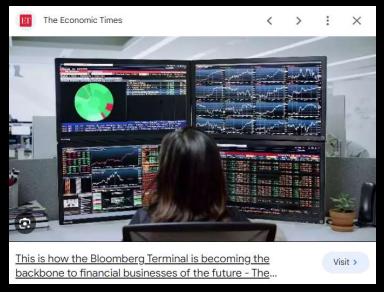
USA+4 DMAs – P18+ on ANXIETY/ANTI-DEPRESSION RX MEDS!

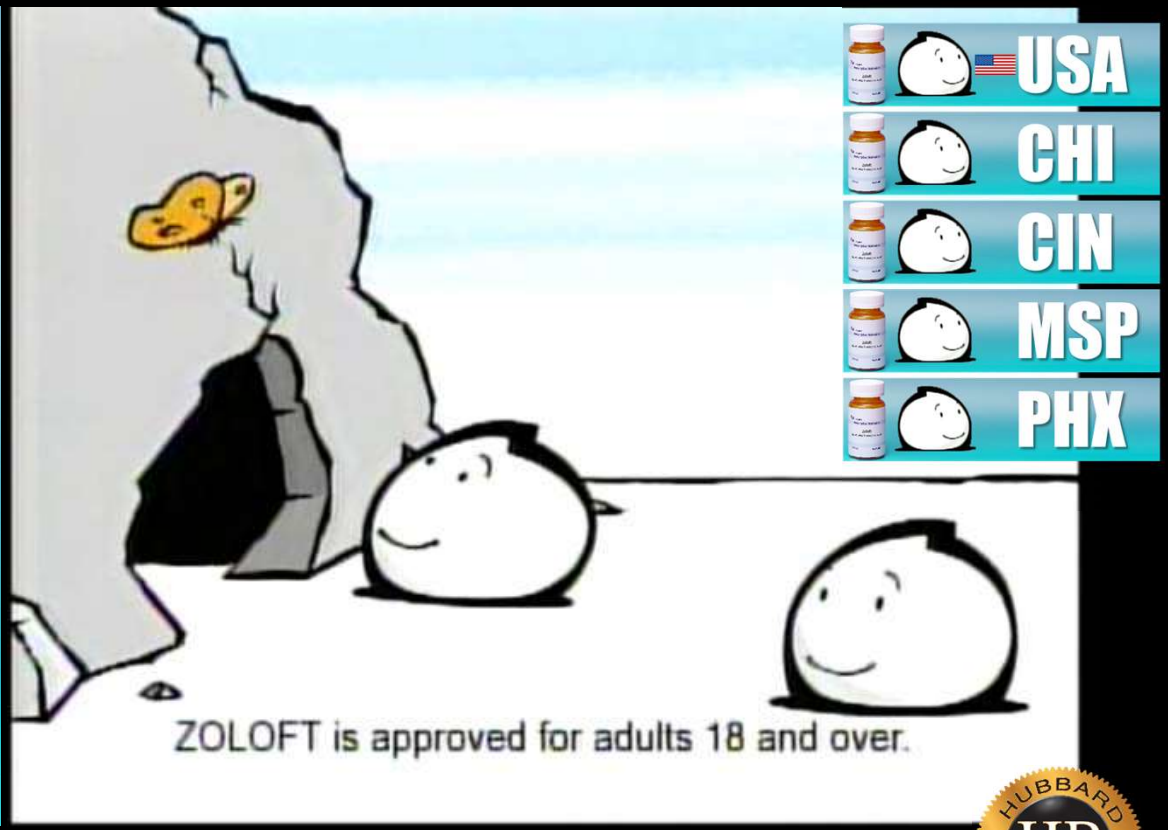
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, CINCINNATI, MINNEAPOLIS, and PHOENIX DMA P18+ using Prescription Anxiety/Anti-Depression Meds in the past 12 months as of August 31, 2024!







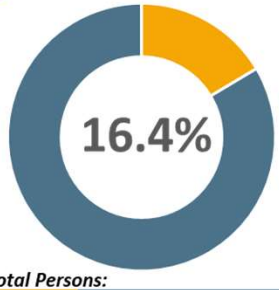
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



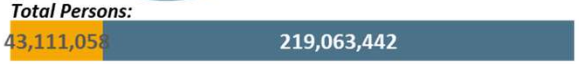
16.4% or 43,111,058 of USA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Typical Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 46.2 years old (5.4% younger than average) and have a $100,010 (11.5% higher than average) annual...

Percent of Market: Adults 18 or older

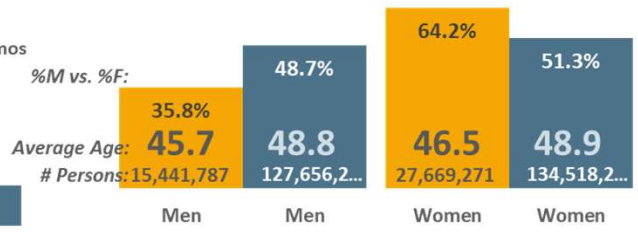


- who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos
- Remainder of USA DMAs

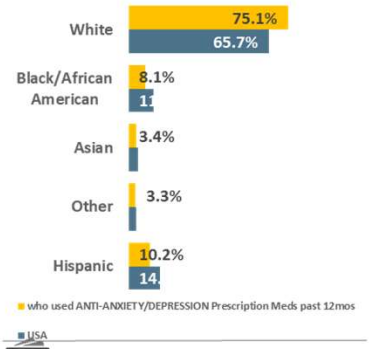
Total Persons:



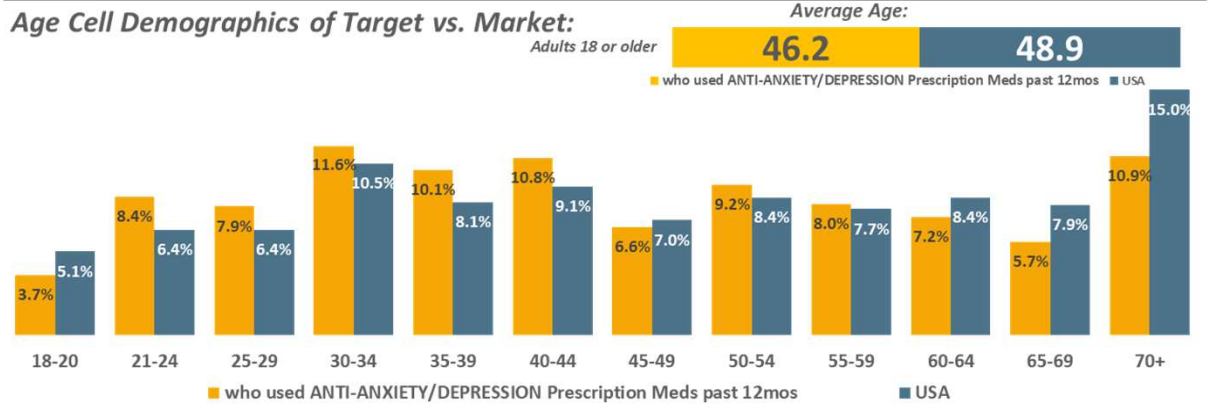
Gender of Target vs. Market: Adults 18 or older



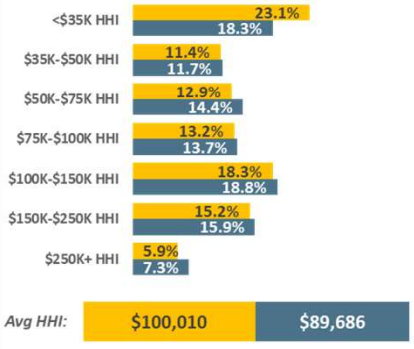
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882

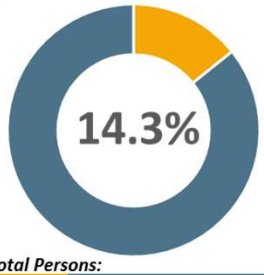
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

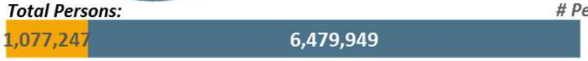


14.3% or 1,077,247 of CHI DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Typical Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 47.2 years old (2.5% younger than average) and have a $100,464 (1.9% lower than average) annual household…

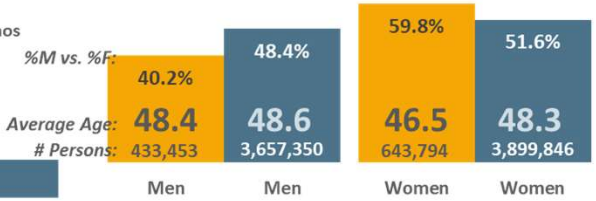
Percent of Market: Adults 18 or older



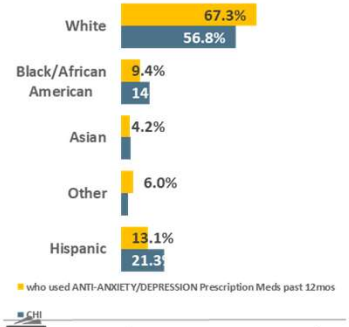
Total Persons:



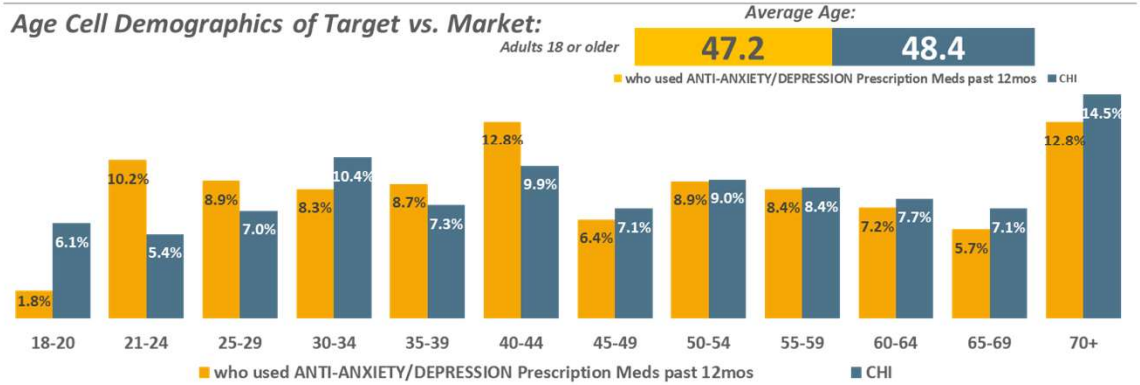
Gender of Target vs. Market: Adults 18 or older



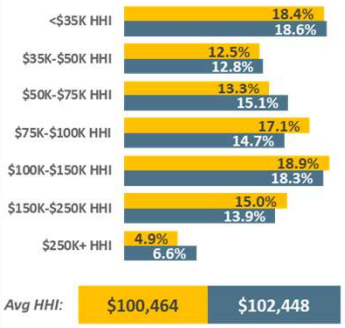
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $100,464 | $102,448

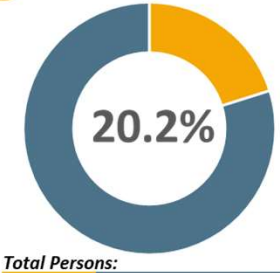
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494

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20.2% or 384,133 of CIN DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Typical Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 44.9 years old (8.% younger than average) and have a $88,903 (6.2% lower than average) annual household…

Percent of Market: Adults 18 or older



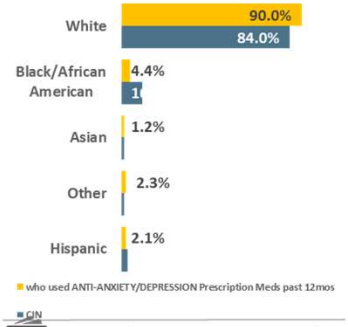
Total Persons:

384,133	1,520,837

Gender of Target vs. Market: Adults 18 or older

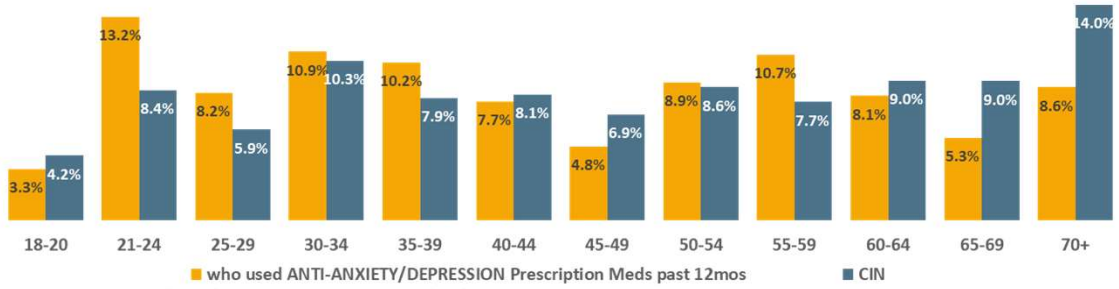
	Men	Men	Women	Women
%M vs. %F:	31.3%	48.5%	68.7%	51.5%
Average Age:	43.7	48.7	45.7	49.0
# Persons:	120,358	924,228	263,775	980,742

Ethnicity of Target vs. Market:

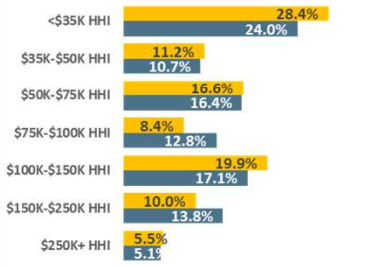


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	44.9	48.8



HHI of Target vs. Market:



Avg HHI:	$88,903	$94,732

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392

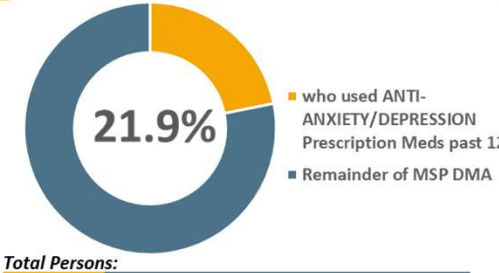
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

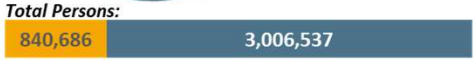


21.9% or 840,686 of MSP DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Typical Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 46.1 years old (5.5% younger than average) and have a $99,224 (6.9% lower than average) annual household…

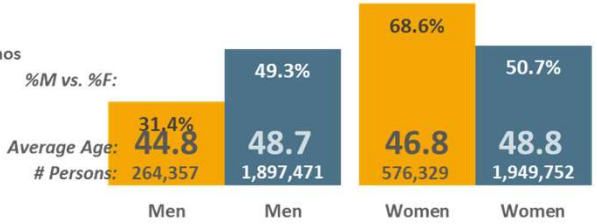
Percent of Market: Adults 18 or older



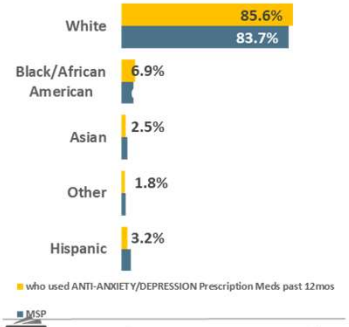
Total Persons:



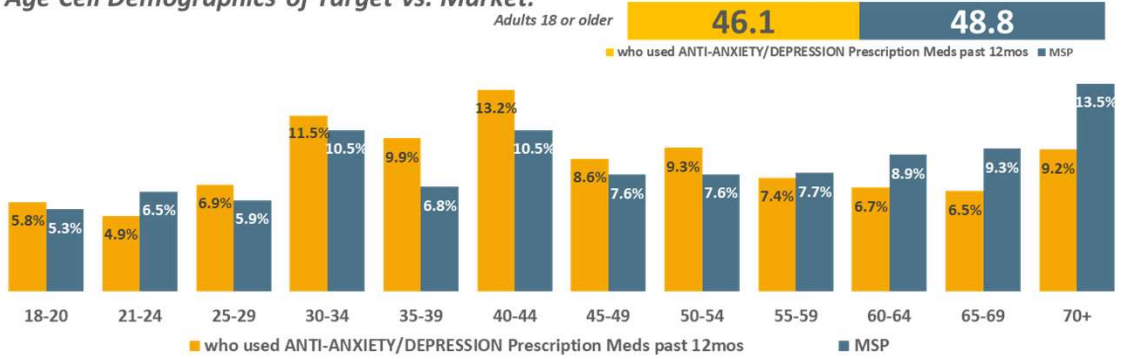
Gender of Target vs. Market: Adults 18 or older



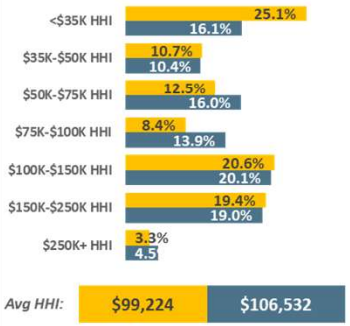
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $99,224 | $106,532

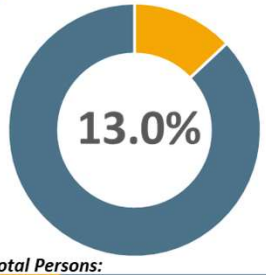
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 385

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13.% or 600,386 of PHX DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Typical Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 47.5 years old (3.2% younger than average) and have a $86,210 (7.3% lower than average) annual household…

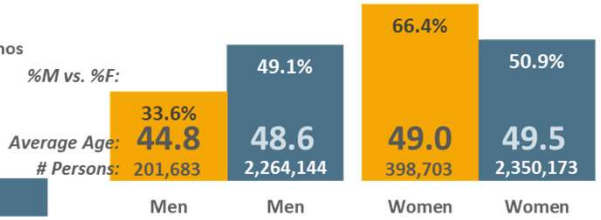
Percent of Market: Adults 18 or older



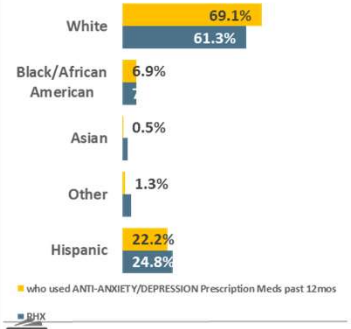
Total Persons:



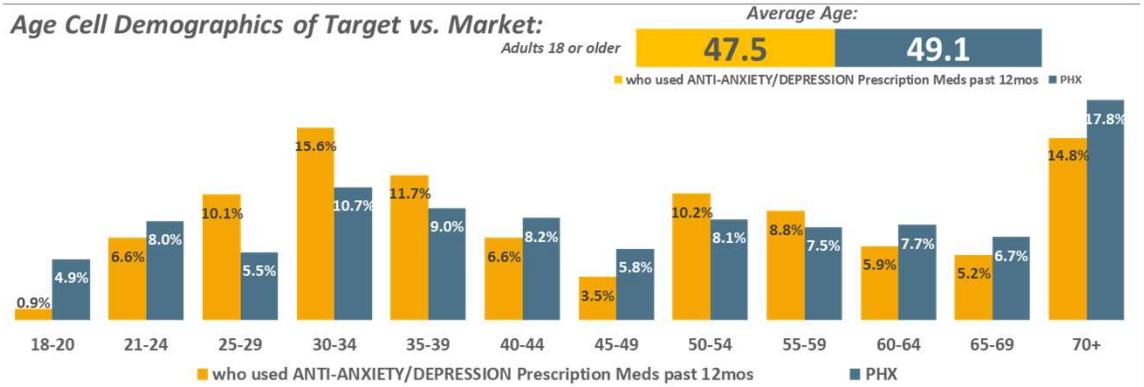
Gender of Target vs. Market: Adults 18 or older



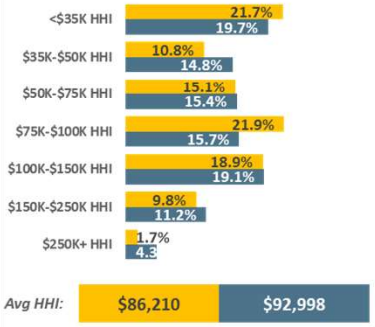
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



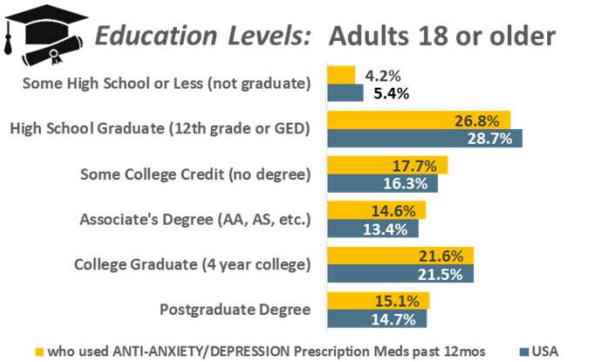
PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337

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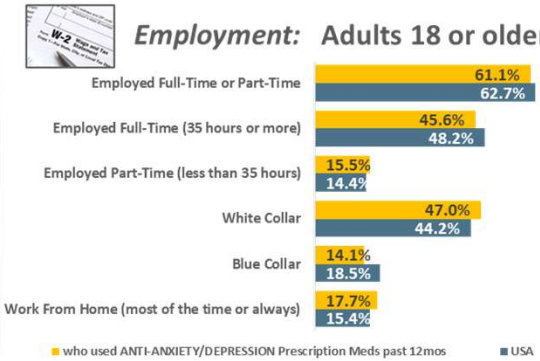


16.4% or 43,111,058 of USA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 1.5% more likely to be a college graduate, 5.5% less likely to work full-time, 8.3% less likely to be married, 4.8% more likely to be a parent of 1 or more children under

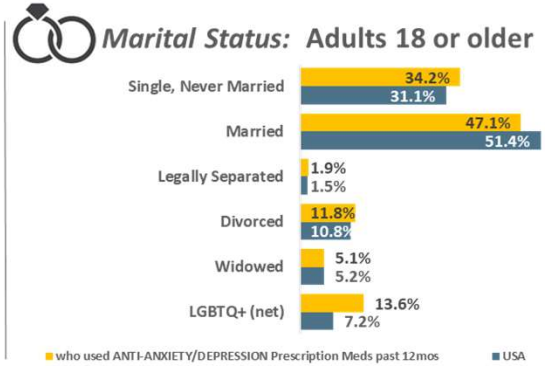
Education Levels: Adults 18 or older



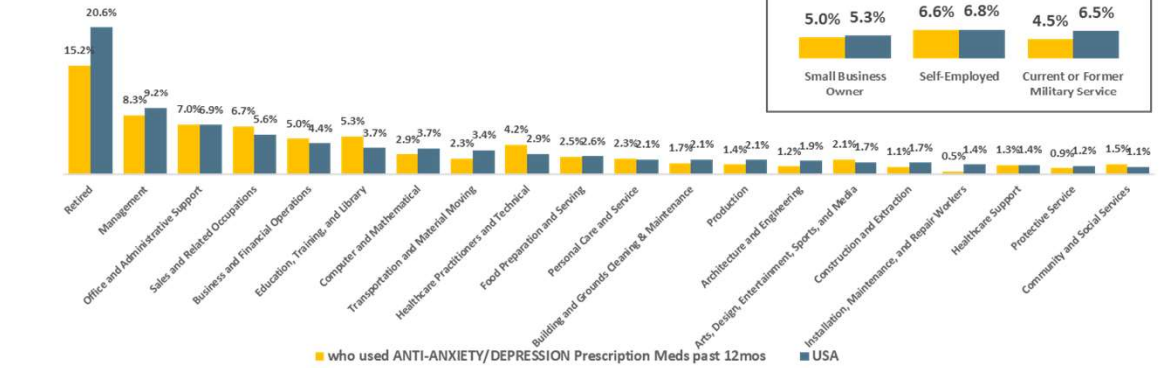
Employment: Adults 18 or older



Marital Status: Adults 18 or older

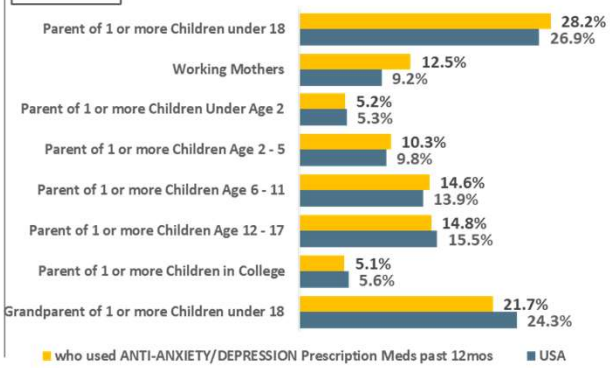


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882

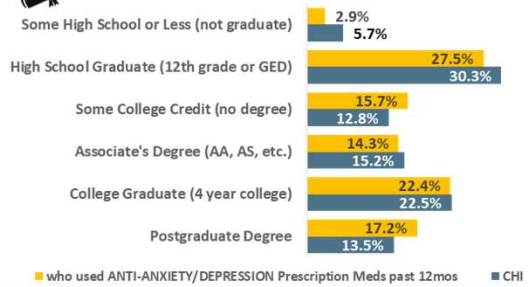
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

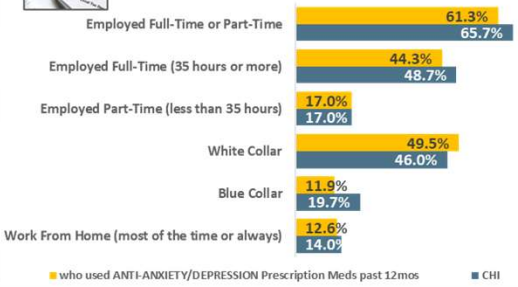


14.3% or 1,077,247 of CHI DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 9.9% more likely to be a college graduate, 9.% less likely to work full-time, .9% less likely to be married, 2.2% less likely to be a parent of 1 or more children under 1

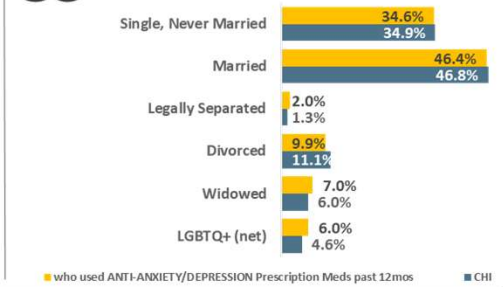
Education Levels: Adults 18 or older



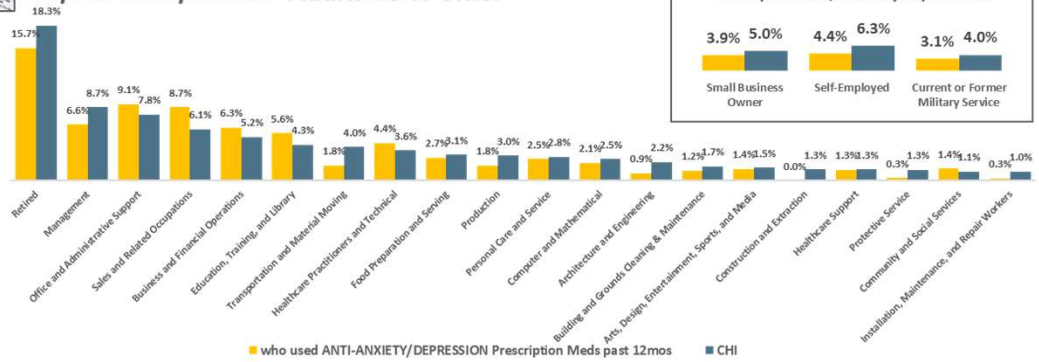
Employment: Adults 18 or older



Marital Status: Adults 18 or older

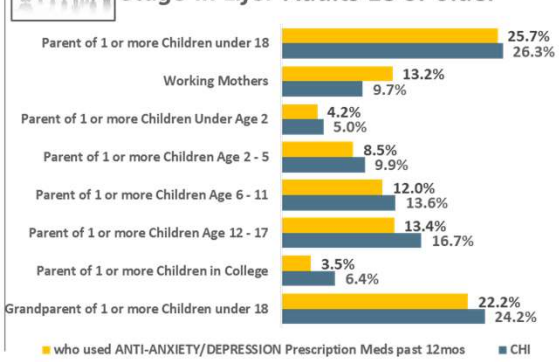


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



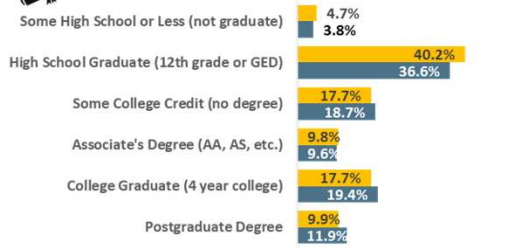
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494

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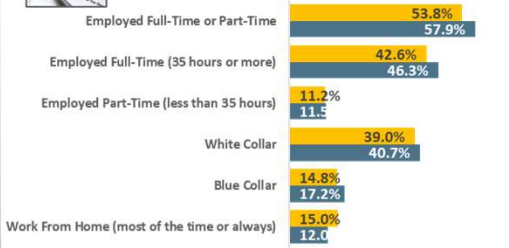


20.2% or 384,133 of CIN DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 11.9% less likely to be a college graduate, 8.1% less likely to work full-time, 14.3% less likely to be married, 1.2% less likely to be a parent of 1 or more children und

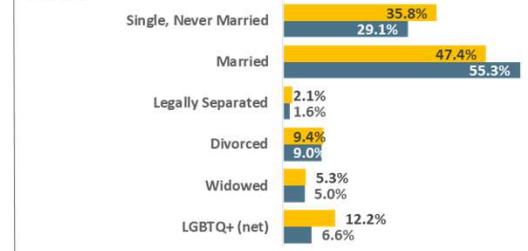
Education Levels: Adults 18 or older



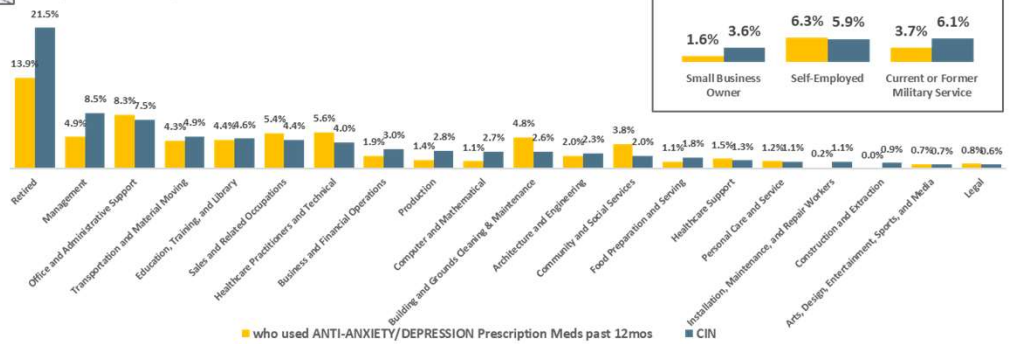
Employment: Adults 18 or older



Marital Status: Adults 18 or older

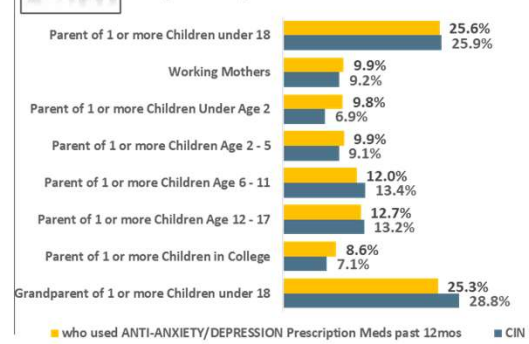


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392

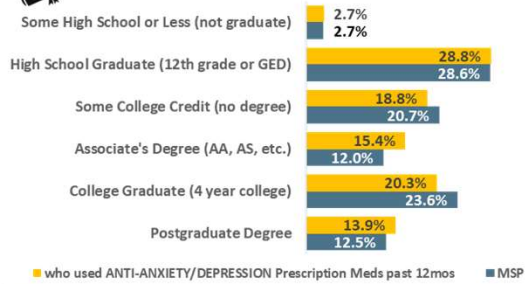
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

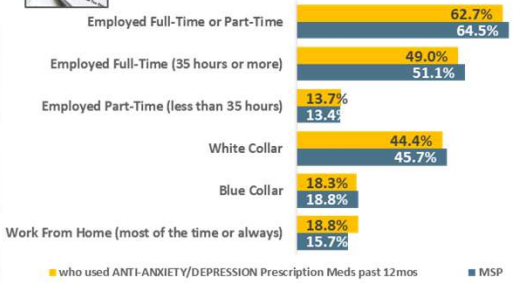


21.9% or 840,686 of MSP DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 5.% less likely to be a college graduate, 4.1% less likely to work full-time, 10.% less likely to be married, 18.2% more likely to be a parent of 1 or more children under

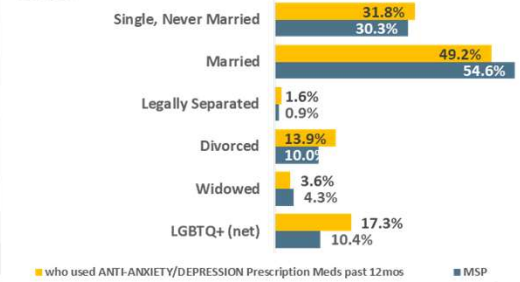
Education Levels: Adults 18 or older



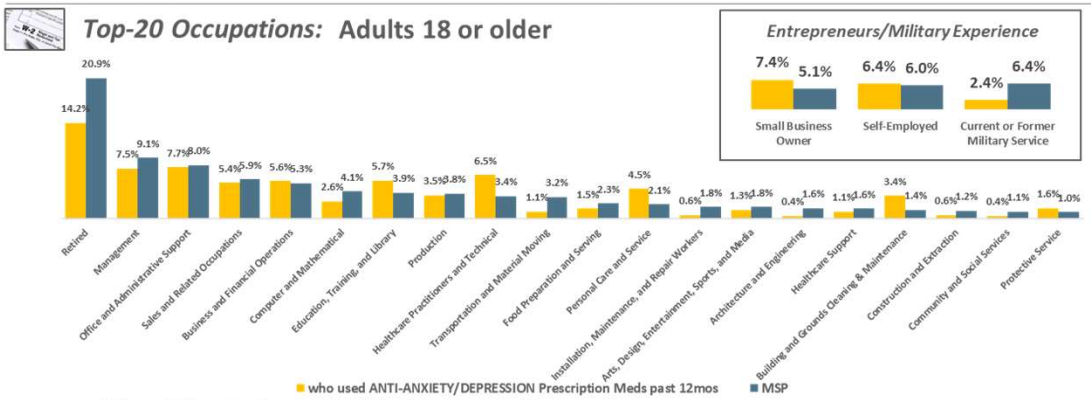
Employment: Adults 18 or older



Marital Status: Adults 18 or older

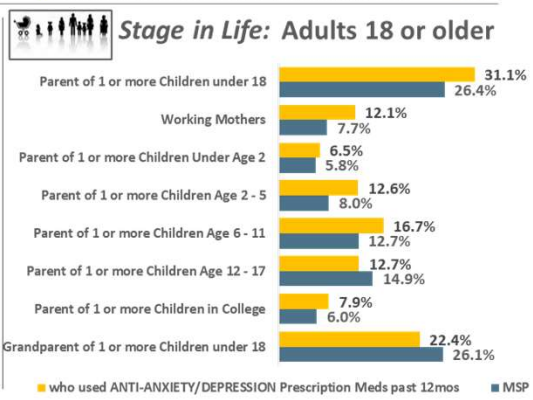


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 385

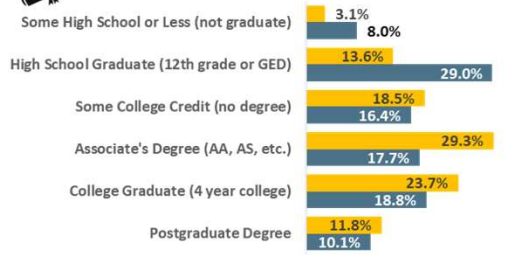
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

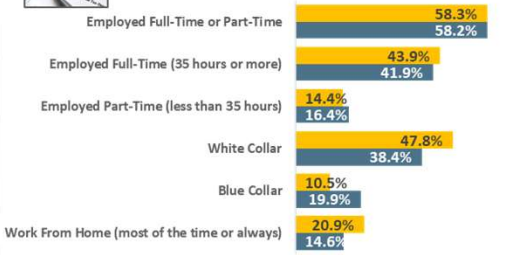


13.% or 600,386 of PHX DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 23.3% more likely to be a college graduate, 4.9% more likely to work full-time, 6.9% less likely to be married, 2.7% more likely to be a parent of 1 or more children unde

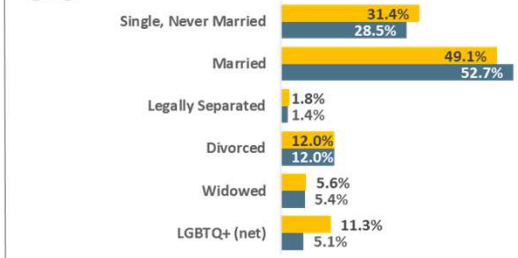
Education Levels: Adults 18 or older



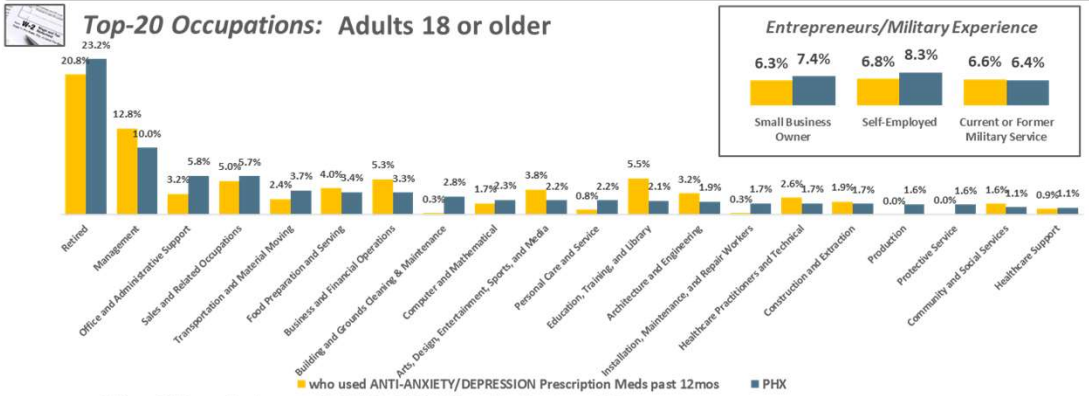
Employment: Adults 18 or older



Marital Status: Adults 18 or older

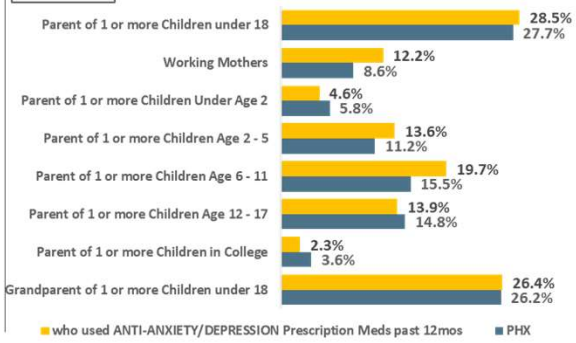


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337

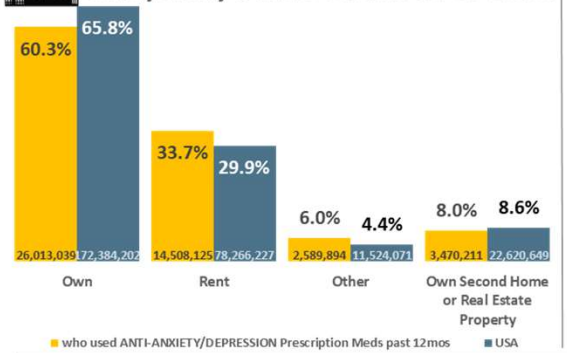
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

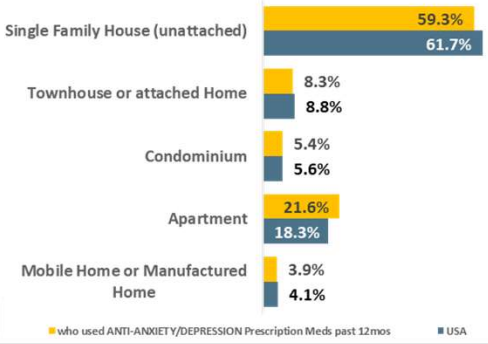


16.4% or 43,111,058 of USA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 8.2% less likely to own their home, 15.6% more likely to own a higher valued home, 3.8% less likely to have a single-family home, 28.2% more likely to have a dog.

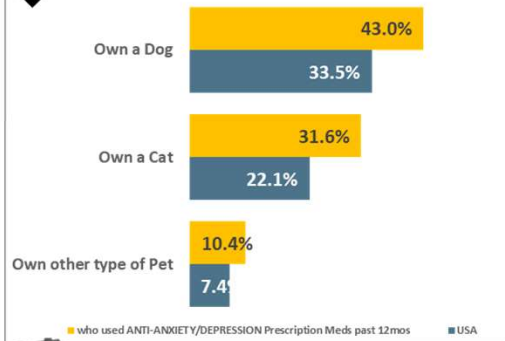
Own/Rent/Other: Adults 18 or older



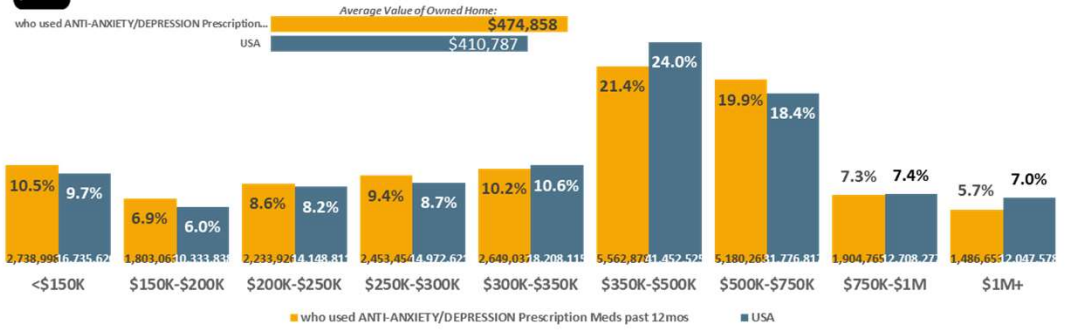
Type of Home: Adults 18 or older



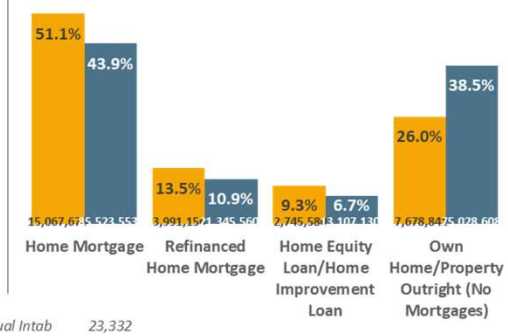
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *3,882*

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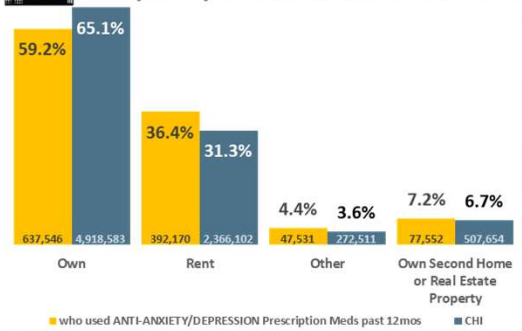
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,332*

Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

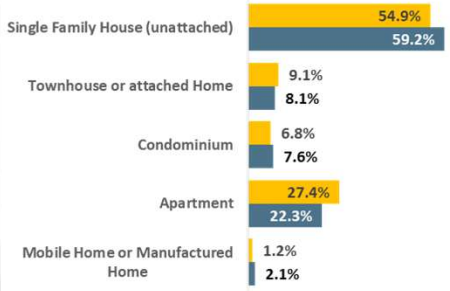


14.3% or 1,077,247 of CHI DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 9.1% less likely to own their home, .7% more likely to own a higher valued home, 7.2% less likely to have a single-family home, 29.8% more likely to have a dog.

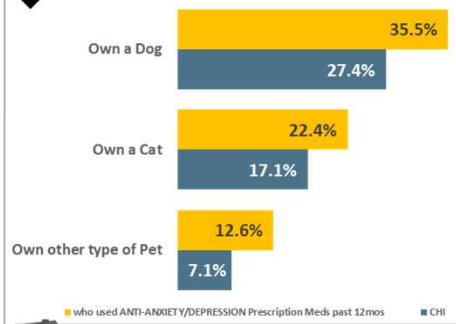
Own/Rent/Other: Adults 18 or older



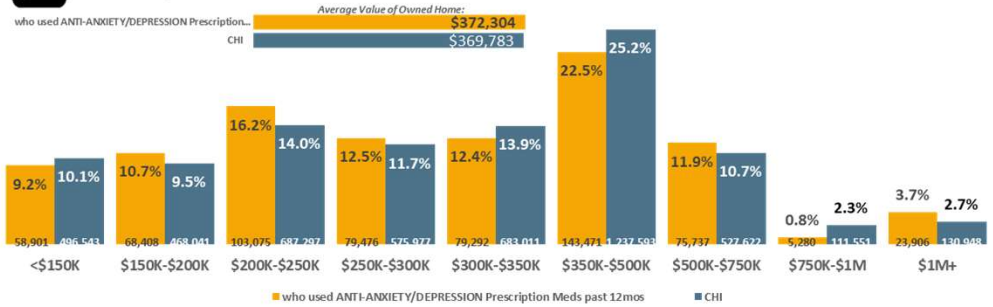
Type of Home: Adults 18 or older



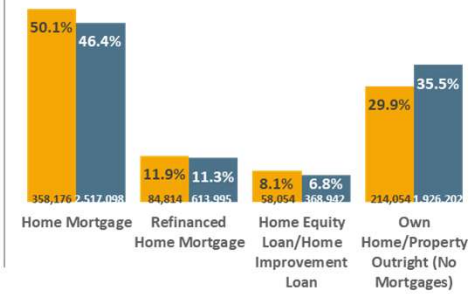
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494

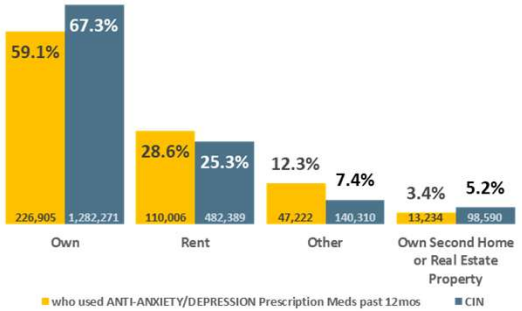
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

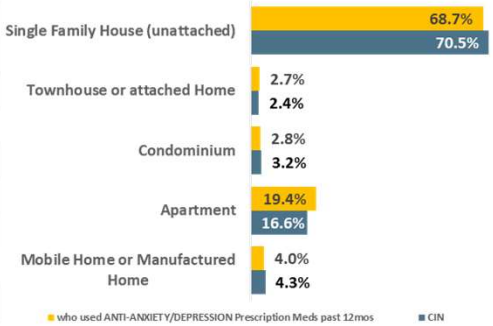


20.2% or 384,133 of CIN DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 12.2% less likely to own their home, 8.6% more likely to own a lower valued home, 2.4% less likely to have a single-family home, 19.7% more likely to have a dog.

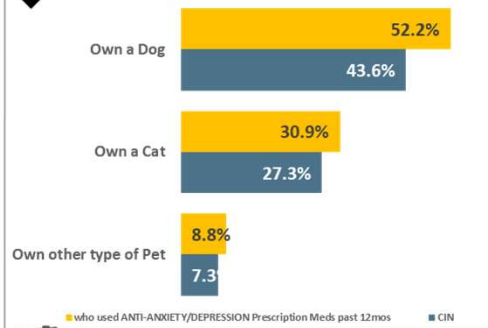
Own/Rent/Other: Adults 18 or older



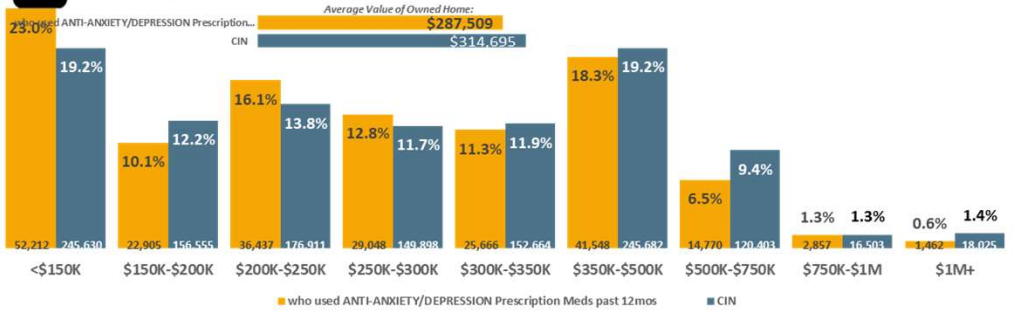
Type of Home: Adults 18 or older



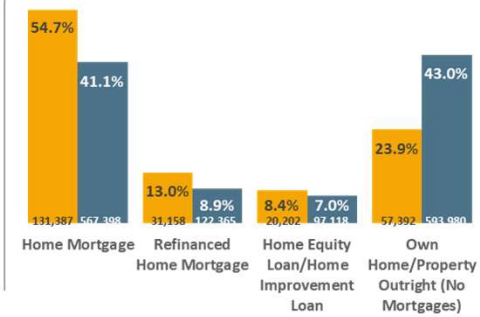
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392

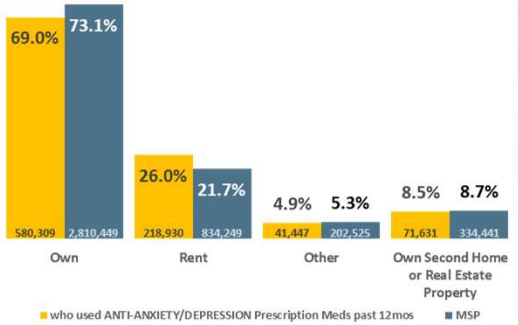
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

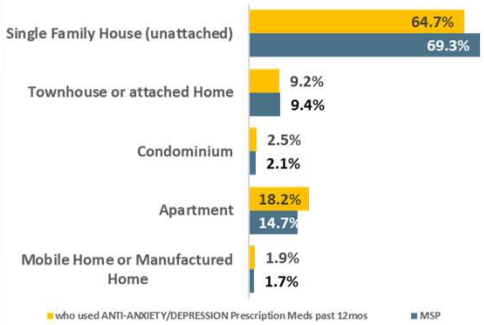
MSP

21.9% or 840,686 of MSP DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 5.5% less likely to own their home, 1.4% more likely to own a higher valued home, 6.7% less likely to have a single-family home, 17.1% more likely to have a dog.

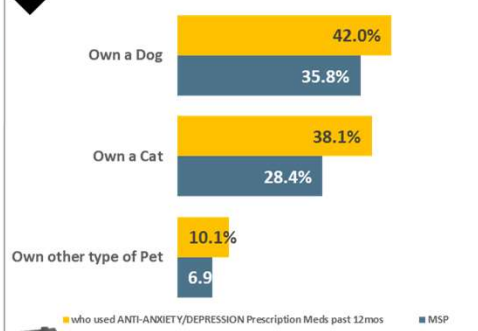
Own/Rent/Other: Adults 18 or older



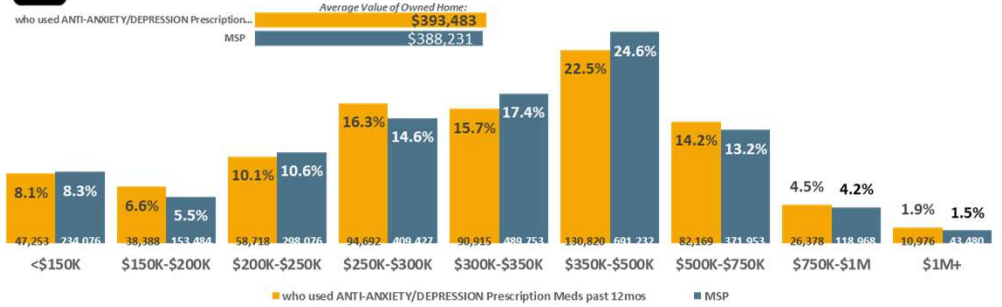
Type of Home: Adults 18 or older



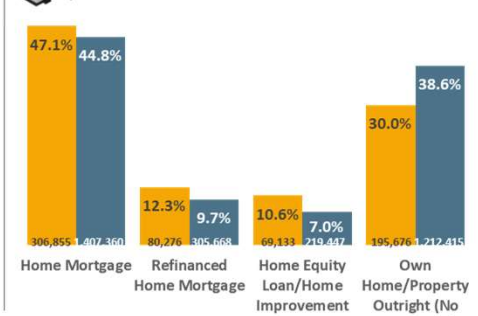
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



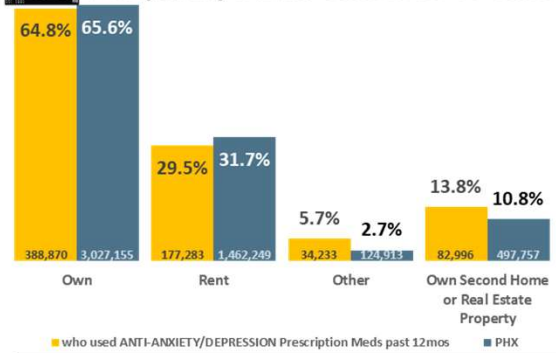
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 385

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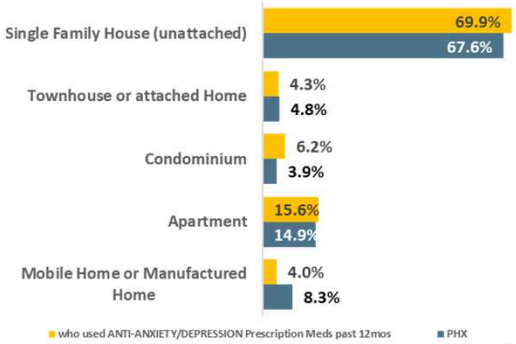


13.% or 600,386 of PHX DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 1.3% less likely to own their home, 5.2% more likely to own a lower valued home, 3.4% more likely to have a single-family home, 36.4% more likely to have a dog.

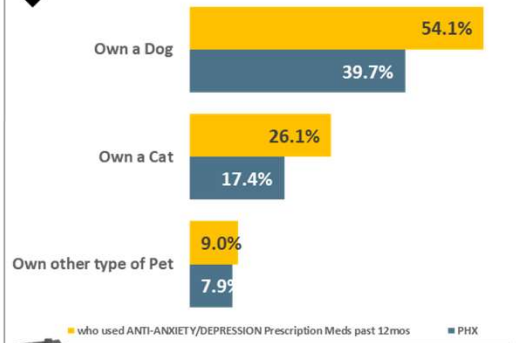
Own/Rent/Other: Adults 18 or older



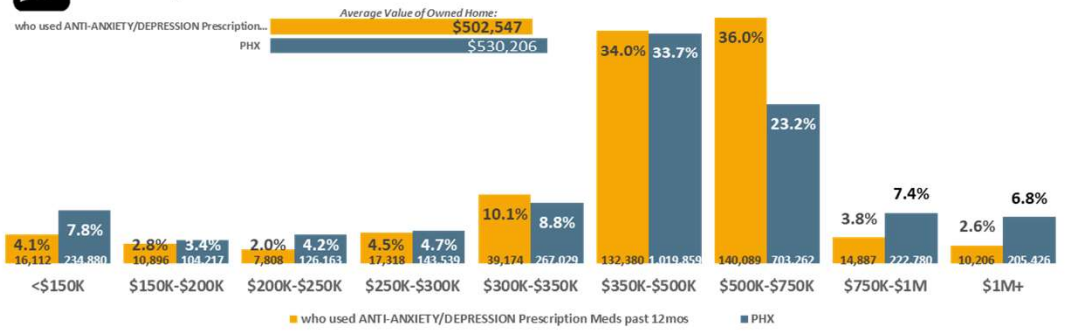
Type of Home: Adults 18 or older



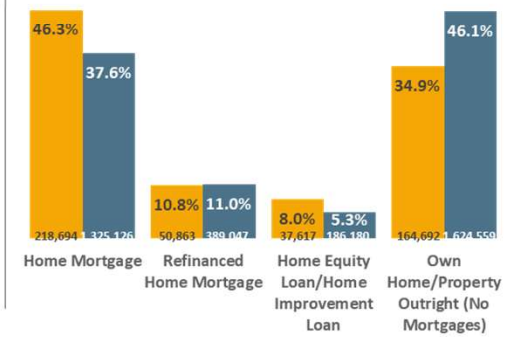
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337

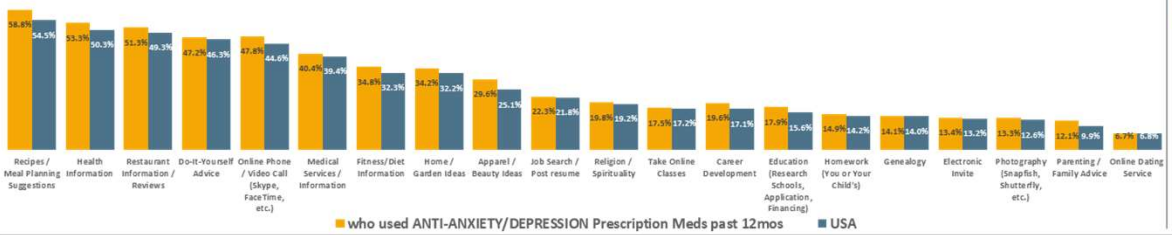
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

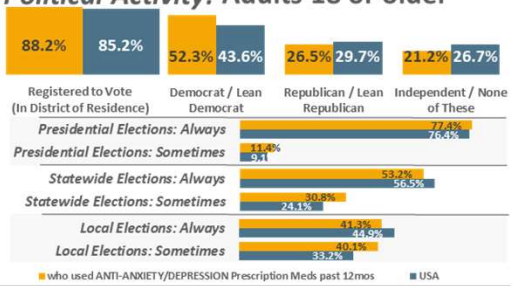


16.4% or 43,111,058 of USA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 1.8% more likely to look up D-I-Y advice online, 8.1% less likely to always vote in local elections, 4.8% more likely to belong to a gym, .1% more likely to fly domestic

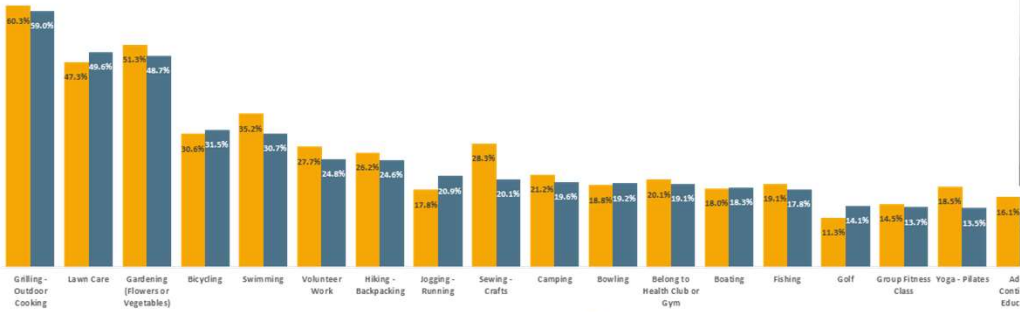
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



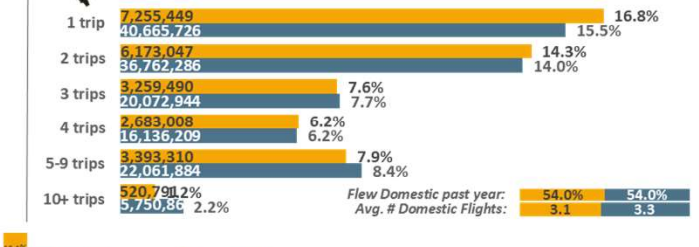
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882

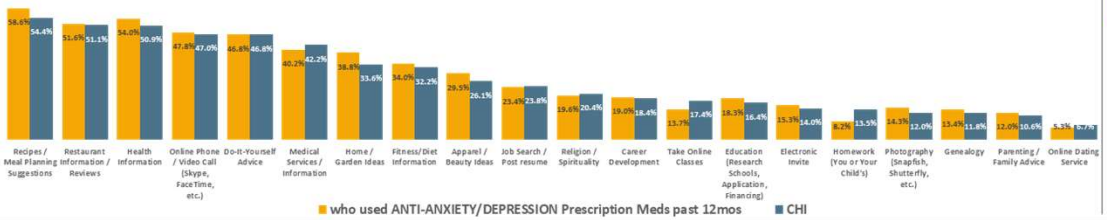
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

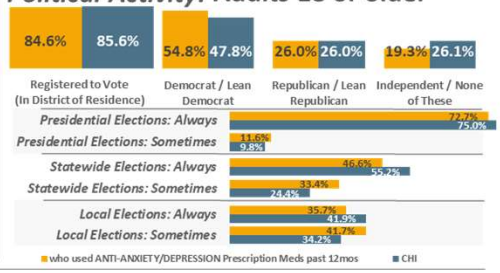


14.3% or 1,077,247 of CHI DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are .% less likely to look up D-I-Y advice online, 14.9% less likely to always vote in local elections, 11.4% less likely to belong to a gym, 6.3% less likely to fly domestic

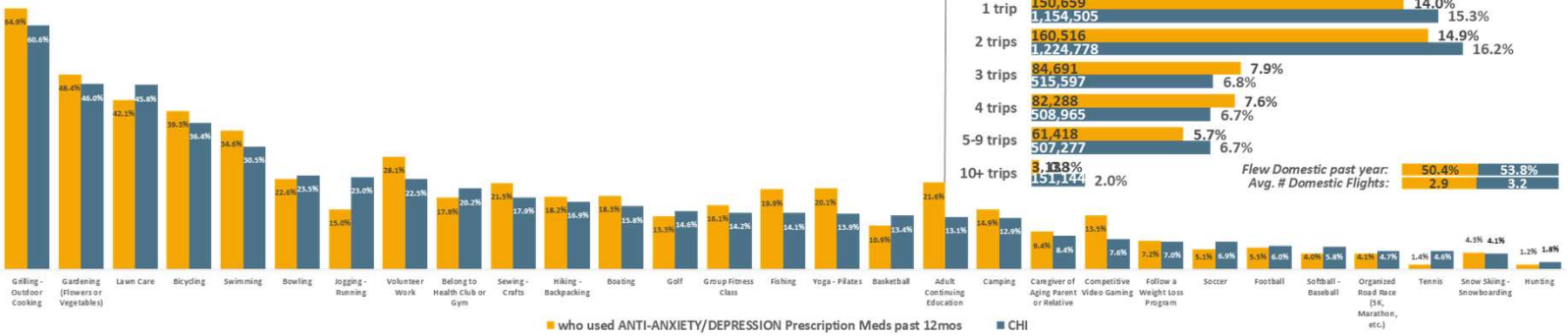
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494

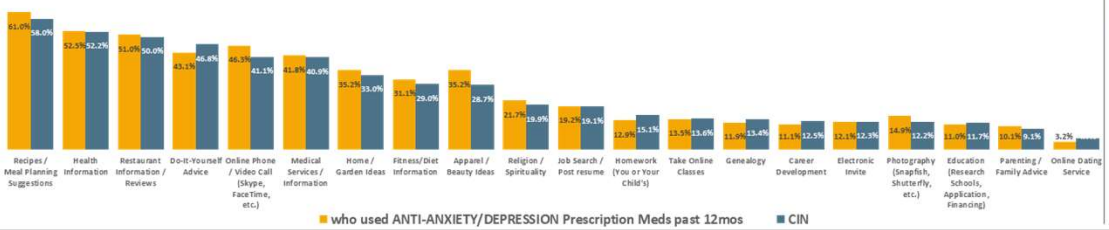
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

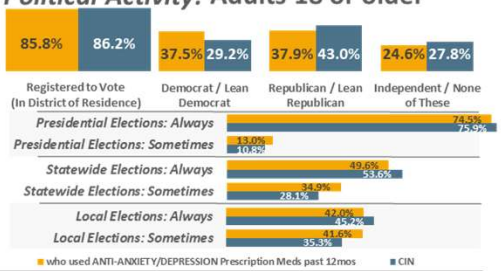


20.2% or 384,133 of CIN DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 7.8% less likely to look up D-I-Y advice online, 6.9% less likely to always vote in local elections, 7.7% less likely to belong to a gym, 6.1% less likely to fly domestic

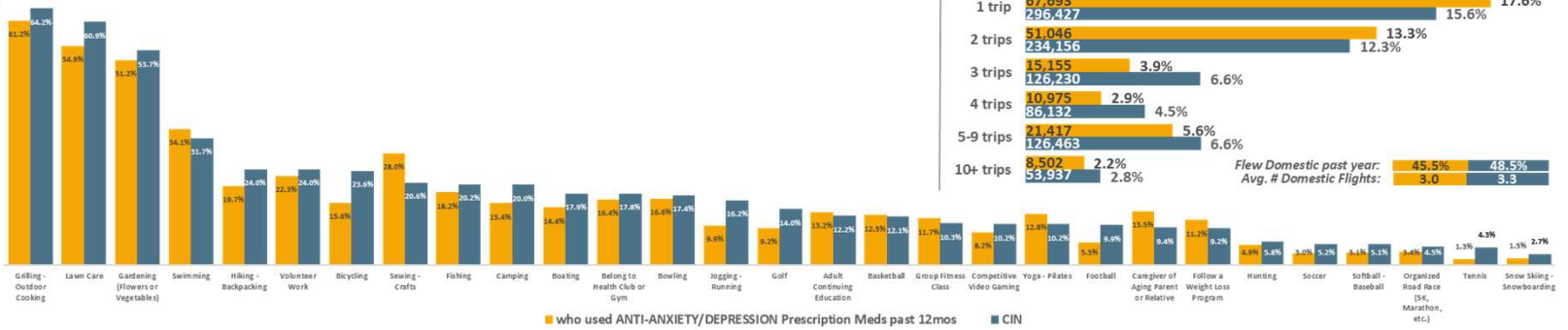
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392

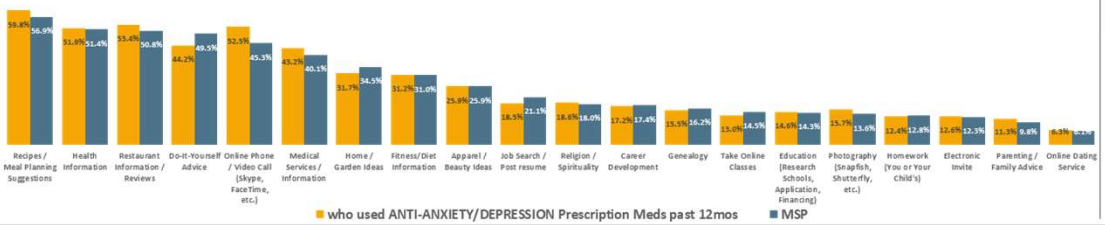
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

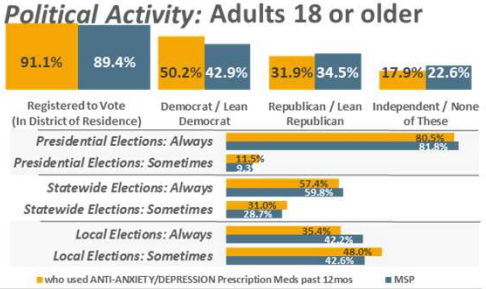


21.9% or 840,686 of MSP DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 10.7% less likely to look up D-I-Y advice online, 16.1% less likely to always vote in local elections, 1.3% more likely to belong to a gym, 2.2% more likely to fly domest

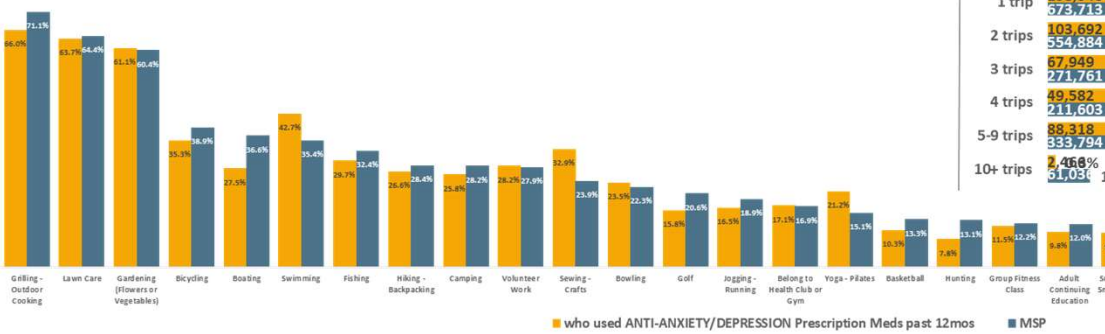
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



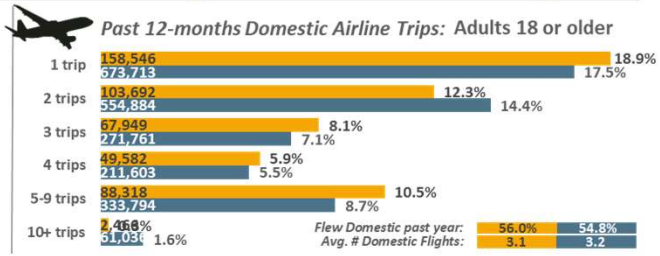
Political Activity: Adults 18 or older



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



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



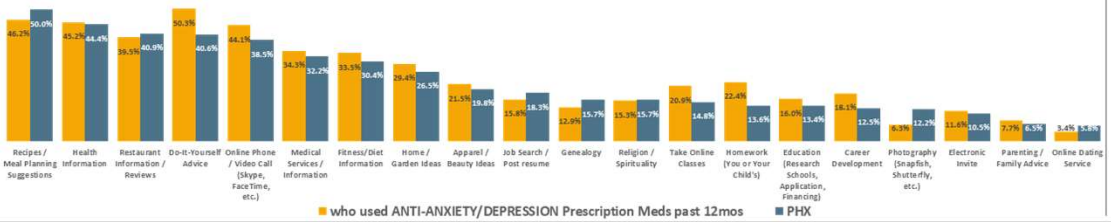
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 385

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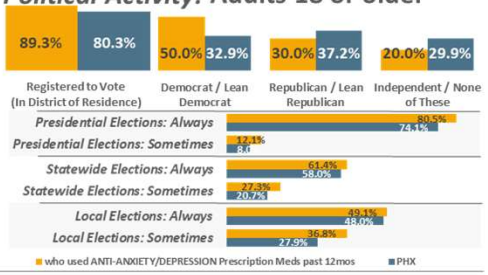


13.% or 600,386 of PHX DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 23.9% more likely to look up D-I-Y advice online, 2.2% more likely to always vote in local elections, 40.5% more likely to belong to a gym, 9.6% more likely to fly domest

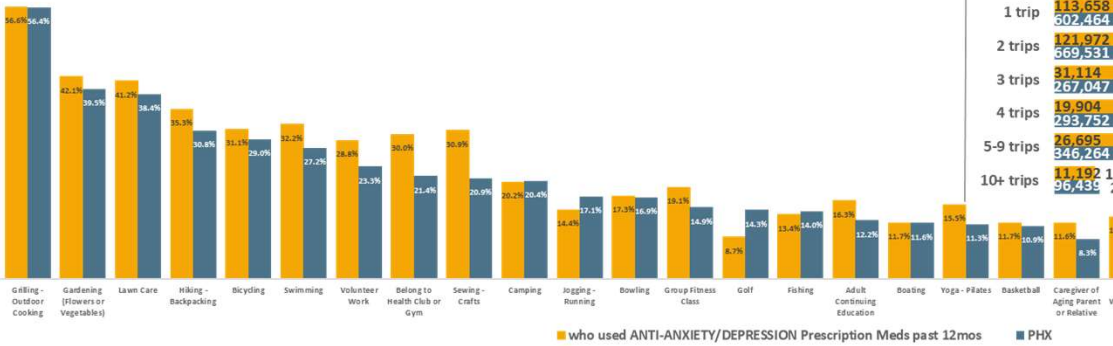
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



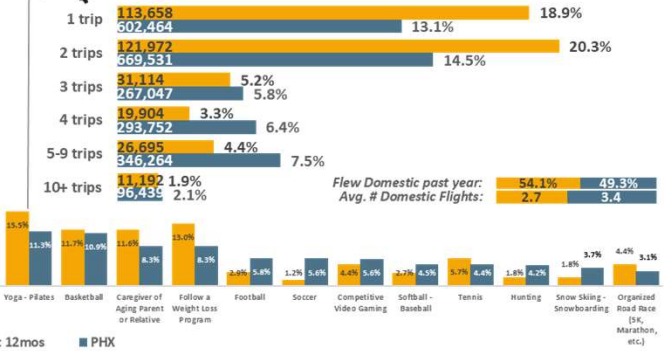
Political Activity: Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337

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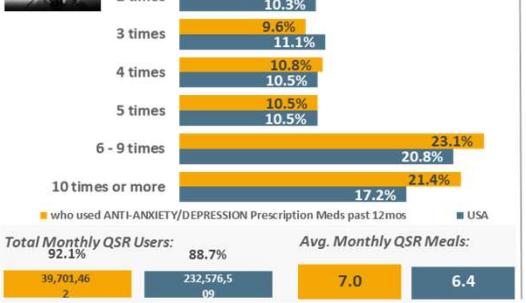
Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



16.4% or 43,111,058 of USA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 3.8% more likely to use QSRs past mo., 2.1% more likely to use Sit-Down Restaurants past mo., 4.2% more likely to use Casinos past yr., 42.% more likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



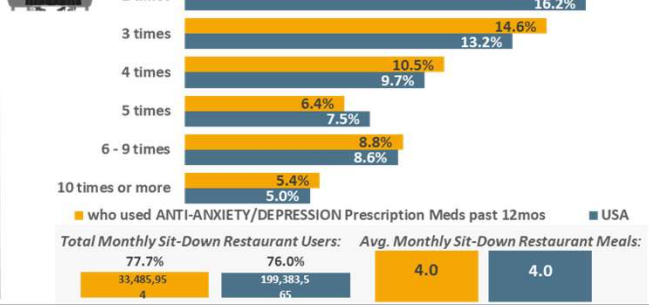


Total Monthly QSR Users: 92.1% | 88.7% | 39,701,462 | 232,576,509

Avg. Monthly QSR Meals: 7.0 | 6.4

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





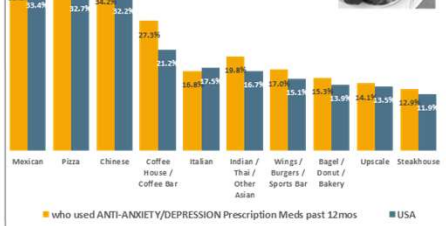
Total Monthly Sit-Down Restaurant Users: 77.7% | 76.0% | 33,485,954 | 199,383,565

Avg. Monthly Sit-Down Restaurant Meals: 4.0 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



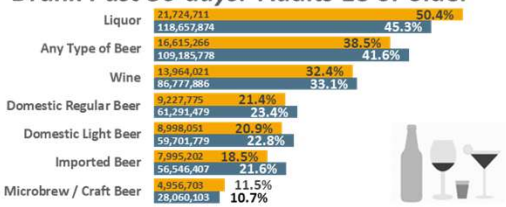


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who used ANTI-ANXIETY/DEPRESSION Prescription... 10,295,484 | 23.9%

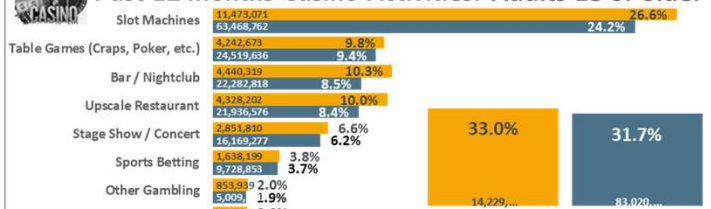
USA 17.4%

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



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *3,882*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,332*

Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



14.3% or 1,077,247 of CHI DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 3.1% more likely to use QSRs past mo., 4.5% more likely to use Sit-Down Restaurants past mo., 15.6% more likely to use Casinos past yr., 41.6% more likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 93.7% 1,009,092 | 90.9% 6,865,933

Avg. Monthly QSR Meals: 8.0 | 7.0

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



Total Monthly Sit-Down Restaurant Users: 79.2% 853,014 | 75.7% 5,724,044

Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 4.1

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

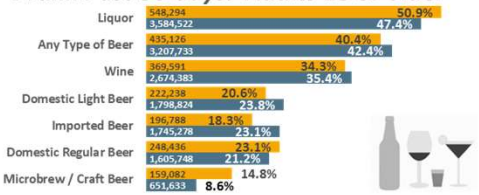


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who used ANTI-ANXIETY/DEPRESSION Prescription... 291,191 27.0%

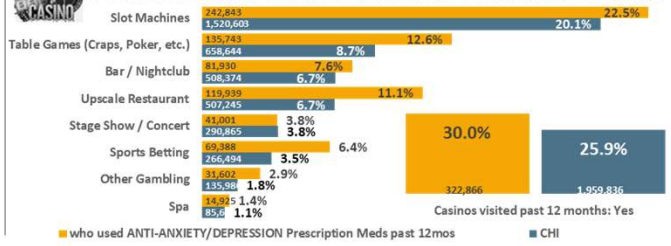
CHI 1,511,418 20.0%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





30.0% 322,866 | 25.9% 1,959,836

Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494

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20.2% or 384,133 of CIN DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 2.7% more likely to use QSRs past mo., 1.7% less likely to use Sit-Down Restaurants past mo., 12.6% less likely to use Casinos past yr., 25.7% more likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



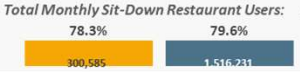
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

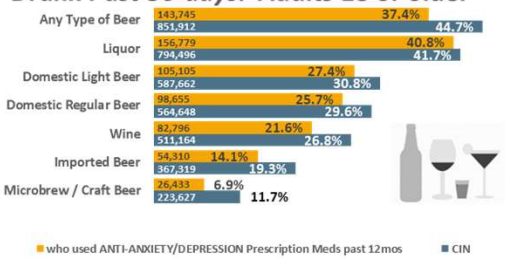
(Sit-Down Restaurants Used Past 30-days)



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

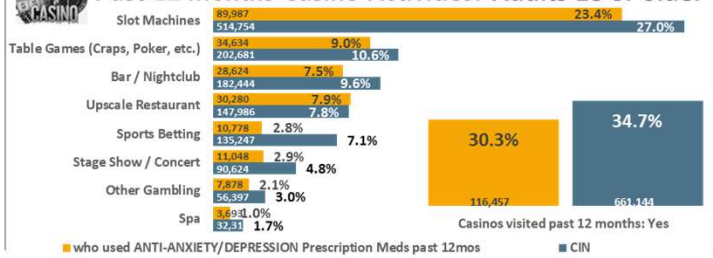


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



21.9% or 840,686 of MSP DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 3.% more likely to use QSRs past mo., .5% more likely to use Sit-Down Restaurants past mo., 3.8% more likely to use Casinos past yr., 29.5% more likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

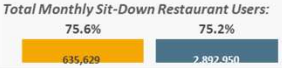


Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

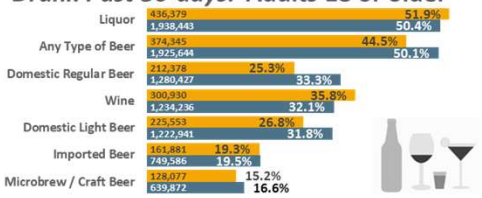
(Sit-Down Restaurants Used Past 30-days)



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

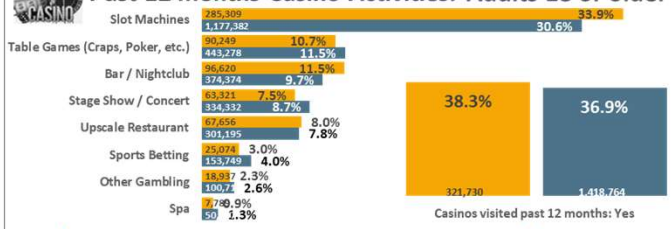


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 385

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



13.% or 600,386 of PHX DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 2.4% more likely to use QSRs past mo., 2.1% more likely to use Sit-Down Restaurants past mo., 6.8% less likely to use Casinos past yr., 10.6% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

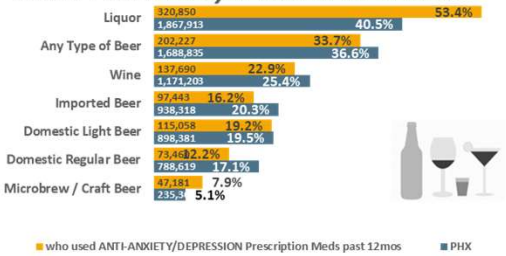
(Sit-Down Restaurants Used Past 30-days)



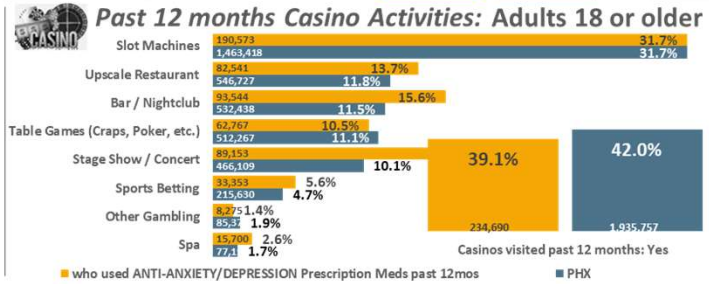
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



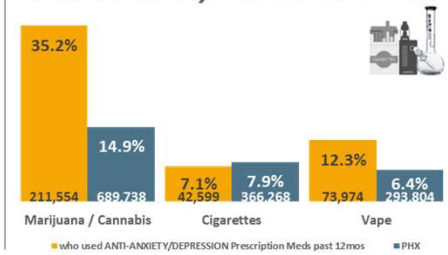
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337

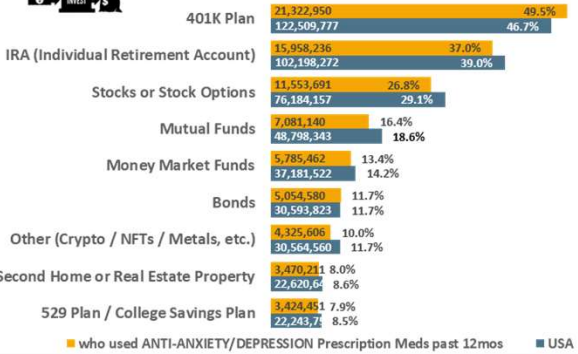
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

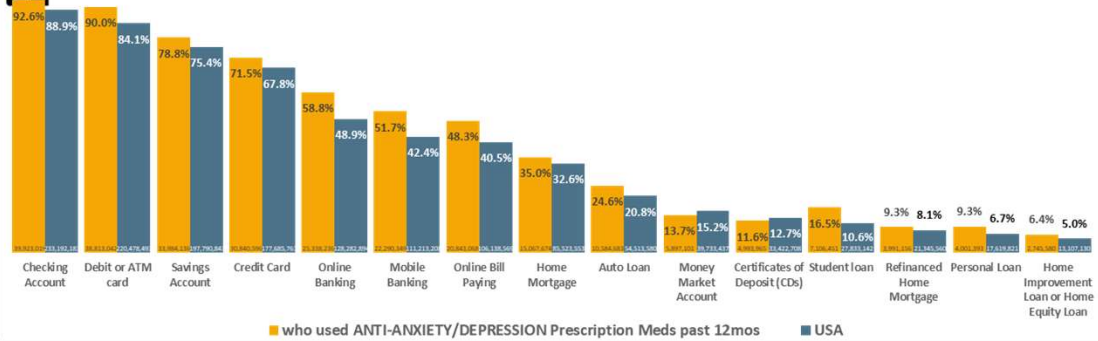


16.4% or 43,111,058 of USA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 5.8% more likely to have a 401K, 18.1% more likely to have an Auto Loan, 4.5% more likely to Invest/Trade Stocks Online, 16.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



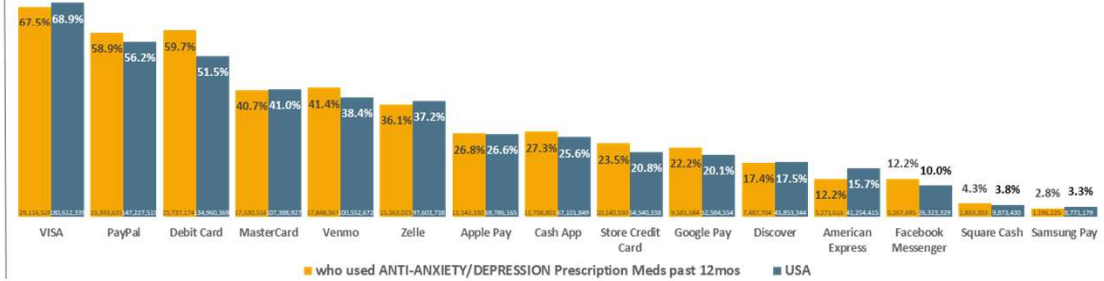
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882

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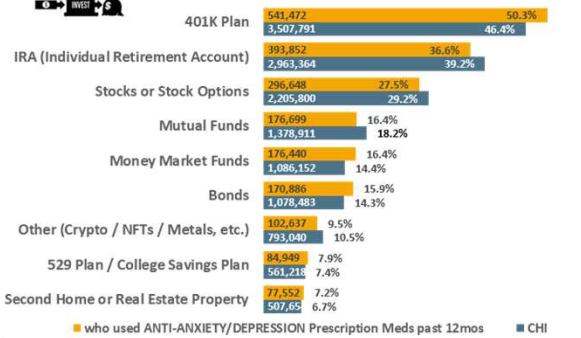
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

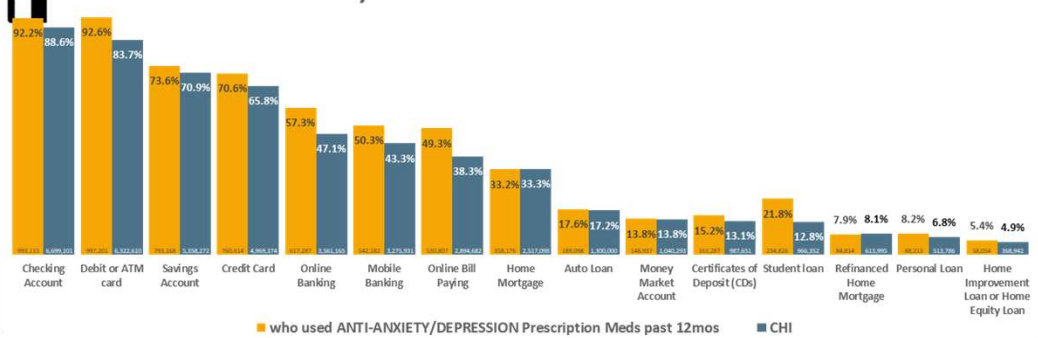


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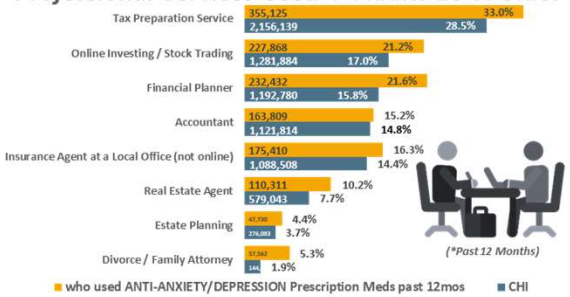
Investments Owned: Adults 18 or older



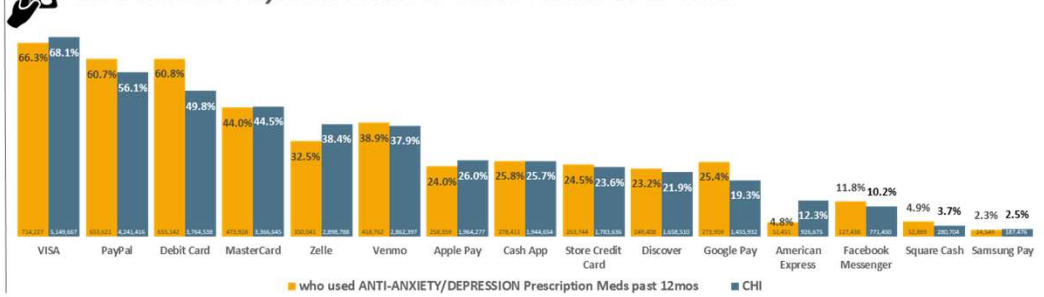
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494

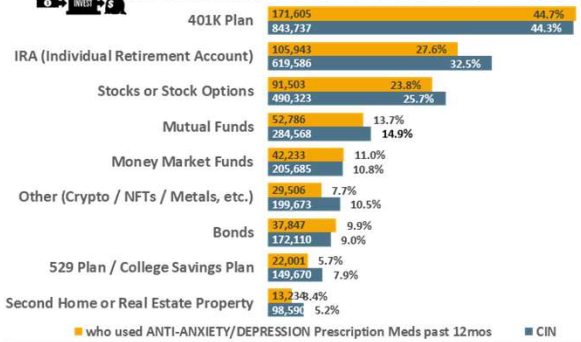
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

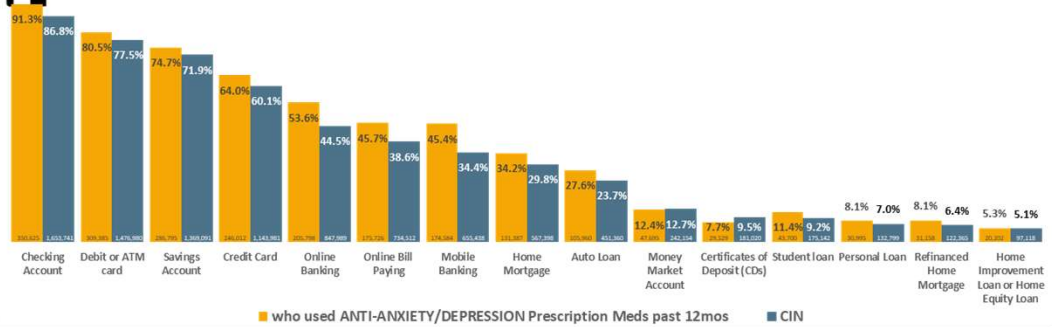


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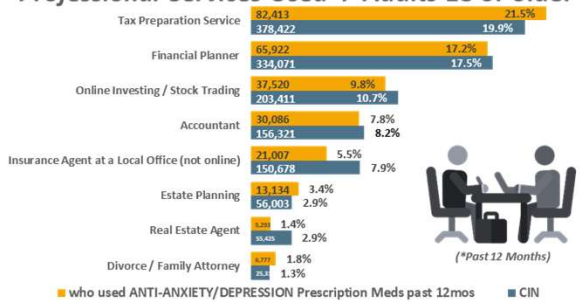
Investments Owned: Adults 18 or older



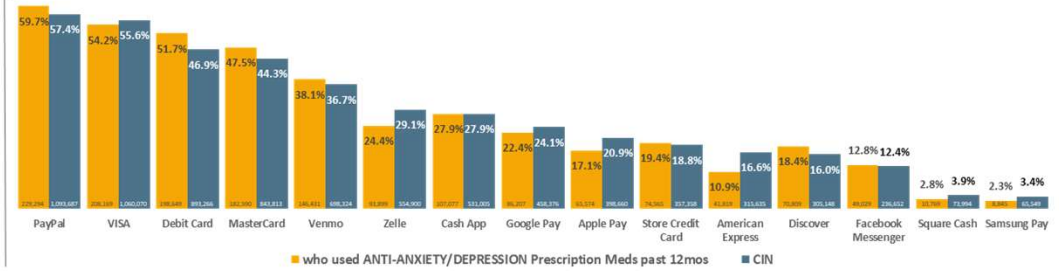
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392

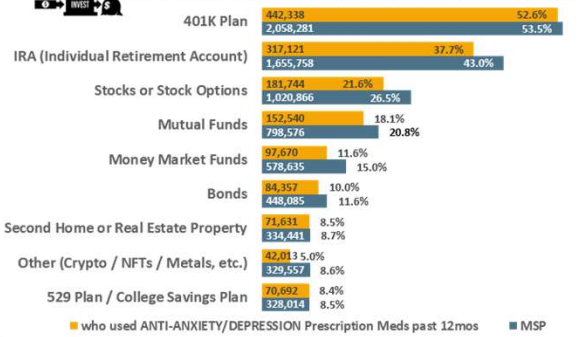
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

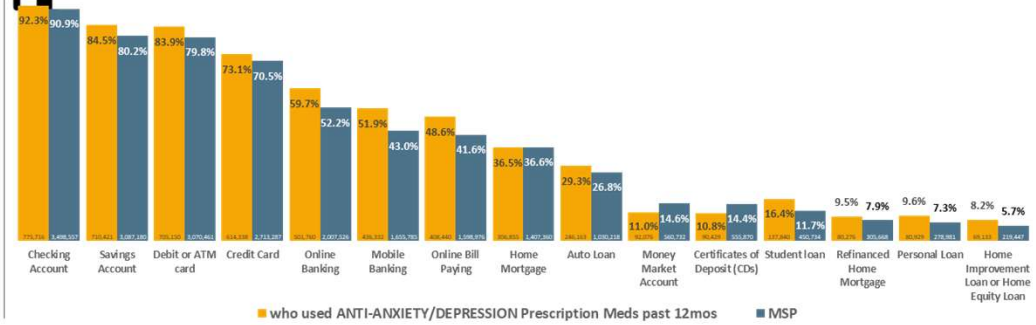


21.9% or 840,686 of MSP DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 1.7% less likely to have a 401K, 9.3% more likely to have an Auto Loan, 3.6% more likely to Invest/Trade Stocks Online, 6.6% more likely to pay with their Debit Card.

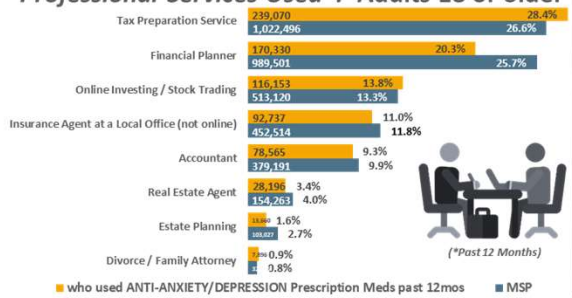
Investments Owned: Adults 18 or older



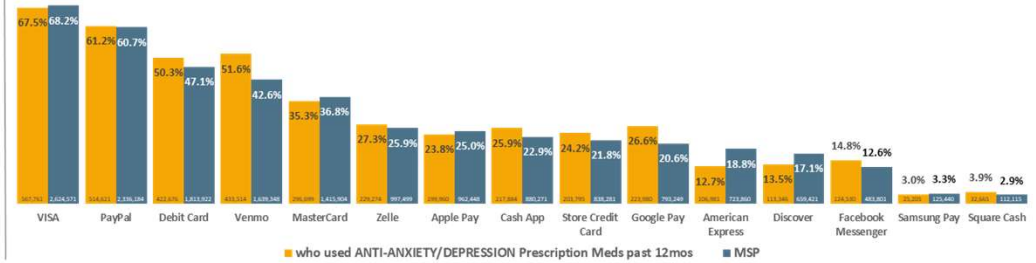
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 385

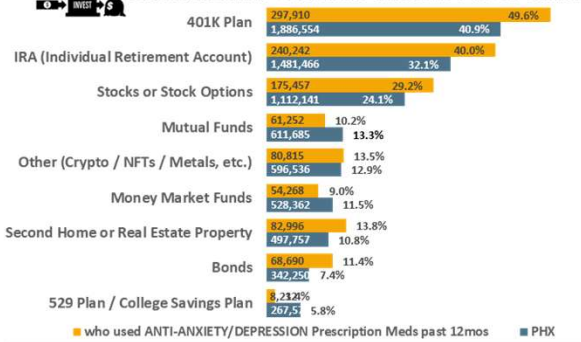
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

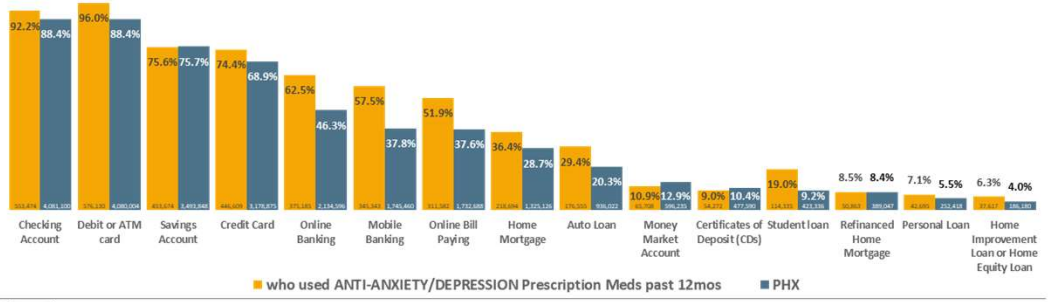


13.% or 600,386 of PHX DMA Adults 18 or older used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos. Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos are 21.4% more likely to have a 401K, 45.% more likely to have an Auto Loan, 9.8% less likely to Invest/Trade Stocks Online, 18.1% more likely to pay with their Debit Card.

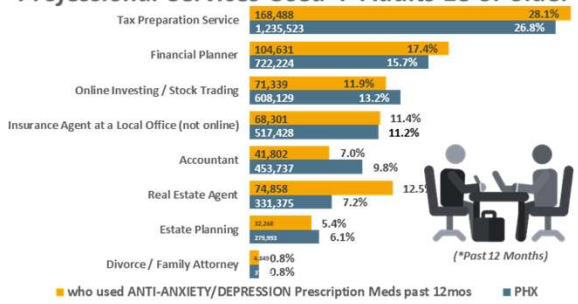
Investments Owned: Adults 18 or older



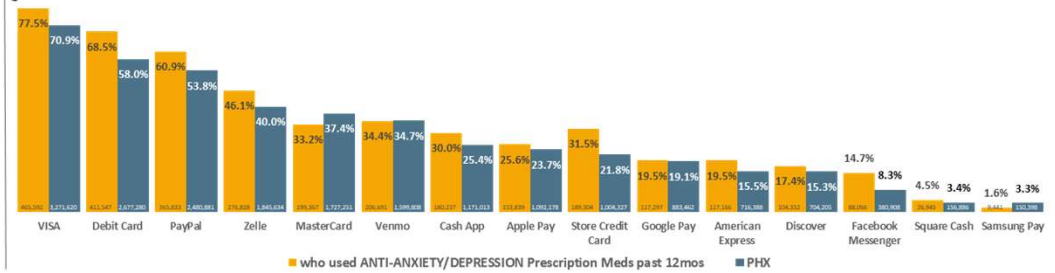
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337

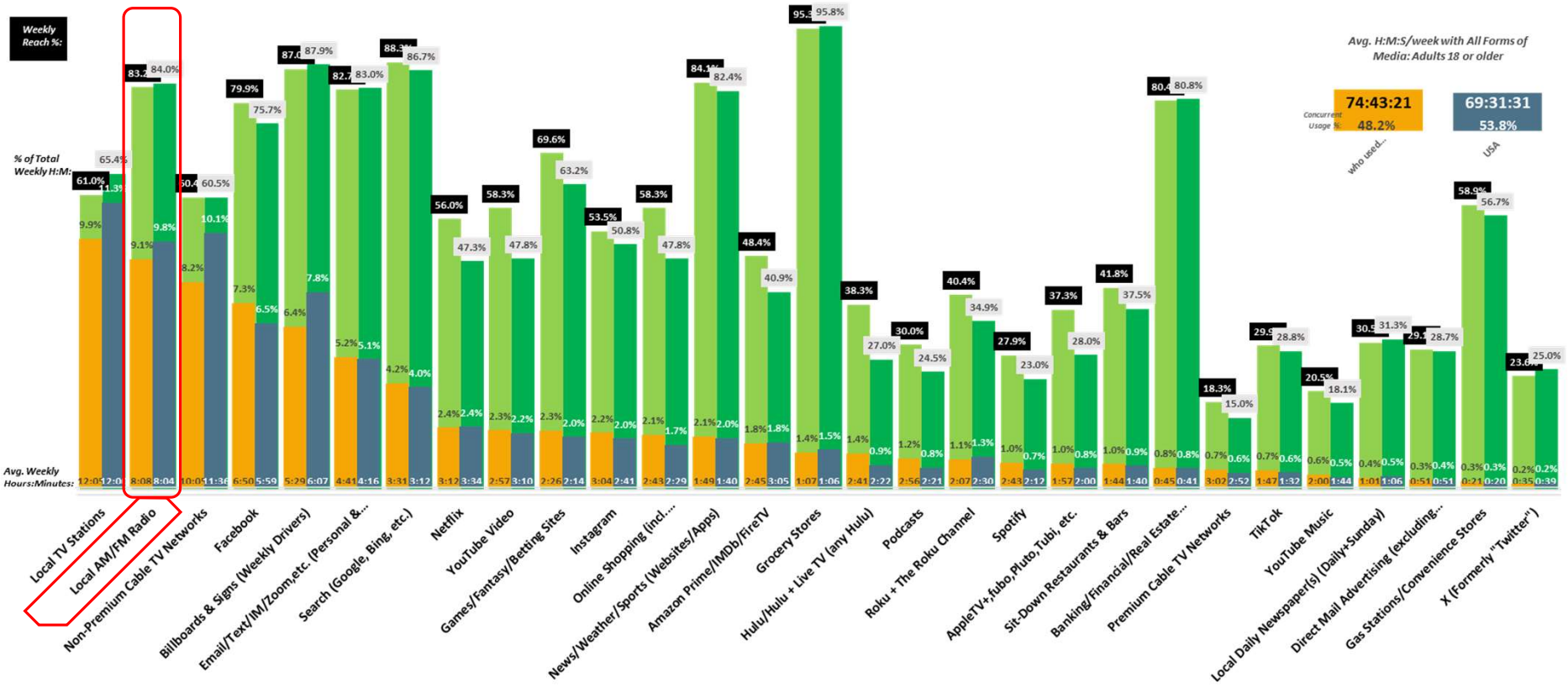
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 3 days, 2 hours, 43 minutes and 21 seconds each week with All Forms of Media.

83.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an avg. of 8 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.

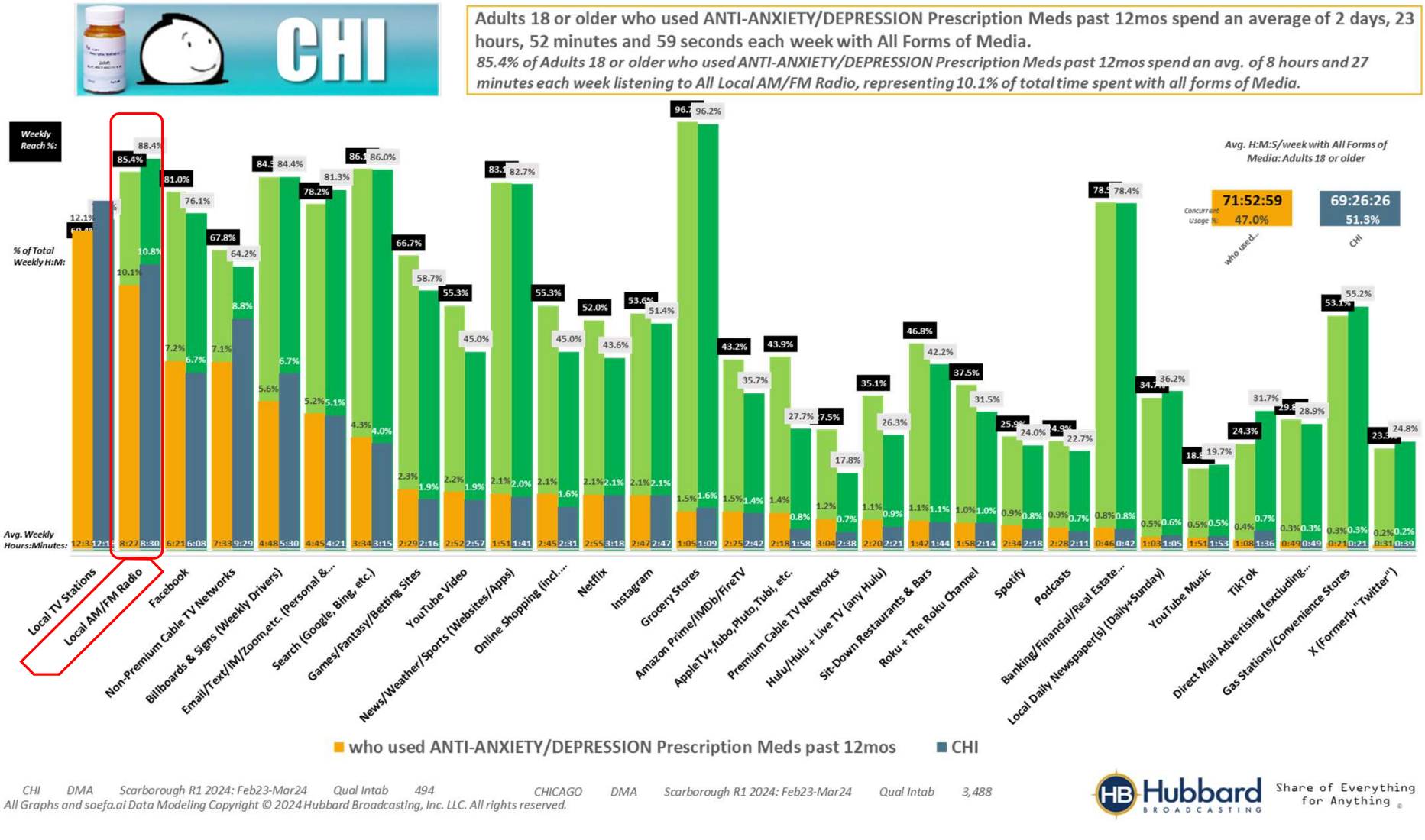


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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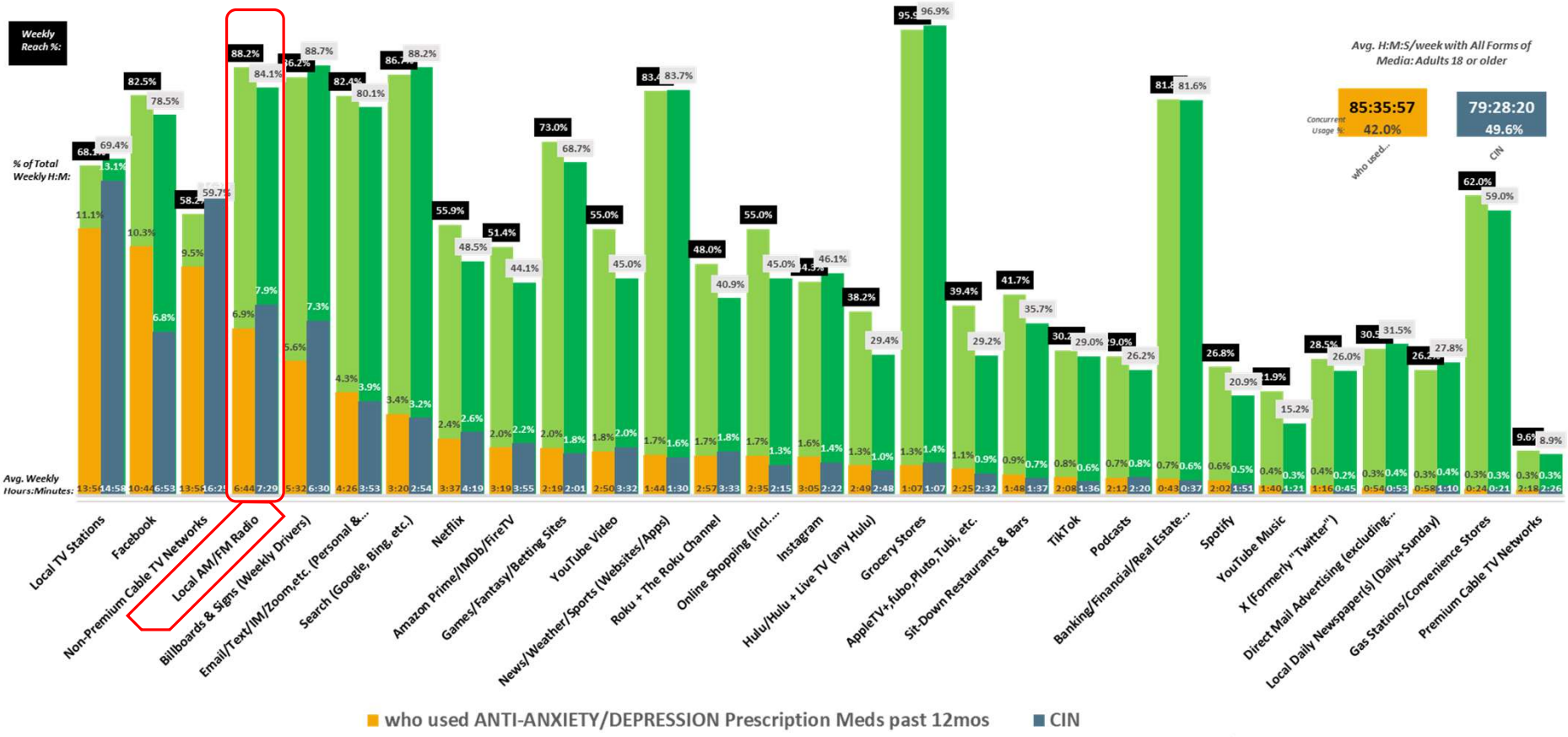
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 3 days, 13 hours, 35 minutes and 57 seconds each week with All Forms of Media.

88.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an avg. of 6 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 6.9% of total time spent with all forms of Media.

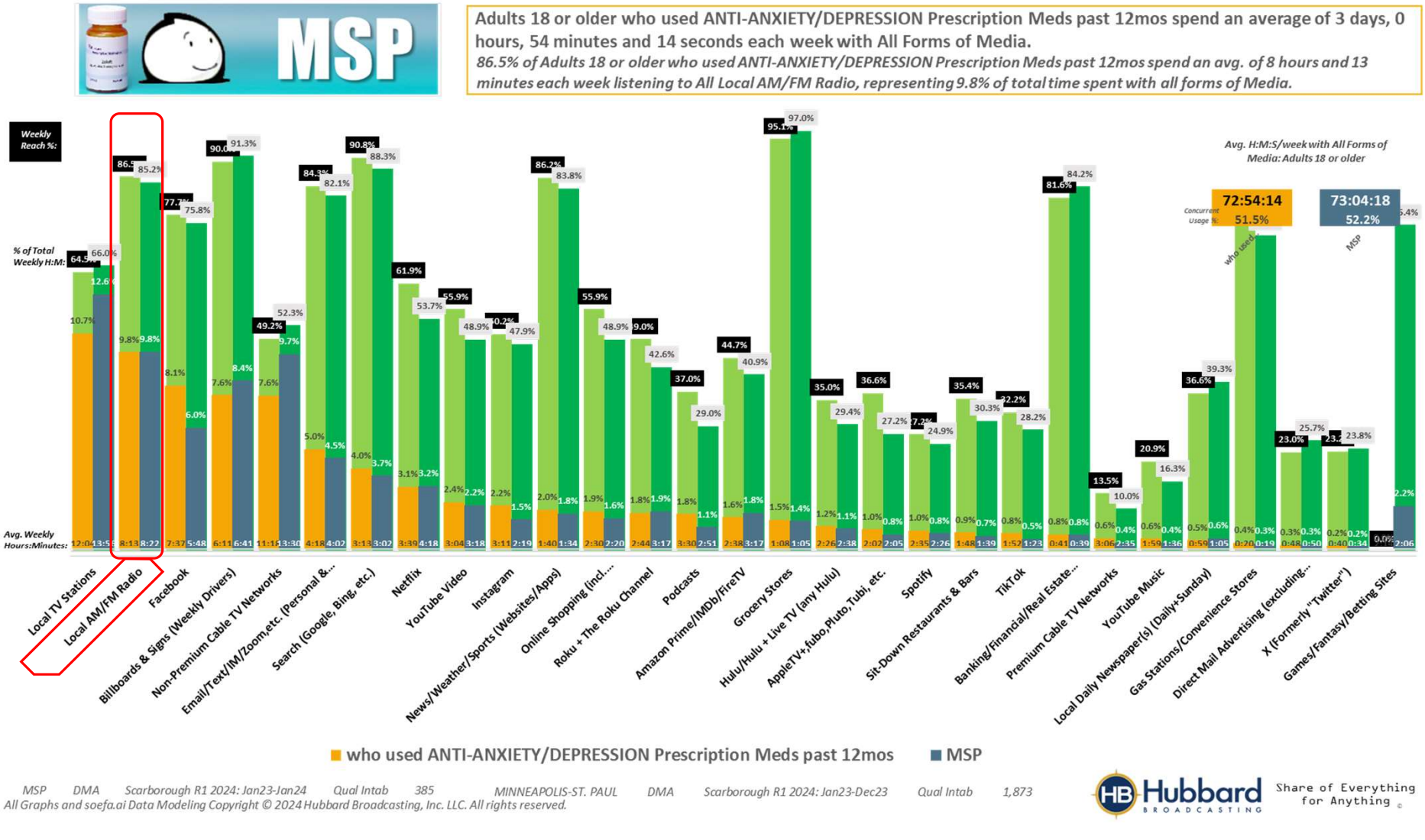


CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 385 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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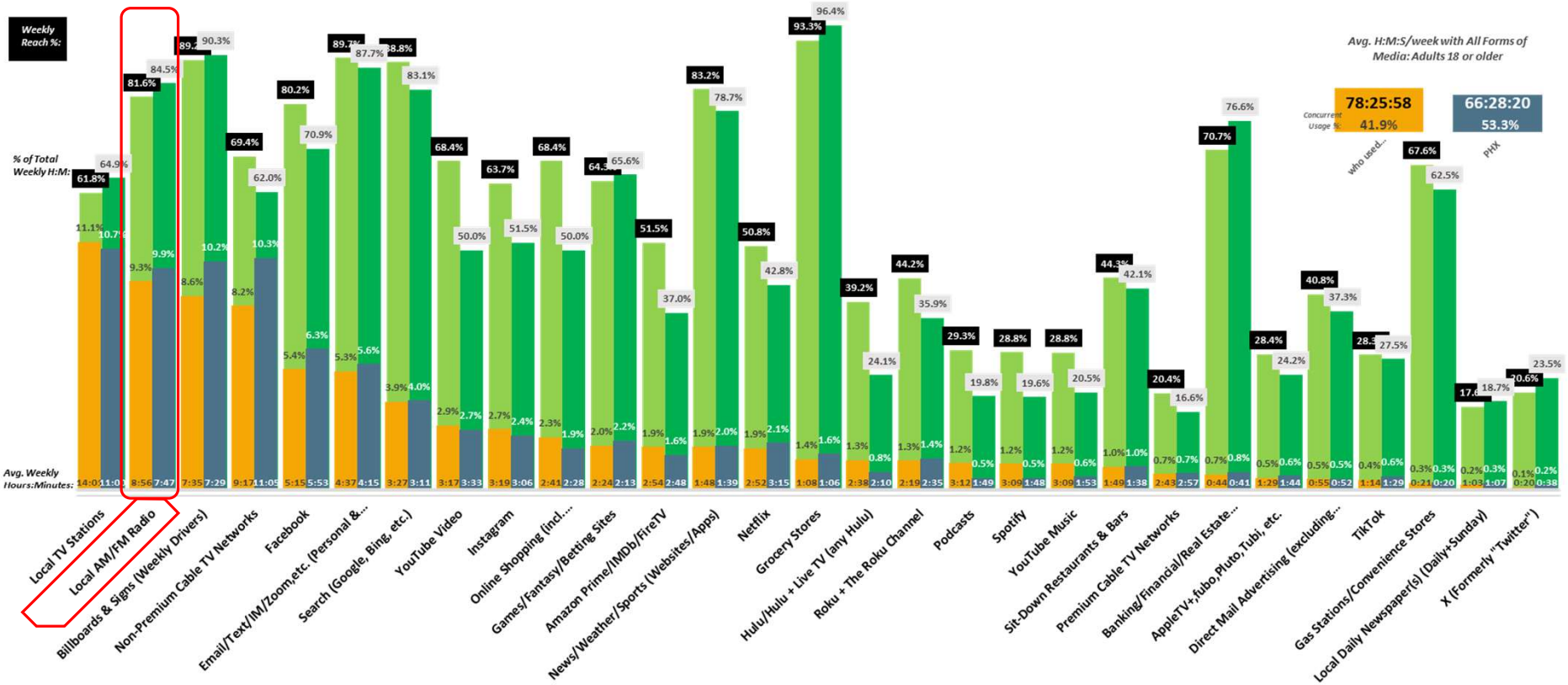
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 3 days, 6 hours, 25 minutes and 58 seconds each week with All Forms of Media.

81.6% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an avg. of 8 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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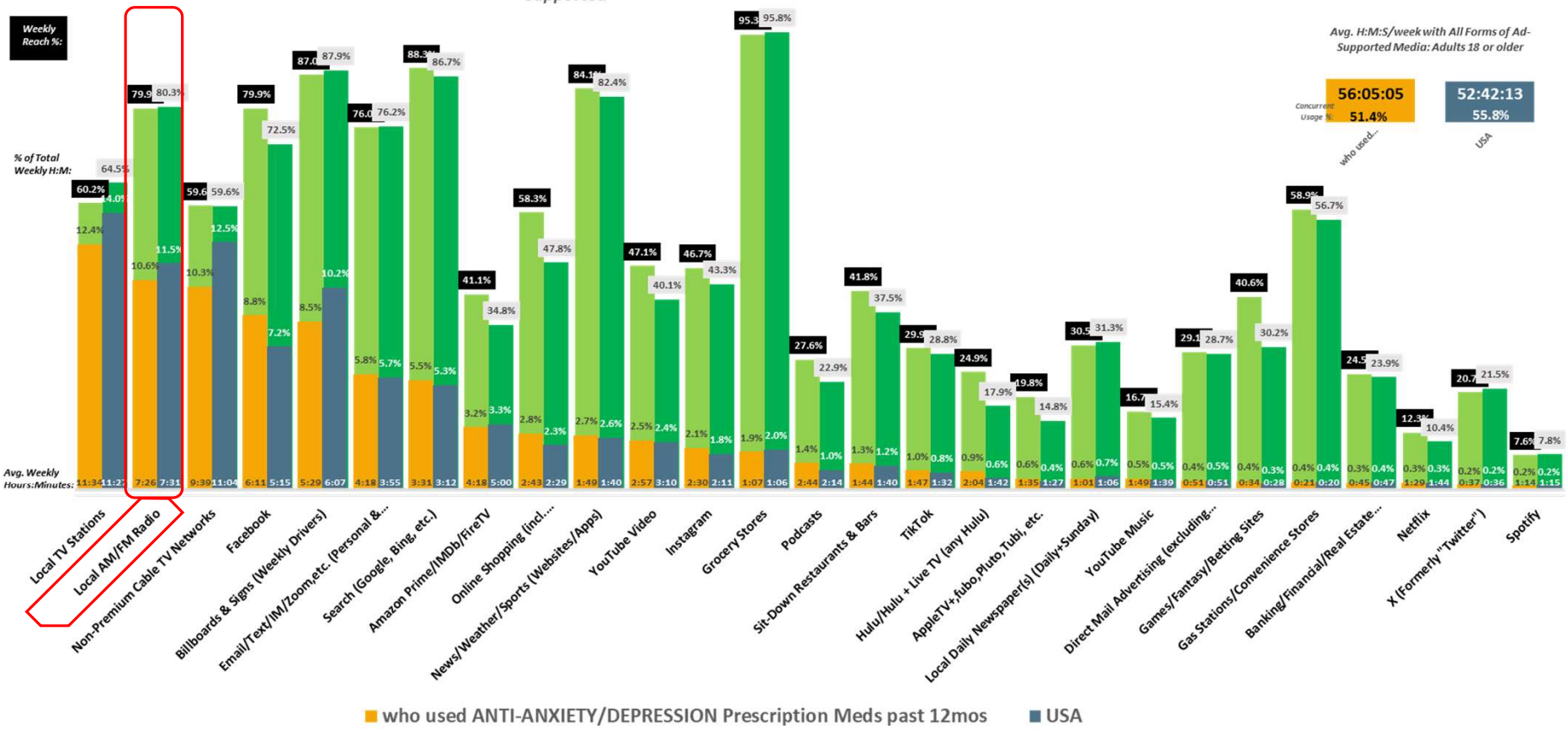
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 2 days, 8 hours, 5 minutes and 5 seconds each week with All Forms of Ad-Supported Media.

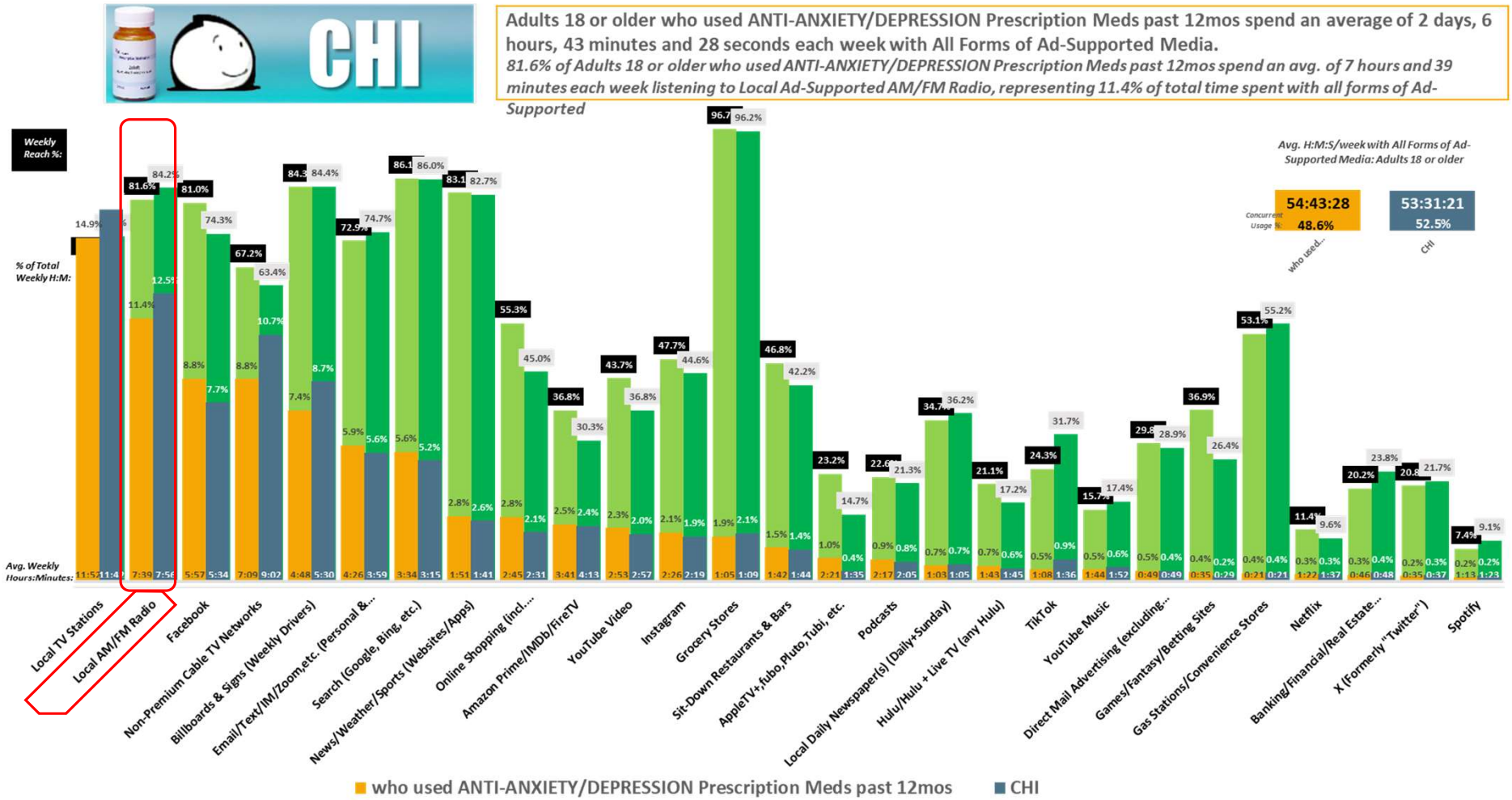
79.9% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an avg. of 7 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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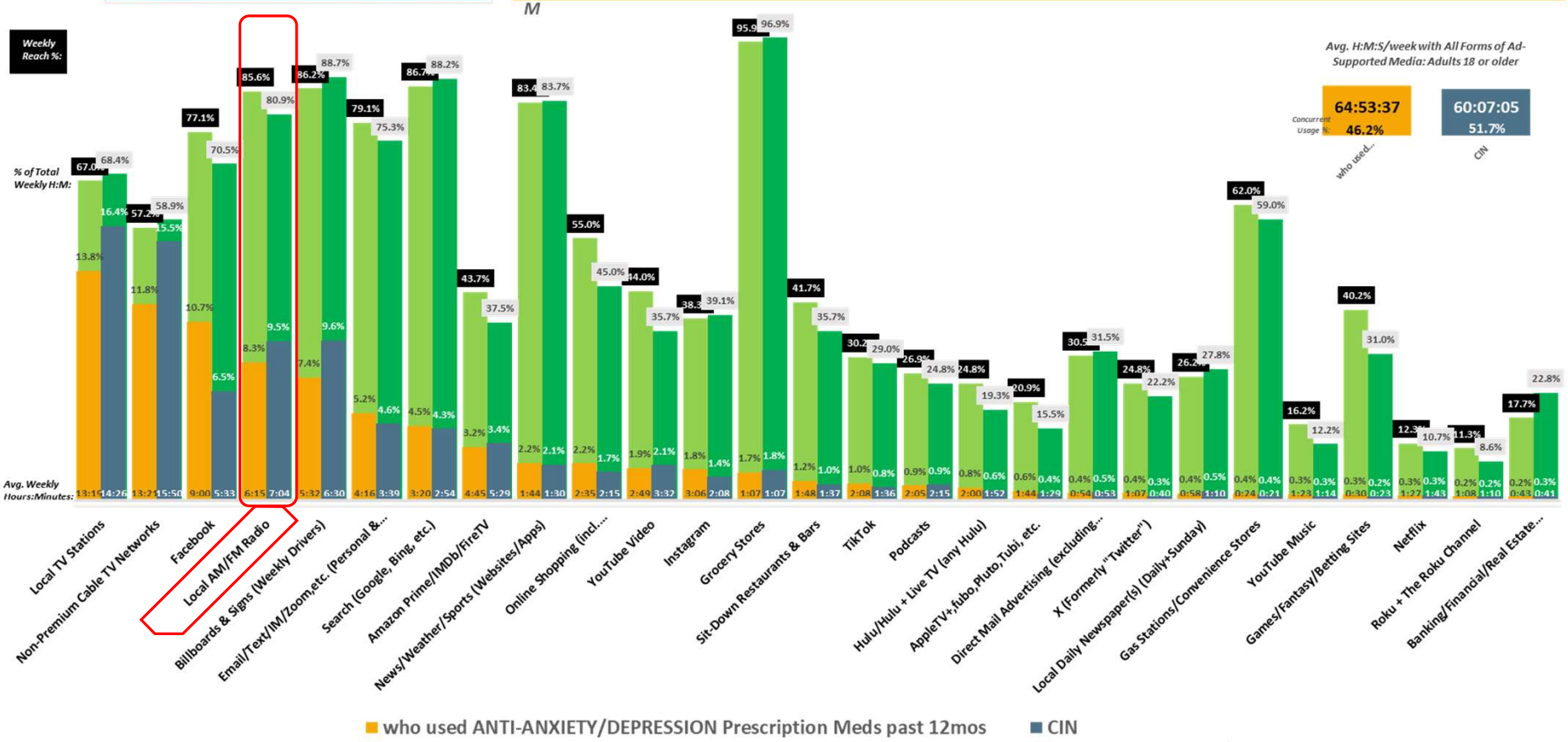
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 2 days, 16 hours, 53 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

85.6% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an avg. of 6 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.3% of total time spent with all forms of Ad-Supported M



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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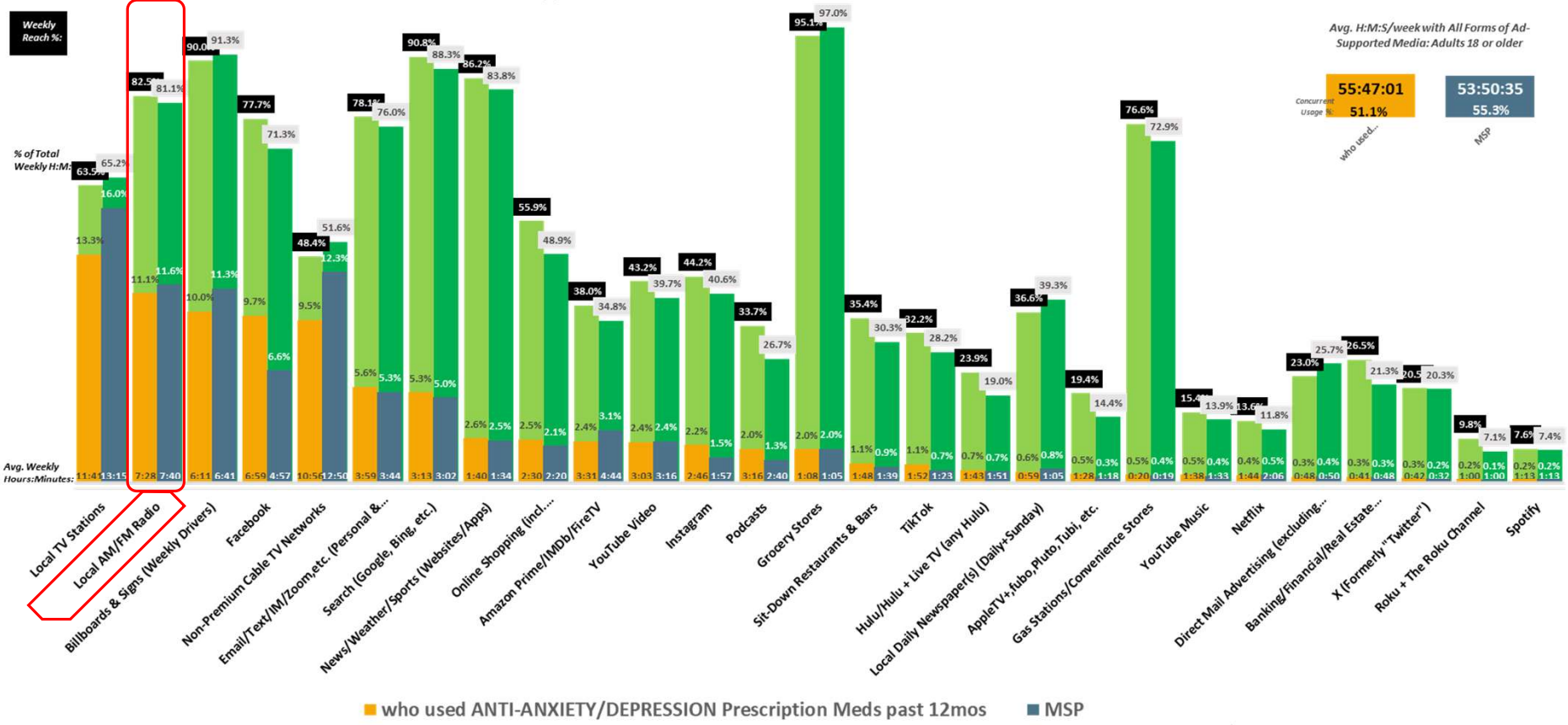
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 2 days, 7 hours, 47 minutes and 1 seconds each week with All Forms of Ad-Supported Media.

82.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an avg. of 7 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported

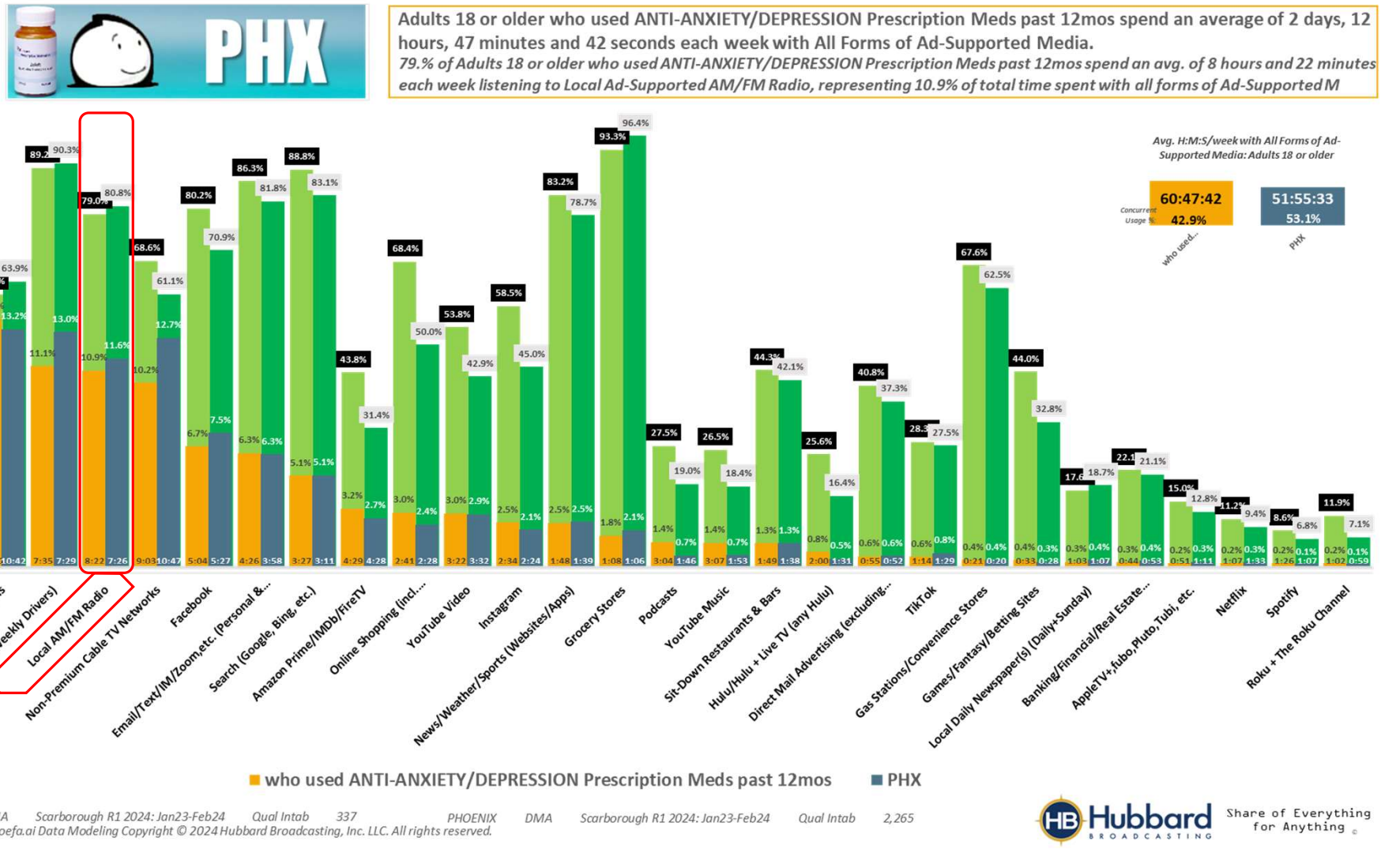


MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 385 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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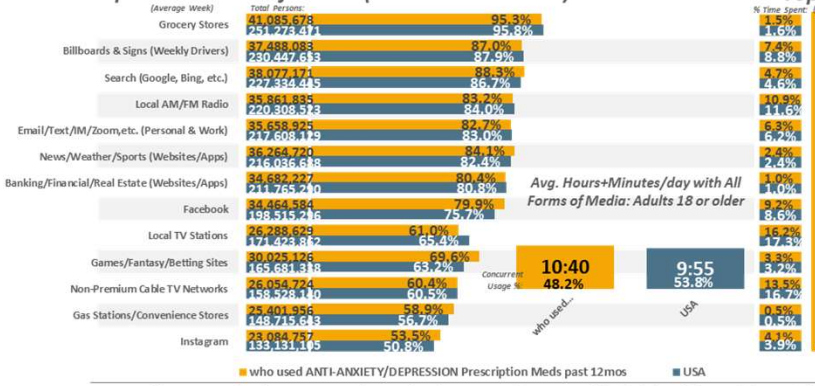
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

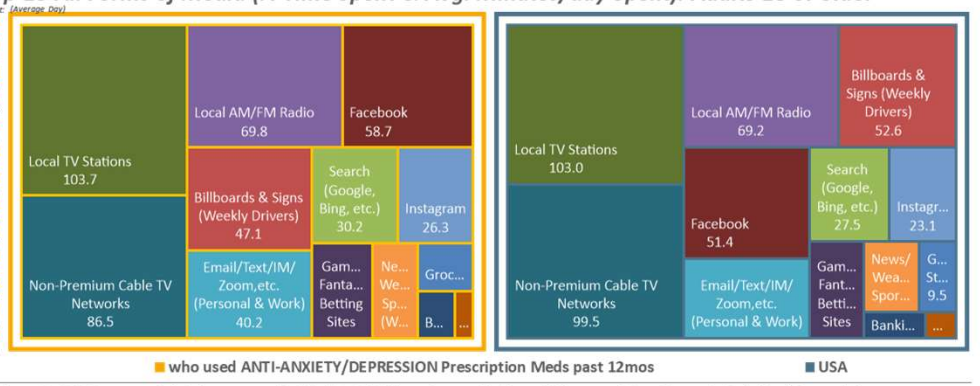


Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 8 hours and 0 minutes each day with All Forms of Ad-Supported Media. 79.9% listen to Local AM/FM Radio for an avg. of 63.8 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

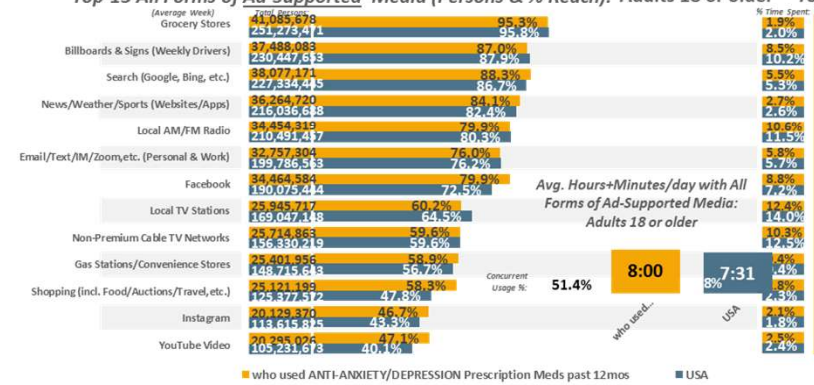
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



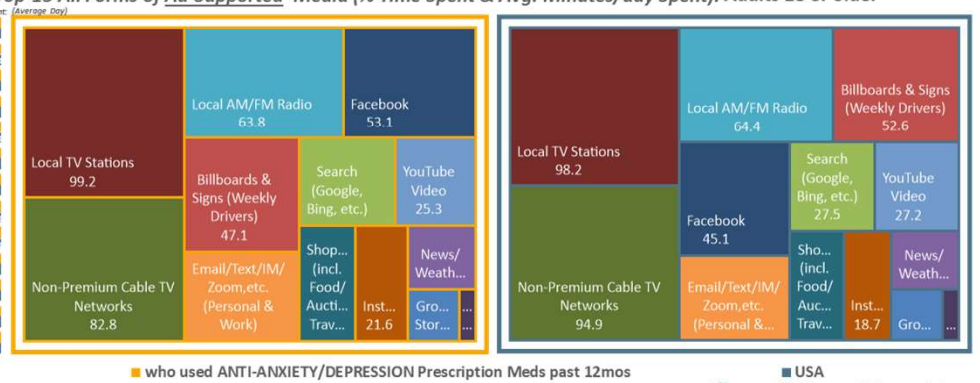
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

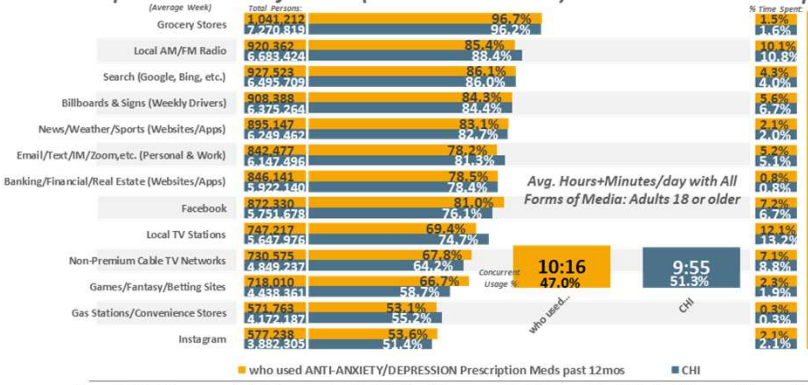
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

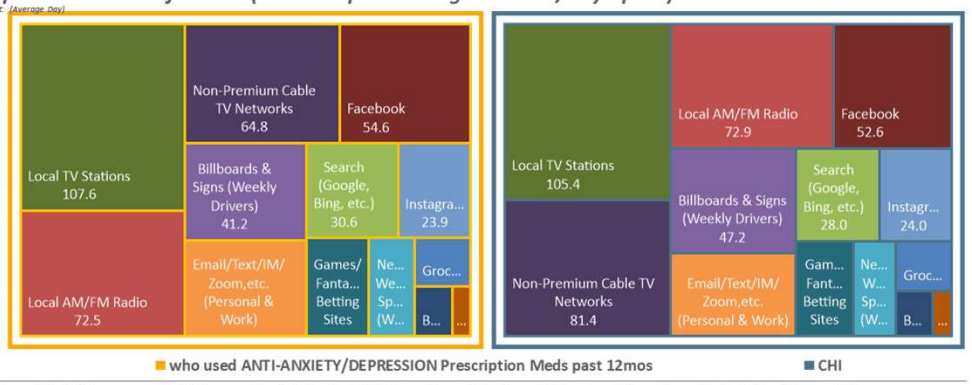


Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 7 hours and 49 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 65.7 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

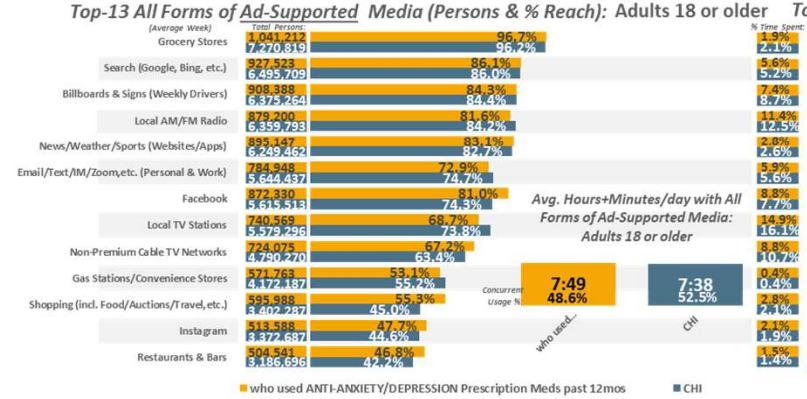
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



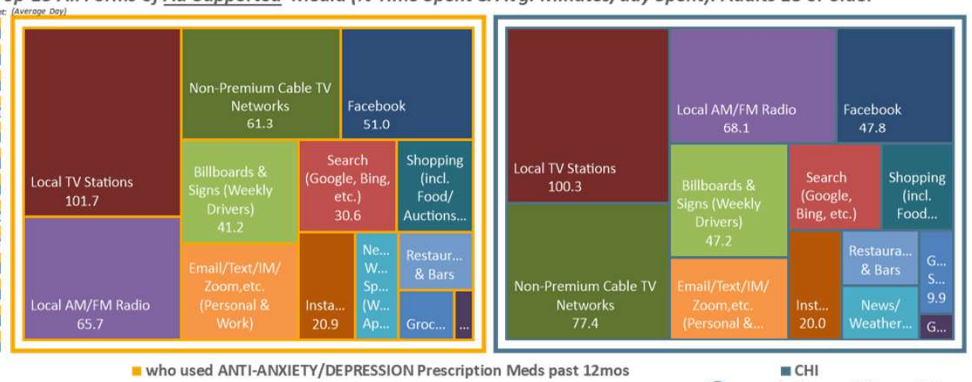
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494

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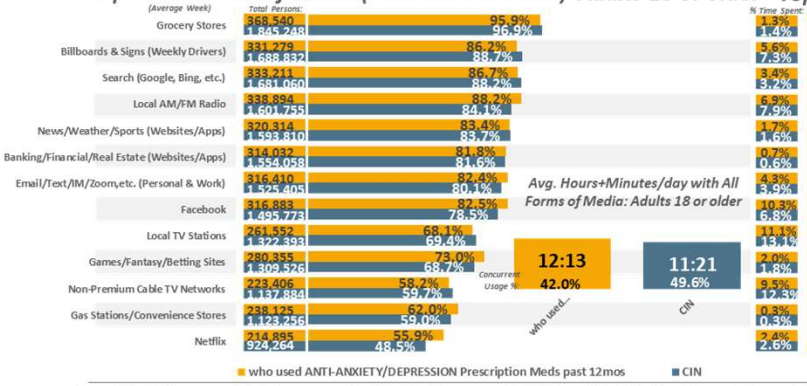
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

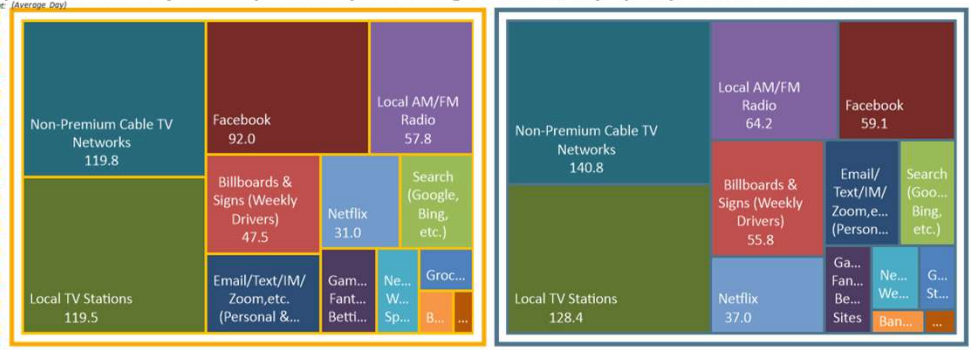


Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 9 hours and 16 minutes each day with All Forms of Ad-Supported Media. 85.6% listen to Local AM/FM Radio for an avg. of 53.6 minutes/day. *(Local Radio delivers 8.3% of Time with Ad-Supported Media.)*

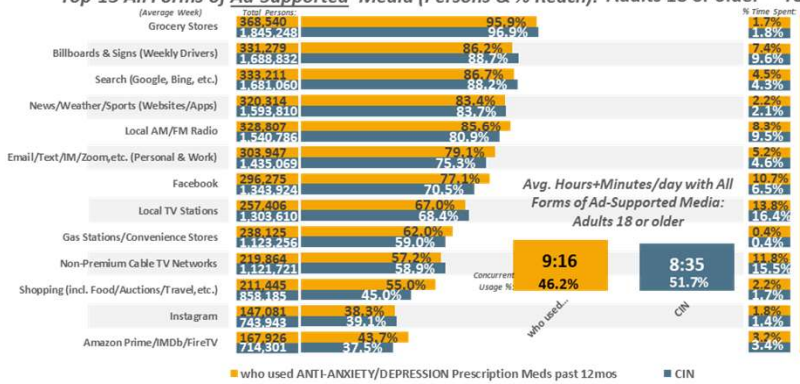
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



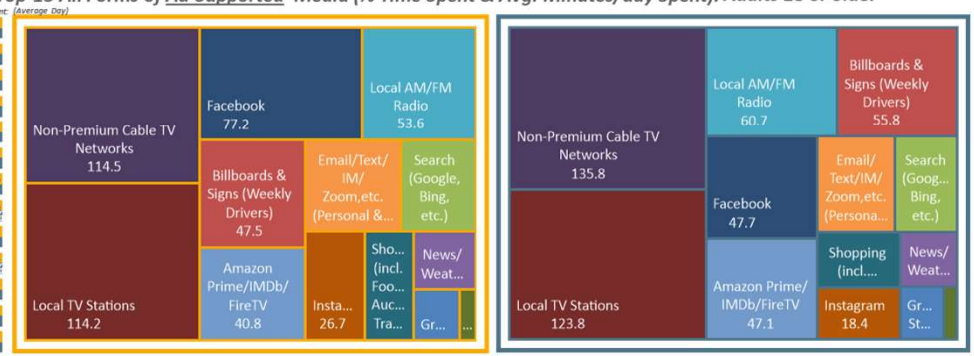
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392

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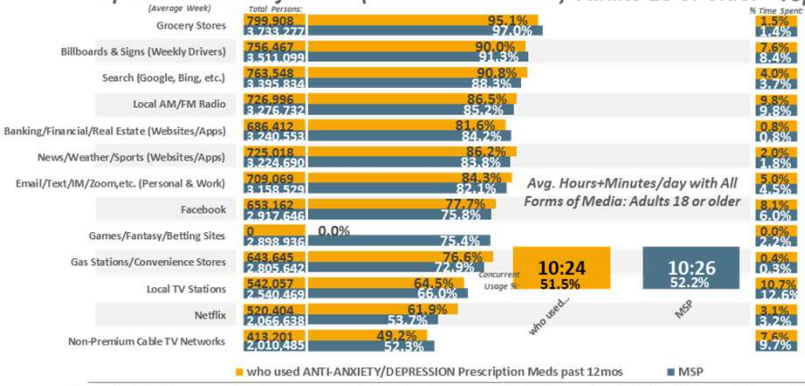
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

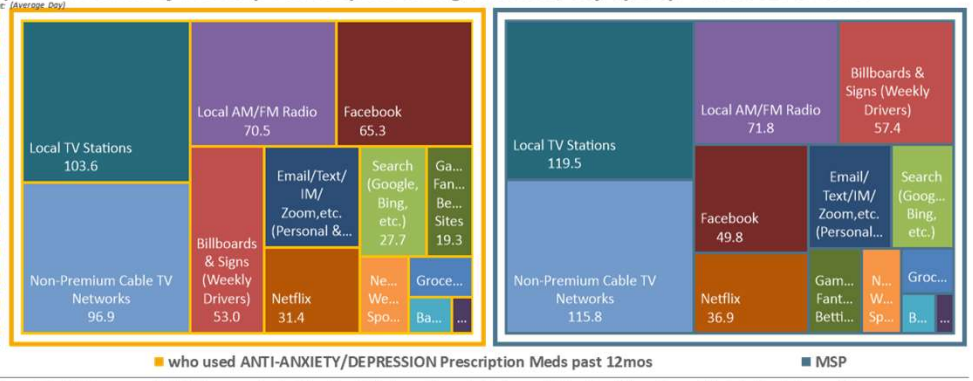


Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 7 hours and 58 minutes each day with All Forms of Ad-Supported Media. 82.5% listen to Local AM/FM Radio for an avg. of 64.1 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

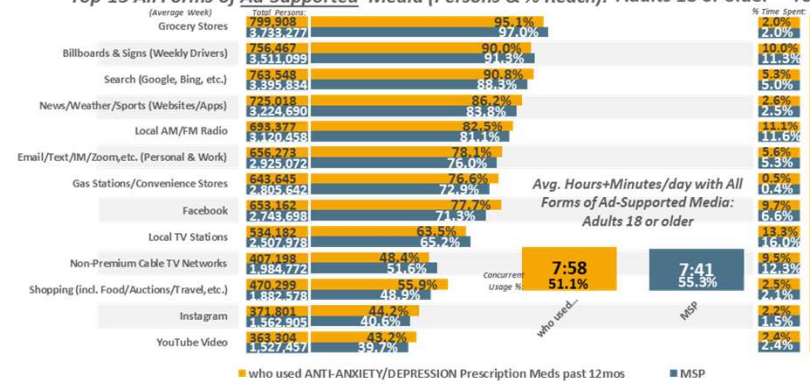
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



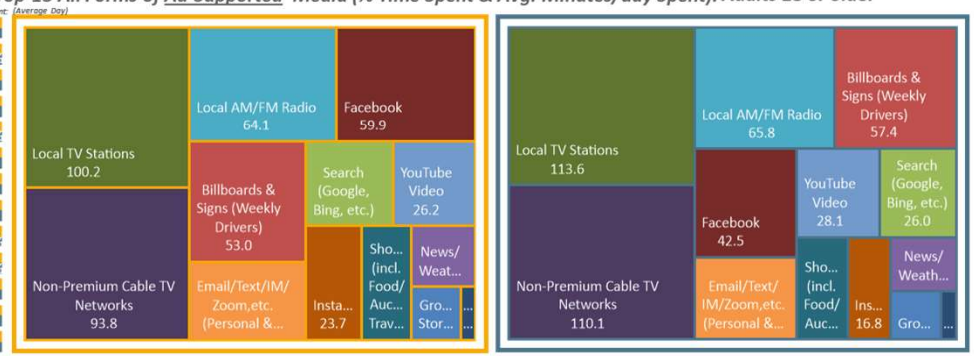
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 385

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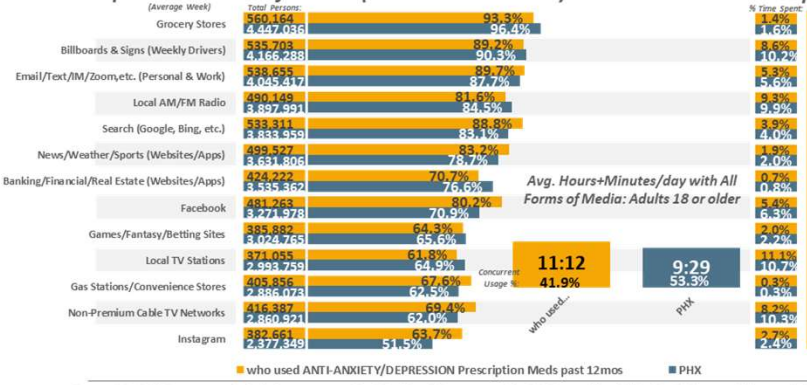
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

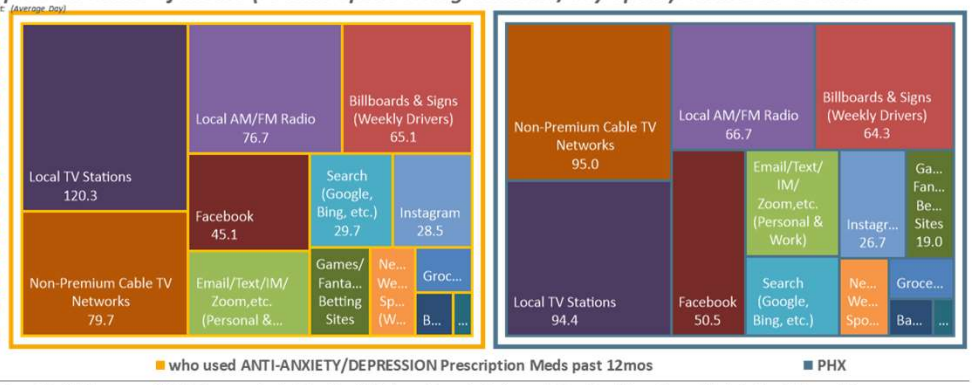


Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 8 hours and 41 minutes each day with All Forms of Ad-Supported Media. 79.% listen to Local AM/FM Radio for an avg. of 71.8 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

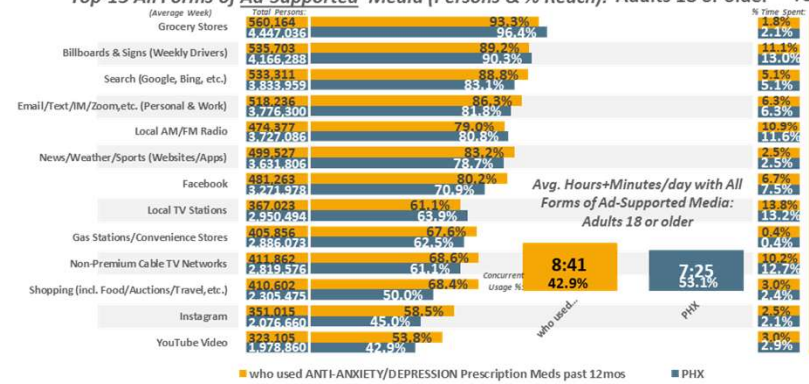
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



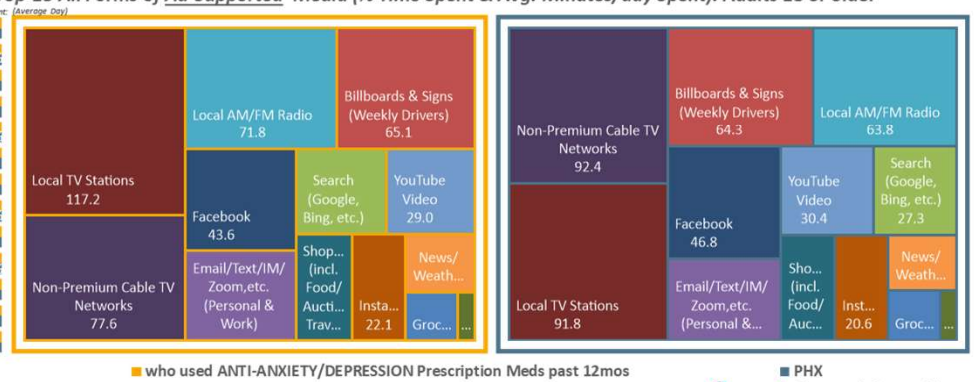
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337

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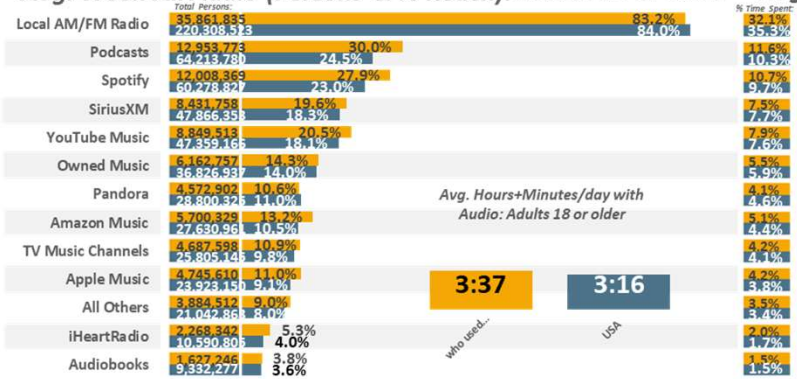
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

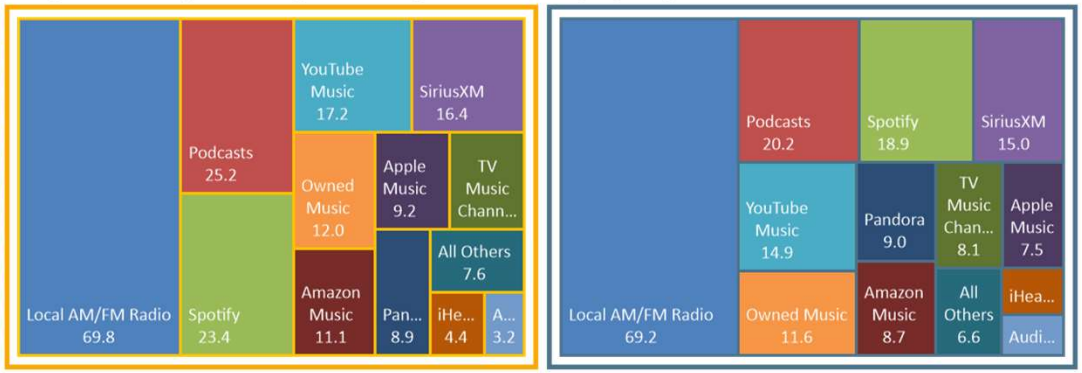


34,454,319 or 79.9% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.8 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

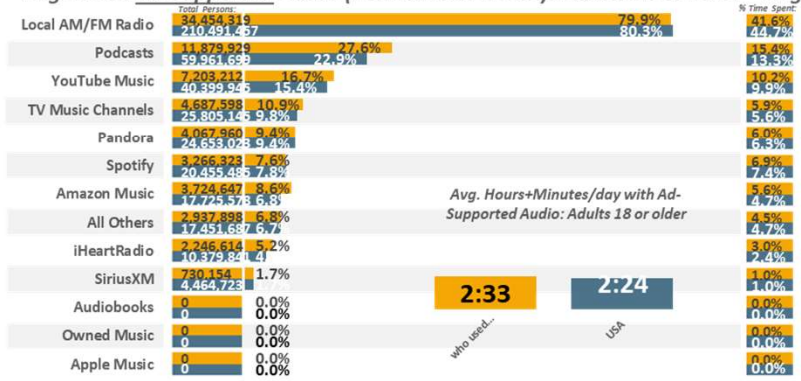
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



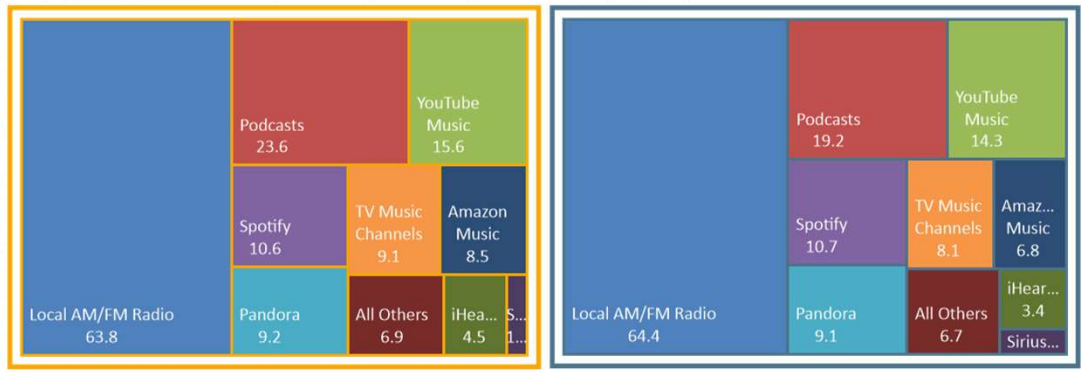
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

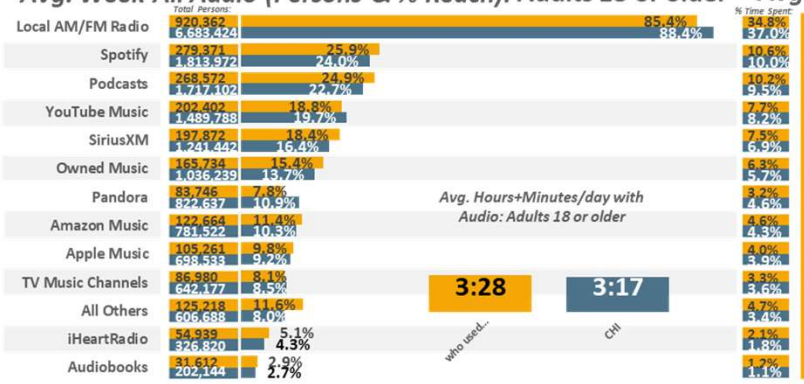
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

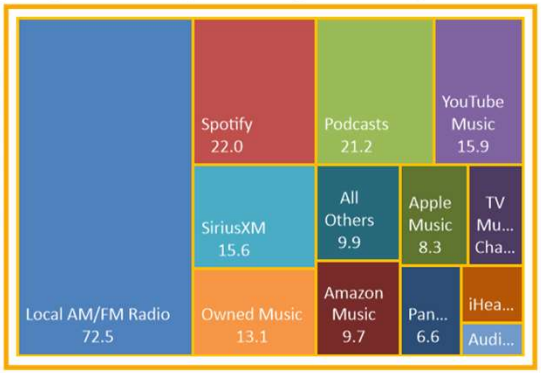


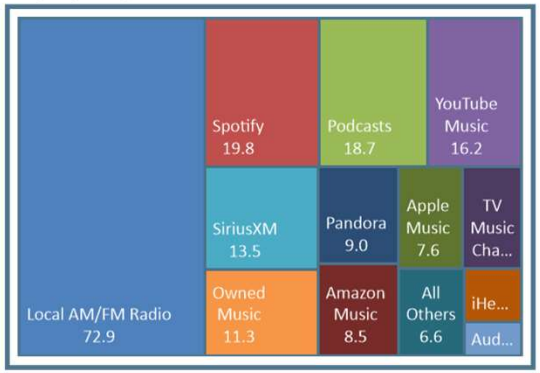
879,200 or 81.6% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 65.7 minutes every day representing 44.8% of all time spent daily with Ad-Supported Audio.

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

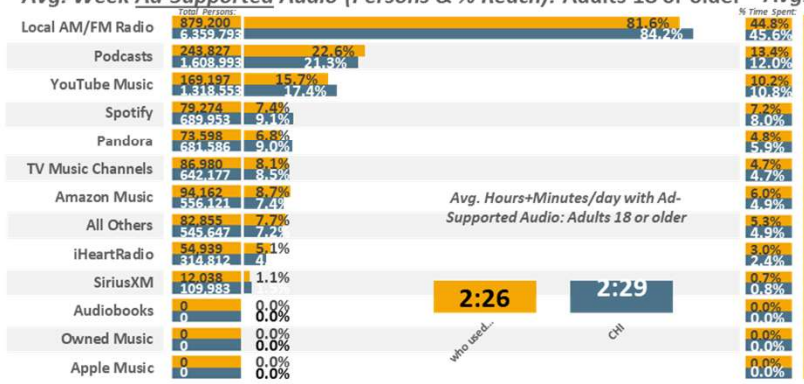


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

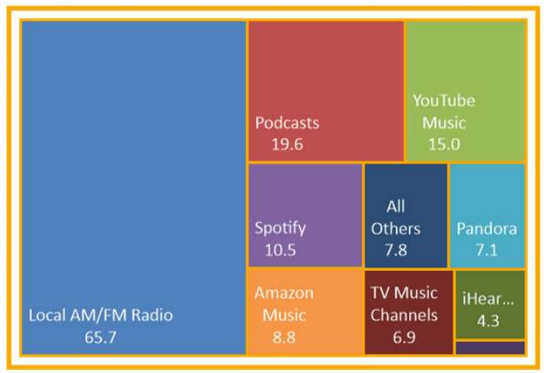


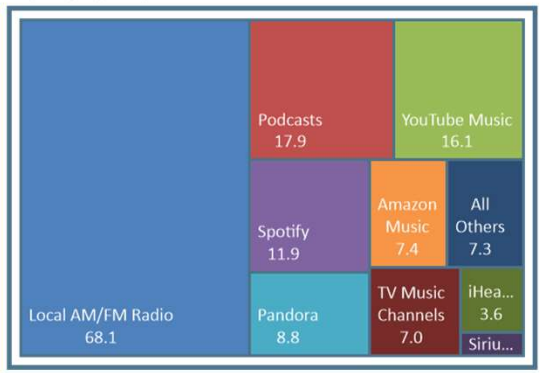


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494

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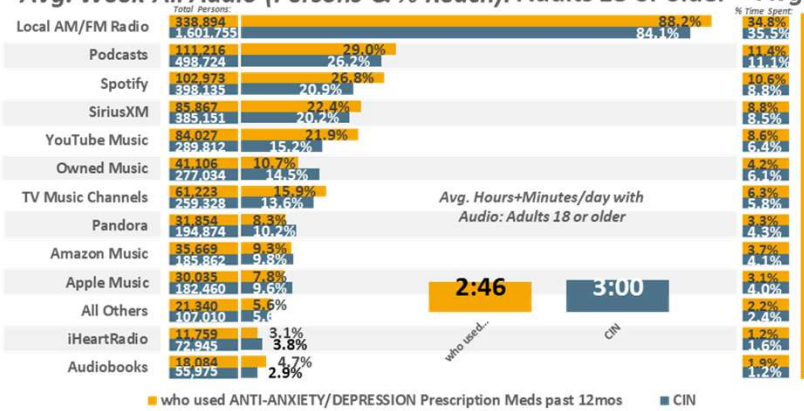
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

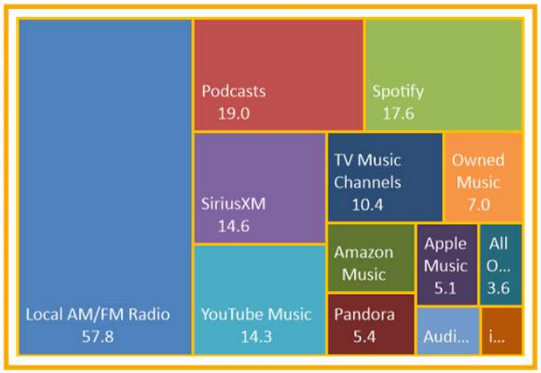


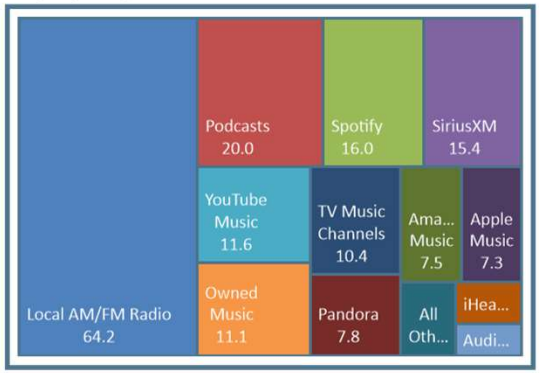
328,807 or 85.6% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 53.6 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.

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

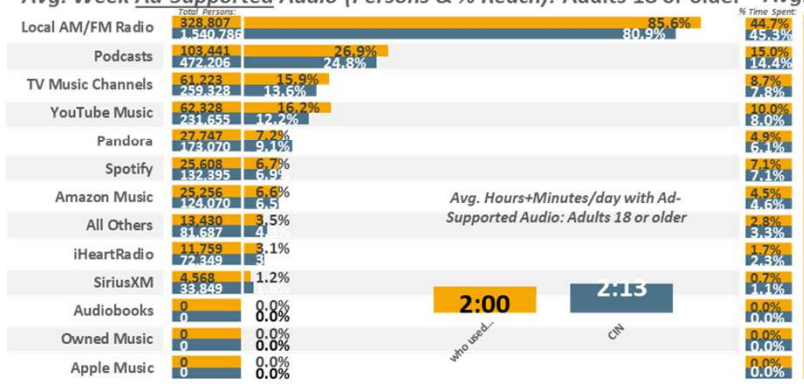


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

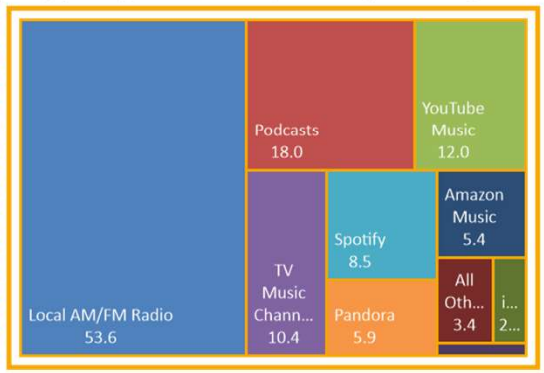


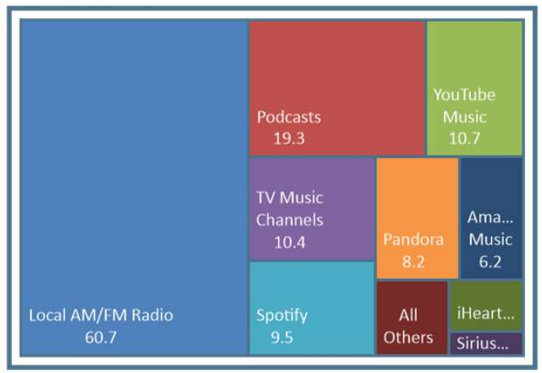


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392

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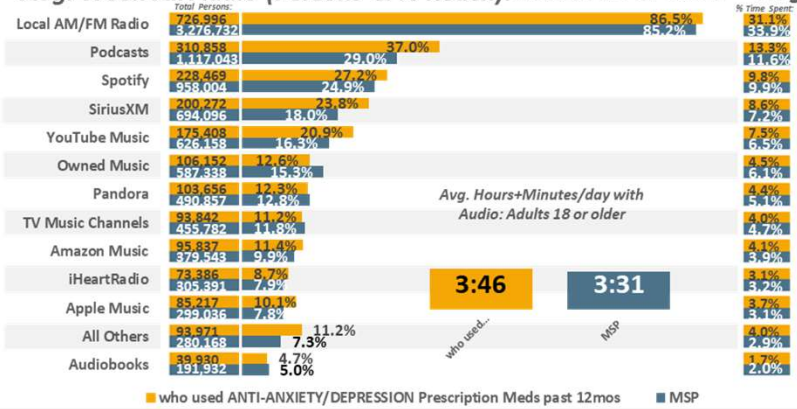
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

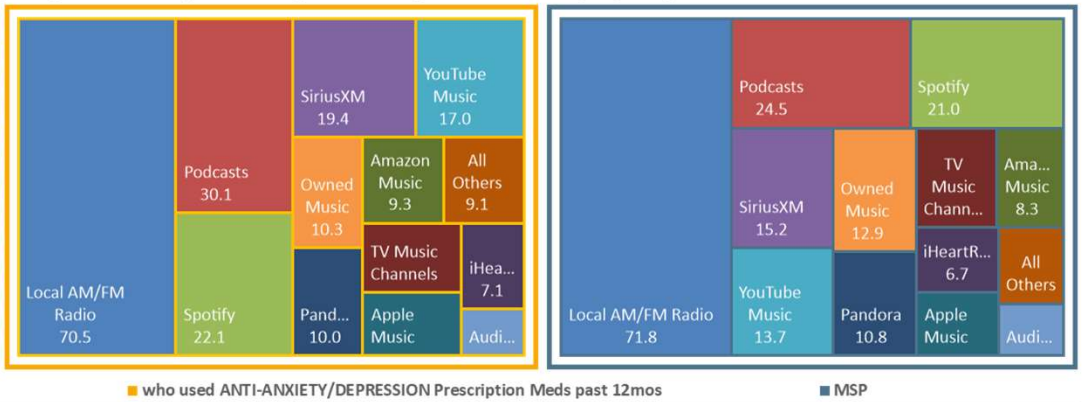


693,377 or 82.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.1 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.

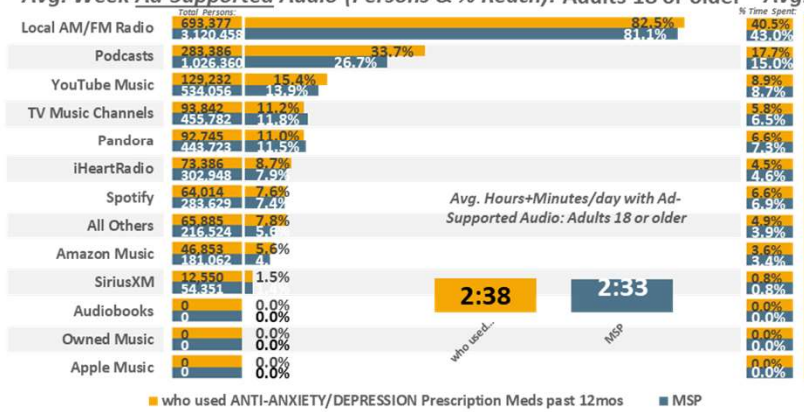
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



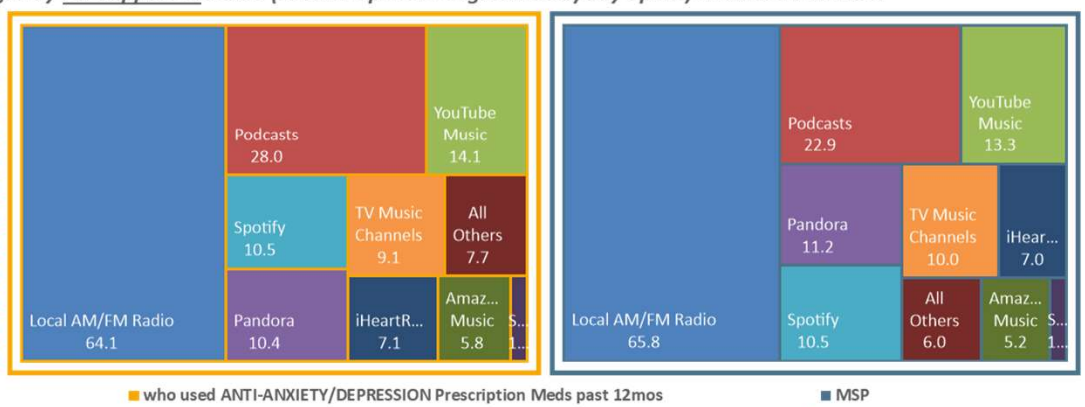
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 385

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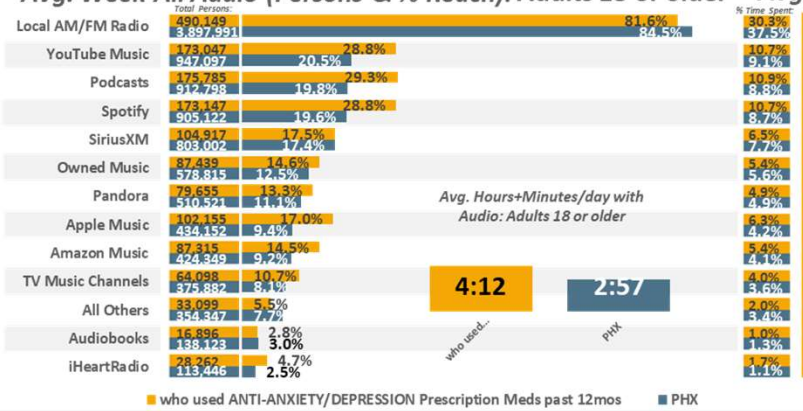
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

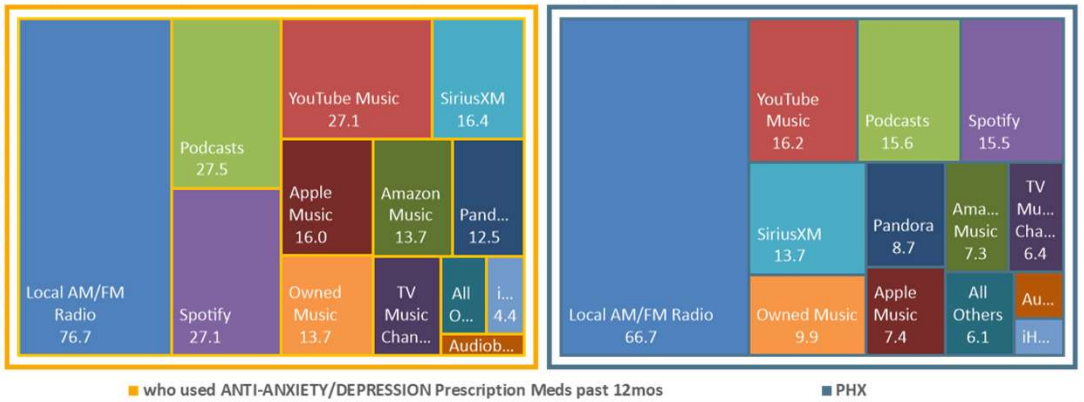


474,377 or 79.% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 71.8 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.

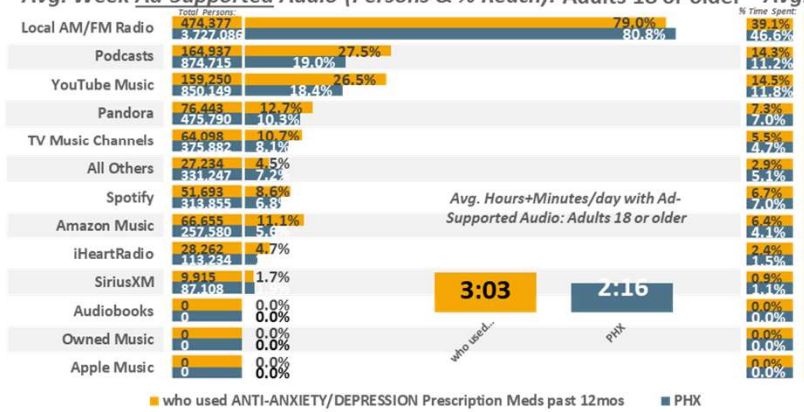
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



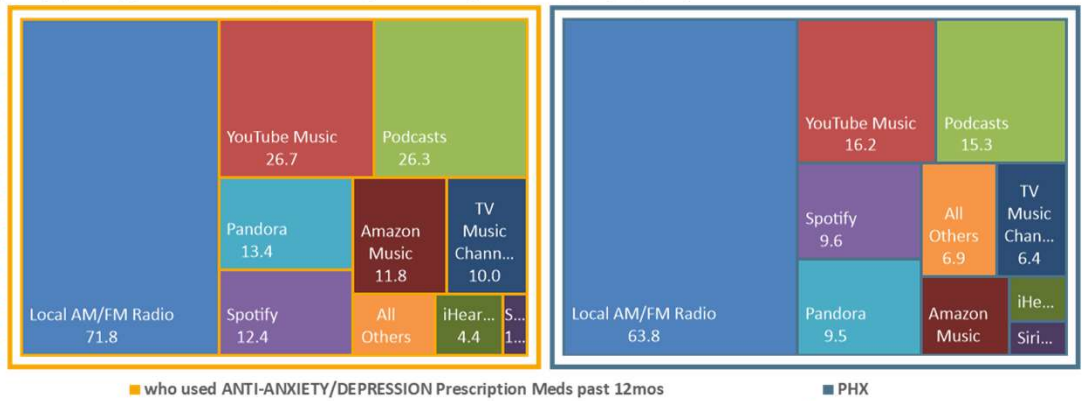
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337

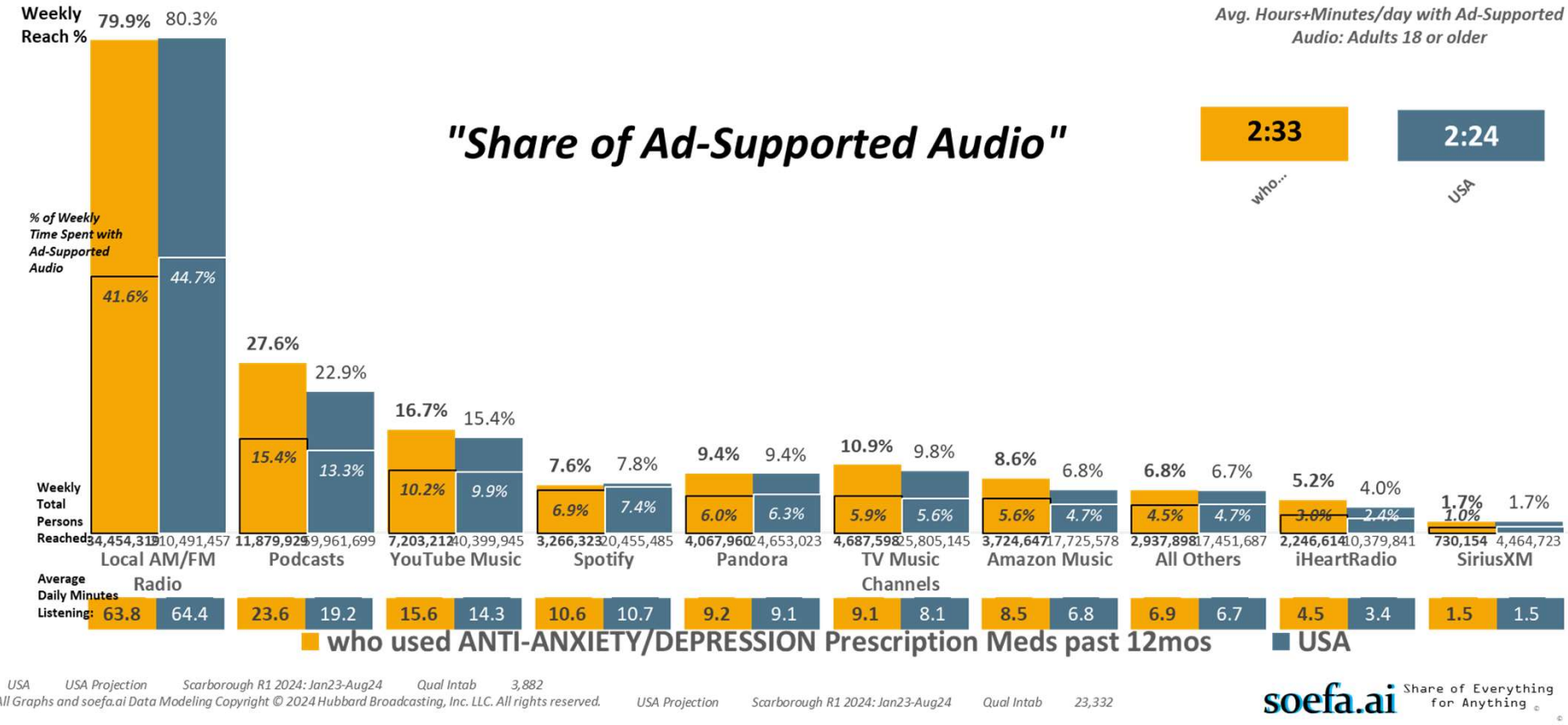
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



34,454,319 or 79.9% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.8 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882

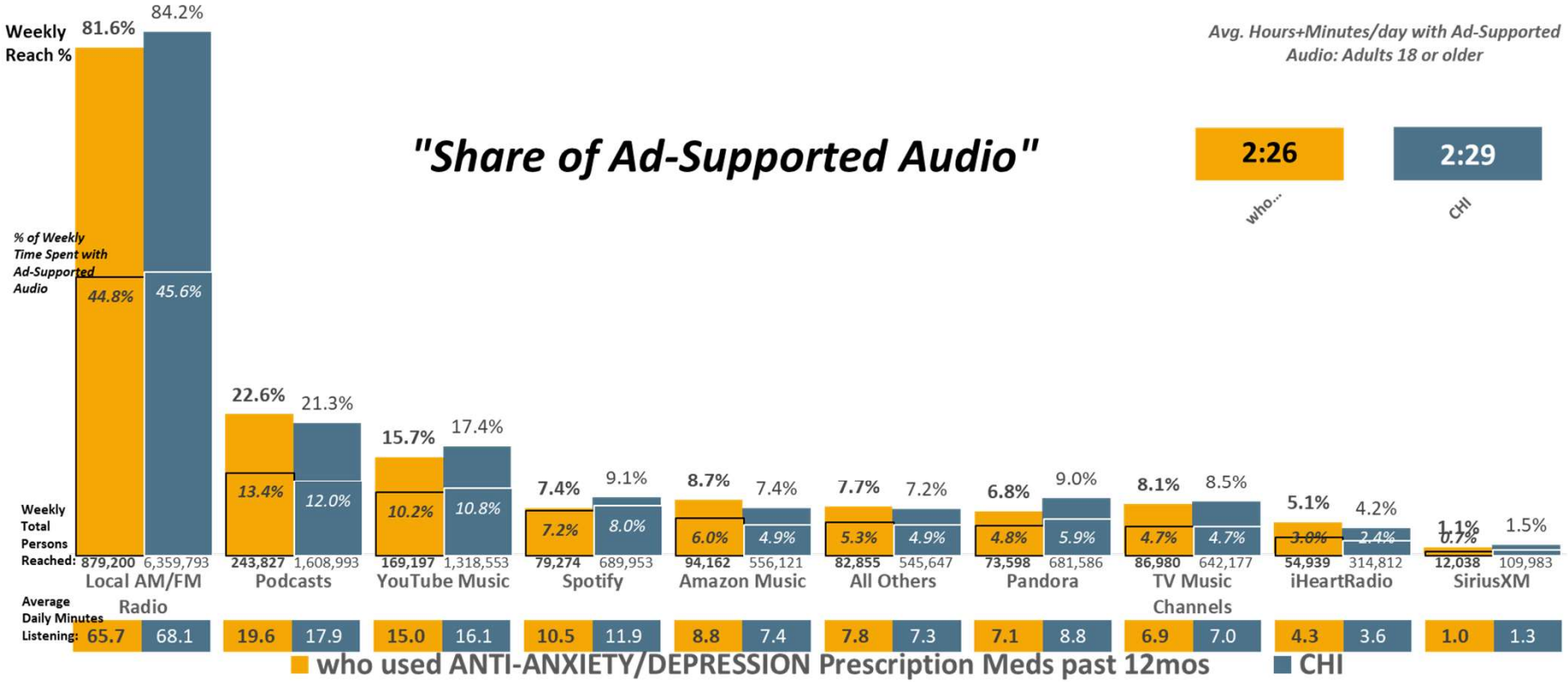
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

879,200 or 81.6% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 65.7 minutes every day representing 44.8% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

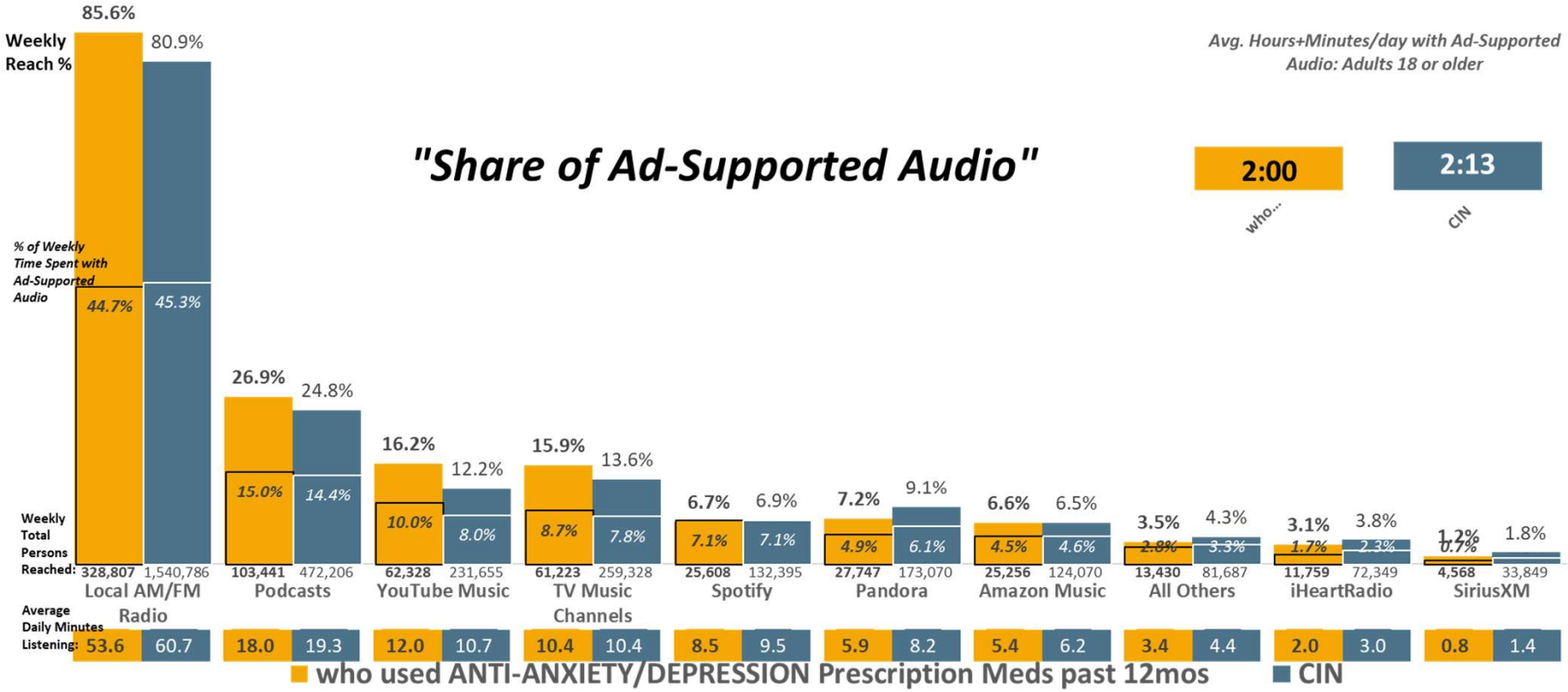
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



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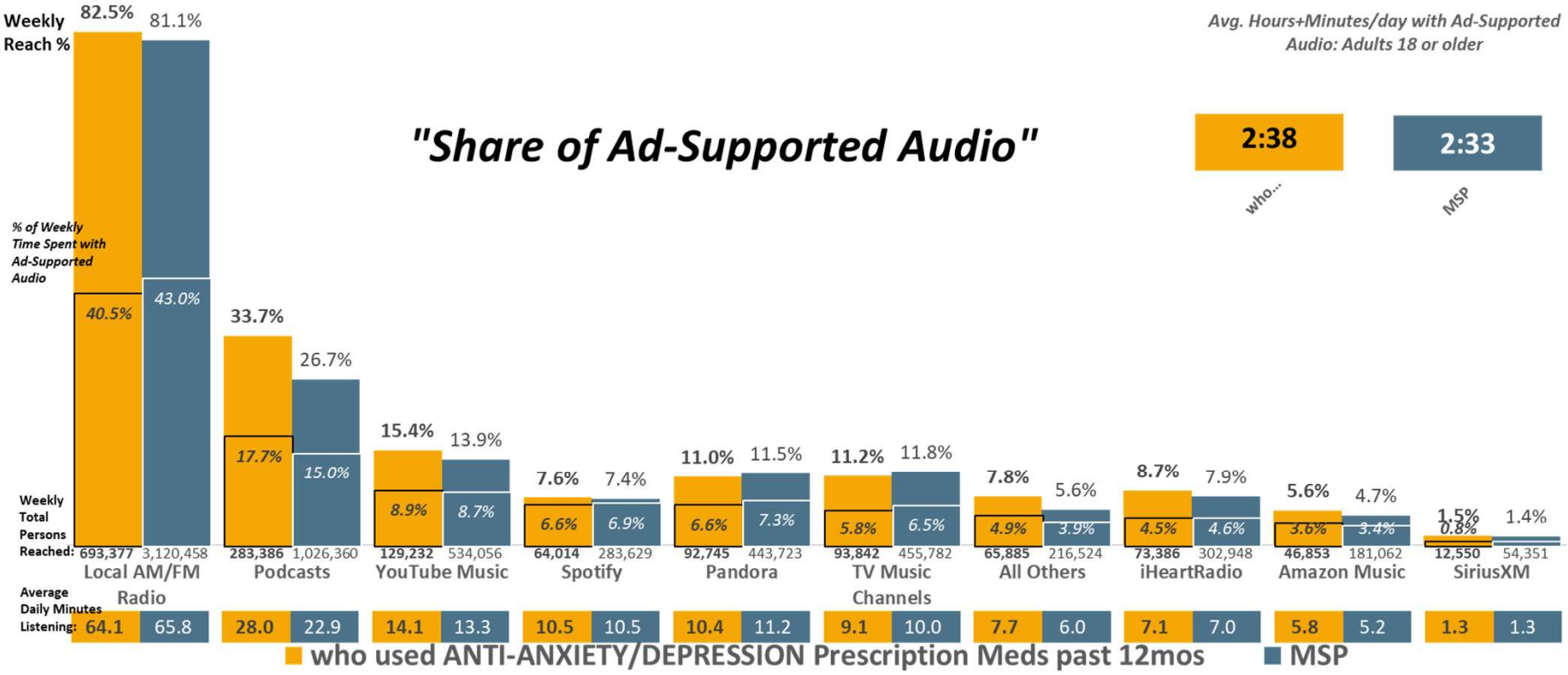
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

693,377 or 82.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.1 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 385 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

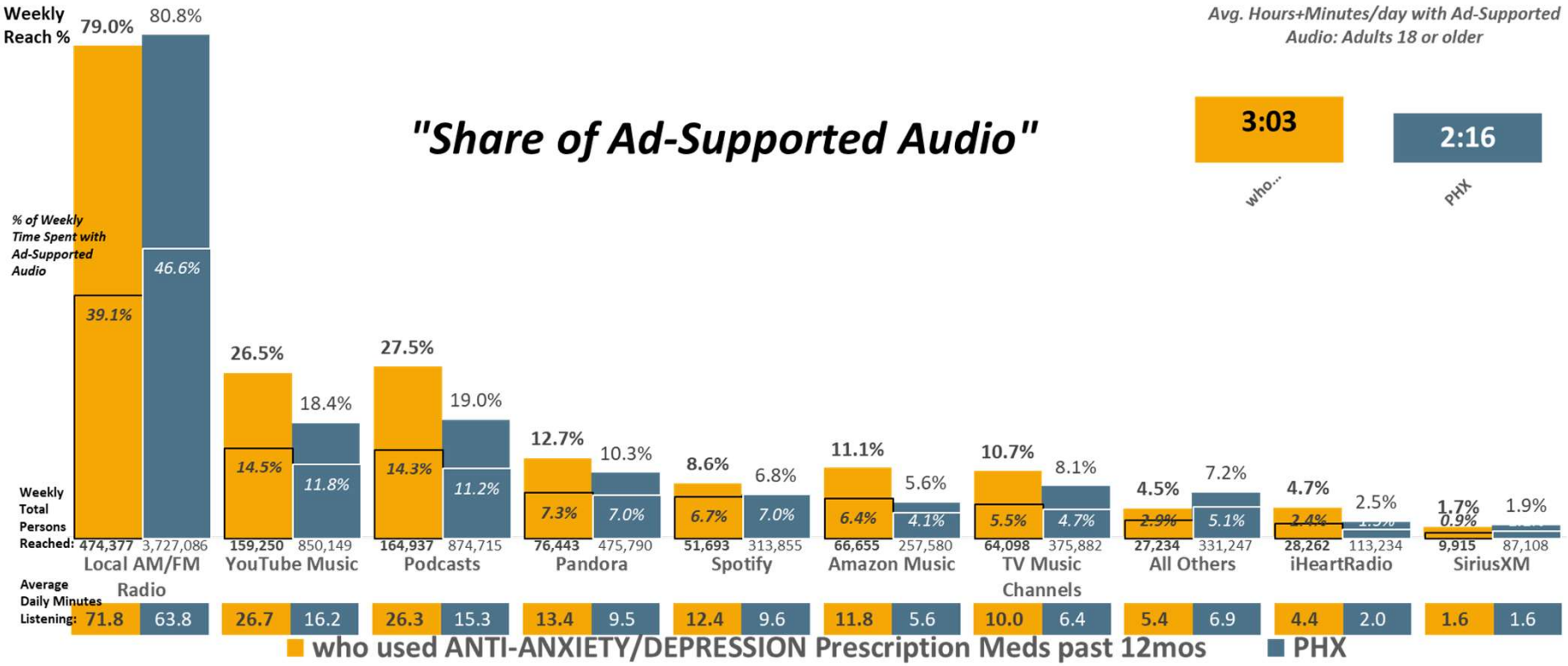
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



474,377 or 79.% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 71.8 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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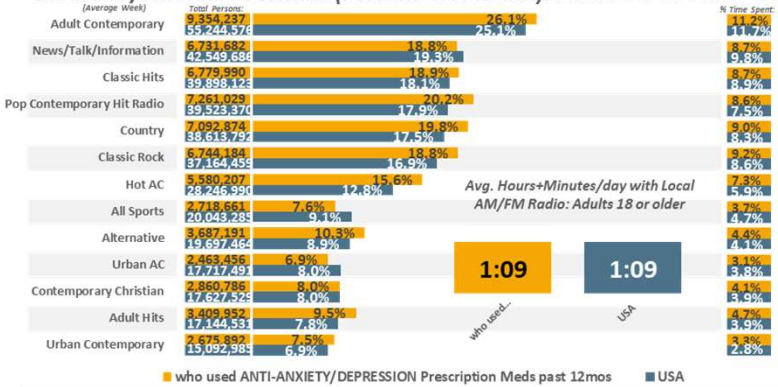
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

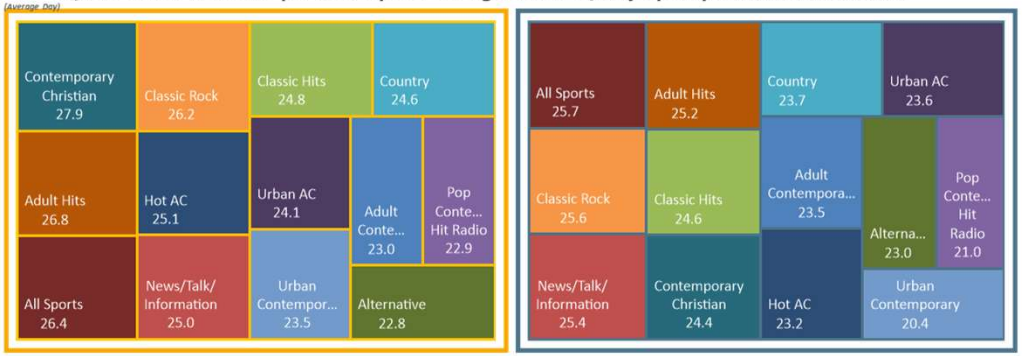


34,454,319 or 79.9% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Classic Rock

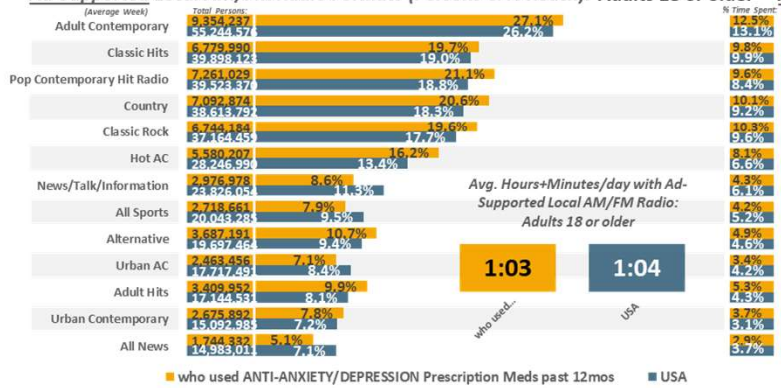
Local AM/FM Radio Formats (Persons & % Reach): **Adults 18 or older**



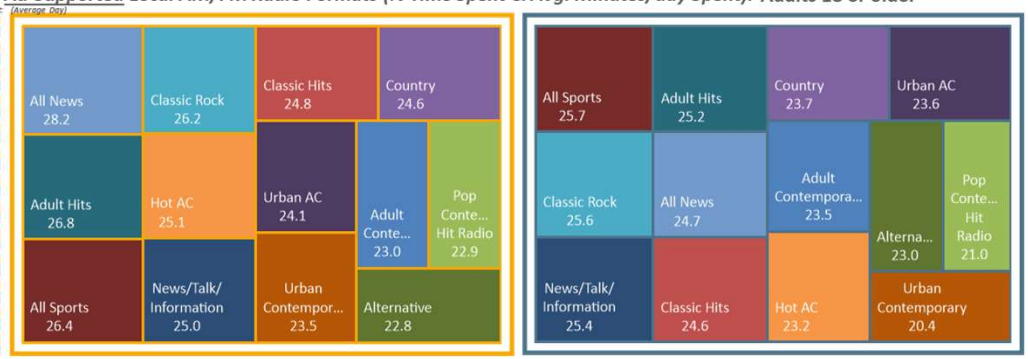
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882

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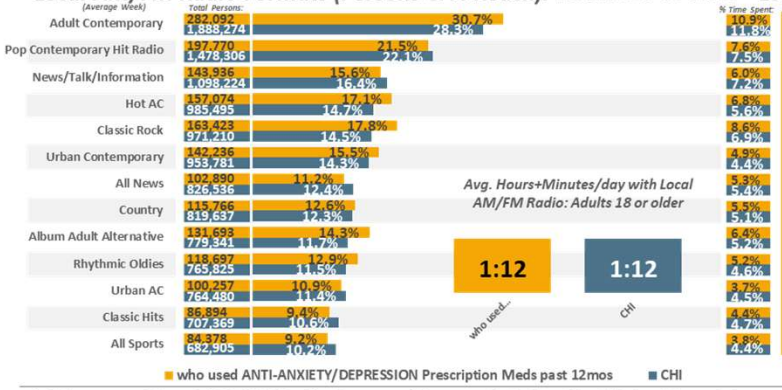
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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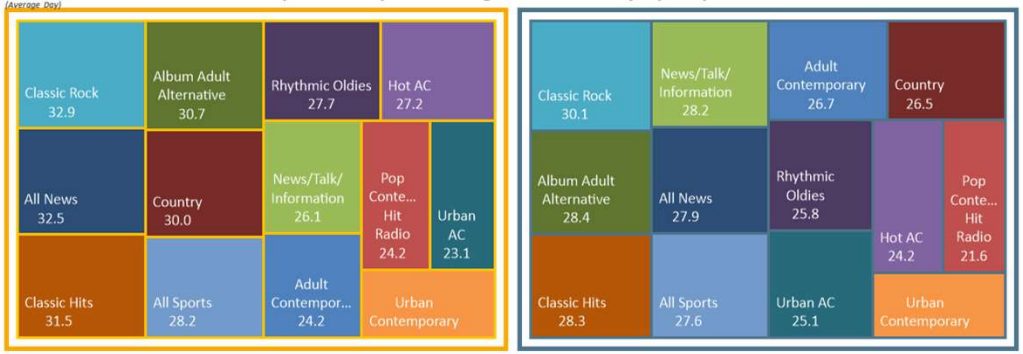
Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

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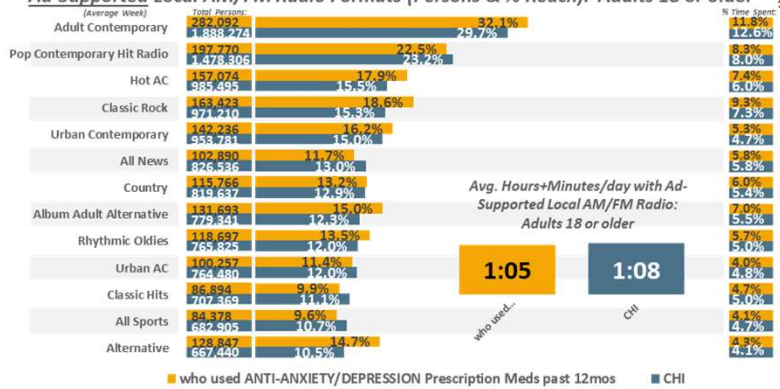
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



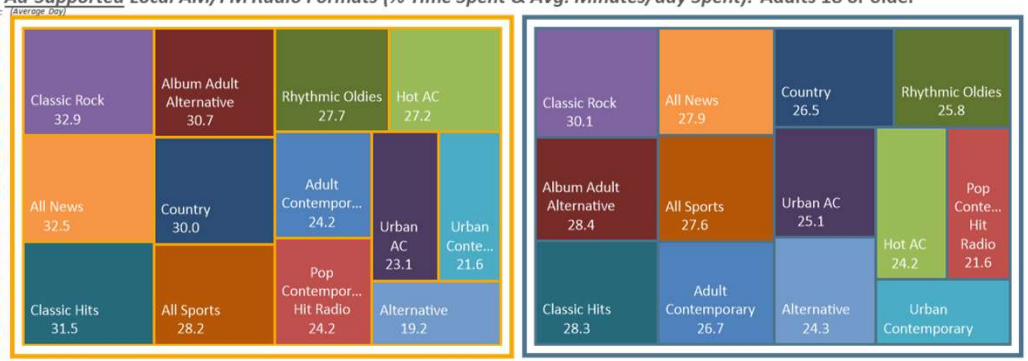
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494

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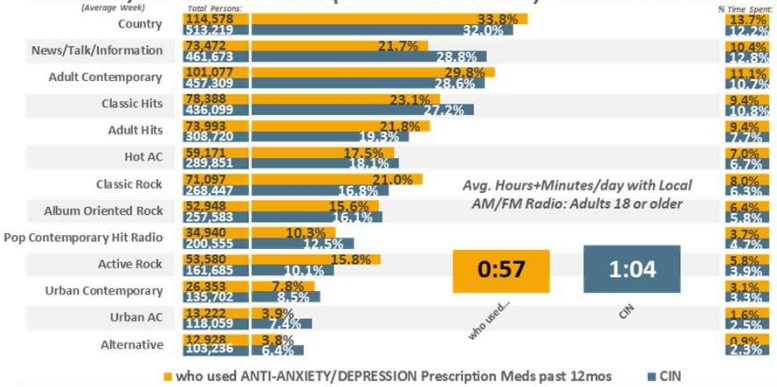
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

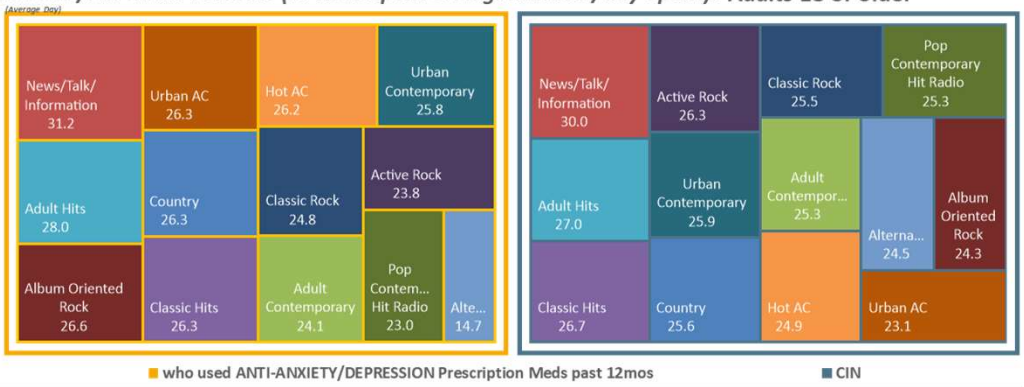


328,807 or 85.6% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Adult Hits, and Classic Rock.

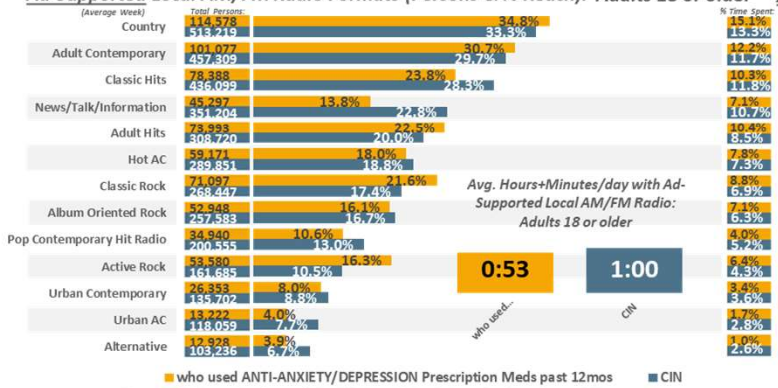
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



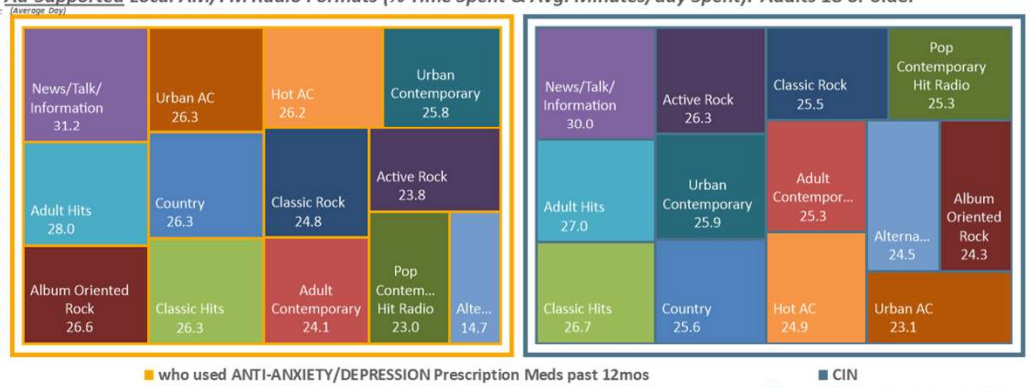
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



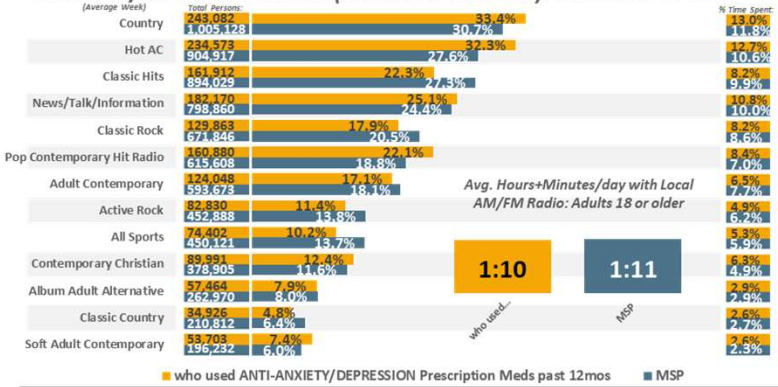
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392

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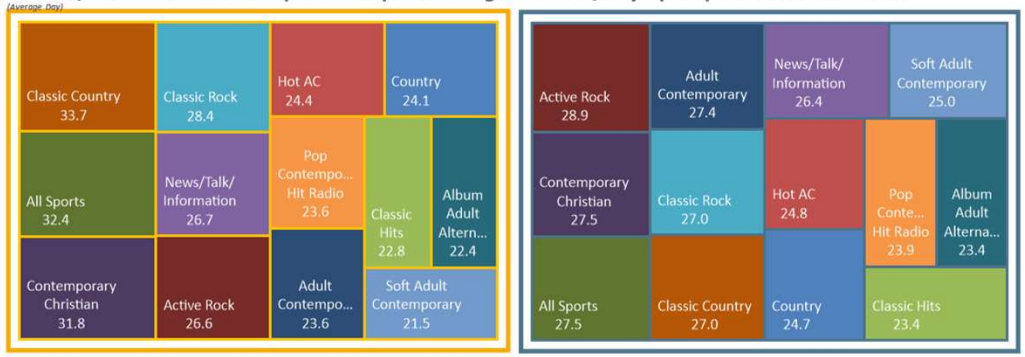
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693,377 or 82.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Hits, Pop Contemporary Hit Radio, and Classic Rock.

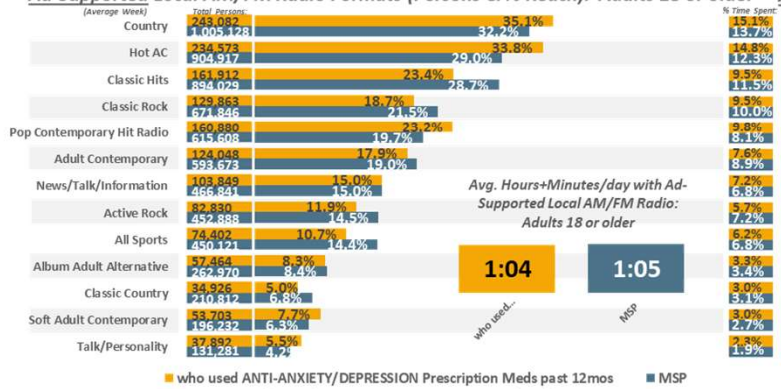
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



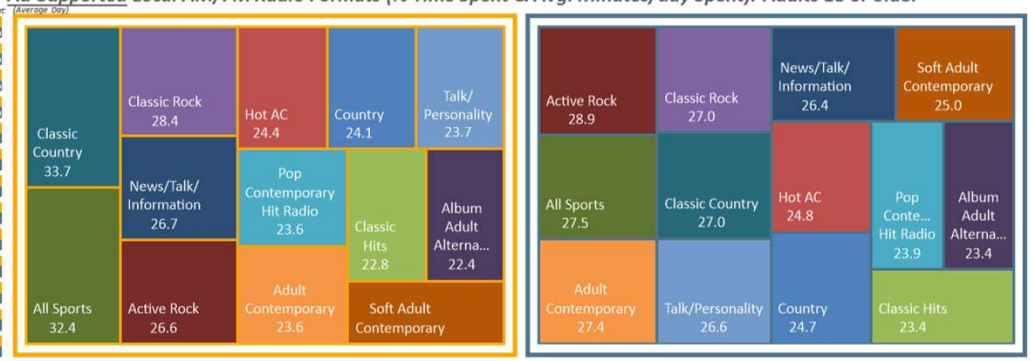
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 385

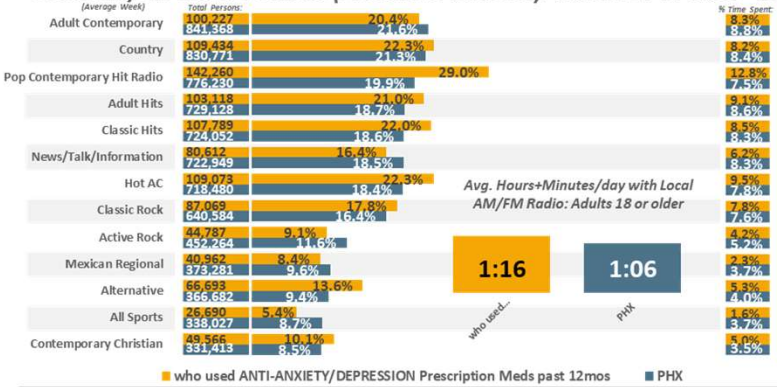
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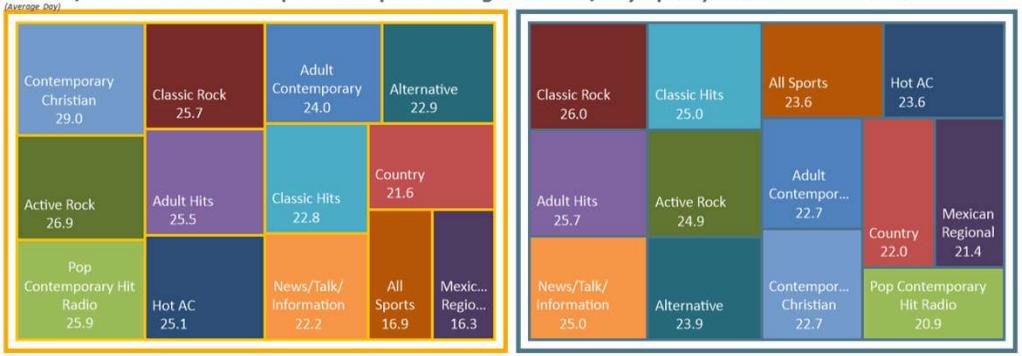


474,377 or 79.% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Country, Hot AC, Classic Hits, and Adult Hits.

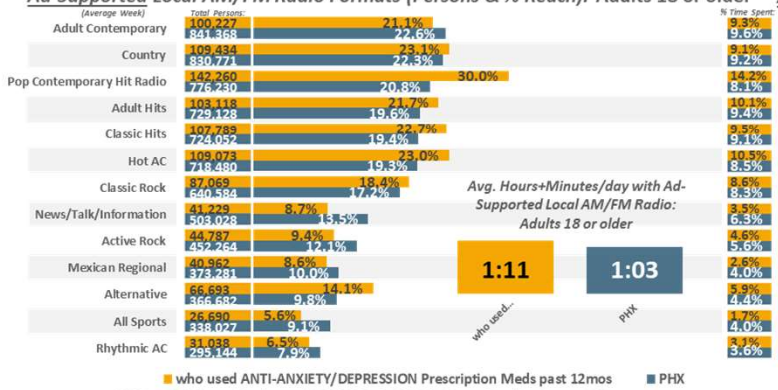
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



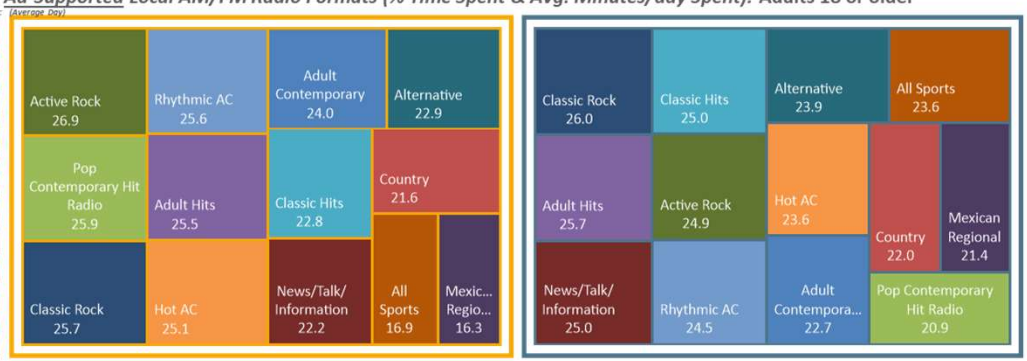
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337

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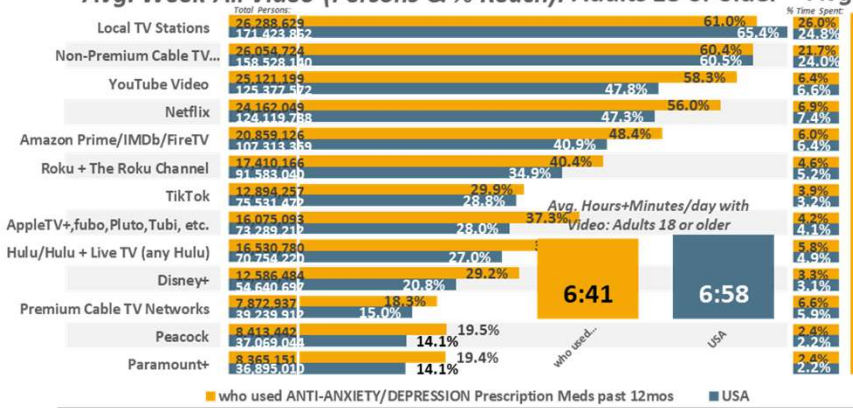
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

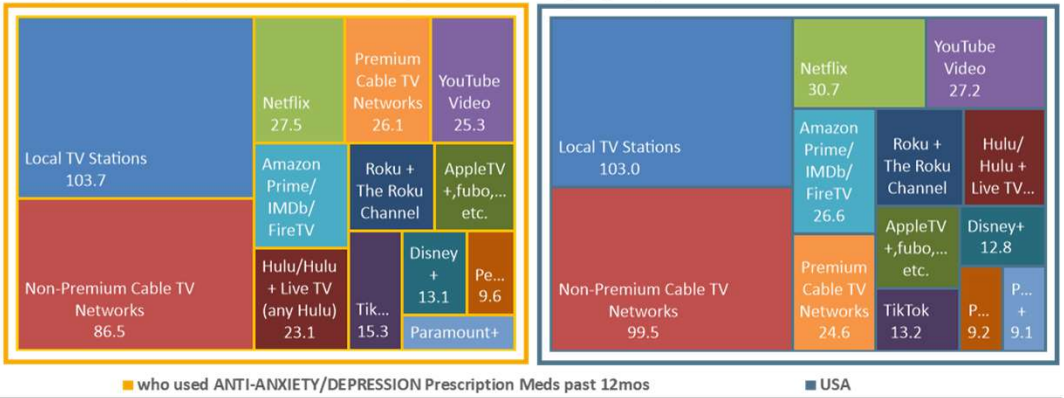


25,945,717 or 60.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations for an average of 99.2 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

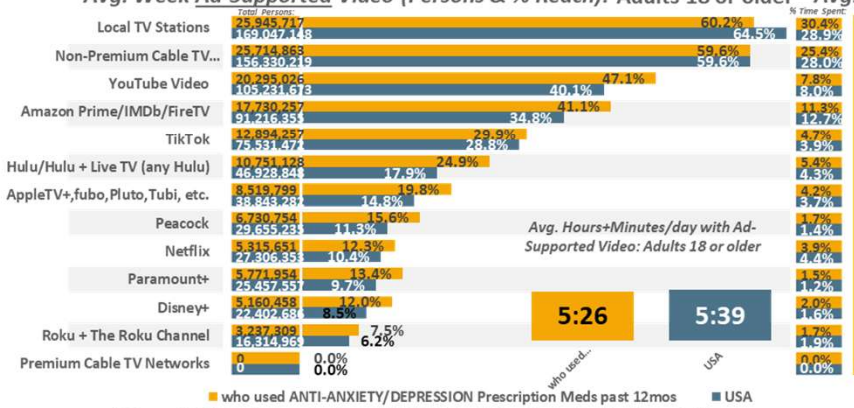
Avg. Week All Video (Persons & % Reach): Adults 18 or older



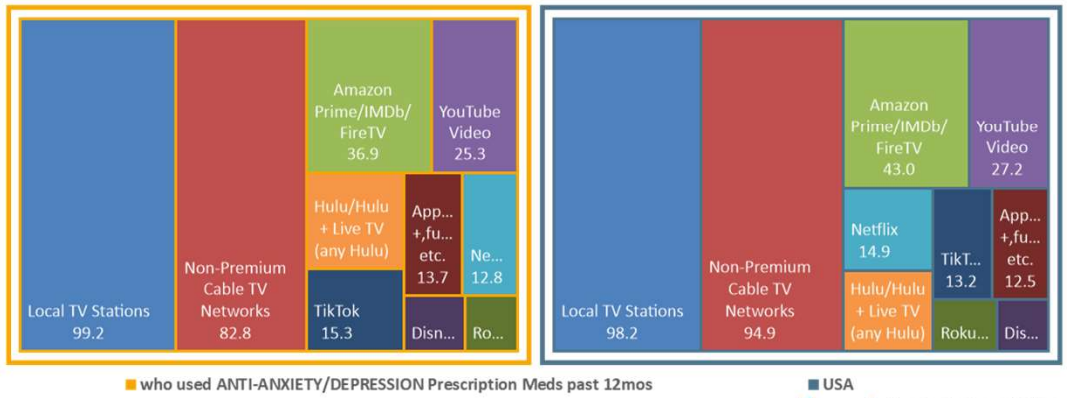
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

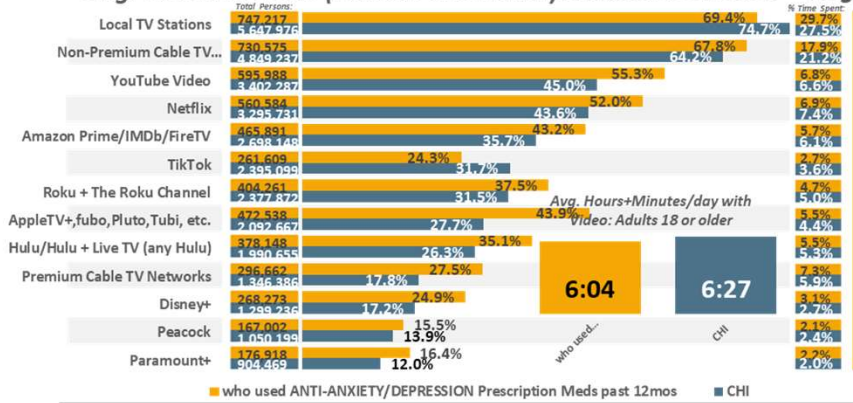
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

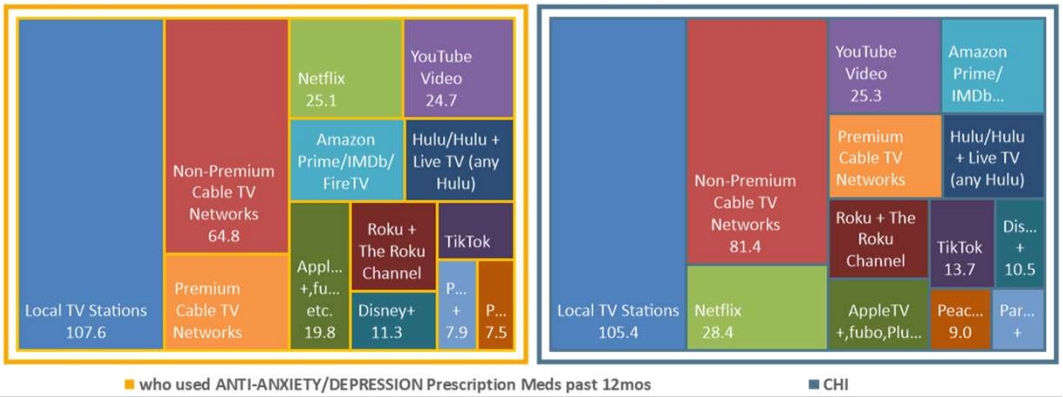


740,569 or 68.7% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations for an average of 101.7 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

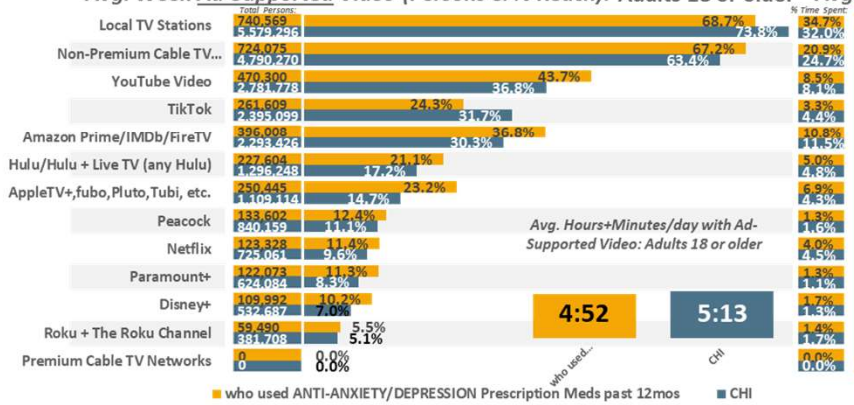
Avg. Week All Video (Persons & % Reach): Adults 18 or older



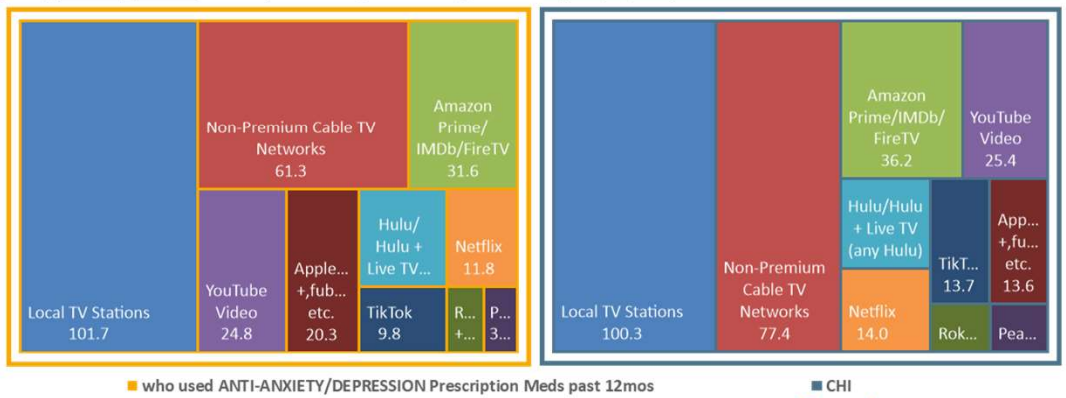
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494

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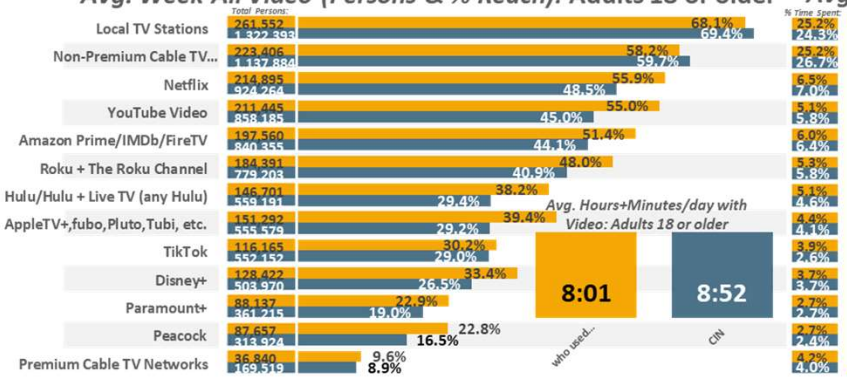
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

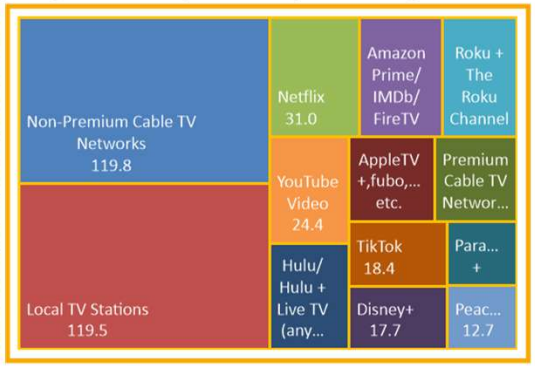


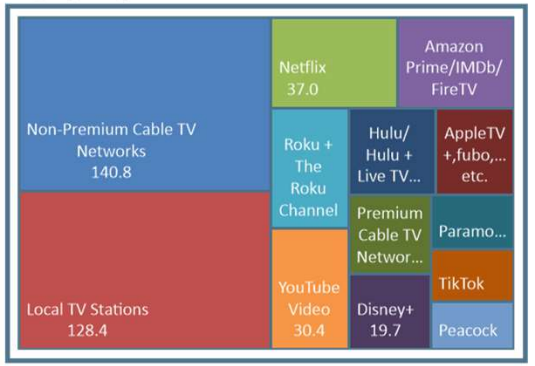
257,406 or 67.% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations for an average of 114.2 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

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

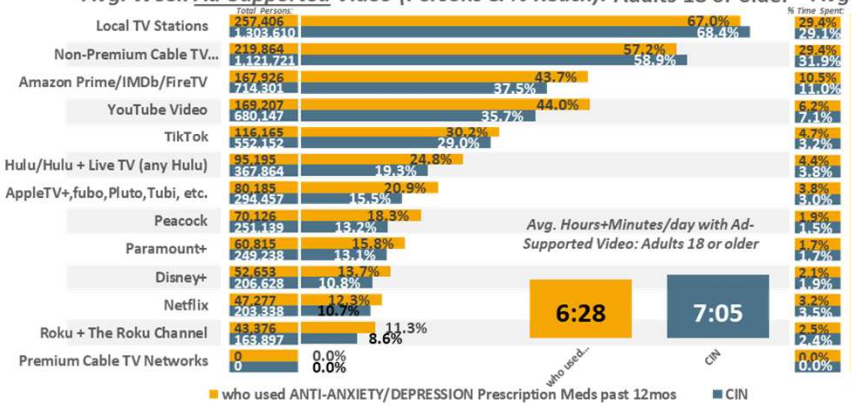


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

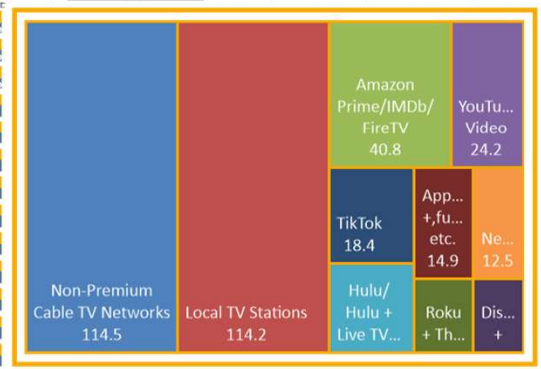


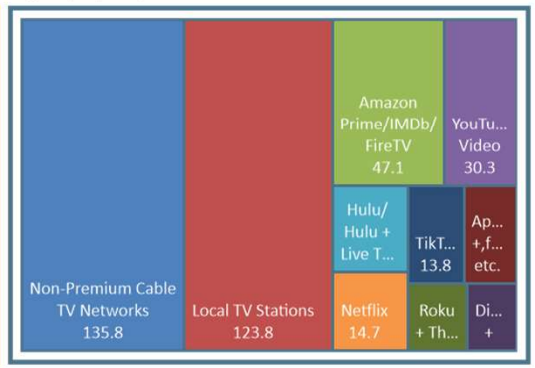


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392

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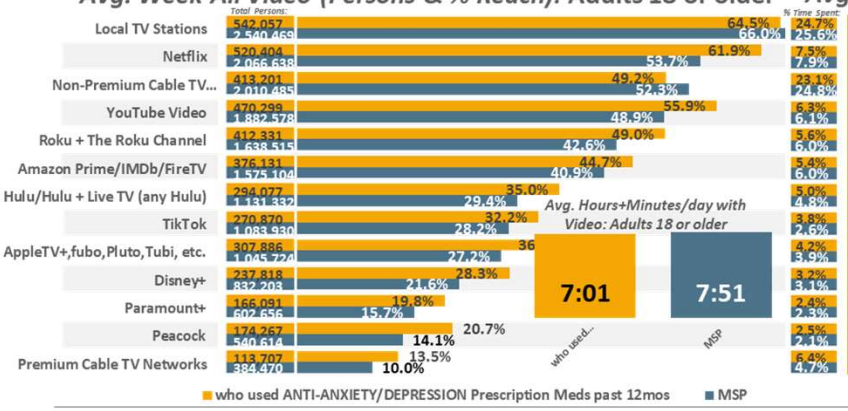
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

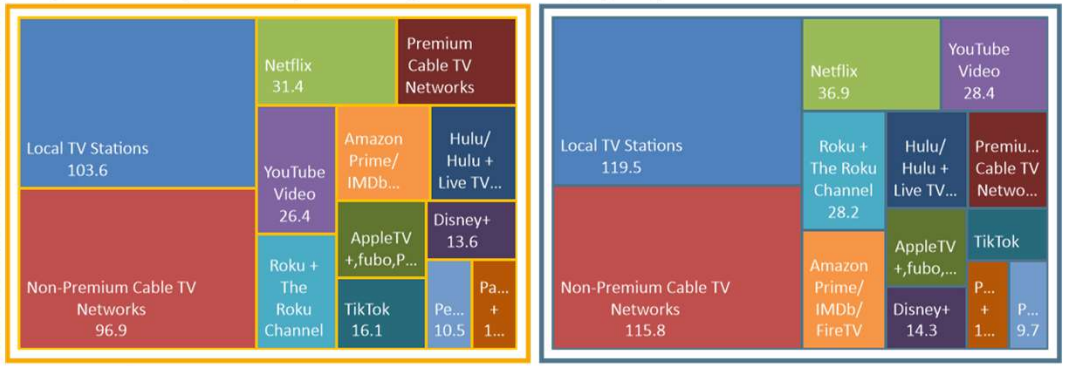


534,182 or 63.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations for an average of 100.2 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

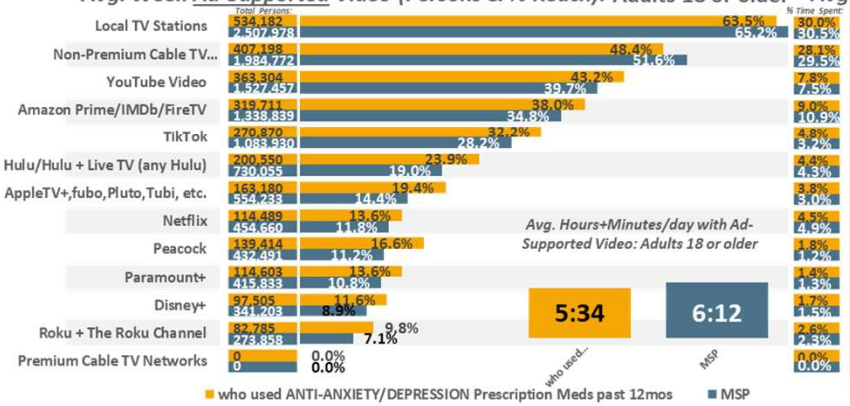
Avg. Week All Video (Persons & % Reach): Adults 18 or older



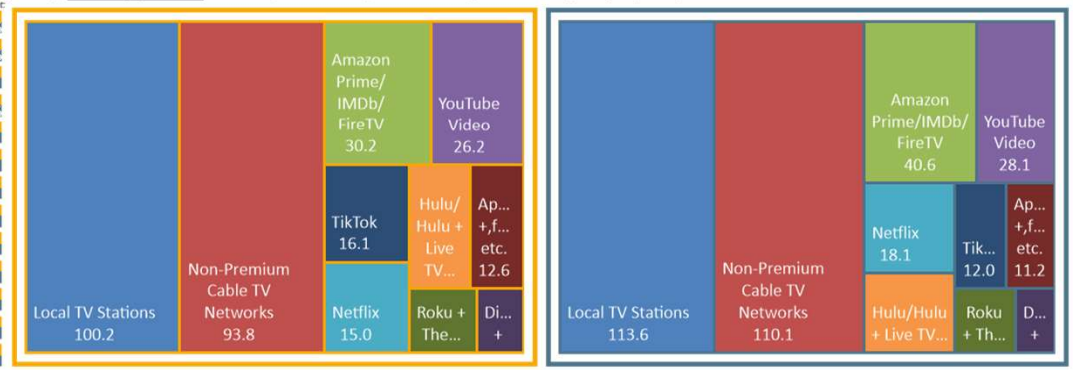
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Jan24 Qual Intab 385

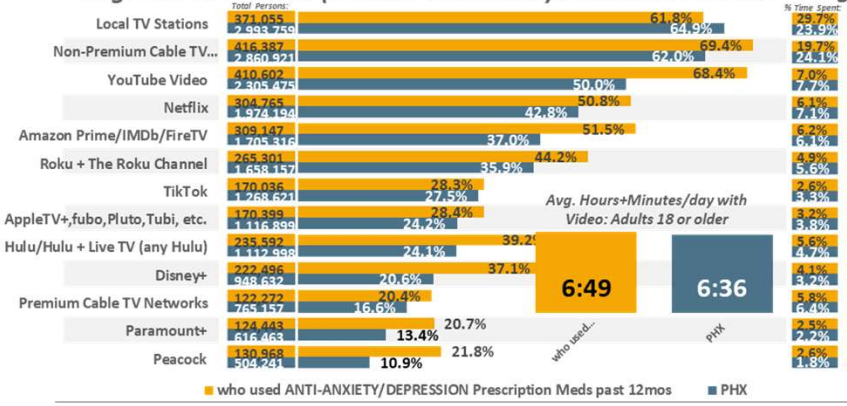
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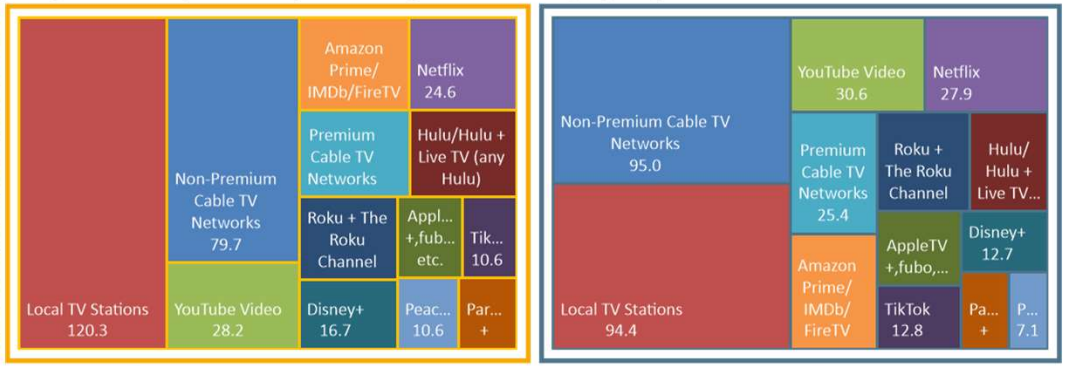


367,023 or 61.1% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations for an average of 117.2 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.

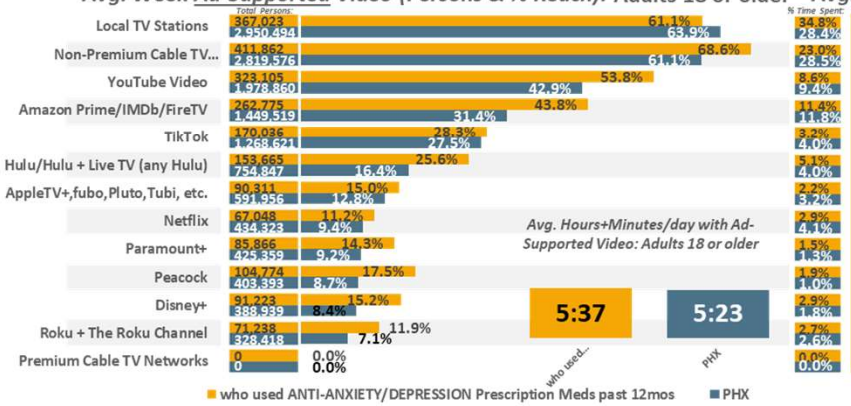
Avg. Week All Video (Persons & % Reach): Adults 18 or older



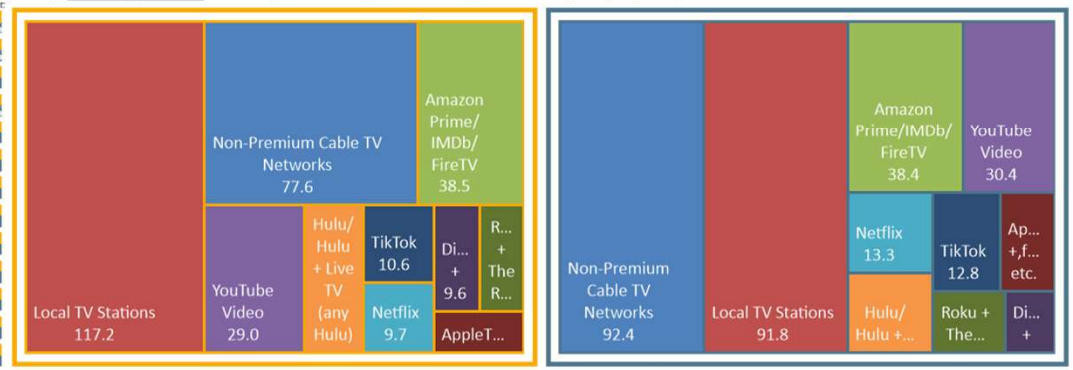
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337

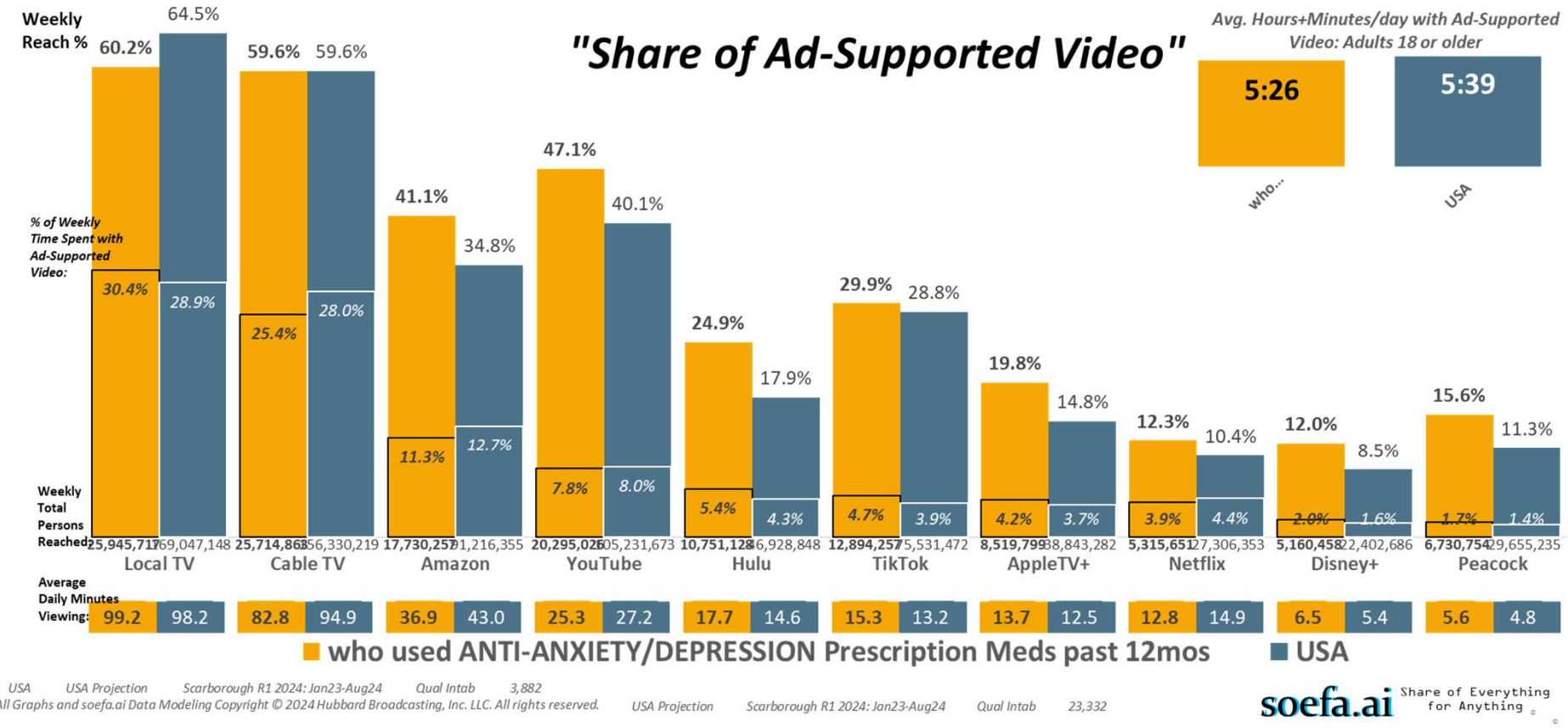
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



25,945,717 or 60.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations for an average of 99.2 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882

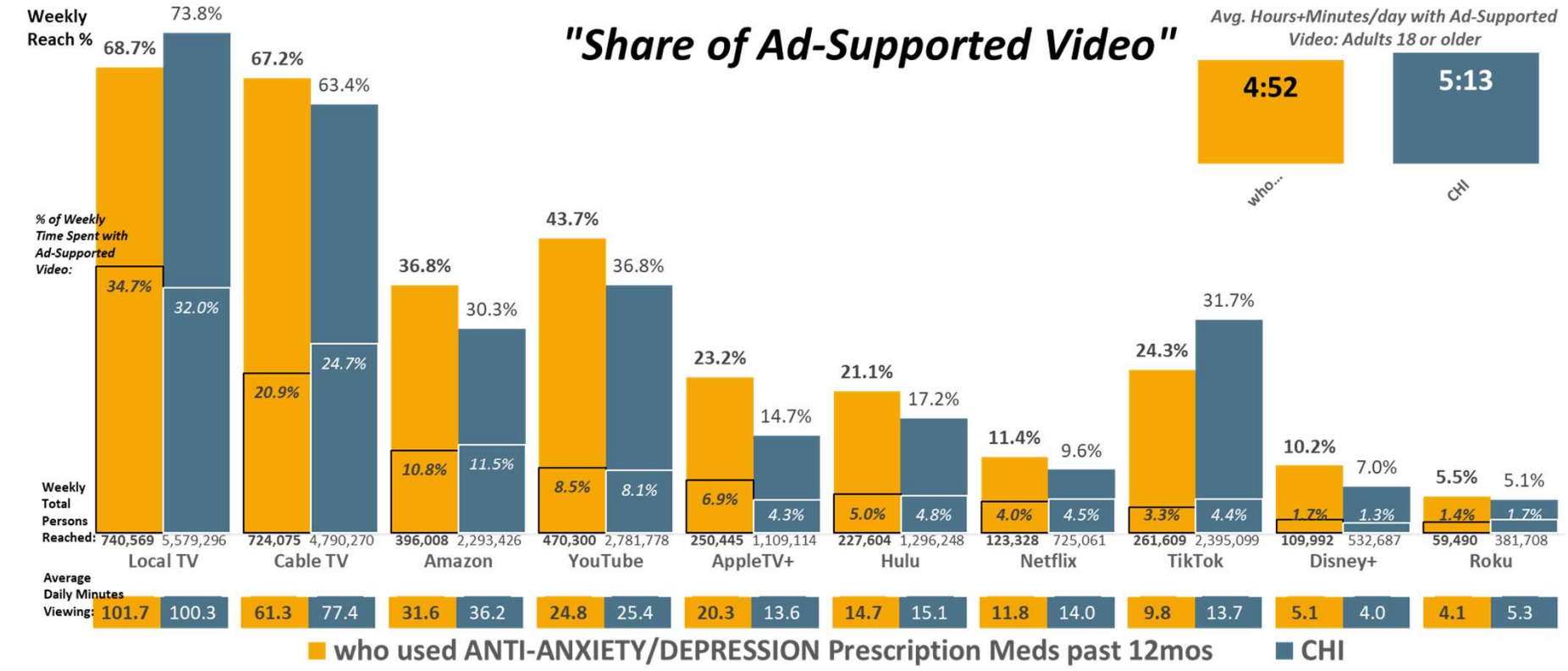
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

740,569 or 68.7% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations for an average of 101.7 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

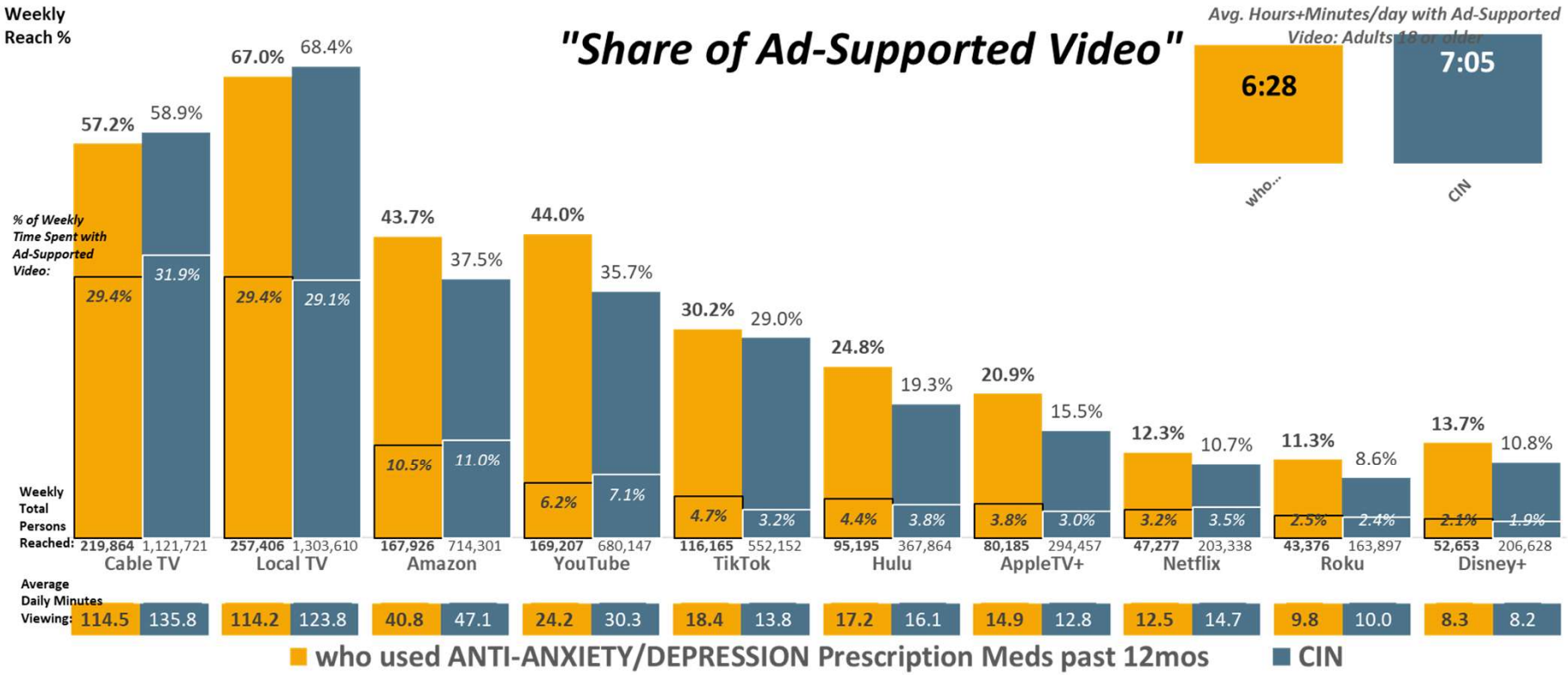
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



257,406 or 67.% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations for an average of 114.2 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.



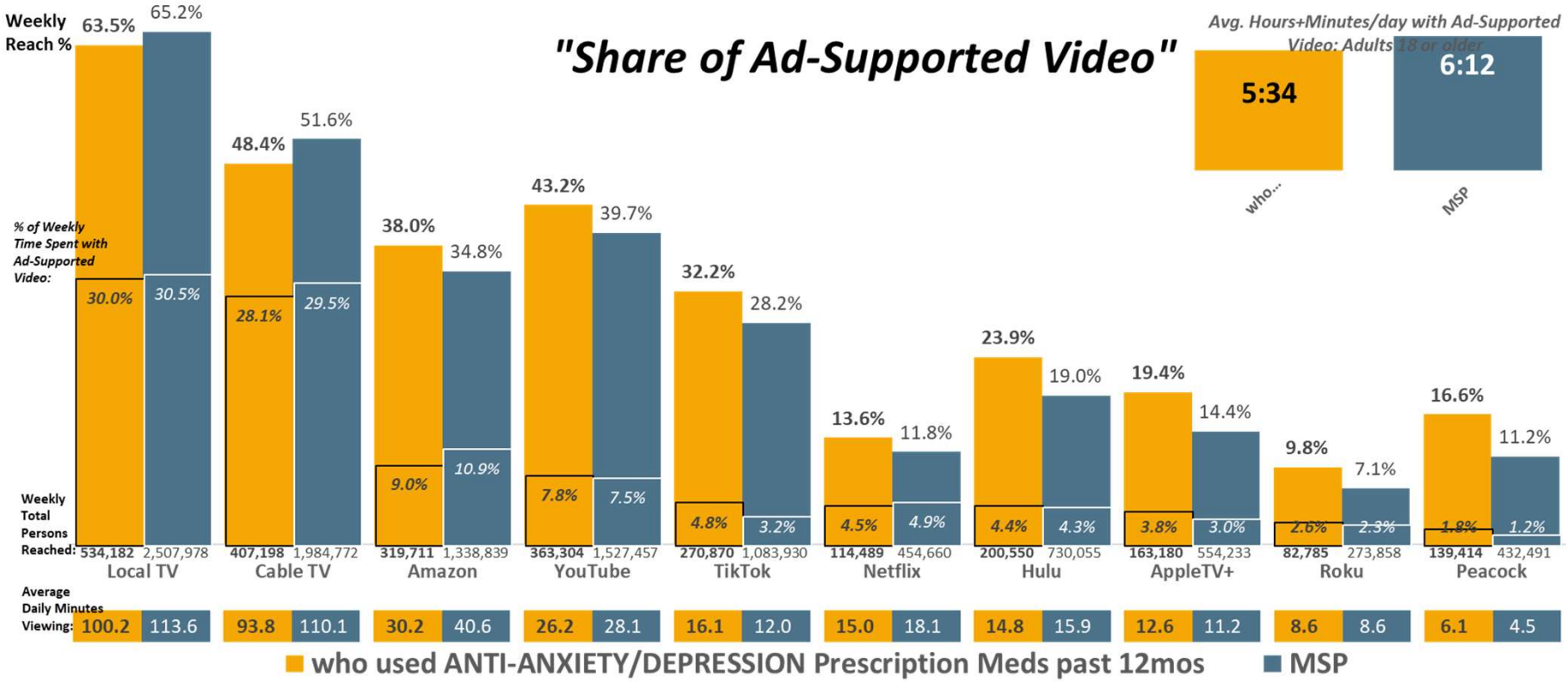
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

534,182 or 63.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations for an average of 100.2 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 385 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

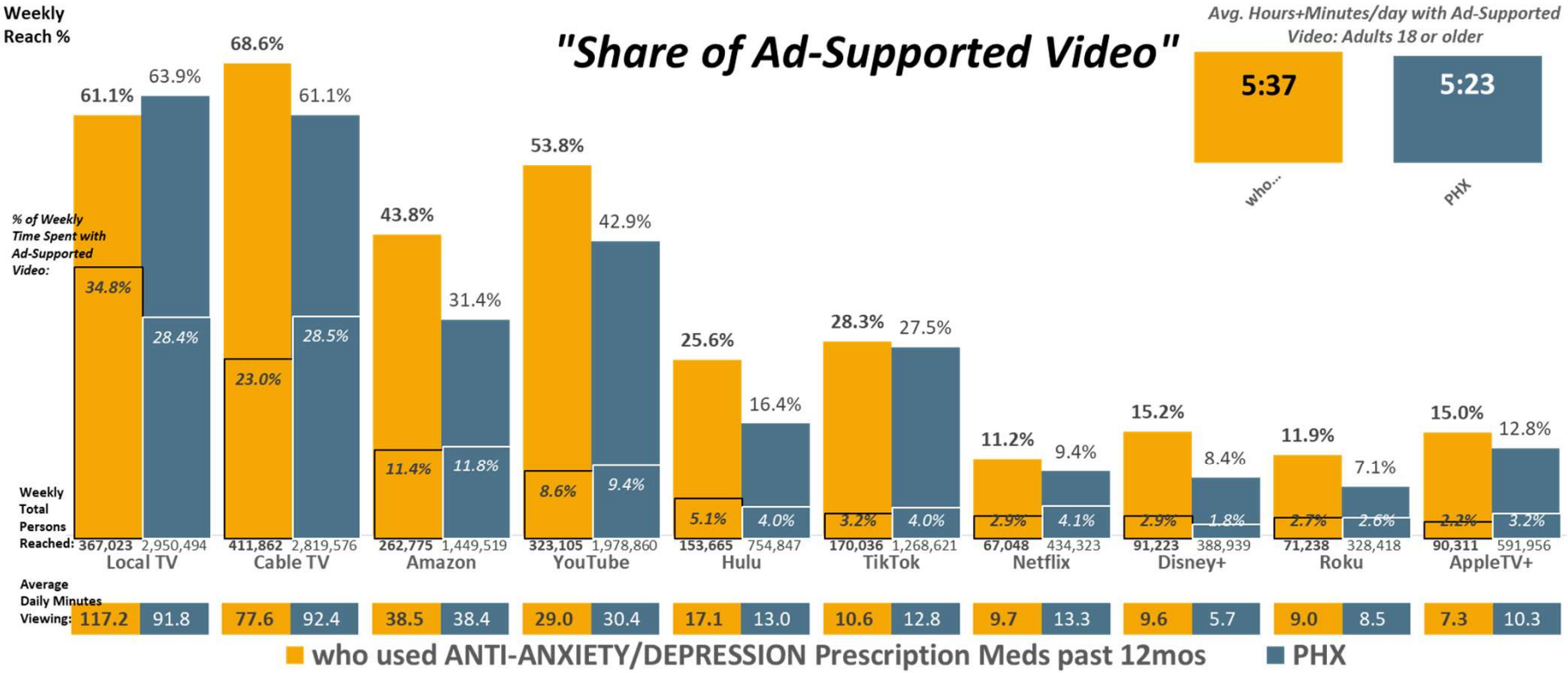
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



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PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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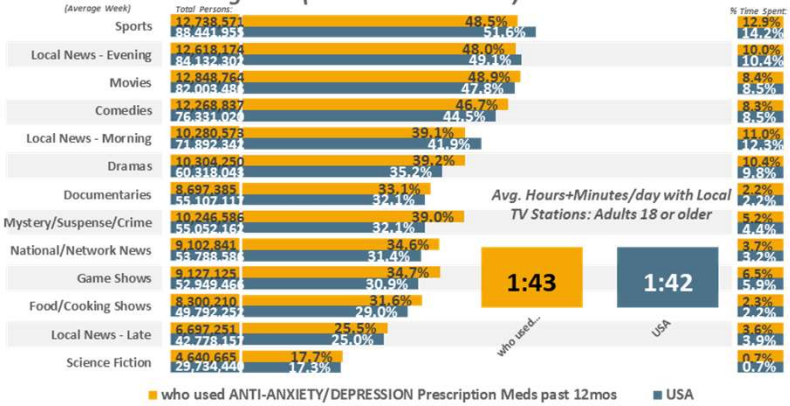
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

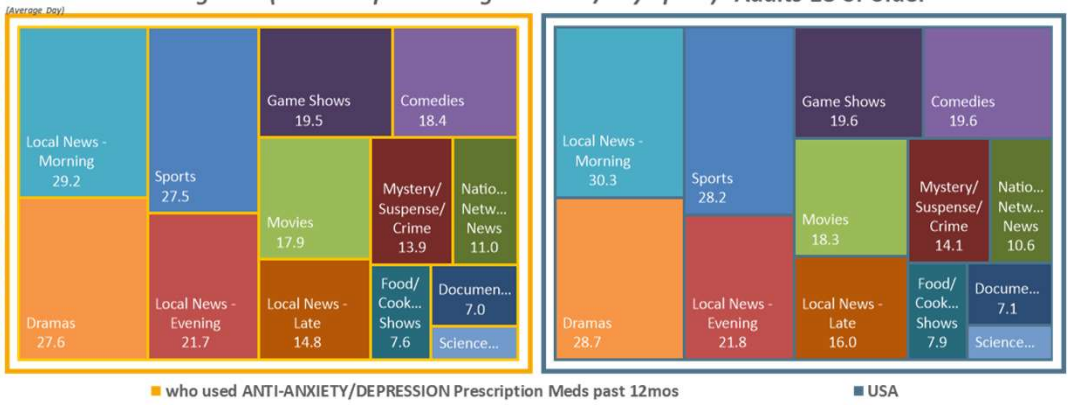


25,945,717 or 60.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

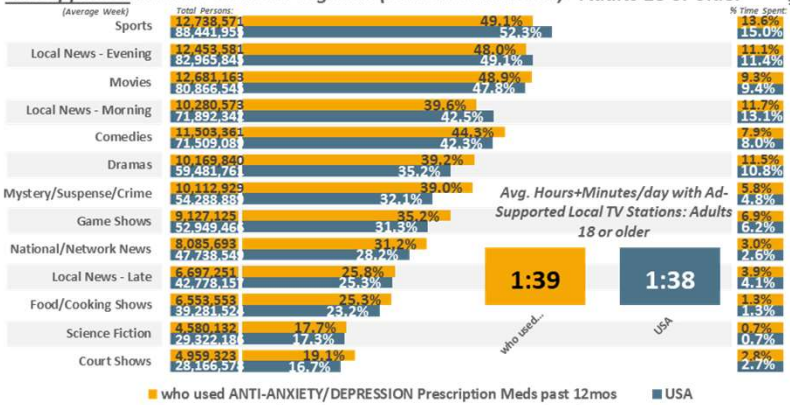
Local TV Station Programs (Persons & % Reach): Adults 18 or older



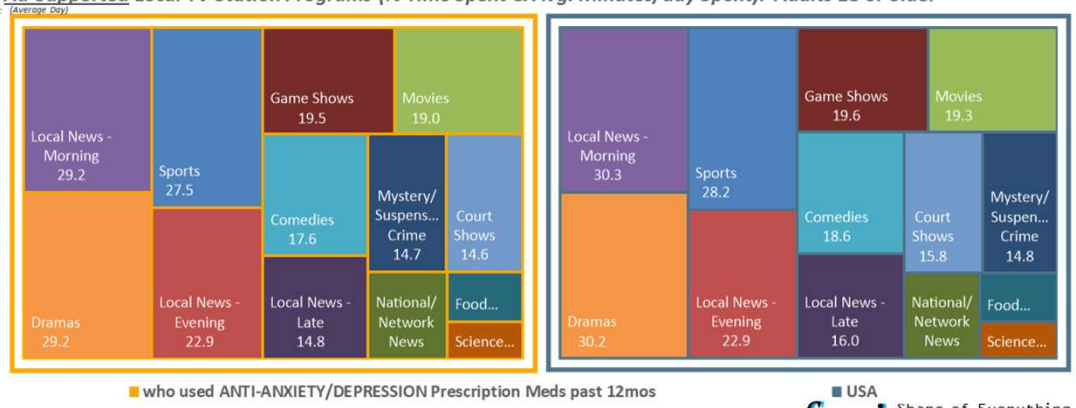
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *3,882*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,332*

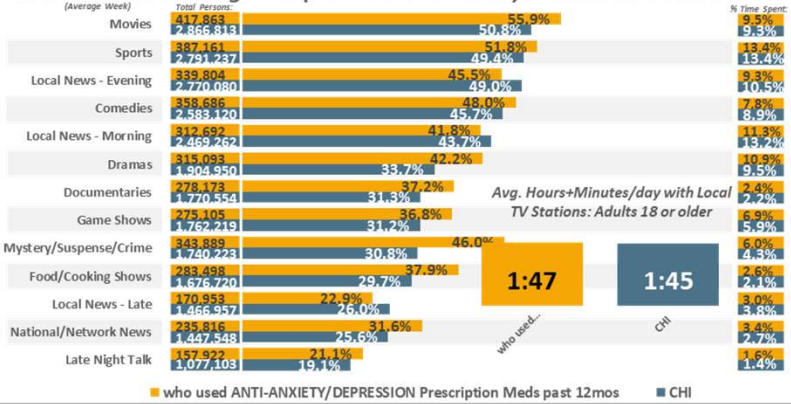
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

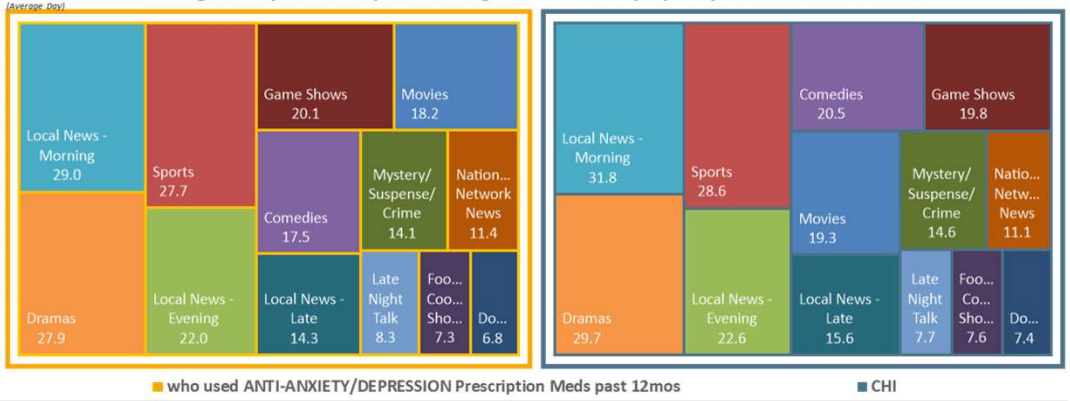


740,569 or 68.7% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Mystery/Suspense/Crime, Comedies, Local News - Evening, and Local News - Morn

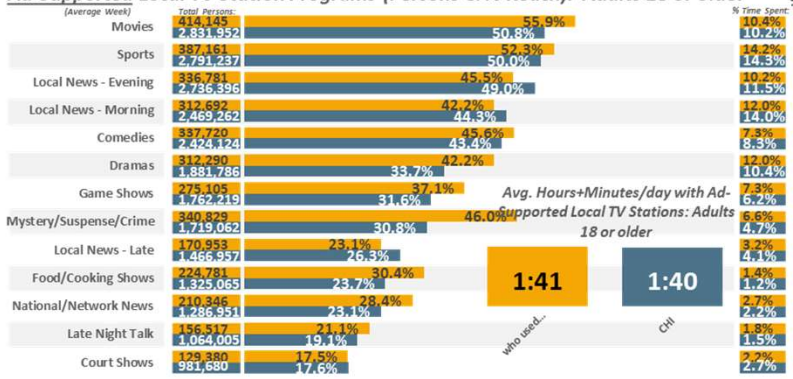
Local TV Station Programs (Persons & % Reach): Adults 18 or older



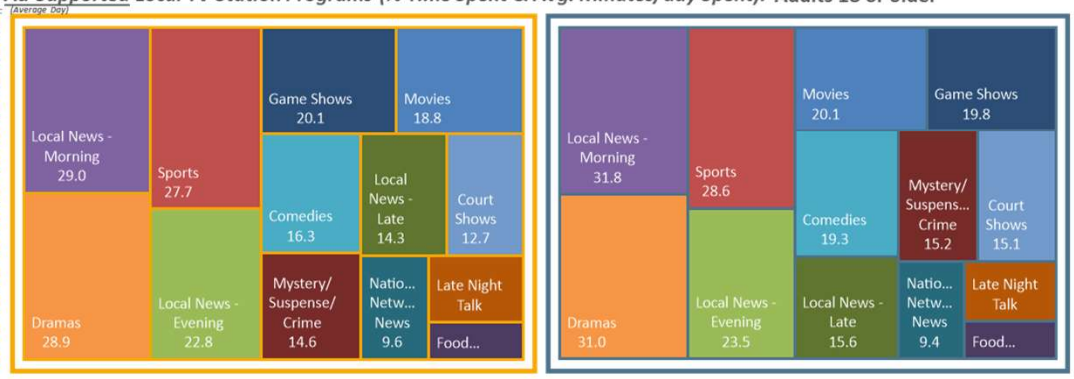
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494

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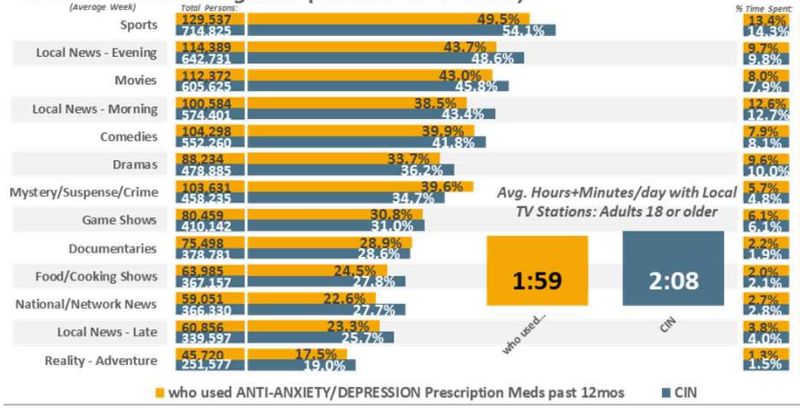
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

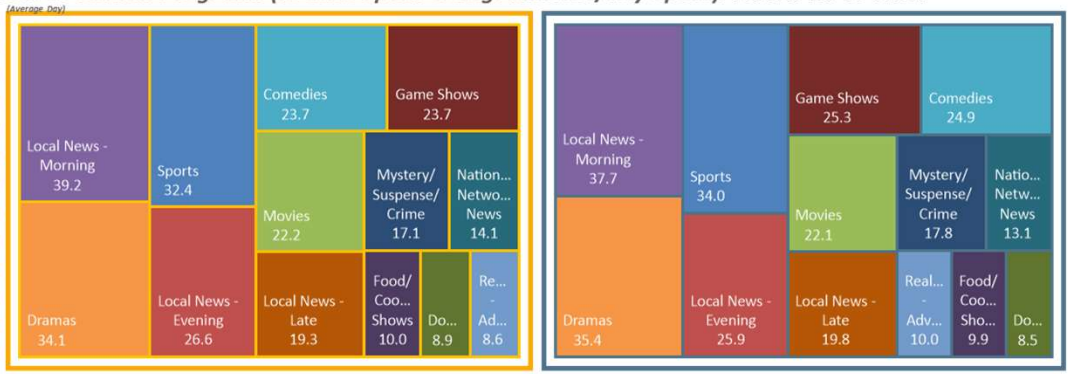


257,406 or 67.% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Mystery/Suspense/Crime, Local News - Morning, and Comedi

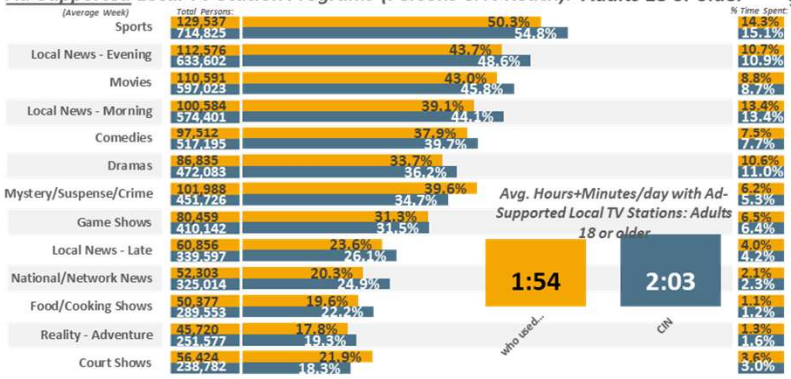
Local TV Station Programs (Persons & % Reach): Adults 18 or older



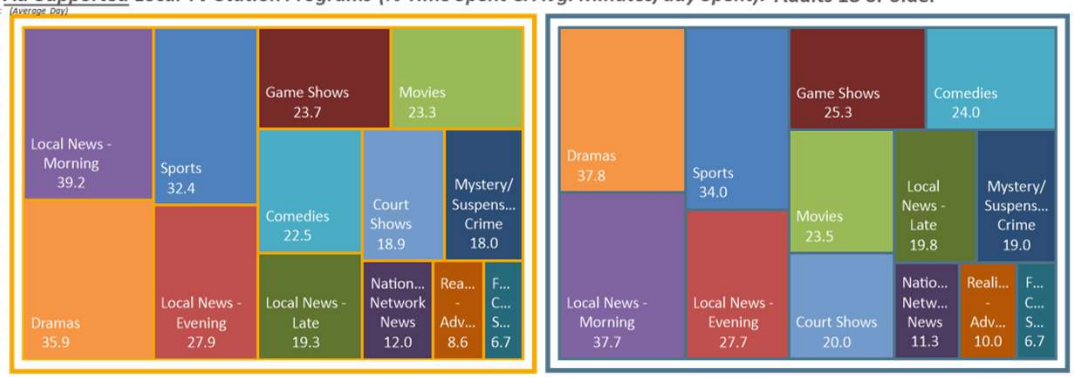
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392

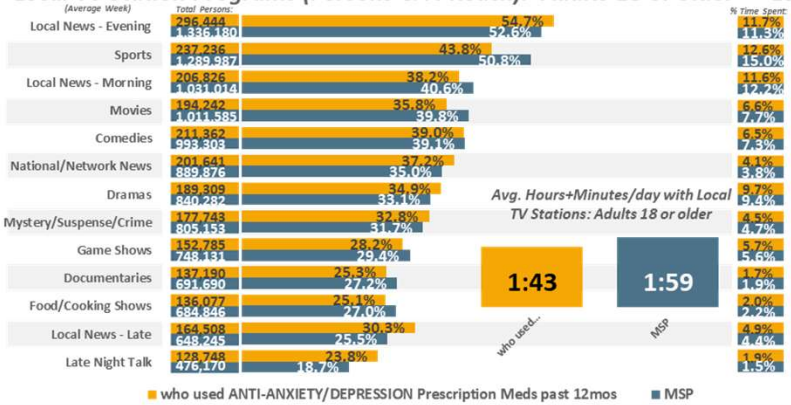
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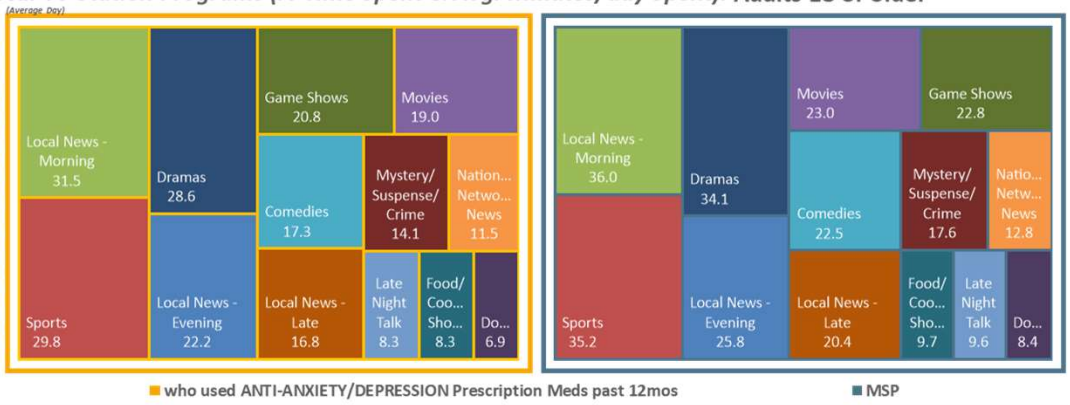
Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

534,182 or 63.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Dramas.

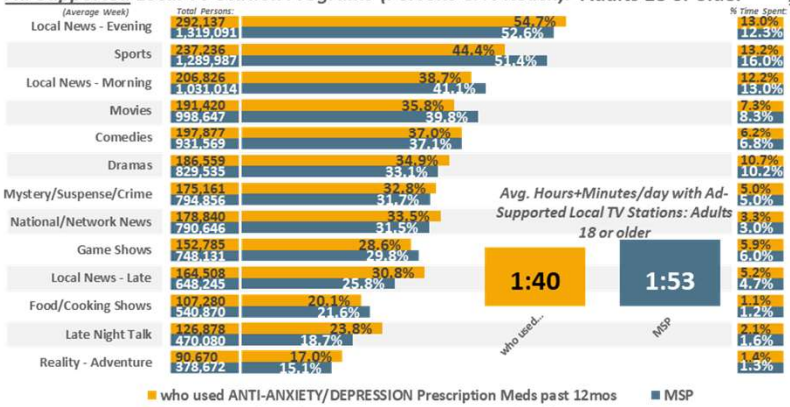
Local TV Station Programs (Persons & % Reach): Adults 18 or older



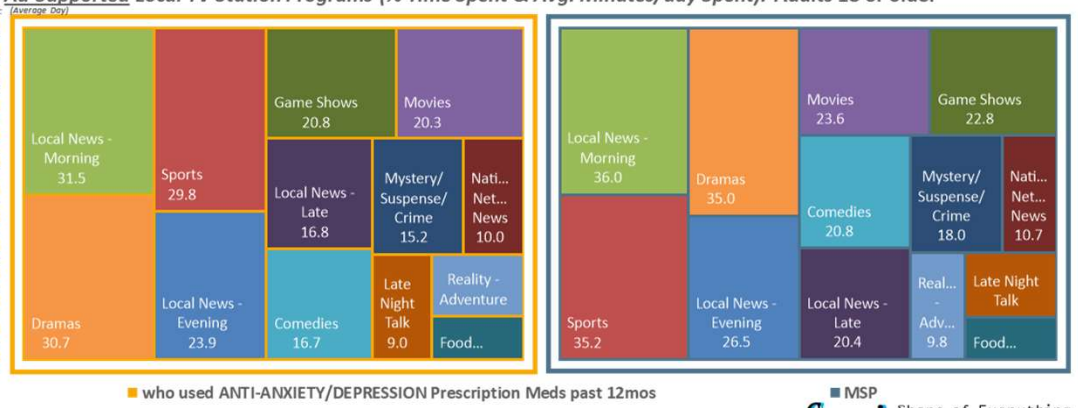
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 385

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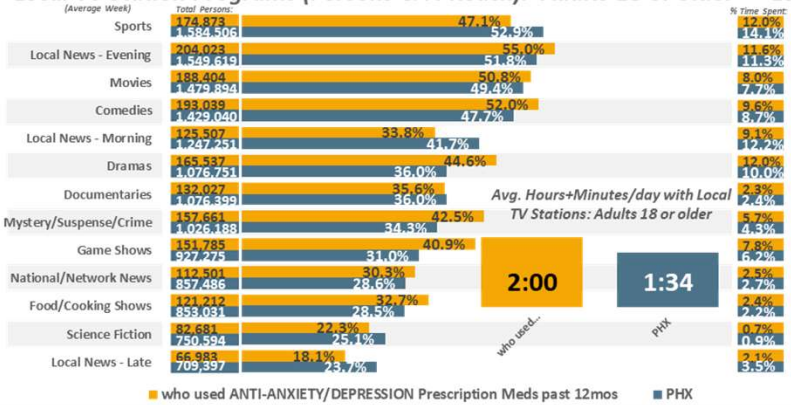
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

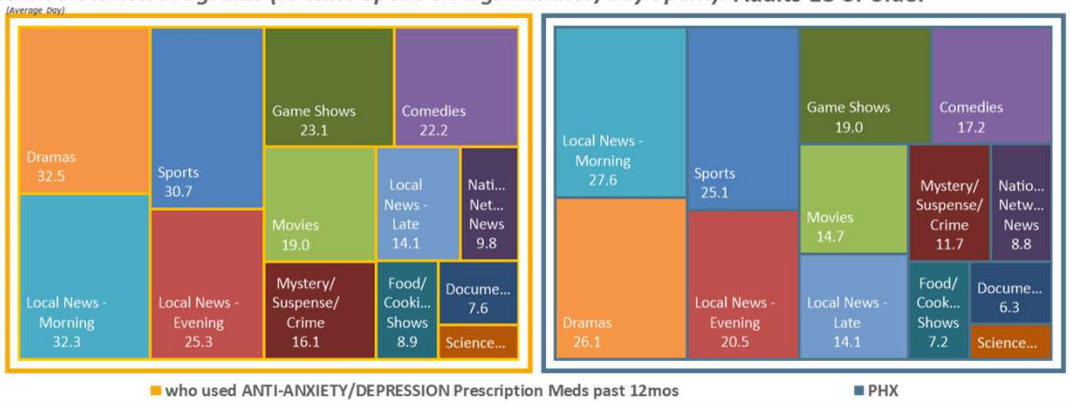


367,023 or 61.1% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Comedies, Sports, Dramas, and Mystery/Suspense/Crime.

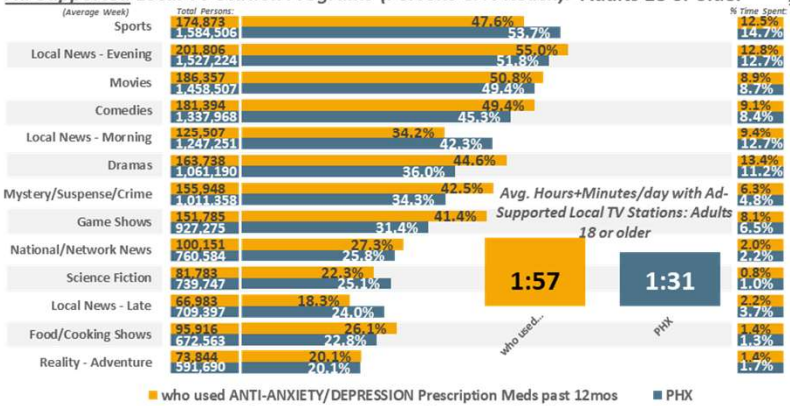
Local TV Station Programs (Persons & % Reach): Adults 18 or older



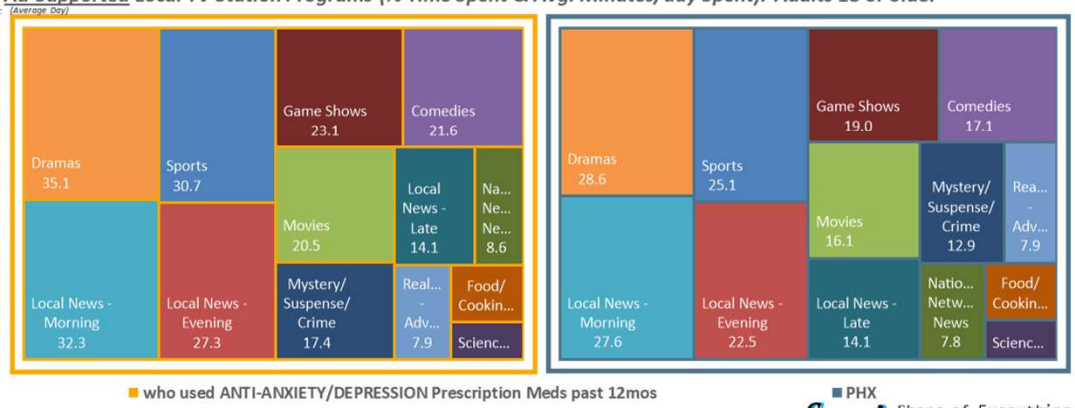
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337

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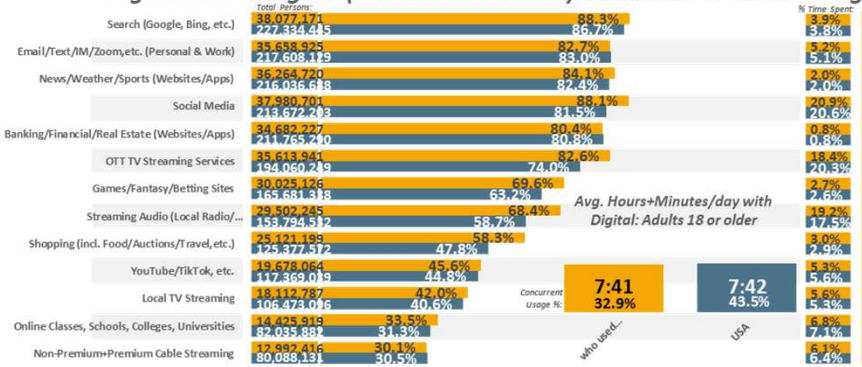
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

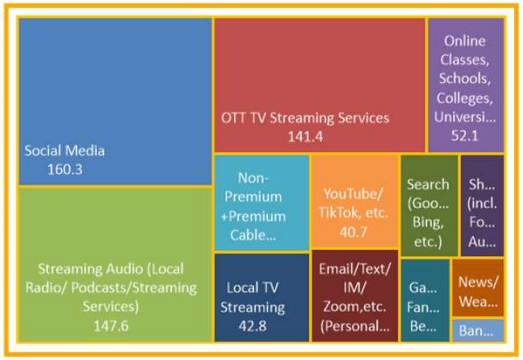


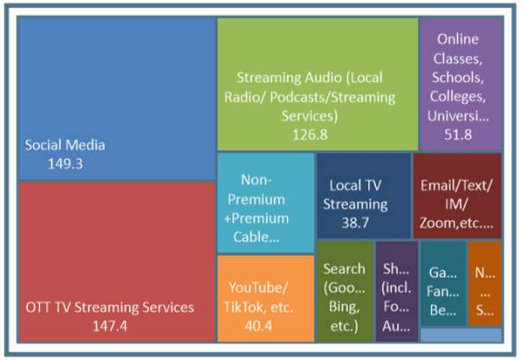
34,521,253 or 80.1% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Social Media for an average of 145.7 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

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

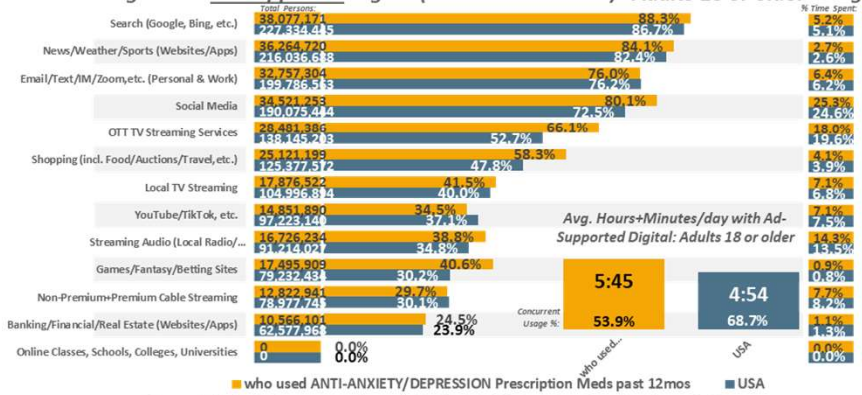


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

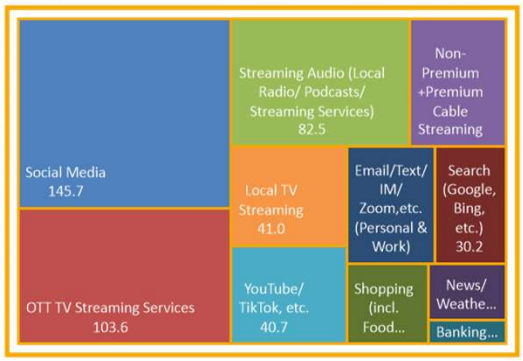


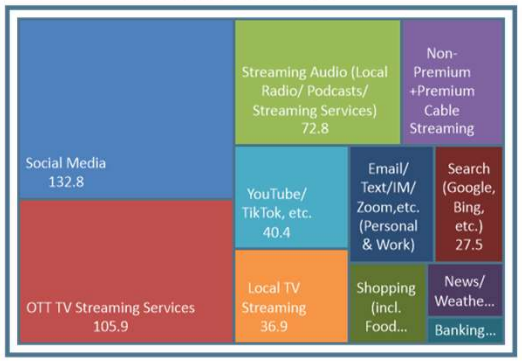


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

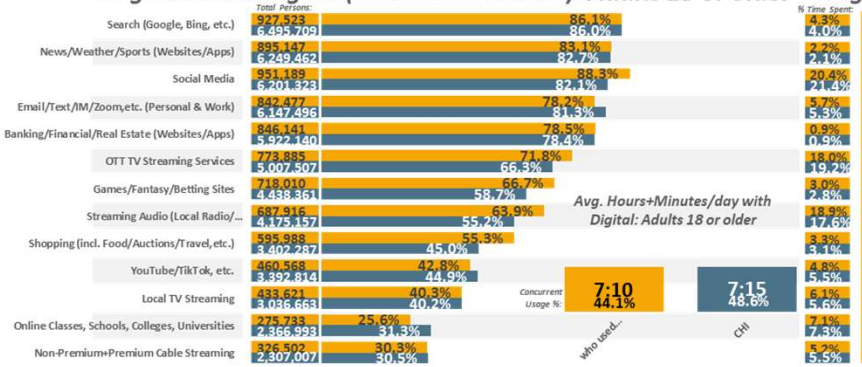
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

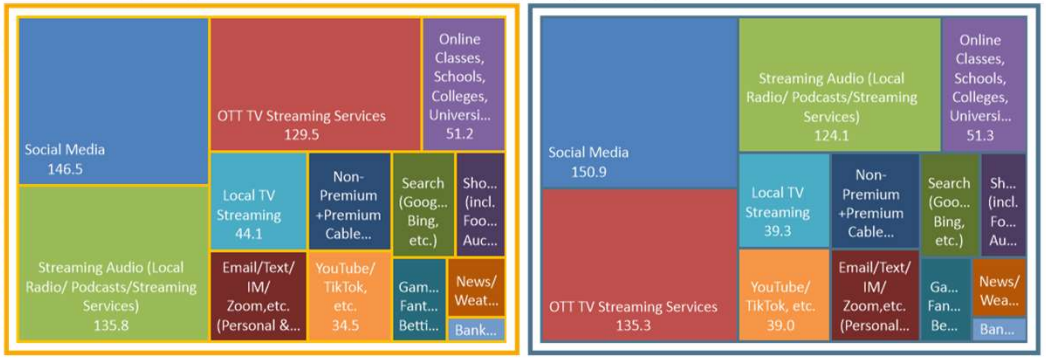


882,156 or 81.9% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Social Media for an average of 135.8 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

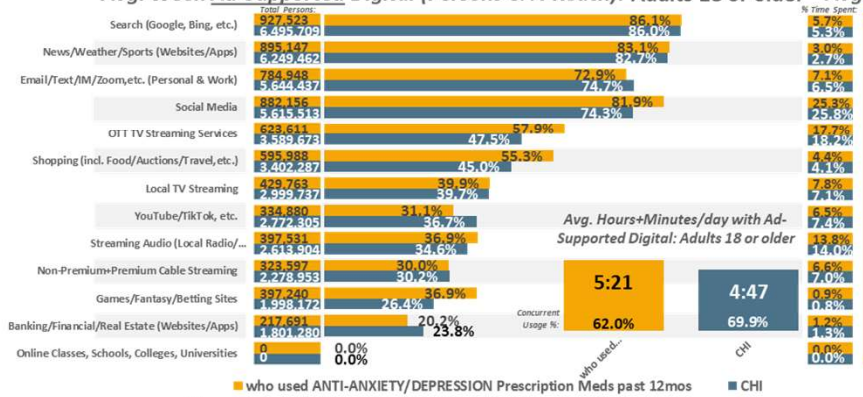
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



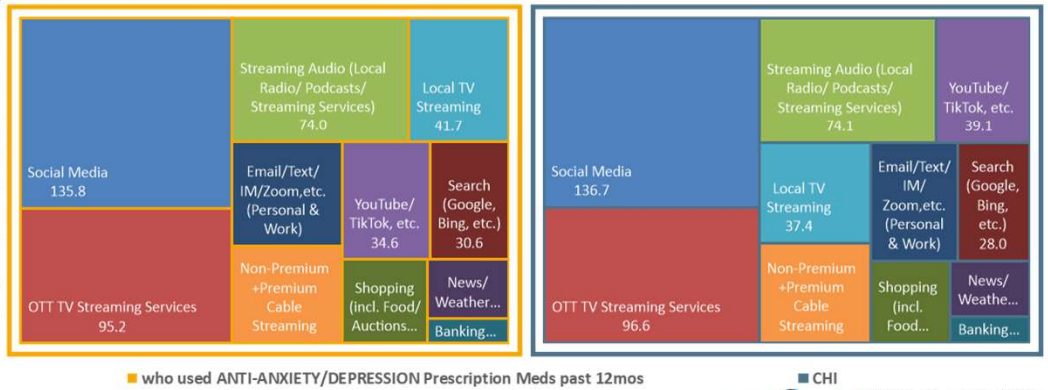
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494

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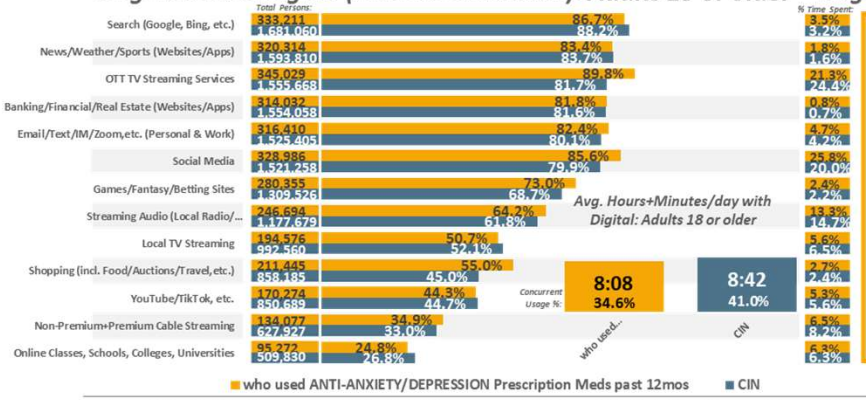
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

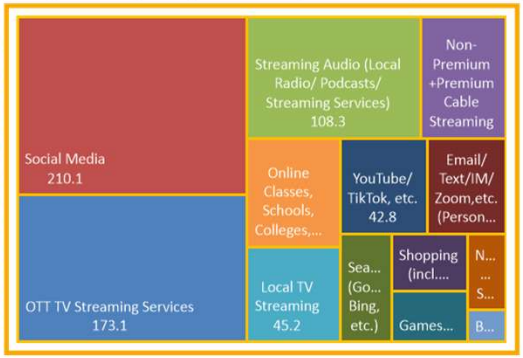


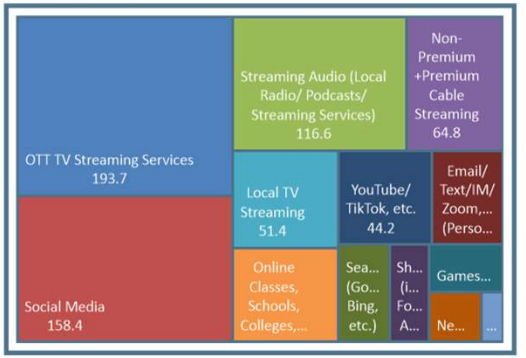
296,275 or 77.1% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Social Media for an average of 189.2 minutes every day representing 30.8% of all time spent daily with Ad-Supported Digital Media.

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

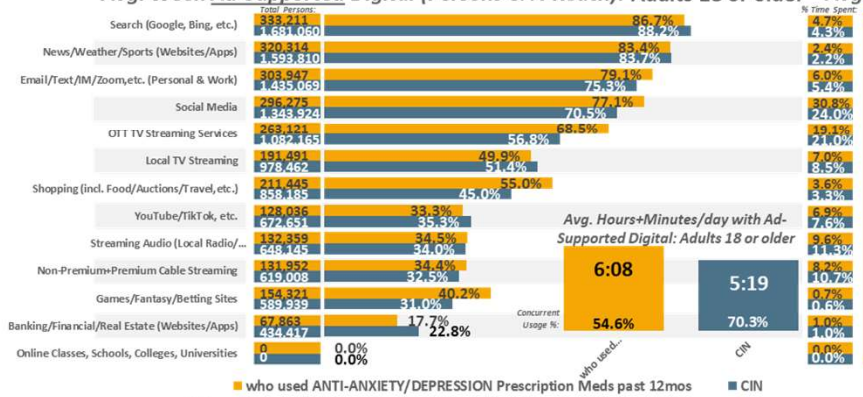


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

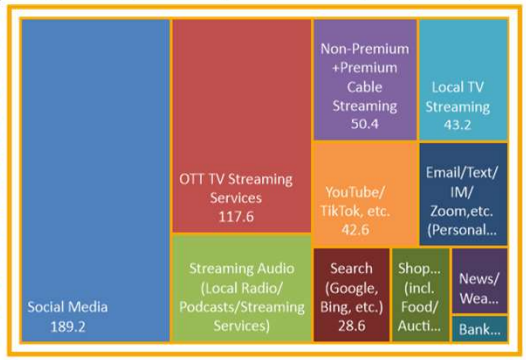


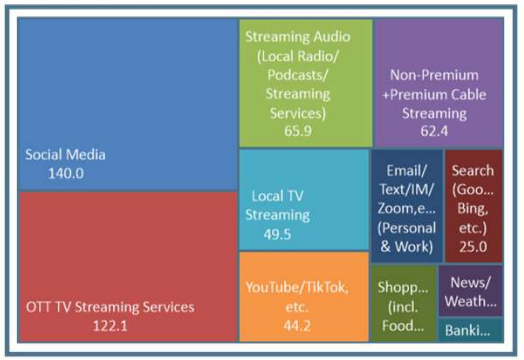


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392

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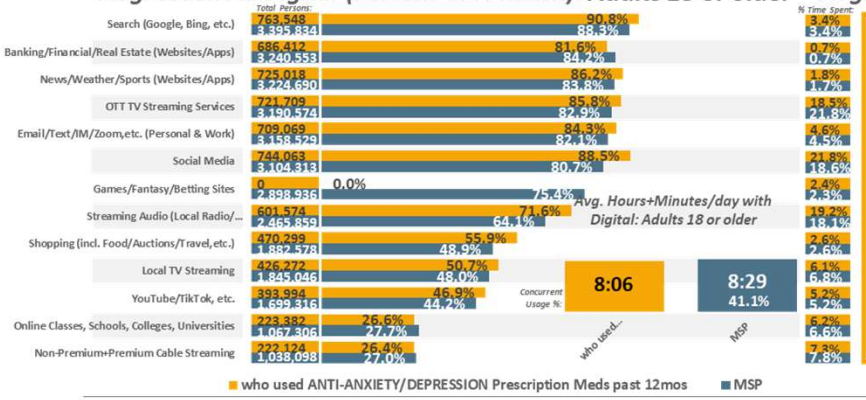
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

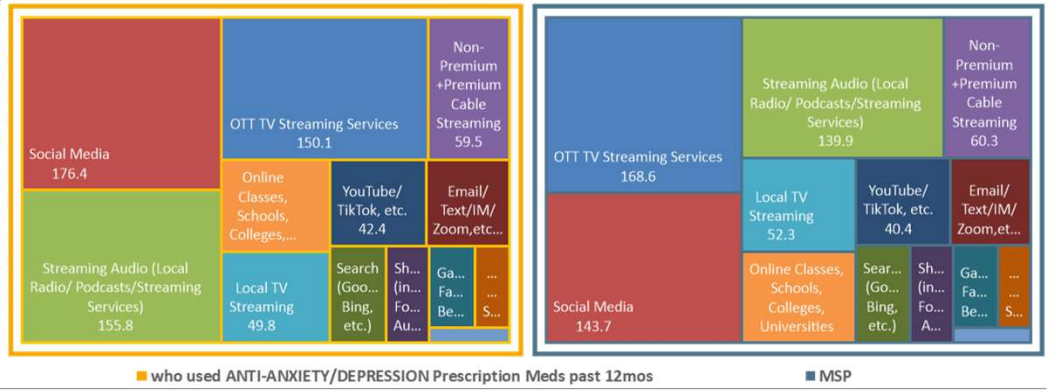


682,789 or 81.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Social Media for an average of 161.9 minutes every day representing 26.8% of all time spent daily with Ad-Supported Digital Media.

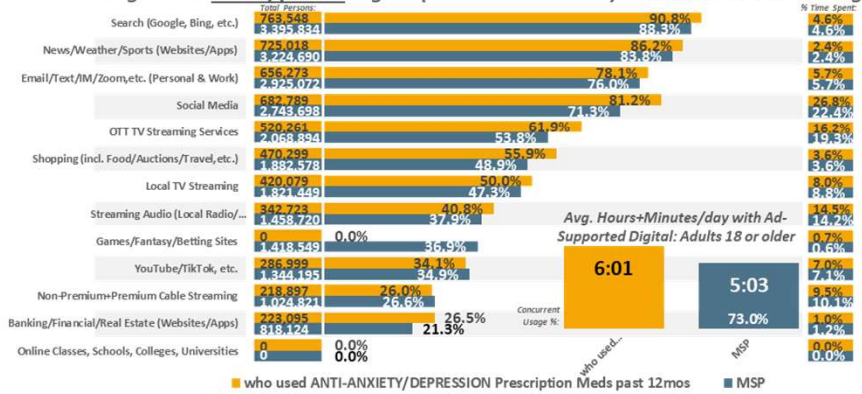
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



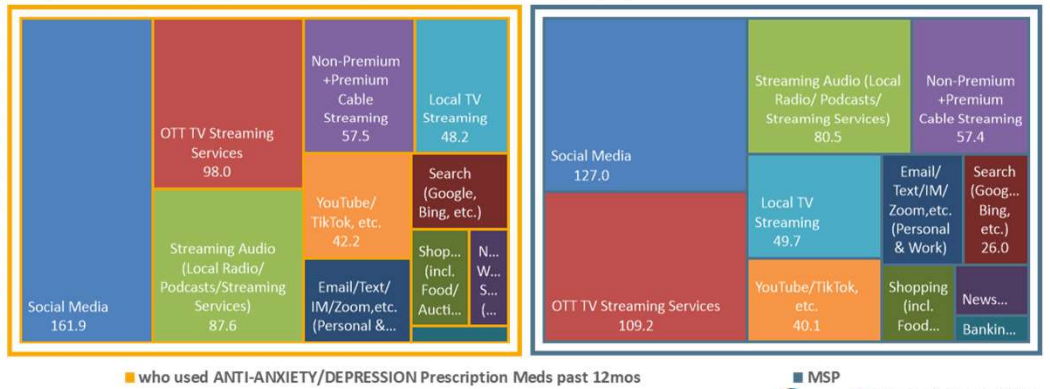
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. 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 R1 2024: Jan23-Jan24 Qual Intab 385

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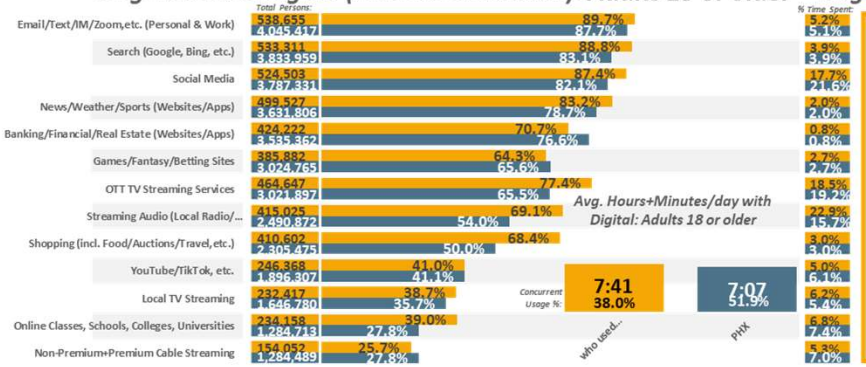
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

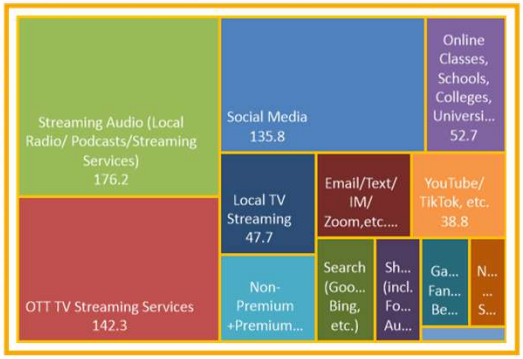


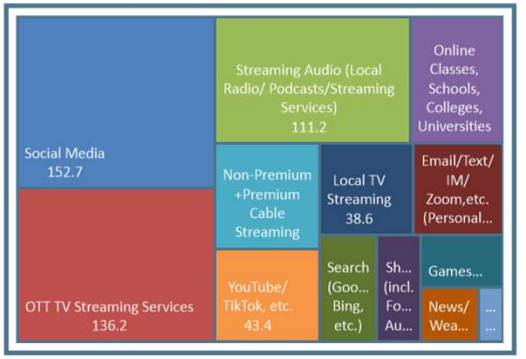
501,508 or 83.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Social Media for an average of 129.8 minutes every day representing 22.4% of all time spent daily with Ad-Supported Digital Media.

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

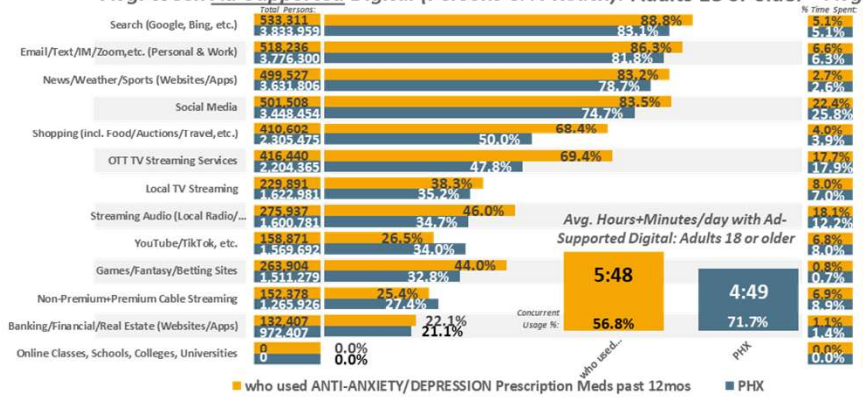


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

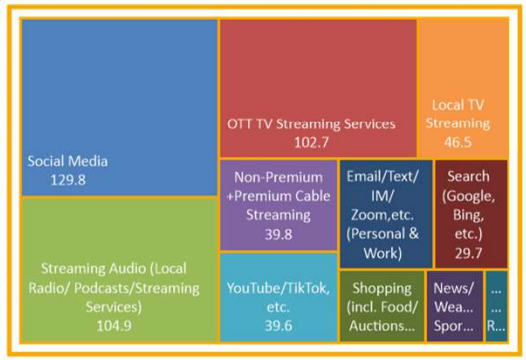


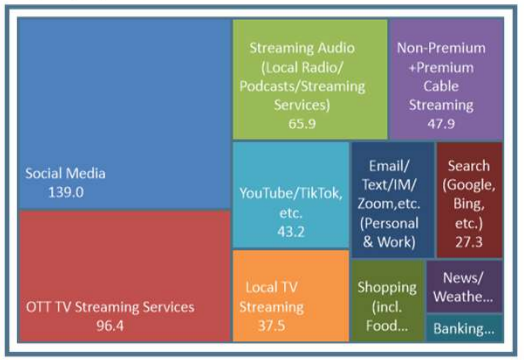


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337

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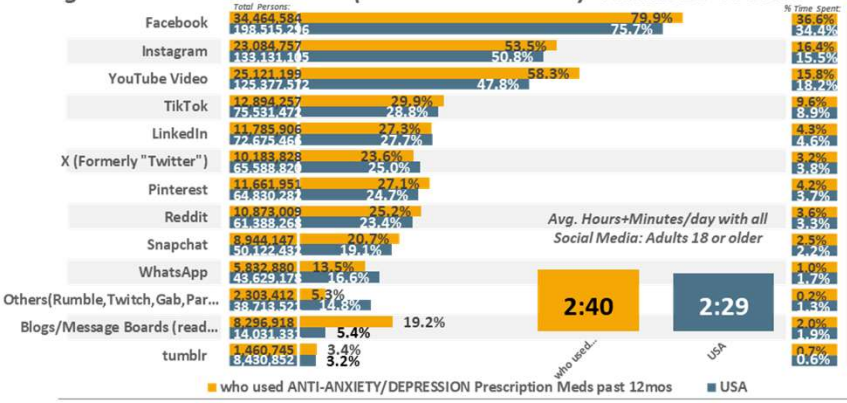
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

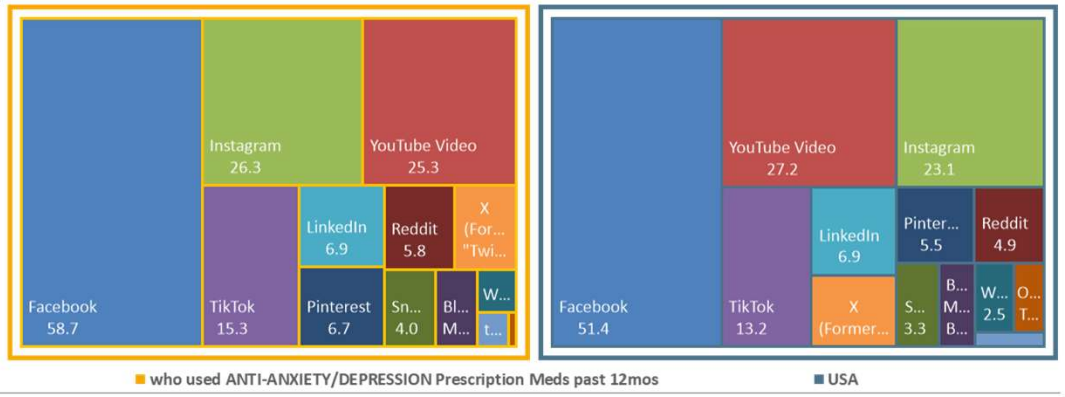


34,464,584 or 79.9% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 53.1 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

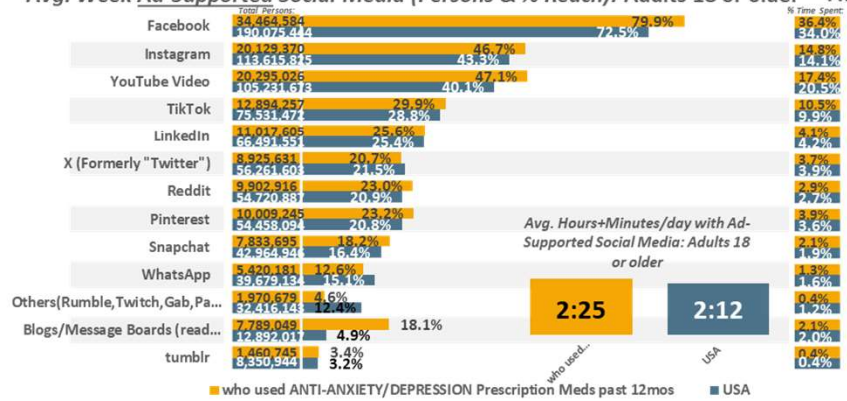
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



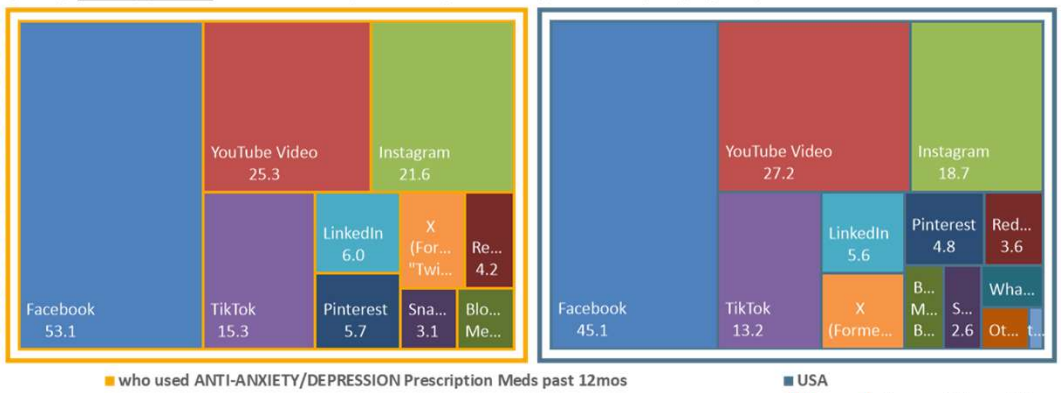
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882

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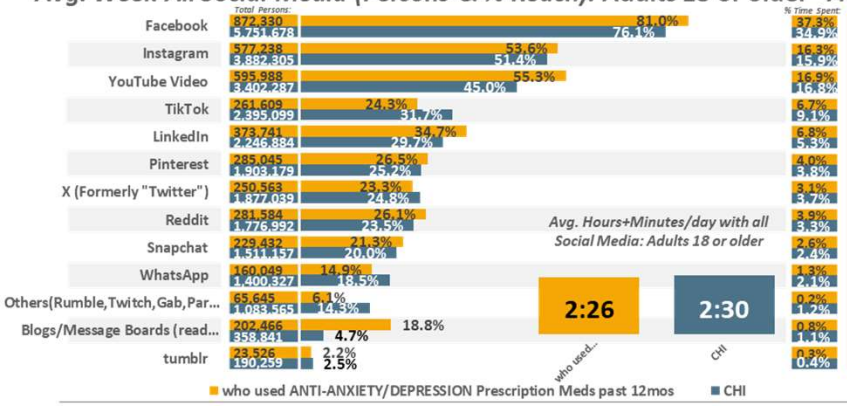
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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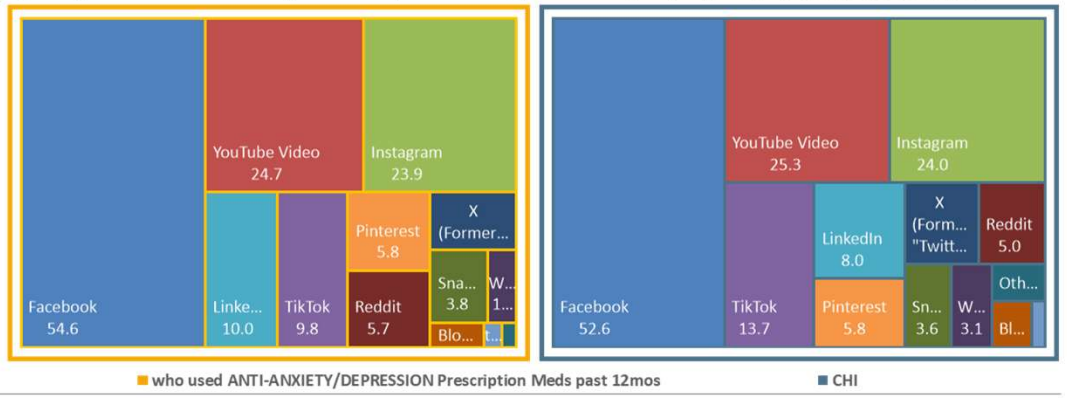
Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

872,330 or 81.% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 51. minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

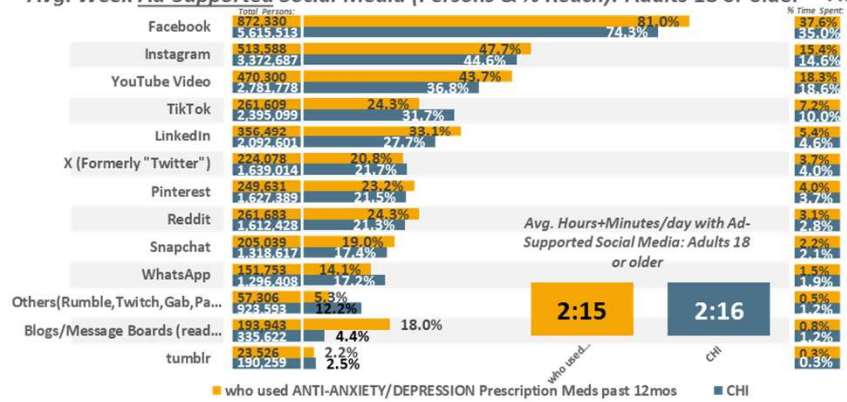
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



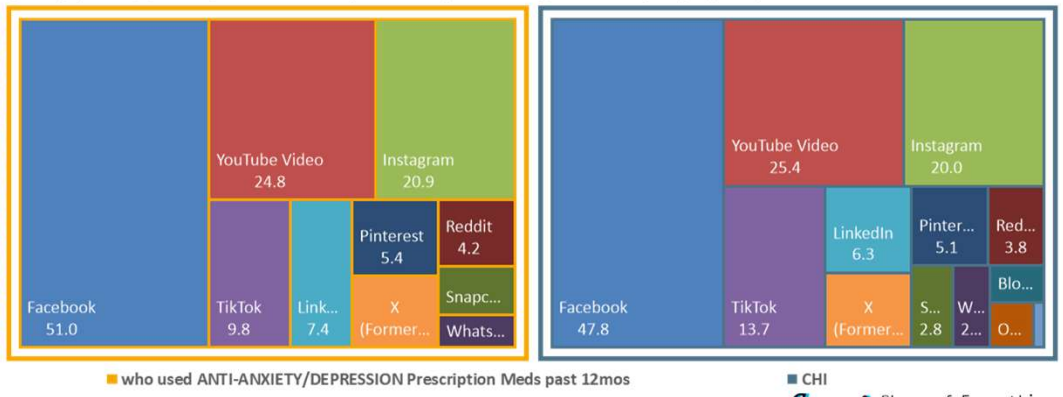
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



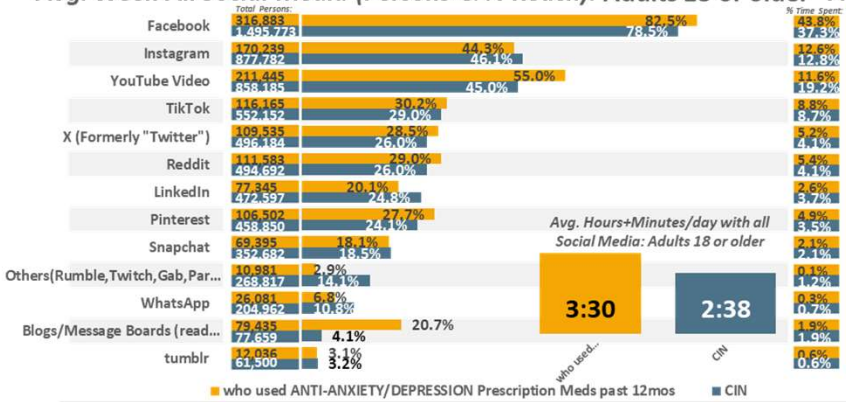
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494

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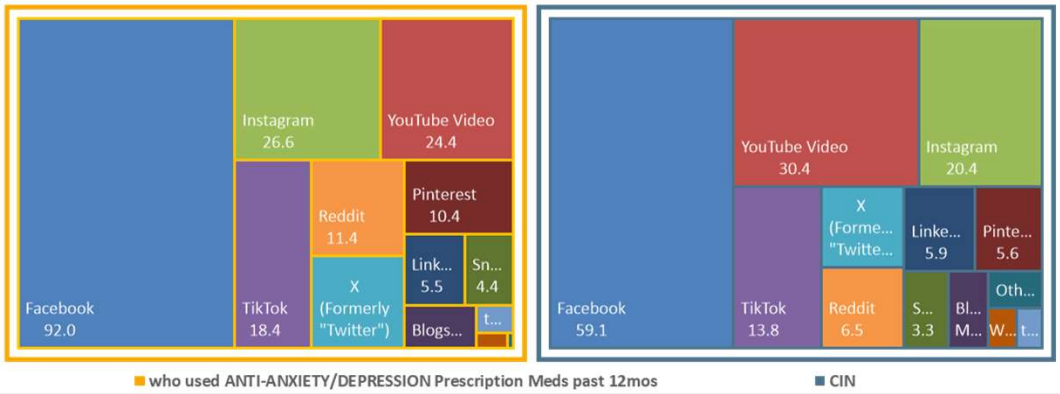
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296,275 or 77.1% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 77.2 minutes every day representing 40.8% of all time spent daily with Ad-Supported Social Media.

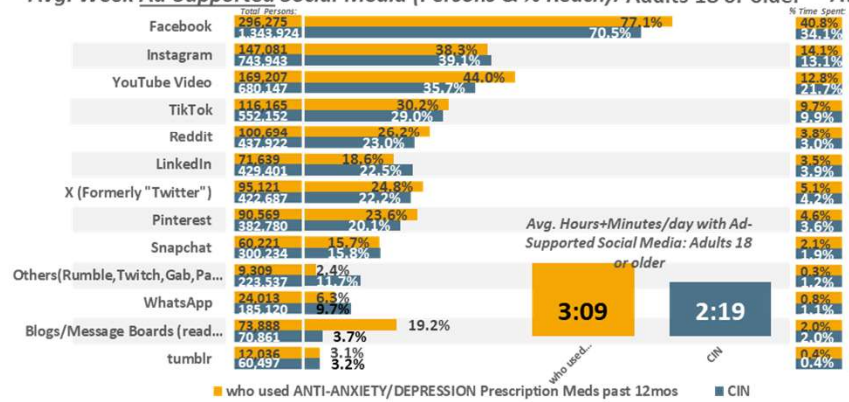
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



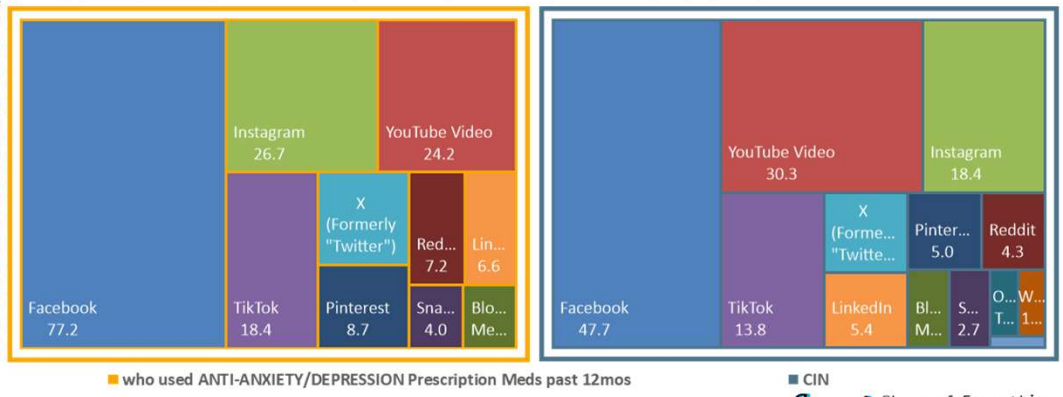
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



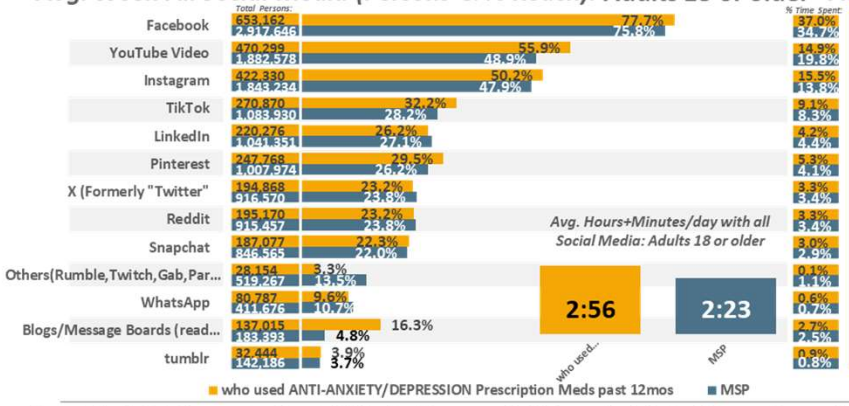
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392

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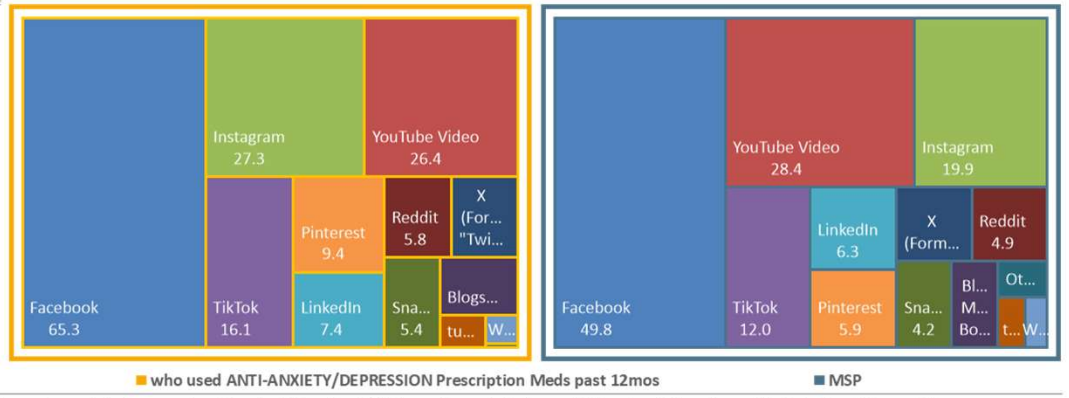
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653,162 or 77.7% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 59.9 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

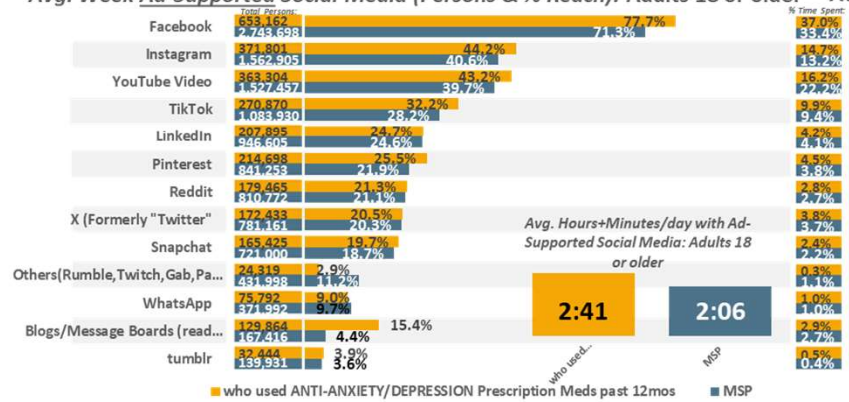
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



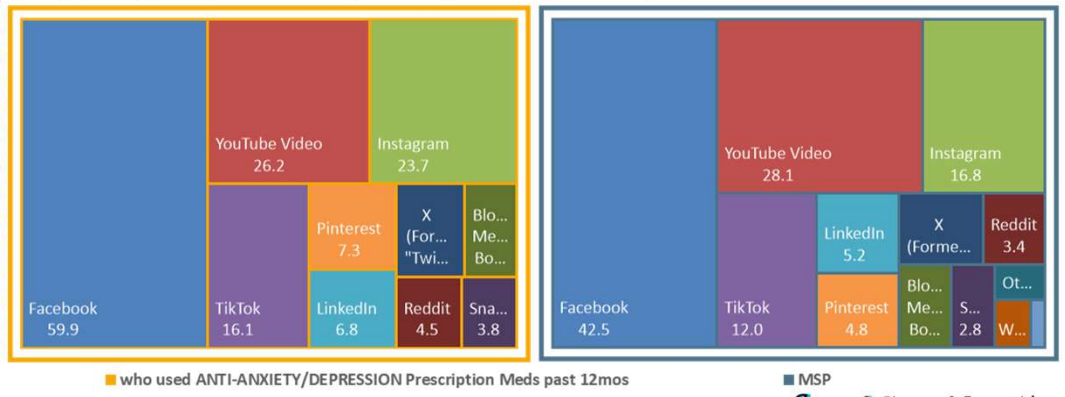
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Jan24 Qual Intab 385

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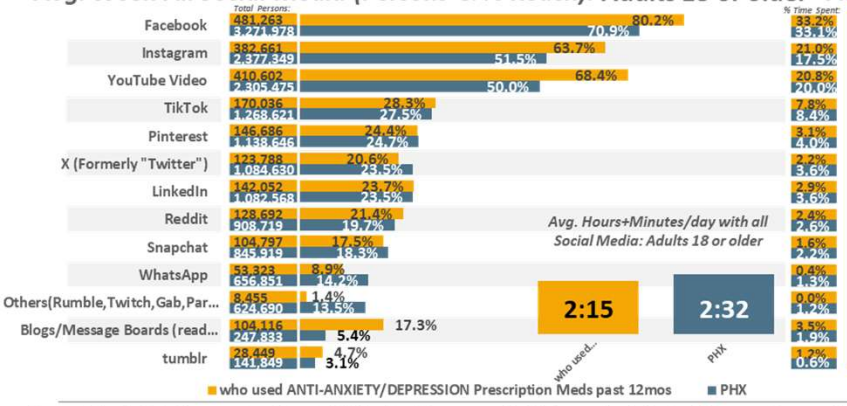
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

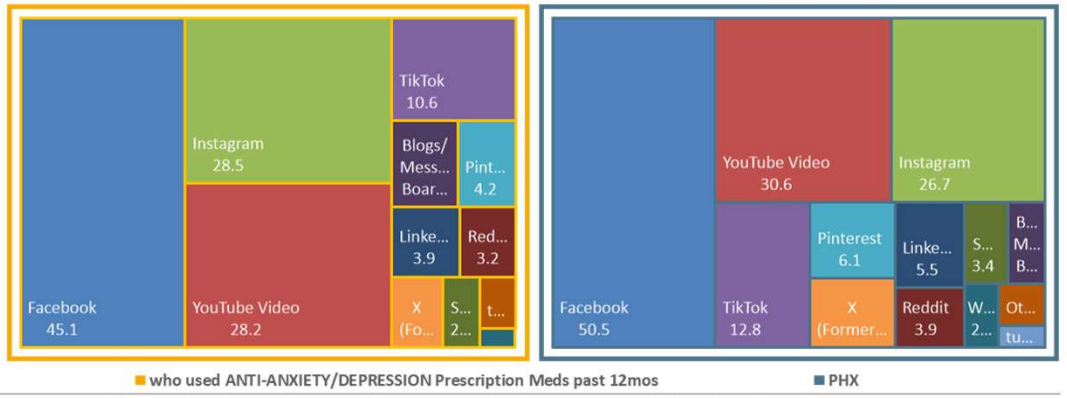


481,263 or 80.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 43.6 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

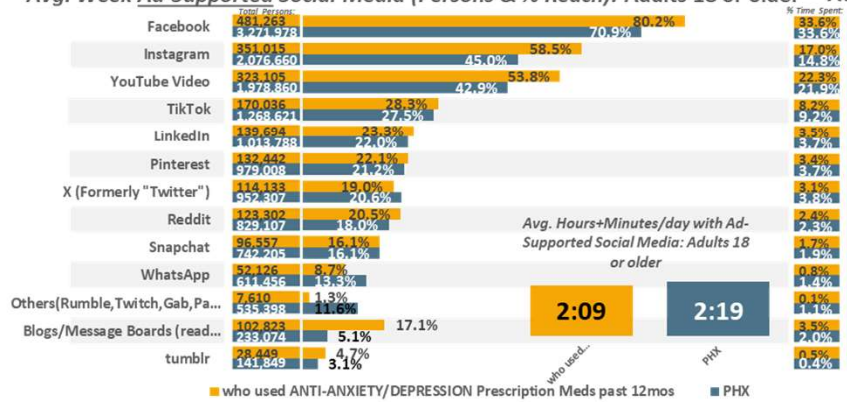
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



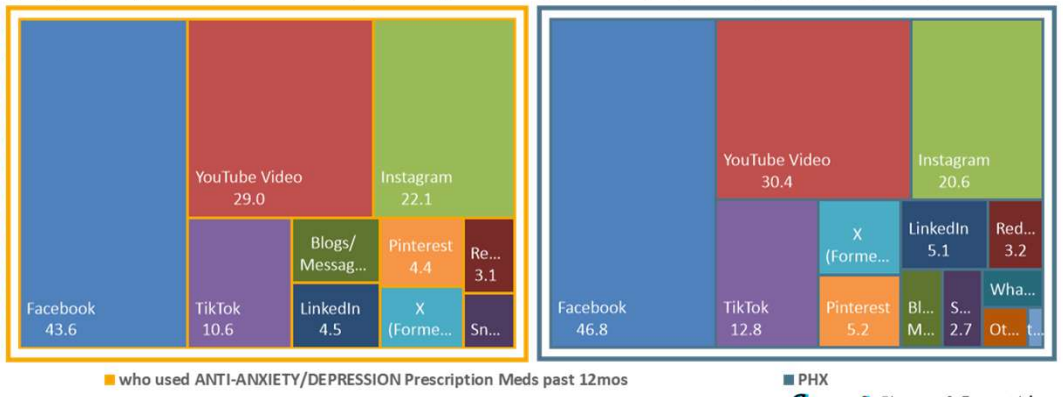
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337

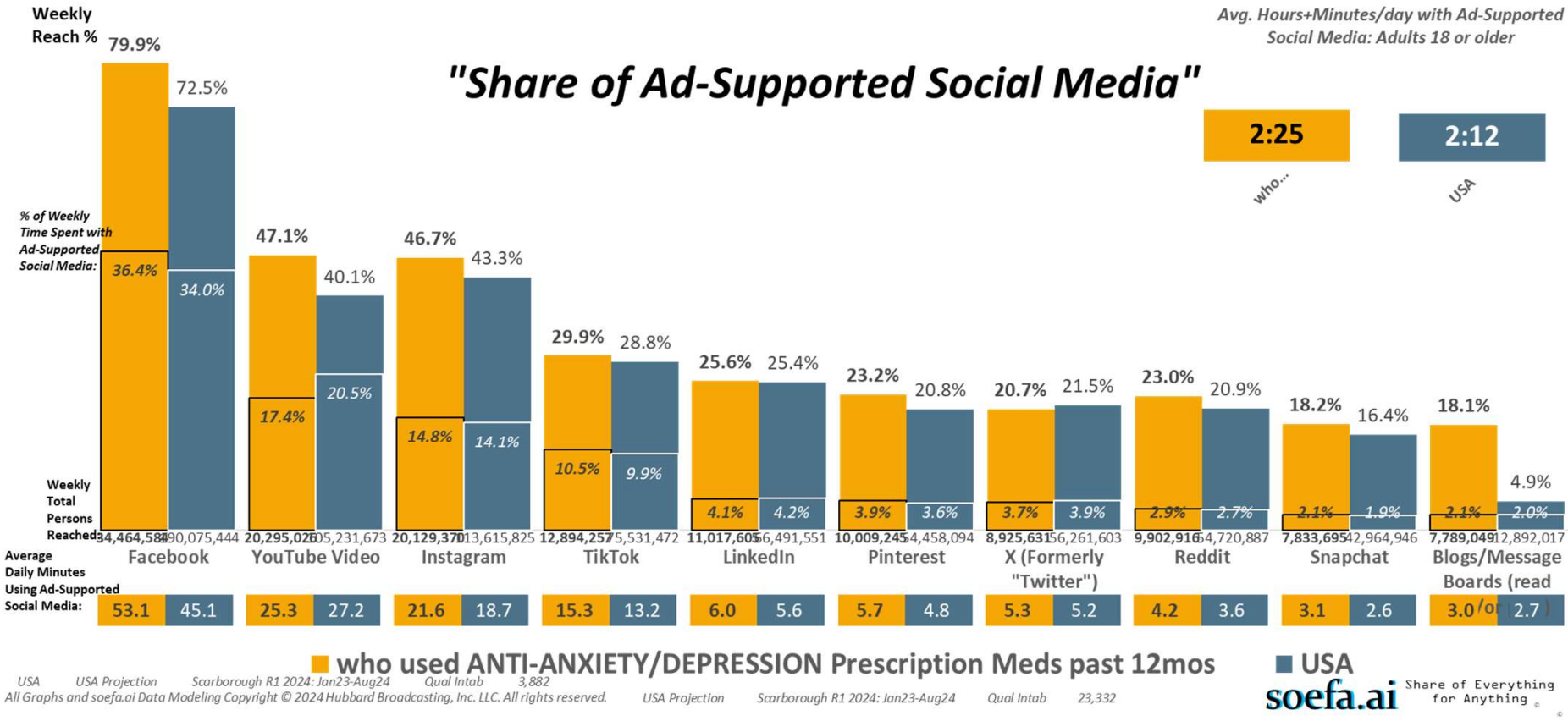
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

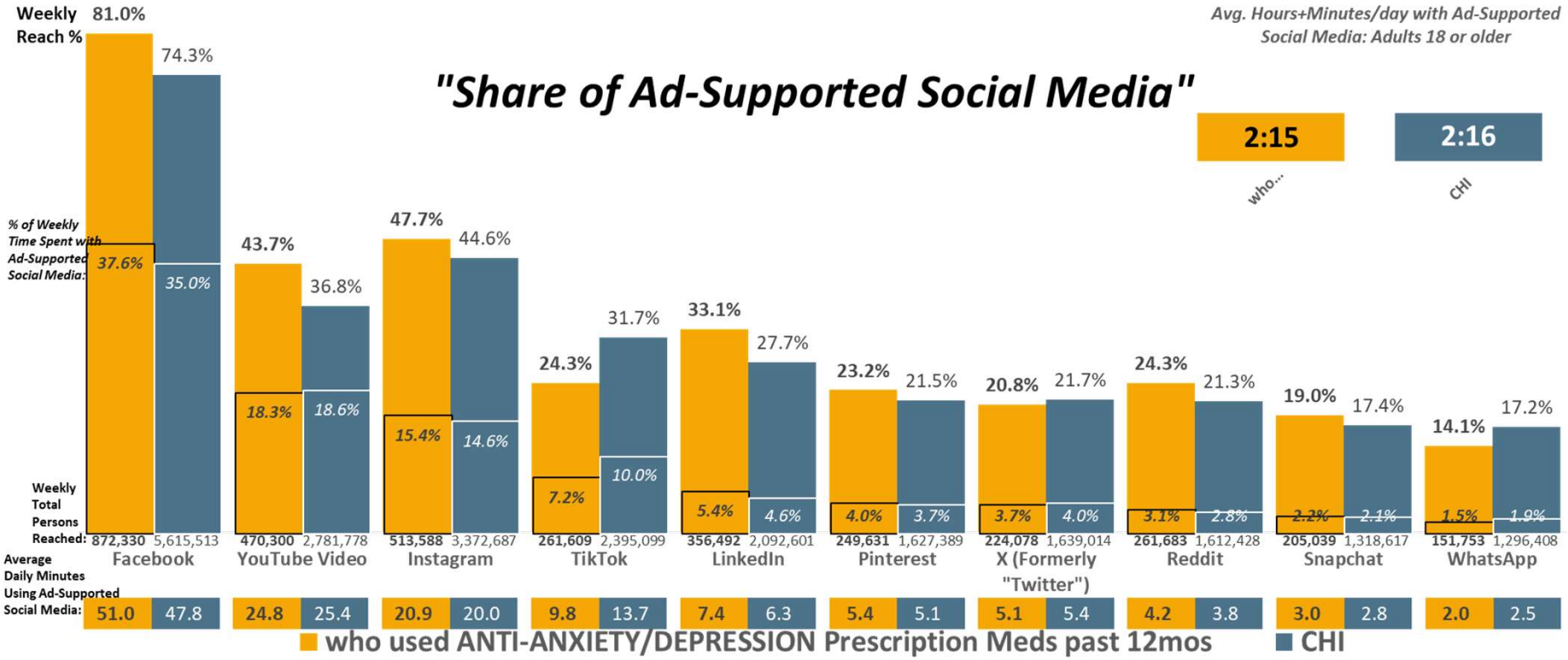


34,464,584 or 79.9% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 53.1 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

872,330 or 81.% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 51. minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

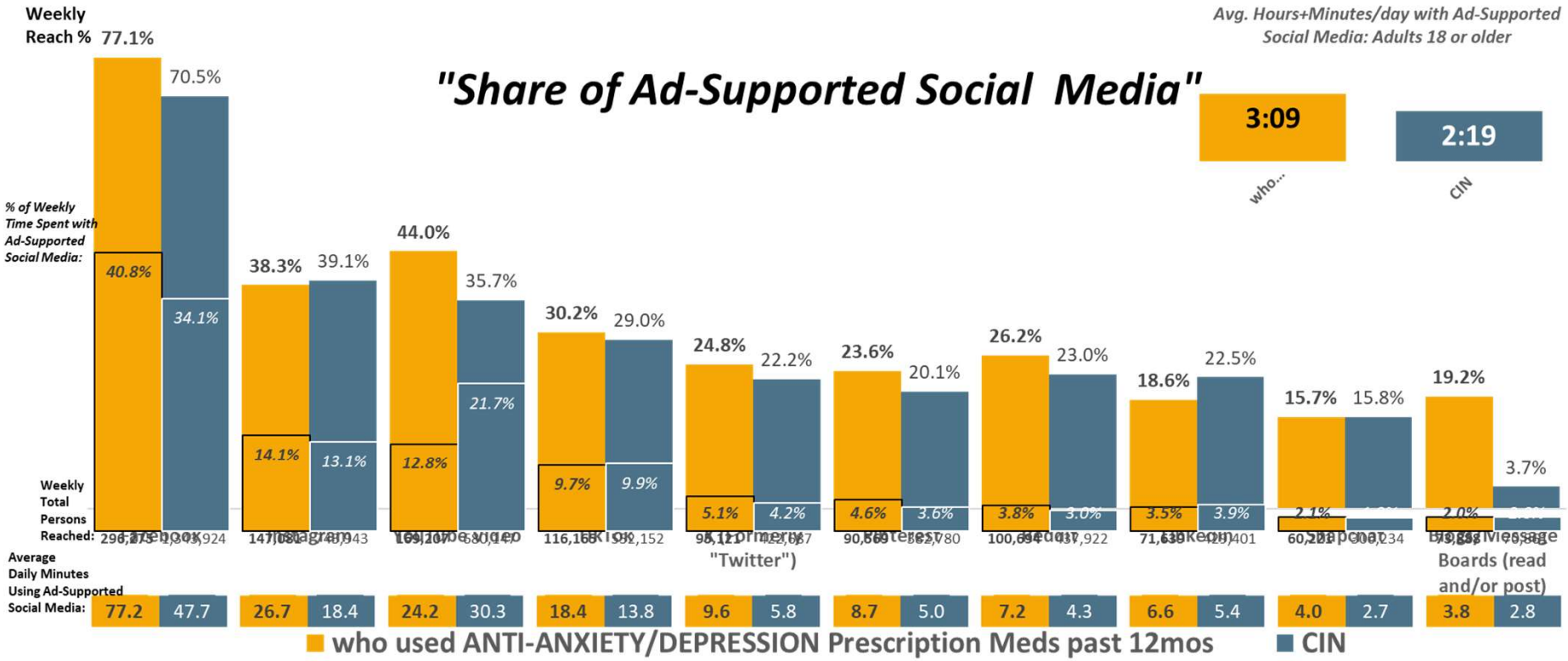
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



296,275 or 77.1% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 77.2 minutes every day representing 40.8% of all time spent daily with Ad-Supported Social Media.



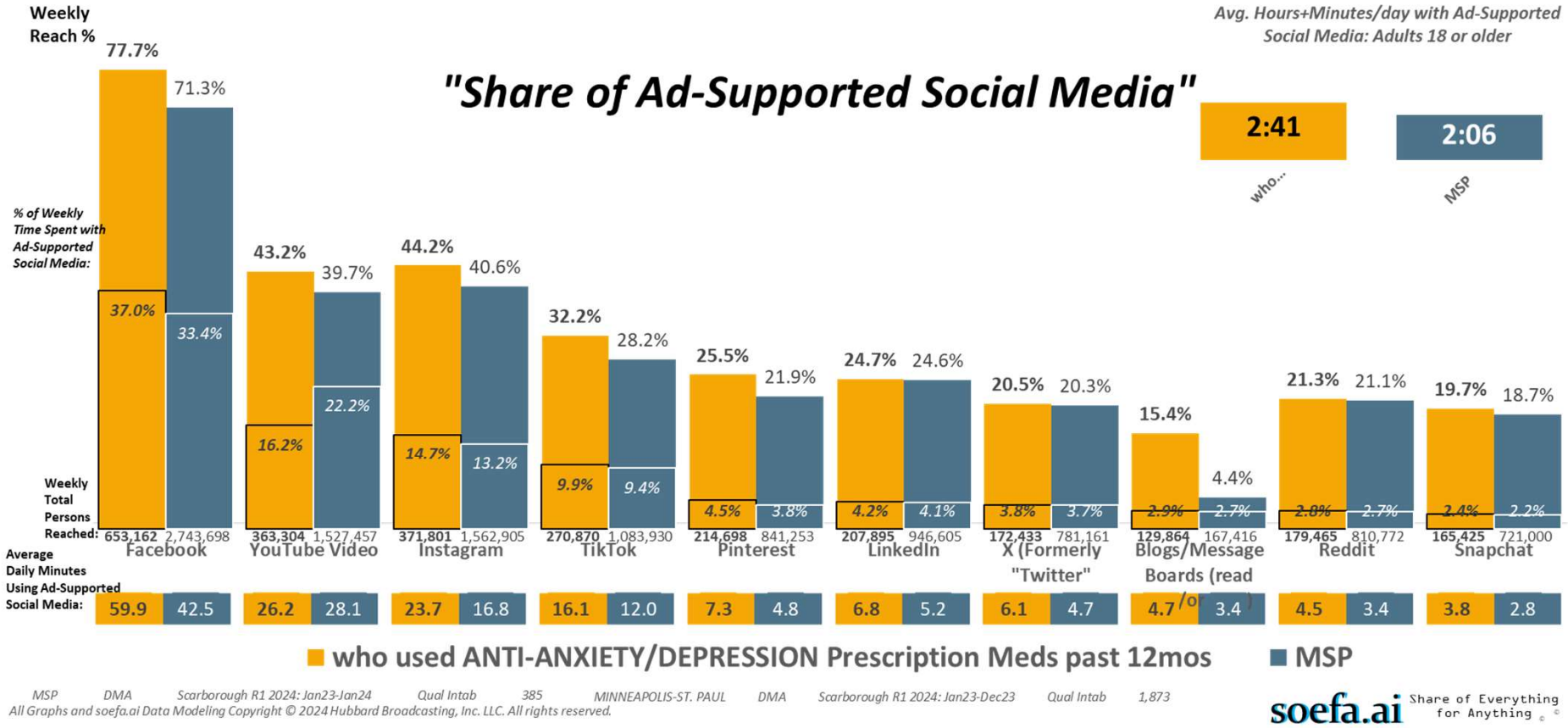
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

653,162 or 77.7% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 59.9 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 385 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

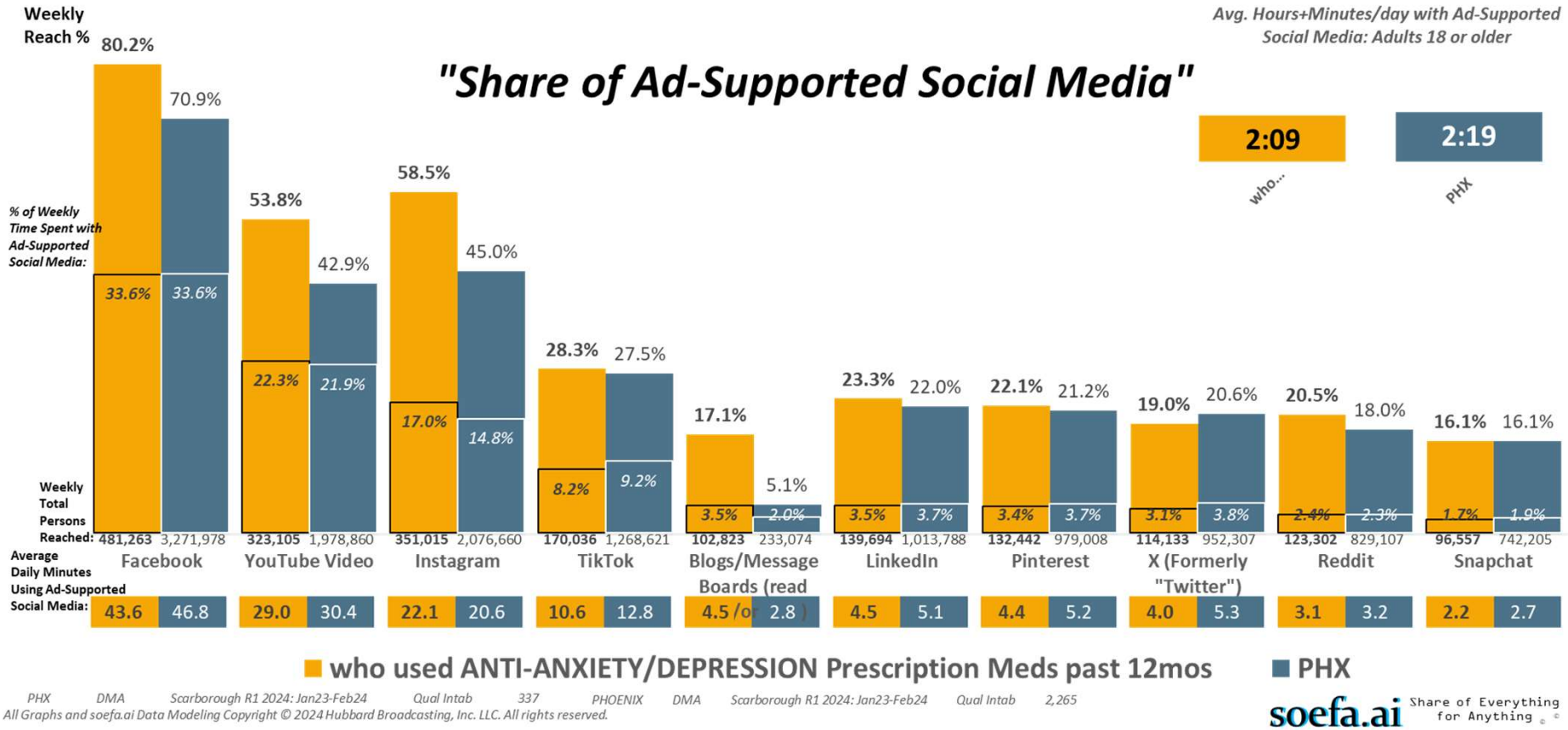
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



481,263 or 80.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos use Ad-Supported Facebook for an average of 43.6 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

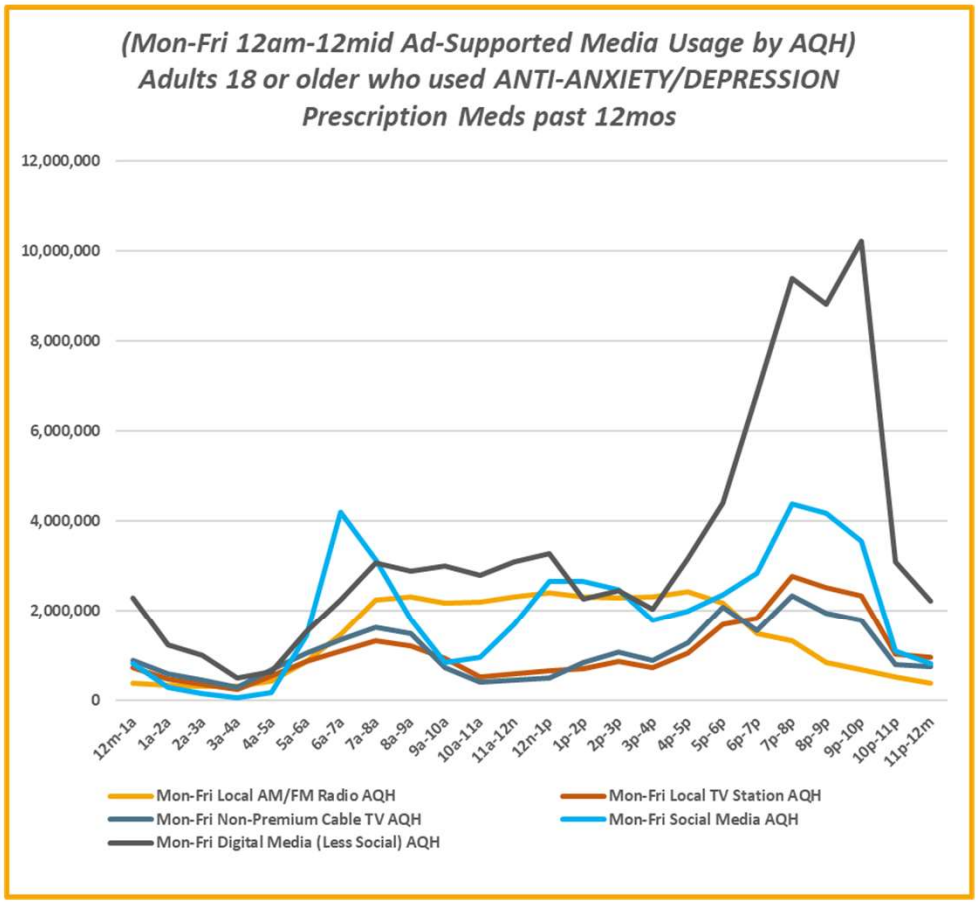
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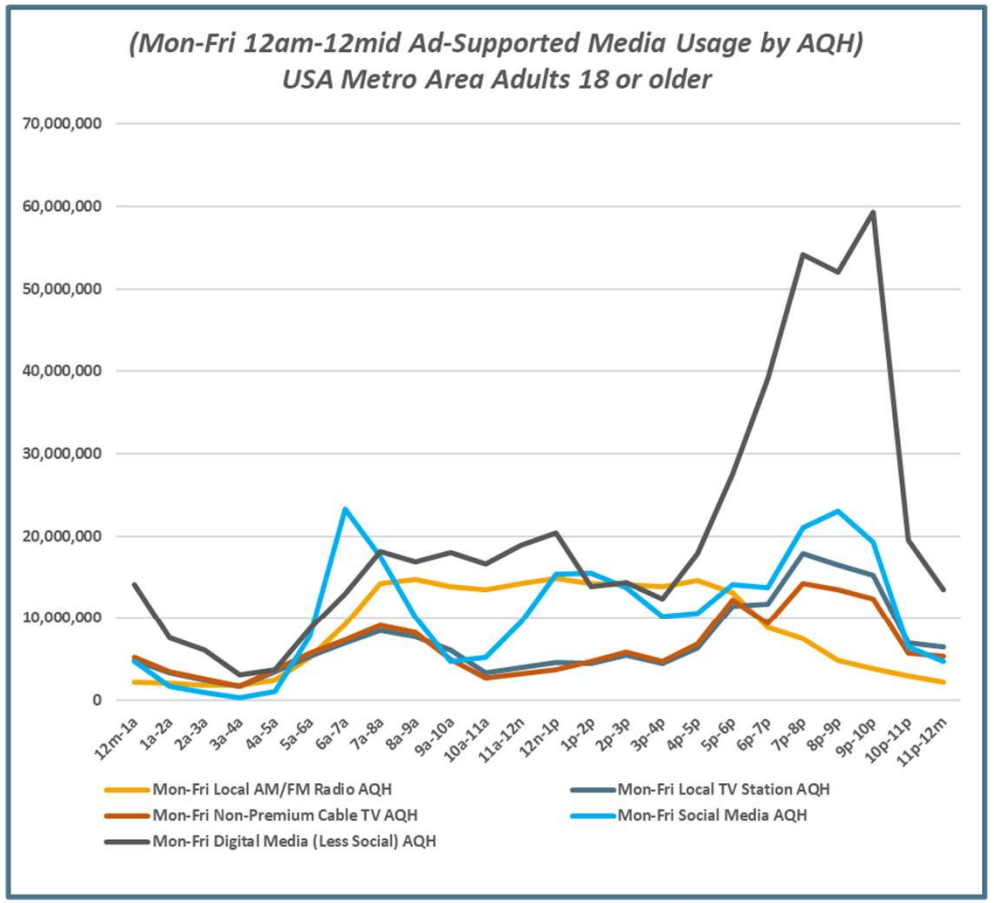
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,192,656; Social Media: 2,256,571; Local Radio: 2,161,597; Non-Prem. Cable: 1,092,816; Local TV: 1,012,733 reaching Adults 18 or older who used ANTI-ANXIETY/DEPRESSION P





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882

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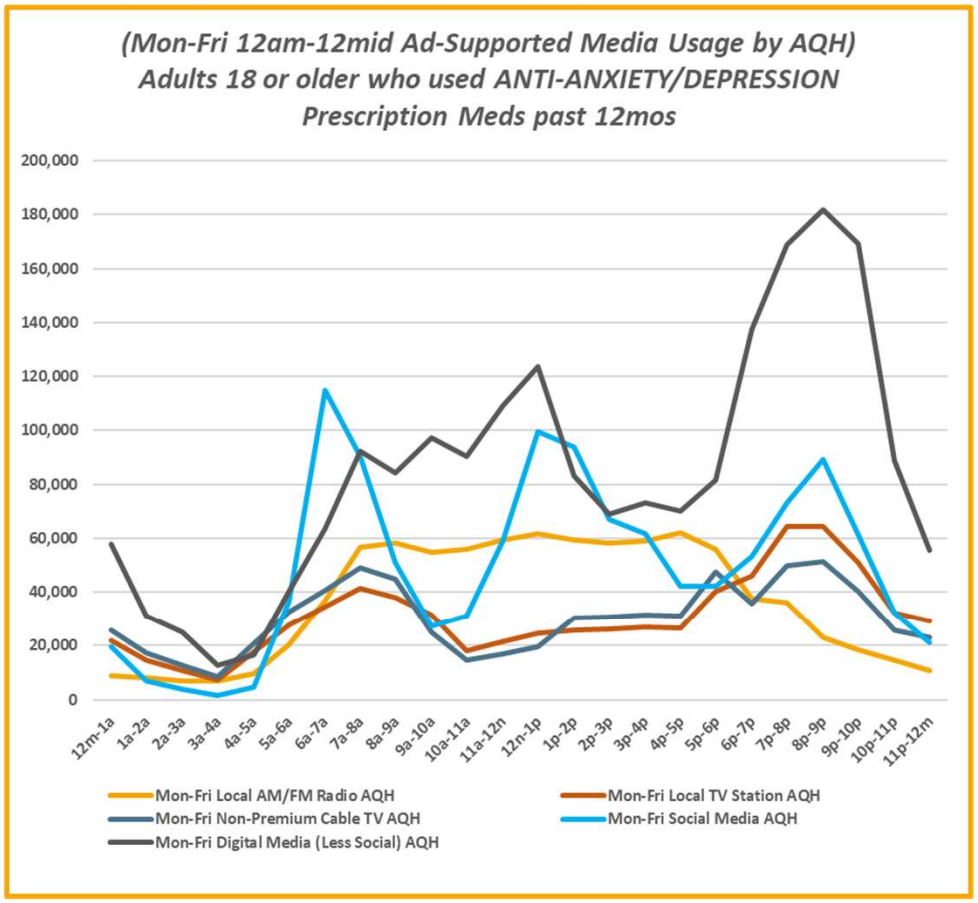
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

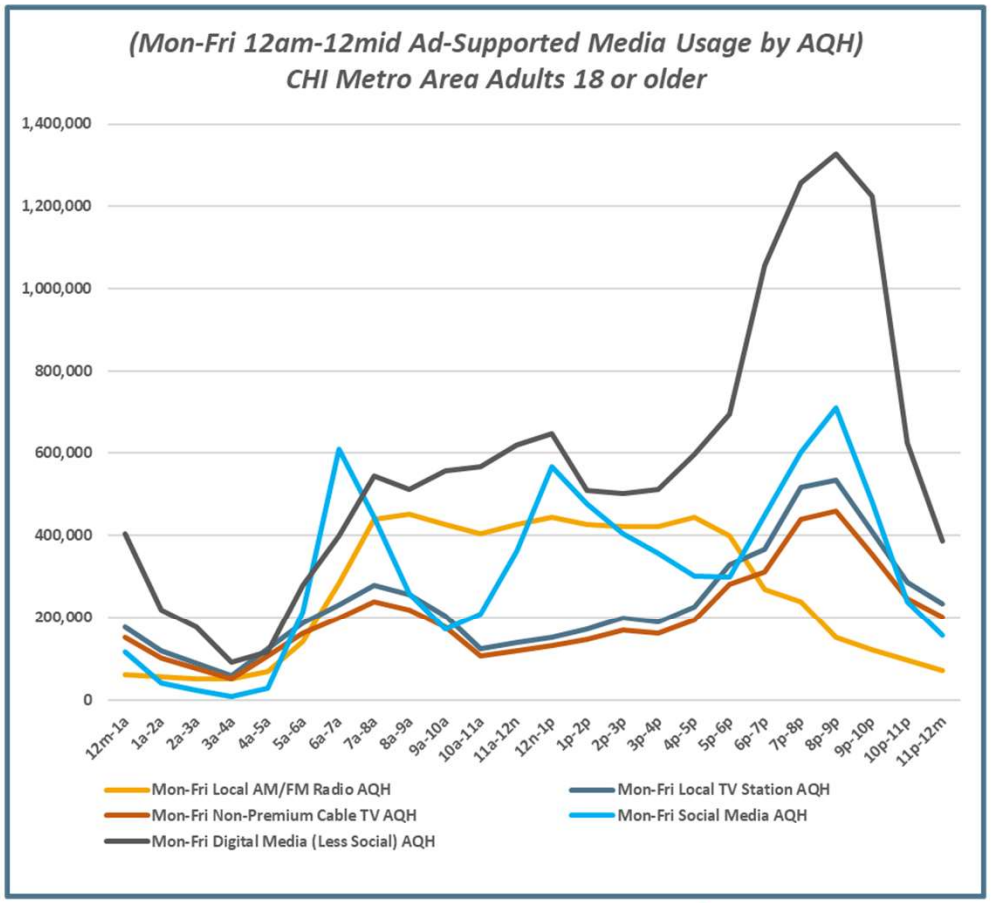
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 90,363; Social Media: 64,043; Local Radio: 55,054; Non-Prem. Cable: 32,034; Local TV: 30,775 reaching Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Med





CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494

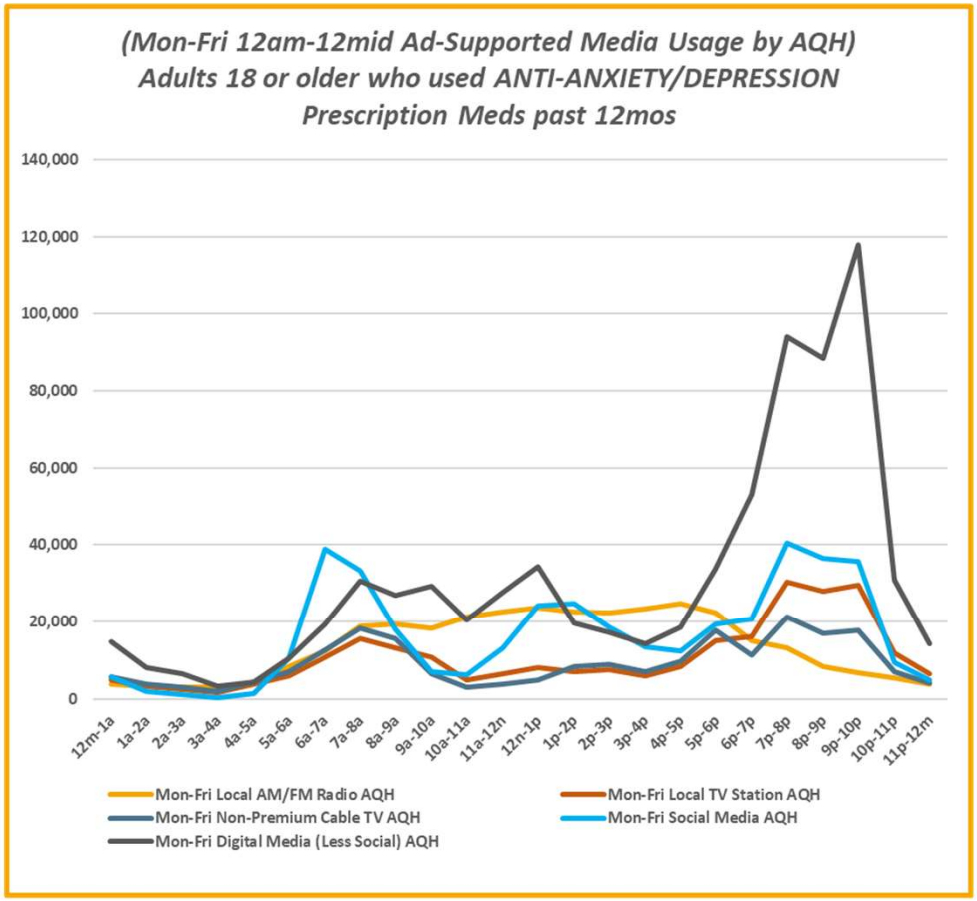
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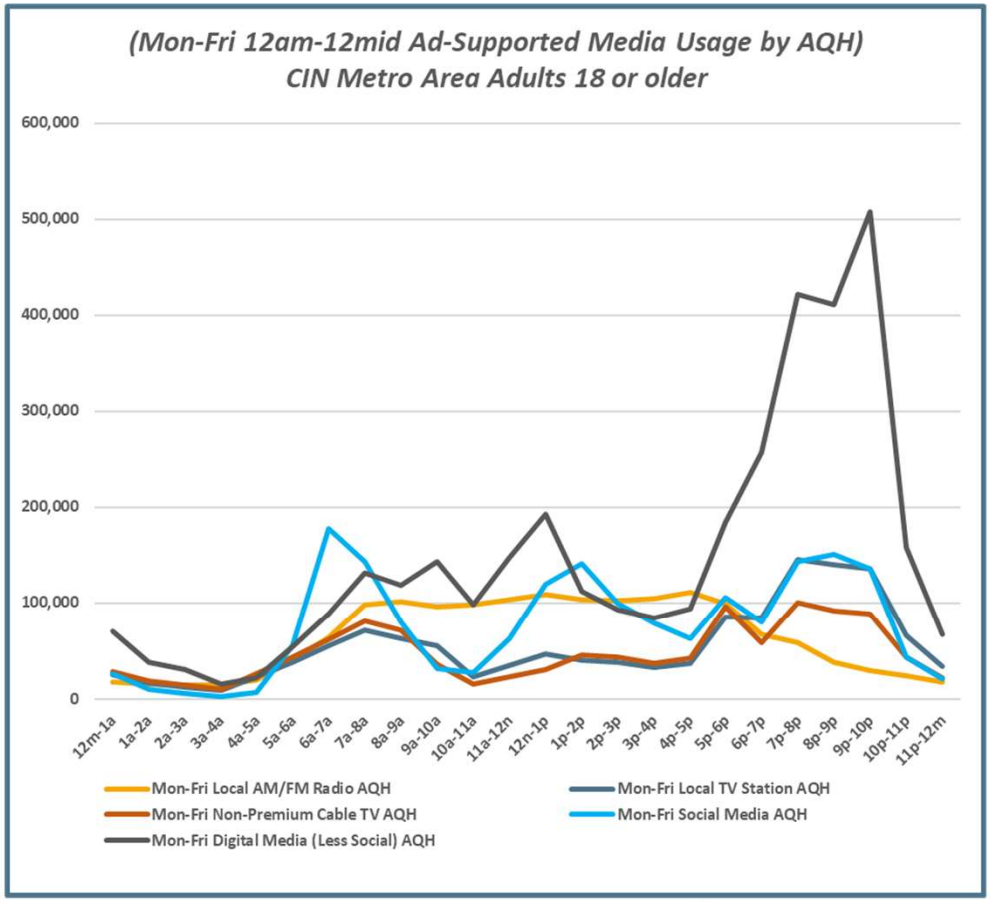
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,486; Local Radio: 20,466; Social Media: 19,173; Local TV: 9,968; Non-Prem. Cable: 9,806 reaching Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds





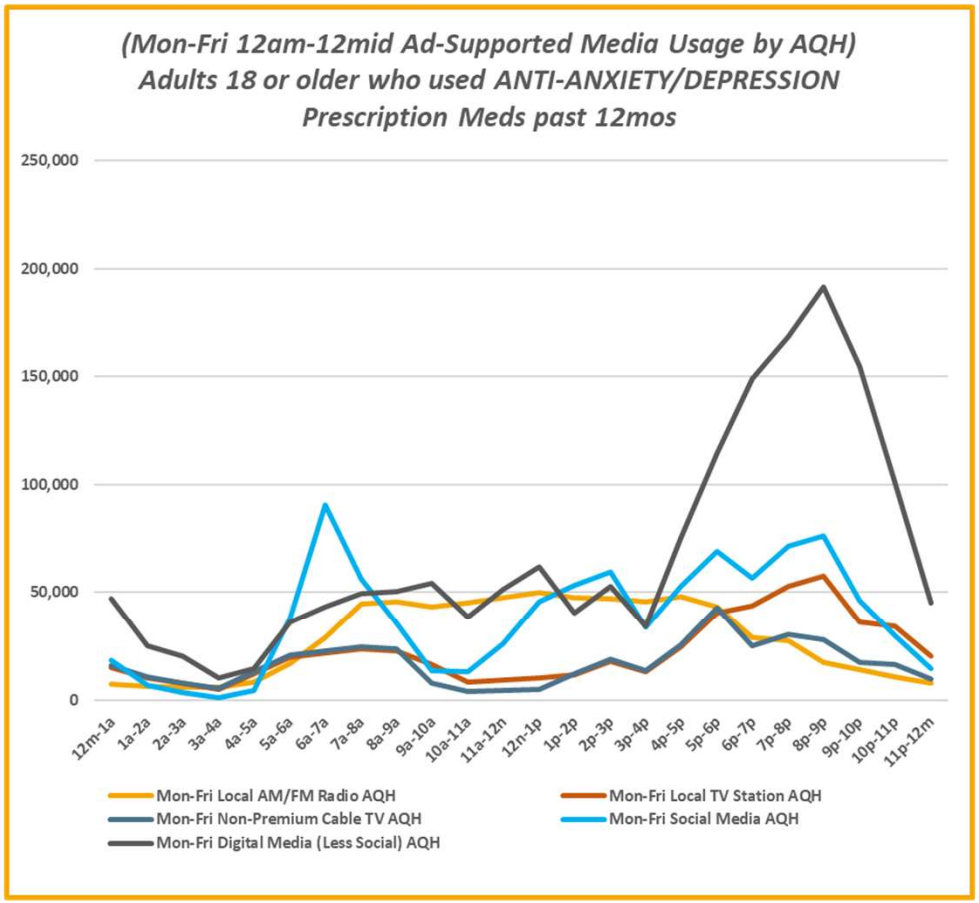
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392

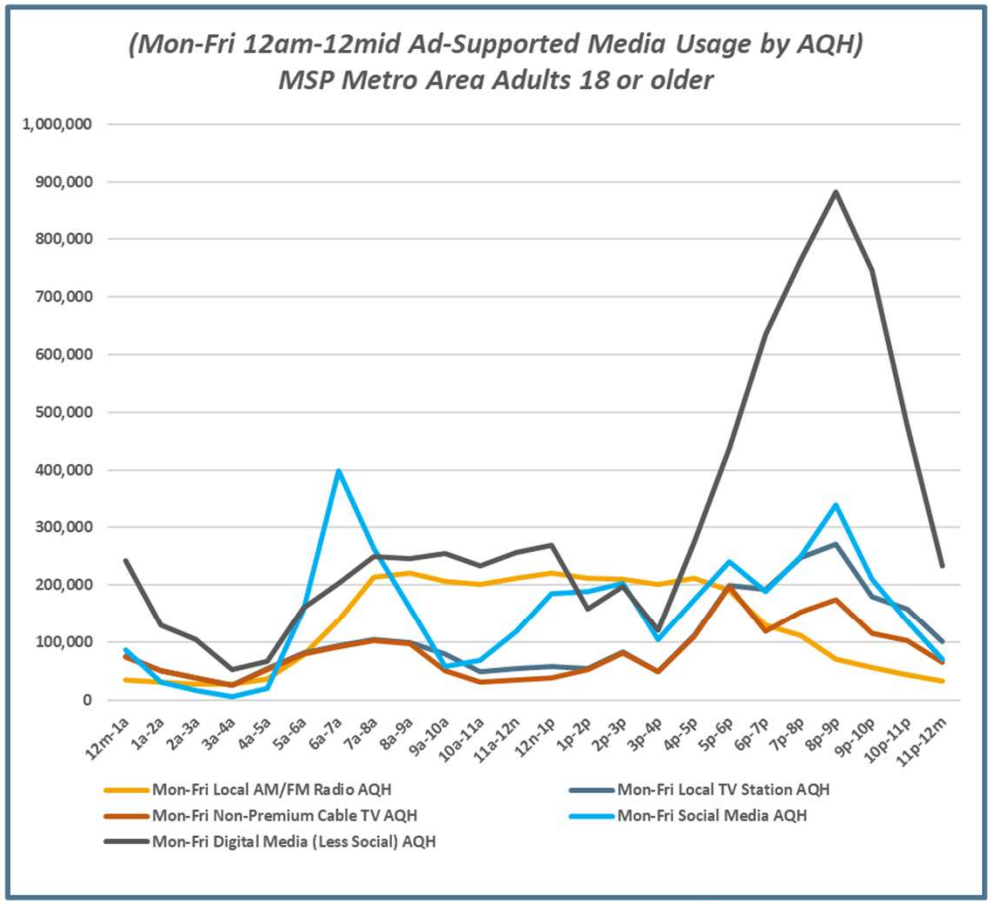
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 62,662; Social Media: 46,503; Local Radio: 43,480; Local TV: 20,263; Non-Prem. Cable: 17,788 reaching Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Med





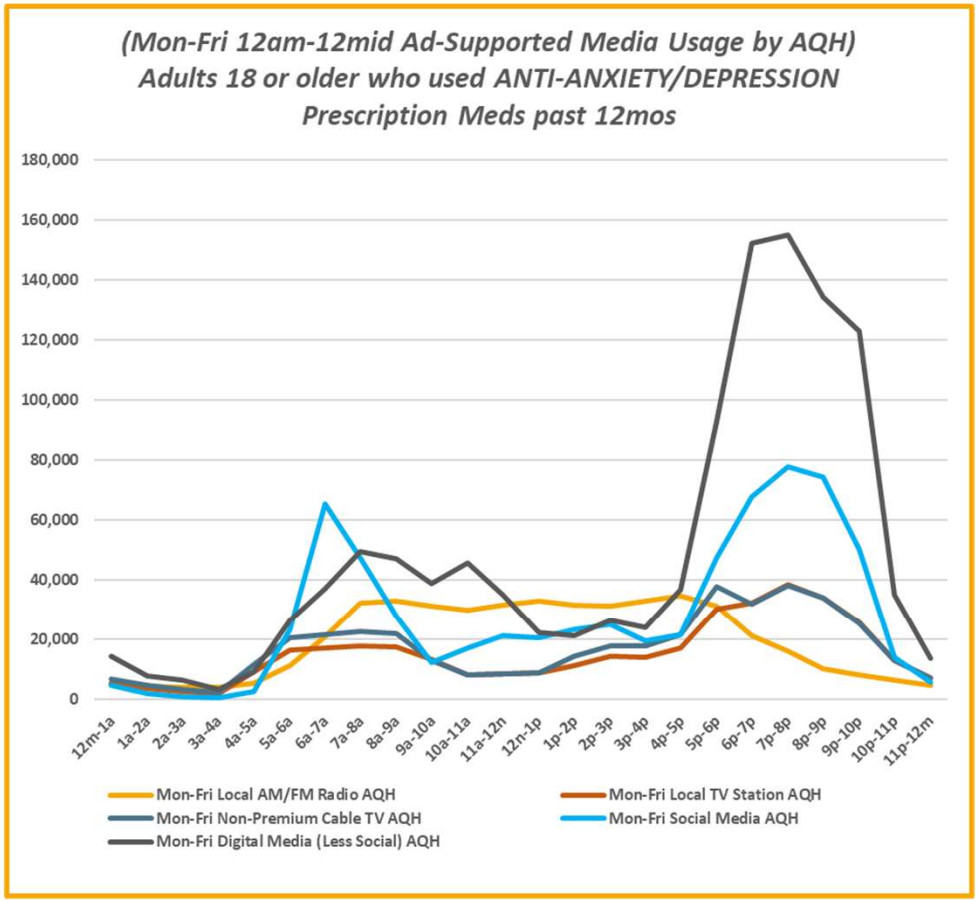
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 385

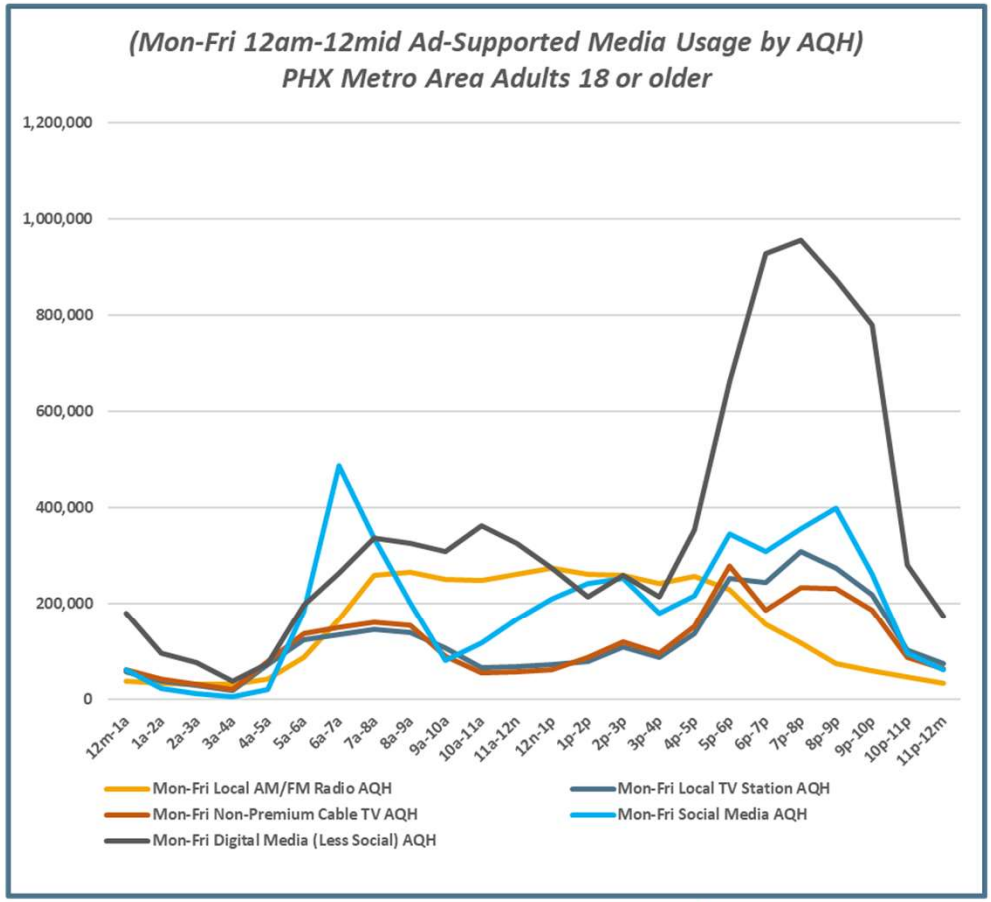
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 48,375; Social Media: 32,037; Local Radio: 30,355; Non-Prem. Cable: 18,856; Local TV: 16,143 reaching Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Med





PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337

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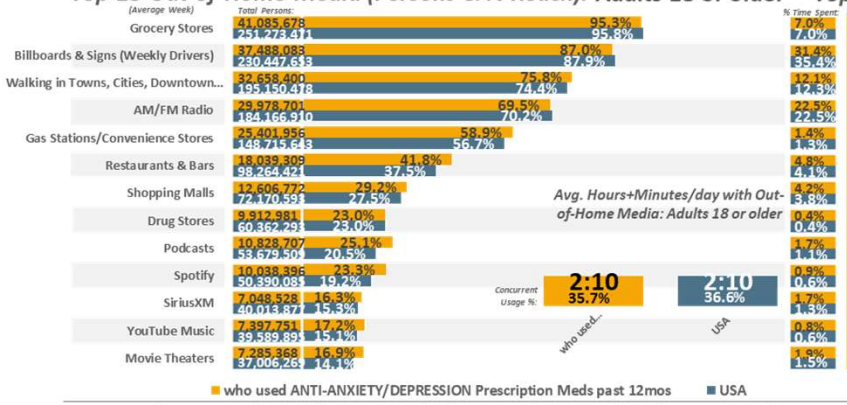
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

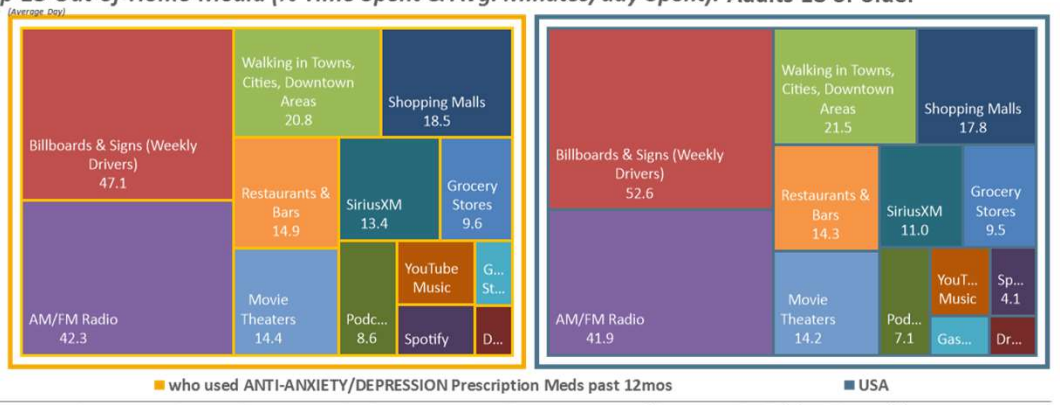


37,488,083 or 87.% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 47.1 minutes per day driving, seeing Billboards and Signs. 66.8% Listen to Local Radio Stations Out-of-Home for an average of 38.7 m

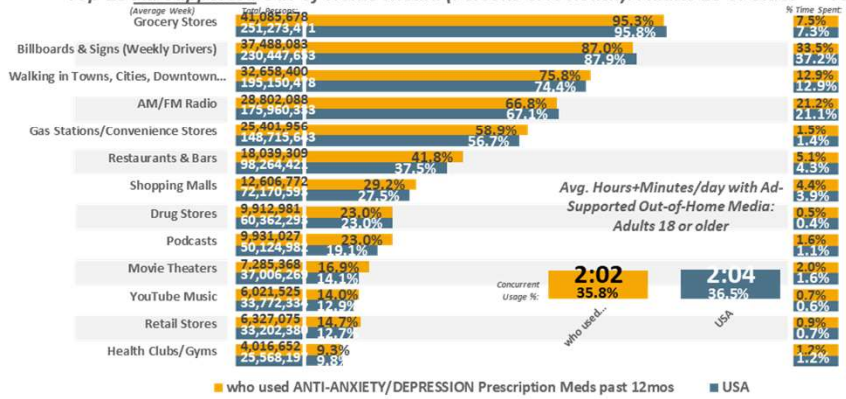
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



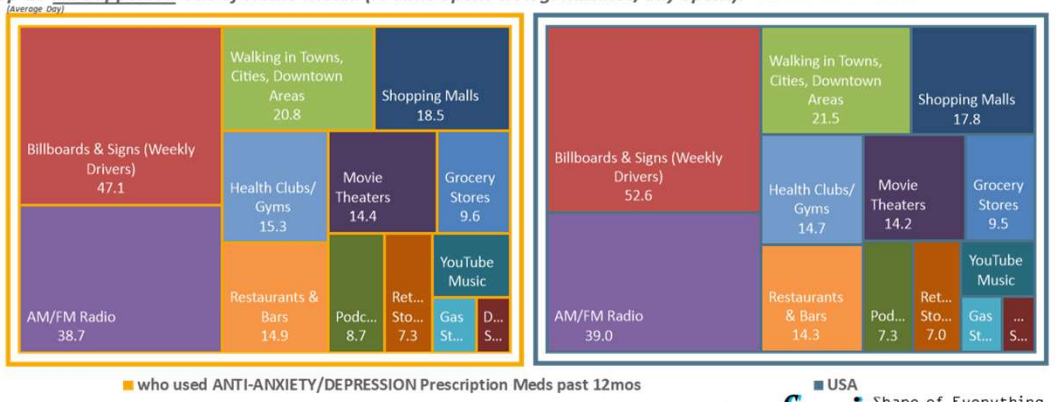
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882

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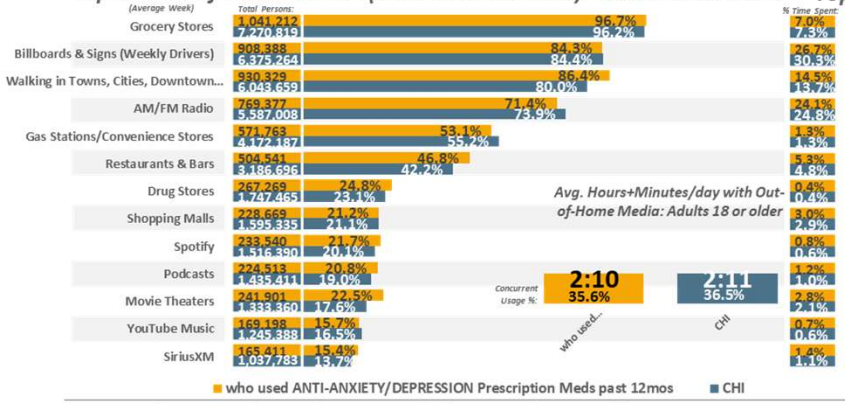
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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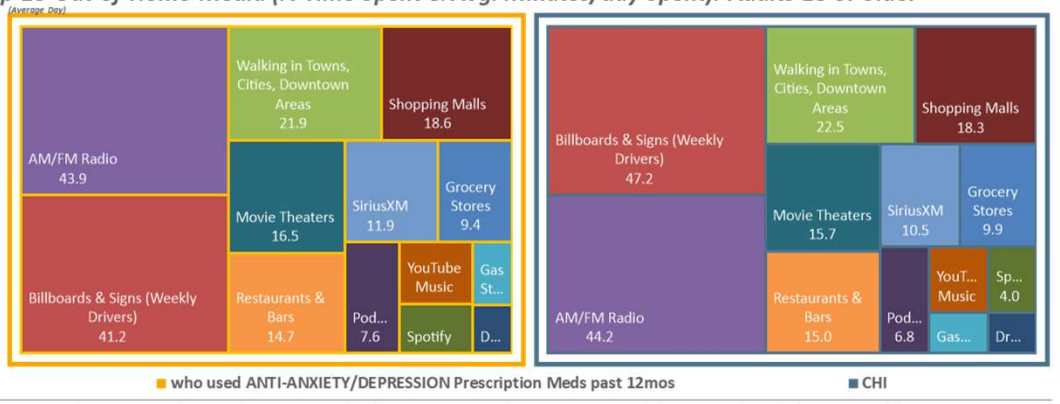
Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

908,388 or 84.3% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 41.2 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 39.8 min

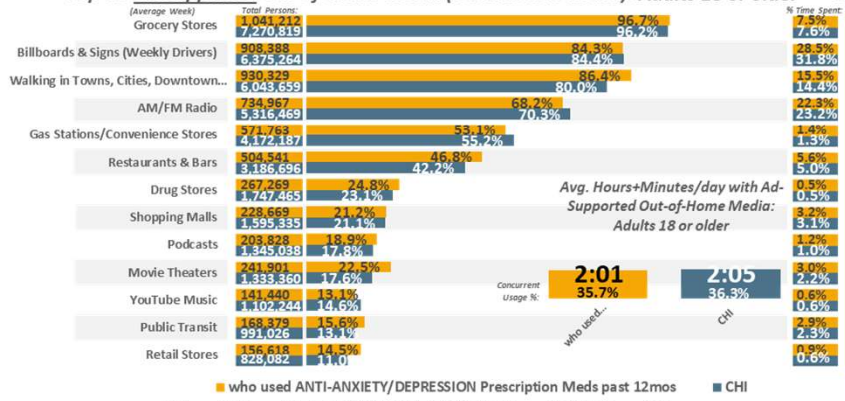
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



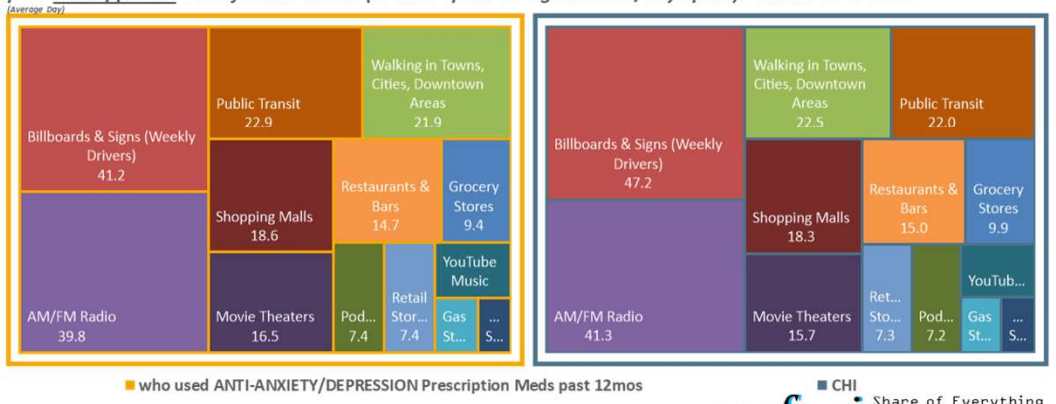
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494

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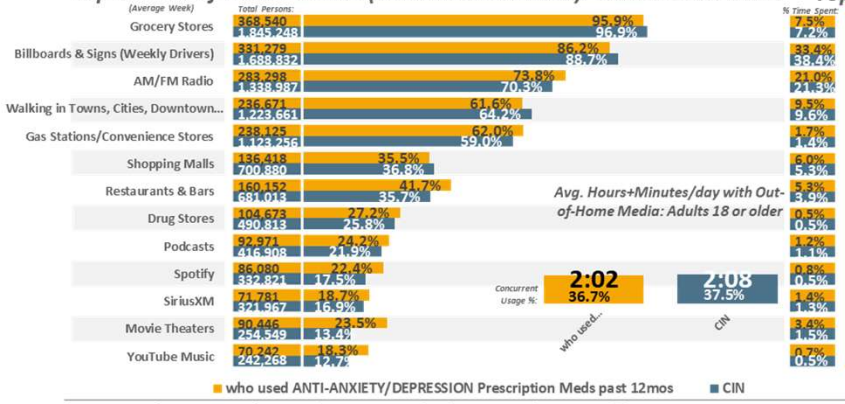
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

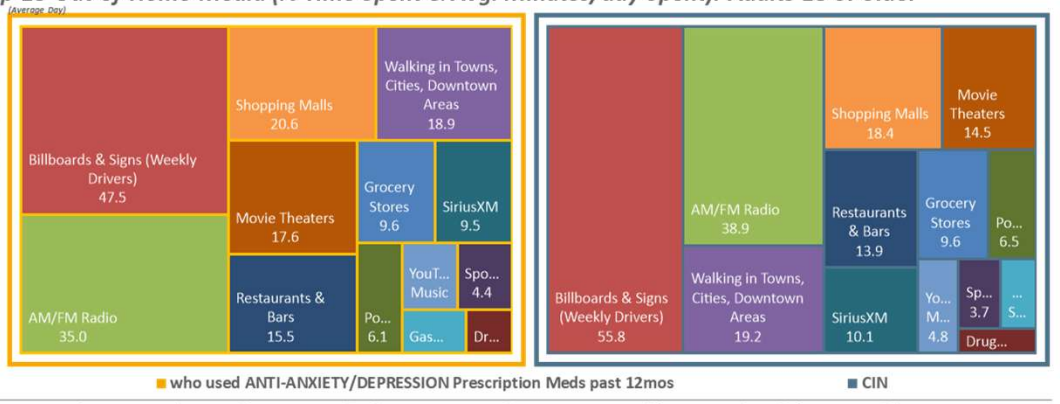


331,279 or 86.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 47.5 minutes per day driving, seeing Billboards and Signs. 71.6% Listen to Local Radio Stations Out-of-Home for an average of 32.5 min

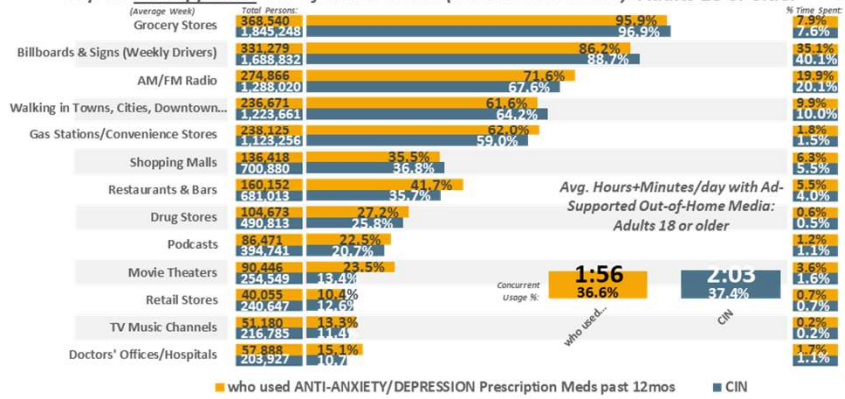
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



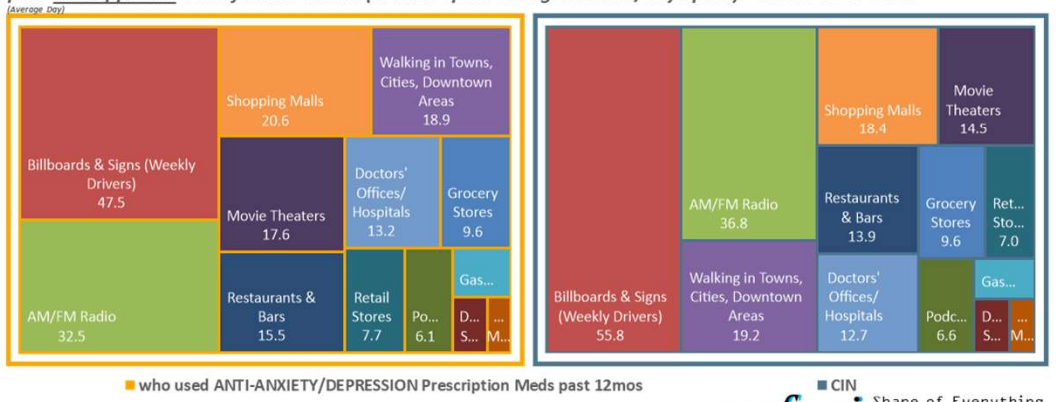
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Jan24 Qual Intab 392

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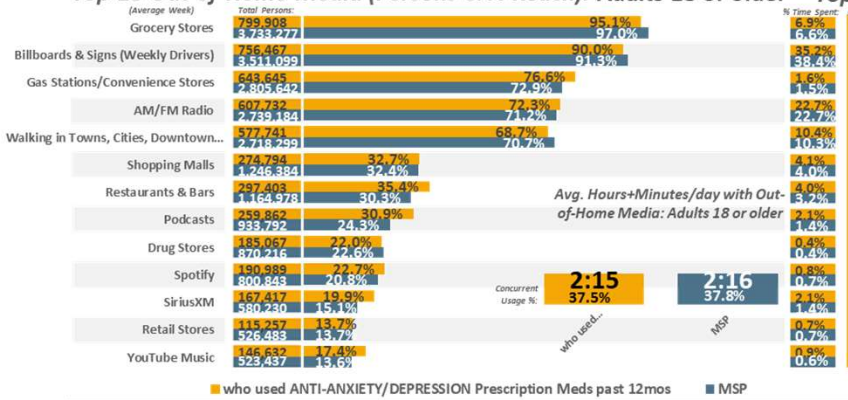
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

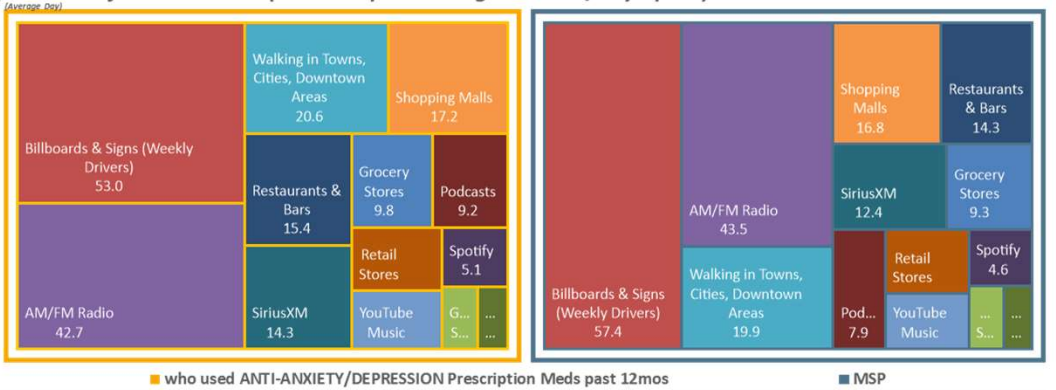


756,467 or 90.% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 53. minutes per day driving, seeing Billboards and Signs. 68.9% Listen to Local Radio Stations Out-of-Home for an average of 38.8 minut

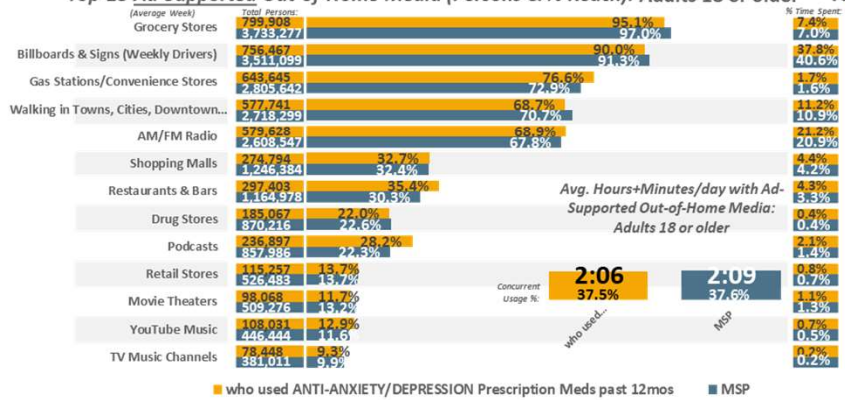
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



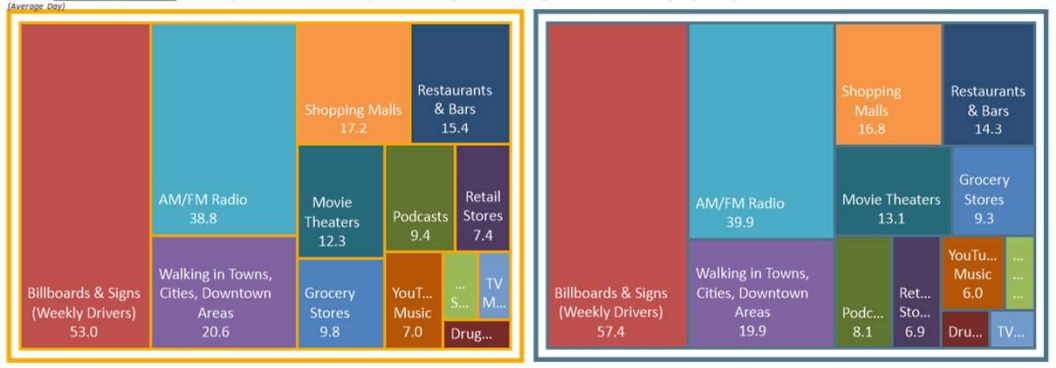
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Jan24 Qual Intab 385

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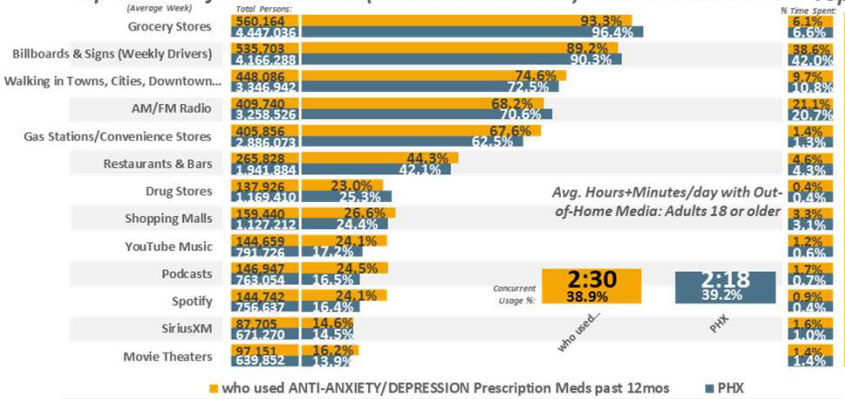
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

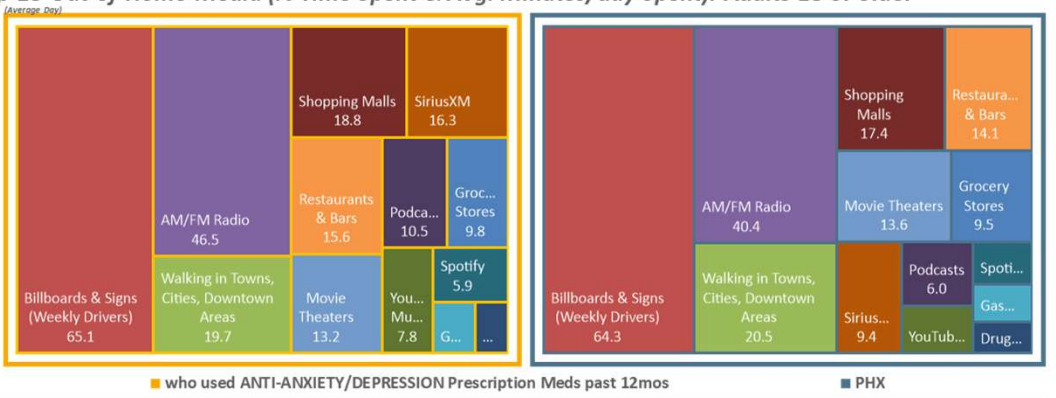


535,703 or 89.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 65.1 minutes per day driving, seeing Billboards and Signs. 66.1% Listen to Local Radio Stations Out-of-Home for an average of 43.5 min

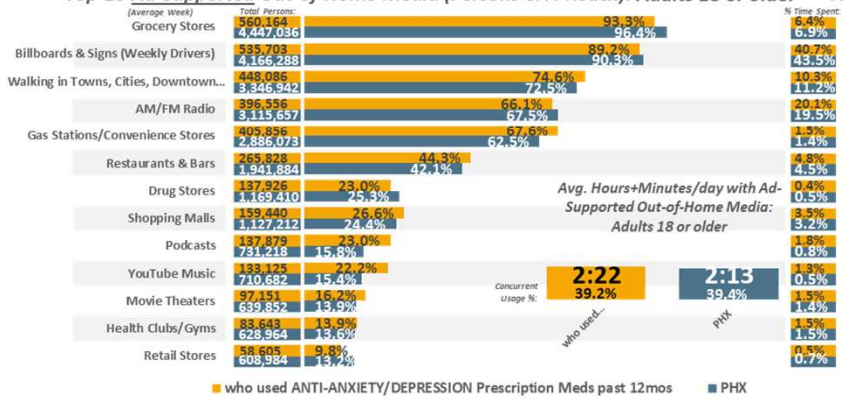
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



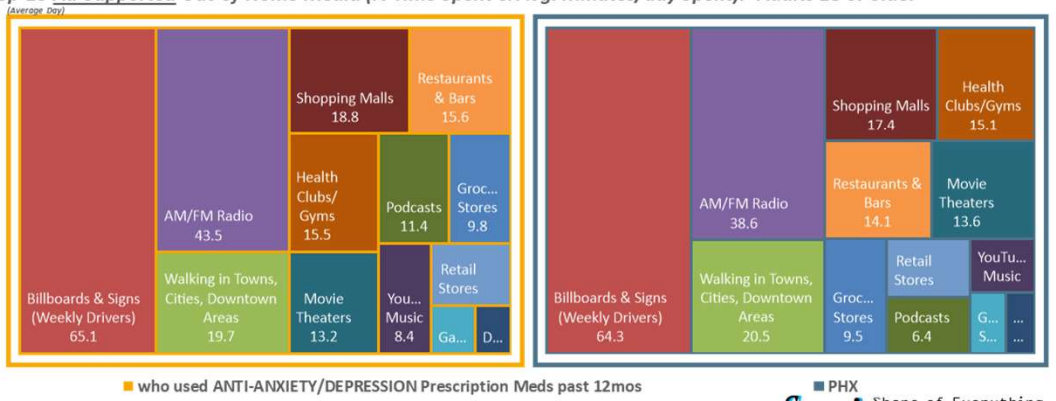
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337

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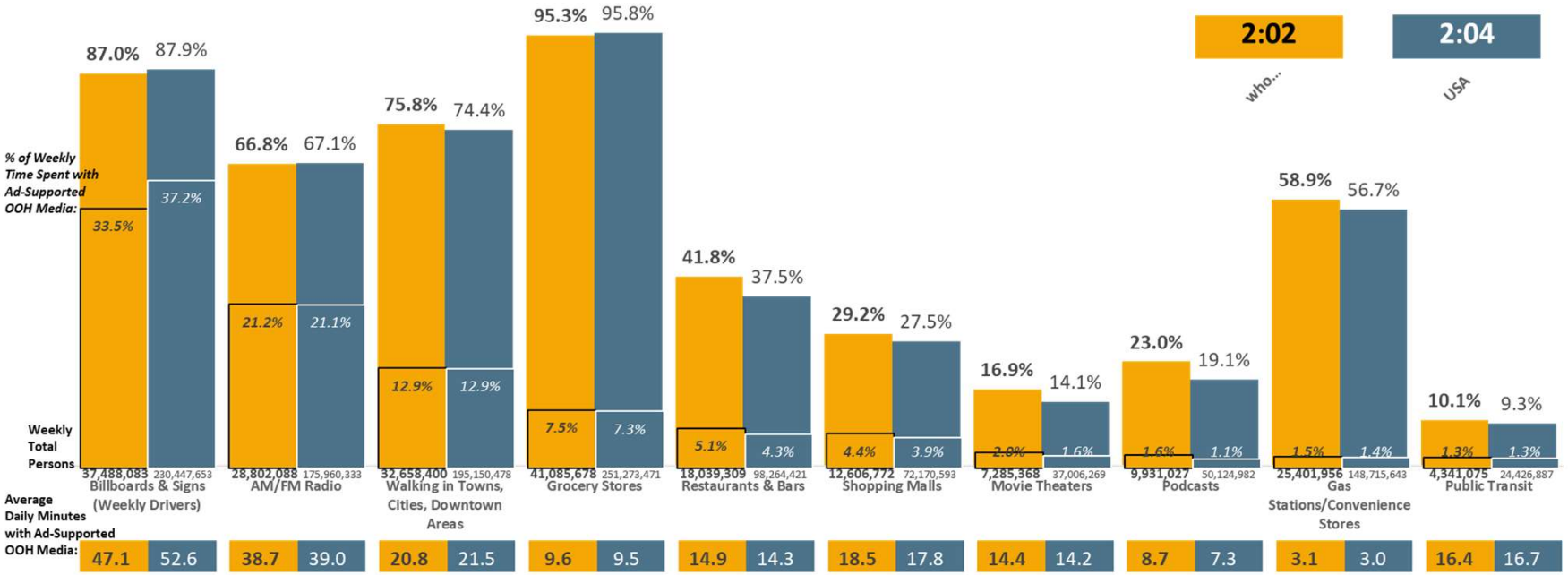
Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



37,488,083 or 87.% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 47.1 minutes per day driving, seeing Billboards and Signs representing 33.5% 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"



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882

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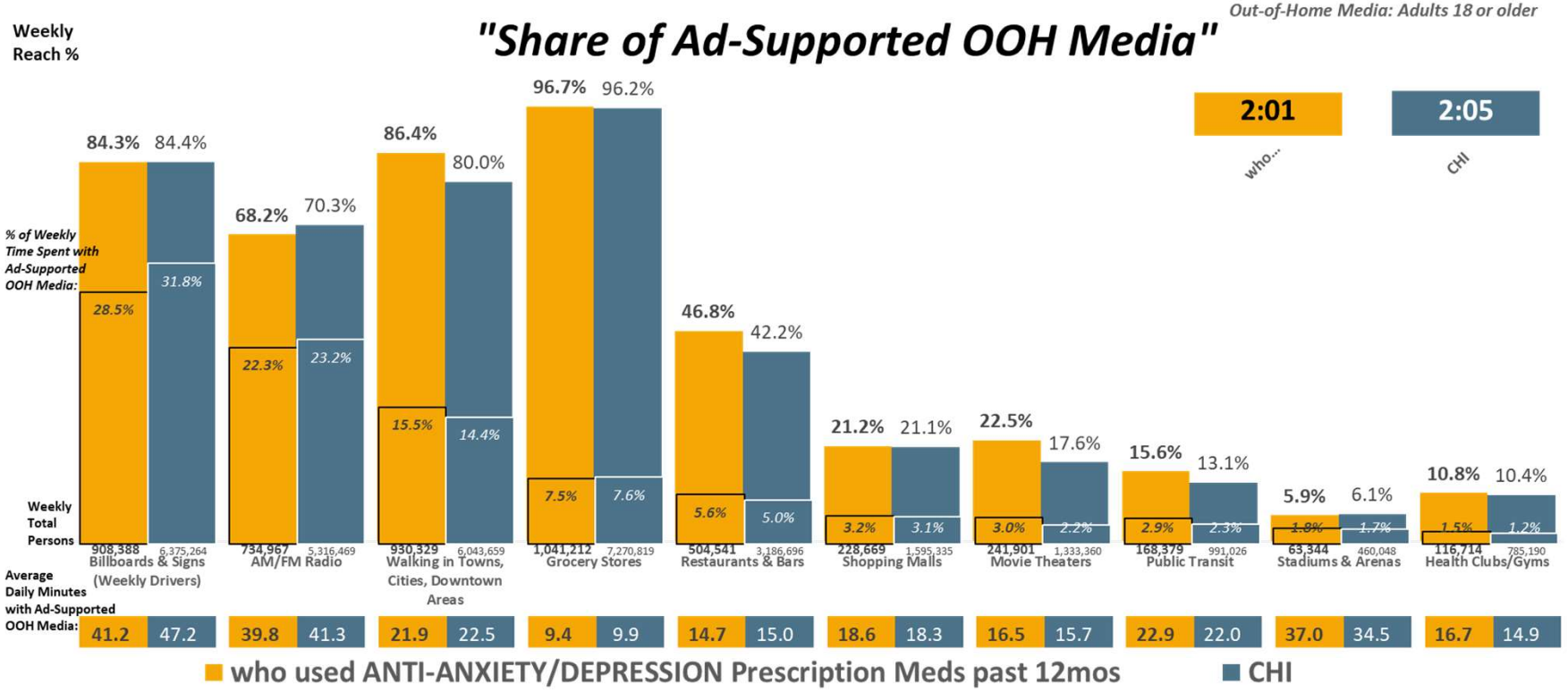
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

908,388 or 84.3% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 41.2 minutes per day driving, seeing Billboards and Signs representing 28.5% 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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

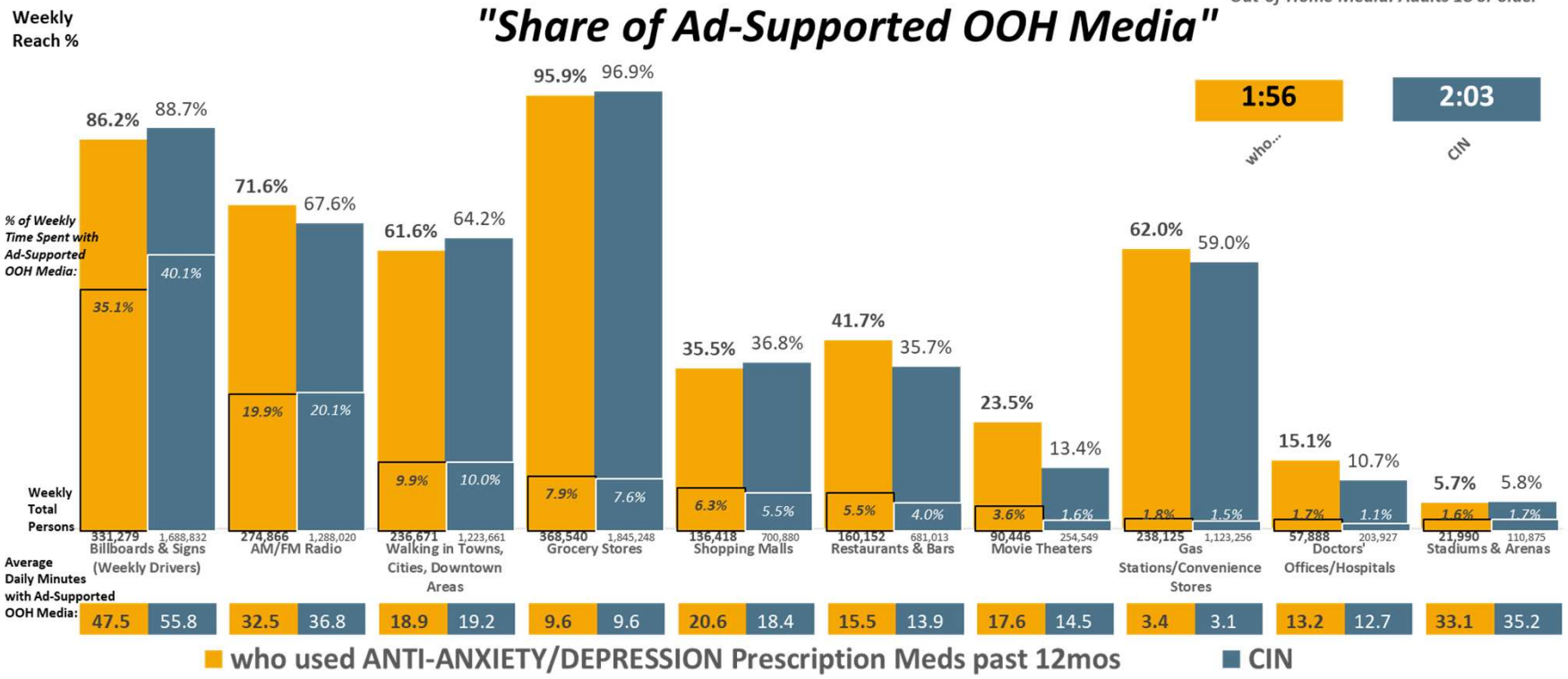
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

331,279 or 86.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 47.5 minutes per day driving, seeing Billboards and Signs representing 35.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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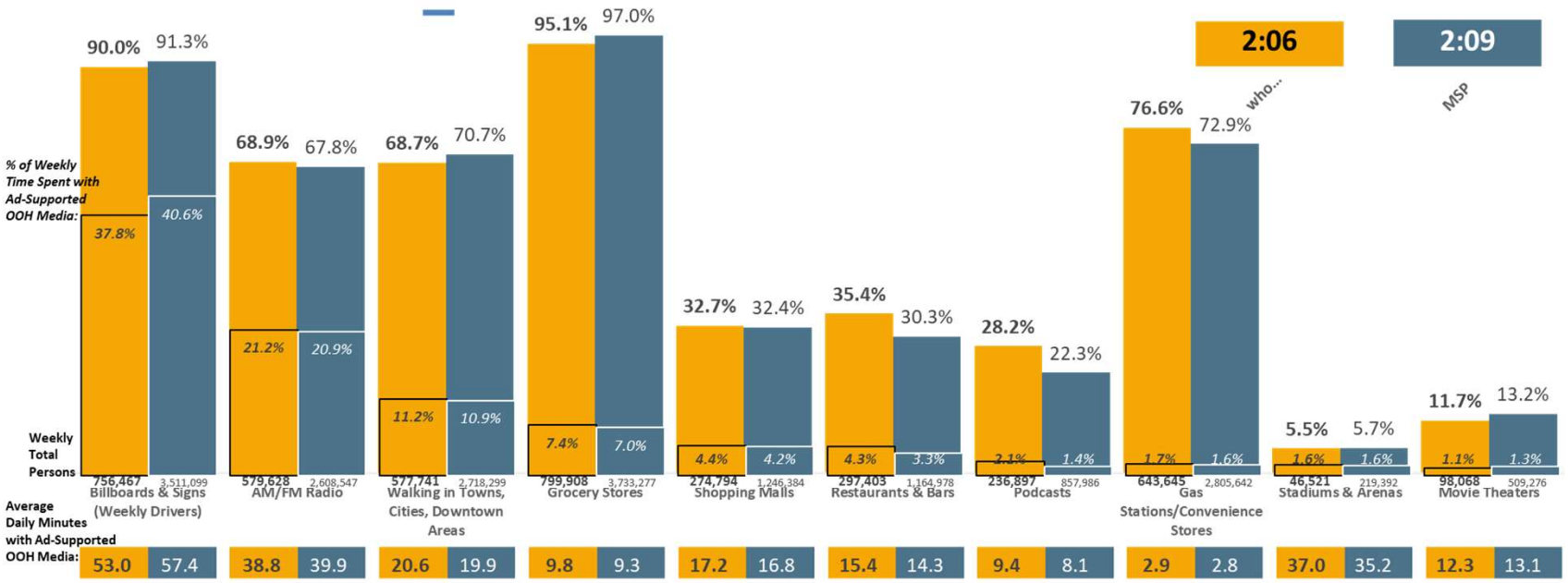
Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



756,467 or 90.% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 53. minutes per day driving, seeing Billboards and Signs representing 37.8% 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"



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 385 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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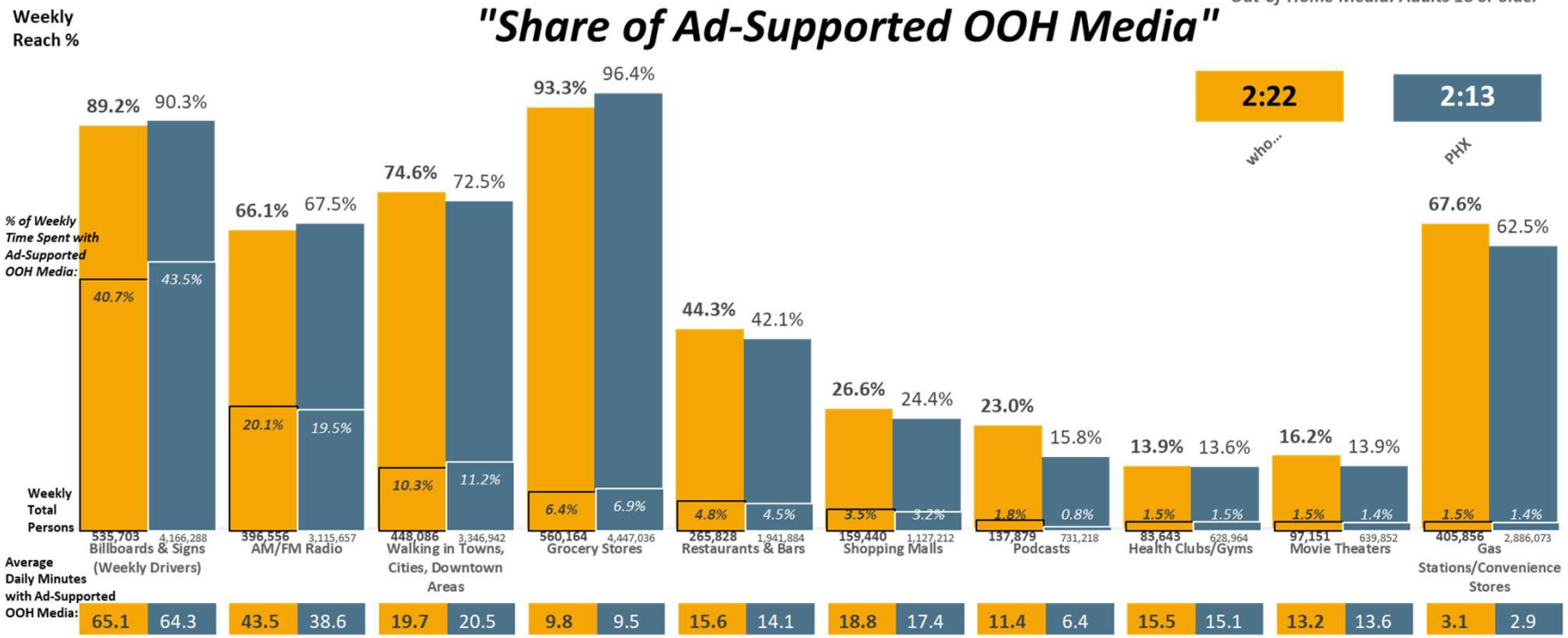
Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



535,703 or 89.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 65.1 minutes per day driving, seeing Billboards and Signs representing 40.7% 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"



■ who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos ■ PHX

PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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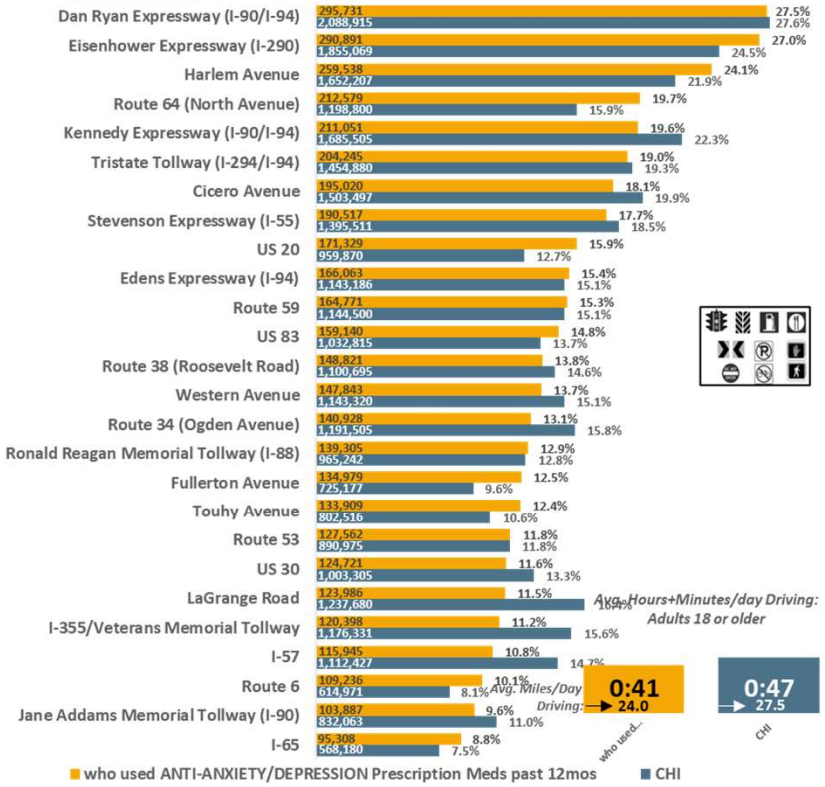
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

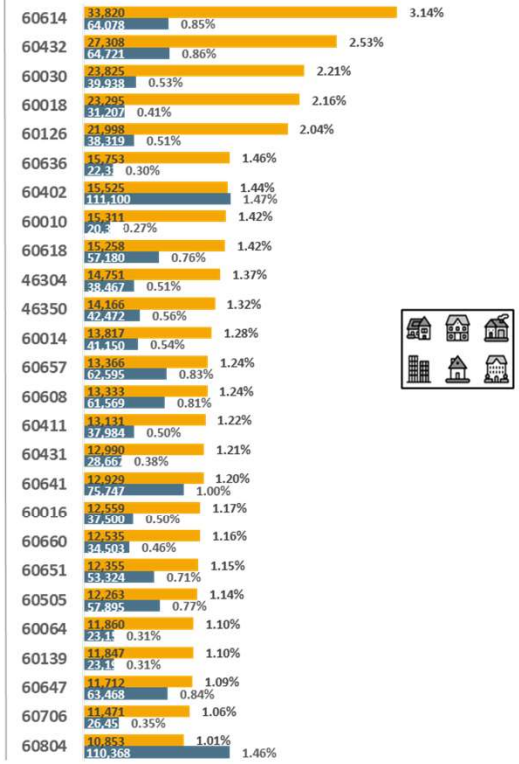


908,388 or 84.3% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 41.2 minutes per day driving an average of 24. miles each day and are 30.6% more likely to use Fullerton Avenue than the Metro average

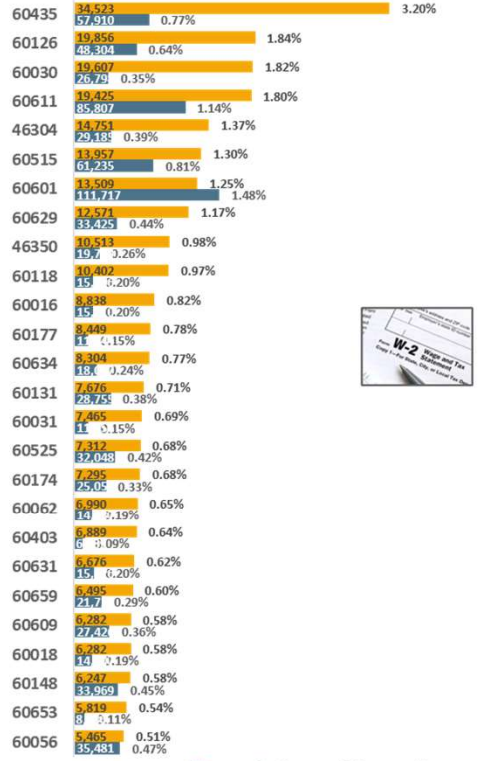
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494

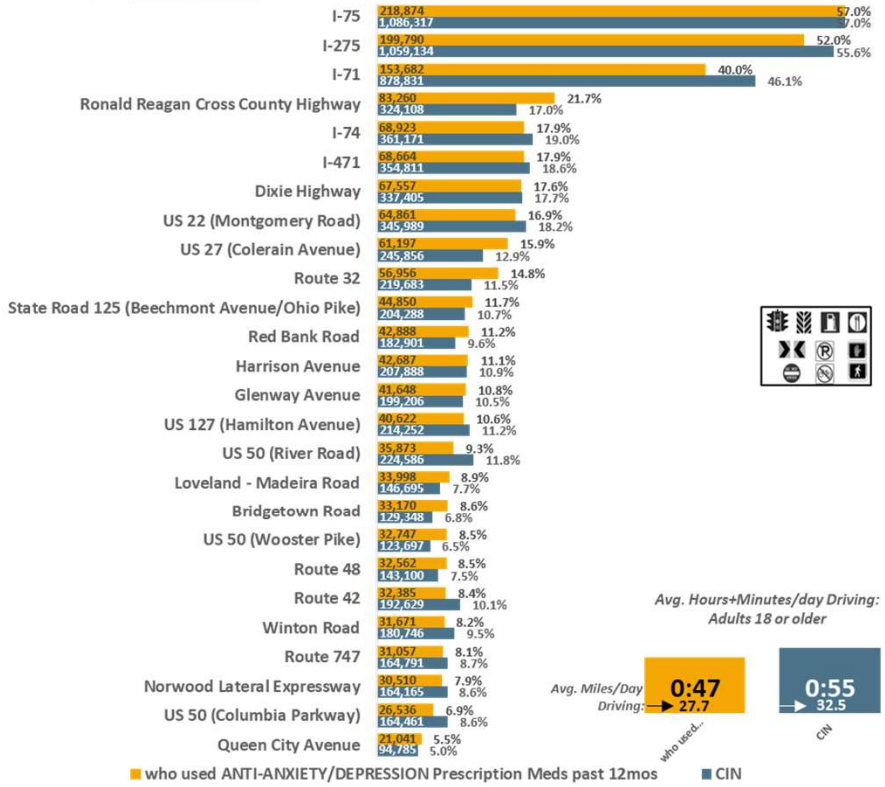
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



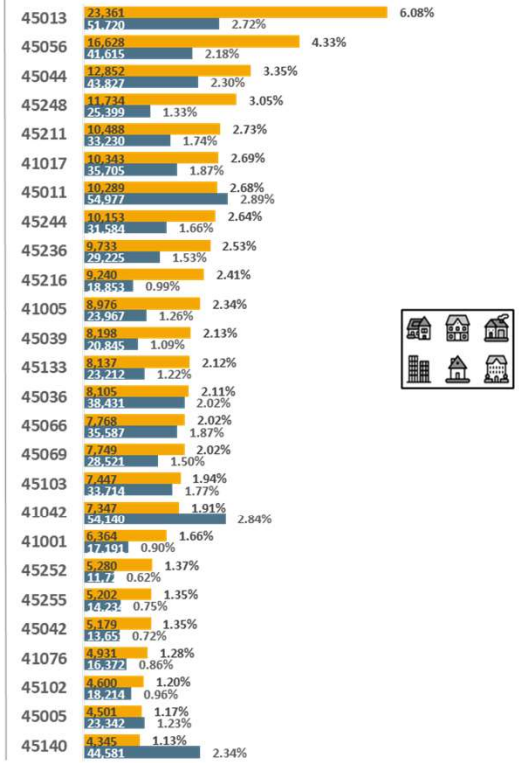
331,279 or 86.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 47.5 minutes per day driving an average of 27.7 miles each day and are 31.3% more likely to use US 50 (Wooster Pike) than the Metro av

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

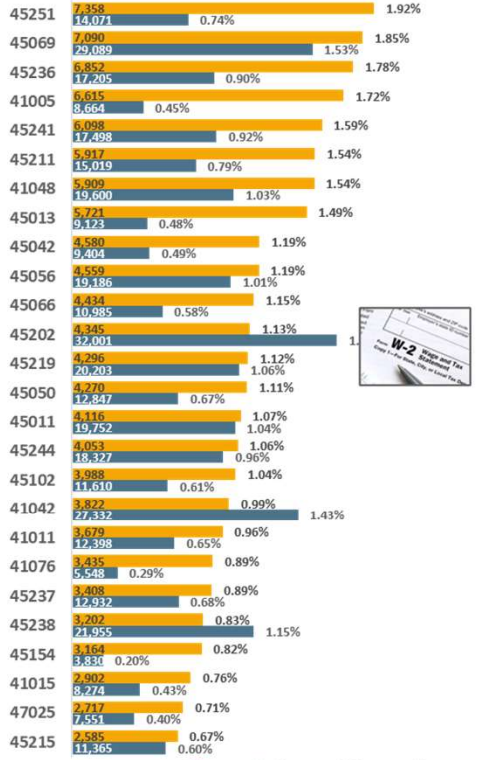


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392

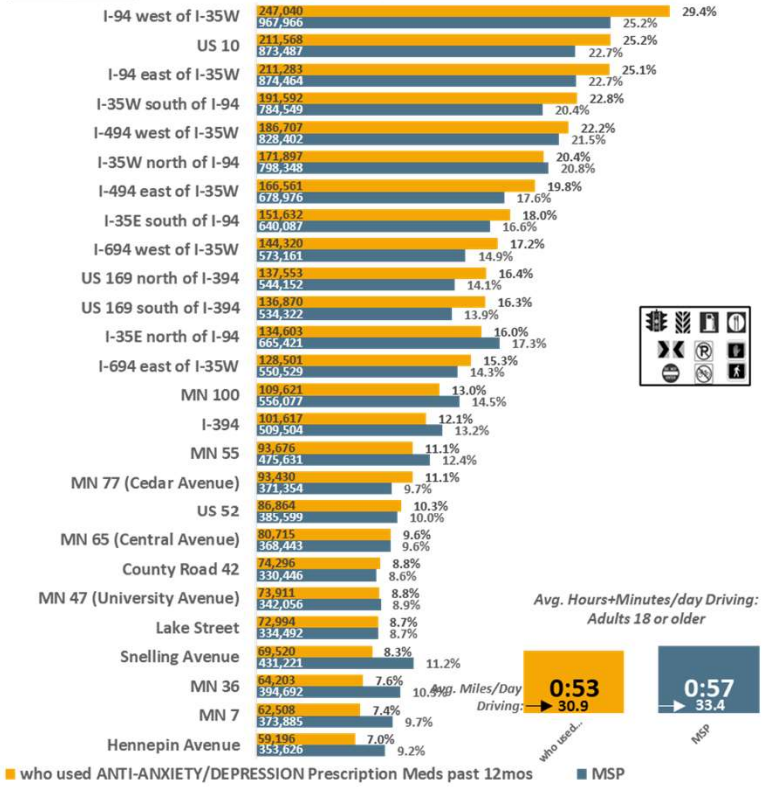
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

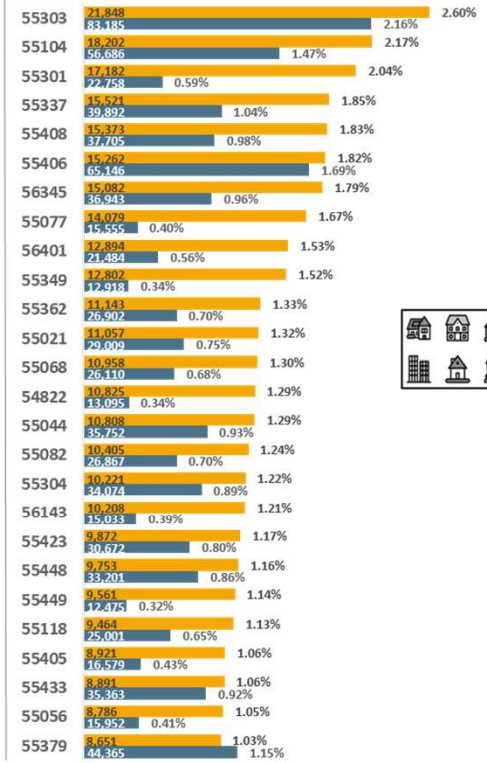


756,467 or 90.% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 53. minutes per day driving an average of 30.9 miles each day and are 17.2% more likely to use US 169 south of I-394 than the Metro ave

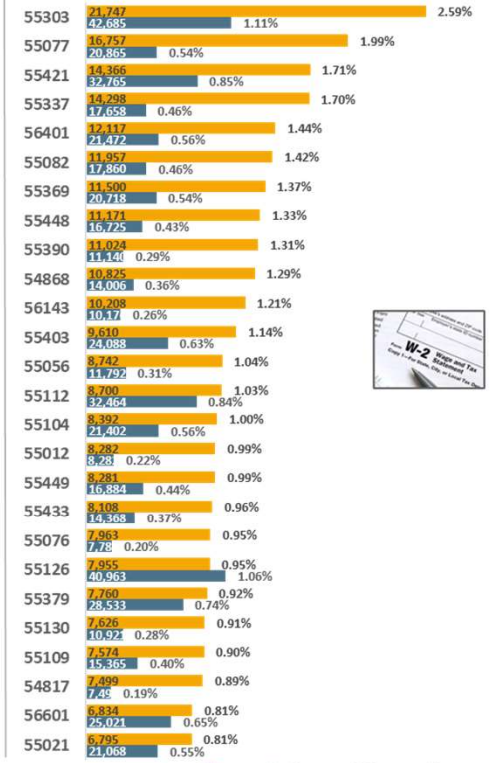
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 385

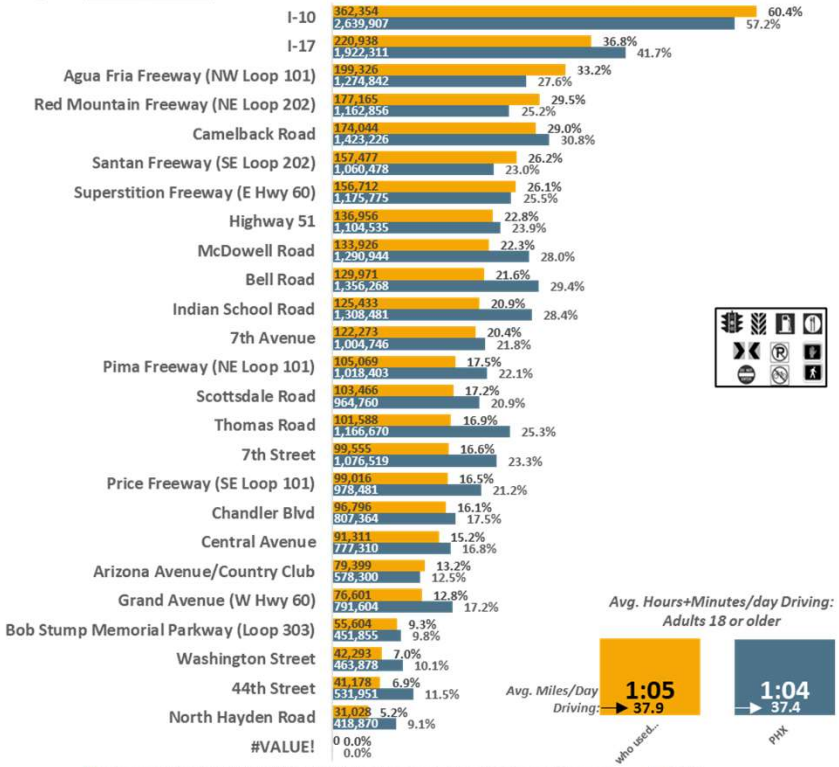
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression



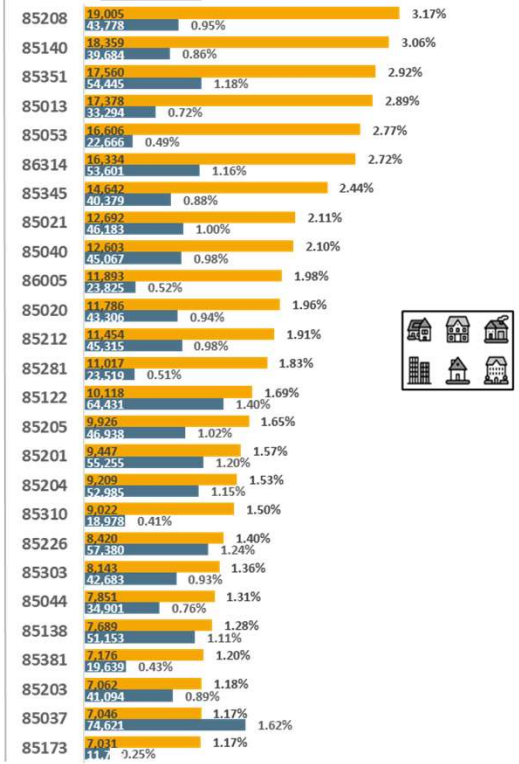
535,703 or 89.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos spend an average of 65.1 minutes per day driving an average of 37.9 miles each day and are 20.2% more likely to use Agua Fria Freeway (NW Loop 101) than t

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

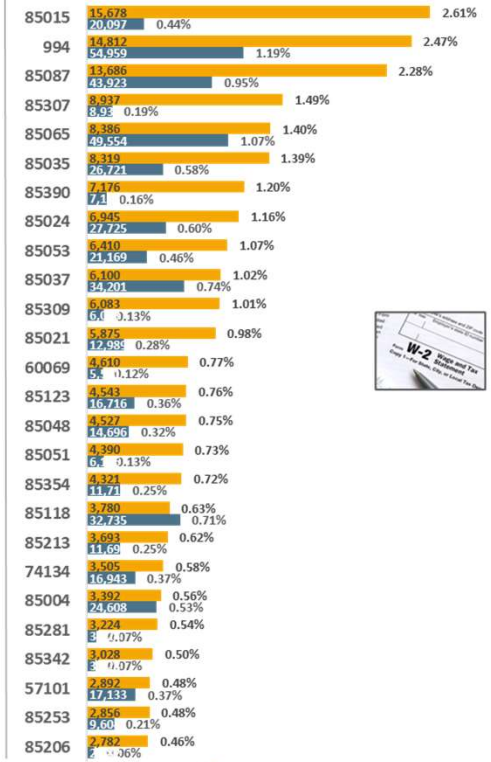


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



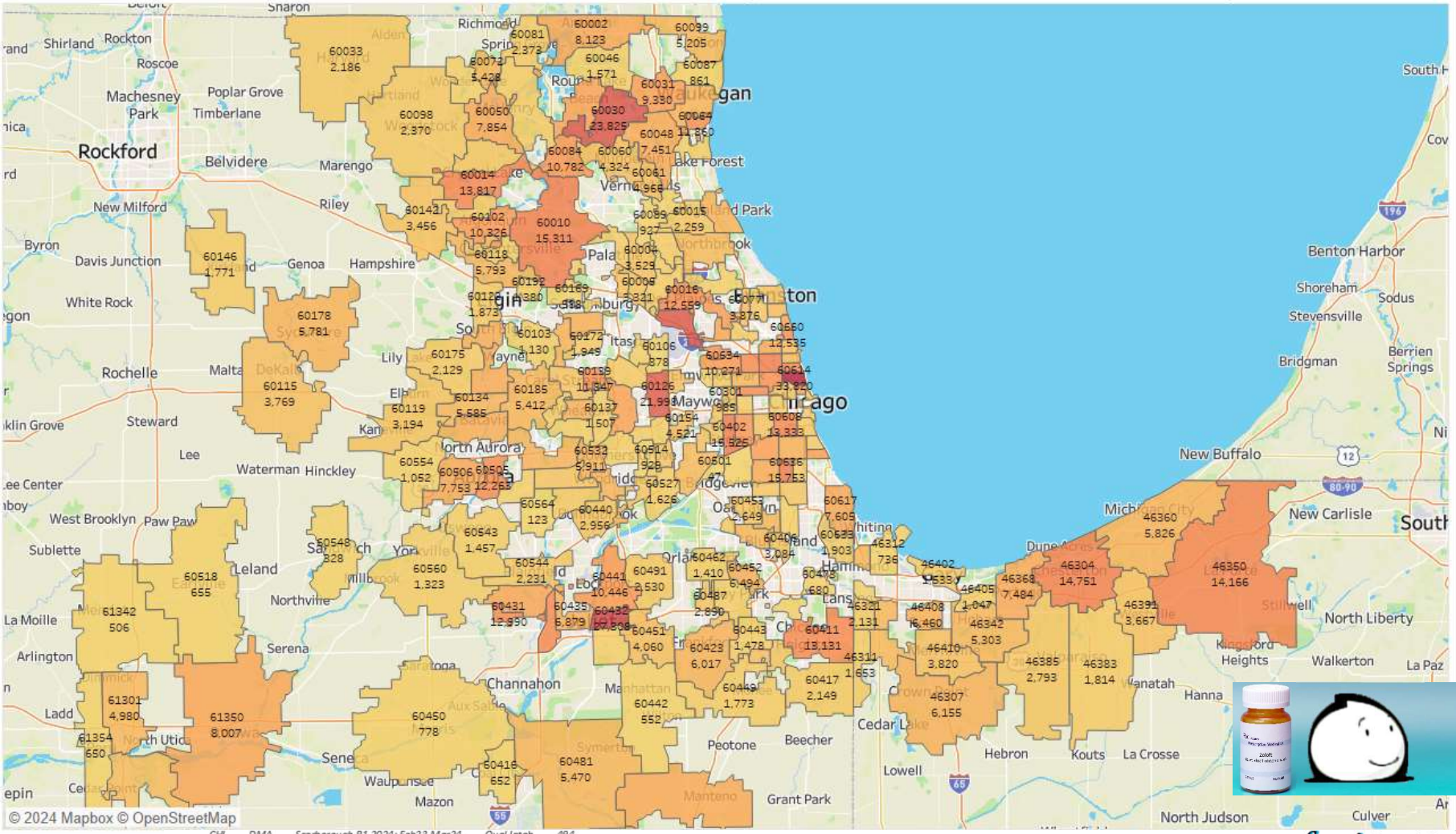
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

Top Residential Zip Codes: (Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos)



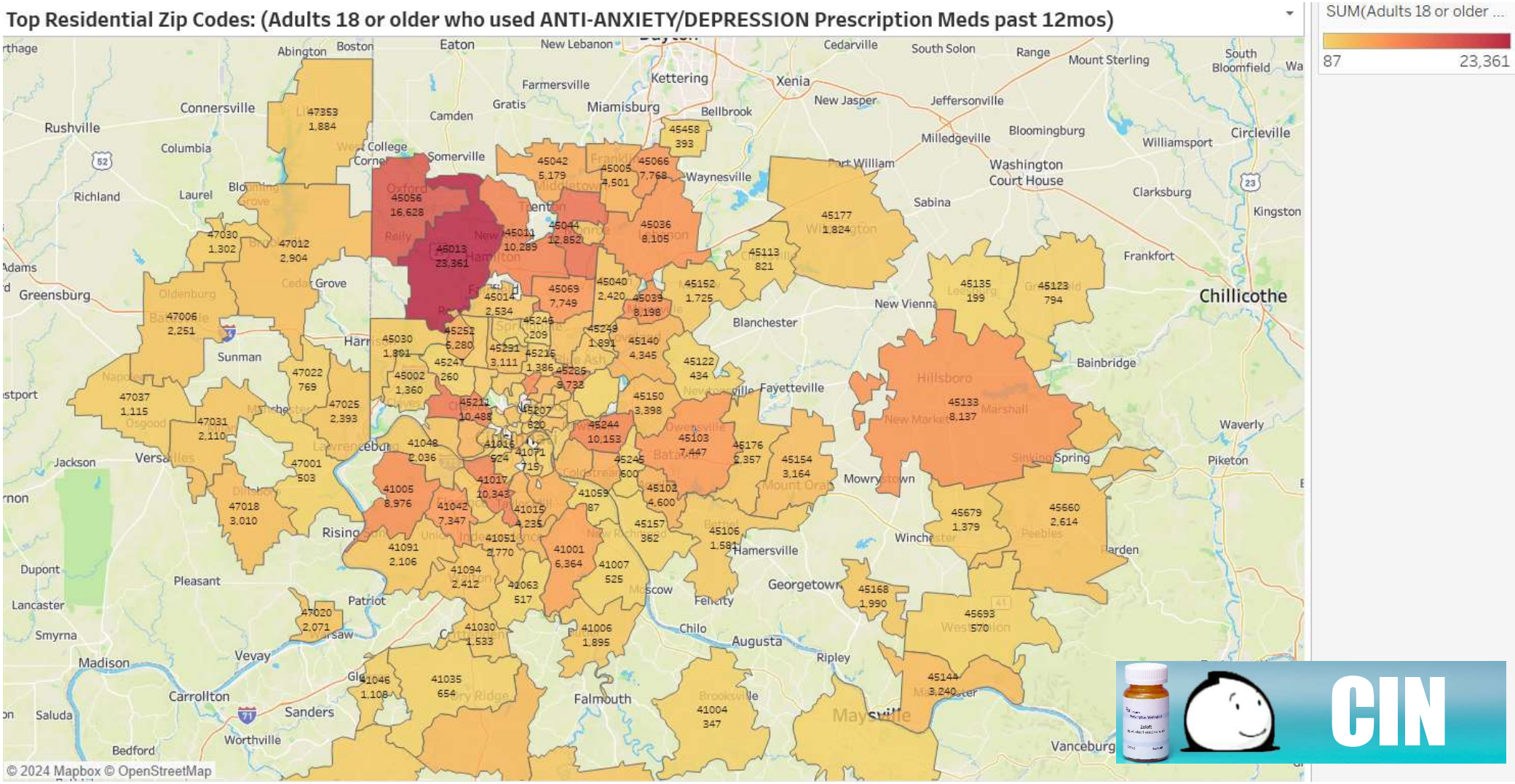
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

Top Residential Zip Codes: (Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos)



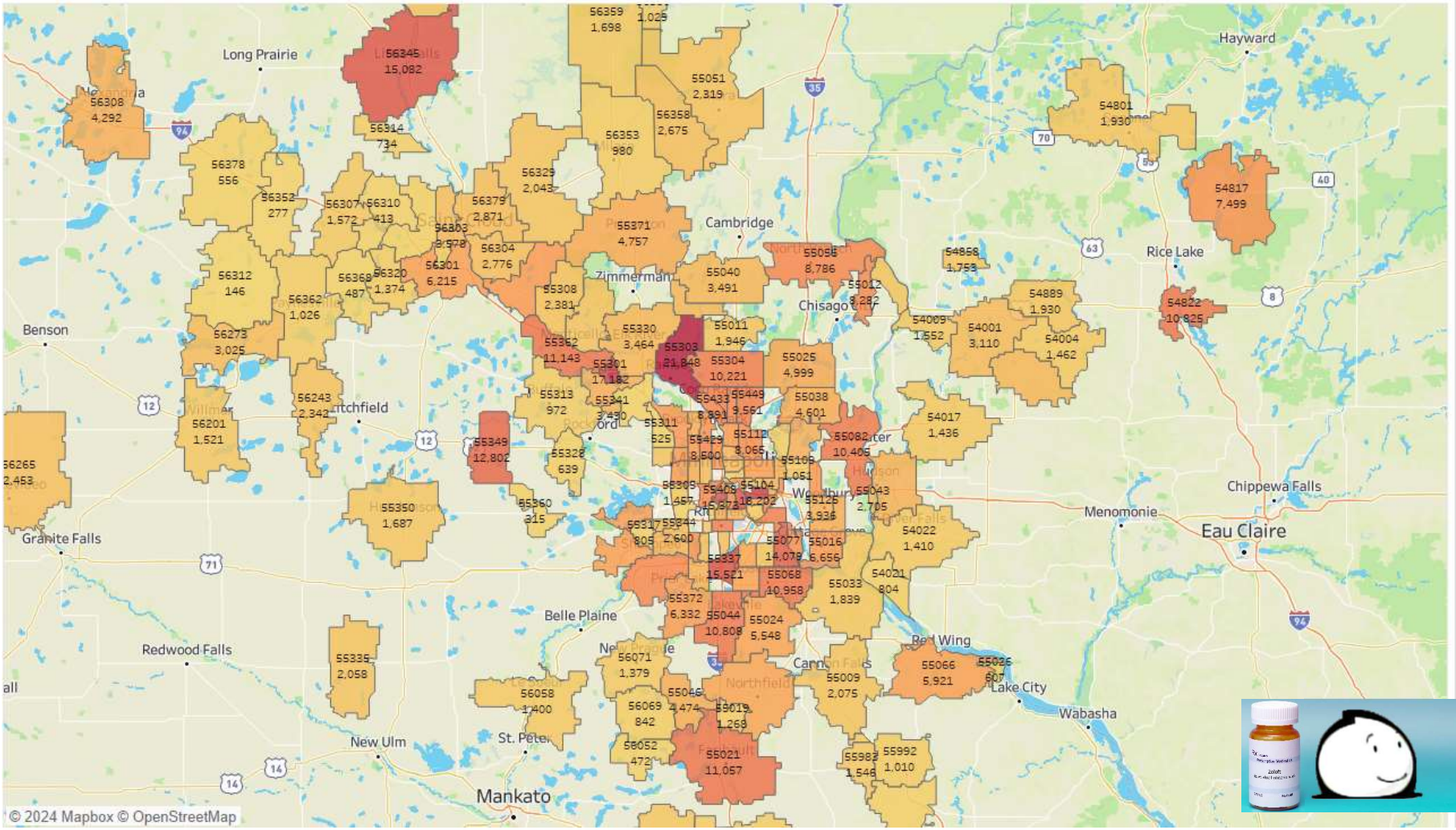
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

Top Residential Zip Codes: (Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos)



MSP

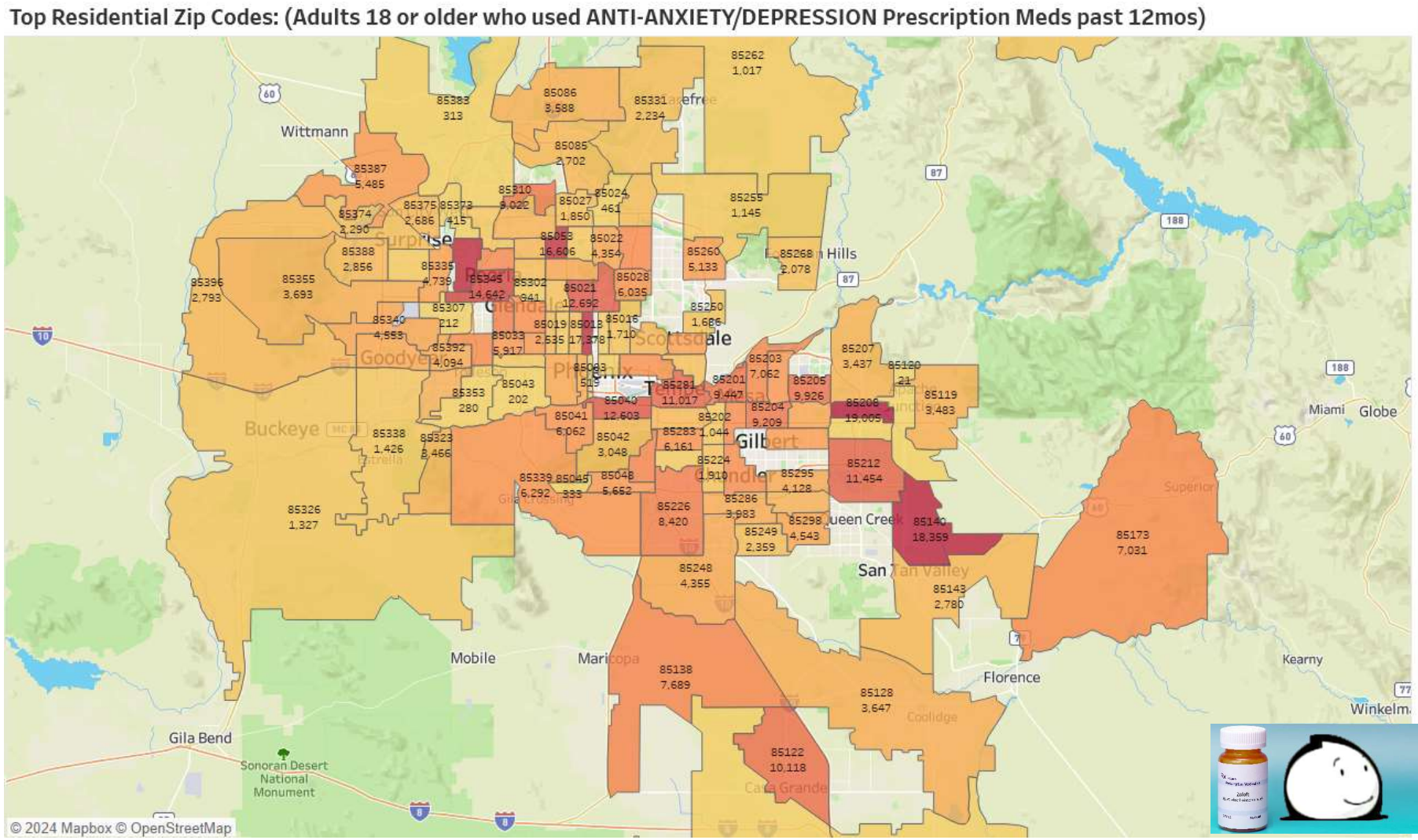
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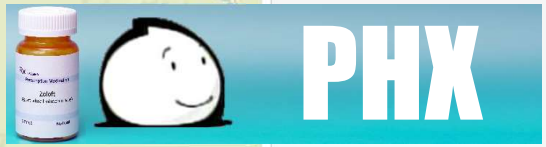
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

Top Residential Zip Codes: (Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos)





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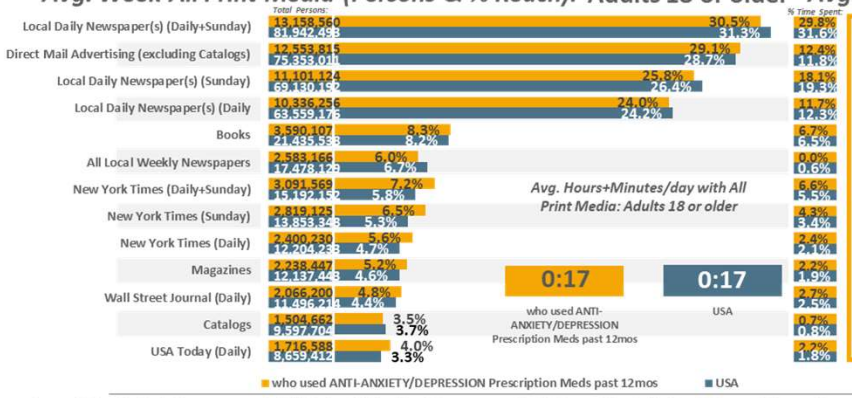
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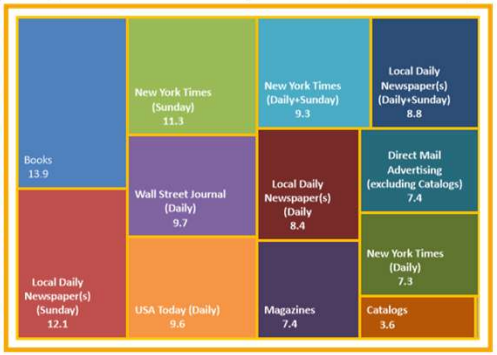
Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

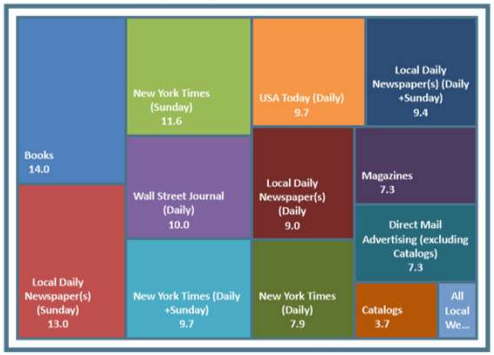


13,158,560 or 30.5% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 32.% of all time spent daily with All forms of Print

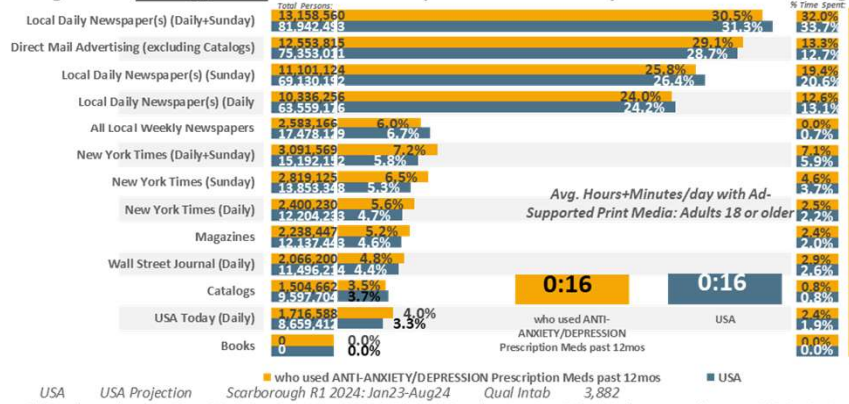
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

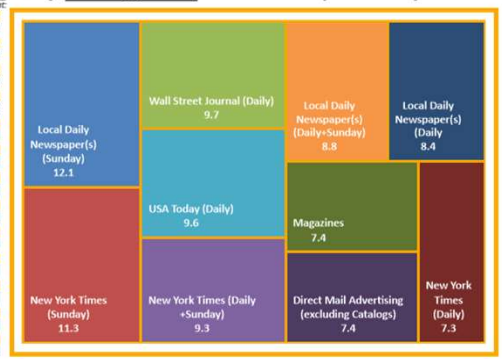


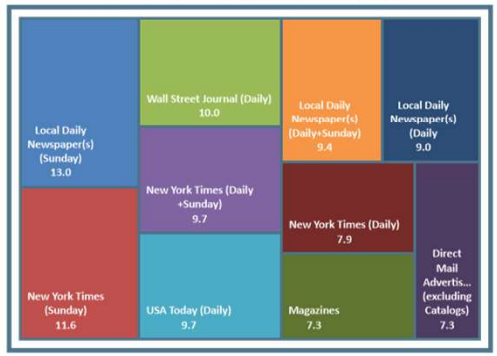




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,882

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

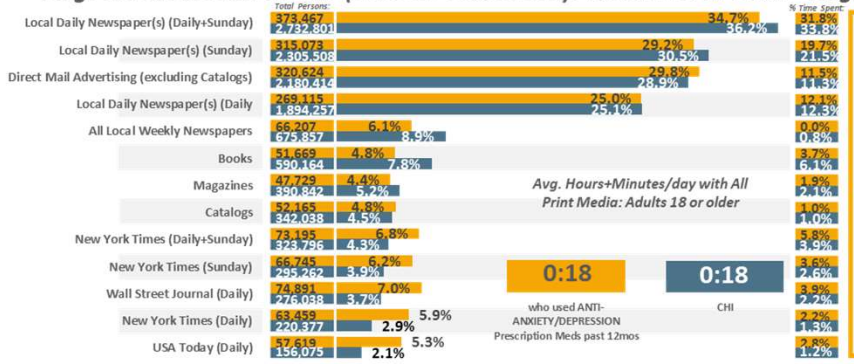
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

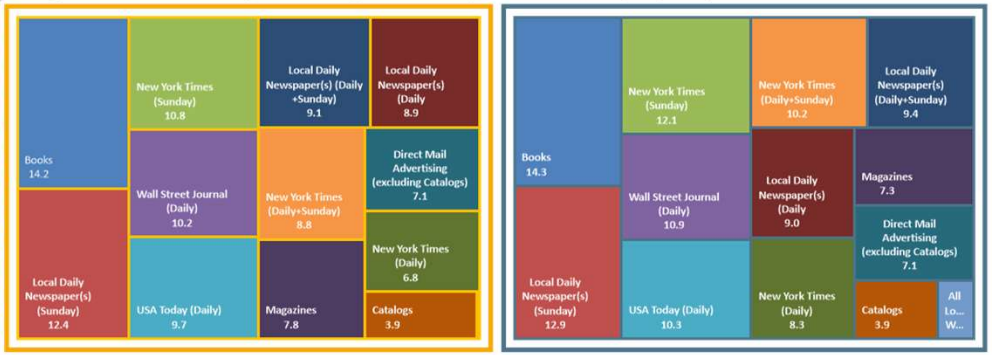


373,467 or 34.7% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 33.% of all time spent daily with All forms of Print Me

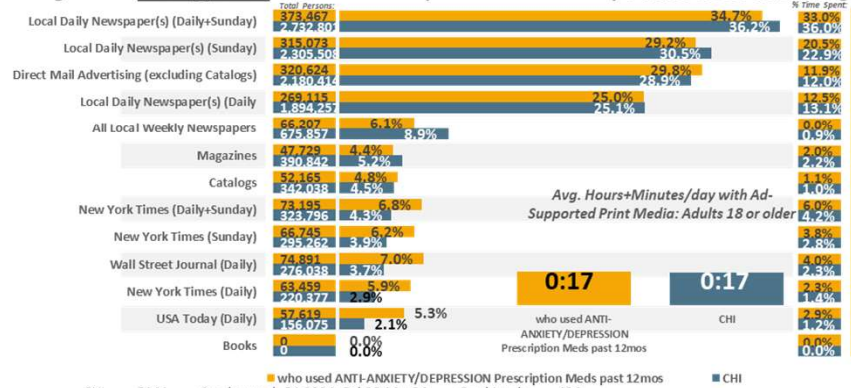
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 494

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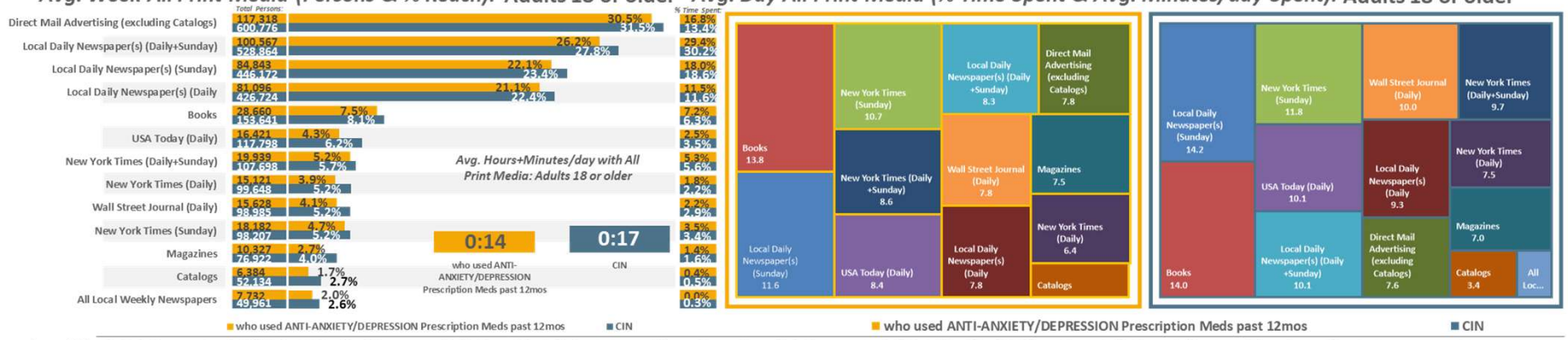
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

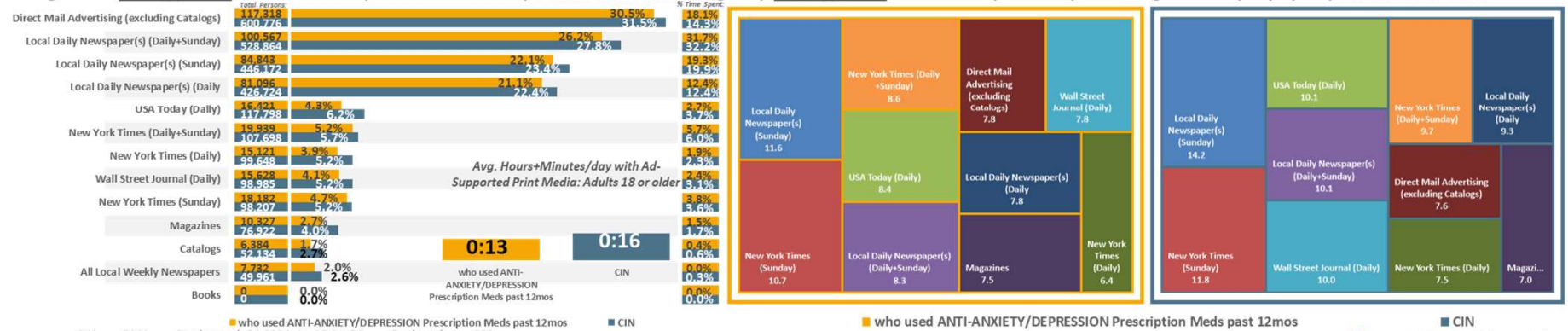


100,567 or 26.2% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 31.7% of all time spent daily with All forms of Print M

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 <u>Ad-Supported</u> All Print Media (Persons & % Reach): **Adults 18 or older** ***Avg. Day <u>Ad-Supported</u> Print Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 392

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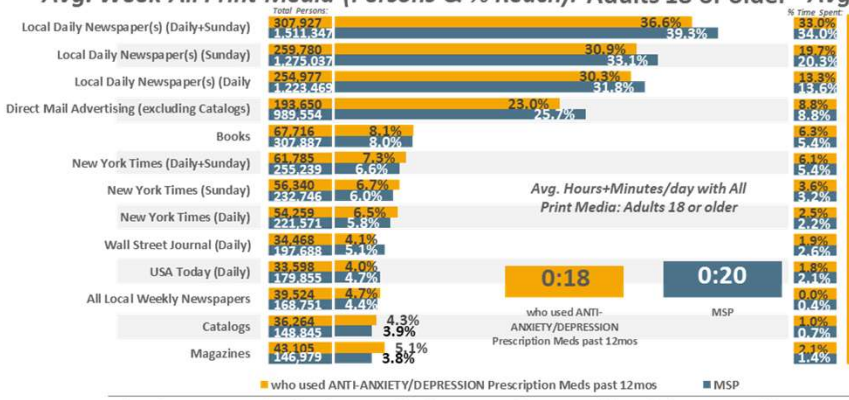
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

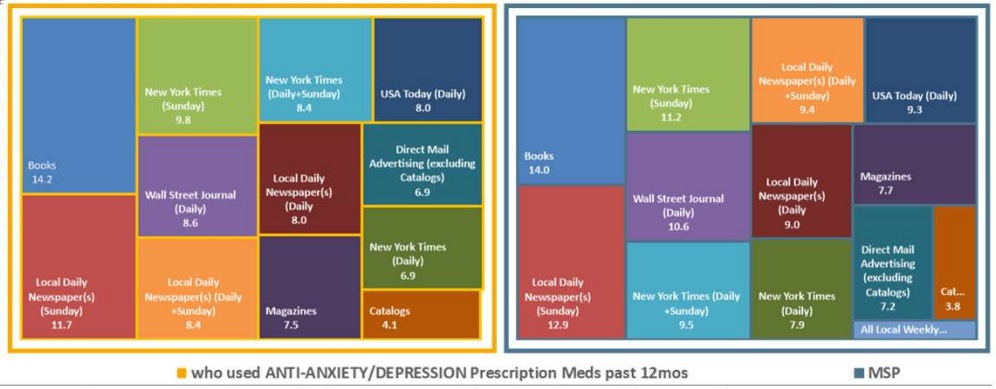


307,927 or 36.6% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 35.3% of all time spent daily with All forms of Print M

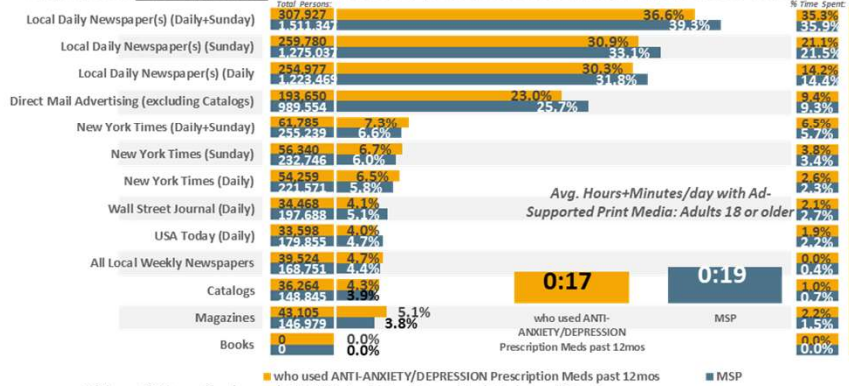
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



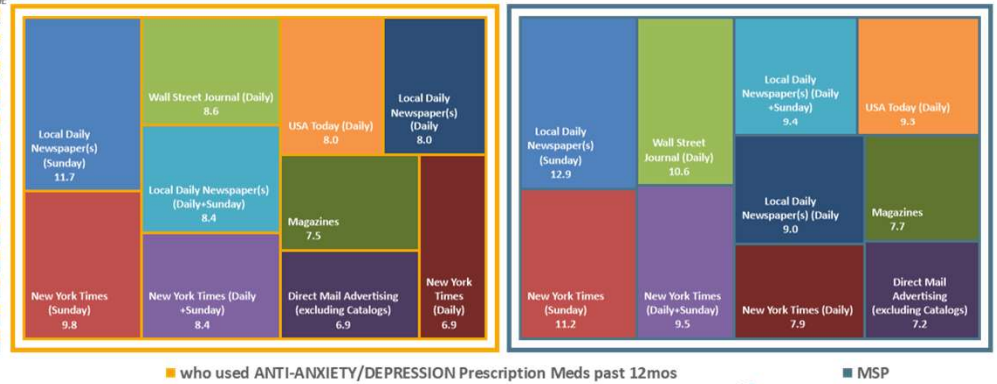
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 385

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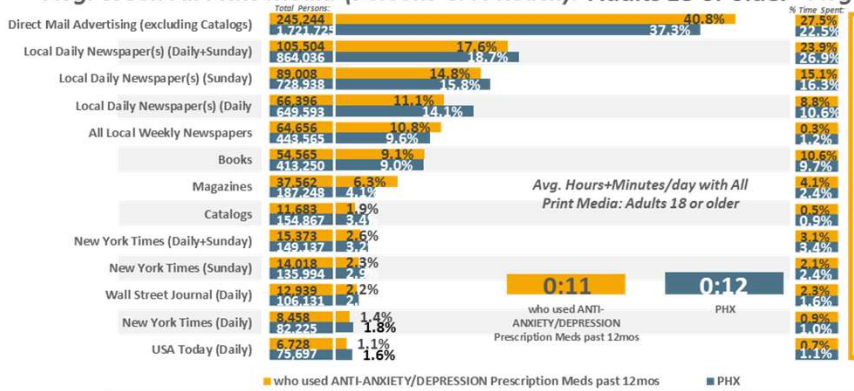
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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression

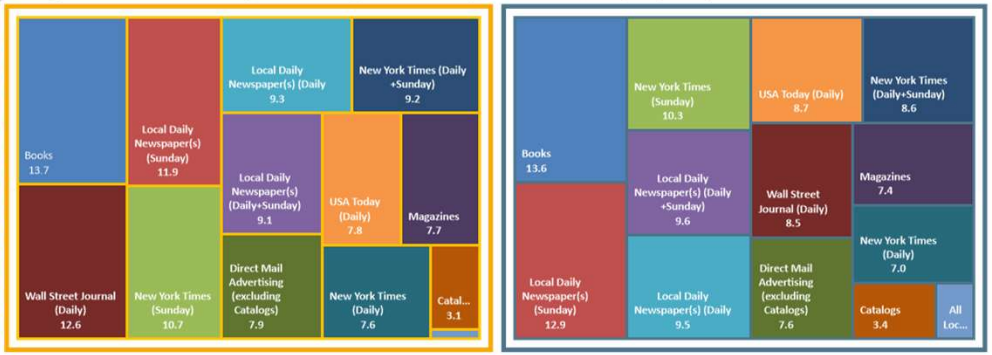


245,244 or 40.8% of Adults 18 or older who used ANTI-ANXIETY/DEPRESSION Prescription Meds past 12mos read Direct Mail Advertising (excluding Catalogs) for an average of 7.9 minutes every day representing 30.7% of all time spent daily with All forms of Pr

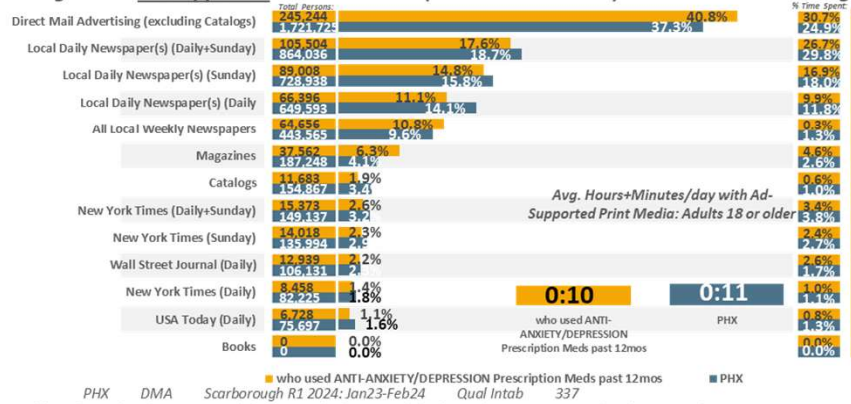
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 337

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Medications (RX/non-RX drugs)-reasons bought past 12 months: Anxiety/depression