USA+4 More DMAs – P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI,** and **WEST PALM BEACH DMA** P18+ who **Used ROBINHOOD to Buy and/or Sell STOCKS and/or CRYPTO in the past 6 months** as of July 31, 2026.







P18+

Vanguard BlackRock

Hubbard media that connects

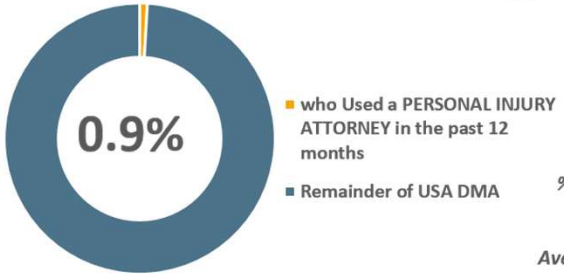
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. So get ready to Learn!

Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



.9% or 2,491,325 of USA DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Typical Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 44.8 years old (8.2% younger than average) and have a $87,895 (8.7% lower than average) annual household income.

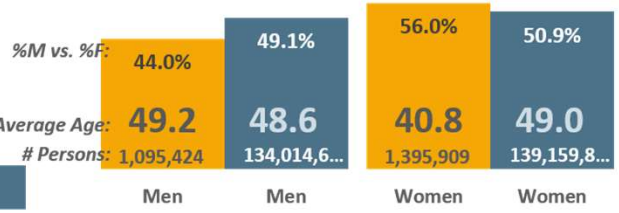
Percent of Market: Adults 18 or older



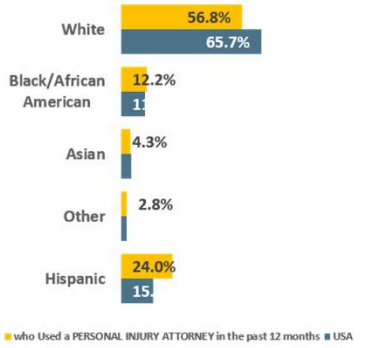
Total Persons:



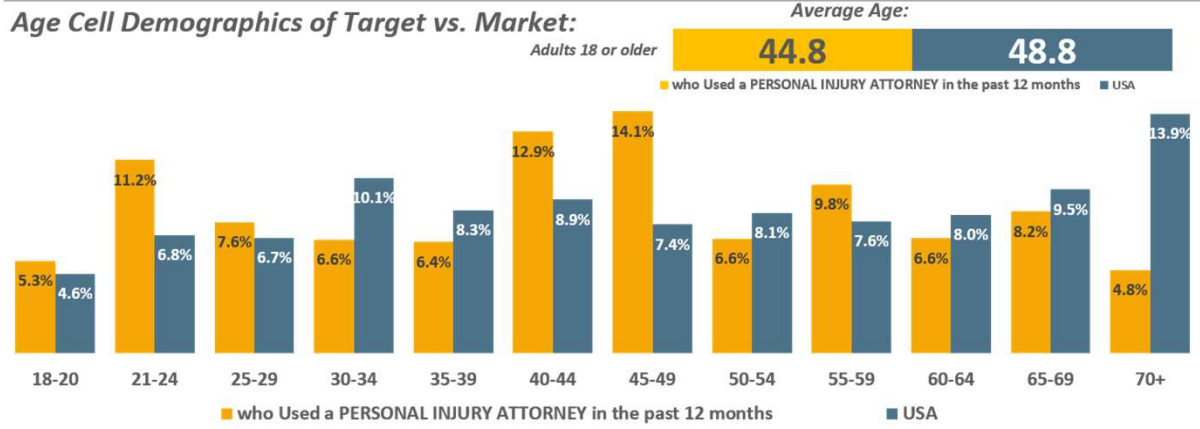
Gender of Target vs. Market: Adults 18 or older



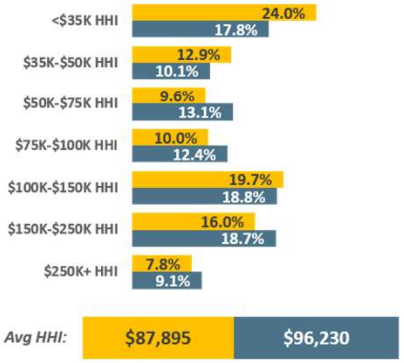
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 461

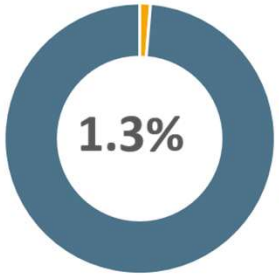
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



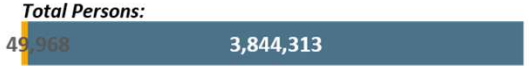
1.3% or 49,968 of MSP DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Typical Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 41.1 years old (15.7% younger than average) and have a $125,508 (12.6% higher than average) annual household income.

Percent of Market: Adults 18 or older

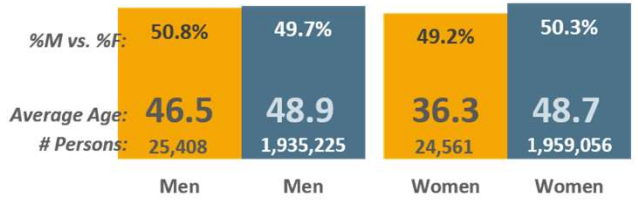


- who Used a PERSONAL INJURY ATTORNEY in the past 12 months
- Remainder of MSP DMA

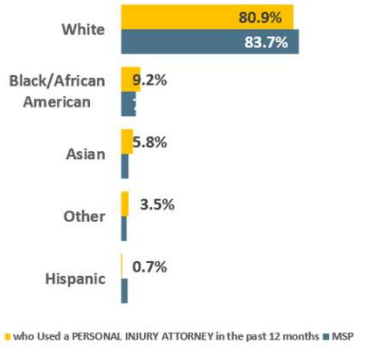
Total Persons:



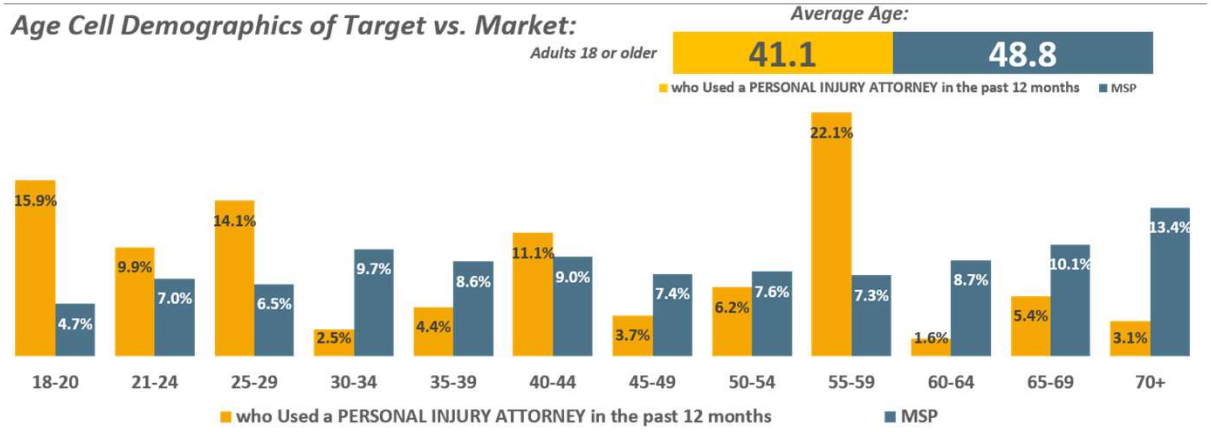
Gender of Target vs. Market: Adults 18 or older



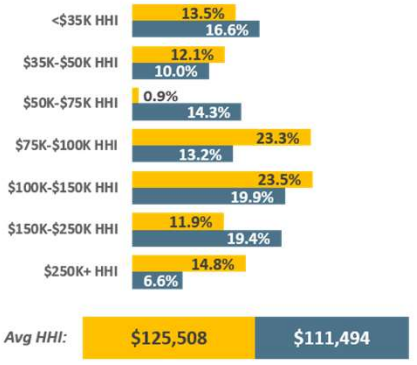
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



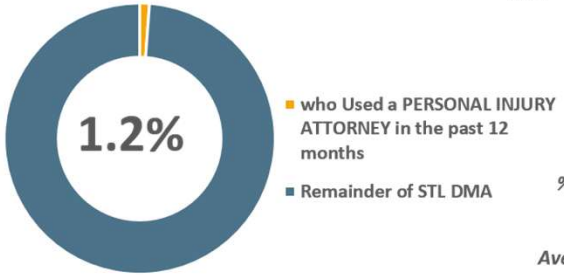
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

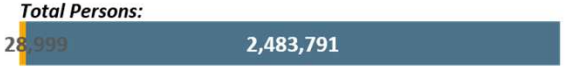


1.2% or 28,999 of STL DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Typical Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 50.6 years old (2.3% older than average) and have a $80,024 (20.4% lower than average) annual household income.

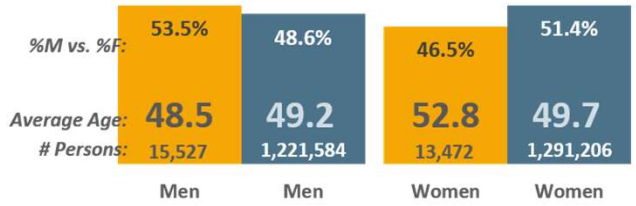
Percent of Market: Adults 18 or older



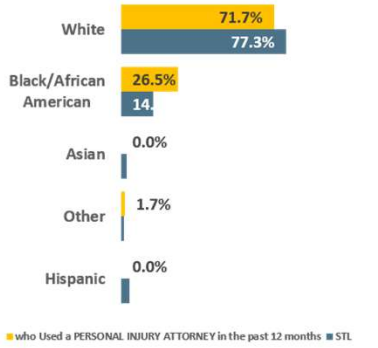
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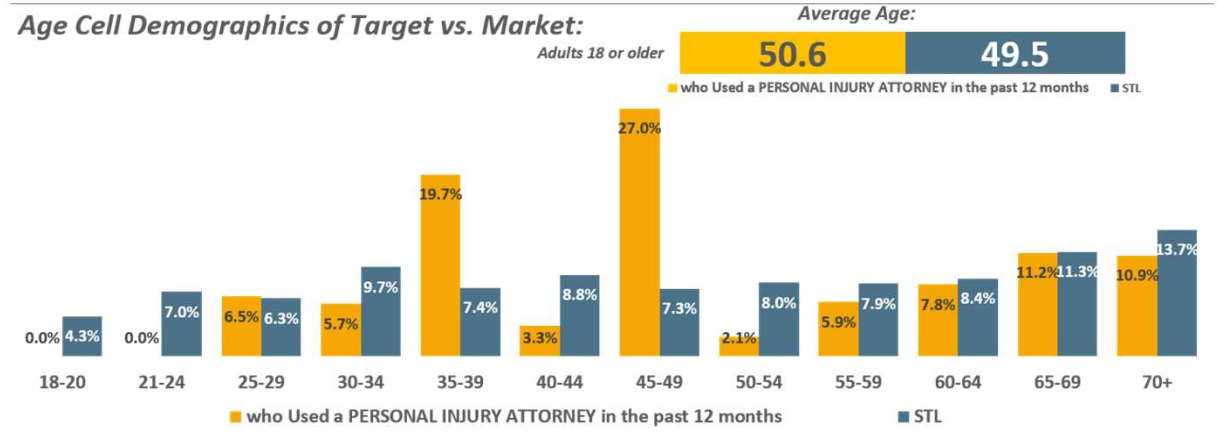
Gender of Target vs. Market: Adults 18 or older



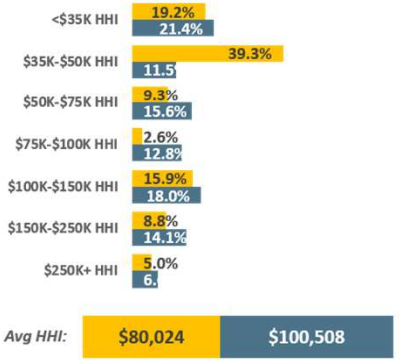
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 51

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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



.6% or 10,986 of CIN DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Typical Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 45.6 years old (6.4% younger than average) and have a $99,212 (1.3% lower than average) annual household income.

Percent of Market: Adults 18 or older

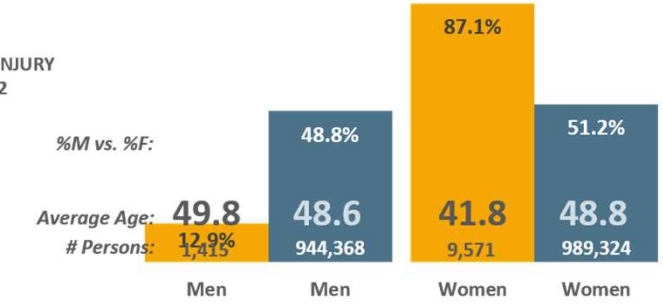


- who Used a PERSONAL INJURY ATTORNEY in the past 12 months
- Remainder of CIN DMA

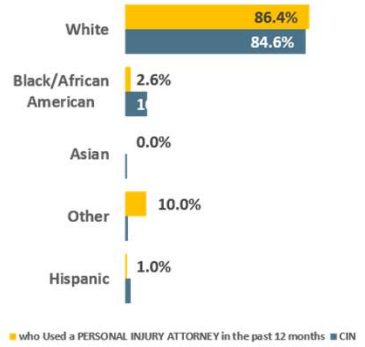
Total Persons:

10,986 | 1,922,707

Gender of Target vs. Market: Adults 18 or older

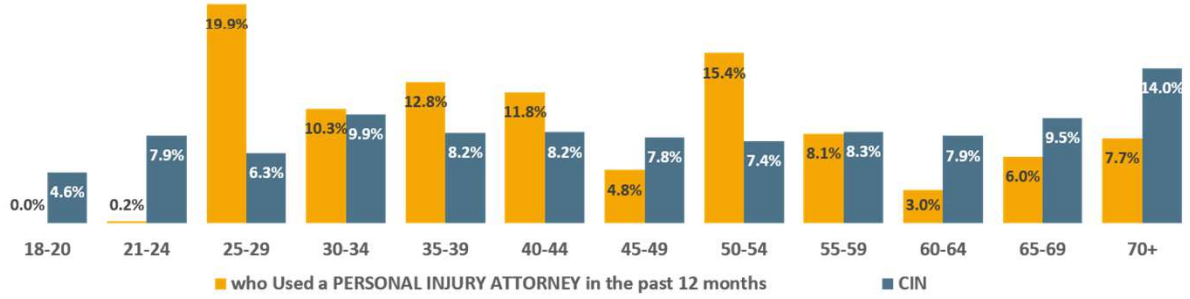


Ethnicity of Target vs. Market:

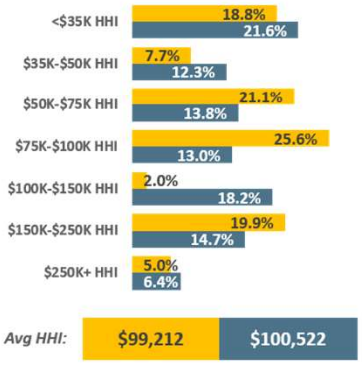


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33

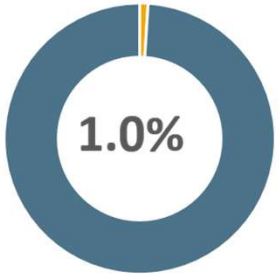
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

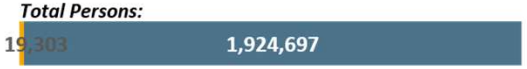


1.% or 19,303 of WPB DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Typical Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 42.8 years old (19.6% younger than average) and have a $97,758 (8.6% lower than average) annual household income.

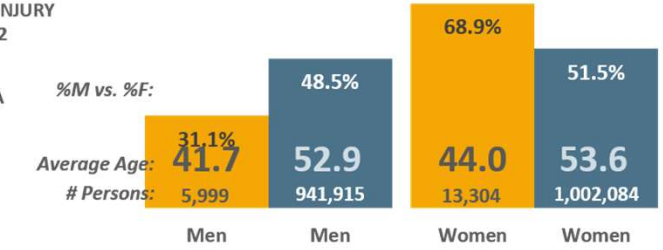
Percent of Market: Adults 18 or older



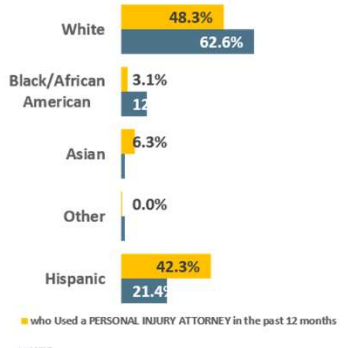
Total Persons:



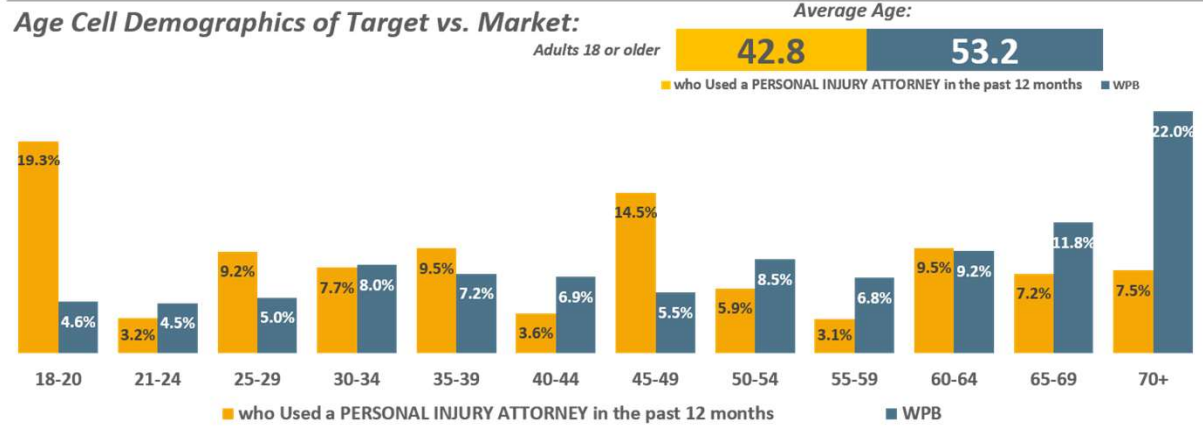
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $97,758 | $107,010

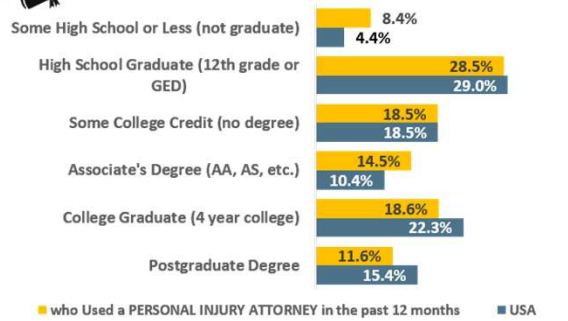
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

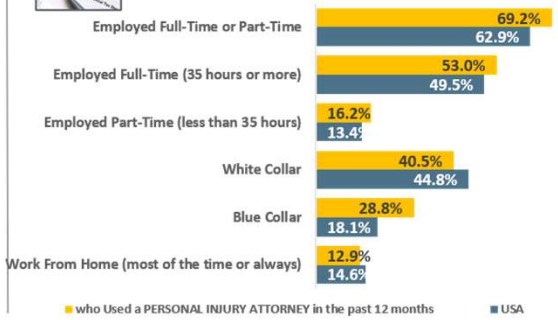


.9% or 2,491,325 of USA DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 19.9% less likely to be a college graduate, 7.2% more likely to work full-time, 2.6% more likely to be married, 76.6% more likely to be a parent of 1 or more children under 1

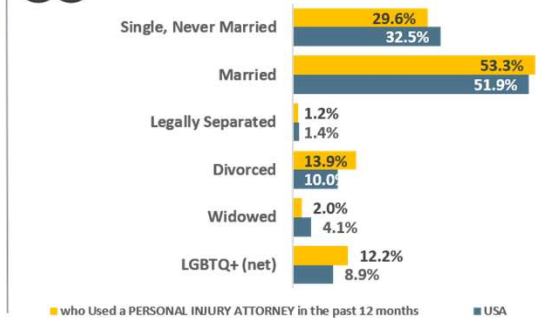
Education Levels: Adults 18 or older



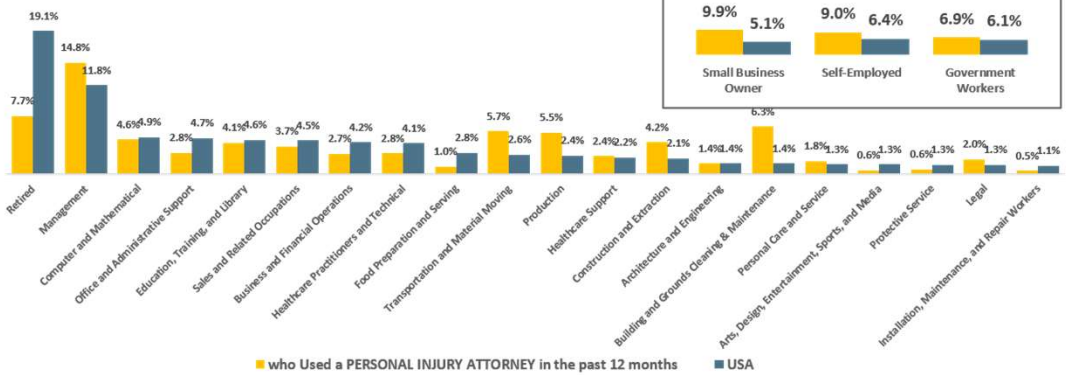
Employment: Adults 18 or older



Marital Status: Adults 18 or older

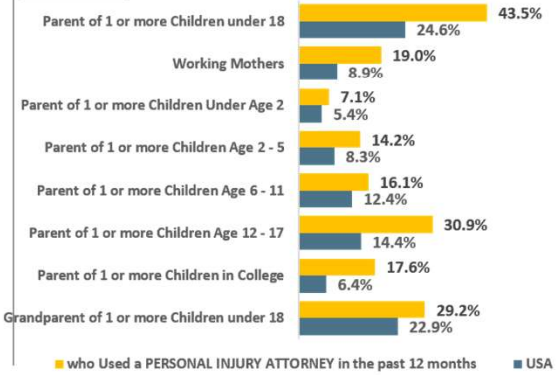


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



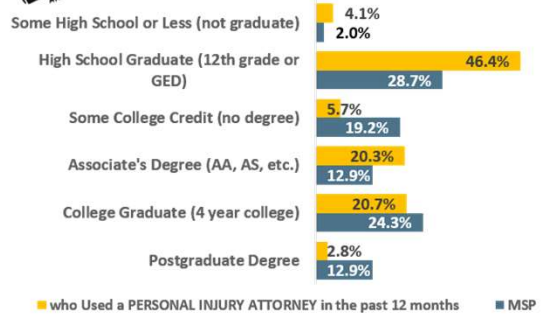
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

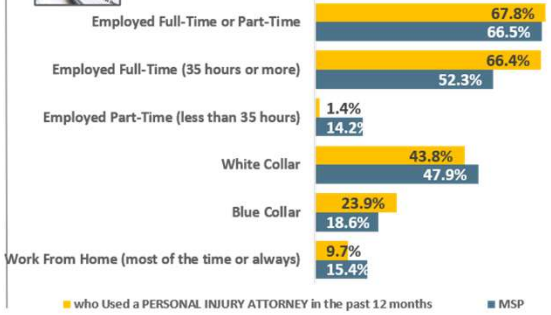


1.3% or 49,968 of MSP DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 36.9% less likely to be a college graduate, 26.8% more likely to work full-time, 3.1% less likely to be married, 81.3% more likely to be a parent of 1 or more children under

Education Levels: Adults 18 or older



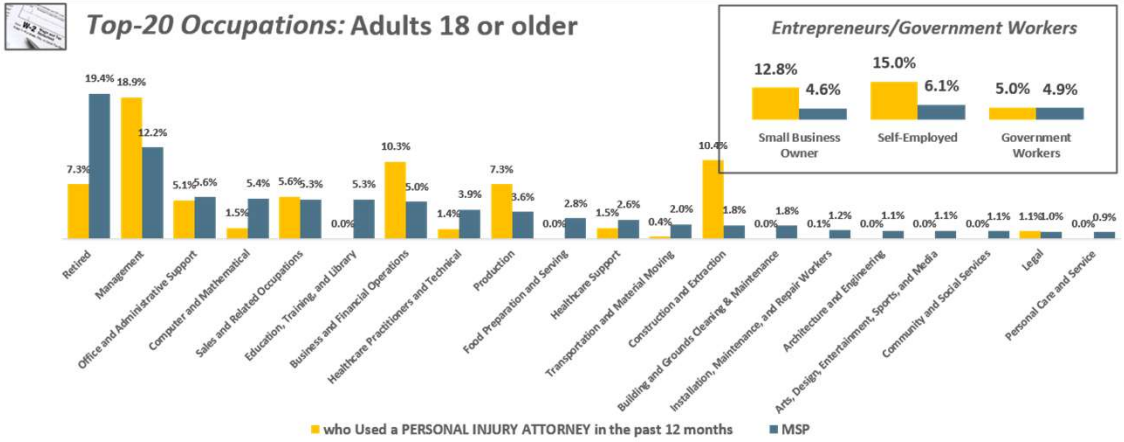
Employment: Adults 18 or older



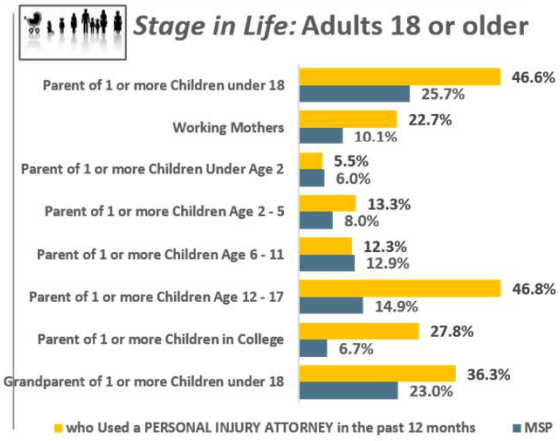
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



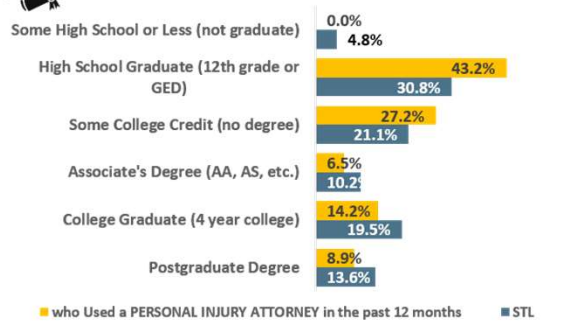
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

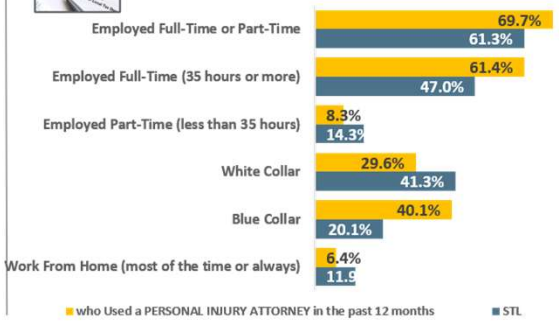


1.2% or 28,999 of STL DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 30.2% less likely to be a college graduate, 30.6% more likely to work full-time, 29.7% less likely to be married, 111.7% more likely to be a parent of 1 or more children unde

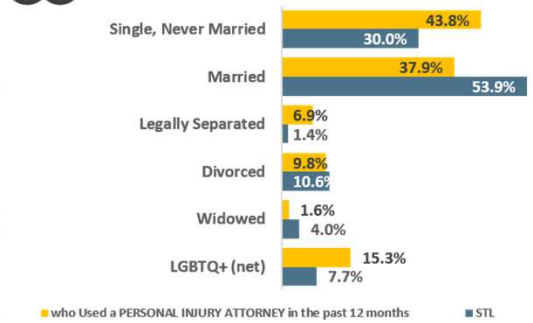
Education Levels: Adults 18 or older



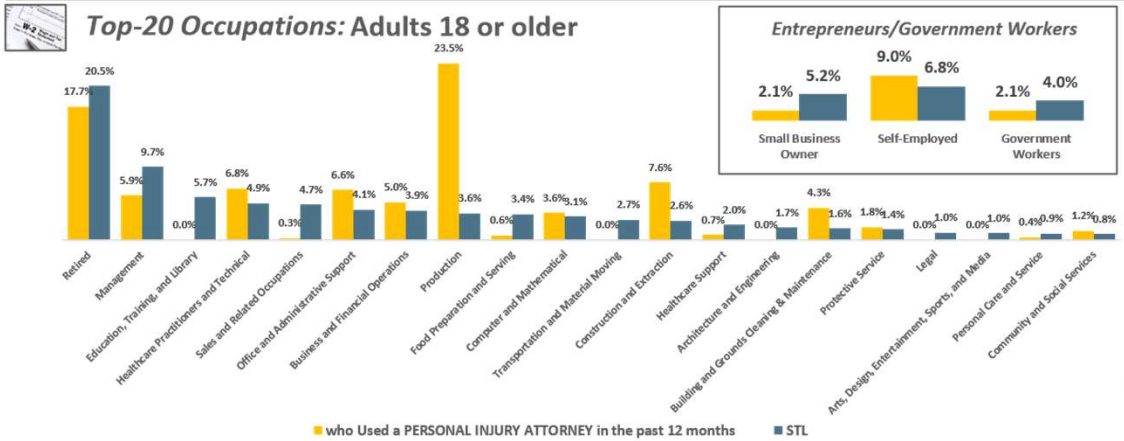
Employment: Adults 18 or older



Marital Status: Adults 18 or older

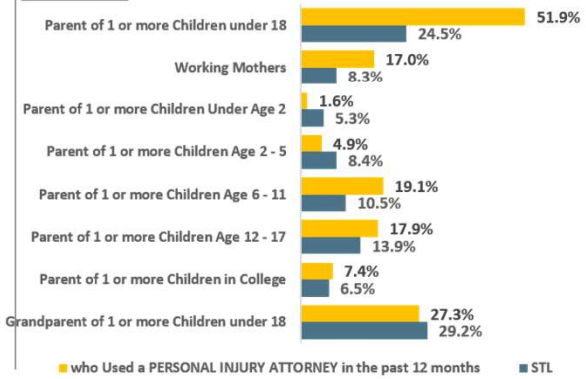


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



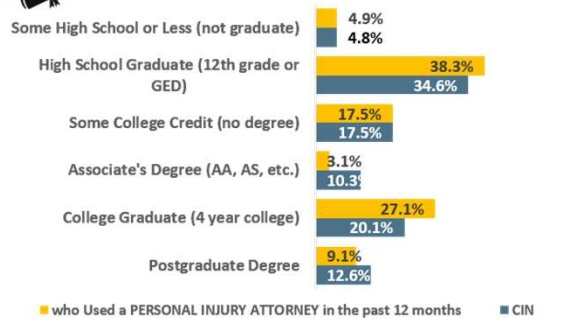
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

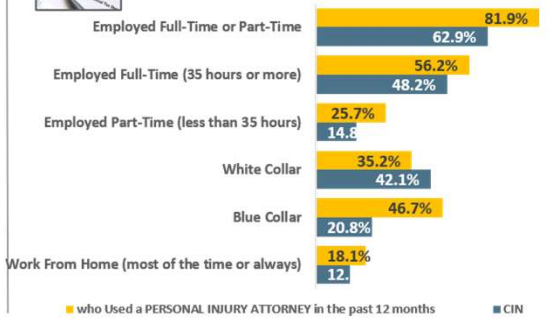


.6% or 10,986 of CIN DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 10.7% more likely to be a college graduate, 16.8% more likely to work full-time, 29.% less likely to be married, 45.9% more likely to be a parent of 1 or more children under

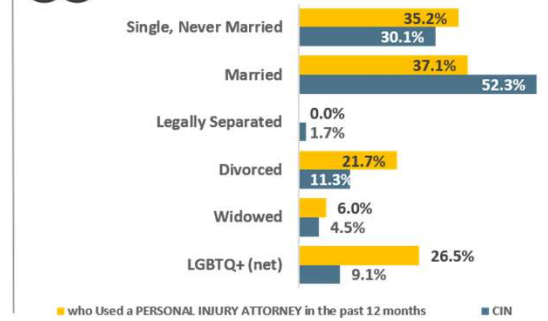
Education Levels: Adults 18 or older



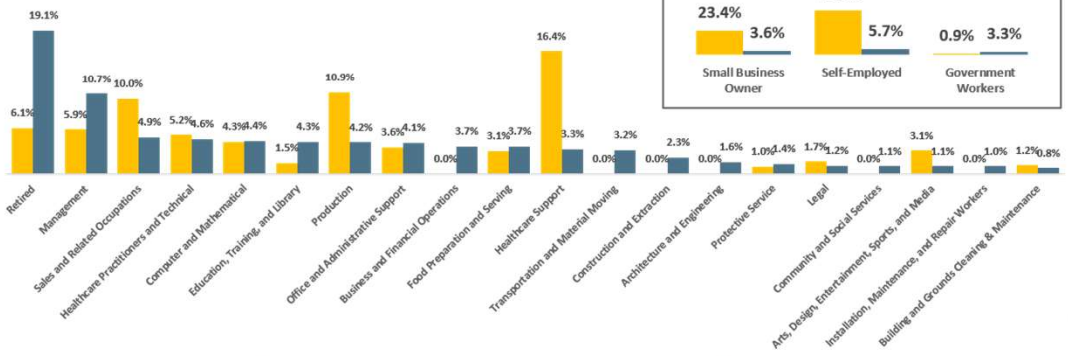
Employment: Adults 18 or older



Marital Status: Adults 18 or older

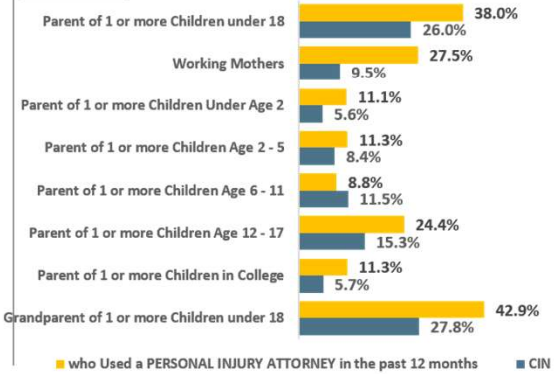


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



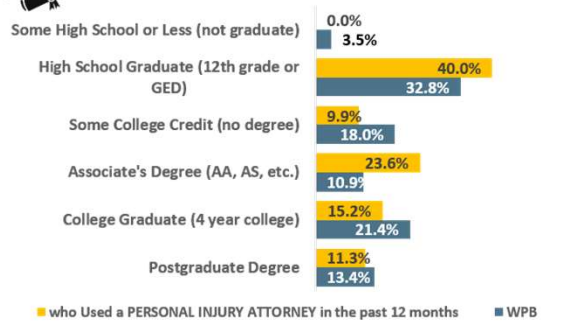
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

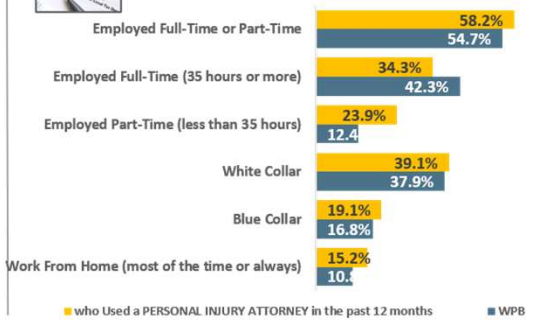


1.% or 19,303 of WPB DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 24.% less likely to be a college graduate, 18.8% less likely to work full-time, 26.% less likely to be married, 14.9% more likely to be a parent of 1 or more children under 1

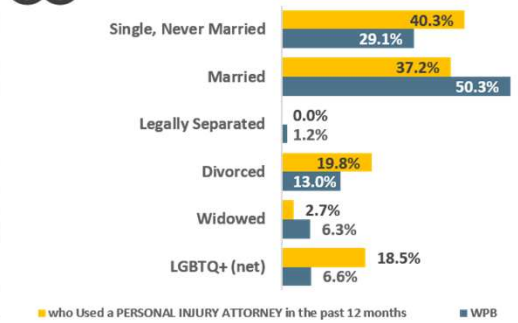
Education Levels: Adults 18 or older



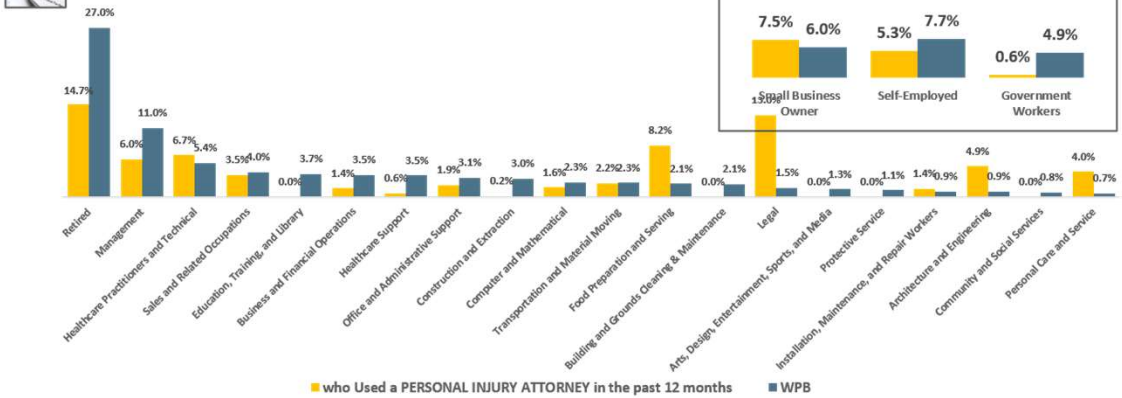
Employment: Adults 18 or older



Marital Status: Adults 18 or older

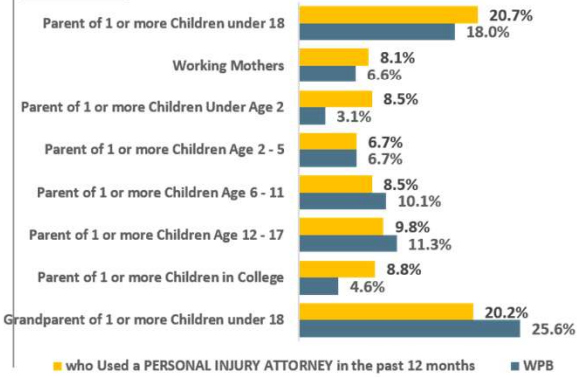


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



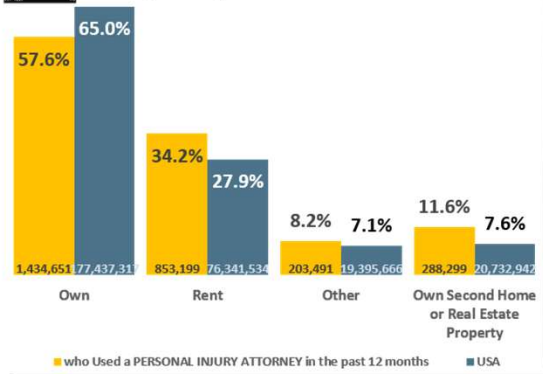
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

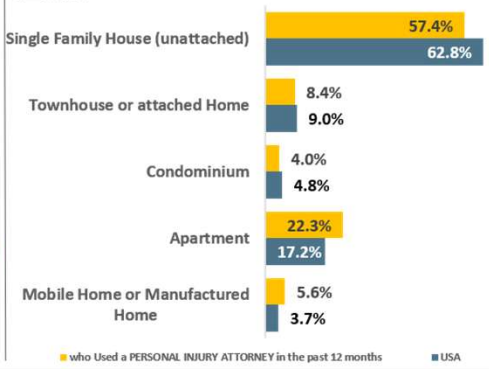


.9% or 2,491,325 of USA DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 11.3% less likely to own their home, 7.4% more likely to own a lower valued home, 8.5% less likely to have a single-family home, 33.6% more likely to have a dog.

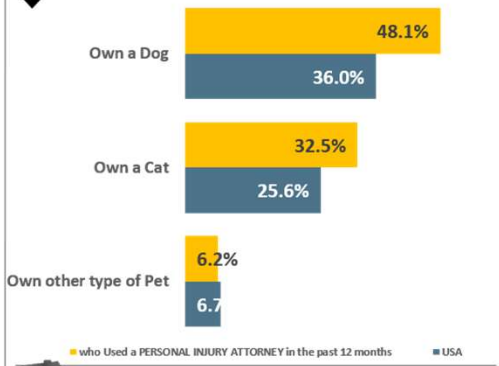
Own/Rent/Other: Adults 18 or older



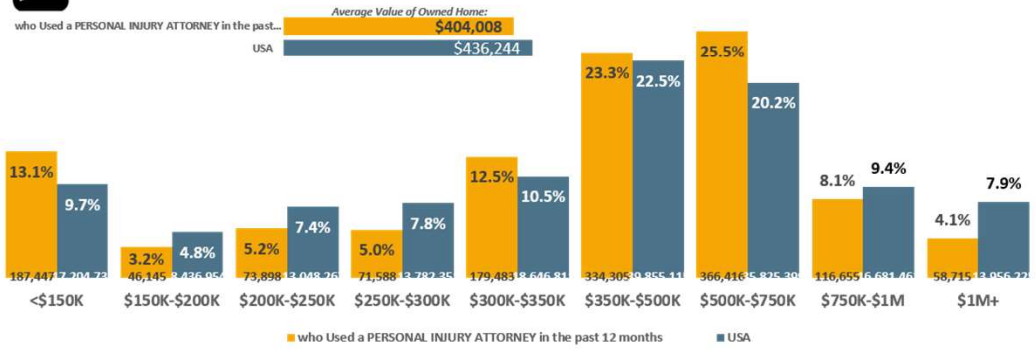
Type of Home: Adults 18 or older



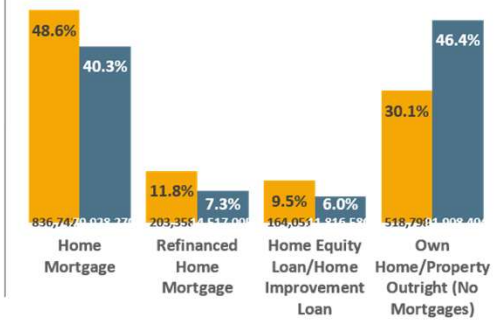
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 461

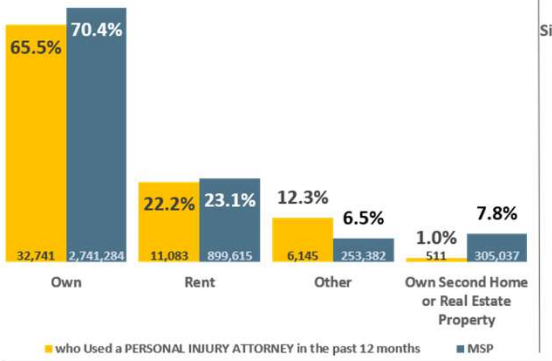
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

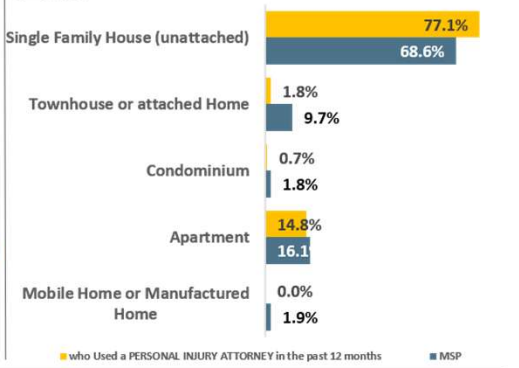


1.3% or 49,968 of MSP DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 6.9% less likely to own their home, 12.6% more likely to own a higher valued home, 12.4% more likely to have a single-family home, 41.1% more likely to have a dog.

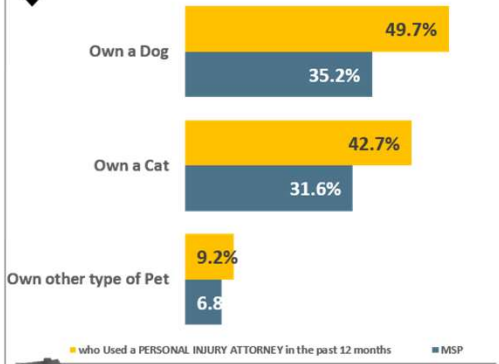
Own/Rent/Other: Adults 18 or older



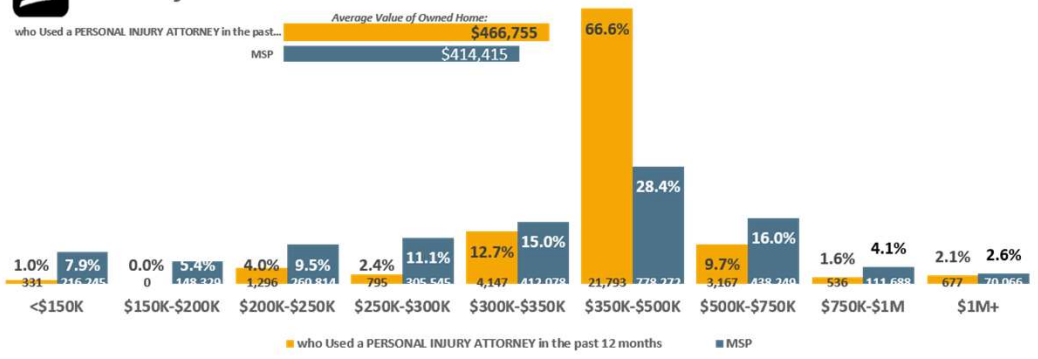
Type of Home: Adults 18 or older



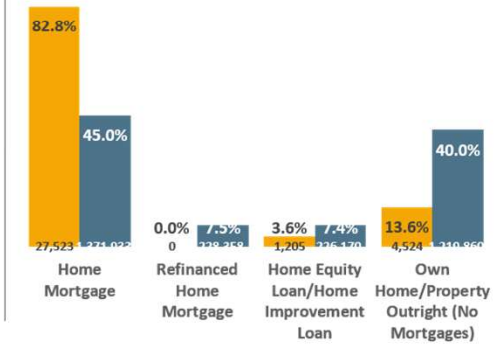
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 42

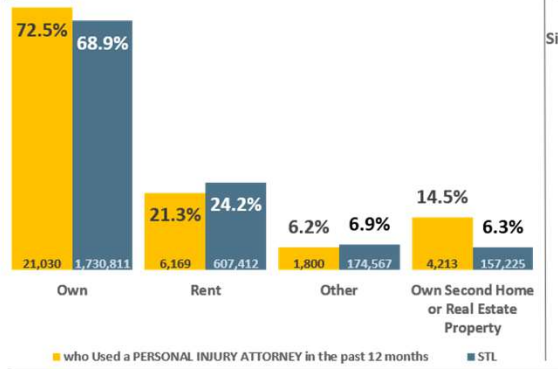
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

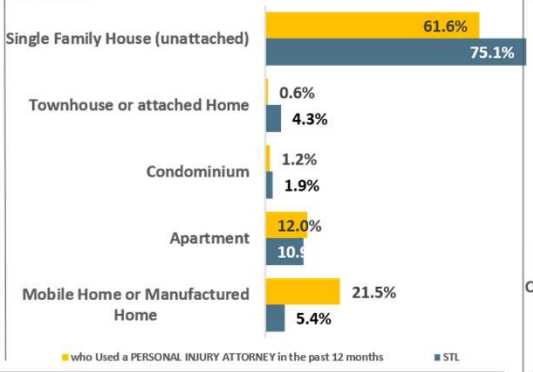


1.2% or 28,999 of STL DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 5.3% more likely to own their home, 26.6% more likely to own a lower valued home, 17.9% less likely to have a single-family home, 26.4% more likely to have a dog.

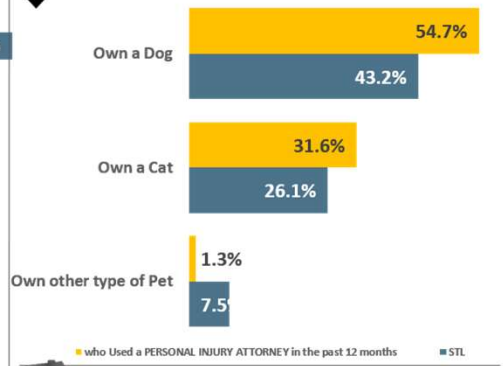
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



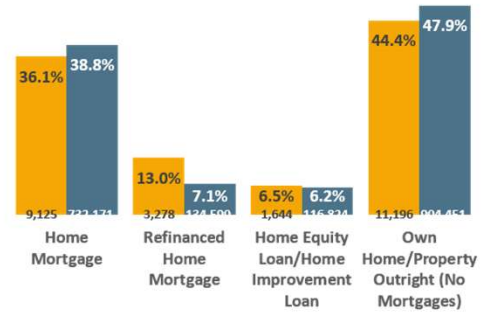
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 51

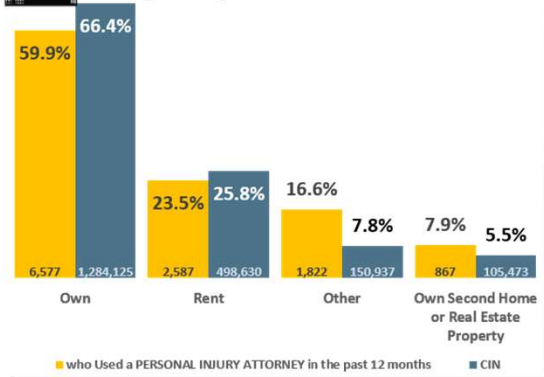
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

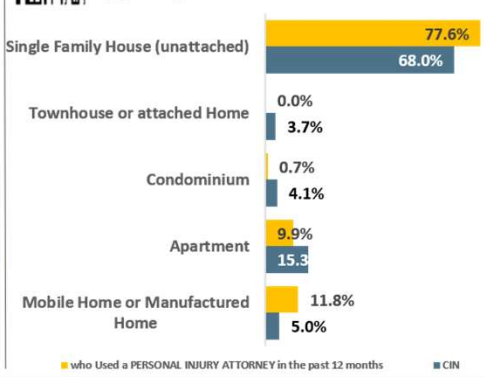


.6% or 10,986 of CIN DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 9.9% less likely to own their home, 4.% more likely to own a lower valued home, 14.1% more likely to have a single-family home, 35.4% more likely to have a dog.

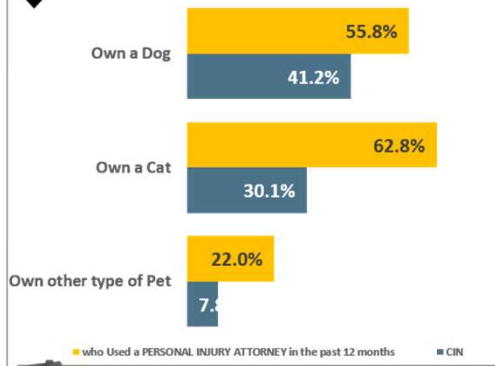
Own/Rent/Other: Adults 18 or older



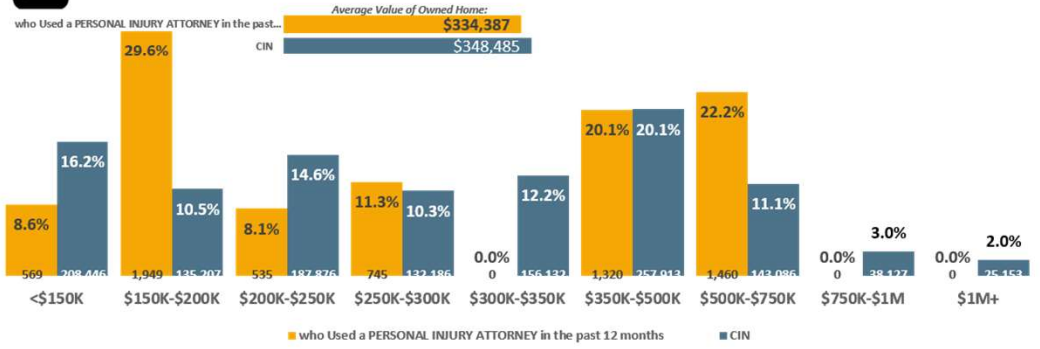
Type of Home: Adults 18 or older



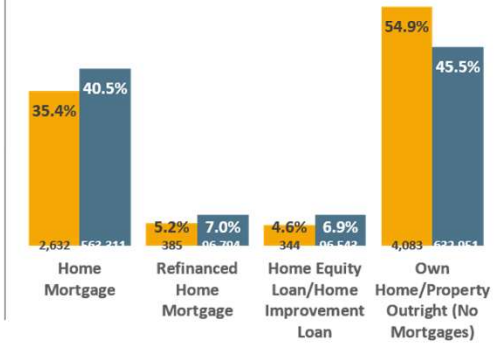
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33

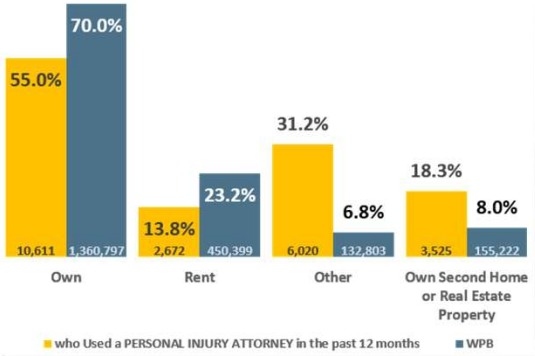
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

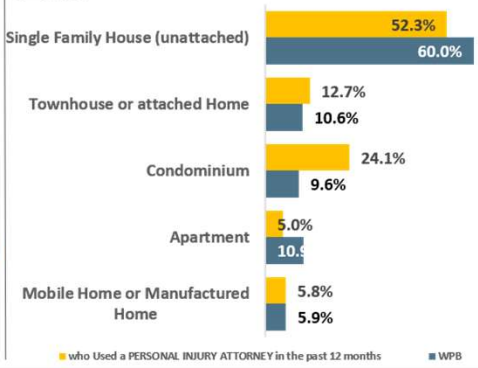


1.% or 19,303 of WPB DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 21.5% less likely to own their home, 1.2% more likely to own a higher valued home, 12.8% less likely to have a single-family home, 13.2% more likely to have a dog.

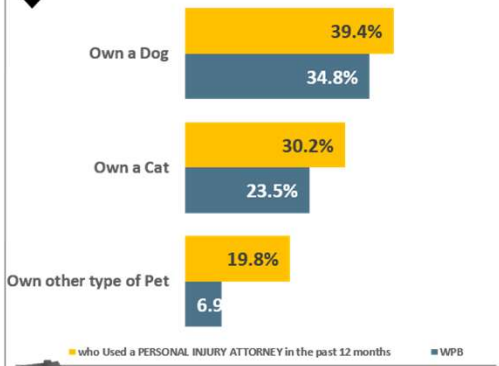
Own/Rent/Other: Adults 18 or older



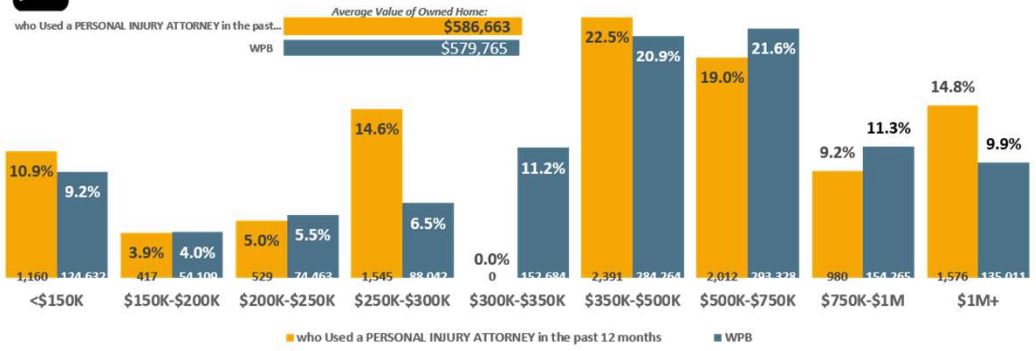
Type of Home: Adults 18 or older



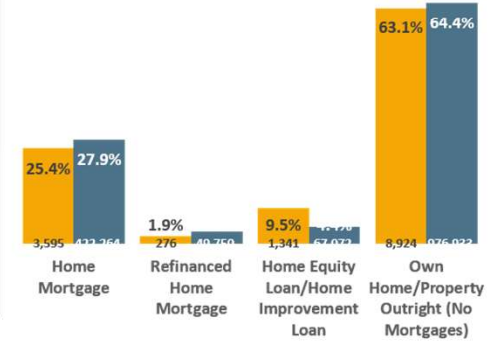
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

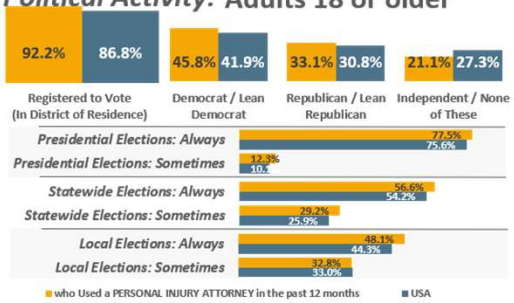


.9% or 2,491,325 of USA DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 2.4% more likely to look up D-I-Y advice online, 8.8% more likely to always vote in local elections, 8.5% less likely to belong to a gym, 2.6% less likely to fly domestic pas

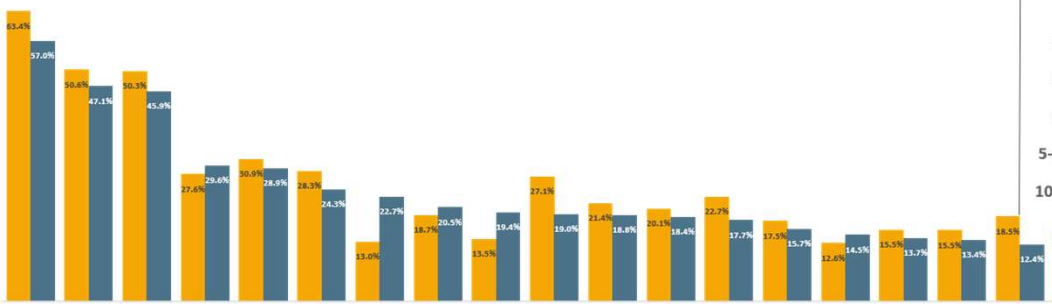
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



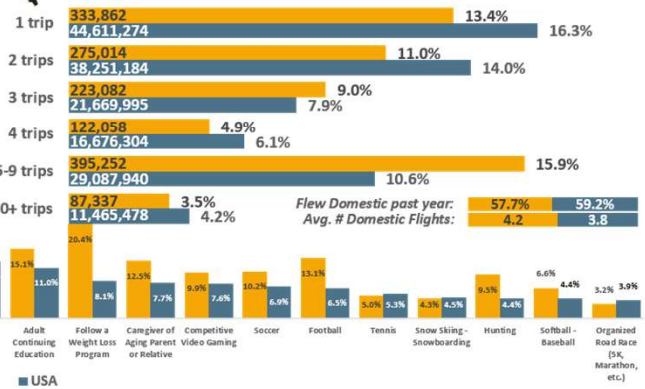
Political Activity: Adults 18 or older



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



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



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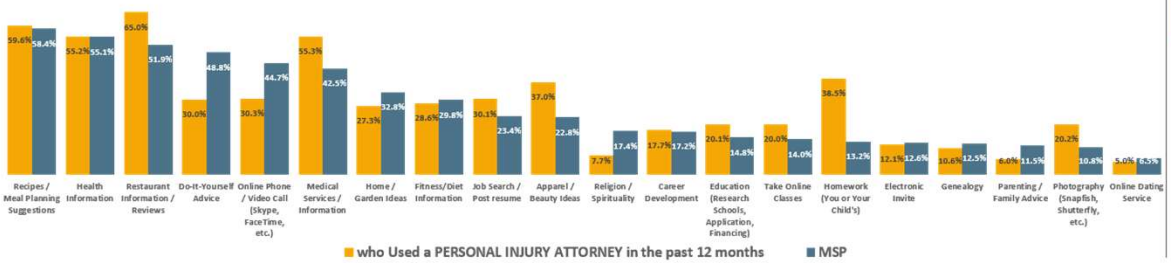
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

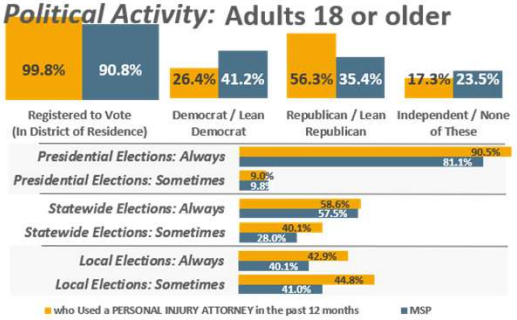


1.3% or 49,968 of MSP DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 38.5% less likely to look up D-I-Y advice online, 7.% more likely to always vote in local elections, 2.1% more likely to belong to a gym, 14.8% more likely to fly domestic pa

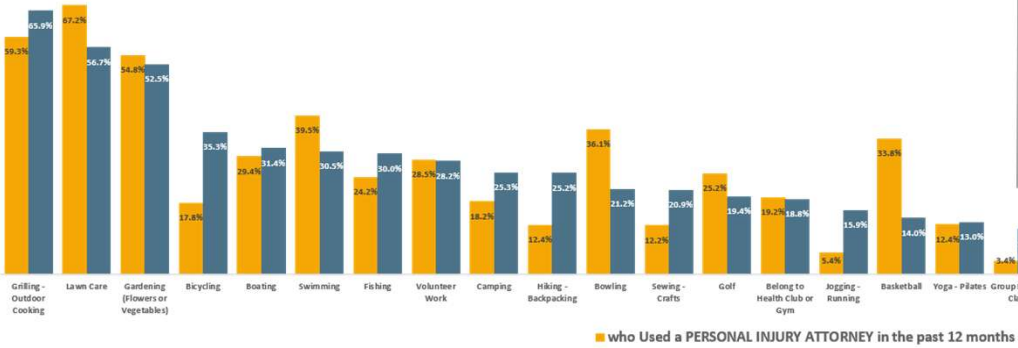
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



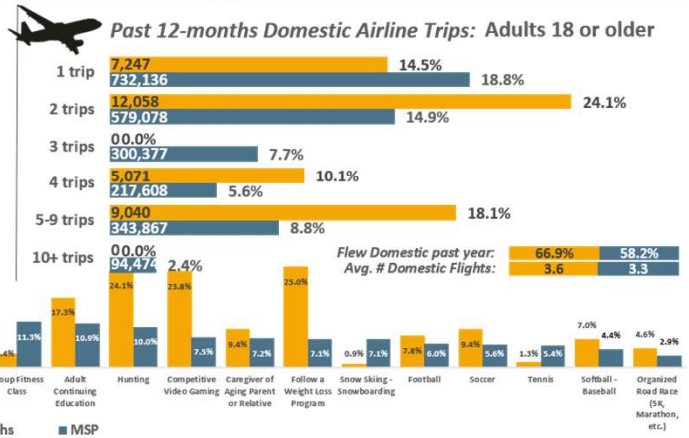
Political Activity: Adults 18 or older



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



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



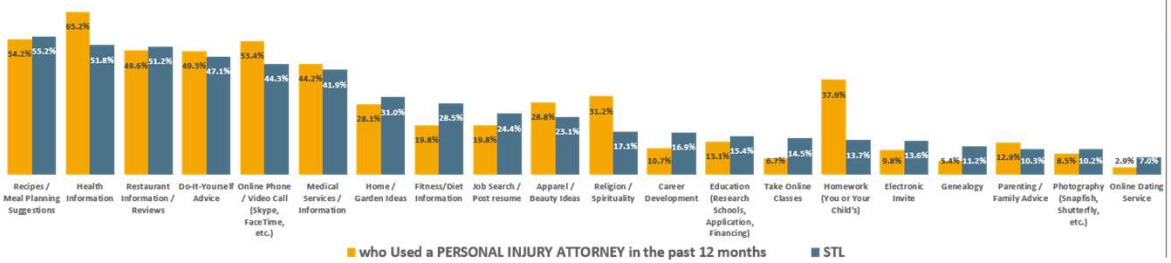
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

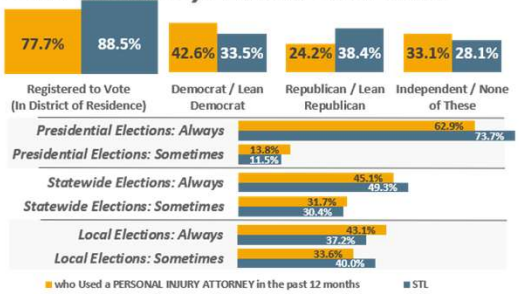


1.2% or 28,999 of STL DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 4.5% more likely to look up D-I-Y advice online, 15.8% more likely to always vote in local elections, 54.9% less likely to belong to a gym, 11.3% less likely to fly domestic

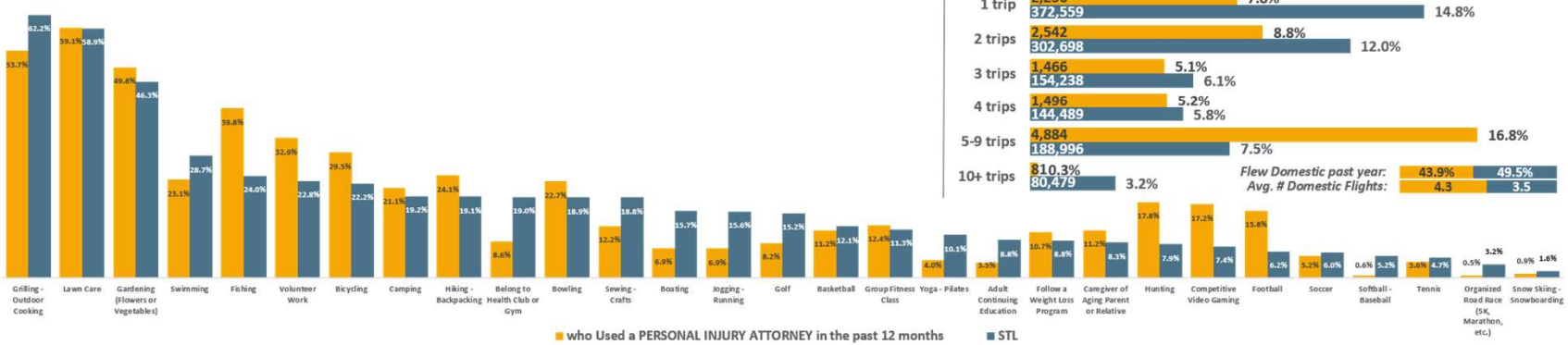
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

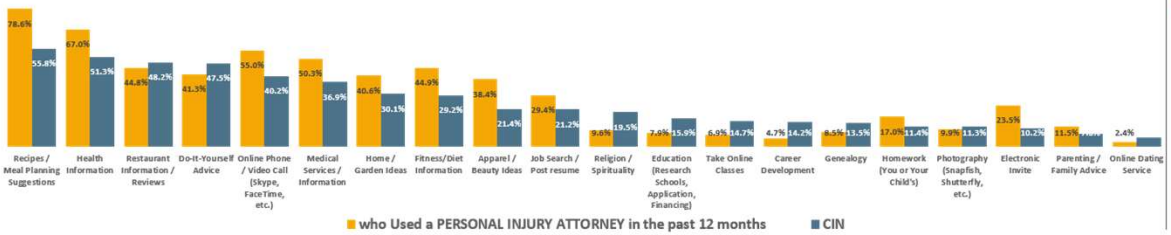
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

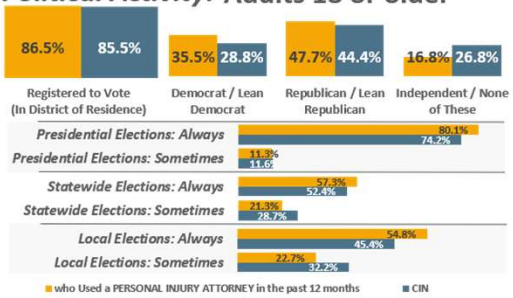


.6% or 10,986 of CIN DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 13.% less likely to look up D-I-Y advice online, 20.8% more likely to always vote in local elections, 36.3% less likely to belong to a gym, 18.8% less likely to fly domestic

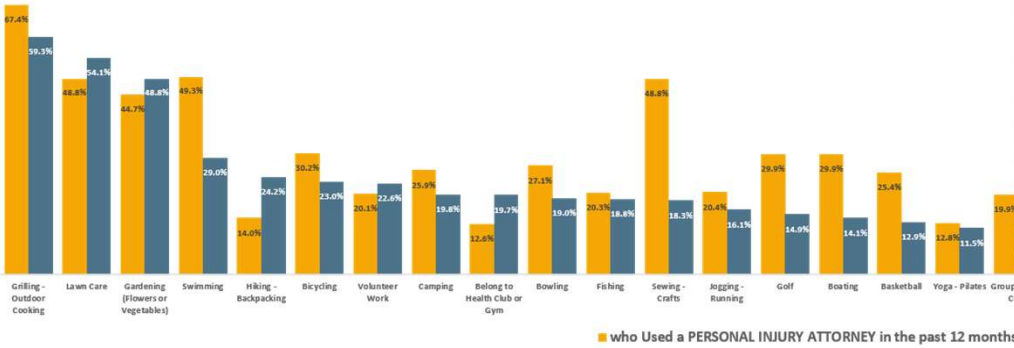
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



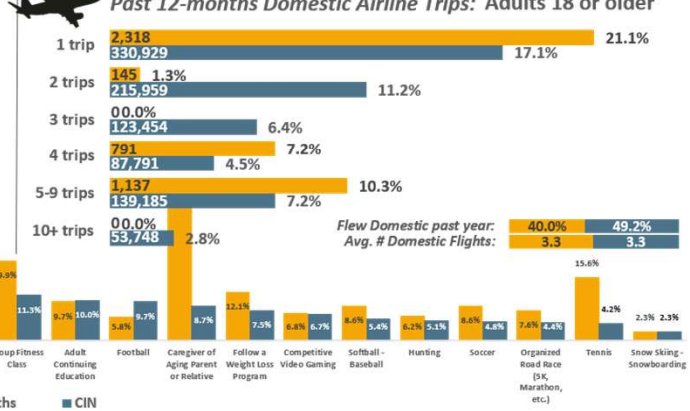
Political Activity: Adults 18 or older



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



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



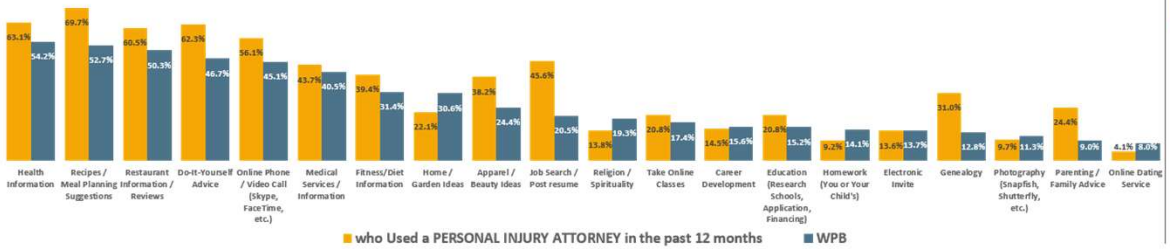
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

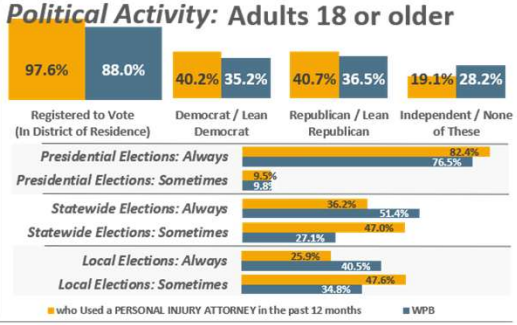


1.% or 19,303 of WPB DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 33.5% more likely to look up D-I-Y advice online, 36.2% less likely to always vote in local elections, 71.6% more likely to belong to a gym, 1.6% 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

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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



.9% or 2,491,325 of USA DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 13.% more likely to use QSRs past mo., 12.2% more likely to use Sit-Down Restaurants past mo., 32.4% more likely to use Casinos past yr., 44.9% 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.)

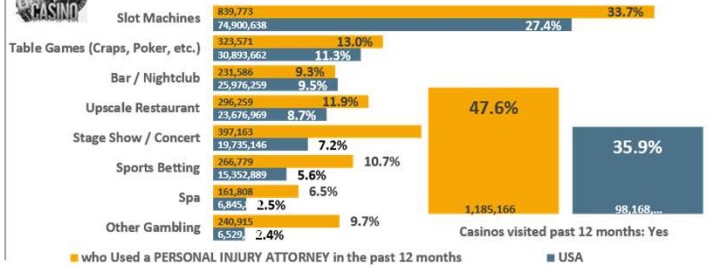


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 461

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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



1.3% or 49,968 of MSP DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 12.5% more likely to use QSRs past mo., 7.6% more likely to use Sit-Down Restaurants past mo., 17.8% more likely to use Casinos past yr., 51.7% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 95.4% 47,662 | 84.8% 3,300,680

Avg. Monthly QSR Meals: 8.2 | 5.4

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



Total Monthly Sit-Down Restaurant Users: 78.4% 39,162 | 72.8% 2,836,449

Avg. Monthly Sit-Down Restaurant Meals: 7.1 | 3.2

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 a PERSONAL INJURY ATTORNEY in the past... 7,914 15.8%

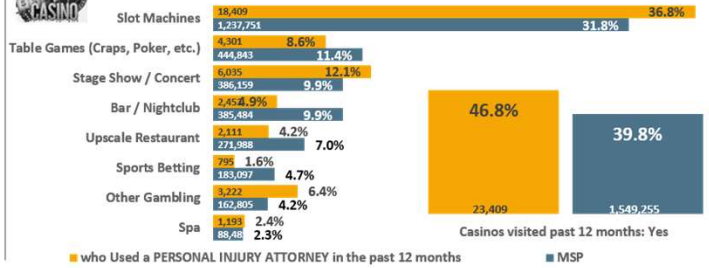
MSP 499,592 12.8%

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



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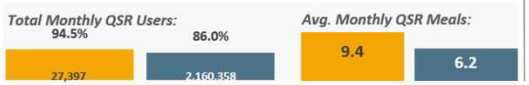
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



1.2% or 28,999 of STL DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 9.9% more likely to use QSRs past mo., 12.1% less likely to use Sit-Down Restaurants past mo., 37.6% more likely to use Casinos past yr., 187.8% more likely to smoke cigarett

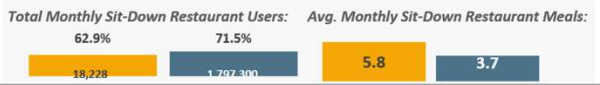
Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

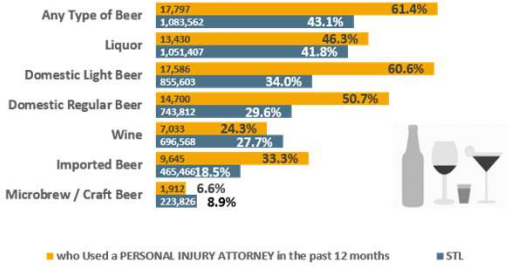


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Used a PERSONAL INJURY ATTORNEY in the past... 7,685 26.5%

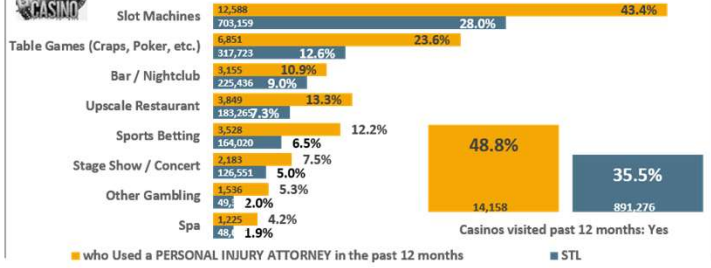
STL 429,978 17.1%

Drank Past 30-days: Adults 18 or older



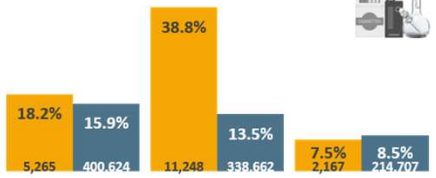
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



.6% or 10,986 of CIN DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 2.5% more likely to use QSRs past mo., 1.2% more likely to use Sit-Down Restaurants past mo., 76.4% more likely to use Casinos past yr., 102.5% more likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 89.0% 9,782 | 86.9% 1,680,449

Avg. Monthly QSR Meals: 7.9 | 6.3

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



Total Monthly Sit-Down Restaurant Users: 76.4% 8,392 | 75.4% 1,458,939

Avg. Monthly Sit-Down Restaurant Meals: 6.6 | 3.9

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 a PERSONAL INJURY ATTORNEY in the past... 4,177 38.0%

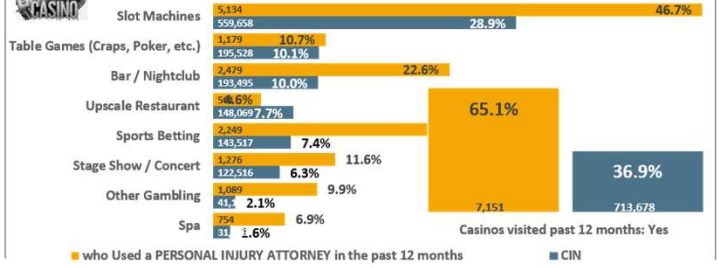
CIN 378,267 19.6%

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 R2 2025-26: Aug24-Jul26 Qual Intab 33

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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



1.% or 19,303 of WPB DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 17.2% more likely to use QSRs past mo., 21.7% more likely to use Sit-Down Restaurants past mo., 21.2% less likely to use Casinos past yr., 7.5% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

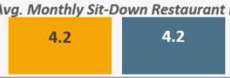
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

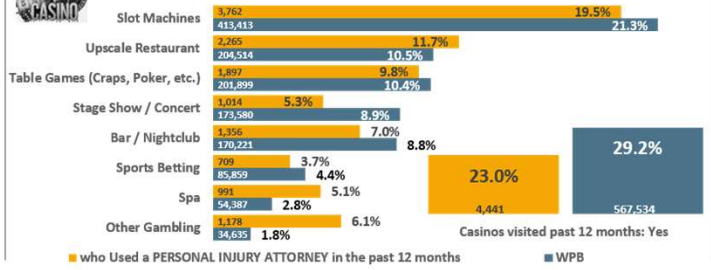


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



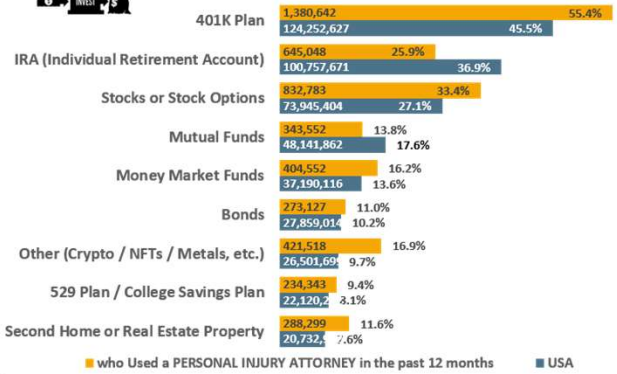
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

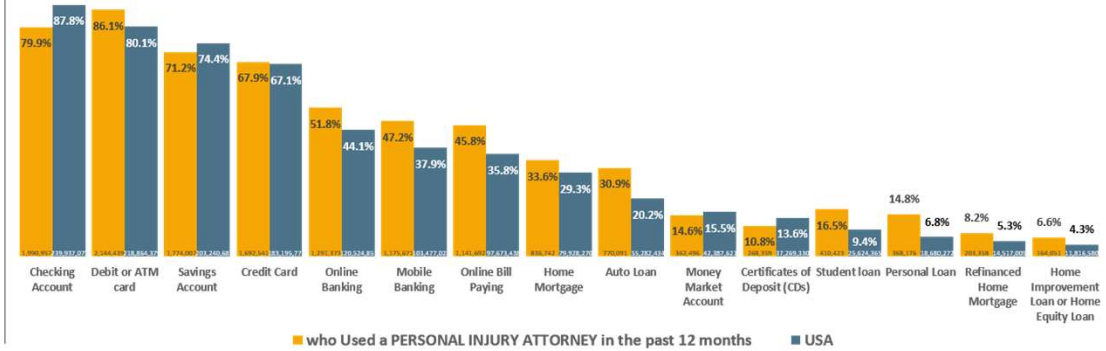


.9% or 2,491,325 of USA DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 21.8% more likely to have a 401K, 52.7% more likely to have an Auto Loan, 24.1% more likely to Invest/Trade Stocks Online, 27.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



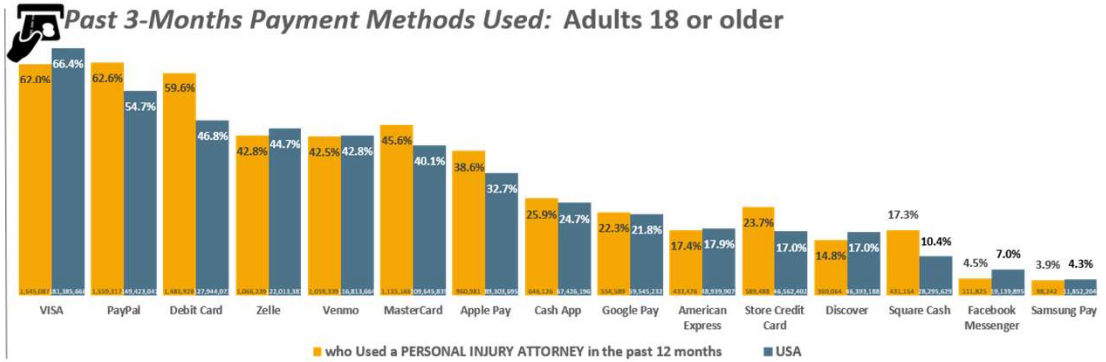
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 461

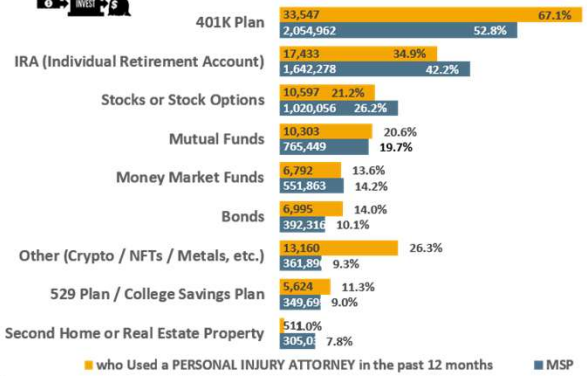
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

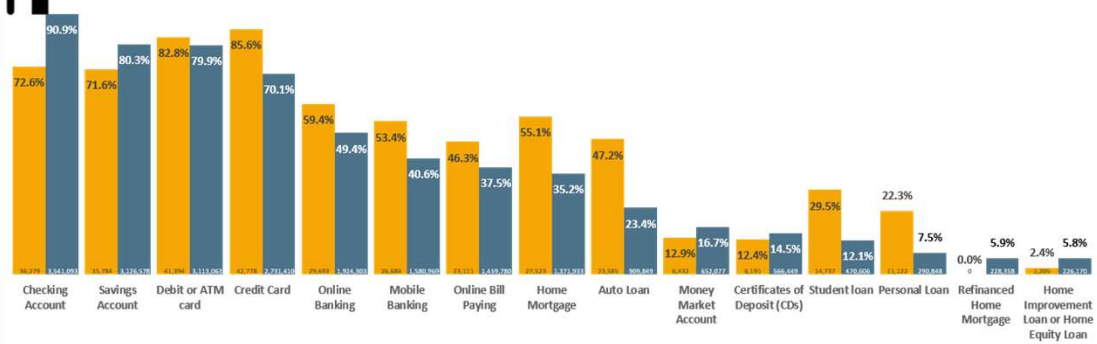


1.3% or 49,968 of MSP DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 27.2% more likely to have a 401K, 102.% more likely to have an Auto Loan, 29.8% less likely to Invest/Trade Stocks Online, 27.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



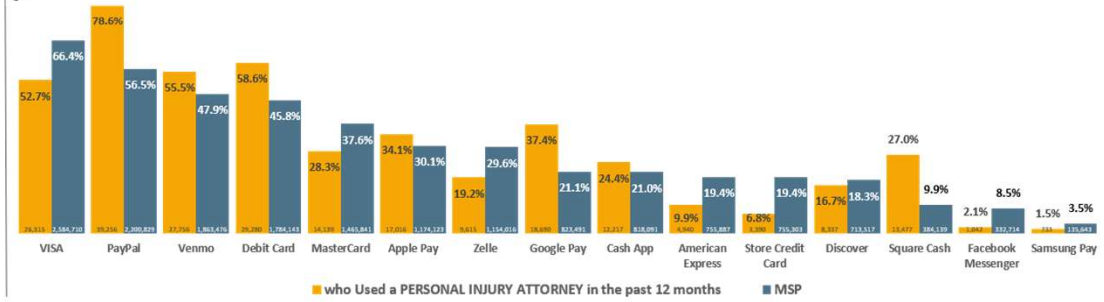
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



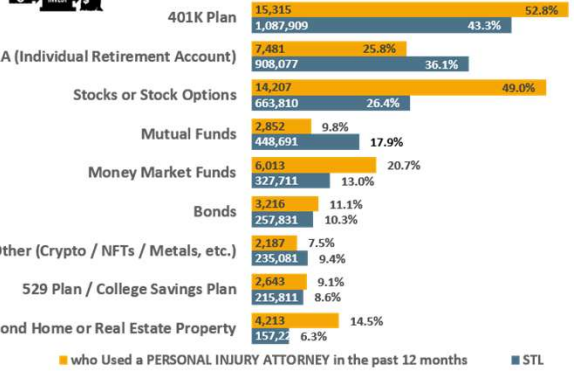
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

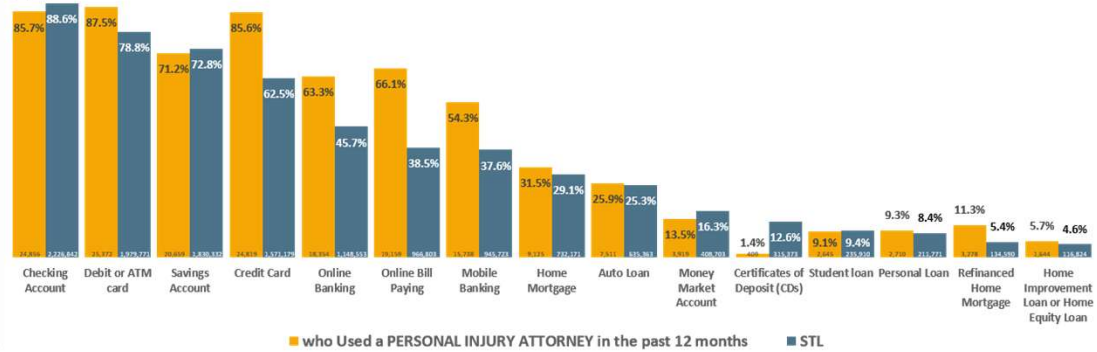


1.2% or 28,999 of STL DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 22.% more likely to have a 401K, 2.4% more likely to have an Auto Loan, 54.6% more likely to Invest/Trade Stocks Online, 1.8% more likely to pay with their Debit Card.

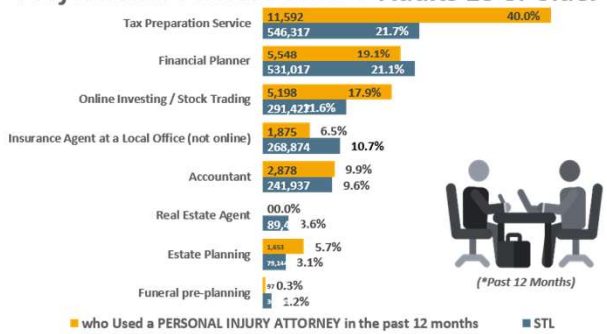
Investments Owned: Adults 18 or older



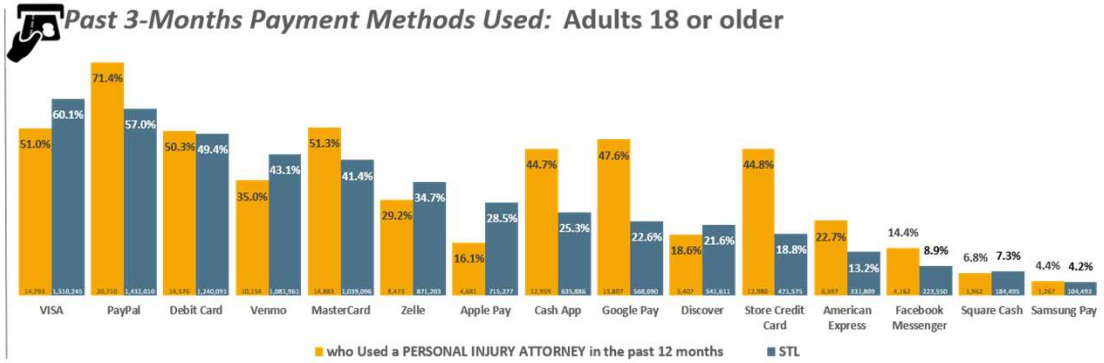
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



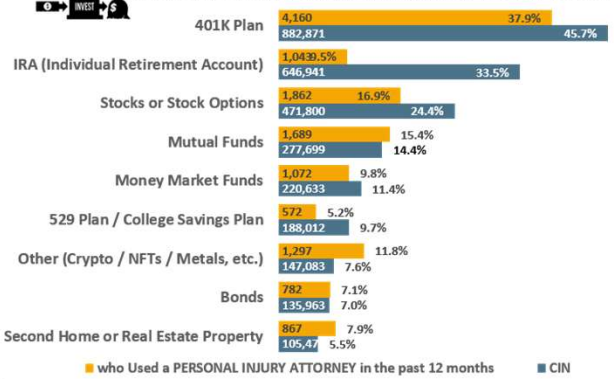
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

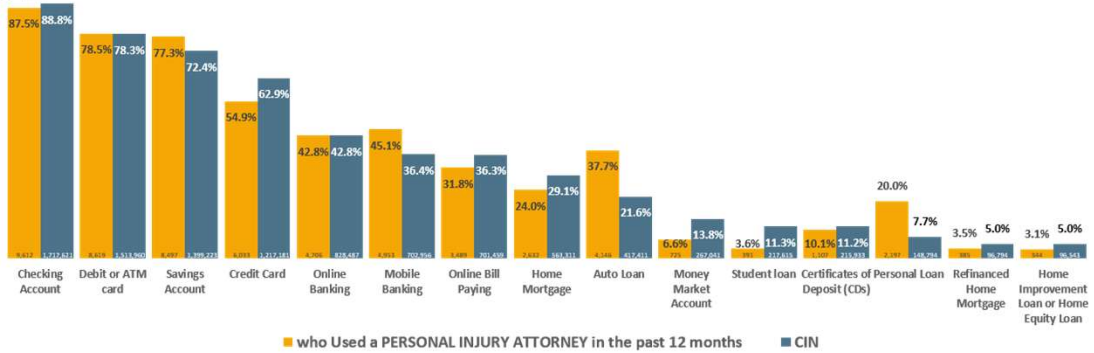


.6% or 10,986 of CIN DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 17.1% less likely to have a 401K, 74.8% more likely to have an Auto Loan, 3.4% more likely to Invest/Trade Stocks Online, 19.5% more likely to pay with their Debit Card.

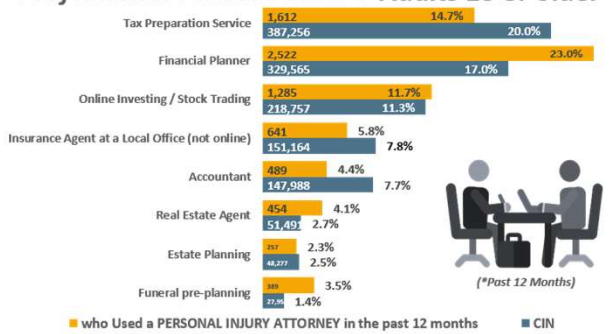
Investments Owned: Adults 18 or older



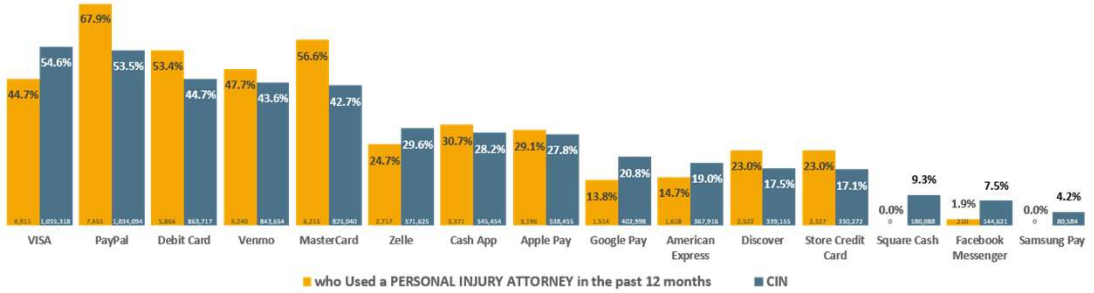
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

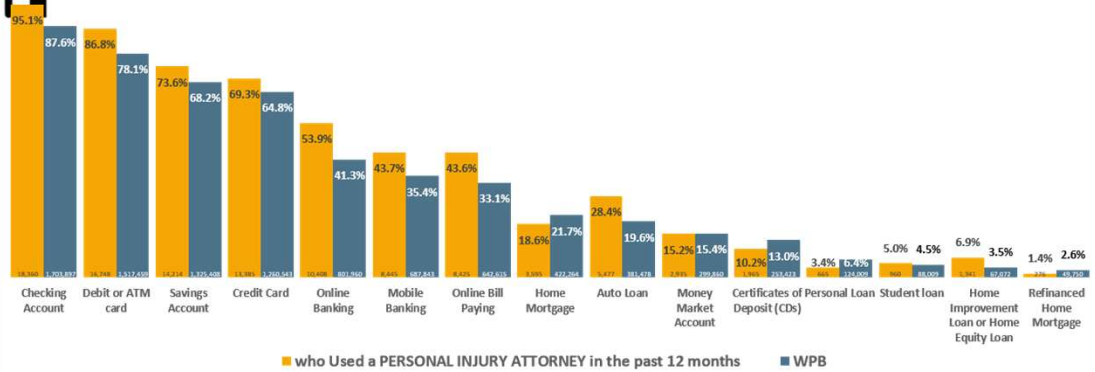


1.% or 19,303 of WPB DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 14.5% more likely to have a 401K, 44.6% more likely to have an Auto Loan, 9.8% more likely to Invest/Trade Stocks Online, 43.8% more likely to pay with their Debit Card.

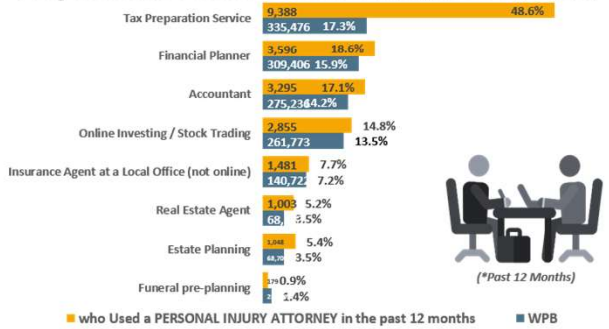
Investments Owned: Adults 18 or older



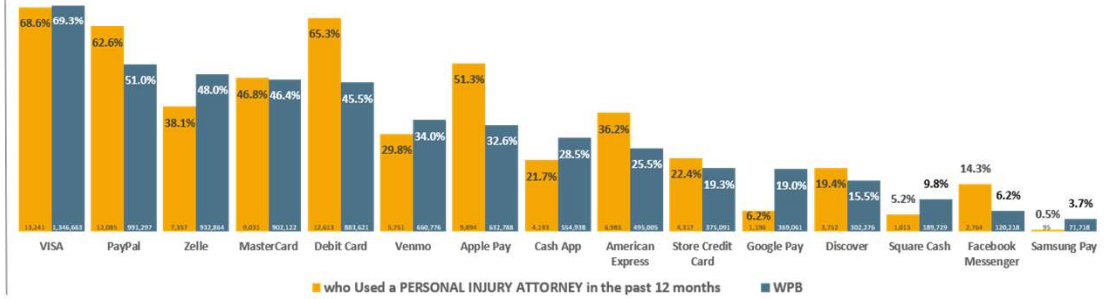
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



"Medical Services Received / Now Disabled"

P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months (Medical Services Received / Now Disabled)



USA

USA DMA Scarborough R2 2025-26: Feb24-Jul26 Qual Intab: 461

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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

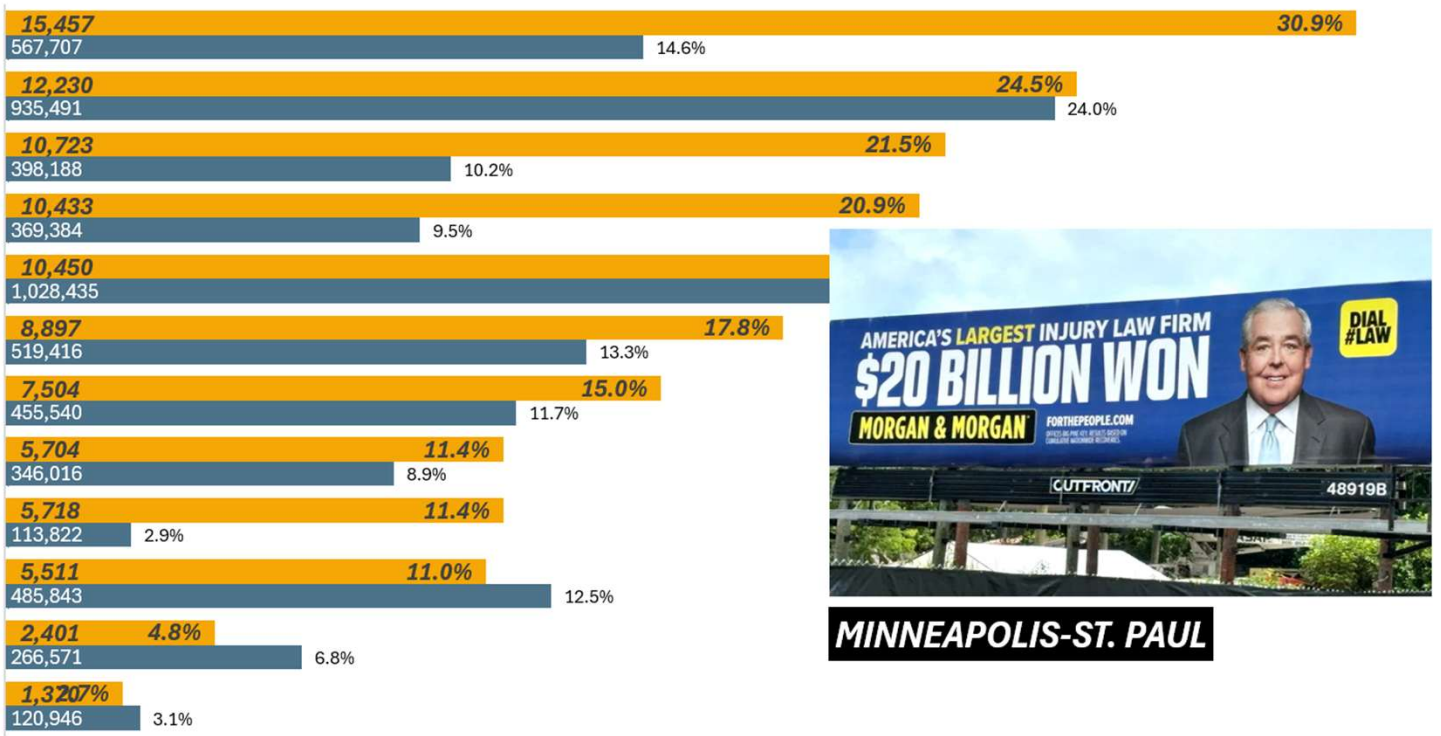


MSP

"Medical Services Received / Now Disabled"

P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months (Medical Services Received / Now Disabled)





MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025-26: Feb24-Feb26 Qual Intab: 42

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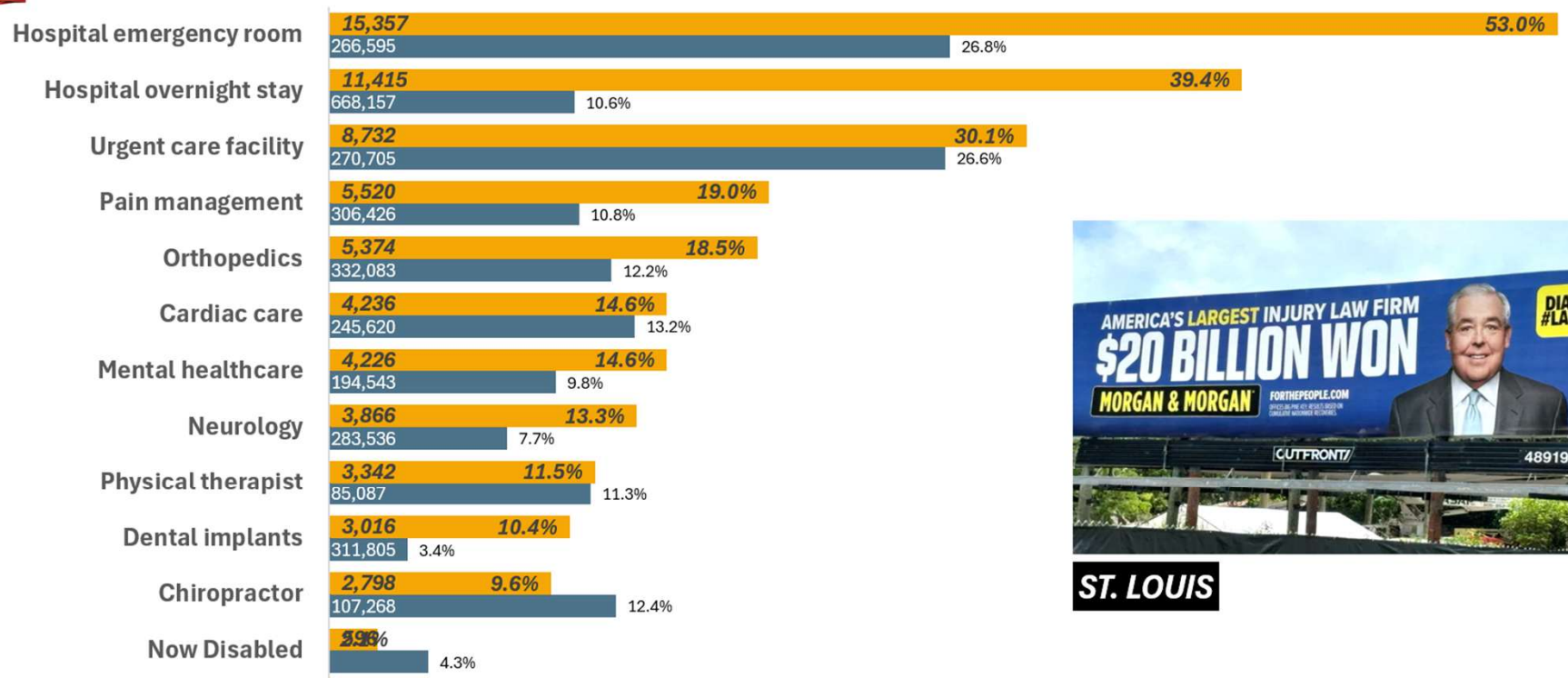
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



"Medical Services Received / Now Disabled"

P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months (Medical Services Received / Now Disabled)





ST. LOUIS

ST. LOUIS DMA Scarborough R1 2025-26: Feb24-Feb26 Qual Intab: 51

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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

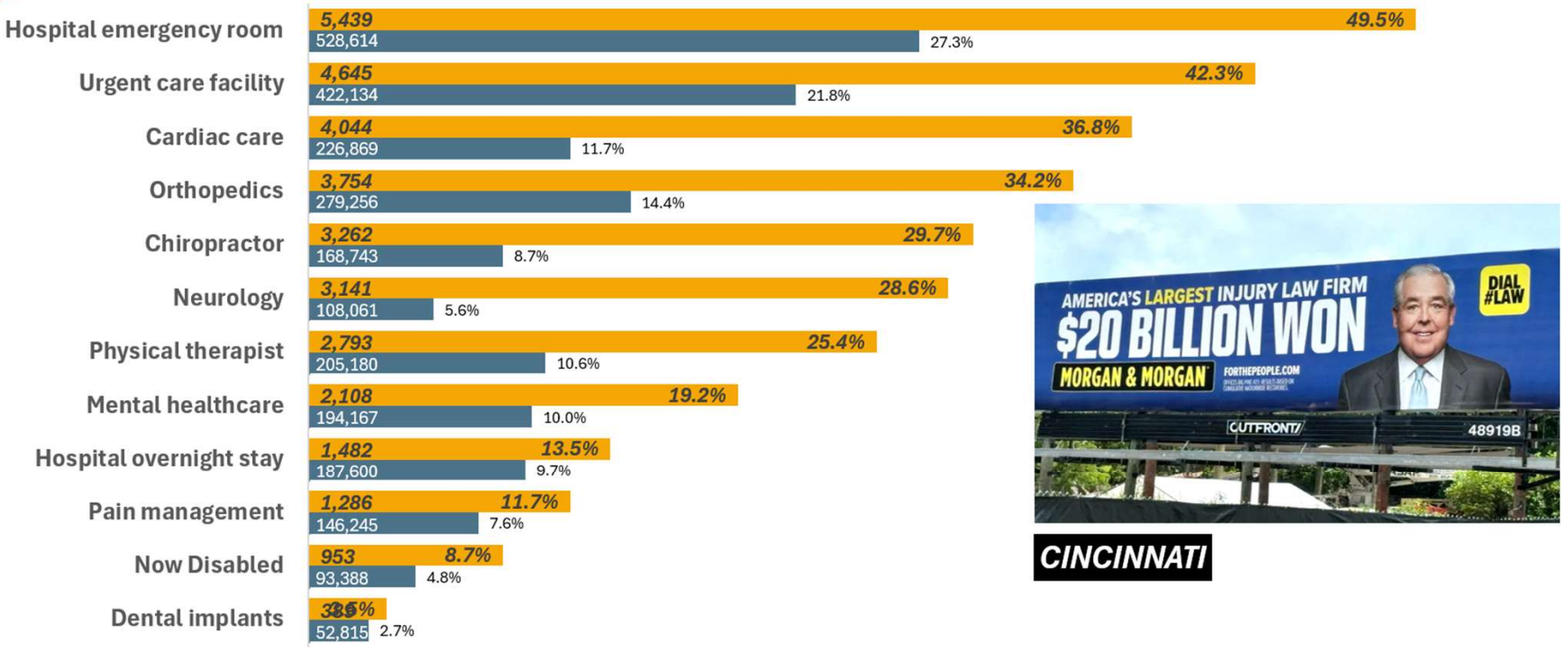


CIN

"Medical Services Received / Now Disabled"

P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months (Medical Services Received / Now Disabled)





CINCINNATI

CINCINNATI DMA Scarborough R1 2025-26: Feb24-Feb26 Qual Intab: 33

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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

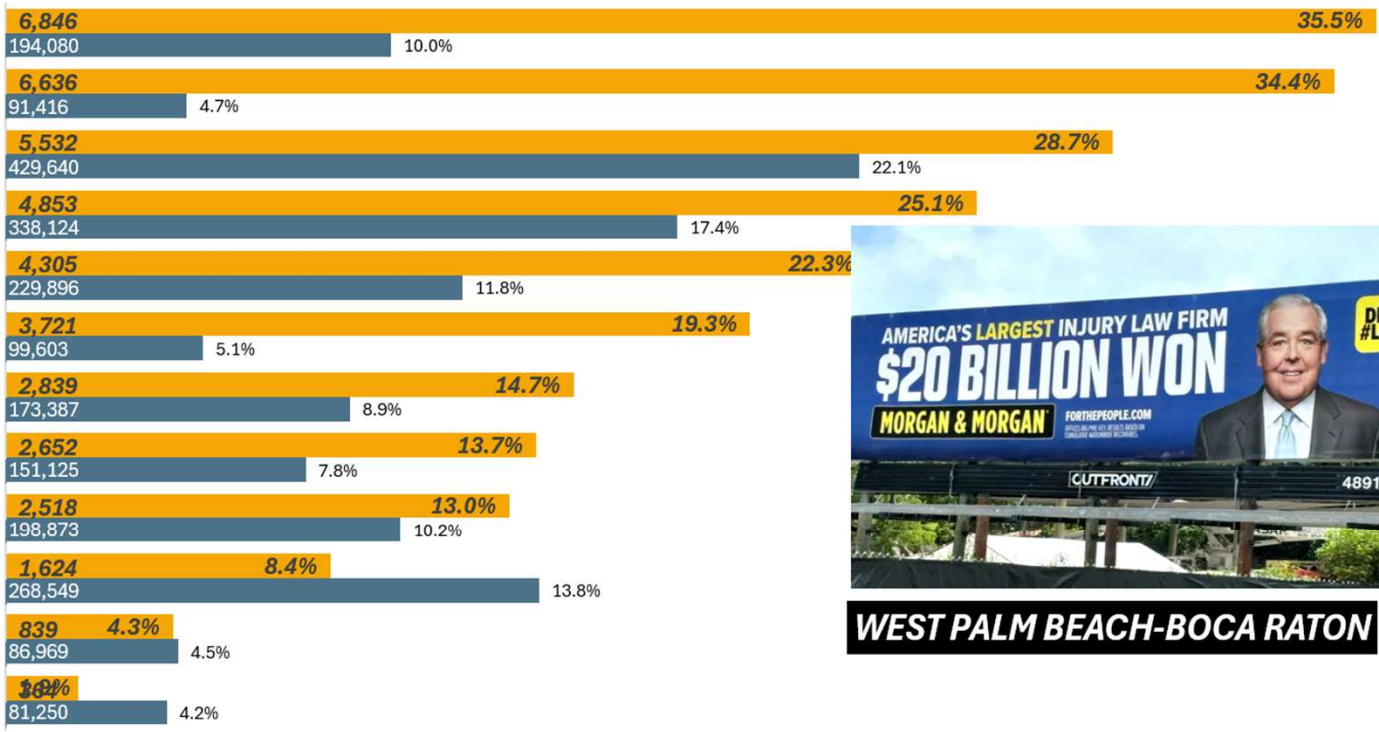


WPB

"Medical Services Received / Now Disabled"

P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months (Medical Services Received / Now Disabled)





WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab: 57

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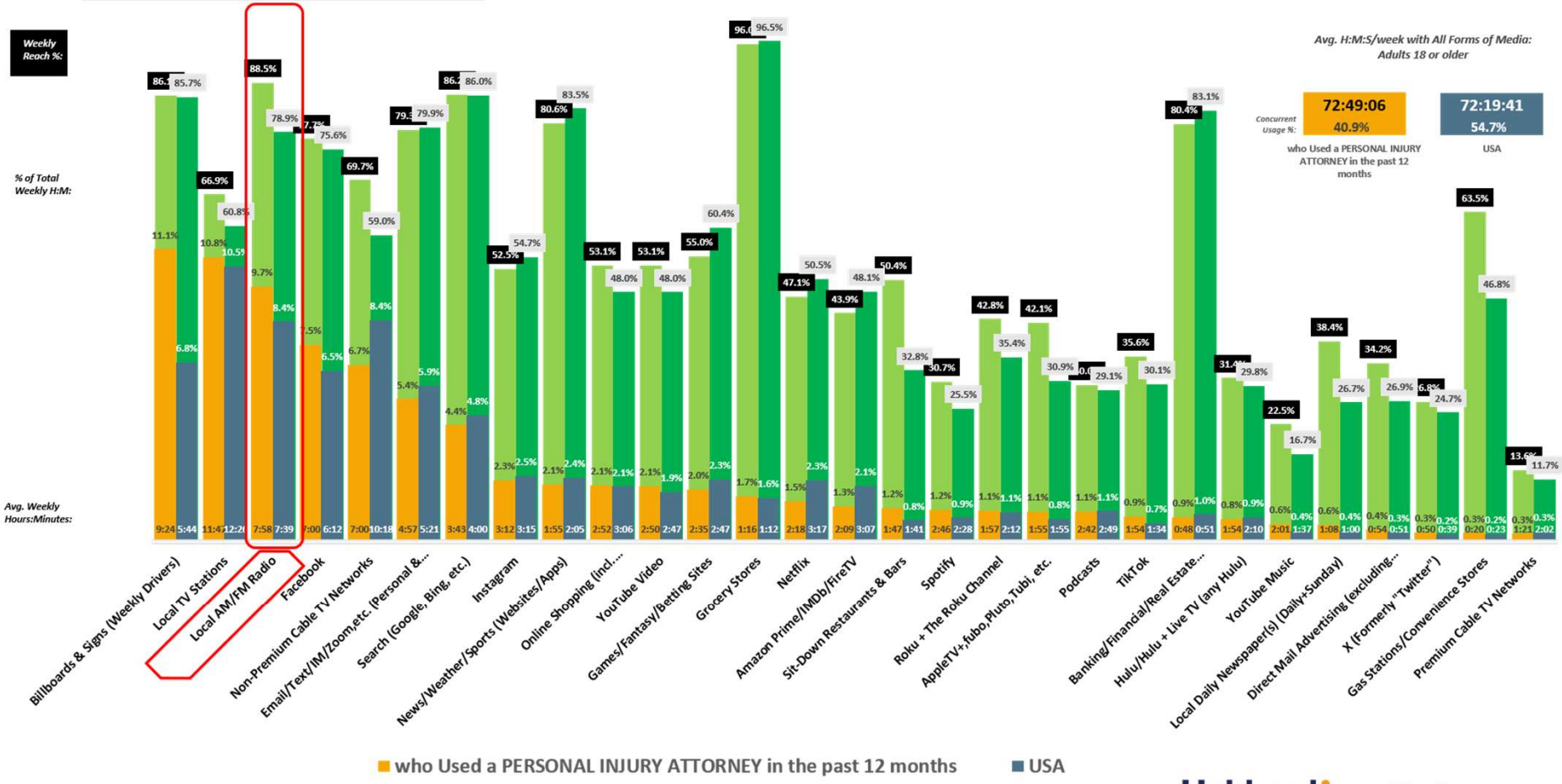
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 3 days, 0 hours, 49 minutes and 6 seconds each week with All Forms of Media.

88.5% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an avg. of 7 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 461

Scarborough R2 2025-26: Feb24-Jul26 USA Projection

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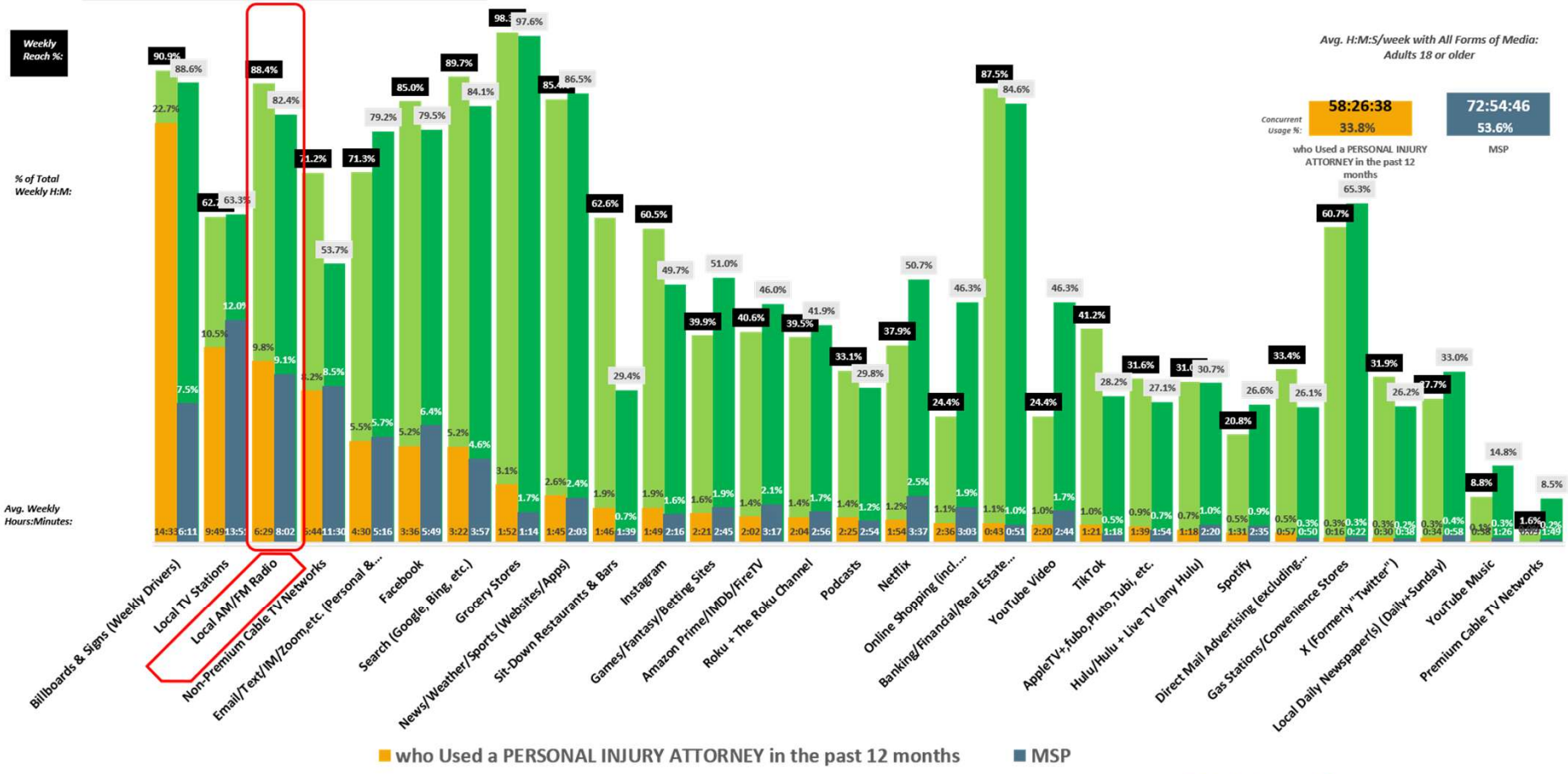
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 2 days, 10 hours, 26 minutes and 38 seconds each week with All Forms of Media.

88.4% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an avg. of 6 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 42 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,039

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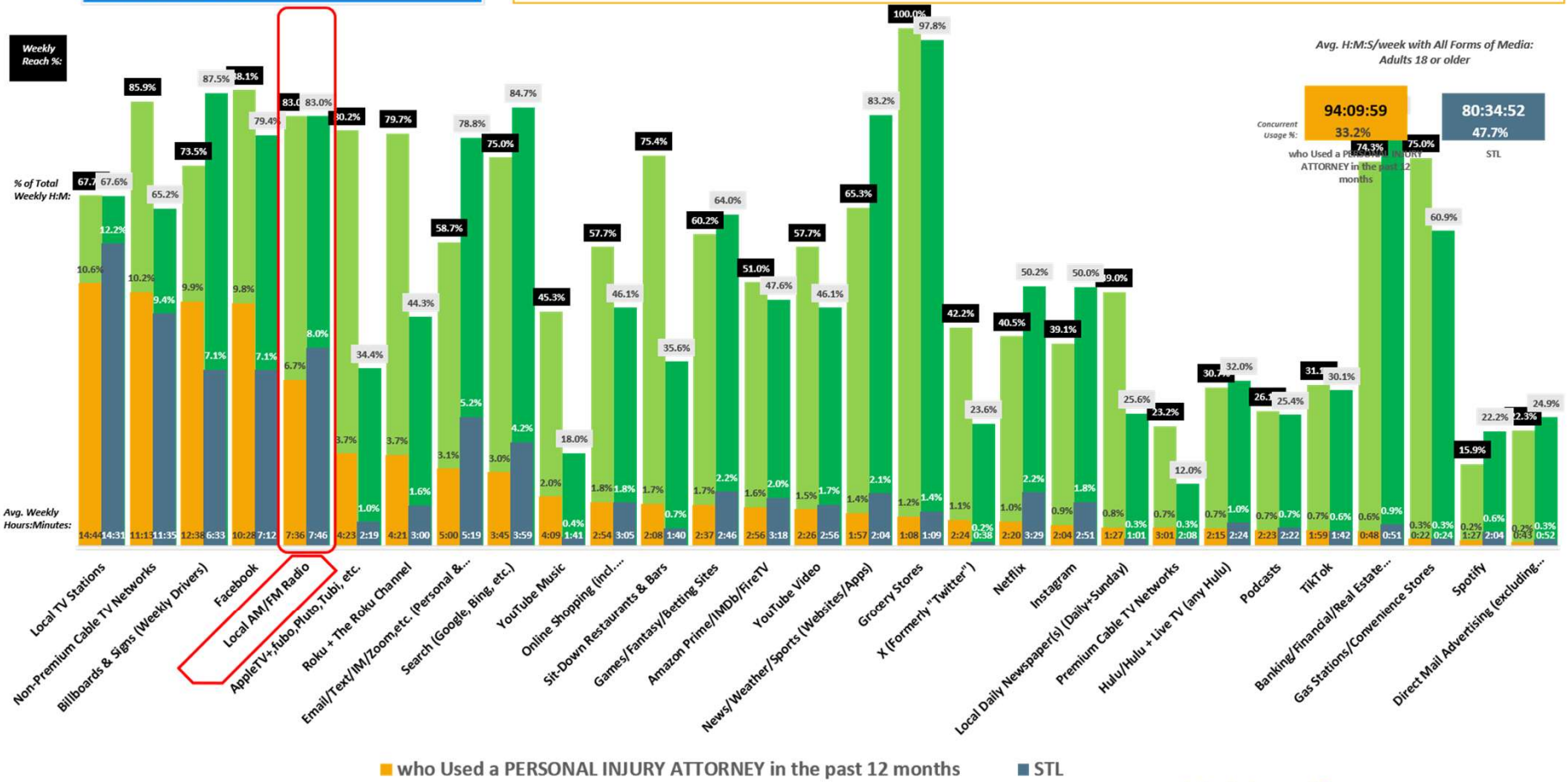
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 3 days, 22 hours, 9 minutes and 59 seconds each week with All Forms of Media.

83.% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an avg. of 7 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 6.7% of total time spent with all forms of Media.



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 51 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,031

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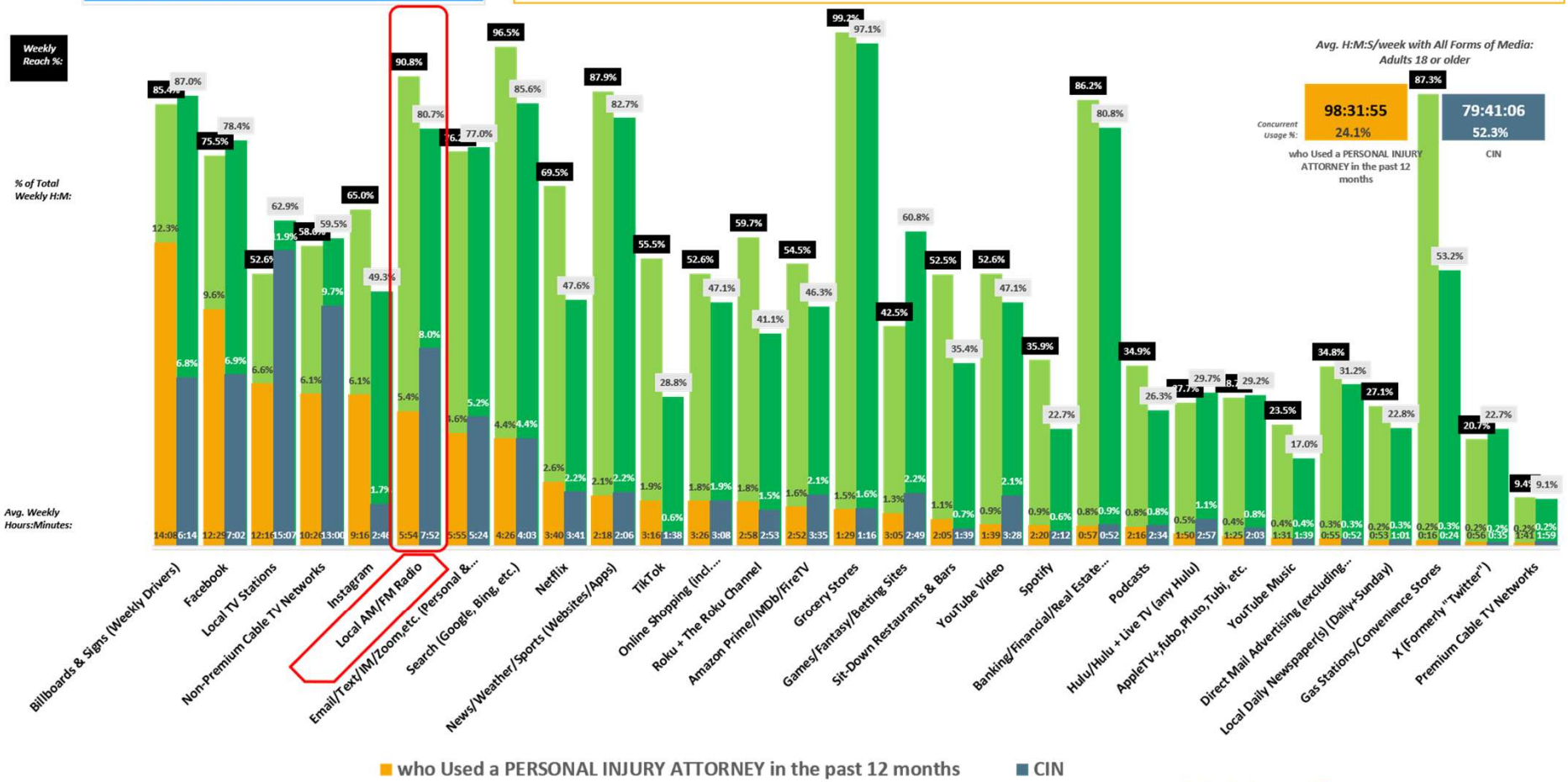
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 4 days, 2 hours, 31 minutes and 55 seconds each week with All Forms of Media.

90.8% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an avg. of 5 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 5.4% of total time spent with all forms of Media.



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,896

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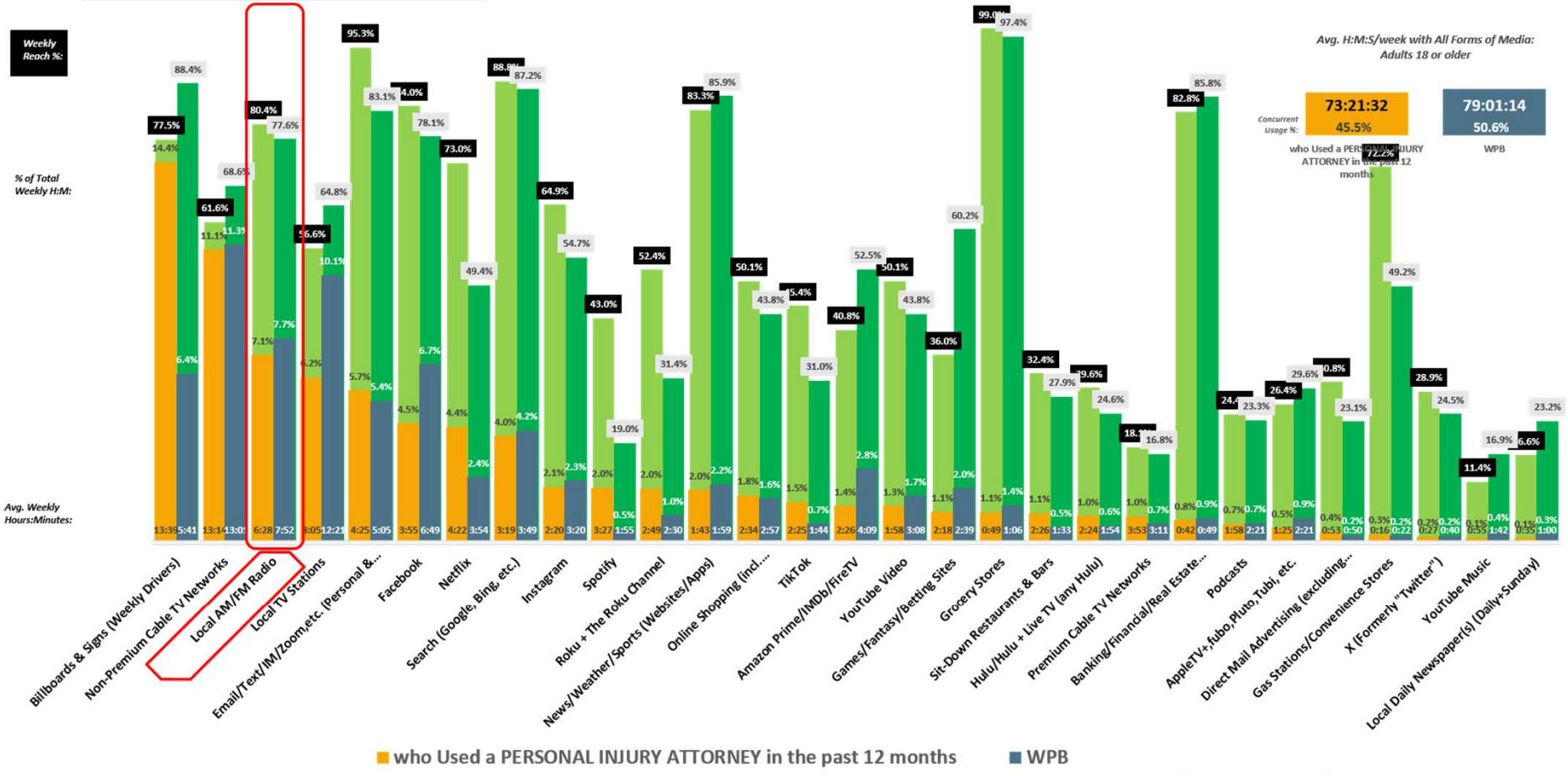
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 3 days, 1 hours, 21 minutes and 32 seconds each week with All Forms of Media.

80.4% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an avg. of 6 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 57 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 5,229

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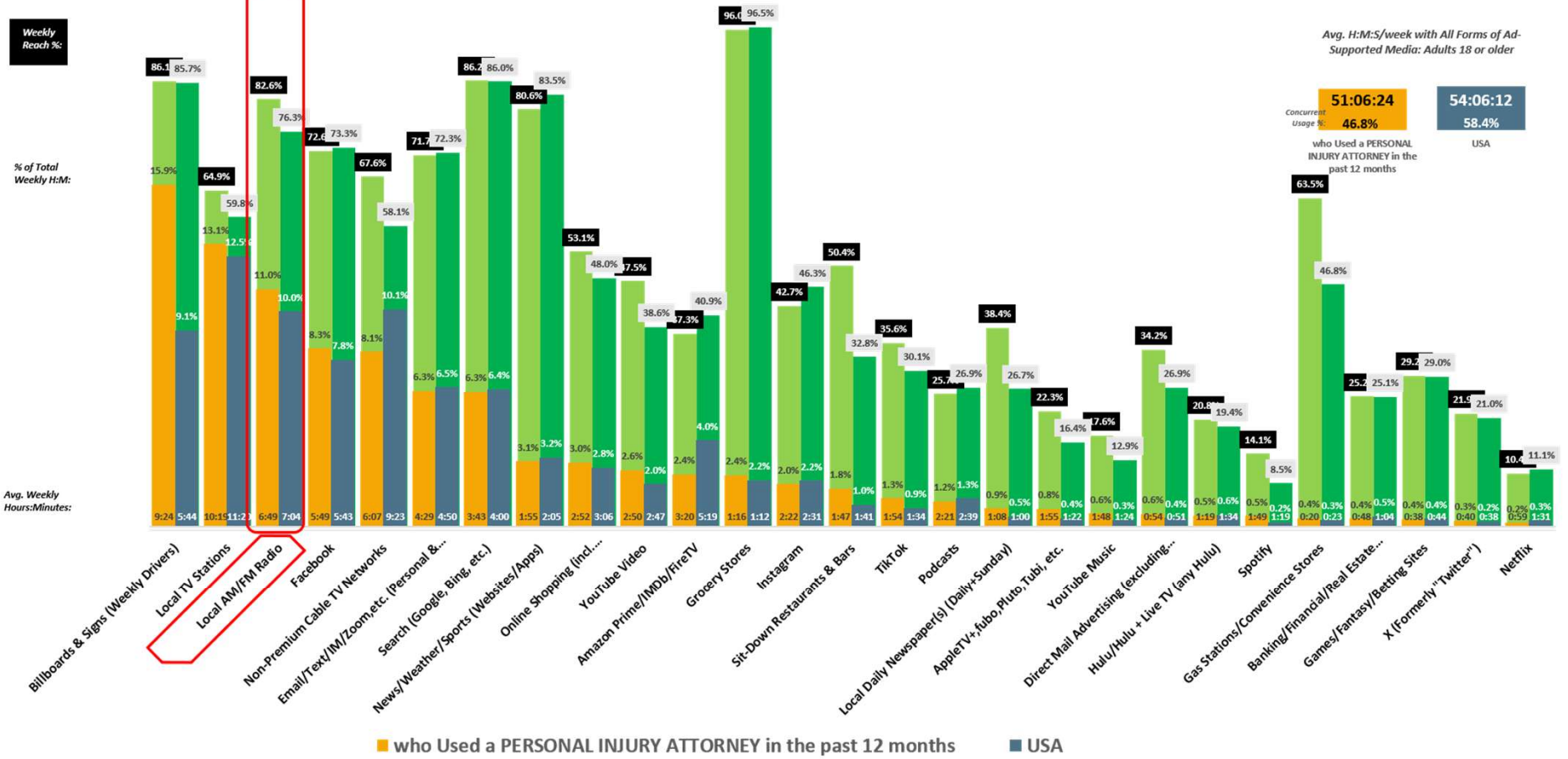
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 2 days, 3 hours, 6 minutes and 24 seconds each week with All Forms of Ad-Supported Media.

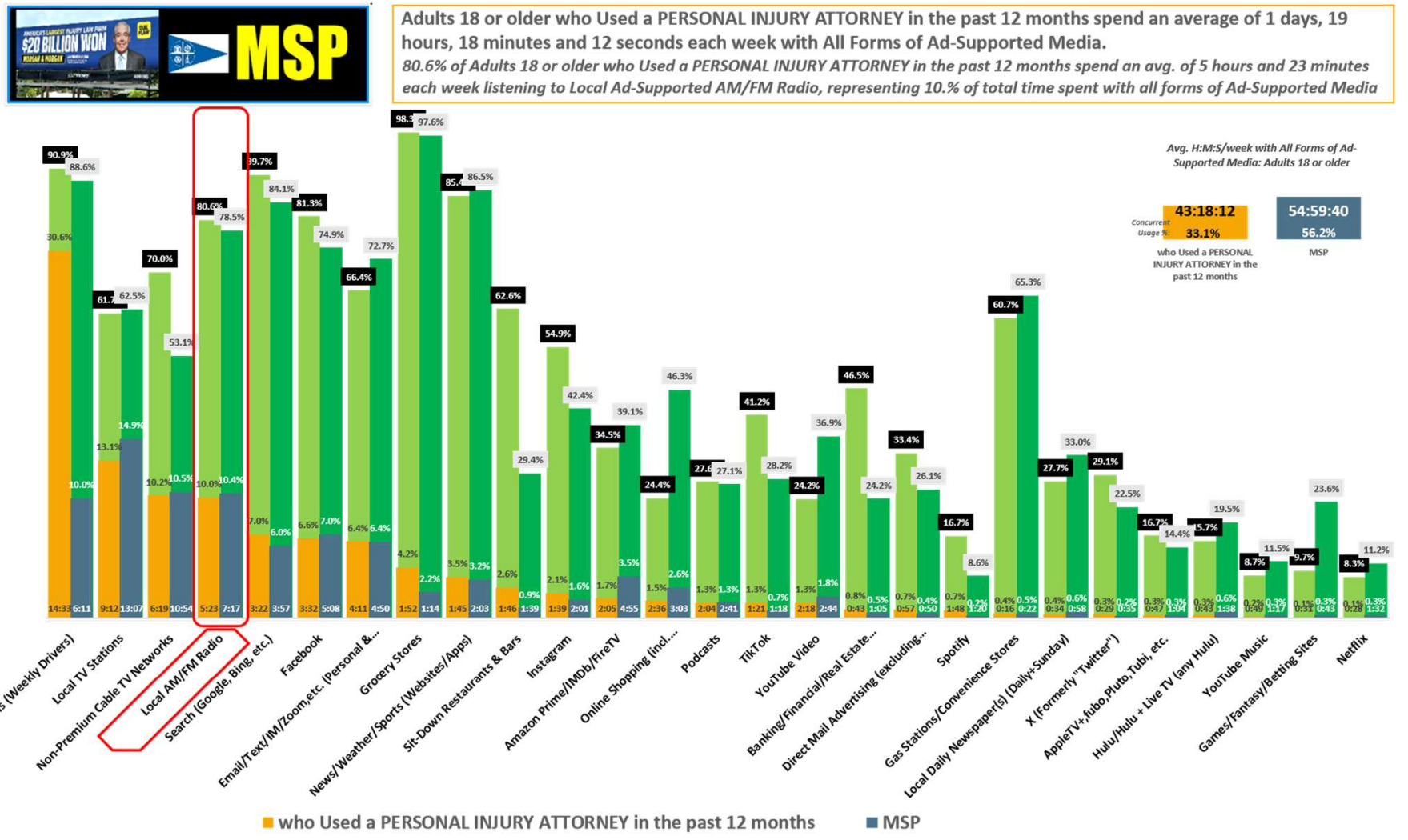
82.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an avg. of 6 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 461
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 42 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,039

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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 2 days, 17 hours, 45 minutes and 20 seconds each week with All Forms of Ad-Supported Media.

76.4% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an avg. of 5 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.8% of total time spent with all forms of Ad-Supported Media

Weekly Reach %:

% of Total Weekly H:M:

Avg. Weekly Hours:Minutes:

Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %: 65:45:20 42.5% who Used a PERSONAL INJURY ATTORNEY in the past 12 months

60:55:06 51.0% STL

	Reach %	% of Total Weekly H:M	Avg. Weekly Hours:Minutes
Billboards & Signs (Weekly Drivers)	73.5% / 87.5%	14.1% / 9.4%	12:38 / 6:33
Local TV Stations	65.1% / 66.7%	12.7% / 15.2%	12:50 / 13:53
Non-Premium Cable TV Networks	82.5% / 64.2%	12.3% / 11.7%	9:46 / 11:04
Facebook	75.3% / 74.1%	9.1% / 7.5%	7:54 / 6:12
Local AM/FM Radio	76.4% / 80.0%	6.8% / 9.6%	5:49 / 7:18
Search (Google, Bing, etc.)	75.0% / 84.7%	4.3% / 5.6%	3:45 / 3:59
Email/Text/IM/Zoom,etc. (Personal &...	55.8% / 71.8%	4.0% / 5.7%	4:45 / 4:51
AppleTV+,fubo,Pluto,Tubi, etc.	42.5% / 18.2%	3.9% / 0.5%	6:02 / 1:31
YouTube Music	45.3% / 14.2%	3.2% / 0.4%	4:37 / 1:30
Amazon Prime/IMDb/FireTV	43.3% / 40.4%	2.6% / 3.1%	3:54 / 4:42
Online Shopping (incl....	57.7% / 46.1%	2.6% / 2.3%	2:54 / 3:05
Sit-Down Restaurants & Bars	75.4% / 35.6%	2.5% / 1.0%	2:08 / 1:40
News/Weather/Sports (Websites/Apps)	65.3% / 83.2%	1.9% / 2.8%	1:57 / 2:04
YouTube Video	50.4% / 37.3%	1.9% / 1.8%	2:30 / 2:56
Grocery Stores	100.0% / 97.8%	1.7% / 1.9%	1:08 / 1:09
Instagram	32.0% / 42.4%	1.1% / 1.7%	2:20 / 2:28
Local Daily Newspaper(s) (Daily+Sunday)	49.0% / 25.6%	1.1% / 0.4%	1:27 / 1:01
Roku + The Roku Channel	22.0% / 10.0%	1.0% / 0.2%	3:05 / 1:05
TikTok	31.1% / 30.1%	0.9% / 0.8%	1:59 / 1:42
X (Formerly "Twitter")	34.7% / 20.1%	0.7% / 0.2%	1:24 / 0:39
Podcasts	20.0% / 23.9%	0.6% / 0.9%	1:52 / 2:16
Gas Stations/Convenience Stores	75.0% / 60.9%	0.4% / 0.4%	0:22 / 0:24
Banking/Financial/Real Estate...	34.5% / 23.4%	0.4% / 0.4%	0:48 / 1:04
Hulu/Hulu + Live TV (any Hulu)	22.1% / 21.0%	0.4% / 0.6%	1:11 / 1:38
Games/Fantasy/Betting Sites	34.8% / 29.5%	0.3% / 0.4%	0:39 / 0:44
Direct Mail Advertising (excluding...	22.3% / 24.9%	0.2% / 0.4%	0:43 / 0:52
Spotify	9.5% / 8.5%	0.2% / 0.2%	1:24 / 1:17

■ who Used a PERSONAL INJURY ATTORNEY in the past 12 months ■ STL

STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 51 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,031

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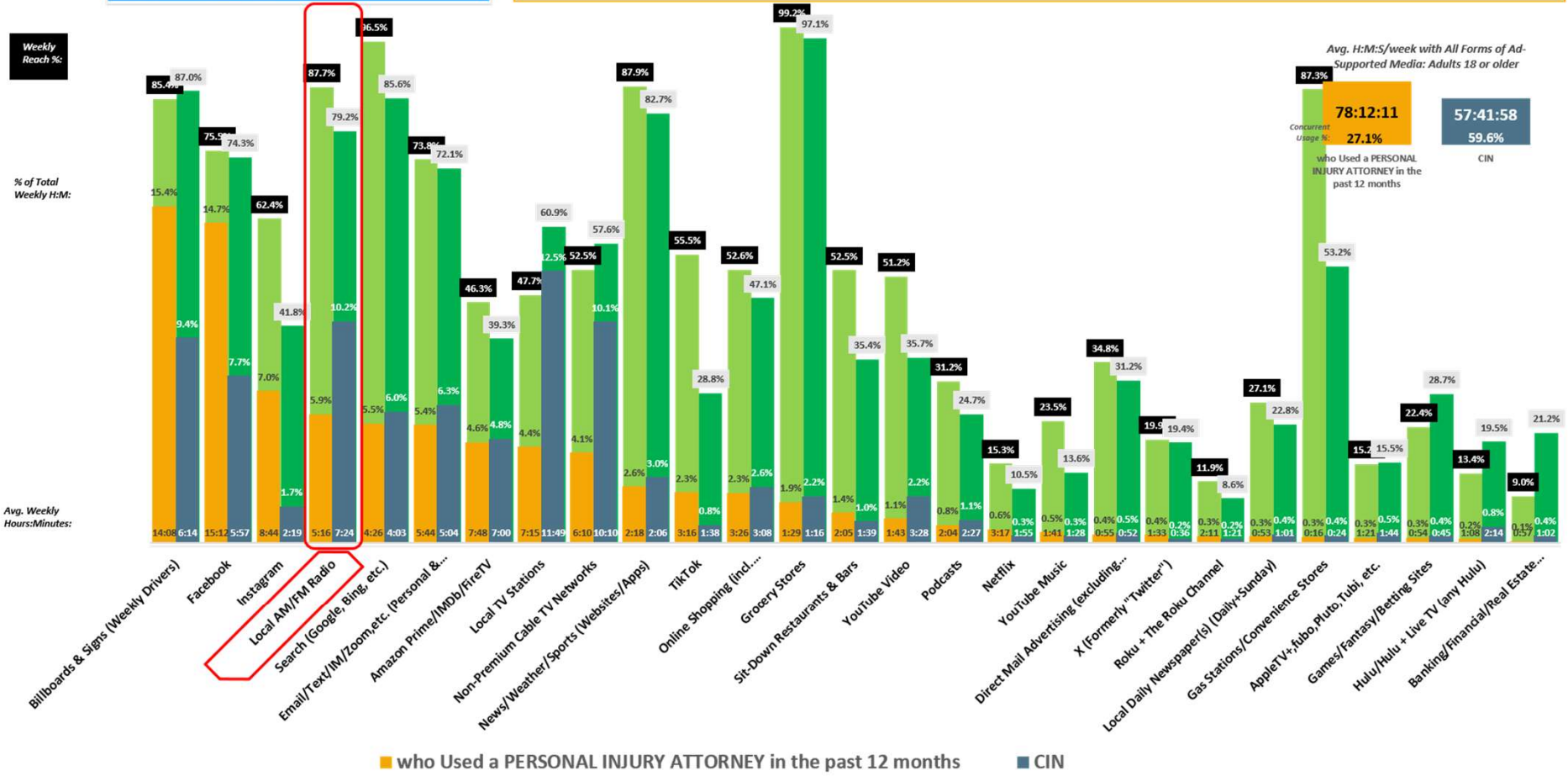
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 3 days, 6 hours, 12 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

87.7% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an avg. of 5 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 5.9% of total time spent with all forms of Ad-Supported Media



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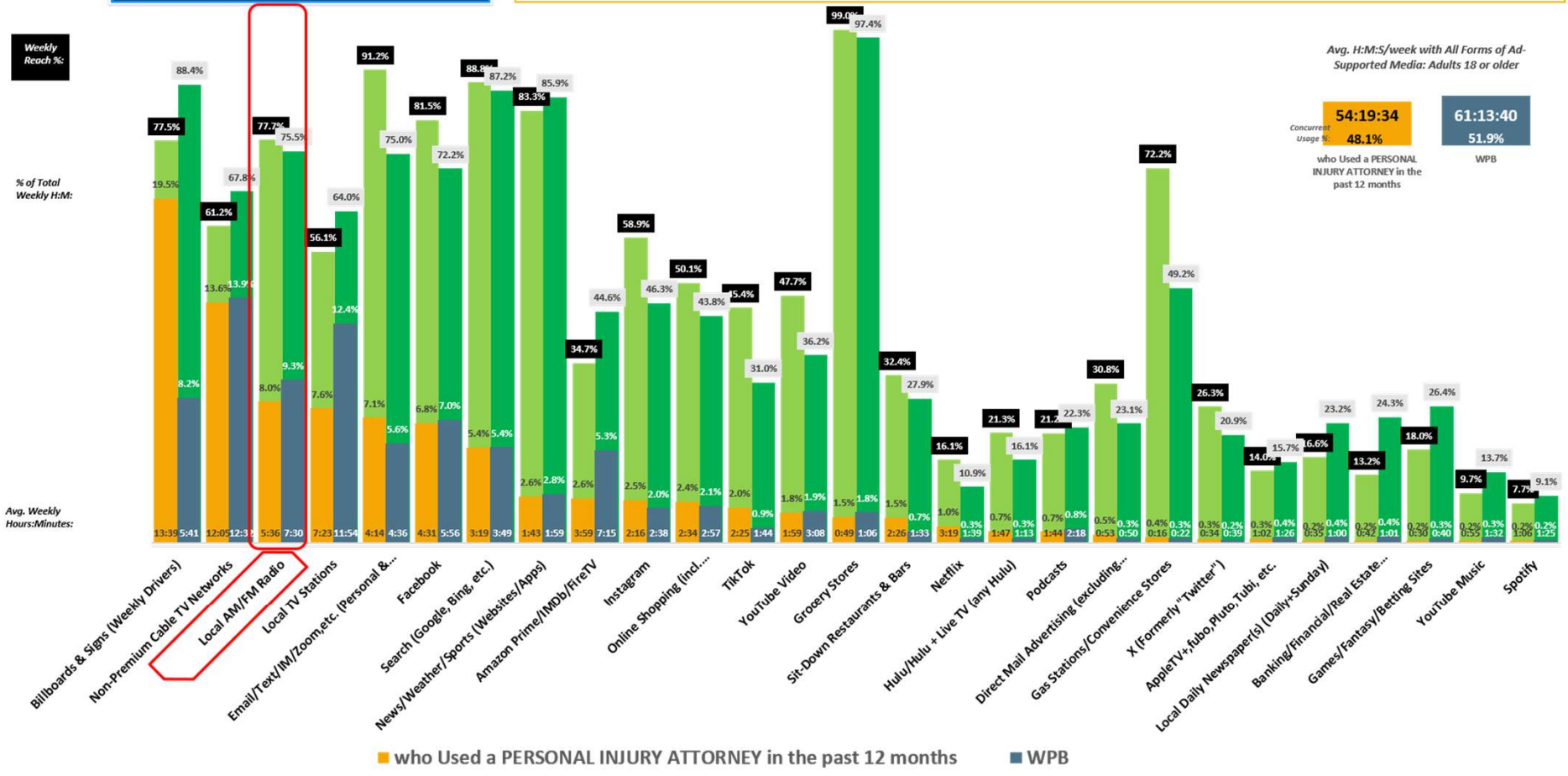
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 2 days, 6 hours, 19 minutes and 34 seconds each week with All Forms of Ad-Supported Media.

77.7% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an avg. of 5 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.% of total time spent with all forms of Ad-Supported Media.



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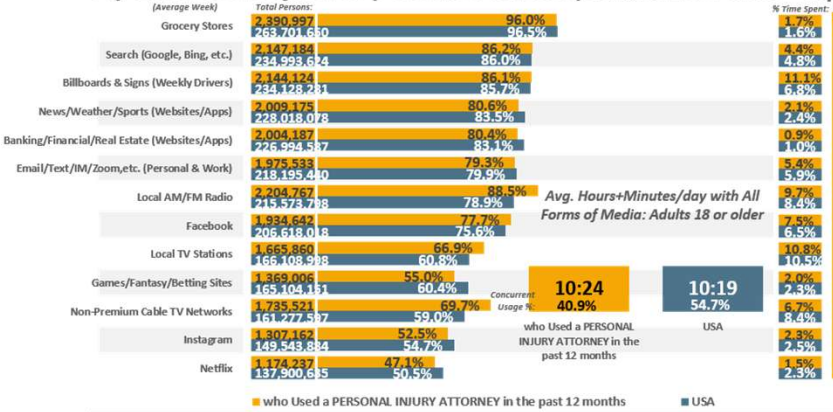
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

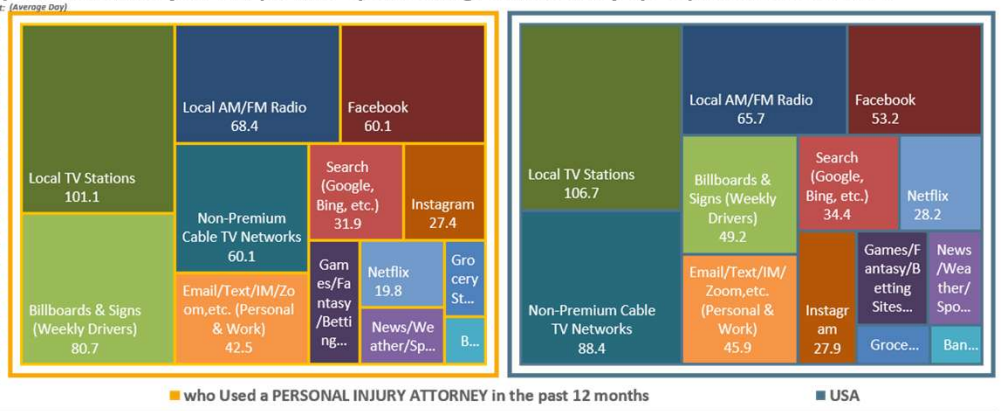


Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 7 hours and 18 minutes each day with All Forms of Ad-Supported Media. 82.6% listen to Local AM/FM Radio for an avg. of 58.4 minutes/day. *(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

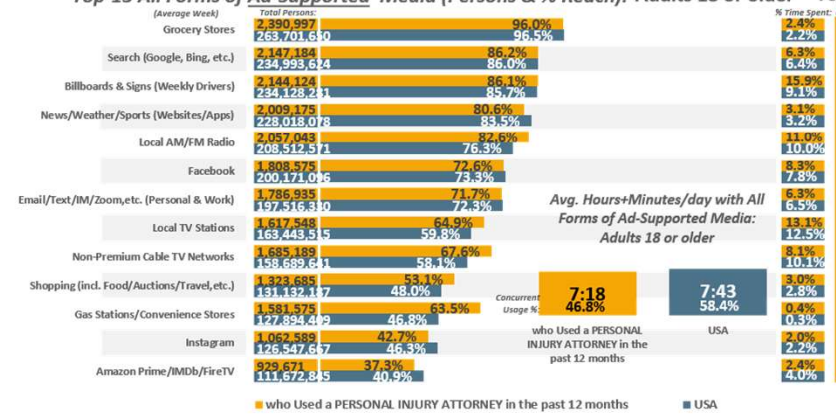
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



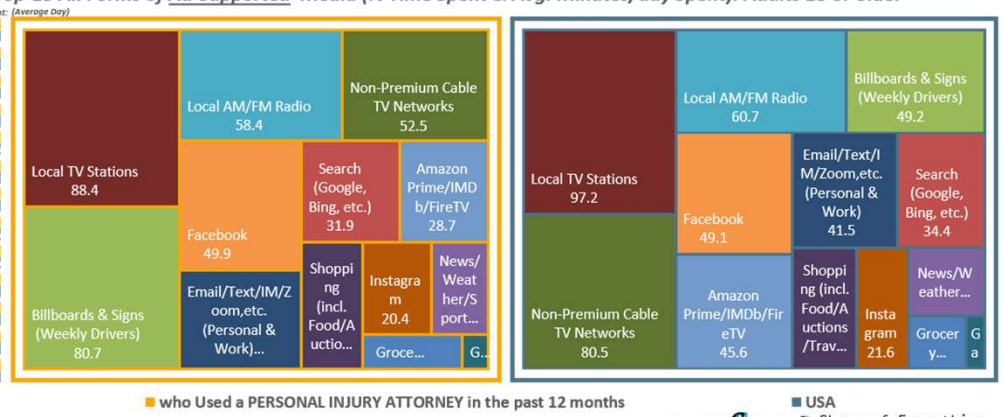
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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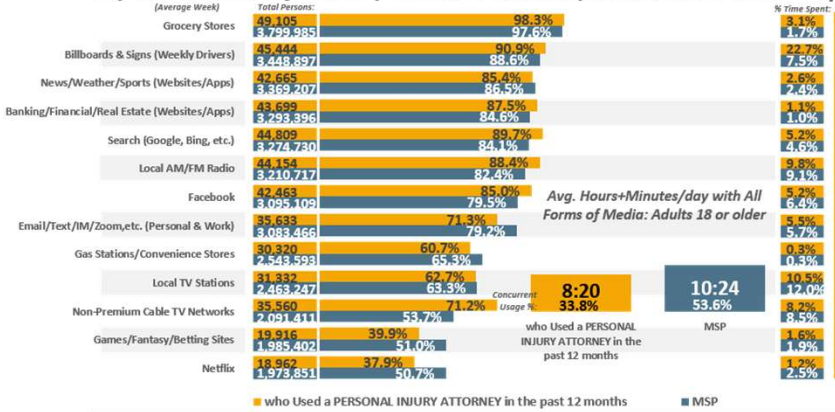
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

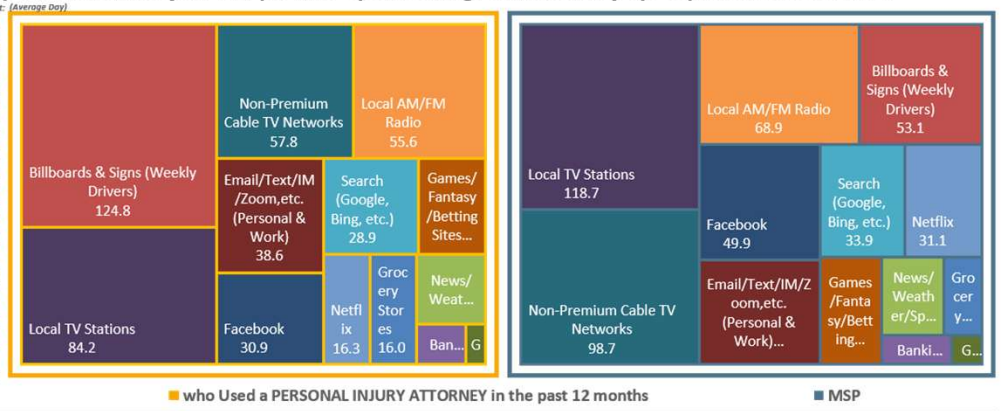


Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 6 hours and 11 minutes each day with All Forms of Ad-Supported Media. 80.6% listen to Local AM/FM Radio for an avg. of 46.2 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

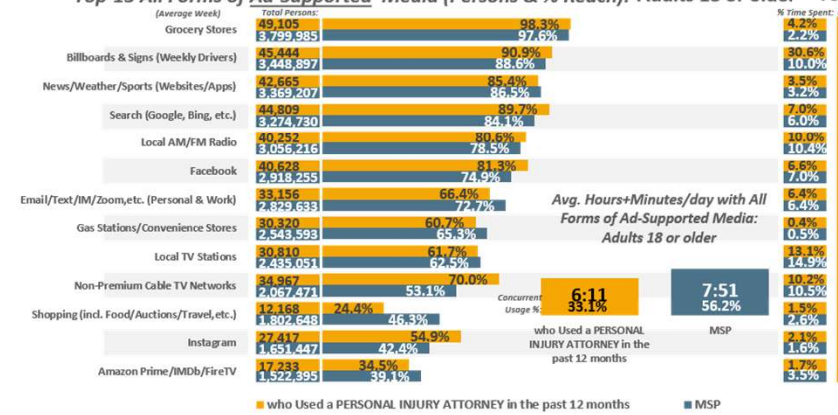
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



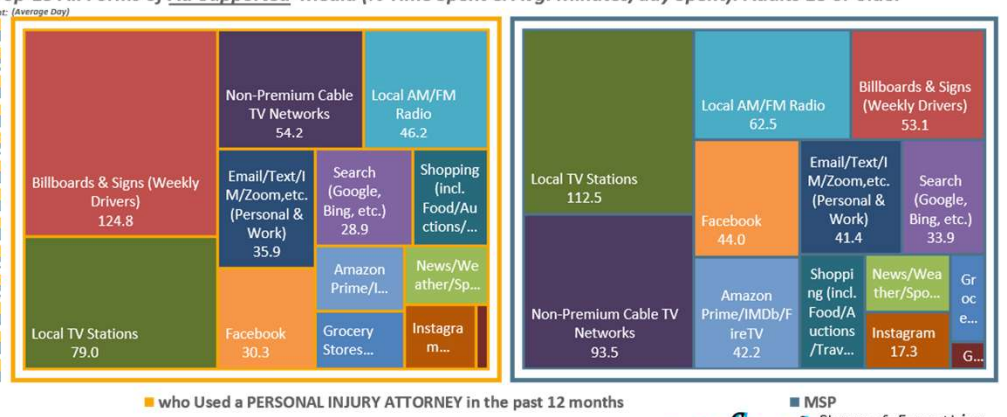
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025-26: Aug24-Jul26 Qual Intab 42

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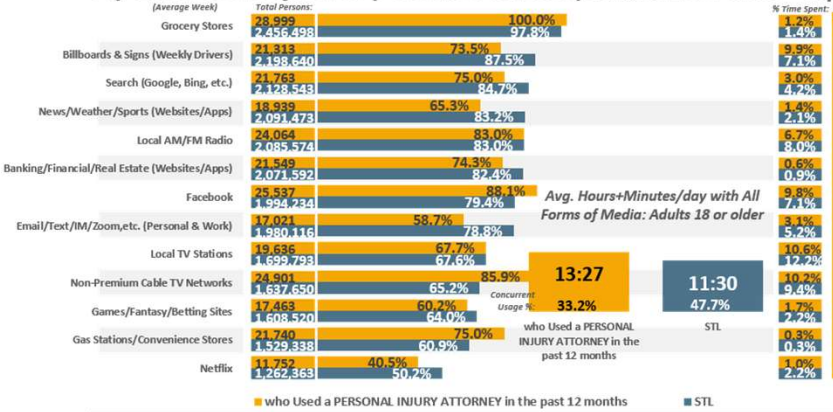
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

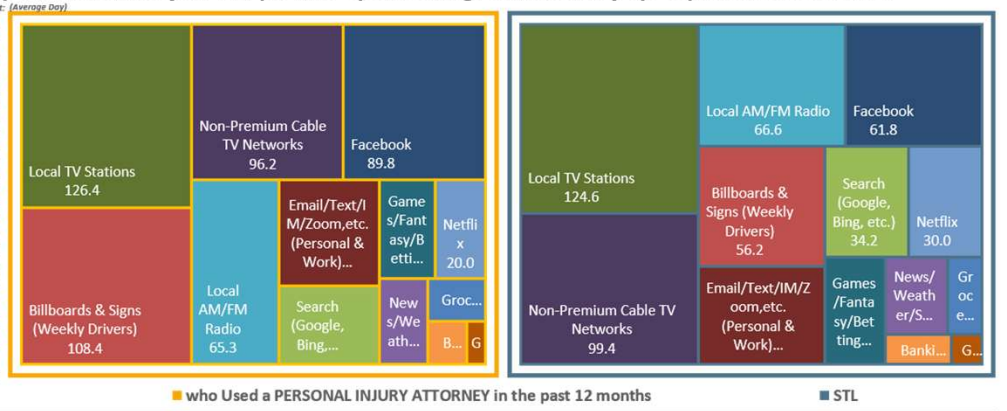


Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 9 hours and 23 minutes each day with All Forms of Ad-Supported Media. 76.4% listen to Local AM/FM Radio for an avg. of 49.9 minutes/day. *(Local Radio delivers 6.8% of Time with Ad-Supported Media.)*

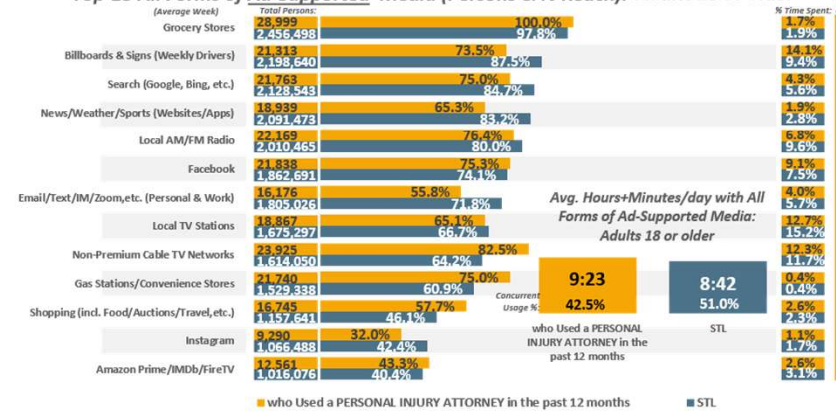
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



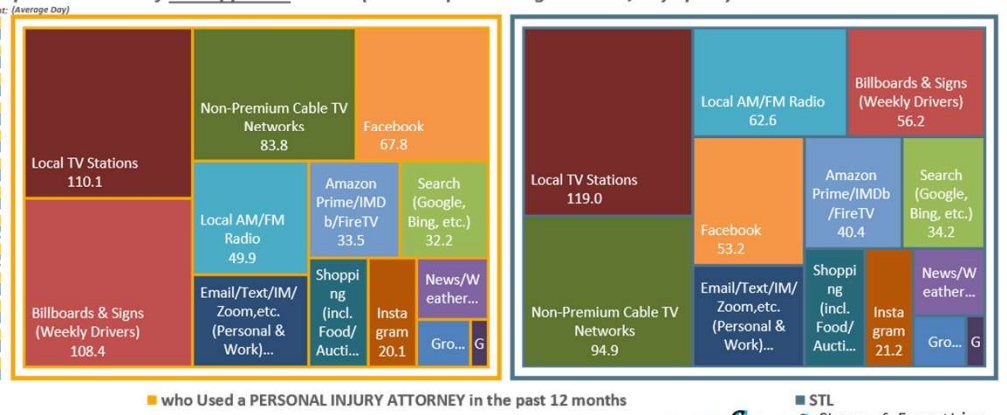
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 51

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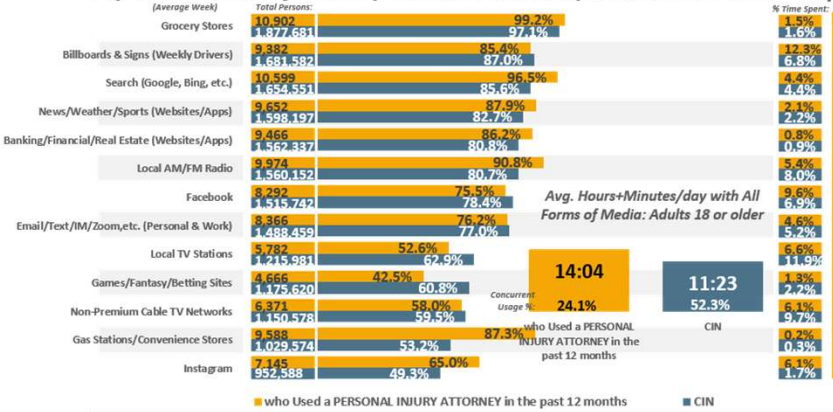
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

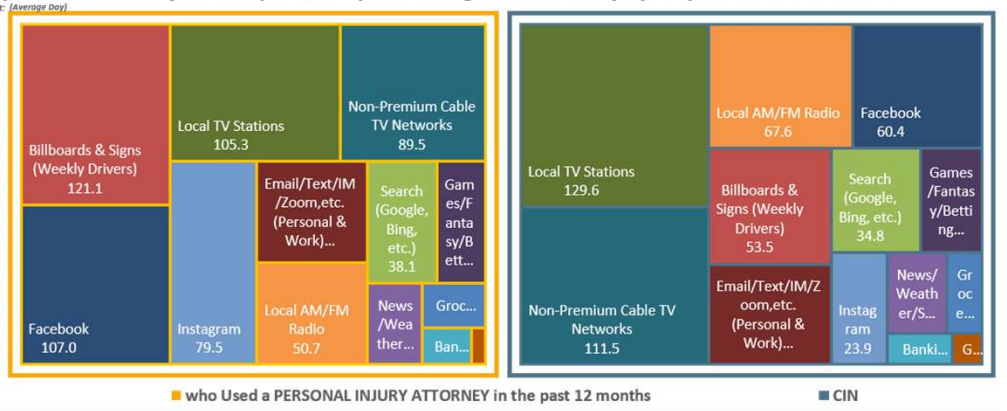


Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 11 hours and 10 minutes each day with All Forms of Ad-Supported Media. 87.7% listen to Local AM/FM Radio for an avg. of 45.2 minutes/day. *(Local Radio delivers 5.9% of Time with Ad-Supported Media.)*

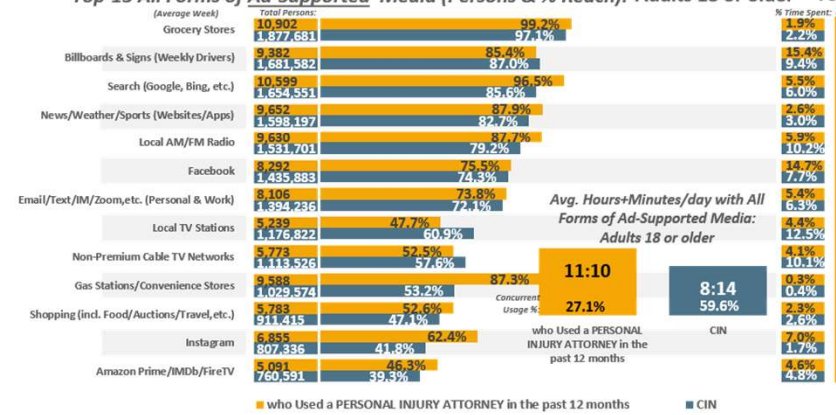
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



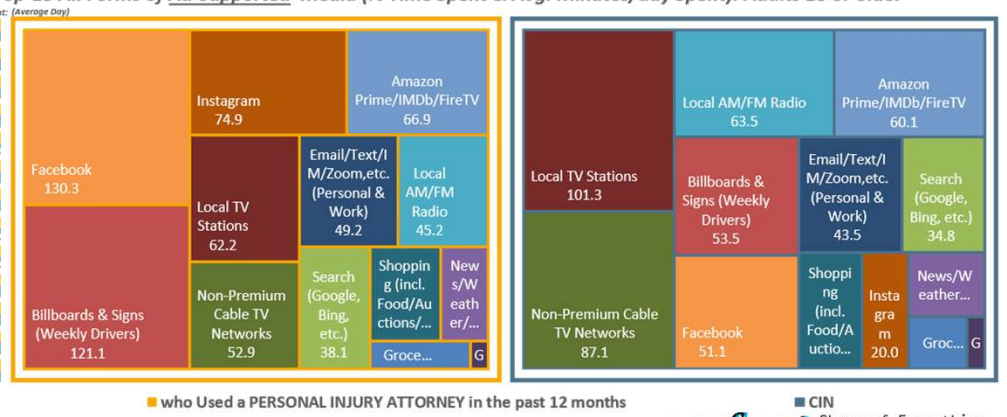
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33

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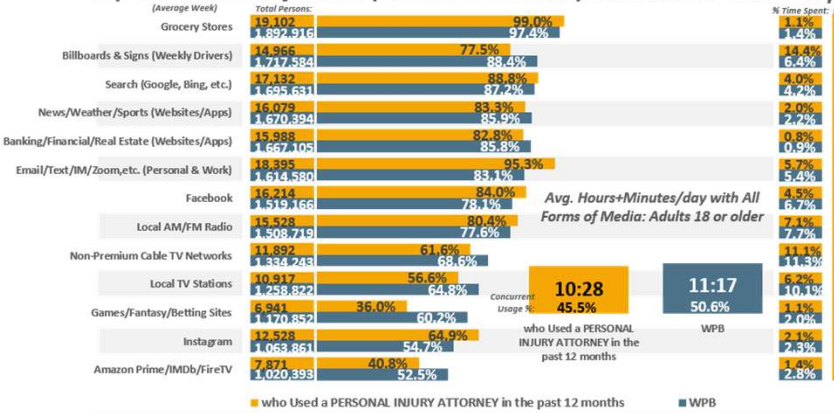
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

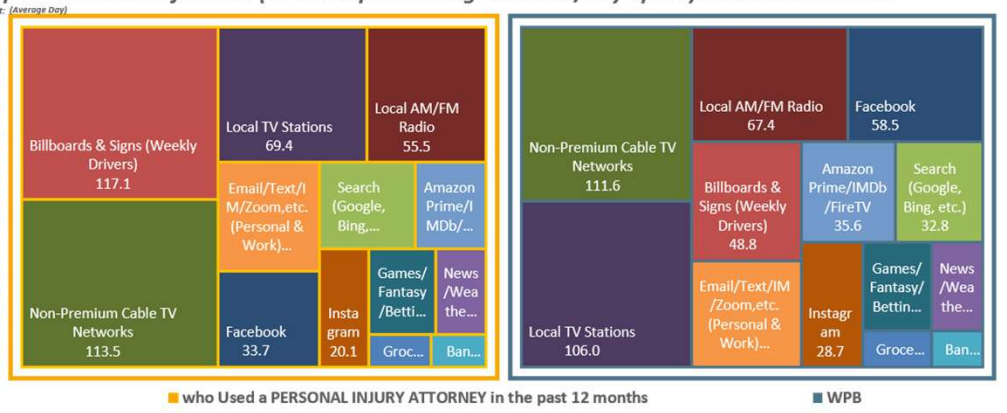


Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 7 hours and 45 minutes each day with All Forms of Ad-Supported Media. 77.7% listen to Local AM/FM Radio for an avg. of 48.1 minutes/day. *(Local Radio delivers 8.% of Time with Ad-Supported Media.)*

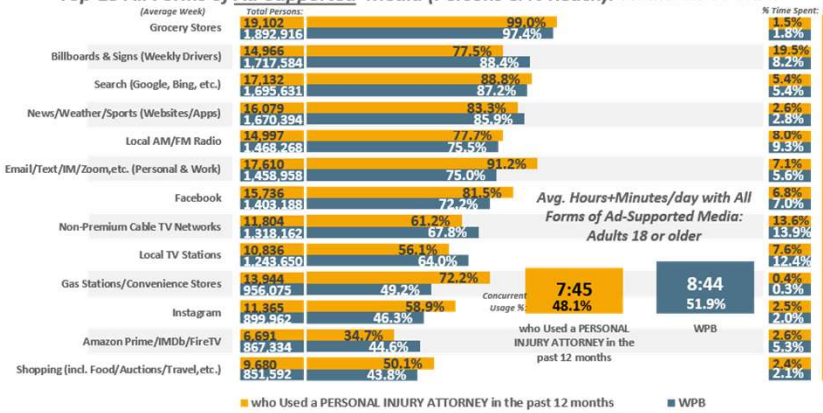
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



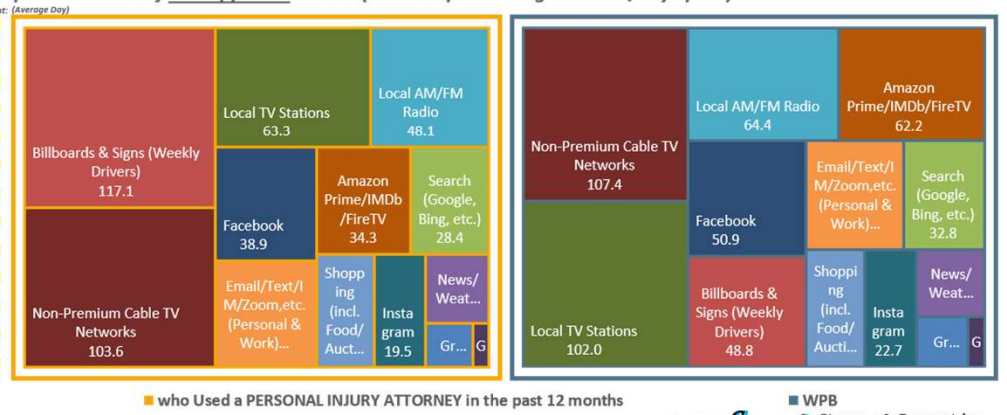
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 57

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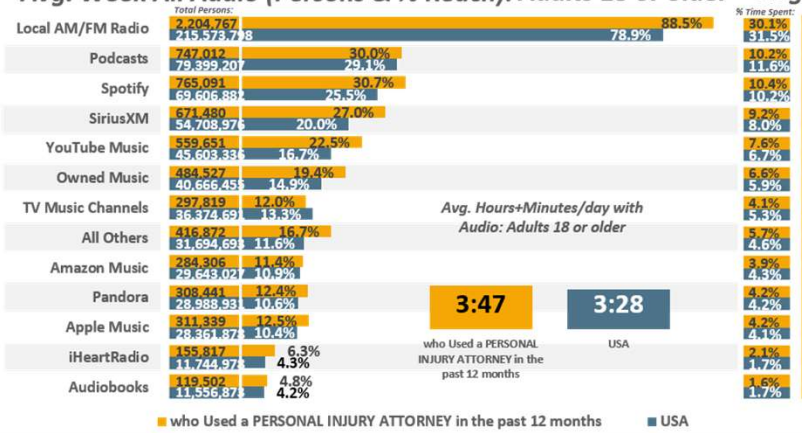
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

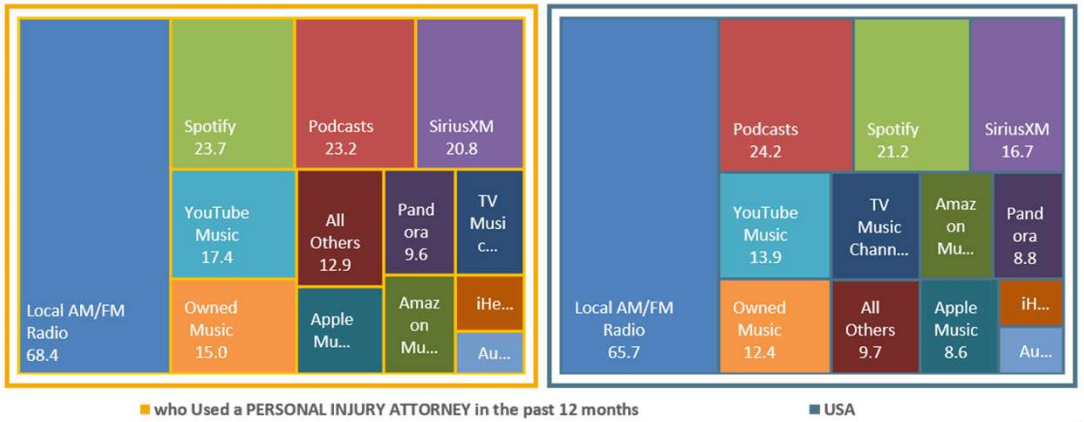


2,057,043 or 82.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.

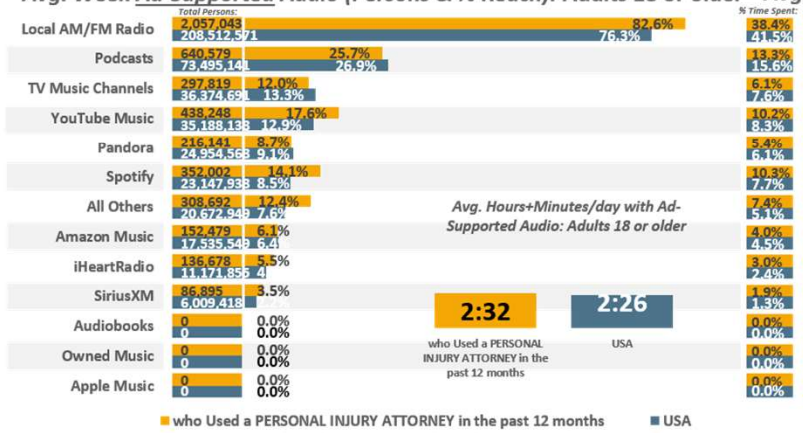
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



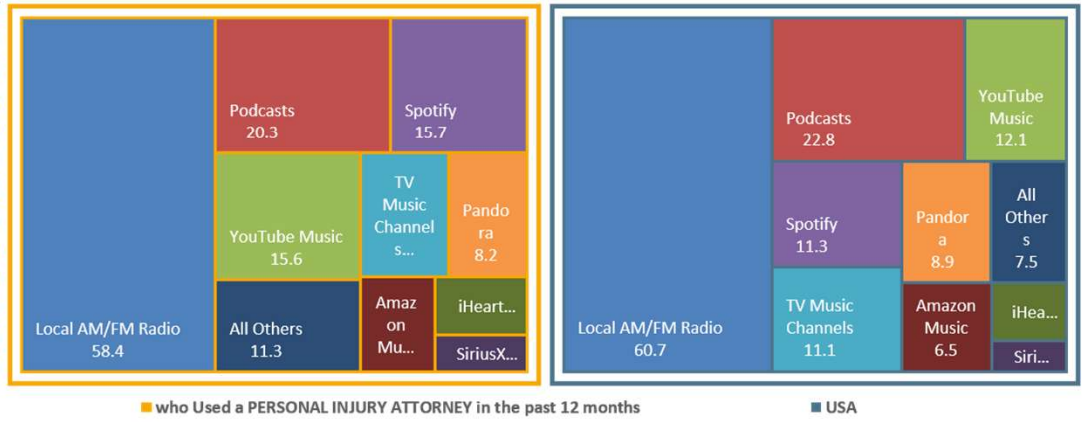
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025-26: Feb24-Jul26 Qual Intab 461

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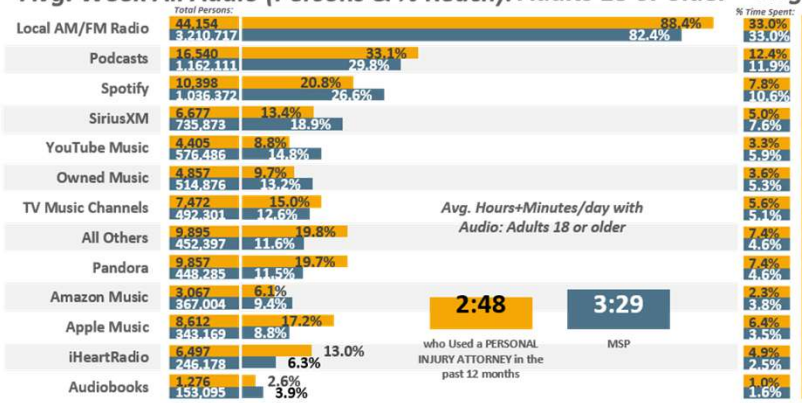
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

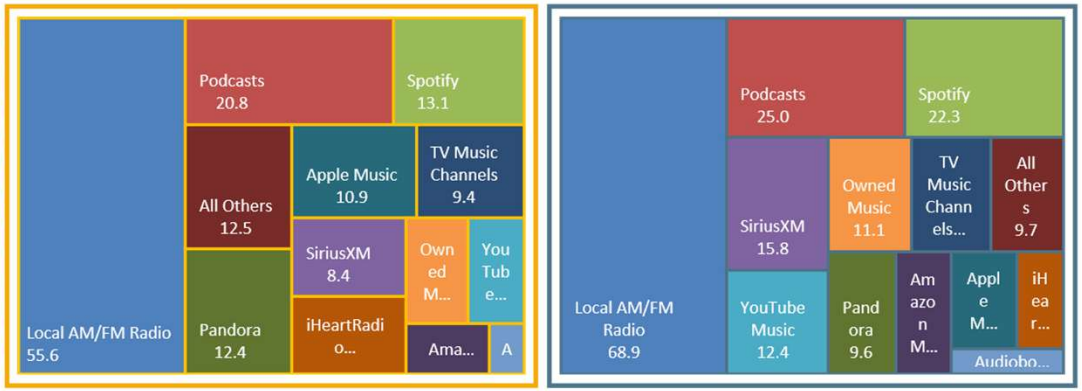


40,252 or 80.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 46.2 minutes every day representing 34.3% of all time spent daily with Ad-Supported Audio.

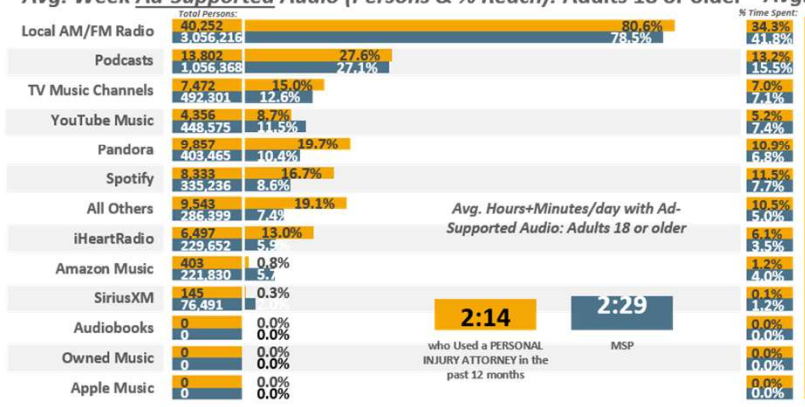
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



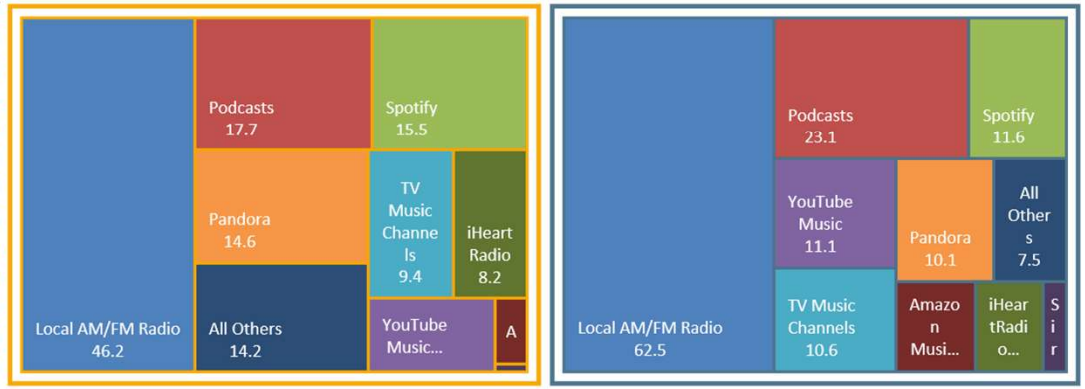
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025-26: Aug24-Jul26 Qual Intab 42

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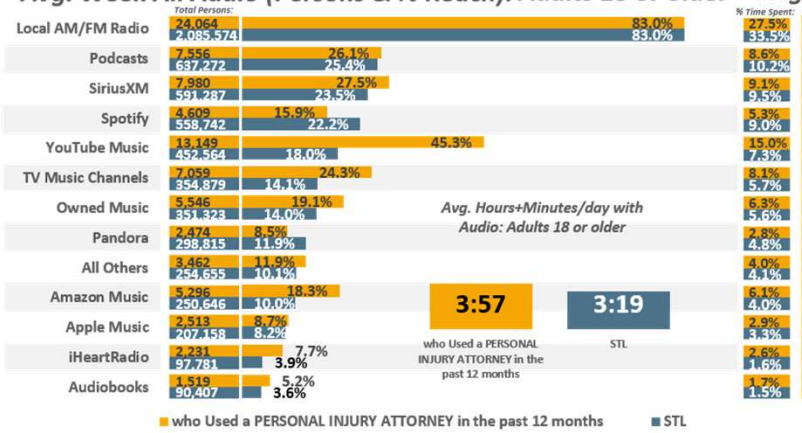
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

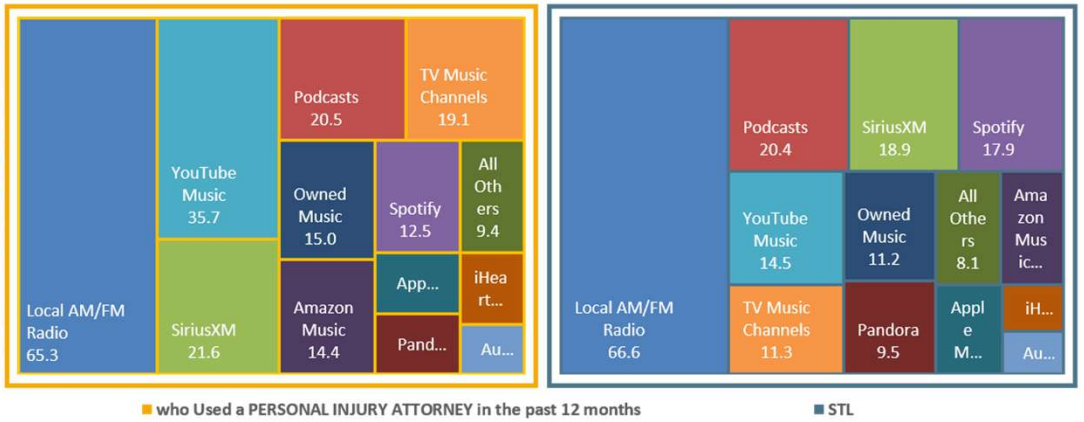


22,169 or 76.4% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 49.9 minutes every day representing 29.9% of all time spent daily with Ad-Supported Audio.

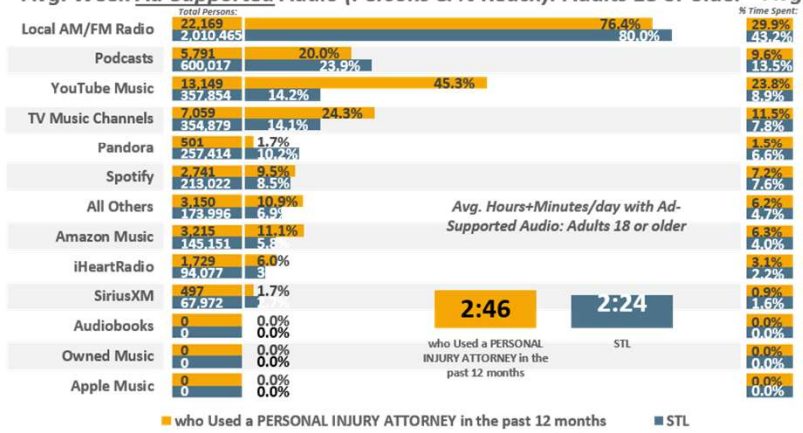
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



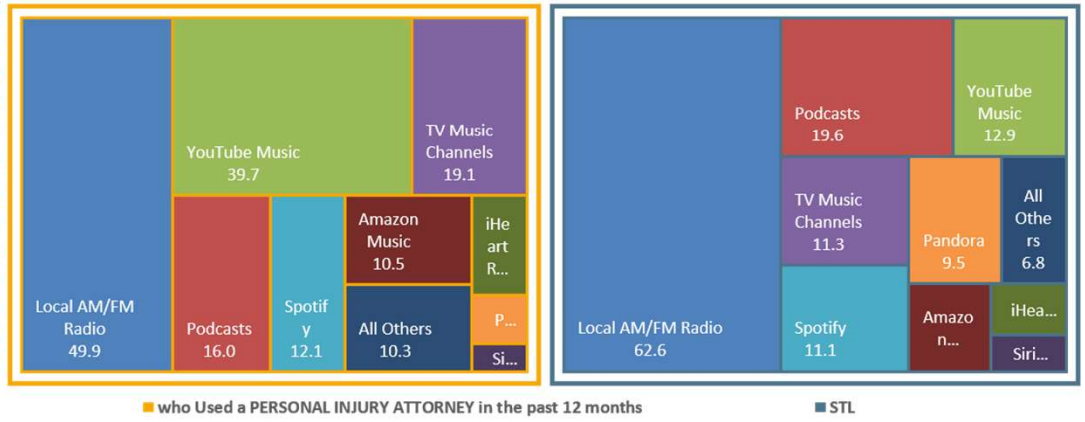
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 51

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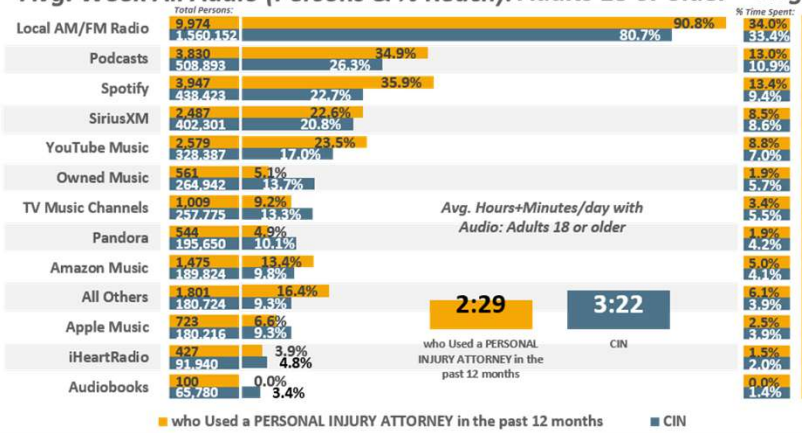
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

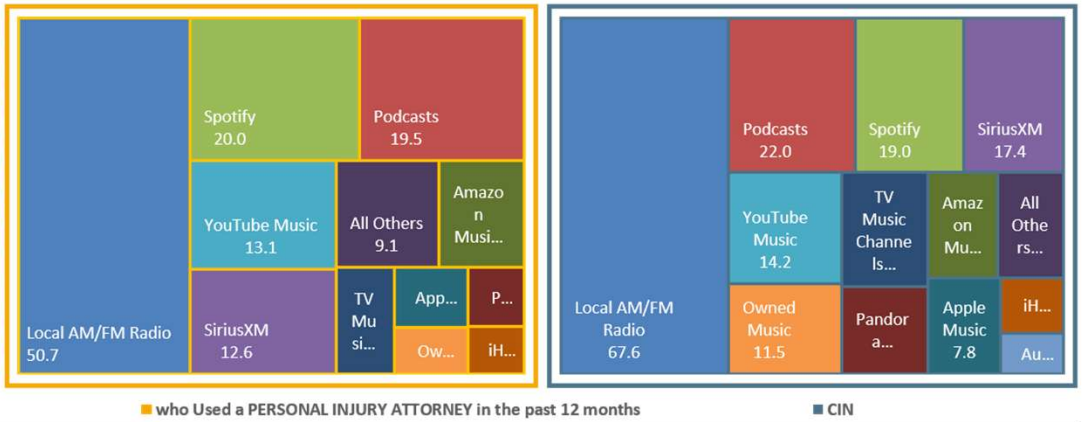


9,630 or 87.7% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 45.2 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.

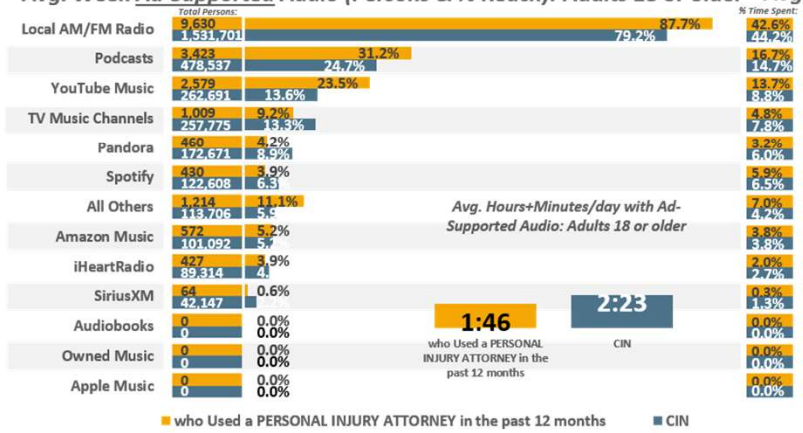
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



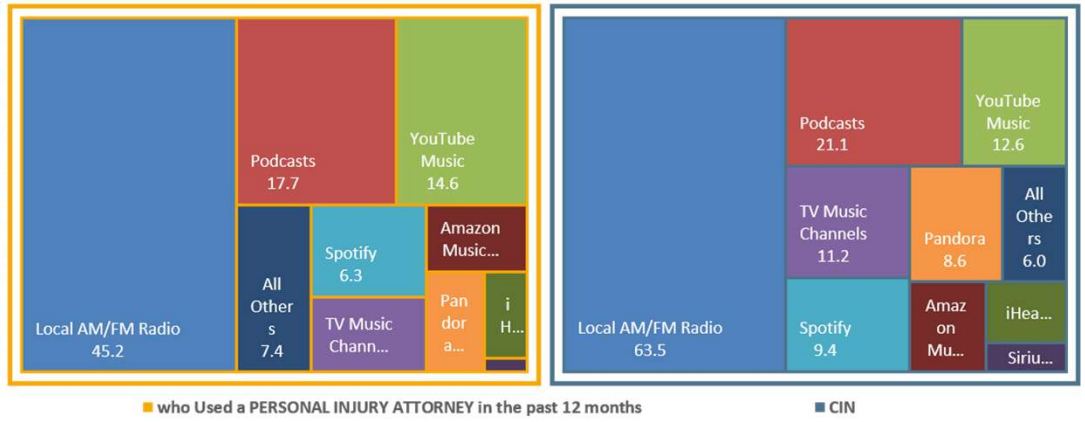
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33

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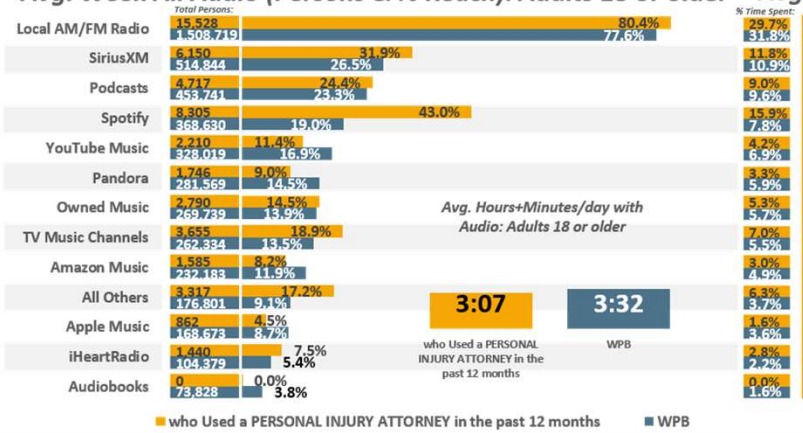
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



14,997 or 77.7% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 48.1 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.

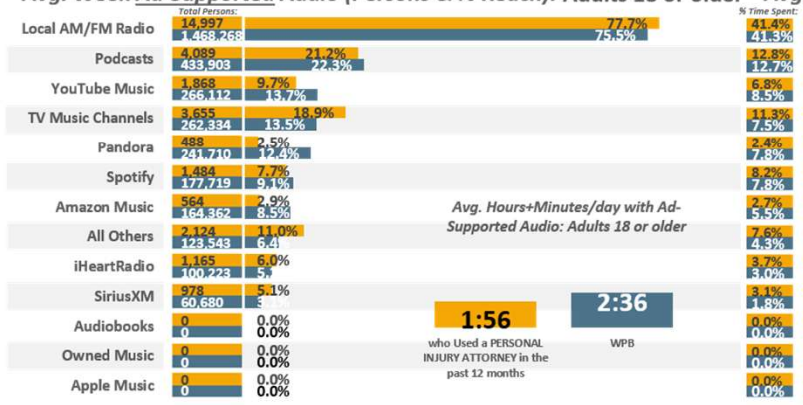
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



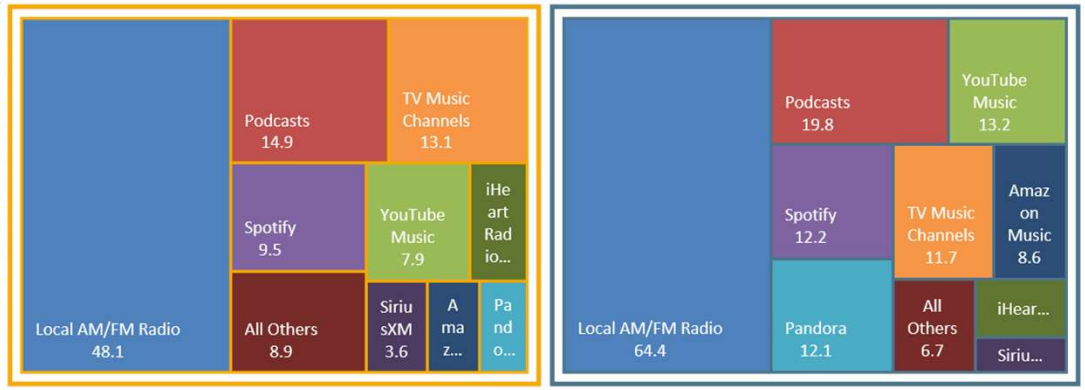
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 57

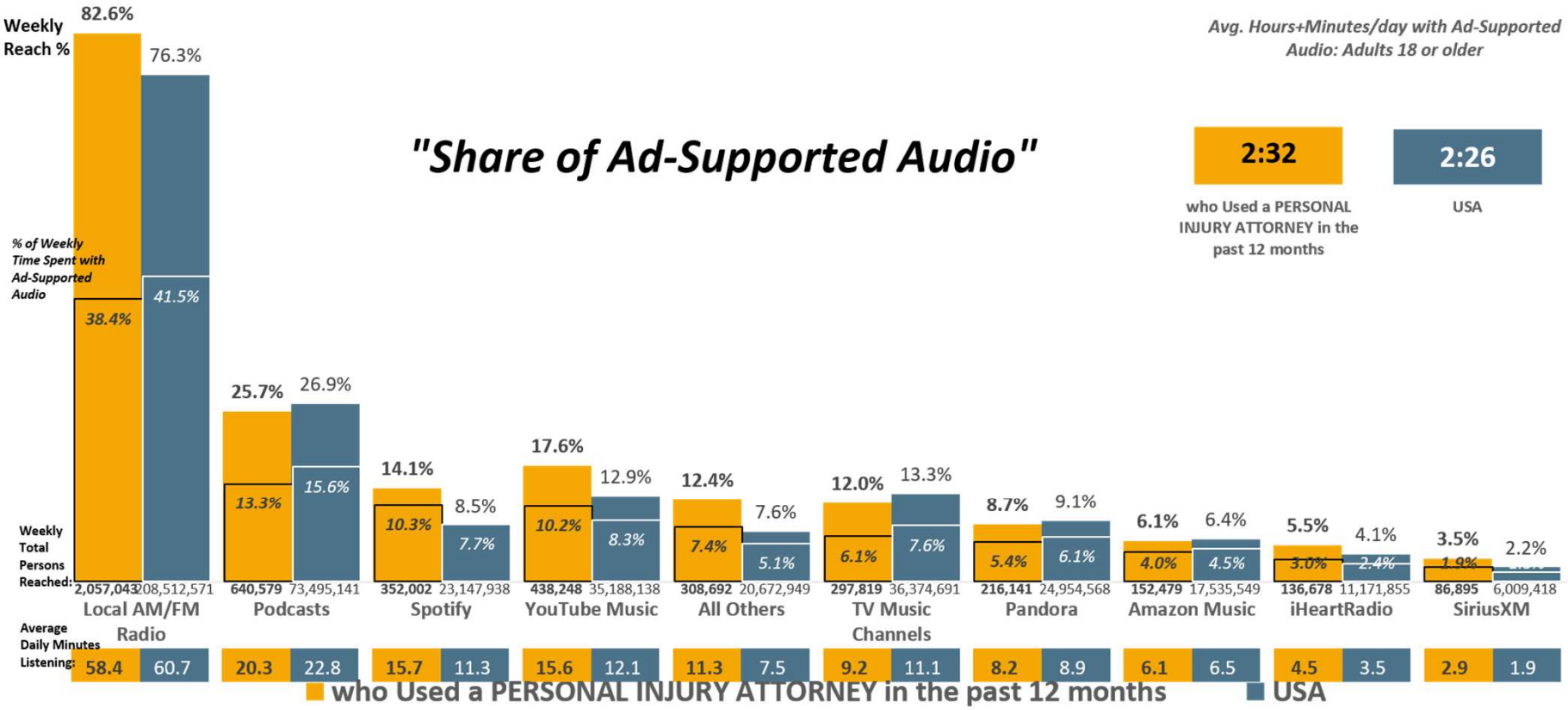
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



2,057,043 or 82.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 461

Scarborough R2 2025-26: Feb24-Jul26 USA Projection

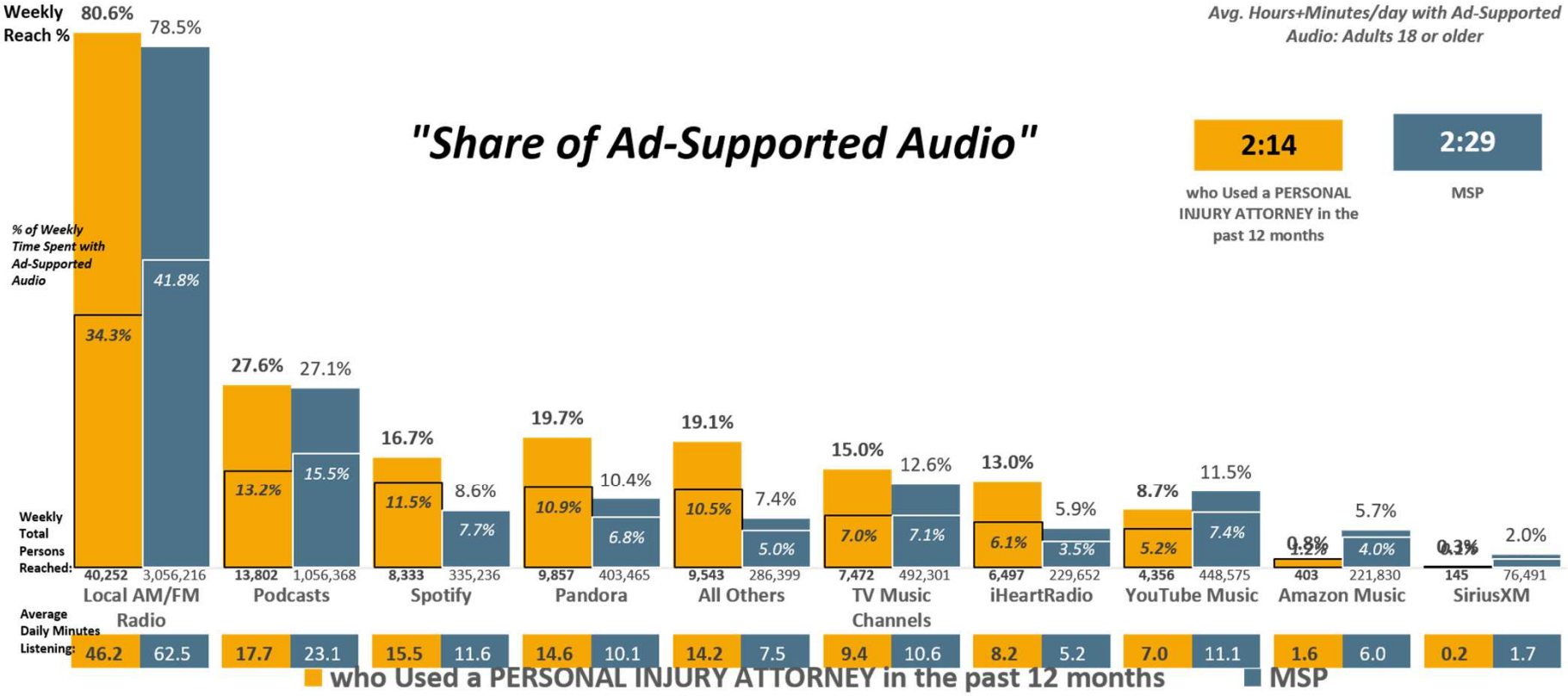
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



40,252 or 80.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 46.2 minutes every day representing 34.3% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 42 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,039

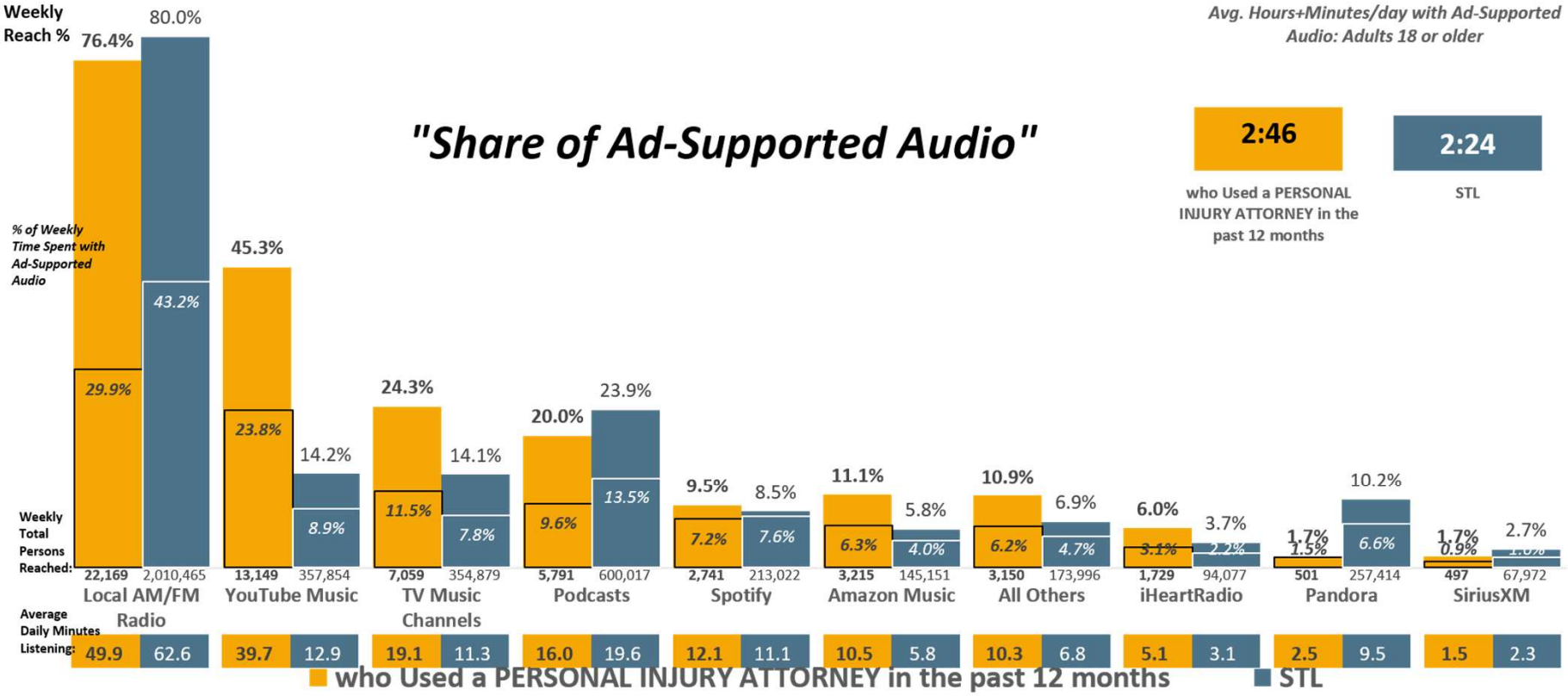
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



22,169 or 76.4% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 49.9 minutes every day representing 29.9% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 51 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,031

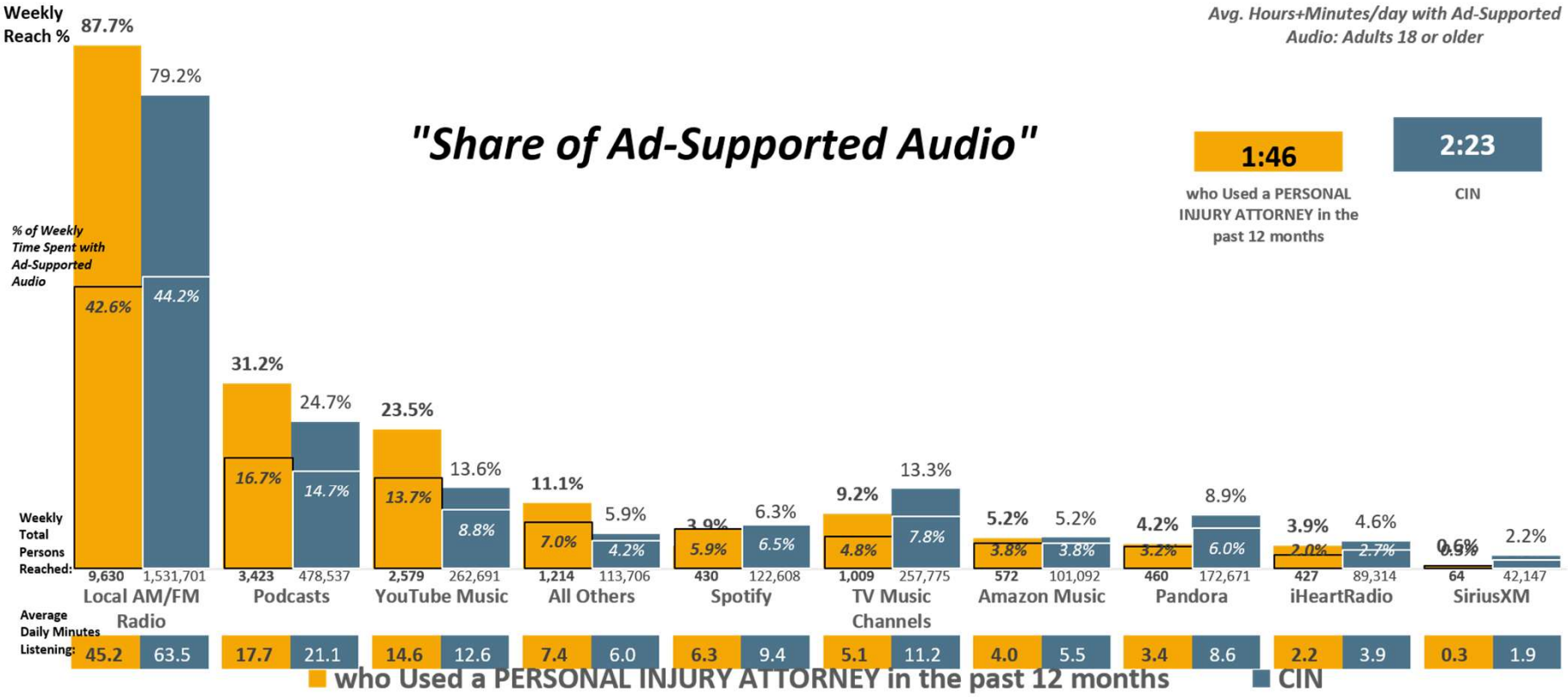
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



9,630 or 87.7% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 45.2 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,896

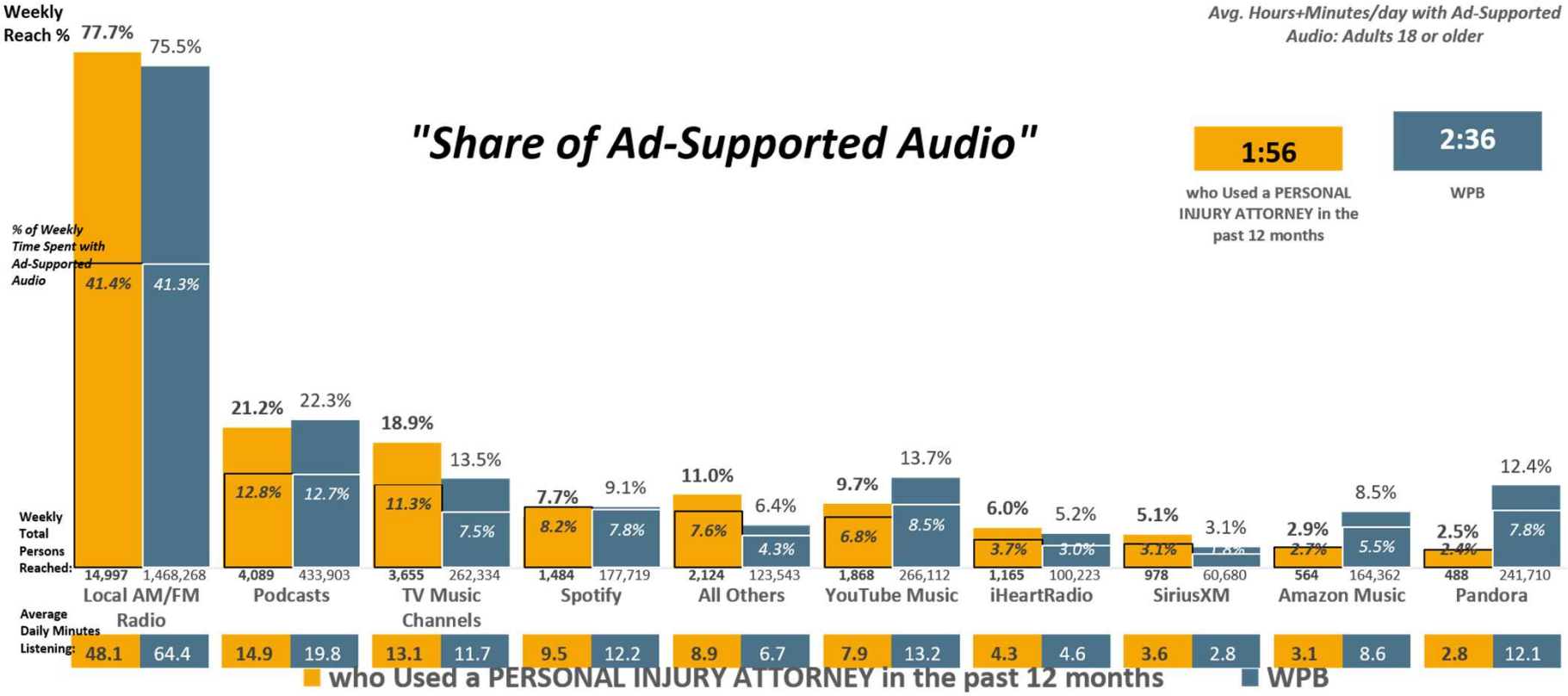
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



14,997 or 77.7% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 48.1 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 57 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 5,229

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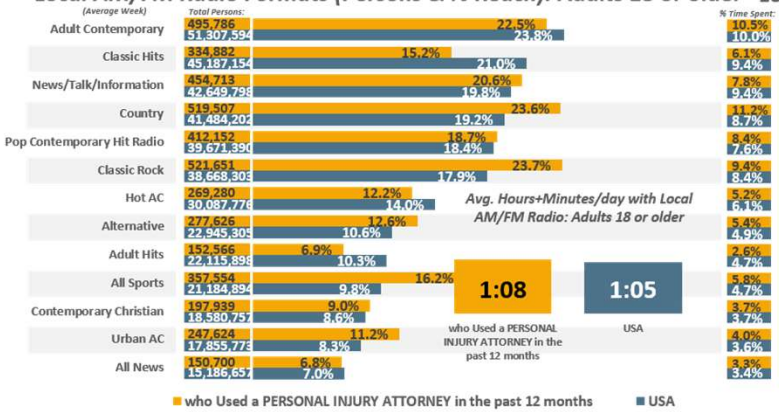
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

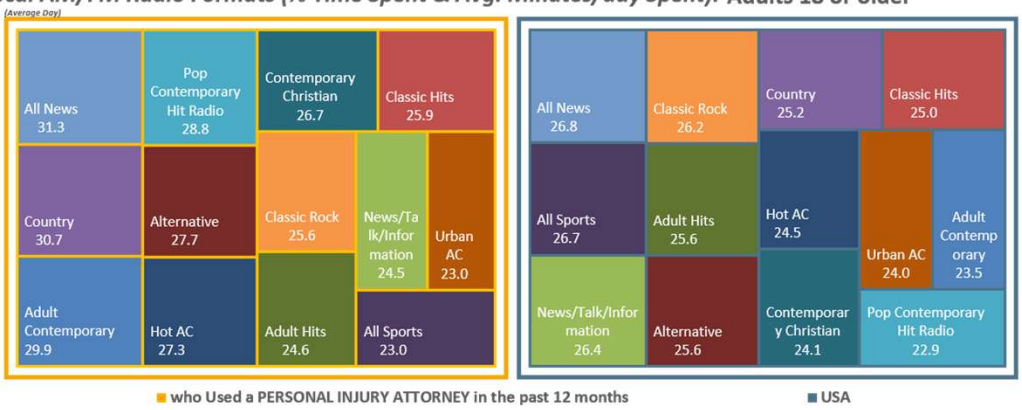


2,057,043 or 82.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Country, Adult Contemporary, Pop Contemporary Hit Radio, and All Sports.

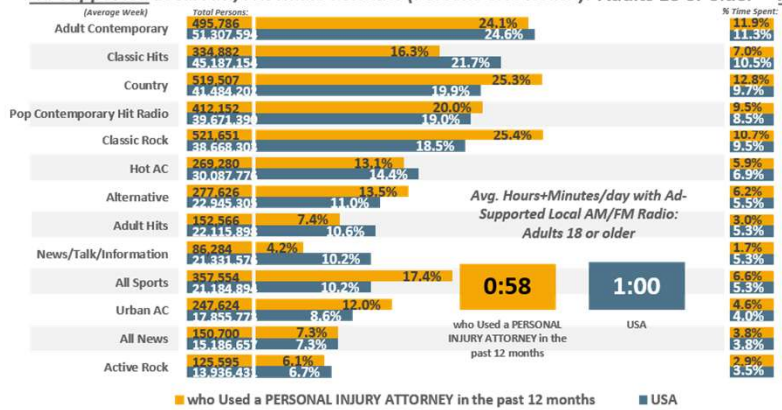
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



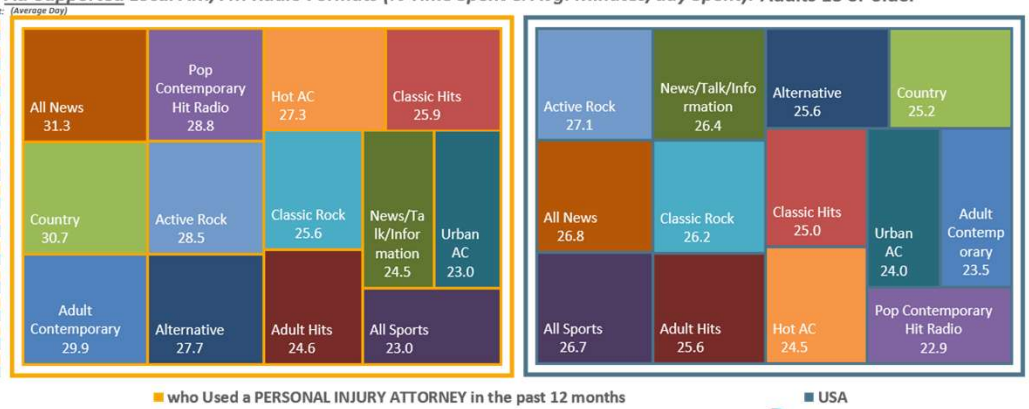
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025-26: Feb24-Jul26 Qual Intab 461

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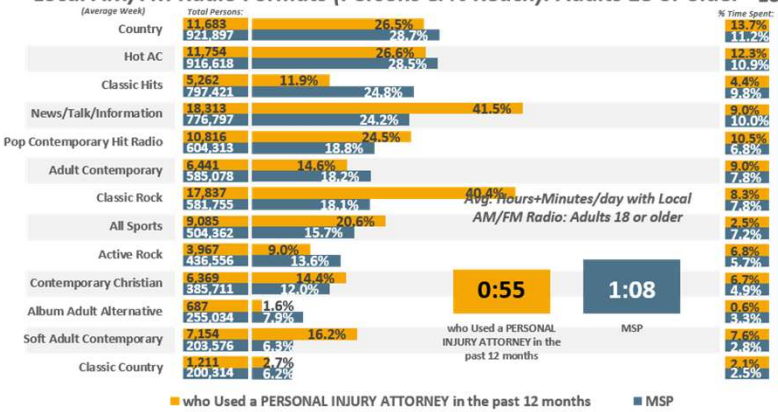
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

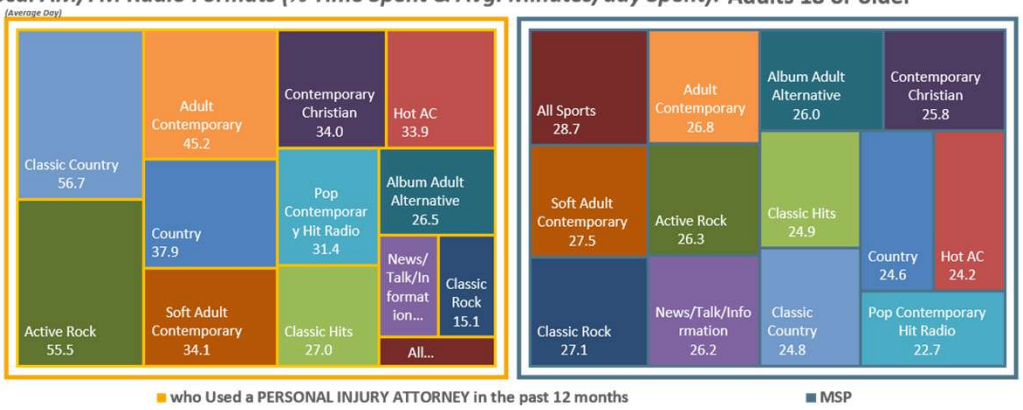


40,252 or 80.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Hot AC, Country, Pop Contemporary Hit Radio, and News/Talk/Information.

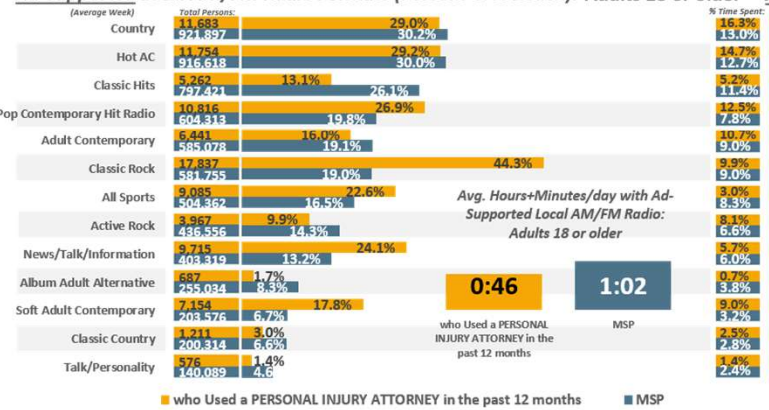
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



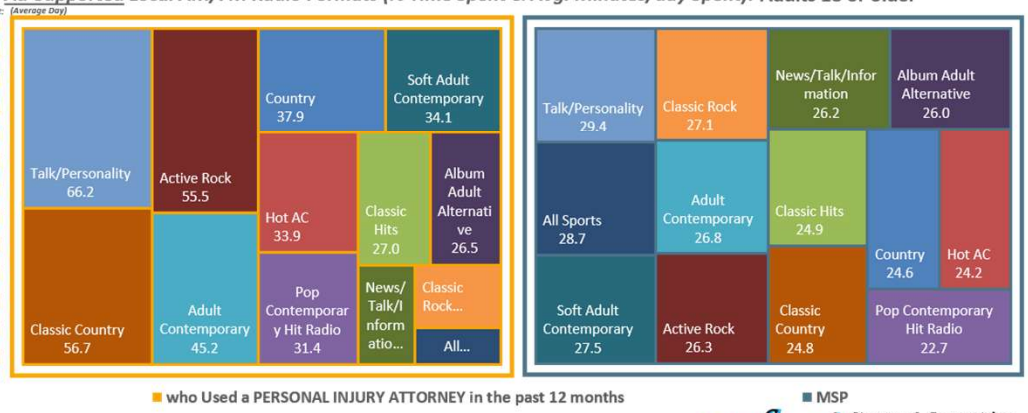
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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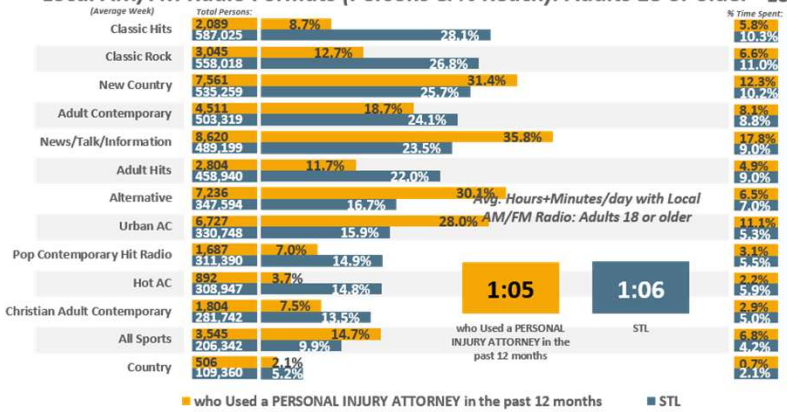
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

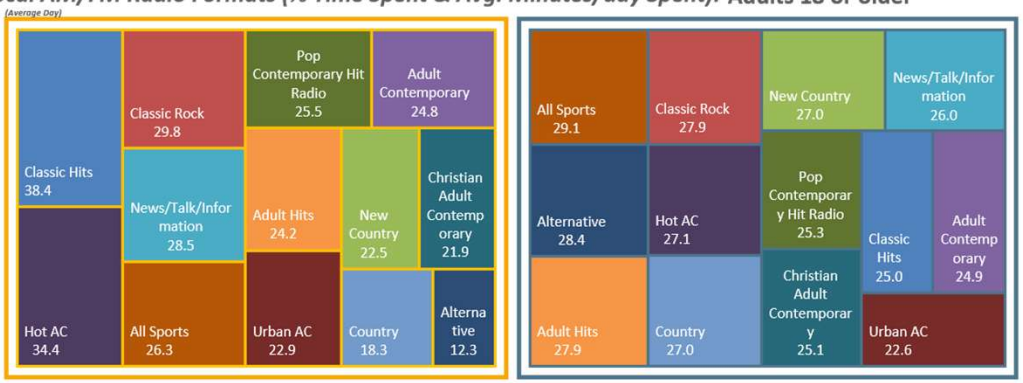


22,169 or 76.4% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Alternative, Urban AC, Adult Contemporary, and Urban Contemporary.

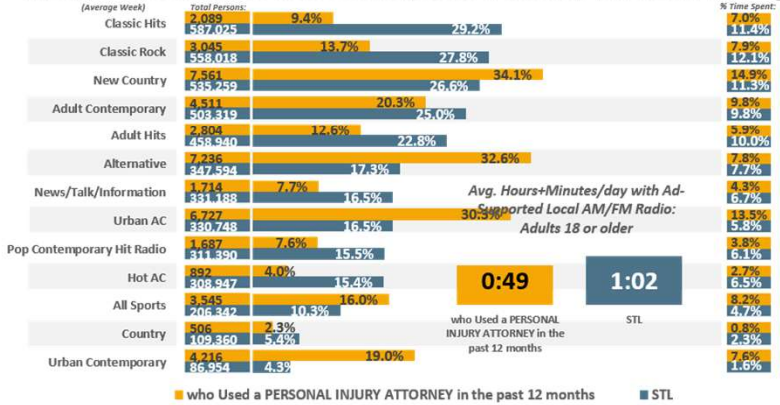
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



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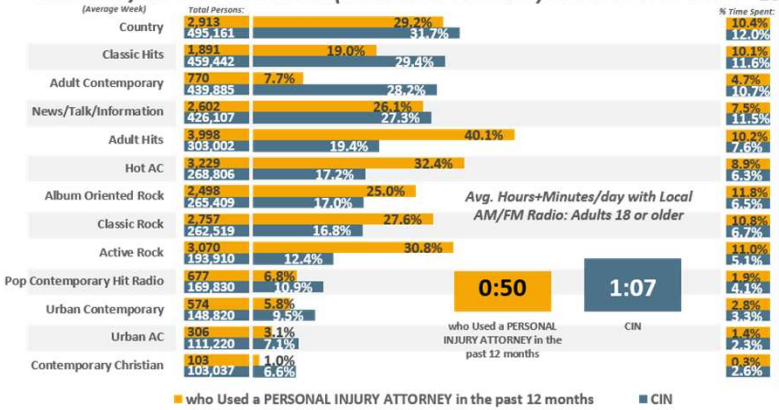
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

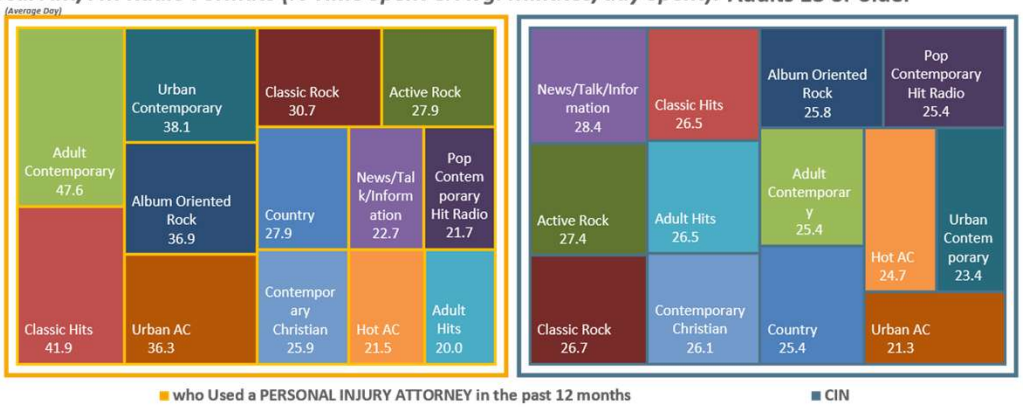


9,630 or 87.7% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Hot AC, Active Rock, Country, and Classic Rock.

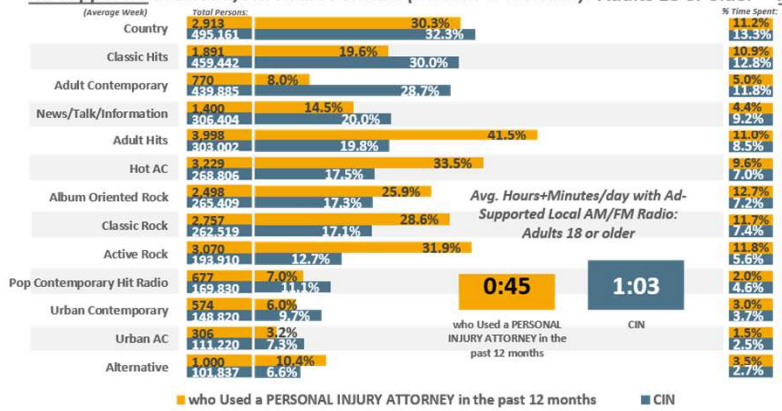
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



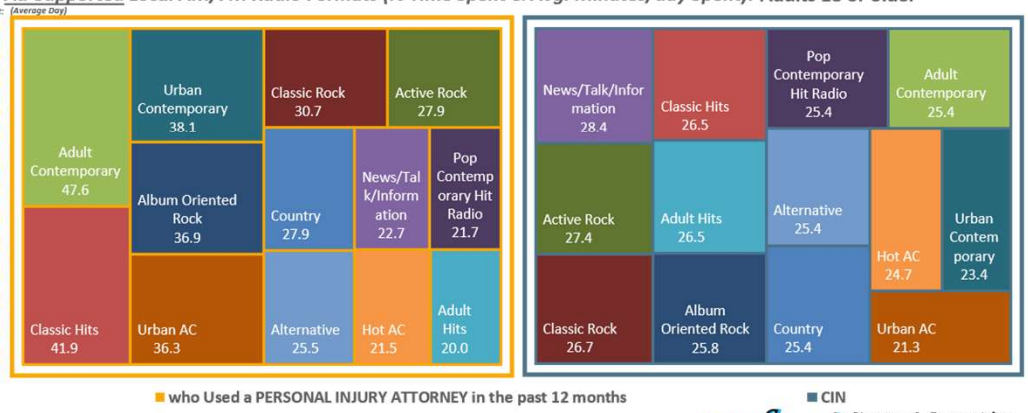
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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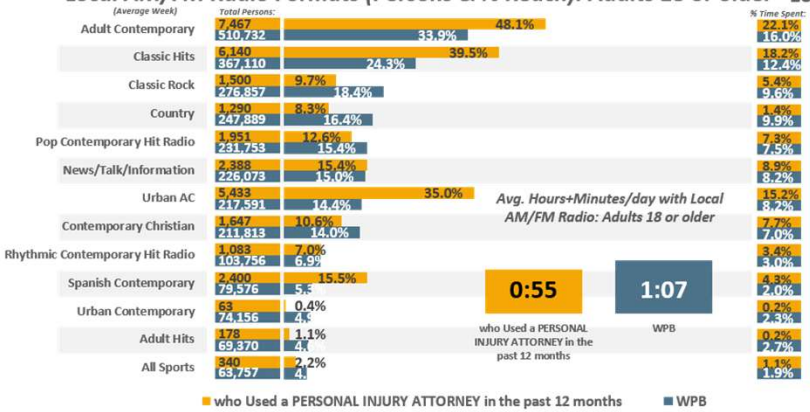
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

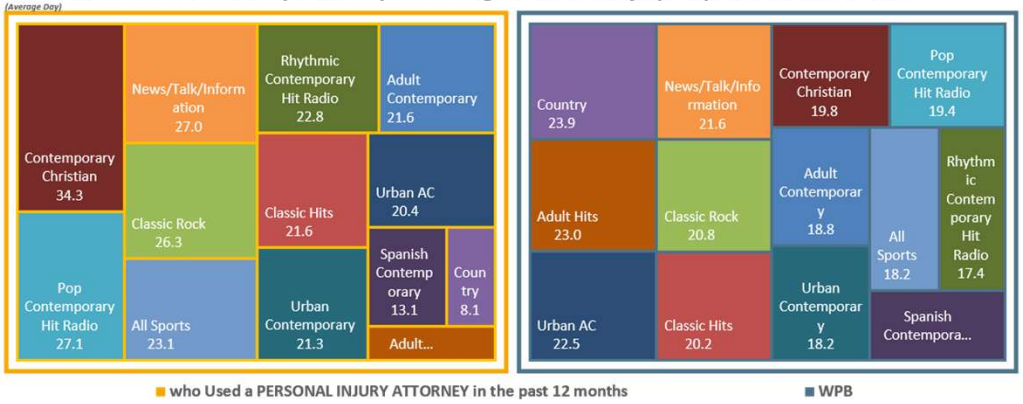


14,997 or 77.7% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Urban AC, Spanish Contemporary, and Pop Contemporary Hit Radi

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



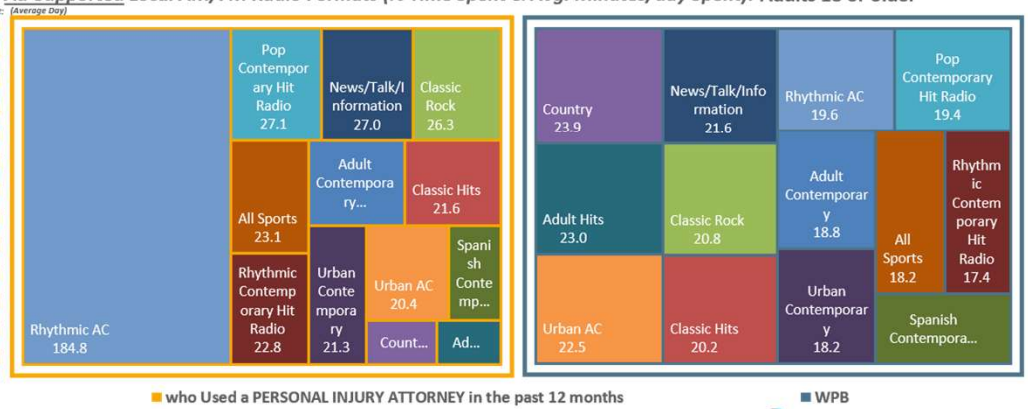
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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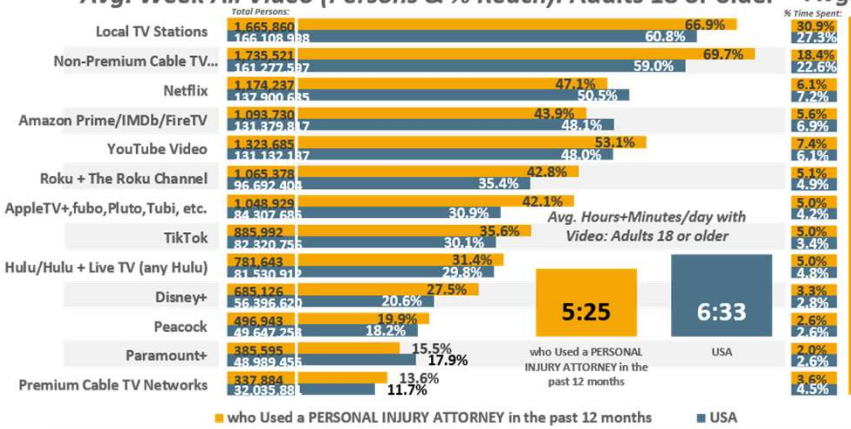
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

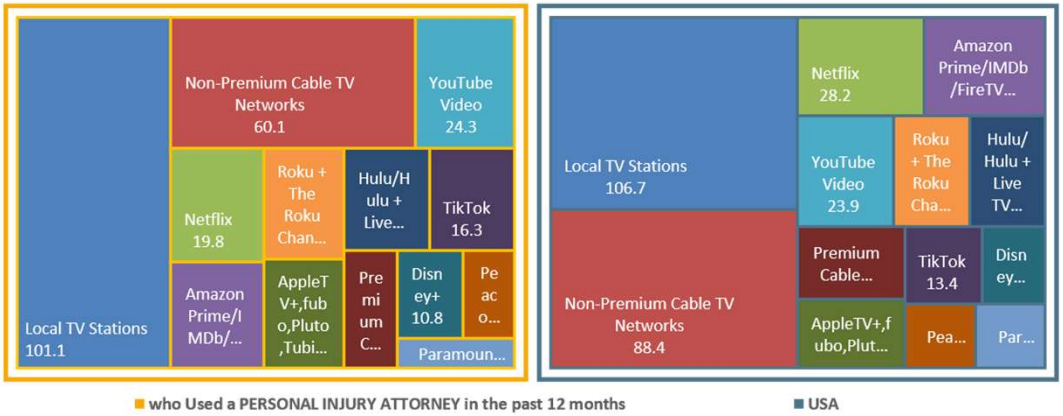


1,617,548 or 64.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations for an average of 88.4 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

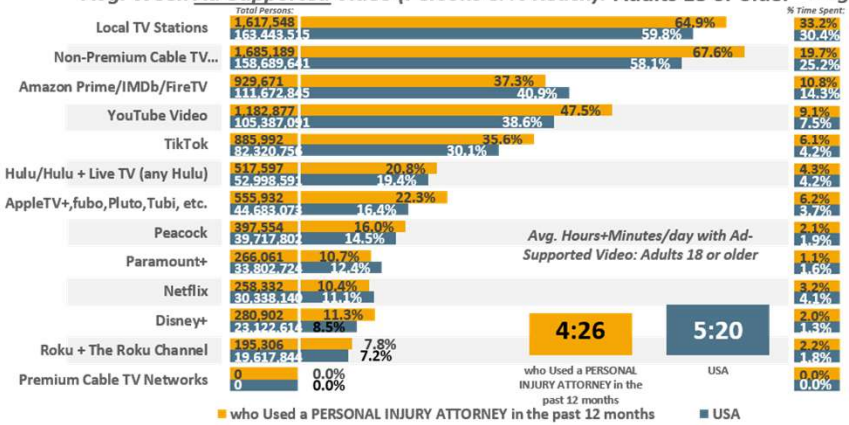
Avg. Week All Video (Persons & % Reach): Adults 18 or older



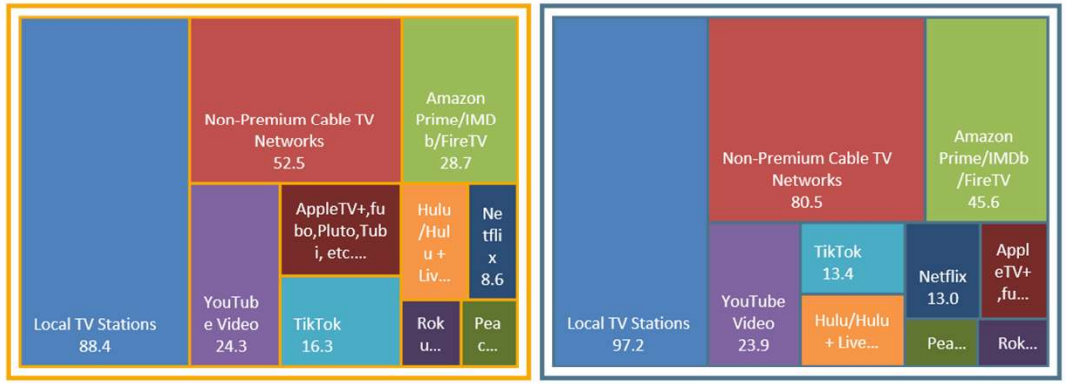
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 461

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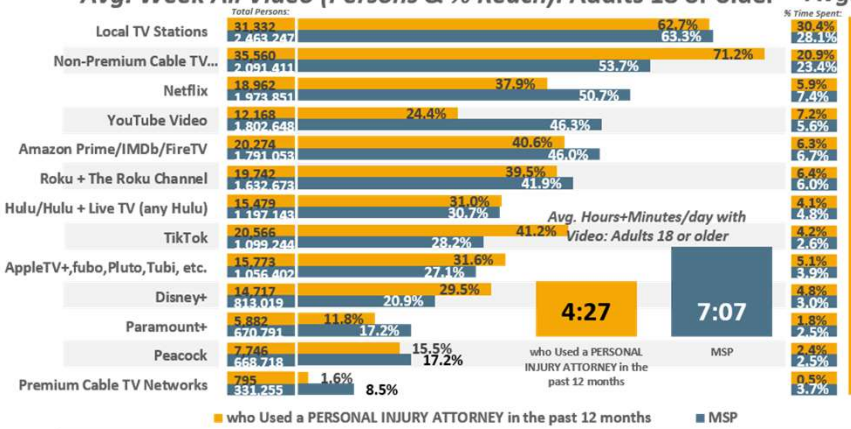
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

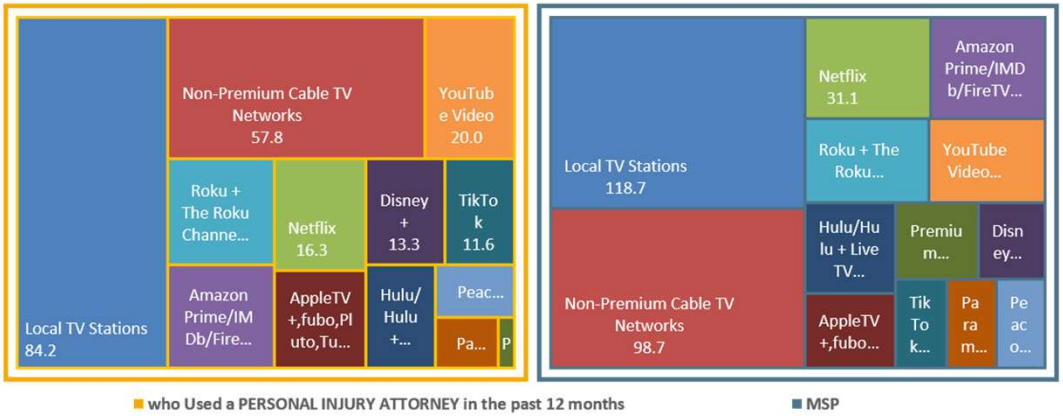


30,810 or 61.7% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations for an average of 79. minutes every day representing 37.6% of all time spent daily with Ad-Supported Video.

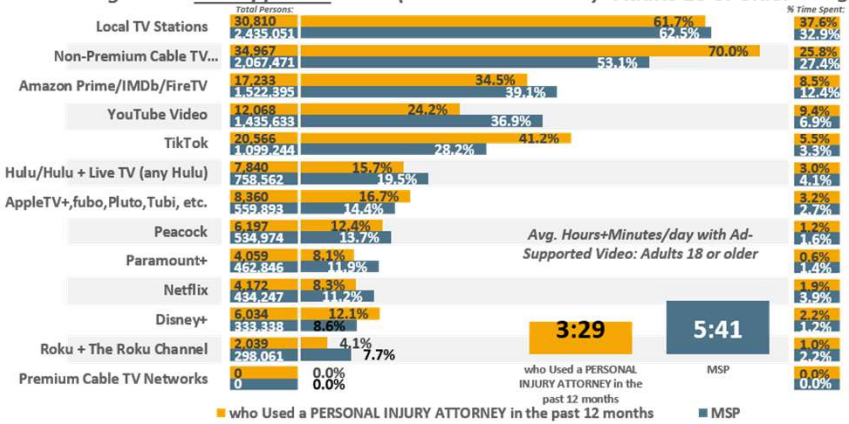
Avg. Week All Video (Persons & % Reach): Adults 18 or older



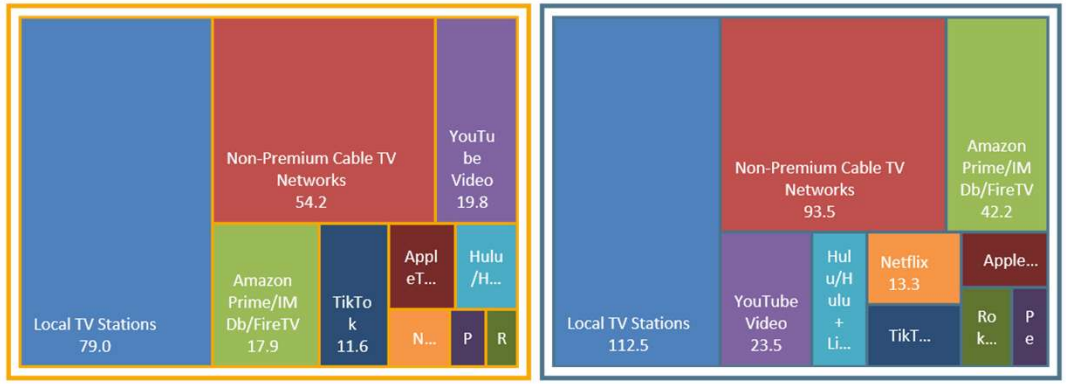
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025-26: Aug24-Jul26 Qual Intab 42

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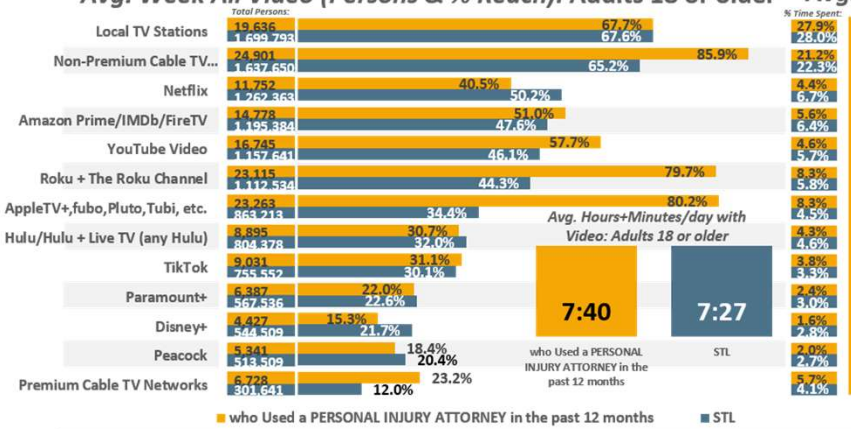
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

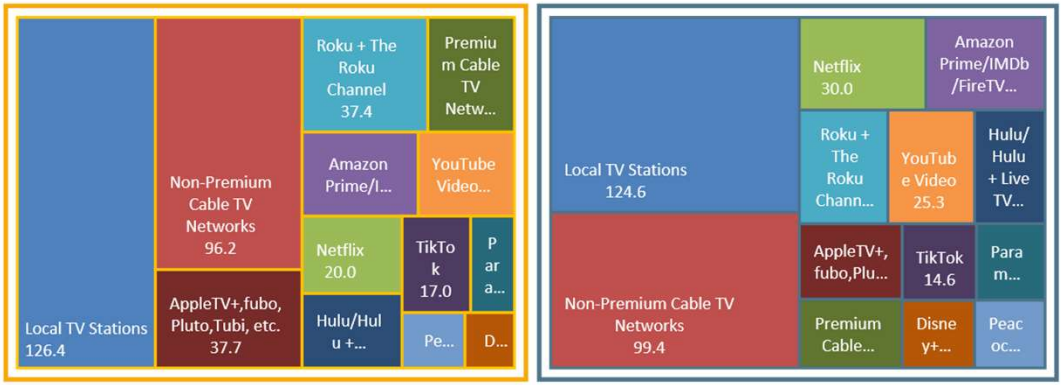


18,867 or 65.1% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations for an average of 110.1 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

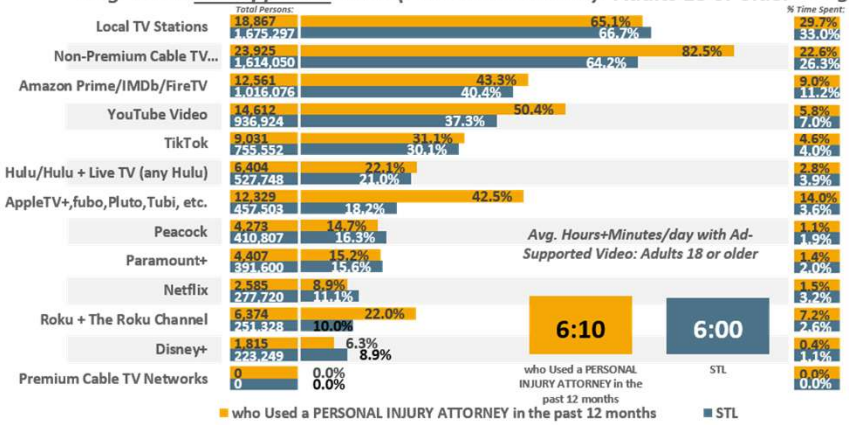
Avg. Week All Video (Persons & % Reach): Adults 18 or older



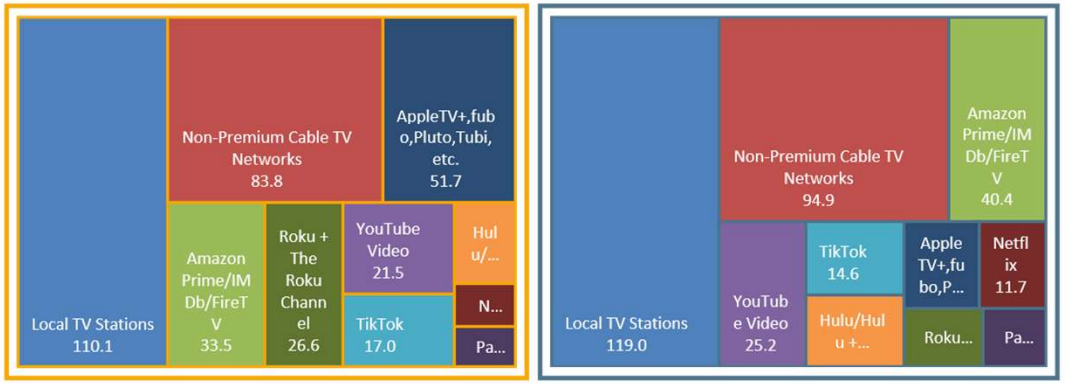
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 51

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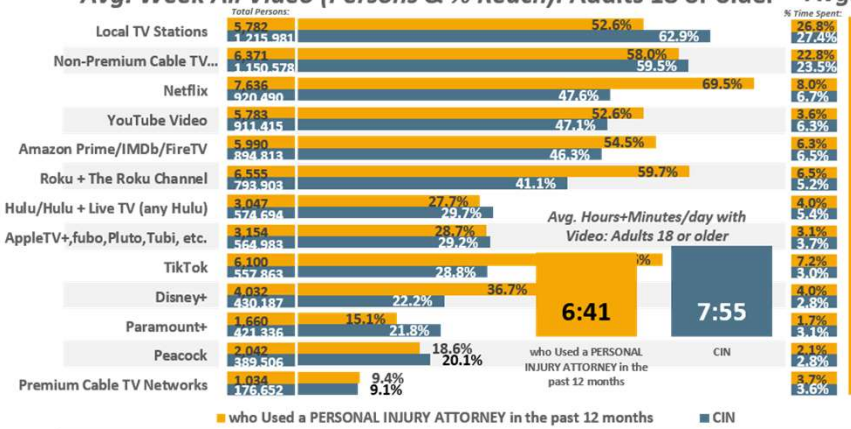
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

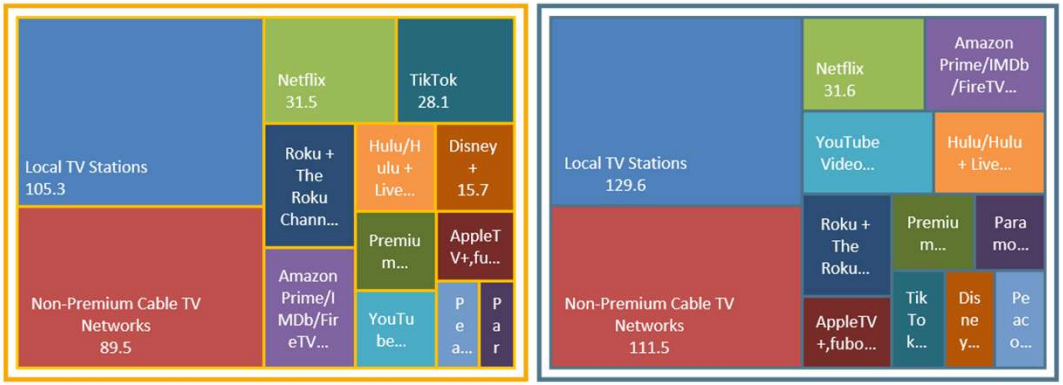


5,239 or 47.7% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations for an average of 62.2 minutes every day representing 19.5% of all time spent daily with Ad-Supported Video.

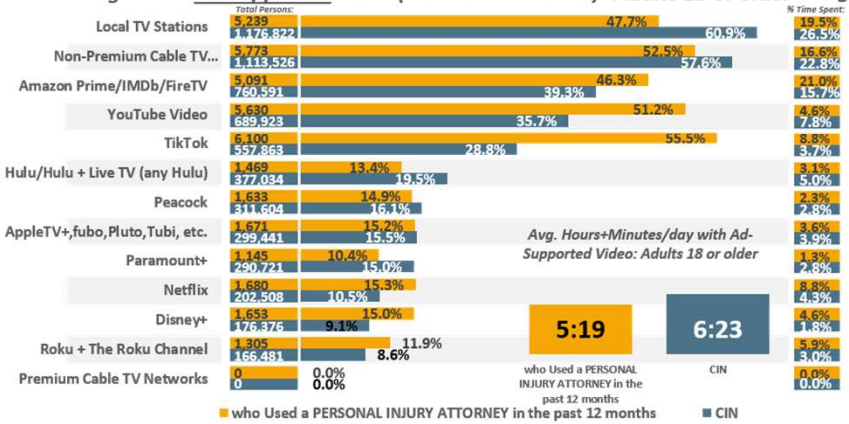
Avg. Week All Video (Persons & % Reach): Adults 18 or older



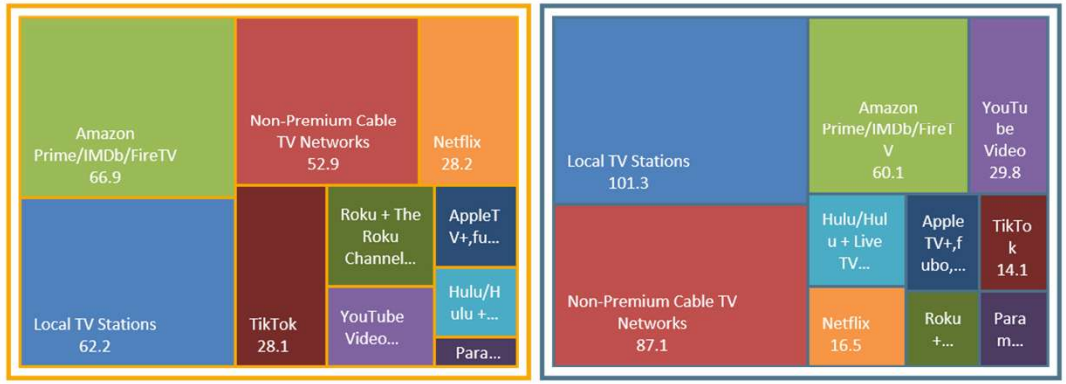
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33

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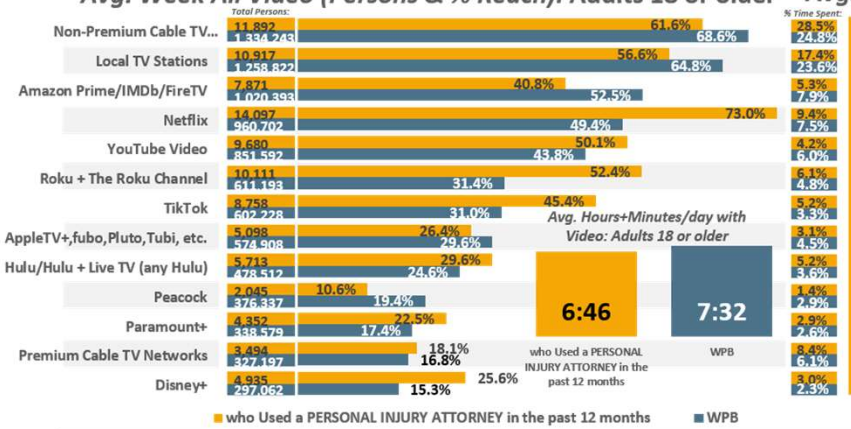
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

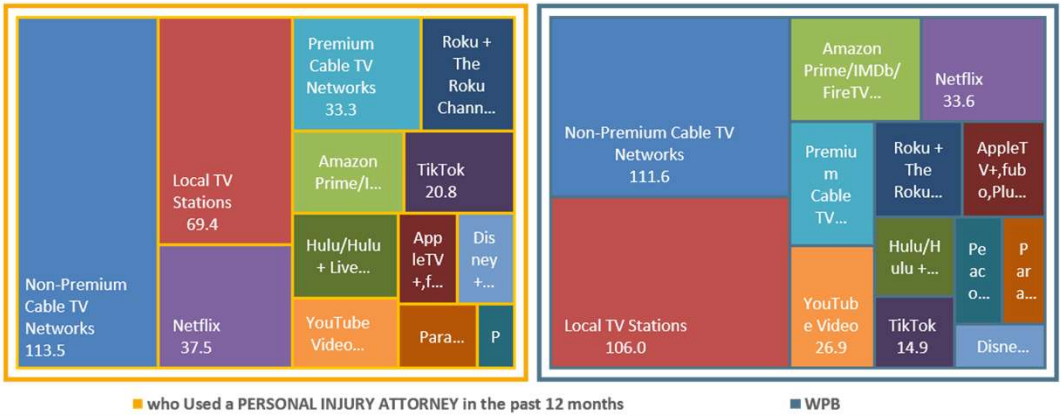


10,836 or 56.1% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations for an average of 63.3 minutes every day representing 20.1% of all time spent daily with Ad-Supported Video.

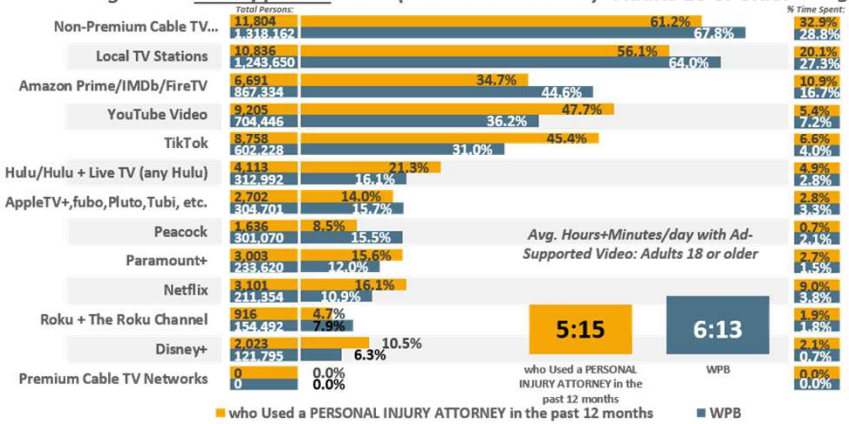
Avg. Week All Video (Persons & % Reach): Adults 18 or older



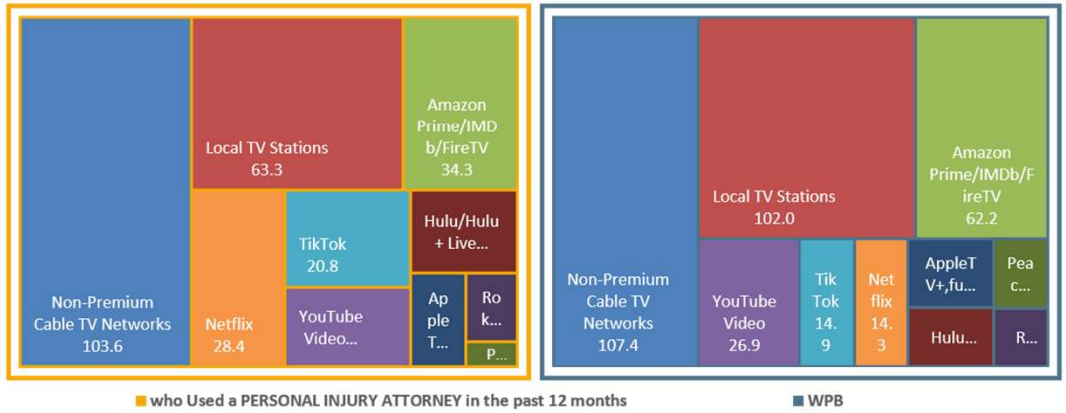
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



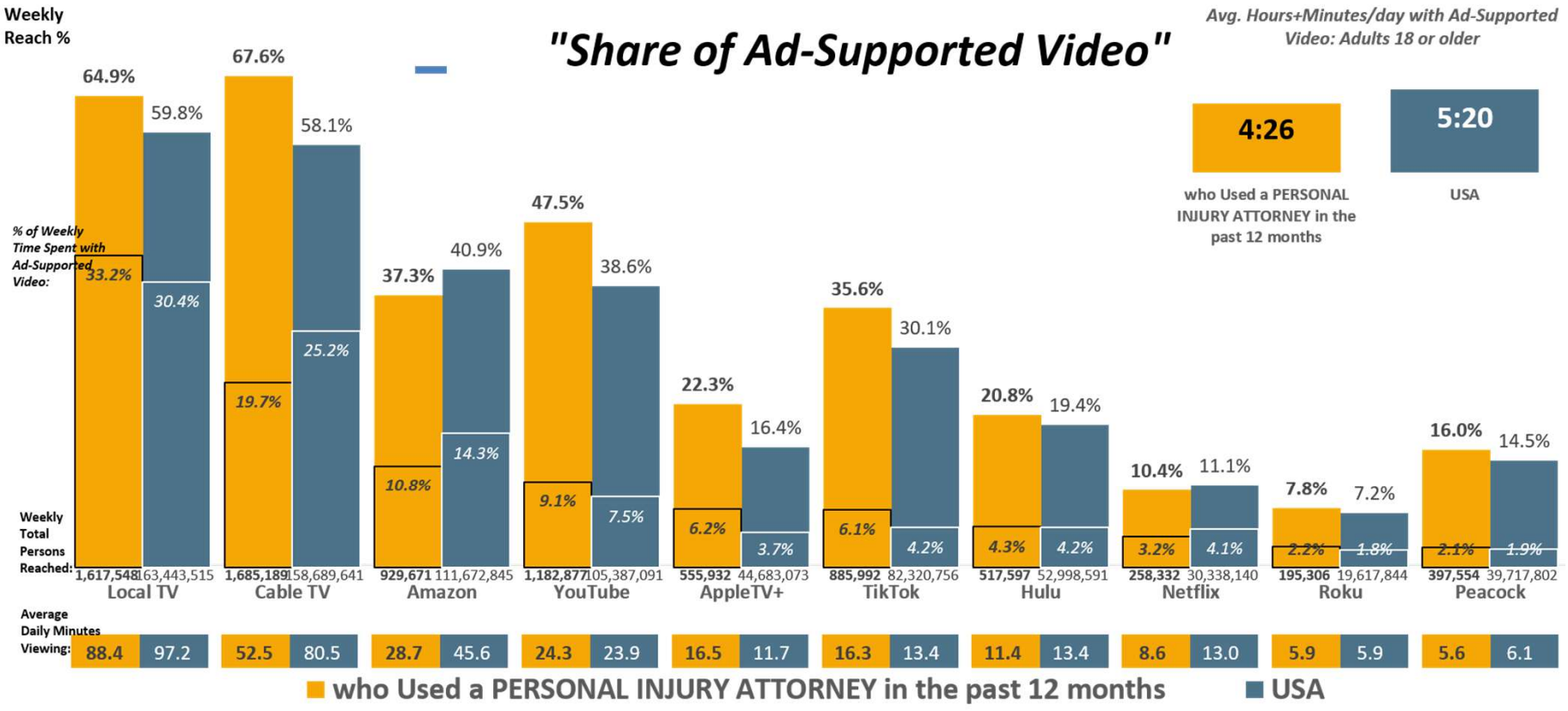
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



1,617,548 or 64.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations for an average of 88.4 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 461

Scarborough R2 2025-26: Feb24-Jul26 USA Projection

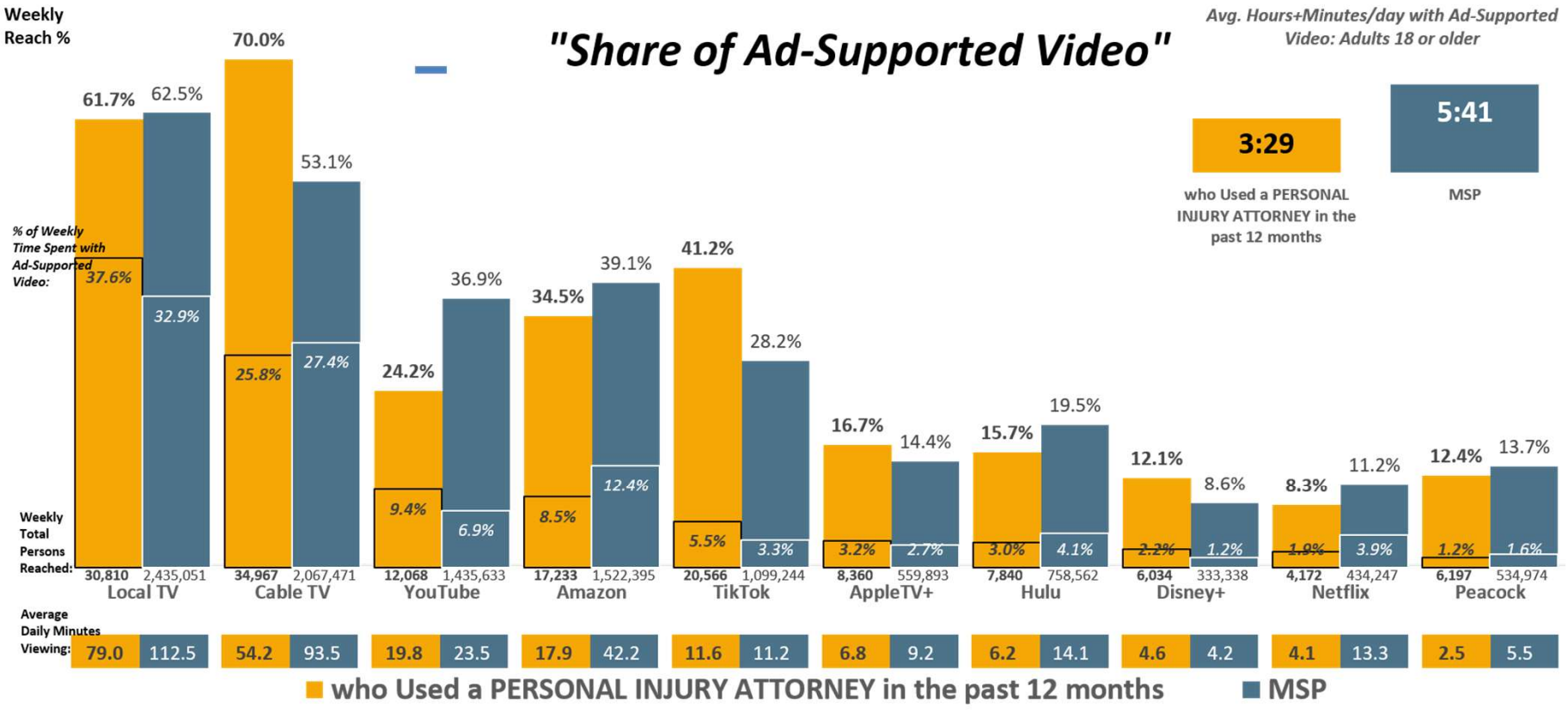
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



30,810 or 61.7% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations for an average of 79. minutes every day representing 37.6% of all time spent daily with Ad-Supported Video.



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 42 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,039

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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



18,867 or 65.1% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations for an average of 110.1 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Adults 18 or older

6:10 — who Used a PERSONAL INJURY ATTORNEY in the past 12 months

6:00 — STL

	Local TV	Cable TV	AppleTV+	Amazon	Roku	YouTube	TikTok	Hulu	Netflix	Paramount+
Weekly Reach %	65.1% / 66.7%	82.5% / 64.2%	42.5% / 18.2%	43.3% / 40.4%	22.0% / 10.0%	50.4% / 37.3%	31.1% / 30.1%	22.1% / 21.0%	8.9% / 11.1%	15.2% / 15.6%
% of Weekly Time Spent with Ad-Supported Video:	29.7% / 33.0%	22.6% / 26.3%	14.0% / 3.6%	9.0% / 11.2%	7.2% / 2.6%	5.8% / 7.0%	4.6% / 4.0%	2.8% / 3.9%	1.5% / 3.2%	1.4% / 2.0%
Weekly Total Persons Reached:	18,867 / 1,675,297	23,925 / 1,614,050	12,329 / 457,503	12,561 / 1,016,076	6,374 / 251,328	14,612 / 936,924	9,031 / 755,552	6,404 / 527,748	2,585 / 277,720	4,407 / 391,600
Average Daily Minutes Viewing:	110.1 / 119.0	83.8 / 94.9	51.7 / 13.1	33.5 / 40.4	26.6 / 9.3	21.5 / 25.2	17.0 / 14.6	10.3 / 14.1	5.5 / 11.7	5.1 / 7.4

■ who Used a PERSONAL INJURY ATTORNEY in the past 12 months ■ STL

STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 51 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,031

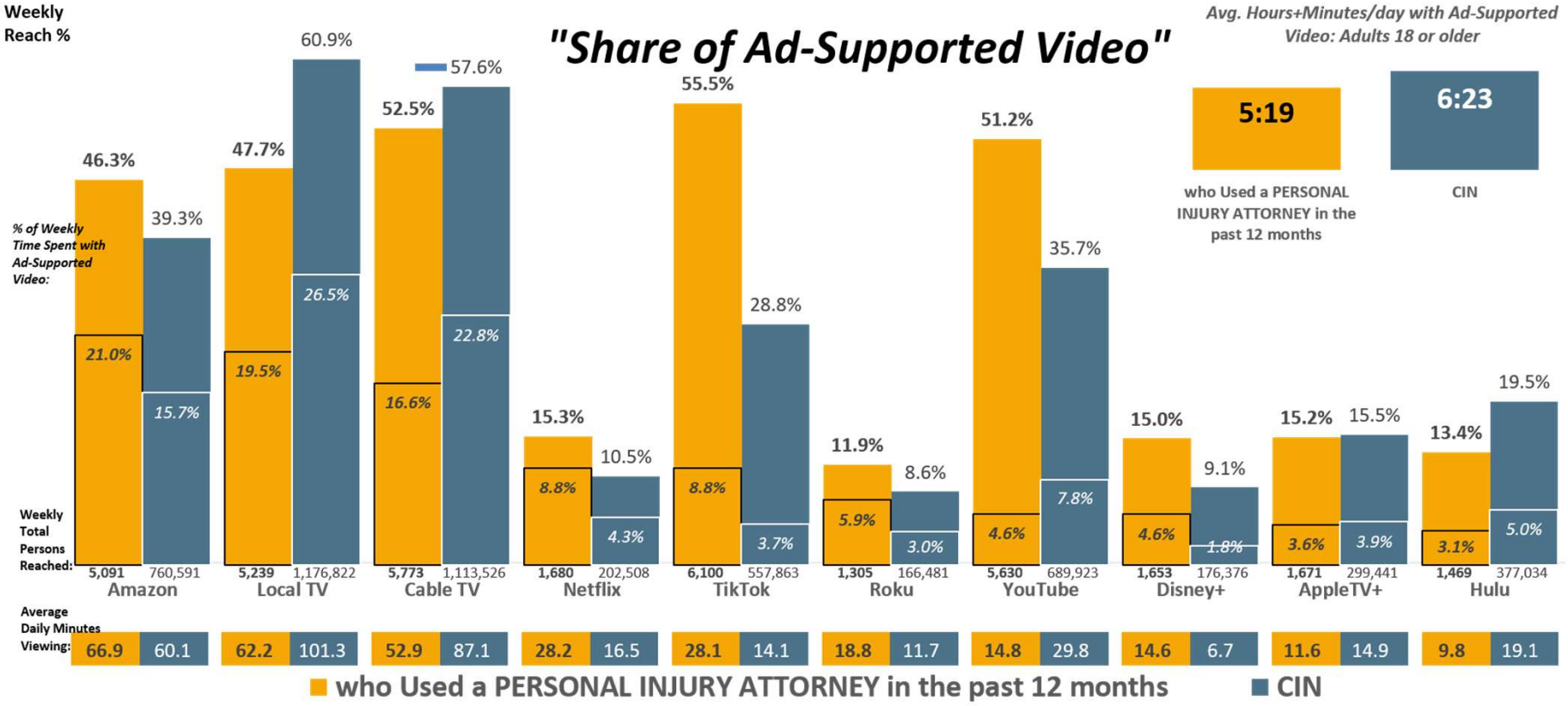
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



5,239 or 47.7% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations for an average of 62.2 minutes every day representing 19.5% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,896

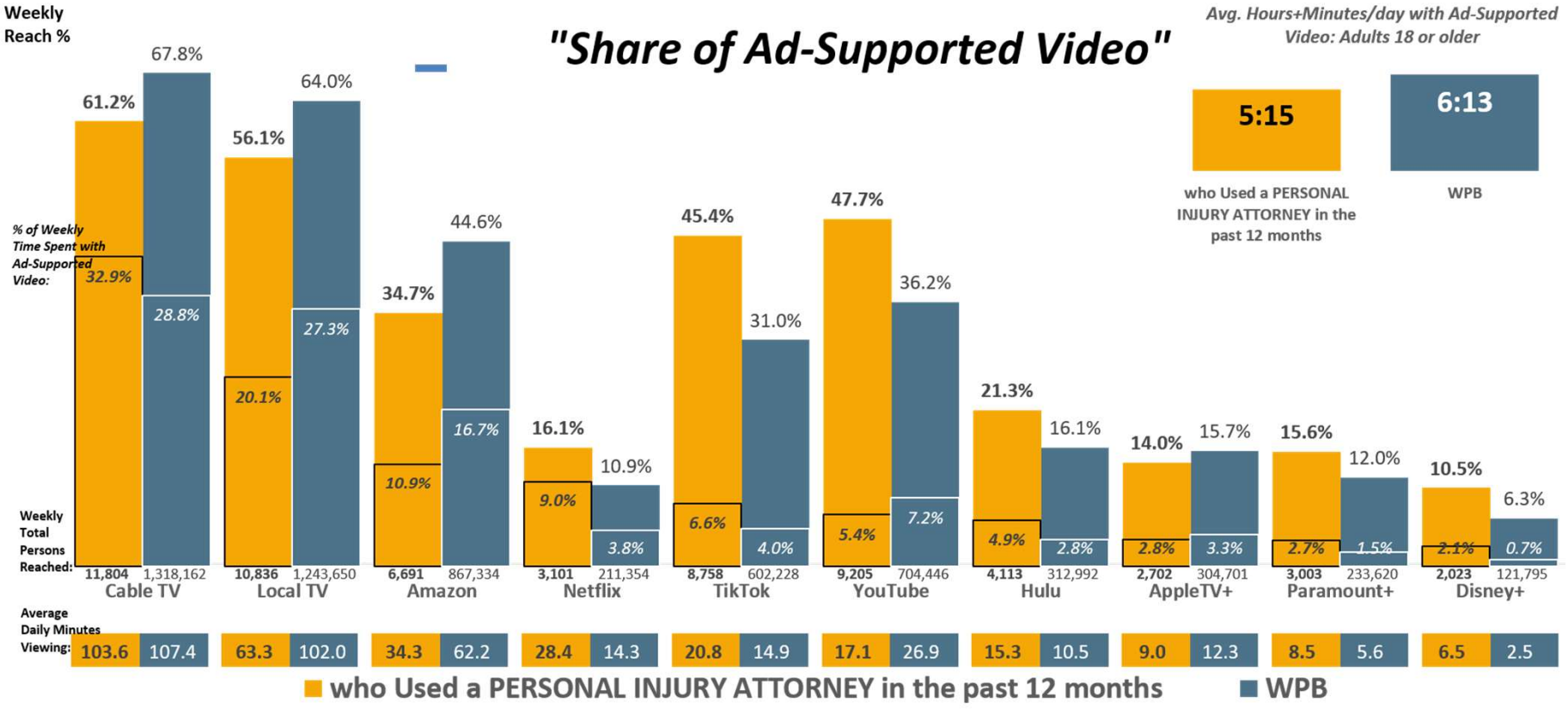
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



10,836 or 56.1% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations for an average of 63.3 minutes every day representing 20.1% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 57 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 5,229

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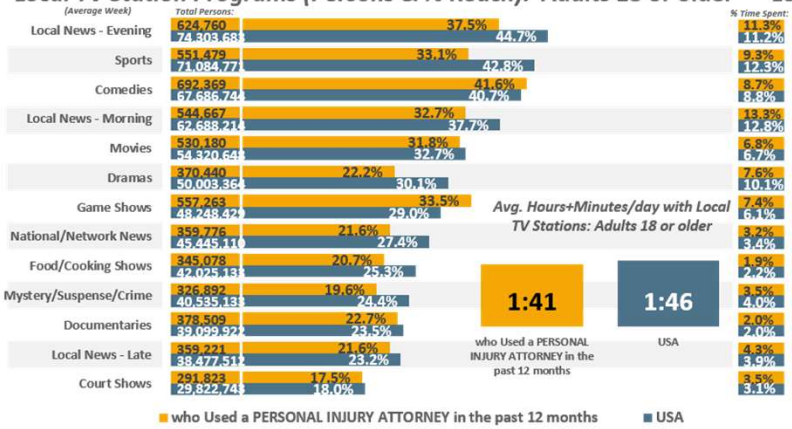
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

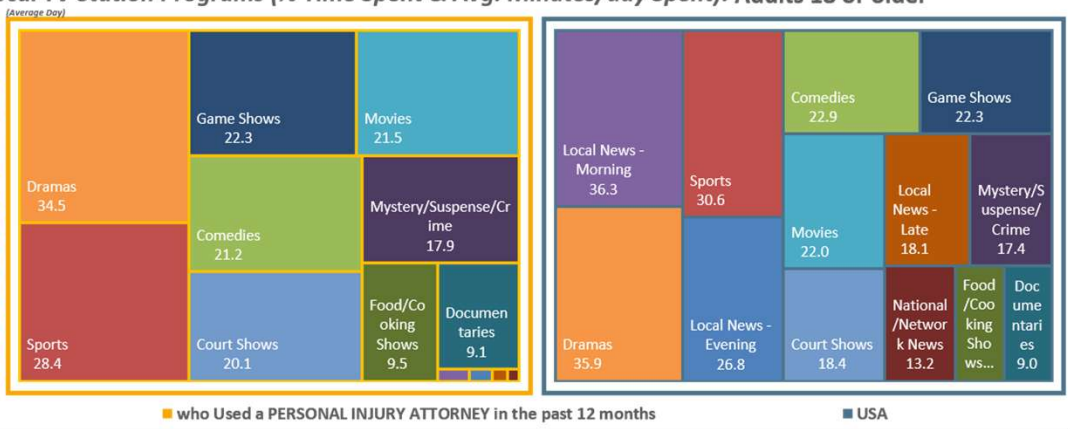


1,617,548 or 64.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Game Shows, Sports, Local News - Morning, and Movies.

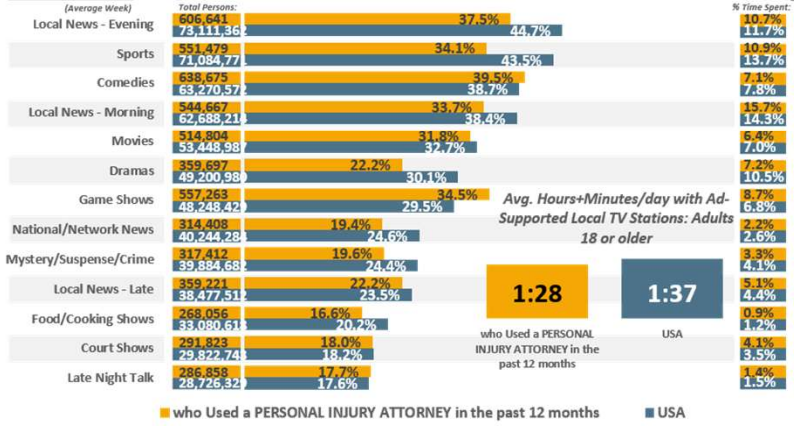
Local TV Station Programs (Persons & % Reach): Adults 18 or older



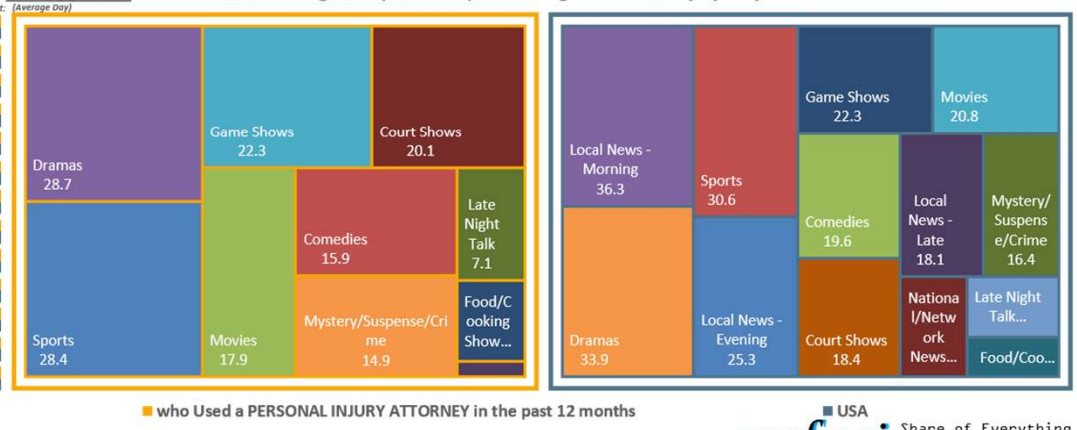
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025-26: Feb24-Jul26 Qual Intab 461

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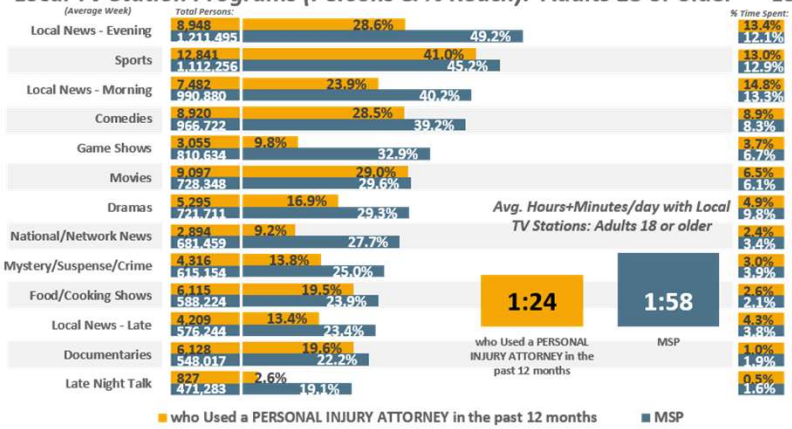
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

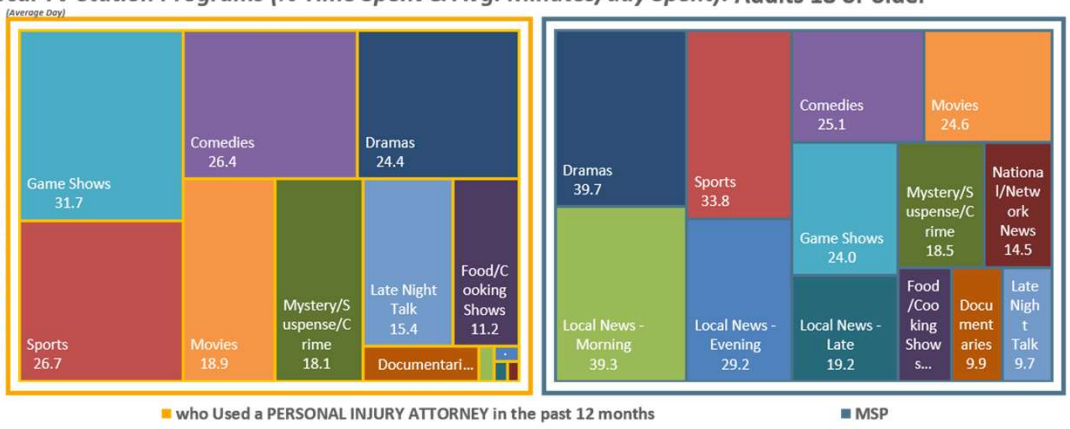


30,810 or 61.7% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Reality - Adventure, Sports, Movies, Local News - Evening, Comedies, and Local News - Morning.

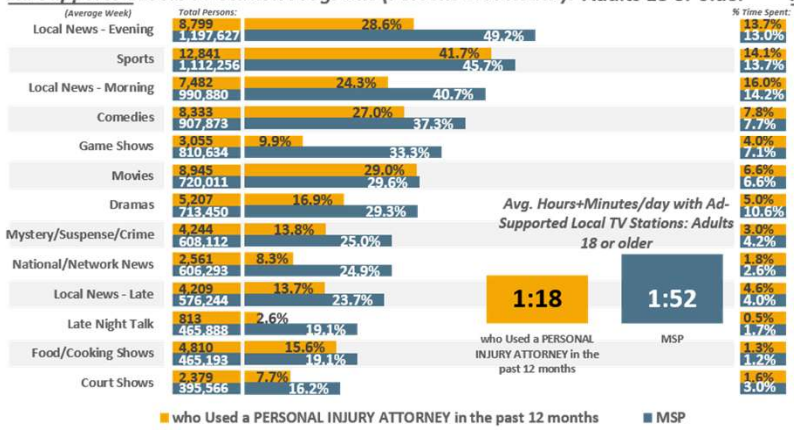
Local TV Station Programs (Persons & % Reach): Adults 18 or older



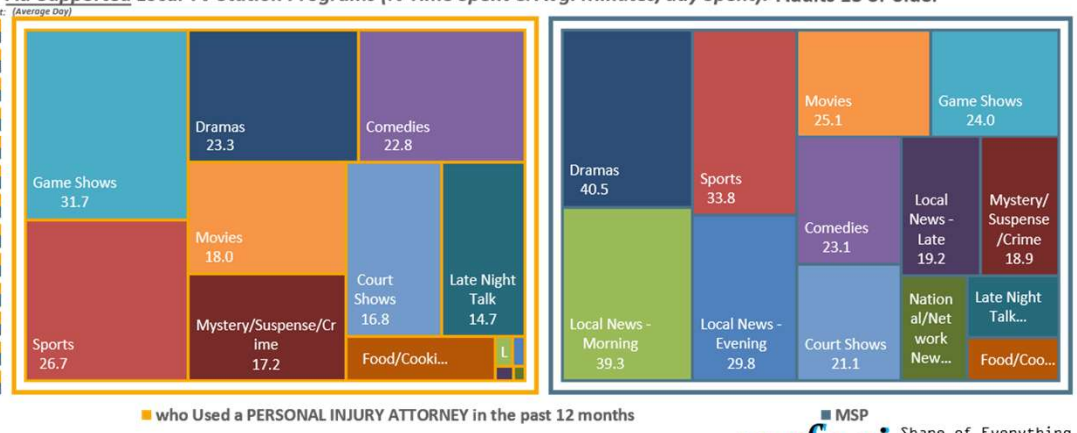
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025-26: Aug24-Jul26 Qual Intab 42

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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

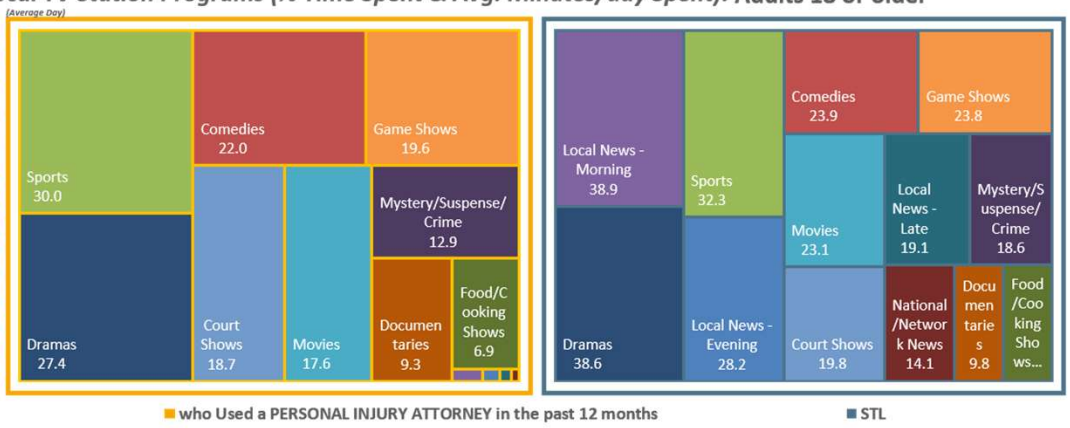


18,867 or 65.1% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Local News - Morning, Comedies, Local News - Evening, Sports, and Court Shows.

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



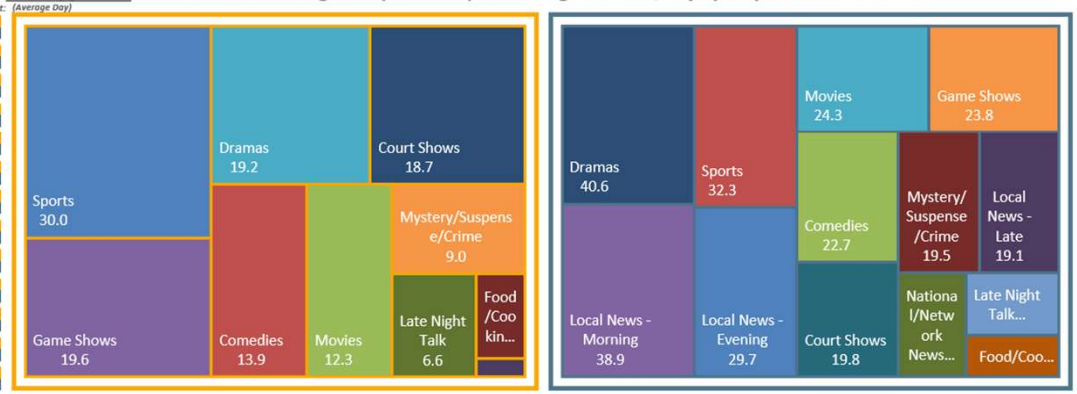
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 51

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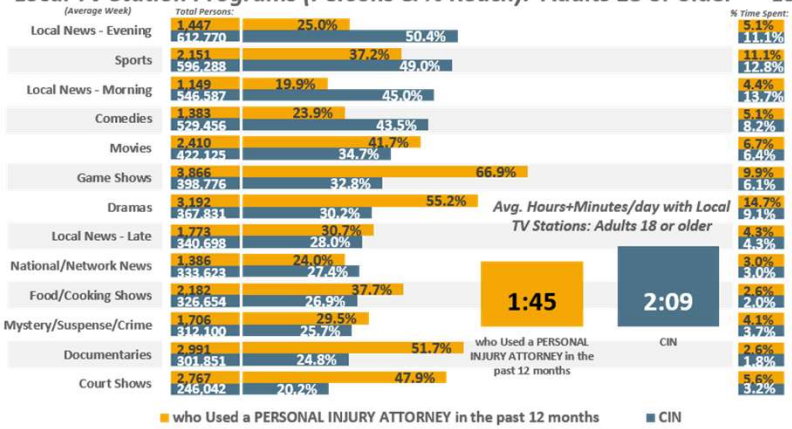
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

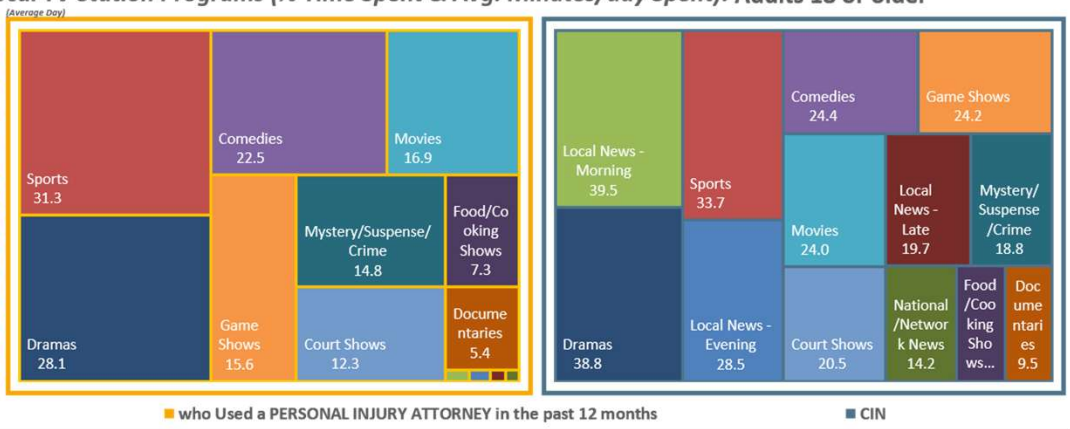


5,239 or 47.7% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Dramas, Court Shows, Daytime Talk Shows, Movies, and Sports.

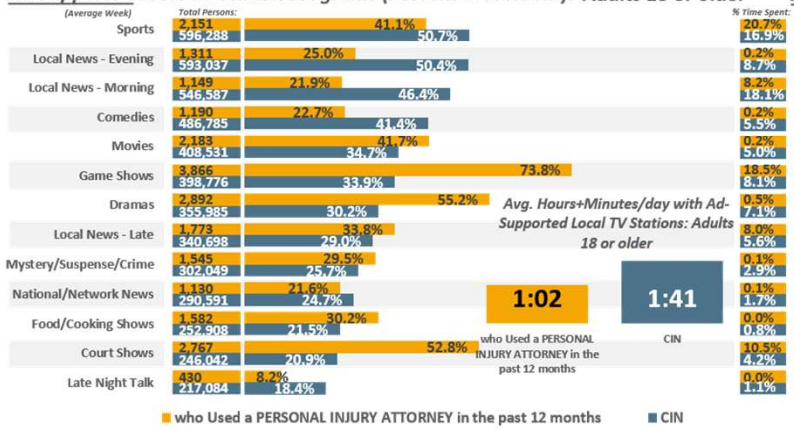
Local TV Station Programs (Persons & % Reach): Adults 18 or older



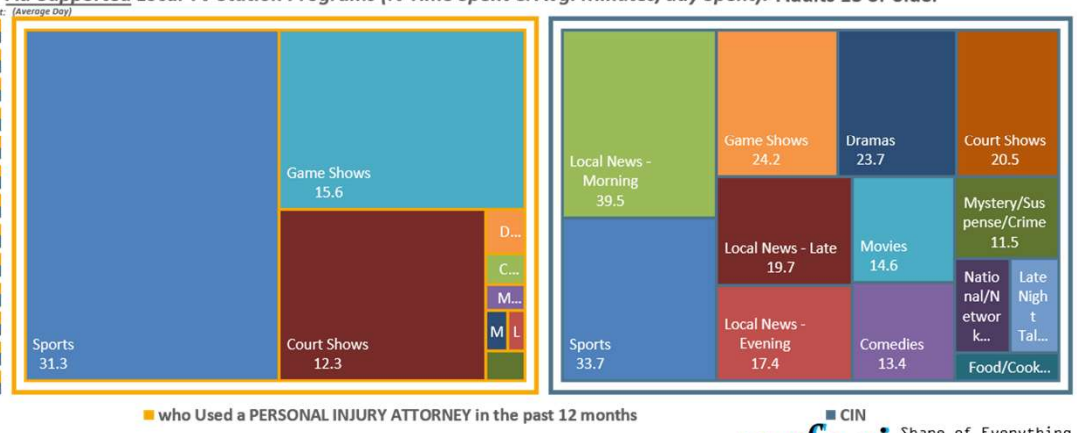
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

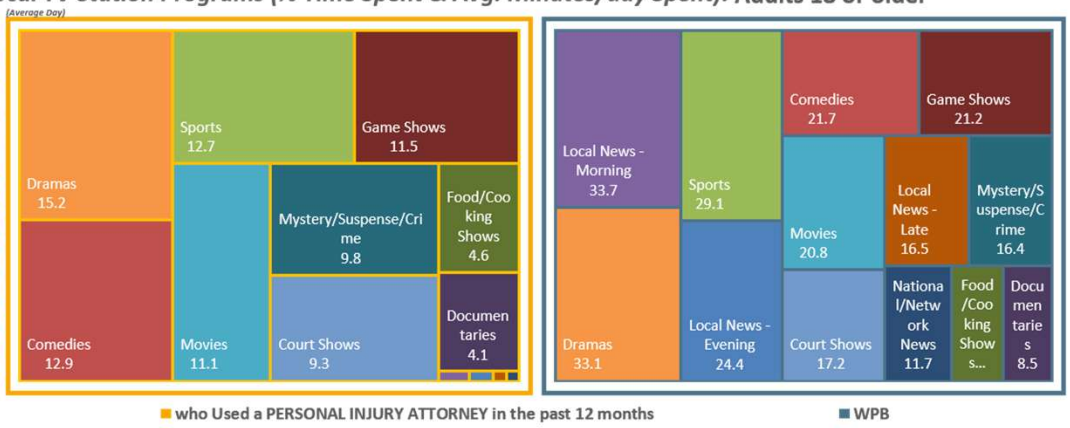


10,836 or 56.1% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Game Shows, Dramas, Local News - Morning, Comedies, and Mystery/Suspense/Cri

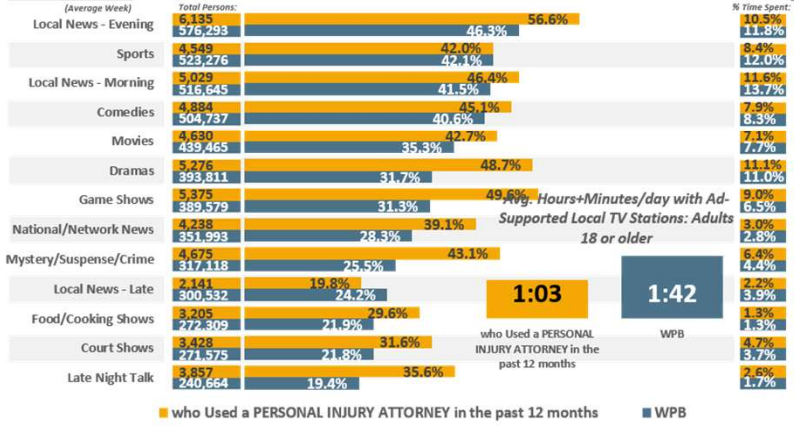
Local TV Station Programs (Persons & % Reach): Adults 18 or older



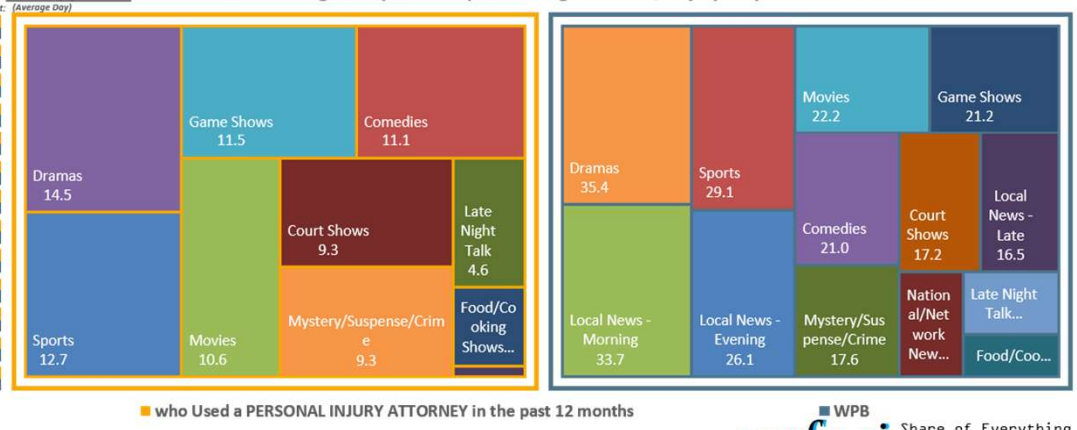
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 57

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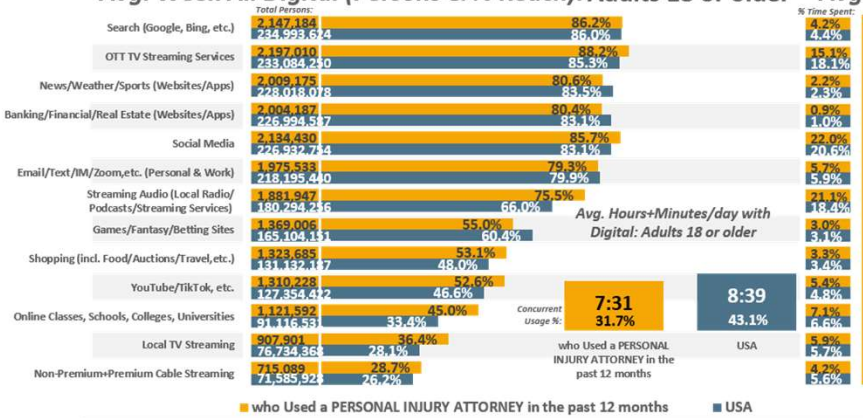
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

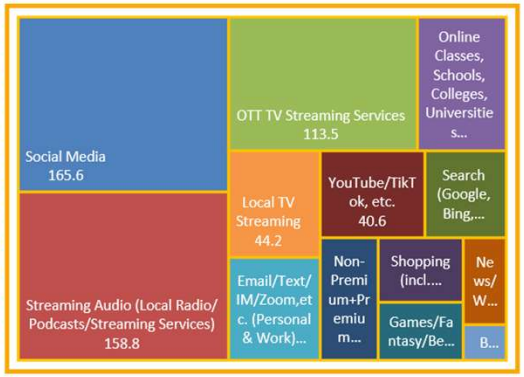


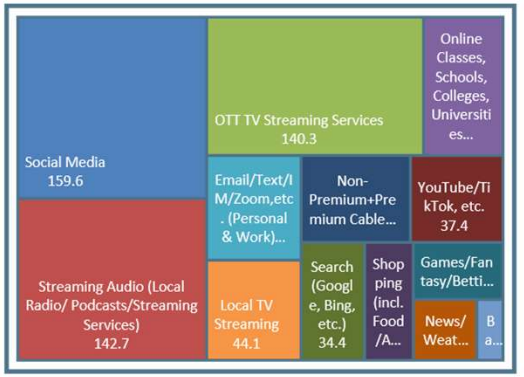
1,808,575 or 72.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Social Media for an average of 140.3 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

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

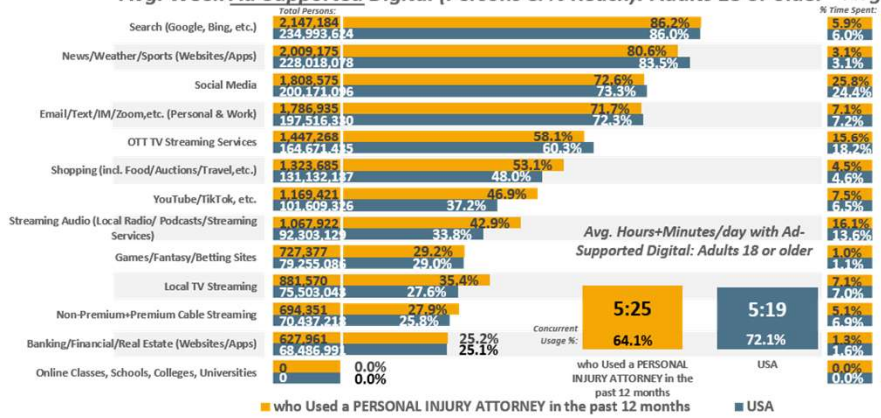


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

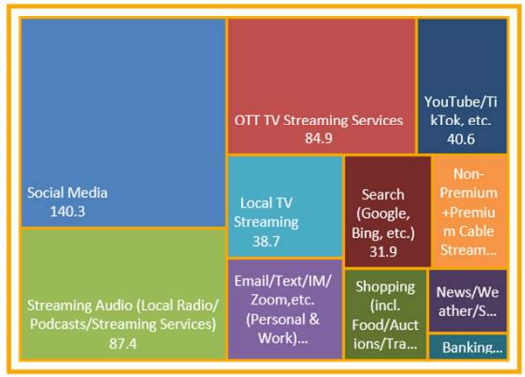




Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 461

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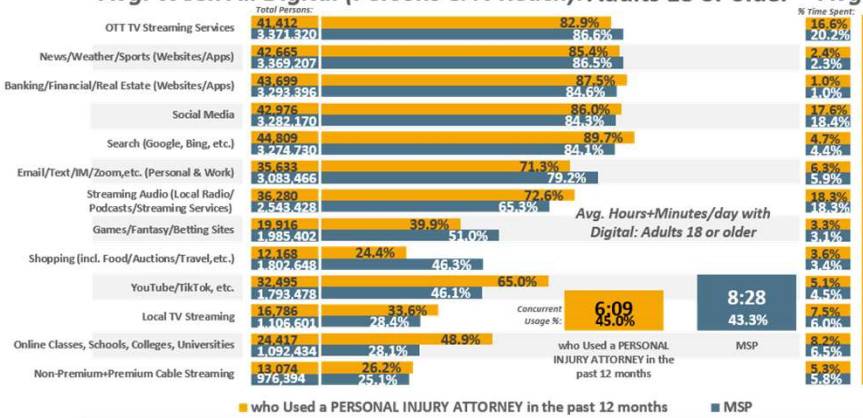
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

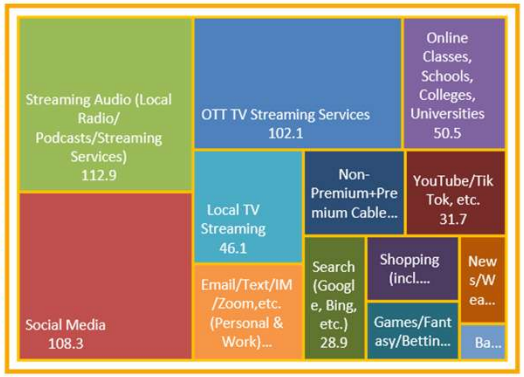


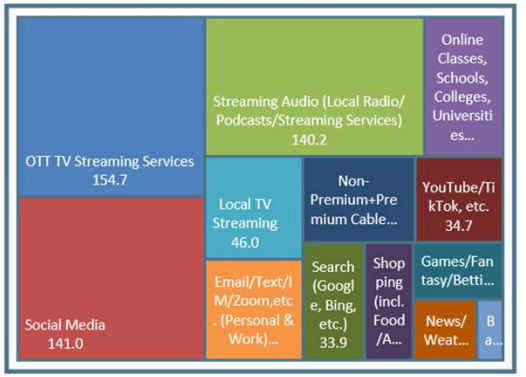
40,628 or 81.3% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Social Media for an average of 102.4 minutes every day representing 22.8% of all time spent daily with Ad-Supported Digital Media.

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

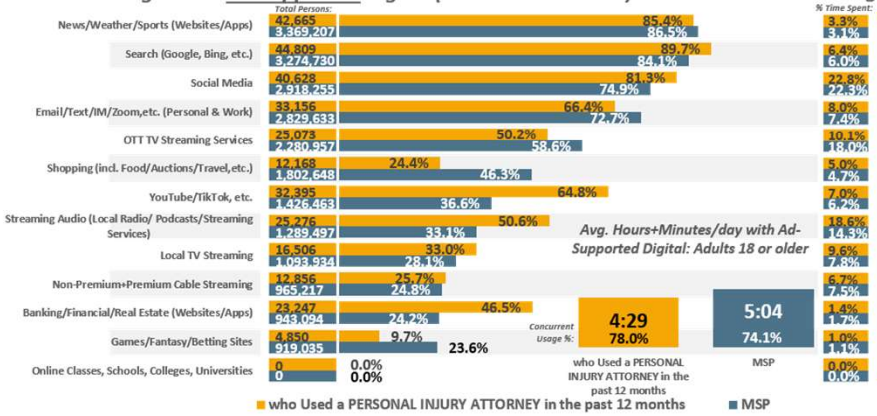


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

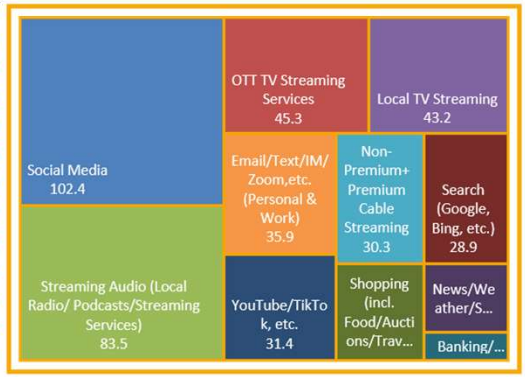




Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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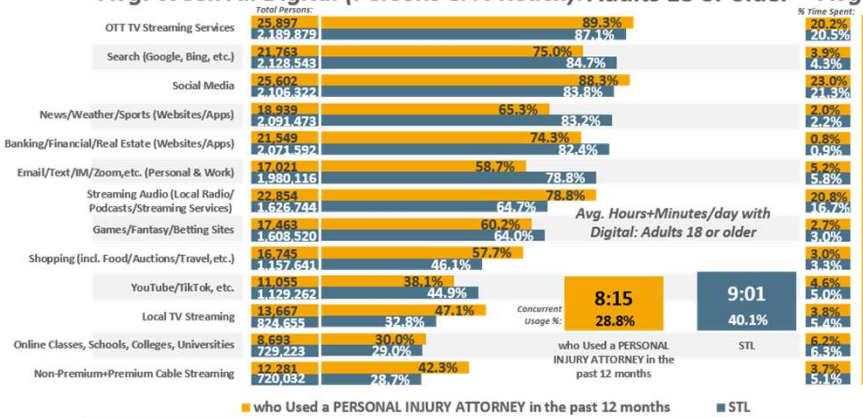
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

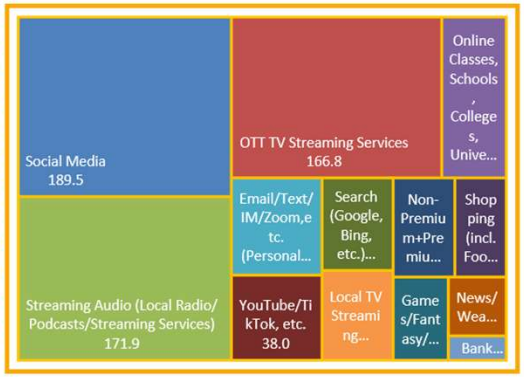


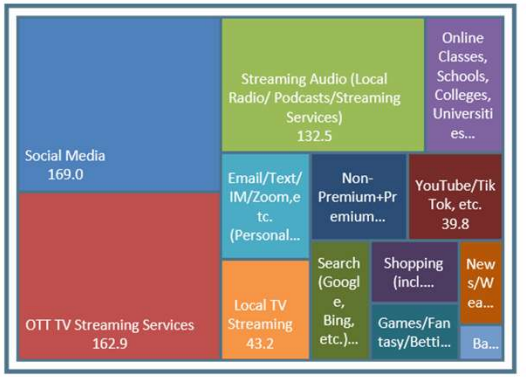
21,838 or 75.3% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Social Media for an average of 161.6 minutes every day representing 25.6% of all time spent daily with Ad-Supported Digital Media.

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

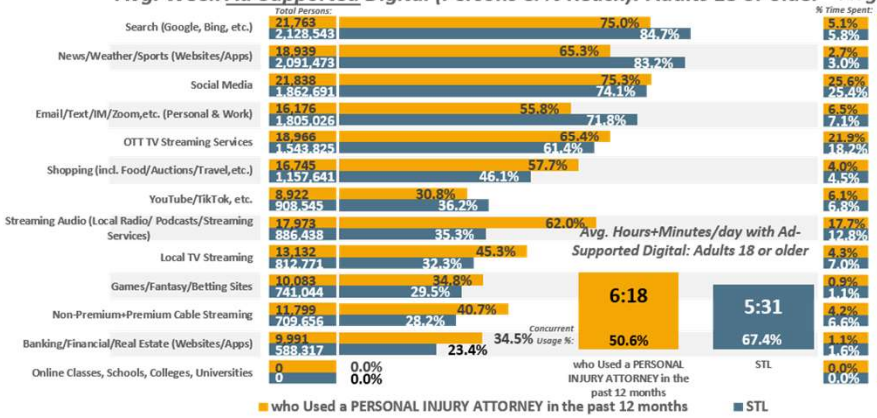


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

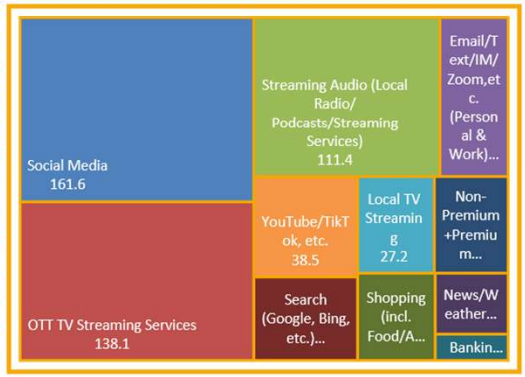




Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 51

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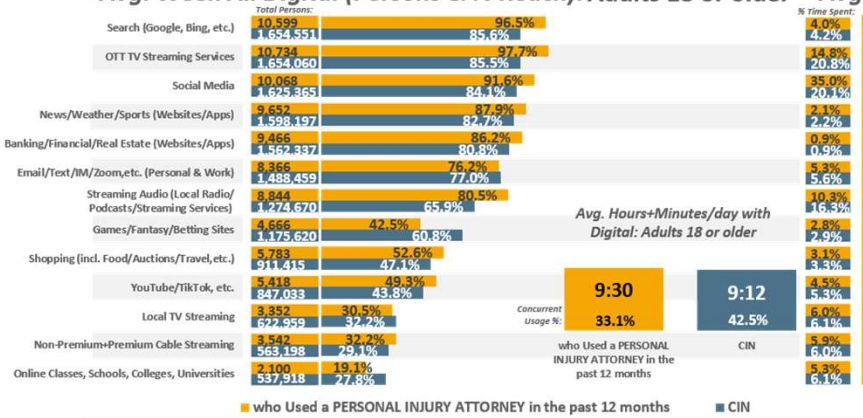
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

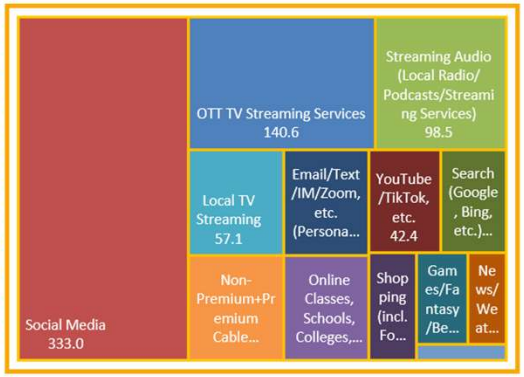


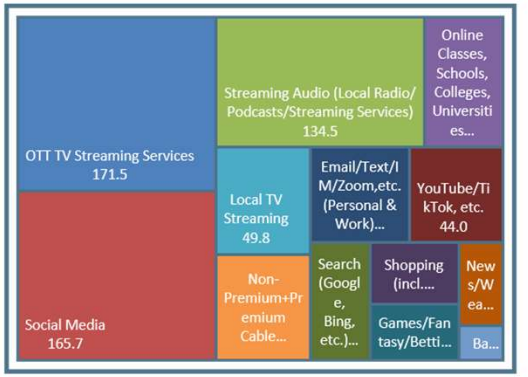
10,068 or 91.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Social Media for an average of 333. minutes every day representing 41.1% of all time spent daily with Ad-Supported Digital Media.

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

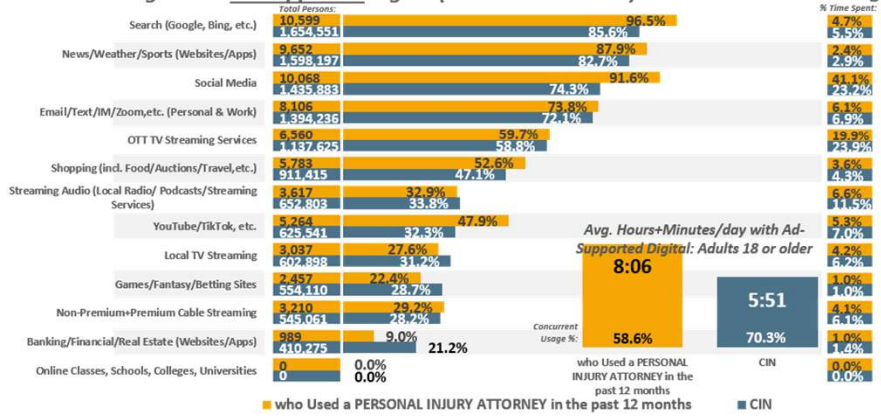


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

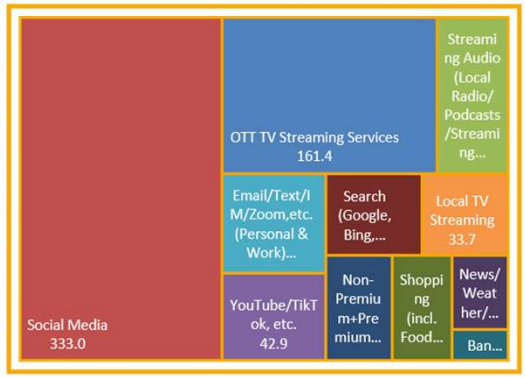


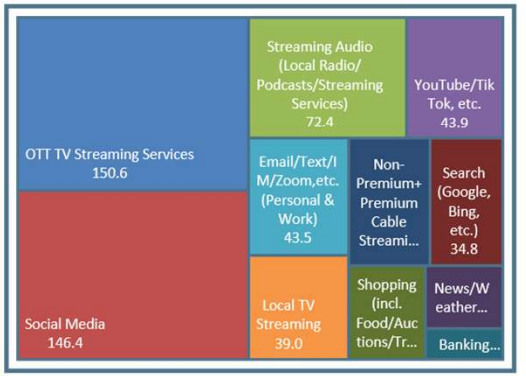


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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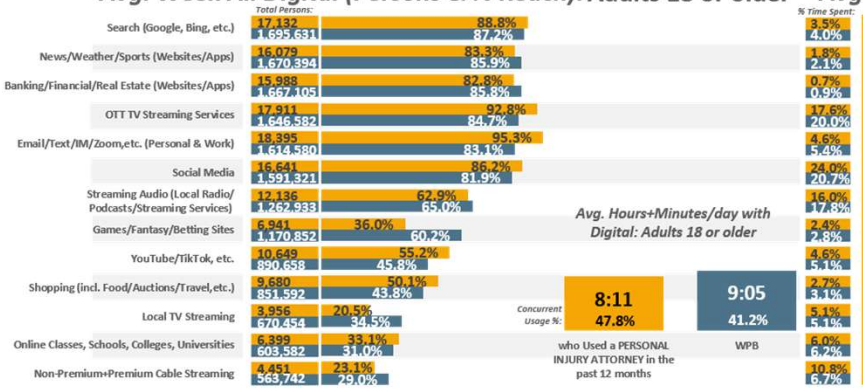
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

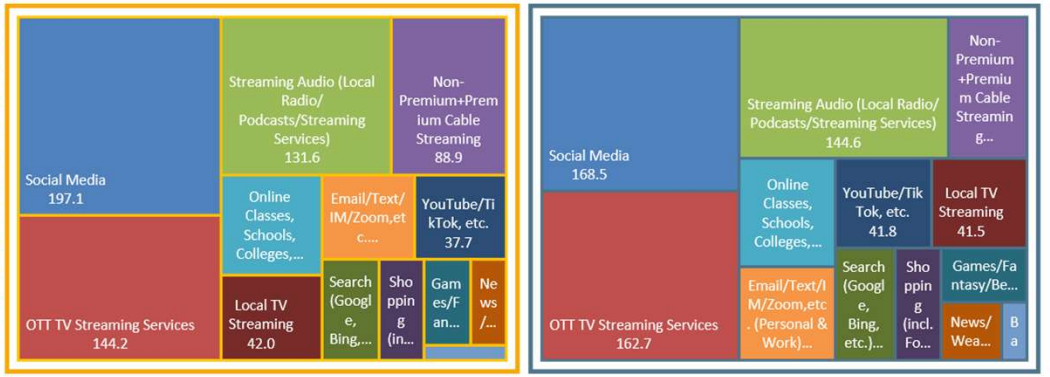


15,736 or 81.5% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Social Media for an average of 186.3 minutes every day representing 29.7% of all time spent daily with Ad-Supported Digital Media.

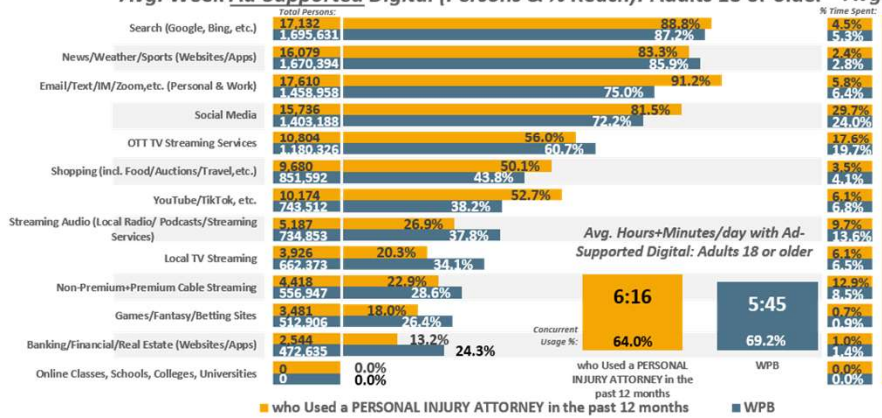
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



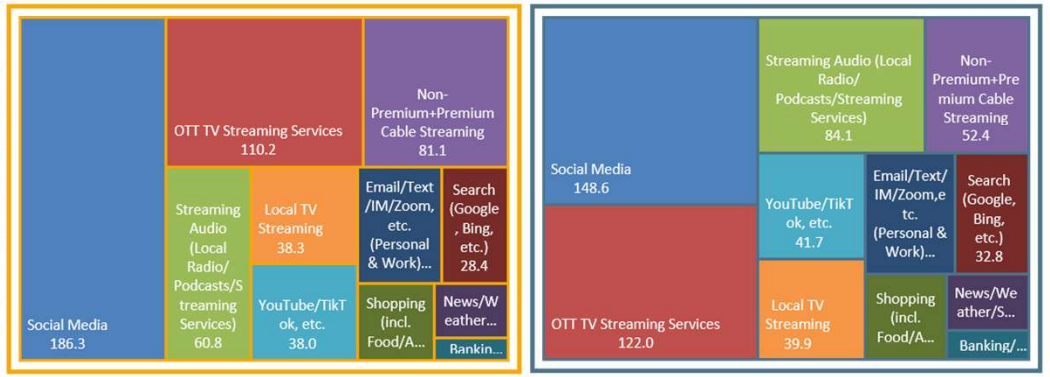
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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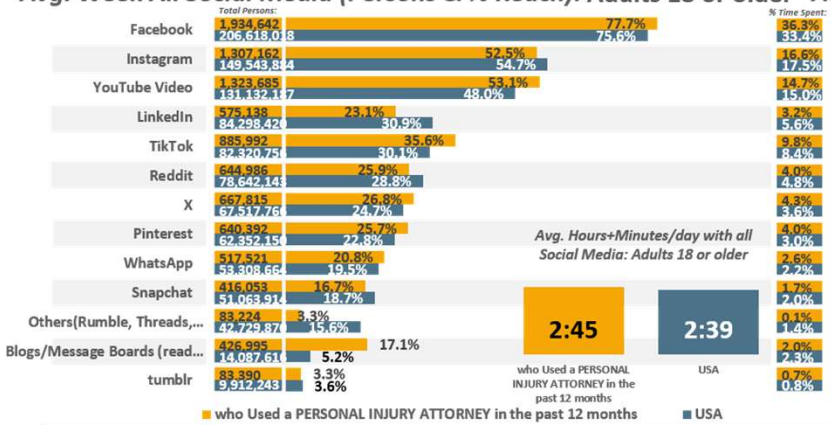
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

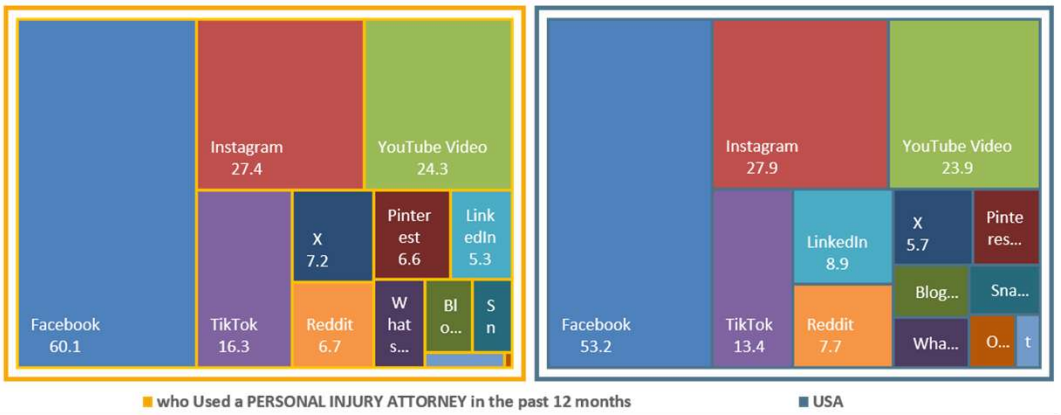


1,808,575 or 72.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Facebook for an average of 49.9 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

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



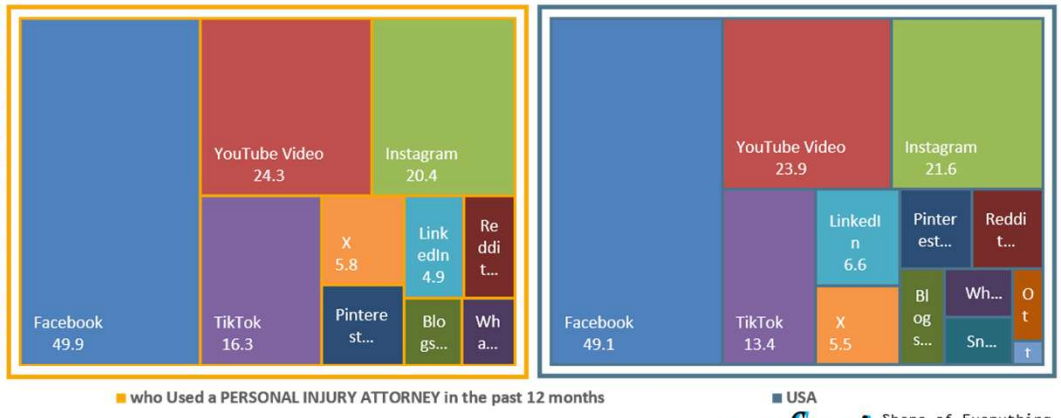
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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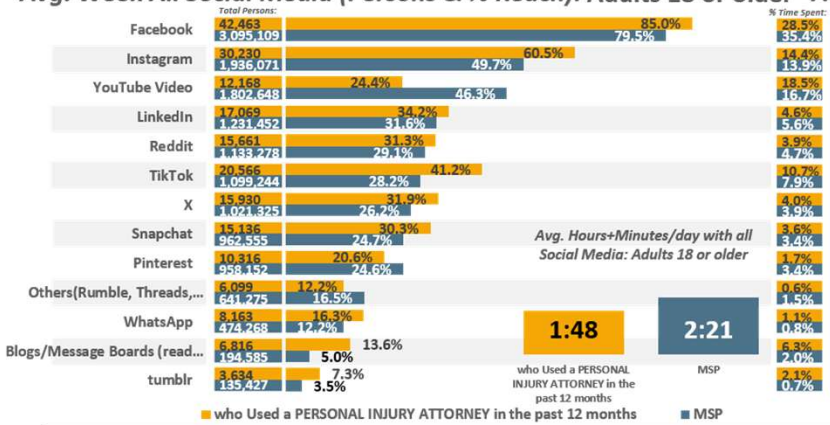
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

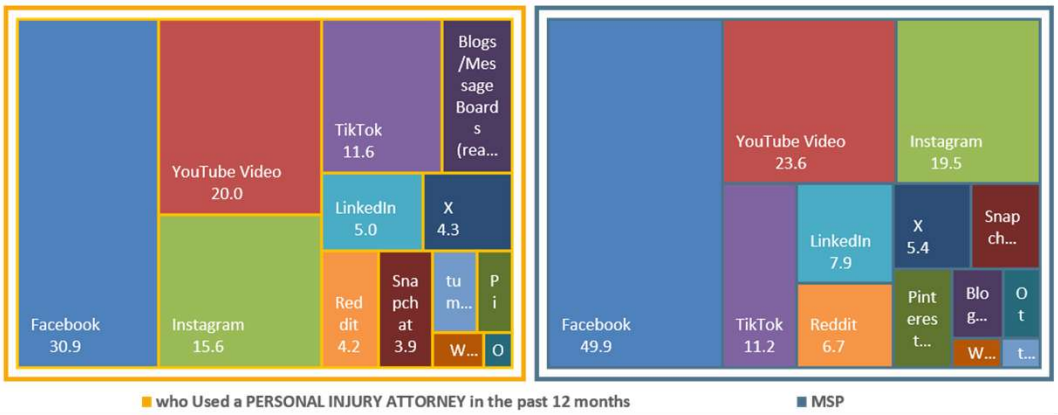


40,628 or 81.3% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Facebook for an average of 30.3 minutes every day representing 29.6% of all time spent daily with Ad-Supported Social Media.

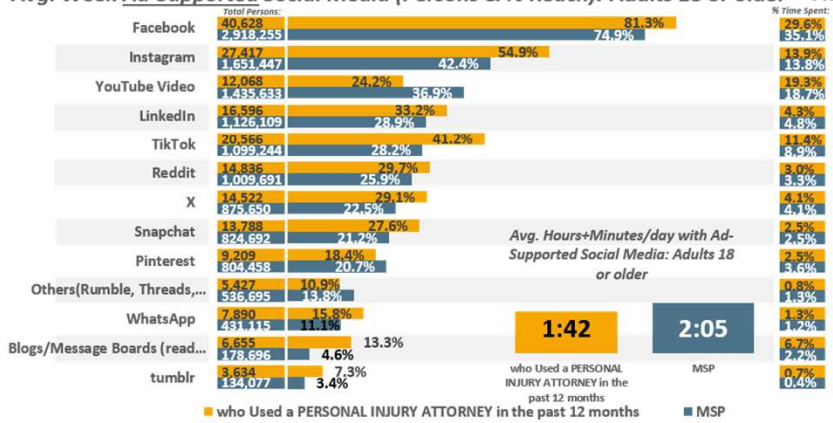
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



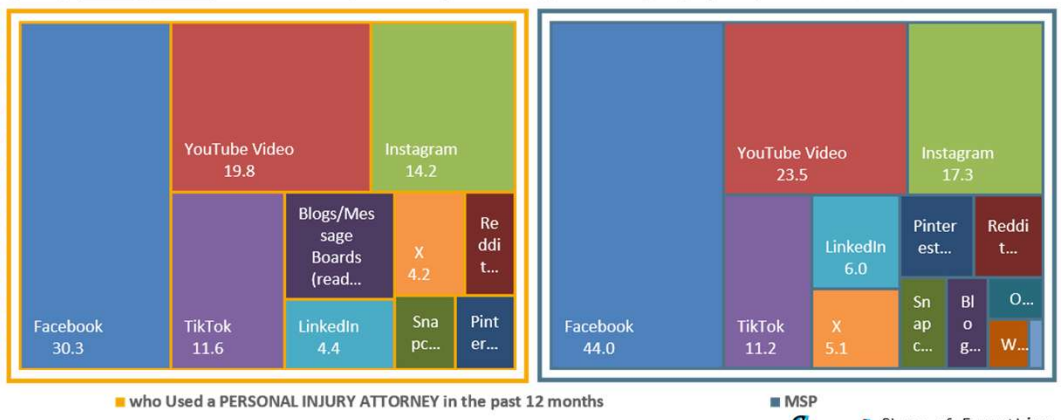
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 42

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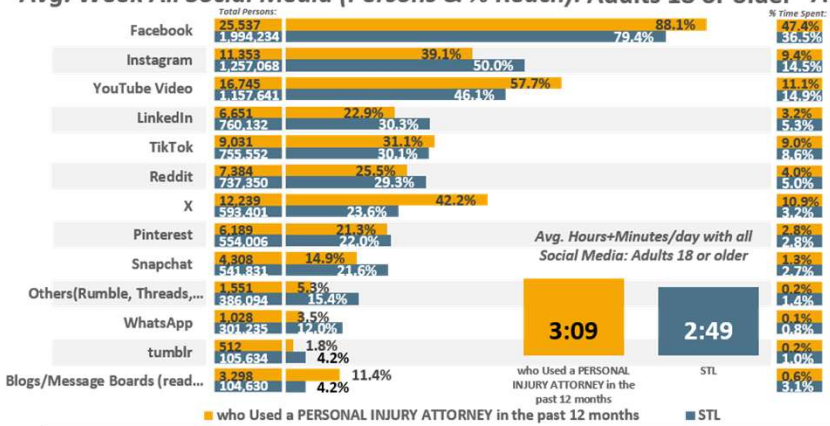
soefa.ai Share of Everything for Anything ©

Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

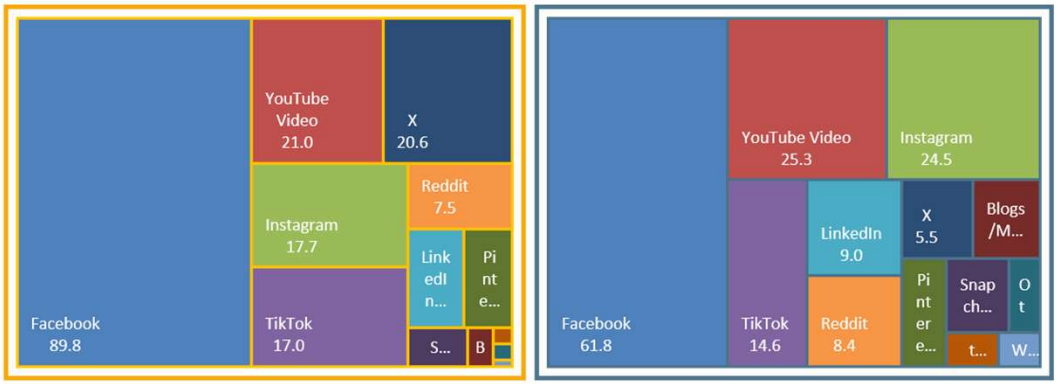


21,838 or 75.3% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Facebook for an average of 67.8 minutes every day representing 42.% of all time spent daily with Ad-Supported Social Media.

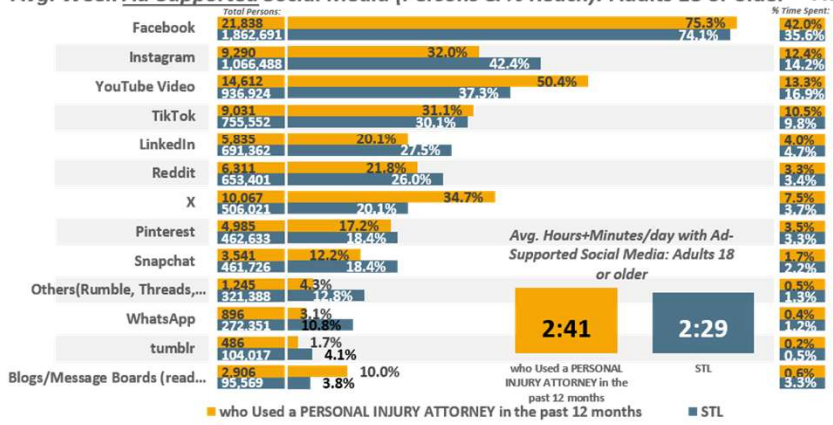
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



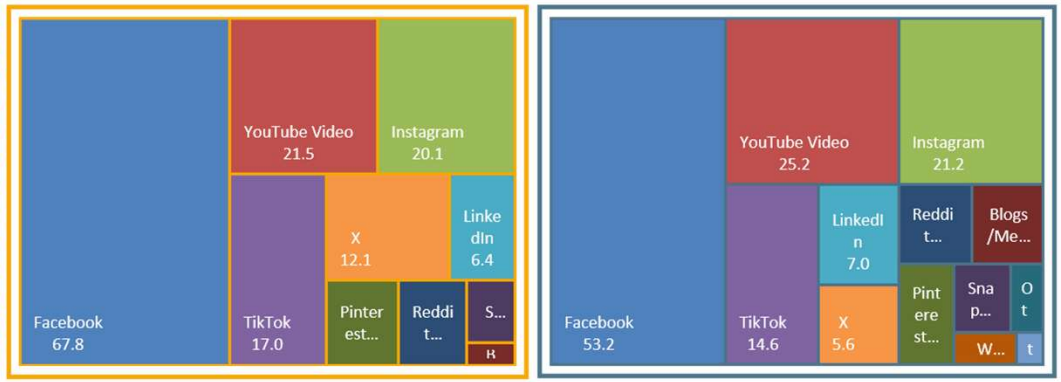
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 51

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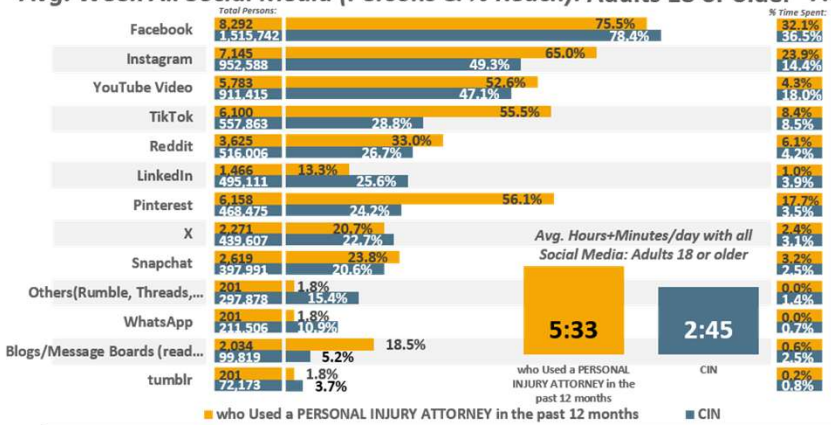
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

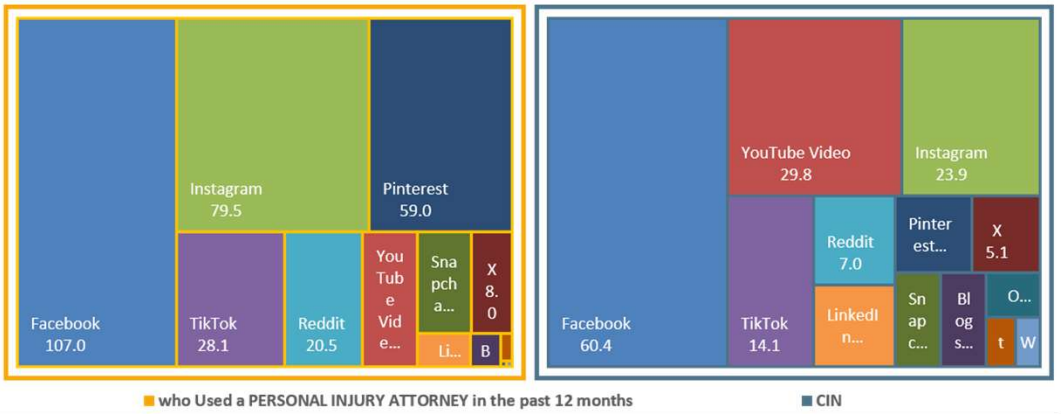


8,292 or 75.5% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Facebook for an average of 130.3 minutes every day representing 39.1% of all time spent daily with Ad-Supported Social Media.

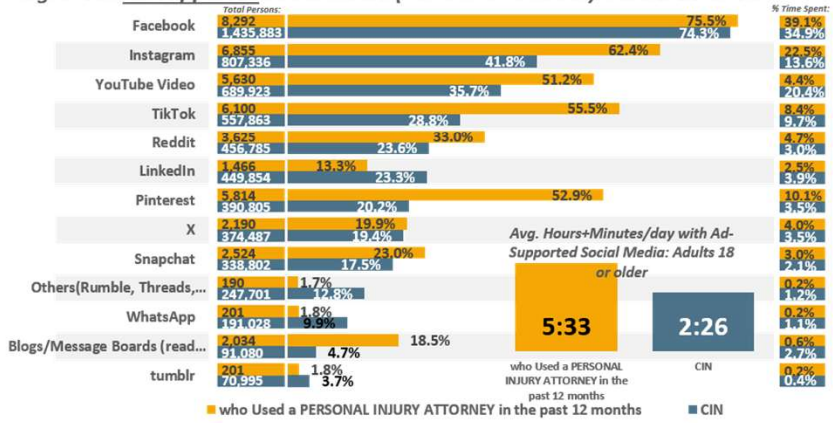
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



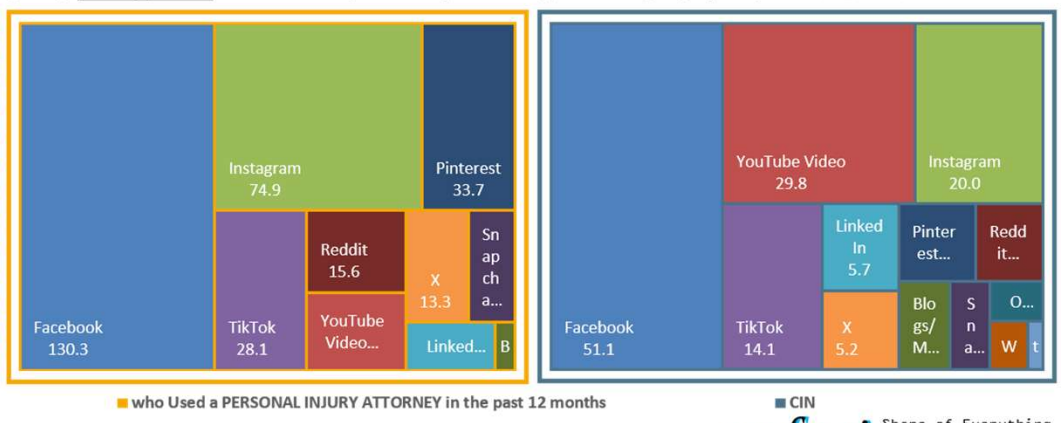
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025-26: Aug24-Jul26 Qual Intab 33

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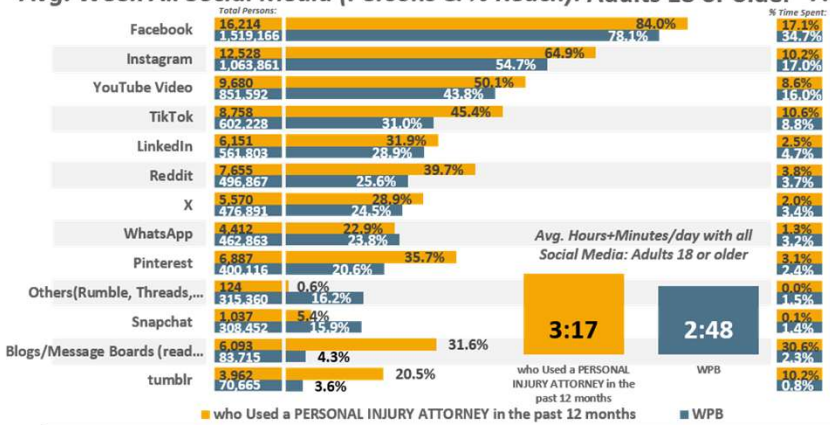
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

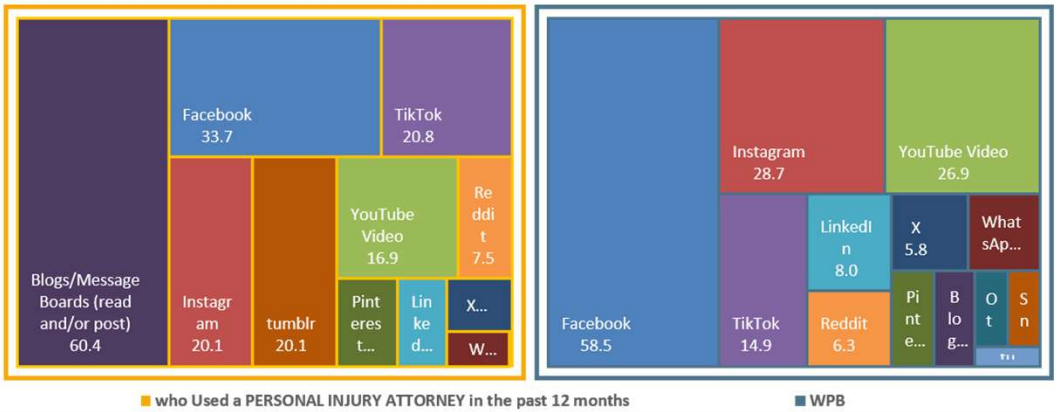


5,951 or 30.8% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 63.9 minutes every day representing 34.3% of all time spent daily with Ad-Supported S

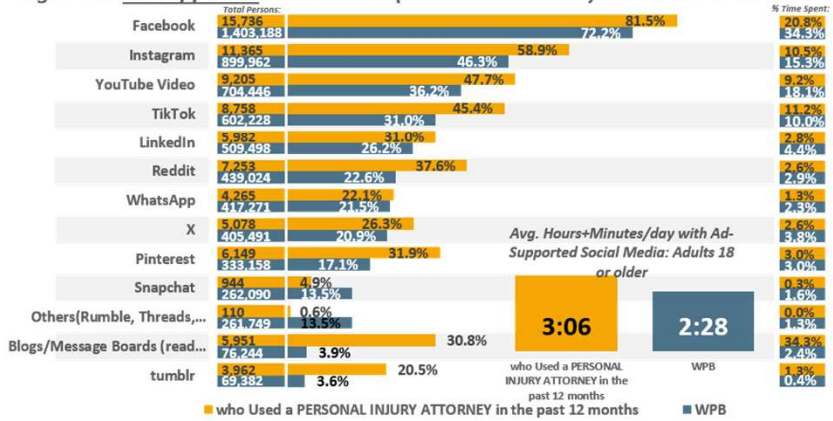
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



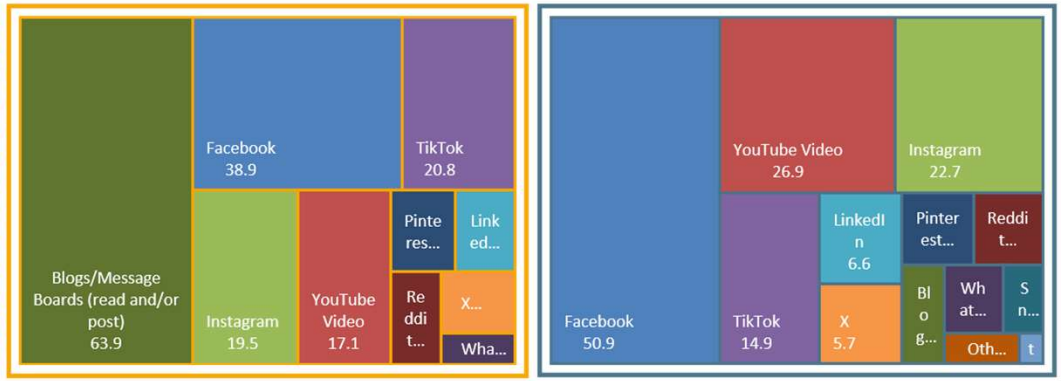
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 57

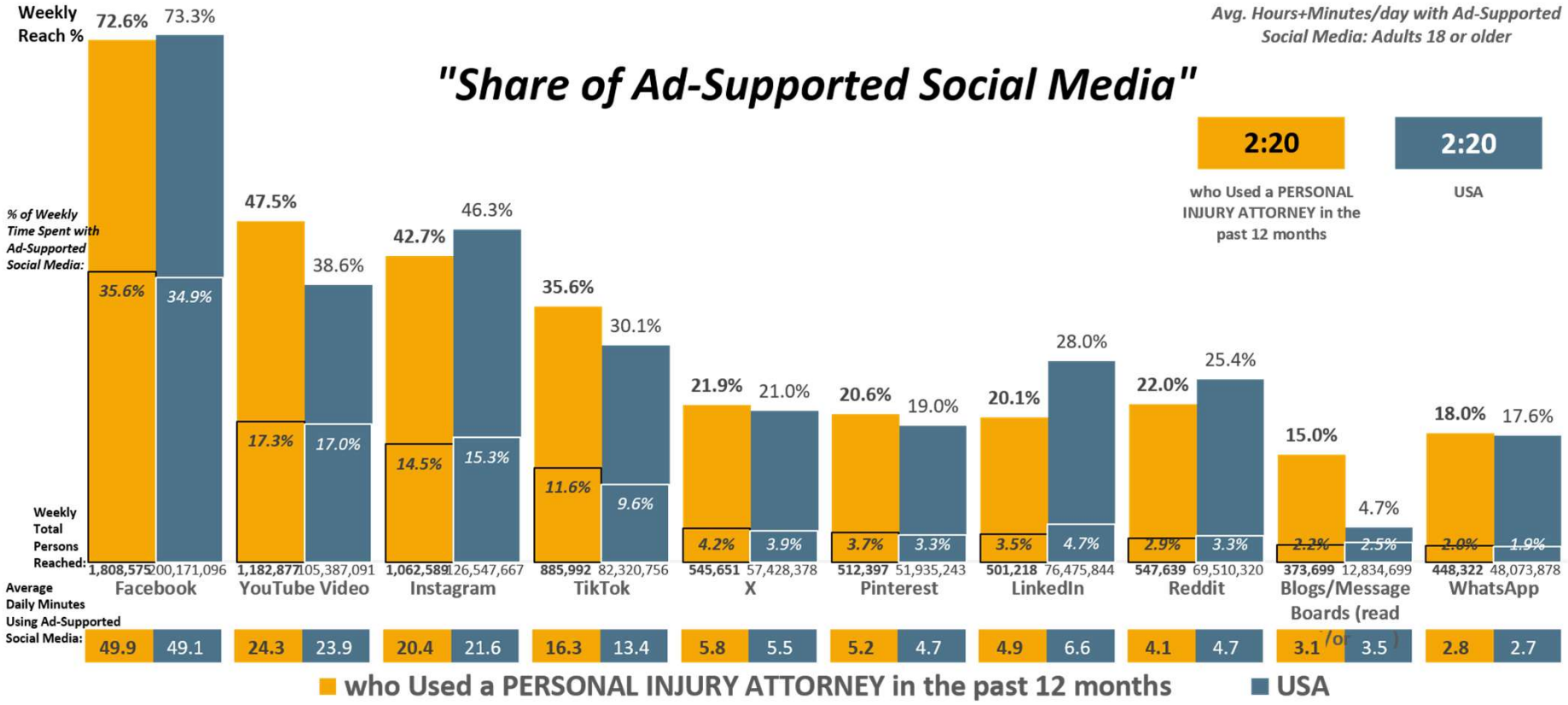
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



1,808,575 or 72.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Facebook for an average of 49.9 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 461

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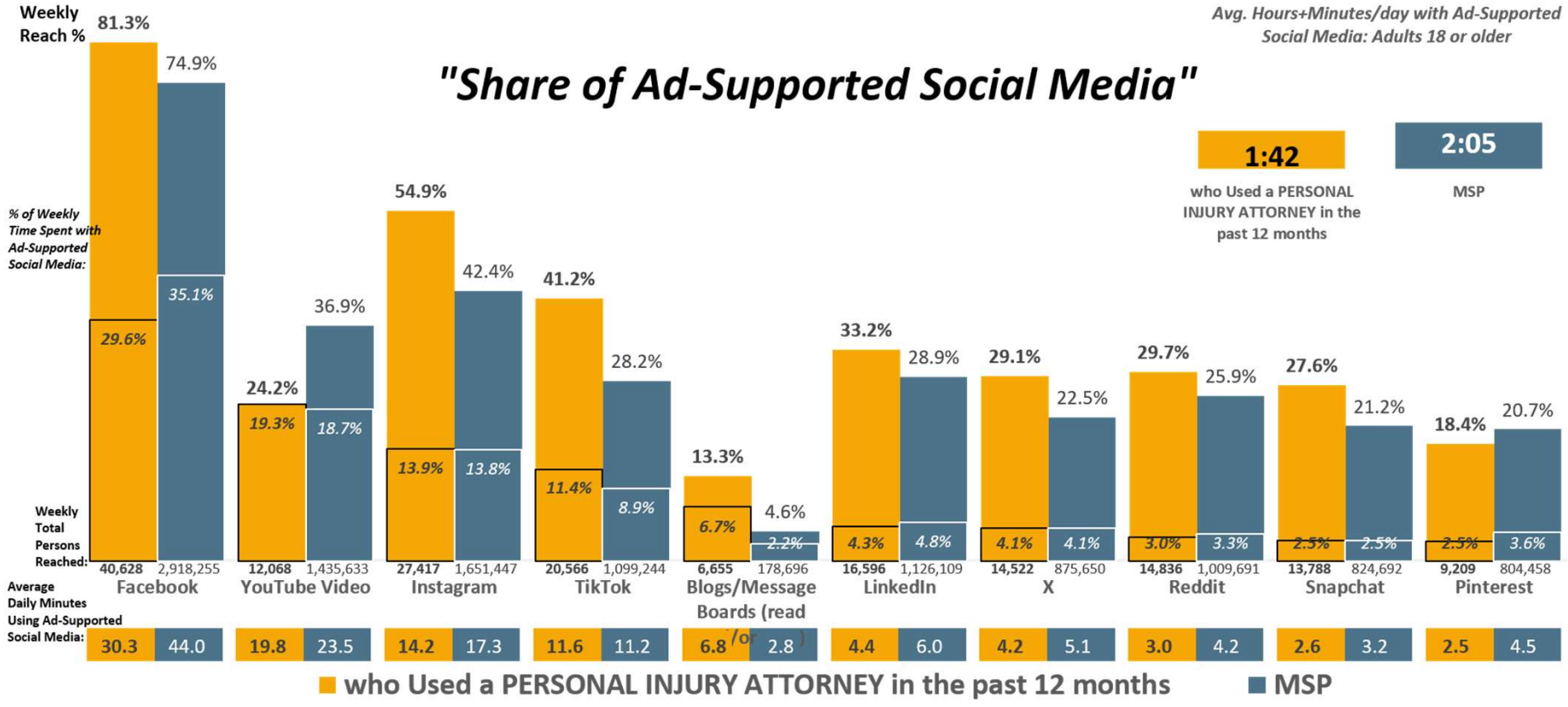
Scarborough R2 2025-26: Feb24-Jul26 USA Projection

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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



40,628 or 81.3% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Facebook for an average of 30.3 minutes every day representing 29.6% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 42 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,039

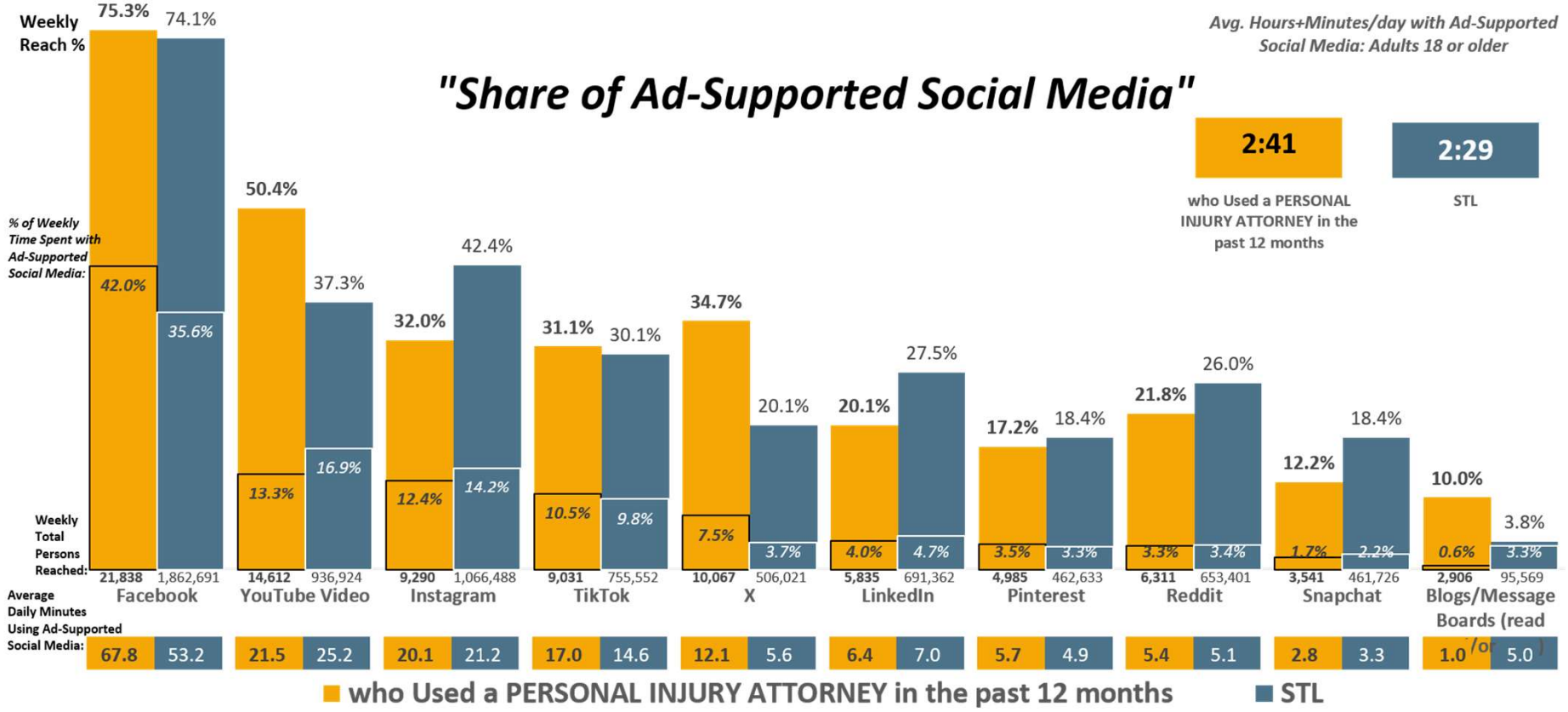
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



21,838 or 75.3% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Facebook for an average of 67.8 minutes every day representing 42.% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 51 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,031

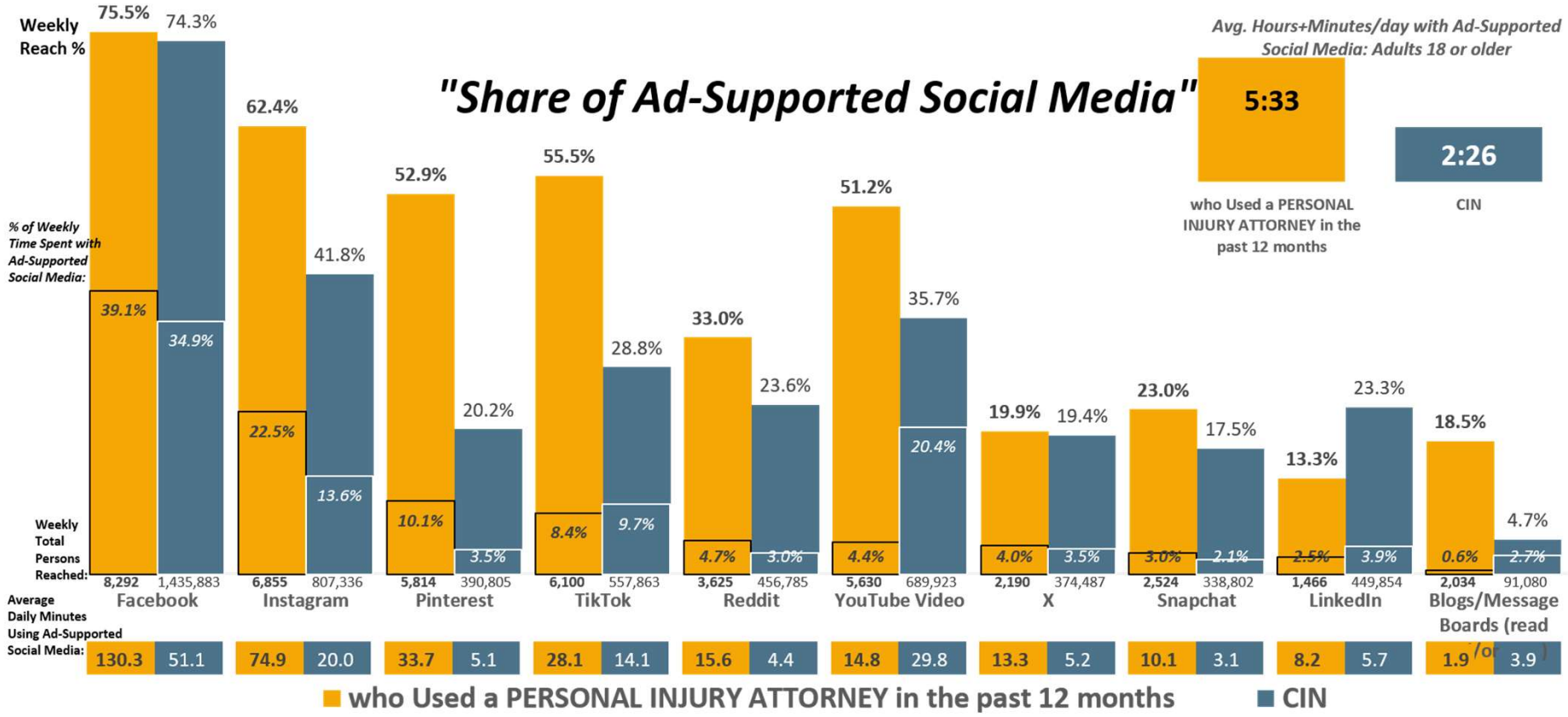
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



8,292 or 75.5% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Facebook for an average of 130.3 minutes every day representing 39.1% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,896

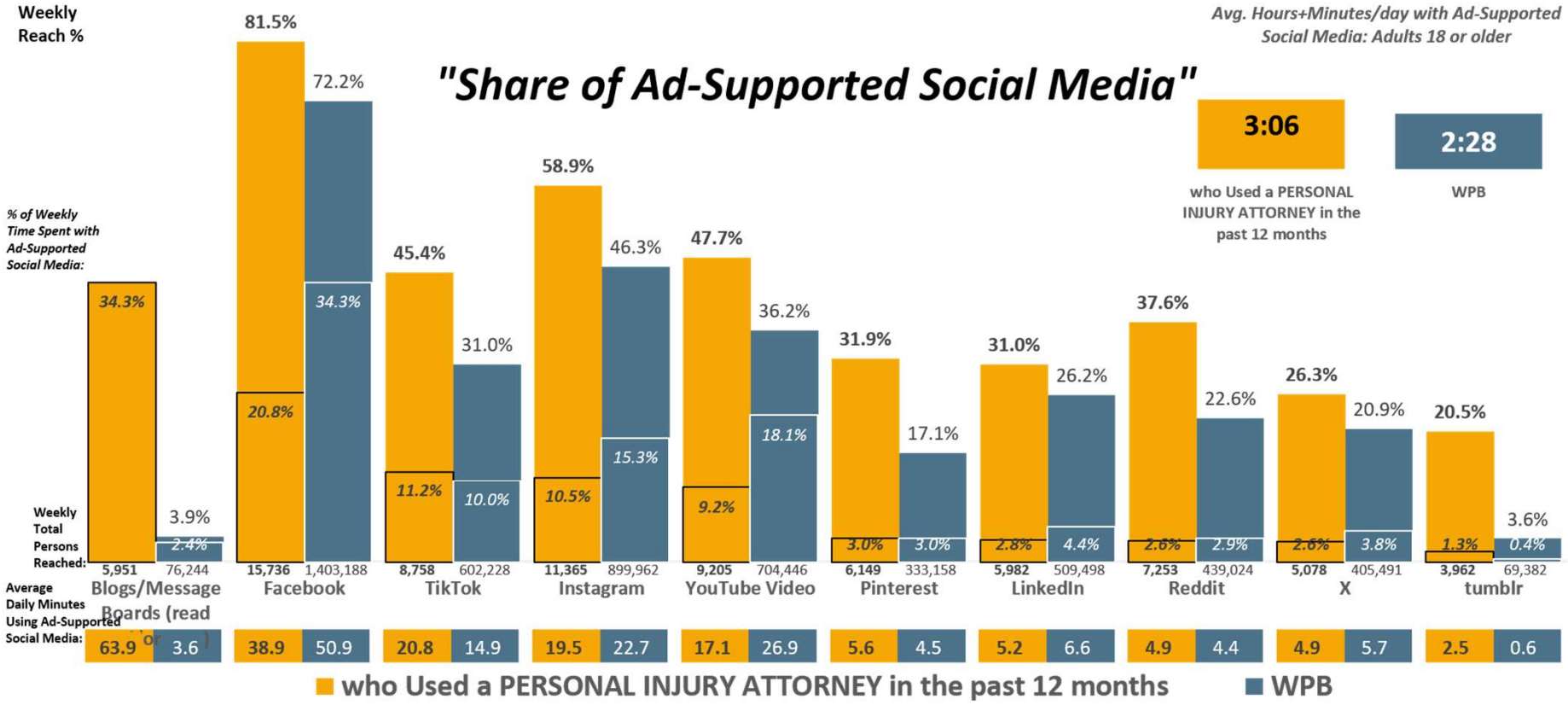
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



5,951 or 30.8% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 63.9 minutes every day representing 34.3% of all time spent daily with Ad-Supported S



	Blogs/Message Boards (read and/or post)	Facebook	TikTok	Instagram	YouTube Video	Pinterest	LinkedIn	Reddit	X	tumblr
% of Weekly Time Spent with Ad-Supported Social Media:	34.3%	20.8%	11.2%	10.5%	9.2%	3.0%	2.8%	2.6%	2.6%	1.3%
	2.4%	34.3%	10.0%	15.3%	18.1%	3.0%	4.4%	2.9%	3.8%	0.4%
Weekly Reach %	3.9%	81.5%	31.0%	46.3%	36.2%	17.1%	26.2%	22.6%	20.9%	3.6%
	72.2%		45.4%	58.9%	47.7%	31.9%	31.0%	37.6%	26.3%	20.5%
Weekly Total Persons Reached:	5,951 / 76,244	15,736 / 1,403,188	8,758 / 602,228	11,365 / 899,962	9,205 / 704,446	6,149 / 333,158	5,982 / 509,498	7,253 / 439,024	5,078 / 405,491	3,962 / 69,382
Average Daily Minutes Using Ad-Supported Social Media:	63.9 / 3.6	38.9 / 50.9	20.8 / 14.9	19.5 / 22.7	17.1 / 26.9	5.6 / 4.5	5.2 / 6.6	4.9 / 4.4	4.9 / 5.7	2.5 / 0.6

WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 57 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 5,229

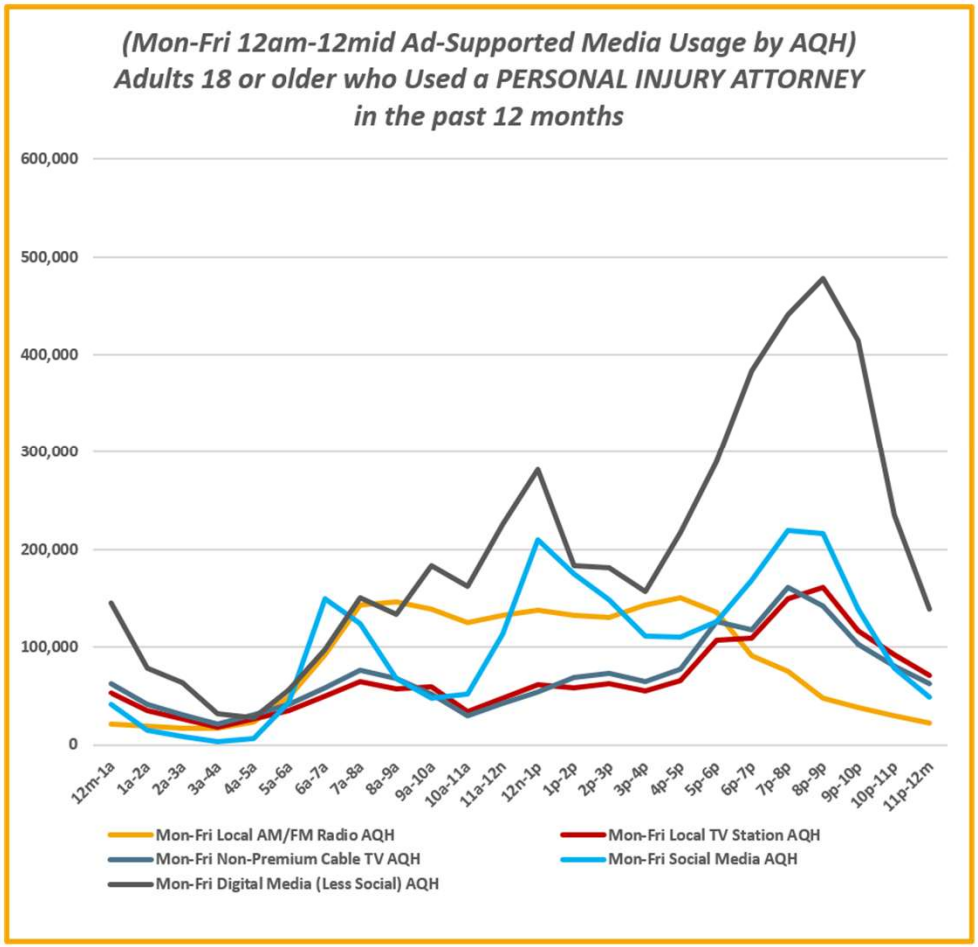
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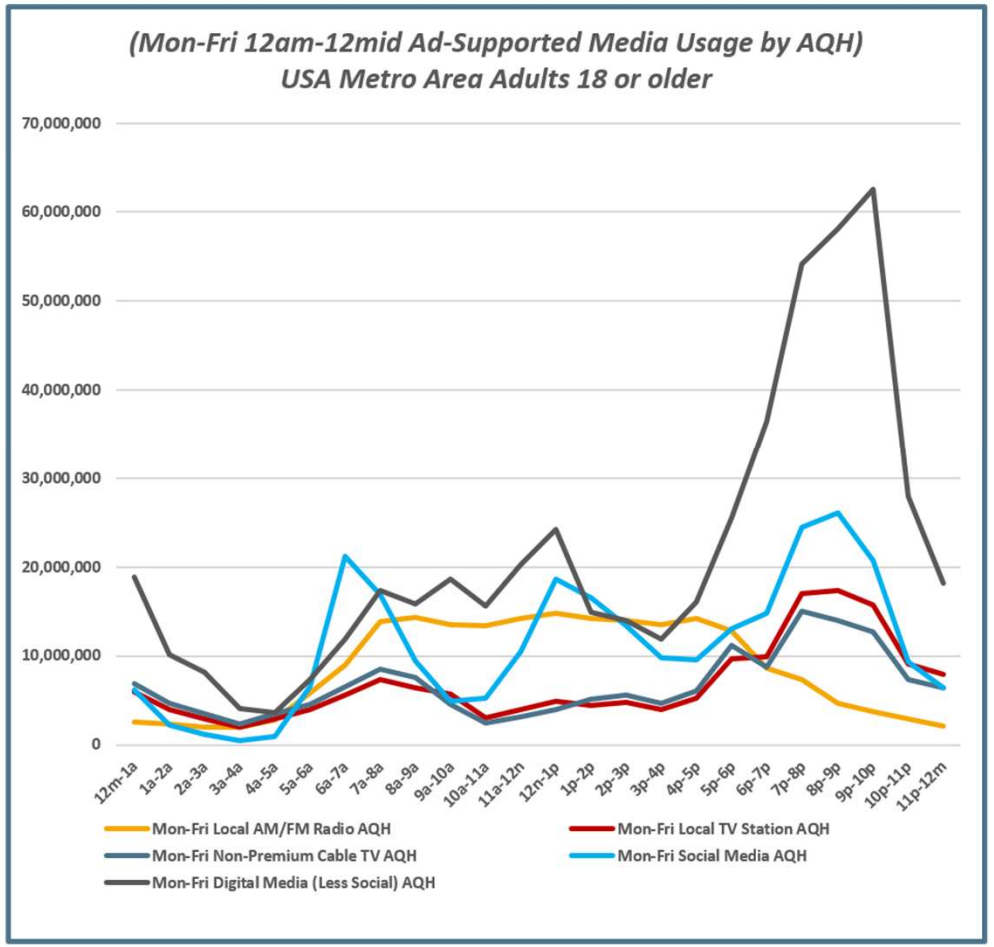
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 203,766; Local Radio: 130,620; Social Media: 123,429; Non-Prem. Cable: 69,845; Local TV: 64,100 reaching Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the pas





USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 461

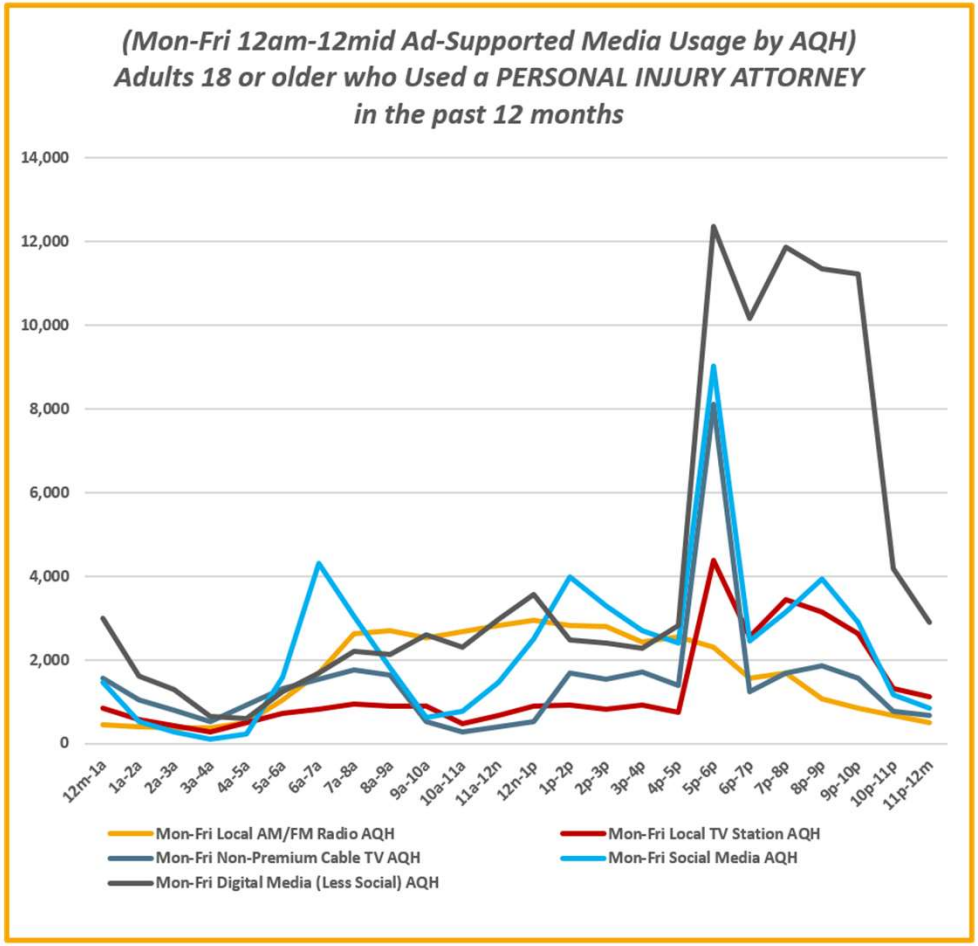
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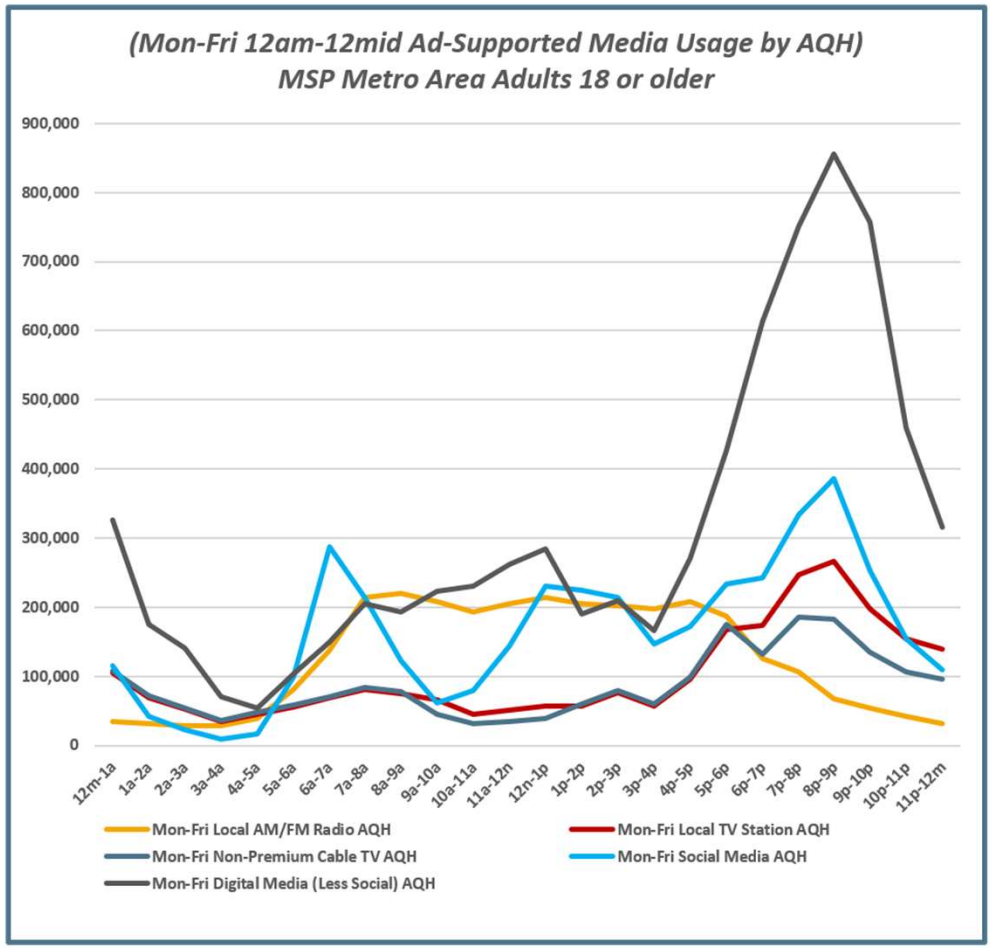
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,842; Social Media: 2,947; Local Radio: 2,490; Non-Prem. Cable: 1,715; Local TV: 1,222 reaching Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 mon





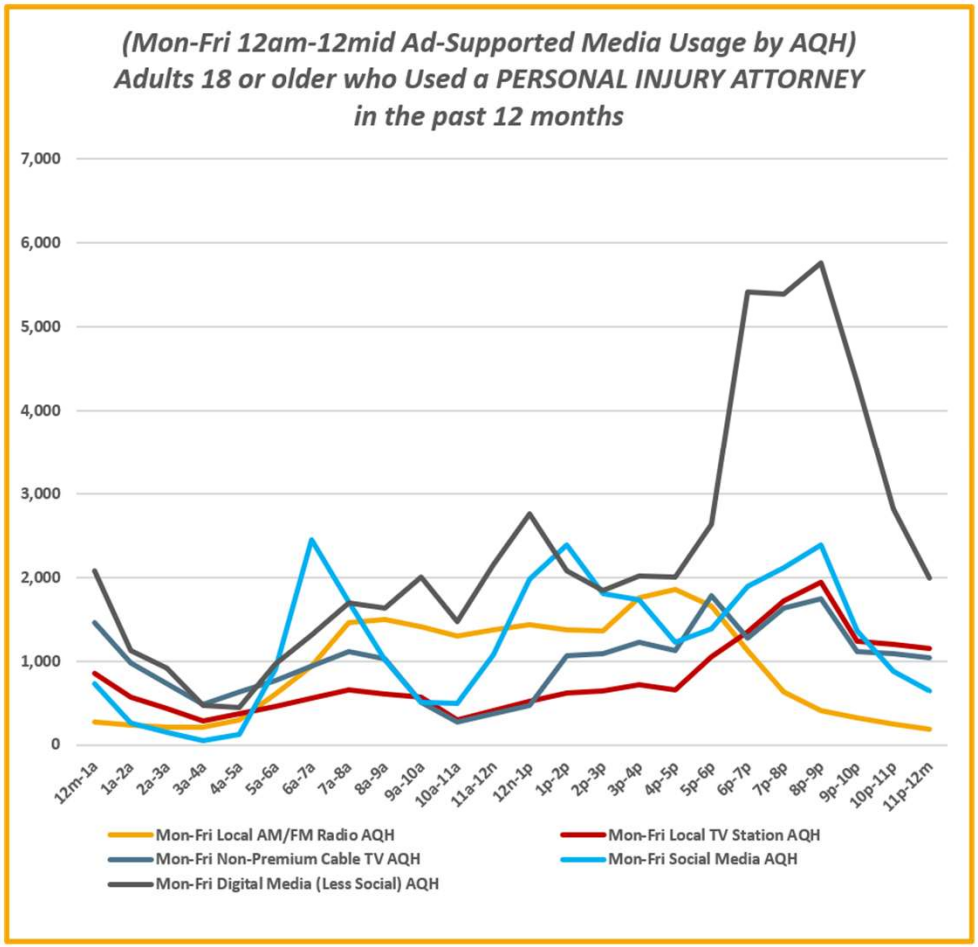
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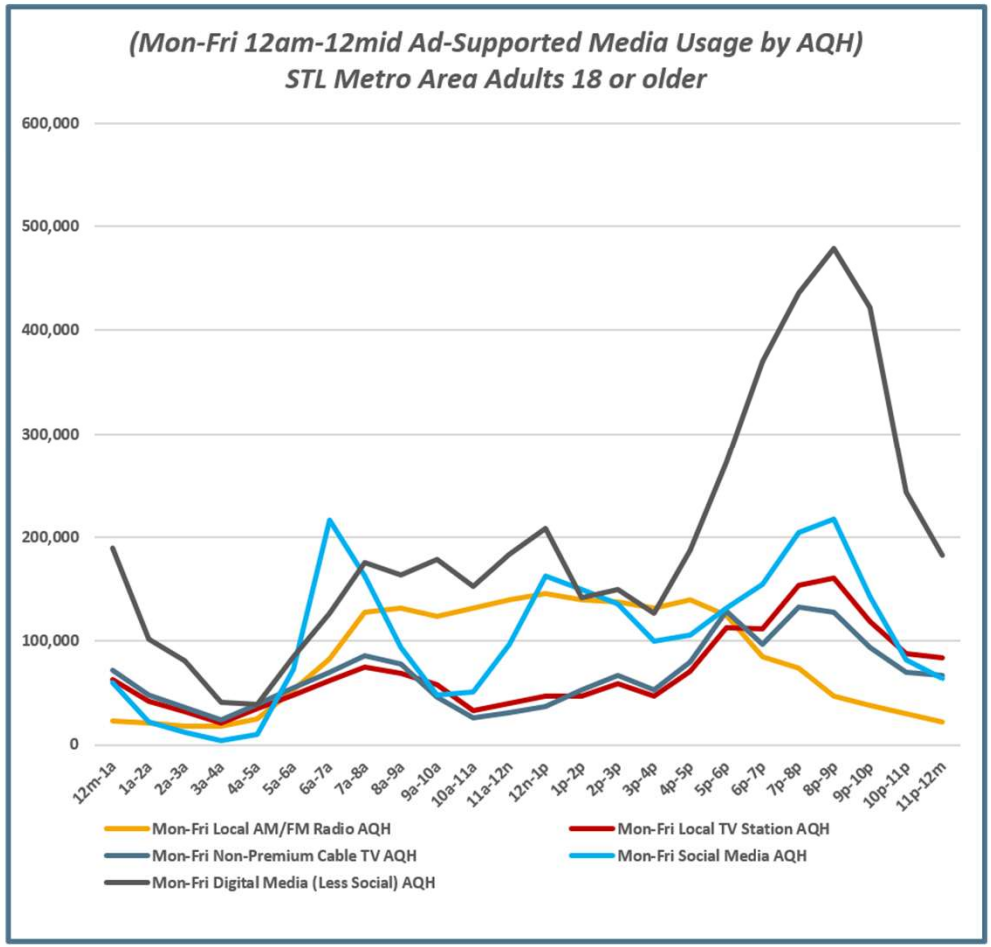
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,232; Social Media: 1,511; Local Radio: 1,426; Non-Prem. Cable: 943; Local TV: 666 reaching Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months.





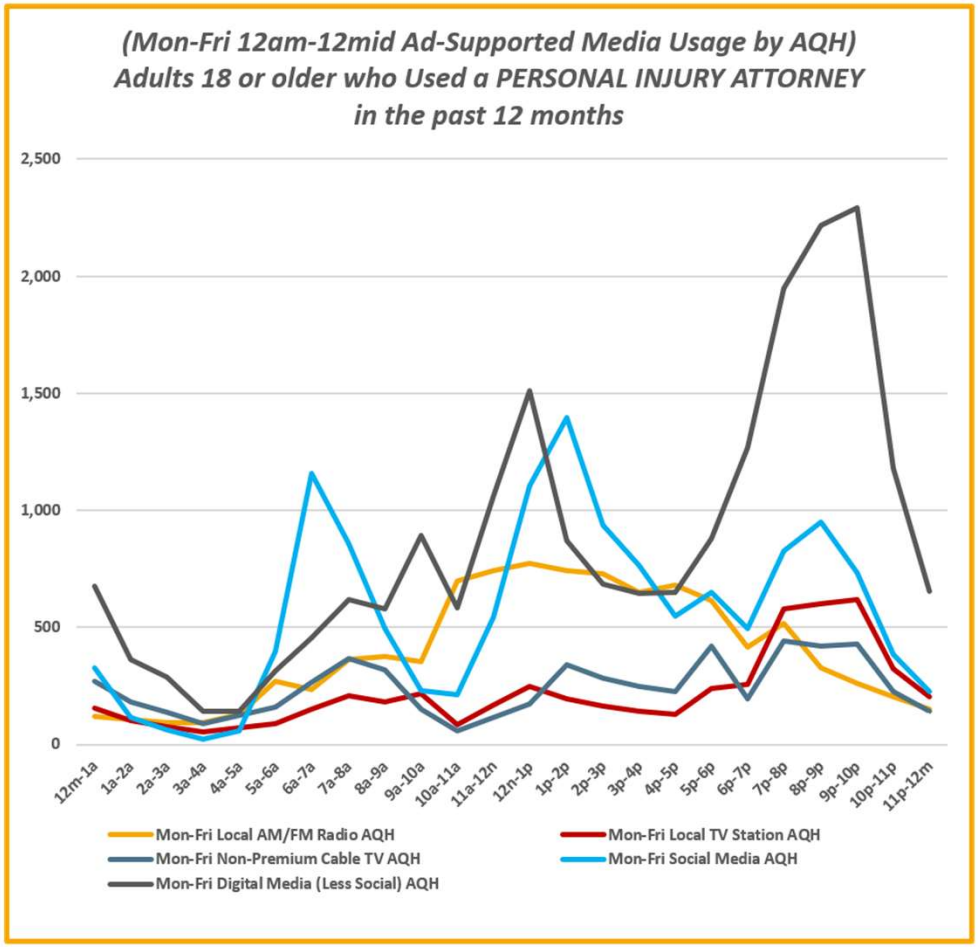
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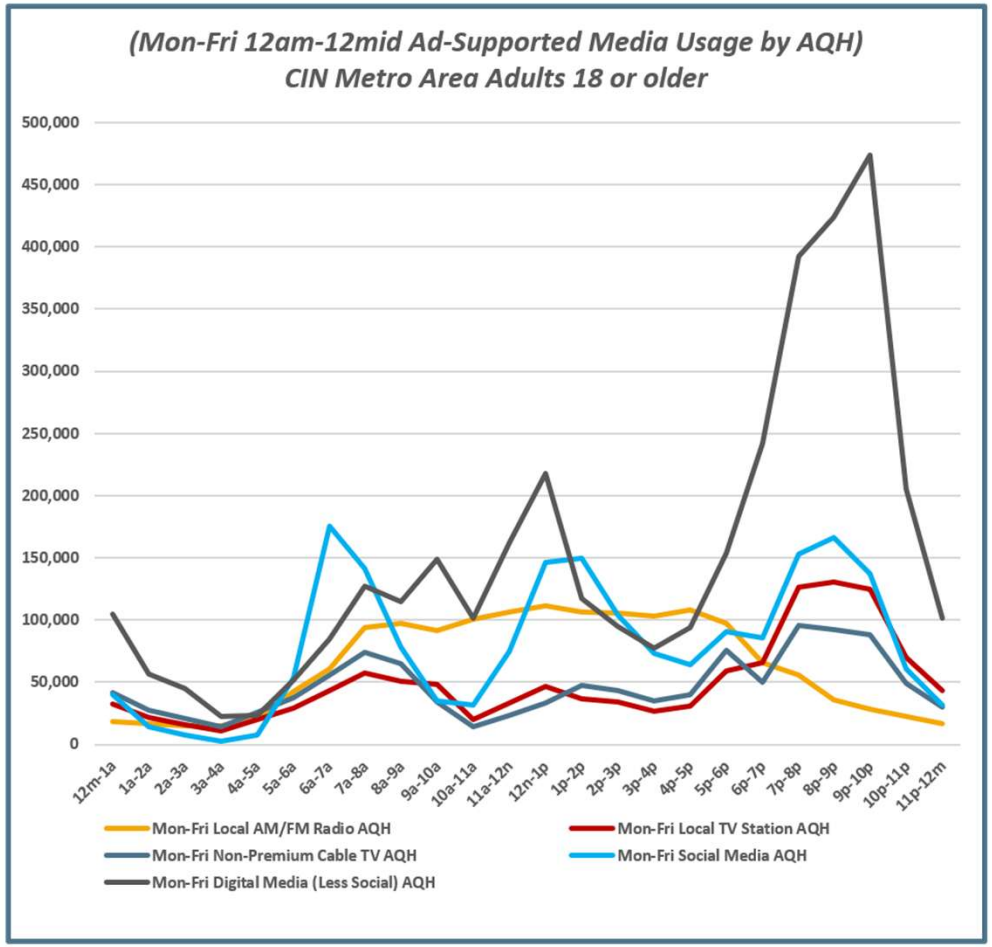
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 822; Social Media: 722; Local Radio: 566; Non-Prem. Cable: 243; Local TV: 182 reaching Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months.





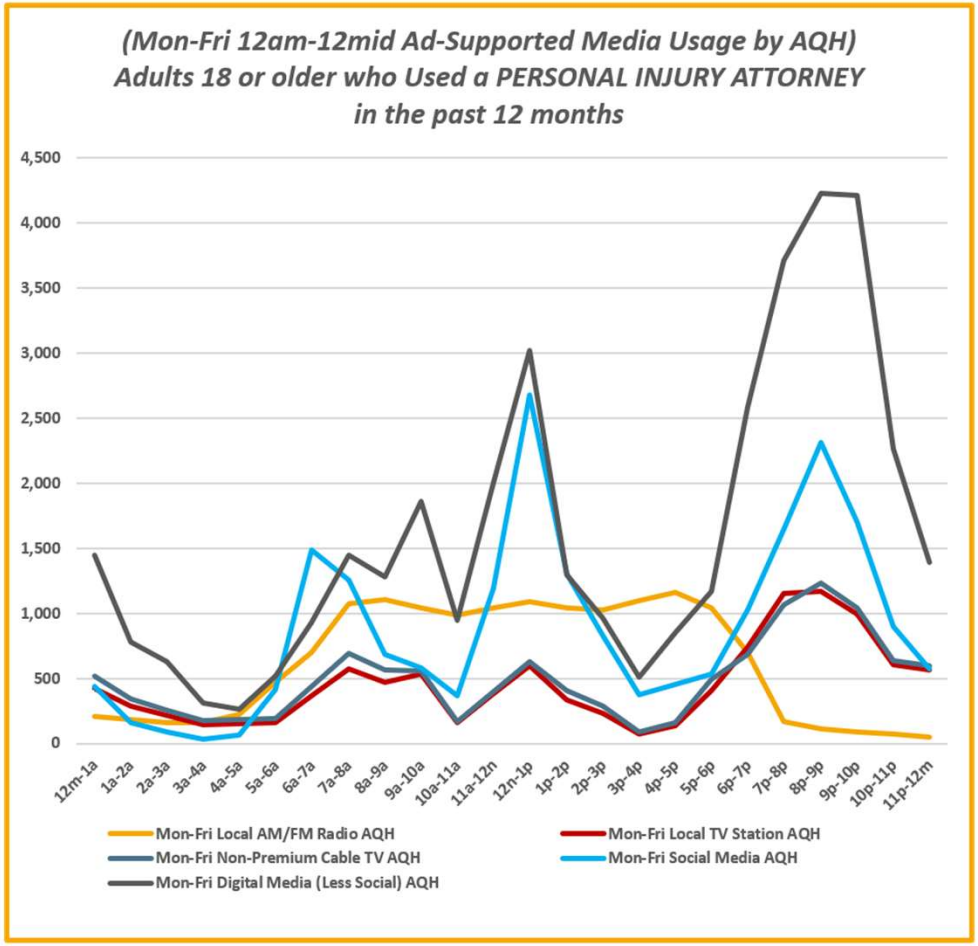
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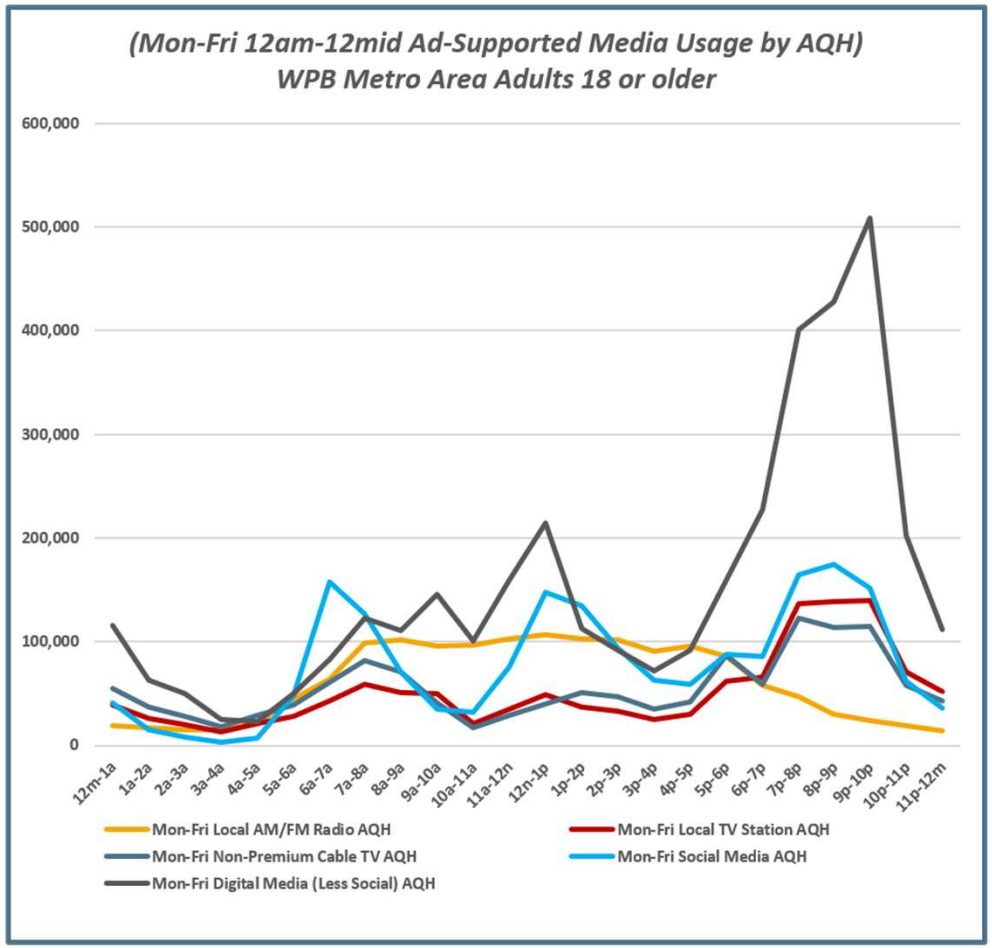
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,450; Local Radio: 1,008; Social Media: 982; Non-Prem. Cable: 428; Local TV: 383 reaching Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months.





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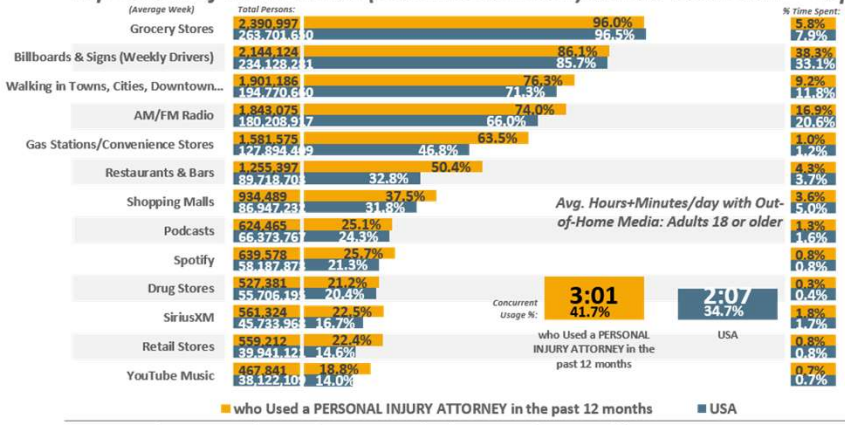
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

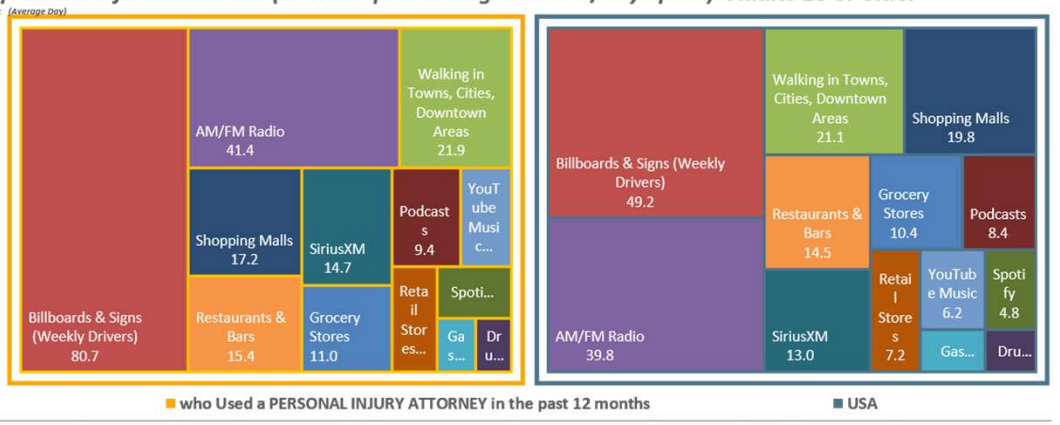


2,144,124 or 86.1% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 80.7 minutes per day driving, seeing Billboards and Signs. 69.% Listen to Local Radio Stations Out-of-Home for an average of 35.4 minute

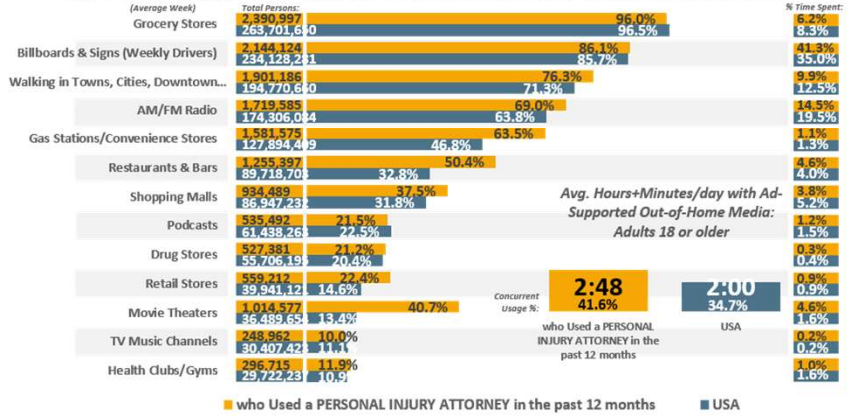
***Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older**



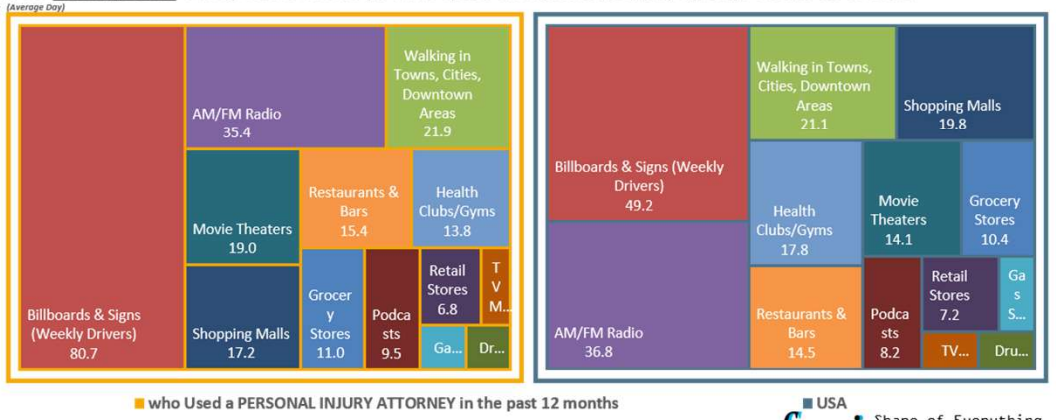
***Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



***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 R2 2025-26: Feb24-Jul26 Qual Intab 461

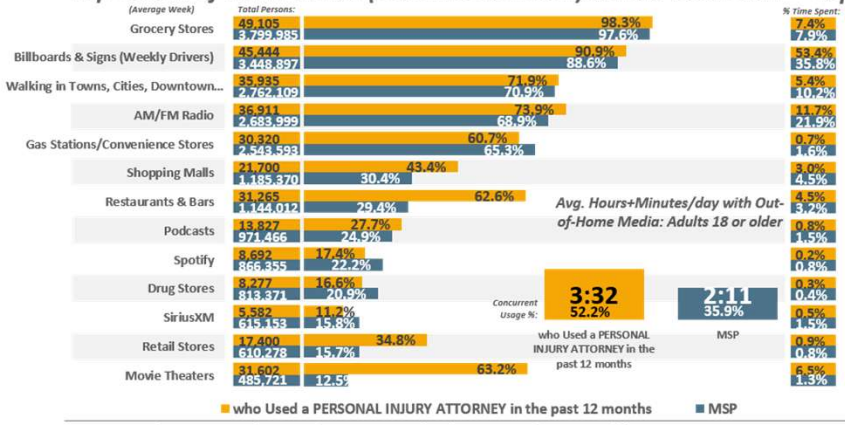
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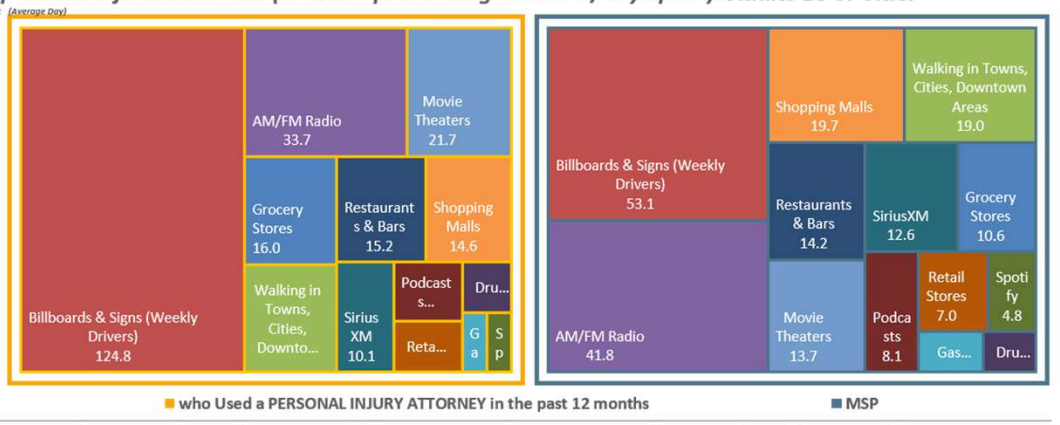


45,444 or 90.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 124.8 minutes per day driving, seeing Billboards and Signs. 67.3% Listen to Local Radio Stations Out-of-Home for an average of 28. minutes/

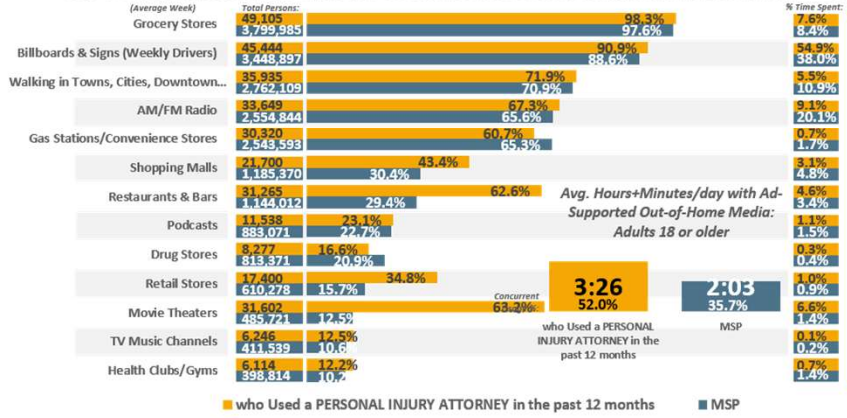
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



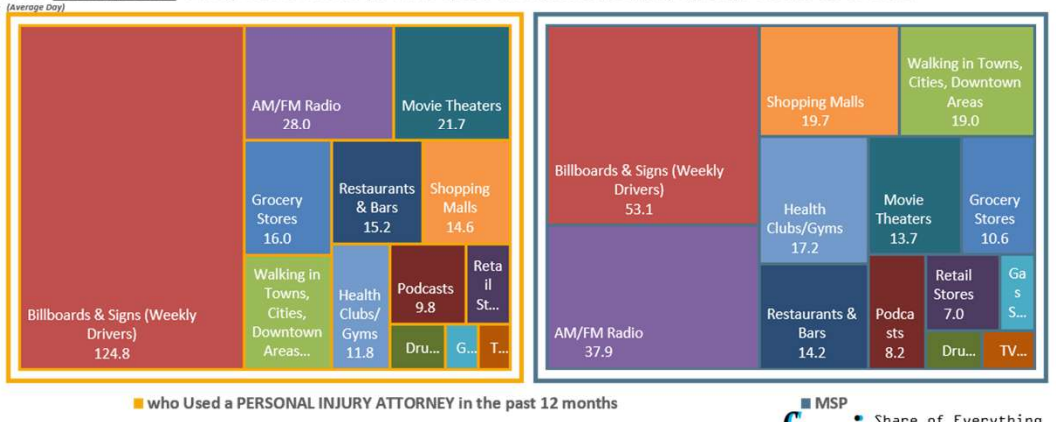
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025-26: Aug24-Jul26 Qual Intab 42

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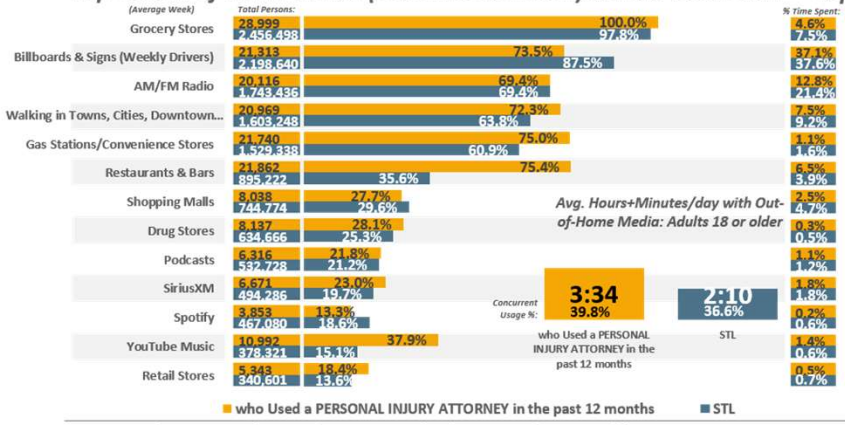
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

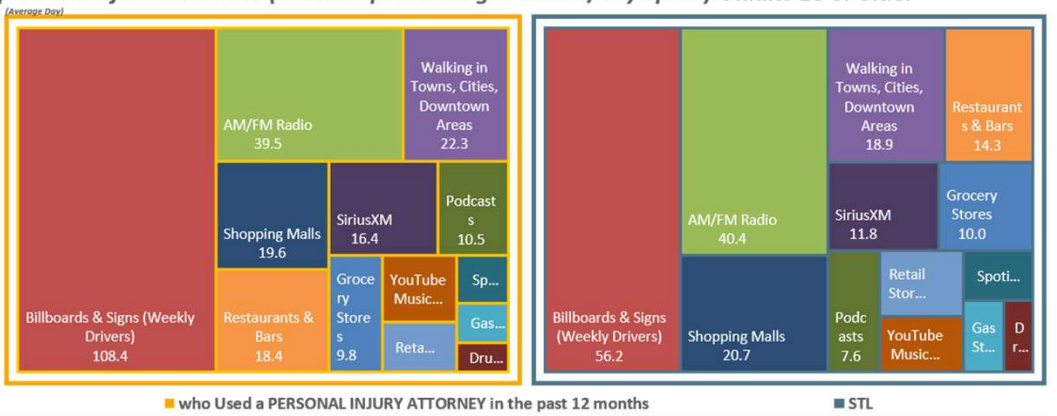


21,313 or 73.5% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 108.4 minutes per day driving, seeing Billboards and Signs. 63.9% Listen to Local Radio Stations Out-of-Home for an average of 30.2 minutes

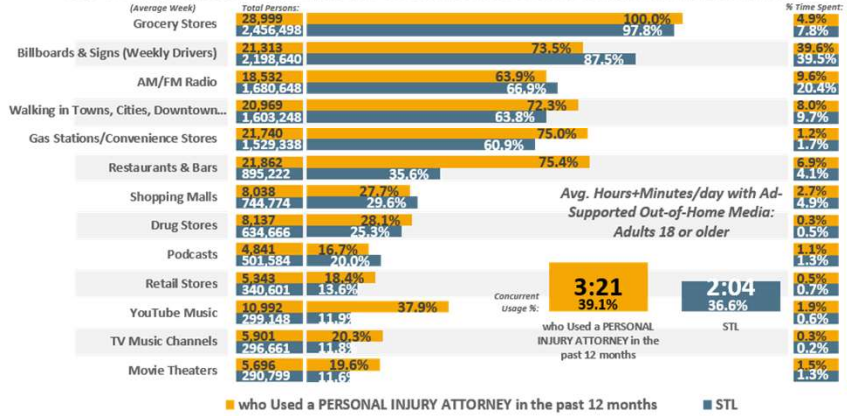
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



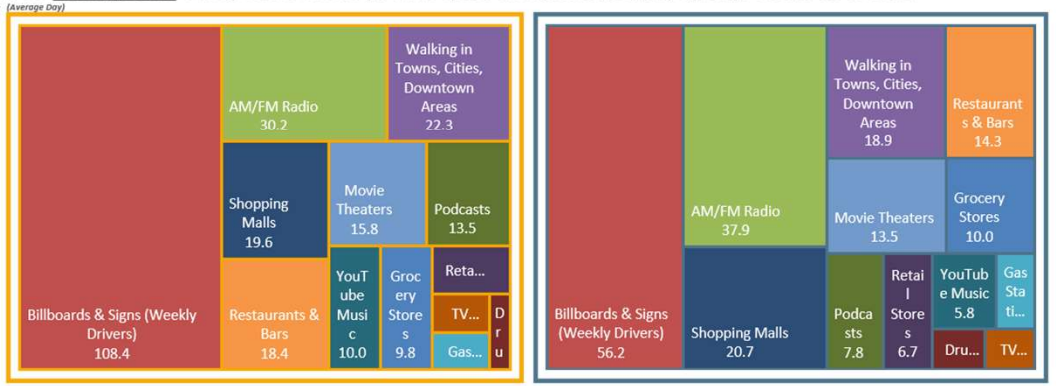
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 51

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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

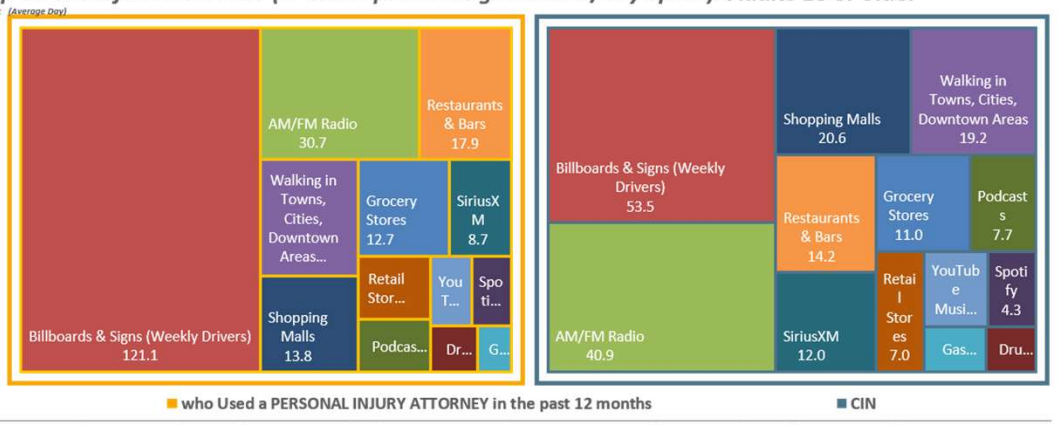


9,382 or 85.4% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 121.1 minutes per day driving, seeing Billboards and Signs. 73.3% Listen to Local Radio Stations Out-of-Home for an average of 27.4 minutes/

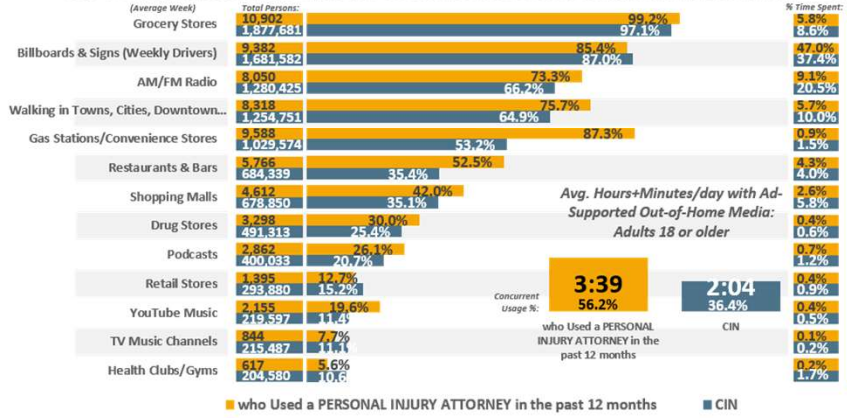
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



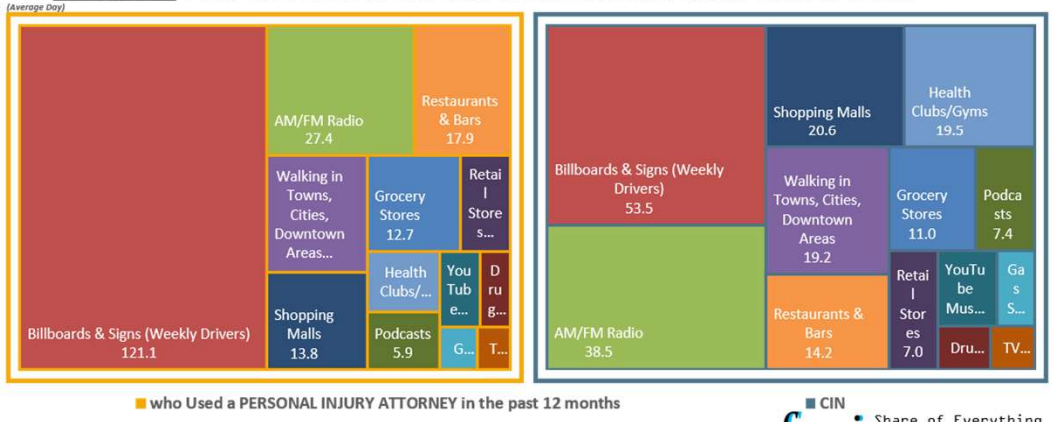
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025-26: Aug24-Jul26 Qual Intab 33

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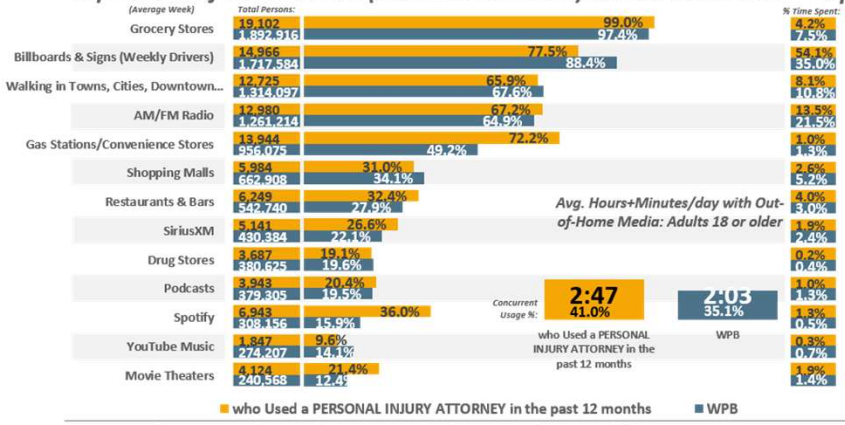
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

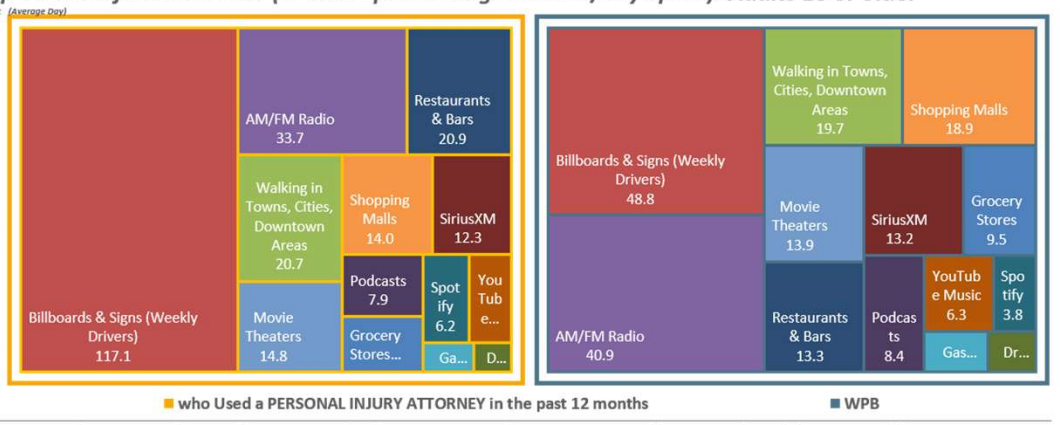


14,966 or 77.5% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 117.1 minutes per day driving, seeing Billboards and Signs. 64.9% Listen to Local Radio Stations Out-of-Home for an average of 29.1 minutes

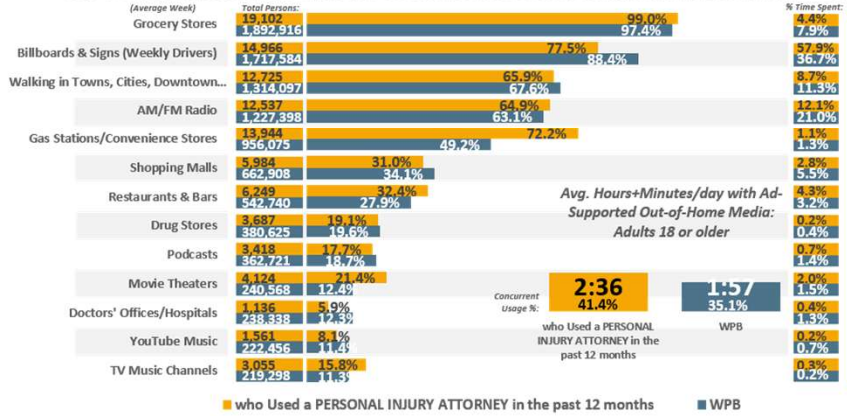
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



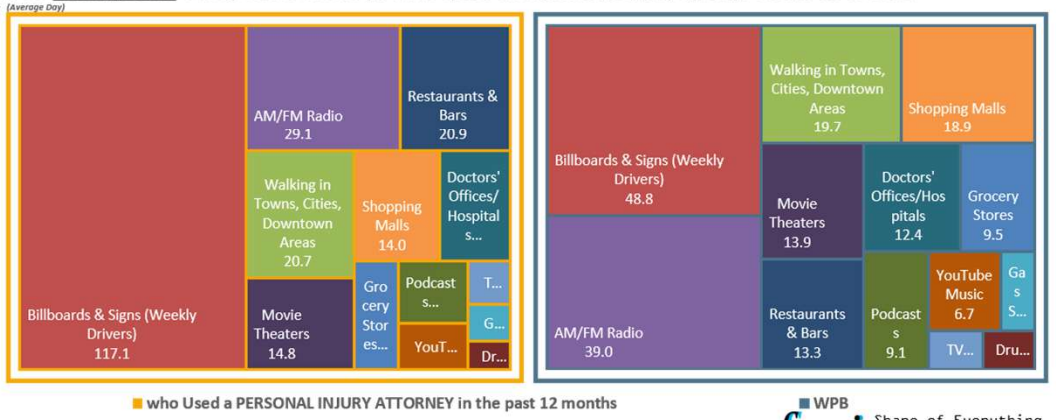
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 57

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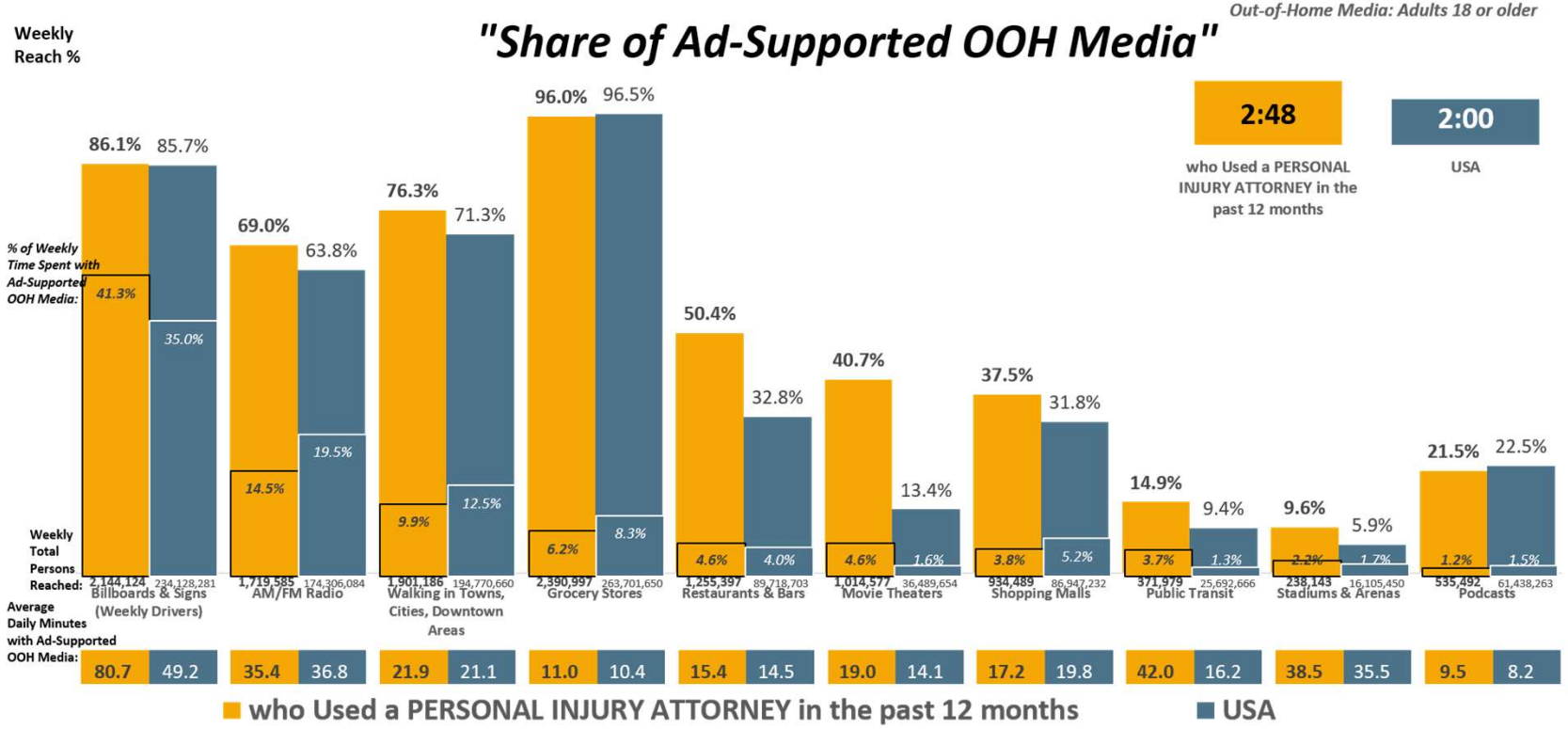
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



2,144,124 or 86.1% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 80.7 minutes per day driving, seeing Billboards and Signs representing 41.3% 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



	Billboards & Signs (Weekly Drivers)	AM/FM Radio	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Restaurants & Bars	Movie Theaters	Shopping Malls	Public Transit	Stadiums & Arenas	Podcasts
% of Weekly Time Spent with Ad-Supported OOH Media:	41.3% / 35.0%	14.5% / 19.5%	9.9% / 12.5%	6.2% / 8.3%	4.6% / 4.0%	4.6% / 1.6%	3.8% / 5.2%	3.7% / 1.3%	2.2% / 1.7%	1.2% / 1.5%
Weekly Total Persons Reached:	2,144,124 / 234,128,281	1,719,585 / 174,306,084	1,901,186 / 194,770,660	2,390,997 / 263,701,650	1,255,397 / 89,718,703	1,014,577 / 36,489,654	934,489 / 86,947,232	371,979 / 25,692,666	238,143 / 16,105,450	535,492 / 61,438,263
Weekly Reach %	86.1% / 85.7%	69.0% / 63.8%	76.3% / 71.3%	96.0% / 96.5%	50.4% / 32.8%	40.7% / 13.4%	37.5% / 31.8%	14.9% / 9.4%	9.6% / 5.9%	21.5% / 22.5%
Average Daily Minutes with Ad-Supported OOH Media:	80.7 / 49.2	35.4 / 36.8	21.9 / 21.1	11.0 / 10.4	15.4 / 14.5	19.0 / 14.1	17.2 / 19.8	42.0 / 16.2	38.5 / 35.5	9.5 / 8.2

USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 461

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Scarborough R2 2025-26: Feb24-Jul26 USA Projection

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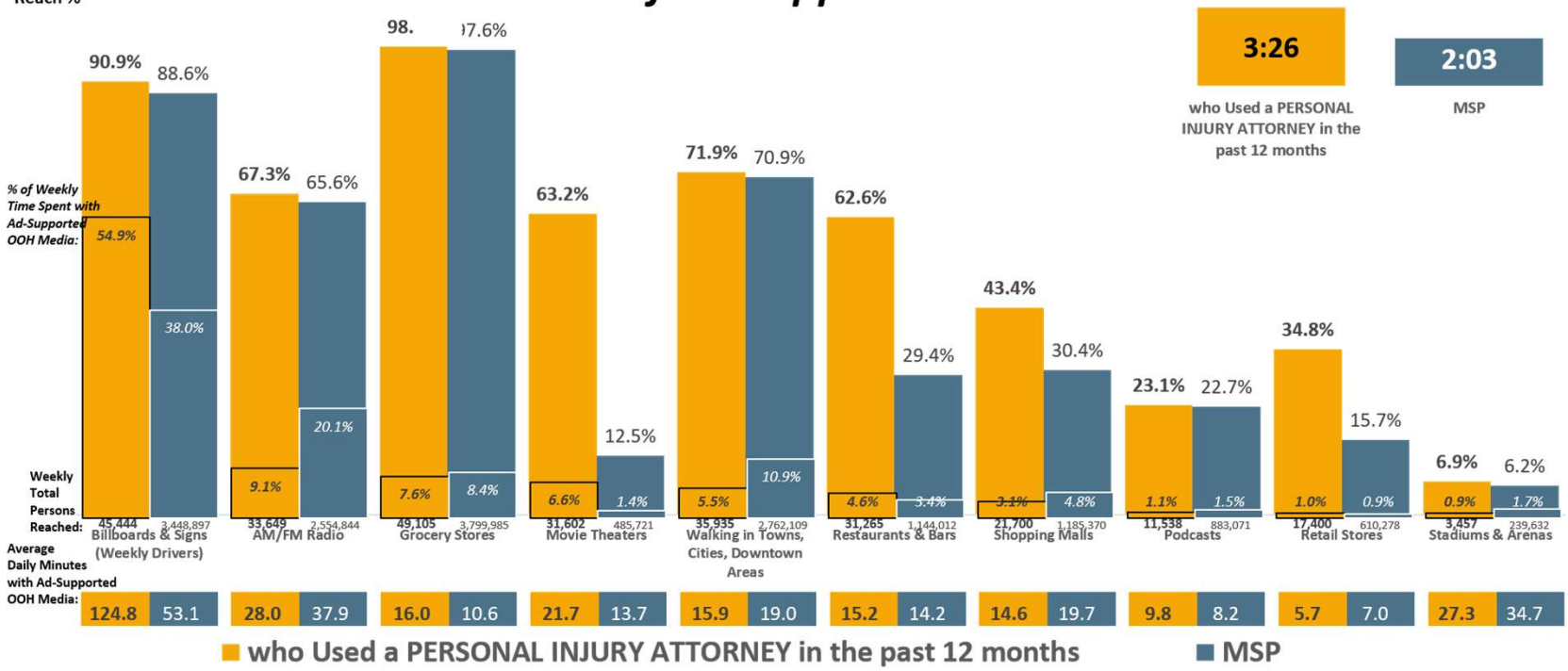
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



45,444 or 90.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 124.8 minutes per day driving, seeing Billboards and Signs representing 54.9% 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 R2 2025-26: Aug24-Jul26 Qual Intab 42 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,039

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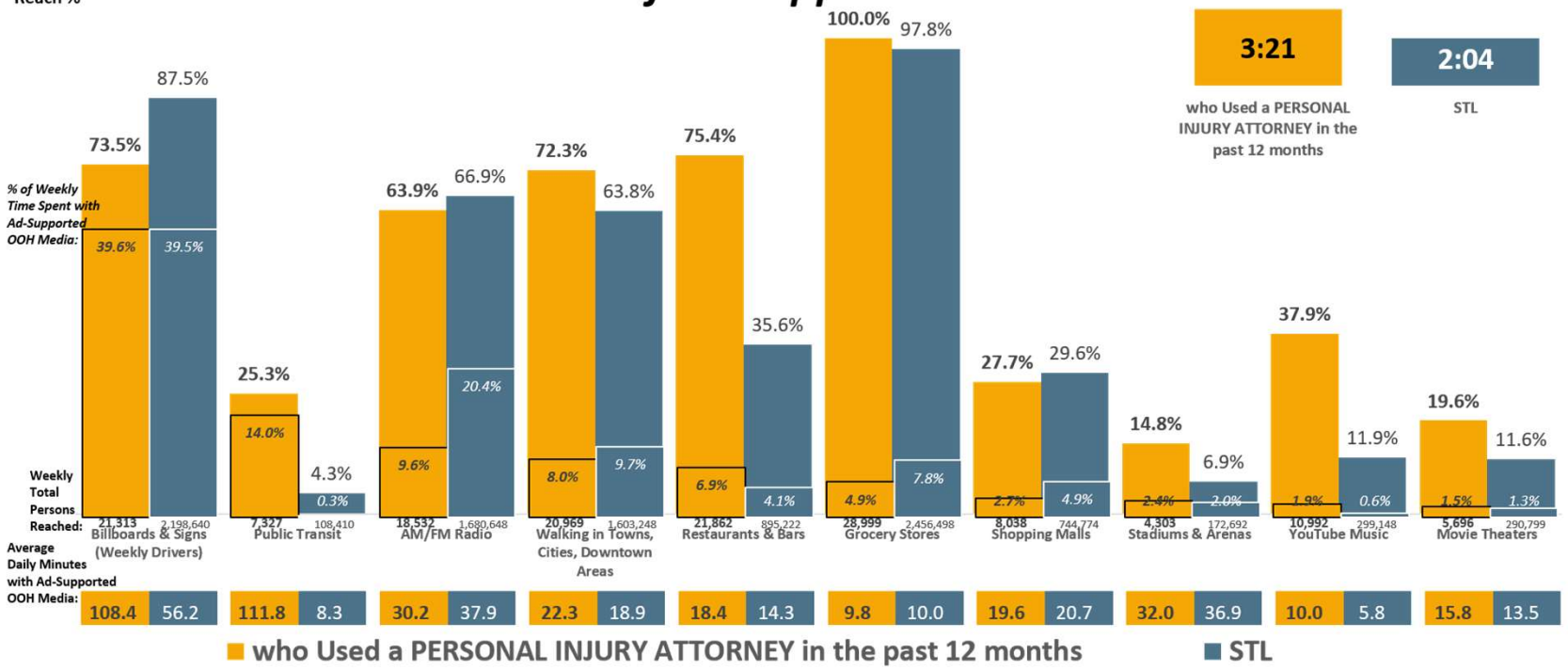
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



21,313 or 73.5% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 108.4 minutes per day driving, seeing Billboards and Signs representing 39.6% 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"



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 51 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,031

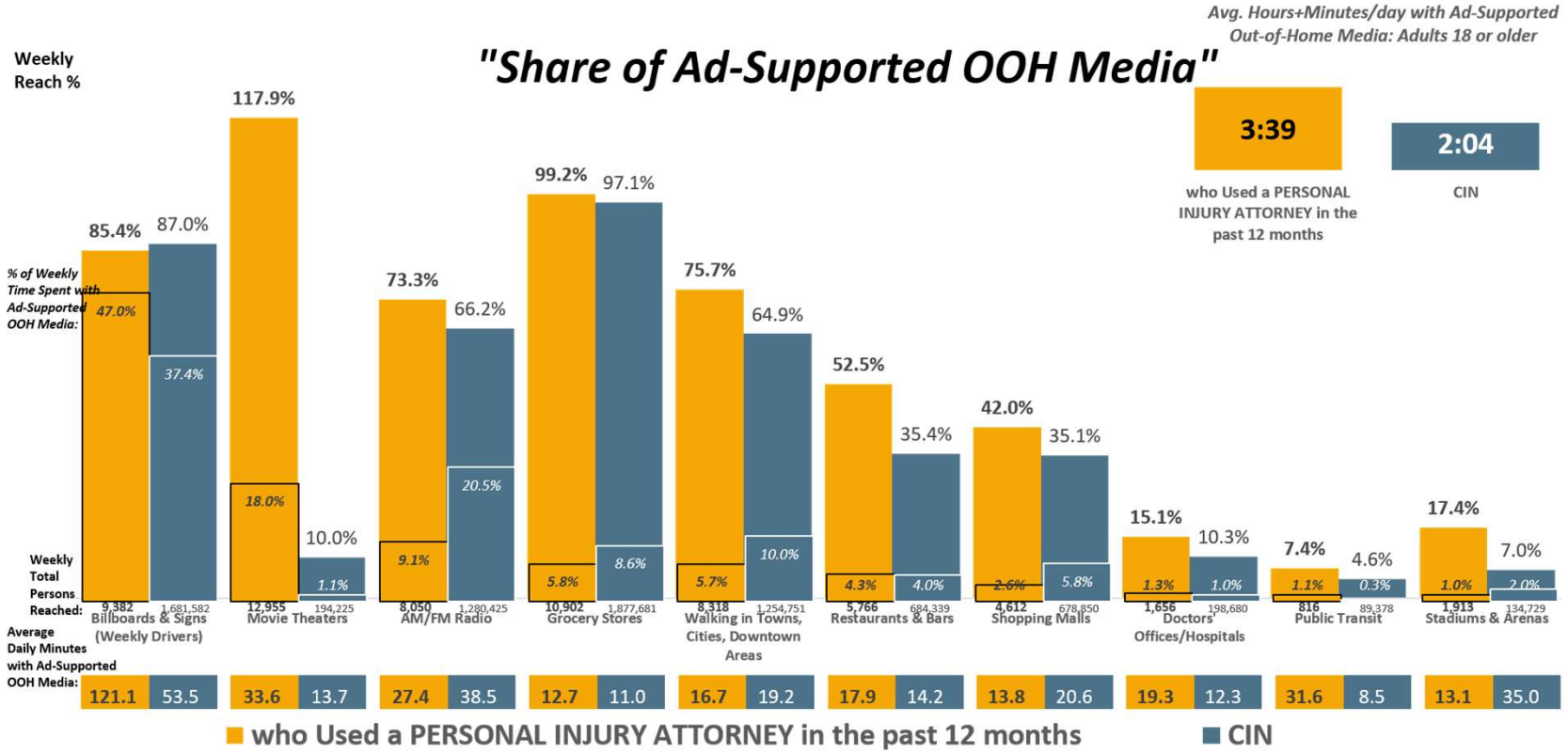
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



9,382 or 85.4% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 121.1 minutes per day driving, seeing Billboards and Signs representing 47.% of all Time Spent with Ad-Supported Out-of-Home Media.



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,896

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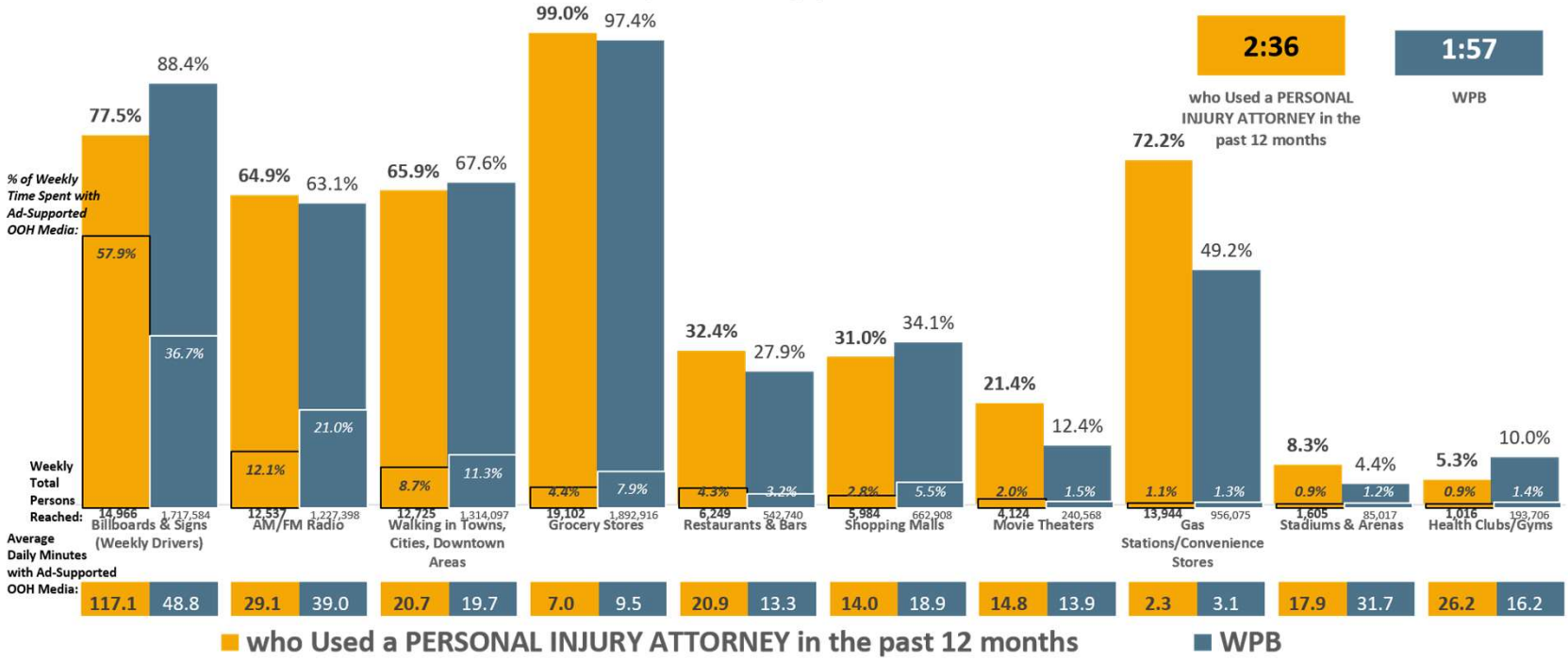
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



14,966 or 77.5% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 117.1 minutes per day driving, seeing Billboards and Signs representing 57.9% 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"



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 57 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 5,229

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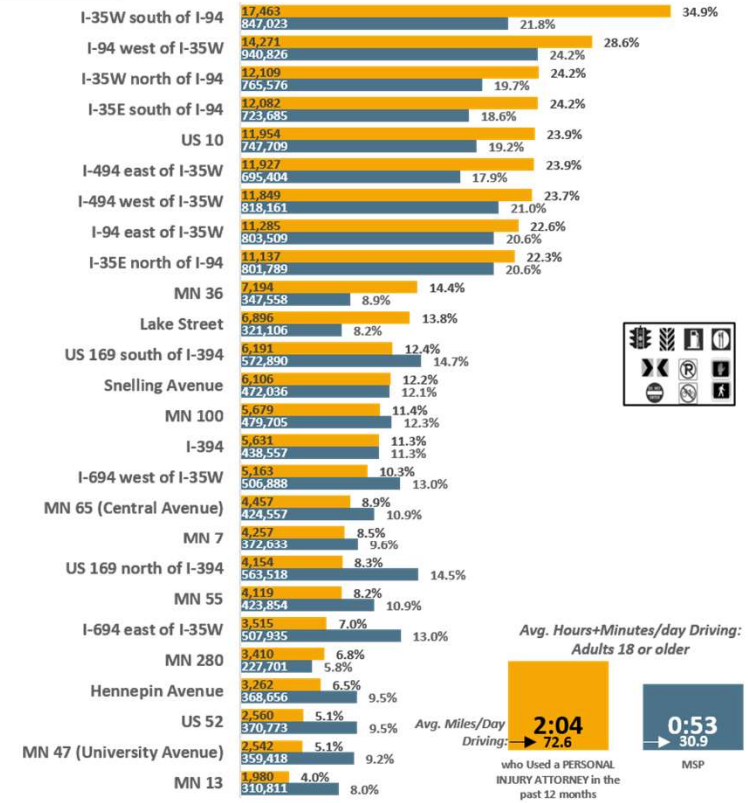
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

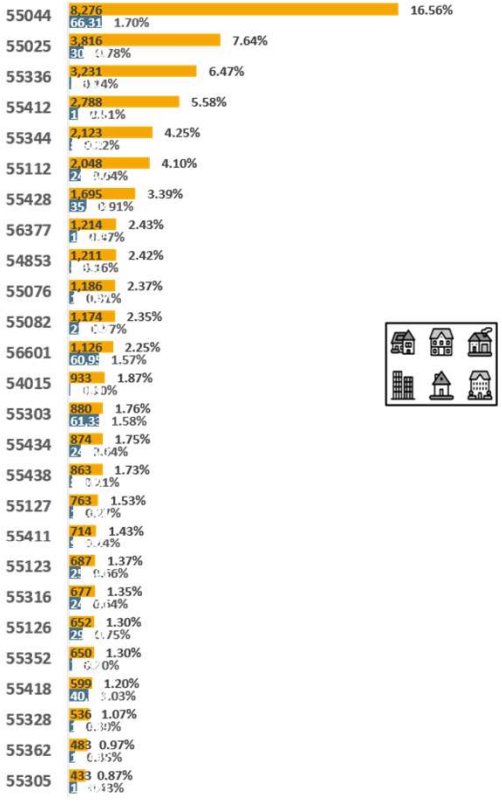


45,444 or 90.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 124.8 minutes per day driving an average of 72.6 miles each day and are 67.4% more likely to use Lake Street than the Metro average.

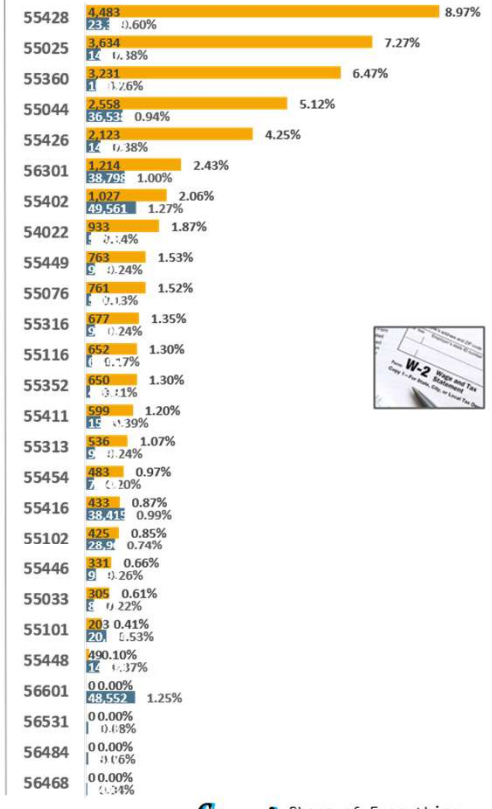
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



21,313 or 73.5% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 108.4 minutes per day driving an average of 63.1 miles each day and are 166.2% more likely to use Stan Musial Veterans Memorial Bridge than

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

I-270	10,815	37.3%	1,047,575	41.7%
I-55	10,709	36.9%	734,186	29.2%
I-44/Highway 44	8,178	28.2%	790,540	31.5%
I-70	7,598	26.2%	939,018	37.4%
I-64/Highway 40	6,961	24.0%	1,051,755	41.9%
I-170/Highway 170	6,559	22.6%	494,127	19.7%
I-255	6,023	20.8%	416,750	16.6%
Manchester Road/Highway 100	5,239	18.1%	468,659	18.7%
Page Avenue	4,720	16.3%	313,576	12.5%
Highway 67/Highway 111	4,700	16.2%	295,969	11.8%
Lindbergh Blvd	4,286	14.8%	642,430	25.6%
Poplar Street Bridge	3,069	10.6%	175,223	7.0%
Stan Musial Veterans Memorial Bridge	3,062	10.6%	99,662	4.0%
Martin Luther King Bridge	2,315	8.0%	97,747	3.9%
Highway 94	1,868	6.4%	318,112	12.7%
Highway 370	1,828	6.3%	225,205	9.0%
Highway K	1,442	5.0%	285,691	11.4%
Route 15	539	1.9%	105,20	4.2%
Green Mount Road	269	0.9%	204,364	8.1%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%



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

Avg. Miles/Day Driving:



who Used a PERSONAL INJURY ATTORNEY in the past 12 months



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Top-26 Residential Zip Codes: Adults 18 or older

63091	5,423	18.70%	1	0.54%
63051	2,054	7.08%	10	0.57%
63125	1,535	5.29%	33,2	1.32%
62203	1,432	4.94%		0.21%
63020	1,372	4.73%	25	1.02%
63031	1,338	4.61%	43,15	1.72%
63137	1,254	4.32%	24	0.99%
63376	1,160	4.00%	70,027	2.79%
63050	1,087	3.75%	1	0.45%
63034	1,014	3.50%	1	0.53%
62236	1,000	3.45%	1	0.51%
63107	945	3.26%		0.73%
63028	892	3.08%	18	0.72%
63115	627	2.16%	1	0.77%
63141	558	1.92%	1	0.54%
63304	528	1.82%	37,1	1.48%
63123	513	1.77%	63,086	2.51%
63104	509	1.75%		0.50%
62040	502	1.73%	27,	1.08%
63112	495	1.71%	1	0.58%
63132	455	1.57%		0.30%
63010	434	1.50%	33,6	1.34%
63136	427	1.47%	28,	1.12%
63052	355	1.22%	29,	1.19%
63122	350	1.21%	28,	1.12%
63116	296	1.02%	53,370	2.12%



Top-26 Employment Zip Codes: Adults 18 or older

65066	5,423	18.70%		0.37%
63051	1,957	6.75%		0.54%
63031	1,688	5.82%		0.44%
63110	1,216	4.19%	37,	1.29%
63144	945	3.26%		0.28%
63104	892	3.08%		0.39%
63141	806	2.78%	25,	1.01%
63034	539	1.86%		0.74%
63304	512	1.76%	20	0.81%
63042	509	1.75%	20	0.80%
62040	502	1.73%		0.37%
63102	495	1.71%	1	0.56%
63005	475	1.64%	18	0.75%
63136	427	1.47%	17	0.68%
63010	362	1.25%	11	0.0%
63116	296	1.02%	24	0.98%
63020	253	0.87%		0.7%
63125	235	0.81%		0.34%
63021	187	0.64%		0.45%
63084	181	0.62%		0.38%
63106	124	0.43%		0.27%
63122	118	0.41%	20	0.82%
62034	88	0.30%		0.51%
63137	39	0.13%		0.09%
63385	17	0.06%	18	0.75%
65453	0	0.00%		0.35%



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STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 51

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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



9,382 or 85.4% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 121.1 minutes per day driving an average of 70.5 miles each day and are 251.2% more likely to use Loveland - Madeira Road than the Metro ave

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

I-75	7,510	68.4%	1,044,384	54.0%
Dixie Highway	4,539	41.3%	375,248	19.4%
I-71	4,535	41.3%	866,145	44.8%
I-275	4,366	39.7%	1,005,108	52.0%
US 50 (River Road)	2,755	25.1%	207,753	10.7%
I-471	2,523	23.0%	328,737	17.0%
Loveland - Madeira Road	2,161	19.7%	108,2	5.6%
US 27 (Colerain Avenue)	2,116	19.3%	264,252	13.7%
Route 32	1,120	10.2%	200,513	10.4%
State Road 125 (Beechmont Avenue/Ohio Pike)	748	6.8%	195,360	10.1%
Route 747	717	6.5%	129,31	6.7%
Norwood Lateral Expressway	699	6.4%	179,460	9.3%
Ronald Reagan Cross County Highway	695	6.3%	304,701	15.8%
US 22 (Montgomery Road)	654	5.9%	361,800	18.7%
Route 48	627	5.7%	138,48	7.2%
Harrison Avenue	596	5.4%	234,797	12.1%
State Road 747 (Princeton, Glendale Road)	485	4.4%	144,816	7.5%
I-74	459	4.2%	359,712	18.6%
Route 42	377	3.4%	220,490	11.4%
US 127 (Hamilton Avenue)	287	2.6%	216,845	11.2%
US 50 (Columbia Parkway)	269	2.4%	173,273	9.0%
Glenway Avenue	252	2.3%	195,341	10.1%
Winton Road	184	1.7%	179,138	9.3%
Queen City Avenue	157	1.4%	97,35	5.0%
US 50 (Wooster Pike)	134	1.2%	87,0	4.5%
Red Bank Road	220	2.2%	175,313	9.1%

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

Avg. Miles/Day Driving:



■ who Used a PERSONAL INJURY ATTORNEY in the past 12 months ■ CIN

Top-26 Residential Zip Codes: Adults 18 or older

45044	963	8.76%	48,368	2.50%
45103	851	7.74%	41,005	2.12%
45039	800	7.28%	21,461	1.11%
45240	789	7.18%	20,123	1.04%
45042	536	4.88%	14,7	0.76%
45212	532	4.84%	20,355	1.05%
45036	427	3.88%	52,570	2.72%
45102	389	3.54%	25,359	1.31%
41051	282	2.57%	18,534	0.96%
45205	252	2.29%	18,34	0.95%
45030	187	1.70%	21,860	1.13%
45231	184	1.67%	36,992	1.91%
41010	167	1.52%		0.05%
45215	145	1.32%	13,5	0.70%
45238	134	1.22%	33,945	1.76%
45242	131	1.19%	20,566	1.06%
45013	115	1.04%	43,608	2.26%
41071	112	1.02%	10	0.57%
45040	80	0.72%	38,286	1.98%
47042	43	0.39%	6	0.33%
45236	22	0.20%	24,076	1.25%
47353	0	0.00%	5	0.29%
47060	0	0.00%	8	0.45%
47043	0	0.00%		0.19%
47041	0	0.00%		0.13%
47037	0	0.00%	4	0.24%

Top-26 Employment Zip Codes: Adults 18 or older

41076	1,800	16.39%		1.50%
41042	1,159	10.55%	52,768	2.73%
45066	960	8.74%		1.46%
45005	662	6.03%	18	0.97%
45036	427	3.88%	15	0.80%
45102	389	3.54%		0.27%
45039	344	3.13%		0.28%
45044	301	2.74%	32,59	1.69%
45040	210	1.91%	39,008	2.02%
40324	167	1.52%		0.05%
45219	145	1.32%	15	0.79%
45238	134	1.22%	13	0.72%
45013	115	1.04%	18	0.96%
41071	112	1.02%	9	0.51%
45202	103	0.94%	55,543	2.87%
45030	84	0.76%	13	0.71%
45227	22	0.20%	1	0.08%
47240	0	0.00%		0.37%
47060	0	0.00%		0.26%
47043	0	0.00%		0.05%
47042	0	0.00%		0.02%
47040	0	0.00%		0.06%
47037	0	0.00%		0.00%
47031	0	0.00%		0.29%
47025	0	0.00%	15	0.80%
47006	0	0.00%		0.11%

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CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33

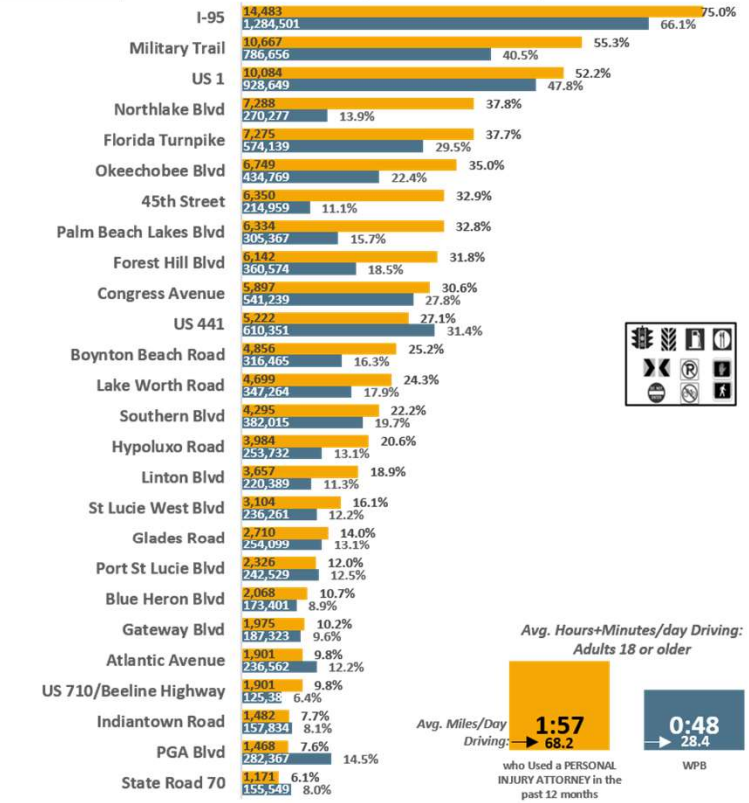
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

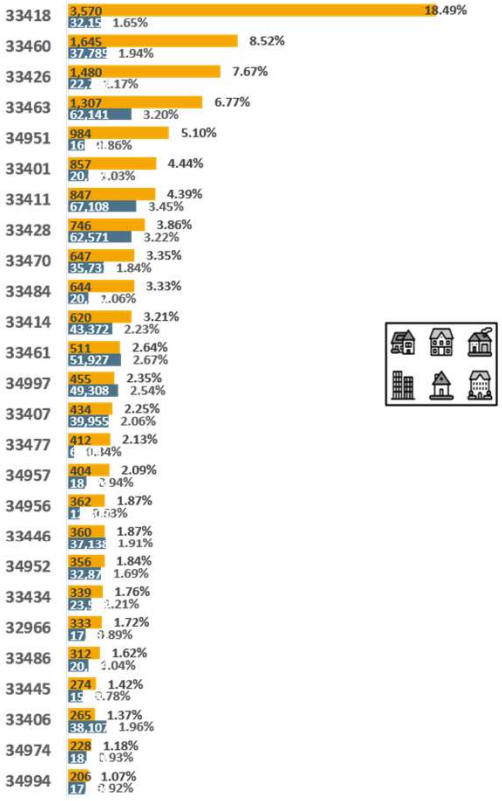


14,966 or 77.5% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 117.1 minutes per day driving an average of 68.2 miles each day and are 197.5% more likely to use 45th Street than the Metro average.

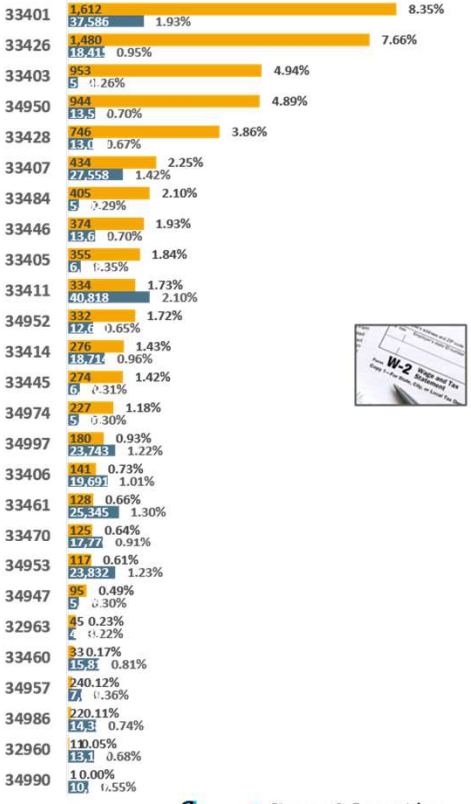
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

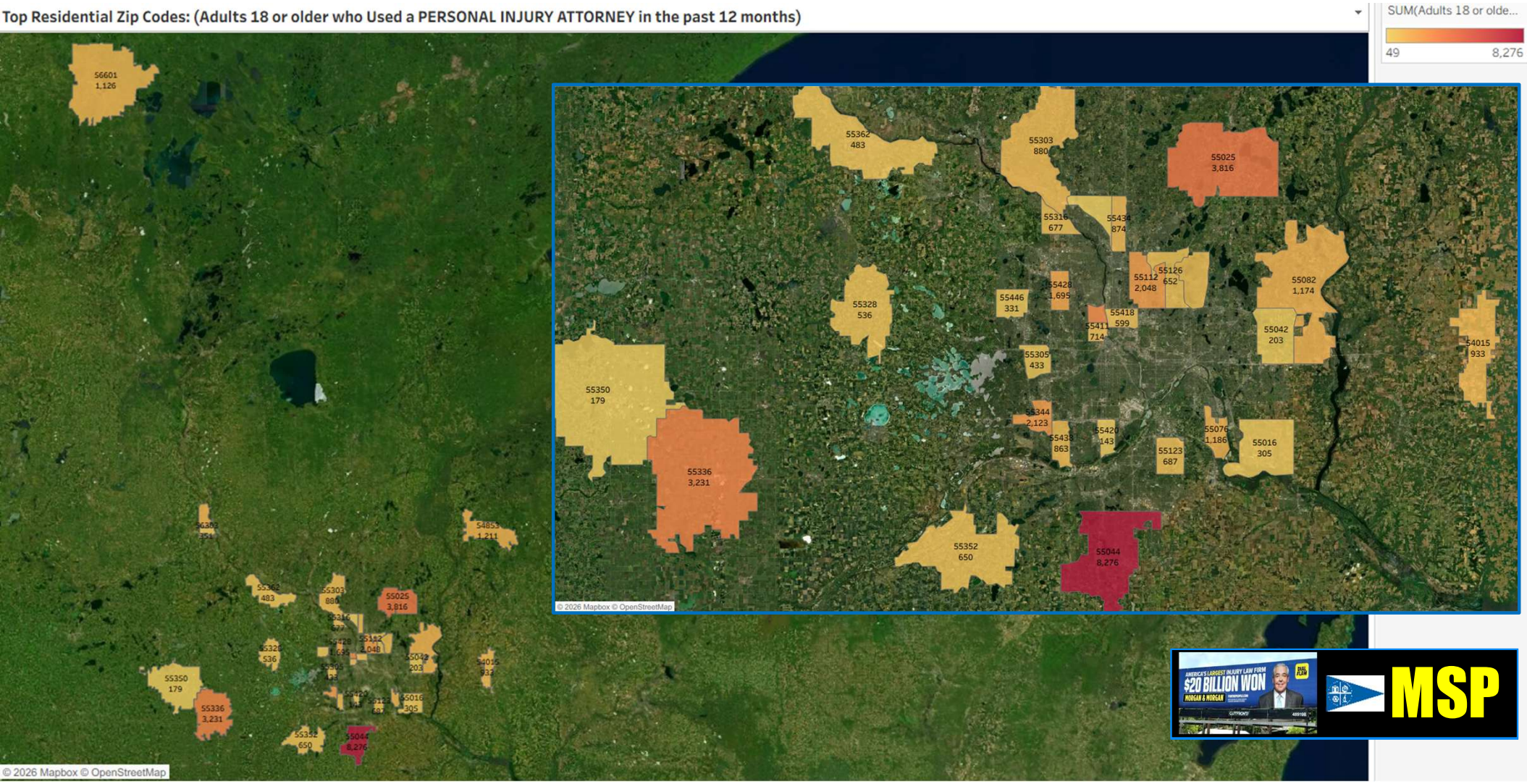


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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

Top Residential Zip Codes: (Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months)

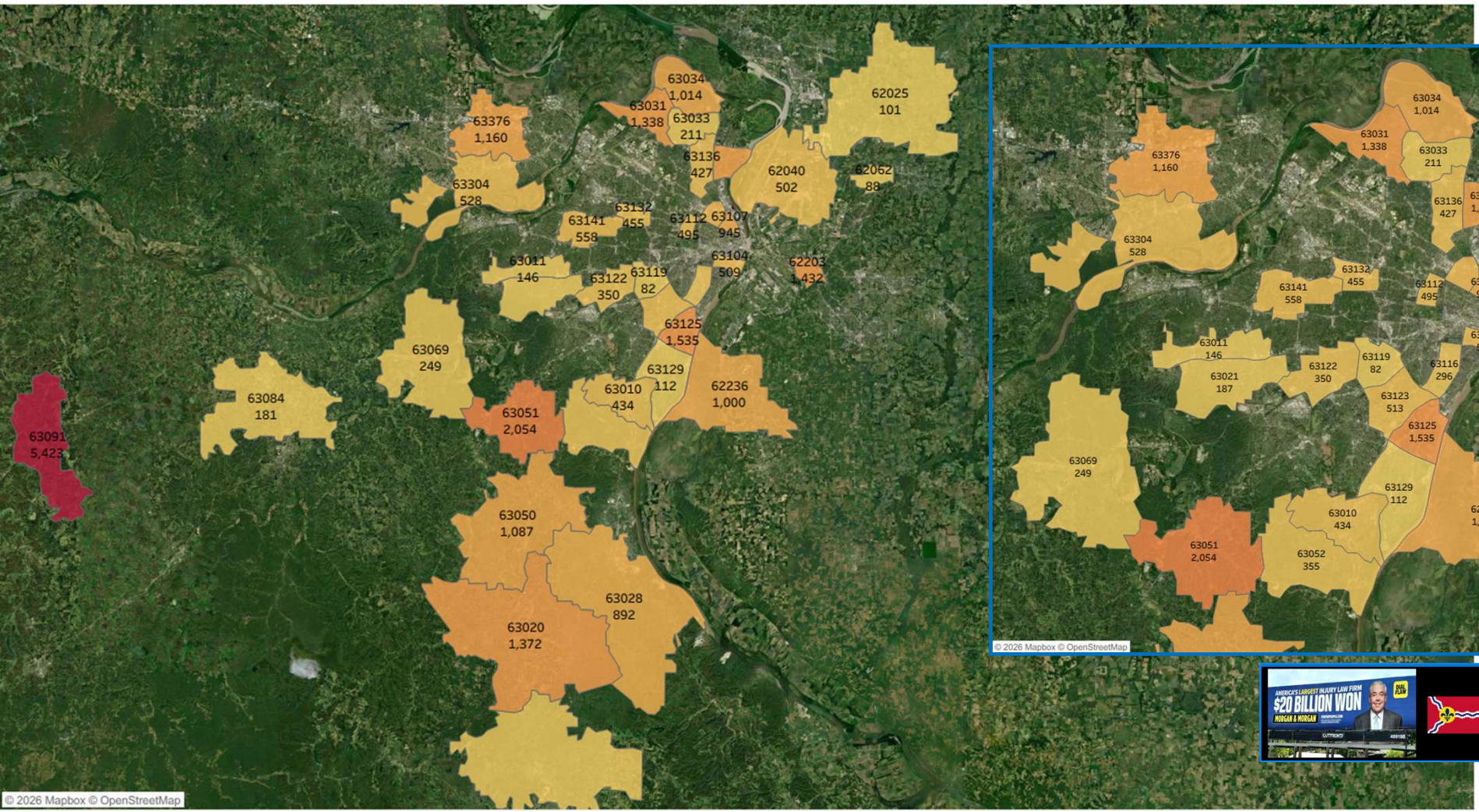


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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

Top Residential Zip Codes: (Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months)



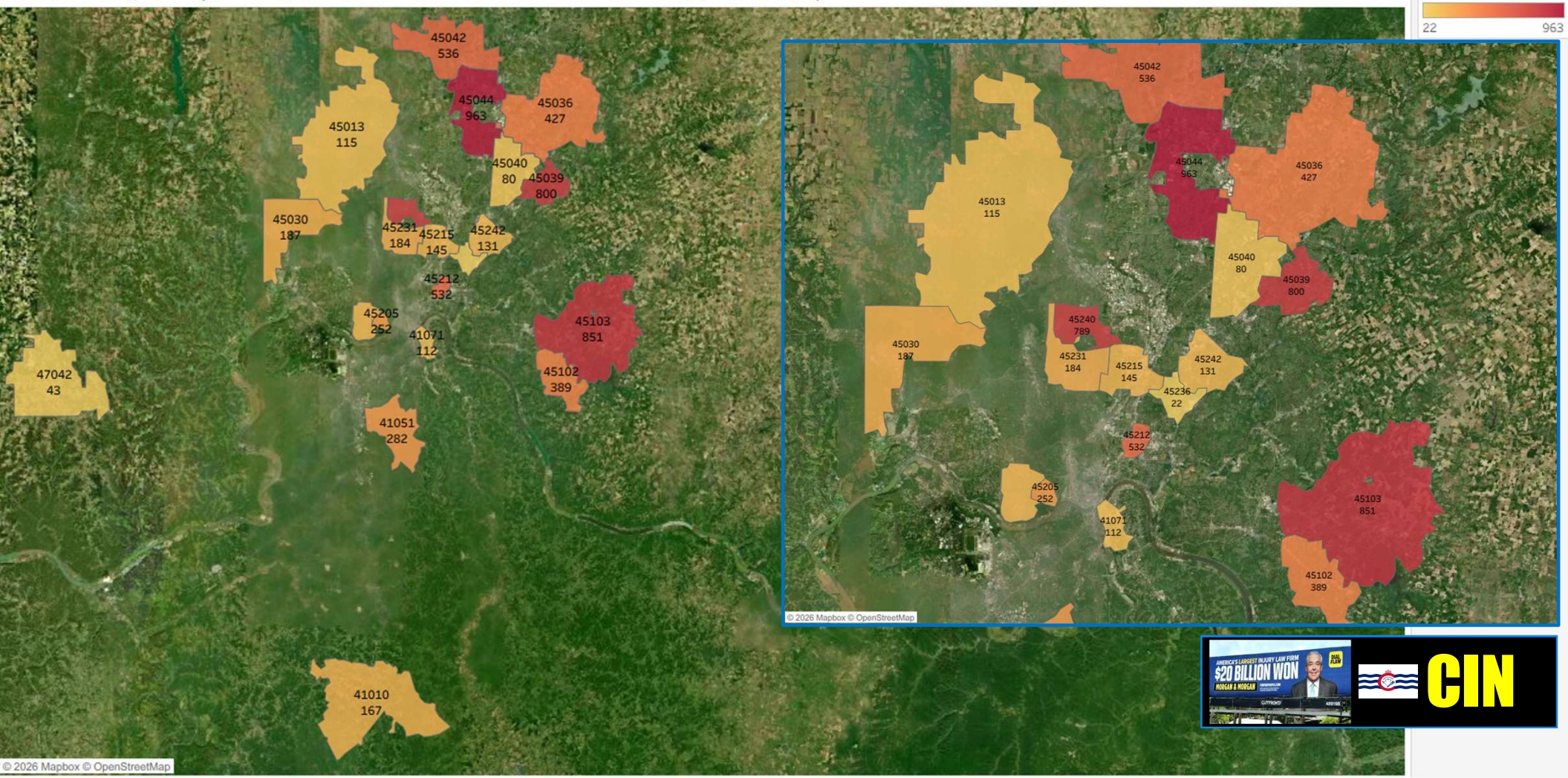
STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 51

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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

Top Residential Zip Codes: (Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months)

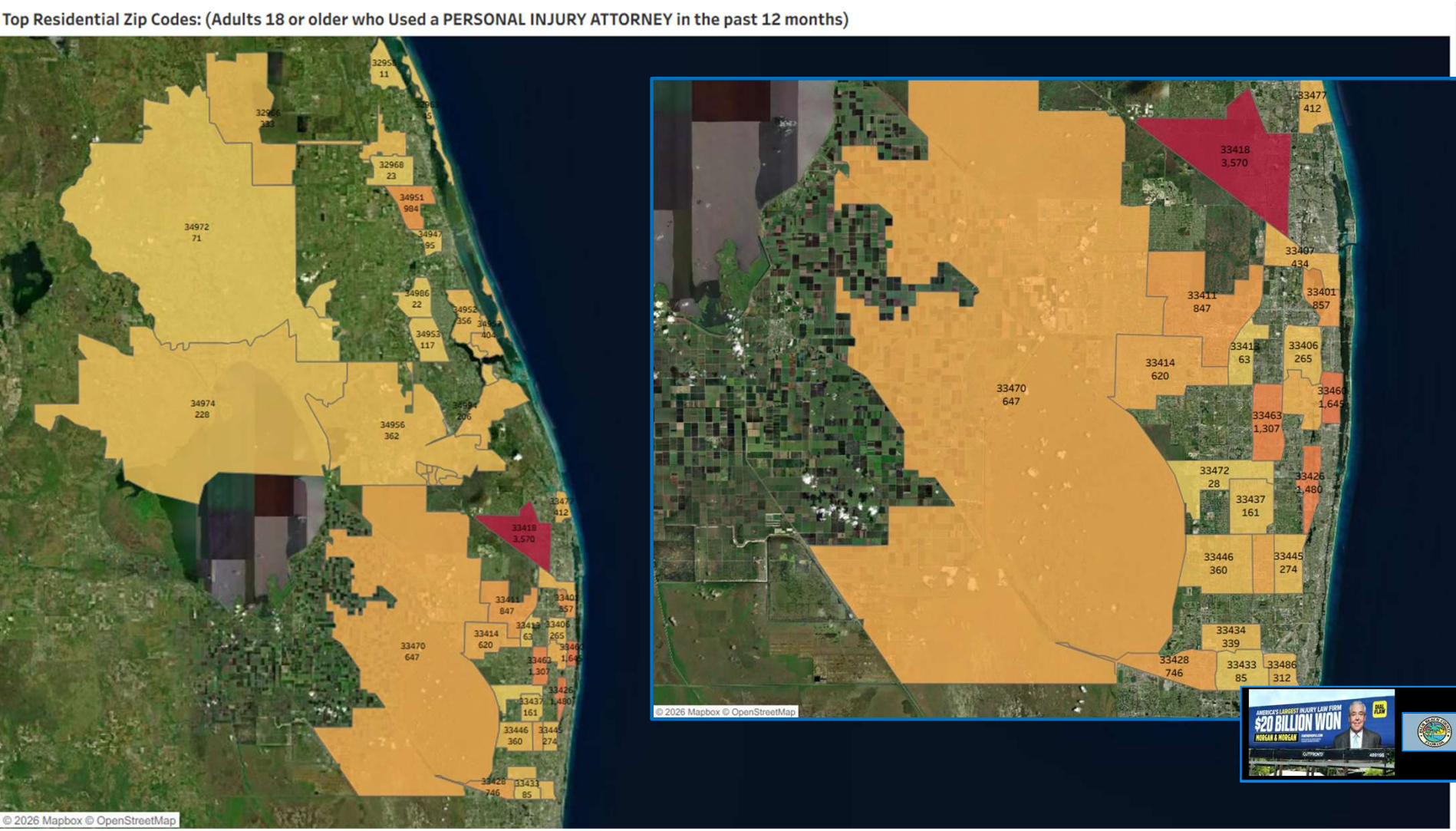


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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

Top Residential Zip Codes: (Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months)



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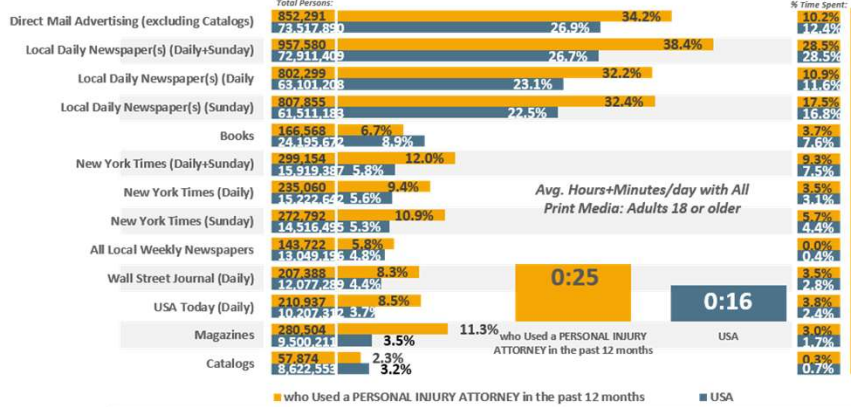
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



957,580 or 38.4% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 29.6% of all time spent daily with All forms of Print Media

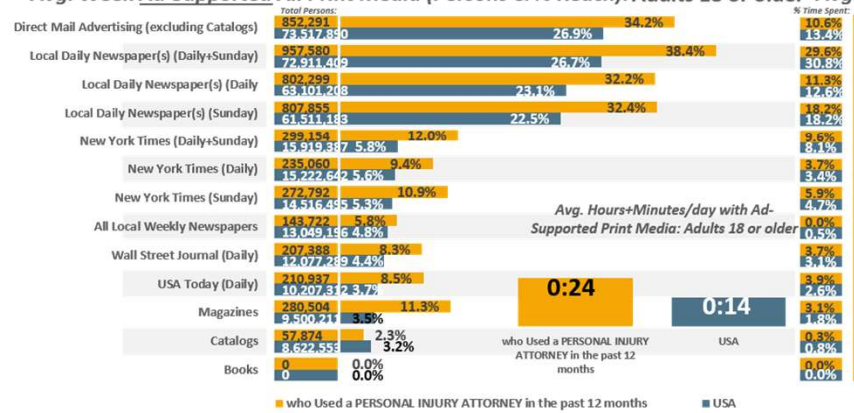
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 461

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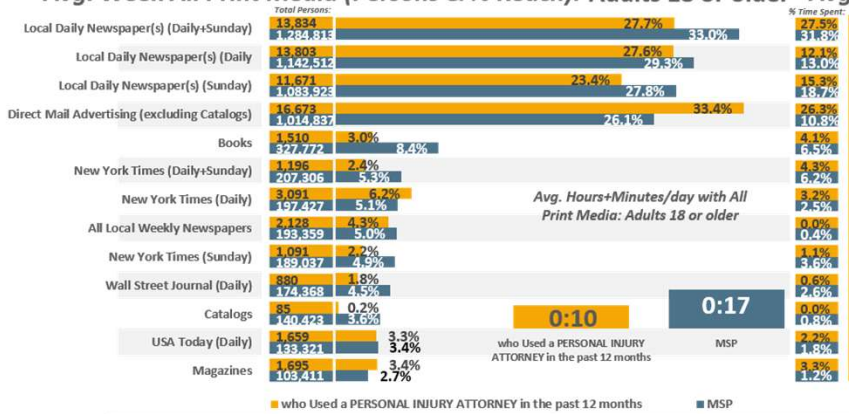
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

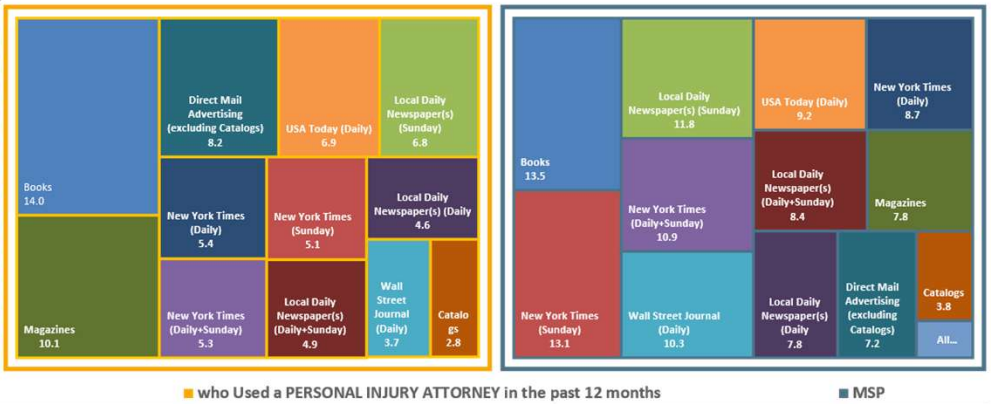


13,834 or 27.7% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 4.9 minutes every day representing 28.6% of all time spent daily with All forms of Print Media.

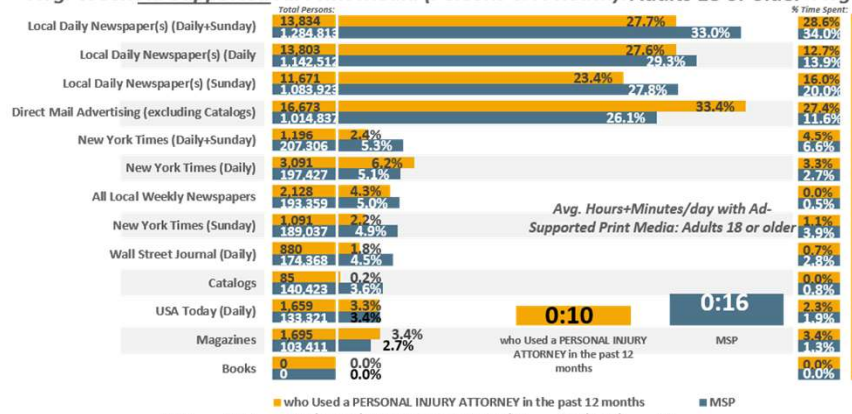
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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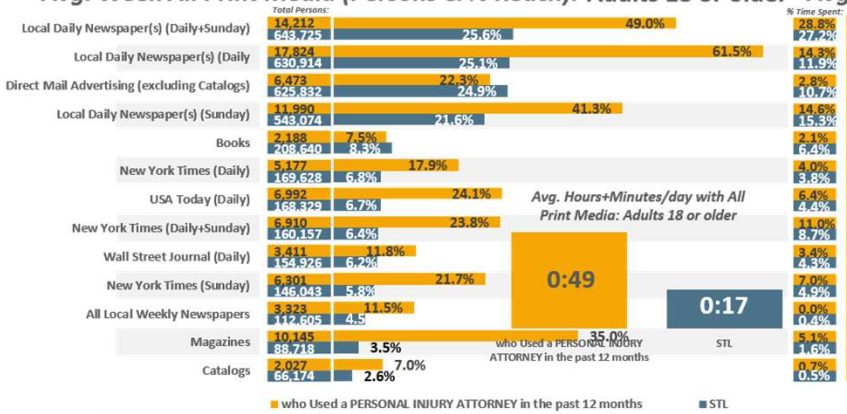
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

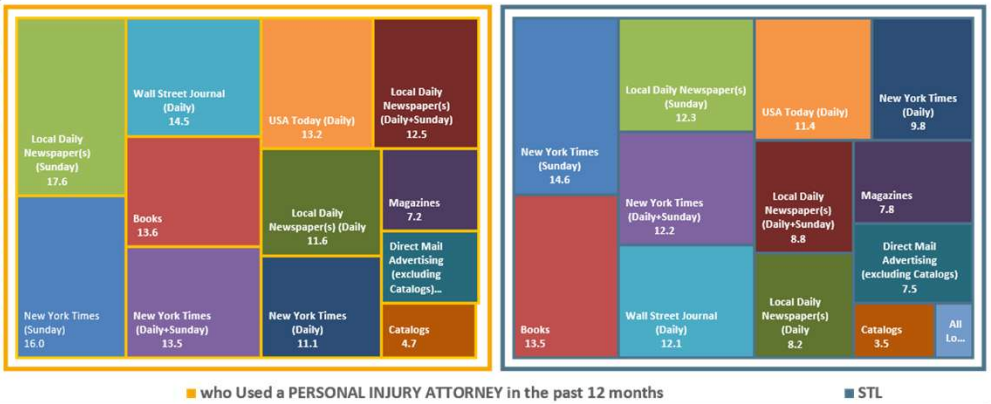


14,212 or 49.% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.5 minutes every day representing 29.4% of all time spent daily with All forms of Print Media.

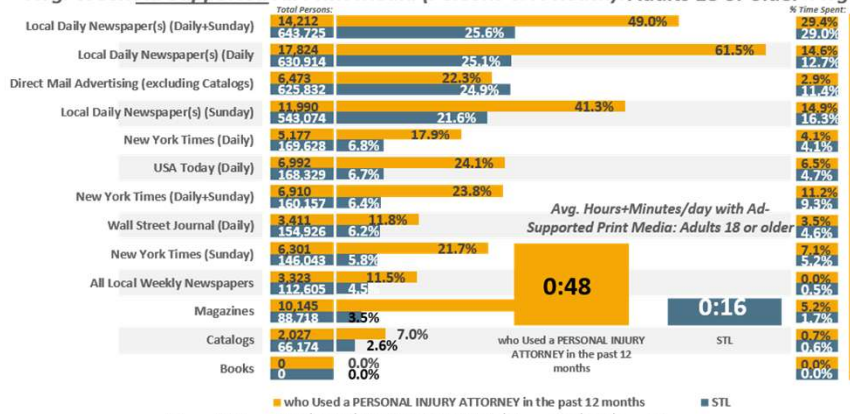
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



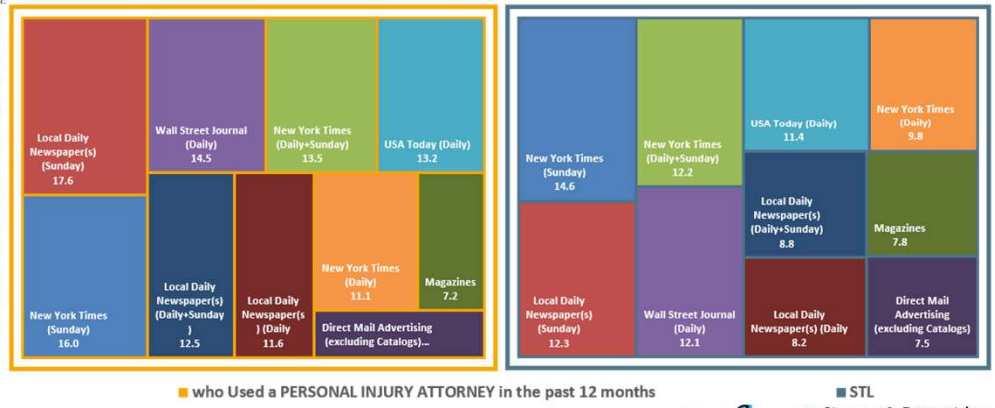
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 51

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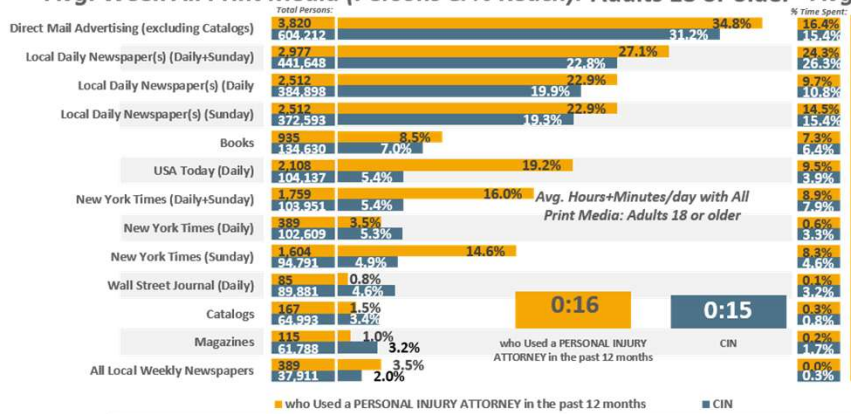
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

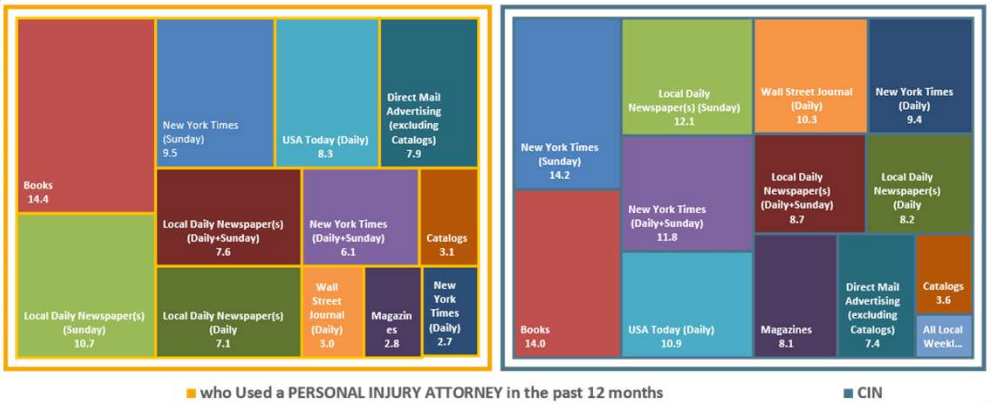


2,977 or 27.1% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 26.2% of all time spent daily with All forms of Print Media.

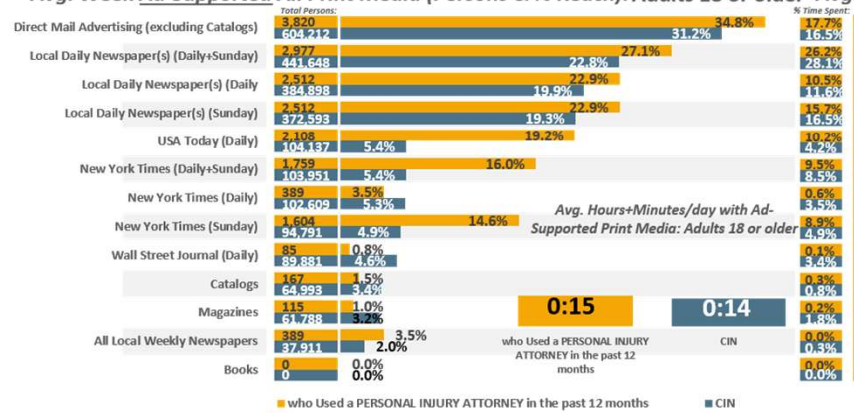
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33

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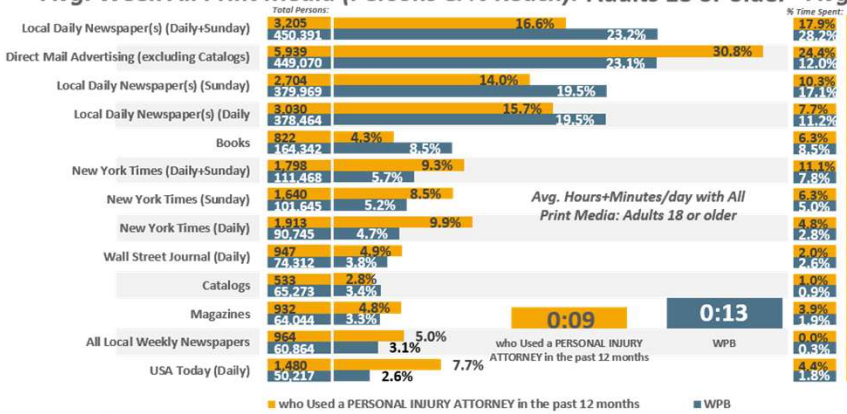
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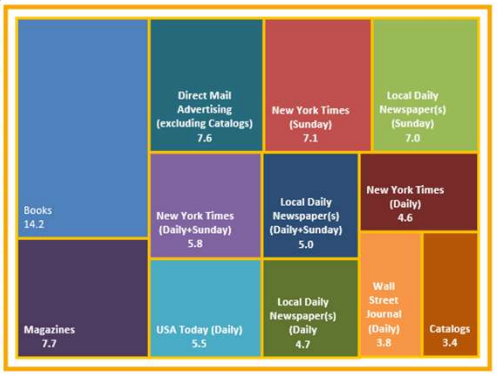
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

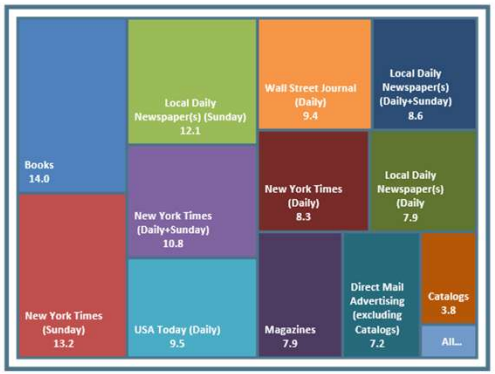


5,939 or 30.8% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months read Direct Mail Advertising (excluding Catalogs) for an average of 7.6 minutes every day representing 26.% of all time spent daily with All forms of Print Med

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



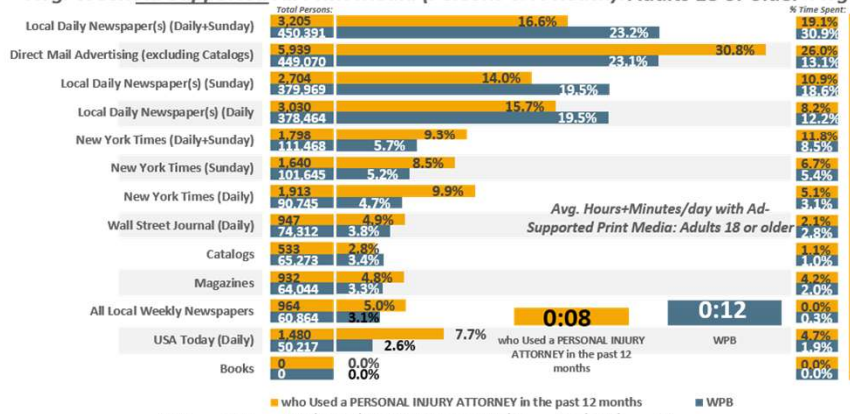




who Used a PERSONAL INJURY ATTORNEY in the past 12 months ■ WPB

who Used a PERSONAL INJURY ATTORNEY in the past 12 months ■ WPB

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







who Used a PERSONAL INJURY ATTORNEY in the past 12 months ■ WPB

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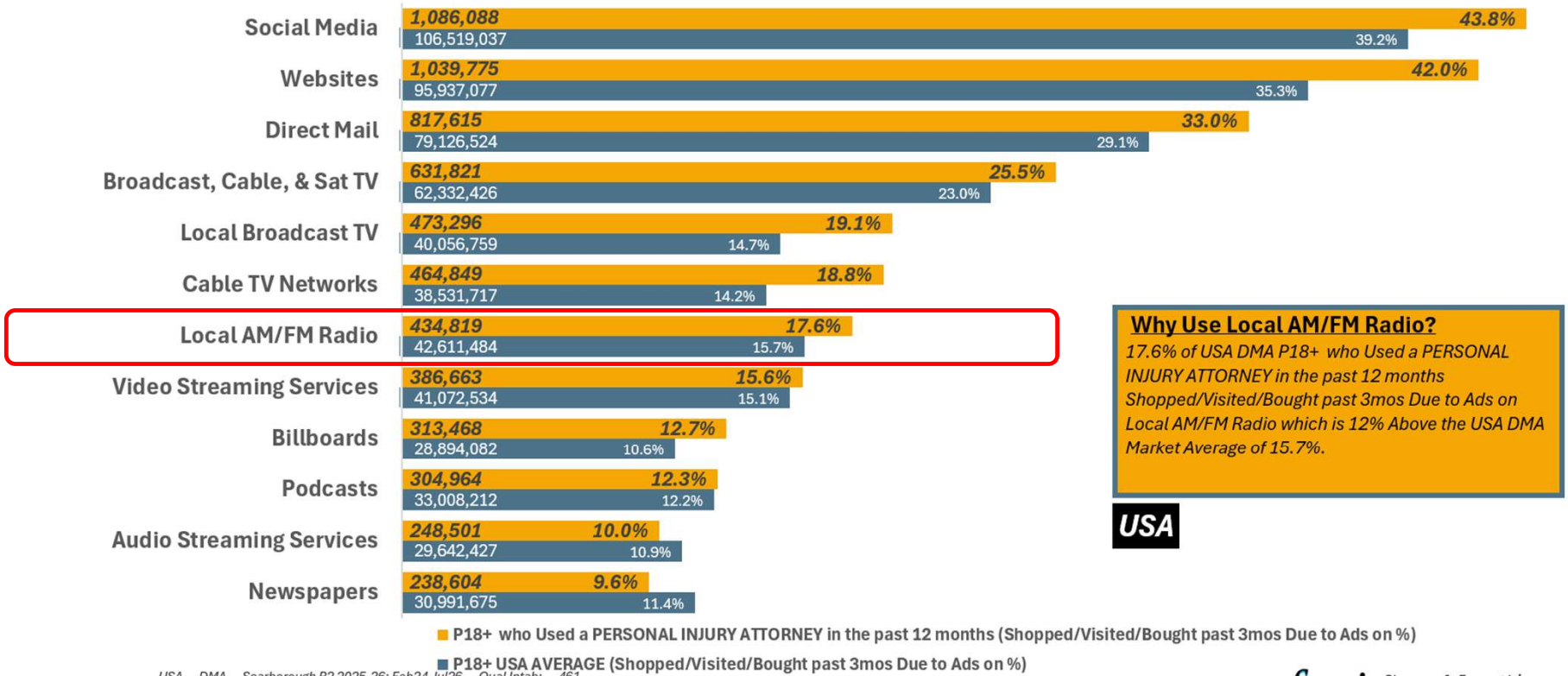
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



"Advertising Actions"

P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.6% of USA DMA P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 12% Above the USA DMA Market Average of 15.7%.

USA

USA DMA Scarborough R2 2025-26: Feb24-Jul26 Qual Intab: 461

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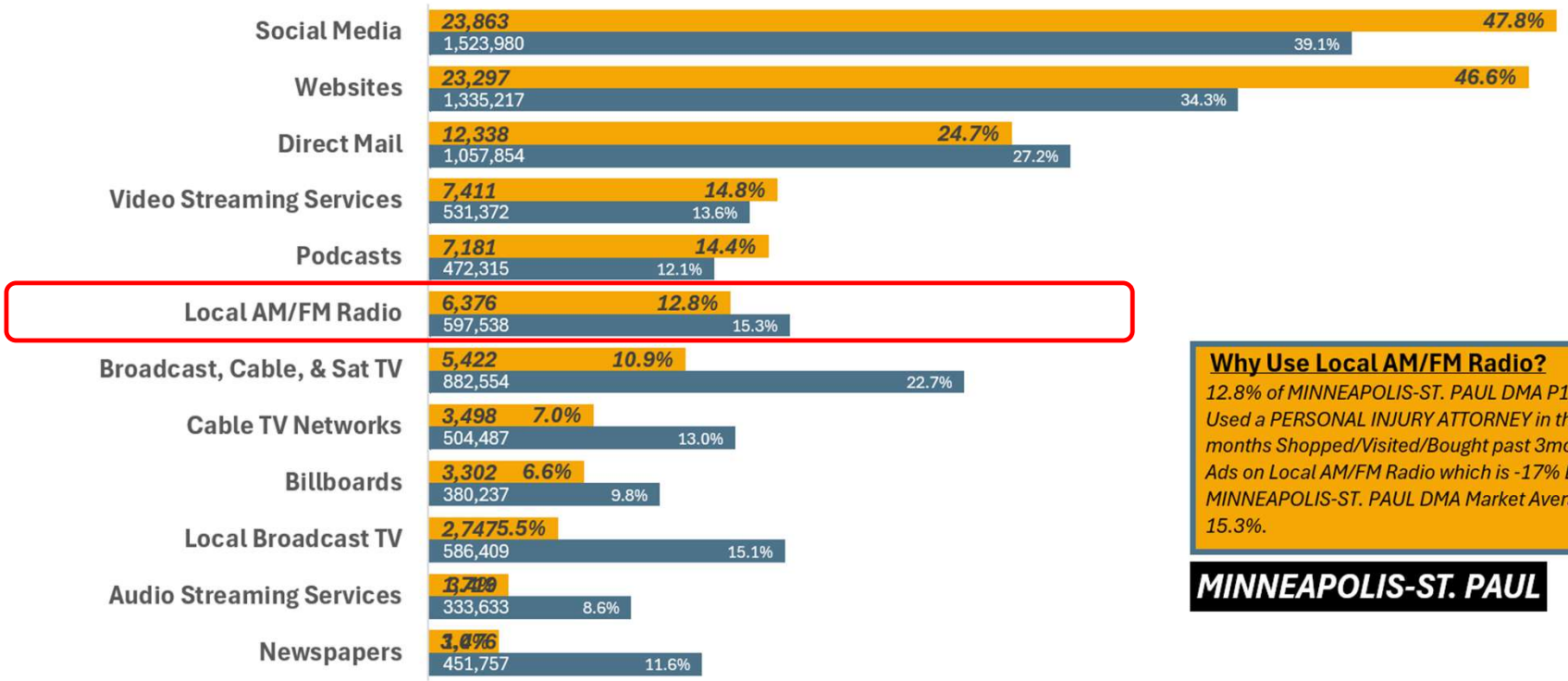
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



MSP

"Advertising Actions"

P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.8% of MINNEAPOLIS-ST. PAUL DMA P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -17% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 15.3%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025-26: Feb24-Feb26 Qual Intab: 42

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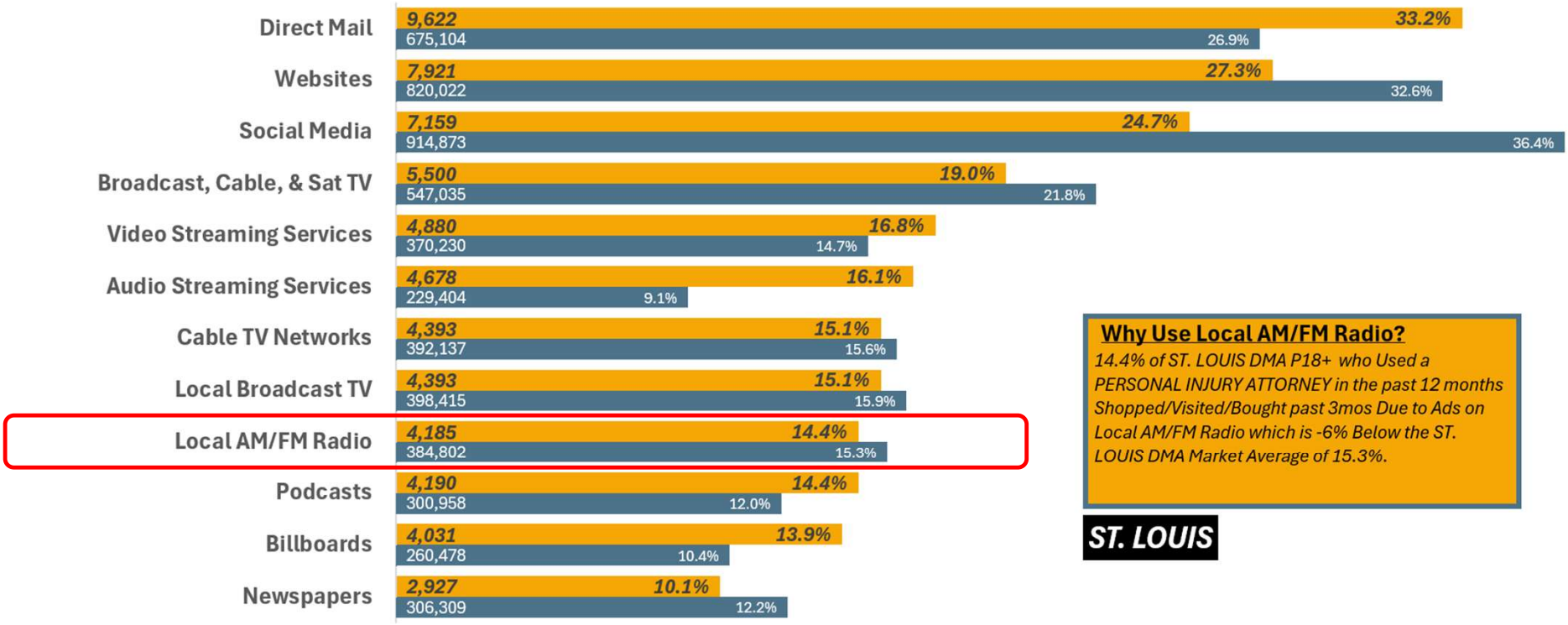
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



"Advertising Actions"

P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.4% of ST. LOUIS DMA P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -6% Below the ST. LOUIS DMA Market Average of 15.3%.

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2025-26: Feb24-Feb26 Qual Intab: 51

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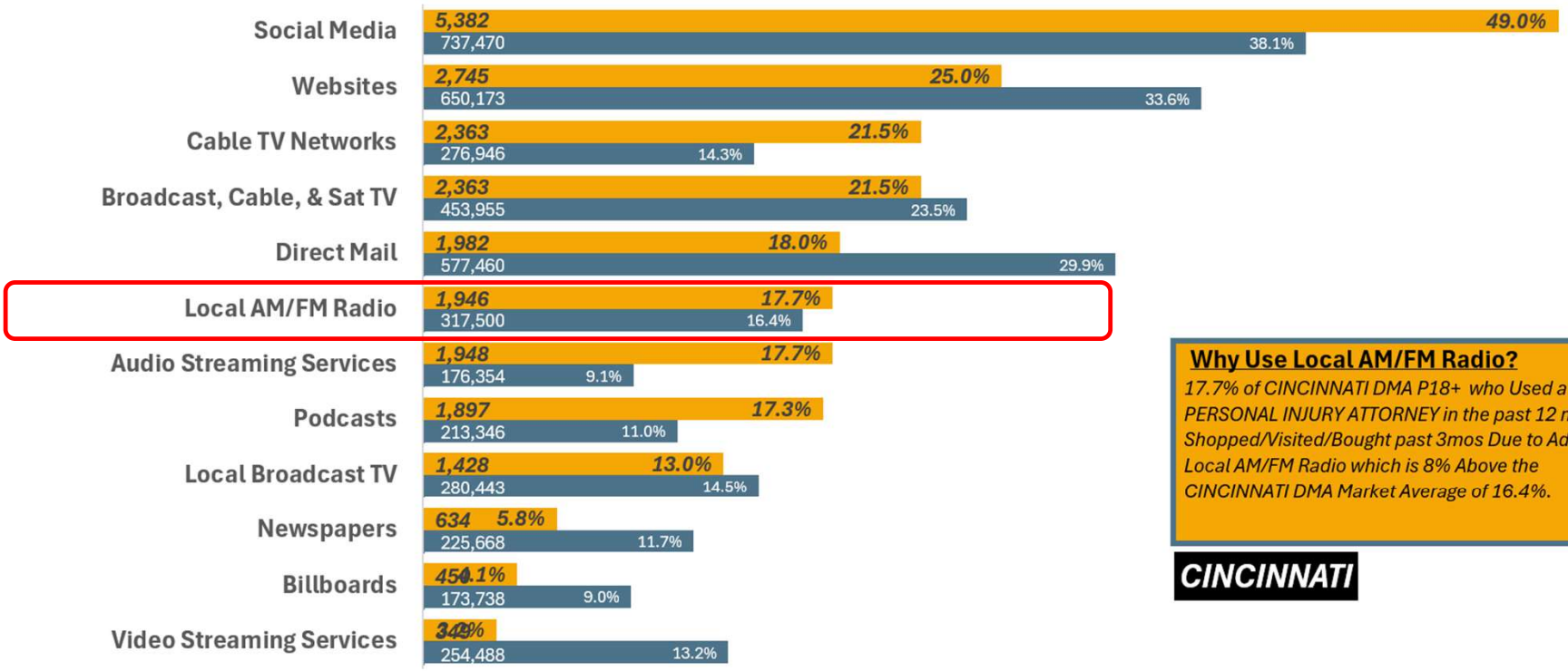
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



"Advertising Actions"

P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.7% of CINCINNATI DMA P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the CINCINNATI DMA Market Average of 16.4%.

CINCINNATI

CINCINNATI DMA Scarborough R1 2025-26: Feb24-Feb26 Qual Intab: 33

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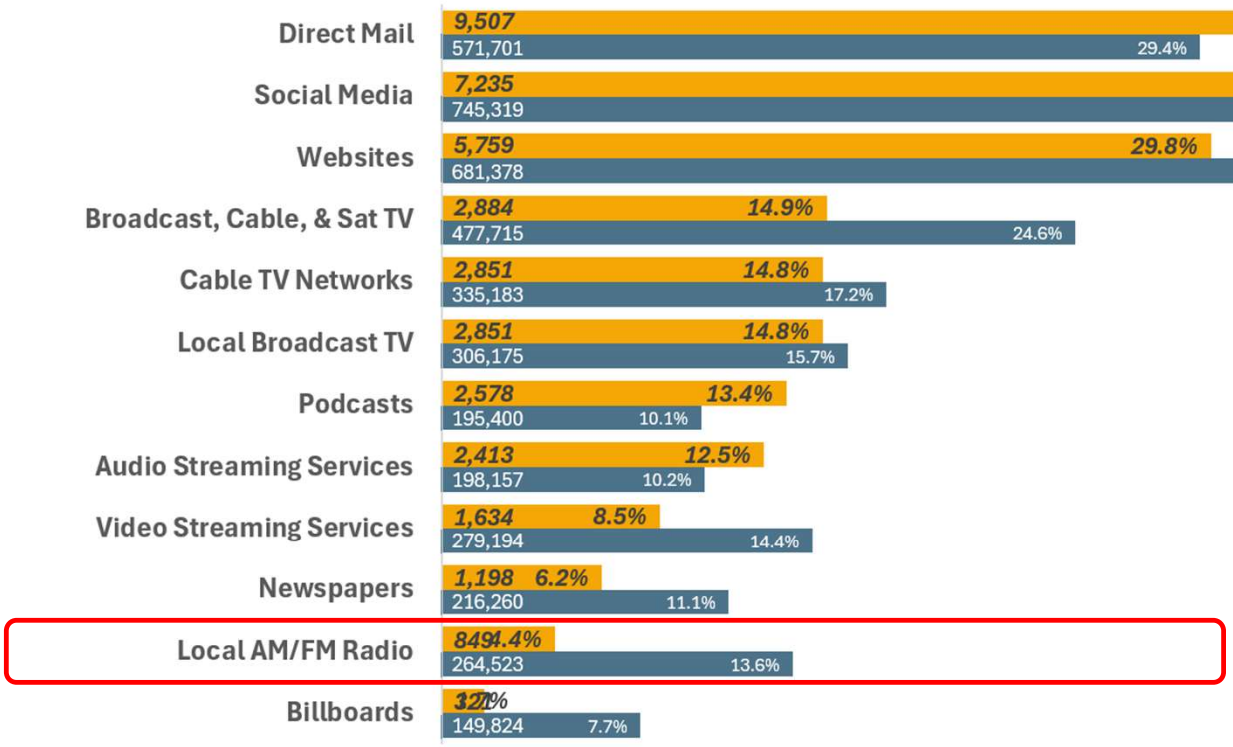
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



"Advertising Actions"

P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

4.4% of WEST PALM BEACH-BOCA RATON DMA P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -68% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.6%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab: 57

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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney