

Profiles Table

Variables sets: Conditions and Diseases websites visited on desktop/laptop in the last 30 days, WebMD - 5-point scale like/dislike, Conditions and Diseases websites visited on mobile/tablet in the last 30 days

Target Group: Nat Rep (n. 188400)

Target Group description: Nat Rep

Control Group: Nat Rep (n. 188400)

Control Group description: Nat Rep

Number of Columns: 15

Row Filters: None

Number of Rows: 7

Section	Variable	Response label	Target percent	Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base
Variables matching webmd	Conditions and Diseases websites visited on mobile/tablet in the last 30 days	webmd.com	10.54%	125	1186	778	10.54%	125	1186
Variables matching webmd	WebMD - 5-point scale like/dislike	Really don't like	0.62%	1	220	350	0.62%	1	220
Variables matching webmd	WebMD - 5-point scale like/dislike	Don't like	2.99%	7	220	350	2.99%	7	220
Variables matching webmd	WebMD - 5-point scale like/dislike	OK	24.72%	54	220	350	24.72%	54	220
Variables matching webmd	WebMD - 5-point scale like/dislike	Like	52.35%	115	220	350	52.35%	115	220
Variables matching webmd	WebMD - 5-point scale like/dislike	Really like	19.32%	42	220	350	19.32%	42	220
Variables matching webmd	Conditions and Diseases websites visited on desktop/laptop in the last 30 days	webmd.com	15.91%	519	3259	2606	15.91%	519	3259

Control base	Z-Score	Diff	Index	Market Size
778	0	0	100	N/A
350	0	0	100	N/A
350	0	0	100	N/A
350	0	0	100	N/A
350	0	0	100	N/A
350	0	0	100	N/A
2606	0	0	100	N/A