

# CAMPAIGN BY THE NUMBERS



## TWITTER & FACEBOOK



Facebook:  
18,415 page likes



Twitter:  
10.7K followers

## WEBSITE VISITORS

**23,943**  
unique visitors  
per month



## PSA VALUE

(TO DATE)

**\$2,329,439**

## PAID MEDIA IMPRESSIONS (TO DATE)



## PAID DIGITAL



## EVENTS & PEOPLE REACHED



## RESEARCH



**1 in 3** people  
have seen,  
read or heard  
something about  
*Health is Primary*

**85%** of those who  
recall seeing advertising say  
they are more likely to make  
sure they have a family  
physician (+11 points from summer 2015)



**69%** of those  
who saw the ads are more  
favorable toward *Health is  
Primary* (+7 from summer 2015)





Health is  
**Primary**<sup>®</sup>

BROUGHT TO YOU BY AMERICA'S FAMILY PHYSICIANS