

USAGE STATISTICS 2019

TOP MEDICAL SEARCH TERMS



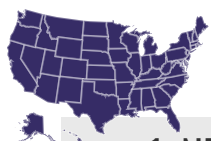
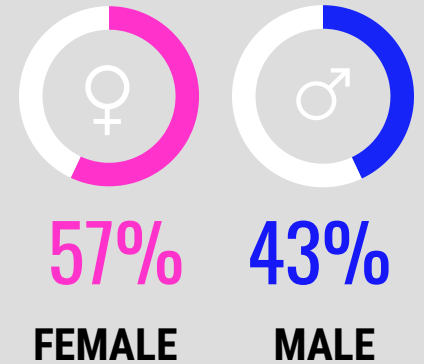
1. MRI
2. KNEE
3. DERMATOLOGICAL
4. COLONOSCOPY
5. PHYSICAL THERAPY

TOP DENTAL SEARCH TERMS



1. ROOT CANAL
2. CROWN
3. IMPLANT
4. ORTHODONTIC
5. CLEANING

GENDER OF USERS



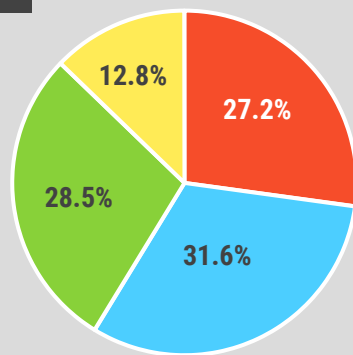
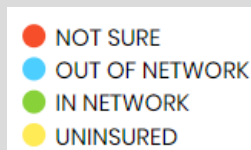
WHERE ARE OUR USERS?

- | | |
|---------------|-----------------|
| 1. NEW YORK | 6. NEW JERSEY |
| 2. CALIFORNIA | 7. ILLINOIS |
| 3. TEXAS | 8. GEORGIA |
| 4. OREGON | 9. PENNSYLVANIA |
| 5. FLORIDA | 10. VIRGINIA |

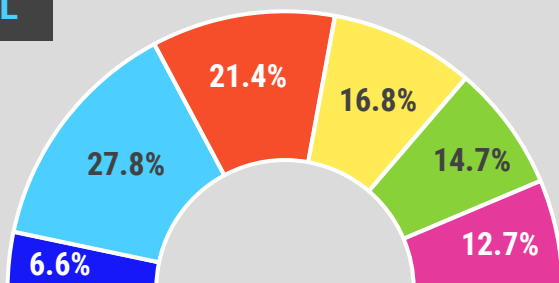
WHO ARE OUR USERS?

- VALUE SHOPPERS/ BARGAIN HUNTERS
- COOKING ENTHUSIASTS
- AVID NEWS READERS
- AVID INVESTORS
- HEALTH AND FITNESS BUFFS
- TRAVEL BUFFS
- MOBILE ENTHUSIASTS/ EARLY TECHNOLOGY ADOPTERS

INSURANCE STATUS



AGE



● 18-24 ● 25-34 ● 35-44 ● 45-54 ● 55-64 ● 65+

MOST FREQUENTLY VISITED RESOURCES

- COSTS
- STATE RESOURCES
- LOCATE PROVIDERS
- INSURANCE APPEALS
- DENTAL