



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



6.5% fewer Domestic past year:
Avg. # Domestic Flights: 4.3



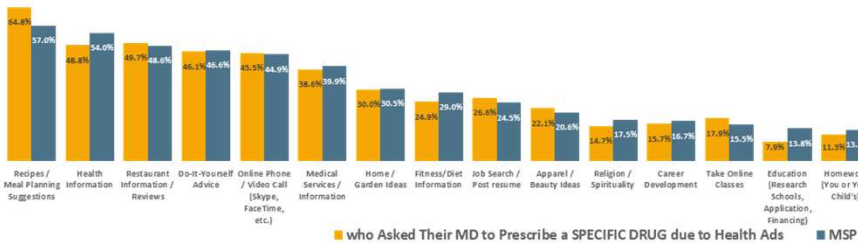
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



9.9% or 350,006 of MSP 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 .9% less likely to look up D-I-Y advice online, 6.1% more likely to always vote in local elections, 62.5% more likely to belong to a gym, 14.2% more likely to fly dom



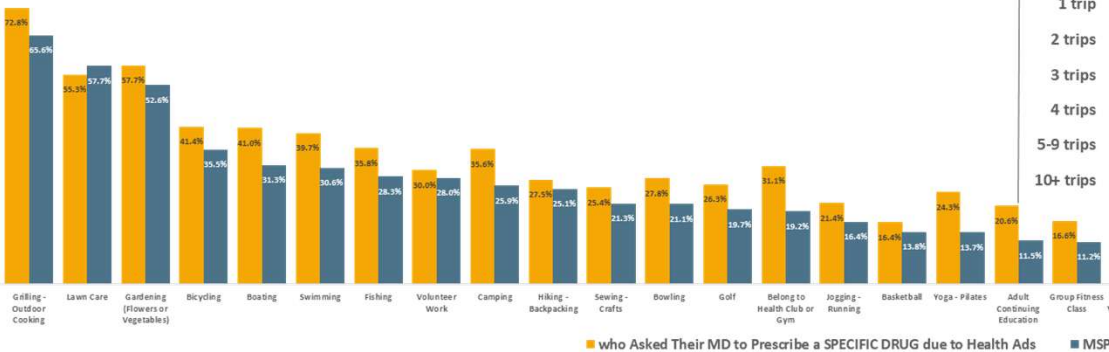
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



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



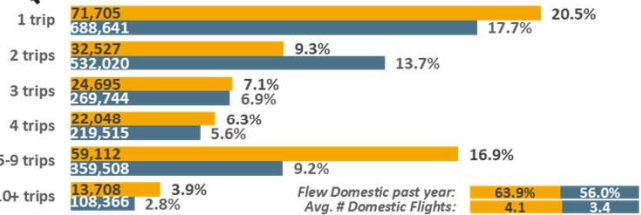
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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



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



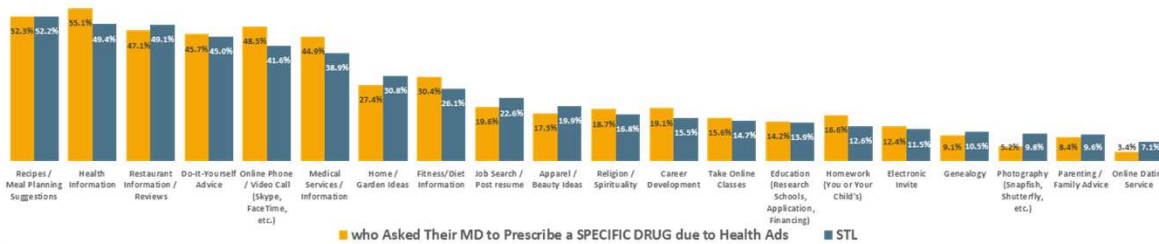
■ who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads ■ MSP



9.4% or 236,701 of STL 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 1.6% more likely to look up D-I-Y advice online, 3.4% more likely to always vote in local elections, 4.5% more likely to belong to a gym, 12.2% more likely to fly dom



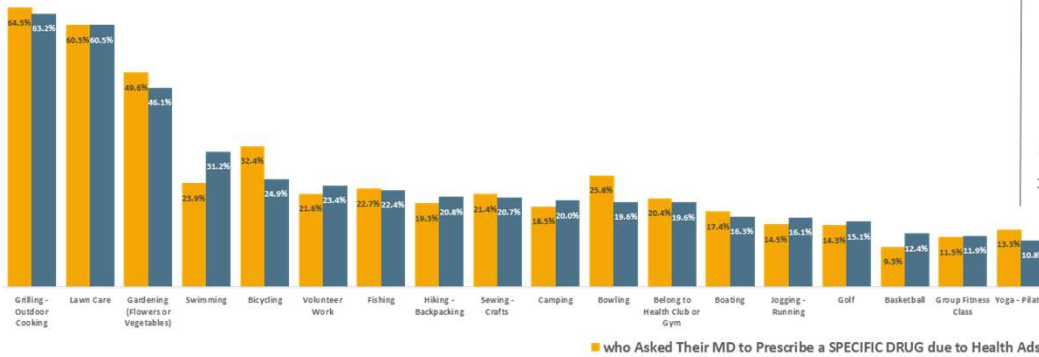
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

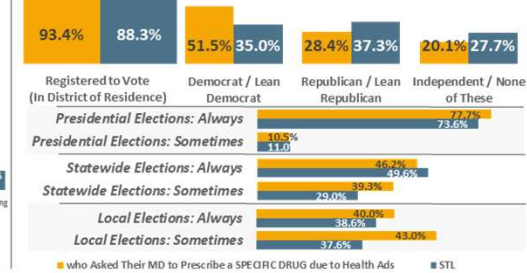


Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



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

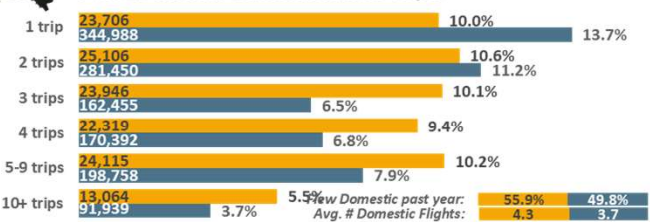
Political Activity: Adults 18 or older



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



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



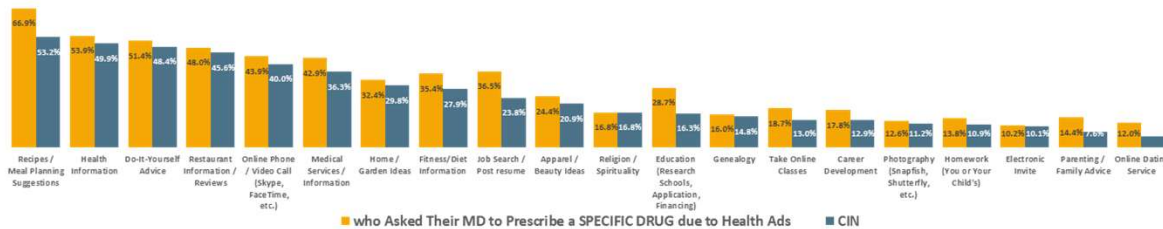
New Domestic past year: 5.5%
Avg. # Domestic Flights: 4.3



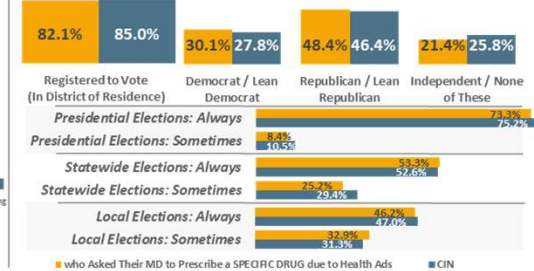
8.6% or 166,947 of CIN DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health...
 Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 6.1% more likely to look up D-I-Y advice online, 1.7% less likely to always vote in local elections, 85.7% more likely to belong to a gym, 34.7% more likely to fly do



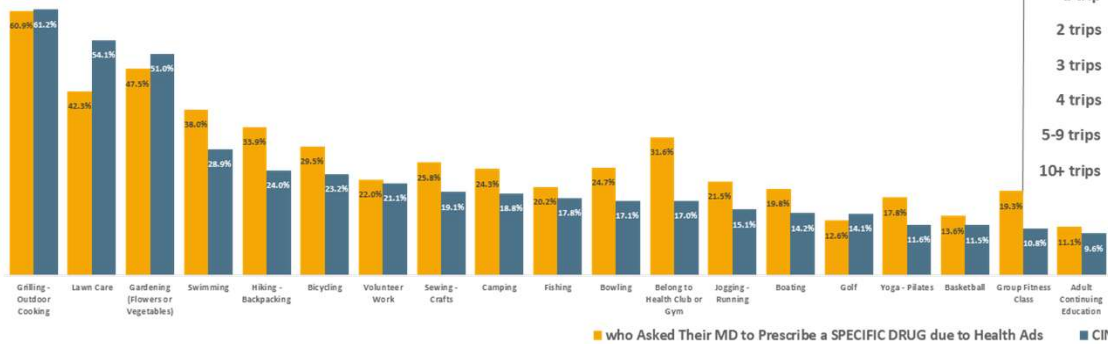
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



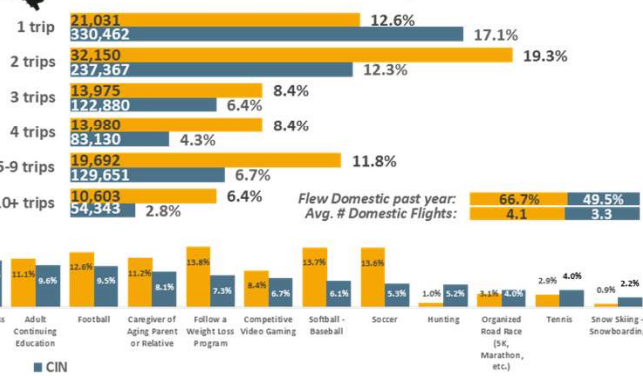
Political Activity: Adults 18 or older



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



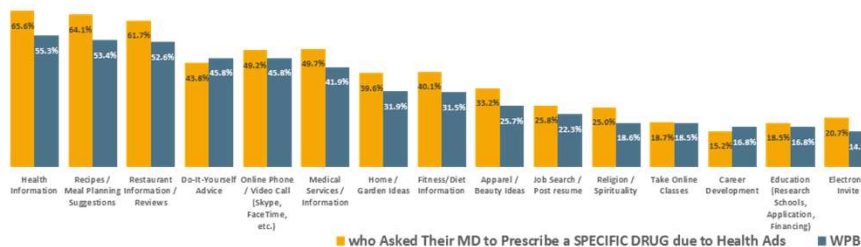
Past 12-months Domestic Airline Trips: Adults 18 or older



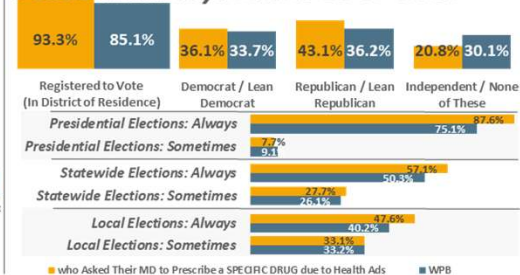


8.1% or 154,907 of WPB DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health...
 Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 4.4% less
 likely to look up D-I-Y advice online, 18.4% more likely to always vote in local elections, 3.4% less likely to
 belong to a gym, 11.6% more likely to fly do

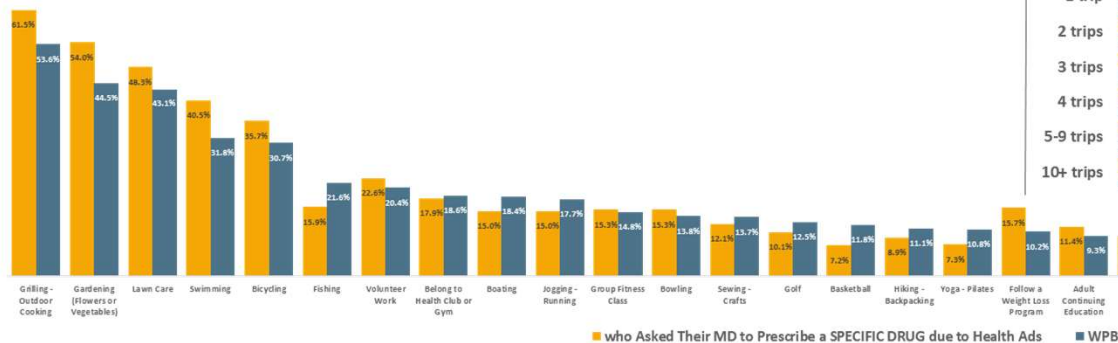
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



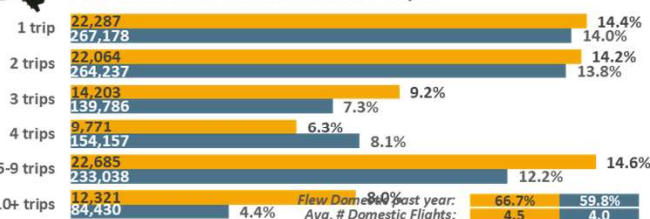
Political Activity: Adults 18 or older



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



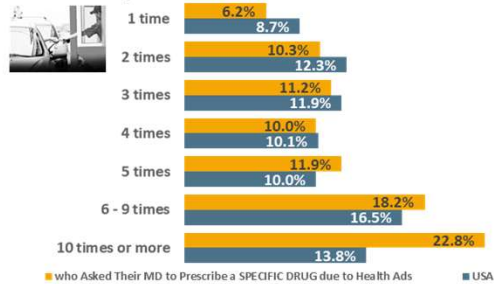
Past 12-months Domestic Airline Trips: Adults 18 or older





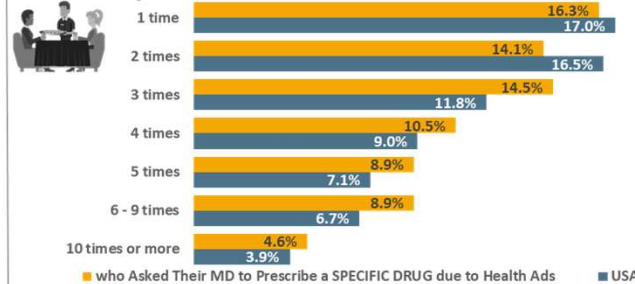
8.9% or 23,430,787 of USA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 8.5% more likely to use QSRs past mo., 8.1% more likely to use Sit-Down Restaurants past mo., 29.5% more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

Past 30-days QSR Users: Adults 18 or older



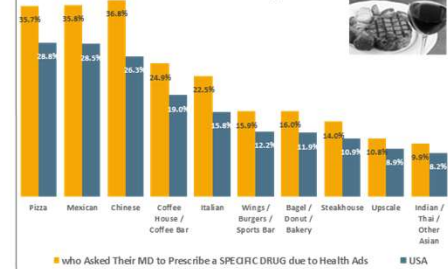
Total Monthly QSR Users:		Avg. Monthly QSR Meals:	
90.5%	83.4%		
21,215,079	218,723,595	7.1	5.9

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



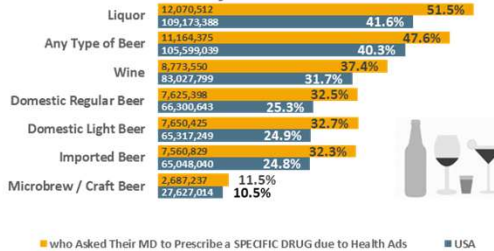
Total Monthly Sit-Down Restaurant Users:		Avg. Monthly Sit-Down Restaurant Meals	
77.8%	72.0%	4.0	3.7
18,221,734	188,675,723		

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

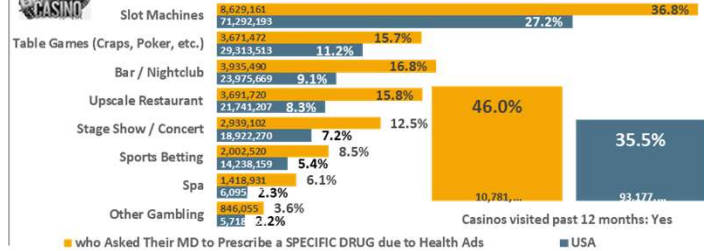


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	7,039,067	30.0%
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads	1,124,074	19.5%

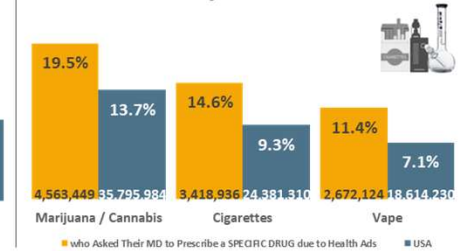
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



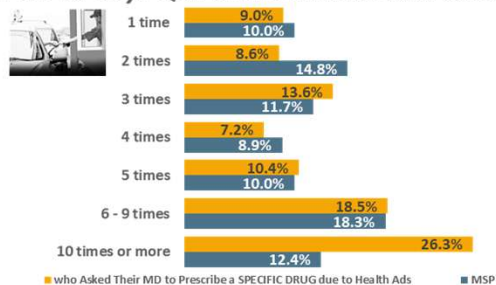
Used Past 30-days: Adults 18 or older



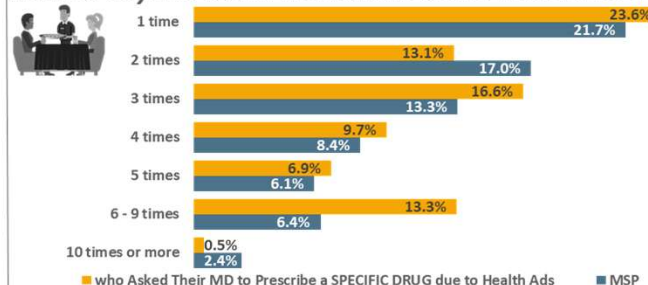


9.9% or 350,006 of MSP DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 8.6% more likely to use QSRs past mo., 11.1% more likely to use Sit-Down Restaurants past mo., 28.3% more likely to use Casinos past yr., 118.5% more likely to smoke

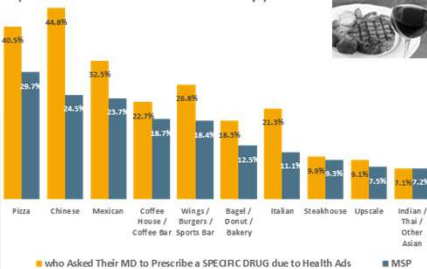
Past 30-days QSR Users: Adults 18 or older



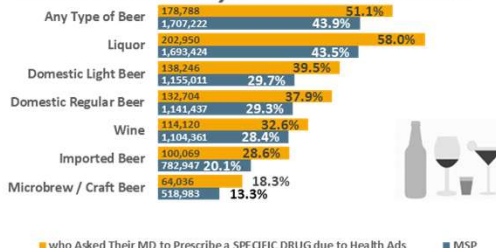
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



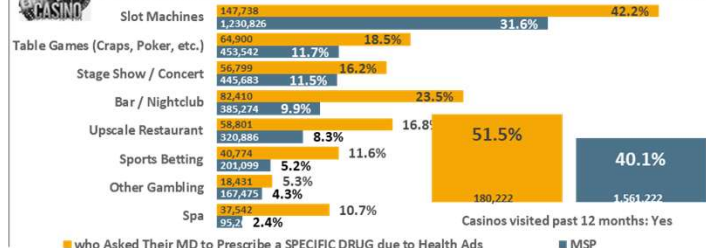
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



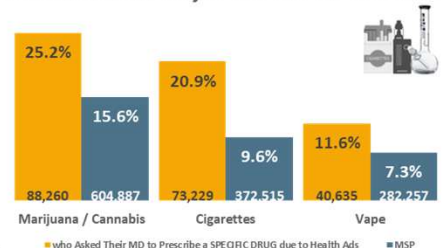
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



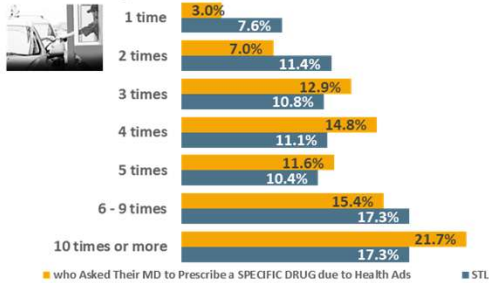
Used Past 30-days: Adults 18 or older





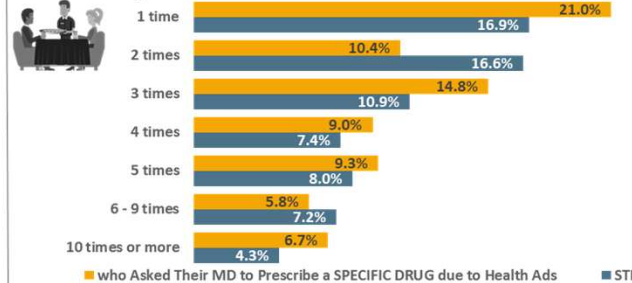
9.4% or 236,701 of STL DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are .6% more likely to use QSRs past mo., 8.2% more likely to use Sit-Down Restaurants past mo., 28.3% more likely to use Casinos past yr., 31.3% more likely to smoke cig

Past 30-days QSR Users: Adults 18 or older



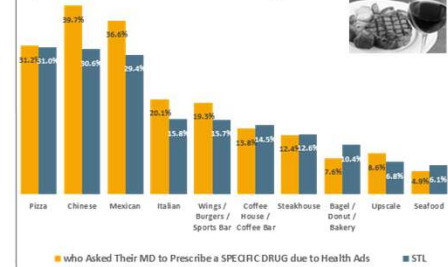
Total Monthly QSR Users: 86.4%
Avg. Monthly QSR Meals: 7.1

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



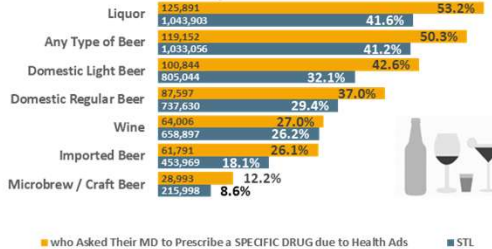
Total Monthly Sit-Down Restaurant Users: 77.1%
Avg. Monthly Sit-Down Restaurant Meals: 4.1

Top-10 Cuisines: Adults 18 or older

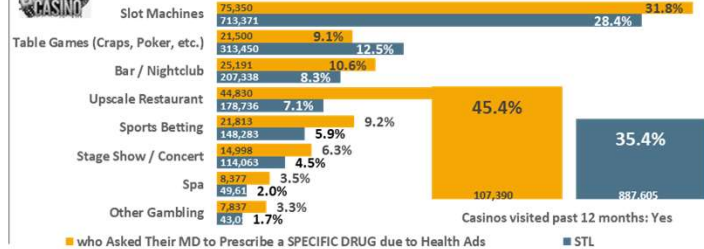


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads: 56,785 (24.0%)
STL: 451,148 (18.0%)

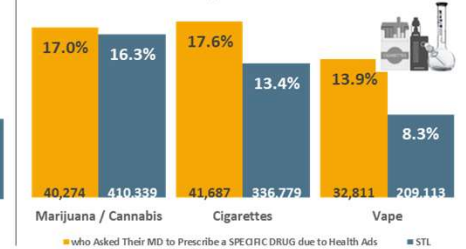
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



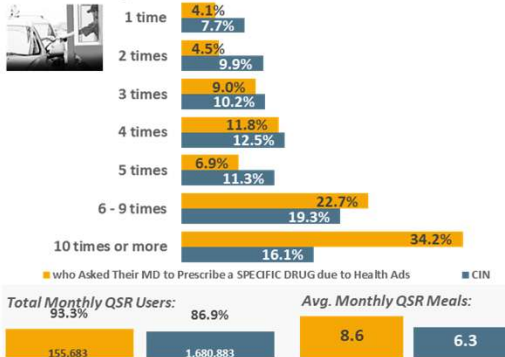
Used Past 30-days: Adults 18 or older



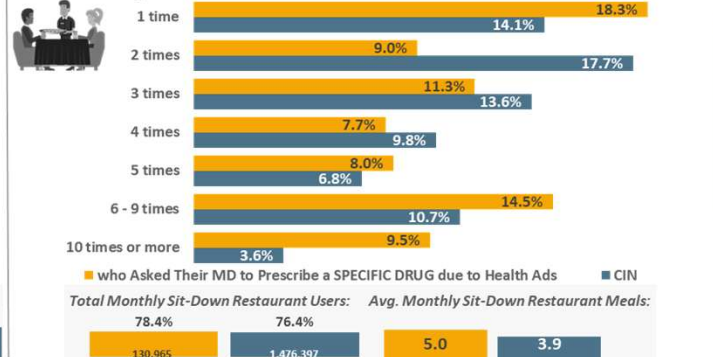


8.6% or 166,947 of CIN DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 7.3% more likely to use QSRs past mo., 2.7% more likely to use Sit-Down Restaurants past mo., 26.4% more likely to use Casinos past yr., 62.1% more likely to smoke ci

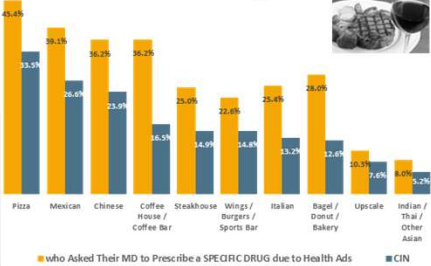
Past 30-days QSR Users: Adults 18 or older



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

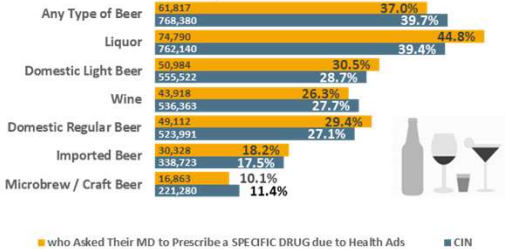


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

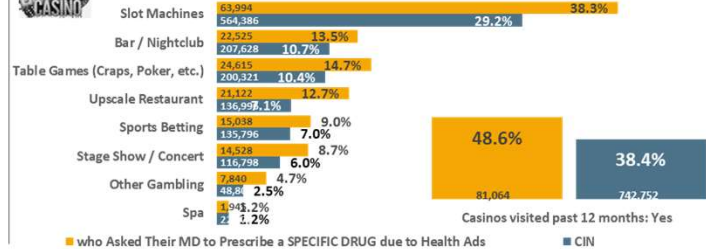


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads: 34.2% (57,094)
CIN: 18.9% (366,382)

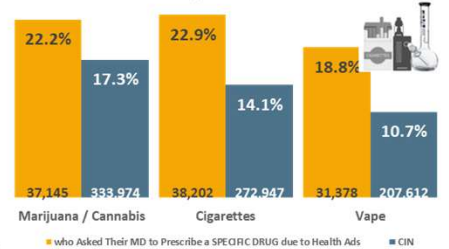
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



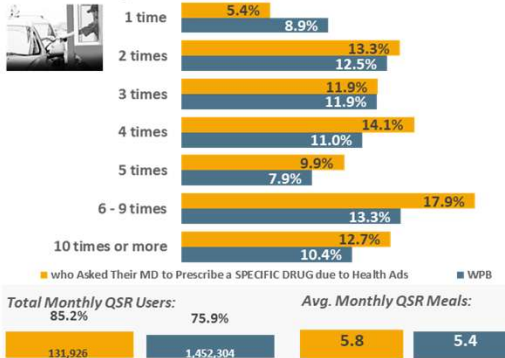
Used Past 30-days: Adults 18 or older



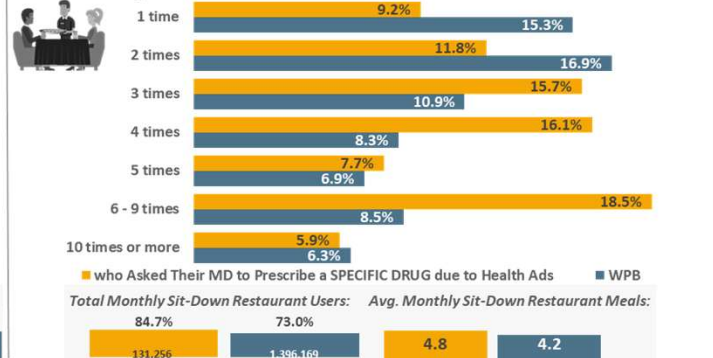


8.1% or 154,907 of WPB DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 12.1% more likely to use QSRs past mo., 16.1% more likely to use Sit-Down Restaurants past mo., 20.2% more likely to use Casinos past yr., 26.2% more likely to smoke

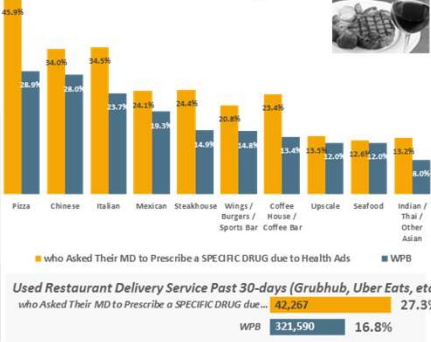
Past 30-days QSR Users: Adults 18 or older



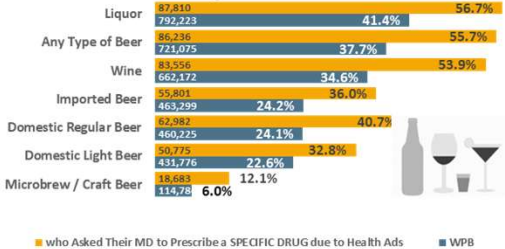
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



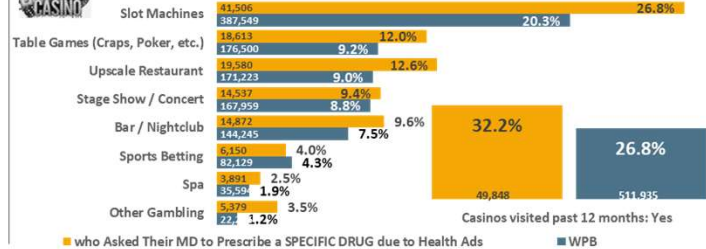
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



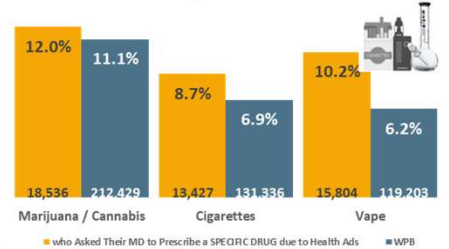
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





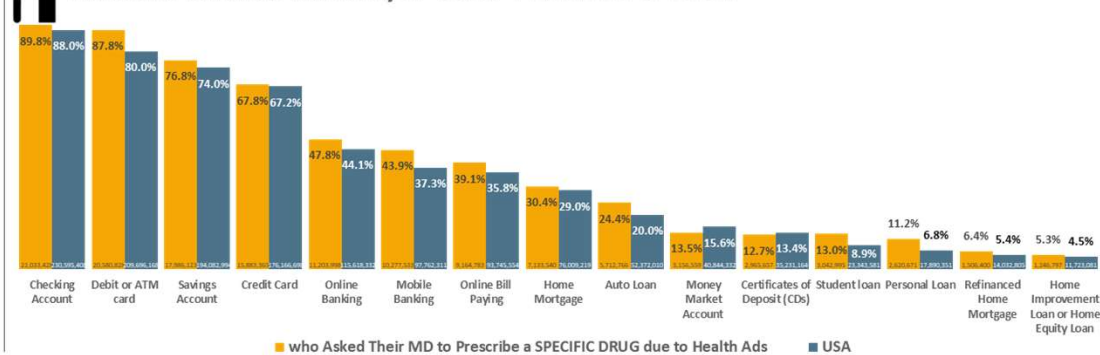
8.9% or 23,430,787 of USA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads. Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 11.2% more likely to have a 401K, 22.1% more likely to have an Auto Loan, 19.2% more likely to Invest/Trade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



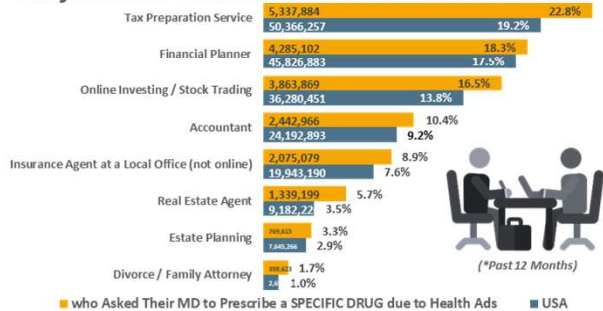
Investments Owned: Adults 18 or older



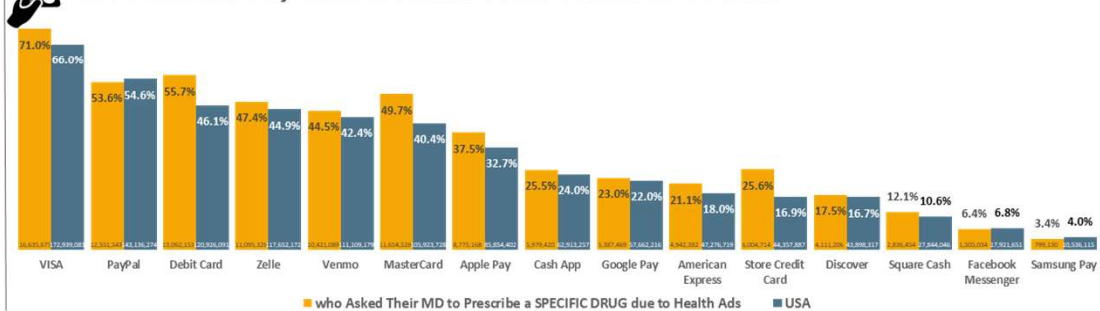
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



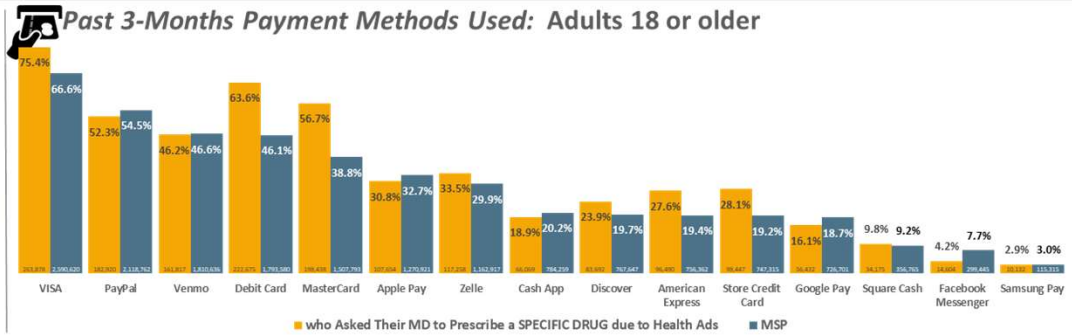
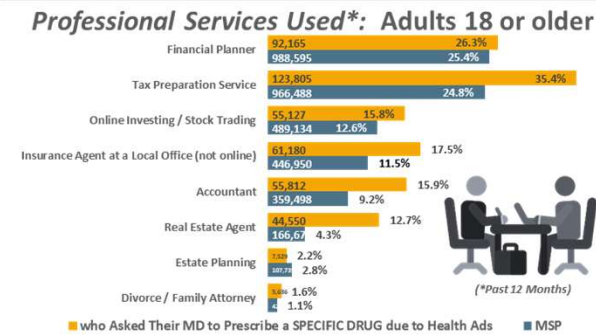
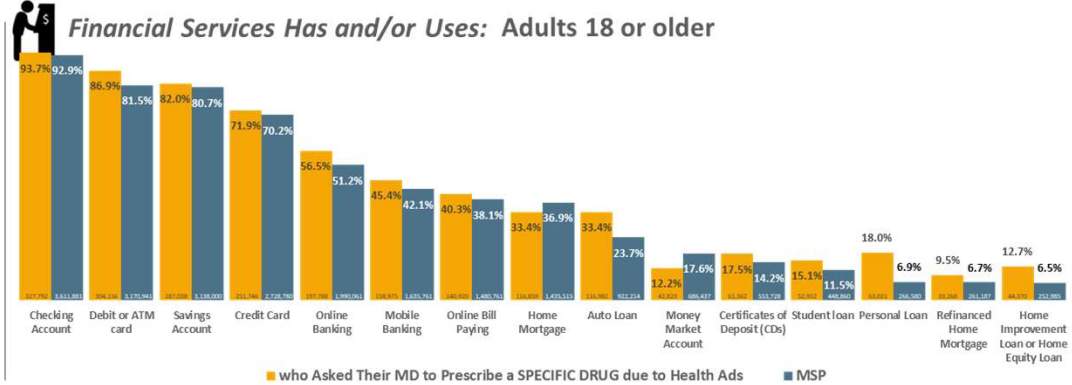
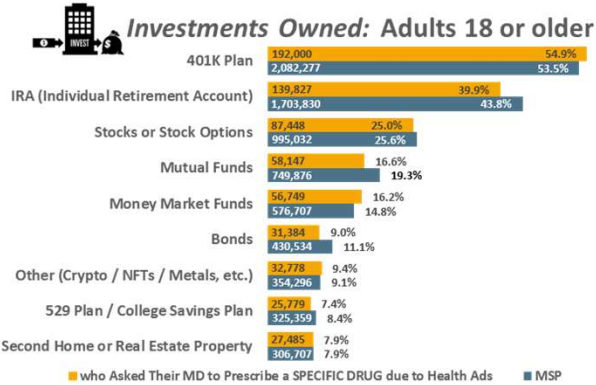
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,510
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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



9.9% or 350,006 of MSP 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 2.5% more likely to have a 401K, 41.1% more likely to have an Auto Loan, 25.2% more likely to Invest/Trade Stocks Online, 38.8% more likely to pay with their Debit Card

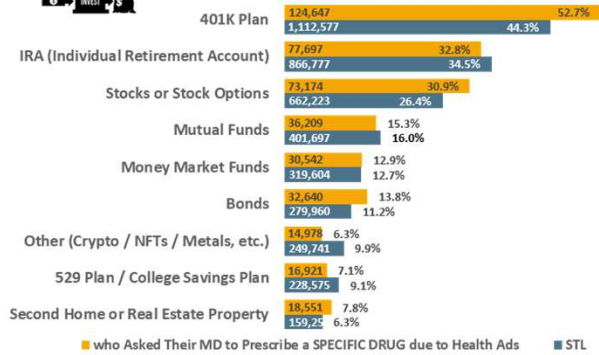




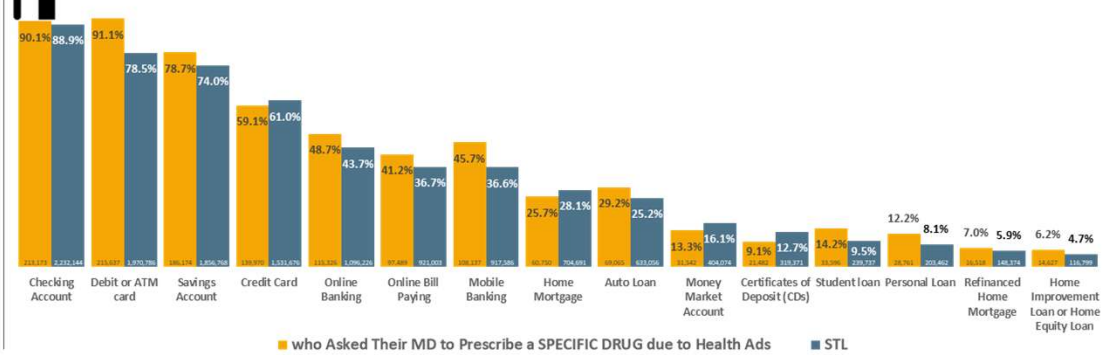
9.4% or 236,701 of STL DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health...
 Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 18.8% more likely to have a 401K, 15.7% more likely to have an Auto Loan, 5.6% more likely to Invest/Trade Stocks Online, 30.2% more likely to pay with their Debit Ca



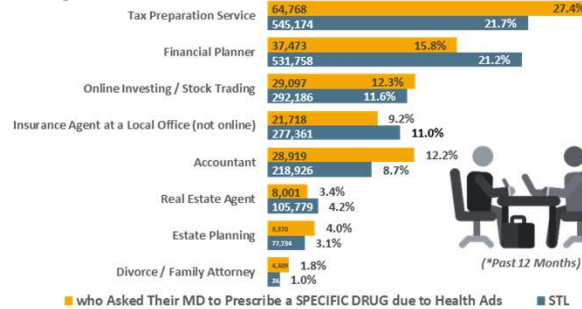
Investments Owned: Adults 18 or older



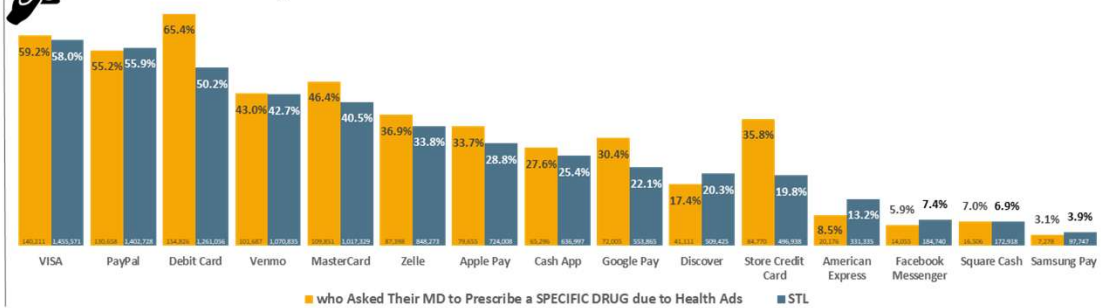
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 202
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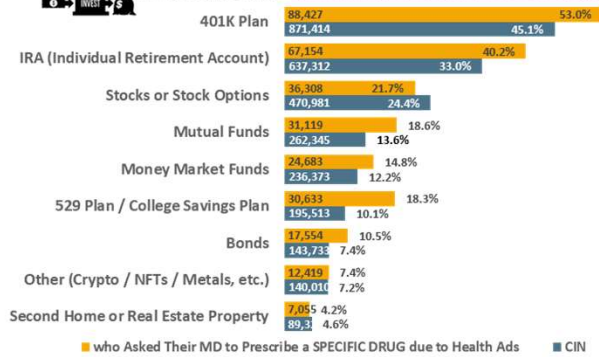
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



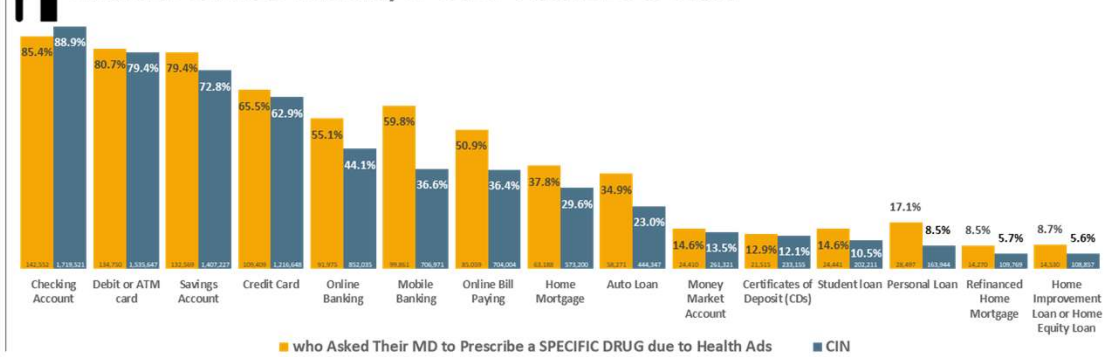
8.6% or 166,947 of CIN DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health...
 Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 17.5% more likely to have a 401K, 51.9% more likely to have an Auto Loan, 30.2% more likely to Invest/Trade Stocks Online, 7.8% more likely to pay with their Debit Ca



Investments Owned: Adults 18 or older



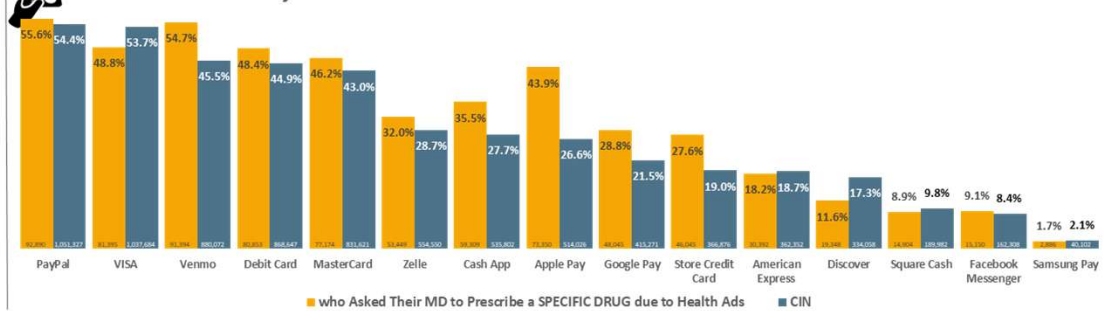
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

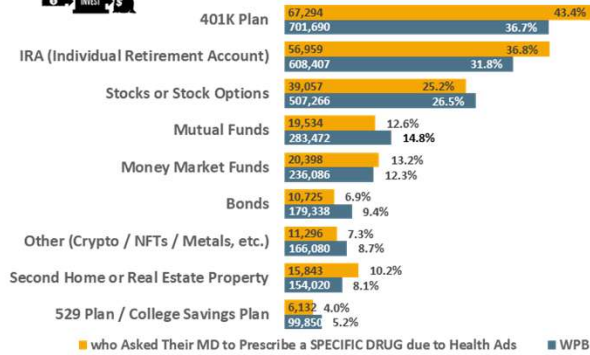




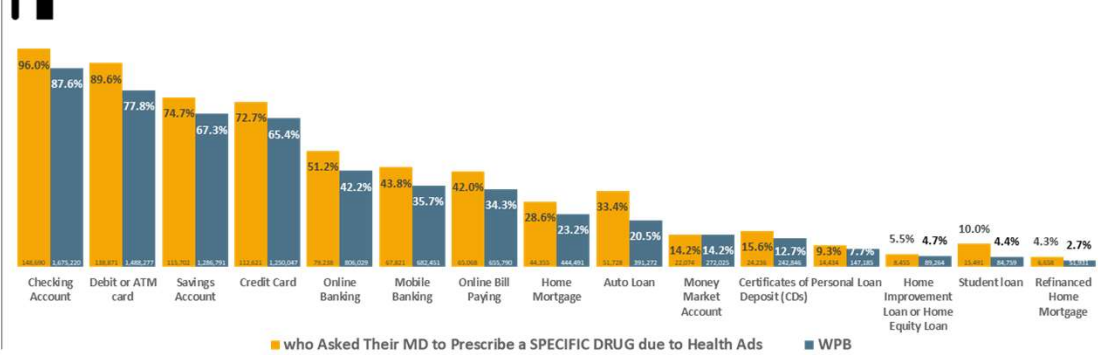
8.1% or 154,907 of WPB DMA Adults 18 or older Asked Their MD to Prescribe a SPECIFIC DRUG due to Health...
Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads are 18.4% more likely to have a 401K, 63.2% more likely to have an Auto Loan, 57.8% more likely to Invest/Trade Stocks Online, 18.8% more likely to pay with their Debit C



Investments Owned: Adults 18 or older



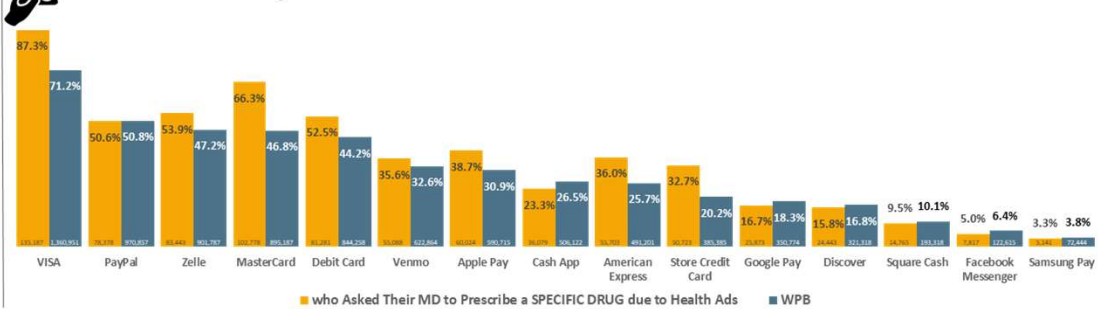
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

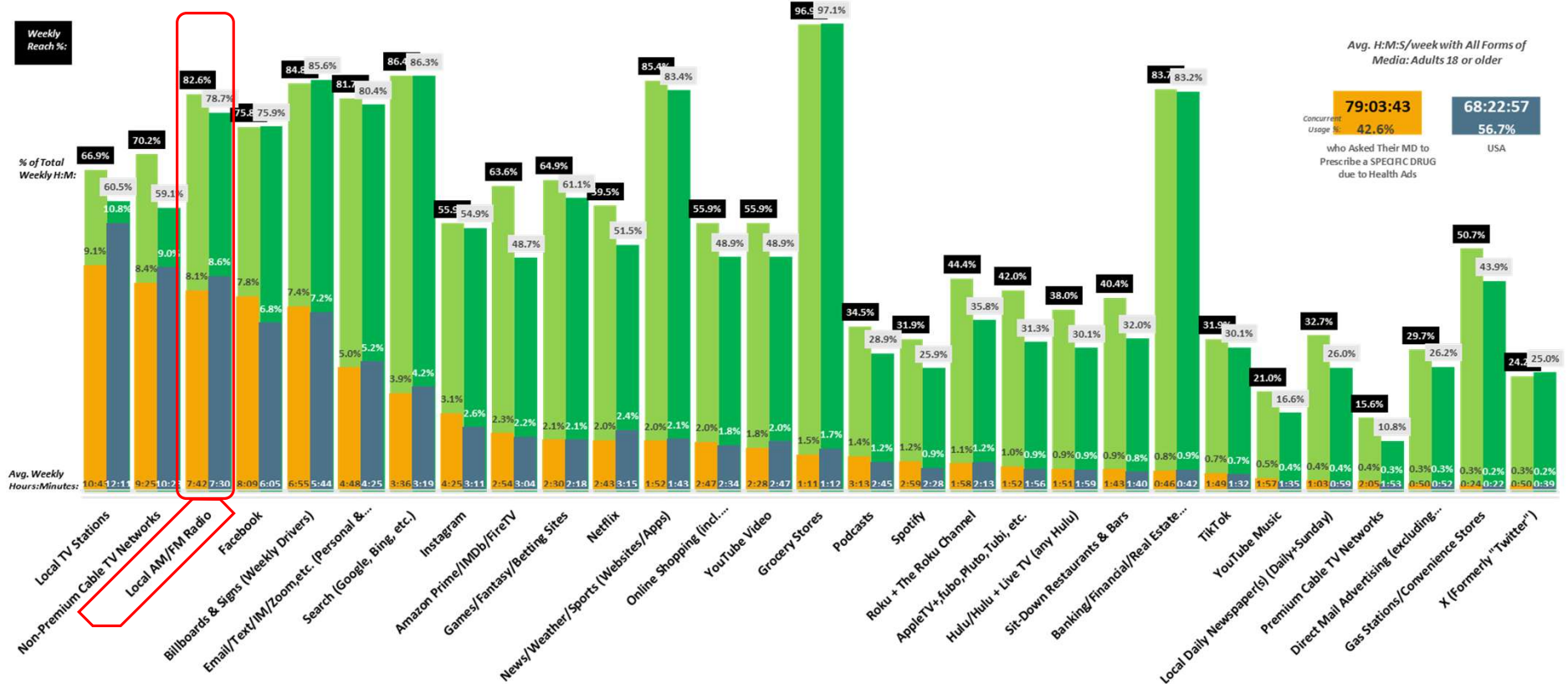


Past 3-Months Payment Methods Used: Adults 18 or older





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.



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

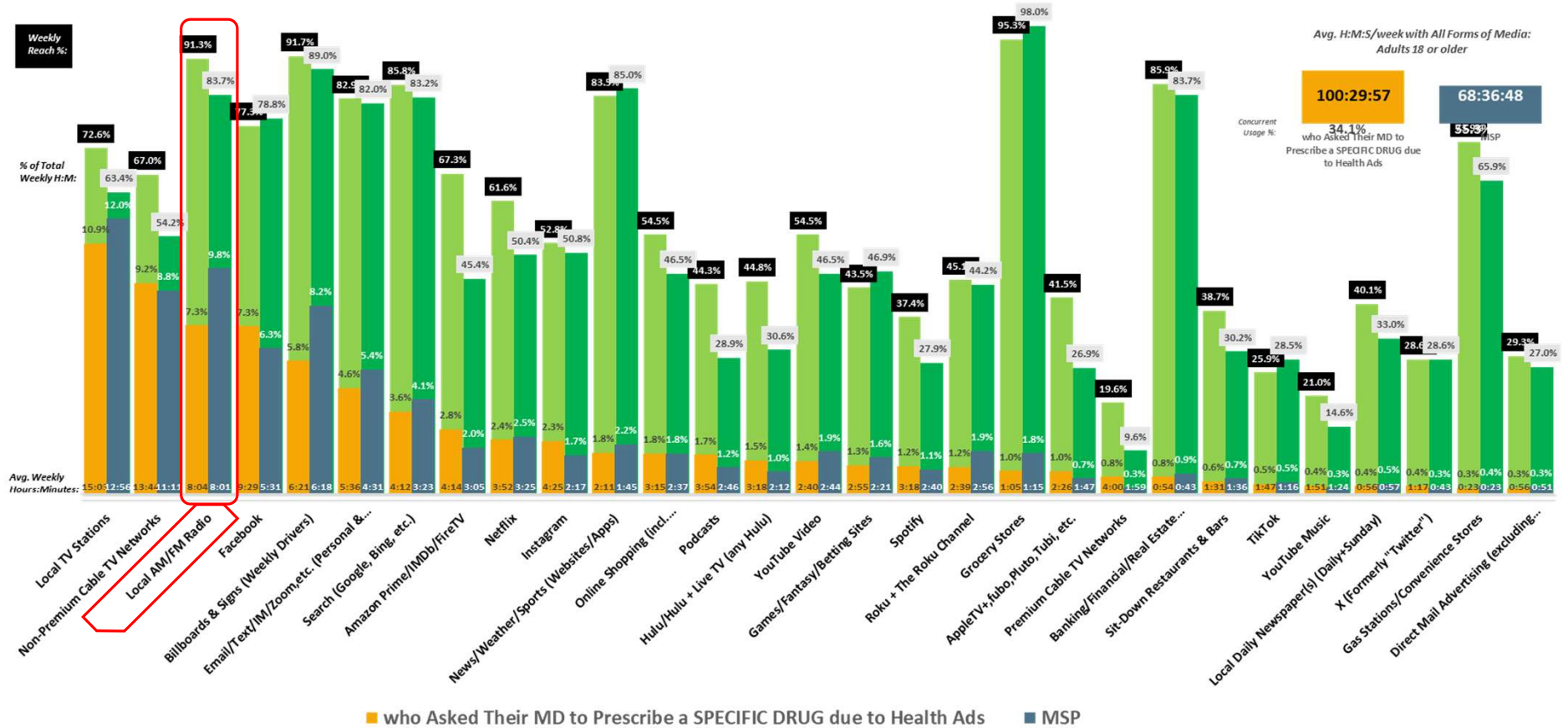
79:03:43
 Concurrent Usage %: 42.6%
 who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

68:22:57
 56.7%
 USA





Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 4 days, 4 hours, 29 minutes and 57 seconds each week with All Forms of Media.
91.3% 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 4 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.



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

100:29:57

Concurrent
Usage %:
34.1%
who Asked Their MD to
Prescribe a SPECIFIC DRUG due
to Health Ads

68:36:48

35.9%
MSP

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

MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 183 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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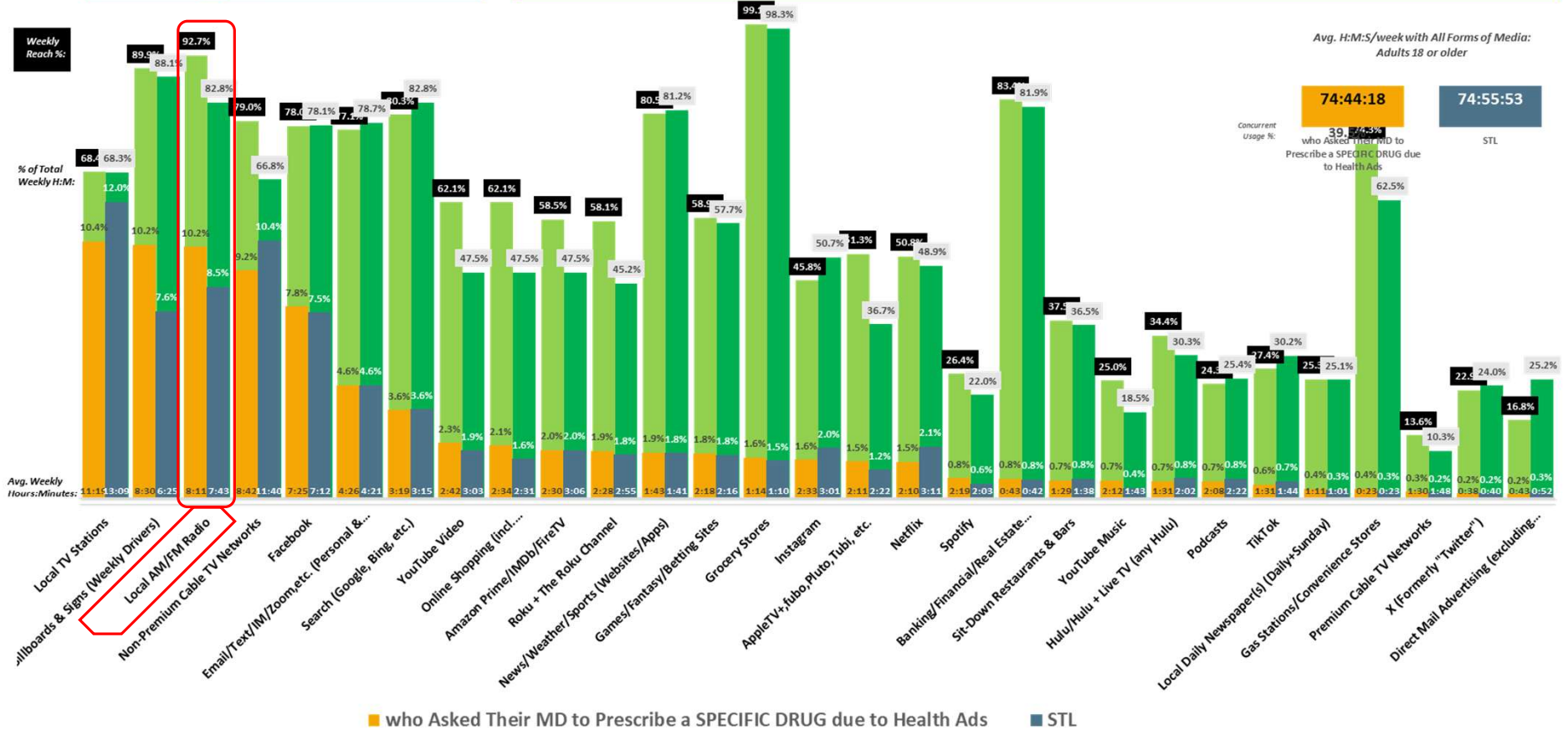


Share of Everything
for Anything

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

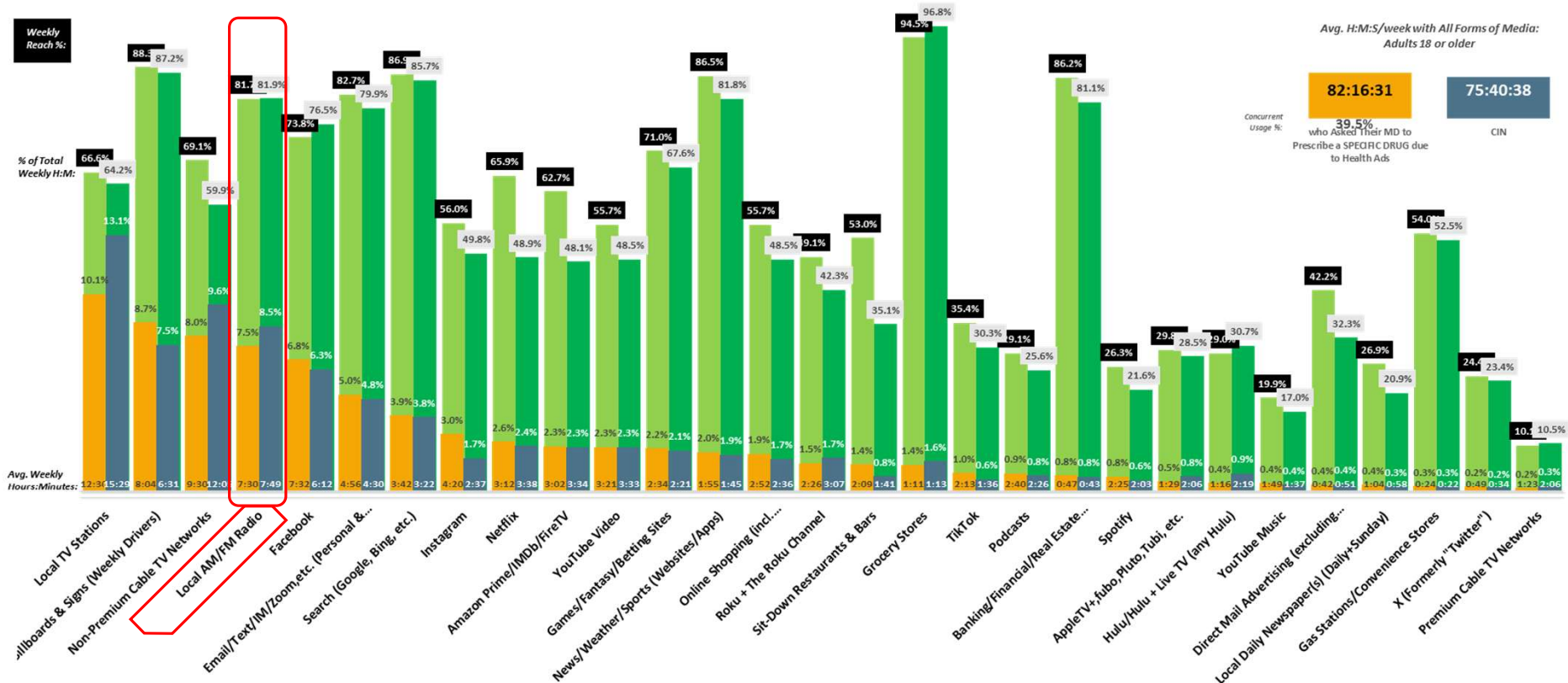


Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 3 days, 2 hours, 44 minutes and 18 seconds each week with All Forms of Media.
 92.7% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an avg. of 8 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 10.2% 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 3 days, 10 hours, 16 minutes and 31 seconds each week with All Forms of Media.
 81.7% 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 30 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
82:16:31
 Concurrent Usage %:
 39.5% who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads
 CIN

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

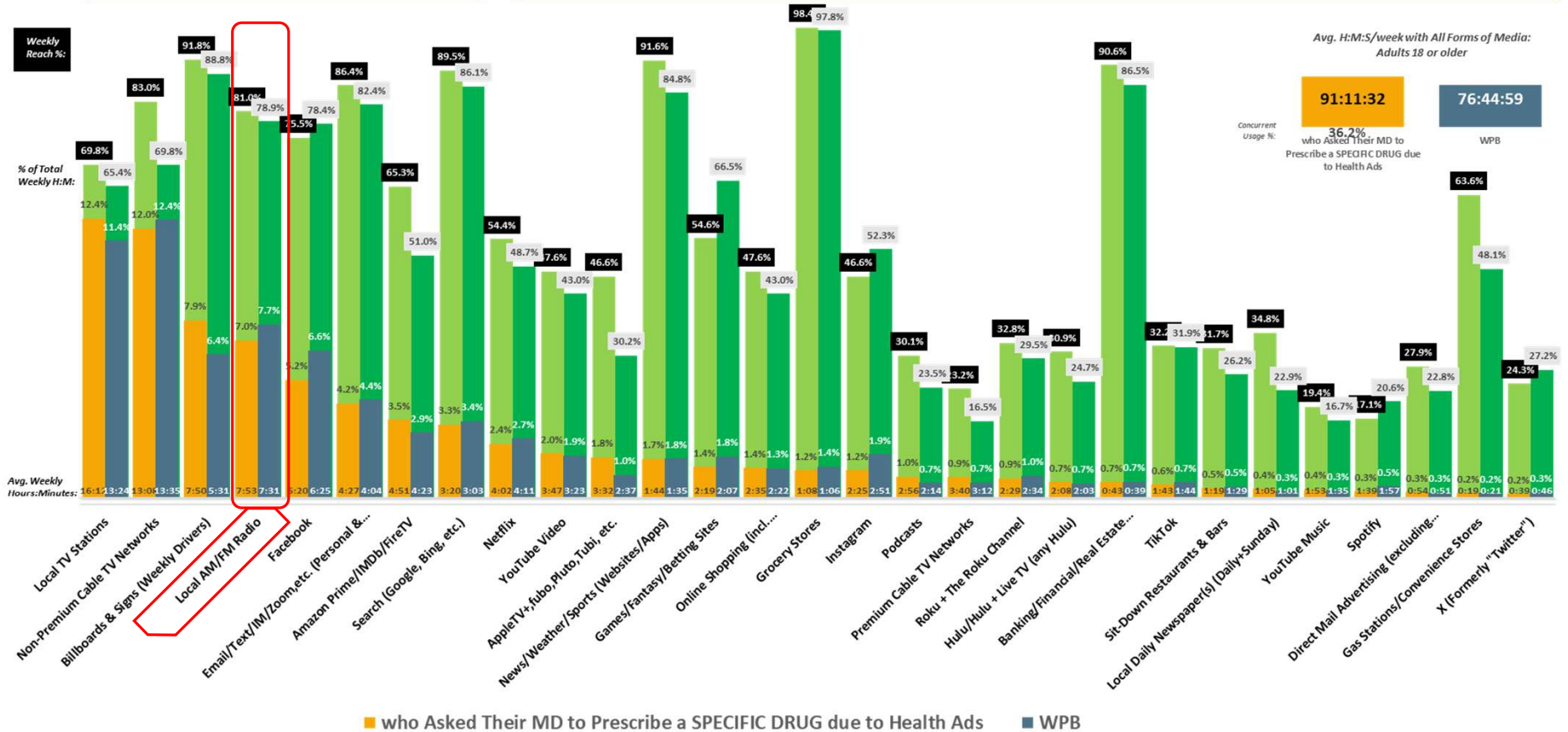
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 205 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 3 days, 19 hours, 11 minutes and 32 seconds each week with All Forms of Media.
81.% 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 53 minutes each week listening to All Local AM/FM Radio, representing 7.% of total time spent with all forms of Media.



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

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 274 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687
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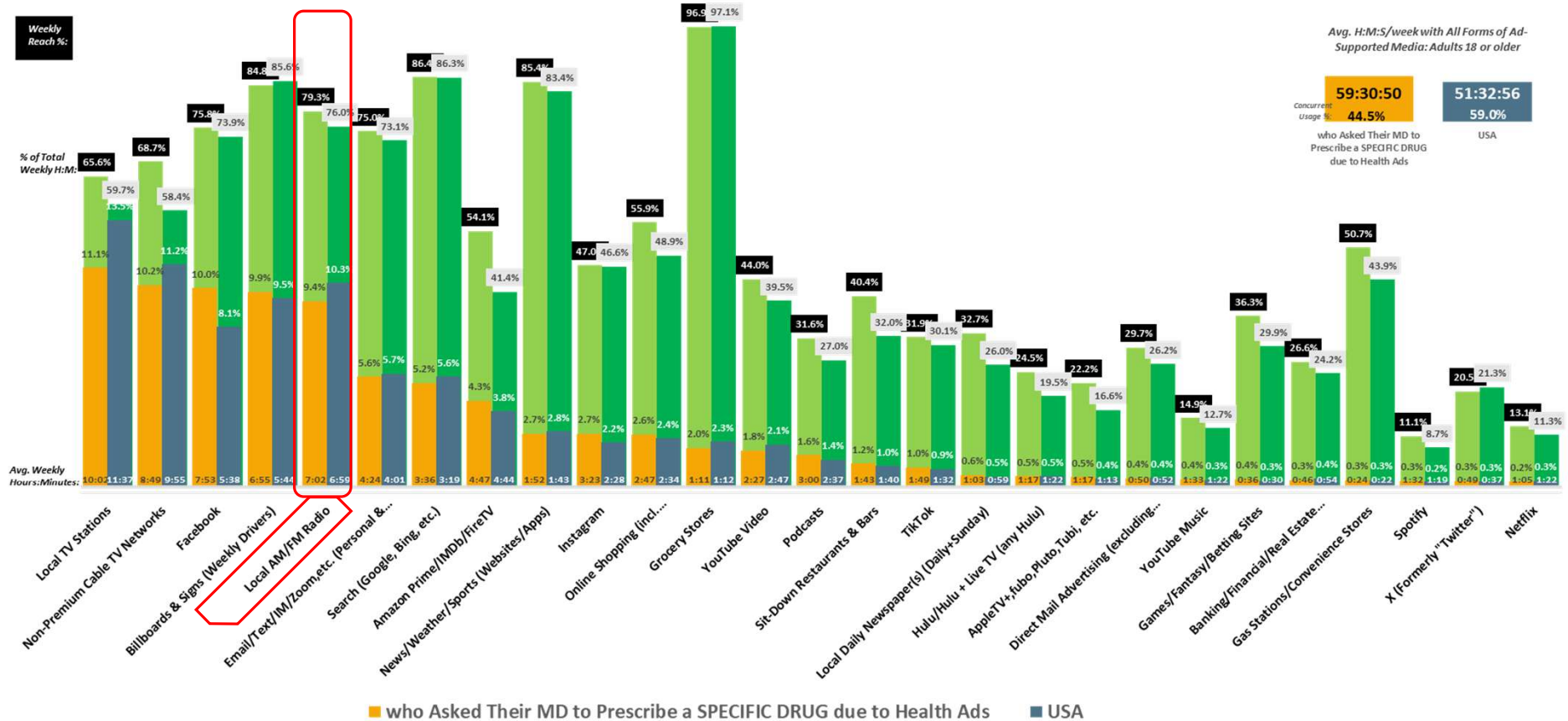


Share of Everything for Anything.

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, 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



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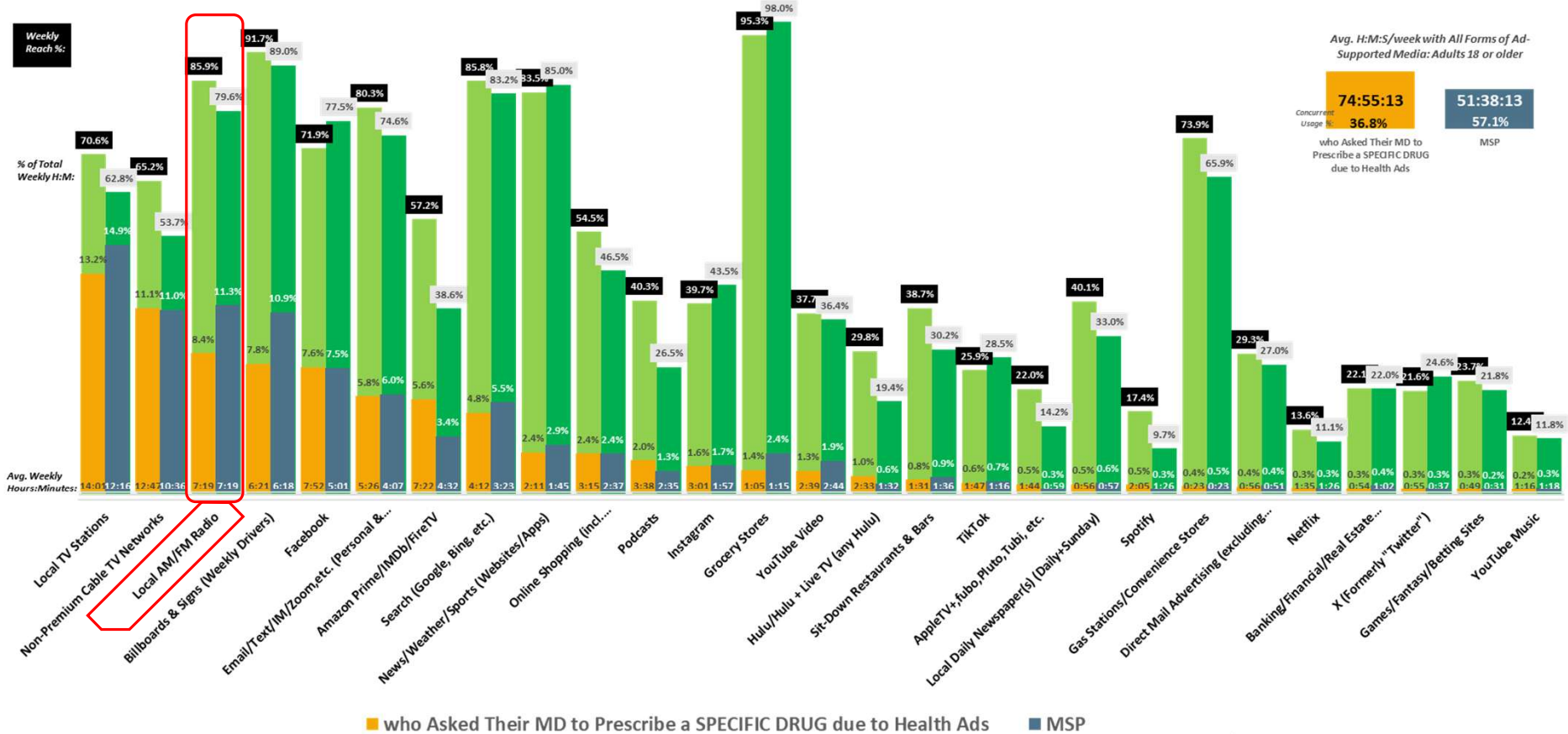


Share of Everything for Anything

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

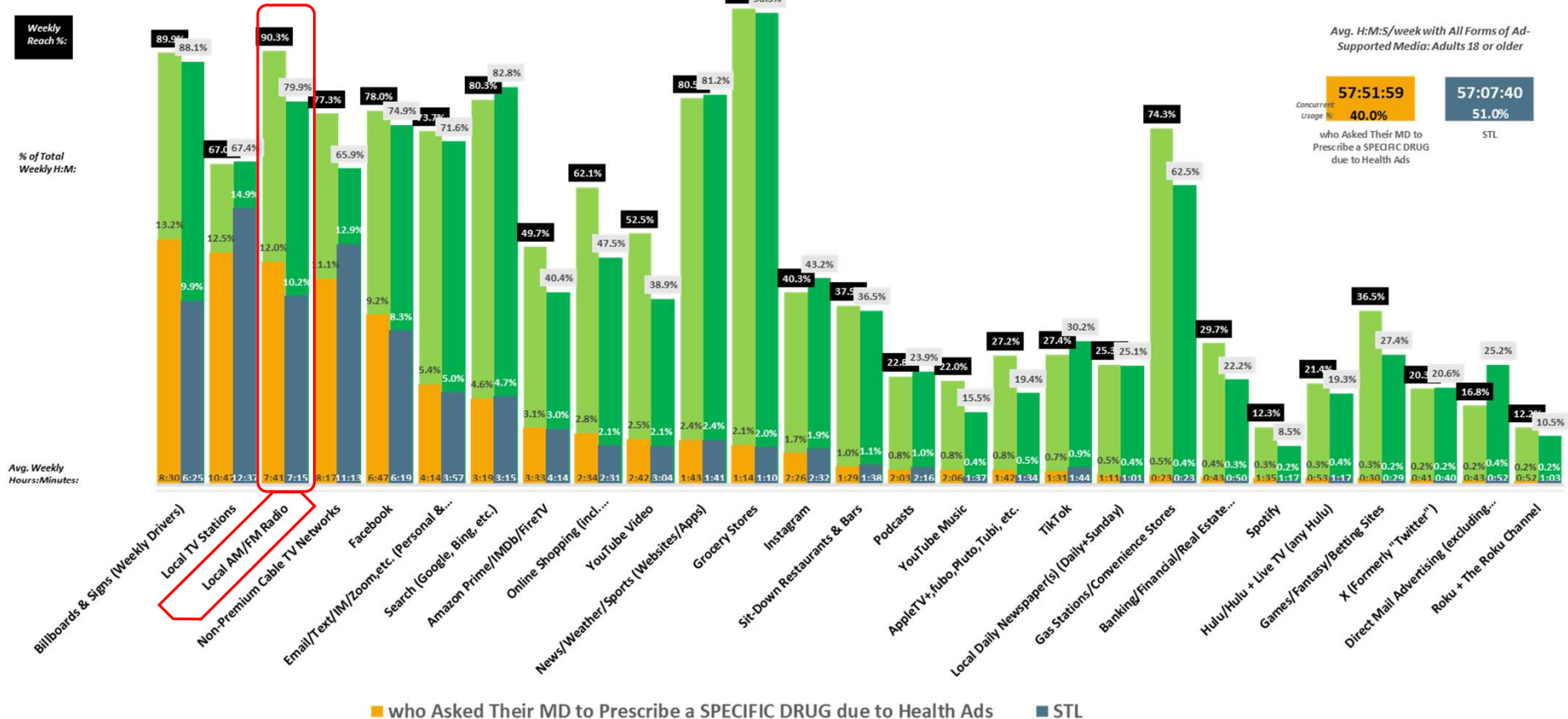


Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 3 days, 2 hours, 55 minutes and 13 seconds each week with All Forms of Ad-Supported Media.
 85.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an avg. of 7 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.4% of total time spent with all forms of Ad-Support





Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 2 days, 9 hours, 51 minutes and 59 seconds each week with All Forms of Ad-Supported Media.
 90.3% 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 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.% 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

57:51:59
40.0%

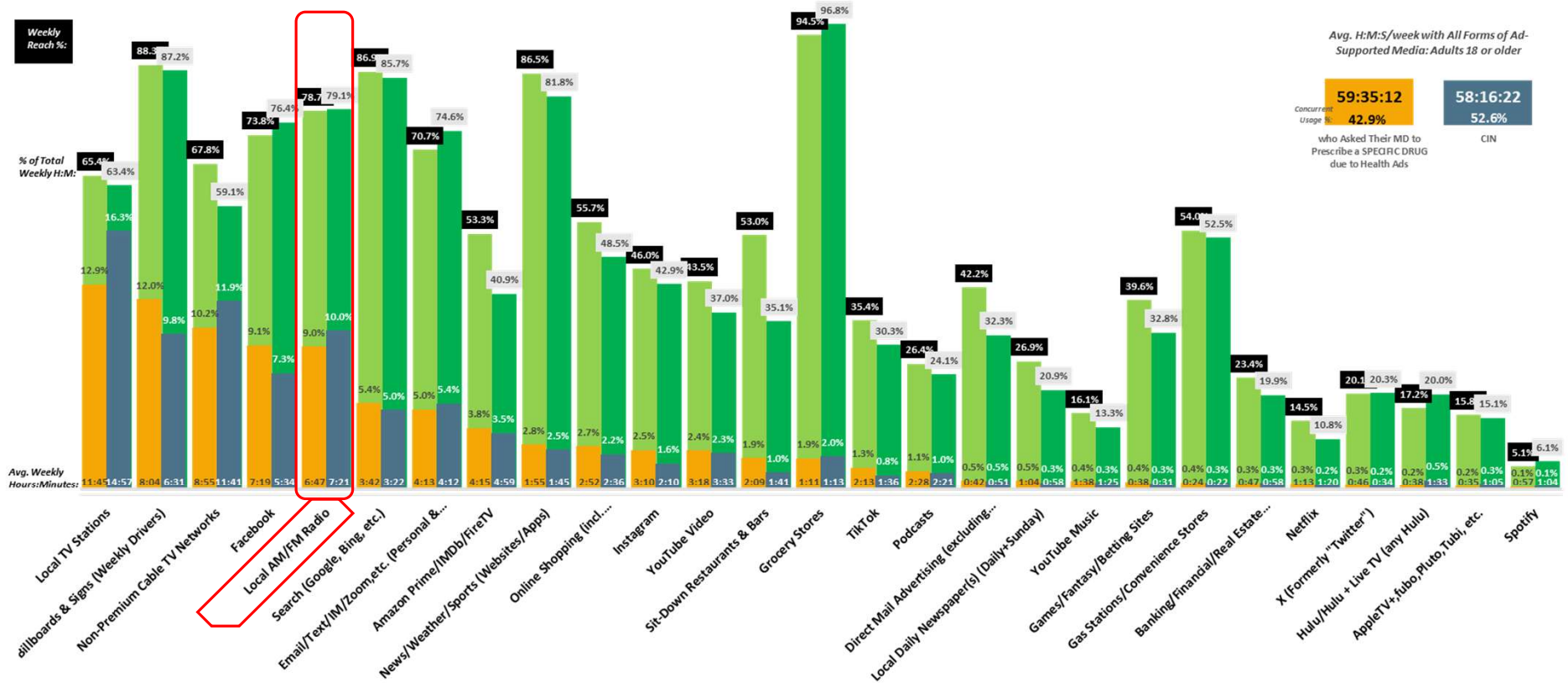
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

57:07:40
51.0%

STL



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, 35 minutes and 12 seconds each week with All Forms of Ad-Supported Media.
 78.7% 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 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.% of total time spent with all forms of Ad-Supporte

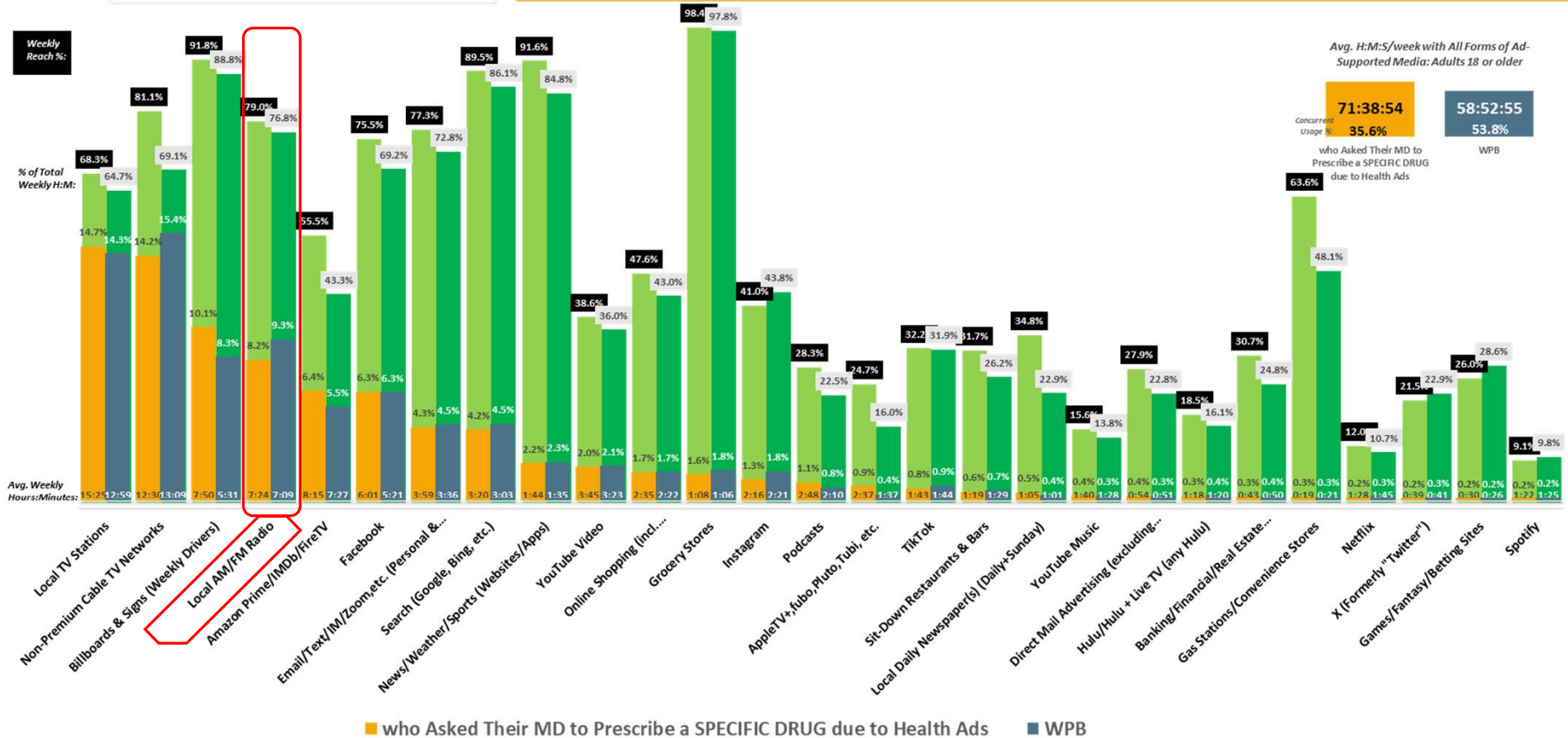


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

59:35:12	58:16:22
42.9%	52.6%
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads	CIN



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, 38 minutes and 54 seconds each week with All Forms of Ad-Supported Media.
 79.% 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 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.2% of total time spent with all forms of Ad-Supporte



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

Concurrent Usage %
 71:38:54
 35.6%
 58:52:55
 53.8%

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

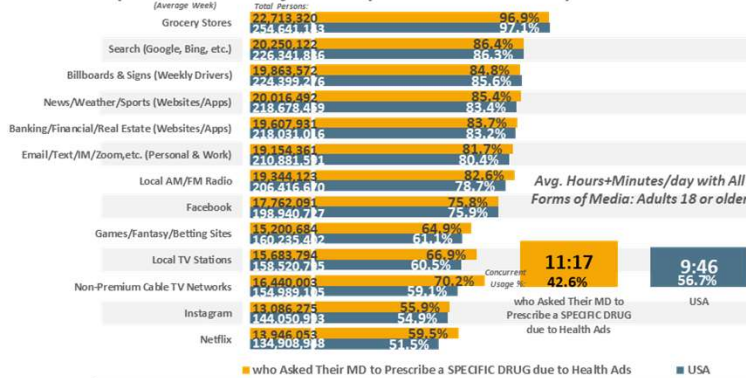
WPB

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

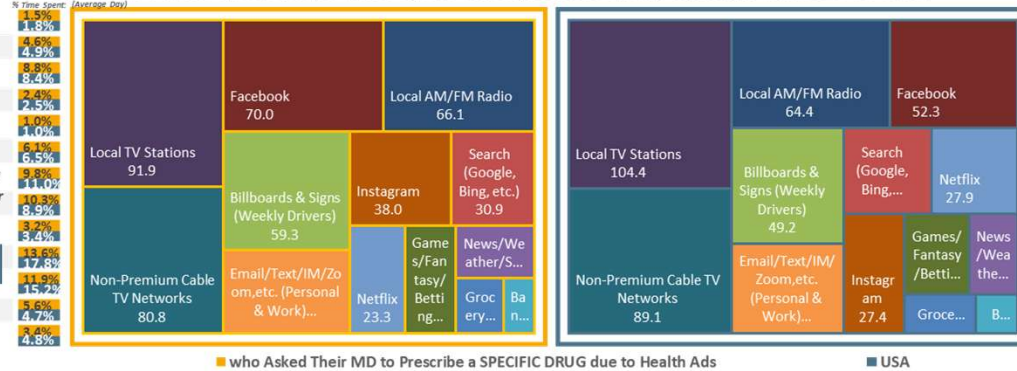


Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 8 hours and 30 minutes each day with All Forms of Ad-Supported Media. 79.3% listen to Local AM/FM Radio for an avg. of 60.4 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

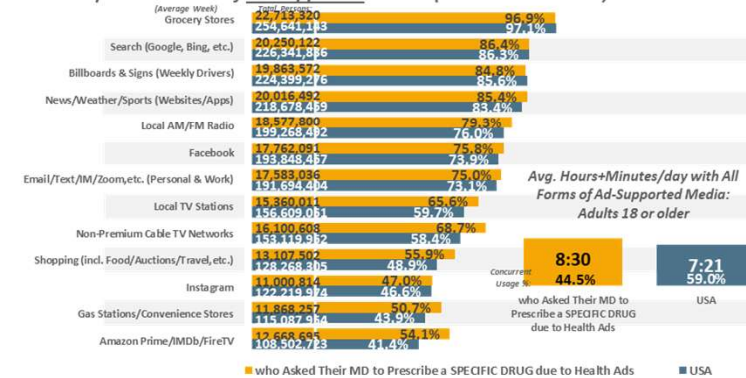
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



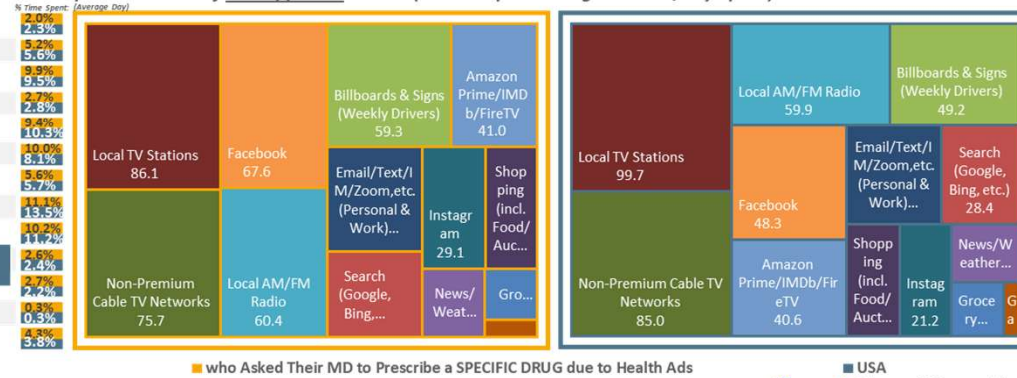
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

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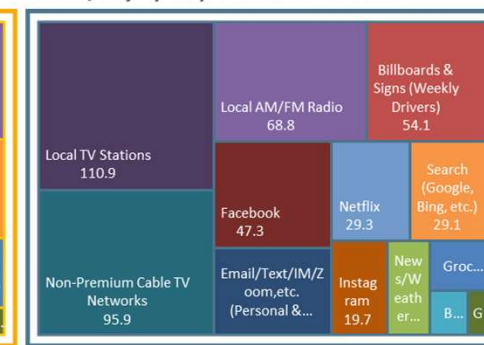
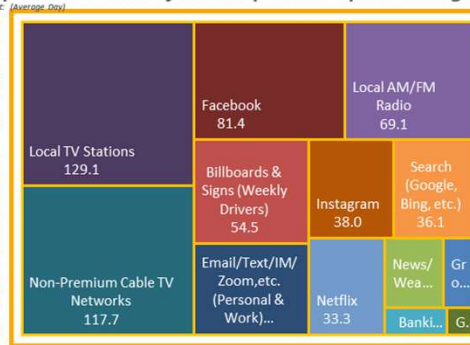
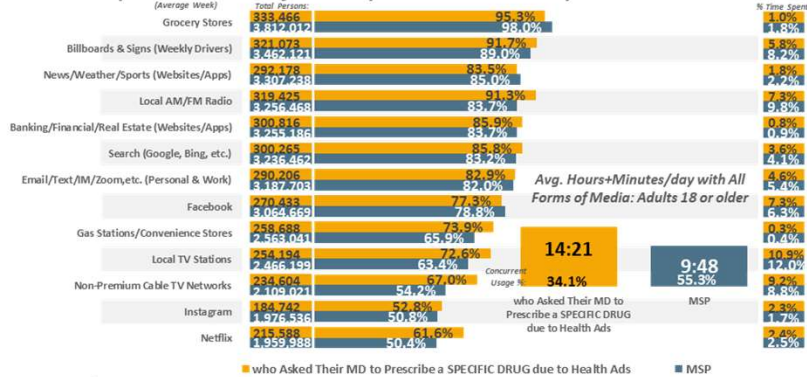
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 10 hours and 42 minutes each day with All Forms of Ad-Supported Media. 85.9% listen to Local AM/FM Radio for an avg. of 62.8 minutes/day. (Local Radio delivers 8.4% of Time with Ad-Supported Media.)

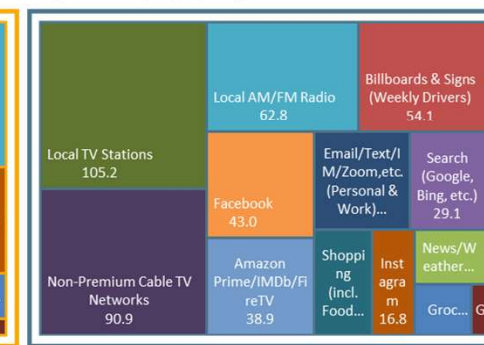
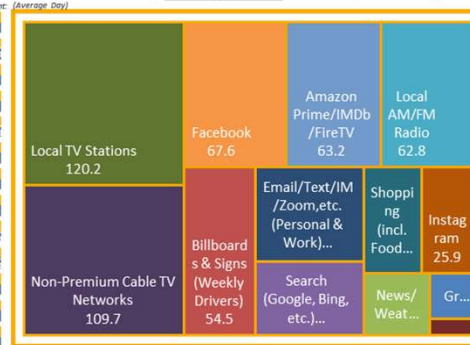
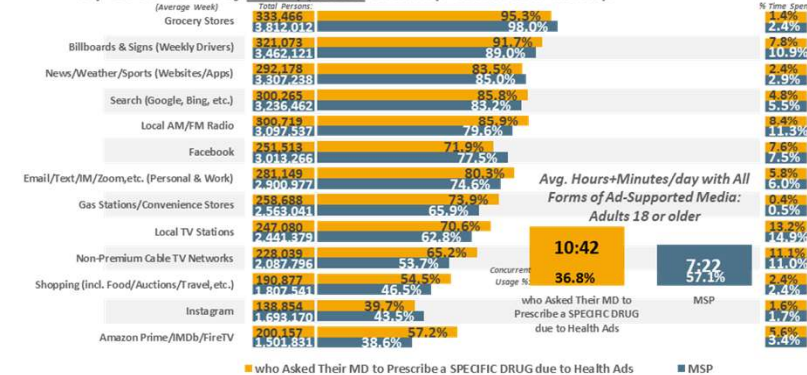
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

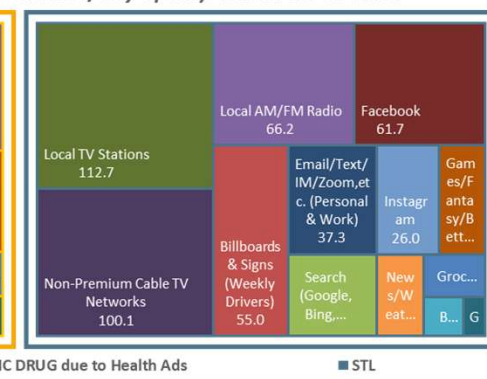
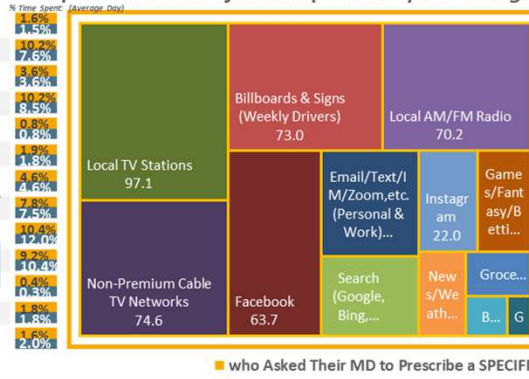
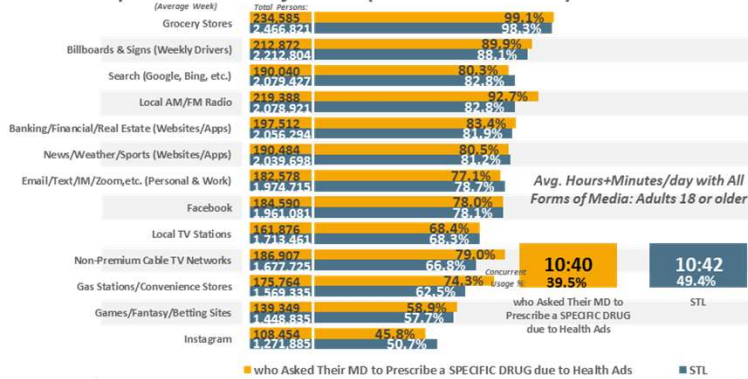




Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 8 hours and 16 minutes each day with All Forms of Ad-Supported Media. 90.3% listen to Local AM/FM Radio for an avg. of 65.9 minutes/day. (Local Radio delivers 12.% of Time with Ad-Supported Media.)

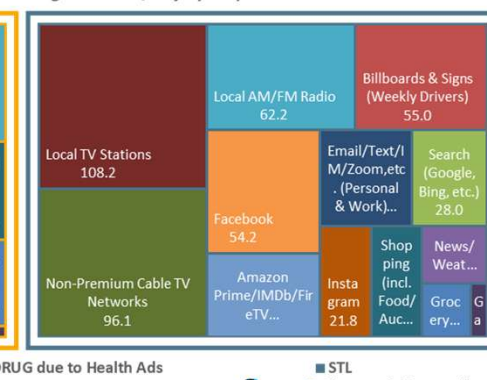
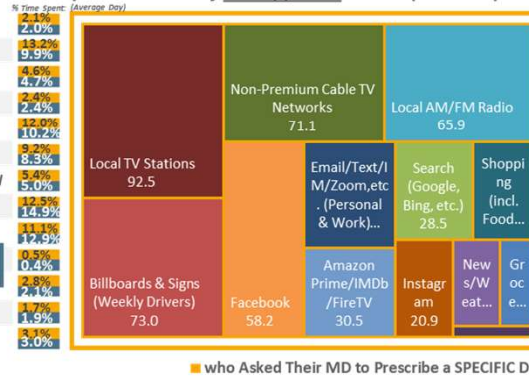
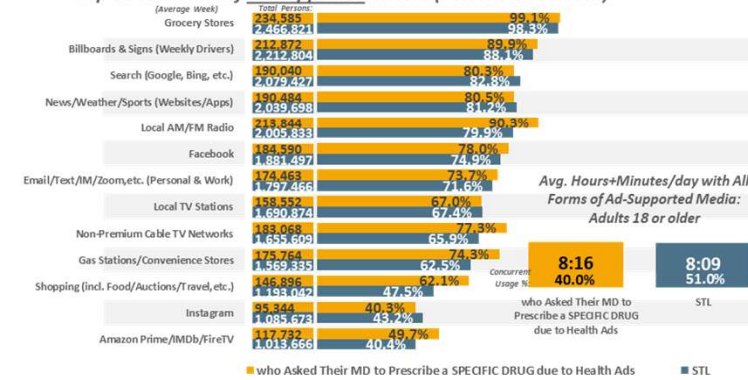
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 202
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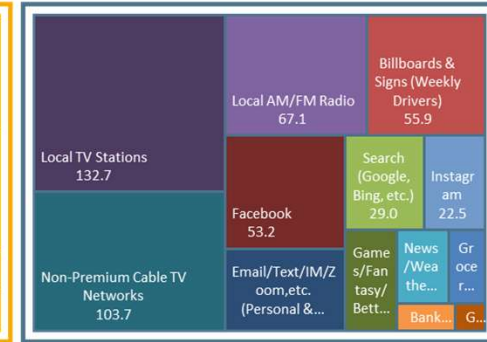
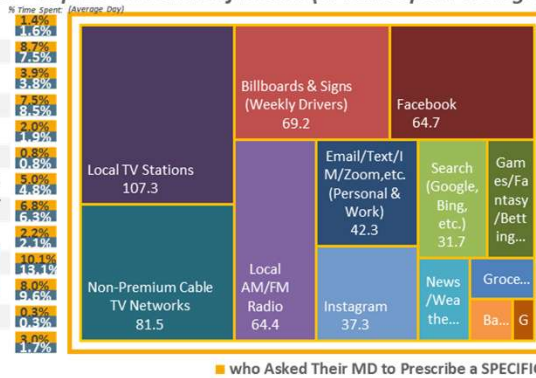
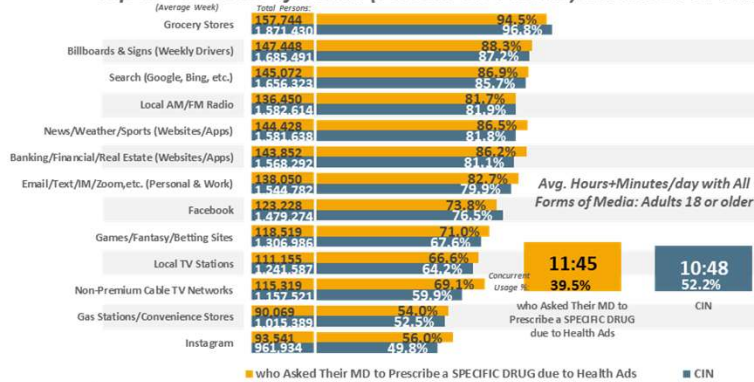
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



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. 78.7% listen to Local AM/FM Radio for an avg. of 58.2 minutes/day (Local Radio delivers 9.0% of Time with Ad-Supported Media.)

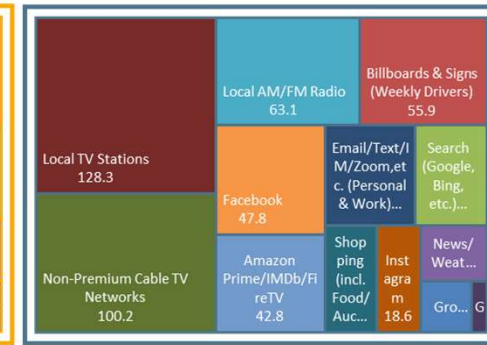
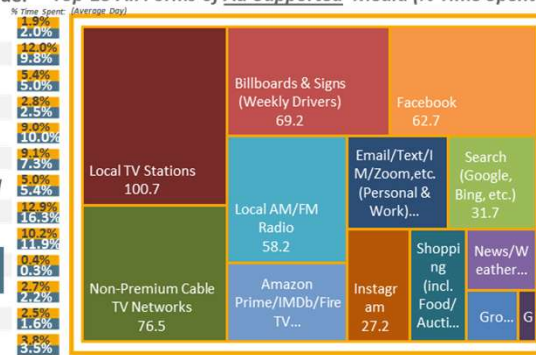
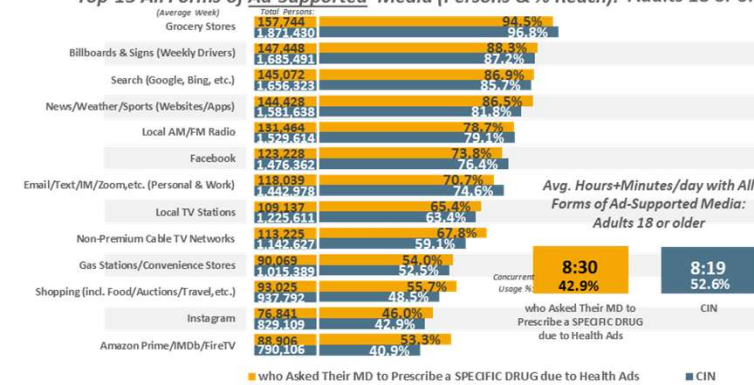
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



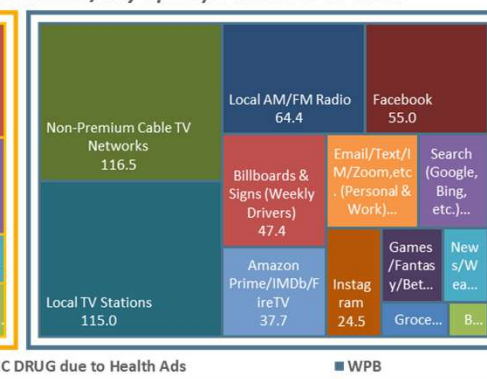
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older

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

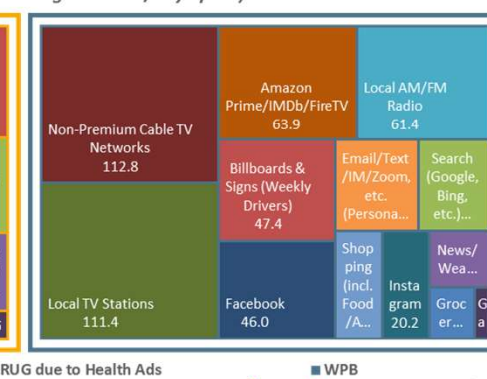




Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



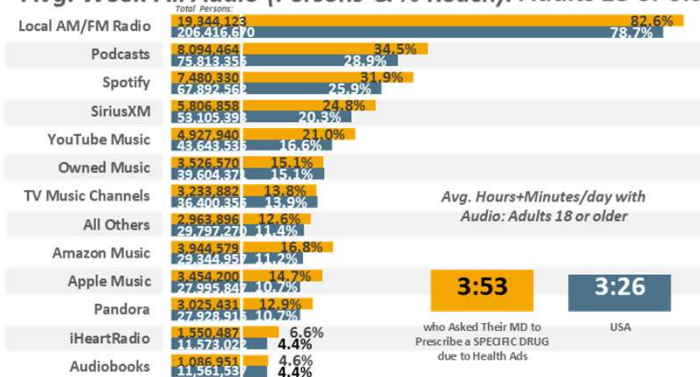
soefa.ai Share of Everything
for Anything

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



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

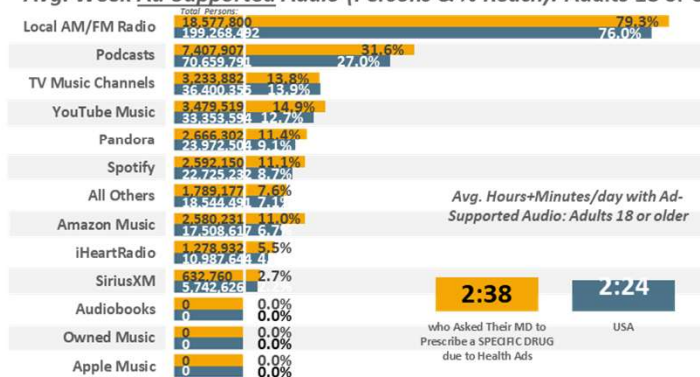
3:26

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

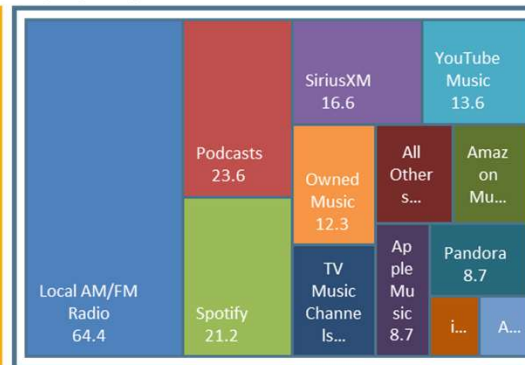
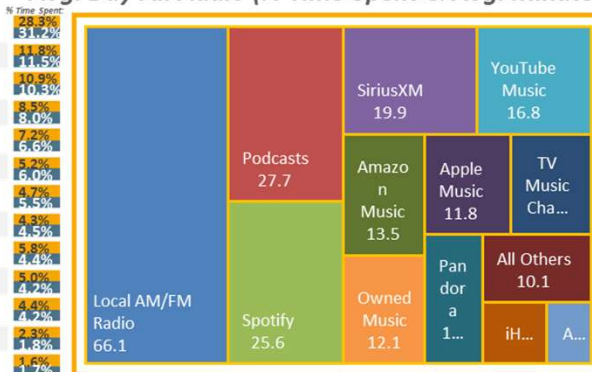
2:24

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

USA

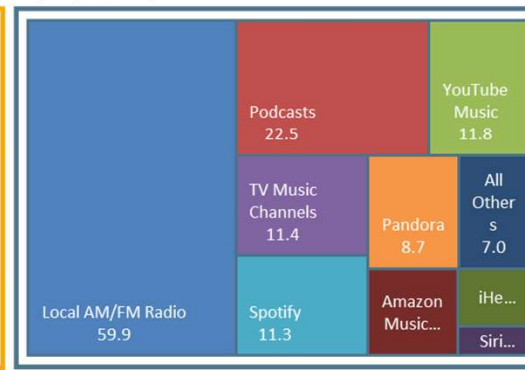
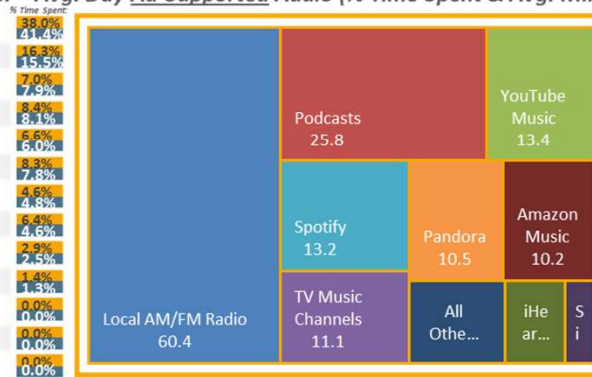
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads USA

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

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.

Scarborough R2 2025: Sep24-Aug25 USA Projection

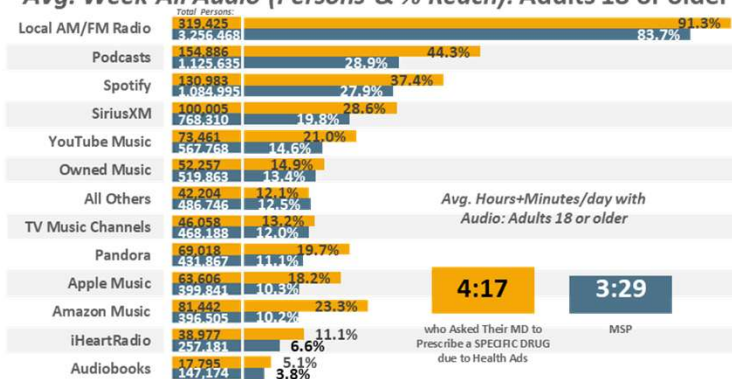
soefa.ai Share of Everything for Anything

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



300,719 or 85.9% 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 62.8 minutes every day representing 35.1% of all time spent daily with Ad-Supported Audio.

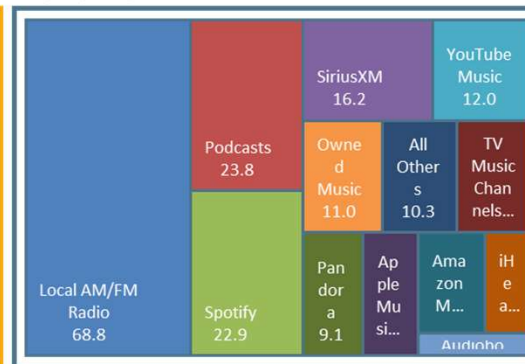
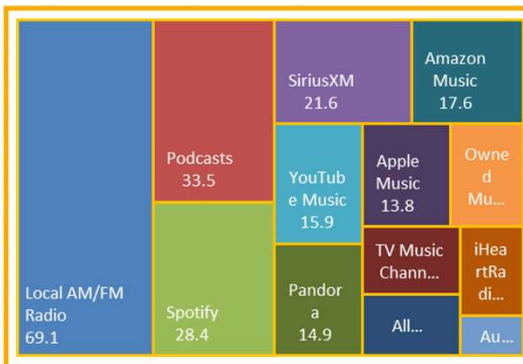
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



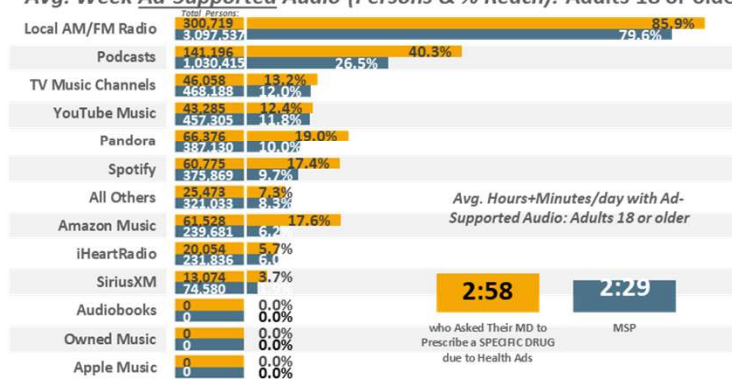
Avg. Hours+Minutes/day with Audio: Adults 18 or older

4:17 (who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads)
3:29 (MSP)

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



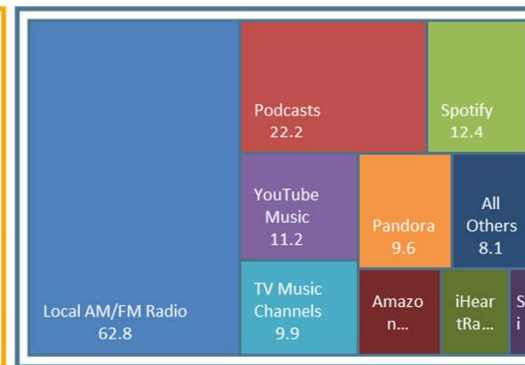
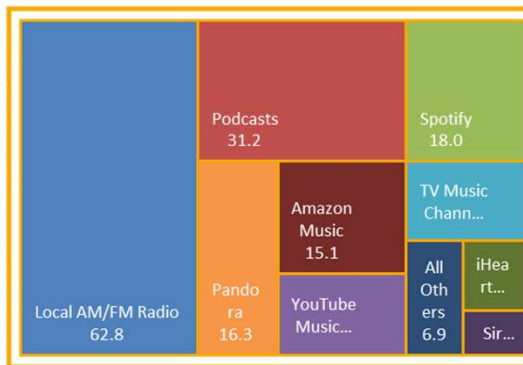
Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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

2:58 (who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads)
2:29 (MSP)

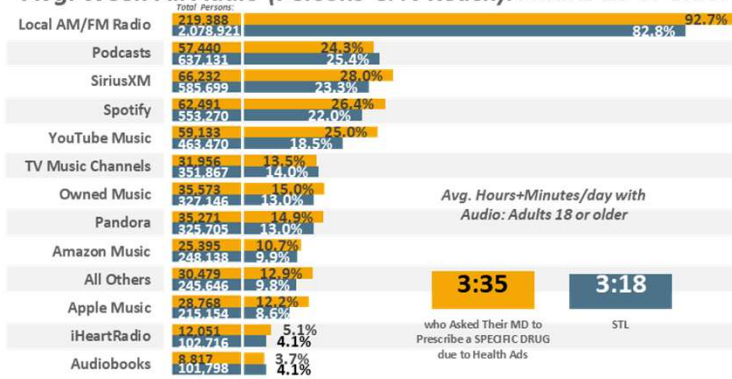
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



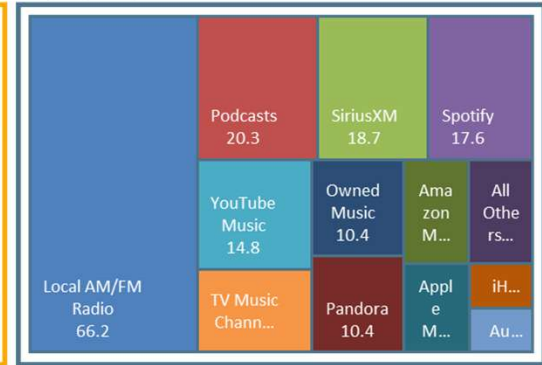
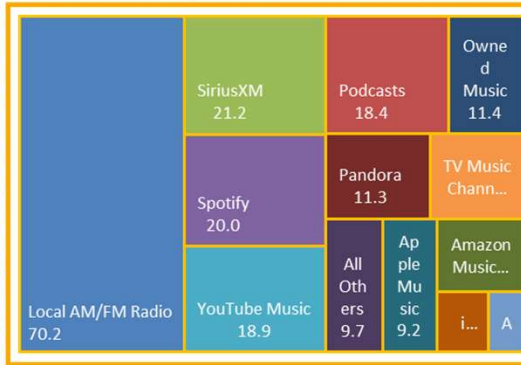


213,844 or 90.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.

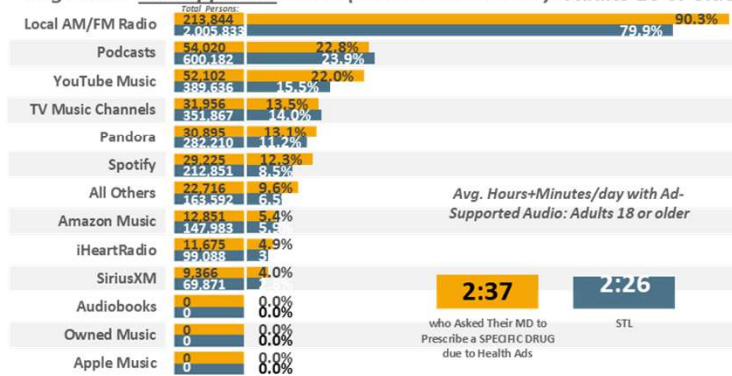
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



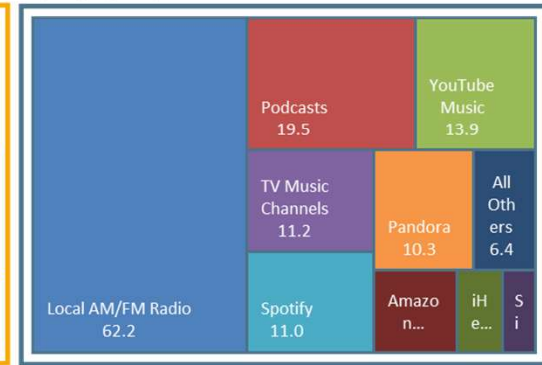
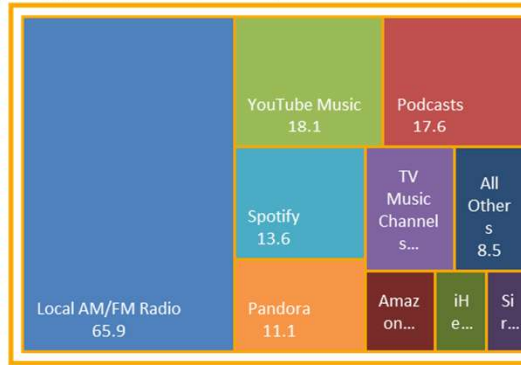
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



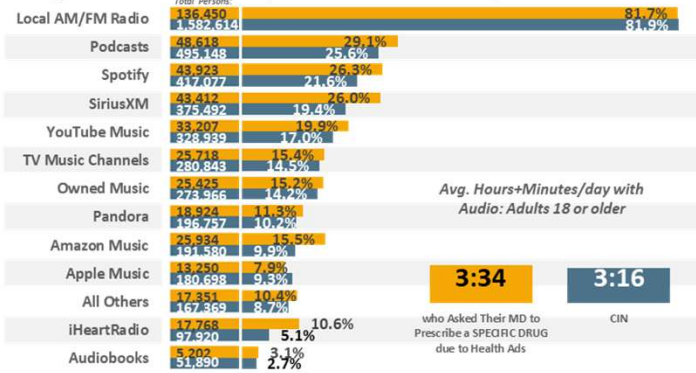
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





131,464 or 78.7% 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 58.2 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.

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



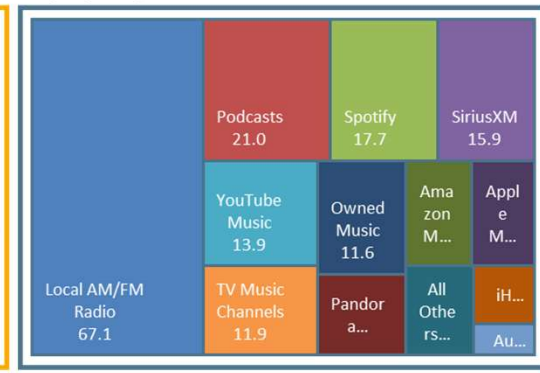
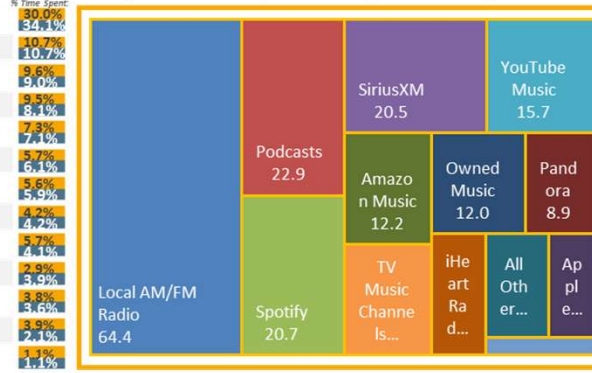
Avg. Hours+Minutes/day with Audio: Adults 18 or older

3:34 3:16

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

CIN

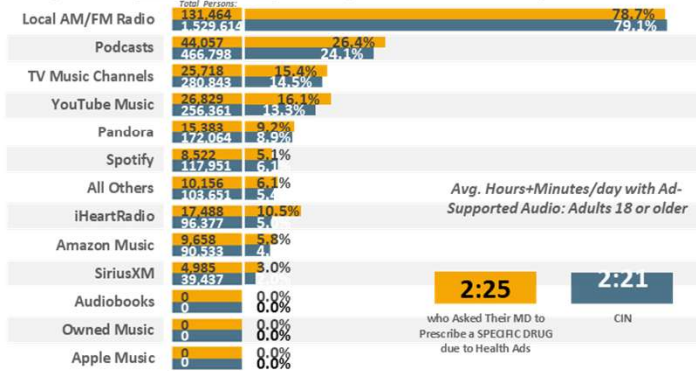
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

CIN

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



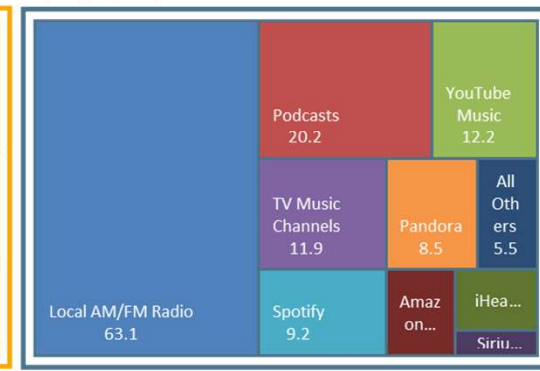
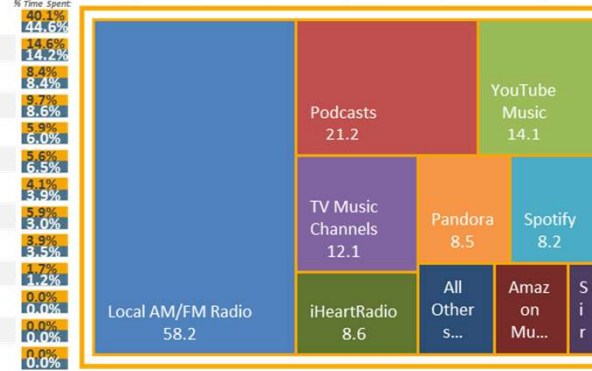
Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

2:25 2:21

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

CIN

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



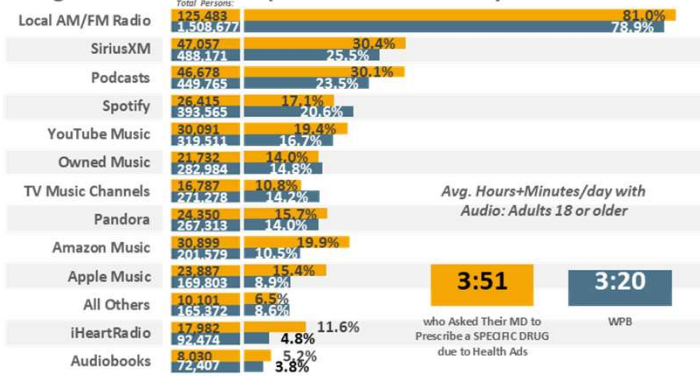
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

CIN



122,435 or 79.% 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 63.5 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

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

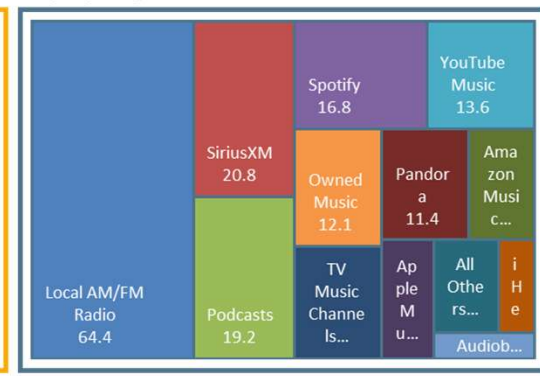
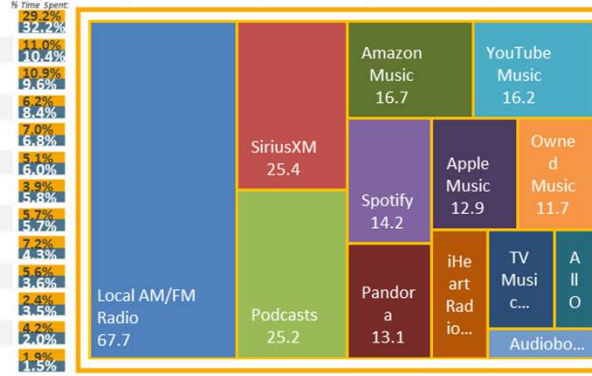


Avg. Hours+Minutes/day with Audio: Adults 18 or older

3:51 3:20

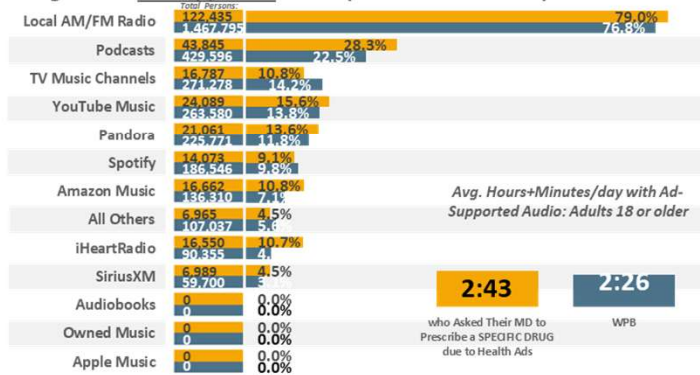
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads WPB

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 WPB

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

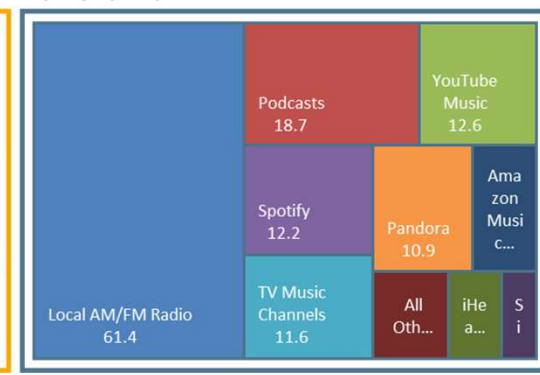
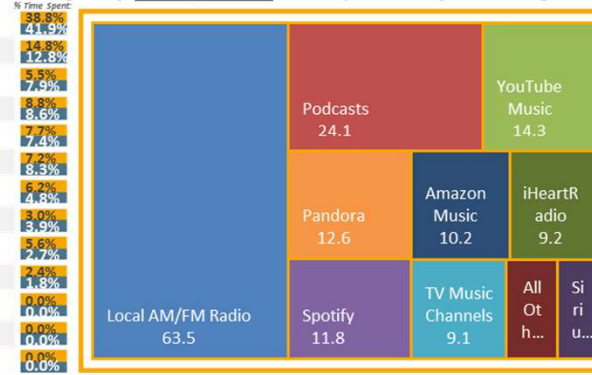


Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

2:43 2:26

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

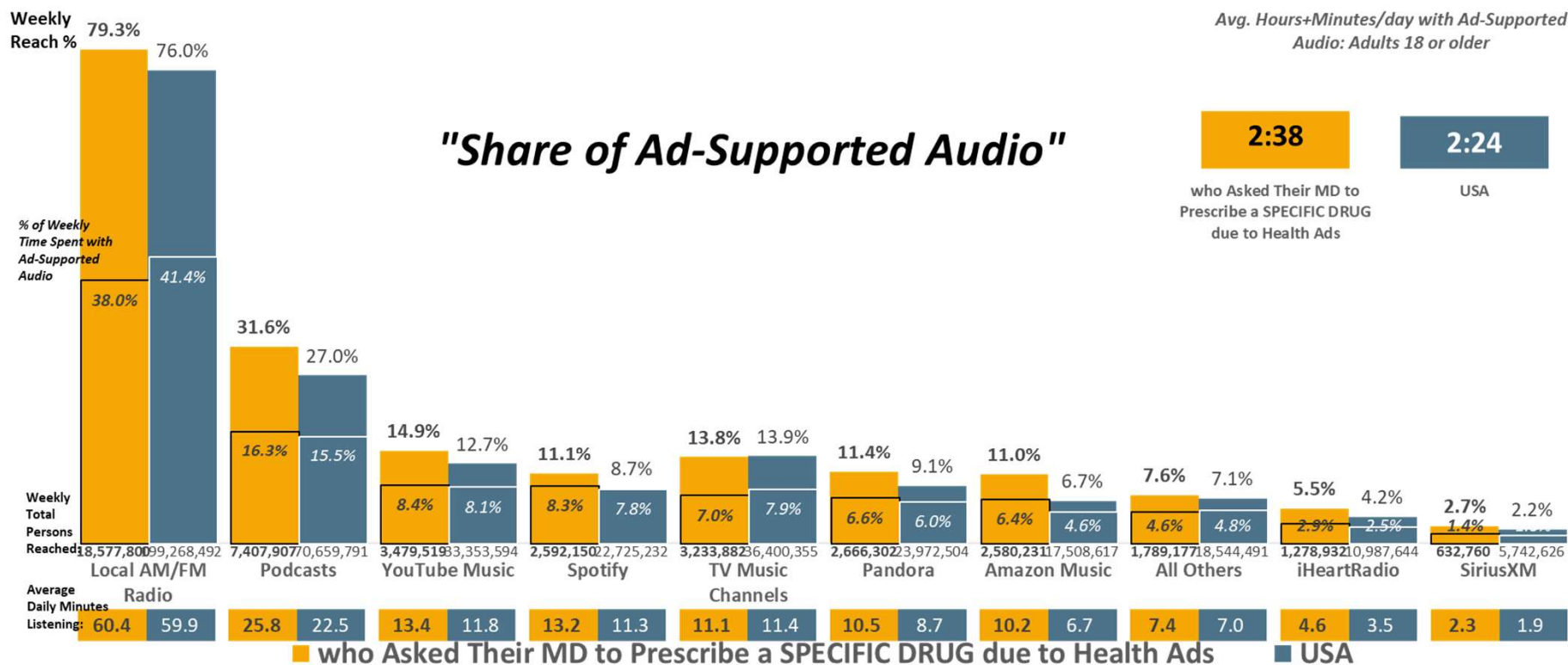
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



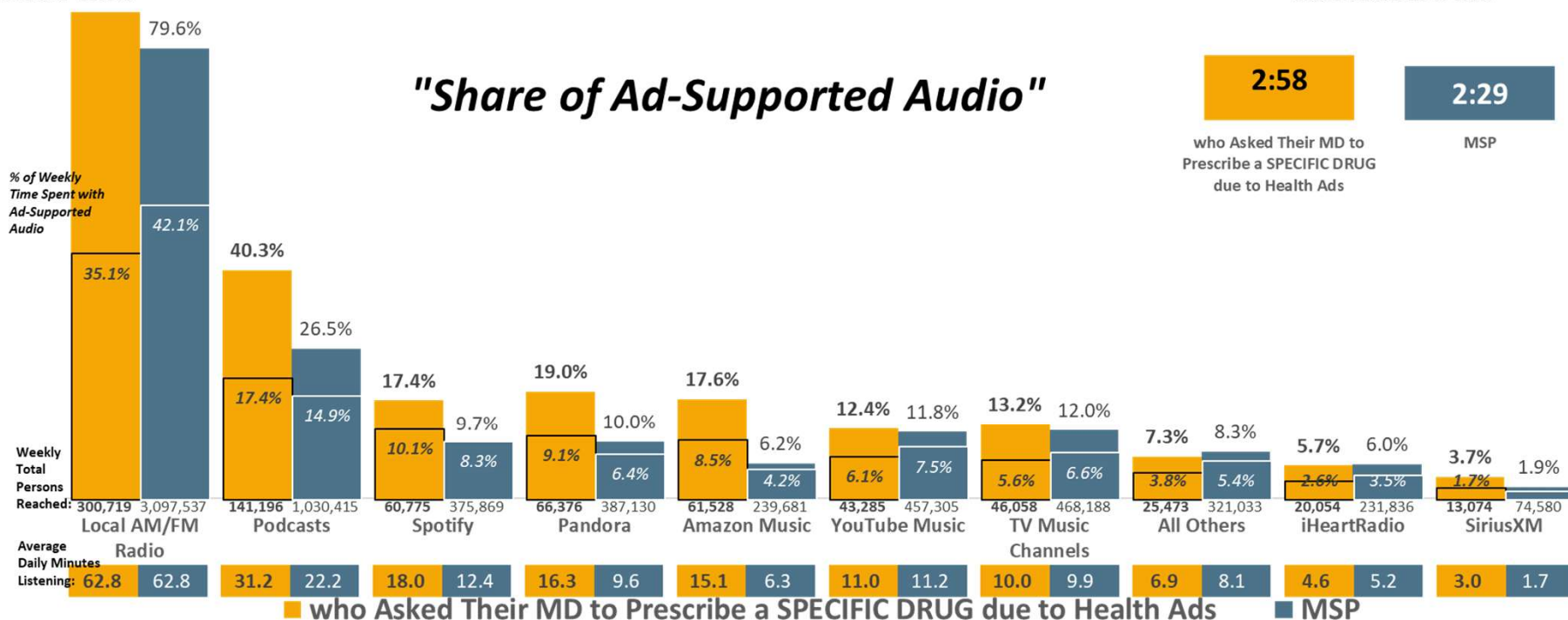


300,719 or 85.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 35.1% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 85.9%

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

"Share of Ad-Supported Audio"



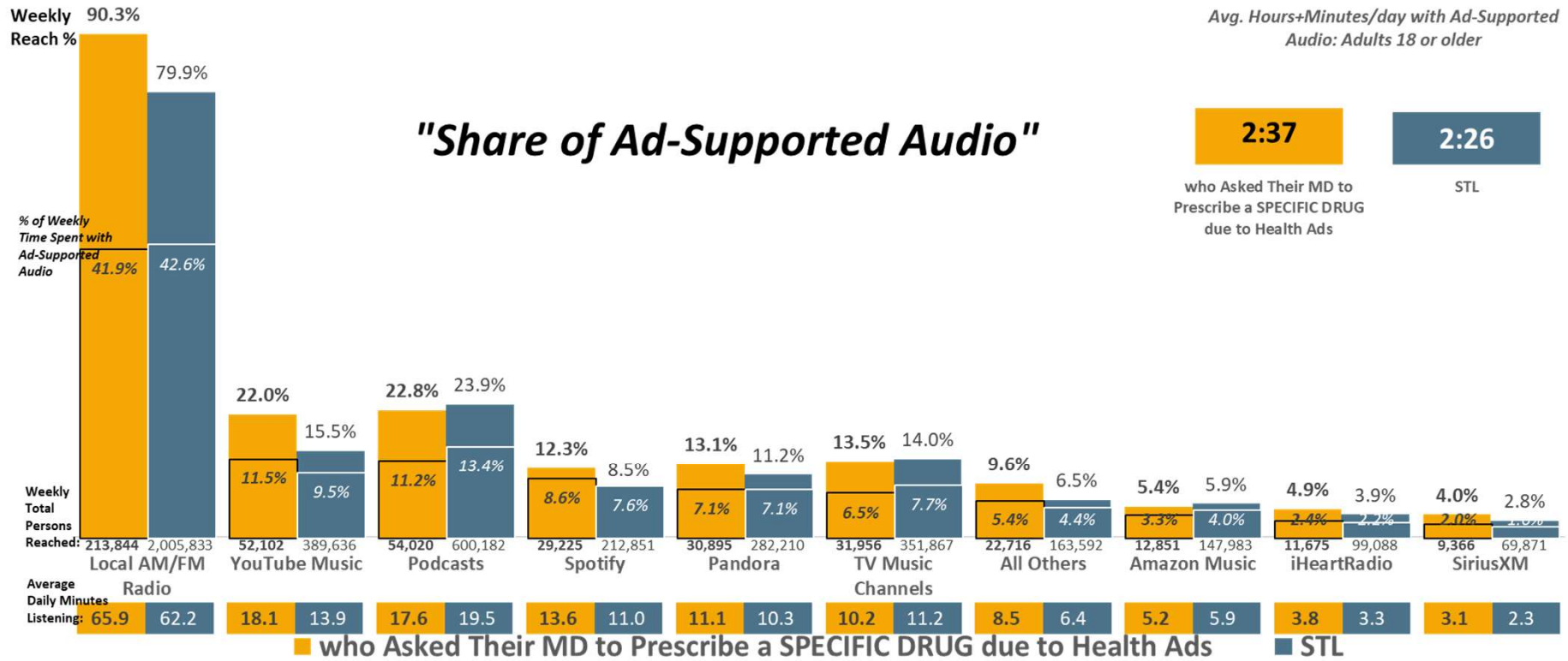
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 183 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

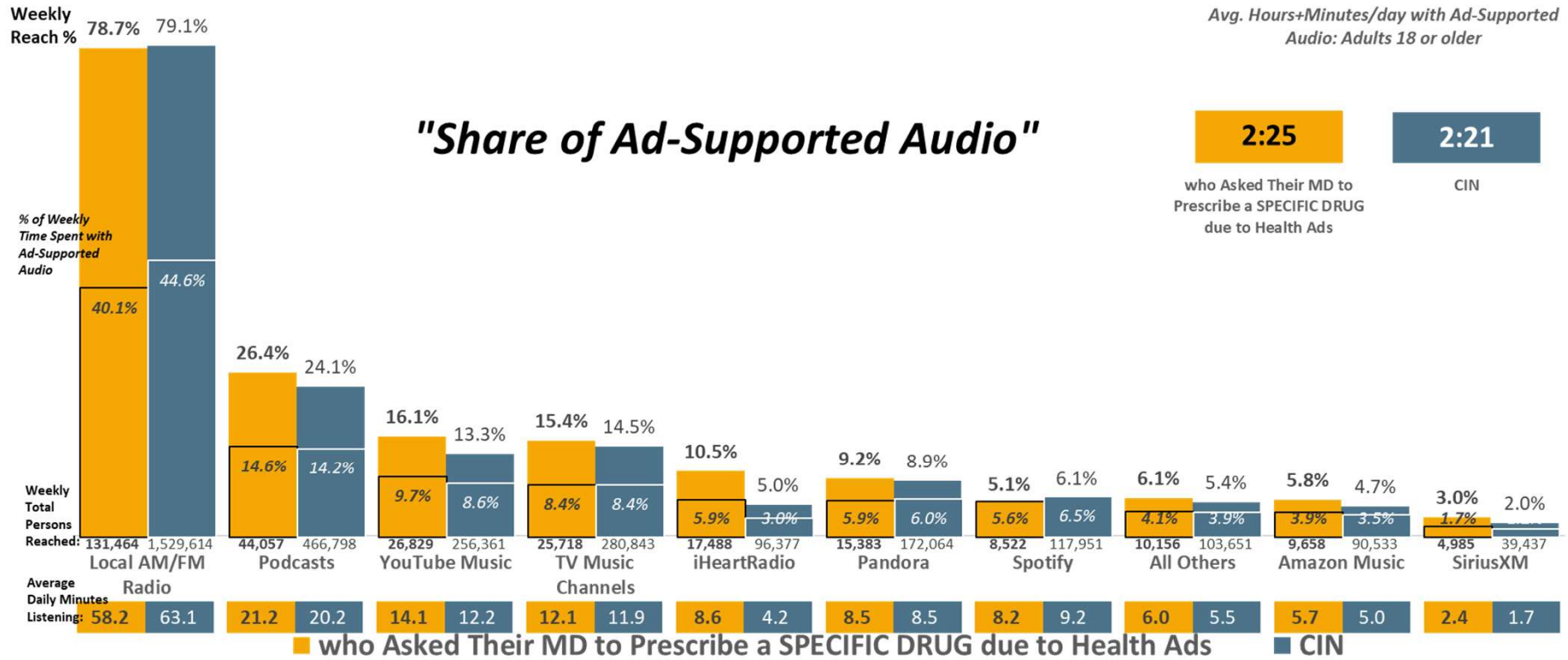


213,844 or 90.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.



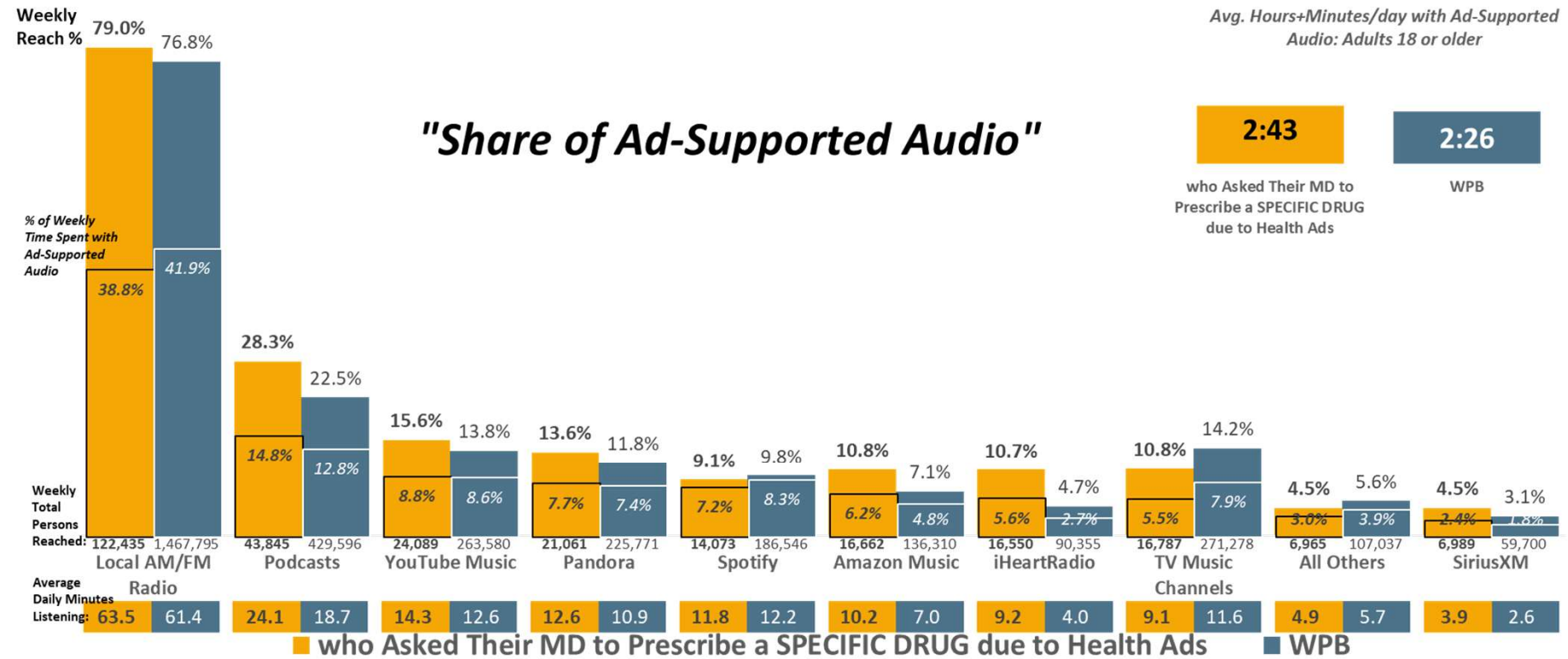


131,464 or 78.7% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio for an average of 58.2 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.





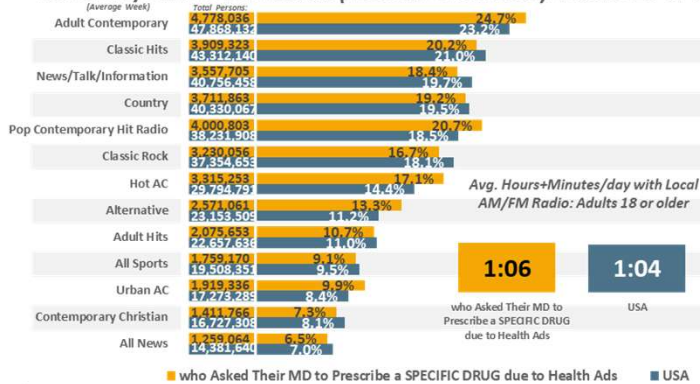
122,435 or 79.% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio for an average of 63.5 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.



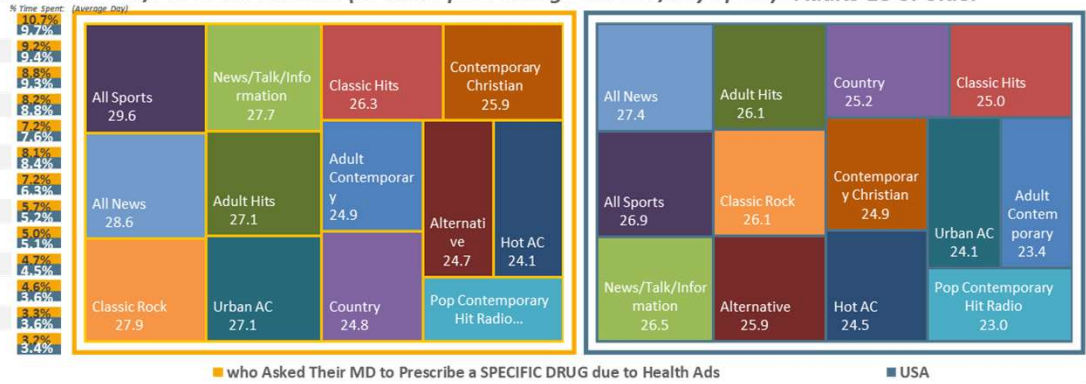


18,577,800 or 79.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Hot AC.

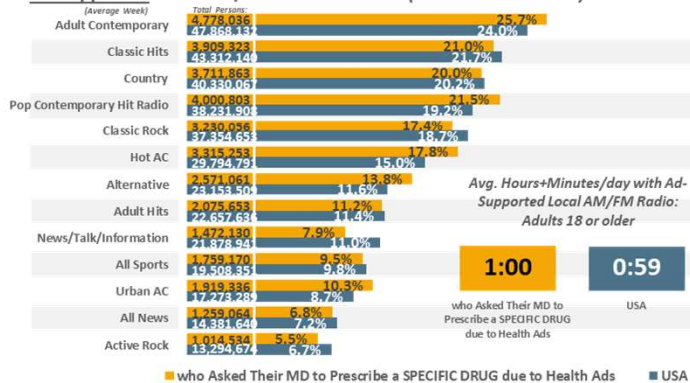
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



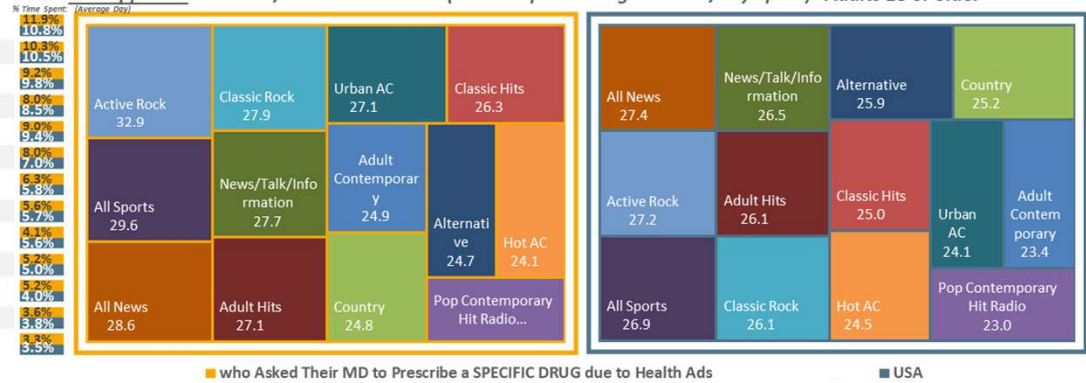
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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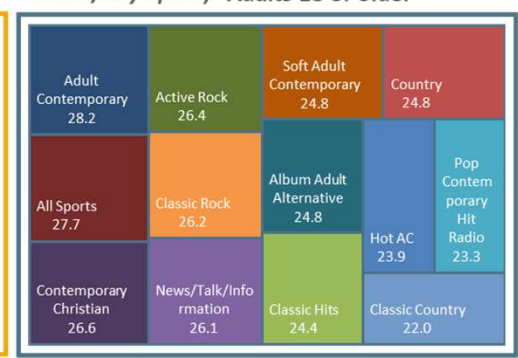
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,510

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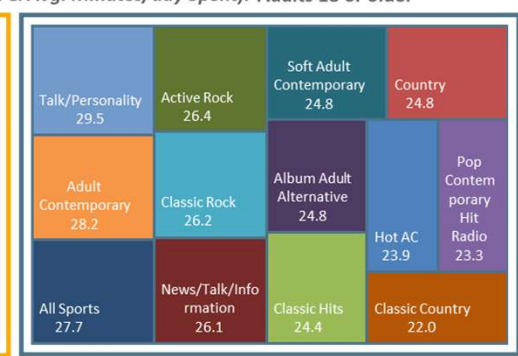
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



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



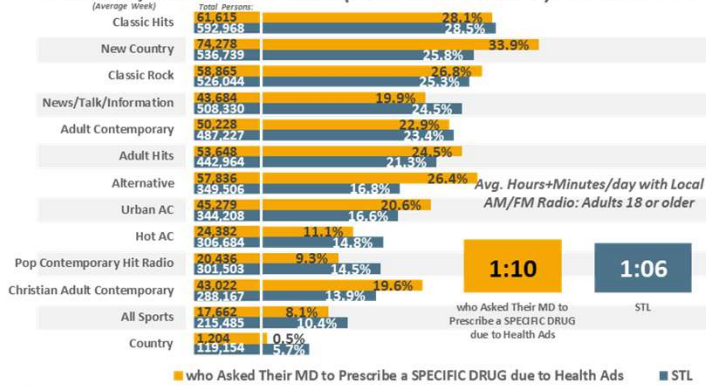
■ MSP
soefa.ai Share of Everything
for Anything ©

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

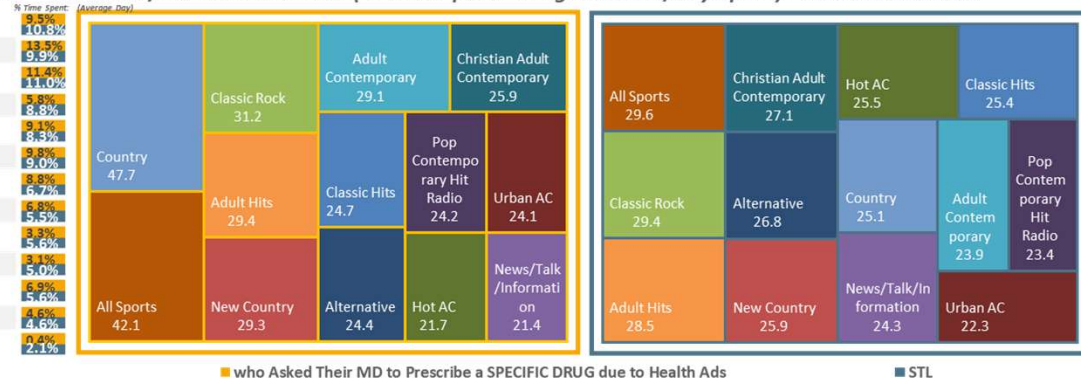


213,844 or 90.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Hits, Classic Rock, Alternative, and Adult Hits.

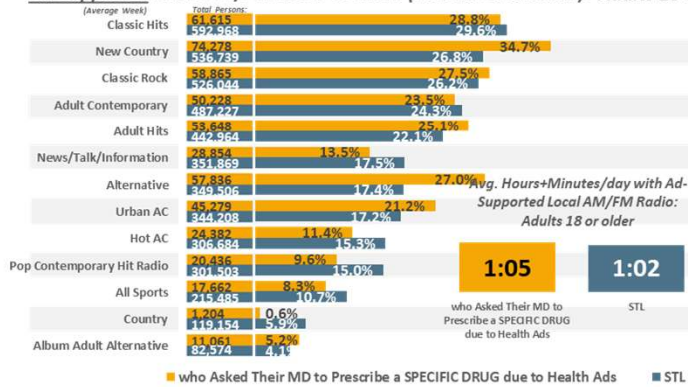
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



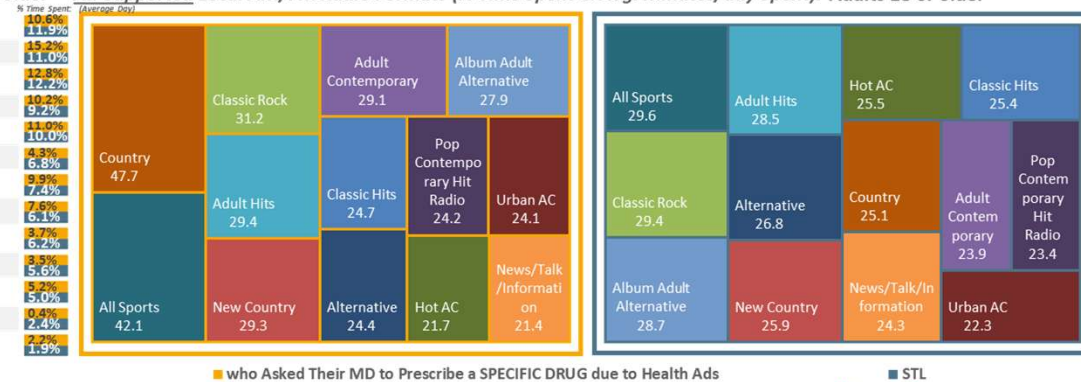
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 202
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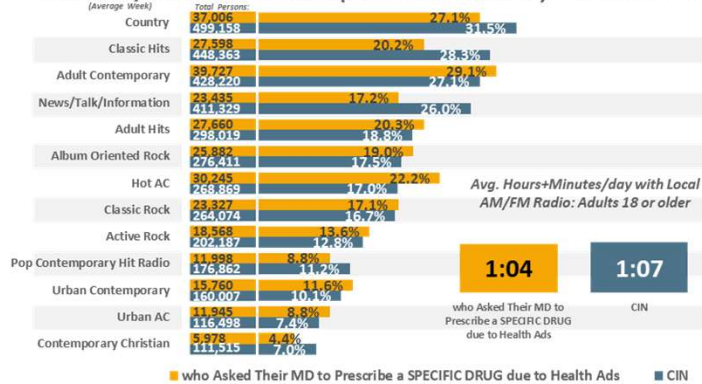
soefa.ai Share of Everything for Anything

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

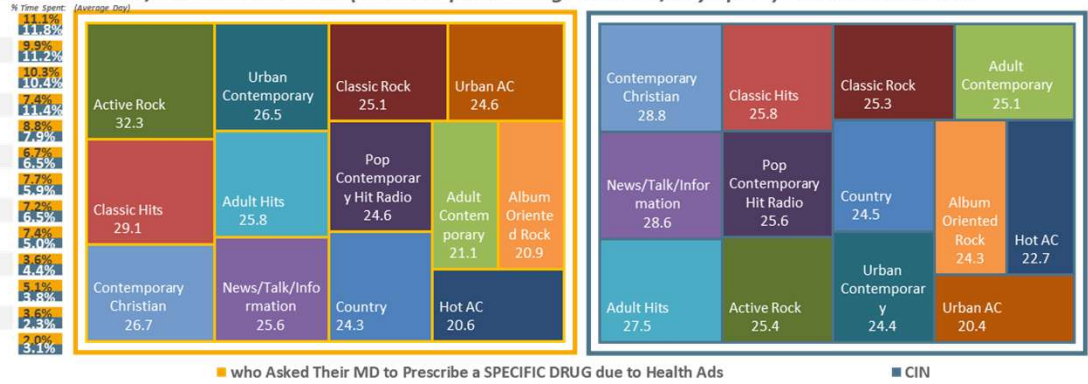


131,464 or 78.7% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Hot AC, Adult Hits, and Classic Hits.

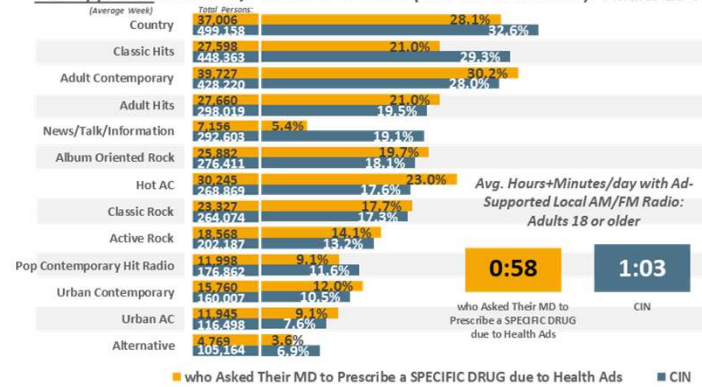
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



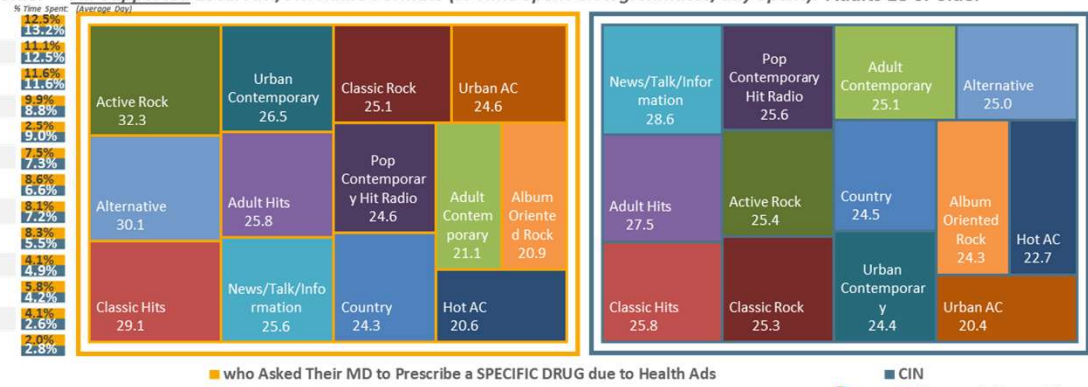
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 205
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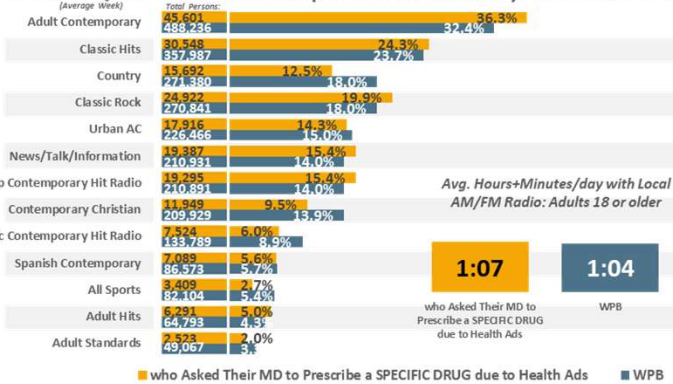
soefa.ai Share of Everything for Anything

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

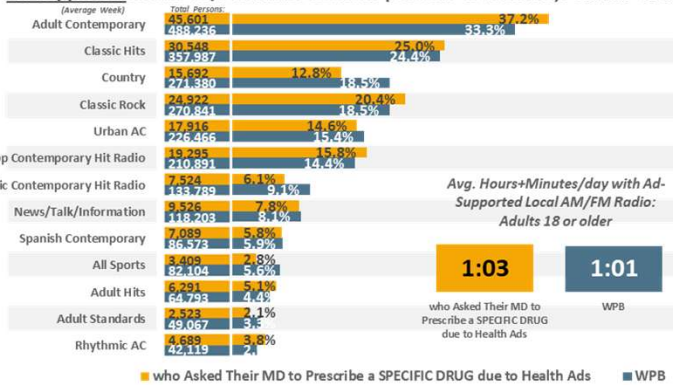


122,435 or 79.% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and Urban A

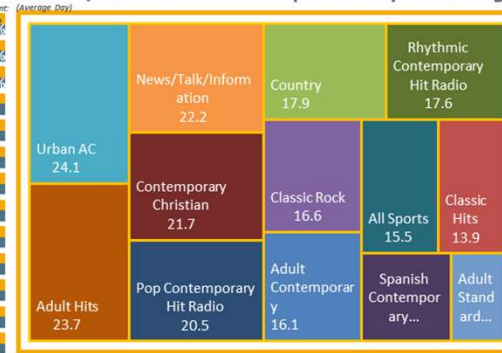
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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

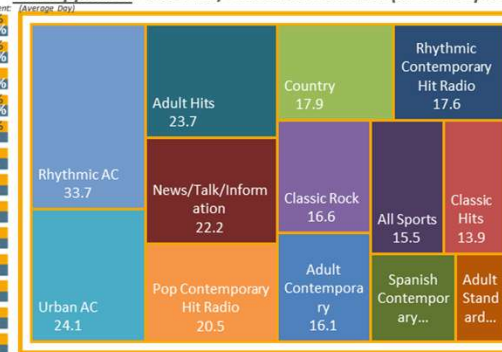


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

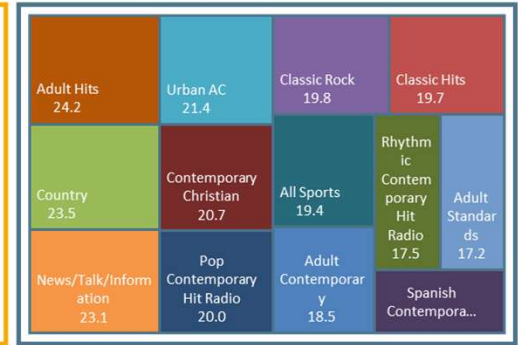


who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

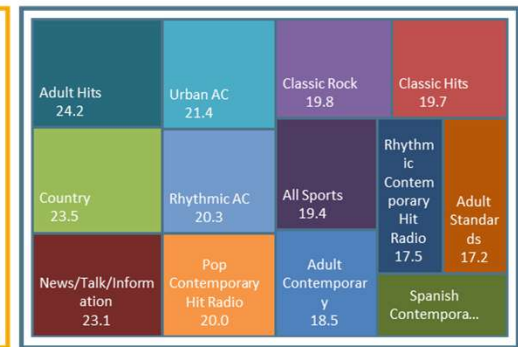
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



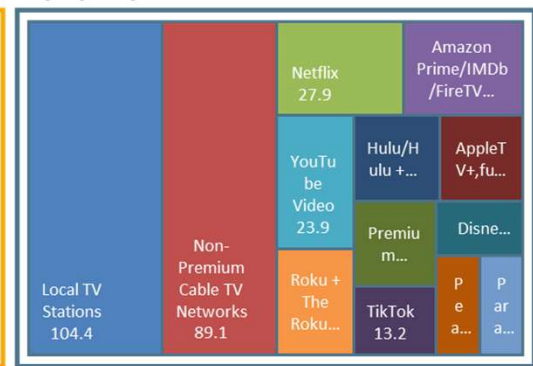
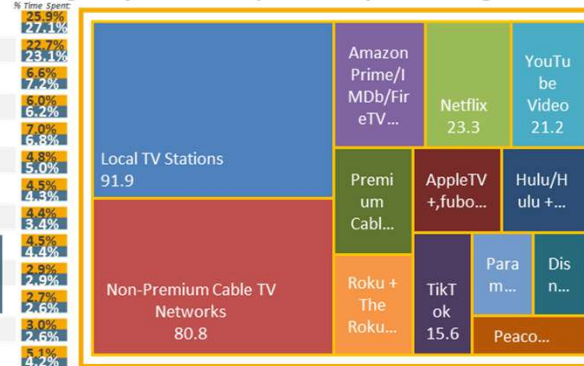
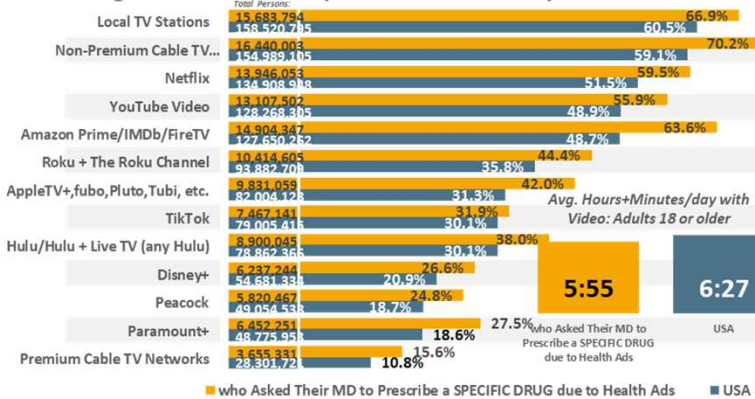
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads



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.

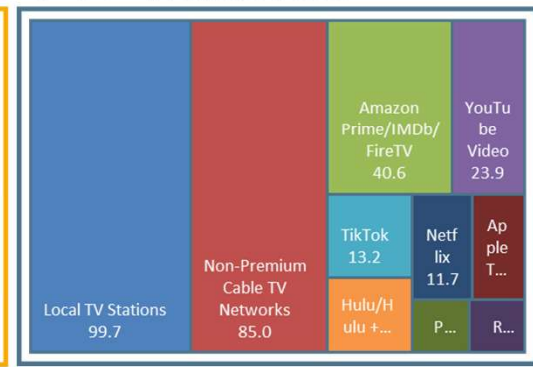
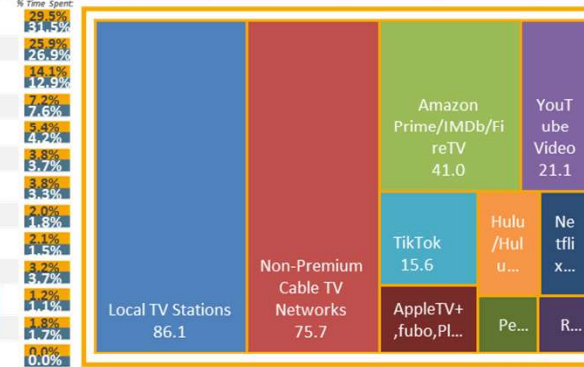
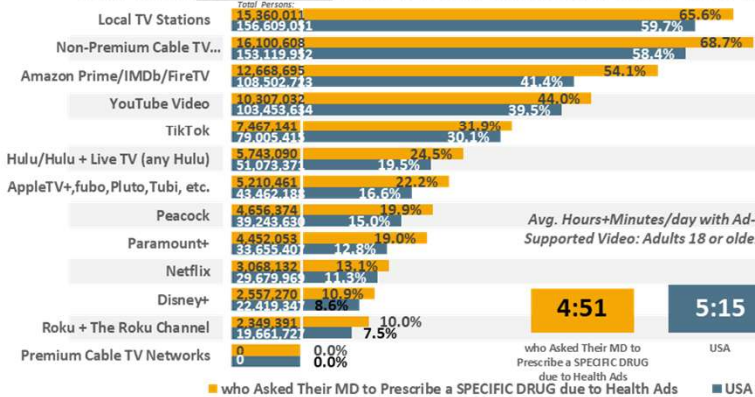
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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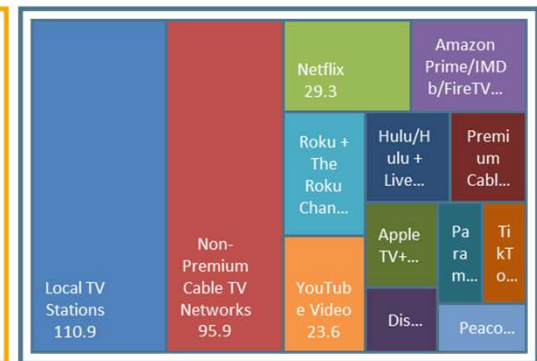
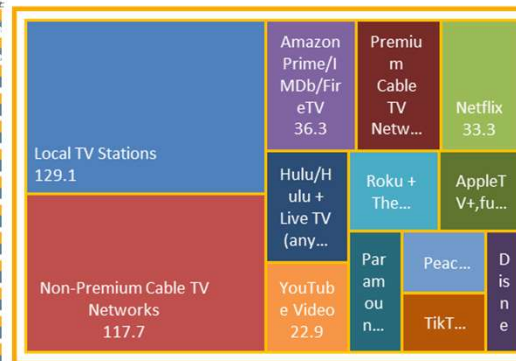
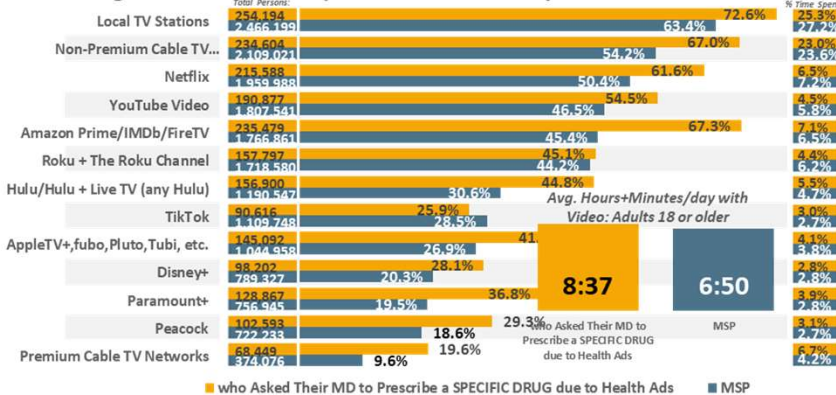
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



247,080 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 120.2 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

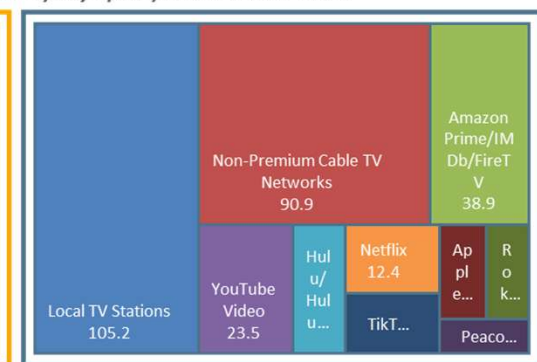
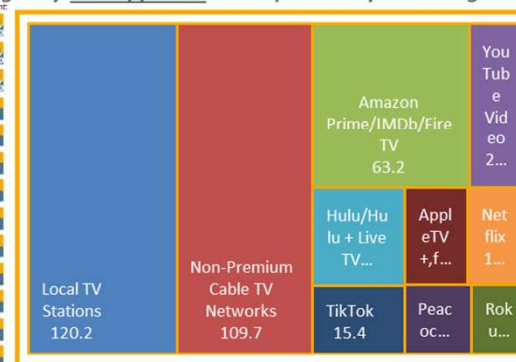
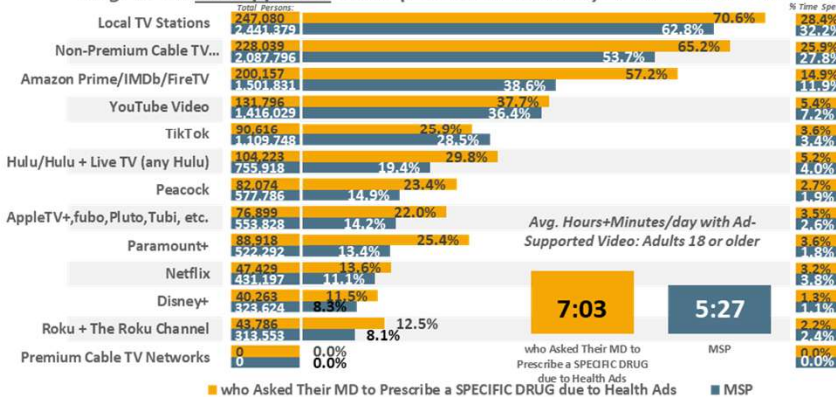
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



MSP DMA Scarborough R2 2025: Aug 24-Jul 25 Qual Intab 183
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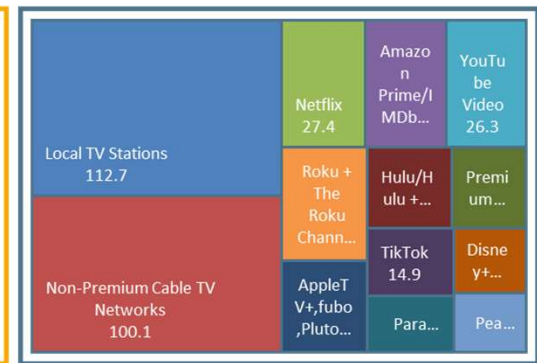
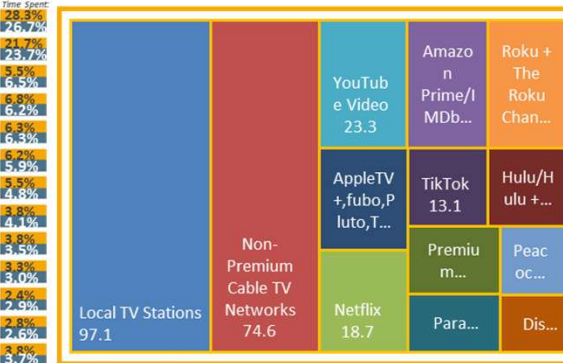
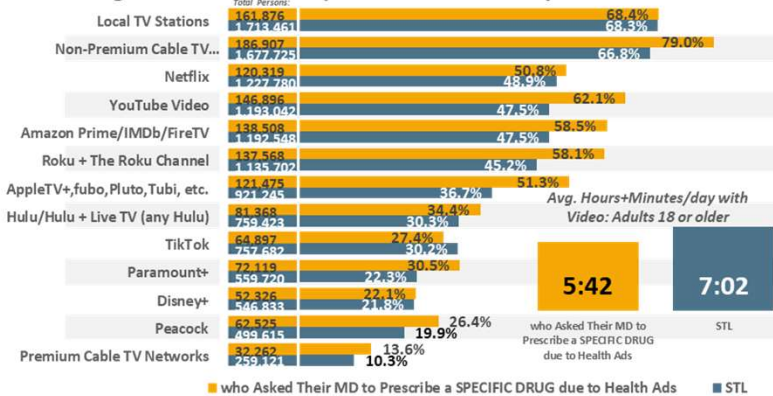
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



158,552 or 67.% 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 92.5 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

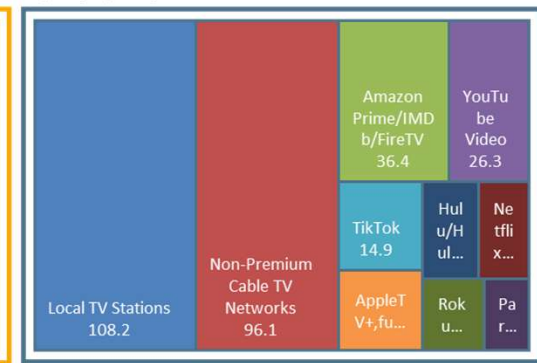
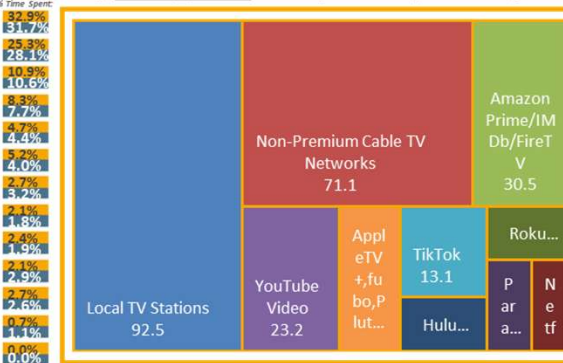
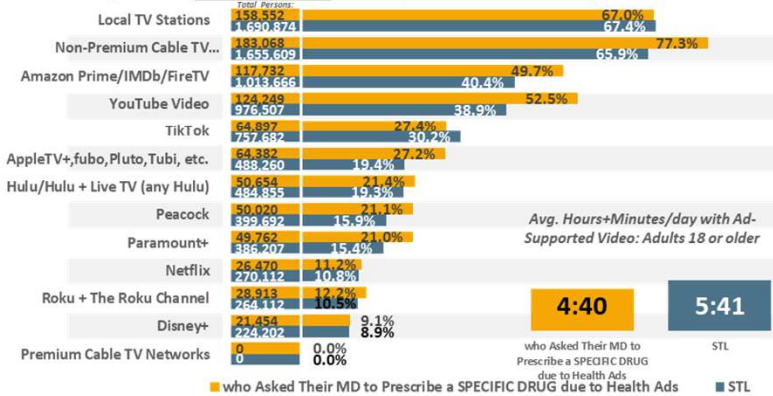
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 202
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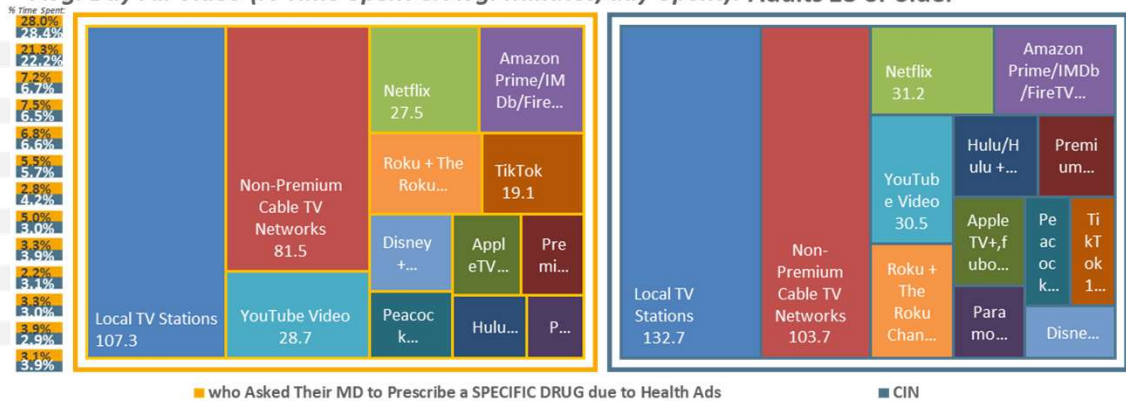
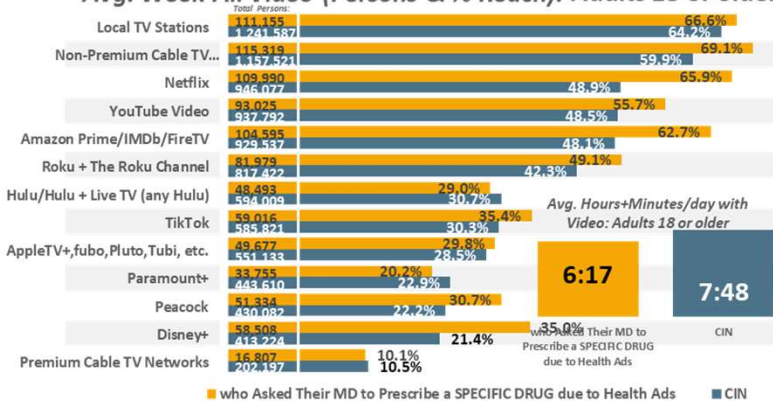
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



109,137 or 65.4% 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 100.7 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

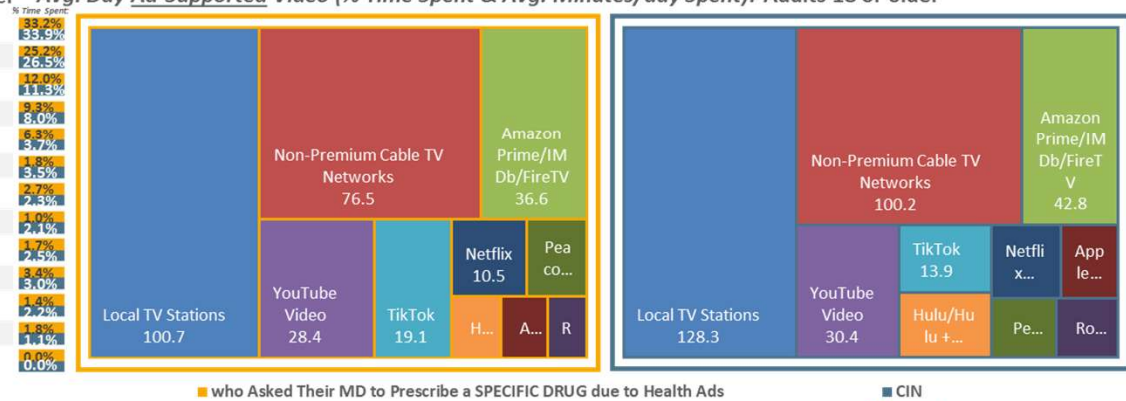
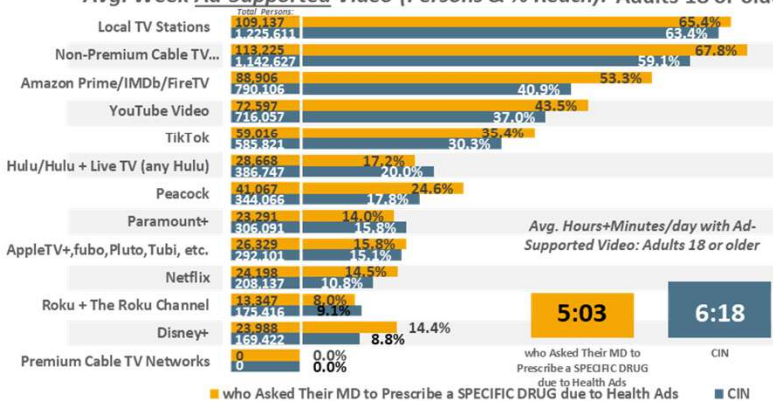
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 205
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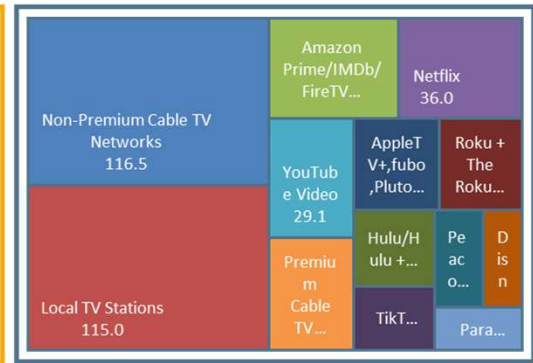
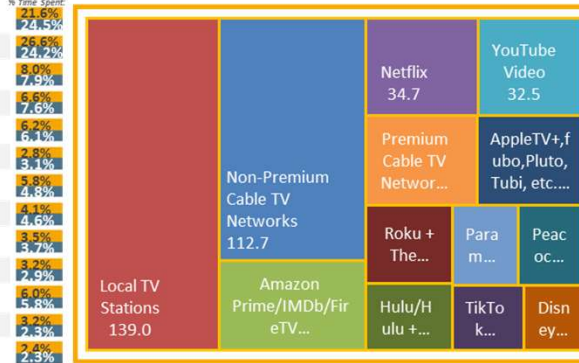
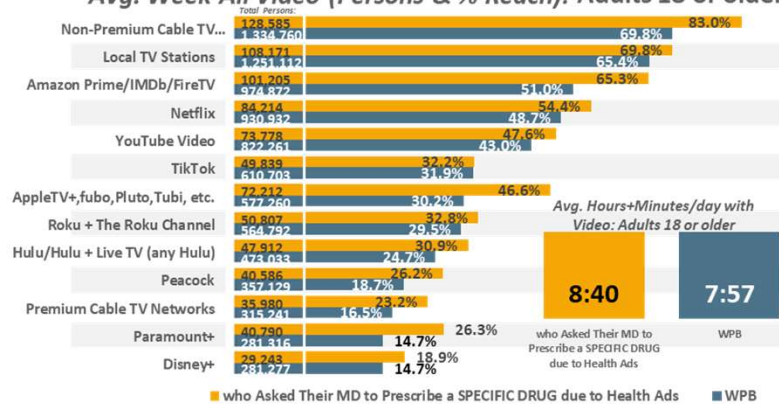
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



105,732 or 68.3% 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 132.1 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

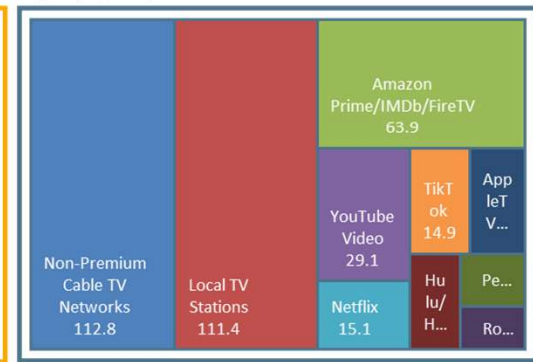
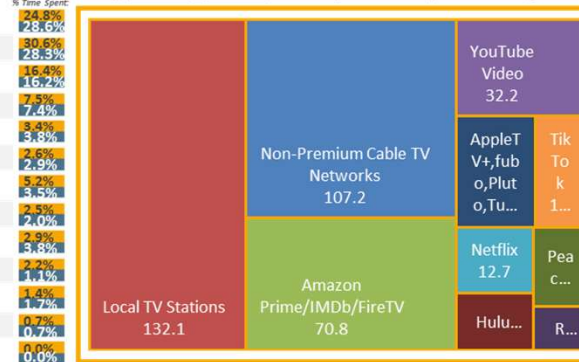
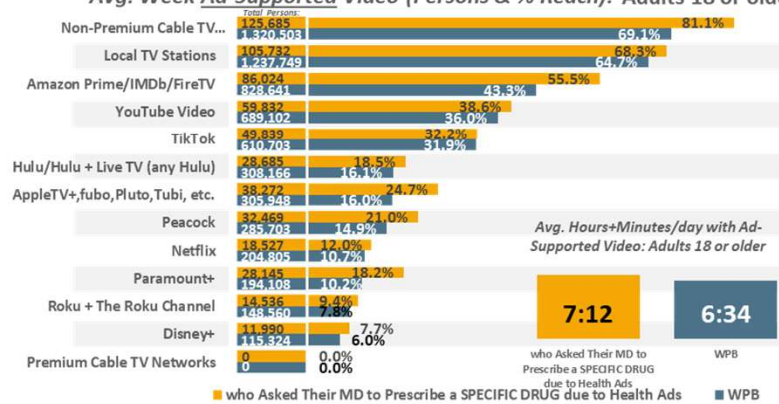
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



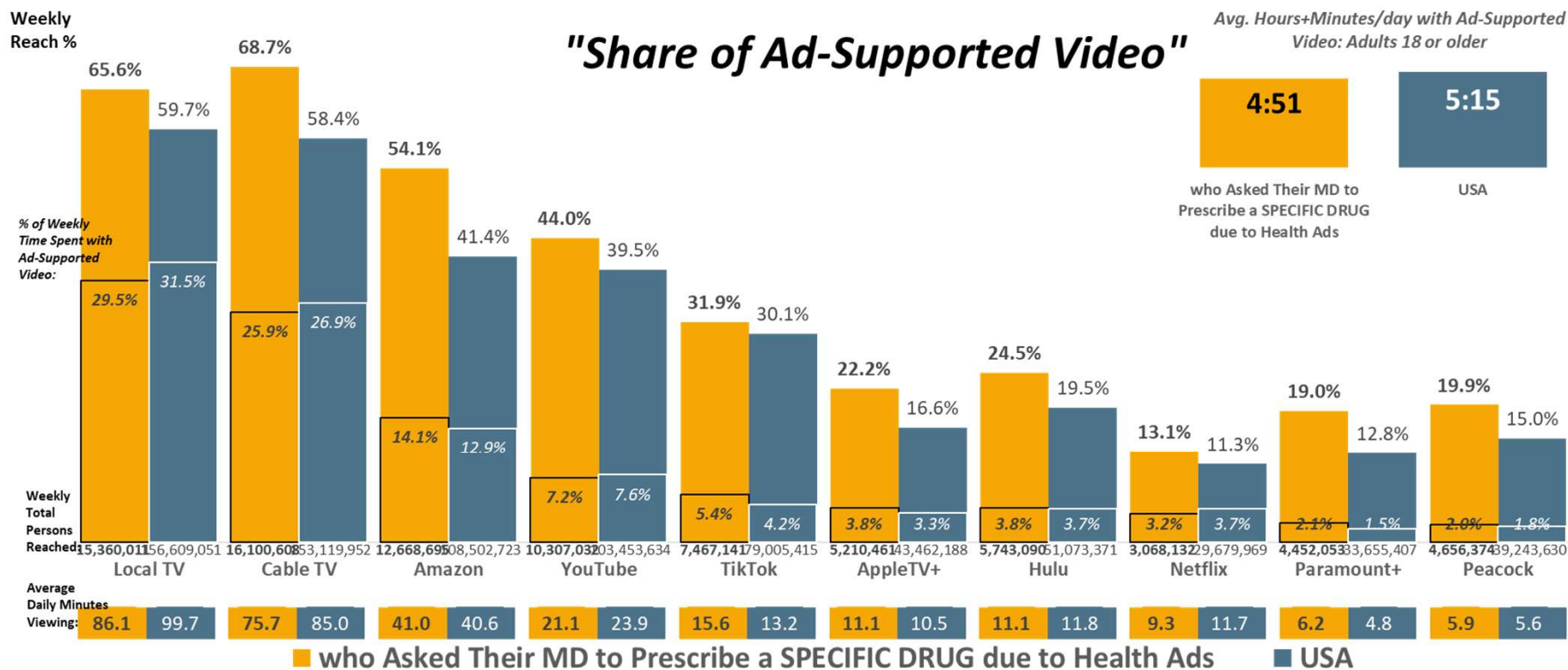
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 274
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



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

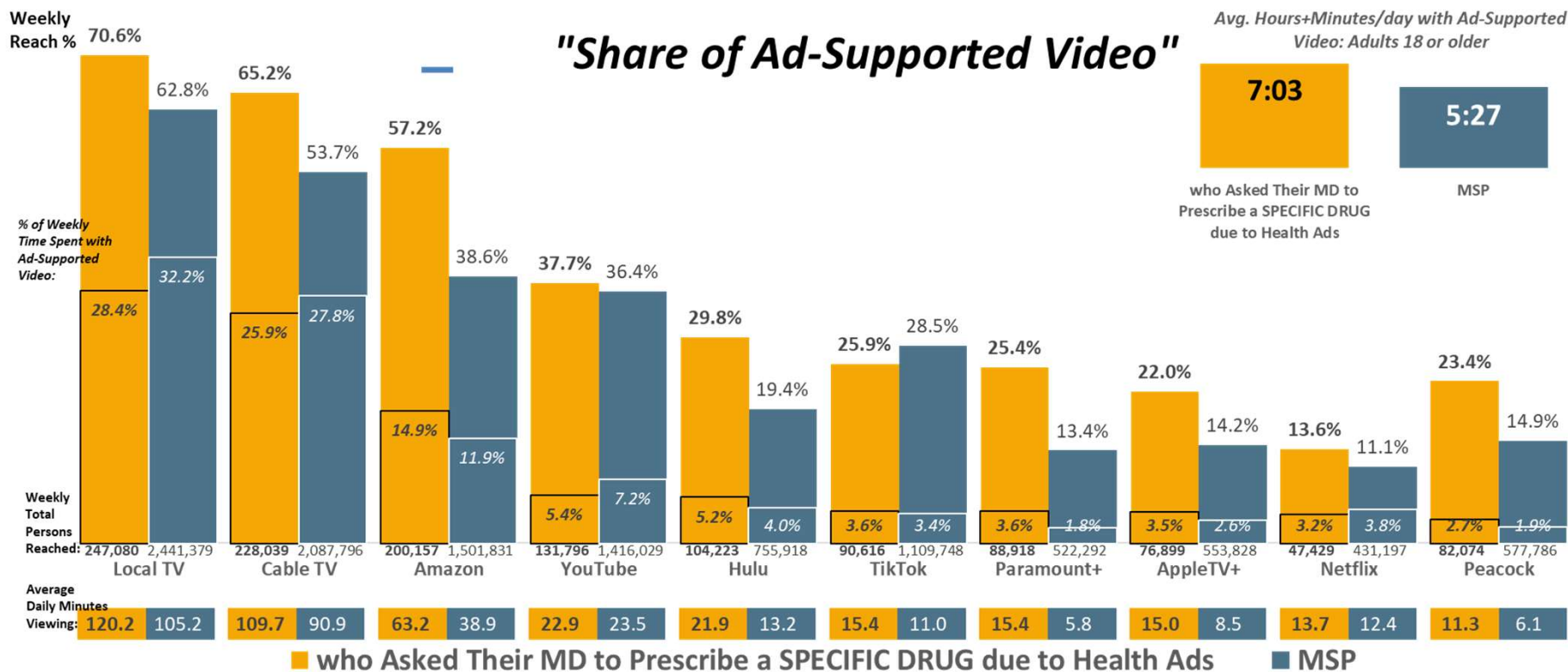
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



247,080 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 120.2 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



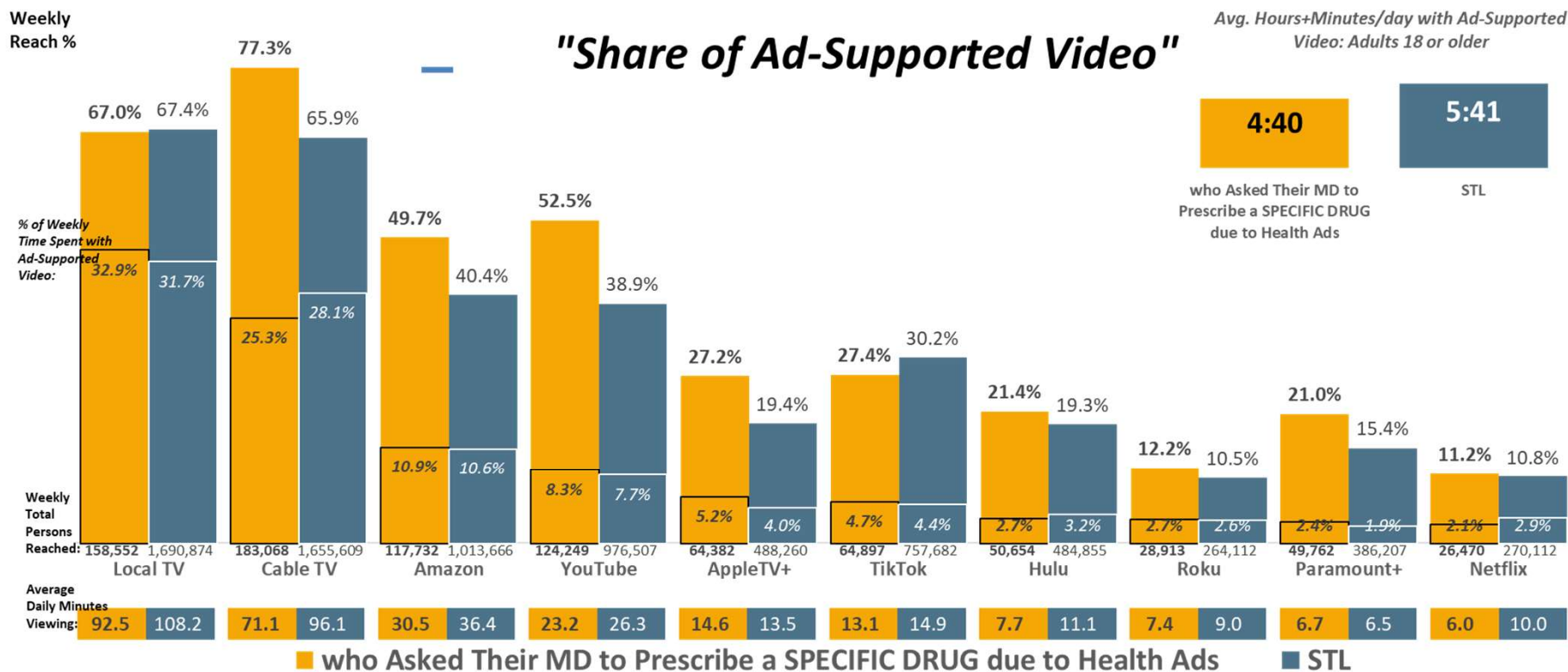
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 183 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



158,552 or 67.% 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 92.5 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.





109,137 or 65.4% 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 100.7 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

Weekly

"Share of Ad-Supported Video"

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

5:03

6:18

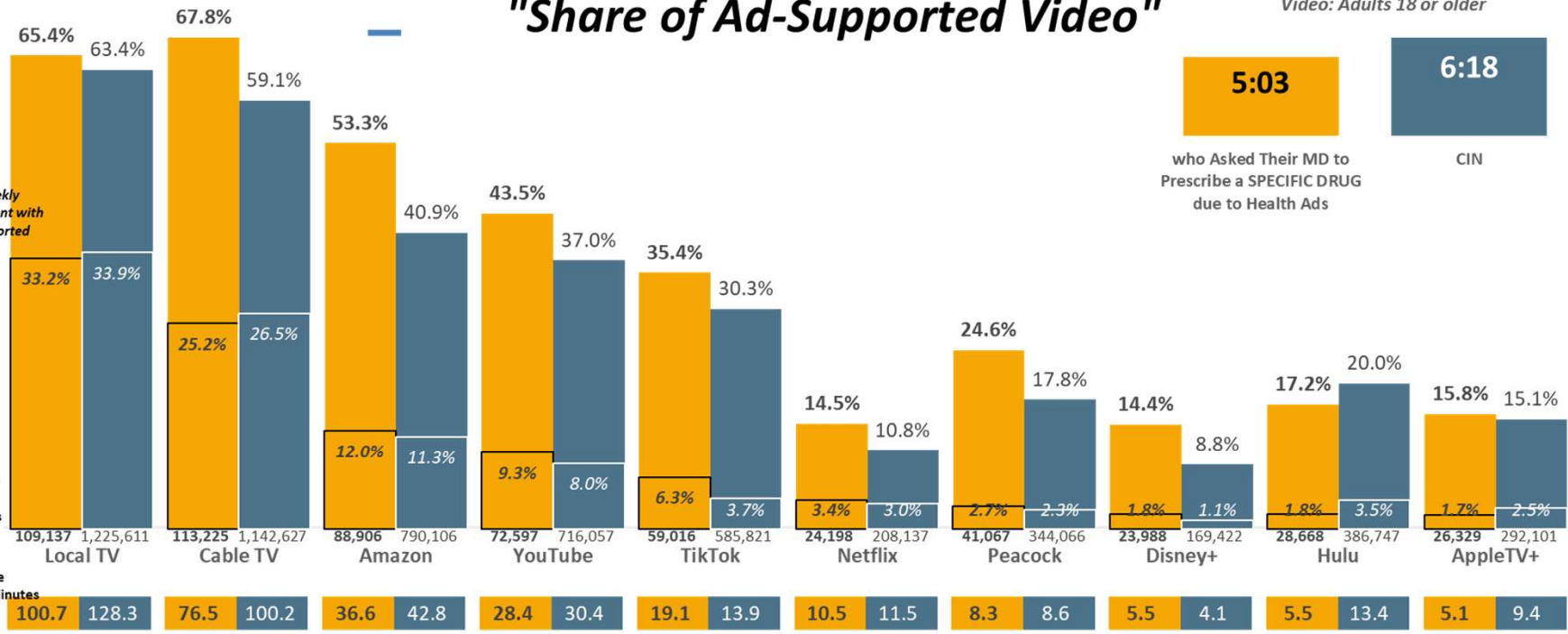
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

CIN

% of Weekly Time Spent with Ad-Supported

Weekly Total Persons

Average Daily Minutes

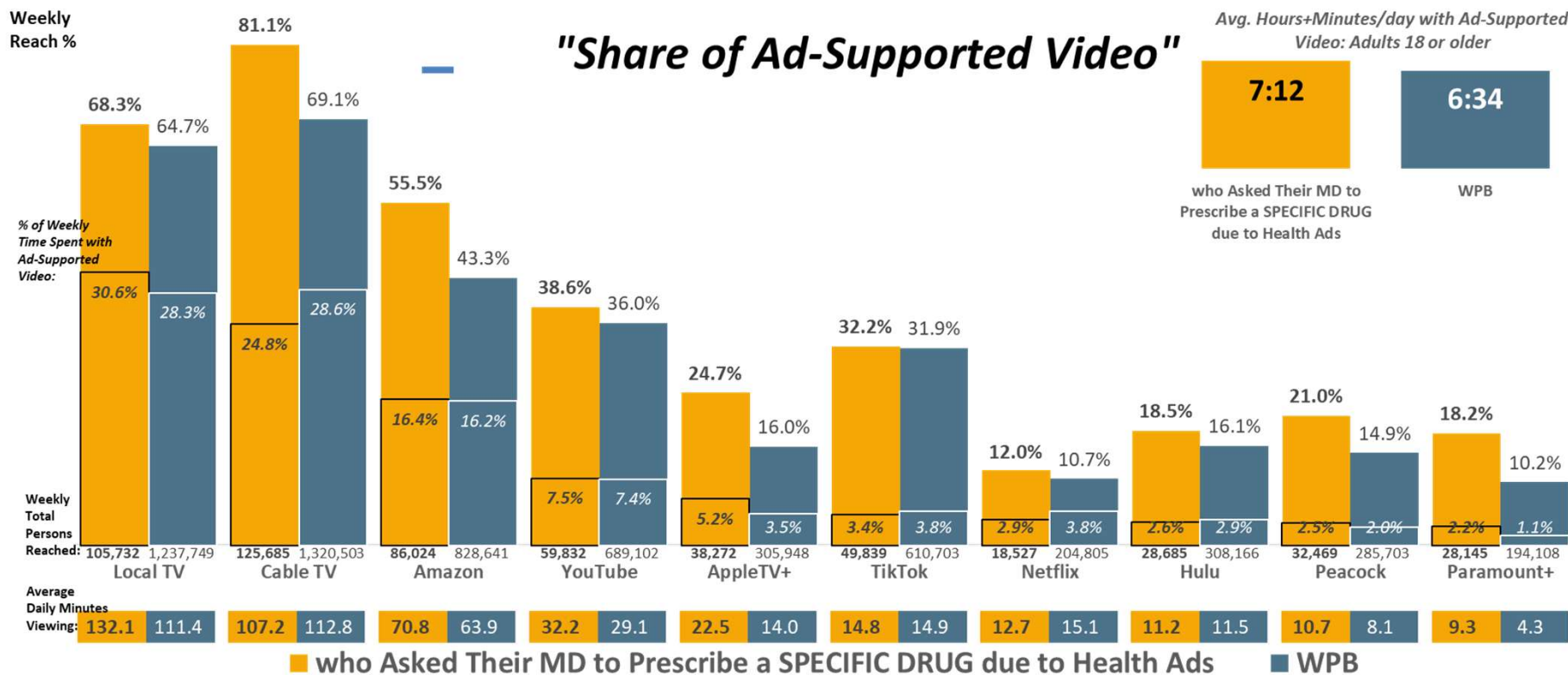


■ who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

■ CIN



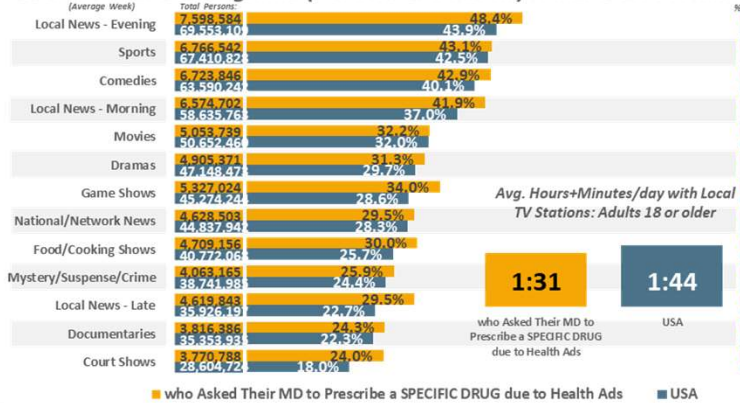
105,732 or 68.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations for an average of 132.1 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.



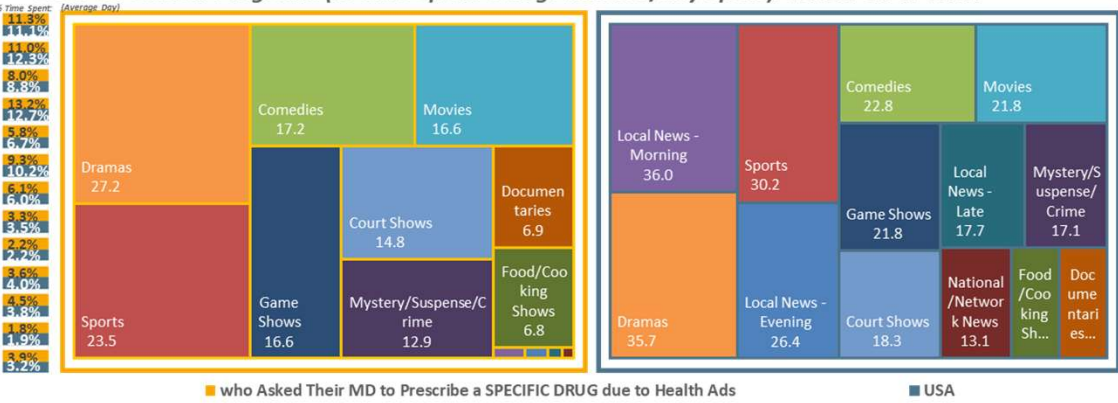


15,360,011 or 65.6% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Movies.

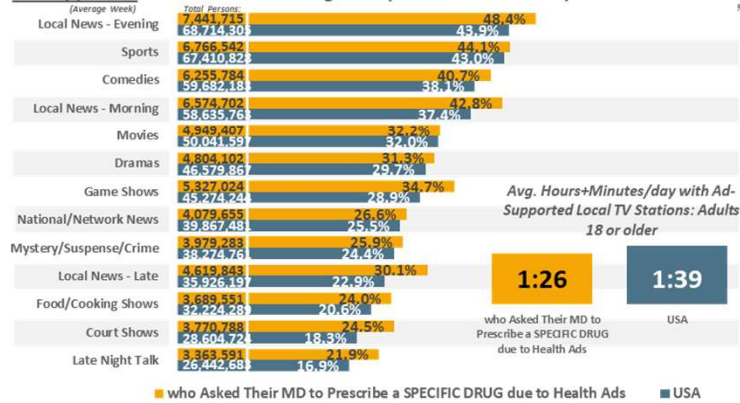
Local TV Station Programs (Persons & % Reach): Adults 18 or older



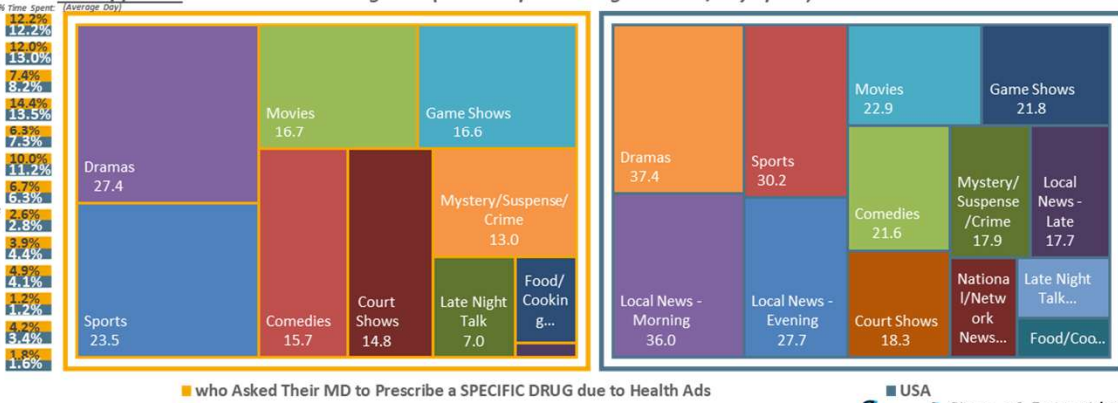
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



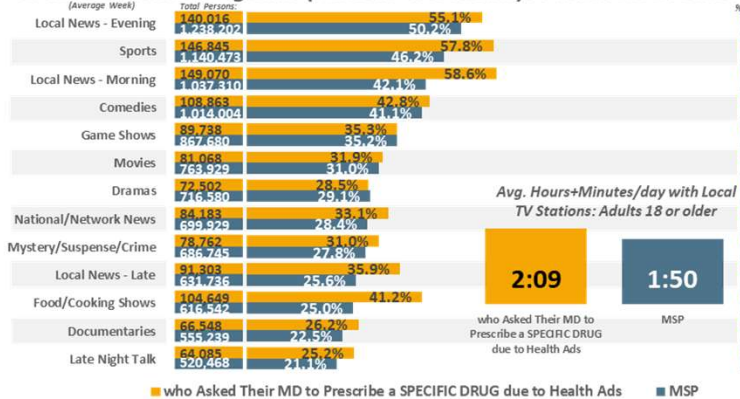
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



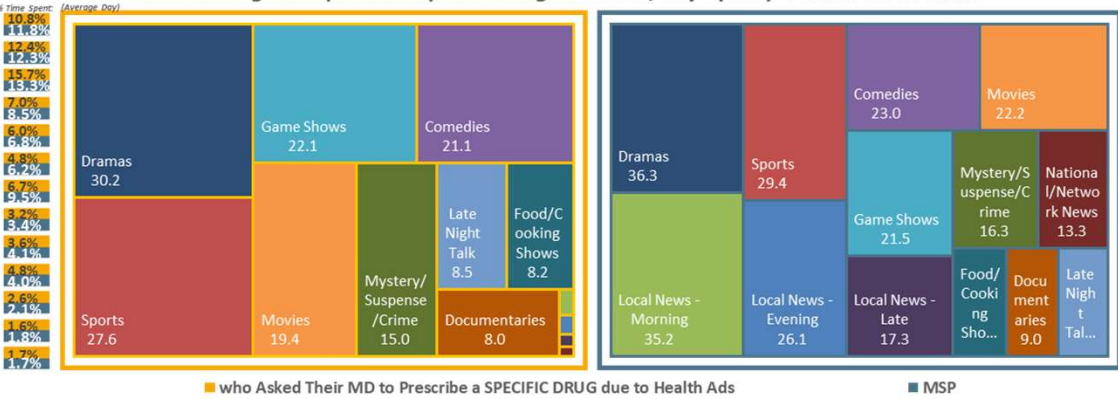


247,080 or 70.6% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Comedies, Local News - Late, and Game

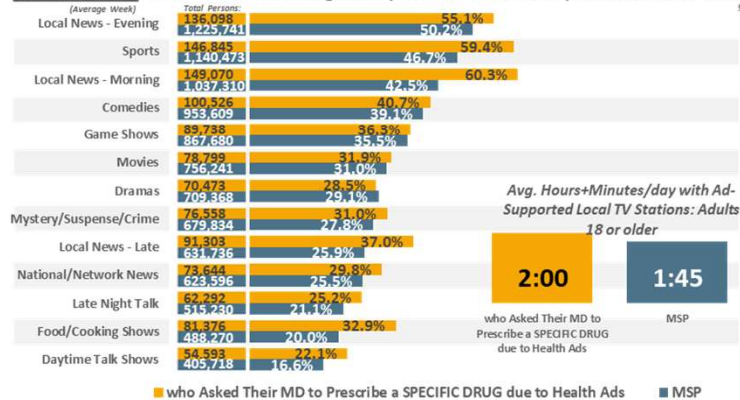
Local TV Station Programs (Persons & % Reach): Adults 18 or older



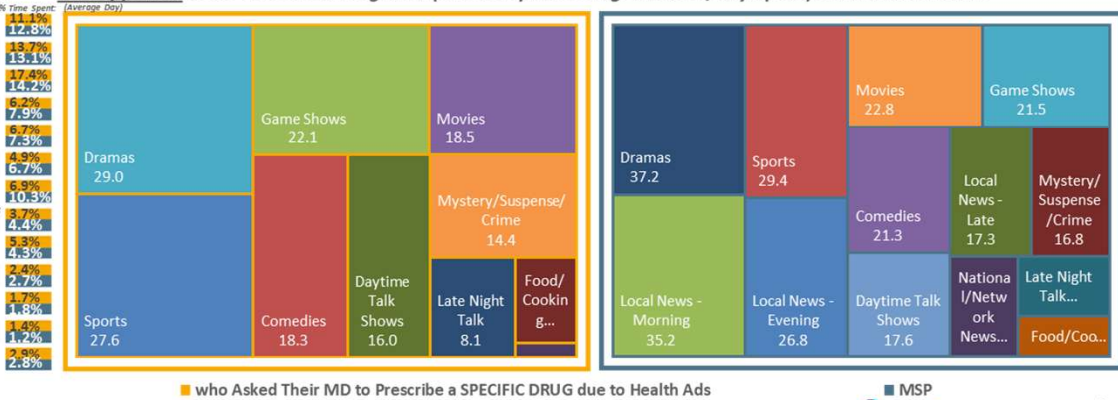
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



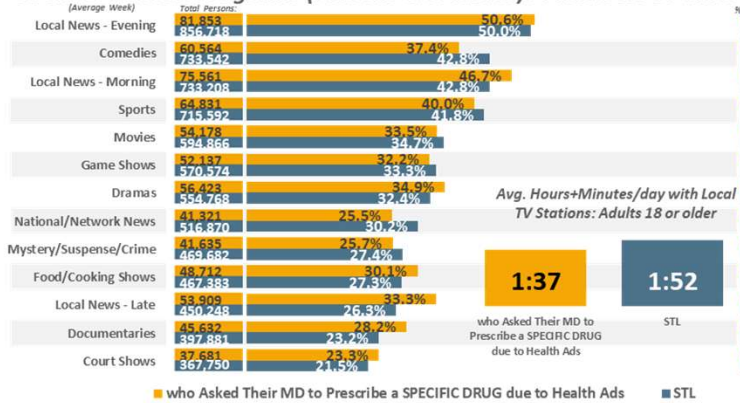
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



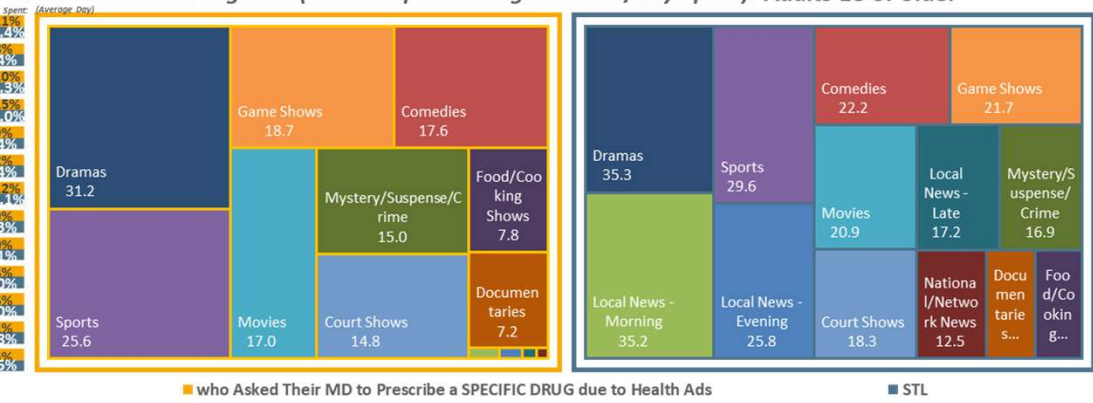


158,552 or 67.7% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Dramas, and Local News - Lat

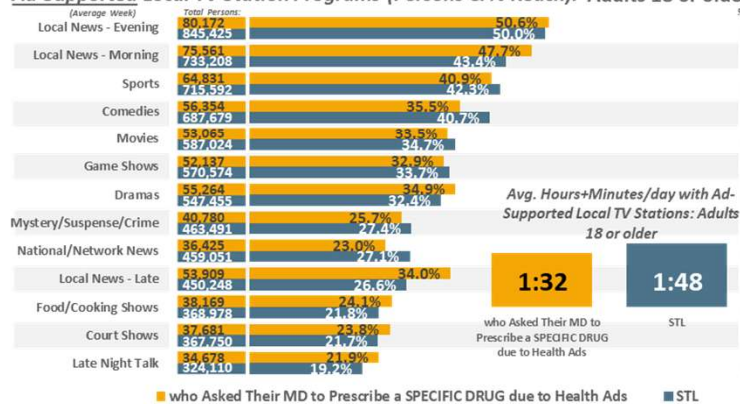
Local TV Station Programs (Persons & % Reach): Adults 18 or older



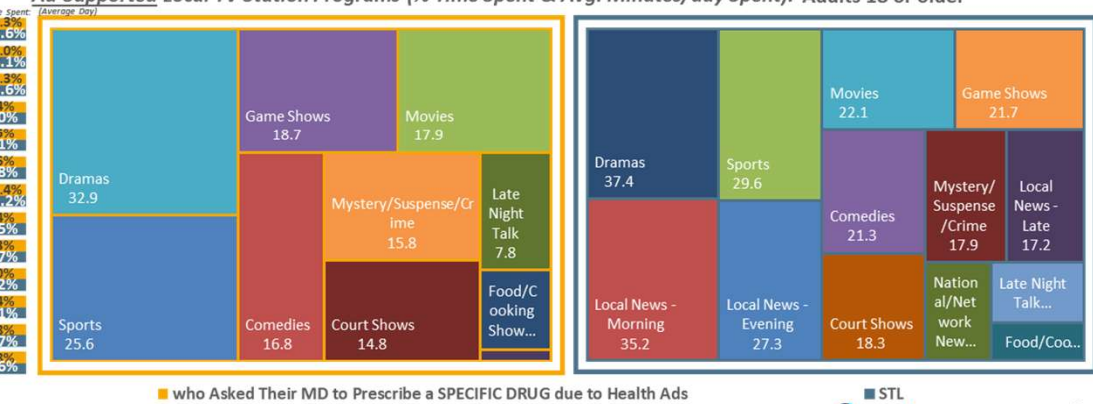
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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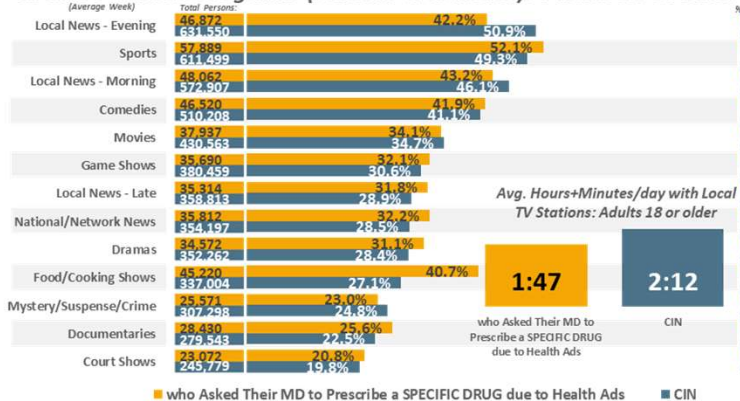
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

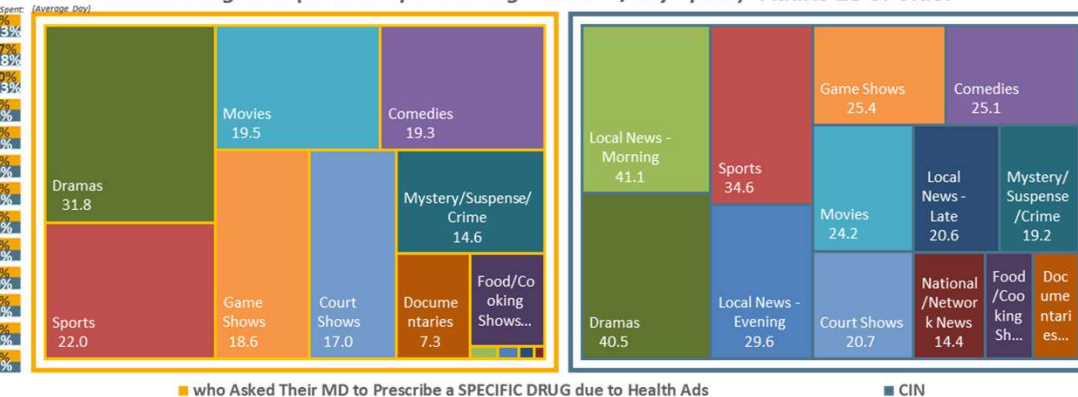


109,137 or 65.4% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Game Shows.

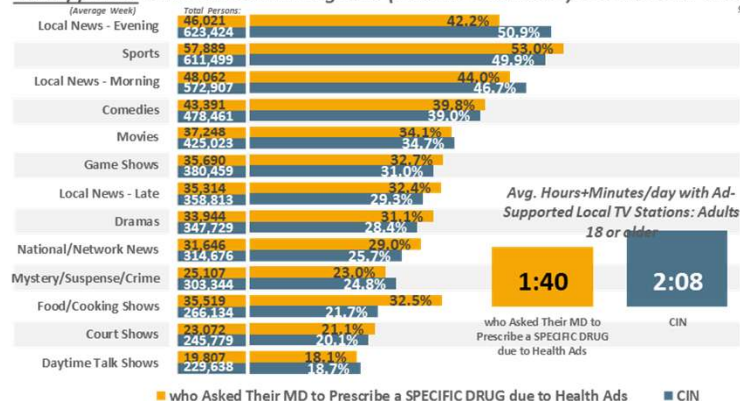
Local TV Station Programs (Persons & % Reach): Adults 18 or older



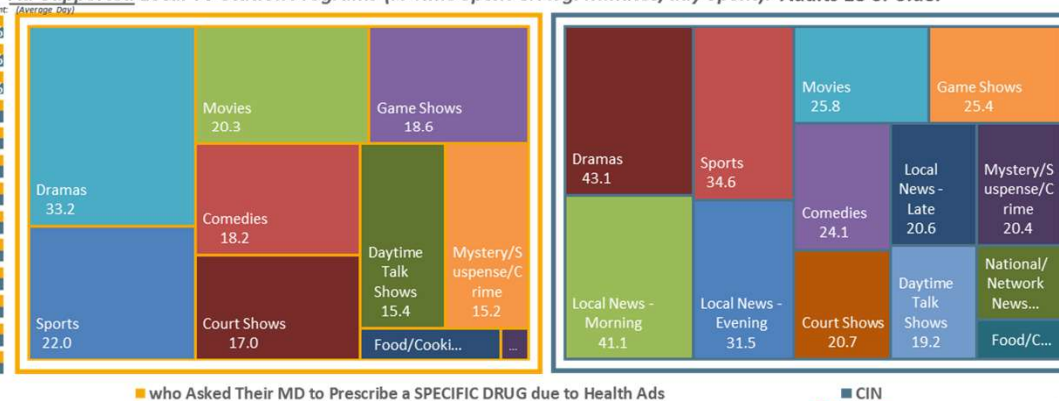
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



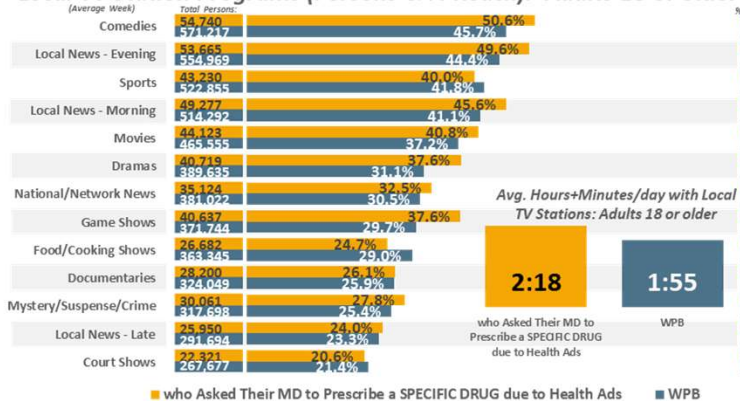
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



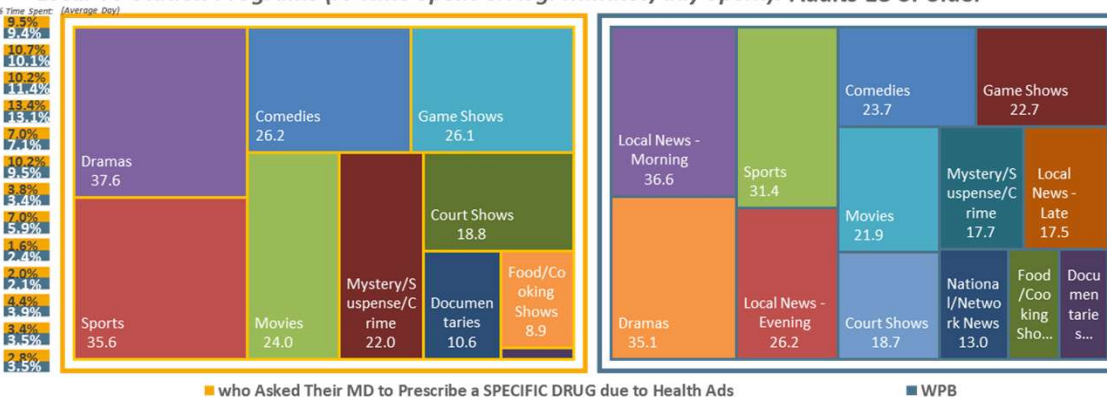


105,732 or 68.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Movies, and Game Shows.

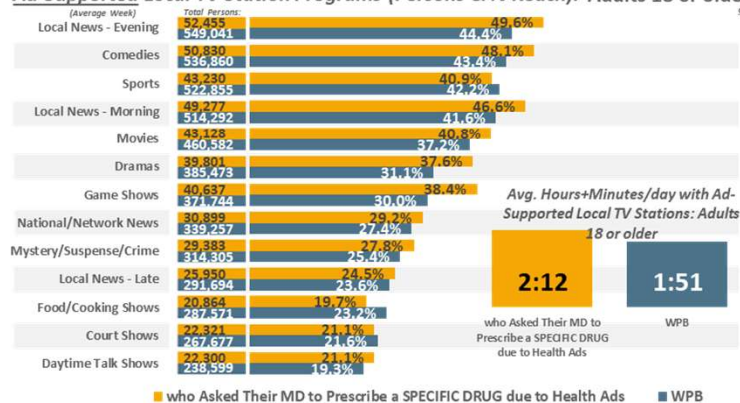
Local TV Station Programs (Persons & % Reach): Adults 18 or older



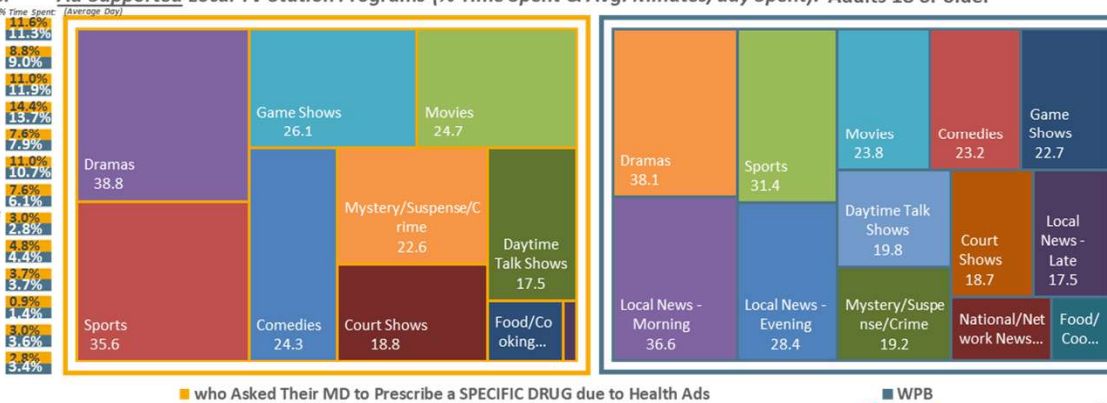
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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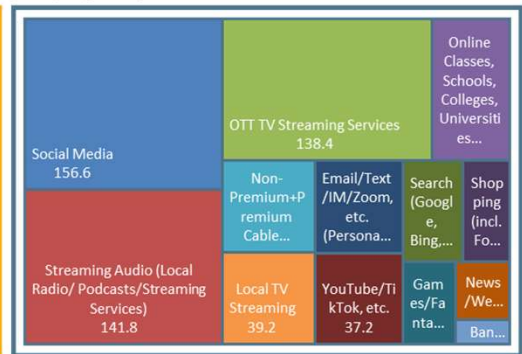
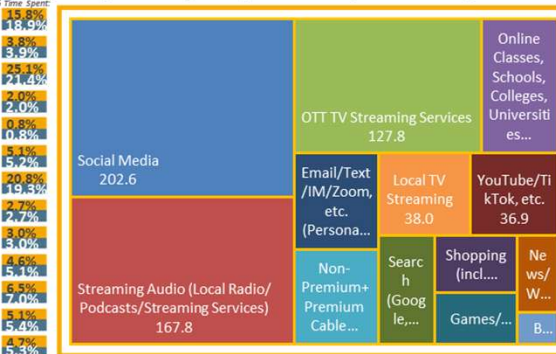
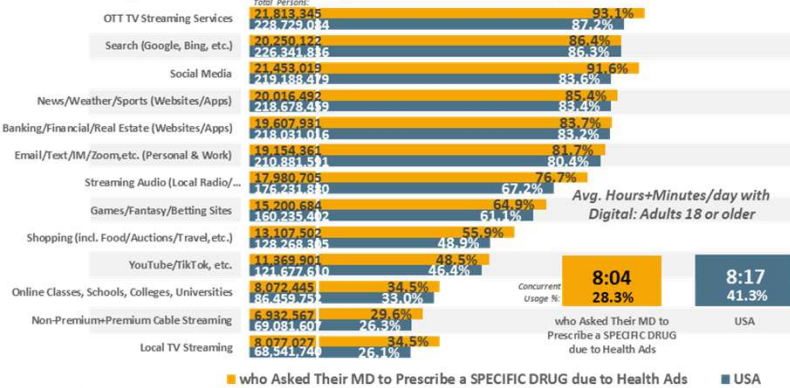
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



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.

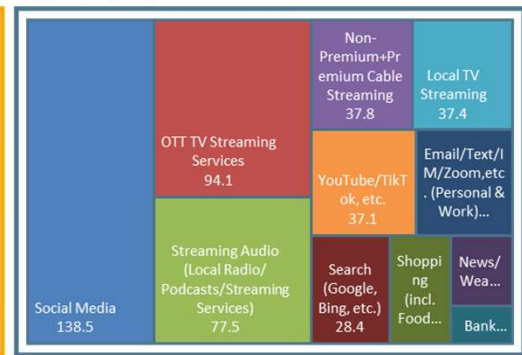
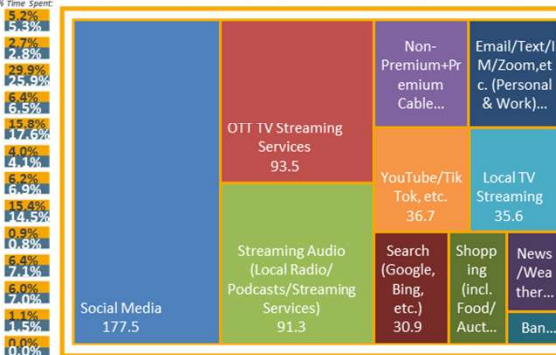
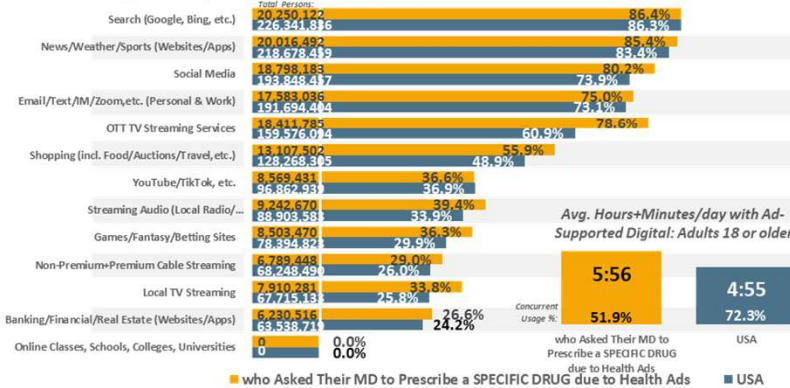
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

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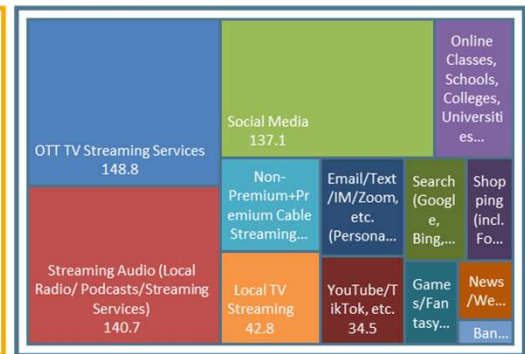
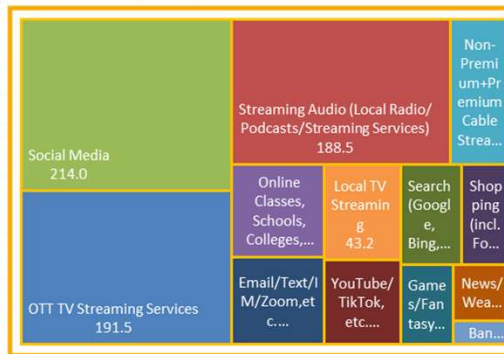
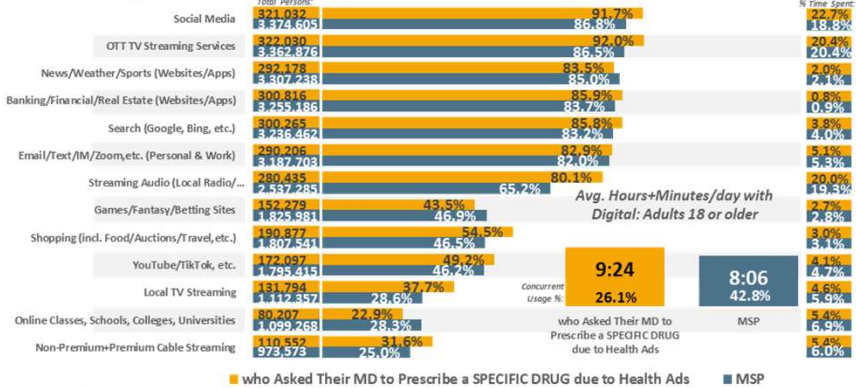
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



251,513 or 71.9% 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 167.6 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

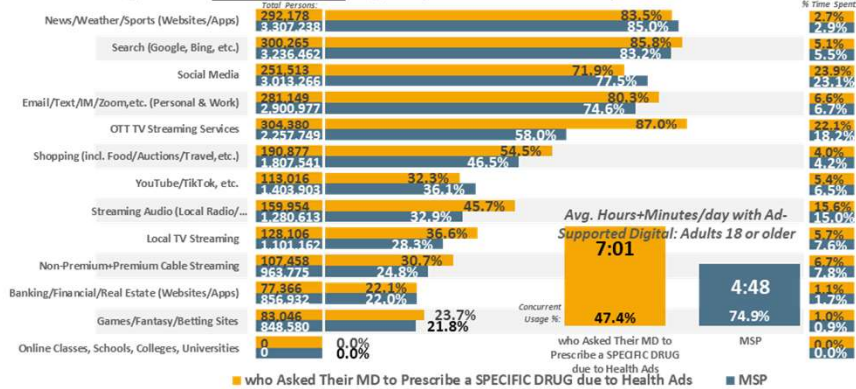
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 183
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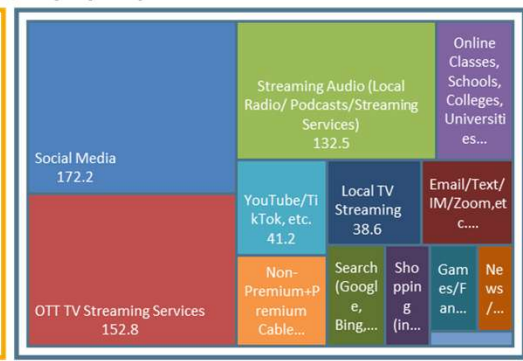
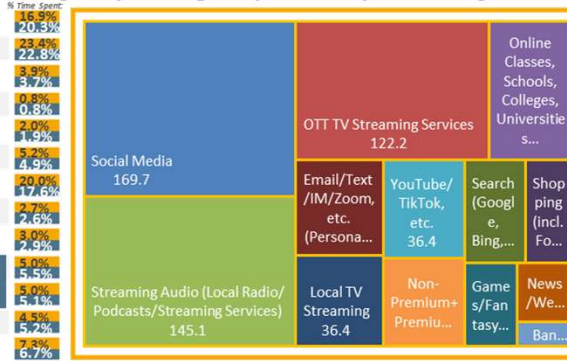
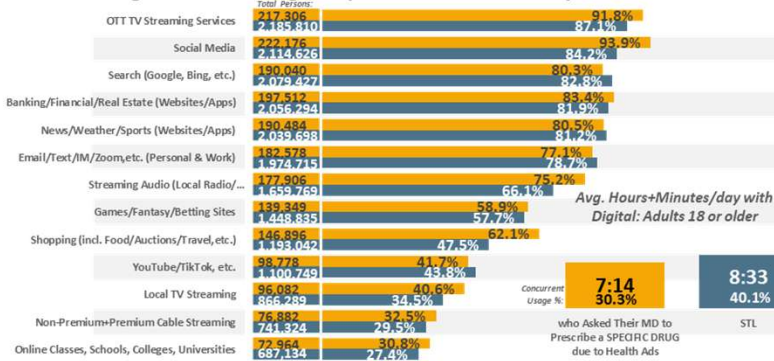
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



203,593 or 86.% 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 155.5 minutes every day representing 29.1% 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



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

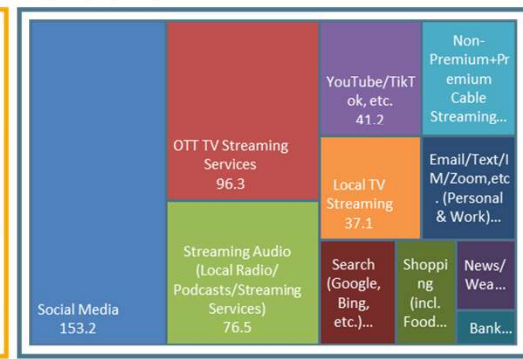
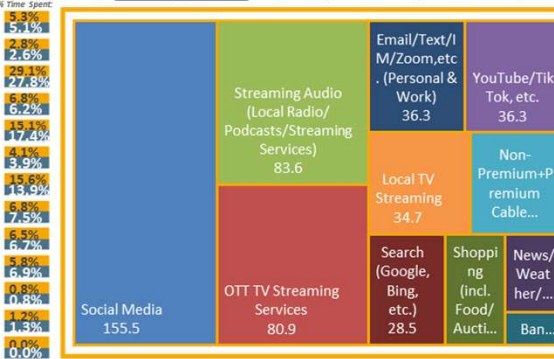
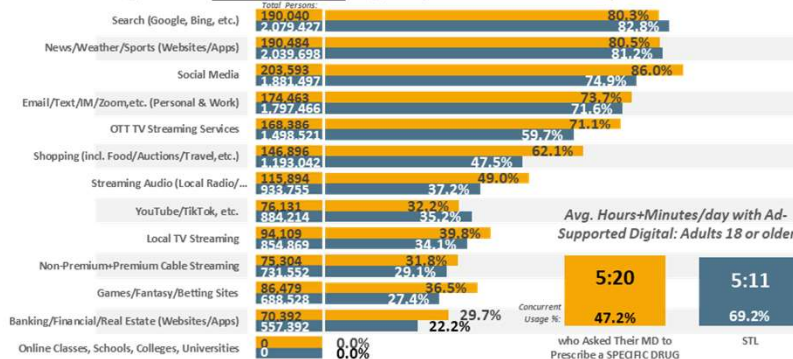
STL

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

STL

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



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

STL

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

STL

STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 202

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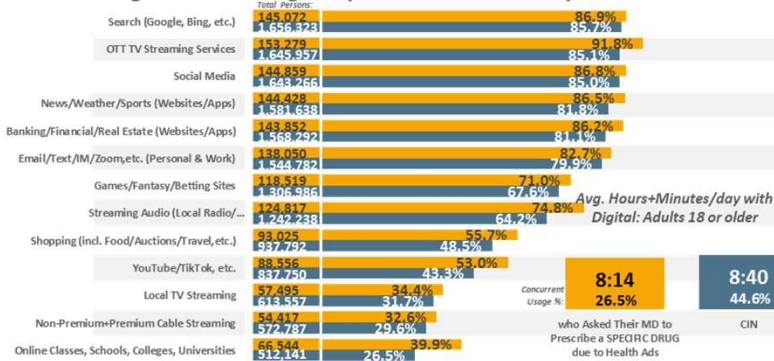
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



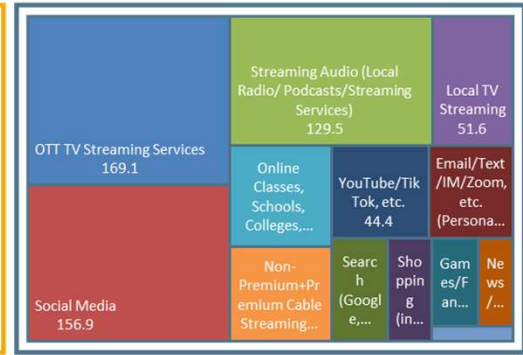
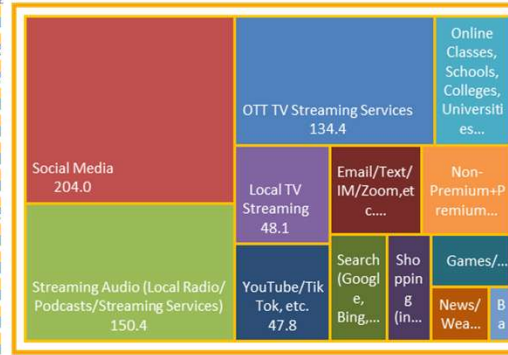
124,038 or 74.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Social Media for an average of 174.7 minutes every day representing 29.8% of all time spent daily with Ad-Supported Digital Media.

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



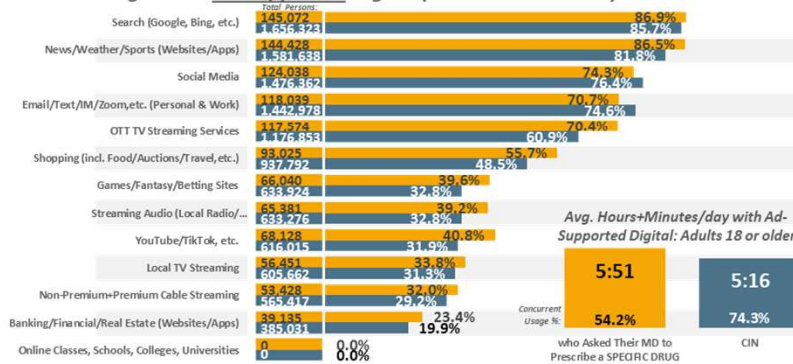
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

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

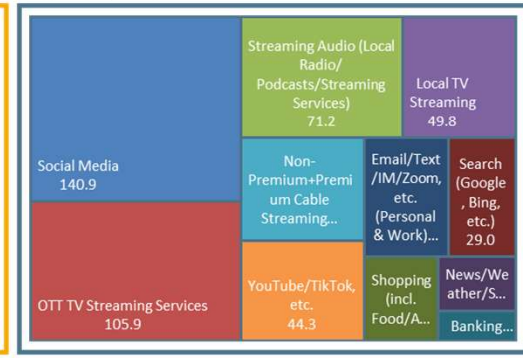
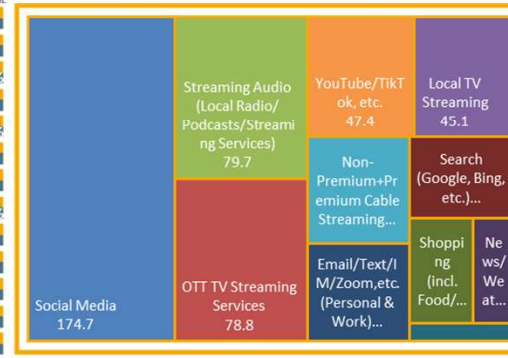
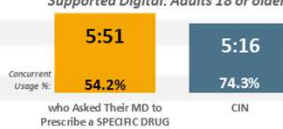
CIN

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



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



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

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

CIN

CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 205

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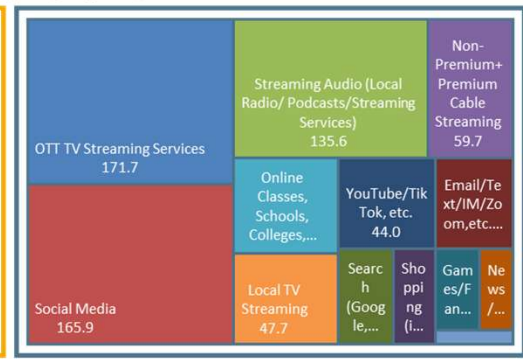
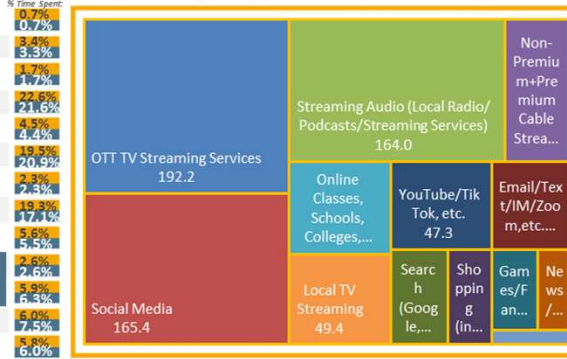
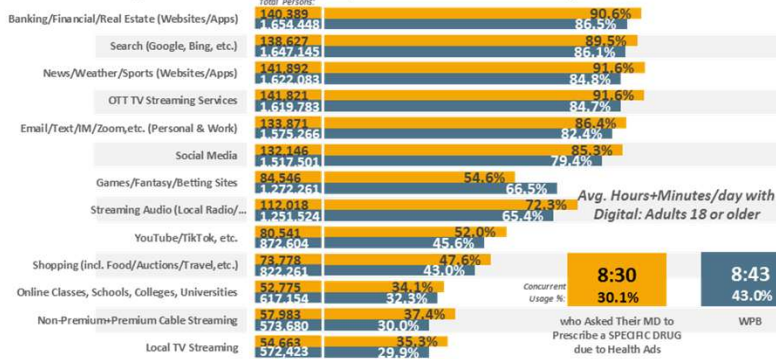
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



121,186 or 78.2% 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 151.7 minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

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

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



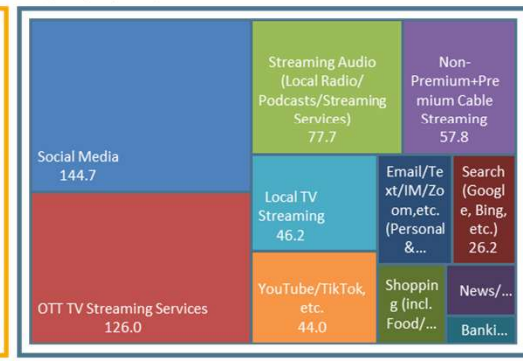
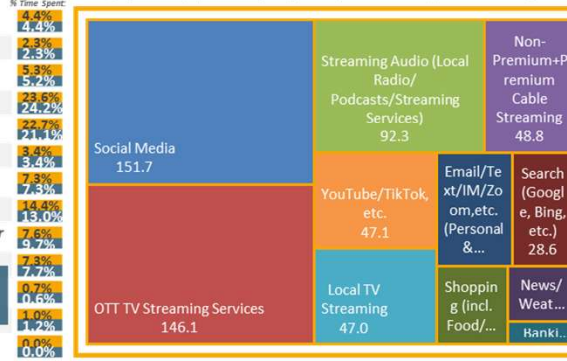
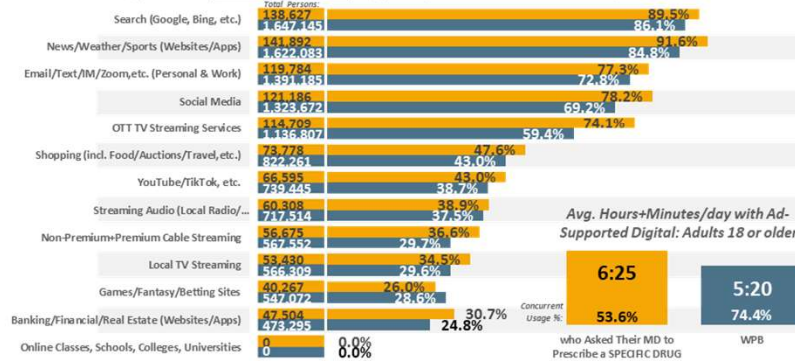
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

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

WPB

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



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

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

WPB

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 274

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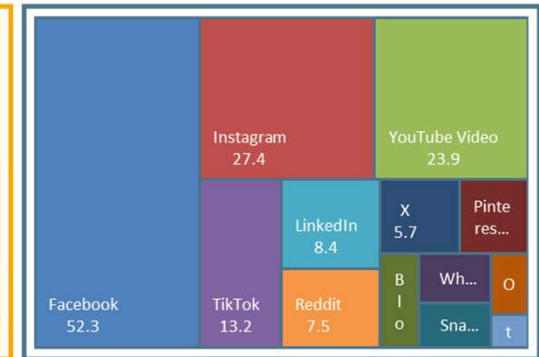
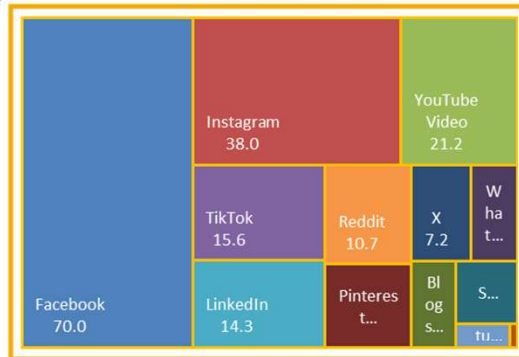
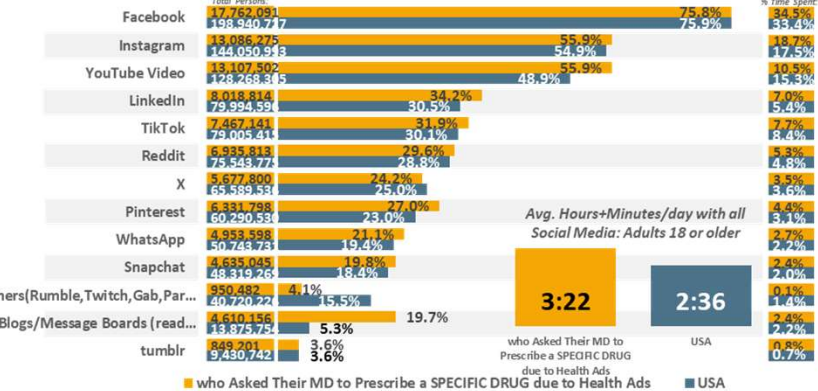
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

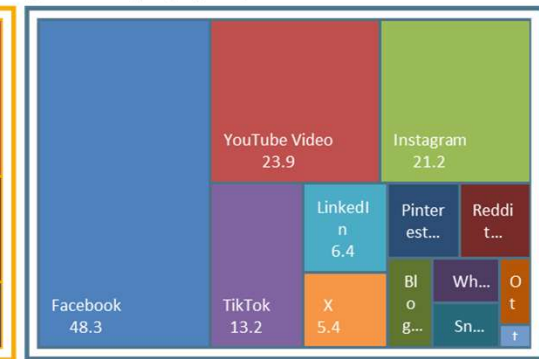
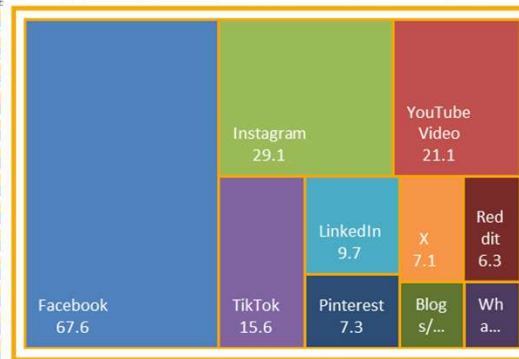
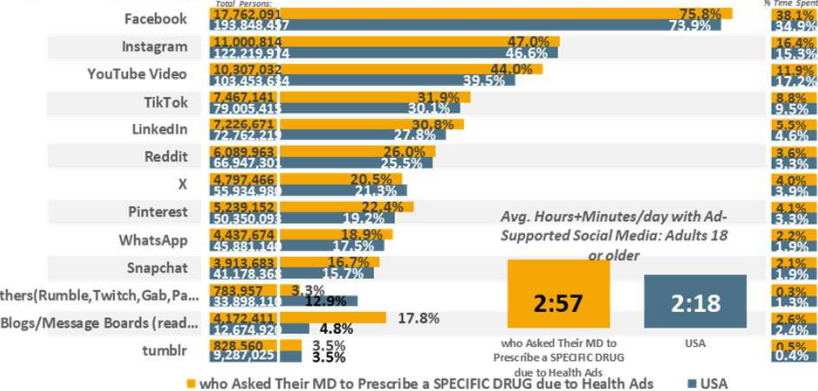


17,762,091 or 75.8% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Facebook for an average of 67.6 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

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



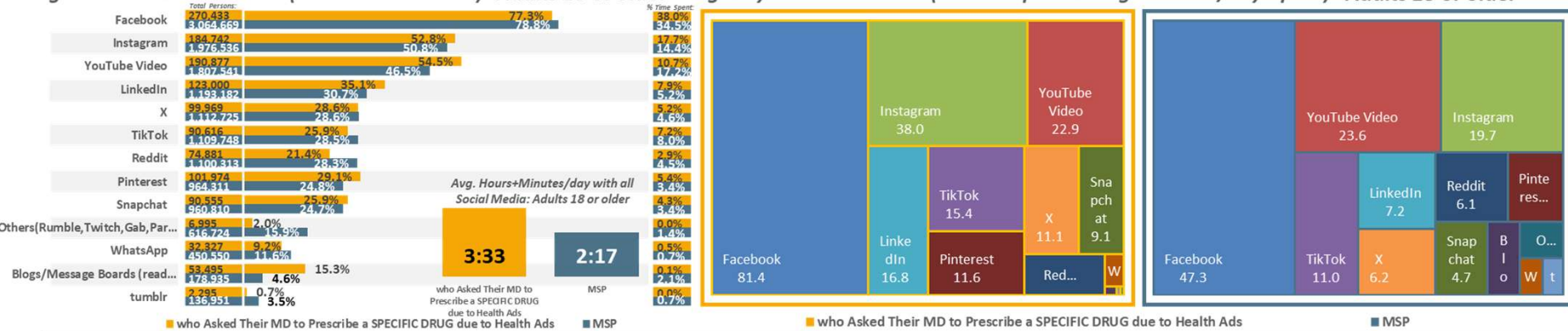
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



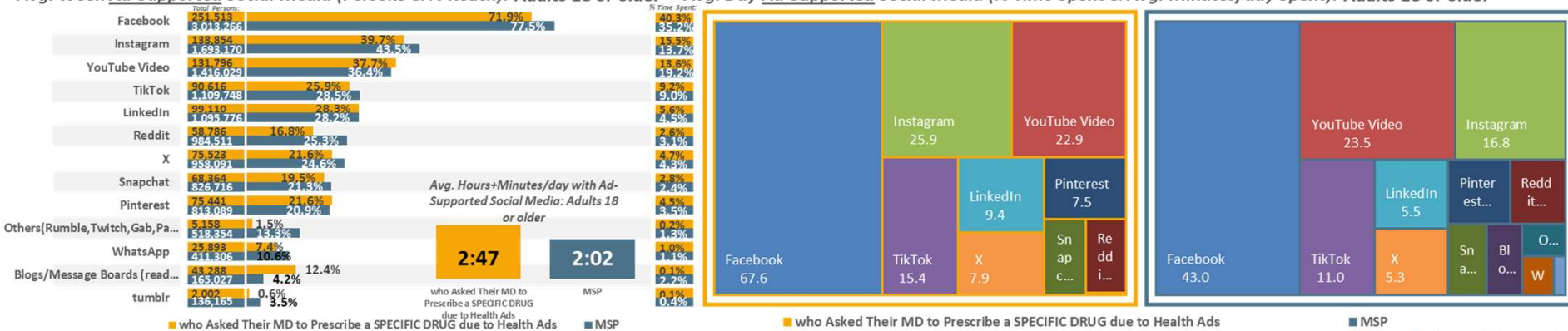


251,513 or 71.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Facebook for an average of 67.6 minutes every day representing 40.3% of all time spent daily with Ad-Supported Social Media.

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**



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 183
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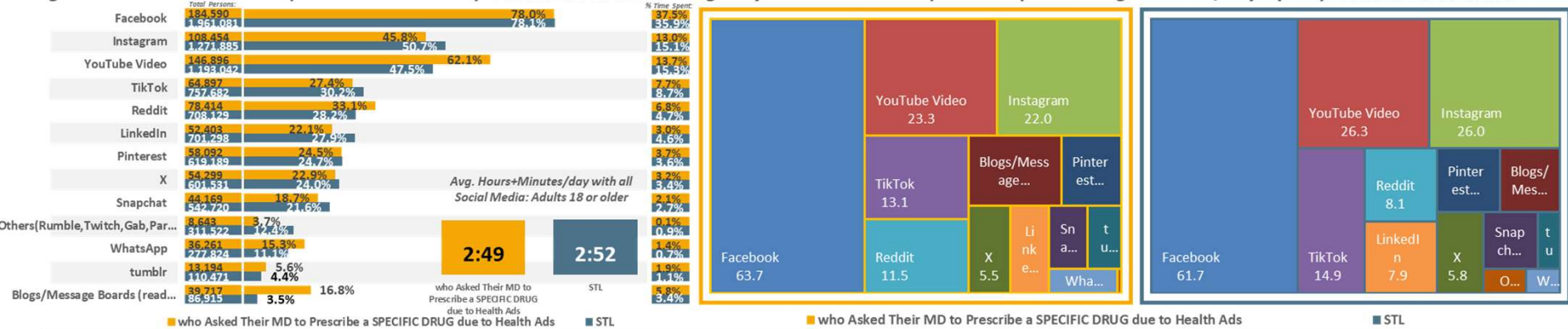
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

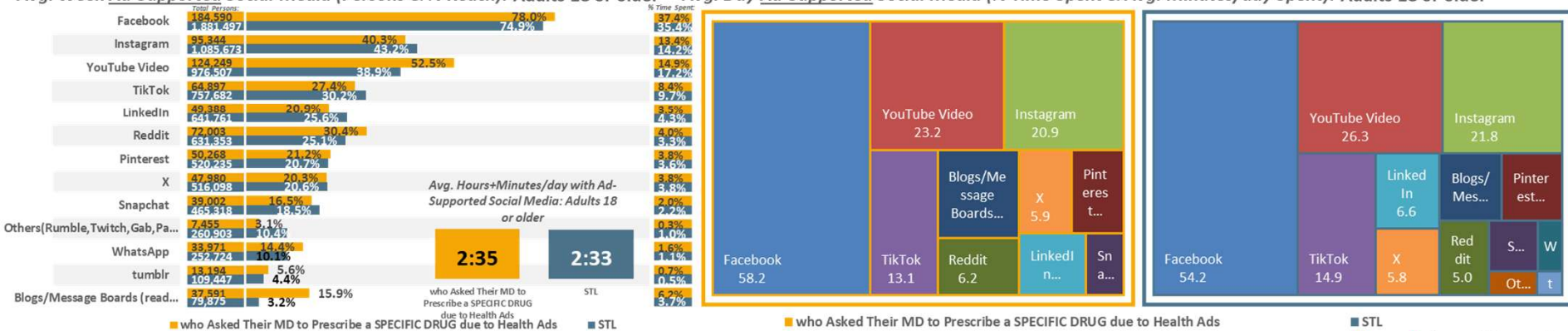


184,590 or 78.% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Facebook for an average of 58.2 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 202
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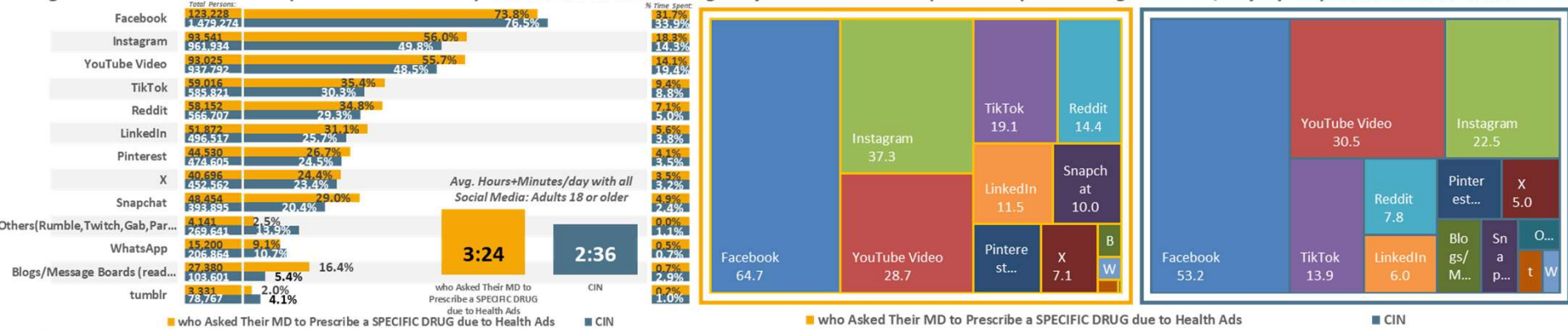
soefa.ai Share of Everything for Anything

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

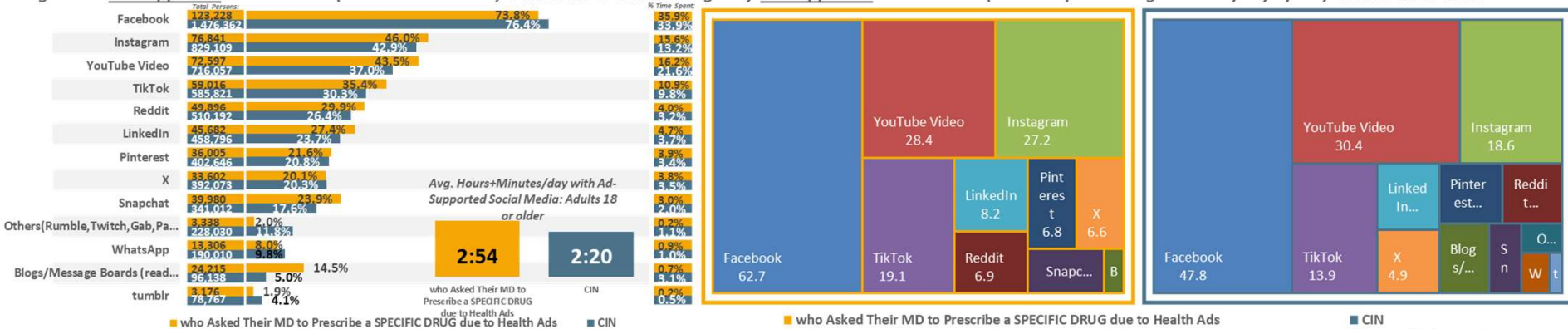


123,228 or 73.8% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Facebook for an average of 62.7 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

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



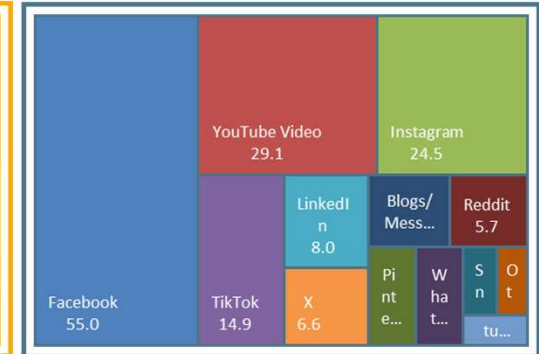
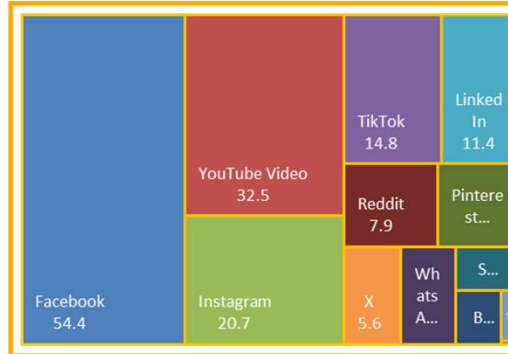
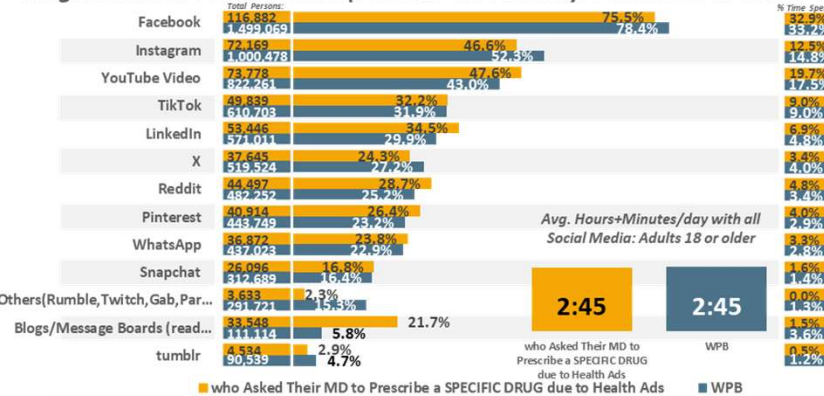
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



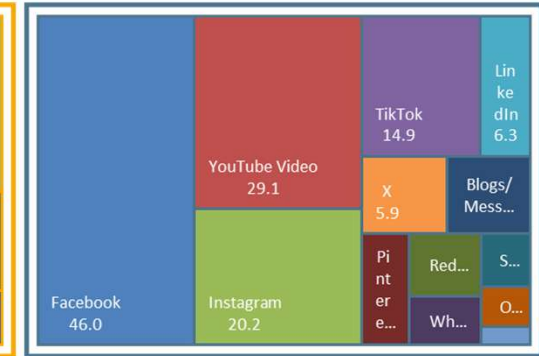
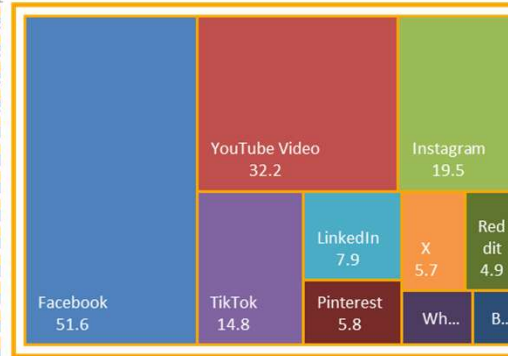
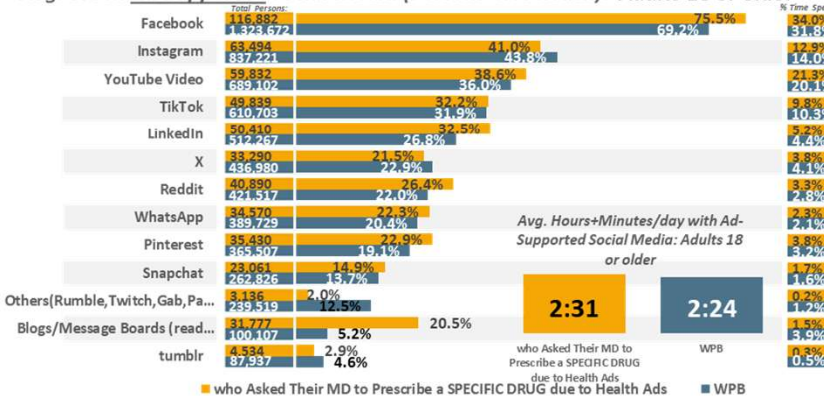


116,882 or 75.5% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Facebook for an average of 51.6 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

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**



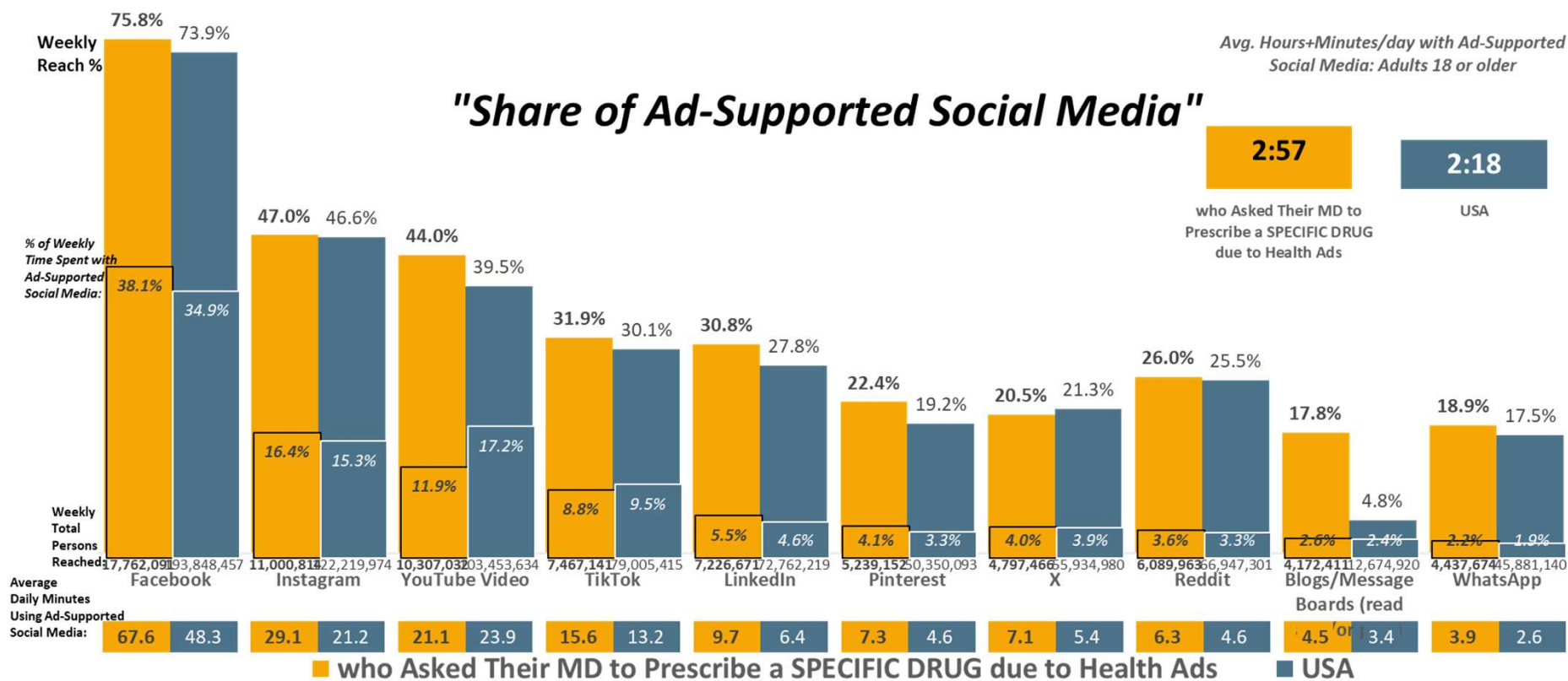
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





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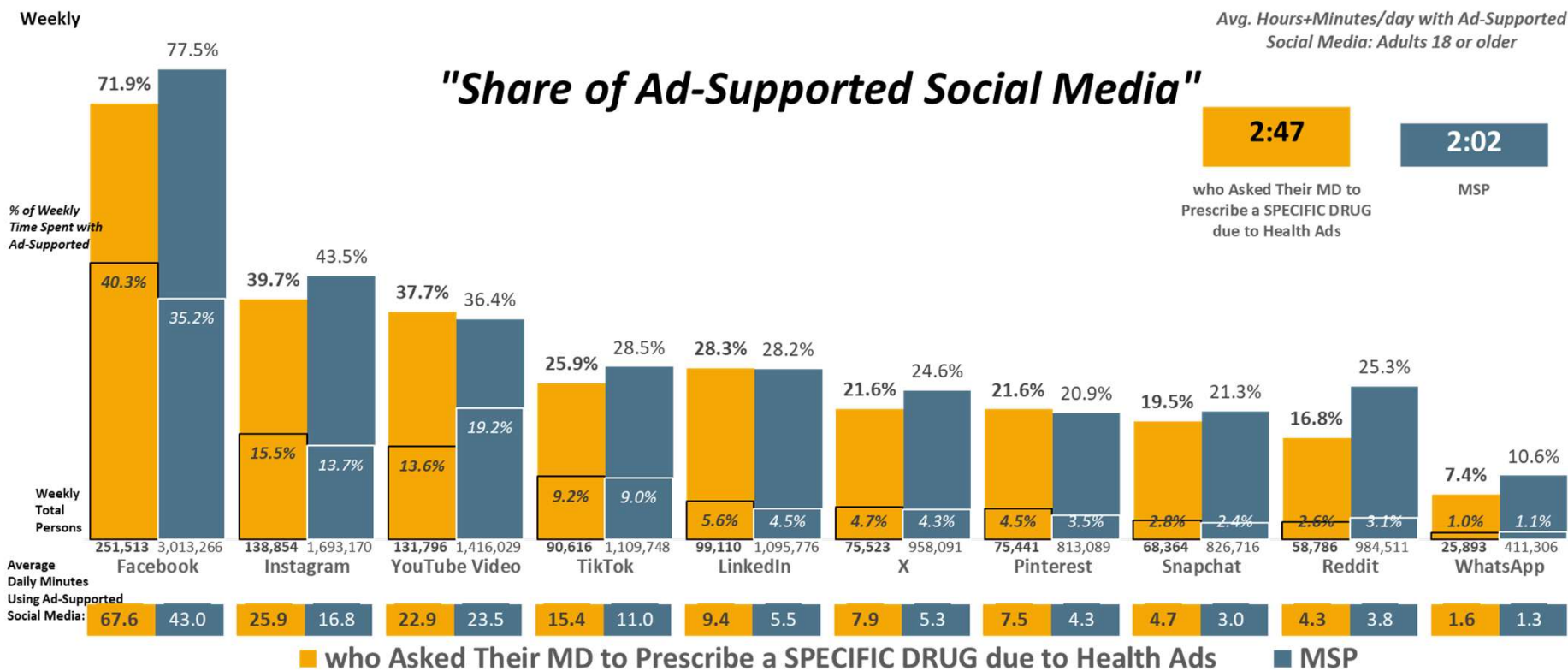
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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

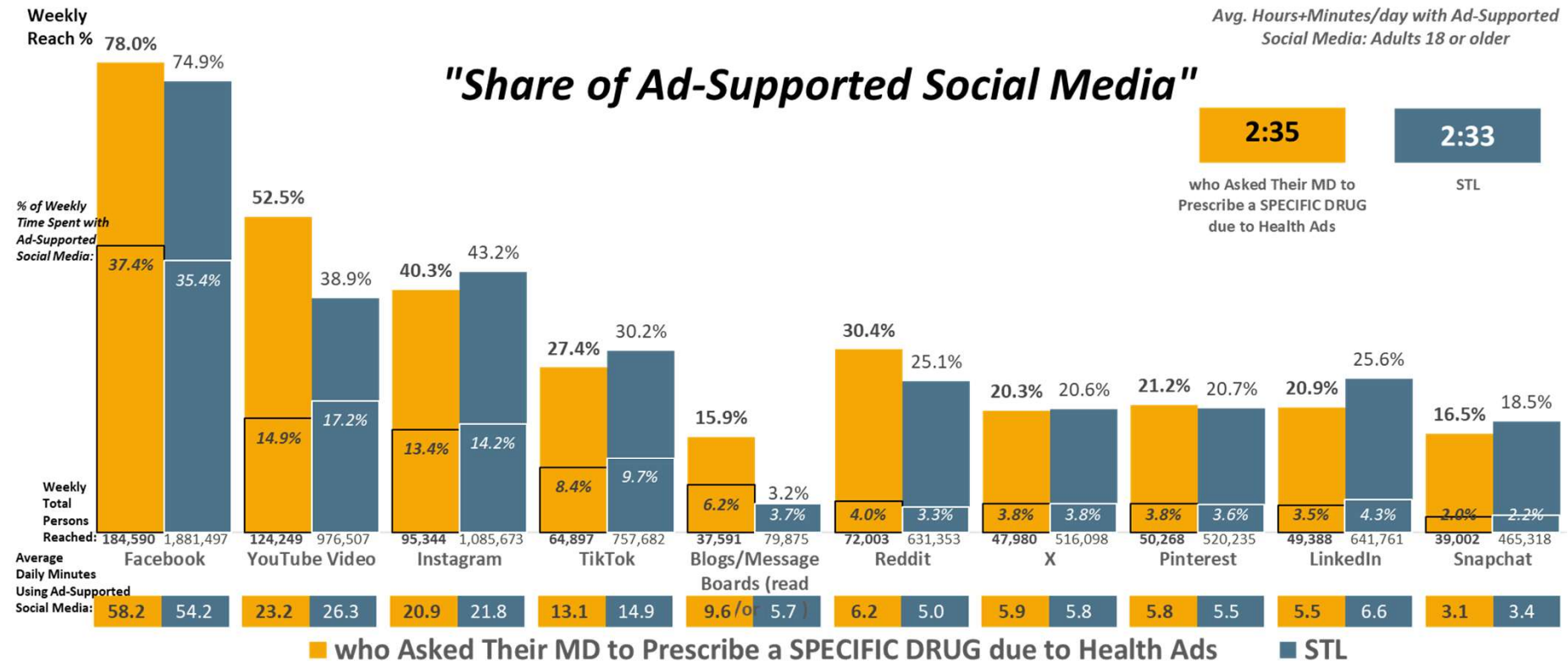


251,513 or 71.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Facebook for an average of 67.6 minutes every day representing 40.3% of all time spent daily with Ad-Supported Social Media.



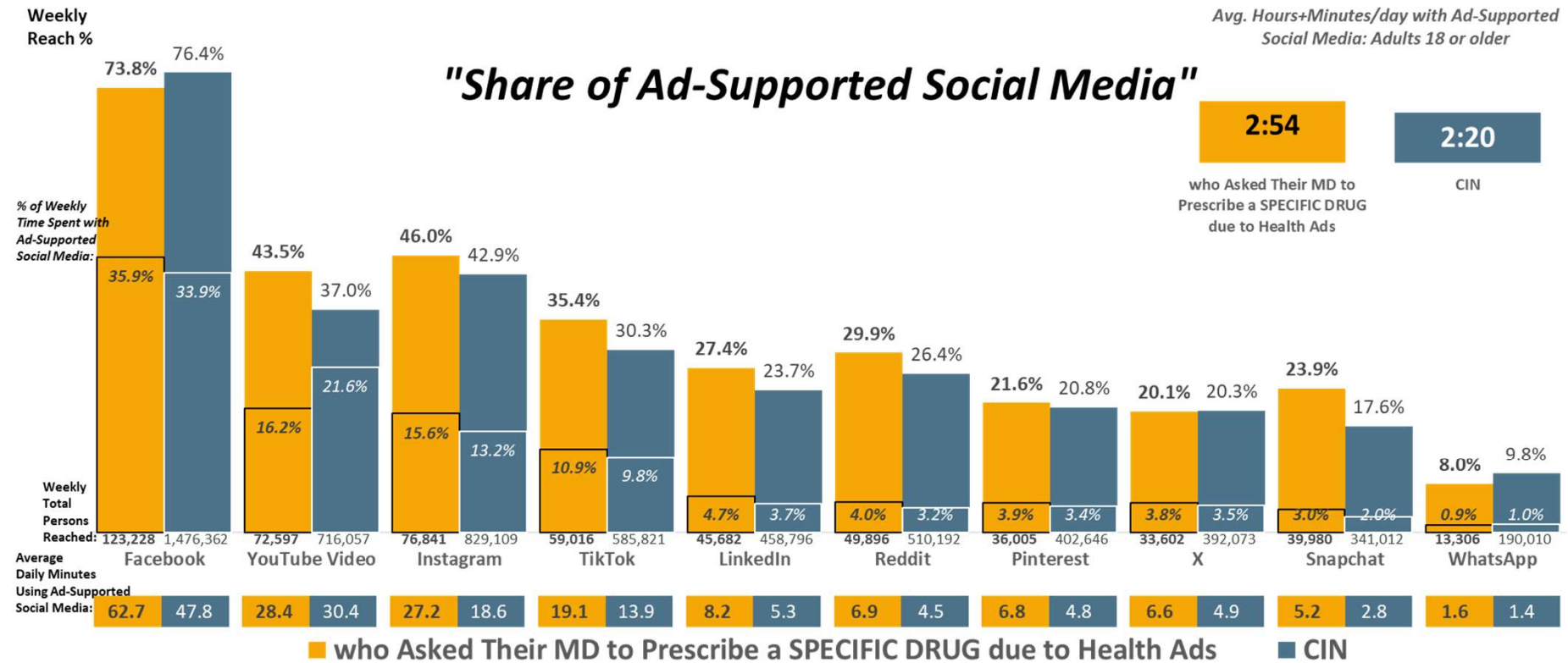


184,590 or 78.% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Facebook for an average of 58.2 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.





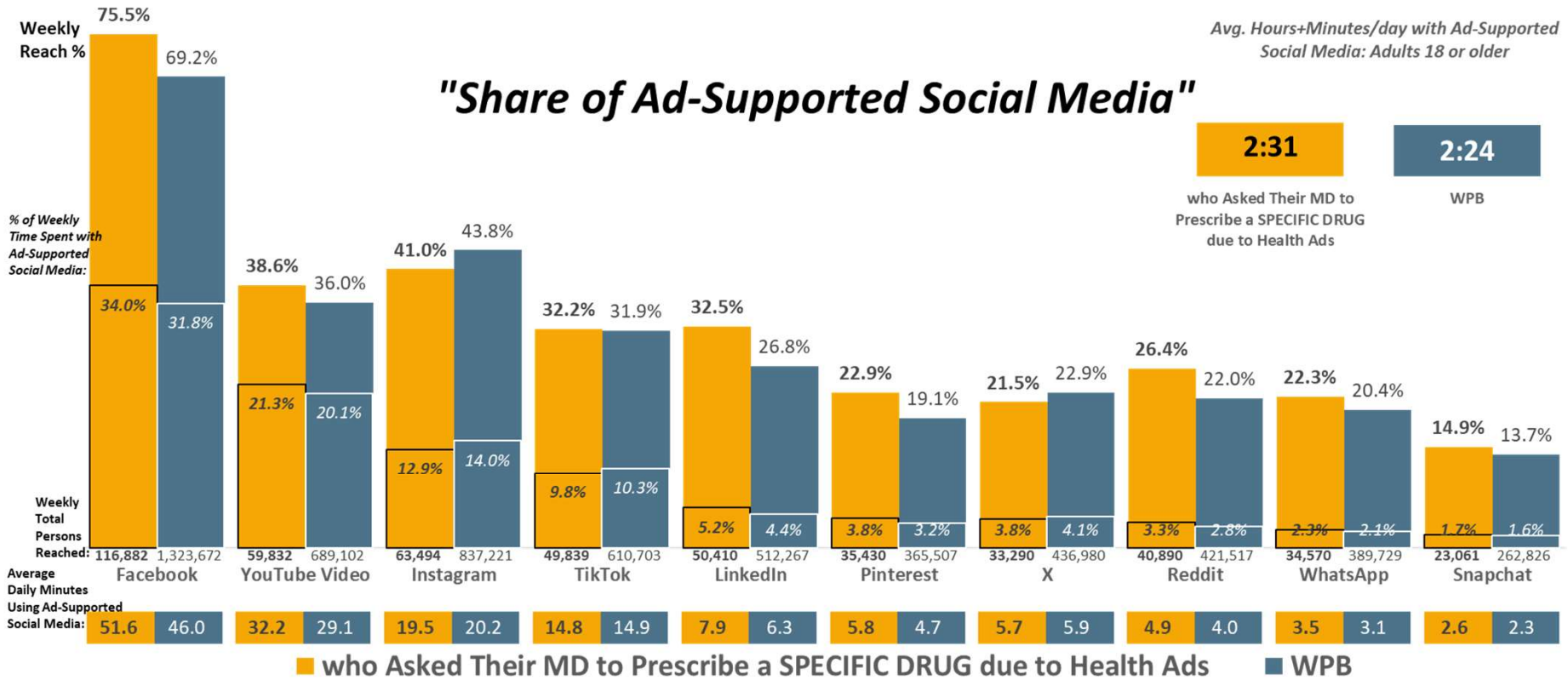
123,228 or 73.8% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads use Ad-Supported Facebook for an average of 62.7 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.





116,882 or 75.5% 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 51.6 minutes every day representing 34.0% of all time spent daily with Ad-Supported Social Media.

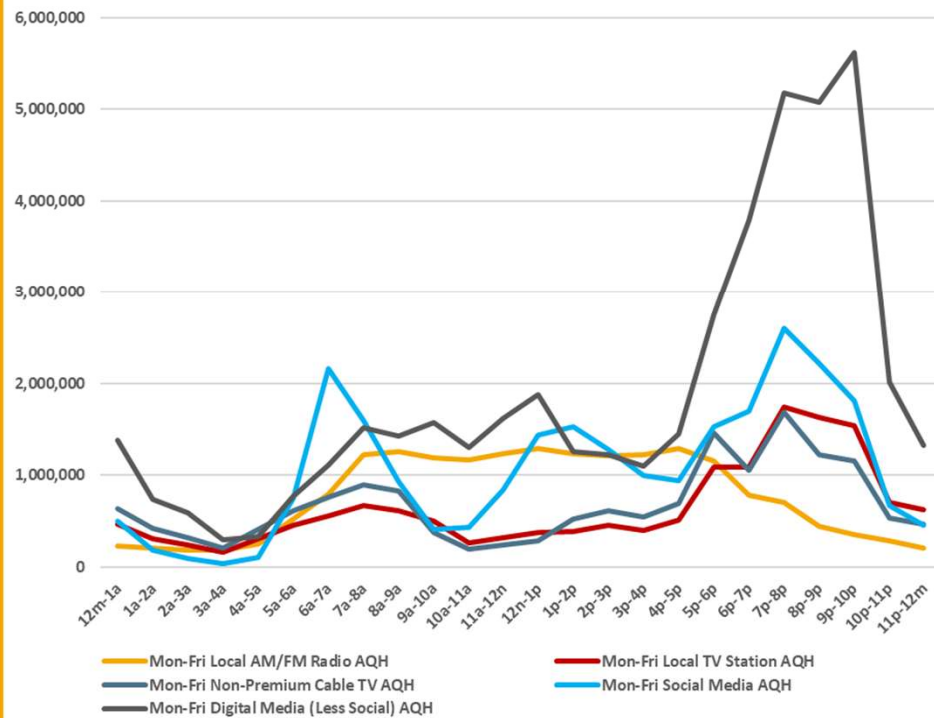
"Share of Ad-Supported Social Media"



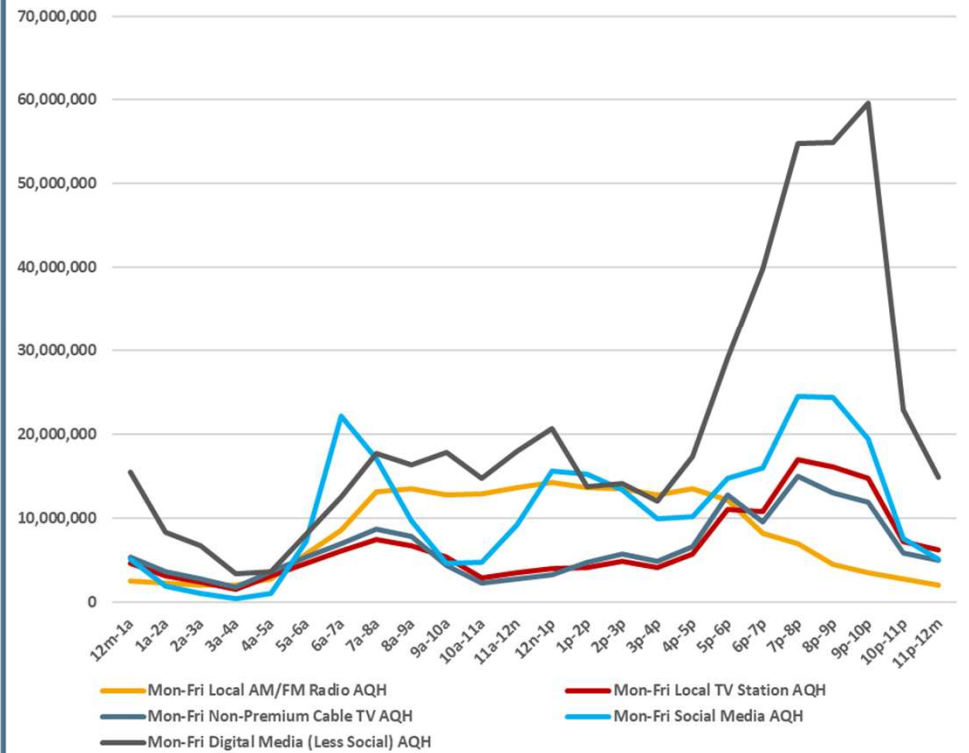


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,690,224;
 Social Media: 1,213,818; Local Radio: 1,156,213; Non-Prem. Cable: 649,825; Local TV:
 554,318 reaching Adults 18 or older who Asked Their MD to Prescribe a SPEC

(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



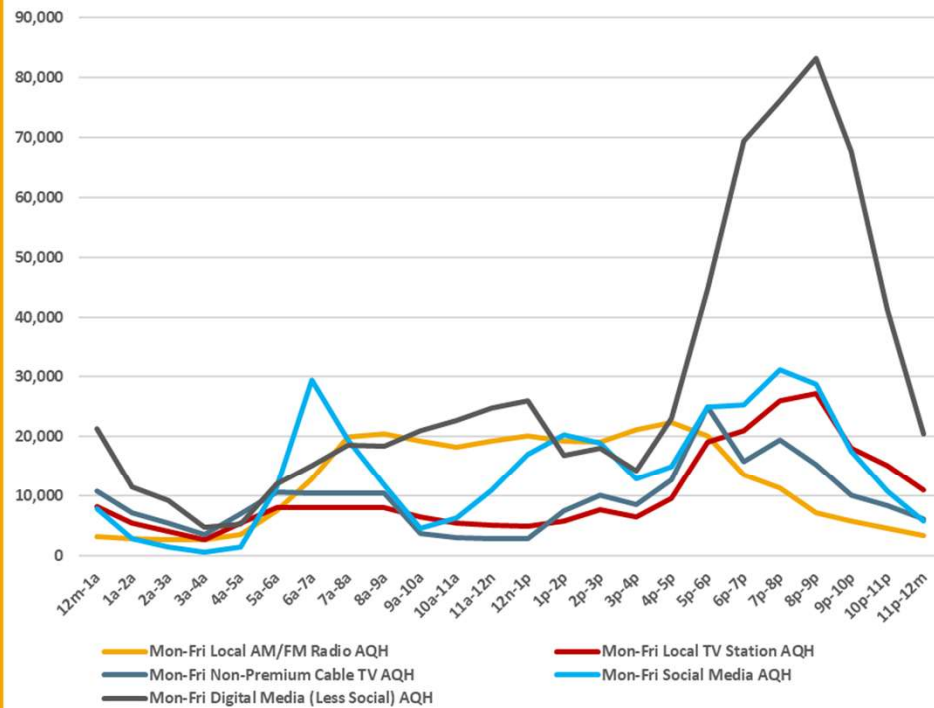
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Adults 18 or older



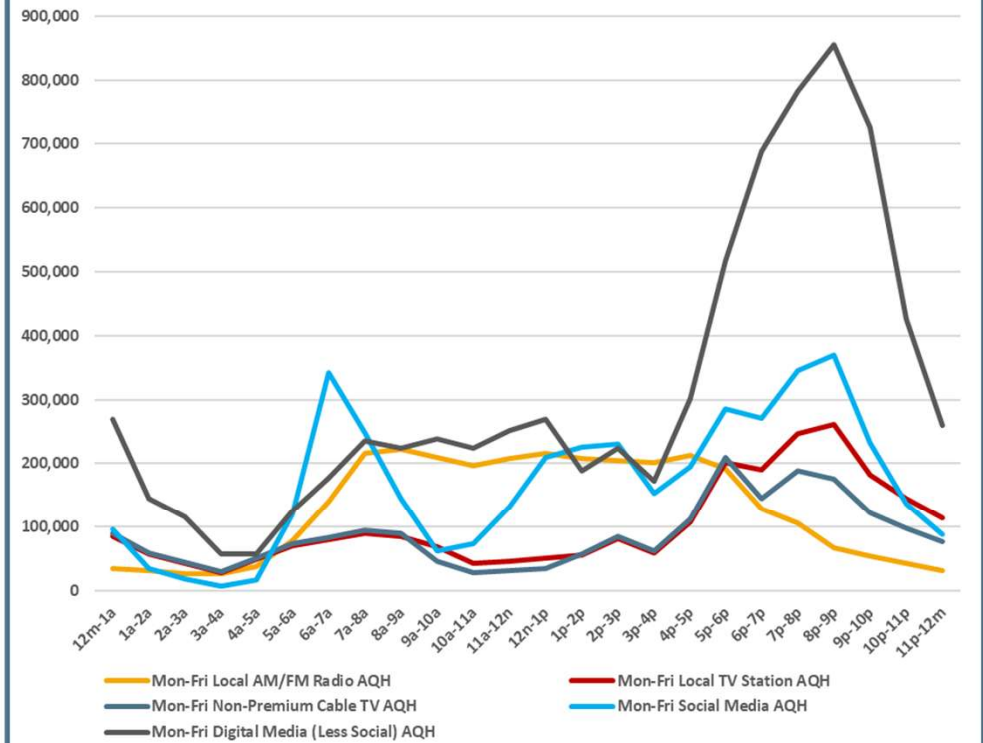


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 25,639;
Local Radio: 18,924; Social Media: 16,686; Non-Prem. Cable: 9,514; Local TV: 8,898
reaching Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due

*(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*



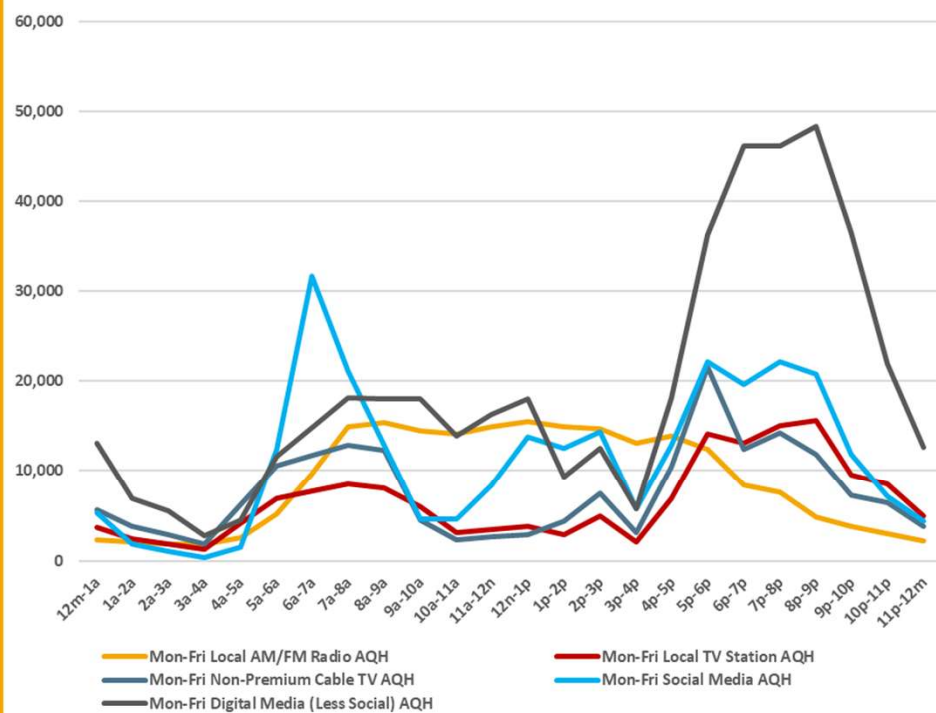
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older*



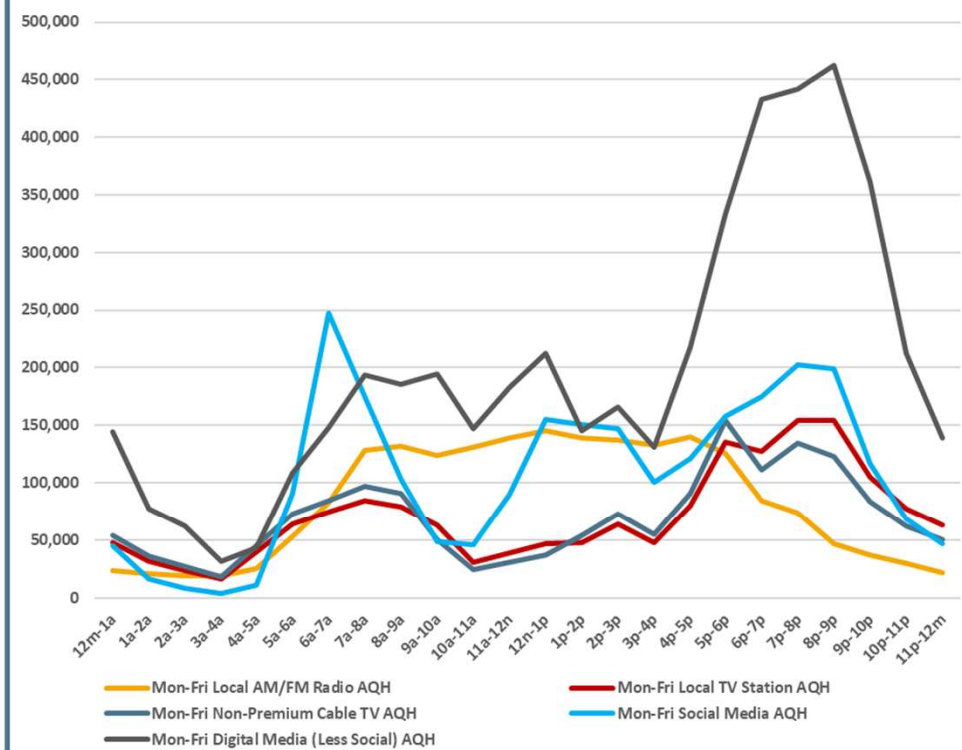


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,887; Social Media: 14,175; Local Radio: 13,588; Non-Prem. Cable: 8,357; Local TV: 6,503 reaching Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due

*(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)
STL Metro Area Adults 18 or older*



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 202
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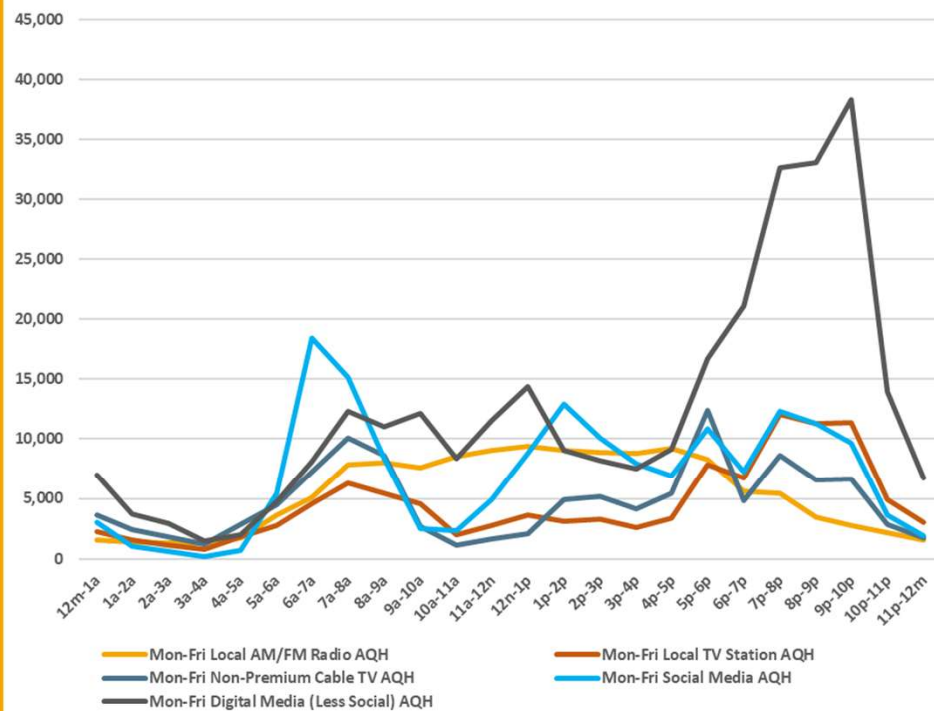
soefa.ai Share of Everything
for Anything

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

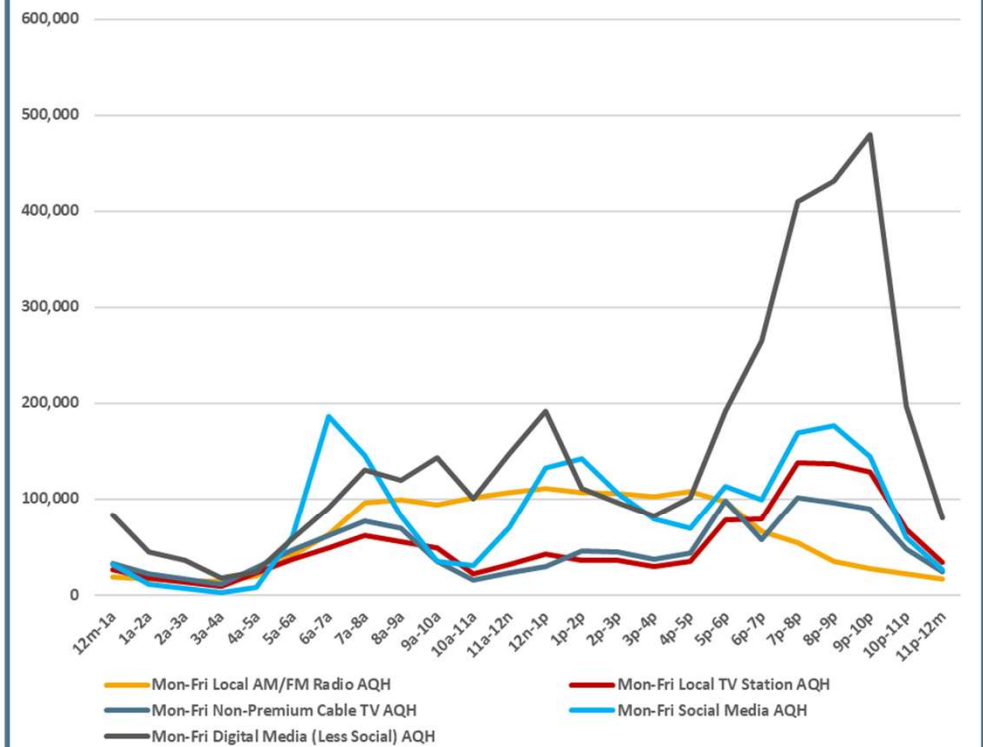


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,498; Social Media: 8,957; Local Radio: 8,095; Non-Prem. Cable: 5,415; Local TV: 4,317 reaching Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to t

*(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*



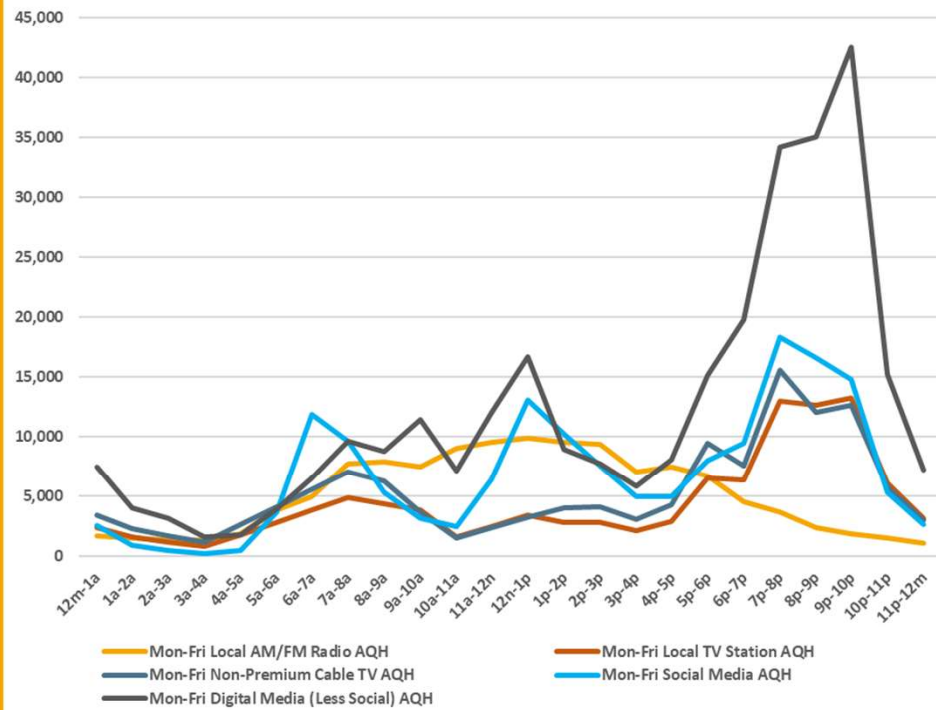
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older*



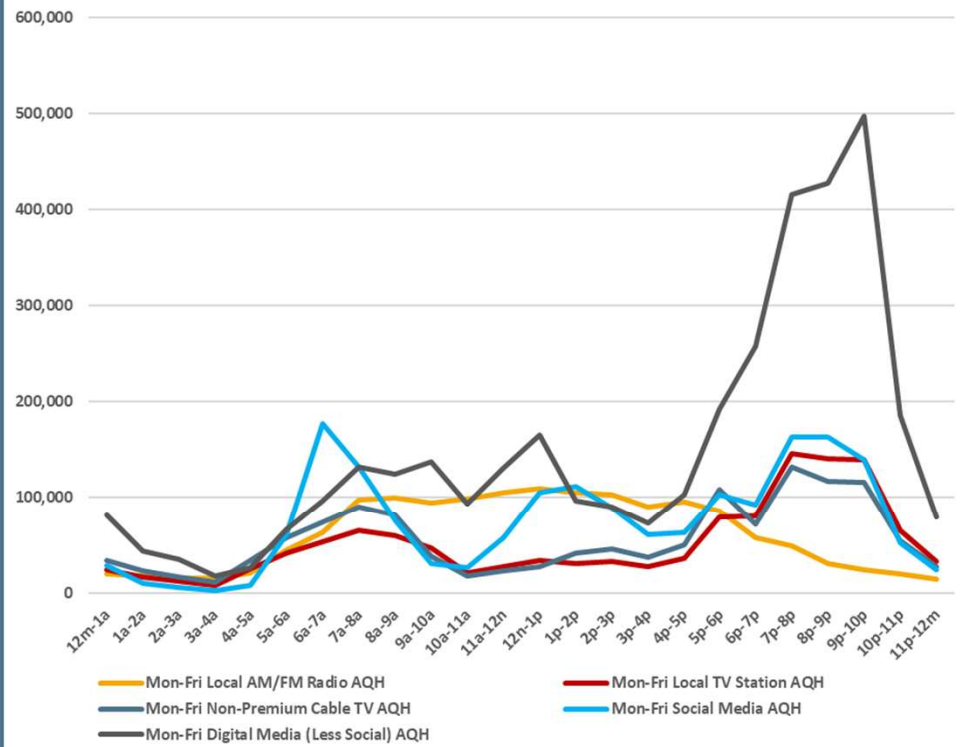


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,563;
Local Radio: 7,743; Social Media: 7,431; Non-Prem. Cable: 4,758; Local TV: 3,652 reaching
Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due t

*(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*



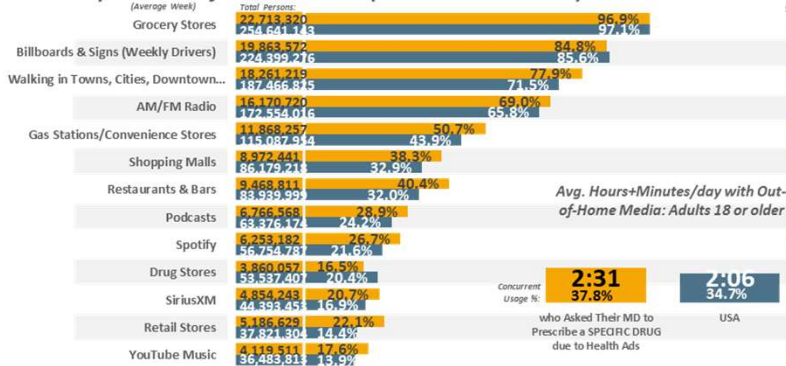
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older*



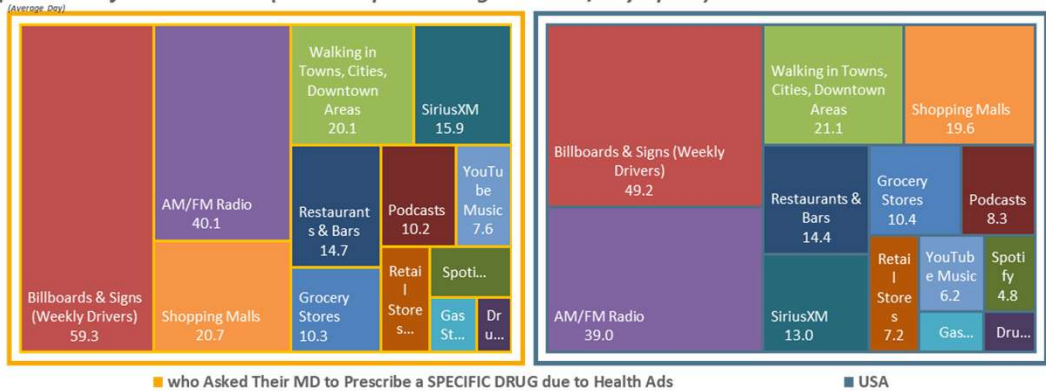


19,863,572 or 84.8% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 59.3 minutes per day driving, seeing Billboards and Signs. 66.3% Listen to Local Radio Stations Out-of-Home for an average of 3

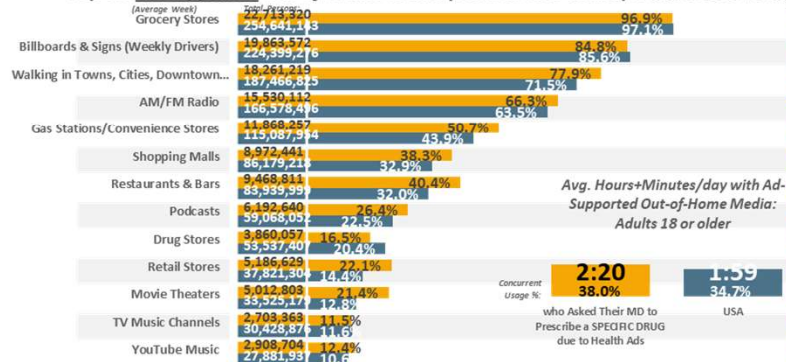
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



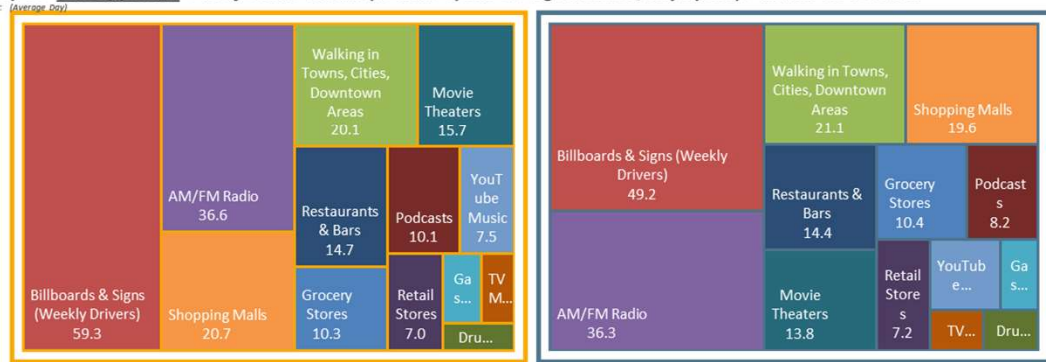
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



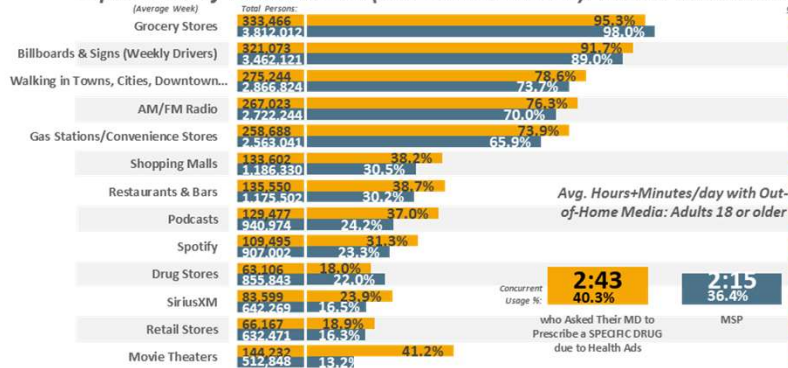
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



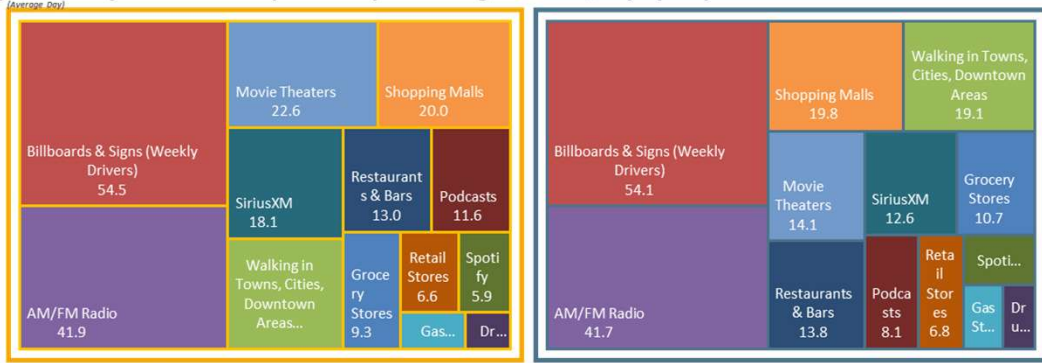


321,073 or 91.7% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 54.5 minutes per day driving, seeing Billboards and Signs. 71.8% Listen to Local Radio Stations Out-of-Home for an average of 38.1

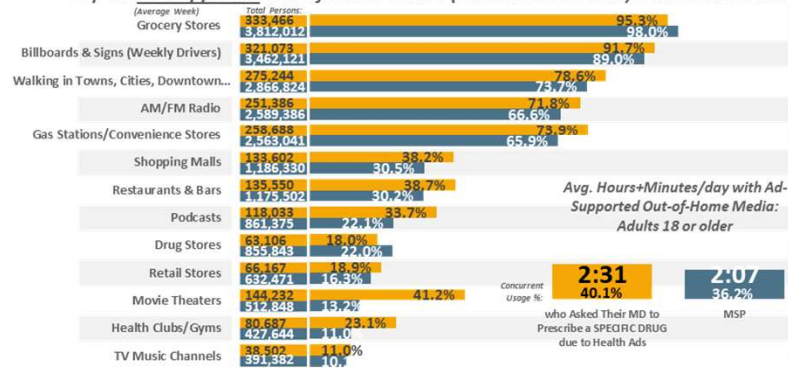
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



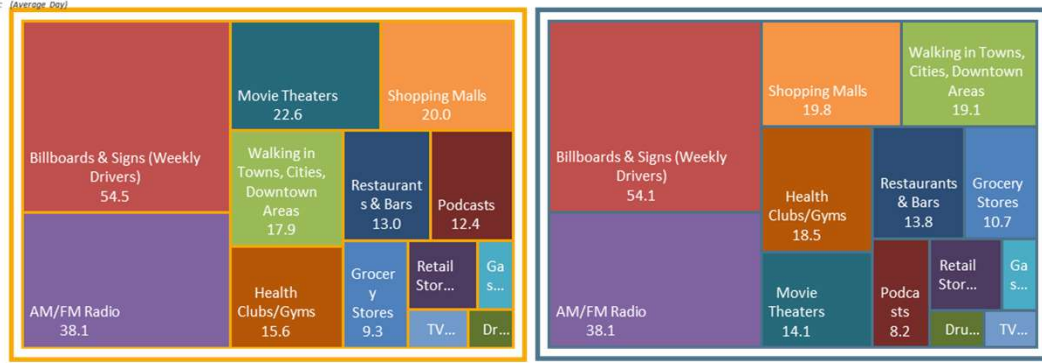
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 183
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who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

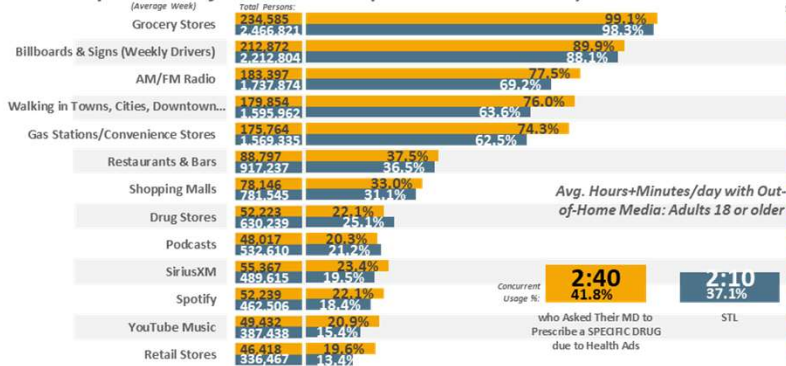
MSP
soefa.ai Share of Everything for Anything

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

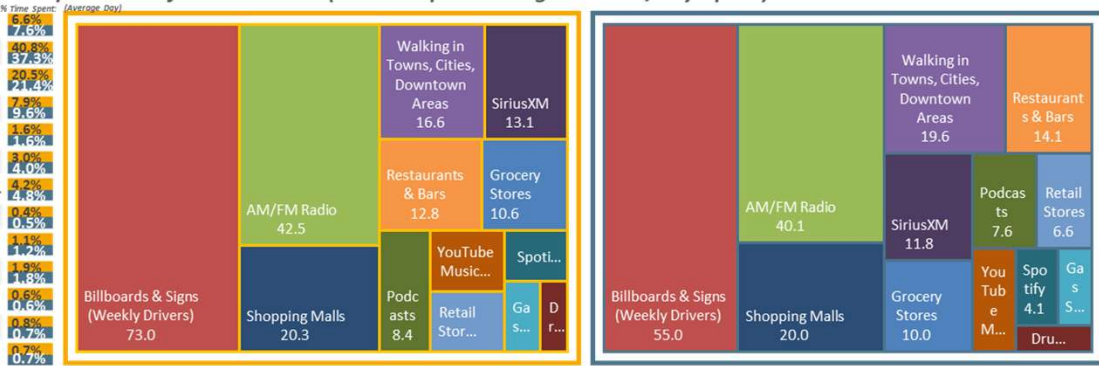


212,872 or 89.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 73. minutes per day driving, seeing Billboards and Signs. 75.5% Listen to Local Radio Stations Out-of-Home for an average of 39.9

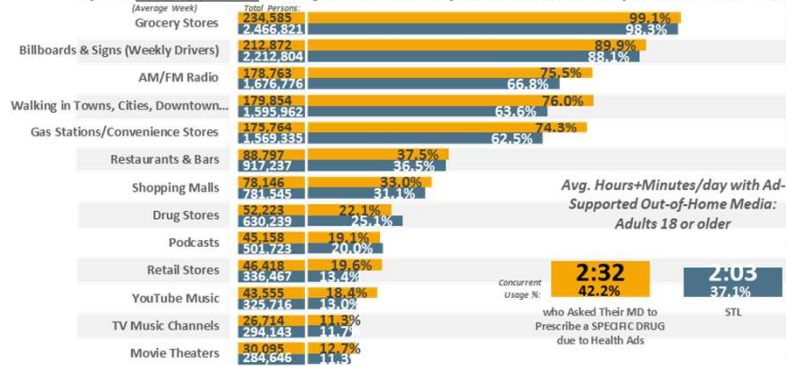
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



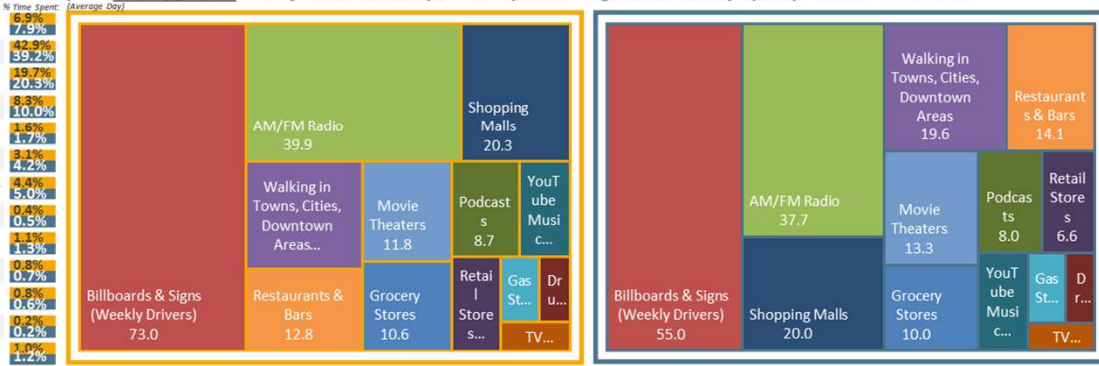
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 202
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who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

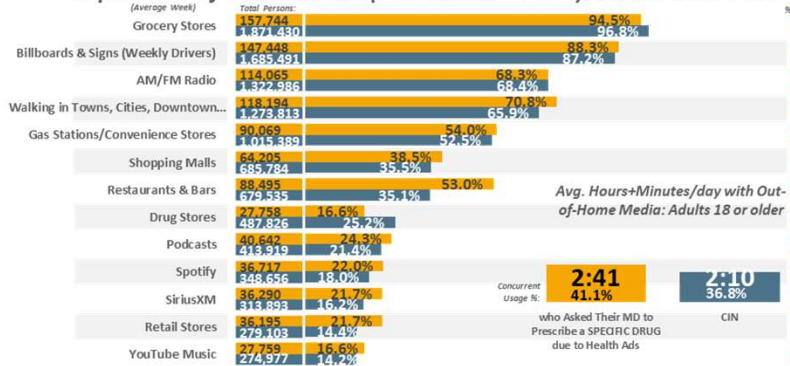
STL
soefa.ai Share of Everything for Anything

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

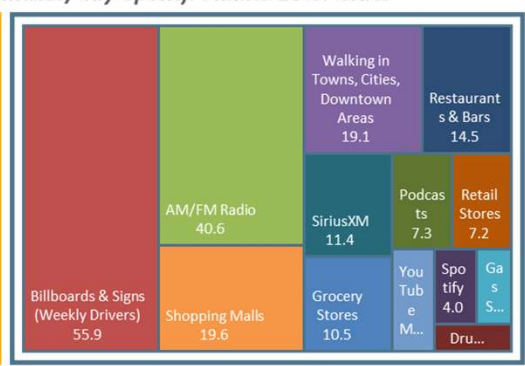
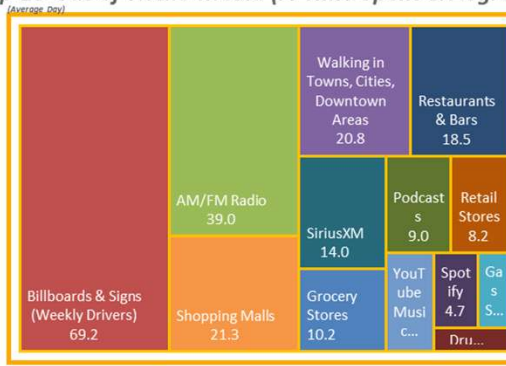


147,448 or 88.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 69.2 minutes per day driving, seeing Billboards and Signs. 65.8% Listen to Local Radio Stations Out-of-Home for an average of 35.3

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



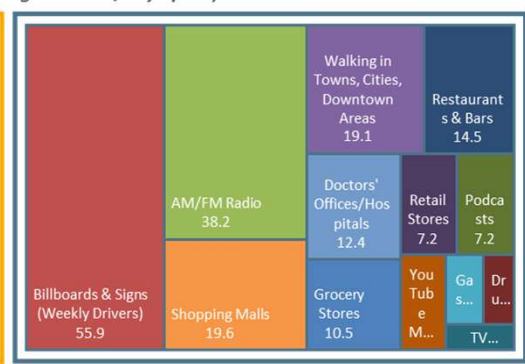
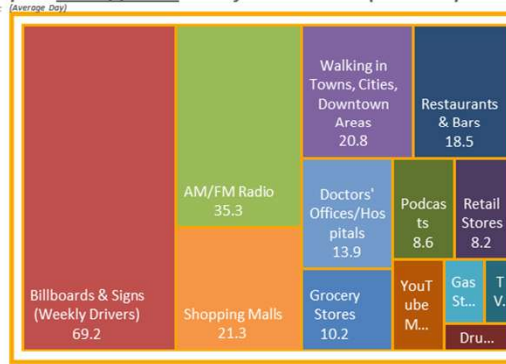
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 205
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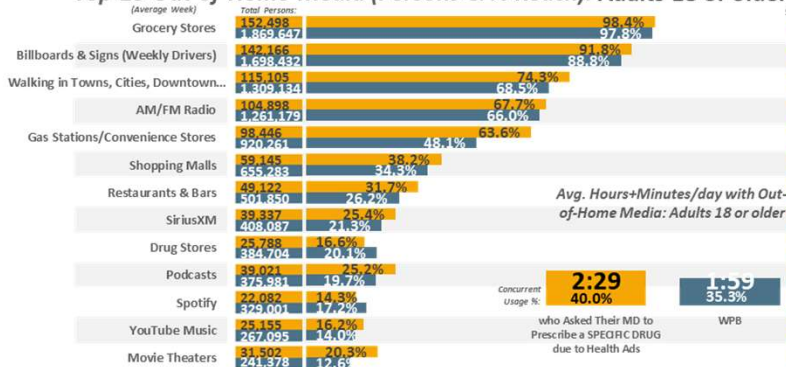
soefa.ai Share of Everything for Anything

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

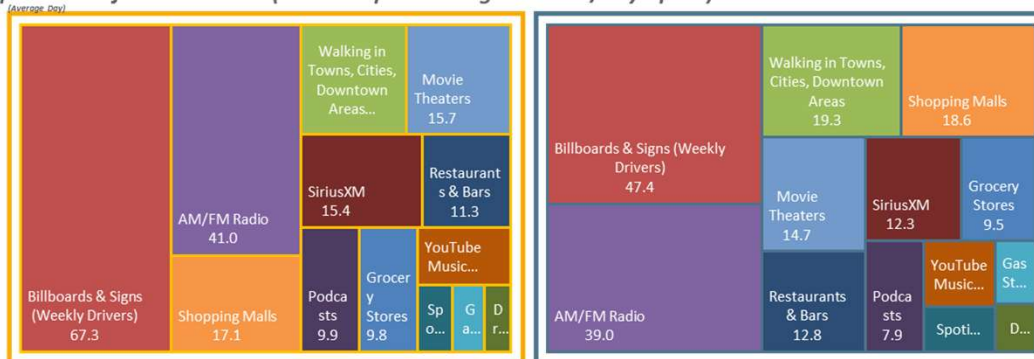


142,166 or 91.8% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 67.3 minutes per day driving, seeing Billboards and Signs. 66.1% Listen to Local Radio Stations Out-of-Home for an average of 38.5

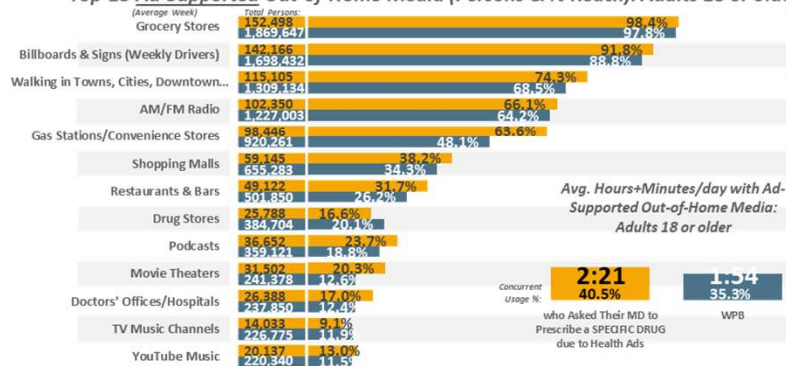
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



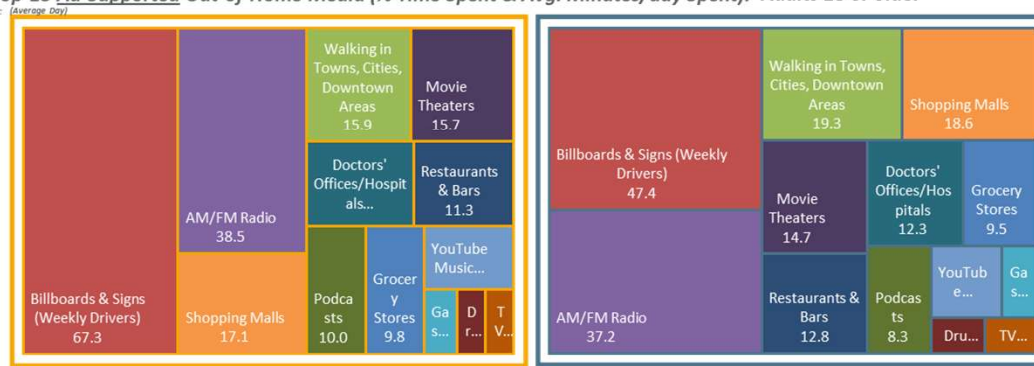
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 274
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who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

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

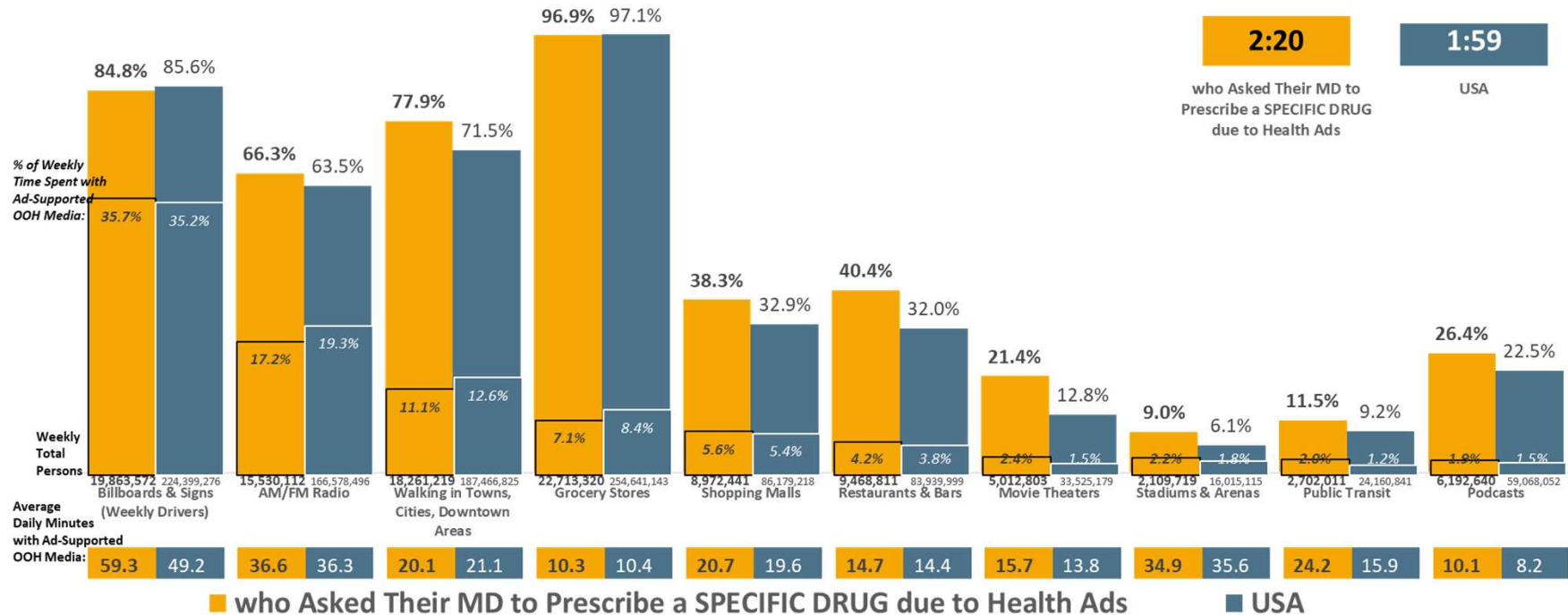


19,863,572 or 84.8% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 59.3 minutes per day driving, seeing Billboards and Signs representing 35.7% of all Time Spent with Ad-Supported Out-of-Home Media

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

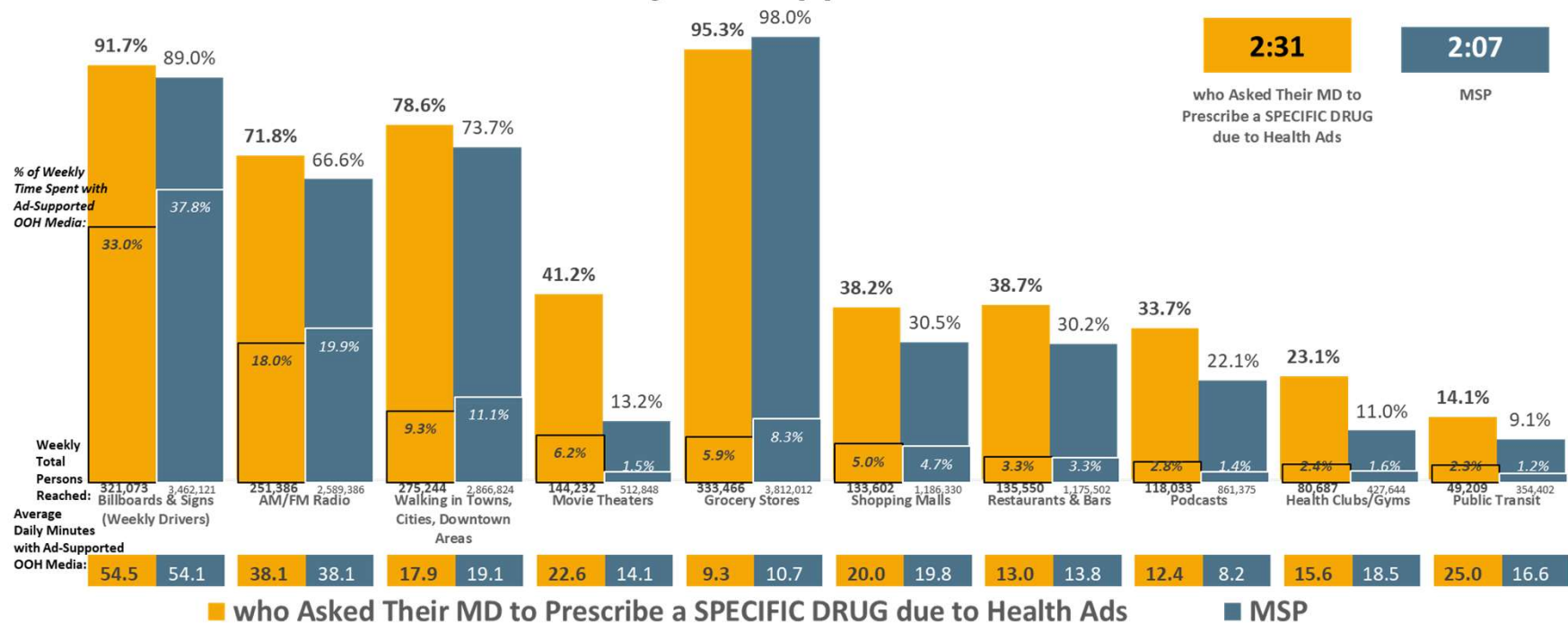


321,073 or 91.7% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 54.5 minutes per day driving, seeing Billboards and Signs representing 33.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

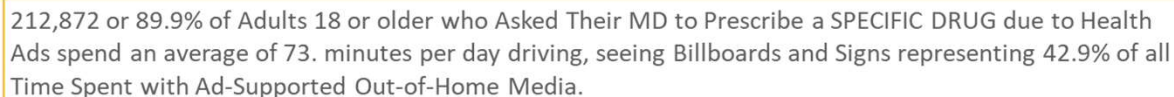
Weekly Reach %

"Share of Ad-Supported OOH Media"

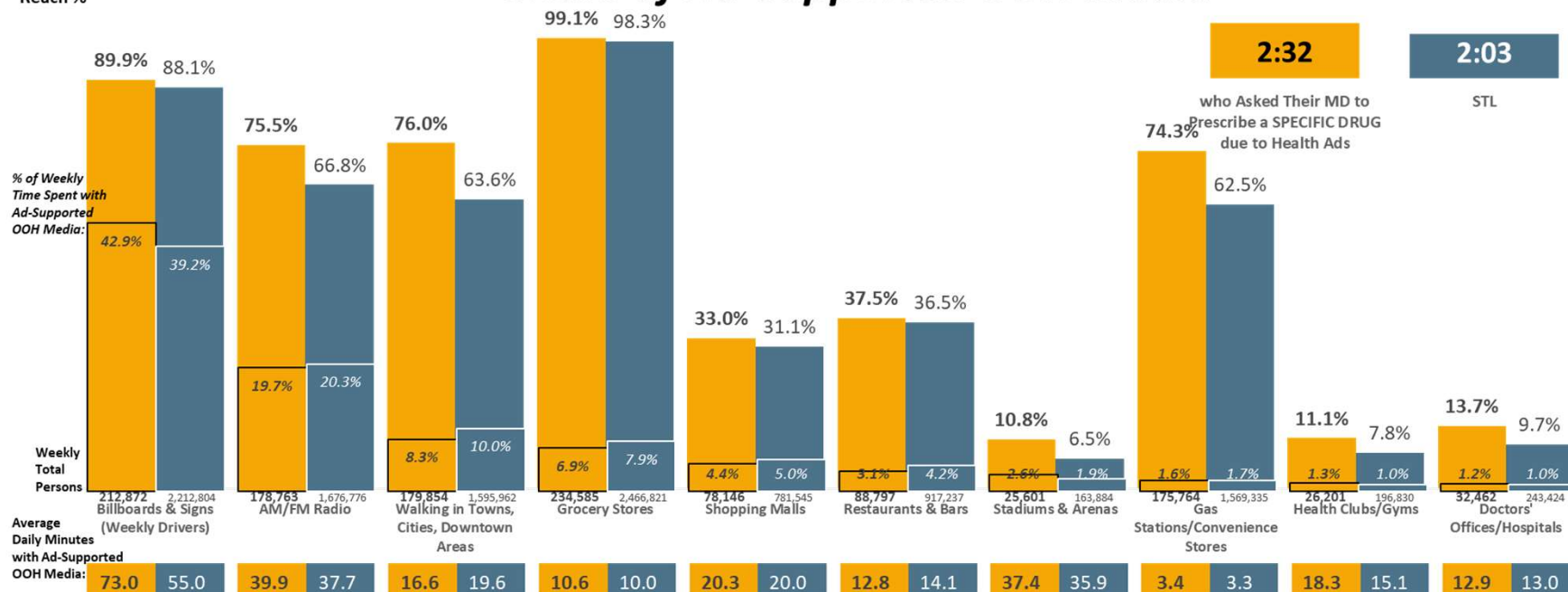


2:31
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

2:07
MSP

Weekly
Reach %

% of Weekly
Time Spent with
Ad-Supported
OOH Media:



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

■ STL

STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 202
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ST. LOUIS	DMA	Scarborough R2 2025: Aug24-Jul25	Qual Intab	2,095
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for Anything ©

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

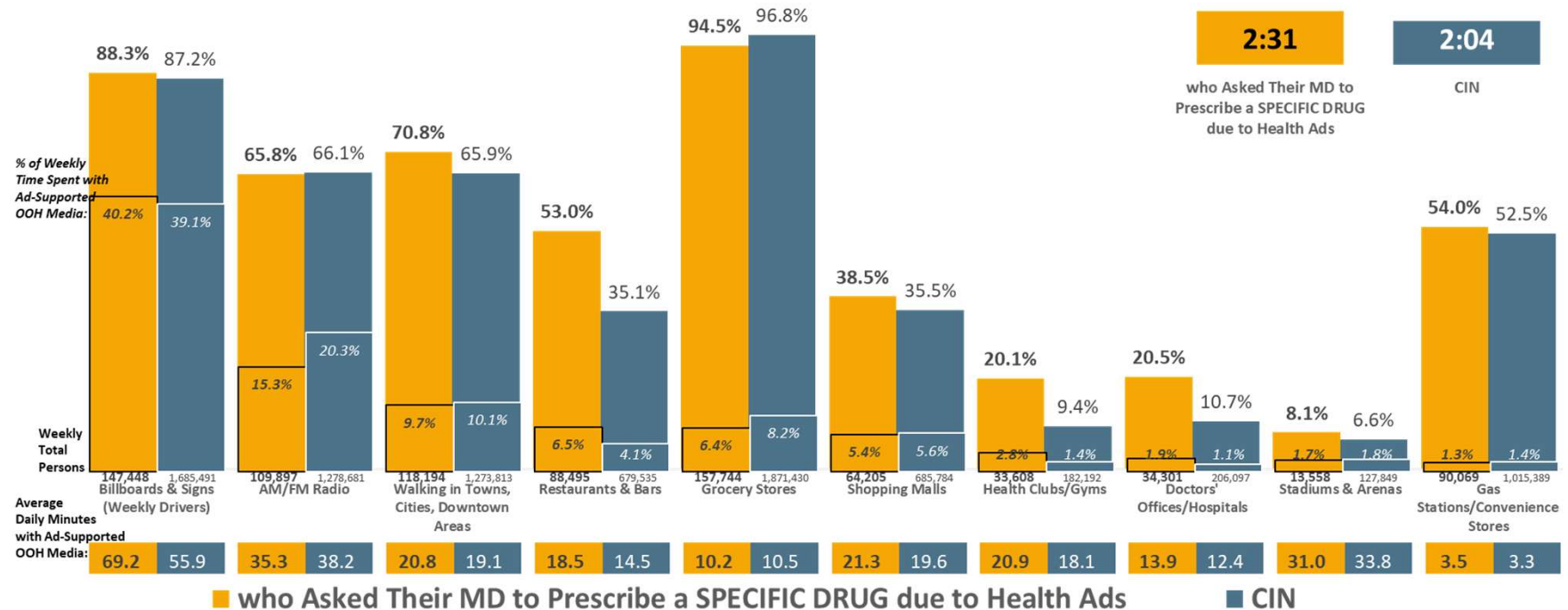


147,448 or 88.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 69.2 minutes per day driving, seeing Billboards and Signs representing 40.2% of all Time Spent with Ad-Supported Out-of-Home Media

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 205 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033
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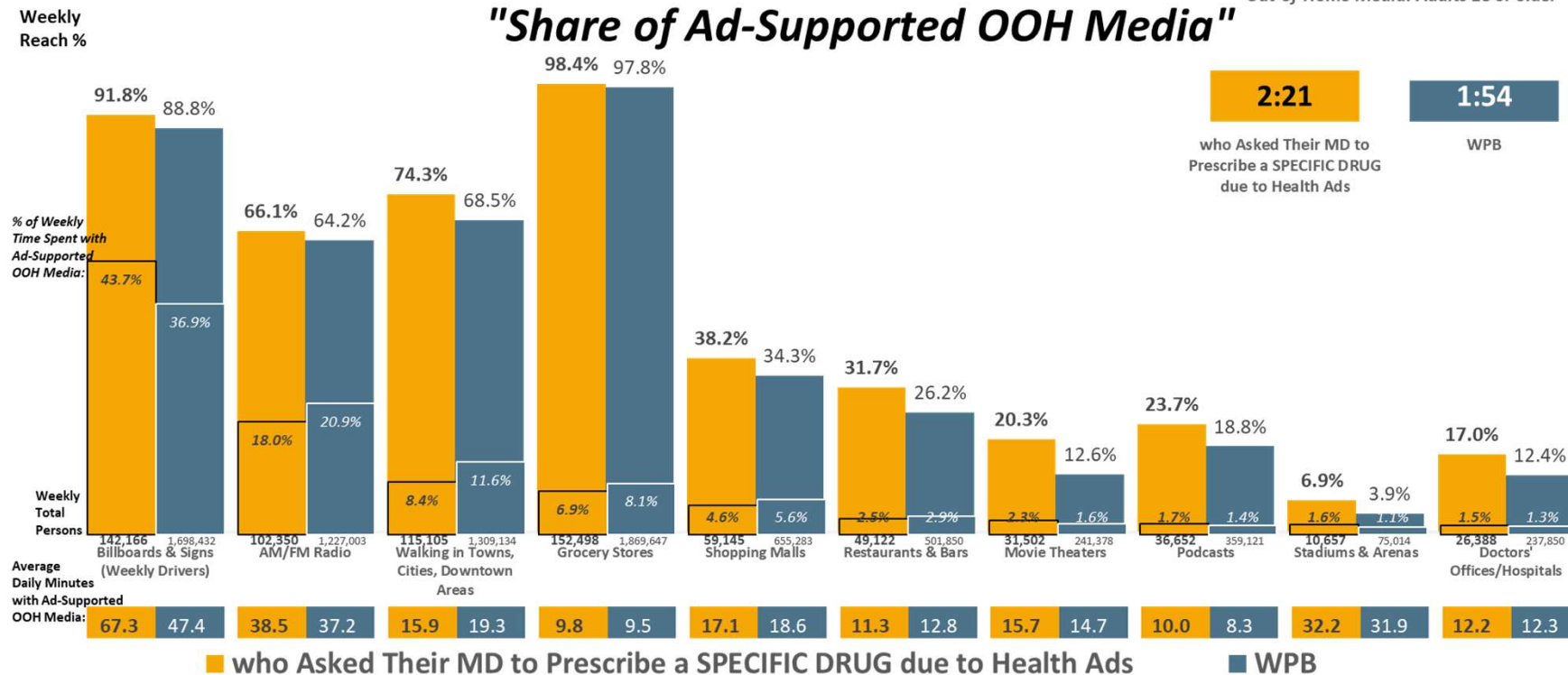
Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



142,166 or 91.8% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 67.3 minutes per day driving, seeing Billboards and Signs representing 43.7% 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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 274 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

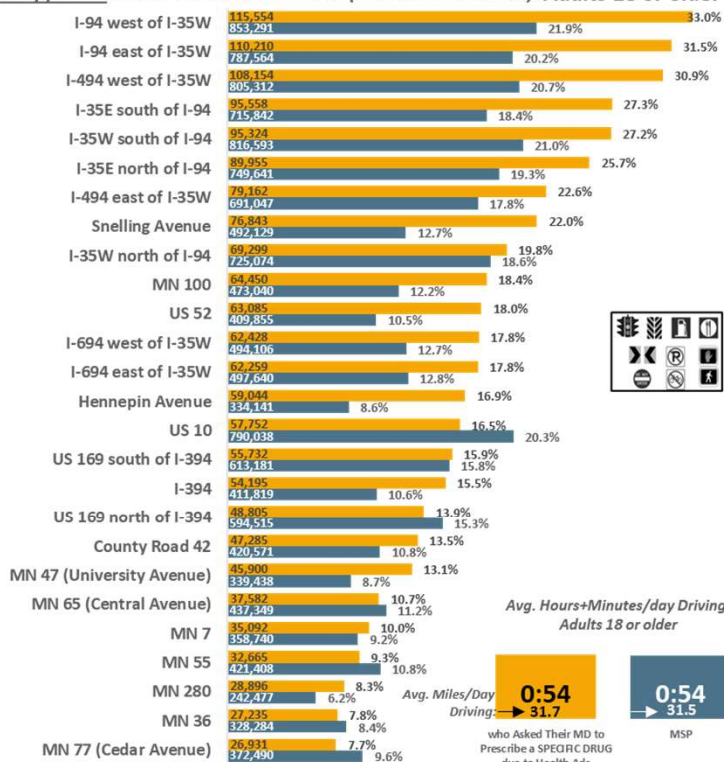
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



321,073 or 91.7% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 54.5 minutes per day driving an average of 31.7 miles each day and are 96.4% more likely to use Hennepin Avenue than the Metro ave

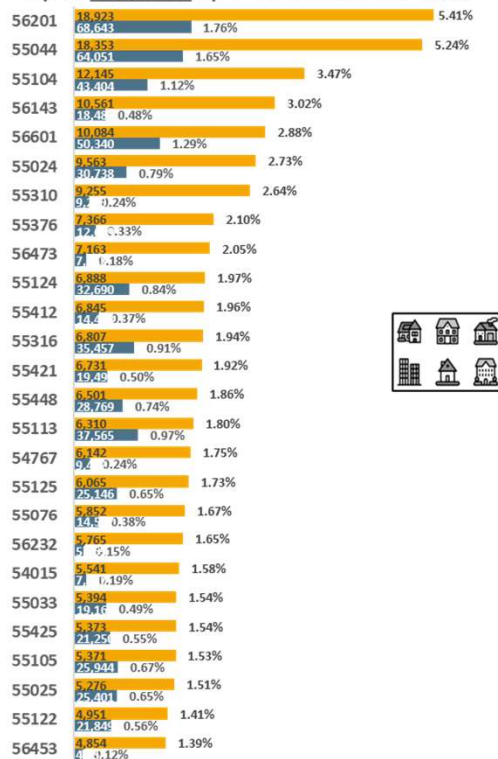
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



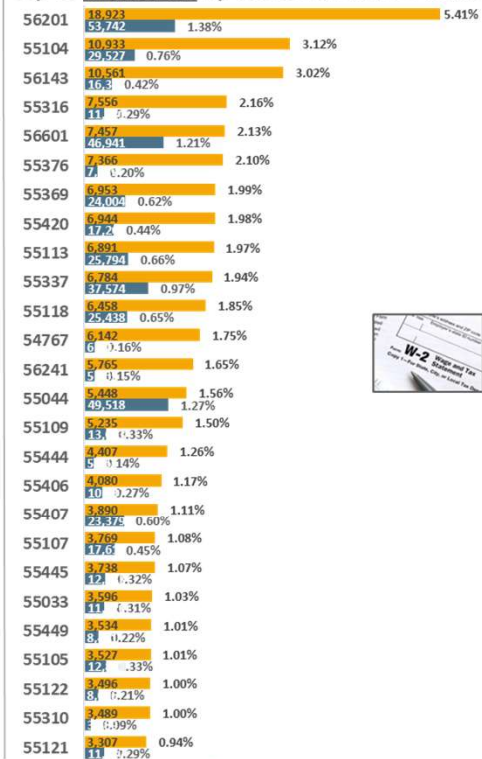
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

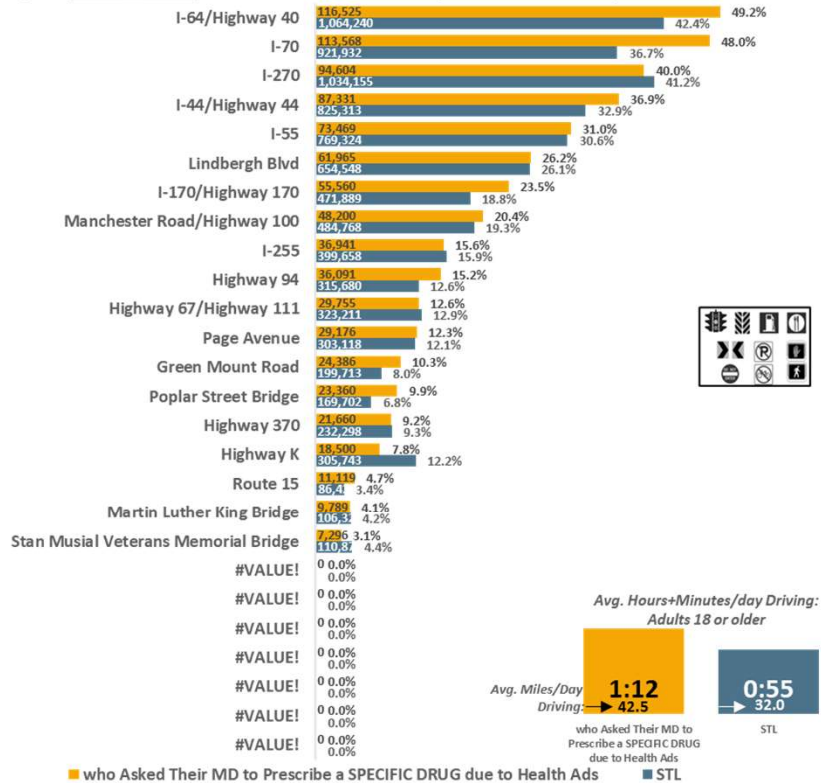


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for Anything

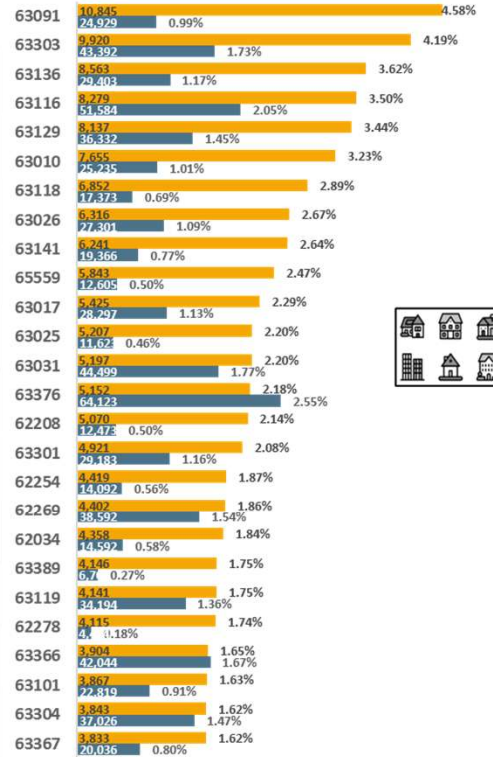


212,872 or 89.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 73. minutes per day driving an average of 42.5 miles each day and are 46.% more likely to use Poplar Street Bridge than the Metro

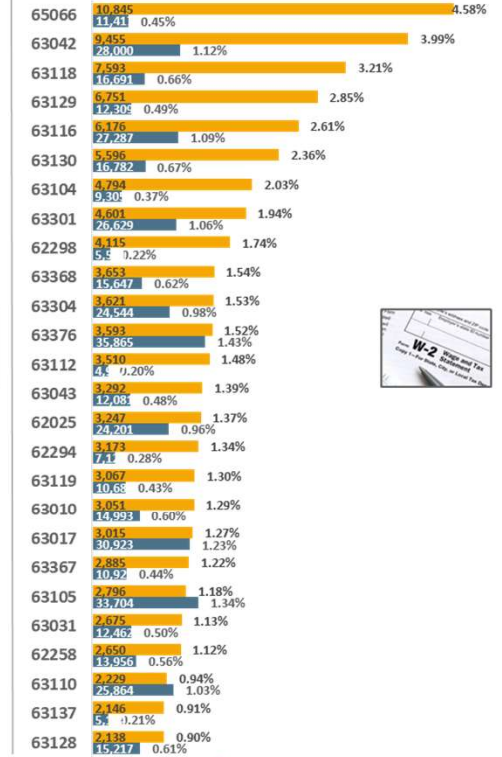
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



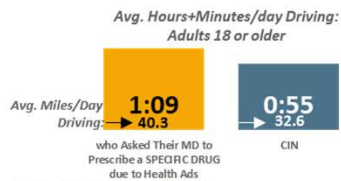
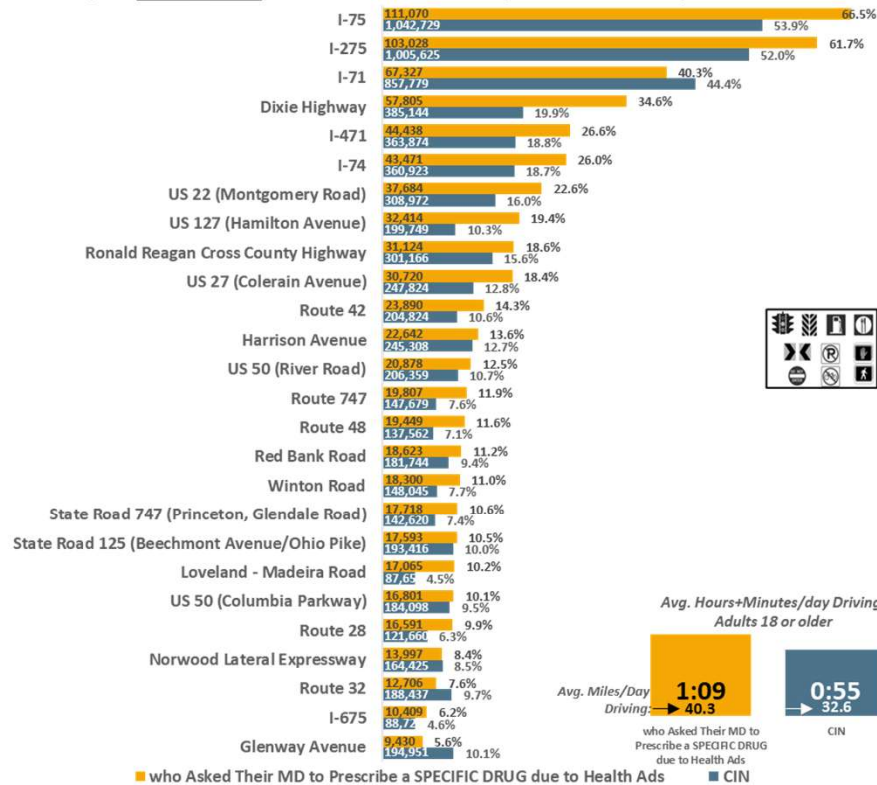
Top-26 Employment Zip Codes: Adults 18 or older



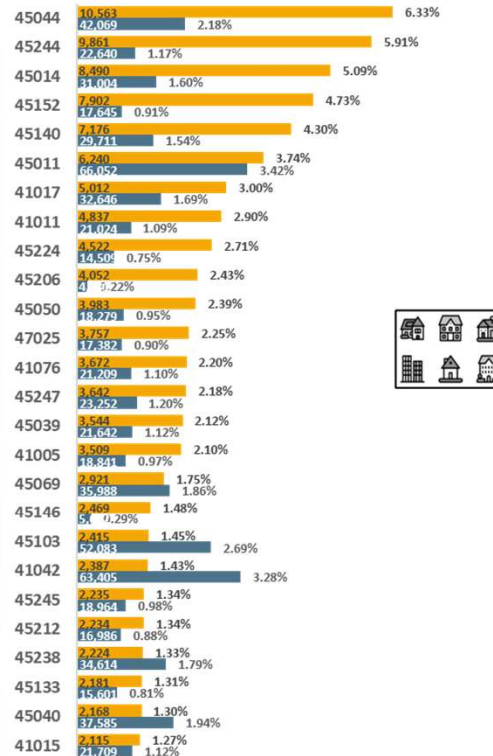


147,448 or 88.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 69.2 minutes per day driving an average of 40.3 miles each day and are 87.9% more likely to use US 127 (Hamilton Avenue) than the

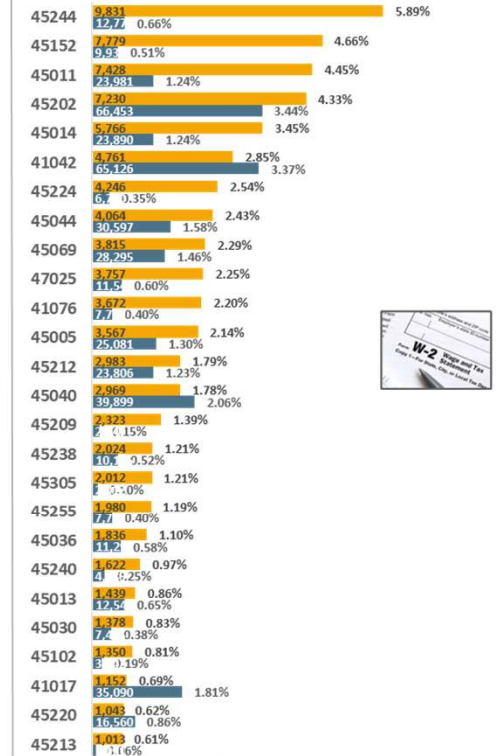
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

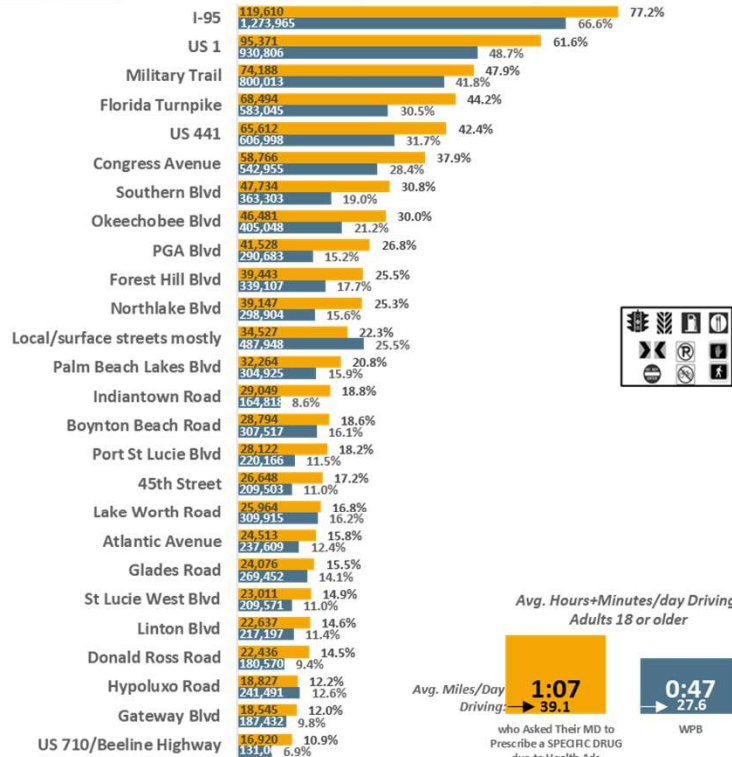


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142,166 or 91.8% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads spend an average of 67.3 minutes per day driving an average of 39.1 miles each day and are 117.6% more likely to use Indiantown Road than the Metro av

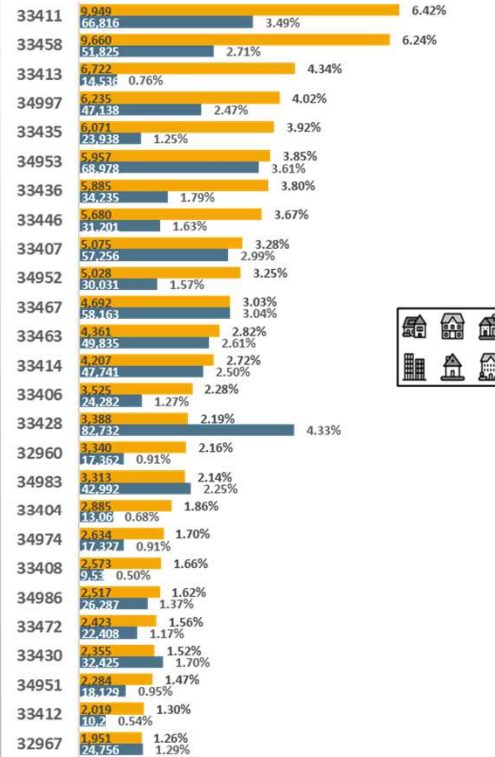
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



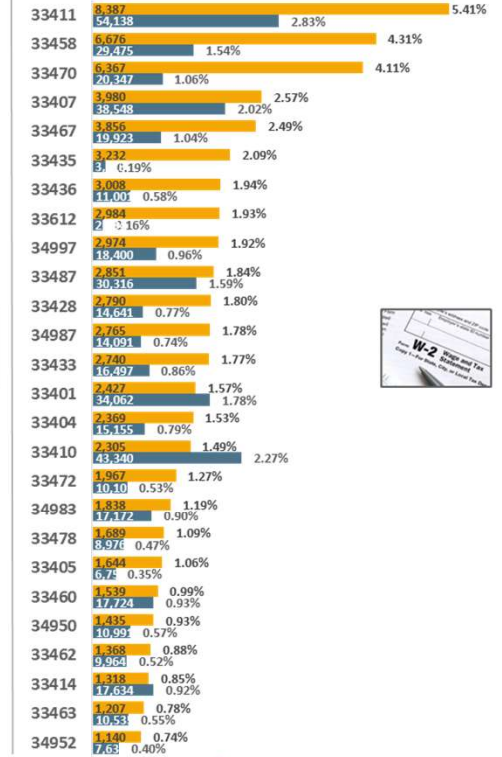
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

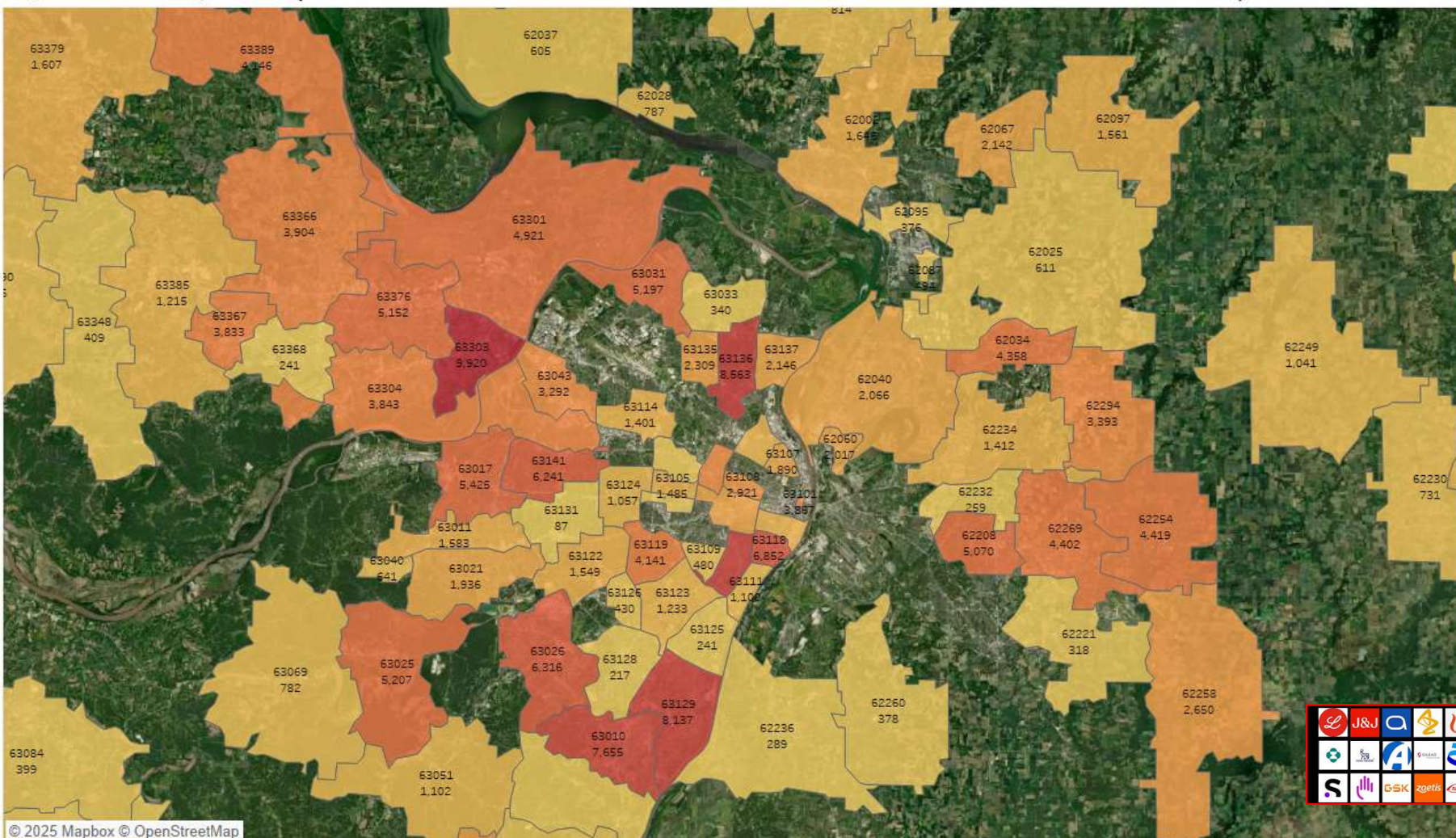


Top-26 Employment Zip Codes: Adults 18 or older



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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 ...
78 10,845



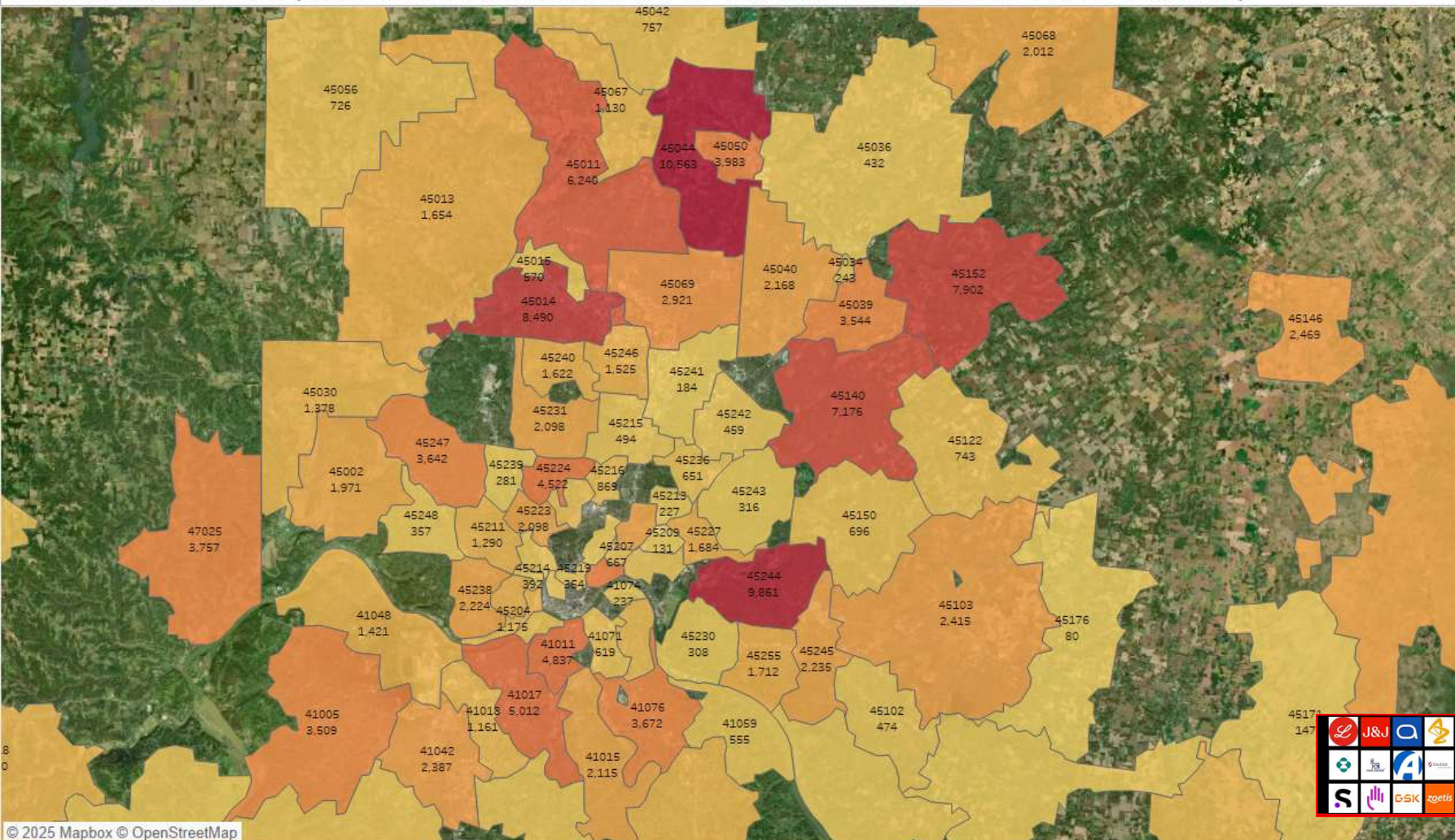
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

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For Anything

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



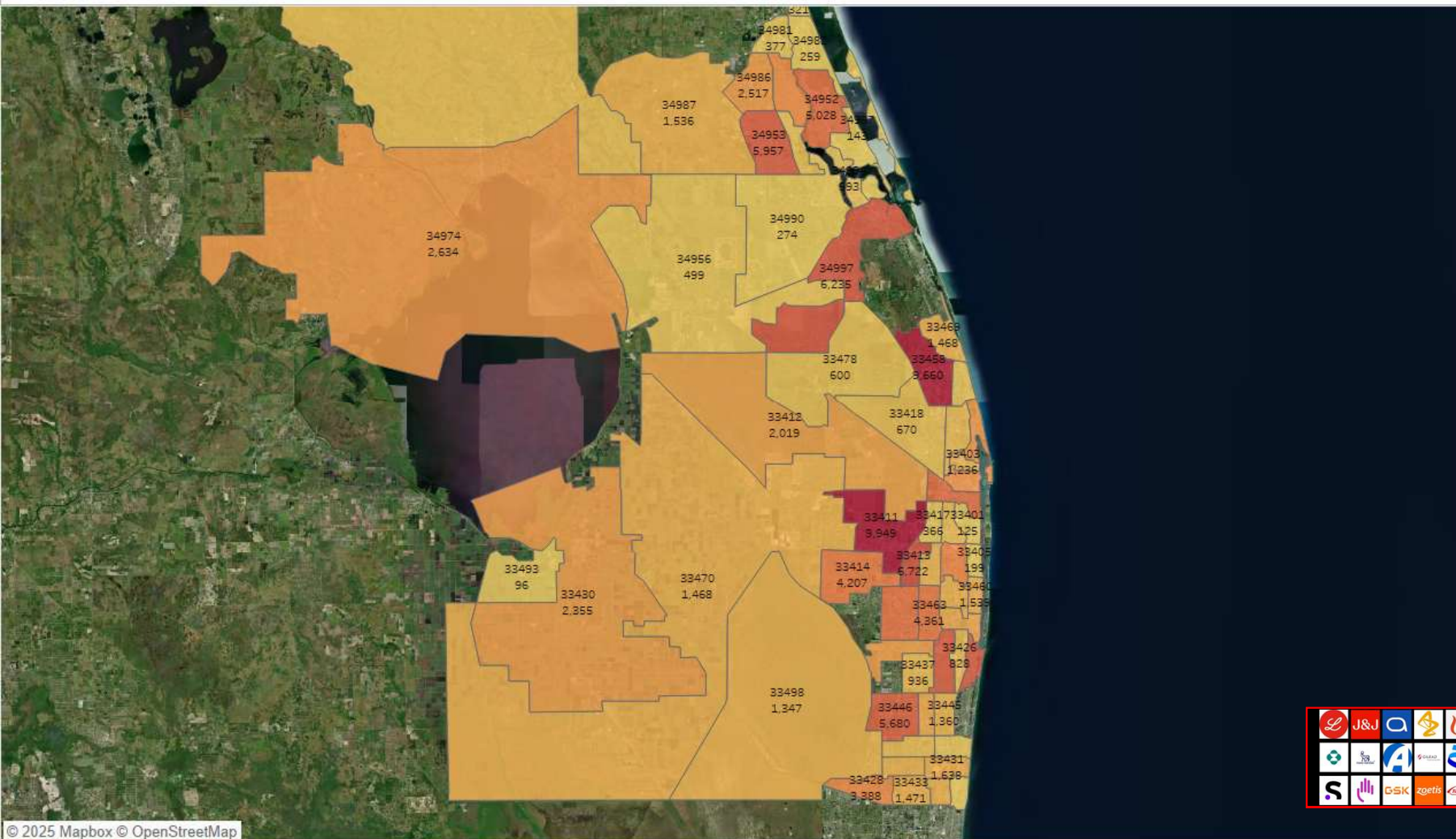
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CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 205
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug

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



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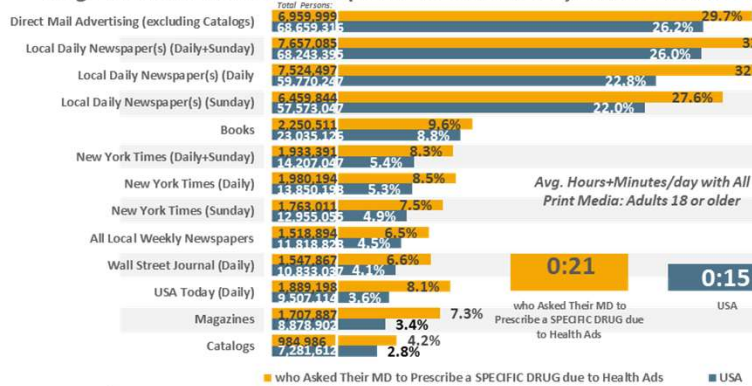
soefa.ai Share of Everything for Anything

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

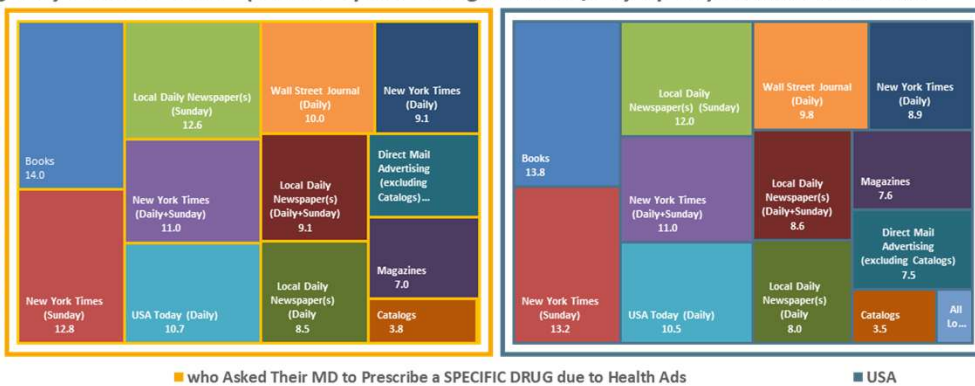


7,657,085 or 32.7% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 30.7% of all time spent daily with All forms of P

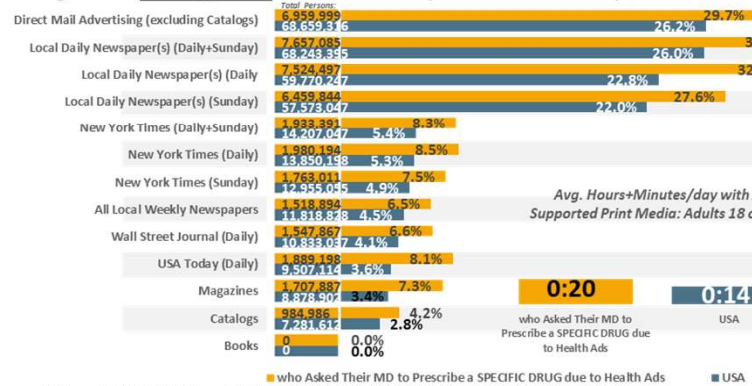
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



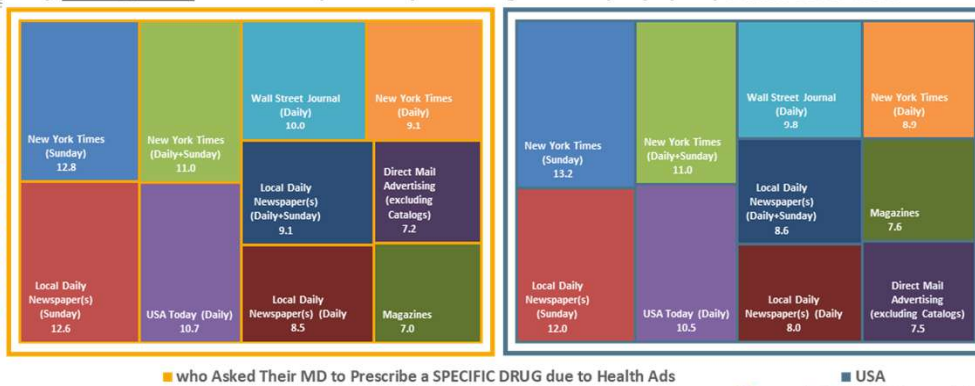
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



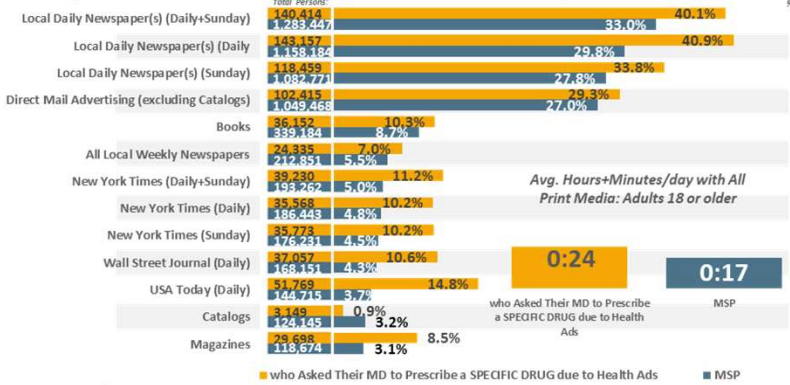
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





140,414 or 40.1% 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. minutes every day representing 30.2% 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

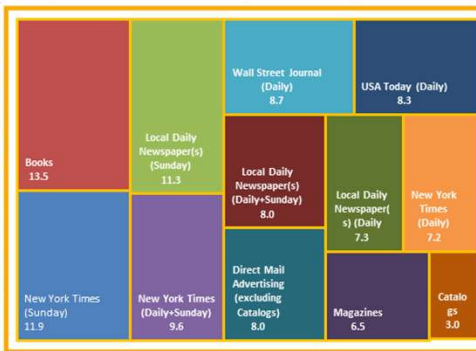
0:24

0:17

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

MSP

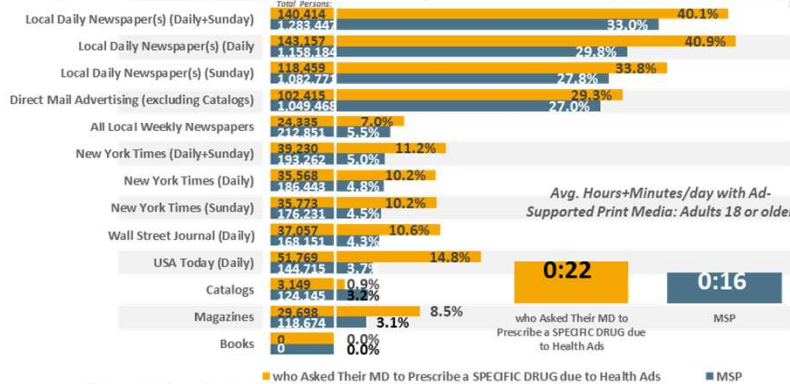
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

MSP

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

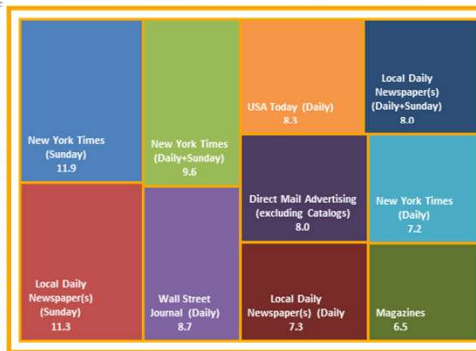
0:22

0:16

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

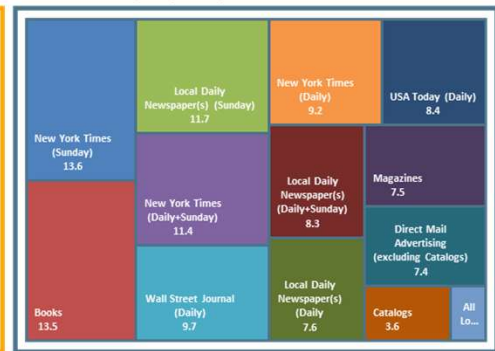
MSP

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



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

MSP

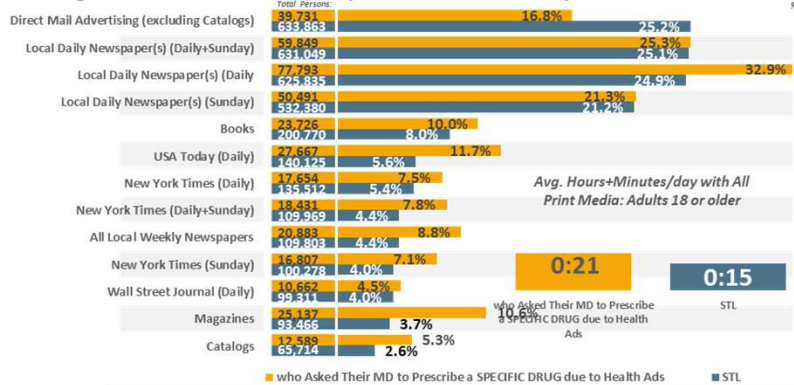


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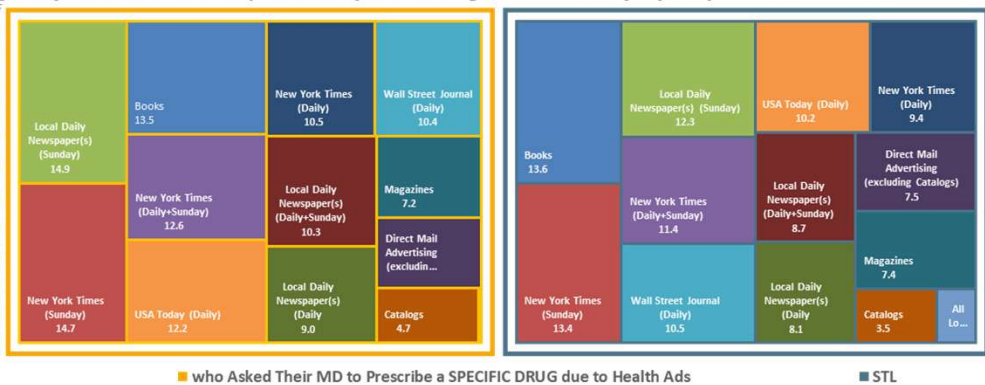


59,849 or 25.3% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 30.8% of all time spent daily with All forms of Pri

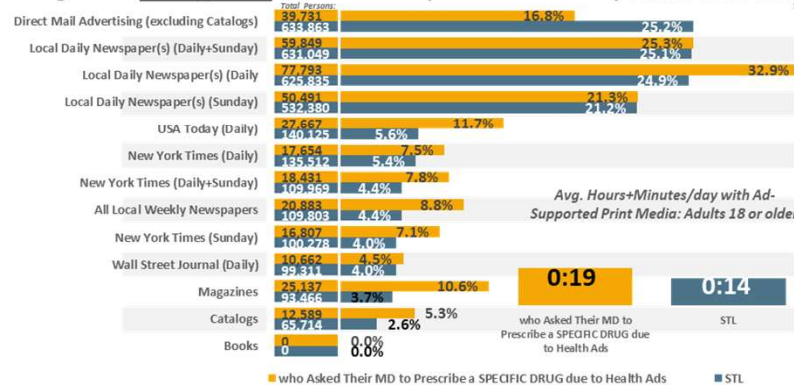
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



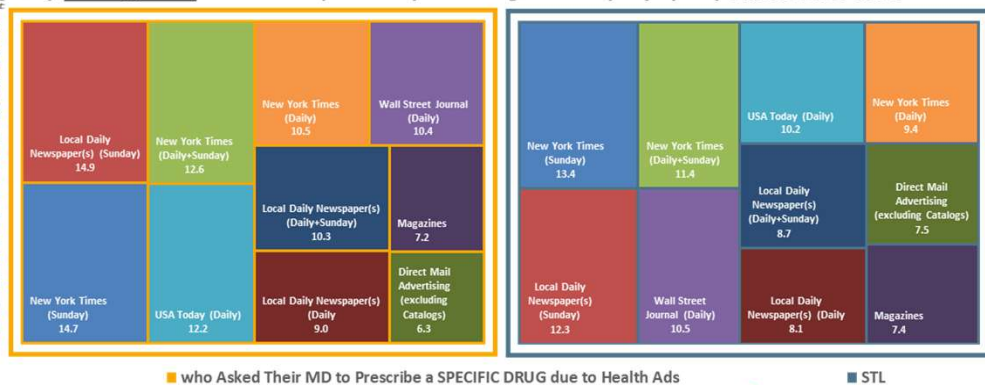
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



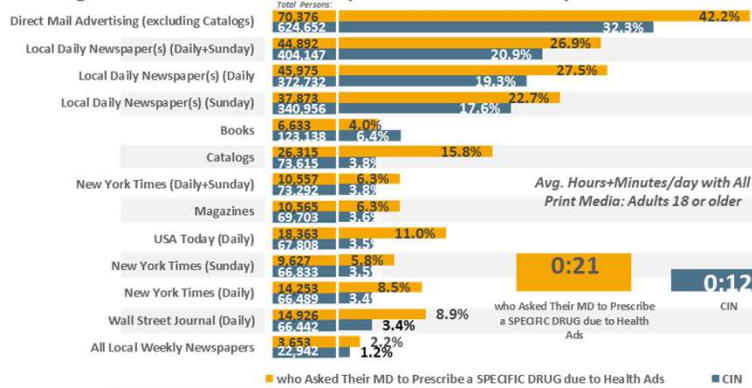
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



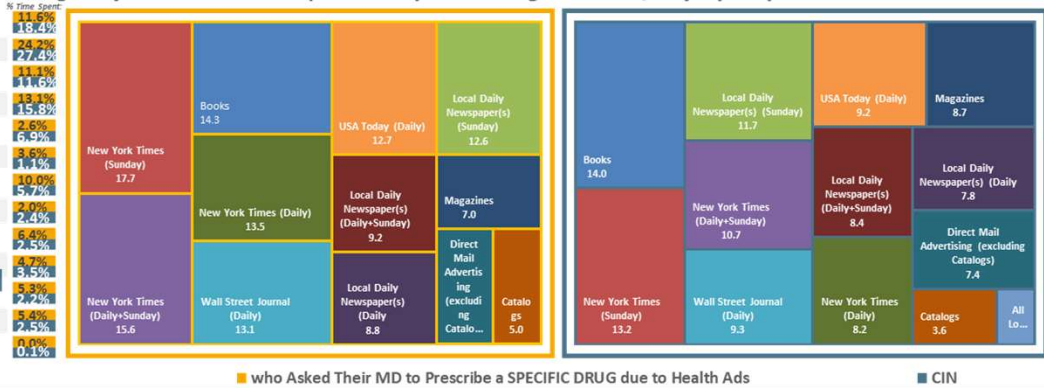


44,892 or 26.9% of Adults 18 or older who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 24.9% of all time spent daily with All forms of Prin

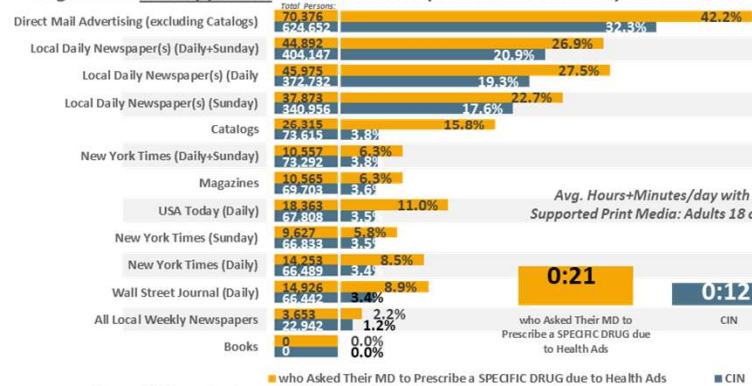
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



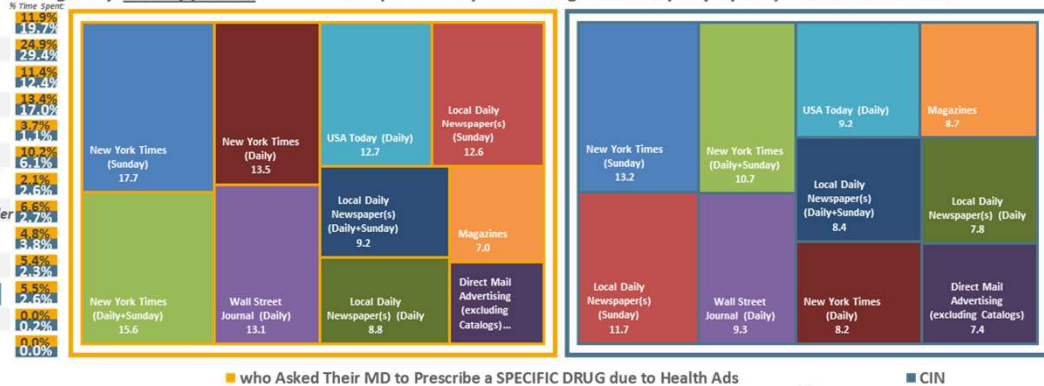
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



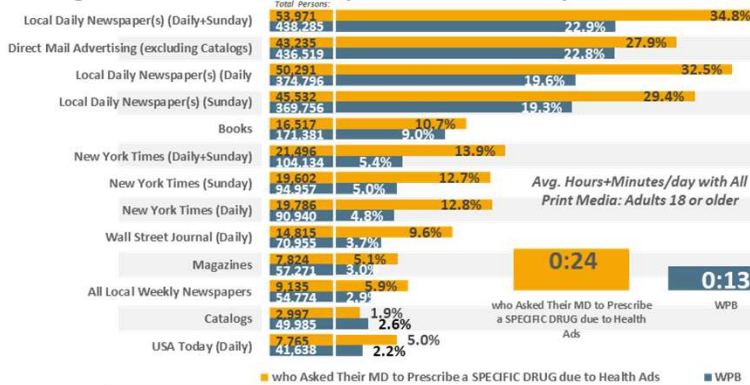
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





53,971 or 34.8% 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 9.3 minutes every day representing 29.4% of all time spent daily with All forms of Prin

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

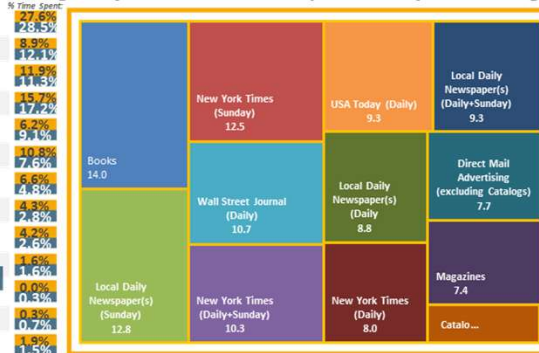


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:24

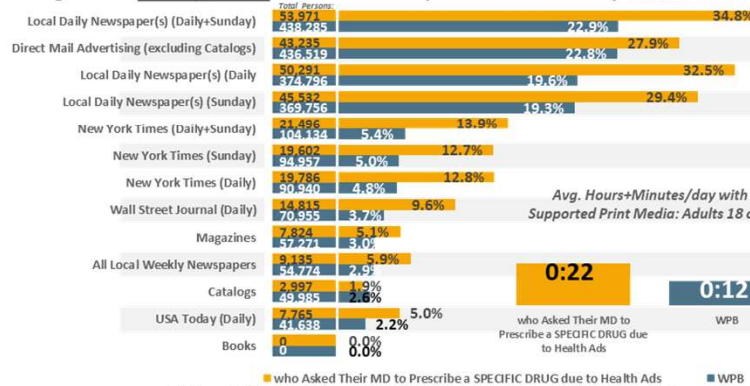
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

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



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

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

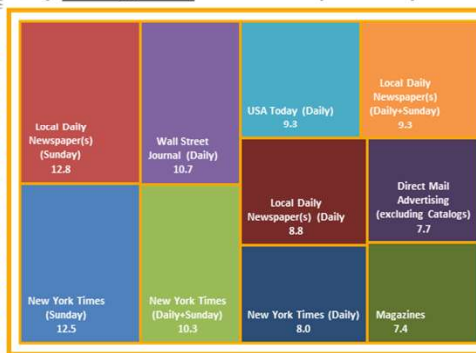


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:22

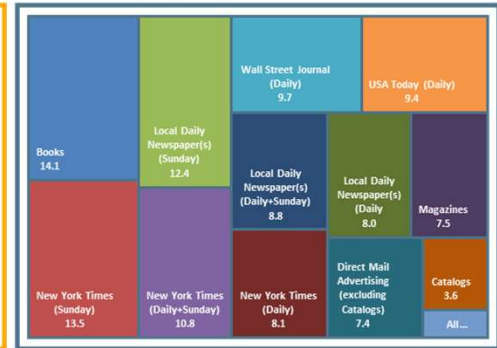
who Asked Their MD to Prescribe a SPECIFIC DRUG due to Health Ads

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



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

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 274
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WPB

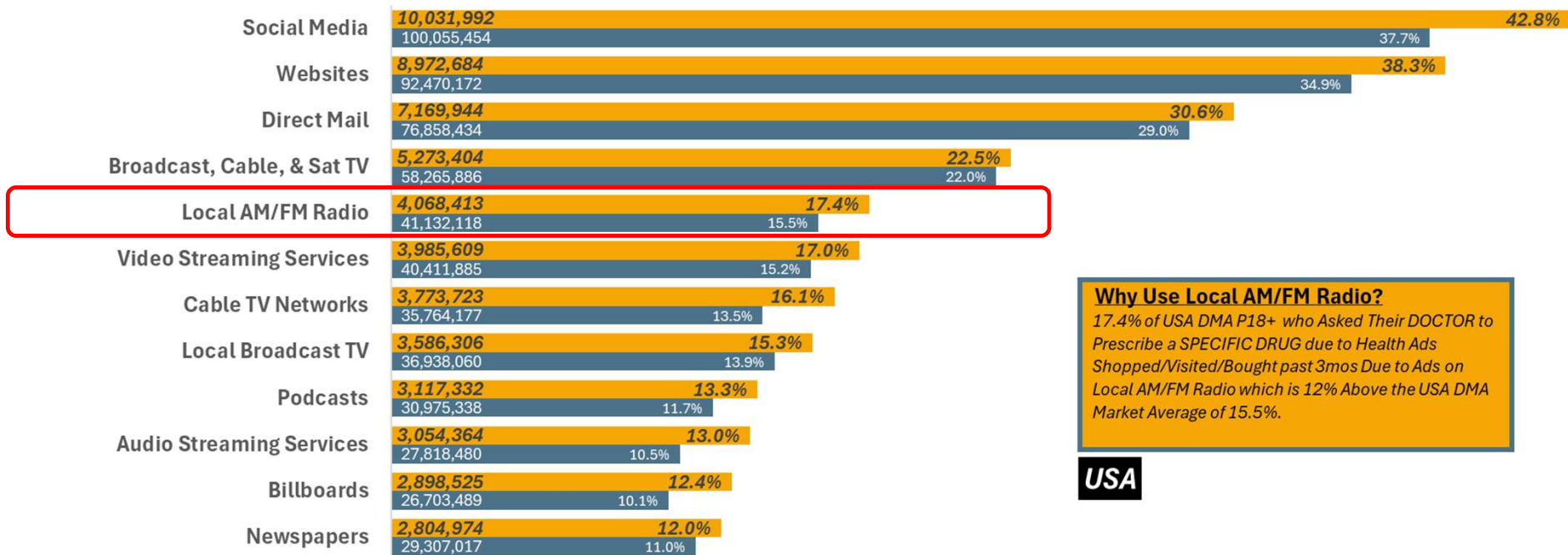
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



"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?
17.4% 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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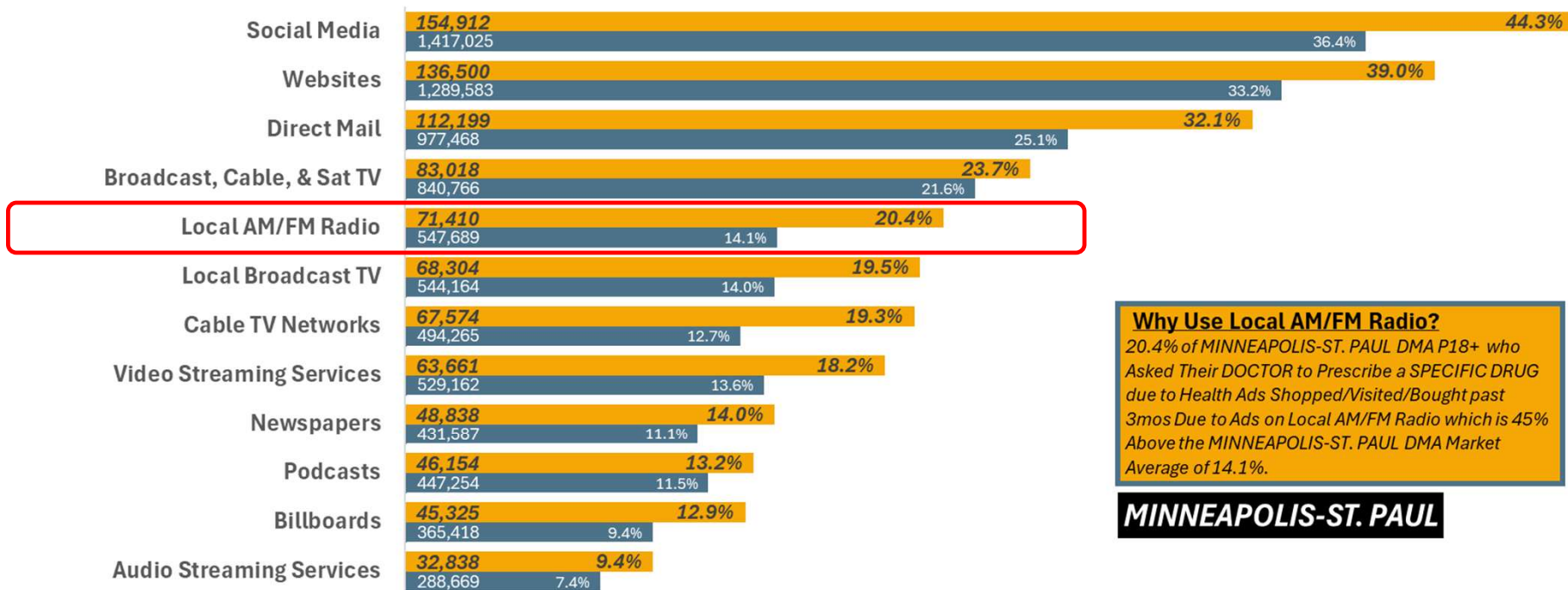
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



"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?

20.4% of MINNEAPOLIS-ST. PAUL 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 45% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.1%.

MINNEAPOLIS-ST. PAUL

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

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 183
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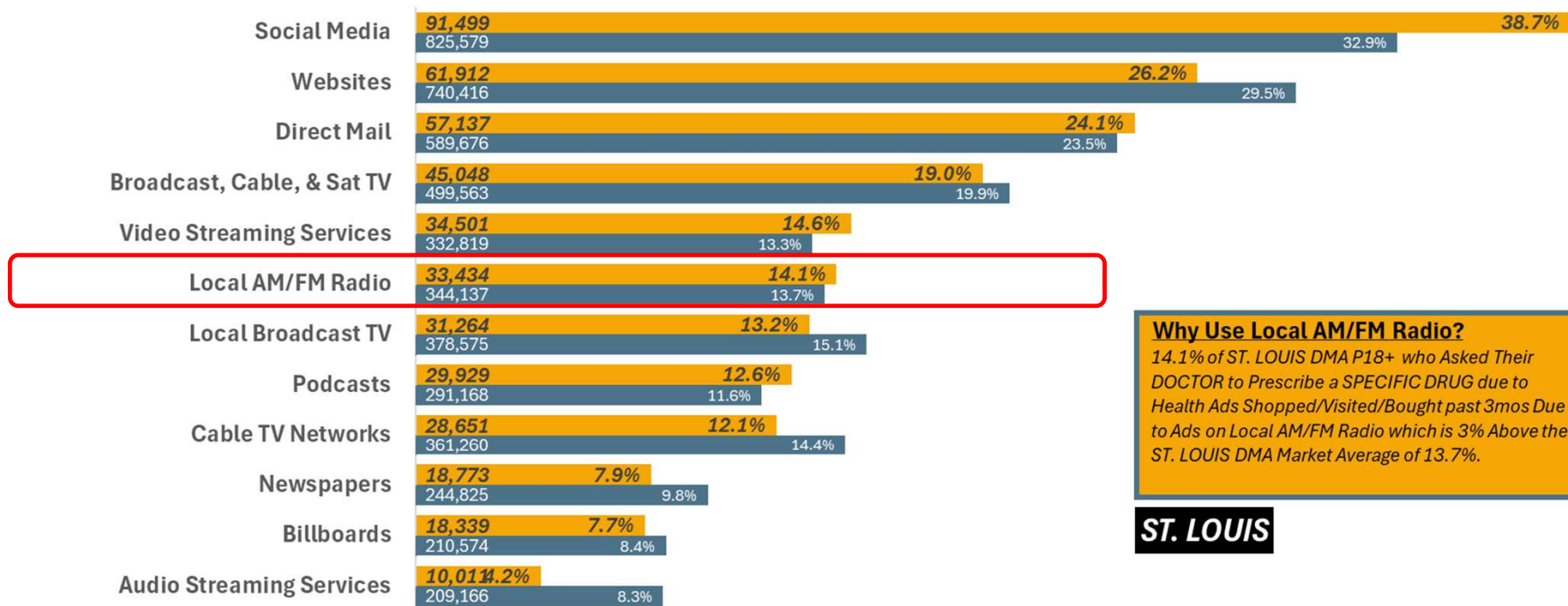
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



"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?

14.1% of ST. LOUIS 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 ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

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

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

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 202
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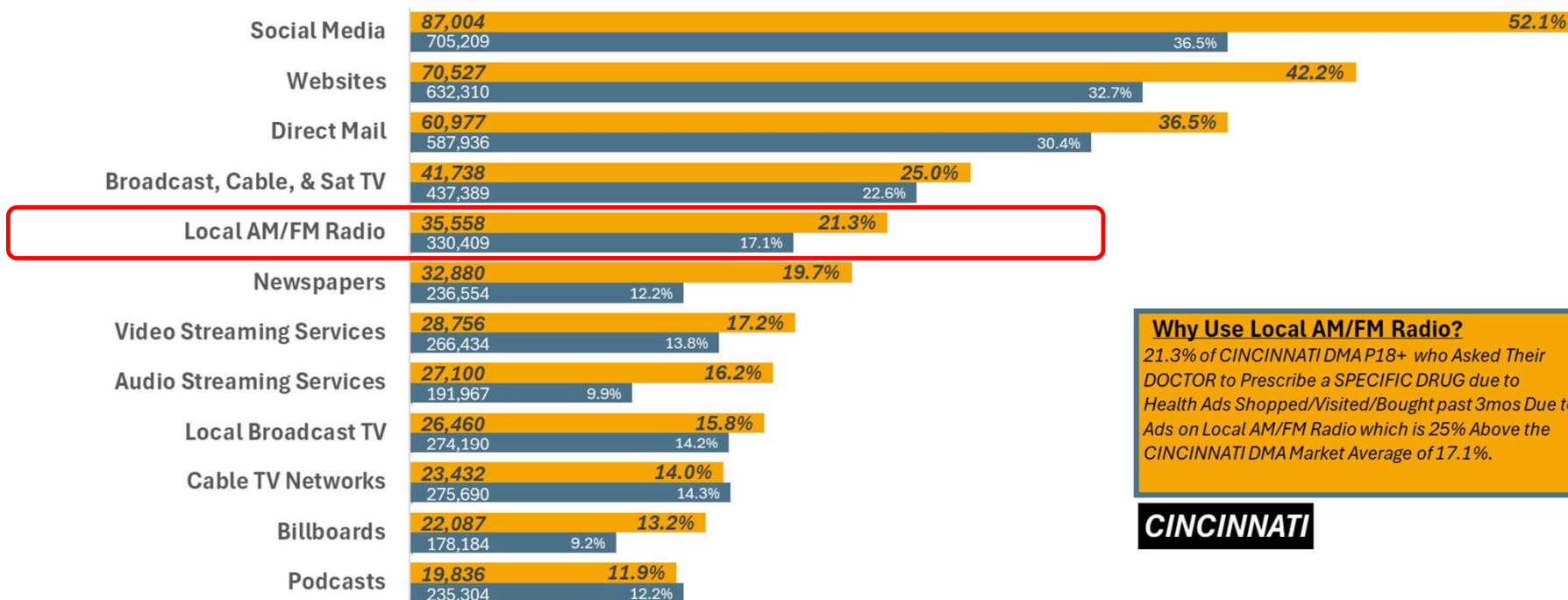
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



"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?
21.3% of CINCINNATI 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 25% Above the CINCINNATI DMA Market Average of 17.1%.

CINCINNATI

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

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 205
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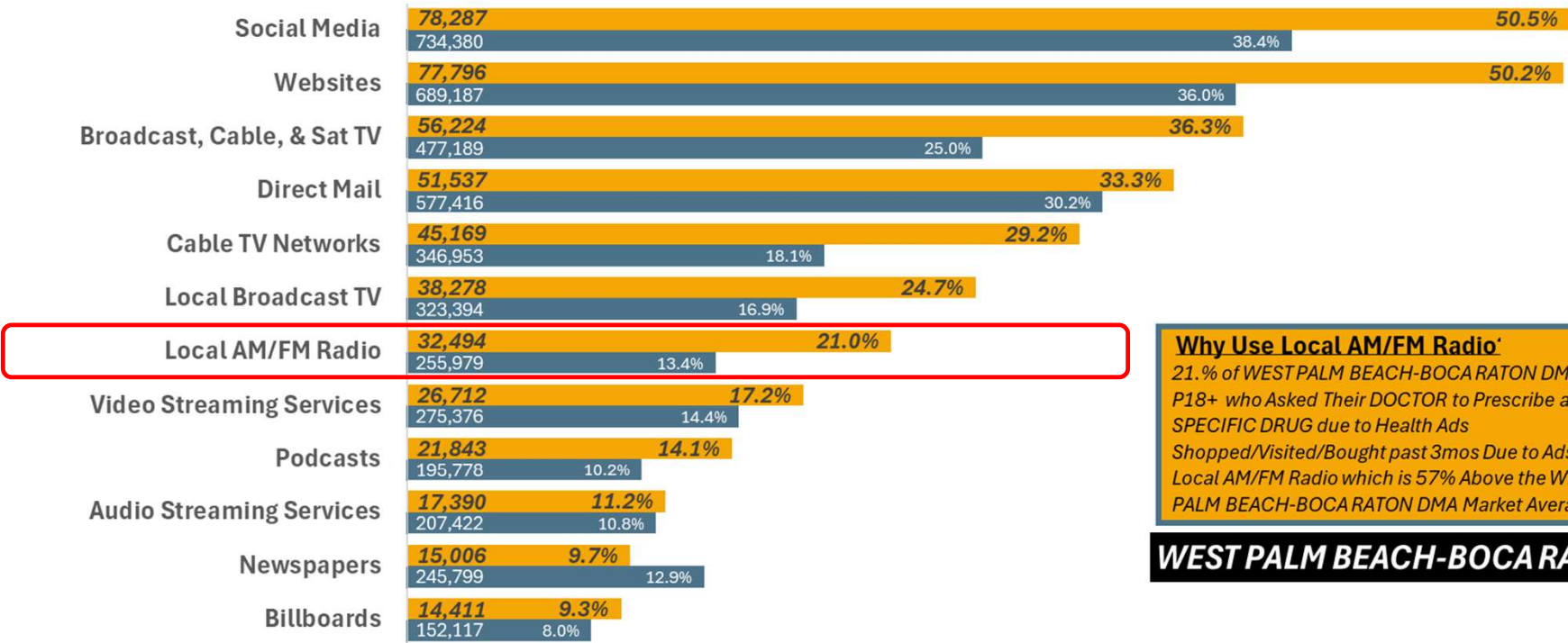
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug



"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'
21. % of WEST PALM BEACH-BOCA RATON 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 57% Above the WEST
PALM BEACH-BOCA RATON DMA Market Average...

WEST PALM BEACH-BOCA RATON

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 274
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Actions taken as result of health ads past 12 months: Asked your doctor to prescribe a specific drug