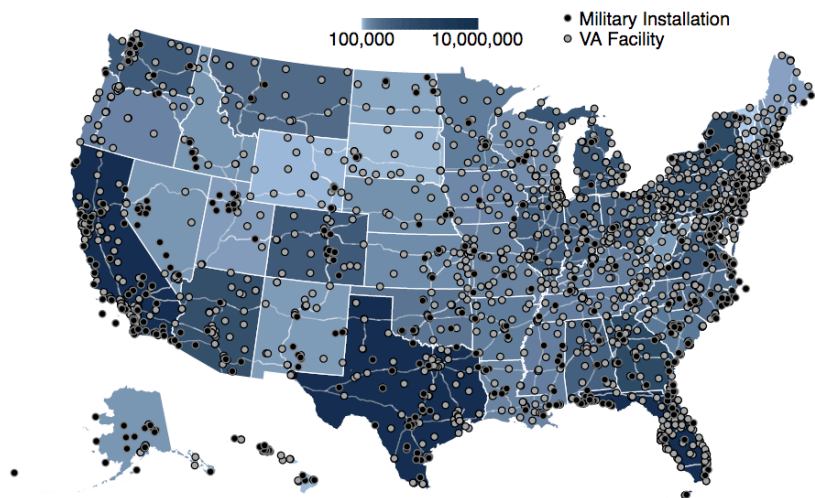


Multi-Scale Analysis

Updated: 09/01/2025

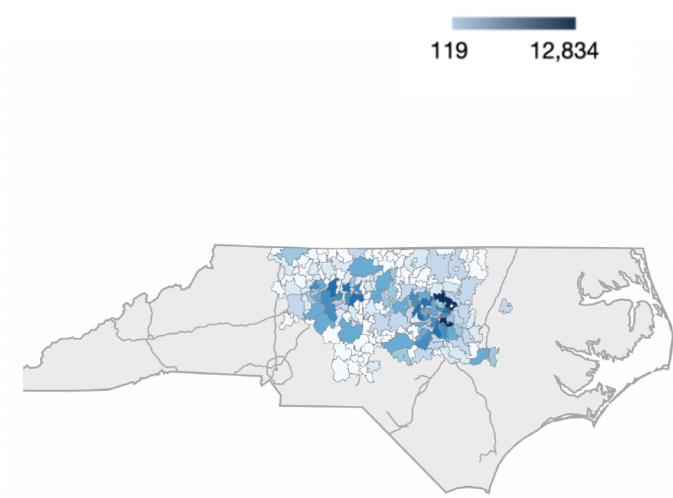


US

TAM: 116,767,000
Audience: 112,164,094
Members: 27,762,995

Top 3 concerns:

1. Healthcare
2. Mental Health
3. Employment Opportunities

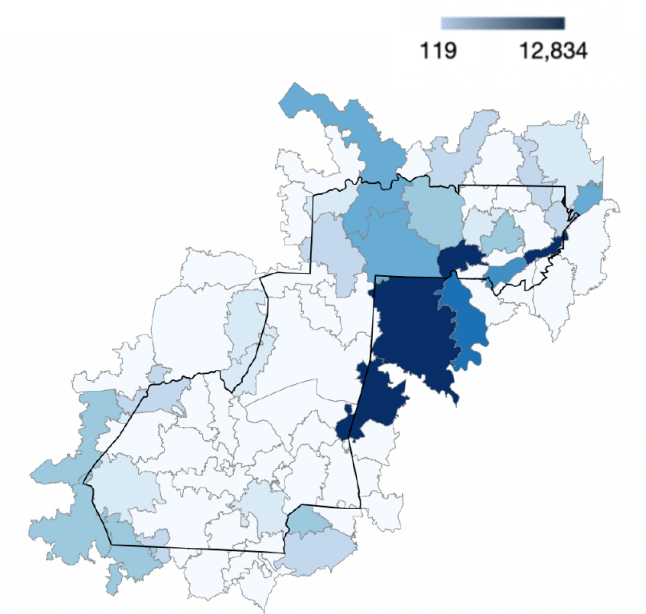


North Carolina

TAM: 2,400,000
Audience: 1,123,429
Members: 514,641

Top 3 concerns:

1. Healthcare
2. Community Support Groups
3. Long Wait Times



NC-10

TAM: 140,220
Audience: 101,233
Members: 43,302

Top 3 concerns:

1. Mental Health
2. Employment
3. Healthcare