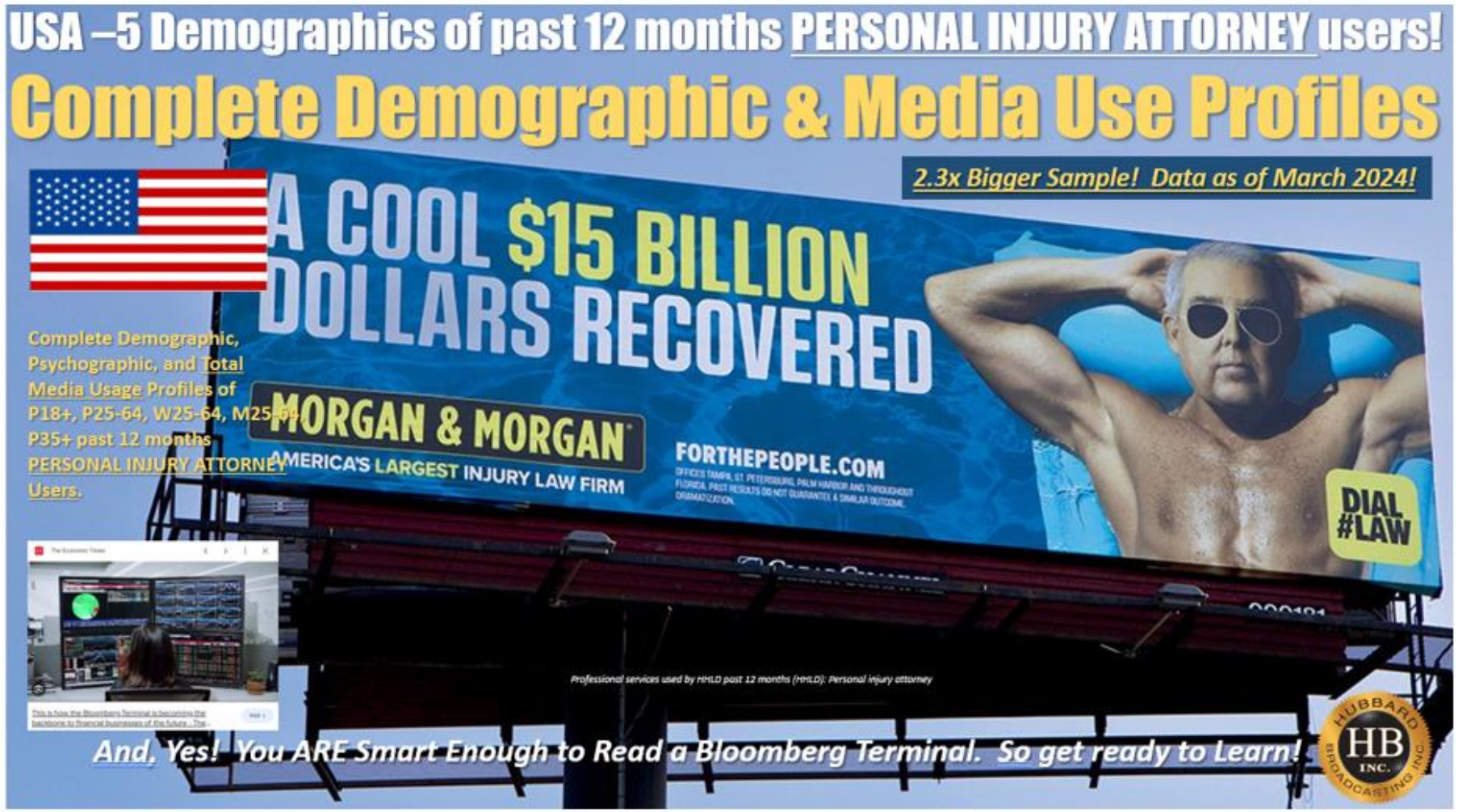
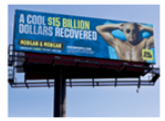

USA –5 Demographics of past 12 months PERSONAL INJURY ATTORNEY users!
Complete Demographic & Media Use Profiles
2.3x Bigger Sample! Data as of March 2024!
A COOL $15 BILLION DOLLARS RECOVERED
MORGAN & MORGAN
AMERICA'S LARGEST INJURY LAW FIRM
FORTHEPEOPLE.COM
DIAL #LAW
Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+, P25-64, W25-64, M25-64, P35+ past 12 months PERSONAL INJURY ATTORNEY Users.
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!
HUBBARD BROADCASTING INC.
HB INC.

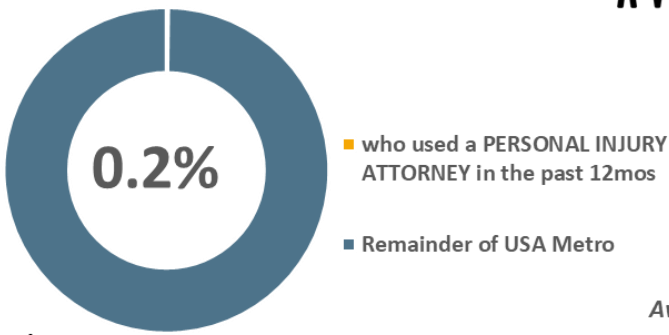


PERSONAL INJURY ATTORNEY USERS

P18+

.2% or 478,421 of USA Adults 18 or older used a PERSONAL INJURY ATTORNEY in the past 12mos.
Typical Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos are 41.4 years old (15.4% younger than average) and have a $116,735 (31.3% higher than average) annual household income.

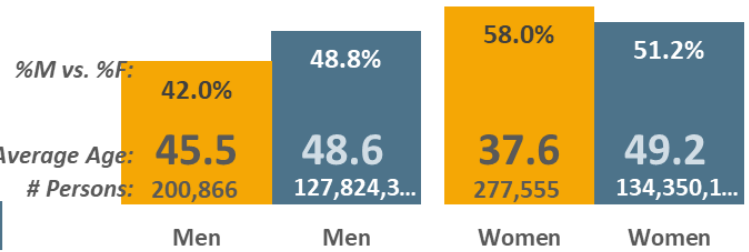
Percent of Market: Adults 18 or older



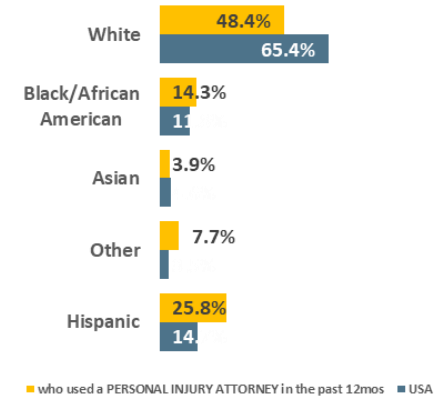
Total Persons:



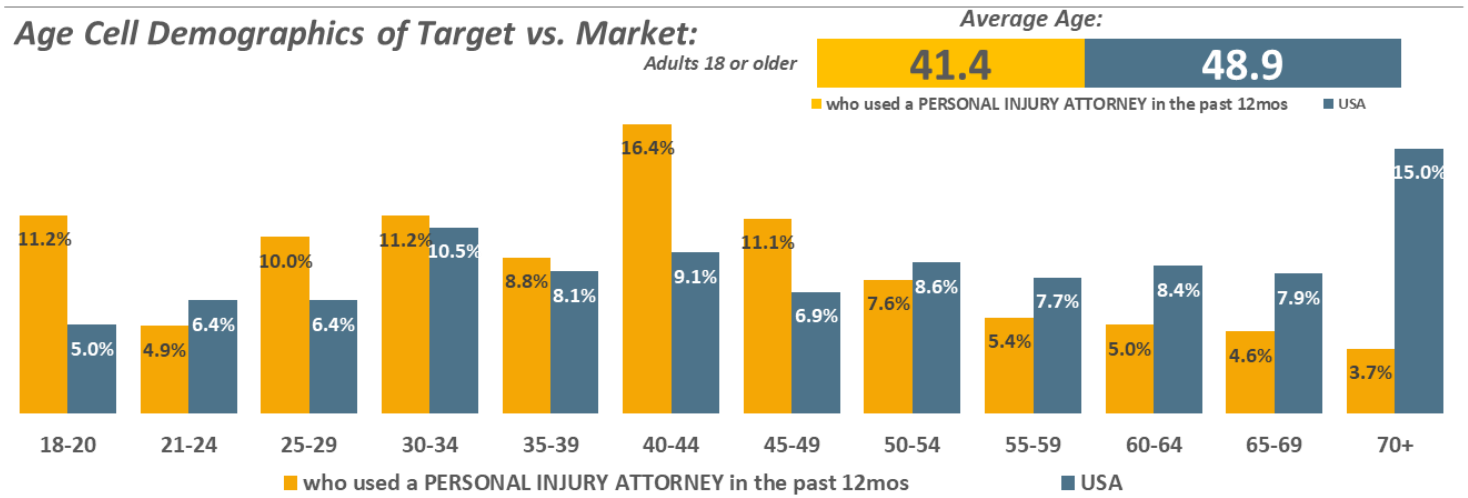
Gender of Target vs. Market: Adults 18 or older



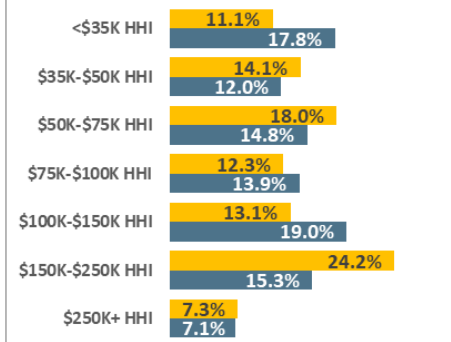
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



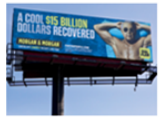
Avg HHI: $116,735 | $88,874

USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

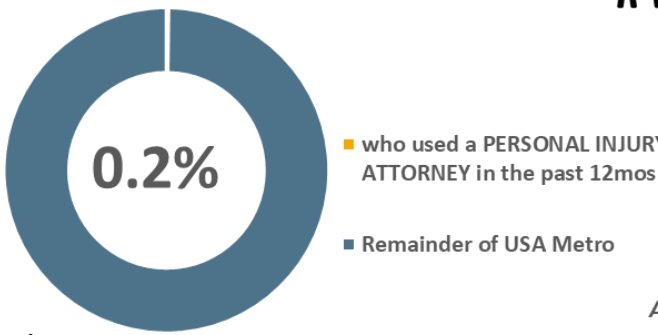
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



PERSONAL INJURY ATTORNEY USERS P25-64

.2% or 361,273 of USA Adults 25 - 64 used a PERSONAL INJURY ATTORNEY in the past 12mos.
Typical Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos are 42.6 years old (5.3% younger than average) and have a $109,767 (12.7% higher than average) annual household income.

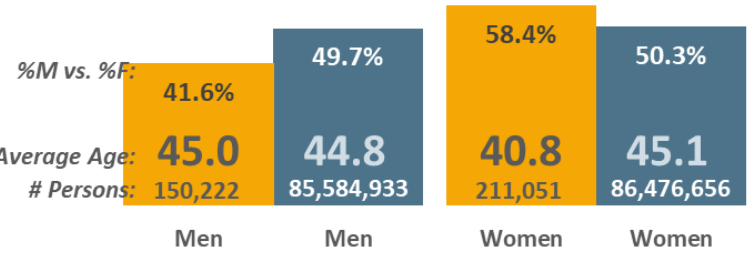
Percent of Market: Adults 25 - 64



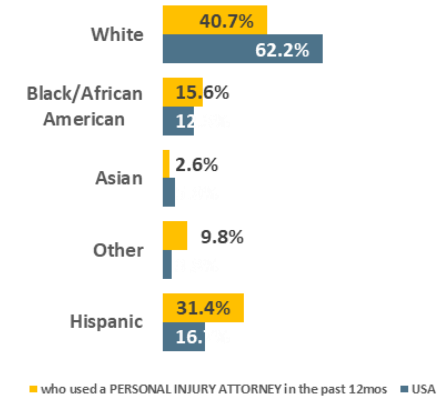
Total Persons:

361,273 | 171,700,316

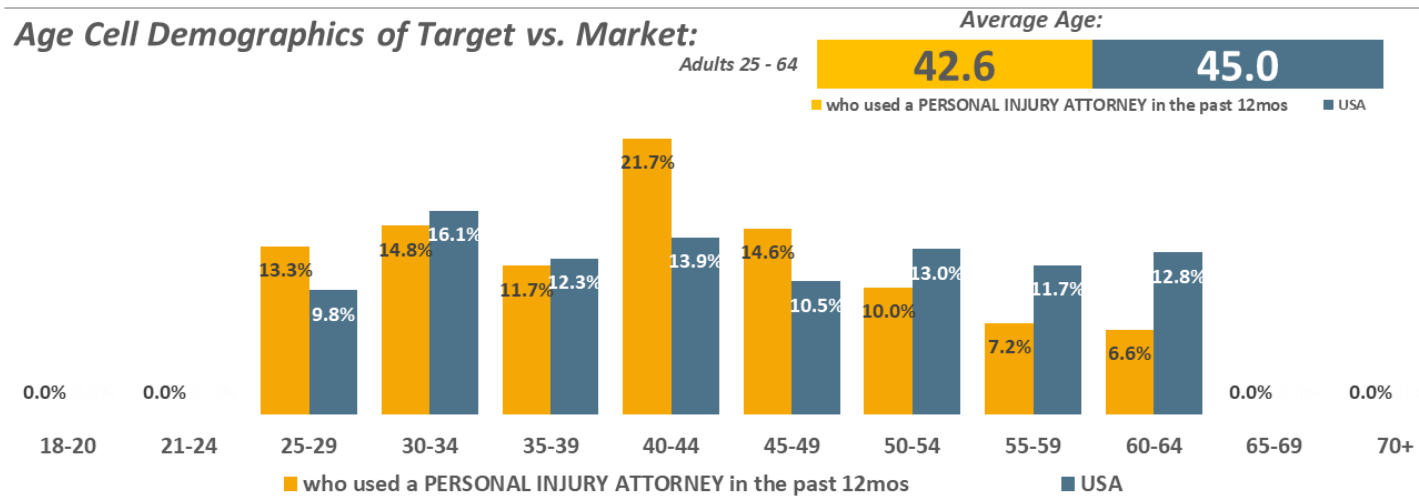
Gender of Target vs. Market: Adults 25 - 64



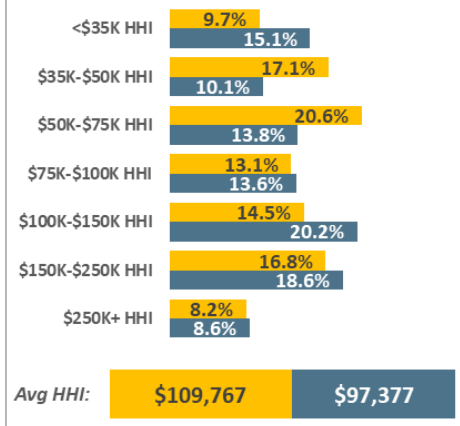
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



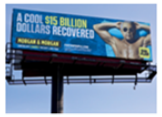
Avg HHI: $109,767 | $97,377

USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

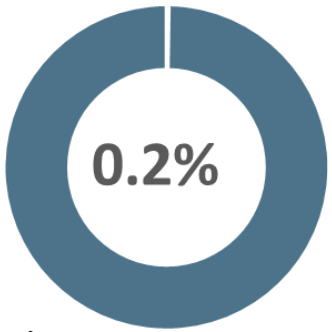
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



PERSONAL INJURY ATTORNEY USERS
W25-64

.2% or 211,051 of USA Women 25 - 64 used a PERSONAL INJURY ATTORNEY in the past 12mos.
Typical Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos are 40.8 years old (9.5% younger than average) and have a $95,391 (7.7% higher than average) annual household income.

Percent of Market: Women 25 - 64

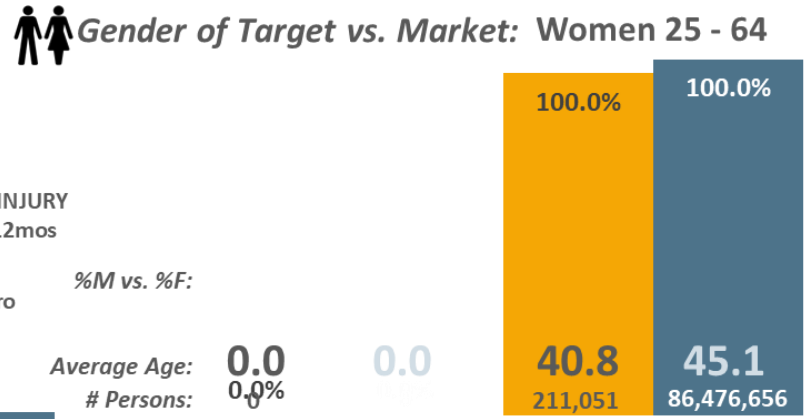


- who used a PERSONAL INJURY ATTORNEY in the past 12mos
- Remainder of USA Metro

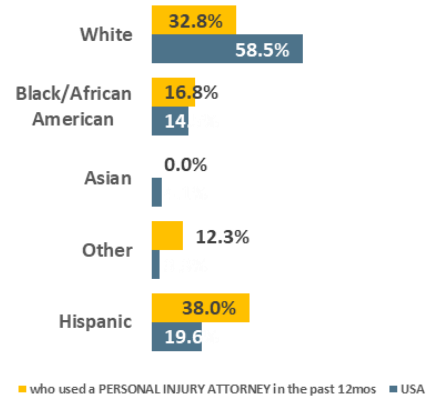
Total Persons:

211,051	86,265,605

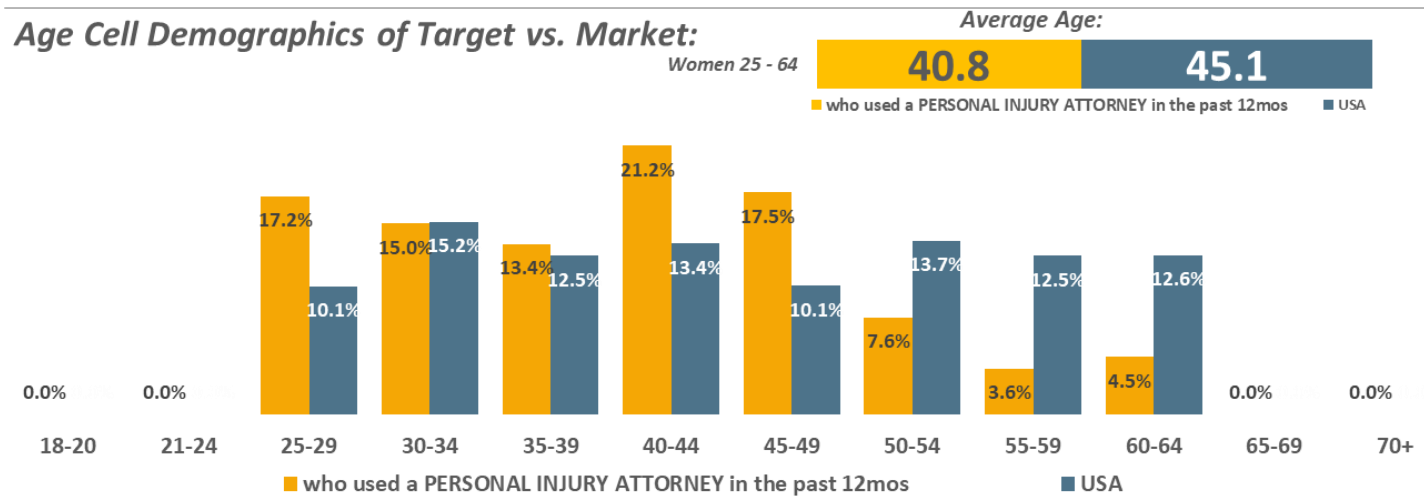
Gender of Target vs. Market: Women 25 - 64



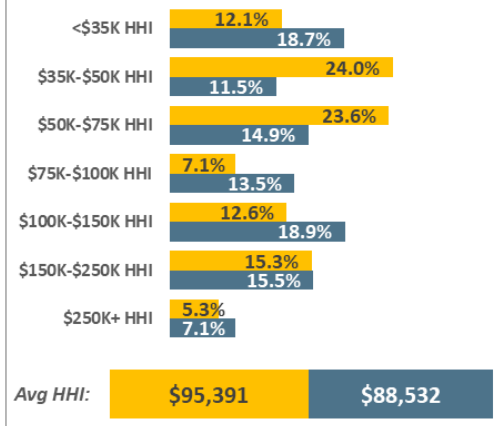
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

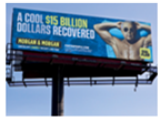


Avg HHI:	$95,391	$88,532

USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

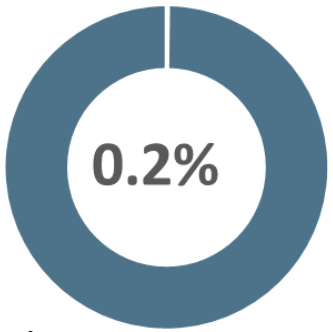
Scarborough R1 2024: Jan23-Mar24 USA Projection



PERSONAL INJURY ATTORNEY USERS
M25-64

.2% or 150,222 of USA Men 25 - 64 used a PERSONAL INJURY ATTORNEY in the past 12mos.
Typical Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos are 45. years old (.5% older than average) and have a $129,964 (22.2% higher than average) annual household income.

Percent of Market: Men 25 - 64

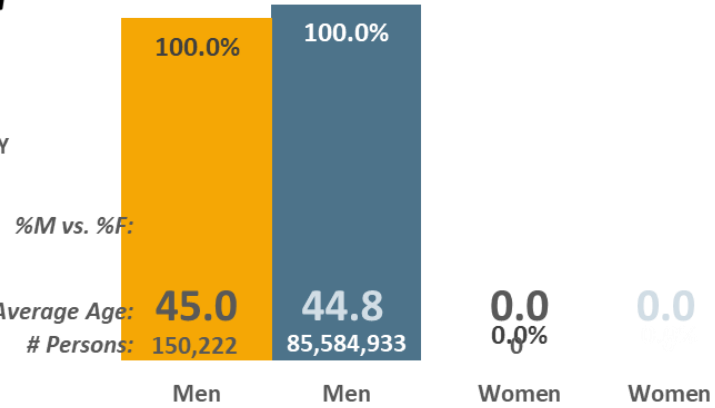


- who used a PERSONAL INJURY ATTORNEY in the past 12mos
- Remainder of USA Metro

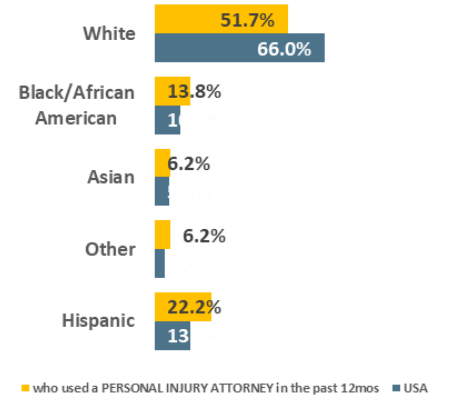
Total Persons:



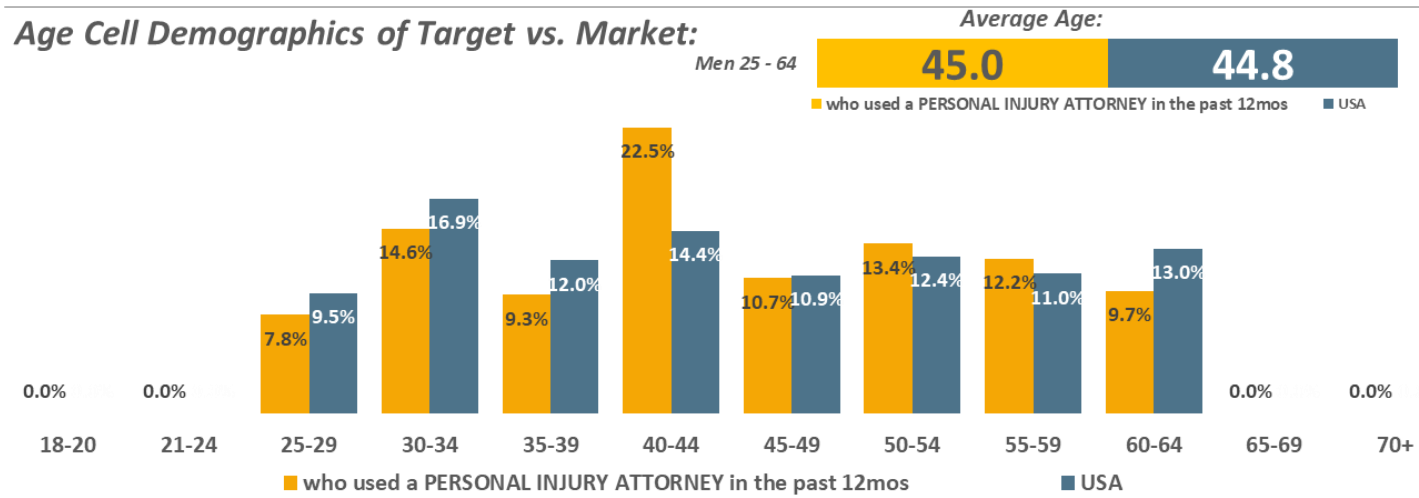
Gender of Target vs. Market: Men 25 - 64



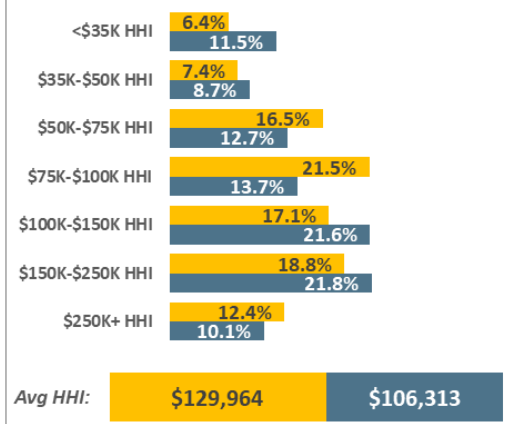
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



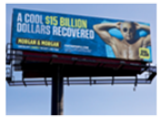
Avg HHI: $129,964 | $106,313

USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

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

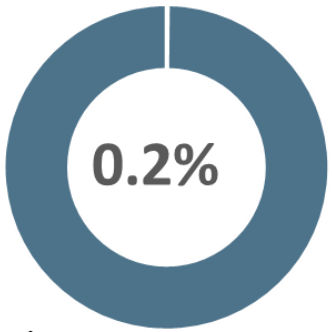


PERSONAL INJURY ATTORNEY USERS

P35+

.2% or 299,485 of USA Adults 35 or older used a PERSONAL INJURY ATTORNEY in the past 12mos.
Typical Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos are 50.7 years old (12.1% younger than average) and have a $112,698 (23.7% higher than average) annual household income.

Percent of Market: Adults 35 or older



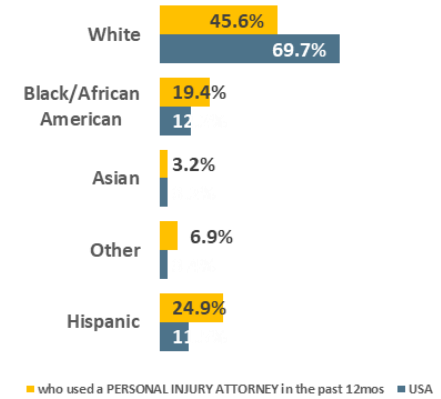
- who used a PERSONAL INJURY ATTORNEY in the past 12mos
- Remainder of USA Metro

	who used a PERSONAL INJURY ATTORNEY in the past 12mos	Remainder of USA Metro
Total Persons:	299,485	187,467,264

Gender of Target vs. Market: Adults 35 or older

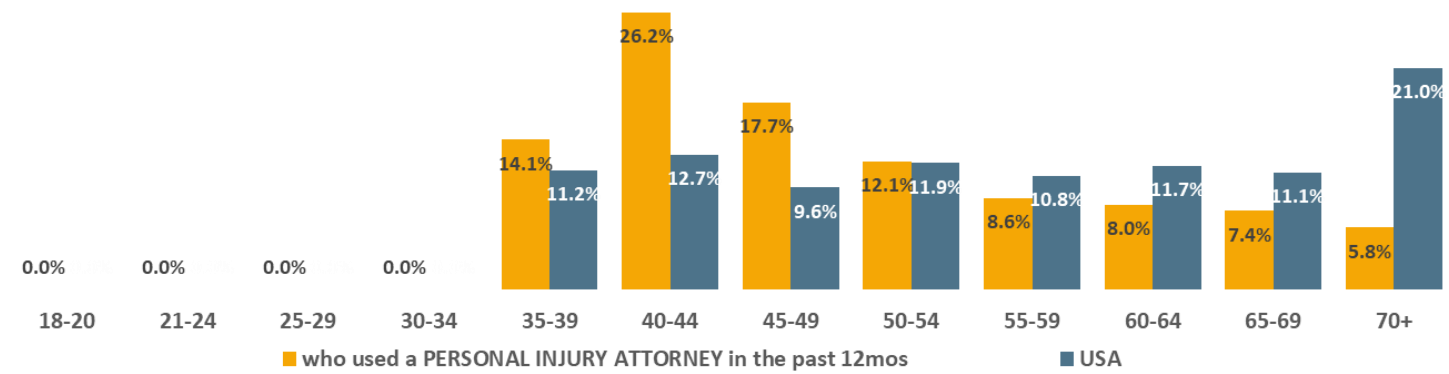
	Men	Men	Women	Women
%M vs. %F:	47.4%	47.9%	52.6%	52.1%
Average Age:	53.1	57.1	48.5	58.2
# Persons:	141,953	89,955,154	157,532	97,811,596

Ethnicity of Target vs. Market:

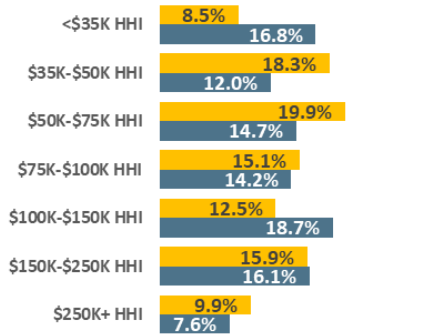


Age Cell Demographics of Target vs. Market:

Average Age:	who used a PERSONAL INJURY ATTORNEY in the past 12mos	USA
Adults 35 or older	50.7	57.7



HHI of Target vs. Market:



Avg HHI:	$112,698	$91,087

USA *USA Projection* *Scarborough R1 2024: Jan23-Mar24* *Qual Intab* *266*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 *USA Projection*

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

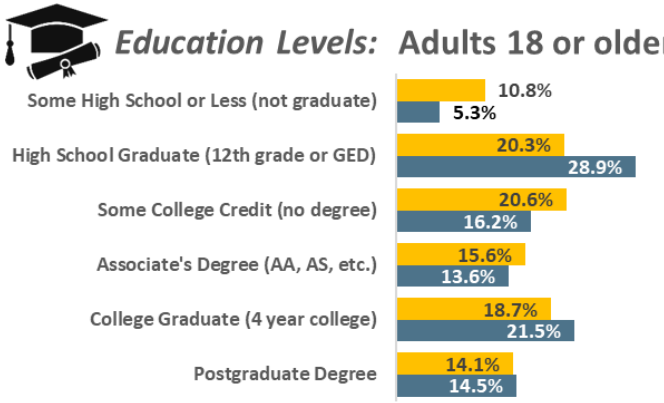


PERSONAL INJURY ATTORNEY USERS

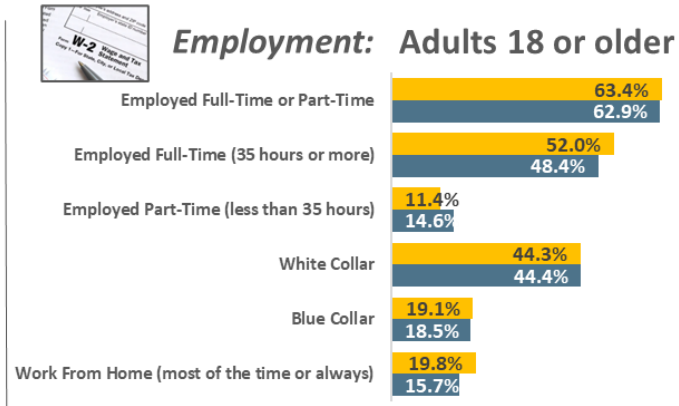
P18+

.2% or 478,421 of USA Adults 18 or older used a PERSONAL INJURY ATTORNEY in the past 12mos. Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos are 8.9% less likely to be a college graduate, 7.6% more likely to work full-time, 9.2% less likely to be married, 52.2% more likely to be a parent of 1 or more children under 18.

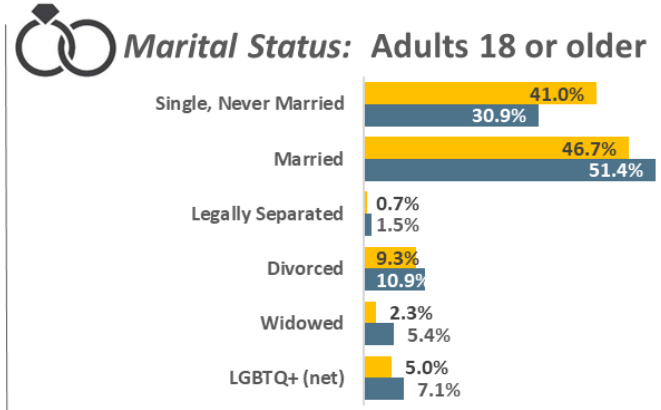
Education Levels: Adults 18 or older



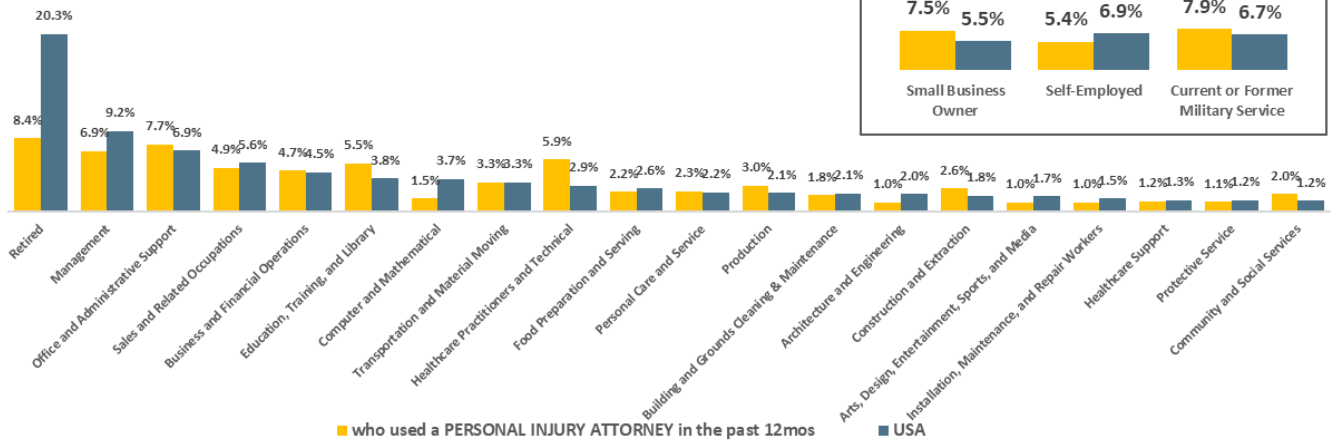
Employment: Adults 18 or older



Marital Status: Adults 18 or older

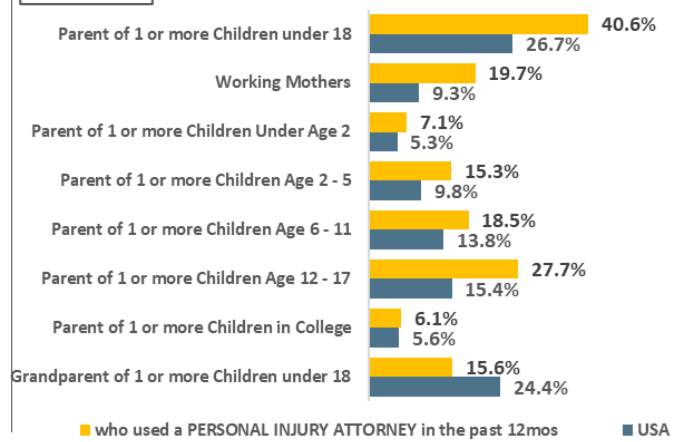


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



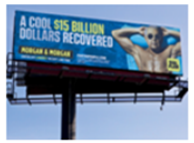
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

©

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

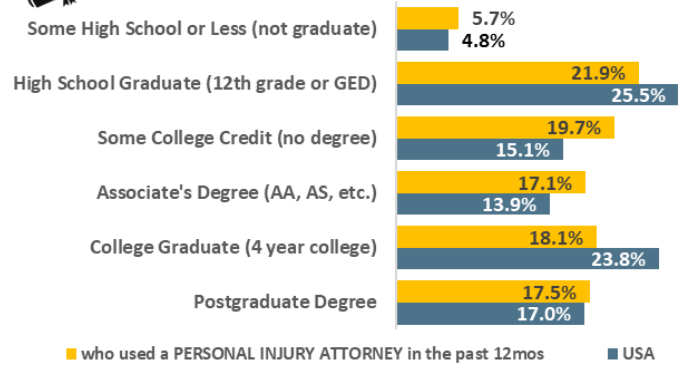


PERSONAL INJURY ATTORNEY USERS

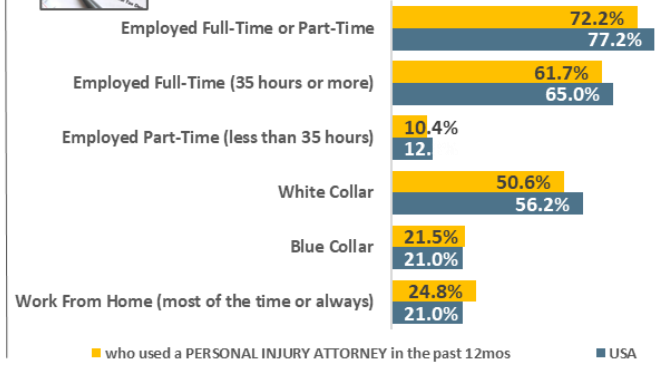
P25-64

.2% or 361,273 of USA Adults 25 - 64 used a PERSONAL INJURY ATTORNEY in the past 12mos.
Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos are 12.6% less likely to be a college graduate, 5.% less likely to work full-time, 7.9% less likely to be married, 35.7% more likely to be a parent of 1 or more children under 18.

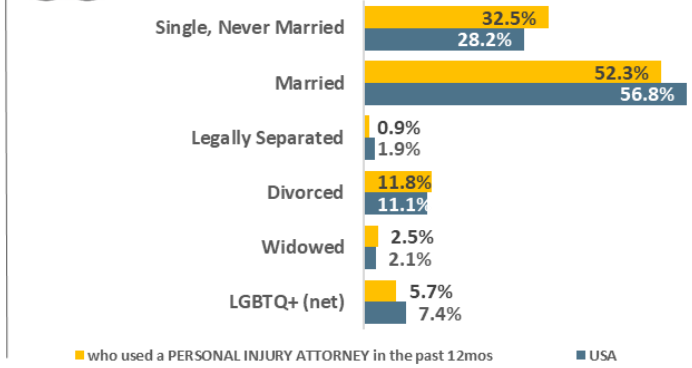
Education Levels: Adults 25 - 64



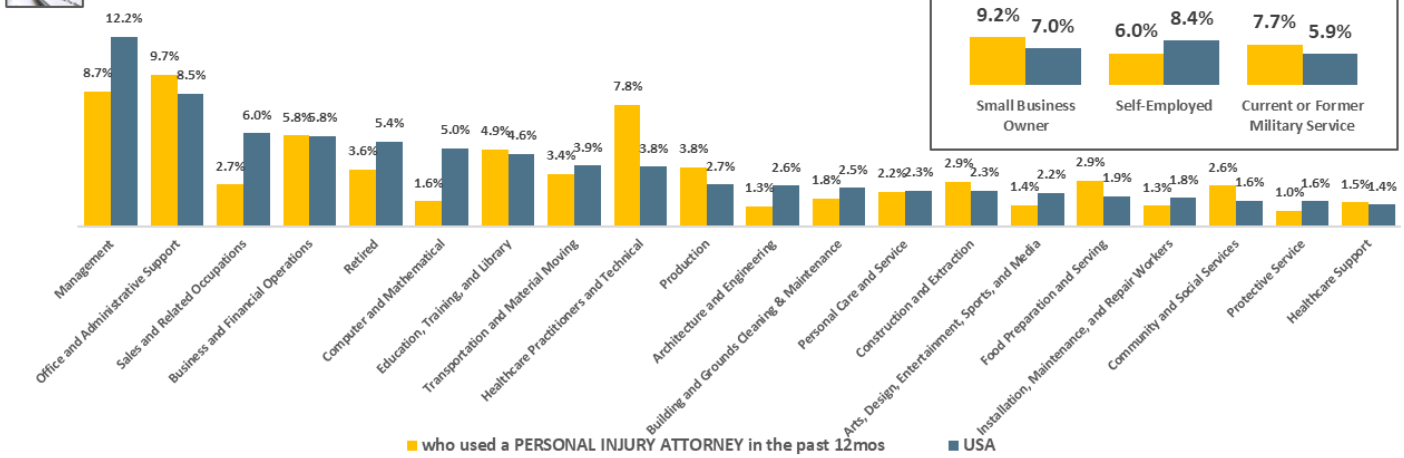
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

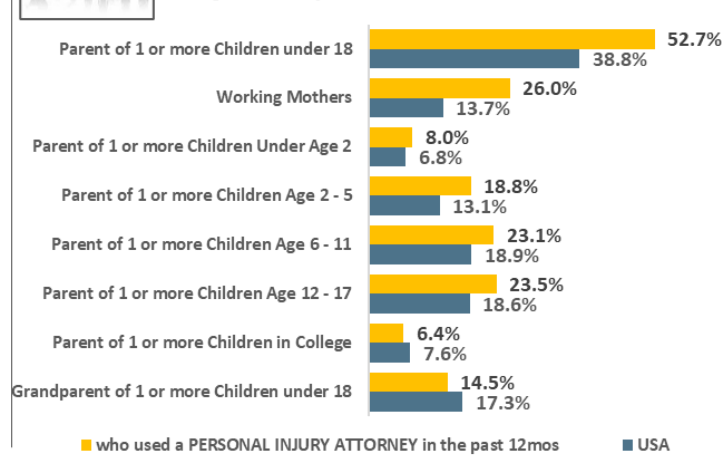


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64

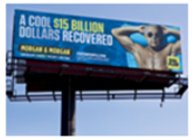


USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

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

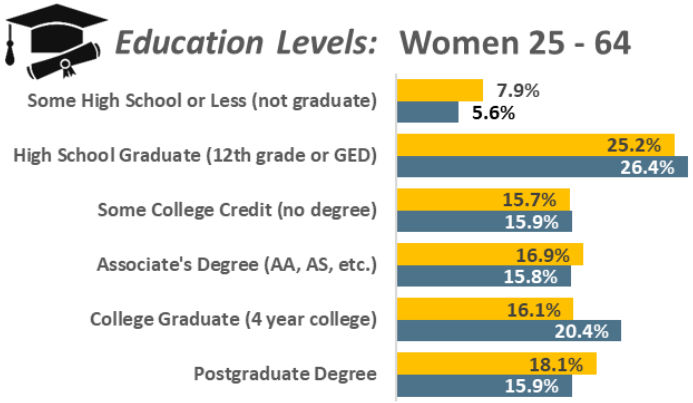


PERSONAL INJURY ATTORNEY USERS

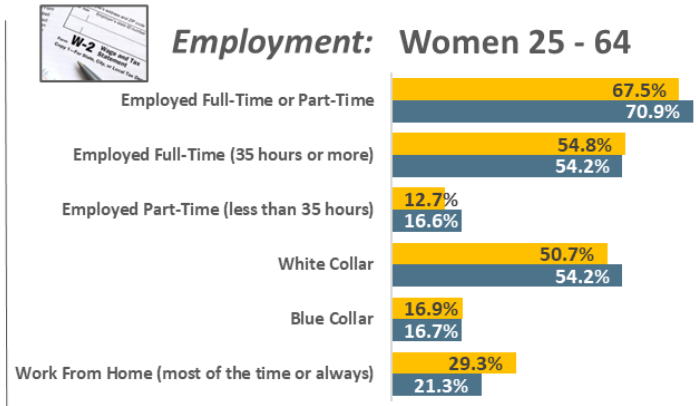
W25-64

.2% or 211,051 of USA Women 25 - 64 used a PERSONAL INJURY ATTORNEY in the past 12mos.
Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos are 5.8% less likely to be a college graduate, 1.1% more likely to work full-time, 18.% less likely to be married, 59.1% more likely to be a parent of 1 or more children under 18.

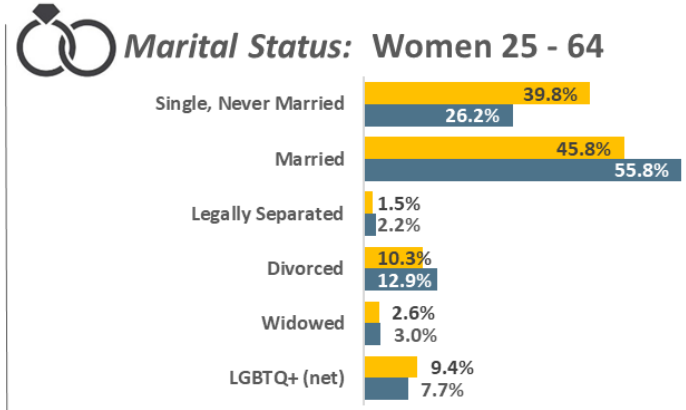
Education Levels: Women 25 - 64



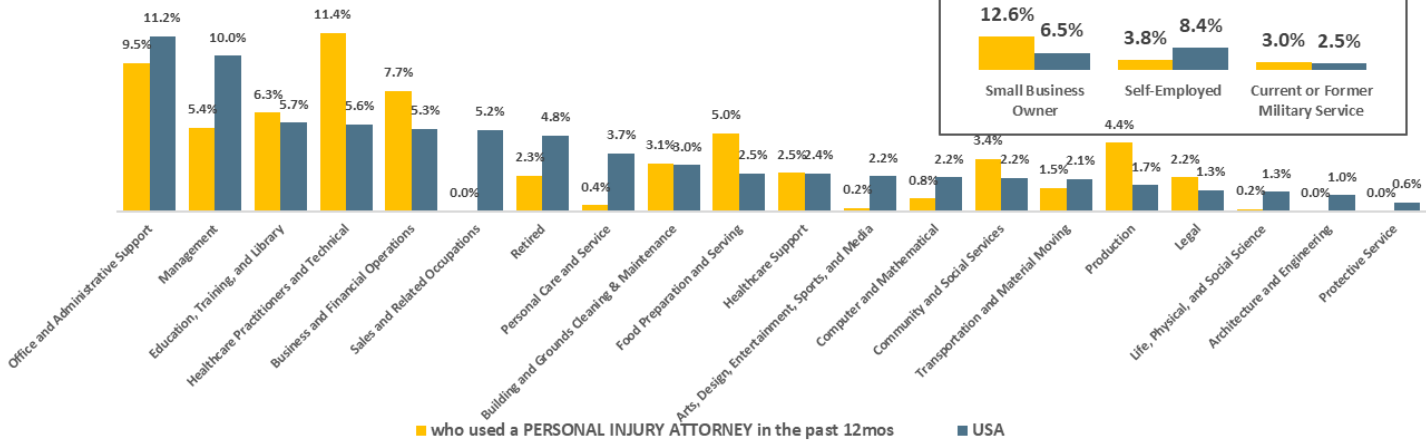
Employment: Women 25 - 64



Marital Status: Women 25 - 64

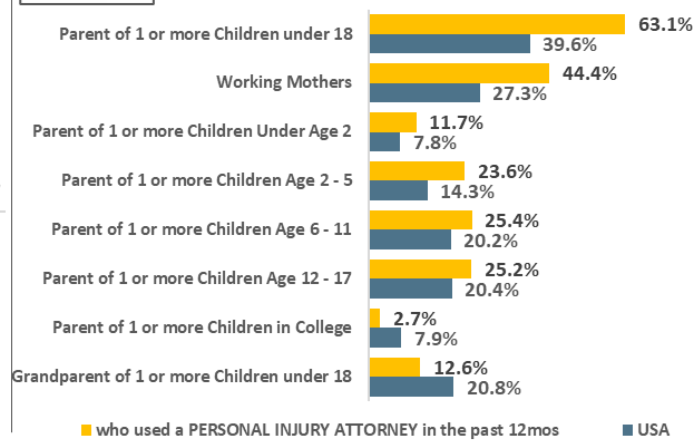


Top-20 Occupations: Women 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

©

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

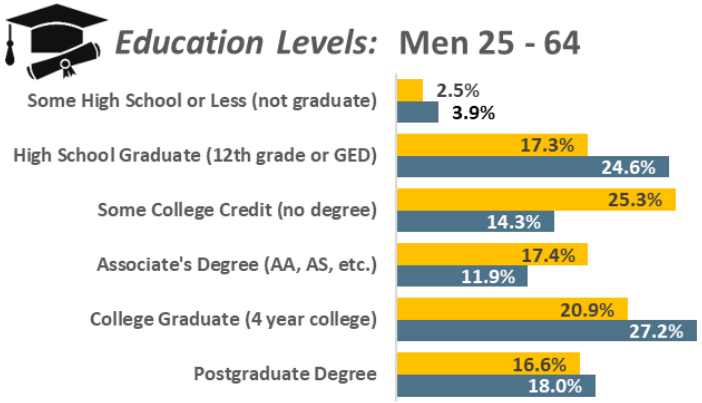


PERSONAL INJURY ATTORNEY USERS

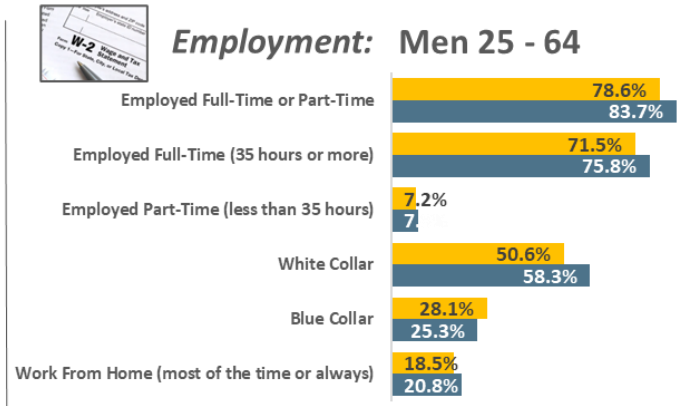
M25-64

.2% or 150,222 of USA Men 25 - 64 used a PERSONAL INJURY ATTORNEY in the past 12mos.
Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos are 16.9% less likely to be a college graduate, 5.8% less likely to work full-time, 6.4% more likely to be married, .3% more likely to be a parent of 1 or more children under 18.

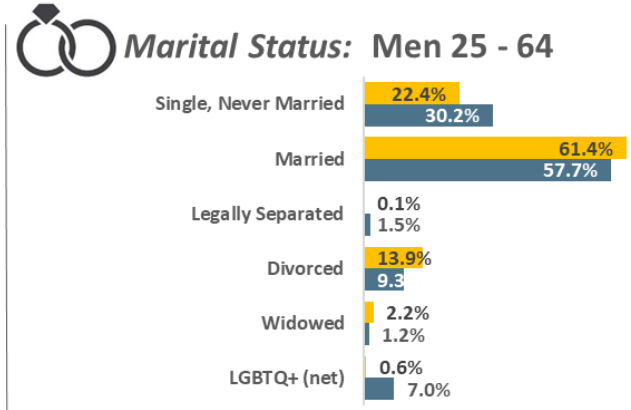
Education Levels: Men 25 - 64



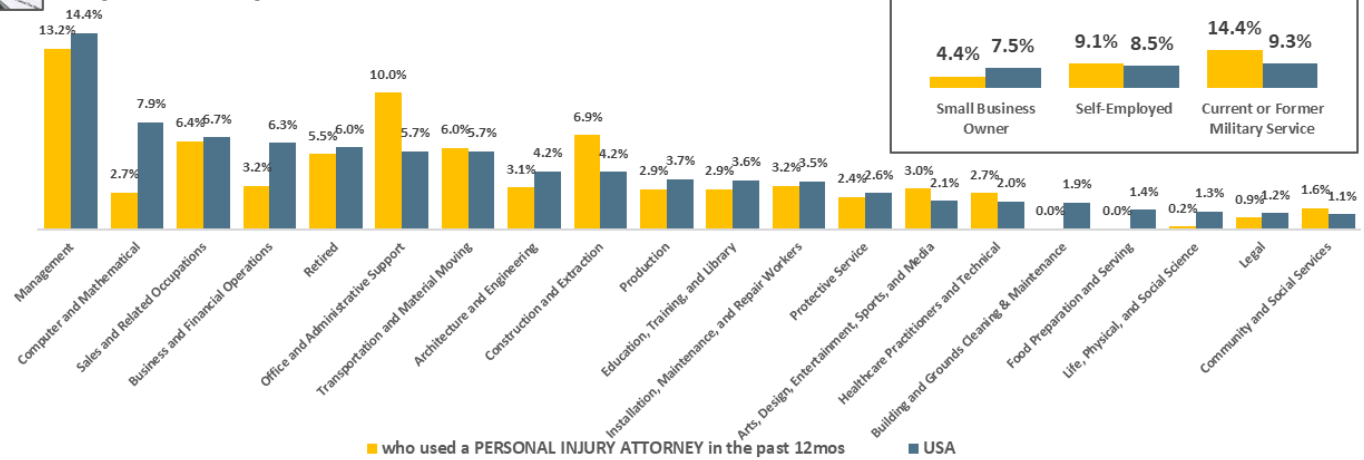
Employment: Men 25 - 64



Marital Status: Men 25 - 64

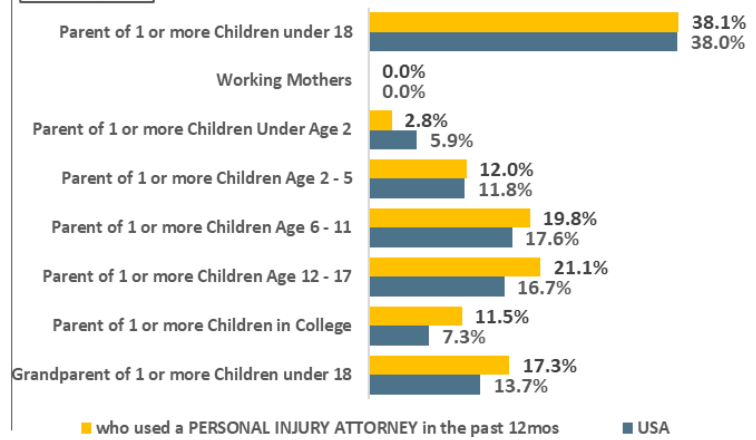


Top-20 Occupations: Men 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 64

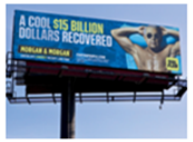


USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

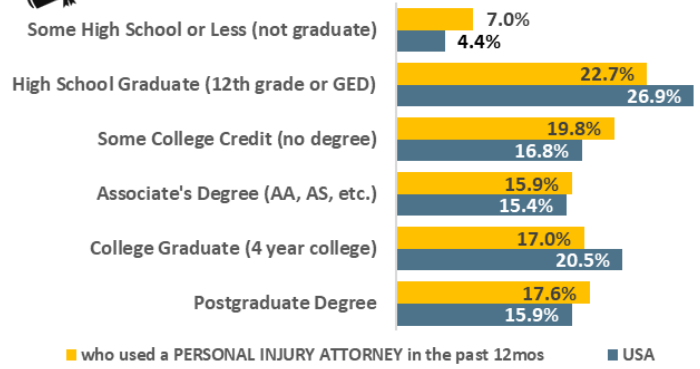
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



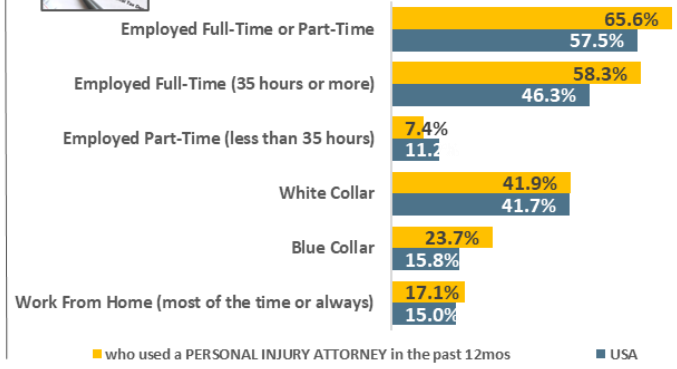
PERSONAL INJURY ATTORNEY USERS P35+

.2% or 299,485 of USA Adults 35 or older used a PERSONAL INJURY ATTORNEY in the past 12mos.
Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos are 5.% less likely to be a college graduate, 25.7% more likely to work full-time, 3.3% less likely to be married, 26.5% less likely to be a grandparent of 1 or more children under 1

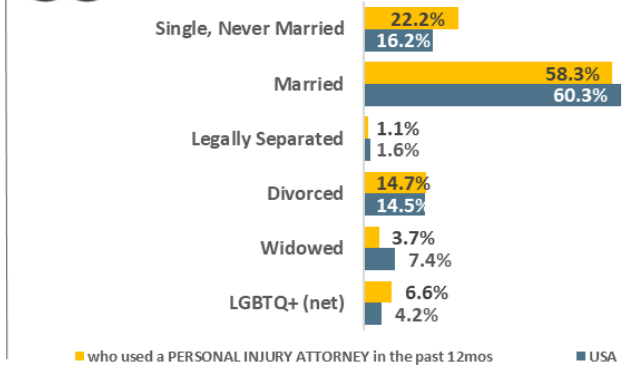
Education Levels: Adults 35 or older



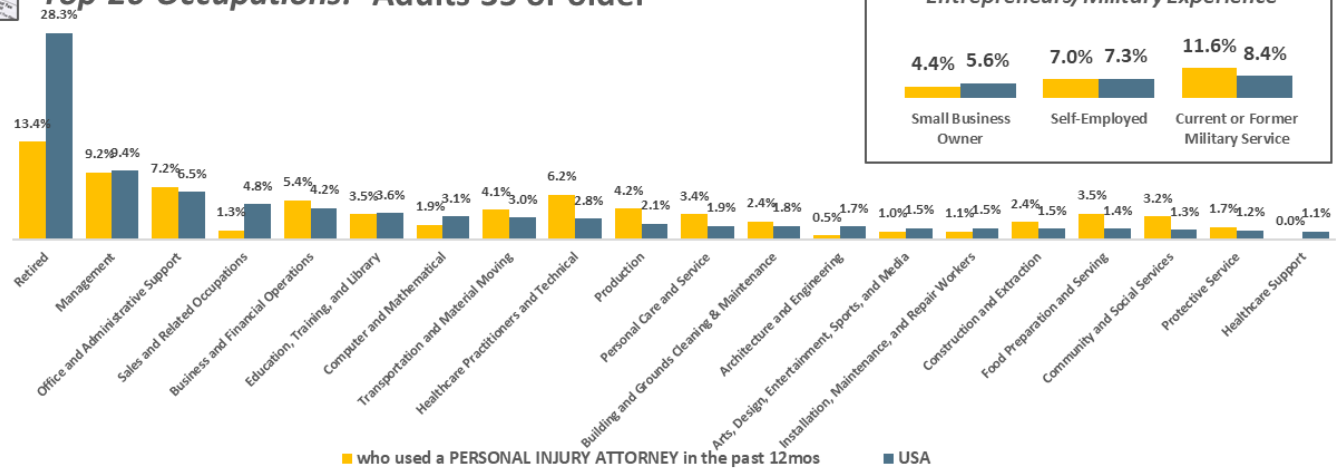
Employment: Adults 35 or older



Marital Status: Adults 35 or older

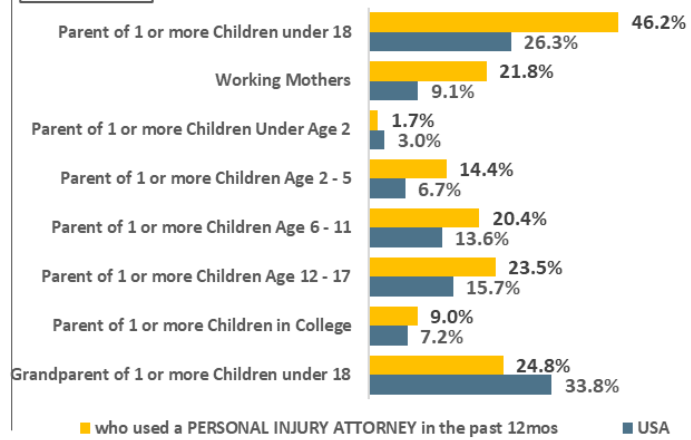


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



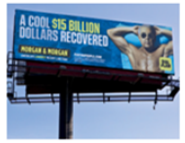
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

©

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

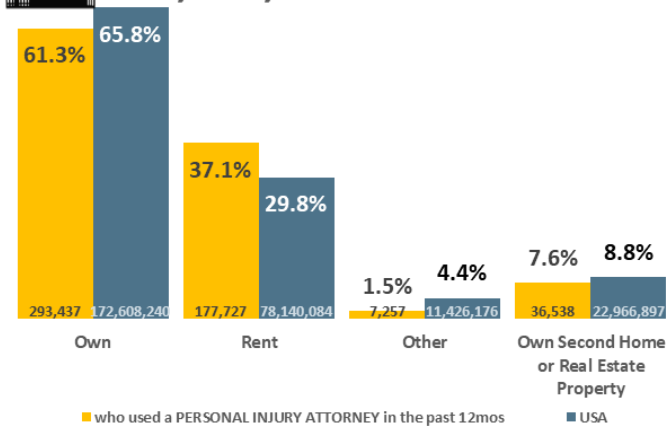


PERSONAL INJURY ATTORNEY USERS

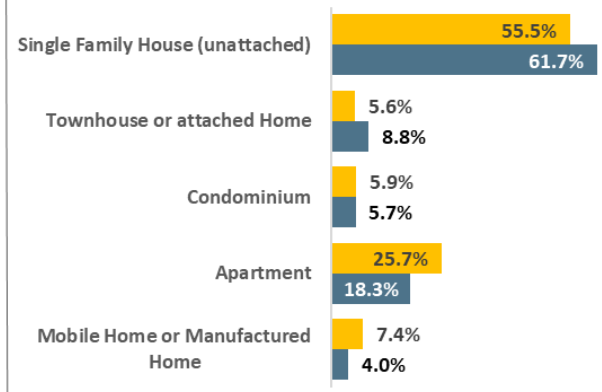
P18+

.2% or 478,421 of USA Adults 18 or older used a PERSONAL INJURY ATTORNEY in the past 12mos.
Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos are 6.8% less likely to own their home, 10.7% more likely to own a higher valued home, 10.1% less likely to have a single-family home, 10.4% more likely to have a dog.

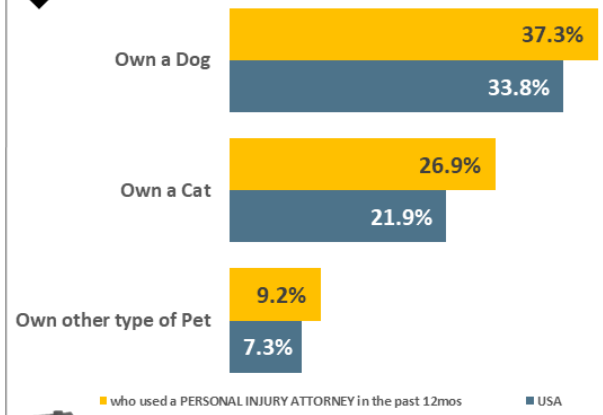
Own/Rent/Other: Adults 18 or older



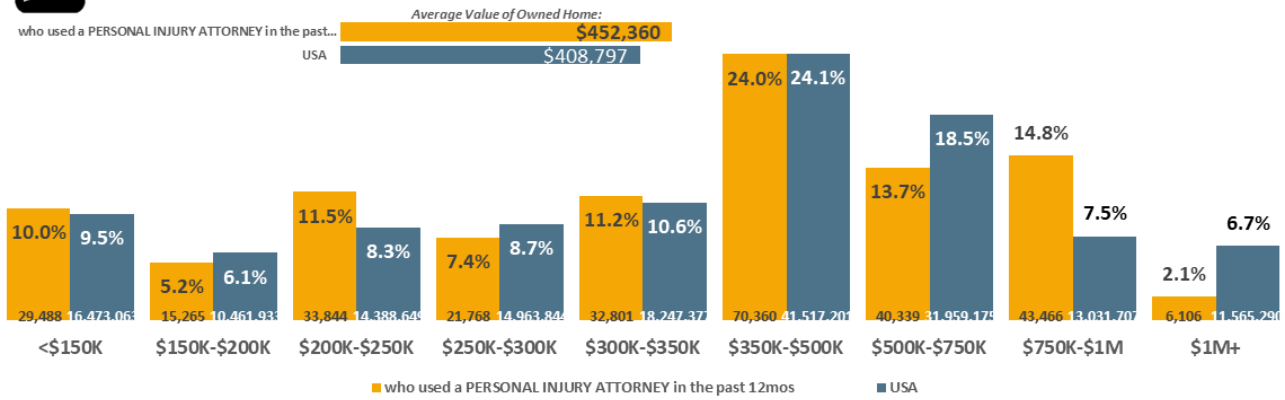
Type of Home: Adults 18 or older



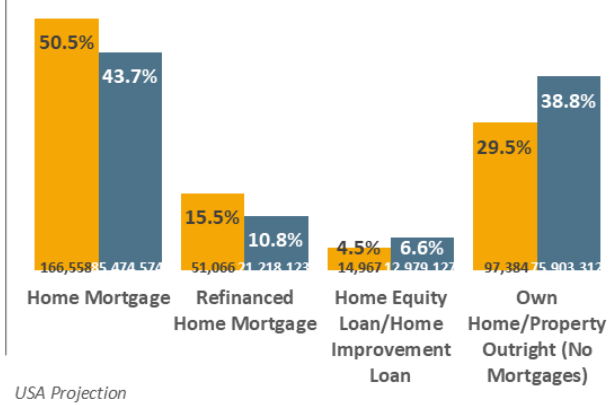
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

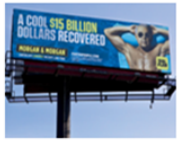


USA *USA Projection* *Scarborough R1 2024: Jan23-Mar24* *Qual Intab* *266*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 *USA Projection*

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

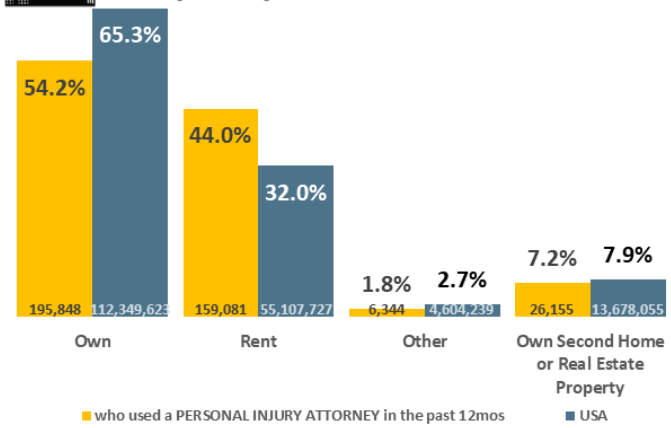


PERSONAL INJURY ATTORNEY USERS

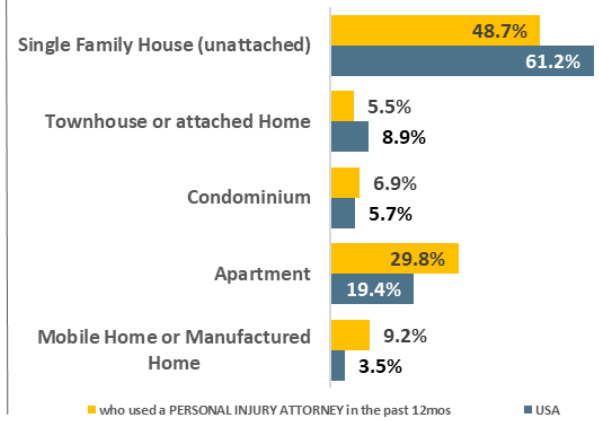
P25-64

.2% or 361,273 of USA Adults 25 - 64 used a PERSONAL INJURY ATTORNEY in the past 12mos.
Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos are 17.% less likely to own their home, 1.% more likely to own a lower valued home, 20.5% less likely to have a single-family home, 13.1% more likely to have a dog.

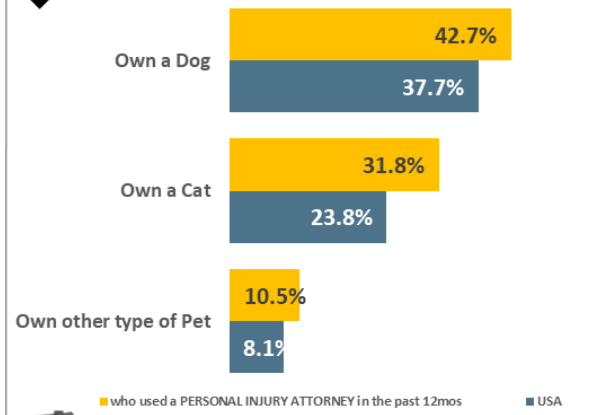
Own/Rent/Other: Adults 25 - 64



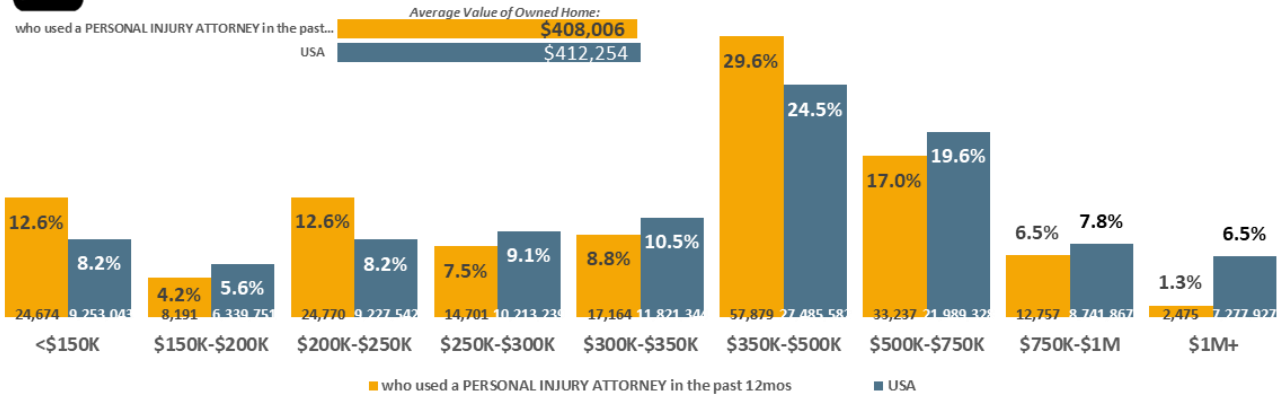
Type of Home: Adults 25 - 64



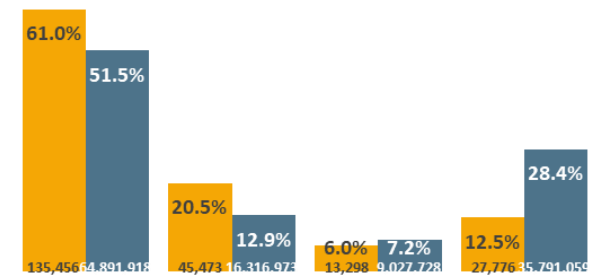
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

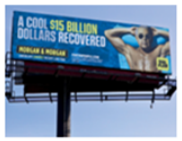


USA *USA Projection* *Scarborough R1 2024: Jan23-Mar24* *Qual Intab* *266*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 *USA Projection*

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

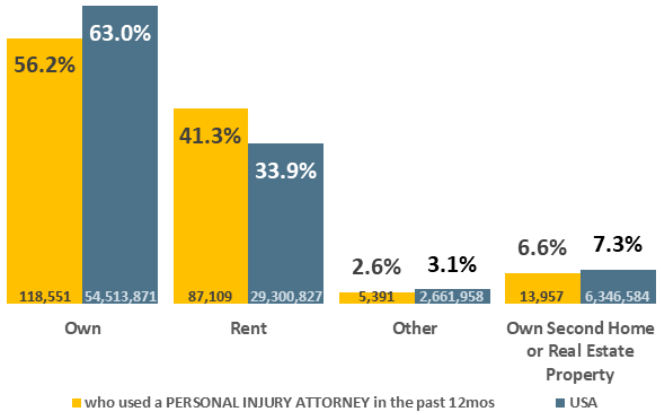


PERSONAL INJURY ATTORNEY USERS

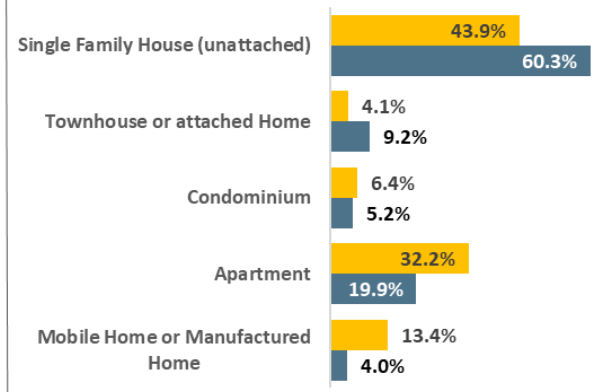
W25-64

.2% or 211,051 of USA Women 25 - 64 used a PERSONAL INJURY ATTORNEY in the past 12mos.
Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos are 10.9% less likely to own their home, 6.3% more likely to own a lower valued home, 27.3% less likely to have a single-family home, 27.2% more likely to have a dog.

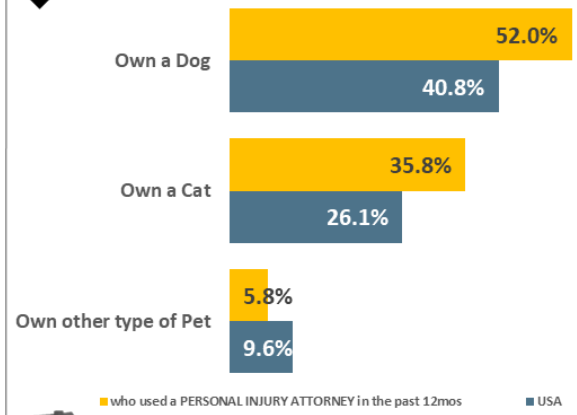
Own/Rent/Other: Women 25 - 64



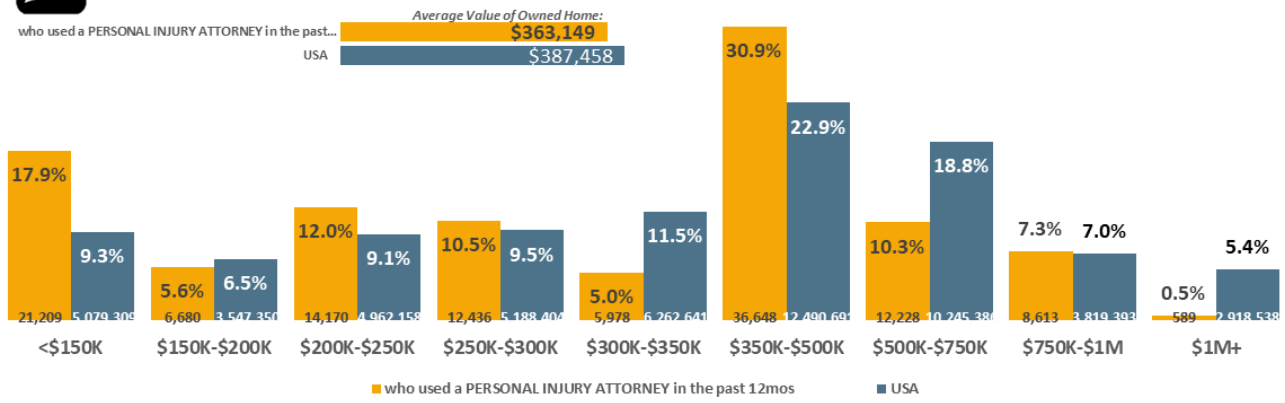
Type of Home: Women 25 - 64



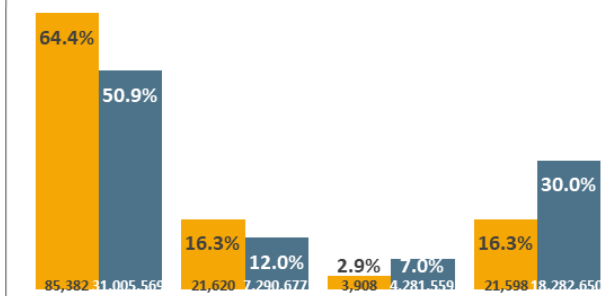
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



Home Loans: Women 25 - 64

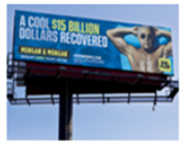


USA *USA Projection* *Scarborough R1 2024: Jan23-Mar24* *Qual Intab* *266*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 *USA Projection*

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

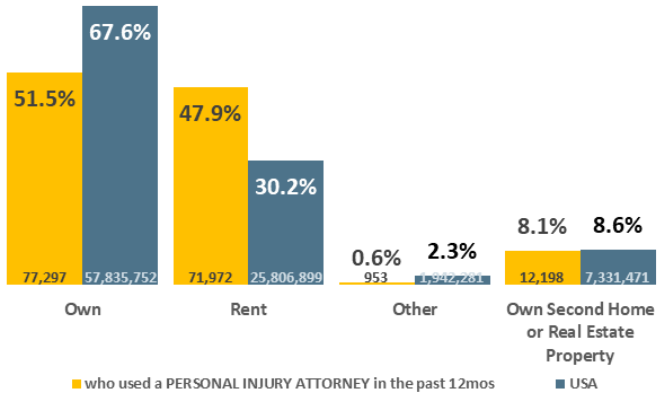


PERSONAL INJURY ATTORNEY USERS

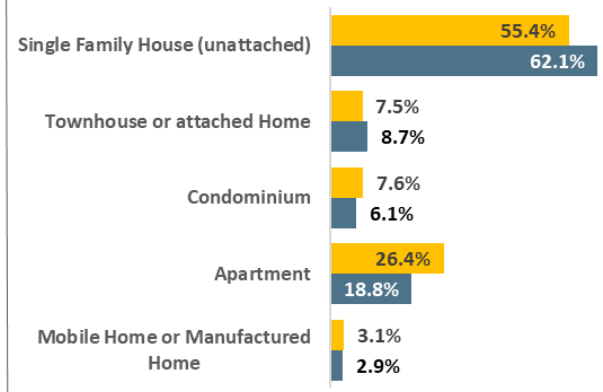
M25-64

.2% or 150,222 of USA Men 25 - 64 used a PERSONAL INJURY ATTORNEY in the past 12mos.
Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos are 23.9% less likely to own their home, 9.5% more likely to own a higher valued home, 10.8% less likely to have a single-family home, 14.4% less likely to have a dog.

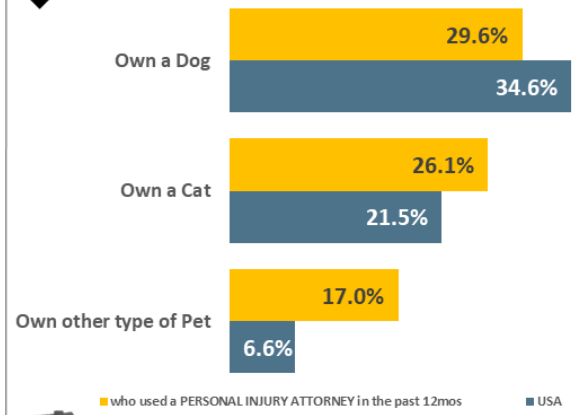
Own/Rent/Other: Men 25 - 64



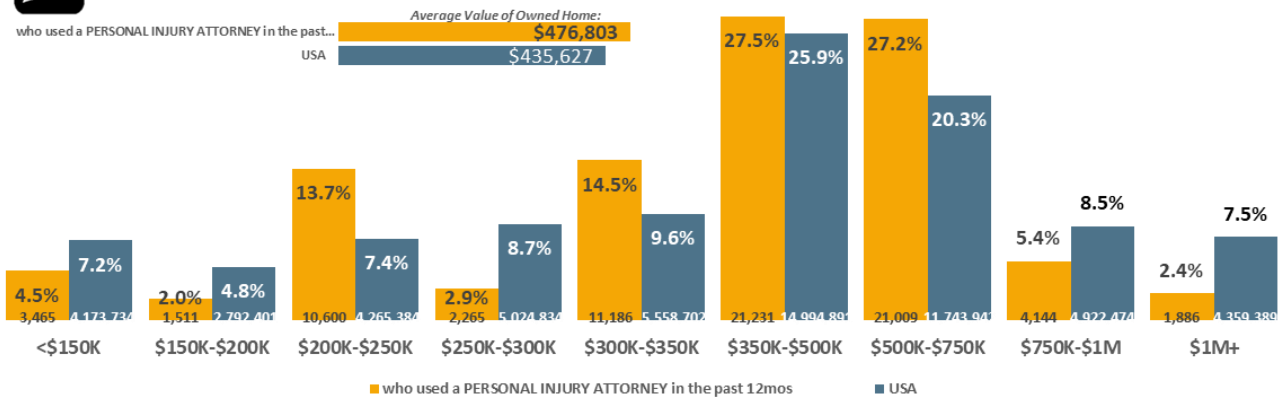
Type of Home: Men 25 - 64



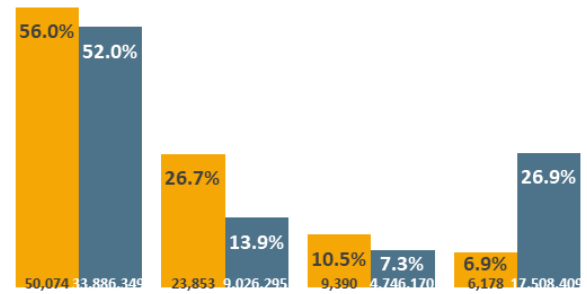
Pets in Home: Men 25 - 64



Value of Owned Home: Men 25 - 64



Home Loans: Men 25 - 64

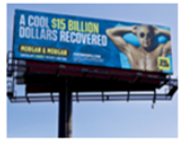


USA *USA Projection* *Scarborough R1 2024: Jan23-Mar24* *Qual Intab* *266*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 *USA Projection*

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

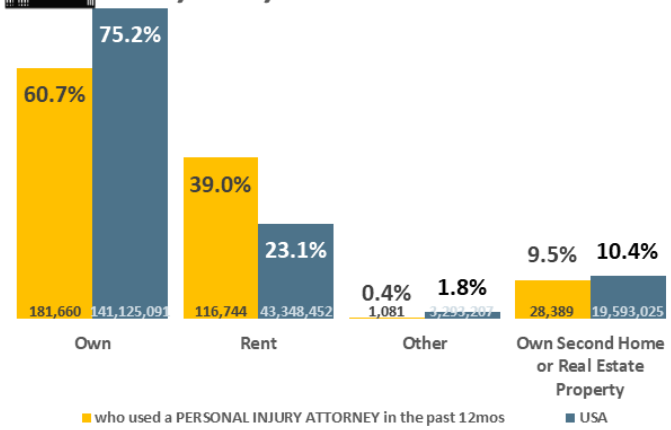


PERSONAL INJURY ATTORNEY USERS

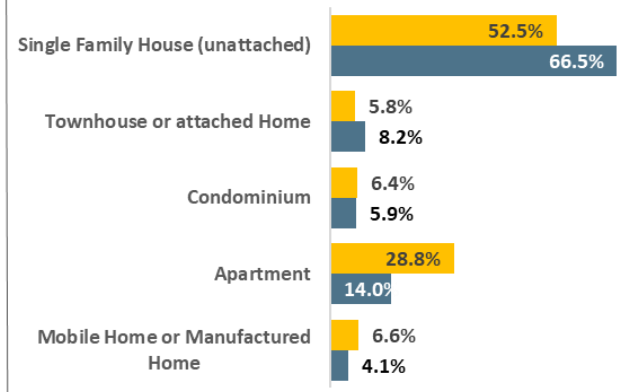
P35+

.2% or 299,485 of USA Adults 35 or older used a PERSONAL INJURY ATTORNEY in the past 12mos.
Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos are 19.3% less likely to own their home, 7.7% more likely to own a higher valued home, 21.1% less likely to have a single-family home, 13.9% more likely to have a dog.

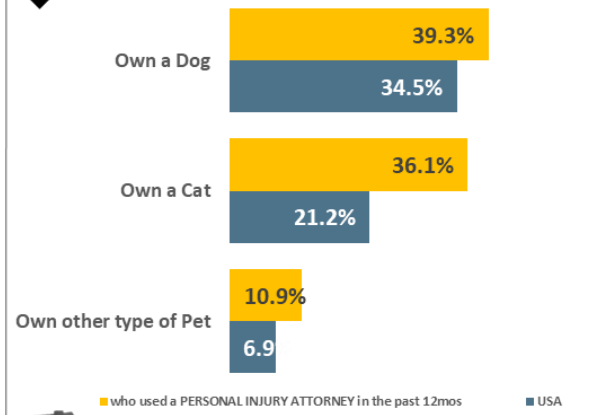
Own/Rent/Other: Adults 35 or older



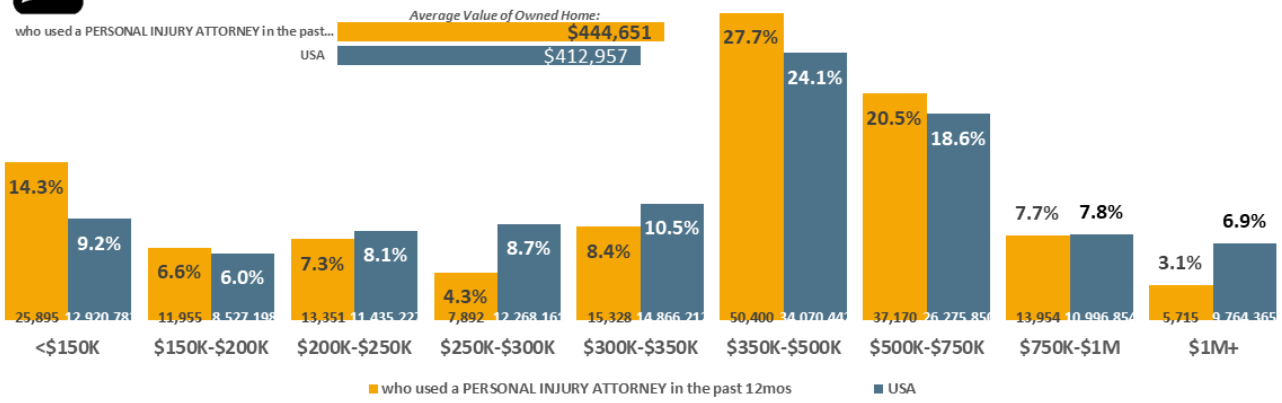
Type of Home: Adults 35 or older



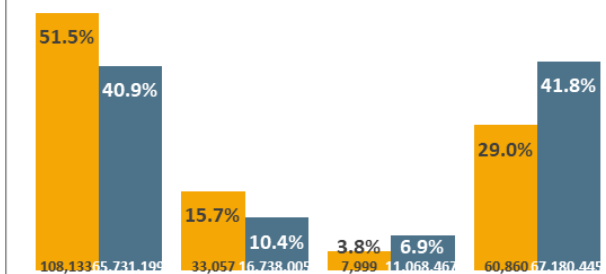
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Mar24* *Qual Intab* *266*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 *USA Projection*

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

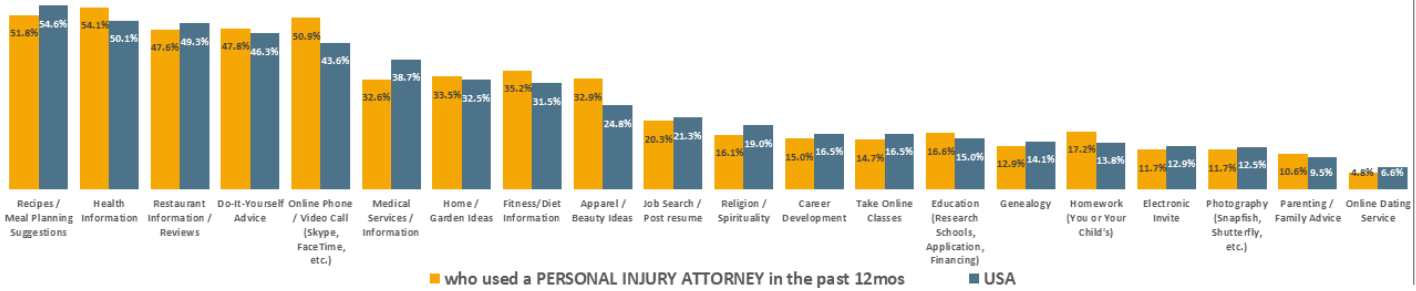


PERSONAL INJURY ATTORNEY USERS

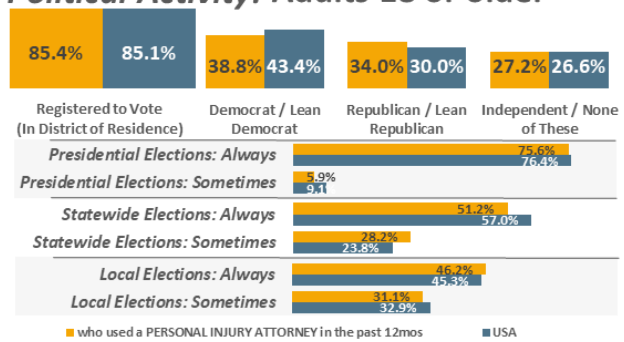
P18+

.2% or 478,421 of USA Adults 18 or older used a PERSONAL INJURY ATTORNEY in the past 12mos.
Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos are 3.2% more likely to look up D-I-Y advice online, 2.% more likely to always vote in local elections, 5.1% less likely to belong to a gym, 2.9% less likely to fly domestic past yr.

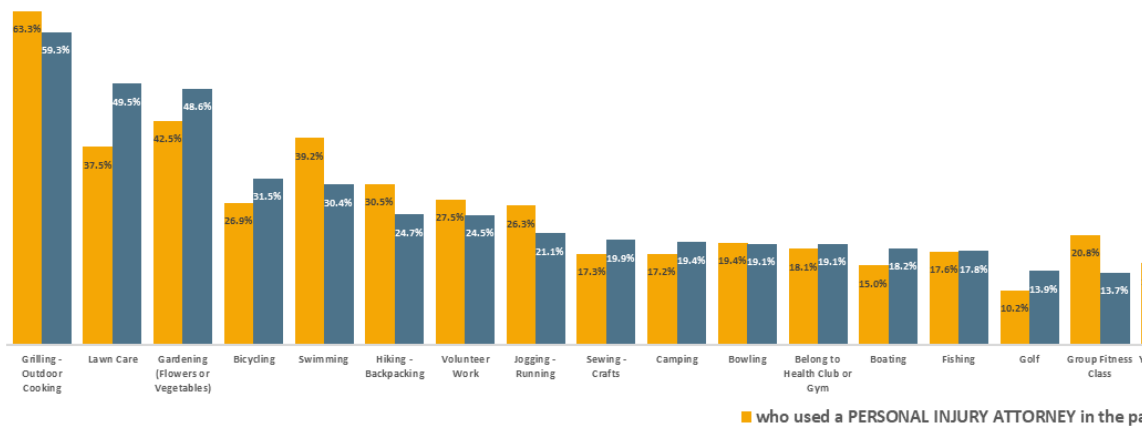
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



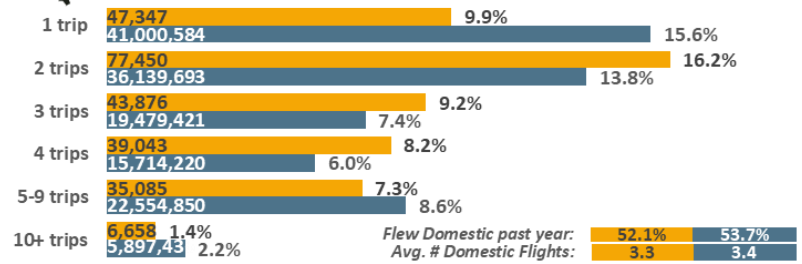
Political Activity: Adults 18 or older



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



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

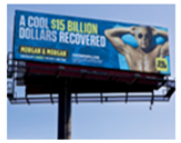


USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

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

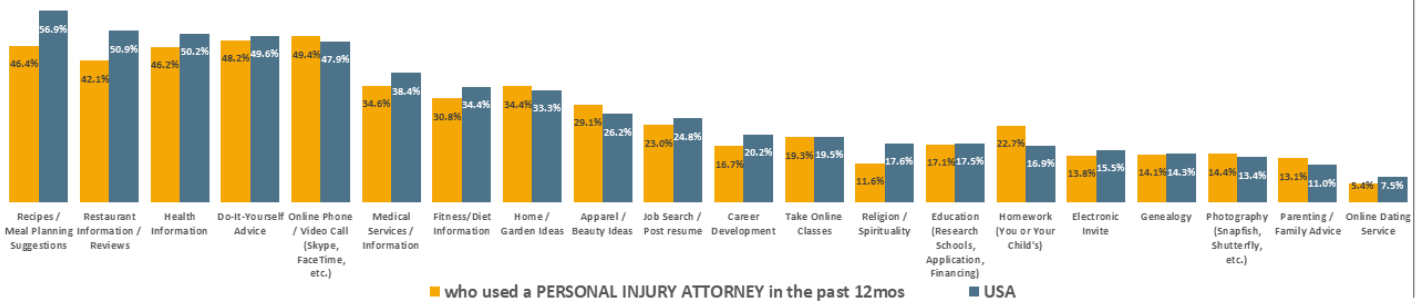


PERSONAL INJURY ATTORNEY USERS

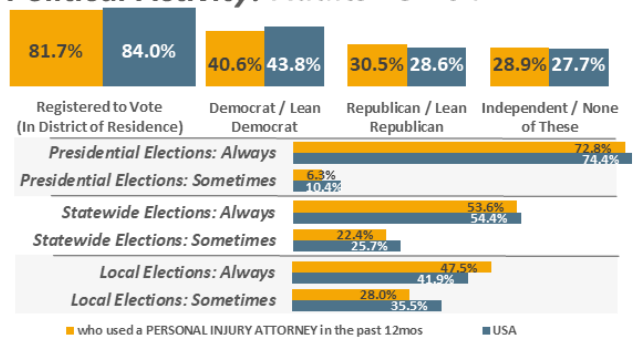
P25-64

.2% or 361,273 of USA Adults 25 - 64 used a PERSONAL INJURY ATTORNEY in the past 12mos.
Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos are 2.7% less likely to look up D-I-Y advice online, 13.3% more likely to always vote in local elections, 8.2% more likely to belong to a gym, 13.4% less likely to fly domestic past yr.

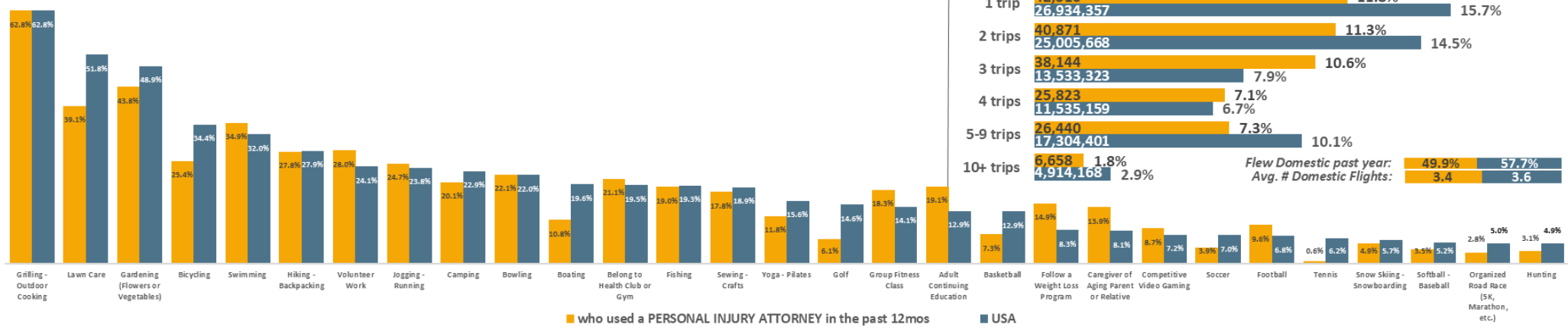
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



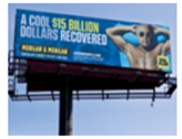
Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

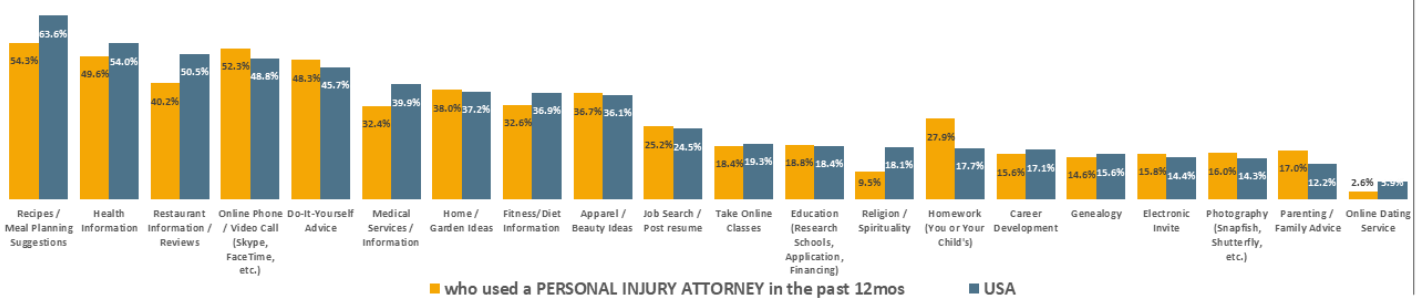


PERSONAL INJURY ATTORNEY USERS

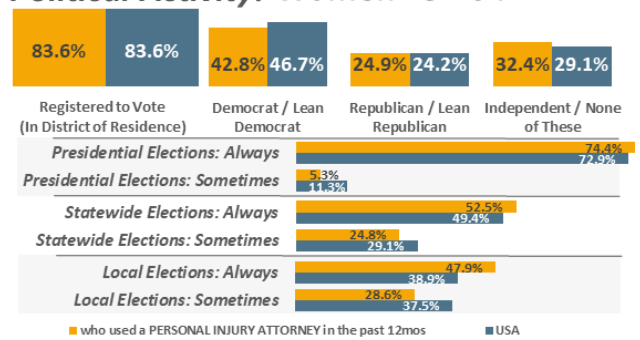
W25-64

.2% or 211,051 of USA Women 25 - 64 used a PERSONAL INJURY ATTORNEY in the past 12mos.
Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos are 5.8% more likely to look up D-I-Y advice online, 23.1% more likely to always vote in local elections, 54.1% more likely to belong to a gym, 10.% less likely to fly domestic past yr.

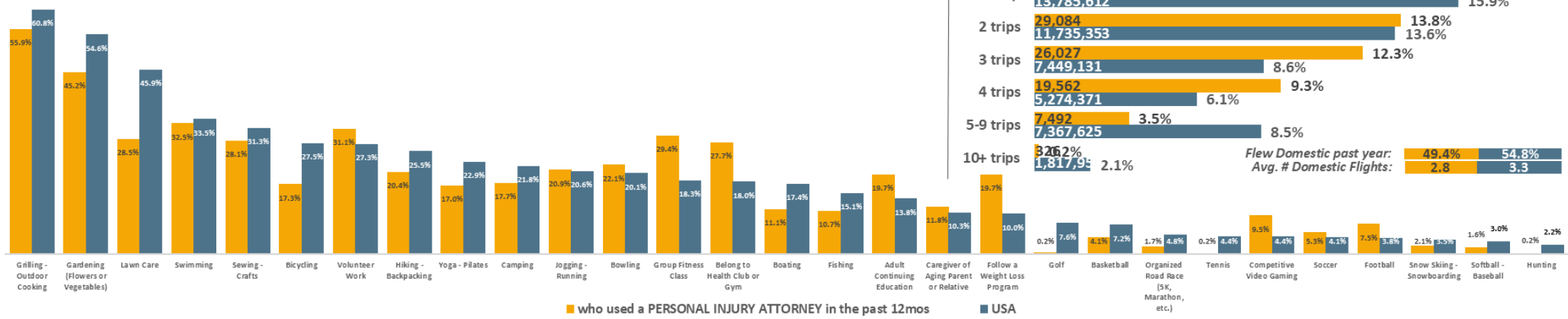
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 64



Political Activity: Women 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 64



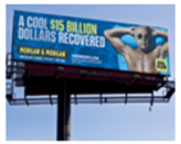
Past 12-months Domestic Airline Trips: Women 25 - 64

USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

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

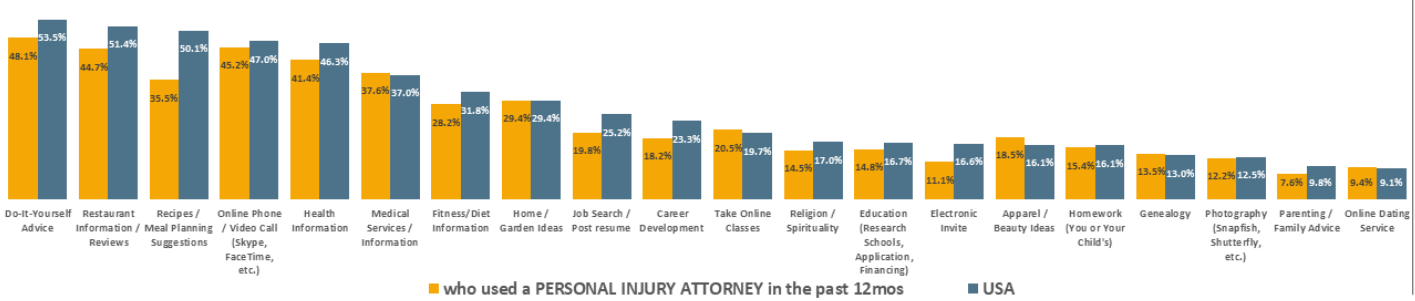


PERSONAL INJURY ATTORNEY USERS

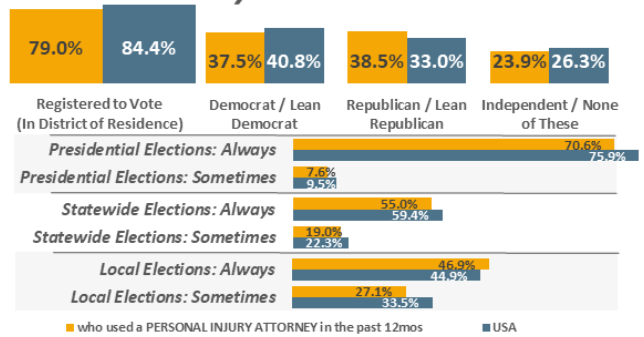
M25-64

.2% or 150,222 of USA Men 25 - 64 used a PERSONAL INJURY ATTORNEY in the past 12mos.
Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos are 10.1% less likely to look up D-I-Y advice online, 4.4% more likely to always vote in local elections, 43.9% less likely to belong to a gym, 16.1% less likely to fly domestic past yr.

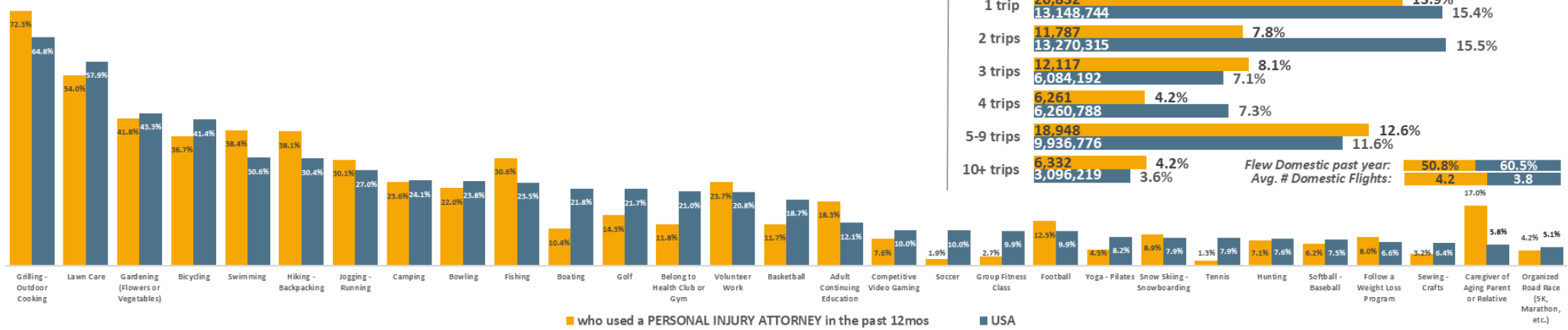
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 64



Political Activity: Men 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Men 25 - 64



Past 12-months Domestic Airline Trips: Men 25 - 64

USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

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

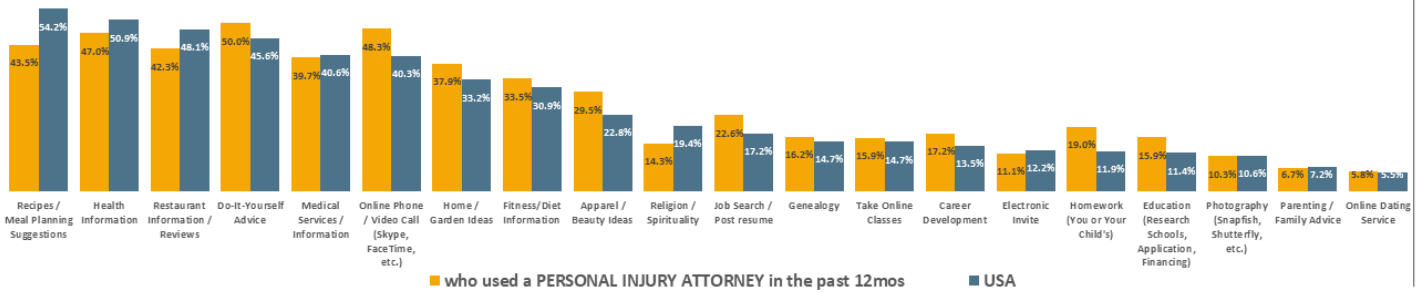


PERSONAL INJURY ATTORNEY USERS

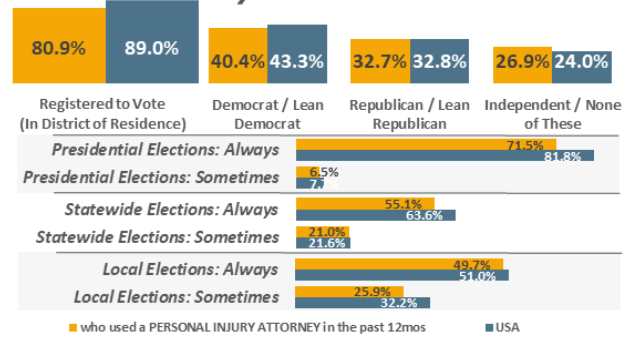
P35+

.2% or 299,485 of USA Adults 35 or older used a PERSONAL INJURY ATTORNEY in the past 12mos.
Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos are 9.7% more likely to look up D-I-Y advice online, 2.5% less likely to always vote in local elections, 16.6% more likely to belong to a gym, 2.4% less likely to fly domestic past y

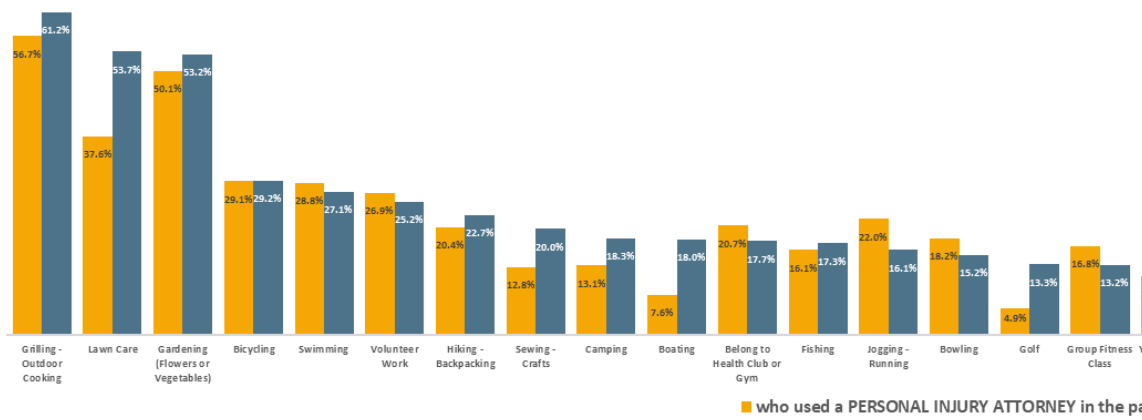
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



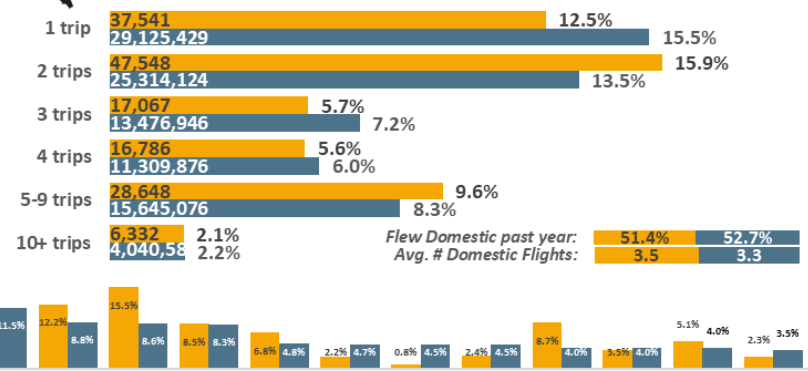
Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older

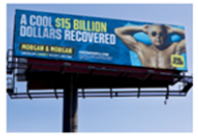


USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

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



PERSONAL INJURY ATTORNEY USERS

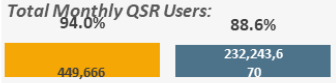
P18+

.2% or 478,421 of USA Adults 18 or older used a PERSONAL INJURY ATTORNEY in the past 12mos.
Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos are 6.1% more likely to use QSRs past mo., 9.9% more likely to use Sit-Down Restaurants past mo., 32.5% more likely to use Casinos past yr., 31.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

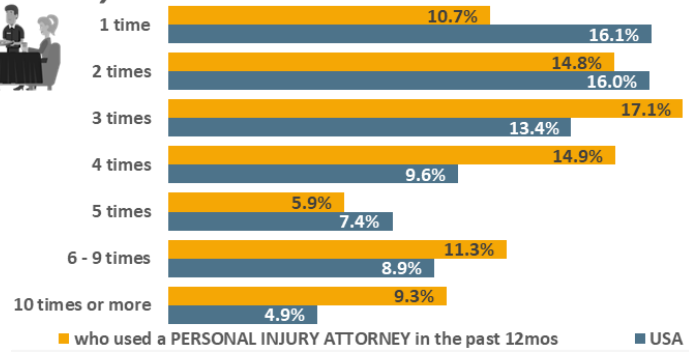


Avg. Monthly QSR Meals:

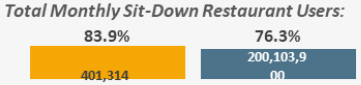


Past 30-days Sit-Down Restaurant Users: Adults 18 or older





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

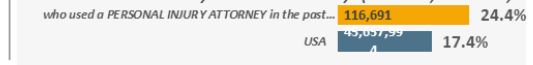


Top-10 Cuisines: Adults 18 or older

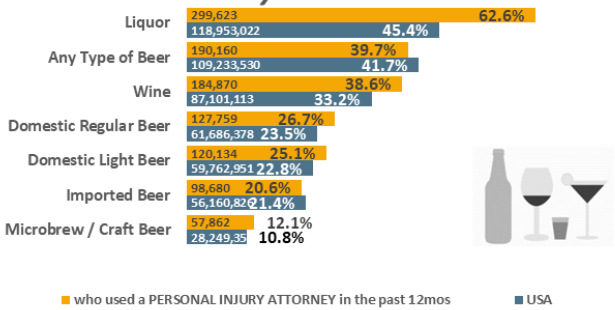
(Sit-Down Restaurants Used Past 30-days)



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

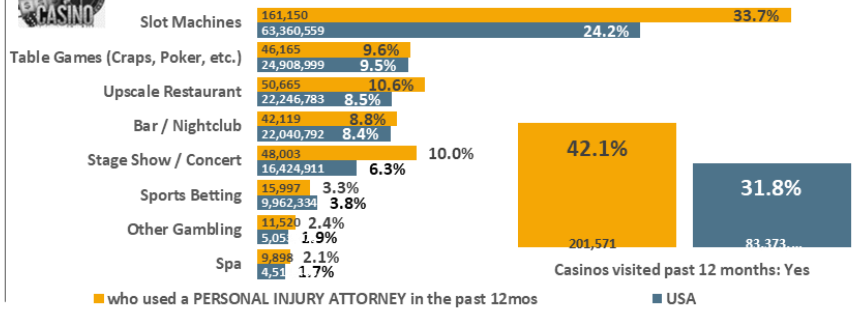


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older

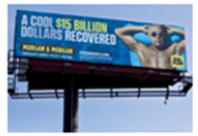


USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

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



PERSONAL INJURY ATTORNEY USERS

P25-64

.2% or 361,273 of USA Adults 25 - 64 used a PERSONAL INJURY ATTORNEY in the past 12mos.
Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos are 3.6% more likely to use QSRs past mo., 10.2% more likely to use Sit-Down Restaurants past mo., 31.9% more likely to use Casinos past yr., 29.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:
93.2%
336,751
89.9%
154,742,9
96

Avg. Monthly QSR Meals:
9.4
6.6

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users:
84.7%
306,112
76.9%
132,243,8
51

Avg. Monthly Sit-Down Restaurant Meals:
4.9
4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



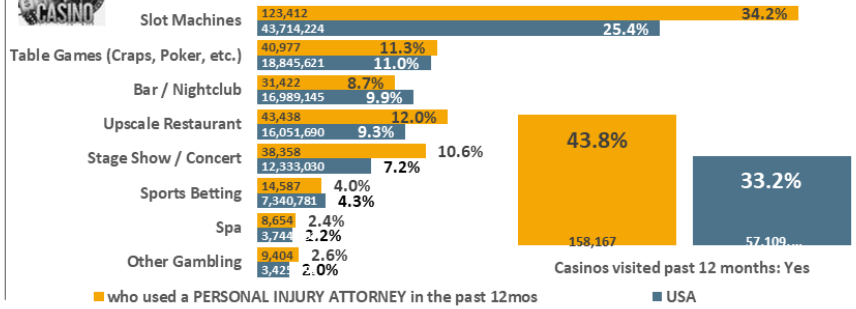
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who used a PERSONAL INJURY ATTORNEY in the past...
101,765
28.2%
USA
20.0%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64

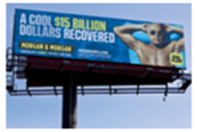




Used Past 30-days: Adults 25 - 64



All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.



PERSONAL INJURY ATTORNEY USERS

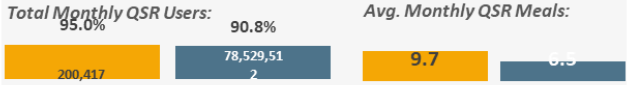
W25-64

.2% or 211,051 of USA Women 25 - 64 used a PERSONAL INJURY ATTORNEY in the past 12mos. Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos are 4.6% more likely to use QSRs past mo., 14.6% more likely to use Sit-Down Restaurants past mo., 32.1% more likely to use Casinos past yr., 40.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 64



Total Monthly QSR Users:

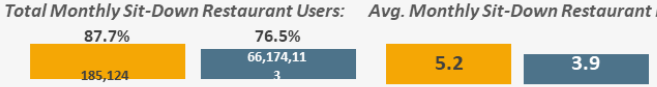


Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Women 25 - 64



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Women 25 - 64

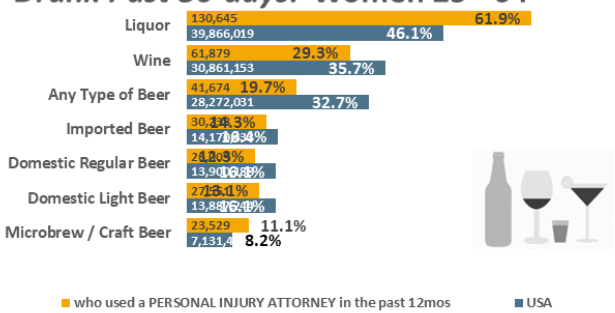
(Sit-Down Restaurants Used Past 30-days)



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

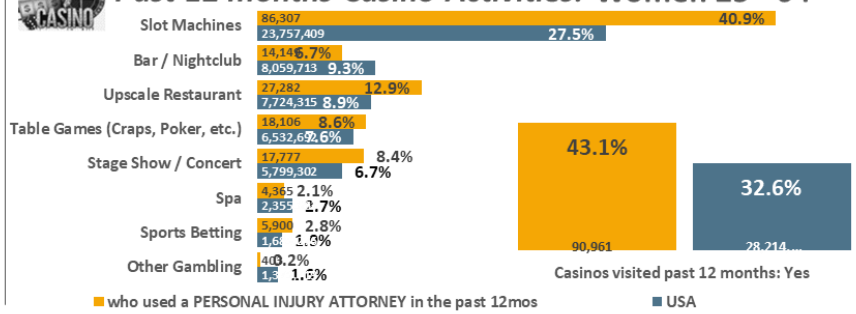


Drank Past 30-days: Women 25 - 64



Past 12 months Casino Activities: Women 25 - 64

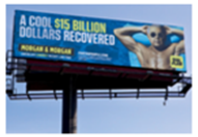




Used Past 30-days: Women 25 - 64



All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.



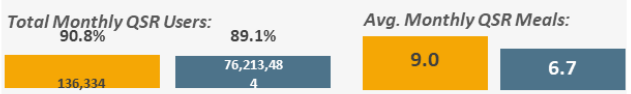
PERSONAL INJURY ATTORNEY USERS

M25-64

.2% or 150,222 of USA Men 25 - 64 used a PERSONAL INJURY ATTORNEY in the past 12mos.
Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos are 1.9% more likely to use QSRs past mo., 4.3% more likely to use Sit-Down Restaurants past mo., 32.5% more likely to use Casinos past yr., 13.1% less likely to smoke cigarettes.

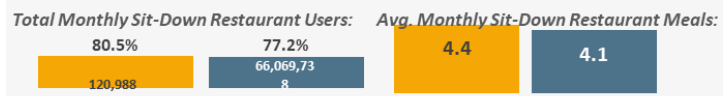
Past 30-days QSR Users: Men 25 - 64





Past 30-days Sit-Down Restaurant Users: Men 25 - 64





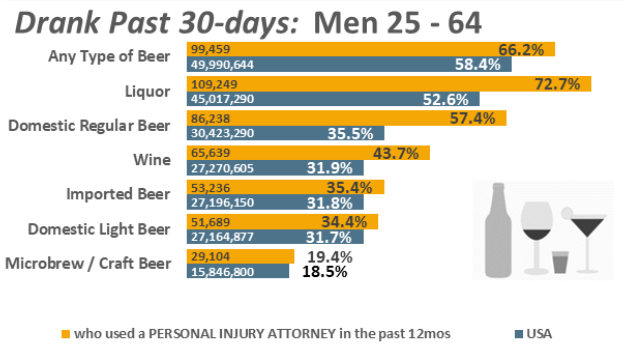
Top-10 Cuisines: Men 25 - 64

(Sit-Down Restaurants Used Past 30-days)



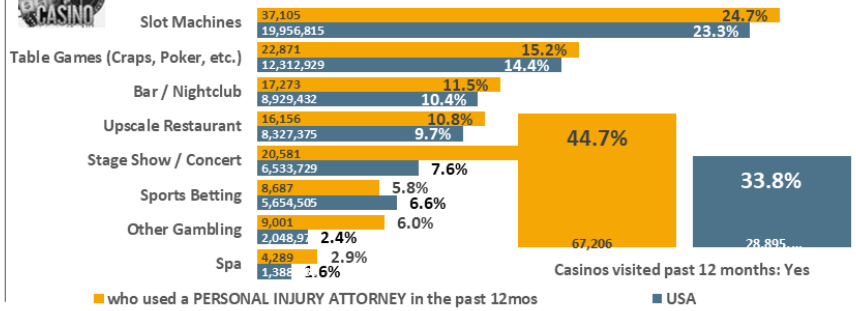


Drank Past 30-days: Men 25 - 64



Past 12 months Casino Activities: Men 25 - 64





Used Past 30-days: Men 25 - 64

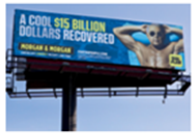


USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

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



PERSONAL INJURY ATTORNEY USERS

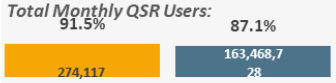
P35+

.2% or 299,485 of USA Adults 35 or older used a PERSONAL INJURY ATTORNEY in the past 12mos.
Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos are 5.1% more likely to use QSRs past mo., 5.7% more likely to use Sit-Down Restaurants past mo., 27.9% more likely to use Casinos past yr., 16.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 35 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 35 or older

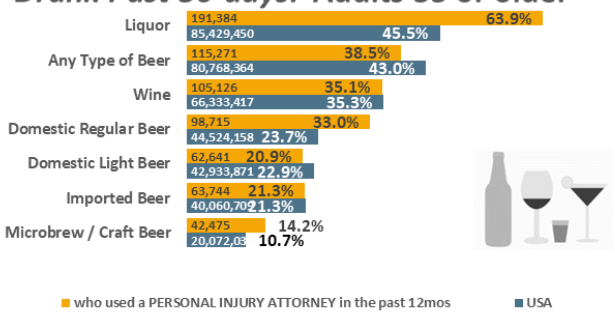
(Sit-Down Restaurants Used Past 30-days)



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

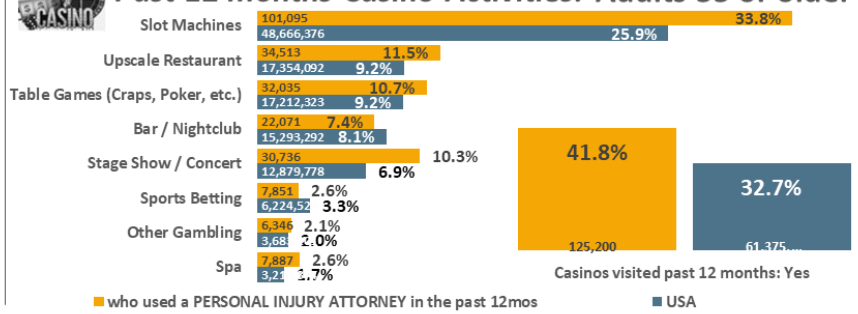


Drank Past 30-days: Adults 35 or older



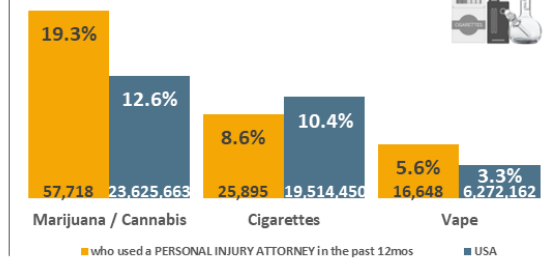
Past 12 months Casino Activities: Adults 35 or older





Used Past 30-days: Adults 35 or older

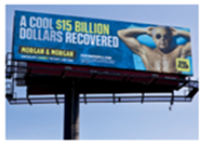




USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



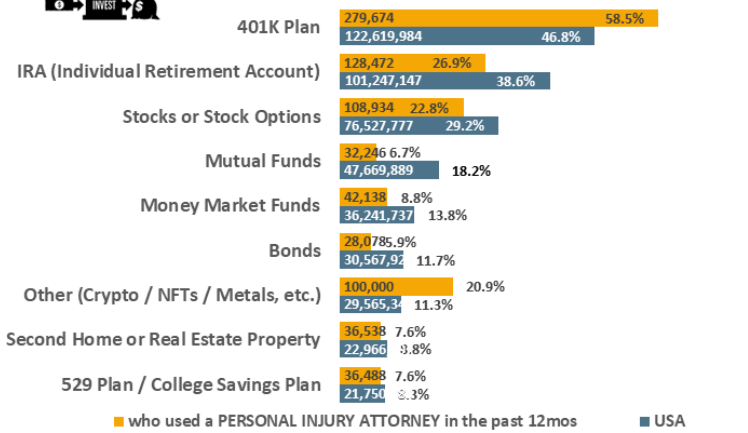
PERSONAL INJURY ATTORNEY USERS

P18+

.2% or 478,421 of USA Adults 18 or older used a PERSONAL INJURY ATTORNEY in the past 12mos.
Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos are 25.% more likely to have a 401K, 45.7% more likely to have an Auto Loan, 15.3% more likely to Invest/Trade Stocks Online, 16.8% more likely to pay with their Debit Card.

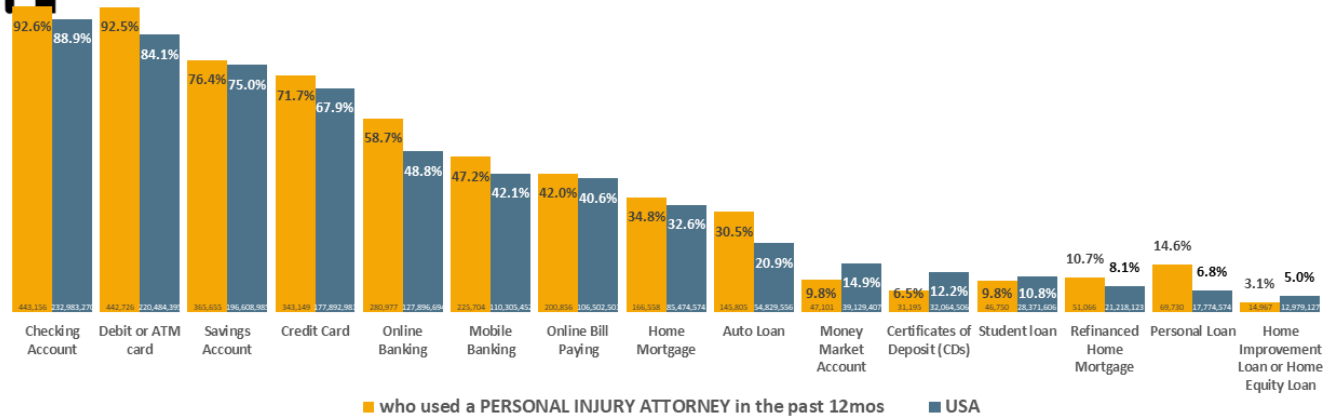
Investments Owned: Adults 18 or older



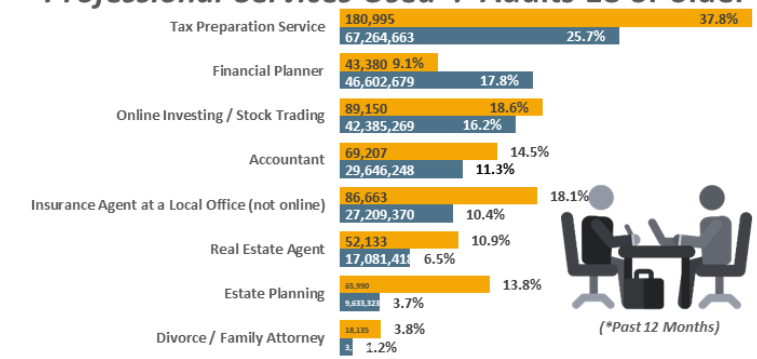


Financial Services Has and/or Uses: Adults 18 or older



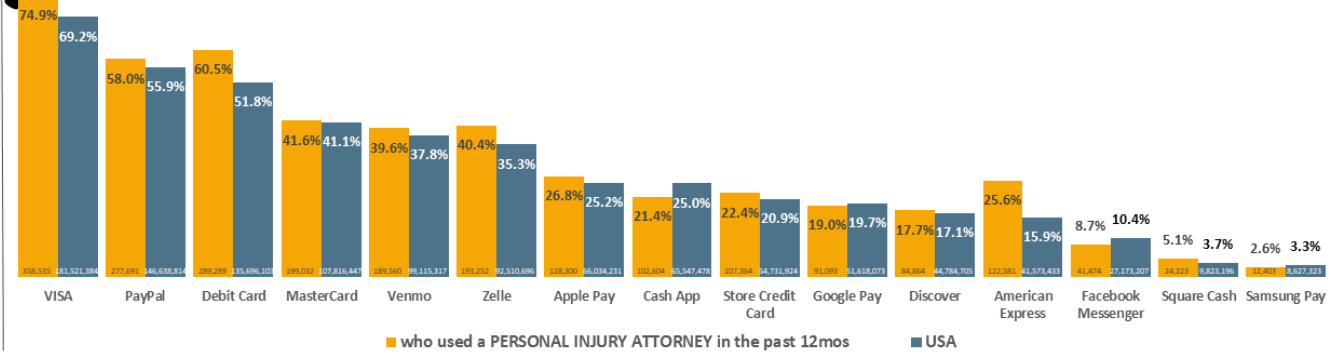


Professional Services Used:* Adults 18 or older



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



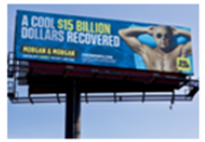


USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

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



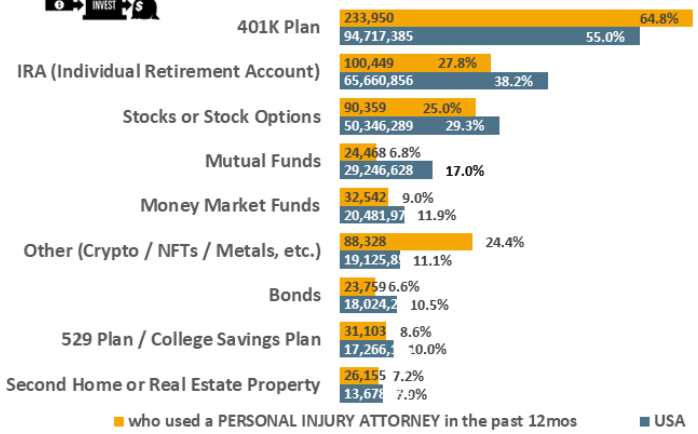
PERSONAL INJURY ATTORNEY USERS

P25-64

.2% or 361,273 of USA Adults 25 - 64 used a PERSONAL INJURY ATTORNEY in the past 12mos.
Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos are 17.6% more likely to have a 401K, 41.8% more likely to have an Auto Loan, 17.2% more likely to Invest/Trade Stocks Online, 21.4% more likely to pay with their Debit Card.

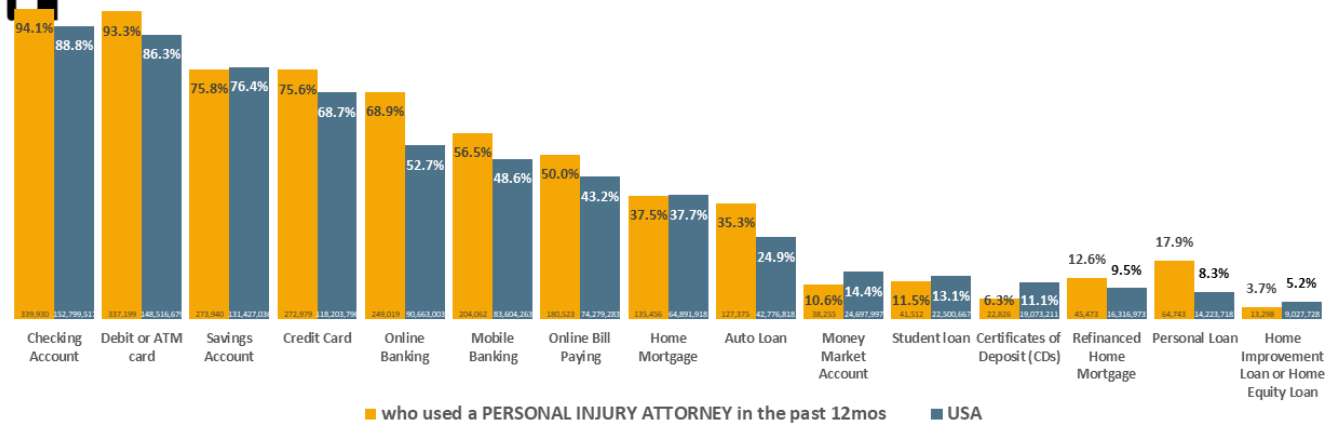
Investments Owned: Adults 25 - 64



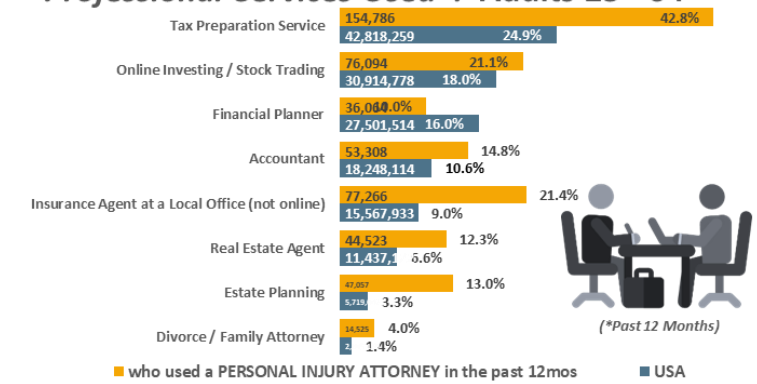


Financial Services Has and/or Uses: Adults 25 - 64





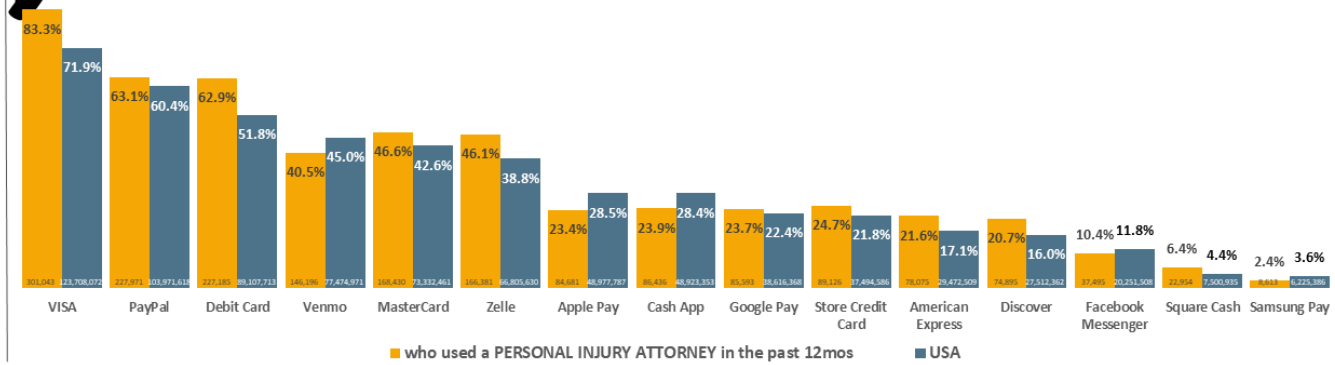
Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 64



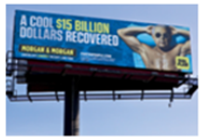


USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

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



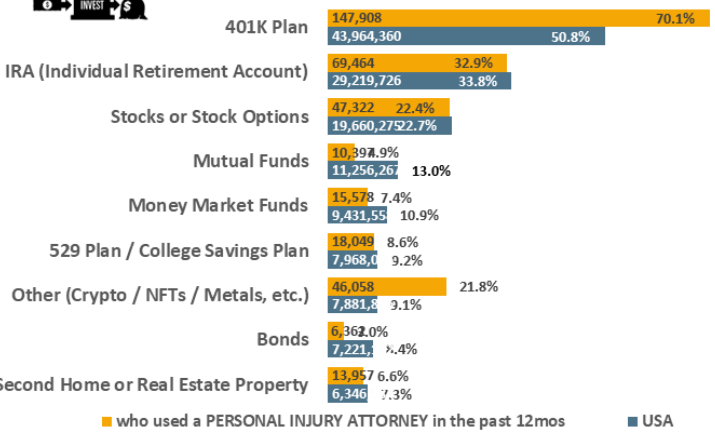
PERSONAL INJURY ATTORNEY USERS

W25-64

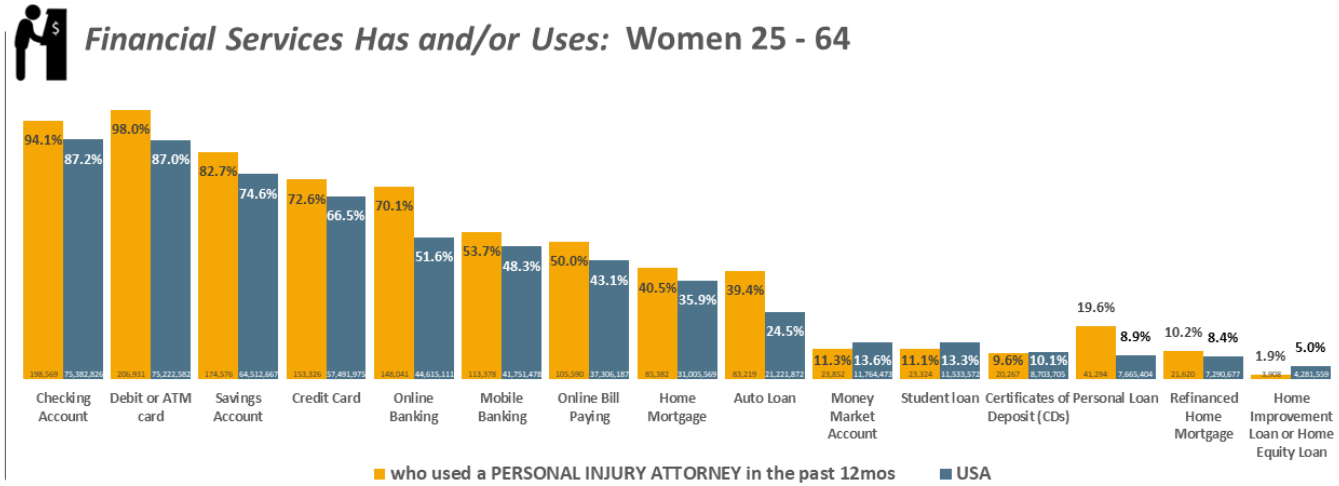
.2% or 211,051 of USA Women 25 - 64 used a PERSONAL INJURY ATTORNEY in the past 12mos.
Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos are 37.8% more likely to have a 401K, 60.7% more likely to have an Auto Loan, 52.1% more likely to Invest/Trade Stocks Online, 43.5% more likely to pay with their Debit Card.

Investments Owned: Women 25 - 64

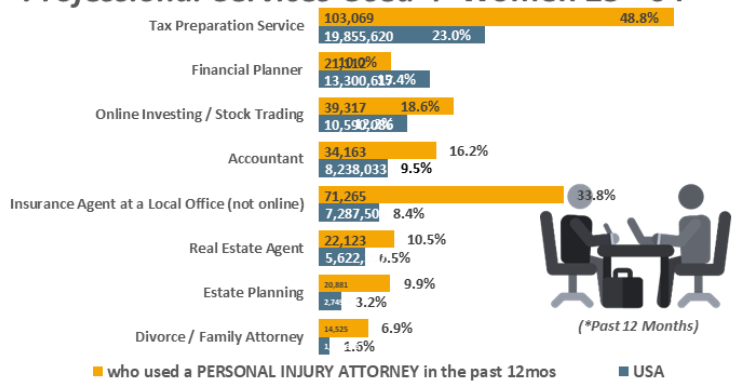




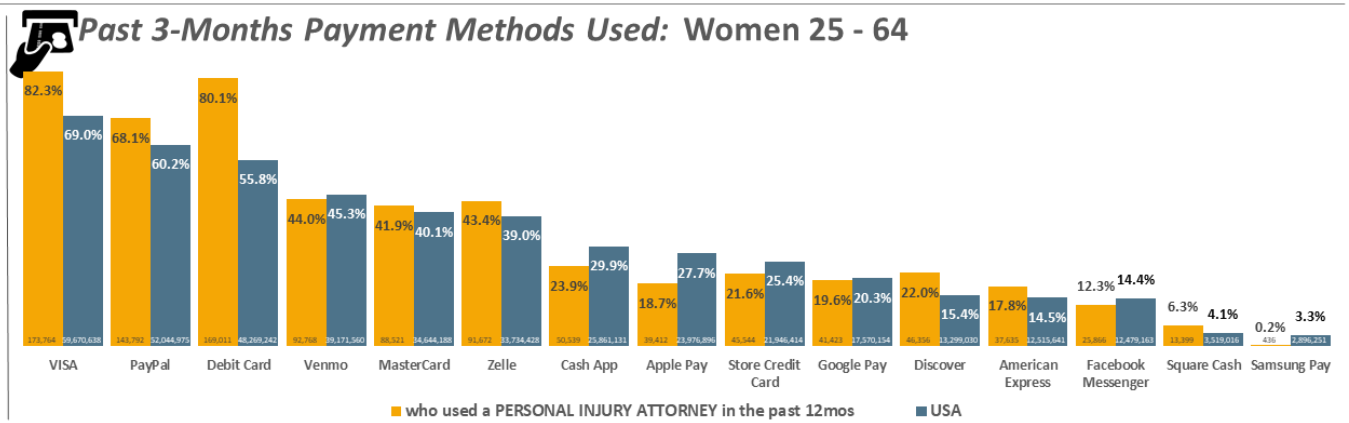
Financial Services Has and/or Uses: Women 25 - 64



Professional Services Used:* Women 25 - 64



Past 3-Months Payment Methods Used: Women 25 - 64

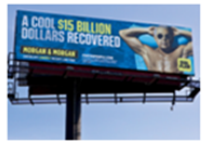


USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

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



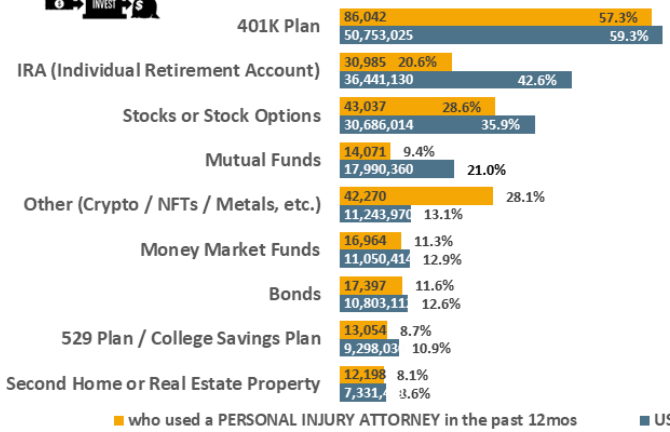
PERSONAL INJURY ATTORNEY USERS

M25-64

.2% or 150,222 of USA Men 25 - 64 used a PERSONAL INJURY ATTORNEY in the past 12mos.
Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos are 3.4% less likely to have a 401K, 16.7% more likely to have an Auto Loan, 3.1% more likely to Invest/Trade Stocks Online, 18.8% less likely to pay with their Debit Card.

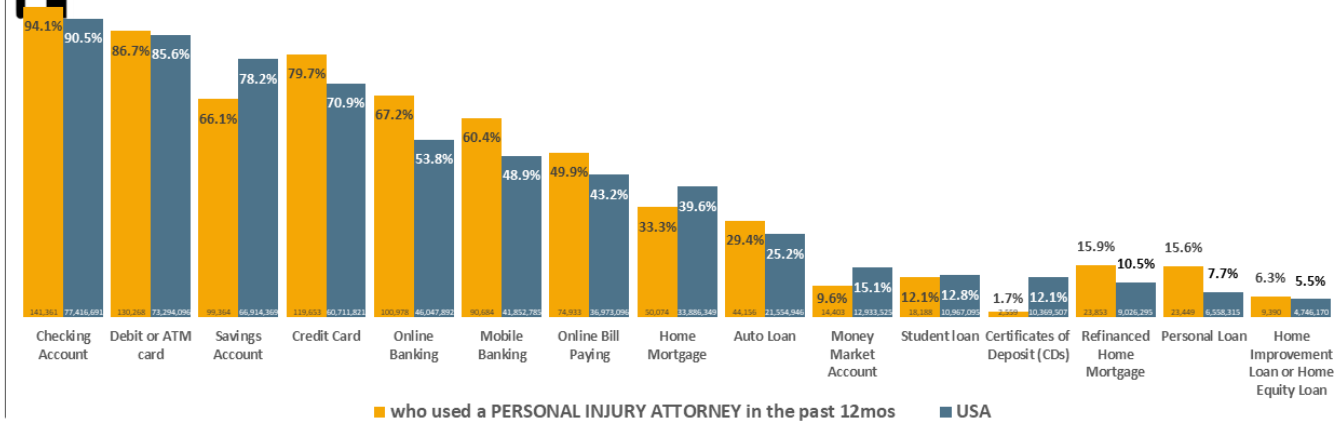
Investments Owned: Men 25 - 64



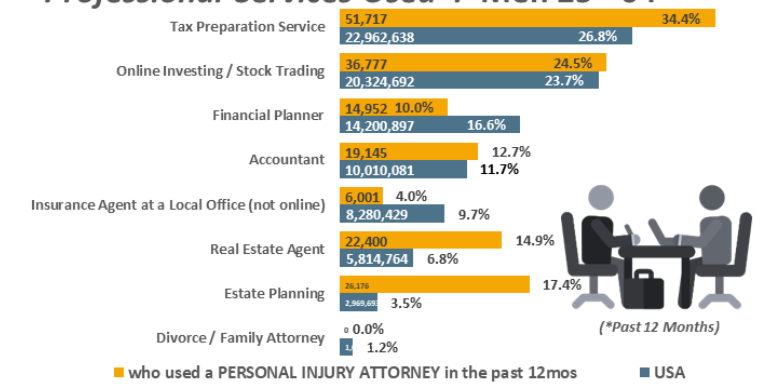


Financial Services Has and/or Uses: Men 25 - 64



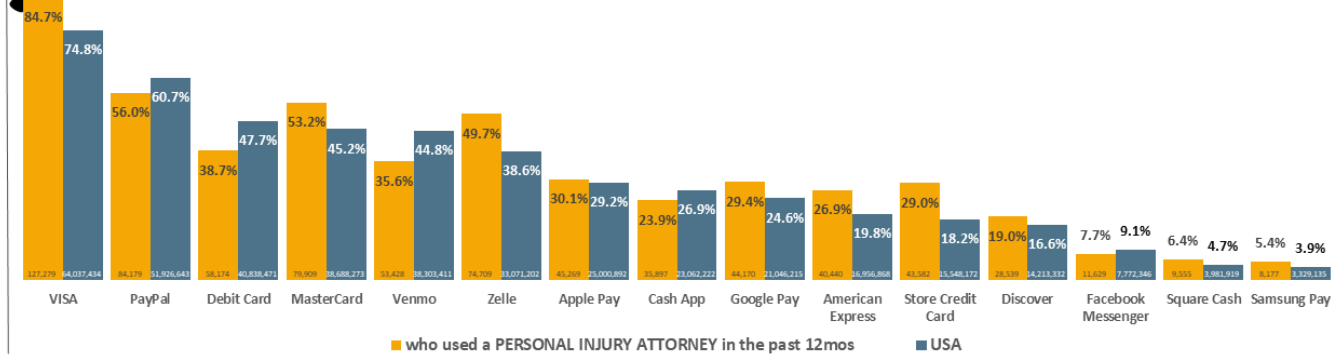


Professional Services Used:* Men 25 - 64



Past 3-Months Payment Methods Used: Men 25 - 64



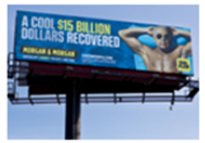


USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

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



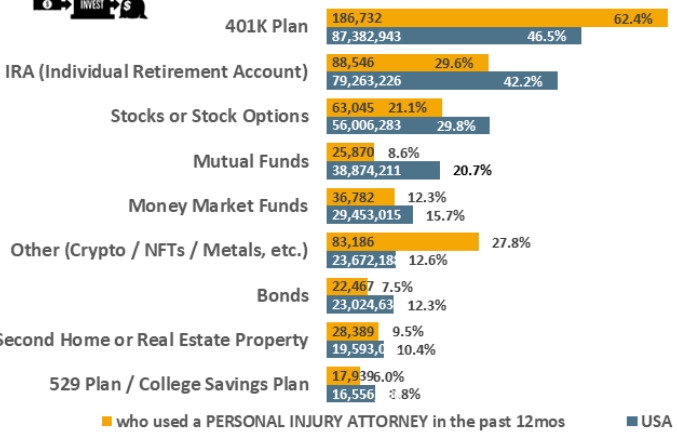
PERSONAL INJURY ATTORNEY USERS

P35+

.2% or 299,485 of USA Adults 35 or older used a PERSONAL INJURY ATTORNEY in the past 12mos.
Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos are 34.% more likely to have a 401K, 41.7% more likely to have an Auto Loan, 26.5% more likely to Invest/Trade Stocks Online, 28.1% more likely to pay with their Debit Card.

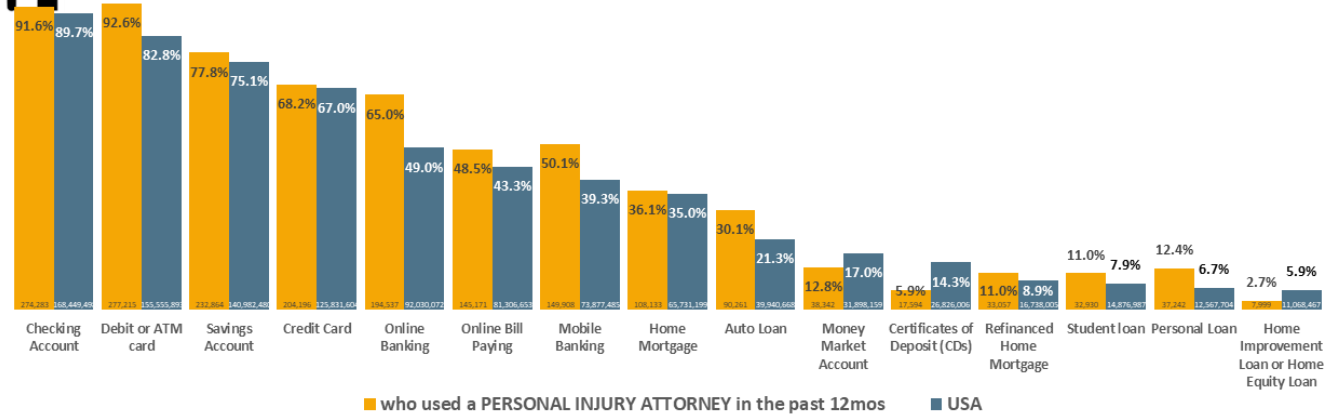
Investments Owned: Adults 35 or older



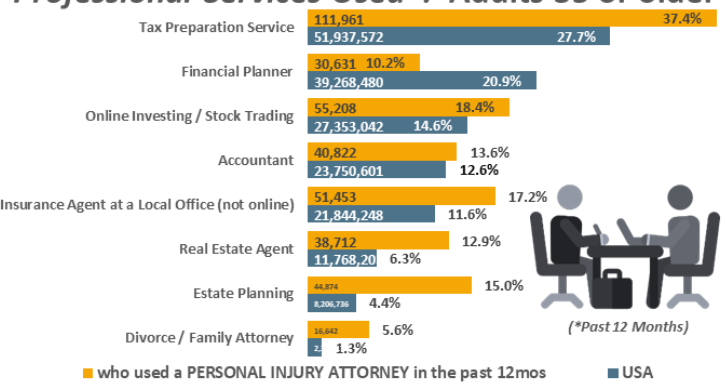


Financial Services Has and/or Uses: Adults 35 or older



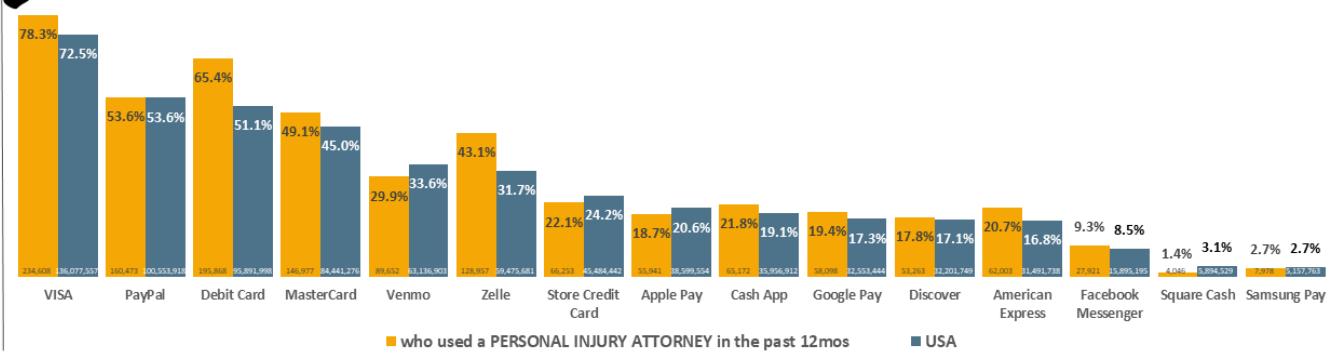


Professional Services Used:* Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older



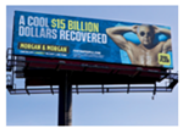


USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

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

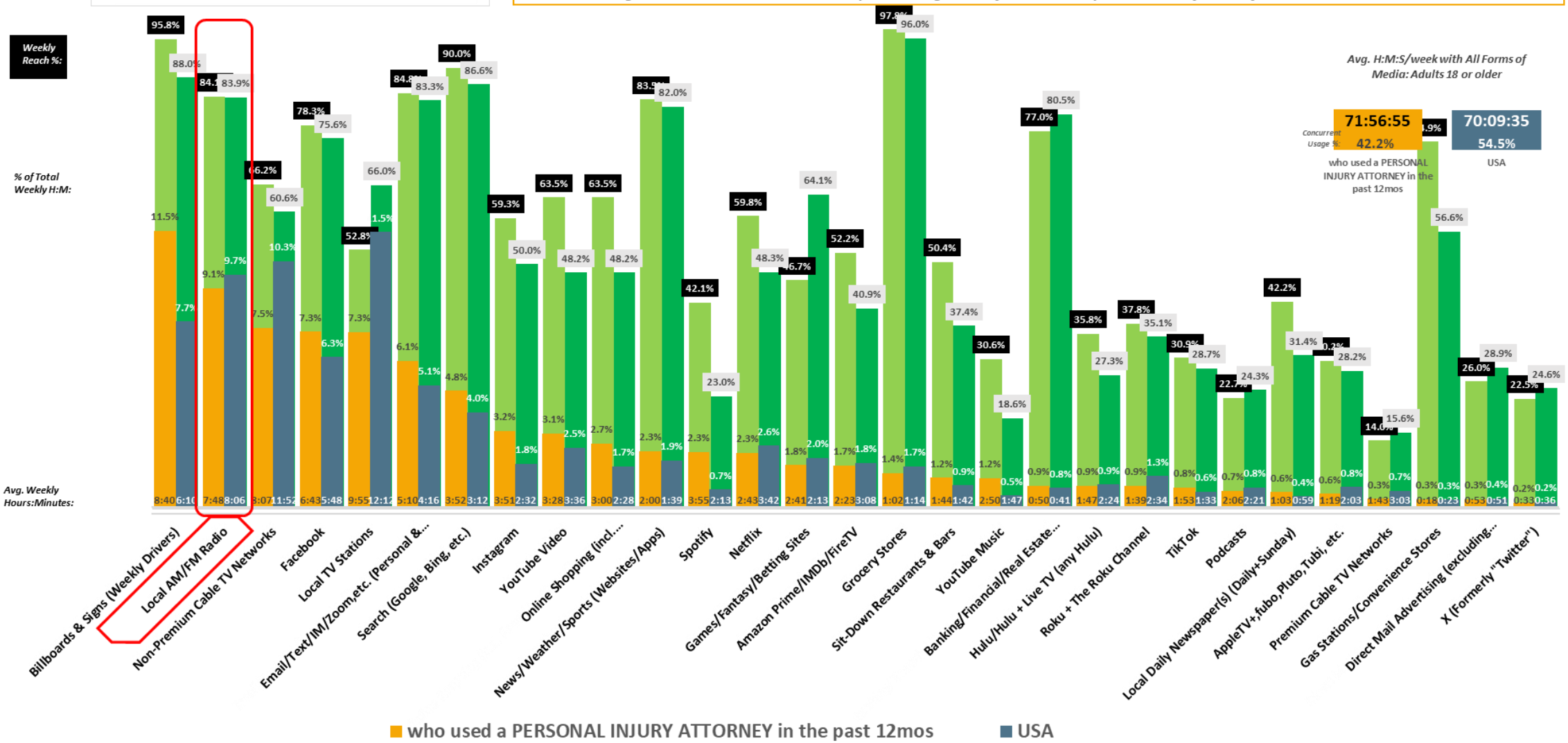


PERSONAL INJURY ATTORNEY USERS

P18+

Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 2 days, 23 hours, 56 minutes and 55 seconds each week with All Forms of Media.

84.1% of Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an avg. of 7 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.

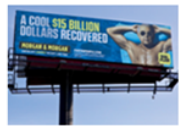


USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266 Scarborough R1 2024: Jan23-Mar24 USA Projection

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

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

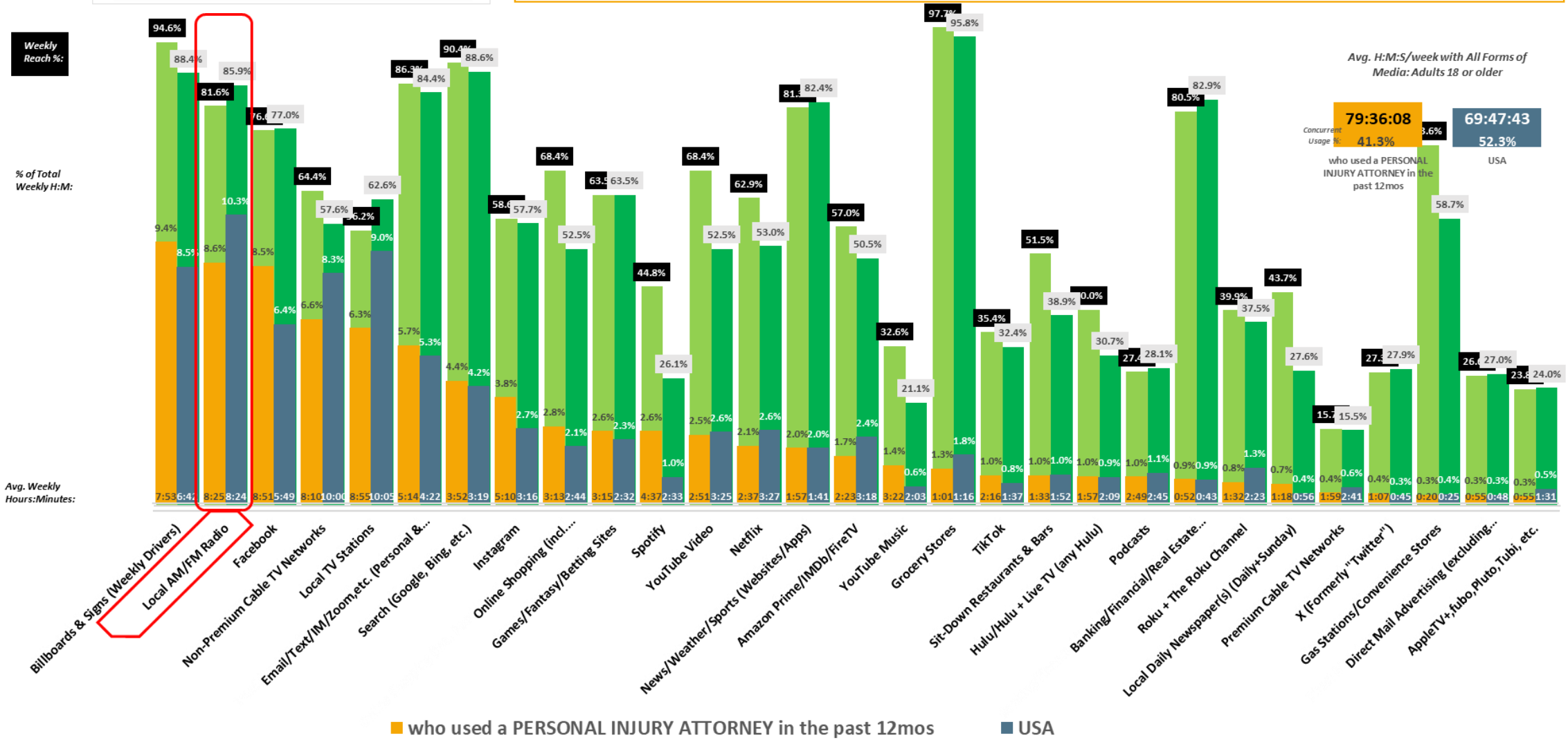


PERSONAL INJURY ATTORNEY USERS

P25-64

Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 3 days, 7 hours, 36 minutes and 8 seconds each week with All Forms of Media.

81.6% of Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an avg. of 8 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.

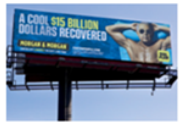


USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266 Scarborough R1 2024: Jan23-Mar24 USA Projection

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

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

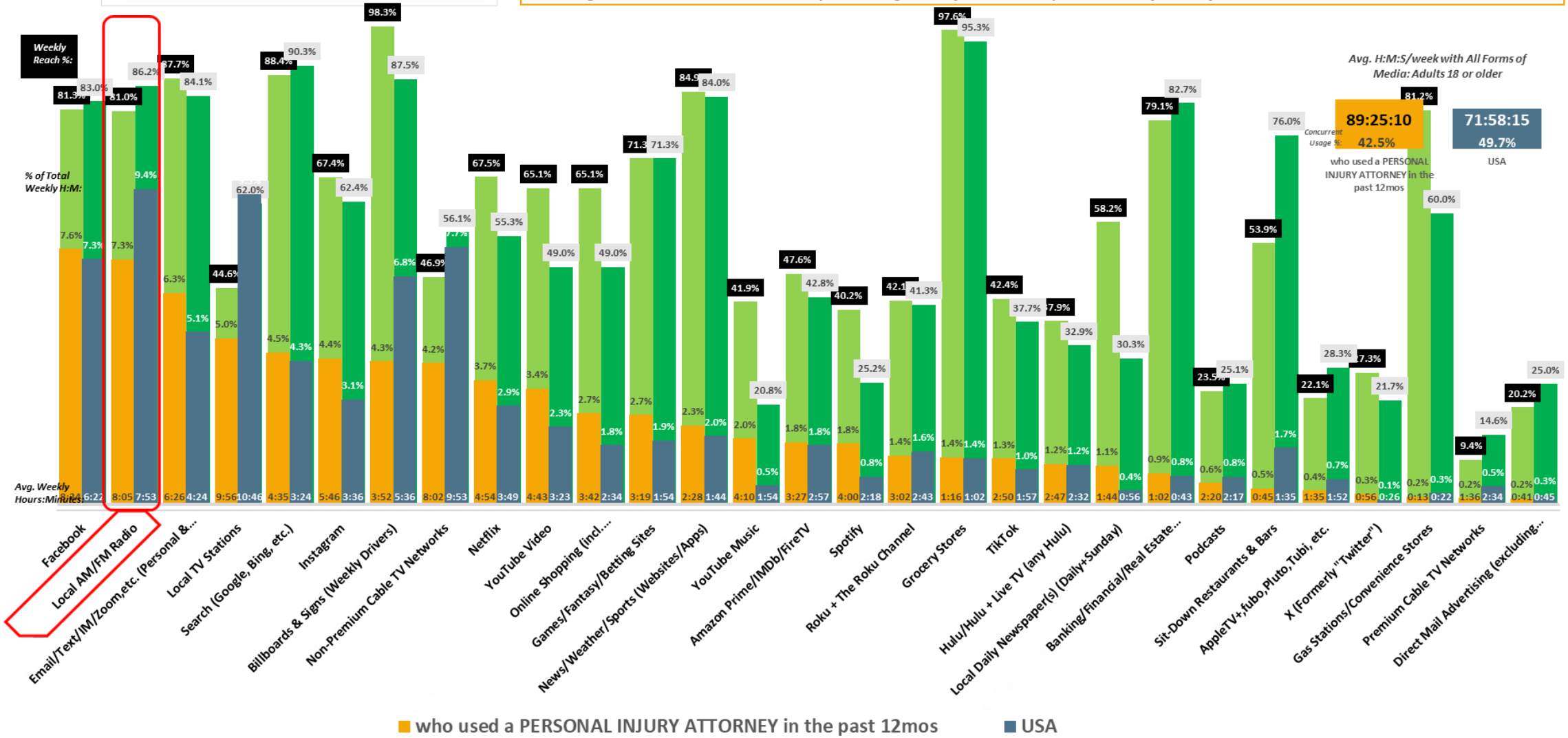


PERSONAL INJURY ATTORNEY USERS

W25-64

Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 3 days, 17 hours, 25 minutes and 10 seconds each week with All Forms of Media.

81.% of Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an avg. of 8 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.

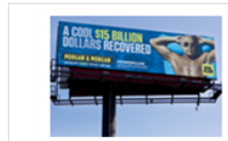


USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266 Scarborough R1 2024: Jan23-Mar24 USA Projection

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

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

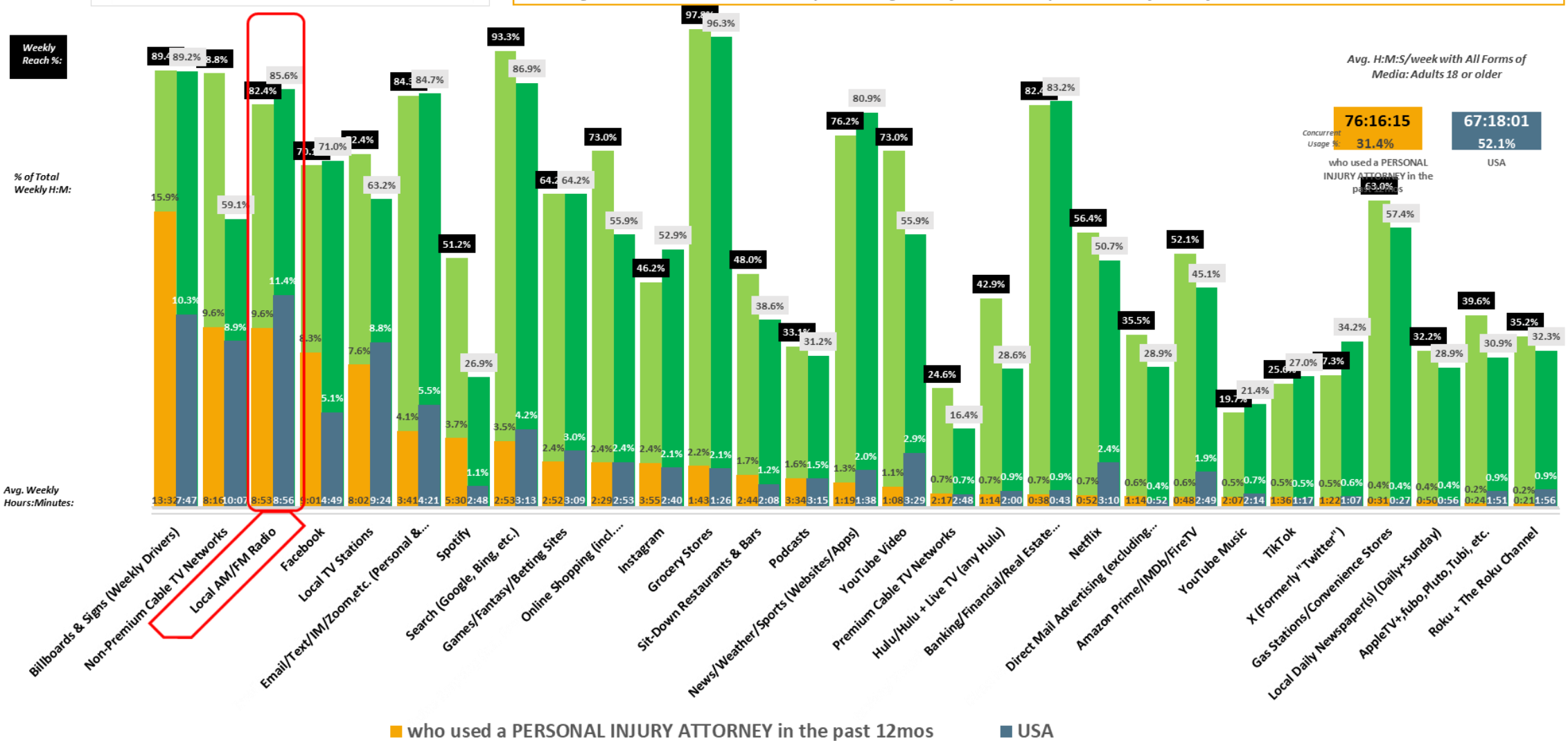


PERSONAL INJURY ATTORNEY USERS

M25-64

Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 3 days, 4 hours, 16 minutes and 15 seconds each week with All Forms of Media.

82.4% of Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an avg. of 8 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.

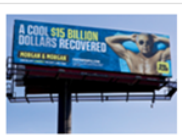


USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266 Scarborough R1 2024: Jan23-Mar24 USA Projection

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

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

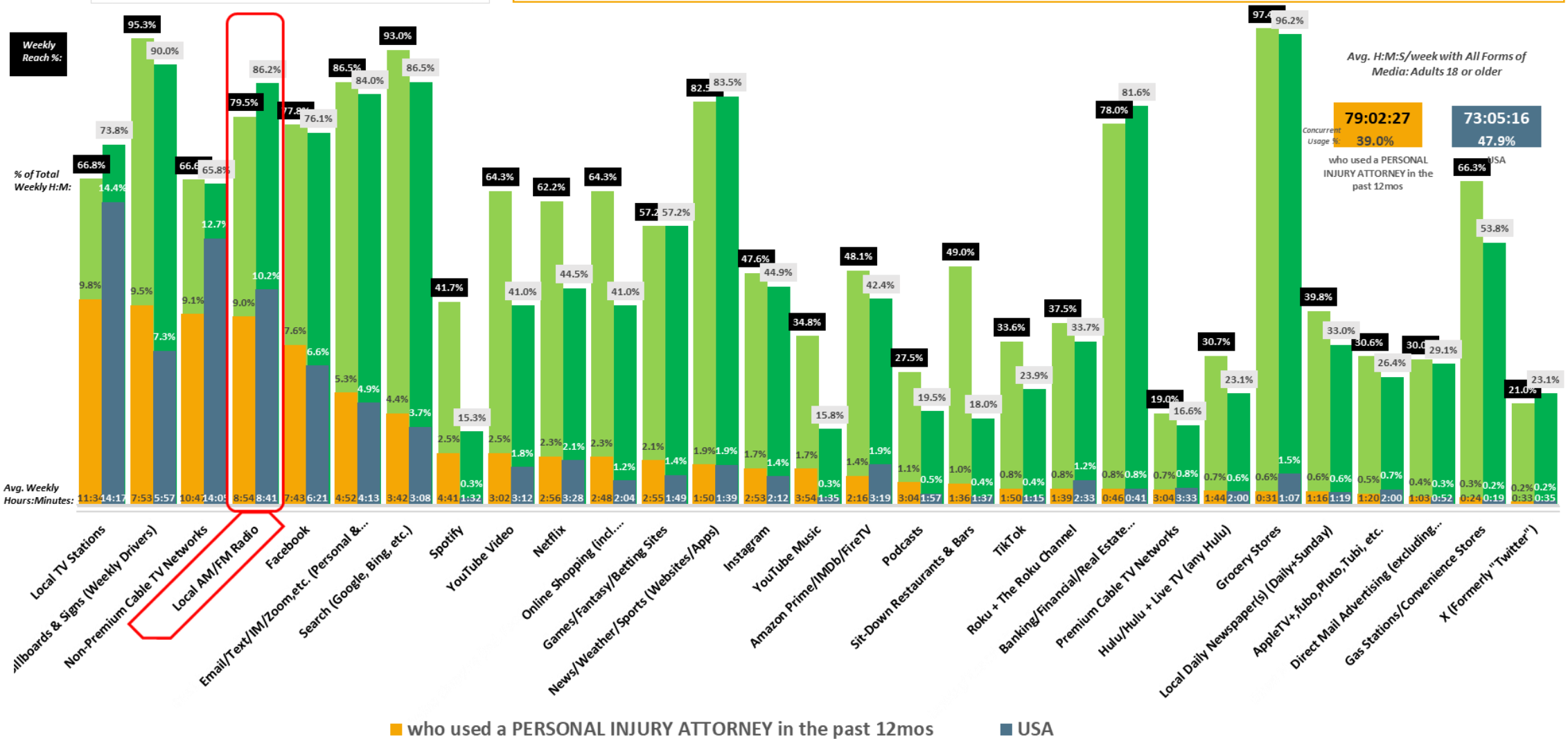


PERSONAL INJURY ATTORNEY USERS

P35+

Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 3 days, 7 hours, 2 minutes and 27 seconds each week with All Forms of Media.

79.5% of Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an avg. of 8 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



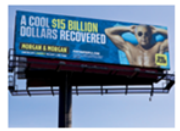
■ who used a PERSONAL INJURY ATTORNEY in the past 12mos ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266 Scarborough R1 2024: Jan23-Mar24 USA Projection

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

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

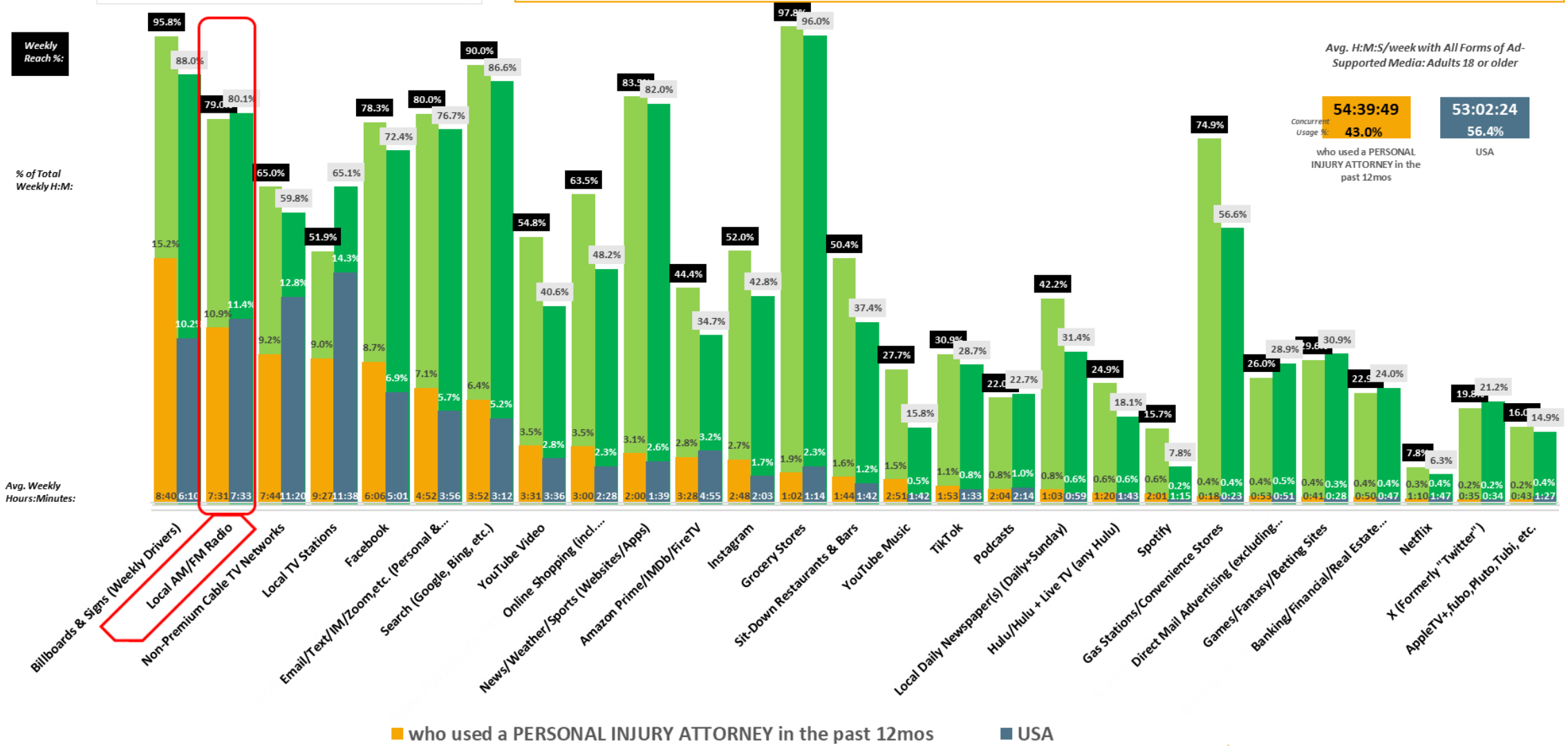


PERSONAL INJURY ATTORNEY USERS

P18+

Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 2 days, 6 hours, 39 minutes and 49 seconds each week with All Forms of Ad-Supported Media.

79.% of Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an avg. of 7 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.



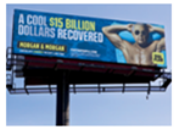
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

Hubbard BROADCASTING

Share of Everything for Anything ©

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

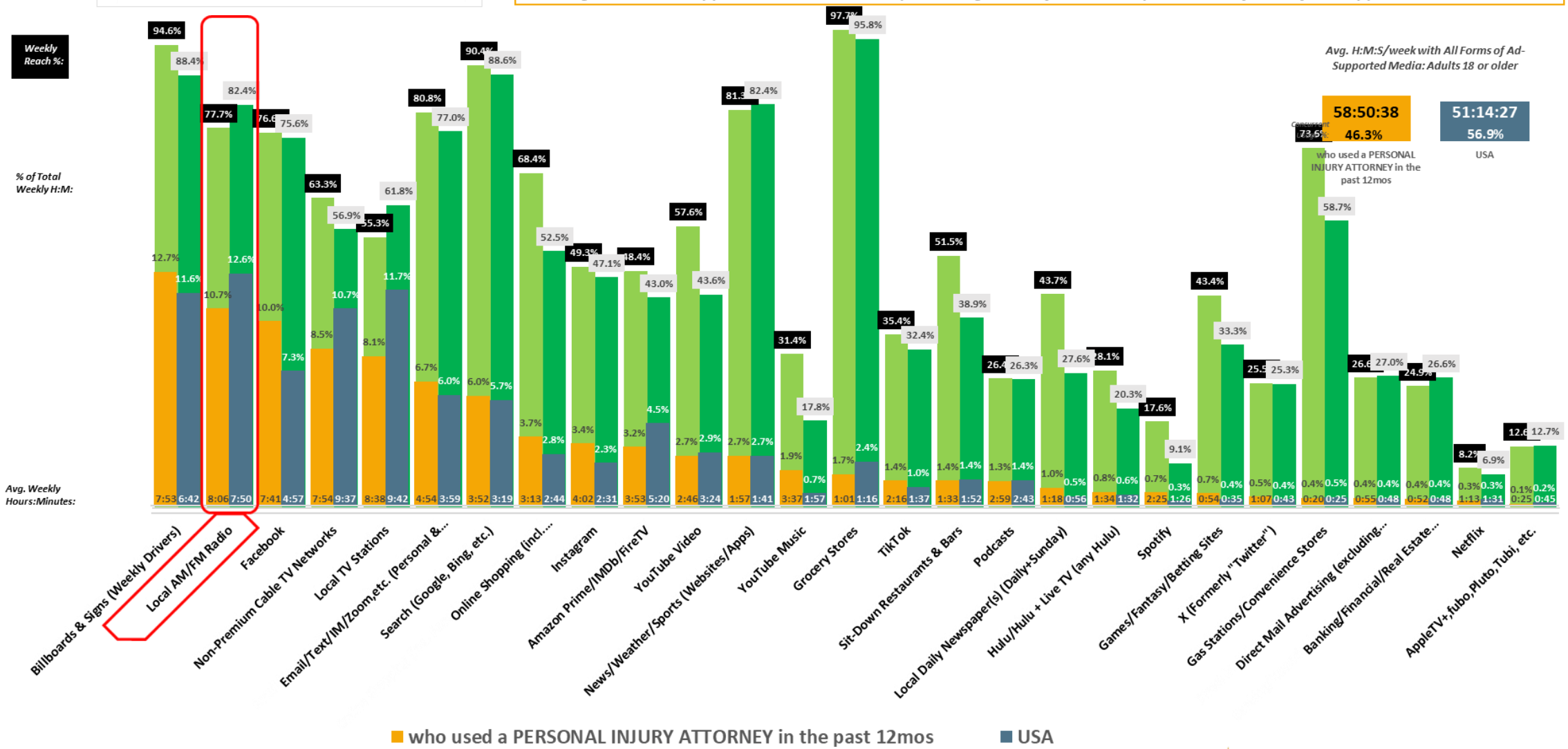


PERSONAL INJURY ATTORNEY USERS

P25-64

Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 2 days, 10 hours, 50 minutes and 38 seconds each week with All Forms of Ad-Supported Media.

77.7% of Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an avg. of 8 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



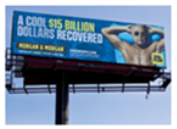
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

Hubbard BROADCASTING

Share of Everything for Anything ©

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

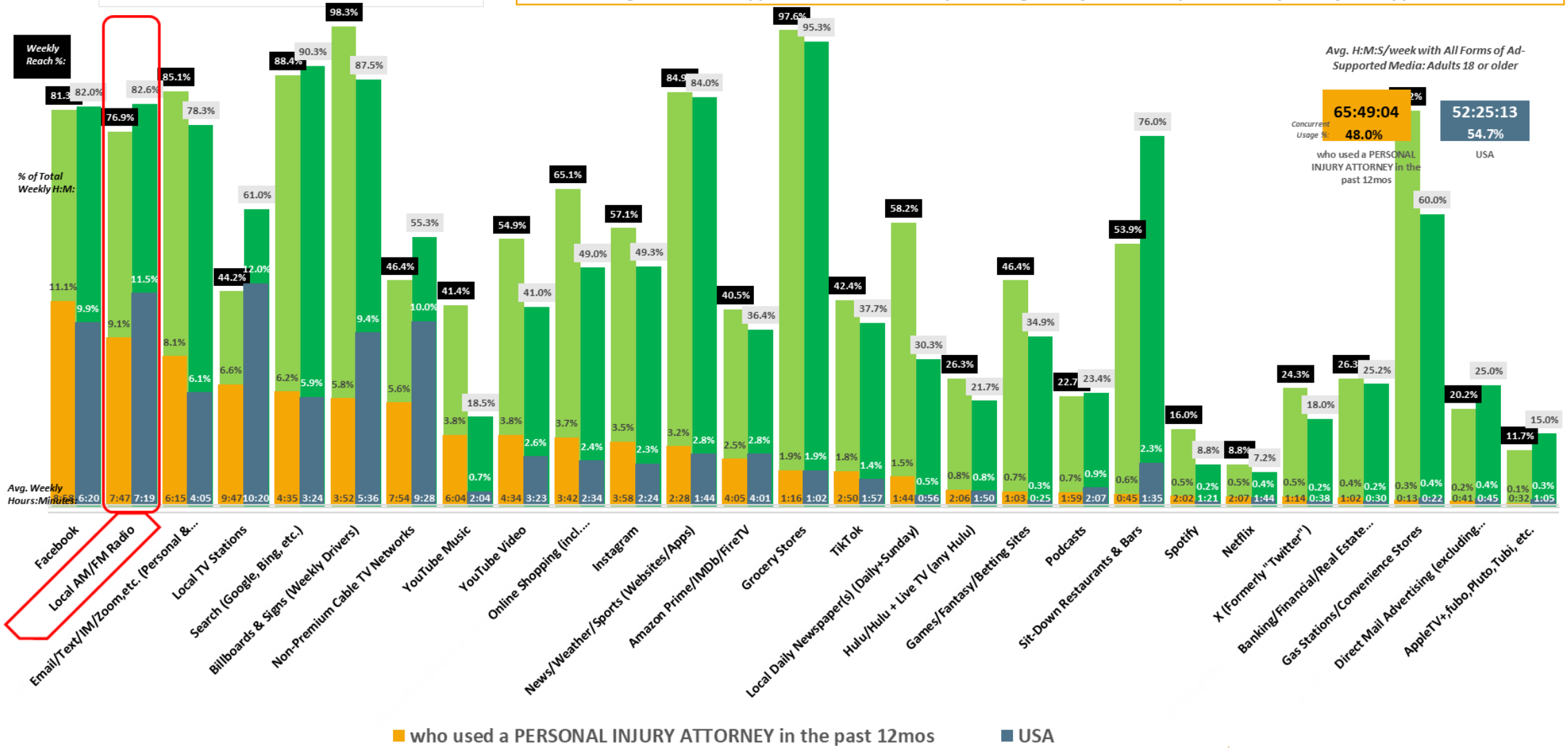


PERSONAL INJURY ATTORNEY USERS

W25-64

Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 2 days, 17 hours, 49 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

76.9% of Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an avg. of 7 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Media.



■ who used a PERSONAL INJURY ATTORNEY in the past 12mos ■ USA

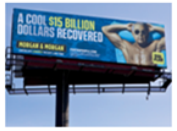
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

Scarborough R1 2024: Jan23-Mar24 USA Projection

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

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

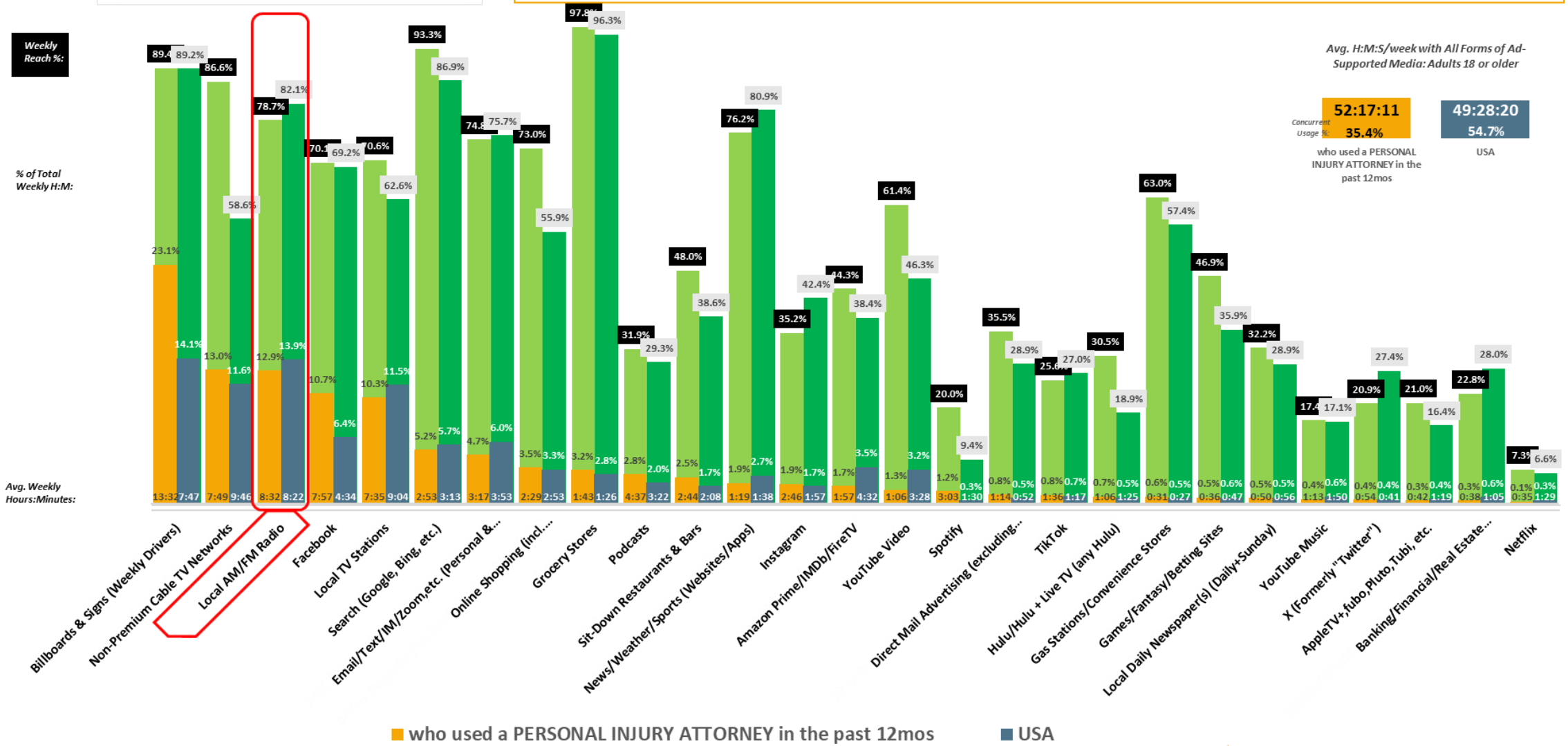


PERSONAL INJURY ATTORNEY USERS

M25-64

Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 2 days, 4 hours, 17 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

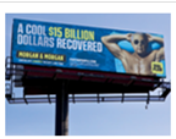
78.7% of Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an avg. of 8 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.9% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.
Scarborough R1 2024: Jan23-Mar24 USA Projection

Hubbard BROADCASTING Share of Everything for Anything ©

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

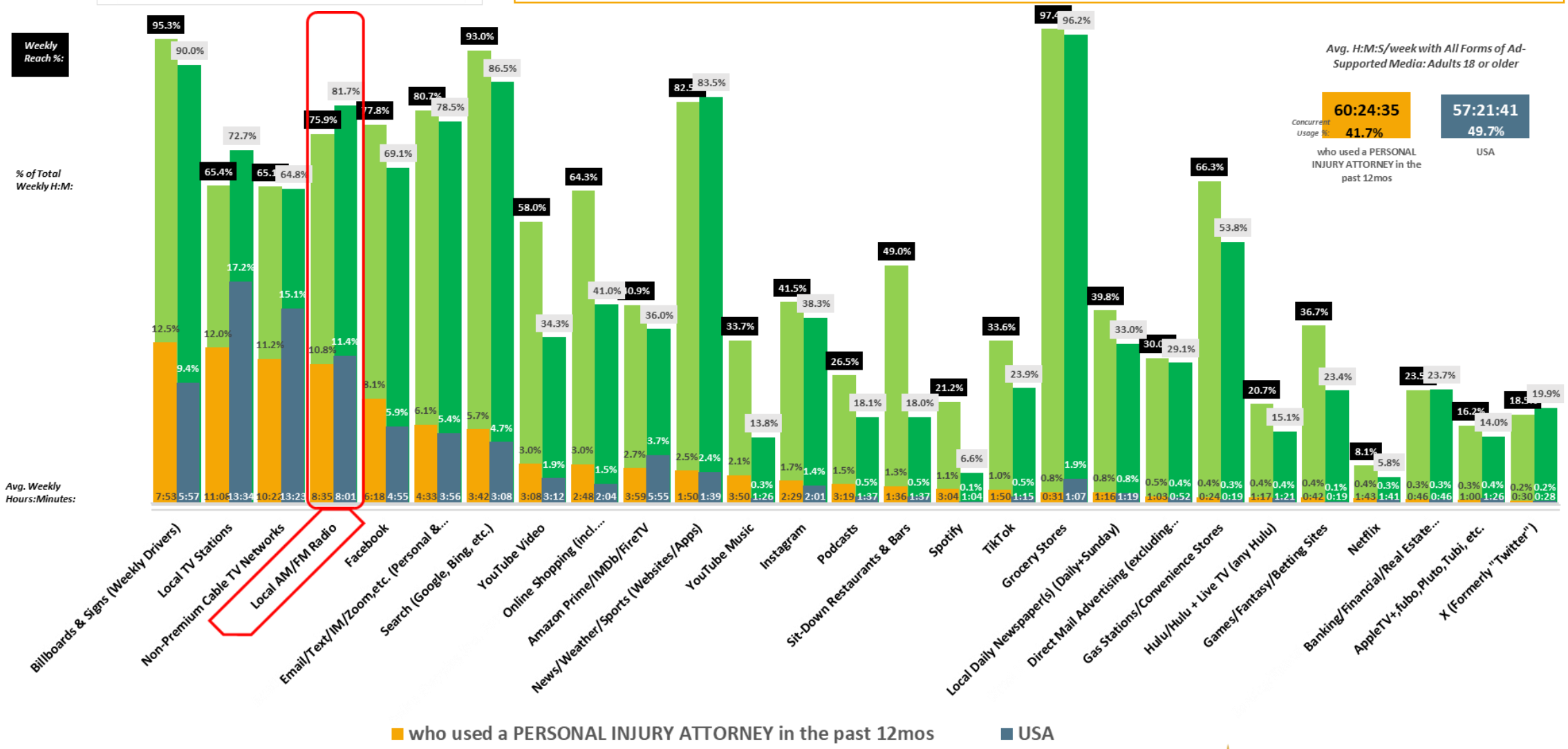


PERSONAL INJURY ATTORNEY USERS

P35+

Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 2 days, 12 hours, 24 minutes and 35 seconds each week with All Forms of Ad-Supported Media.

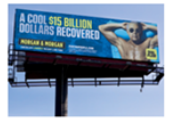
75.9% of Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an avg. of 8 hours and 35 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.
Scarborough R1 2024: Jan23-Mar24 USA Projection

Hubbard BROADCASTING Share of Everything for Anything ©

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

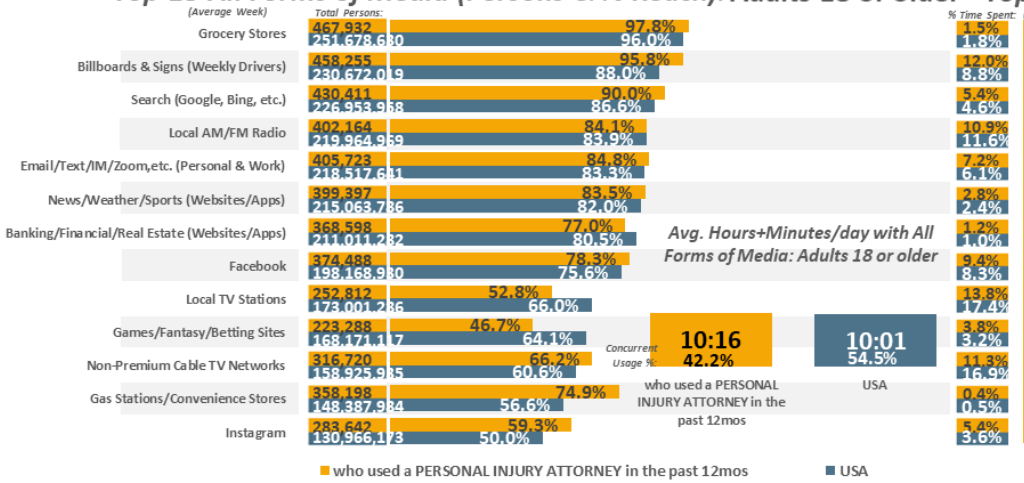


PERSONAL INJURY ATTORNEY USERS

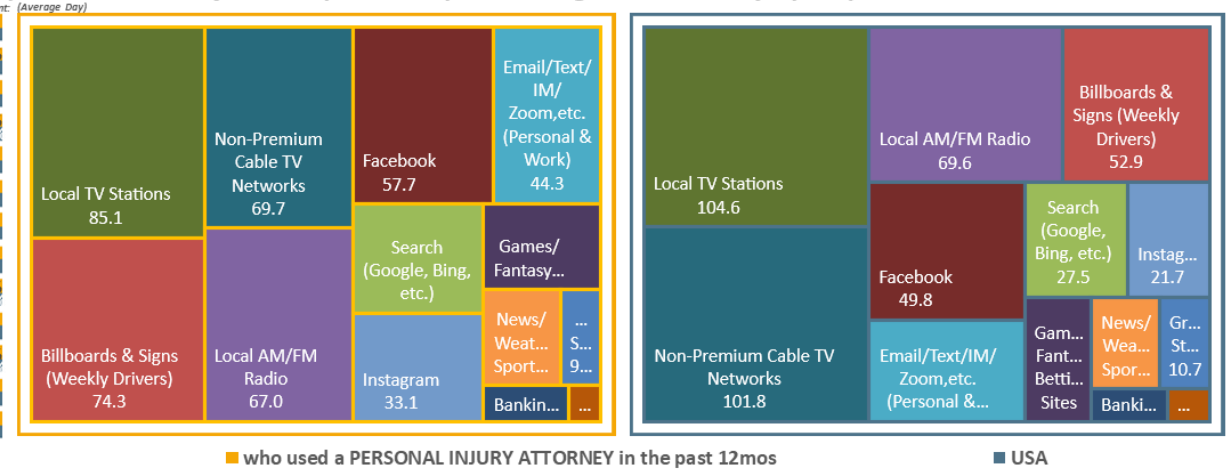
P18+

Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 7 hours and 48 minutes each day with All Forms of Ad-Supported Media. 79.% listen to Local AM/FM Radio for an avg. of 64.5 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

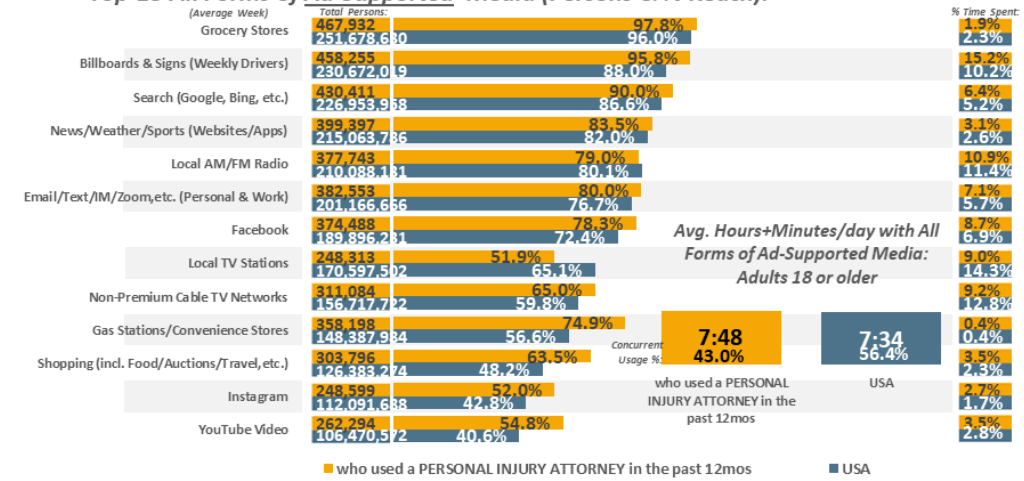
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



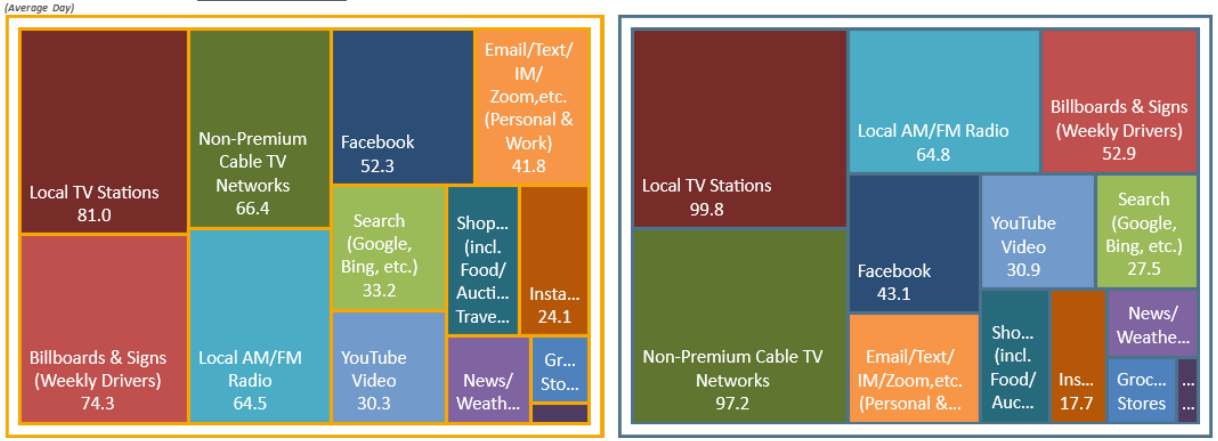
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



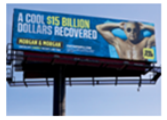
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

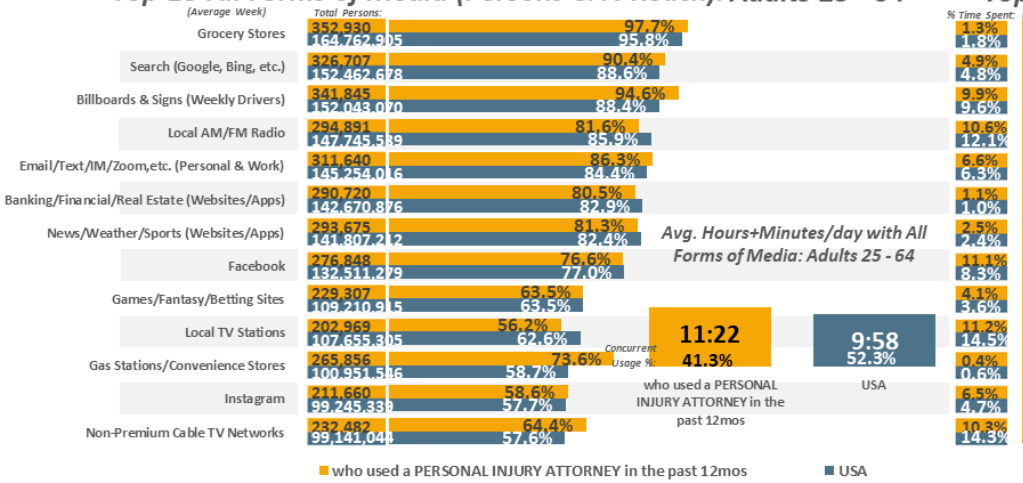


PERSONAL INJURY ATTORNEY USERS

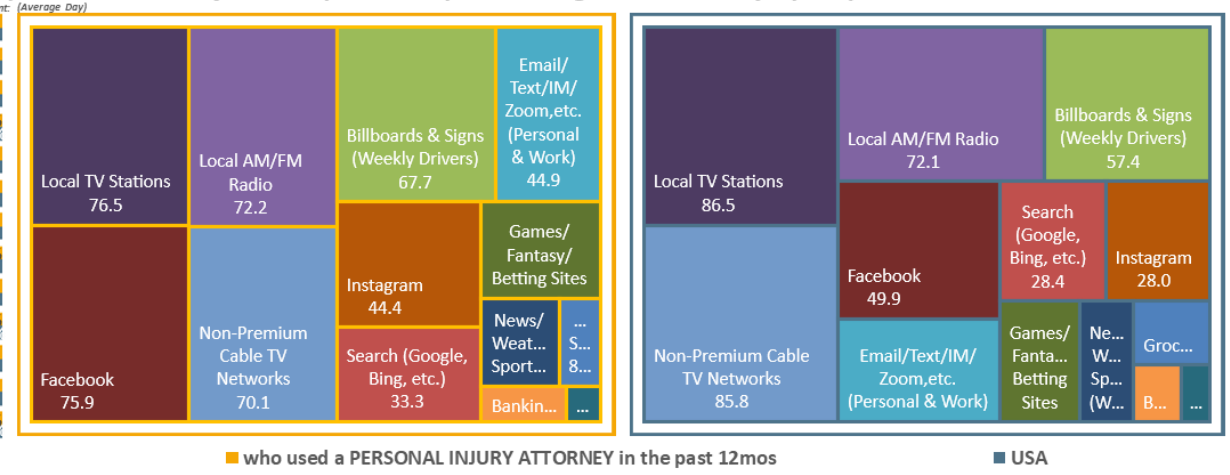
P25-64

Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 8 hours and 24 minutes each day with All Forms of Ad-Supported Media. 77.7% listen to Local AM/FM Radio for an avg. of 69.5 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

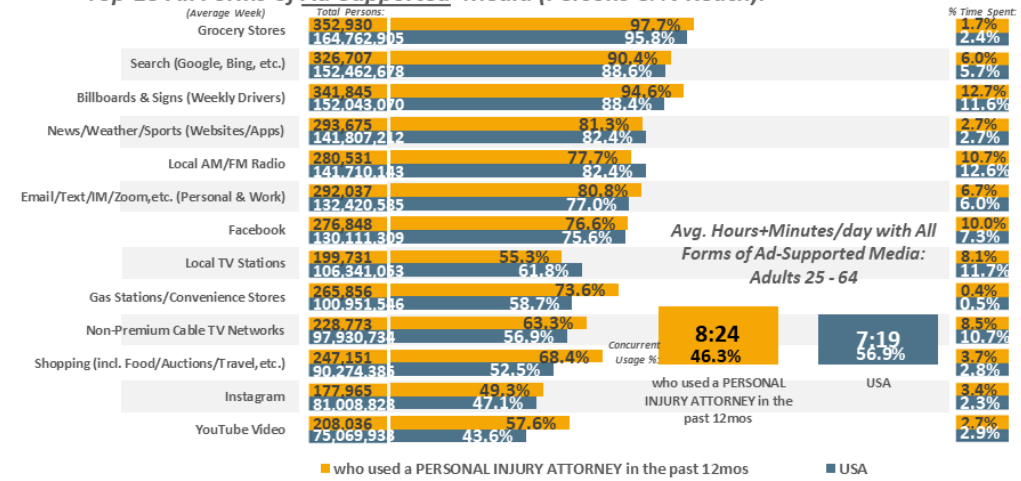
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



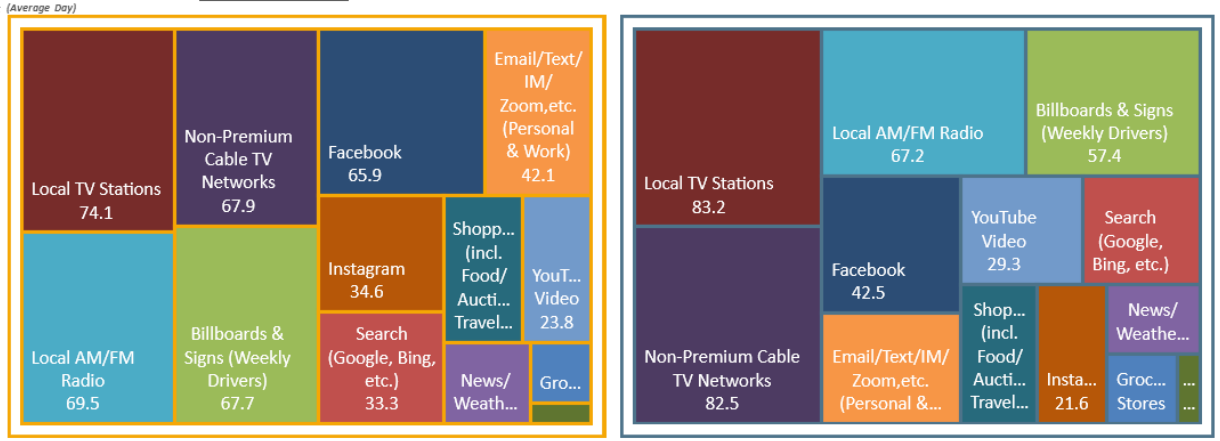
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



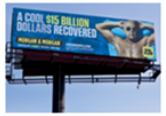
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

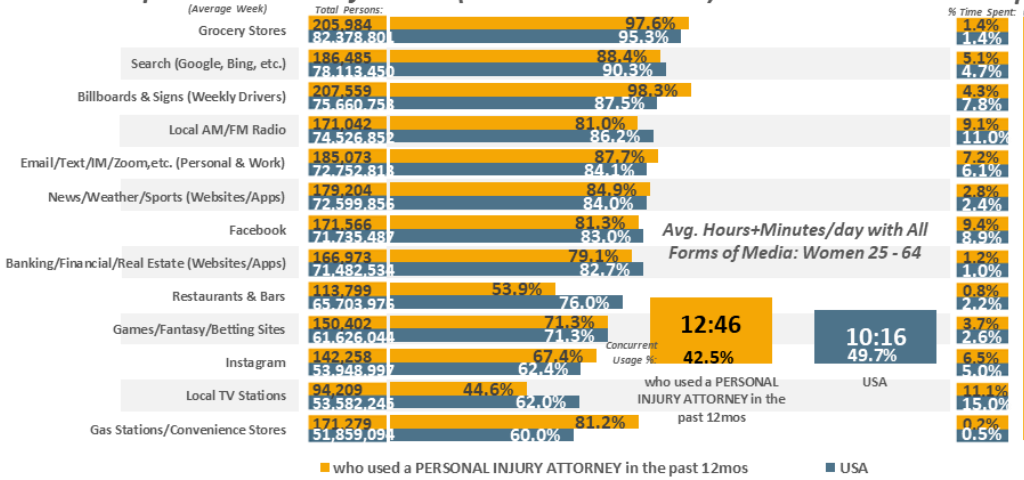


PERSONAL INJURY ATTORNEY USERS

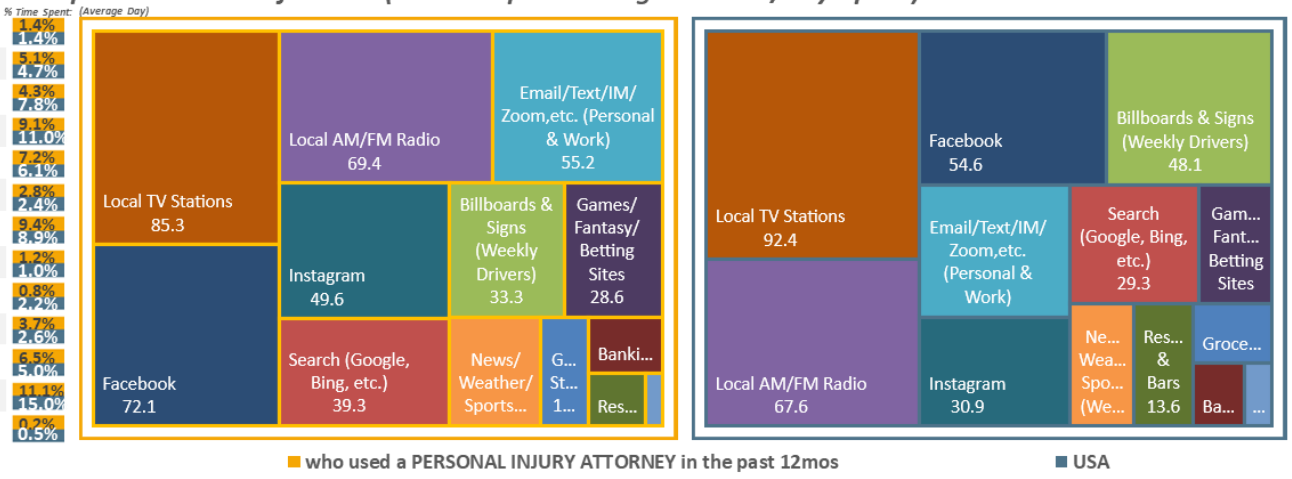
W25-64

Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 9 hours and 24 minutes each day with All Forms of Ad-Supported Media. 76.9% listen to Local AM/FM Radio for an avg. of 66.8 minutes/day. *(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

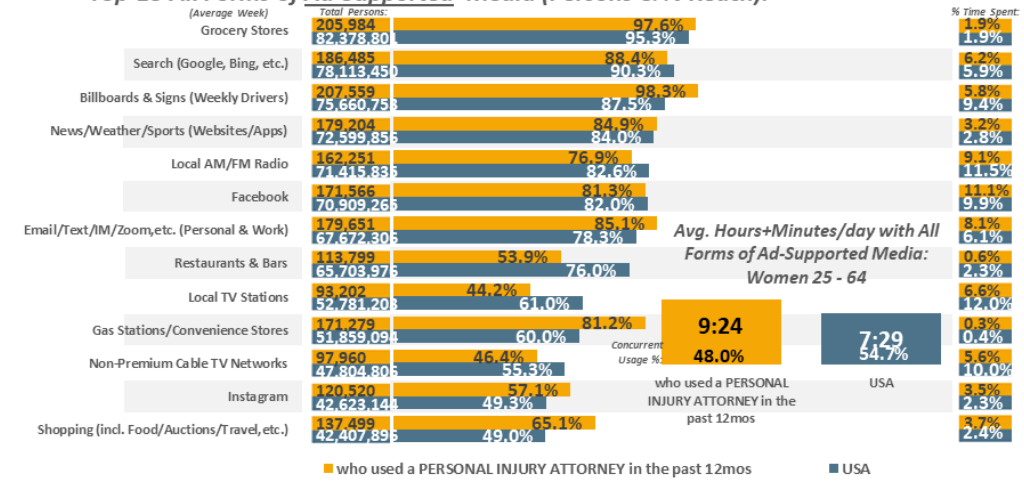
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64



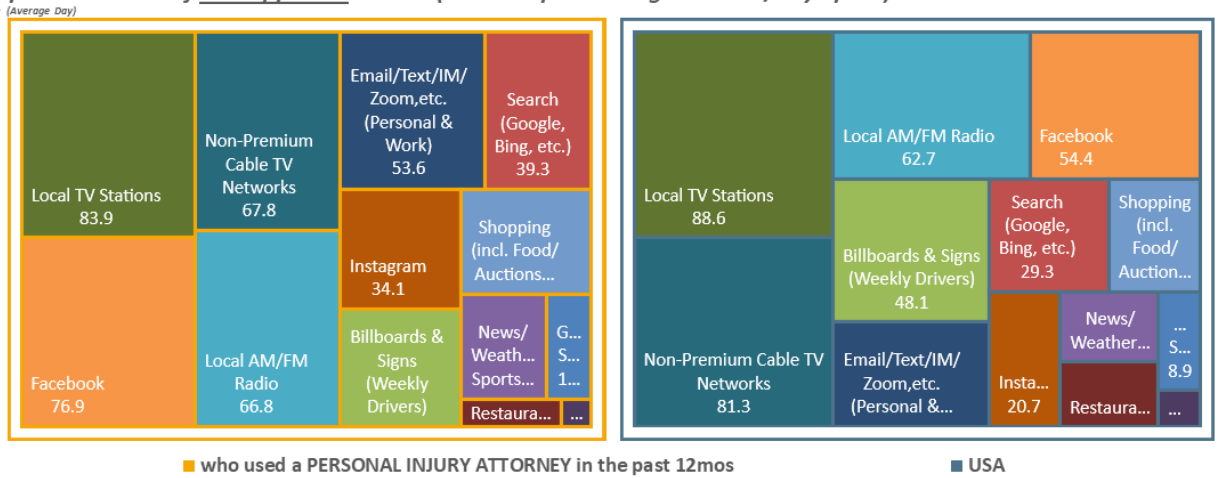
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



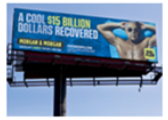
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

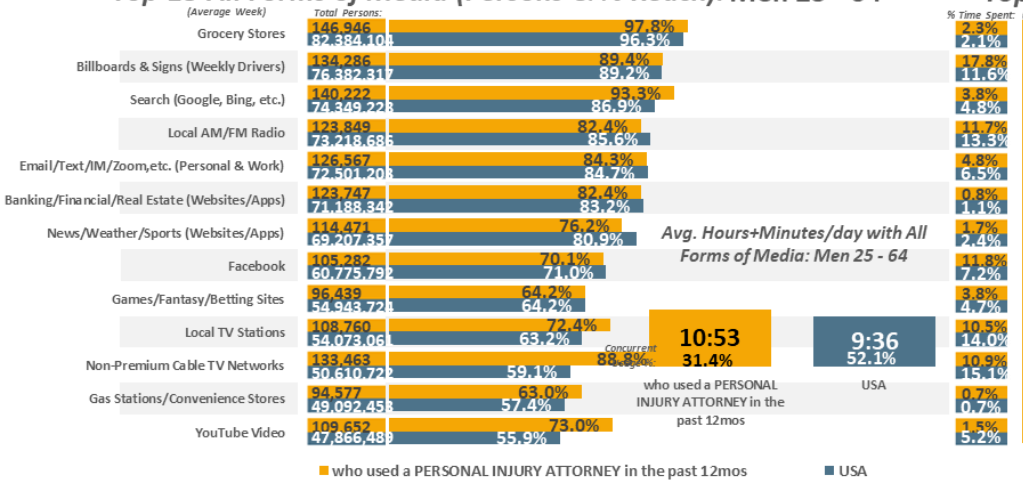


PERSONAL INJURY ATTORNEY USERS

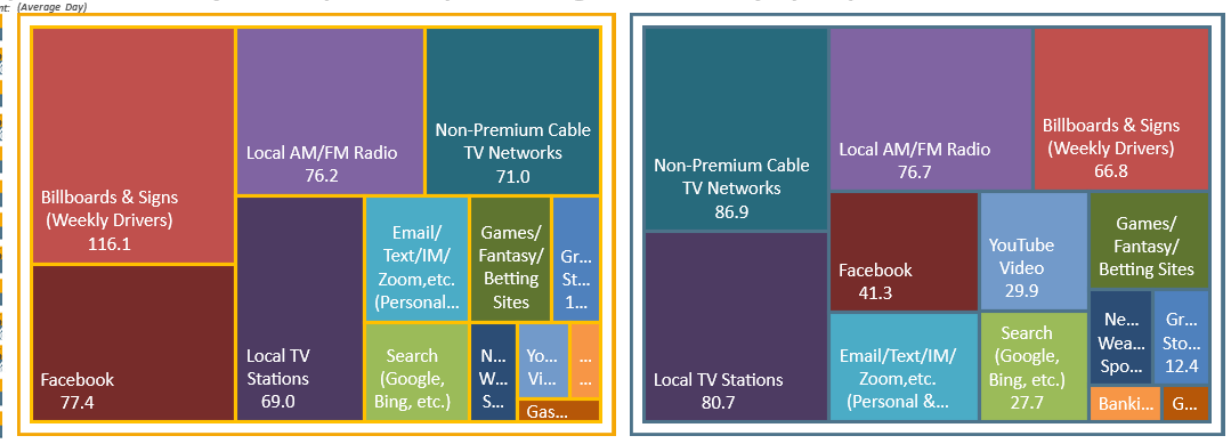
M25-64

Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 7 hours and 28 minutes each day with All Forms of Ad-Supported Media. 78.7% listen to Local AM/FM Radio for an avg. of 73.2 minutes/day. *(Local Radio delivers 12.9% of Time with Ad-Supported Media.)*

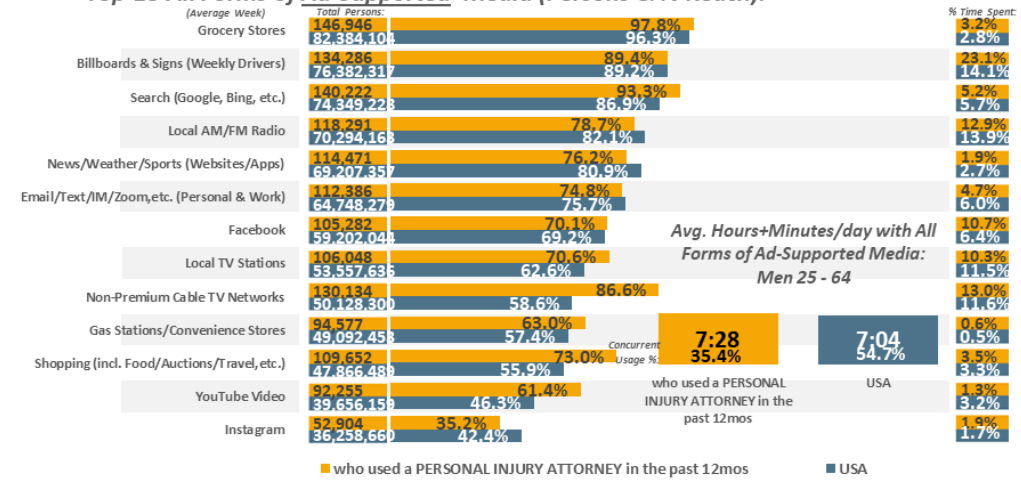
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 64



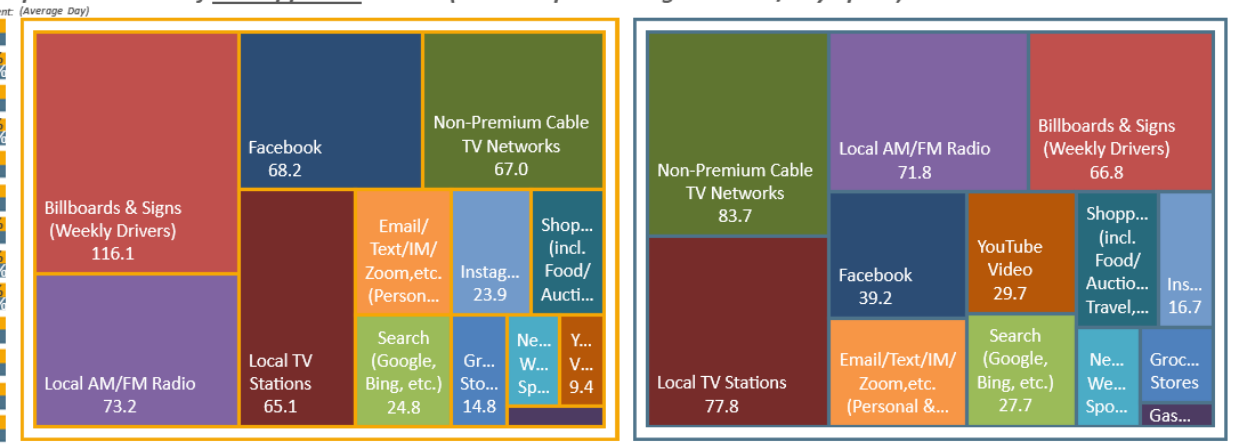
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64

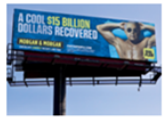


USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

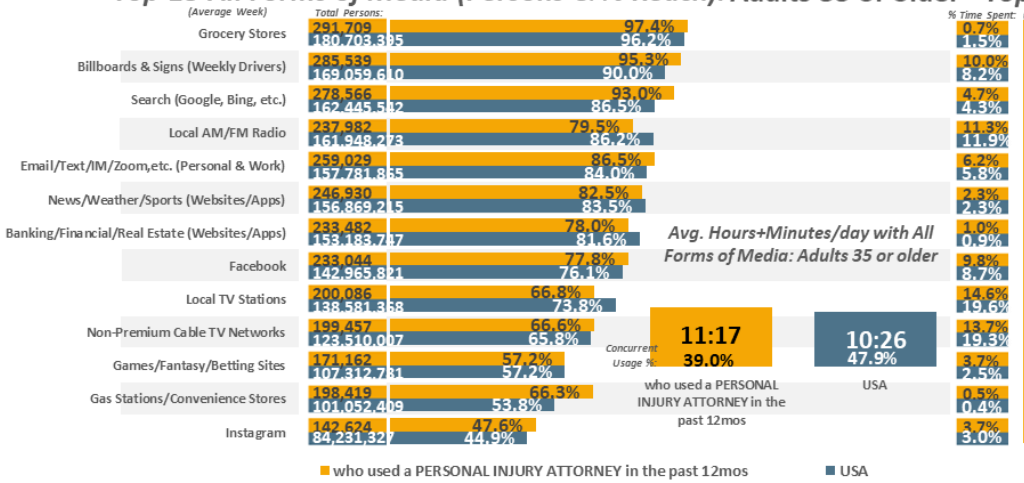


PERSONAL INJURY ATTORNEY USERS

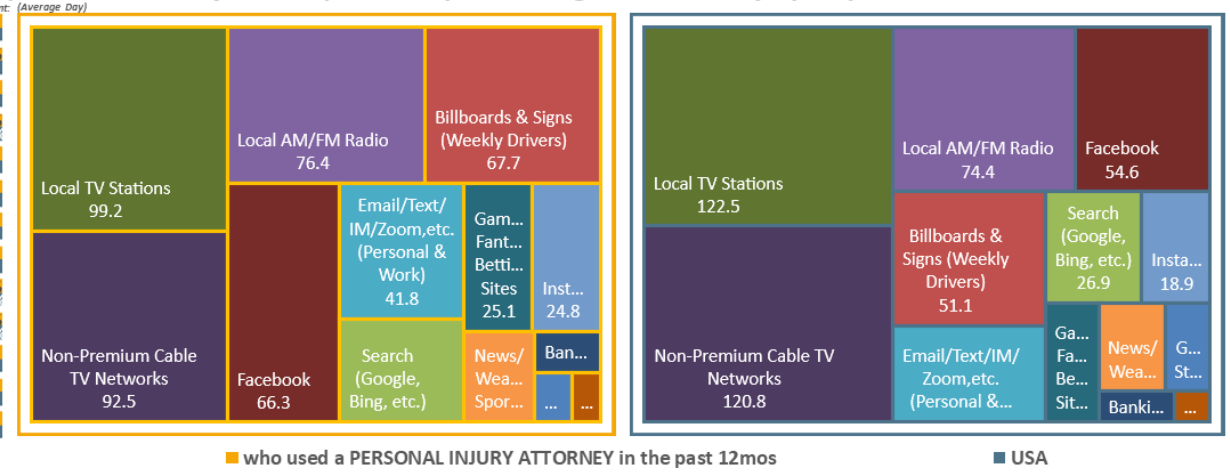
P35+

Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 8 hours and 37 minutes each day with All Forms of Ad-Supported Media. 75.9% listen to Local AM/FM Radio for an avg. of 73.6 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

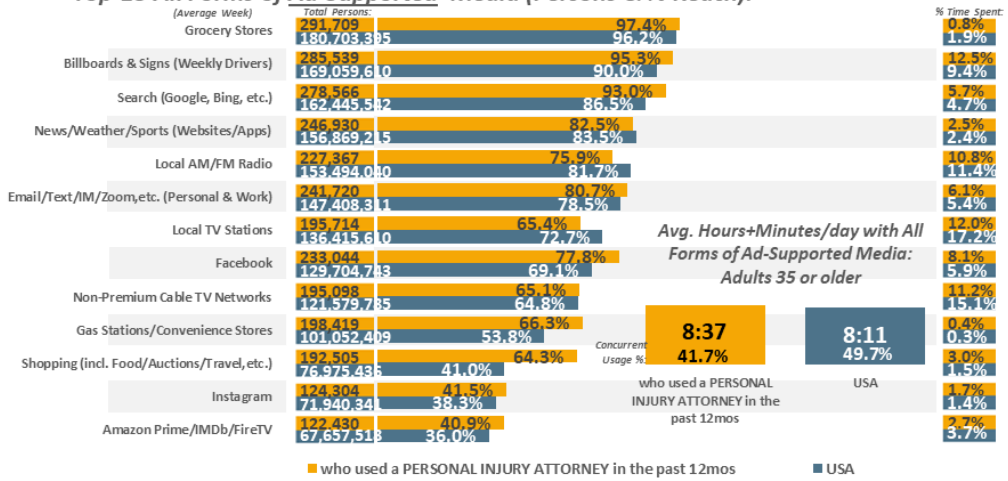
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



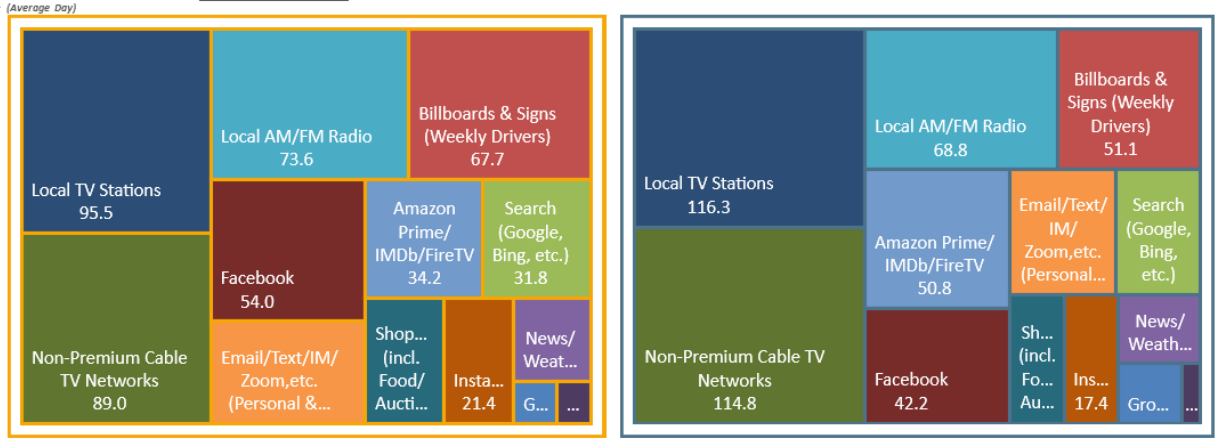
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

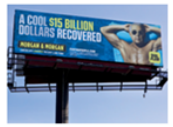


USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

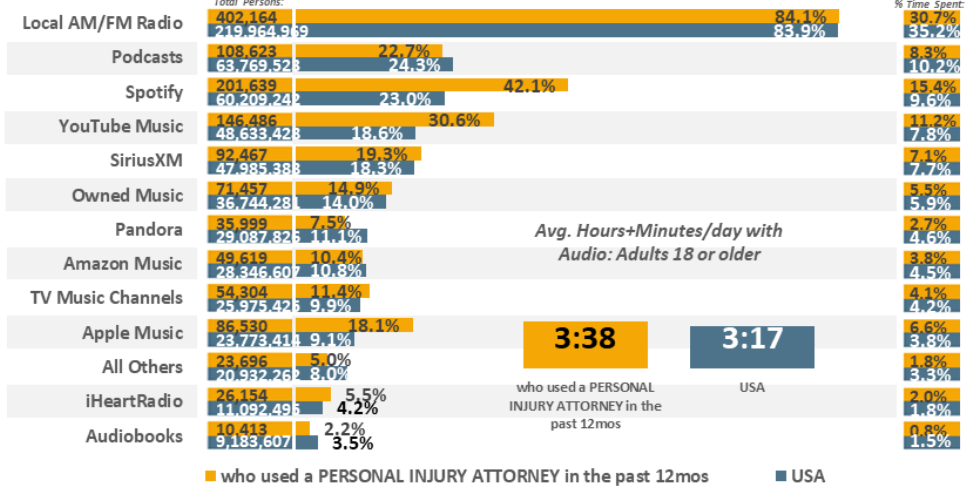


PERSONAL INJURY ATTORNEY USERS

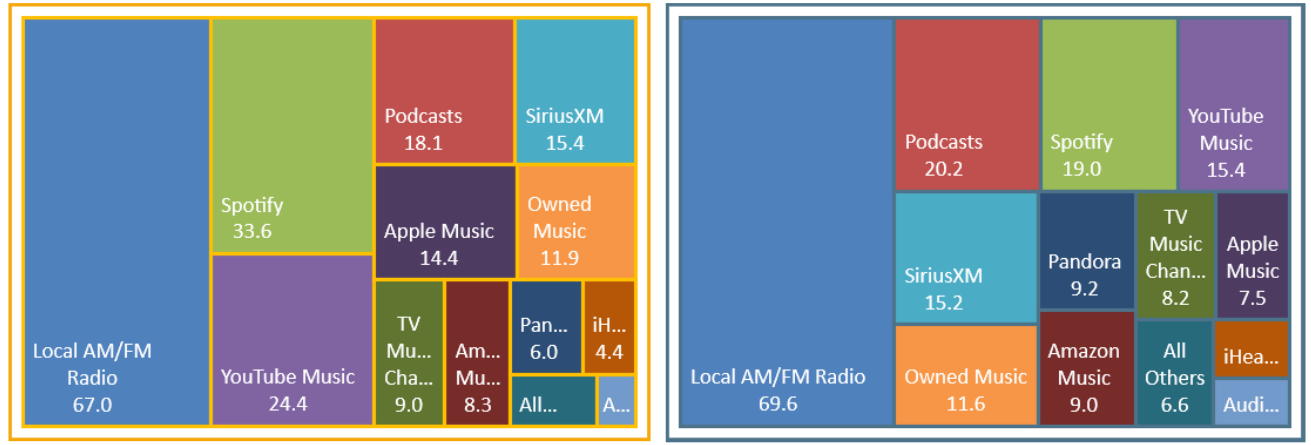
P18+

377,743 or 79.% of Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.5 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

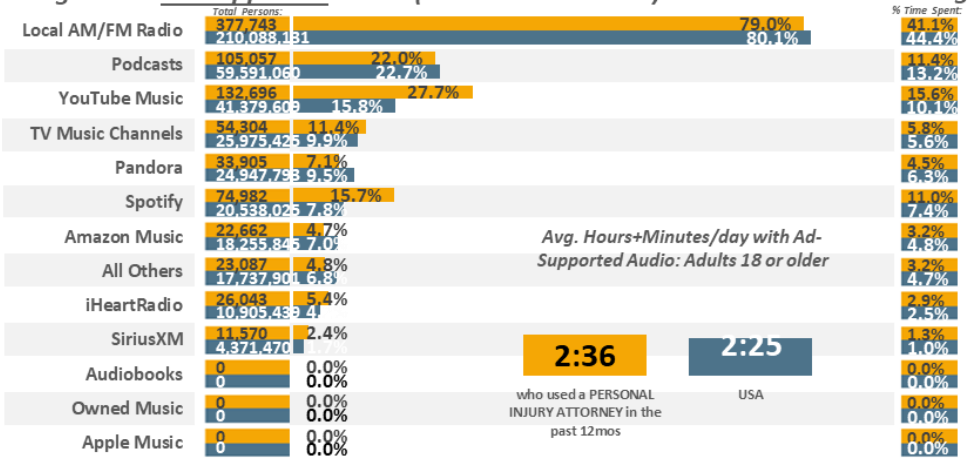
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



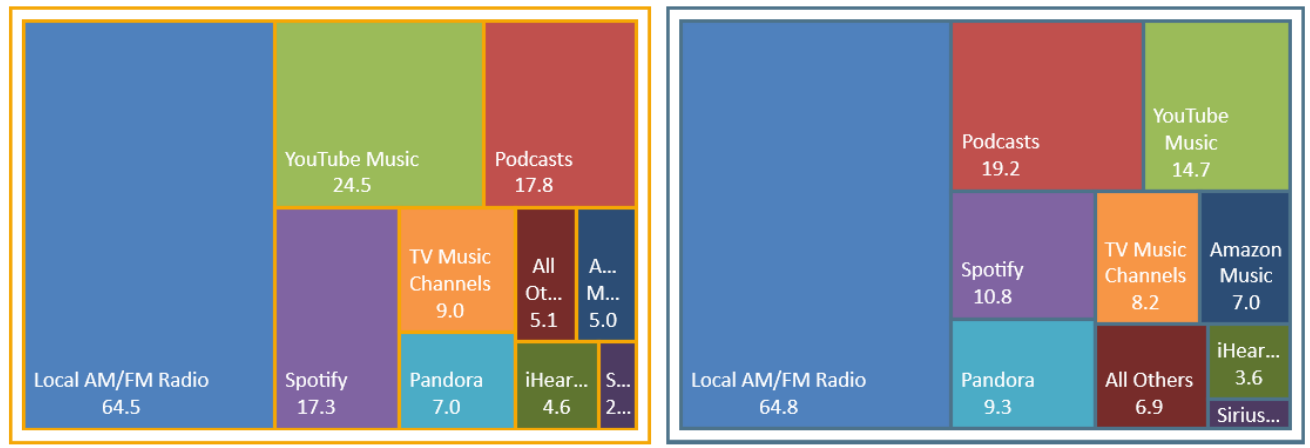
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



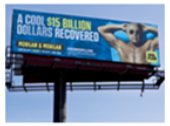
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

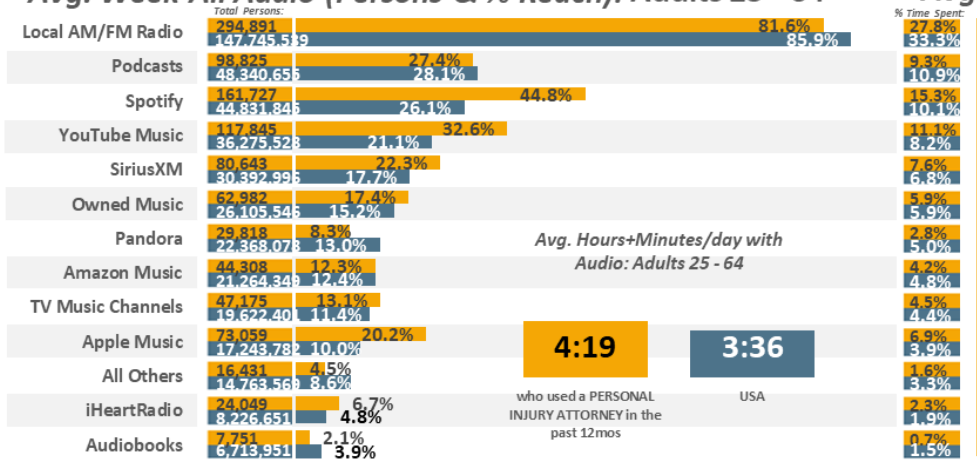


PERSONAL INJURY ATTORNEY USERS

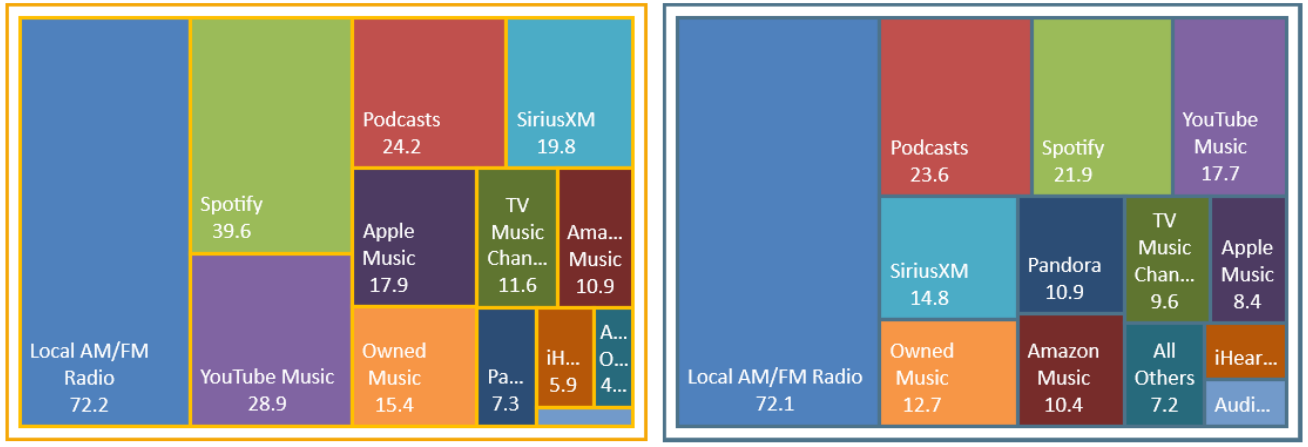
P25-64

280,531 or 77.7% of Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.

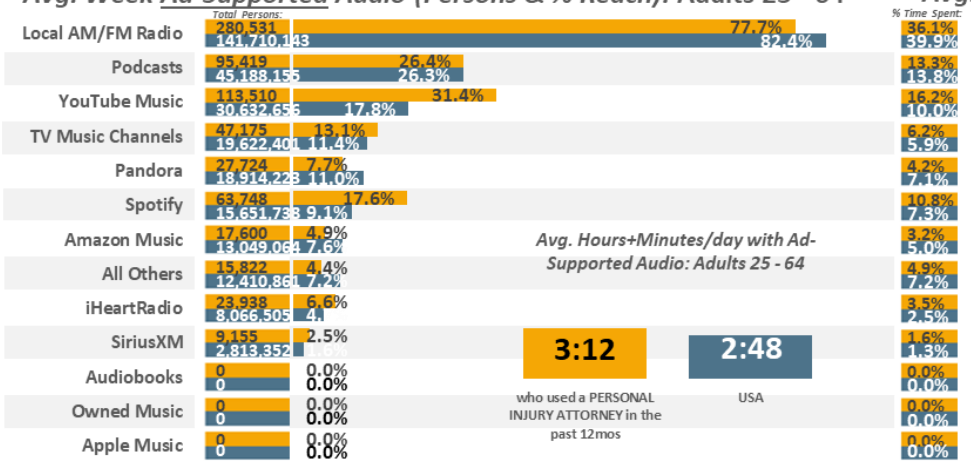
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



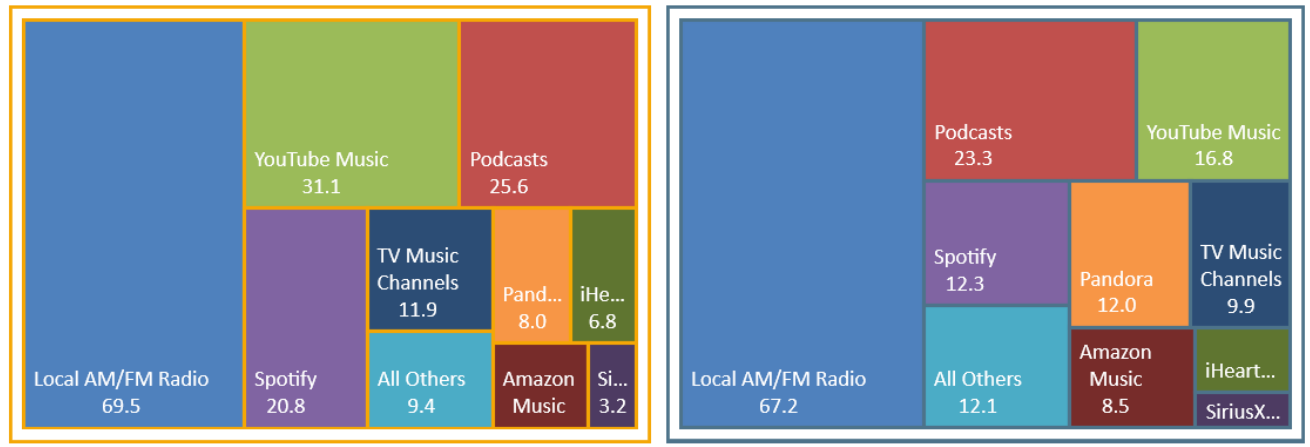
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



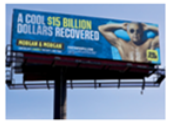
USA *USA Projection* *Scarborough R1 2024: Jan23-Mar24* *Qual Intab* *266*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 *USA Projection*

soefa.ai Share of Everything for Anything ©

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

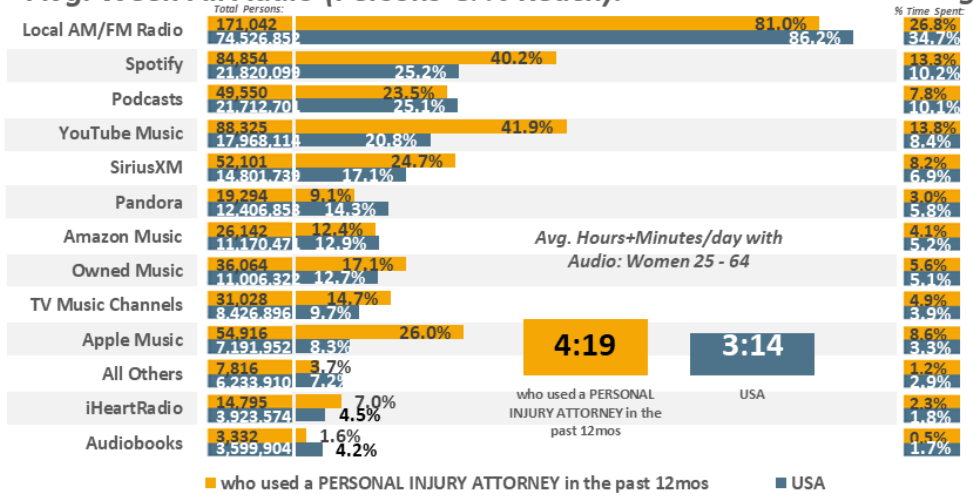


PERSONAL INJURY ATTORNEY USERS

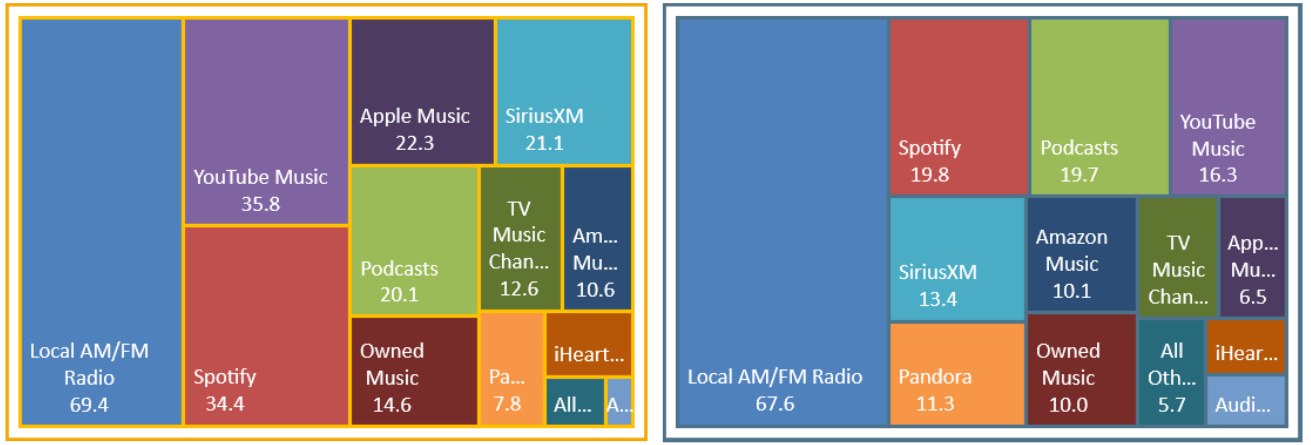
W25-64

162,251 or 76.9% of Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 33.9% of all time spent daily with Ad-Supported Audio.

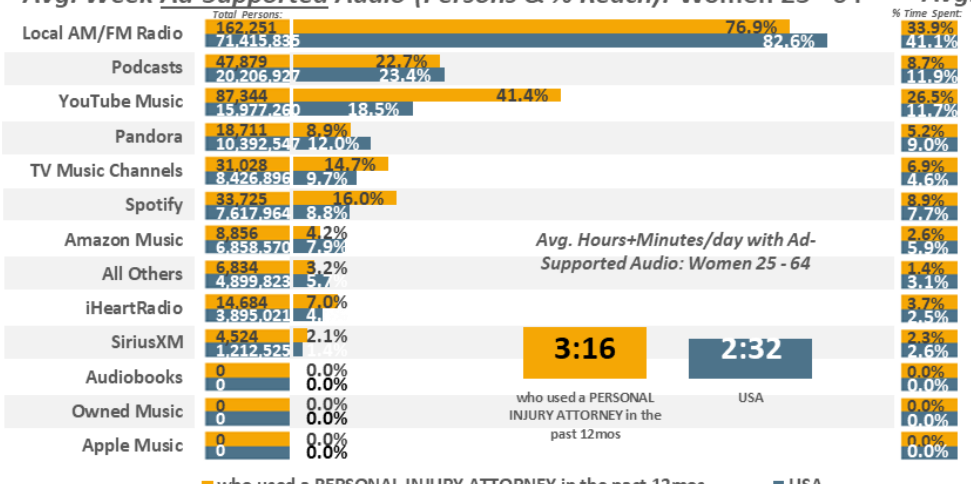
Avg. Week All Audio (Persons & % Reach): Women 25 - 64



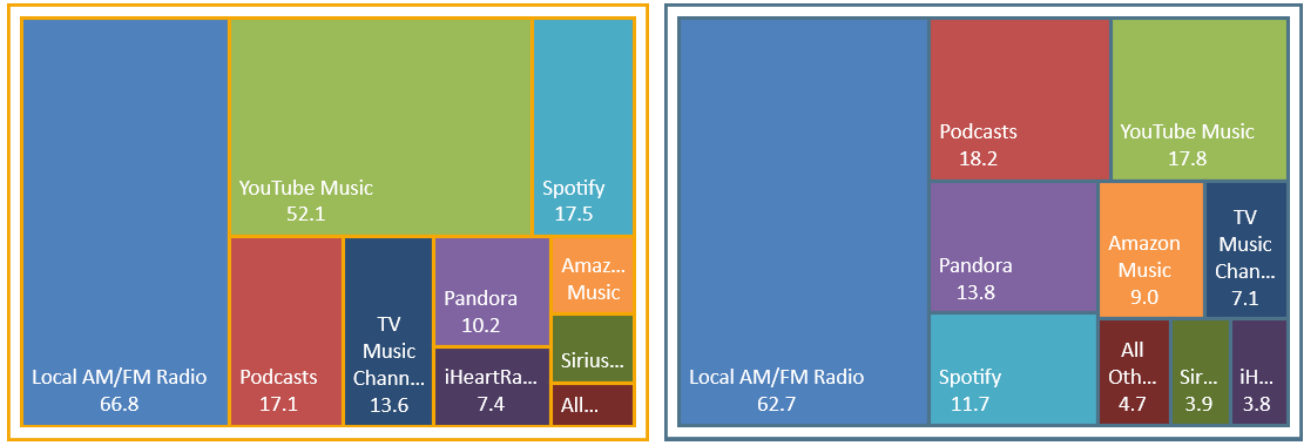
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



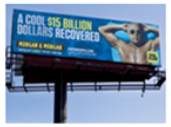
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

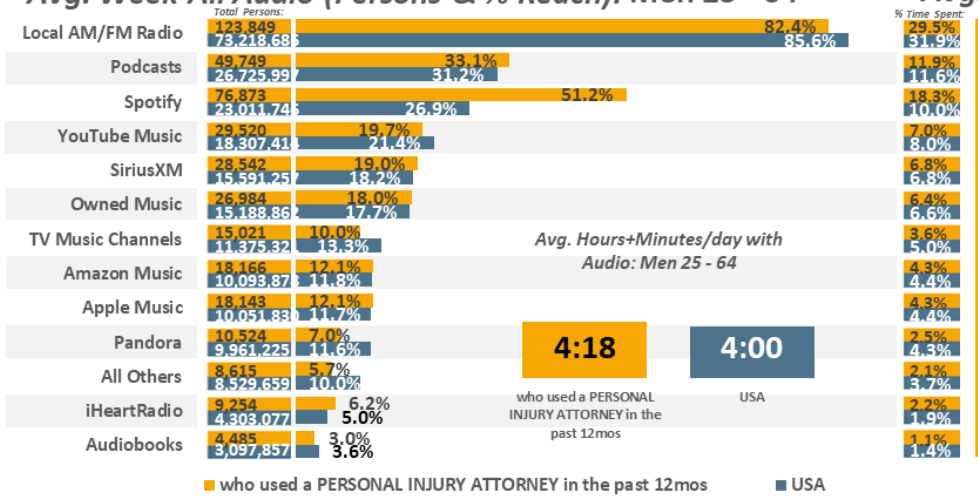


PERSONAL INJURY ATTORNEY USERS

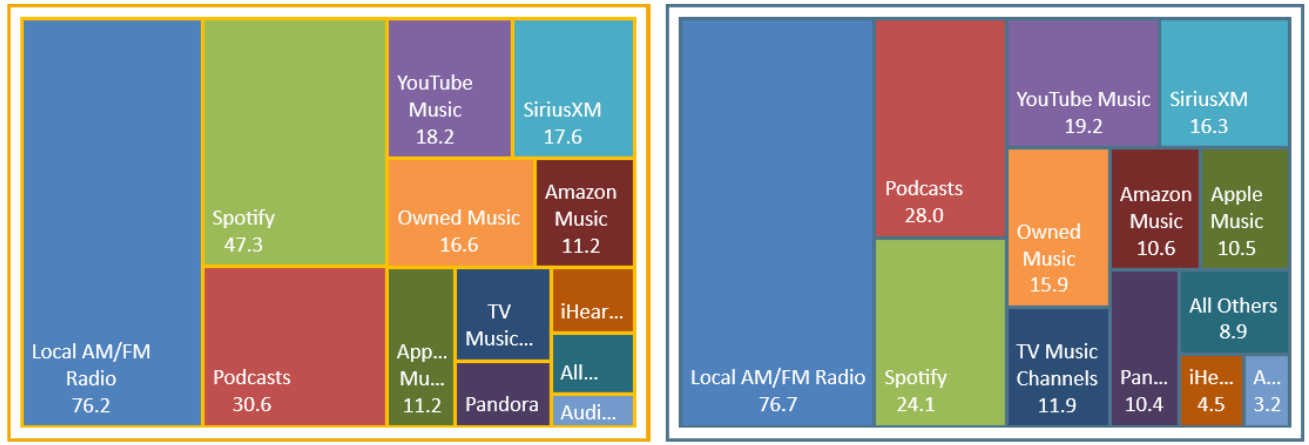
M25-64

118,291 or 78.7% of Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 73.2 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

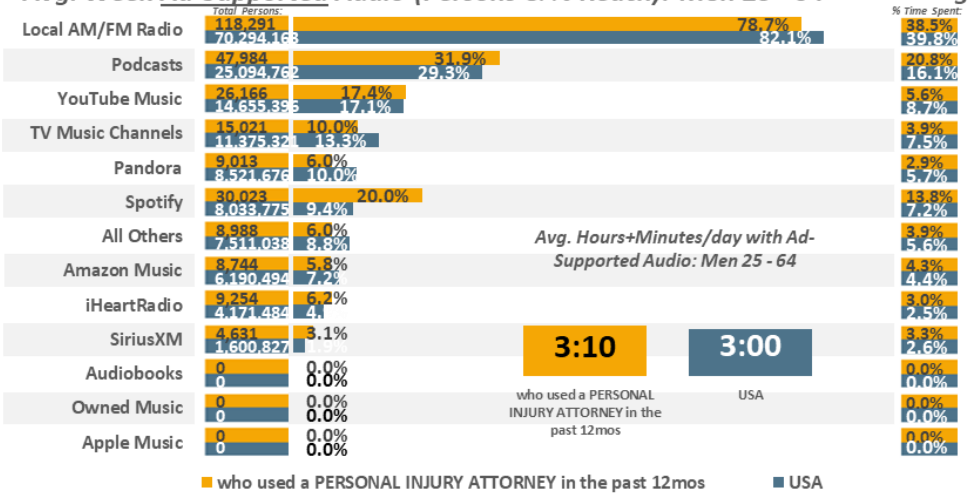
Avg. Week All Audio (Persons & % Reach): Men 25 - 64



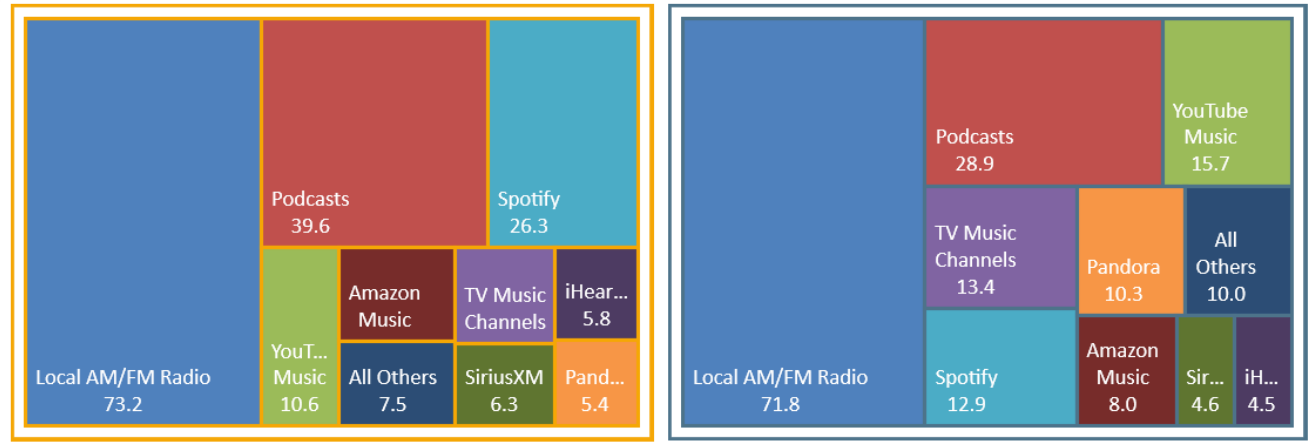
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



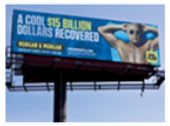
USA *USA Projection* *Scarborough R1 2024: Jan23-Mar24* *Qual Intab* *266*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 *USA Projection*

soefa.ai Share of Everything for Anything ©

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

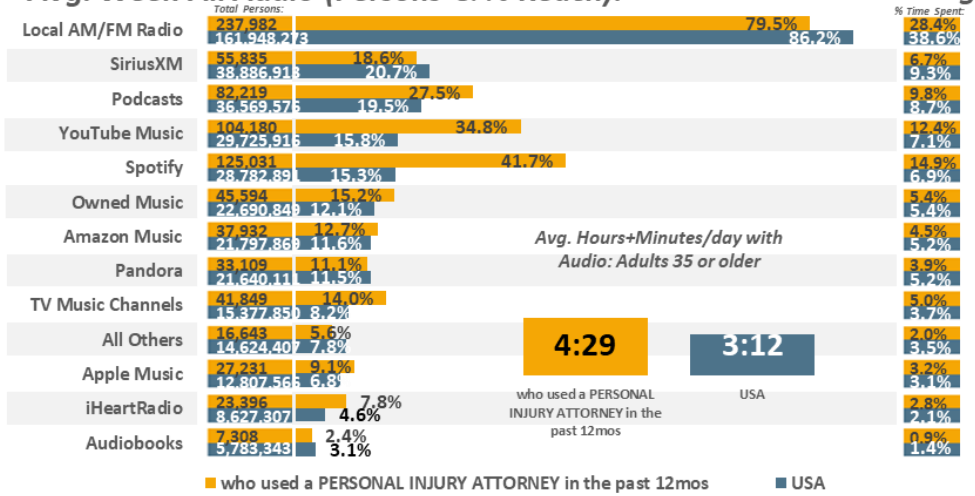


PERSONAL INJURY ATTORNEY USERS

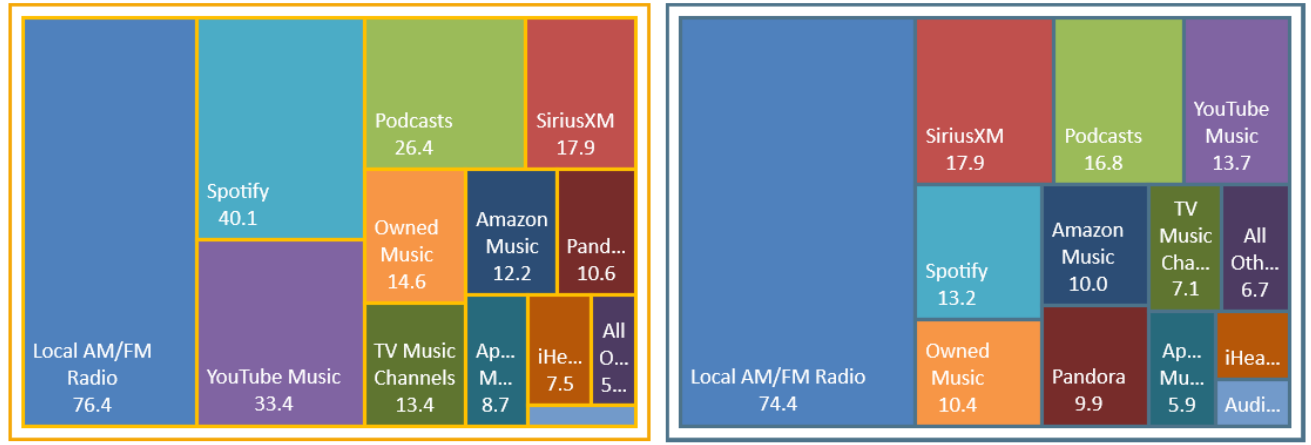
P35+

227,367 or 75.9% of Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 73.6 minutes every day representing 33.8% of all time spent daily with Ad-Supported Audio.

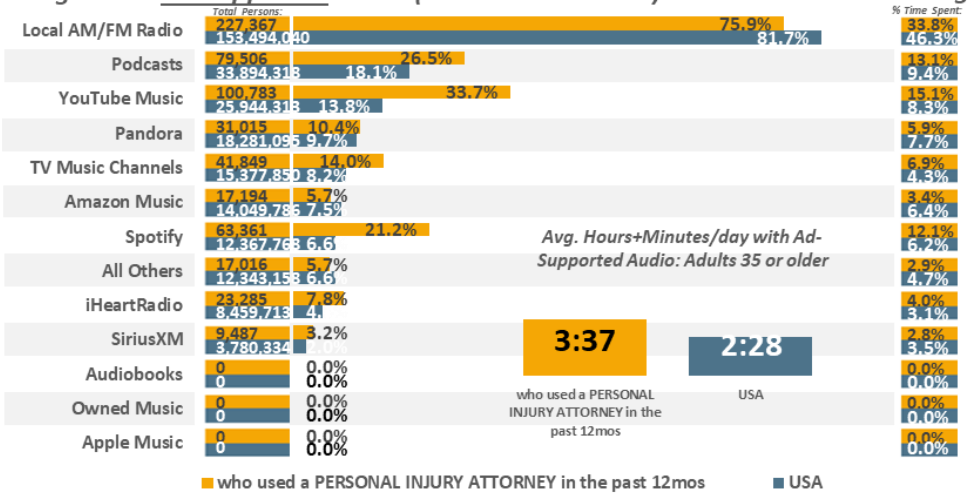
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



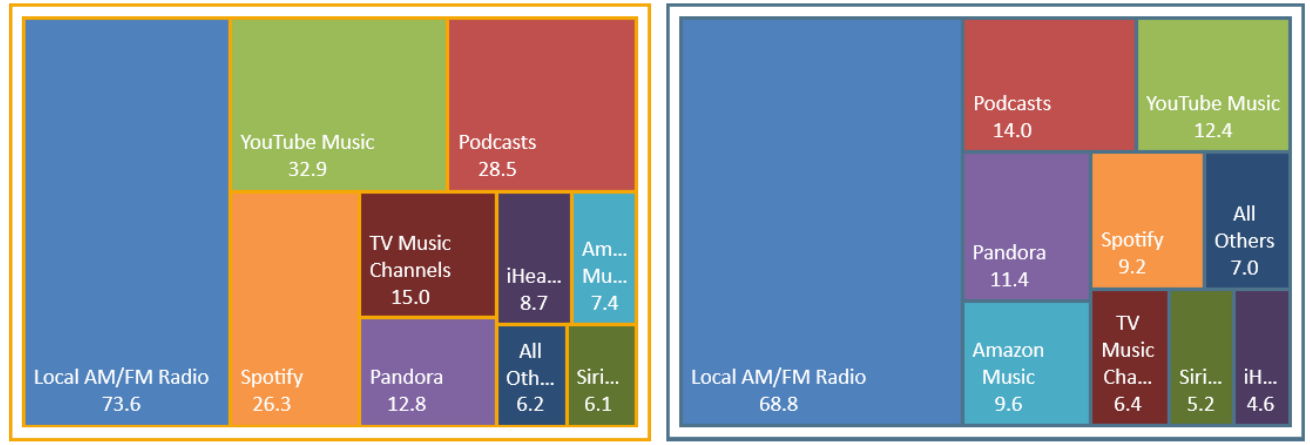
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Mar24* *Qual Intab* *266*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 *USA Projection*

soefa.ai Share of Everything for Anything ©

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



PERSONAL INJURY ATTORNEY USERS

P18+

377,743 or 79.% of Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.5 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

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

2:36 who used a PERSONAL INJURY ATTORNEY in the past 12mos

2:25 USA

	Local AM/FM Radio	YouTube Music	Podcasts	Spotify	TV Music Channels	Pandora	All Others	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach %	79.0% / 80.1%	27.7% / 15.8%	22.0% / 22.7%	15.7% / 7.8%	11.4% / 9.9%	7.1% / 9.5%	4.8% / 6.8%	4.7% / 7.0%	5.4% / 4.2%	2.4% / 1.7%
% of Weekly Time Spent with Ad-Supported Audio	41.1% / 44.4%	15.6% / 10.1%	11.4% / 13.2%	11.0% / 7.4%	5.8% / 5.6%	4.5% / 6.3%	3.2% / 4.7%	3.2% / 4.8%	2.9% / 2.5%	1.3% /
Weekly Total Persons Reached:	377,743 / 210,088,131	132,696 / 41,379,609	105,057 / 59,591,060	74,982 / 20,538,025	54,304 / 25,975,425	33,905 / 24,947,793	23,087 / 17,737,901	22,662 / 18,255,845	26,043 / 10,905,439	11,570 / 4,371,470
Average Daily Minutes Listening:	64.5 / 64.8	24.5 / 14.7	17.8 / 19.2	17.3 / 10.8	9.0 / 8.2	7.0 / 9.3	5.1 / 6.9	5.0 / 7.0	4.6 / 3.6	2.1 / 1.4

■ who used a PERSONAL INJURY ATTORNEY in the past 12mos ■ USA

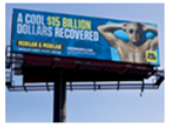
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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



PERSONAL INJURY ATTORNEY USERS

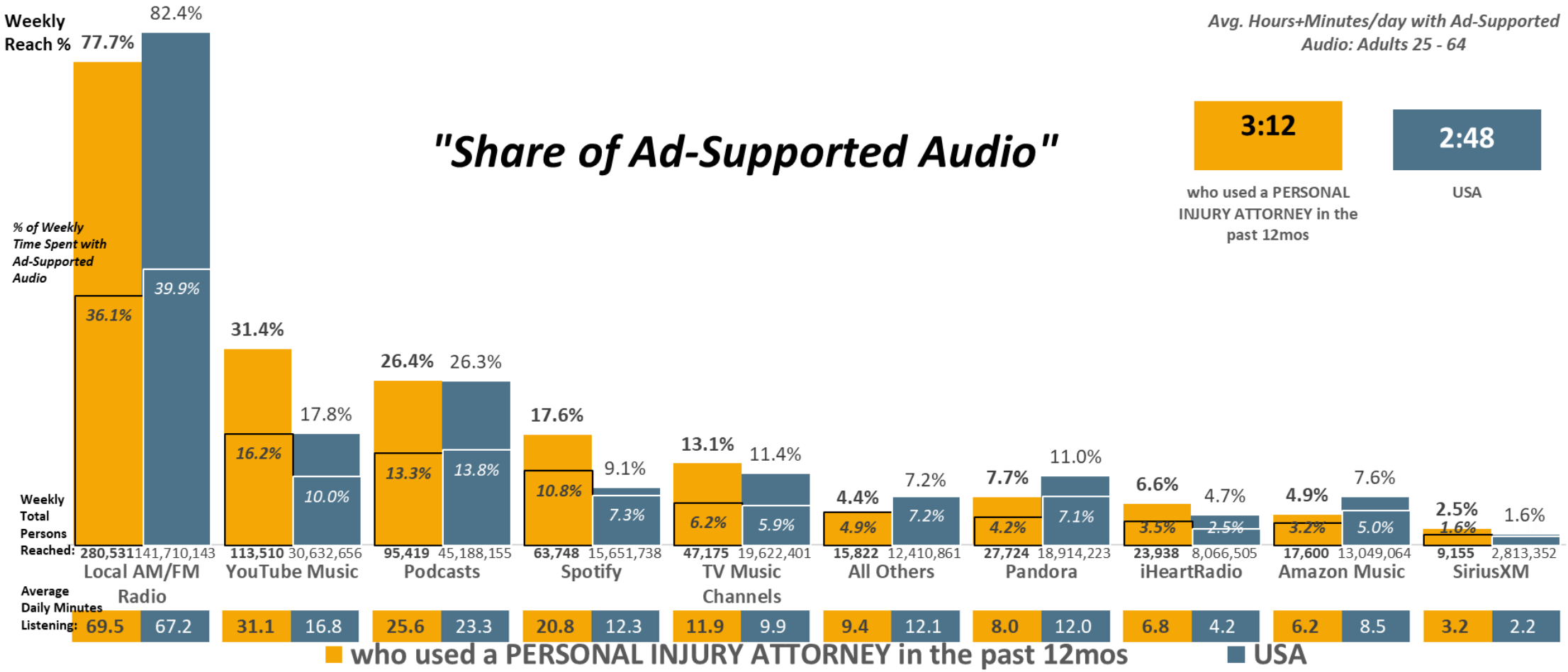
P25-64

280,531 or 77.7% of Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 25 - 64

who used a PERSONAL INJURY ATTORNEY in the past 12mos	USA
3:12	2:48



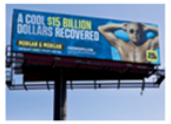
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

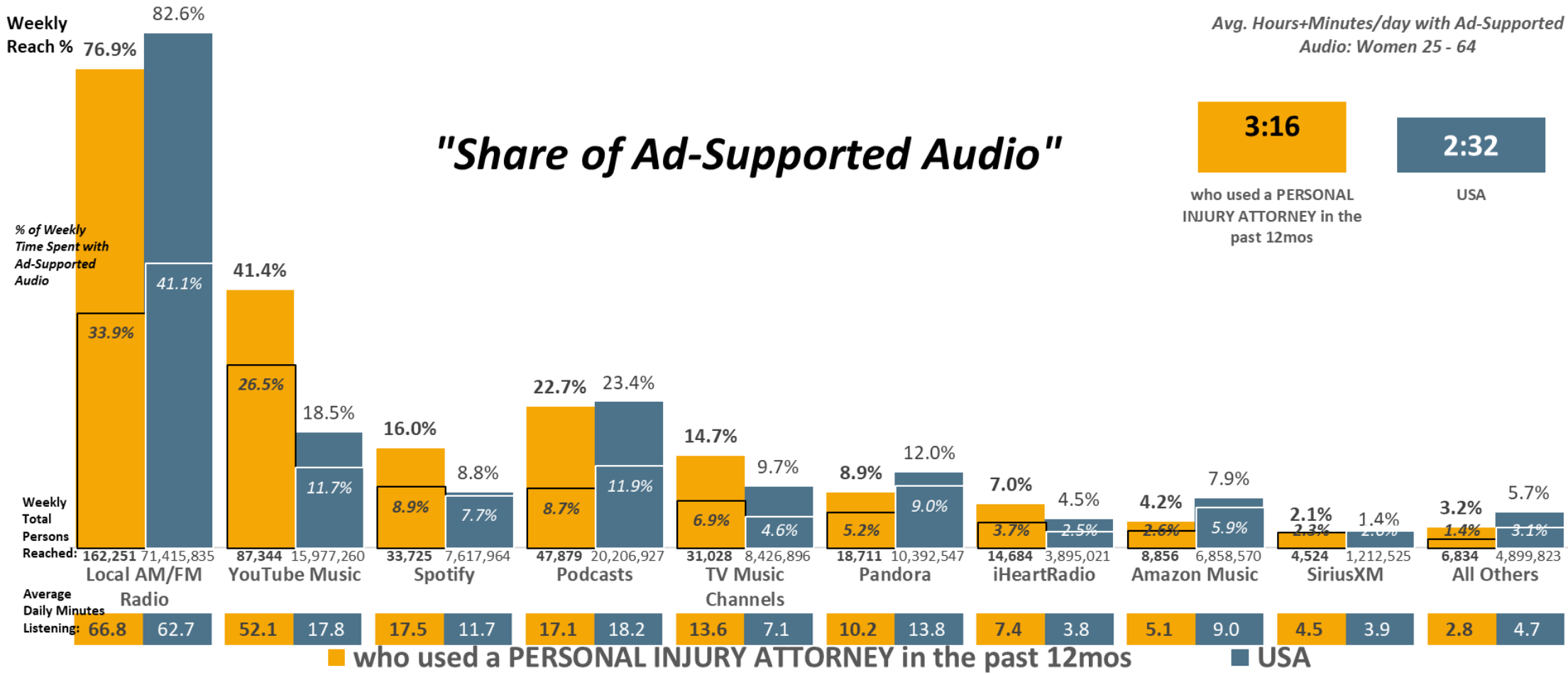
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



PERSONAL INJURY ATTORNEY USERS

W25-64

162,251 or 76.9% of Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 33.9% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	YouTube Music	Spotify	Podcasts	TV Music Channels	Pandora	iHeartRadio	Amazon Music	SiriusXM	All Others
Weekly Reach %	76.9% / 82.6%	41.4% / 18.5%	16.0% / 8.8%	22.7% / 23.4%	14.7% / 9.7%	8.9% / 12.0%	7.0% / 4.5%	4.2% / 7.9%	2.1% / 1.4%	3.2% / 5.7%
% of Weekly Time Spent with Ad-Supported Audio	33.9% / 41.1%	26.5% / 11.7%	8.9% / 7.7%	8.7% / 11.9%	6.9% / 4.6%	5.2% / 9.0%	3.7% / 2.5%	2.6% / 5.9%	2.3% / 2.0%	1.4% / 3.1%
Weekly Total Persons Reached:	162,251 / 71,415,835	87,344 / 15,977,260	33,725 / 7,617,964	47,879 / 20,206,927	31,028 / 8,426,896	18,711 / 10,392,547	14,684 / 3,895,021	8,856 / 6,858,570	4,524 / 1,212,525	6,834 / 4,899,823
Average Daily Minutes Listening:	66.8 / 62.7	52.1 / 17.8	17.5 / 11.7	17.1 / 18.2	13.6 / 7.1	10.2 / 13.8	7.4 / 3.8	5.1 / 9.0	4.5 / 3.9	2.8 / 4.7

who used a PERSONAL INJURY ATTORNEY in the past 12mos ■ USA

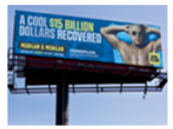
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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



PERSONAL INJURY ATTORNEY USERS

M25-64

118,291 or 78.7% of Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 73.2 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Men 25 - 64

3:10 who used a PERSONAL INJURY ATTORNEY in the past 12mos

3:00 USA

	Local AM/FM Radio	Podcasts	Spotify	YouTube Music	Amazon Music	All Others	TV Music Channels	SiriusXM	iHeartRadio	Pandora
Weekly Reach %	78.7% / 82.1%	31.9% / 29.3%	20.0% / 9.4%	17.4% / 17.1%	5.8% / 7.2%	6.0% / 8.8%	10.0% / 13.3%	3.1% / 1.9%	6.2% / 4.9%	6.0% / 10.0%
% of Weekly Time Spent with Ad-Supported Audio	38.5% / 39.8%	20.8% / 16.1%	13.8% / 7.2%	5.6% / 8.7%	4.3% / 4.4%	3.9% / 5.6%	3.9% / 7.5%	3.3% / 2.6%	3.0% / 2.5%	2.9% / 5.7%
Weekly Total Persons Reached:	118,291 / 70,294,163	47,984 / 25,094,762	30,023 / 8,033,775	26,166 / 14,655,396	8,744 / 6,190,494	8,988 / 7,511,038	15,021 / 11,375,321	4,631 / 1,600,827	9,254 / 4,171,484	9,013 / 8,521,676
Average Daily Minutes Listening:	73.2 / 71.8	39.6 / 28.9	26.3 / 12.9	10.6 / 15.7	8.3 / 8.0	7.5 / 10.0	7.3 / 13.4	6.3 / 4.6	5.8 / 4.5	5.4 / 10.3

who used a PERSONAL INJURY ATTORNEY in the past 12mos ■ USA

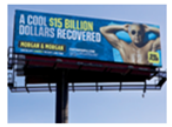
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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



PERSONAL INJURY ATTORNEY USERS

P35+

227,367 or 75.9% of Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 73.6 minutes every day representing 33.8% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 35 or older

who used a PERSONAL INJURY ATTORNEY in the past 12mos	USA
3:37	2:28

	Local AM/FM Radio	YouTube Music	Podcasts	Spotify	TV Music Channels	Pandora	iHeartRadio	Amazon Music	All Others	SiriusXM
Weekly Reach %	75.9% / 81.7%	33.7% / 13.8%	26.5% / 18.1%	21.2% / 6.6%	14.0% / 8.2%	10.4% / 9.7%	7.8% / 4.5%	5.7% / 7.5%	5.7% / 6.6%	3.2% / 2.0%
% of Weekly Time Spent with Ad-Supported Audio	33.8% / 46.3%	15.1% / 8.3%	13.1% / 9.4%	12.1% / 6.2%	6.9% / 4.3%	5.9% / 7.7%	4.0% / 3.1%	3.4% / 6.4%	2.9% / 4.7%	2.8% / 3.5%
Weekly Total Persons Reached:	227,367 / 153,494,040	100,783 / 25,944,313	79,506 / 33,894,318	63,361 / 12,367,768	41,849 / 15,377,850	31,015 / 18,281,095	23,285 / 8,459,713	17,194 / 14,049,786	17,016 / 12,343,158	9,487 / 3,780,334
Average Daily Minutes Listening:	73.6 / 68.8	32.9 / 12.4	28.5 / 14.0	26.3 / 9.2	15.0 / 6.4	12.8 / 11.4	8.7 / 4.6	7.4 / 9.6	6.2 / 7.0	6.1 / 5.2

■ who used a PERSONAL INJURY ATTORNEY in the past 12mos ■ USA

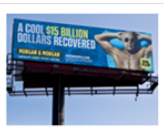
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

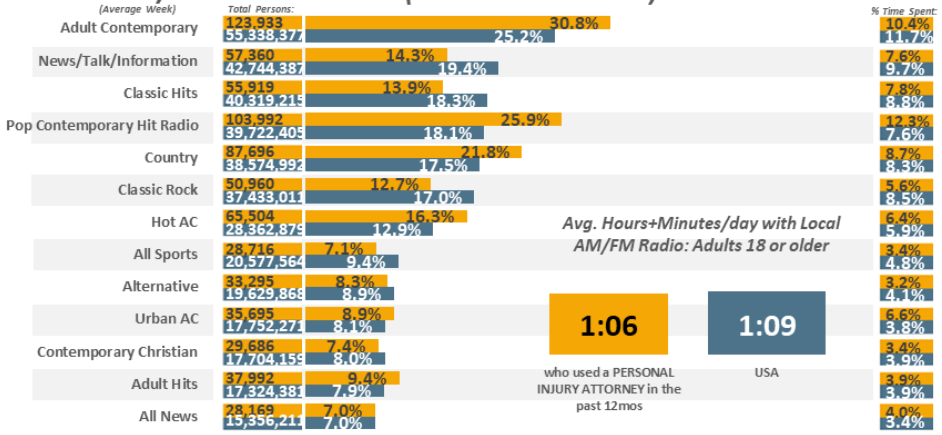


PERSONAL INJURY ATTORNEY USERS

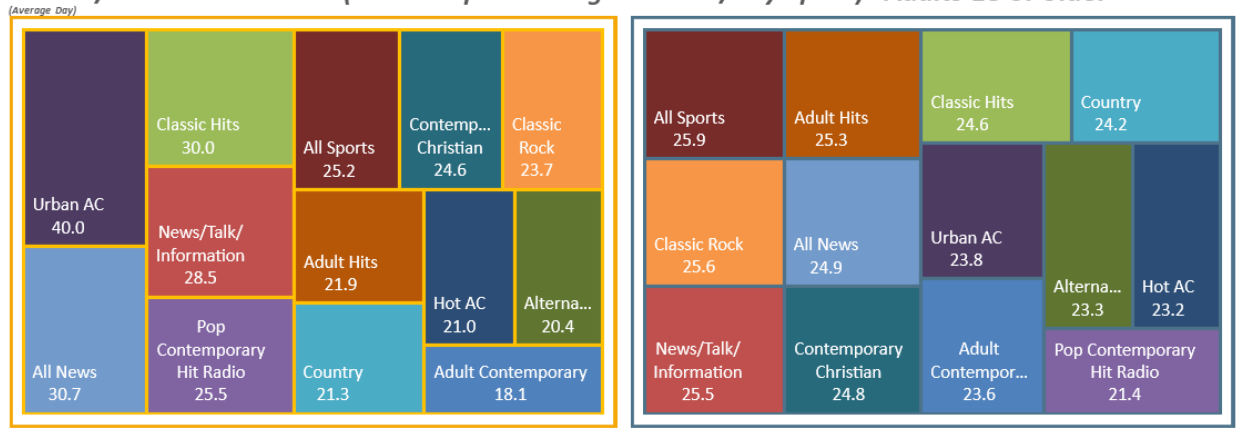
P18+

377,743 or 79.% of Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Hot AC, and Classic Hits.

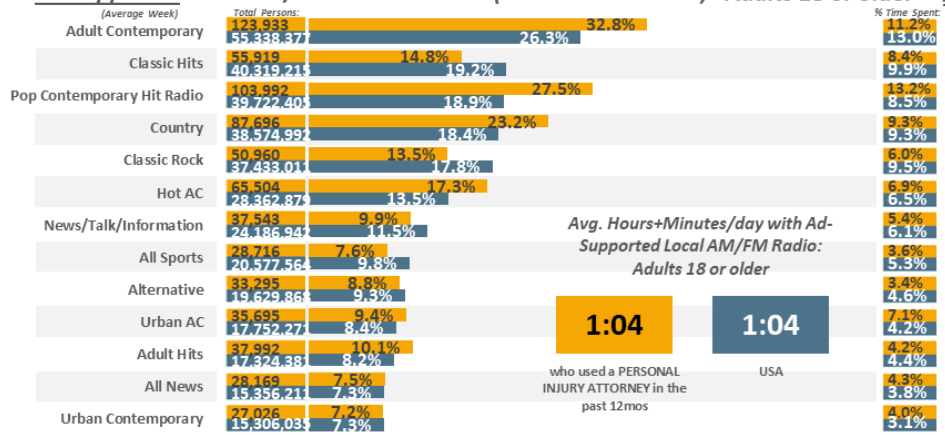
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



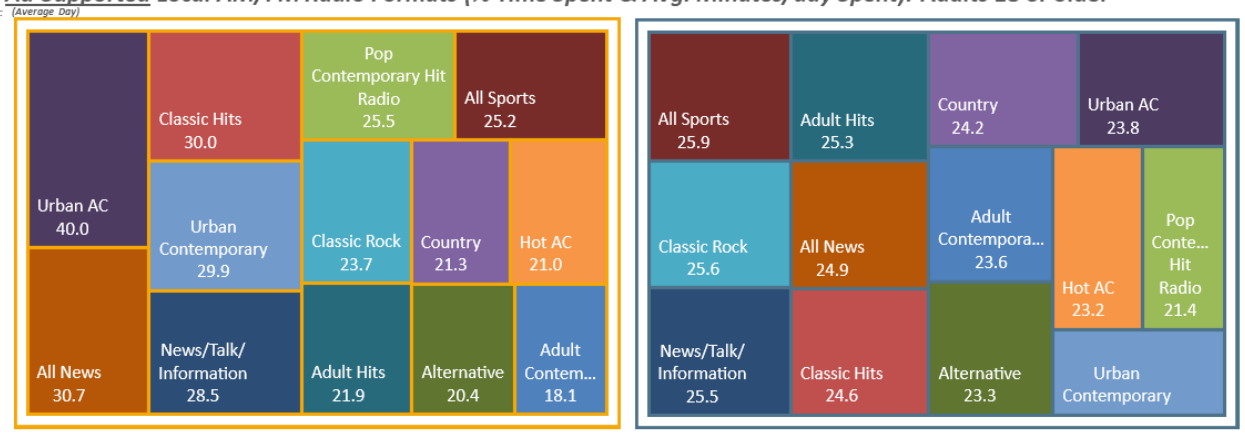
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



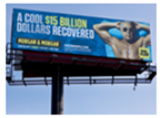
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

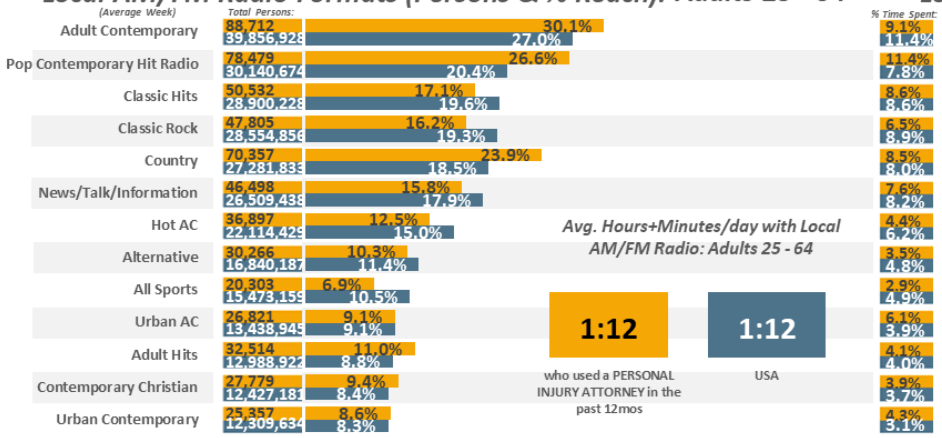


PERSONAL INJURY ATTORNEY USERS

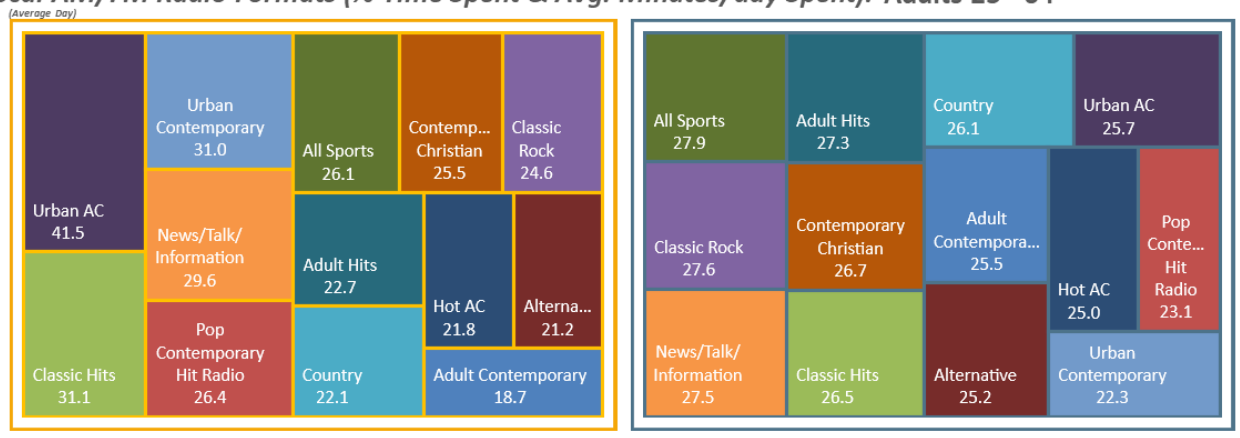
P25-64

280,531 or 77.7% of Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Classic Rock.

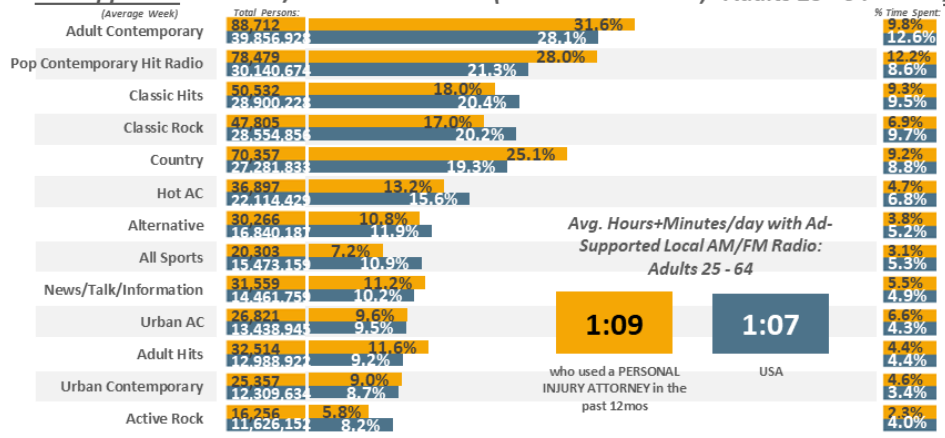
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



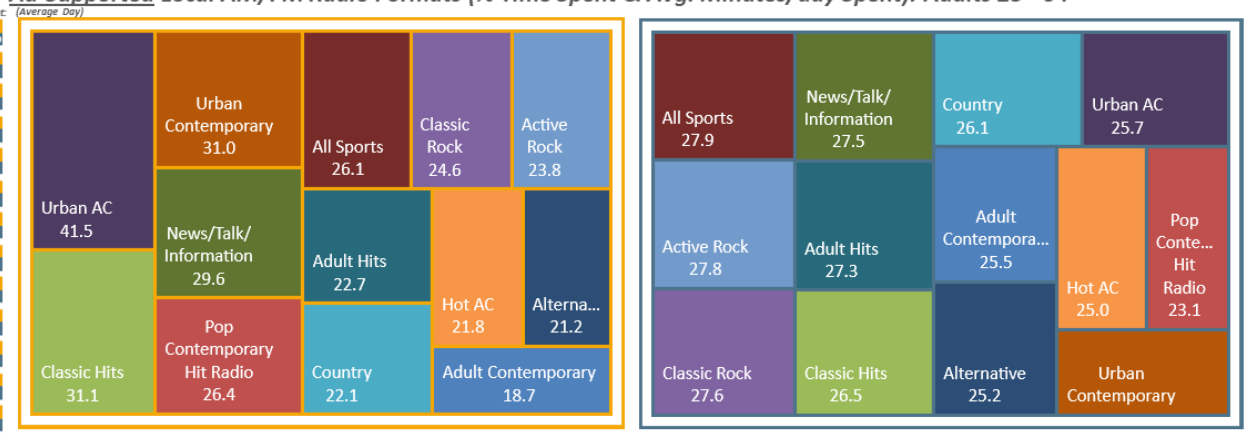
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



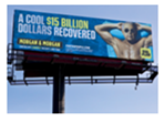
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

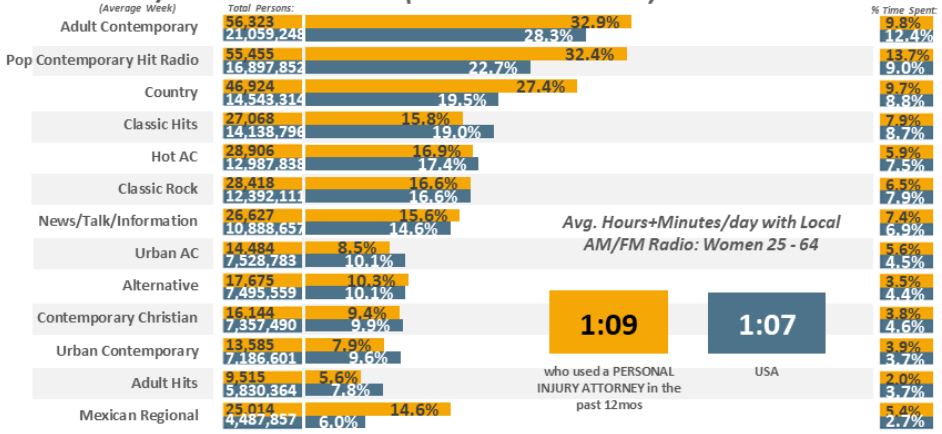


PERSONAL INJURY ATTORNEY USERS

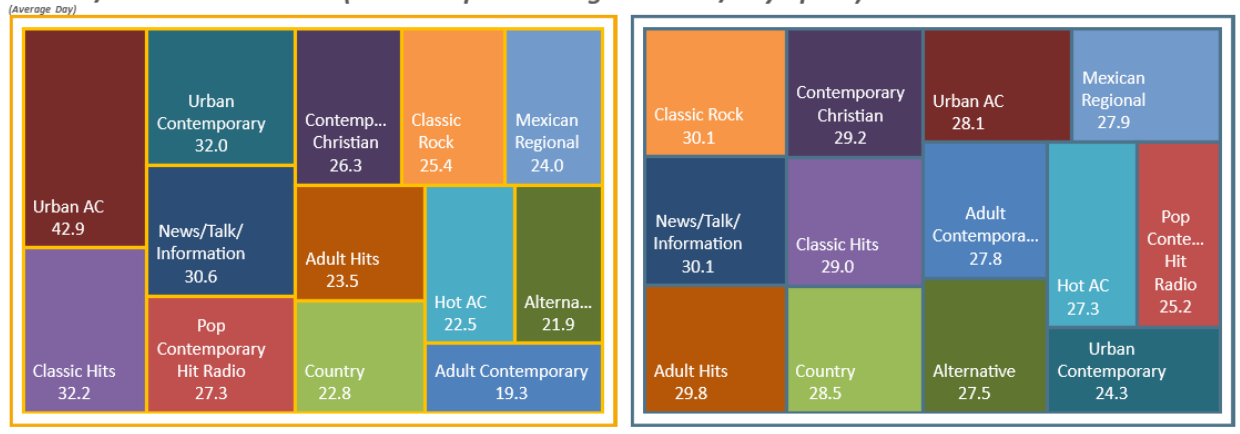
W25-64

162,251 or 76.9% of Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Hot AC, and Classic Rock.

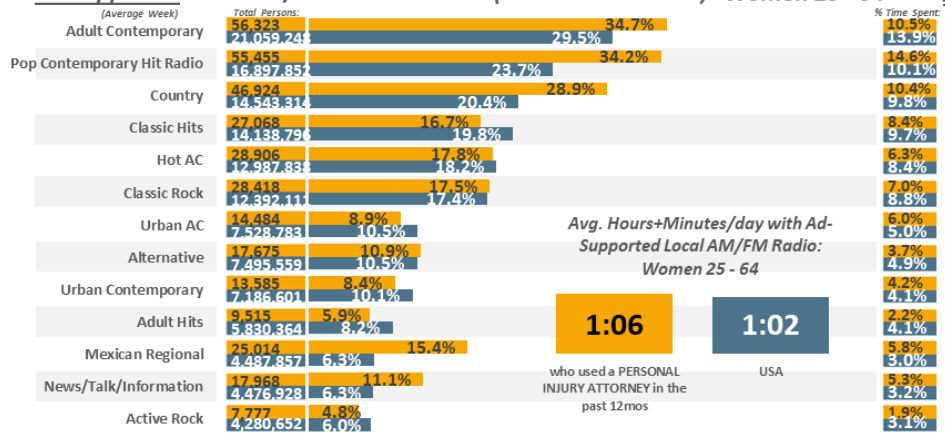
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



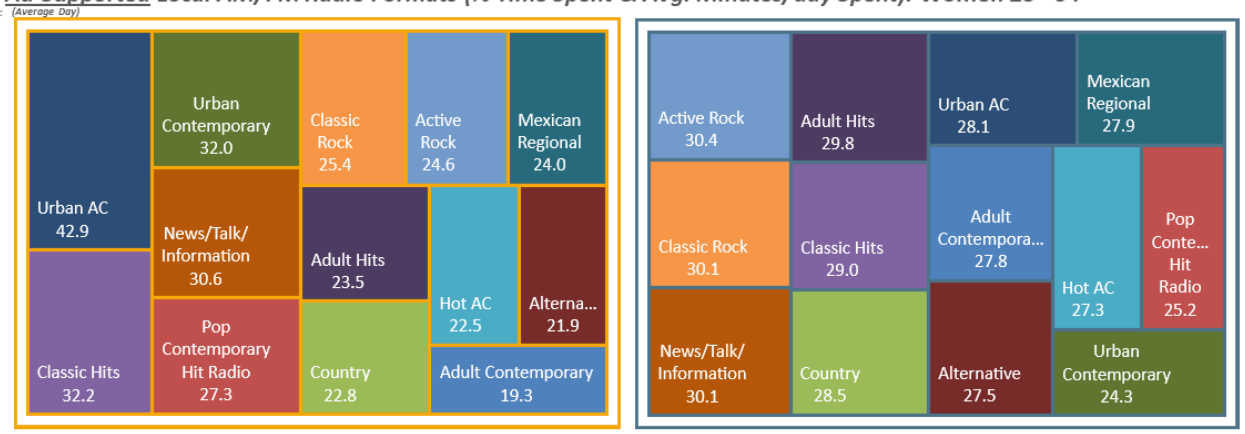
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



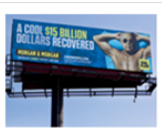
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

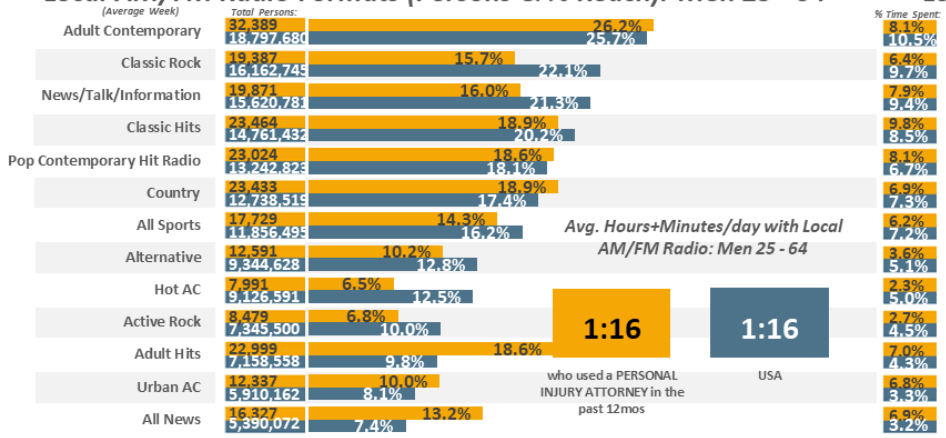


PERSONAL INJURY ATTORNEY USERS

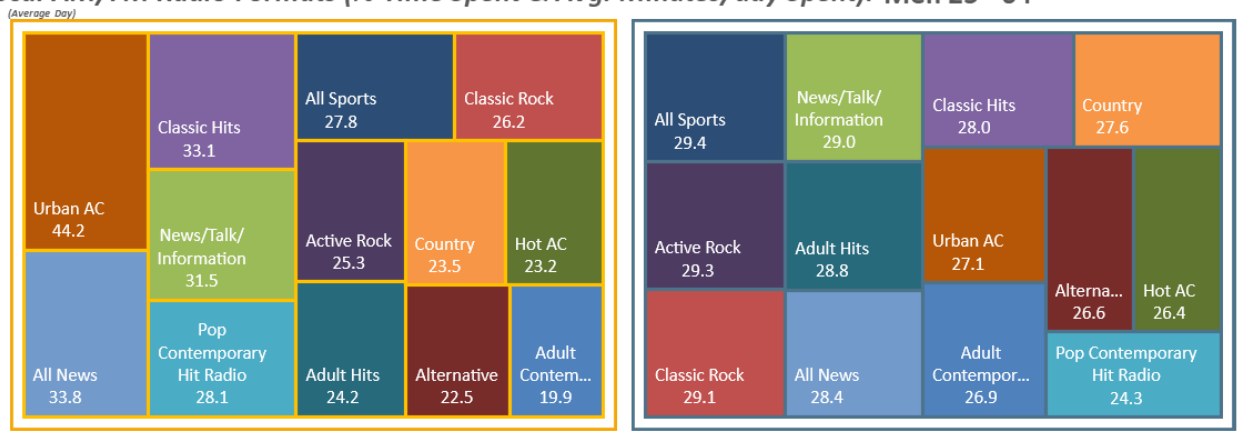
M25-64

118,291 or 78.7% of Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Adult Hits.

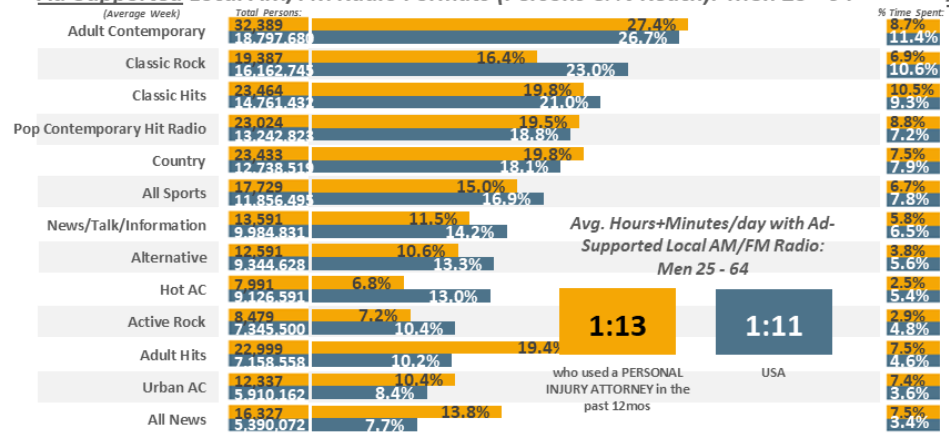
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 64



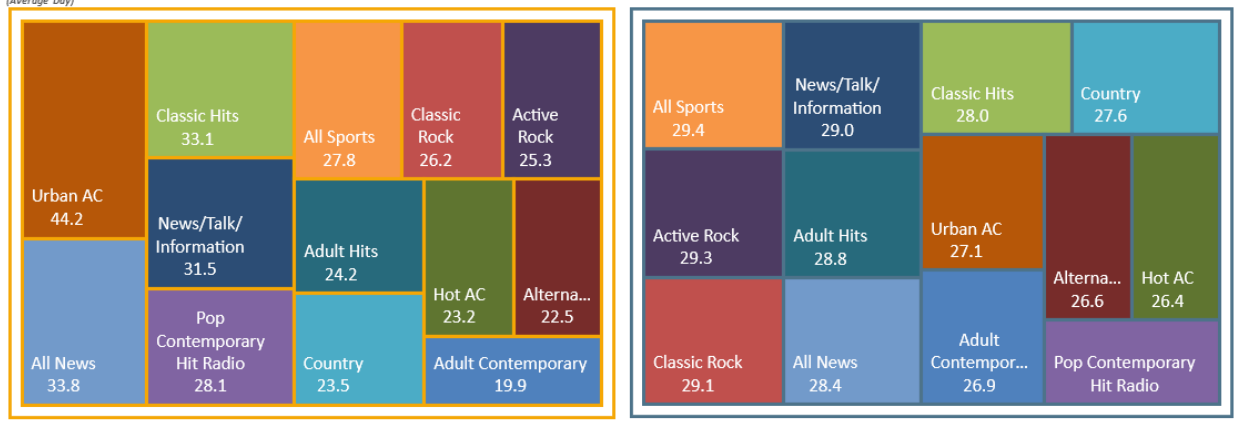
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



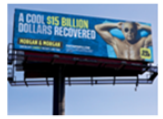
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

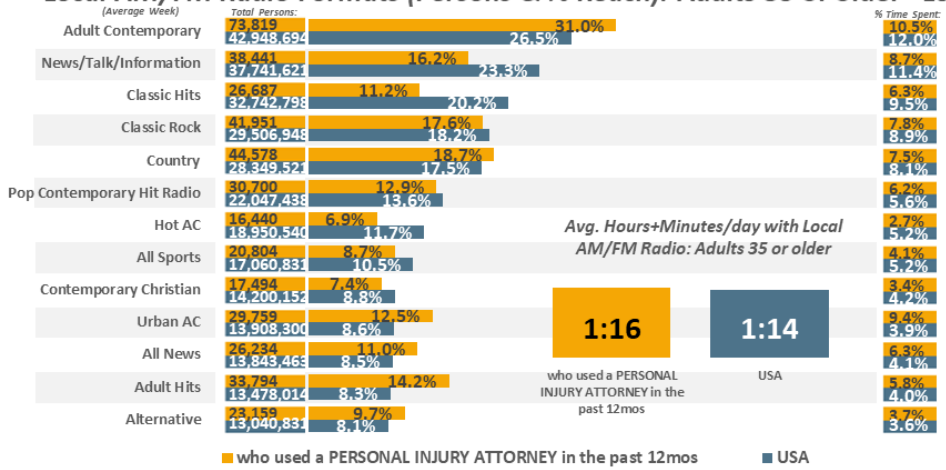


PERSONAL INJURY ATTORNEY USERS

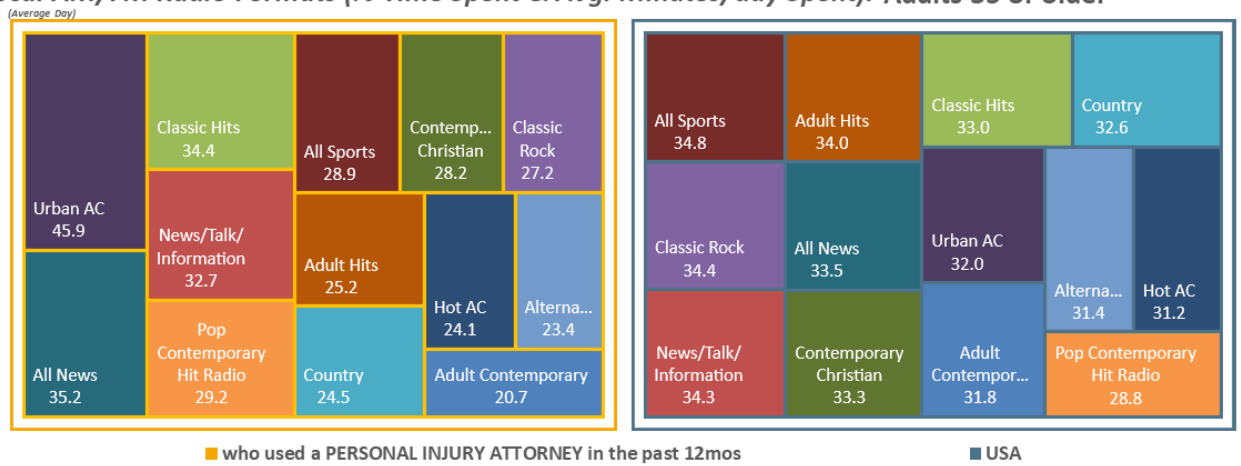
P35+

227,367 or 75.9% of Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Rock, Adult Hits, and Pop Contemporary Hit Radio.

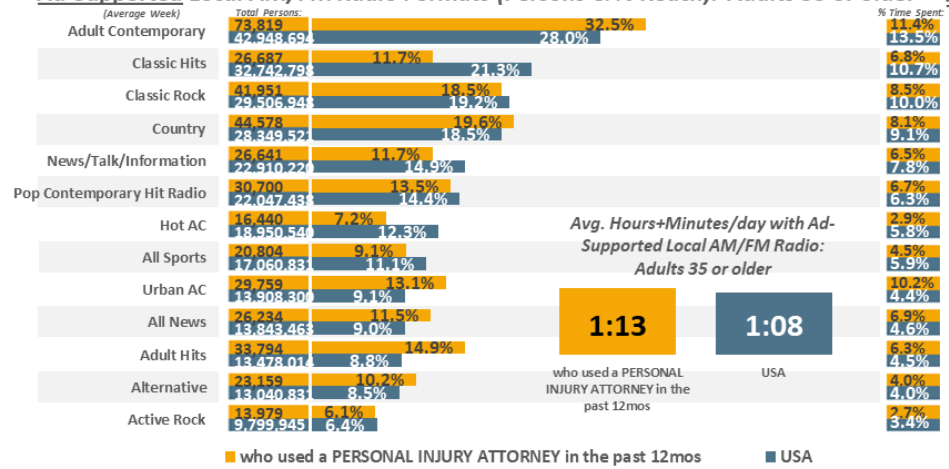
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



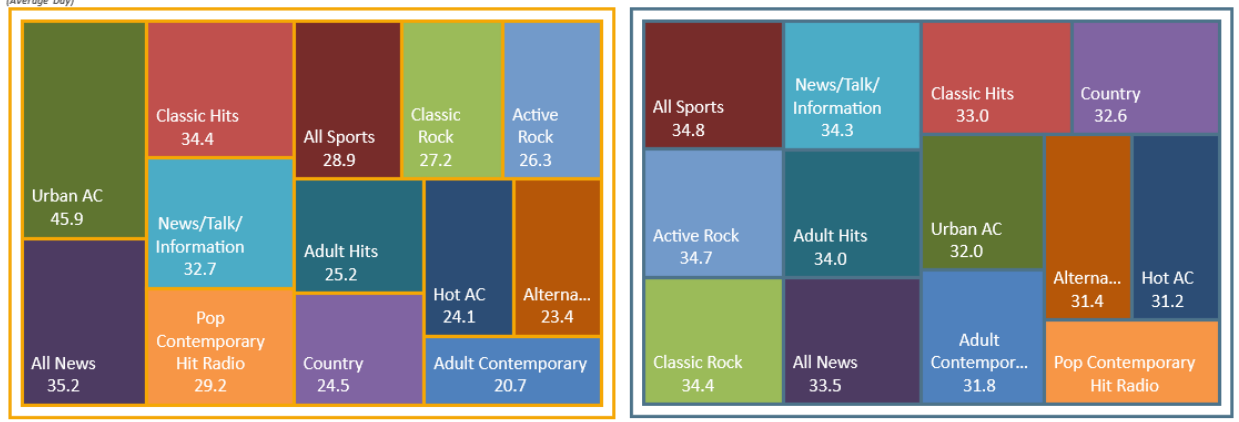
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

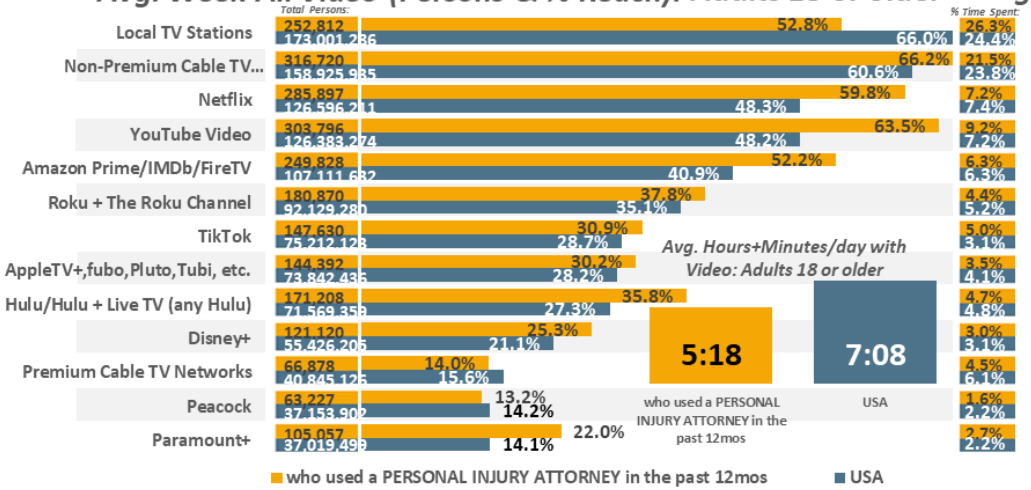


PERSONAL INJURY ATTORNEY USERS

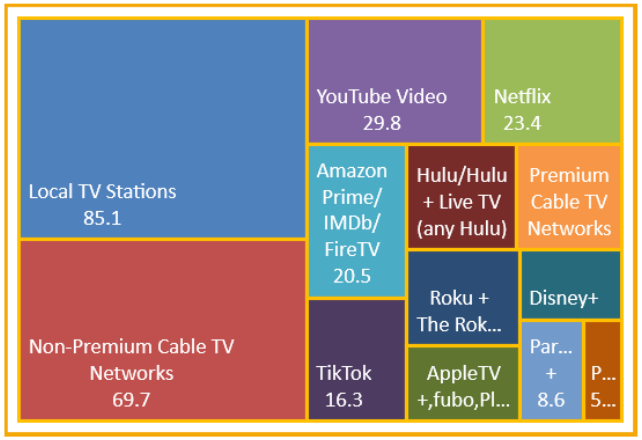
P18+

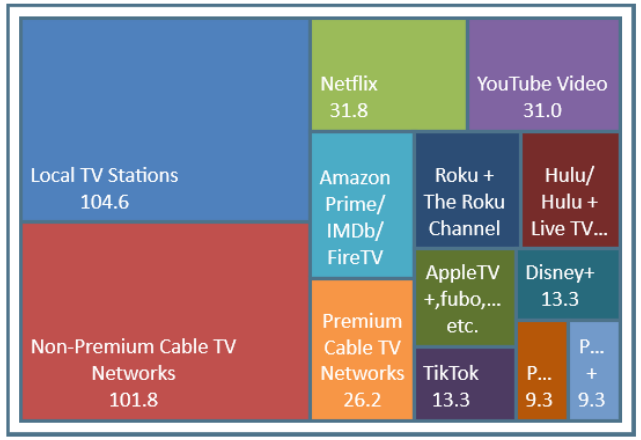
248,313 or 51.9% of Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos watch Ad-Supported Local TV Stations for an average of 81. minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

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

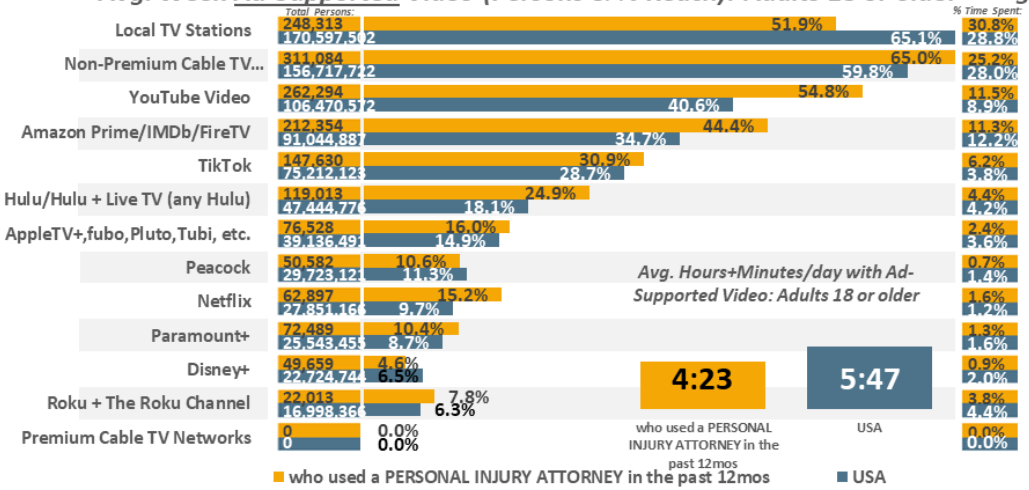


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

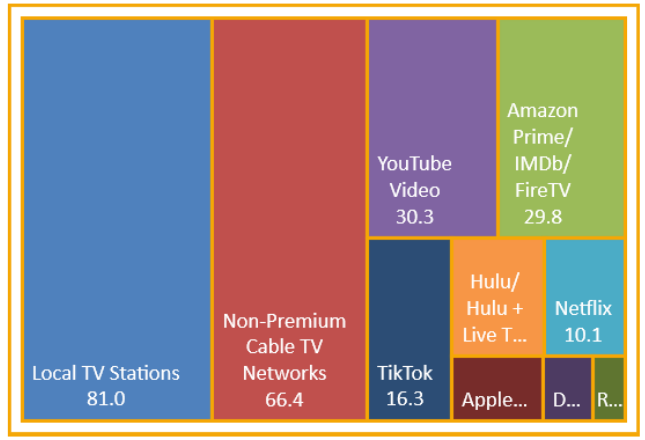


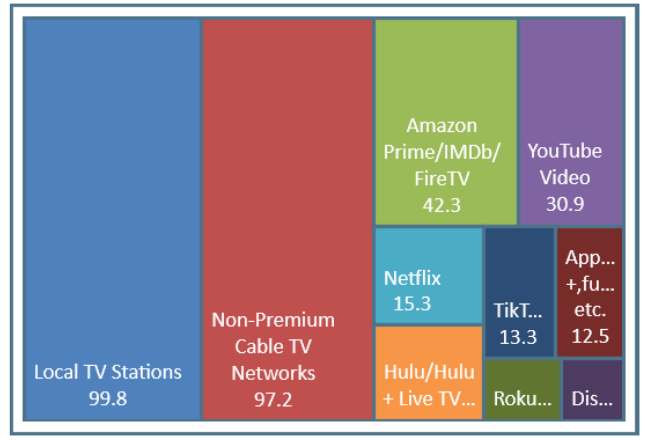


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





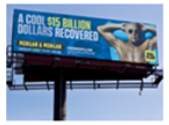
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

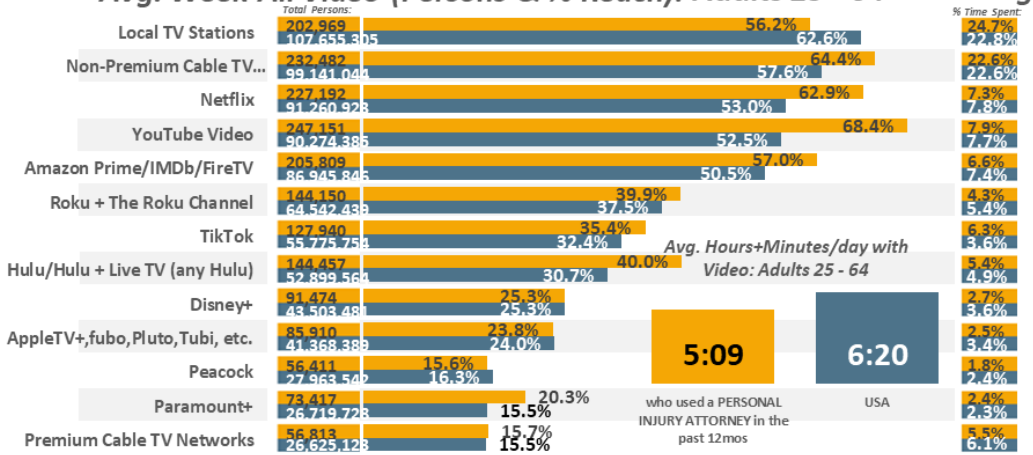


PERSONAL INJURY ATTORNEY USERS

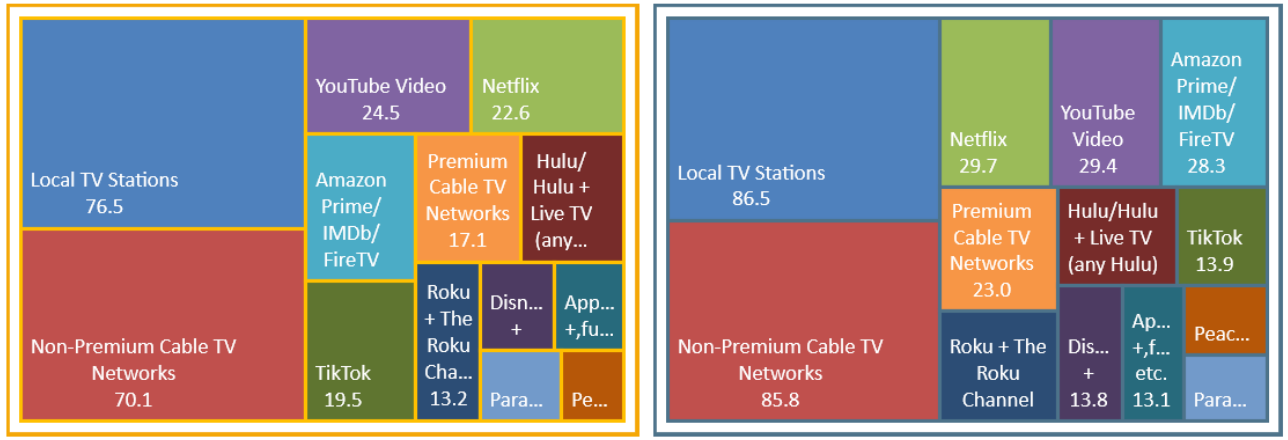
P25-64

199,731 or 55.3% of Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos watch Ad-Supported Local TV Stations for an average of 74.1 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.

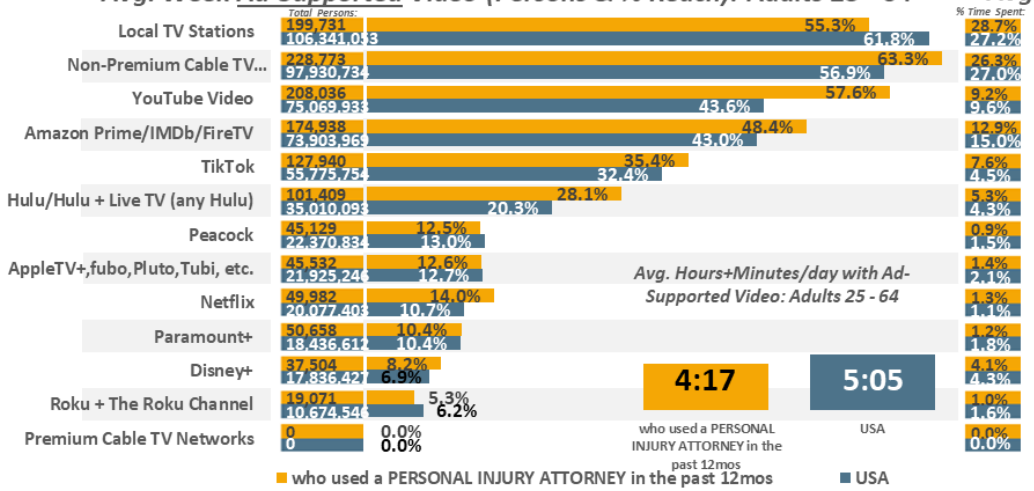
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



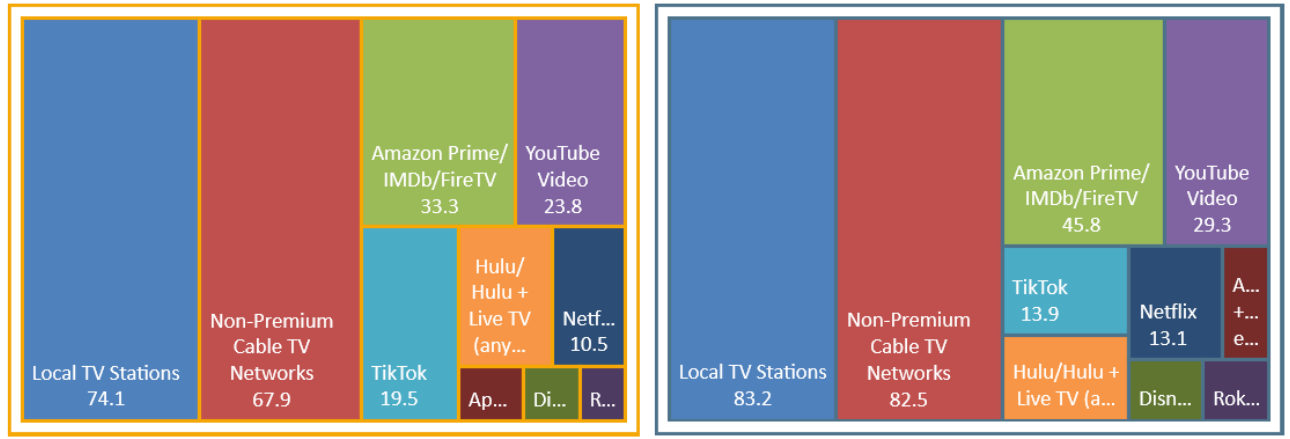
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



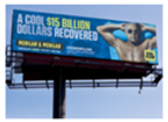
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

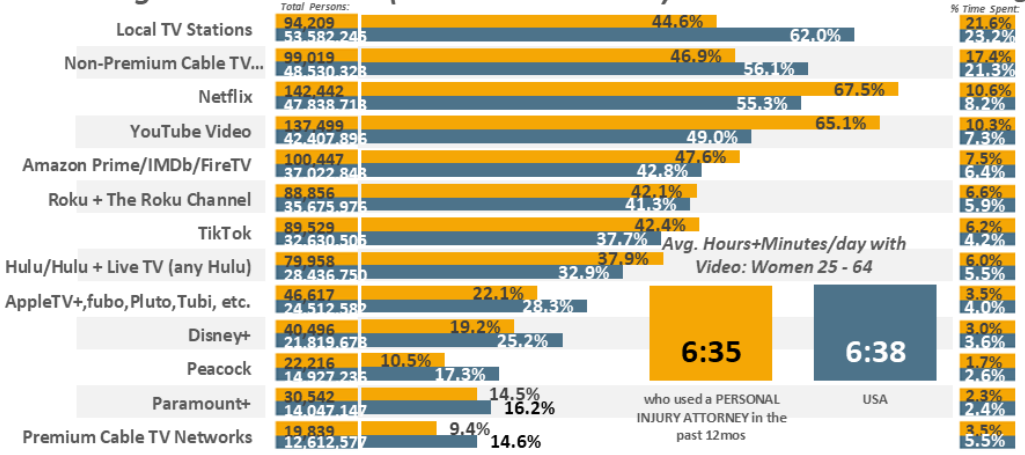


PERSONAL INJURY ATTORNEY USERS

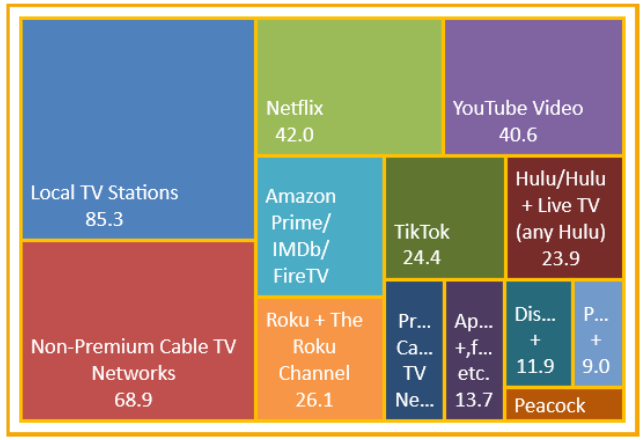
W25-64

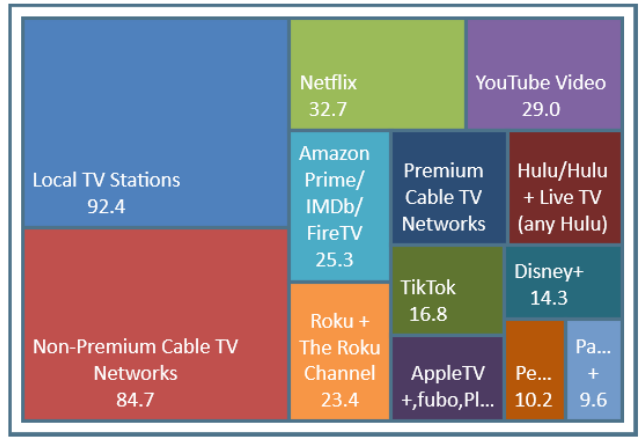
93,202 or 44.2% of Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos watch Ad-Supported Local TV Stations for an average of 83.9 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Women 25 - 64

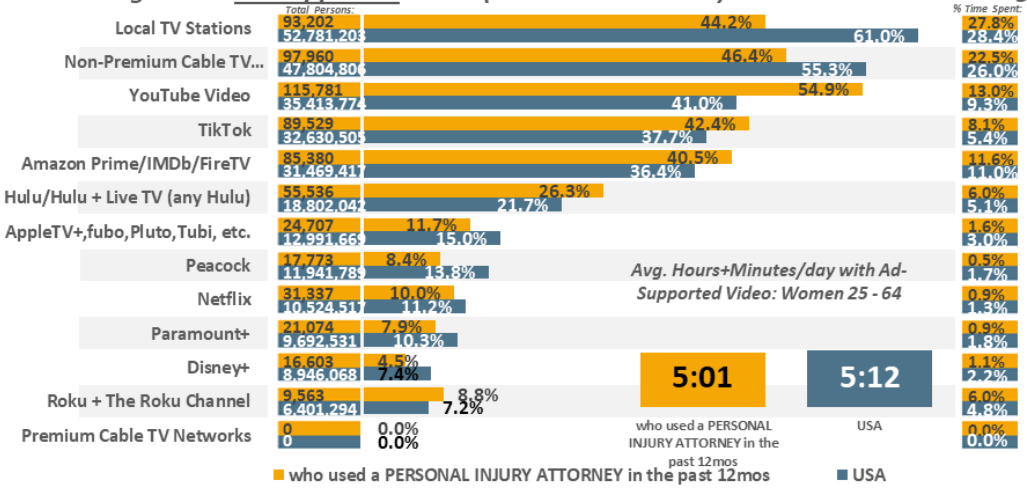


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

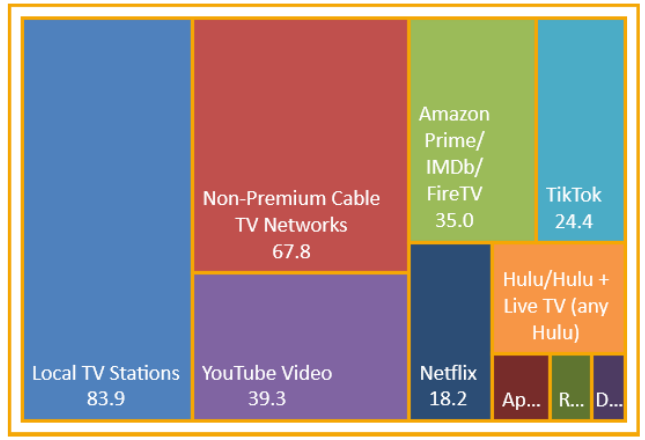


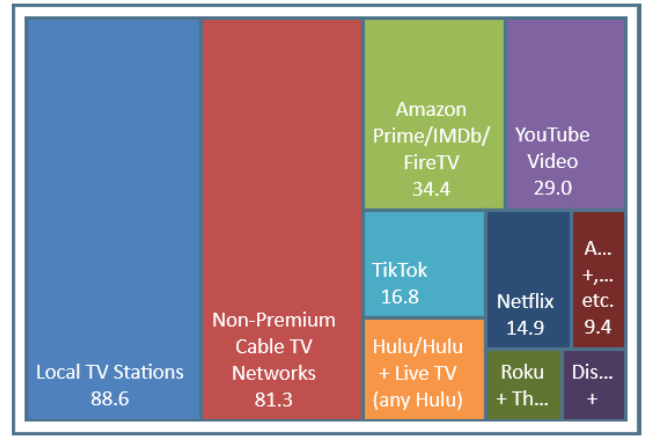


Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64





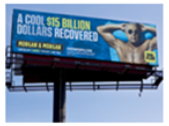
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

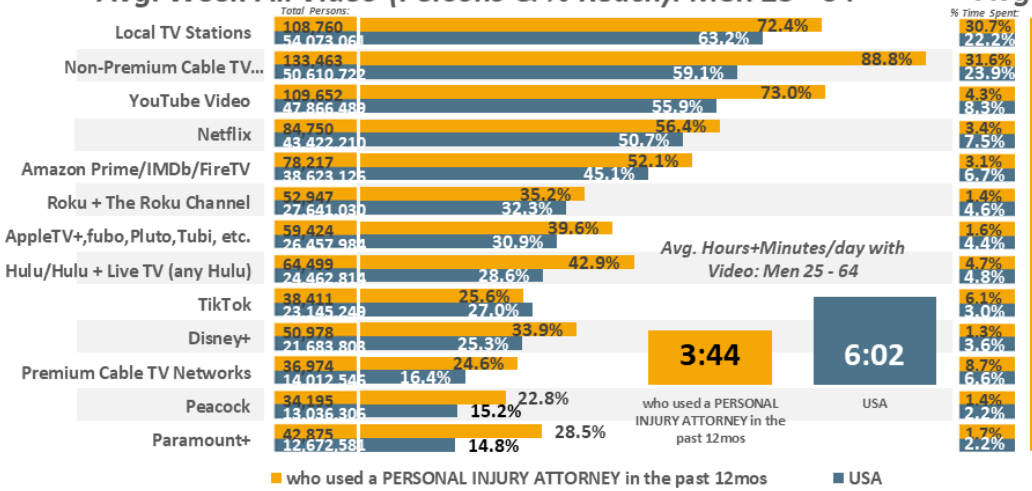


PERSONAL INJURY ATTORNEY USERS

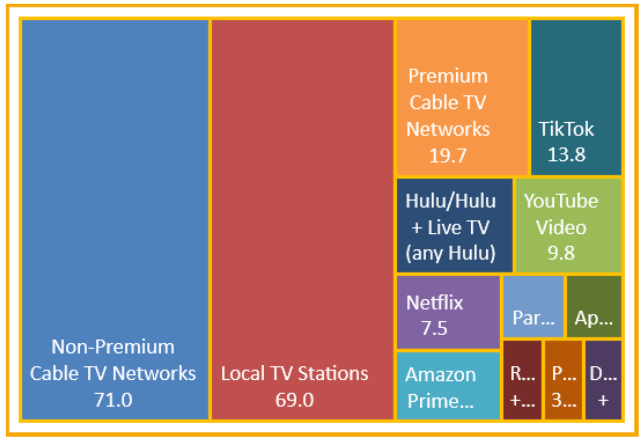
M25-64

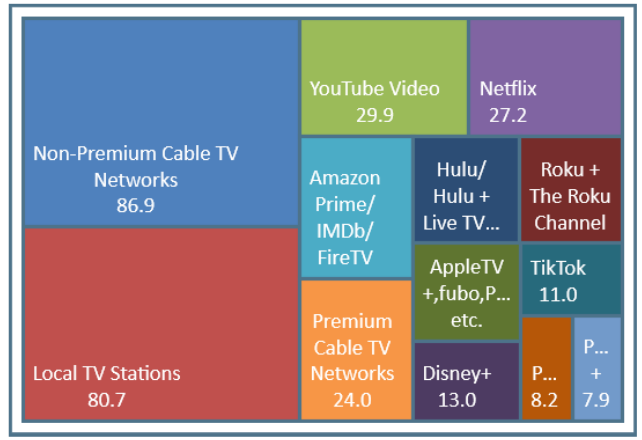
106,048 or 70.6% of Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos watch Ad-Supported Local TV Stations for an average of 65.1 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Men 25 - 64

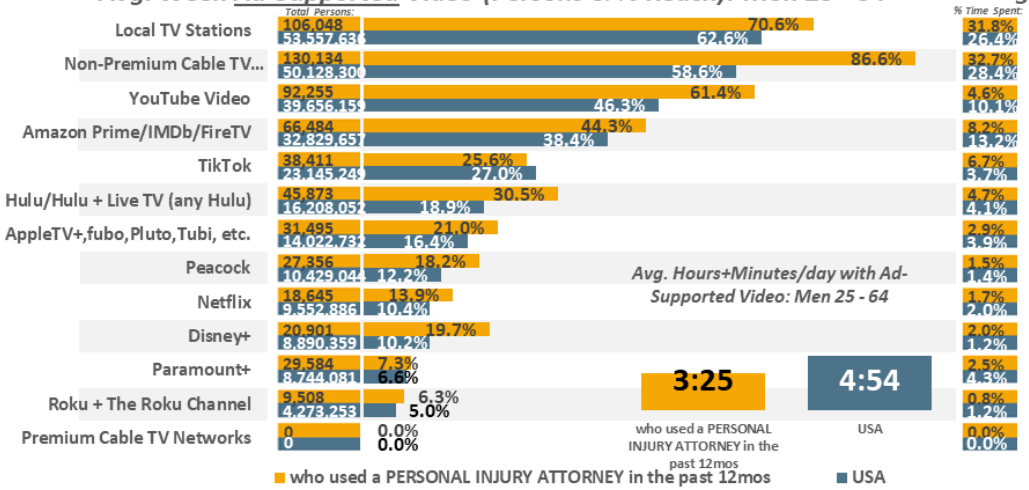


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64

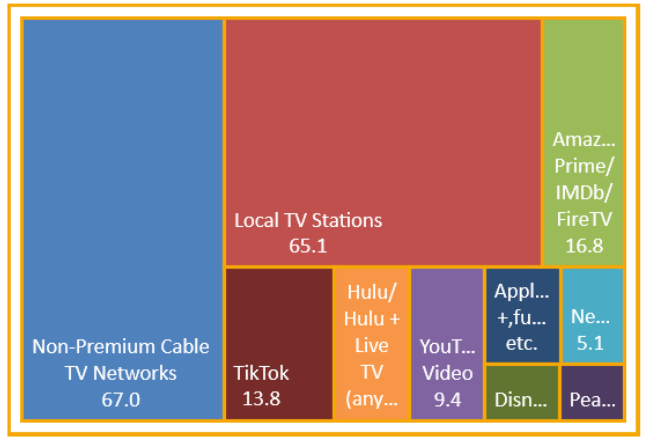


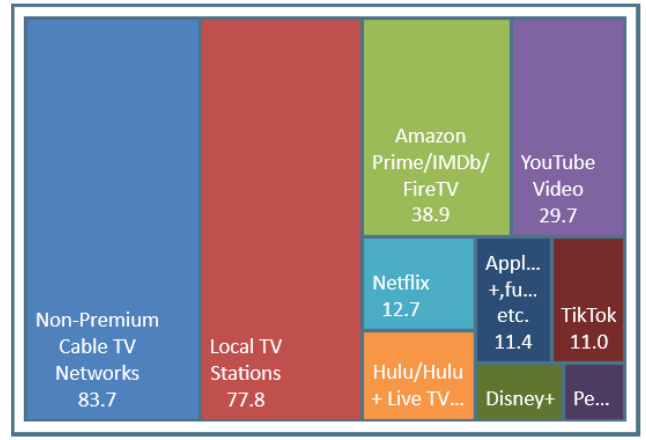


Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64





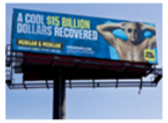
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

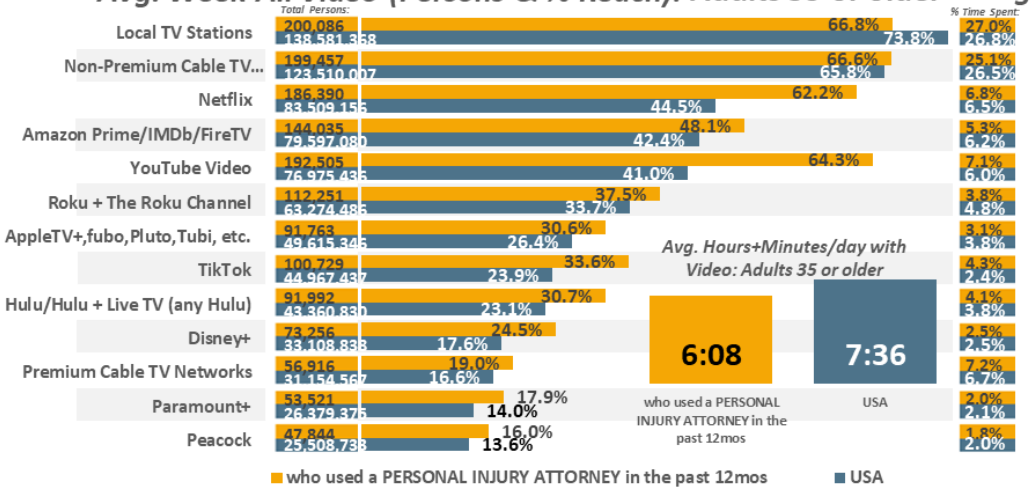


PERSONAL INJURY ATTORNEY USERS

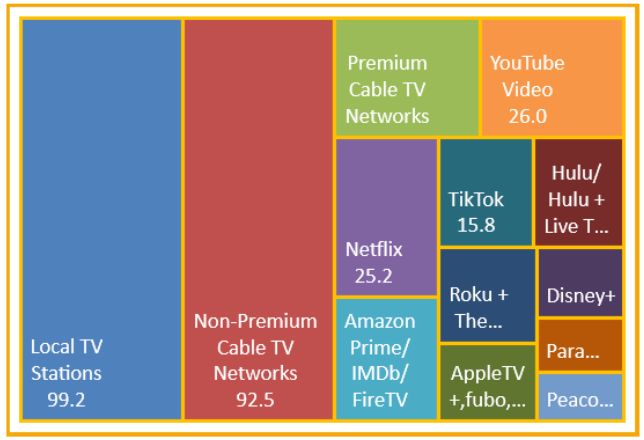
P35+

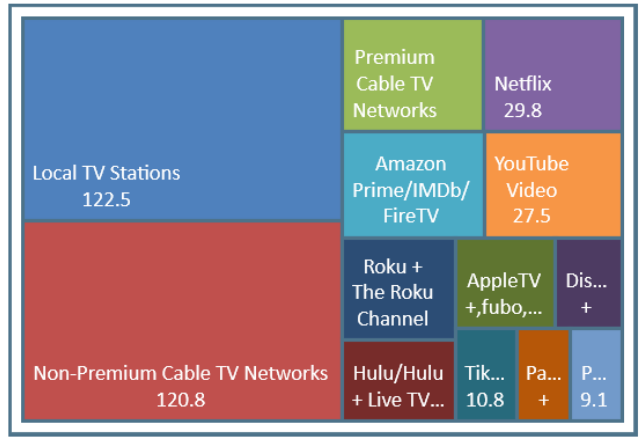
195,714 or 65.4% of Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos watch Ad-Supported Local TV Stations for an average of 95.5 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 35 or older

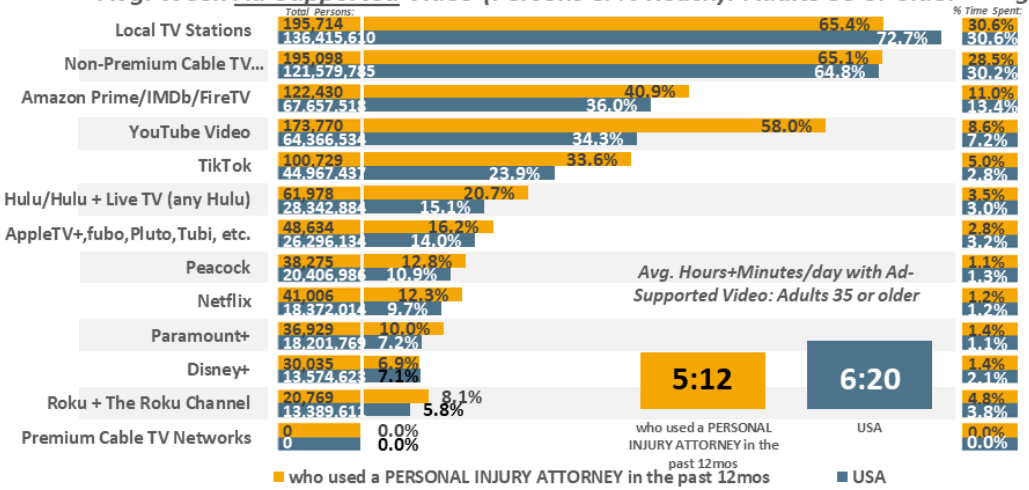


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

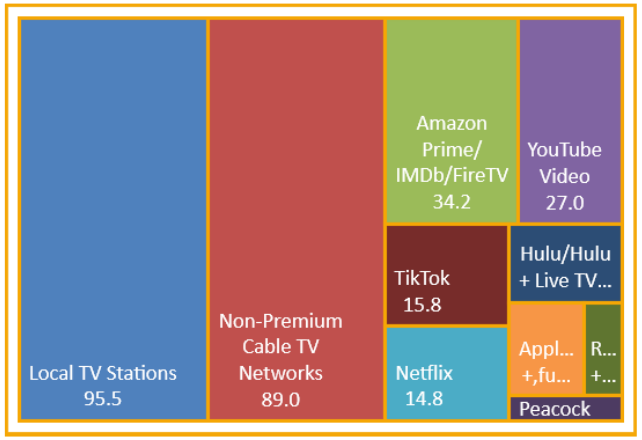


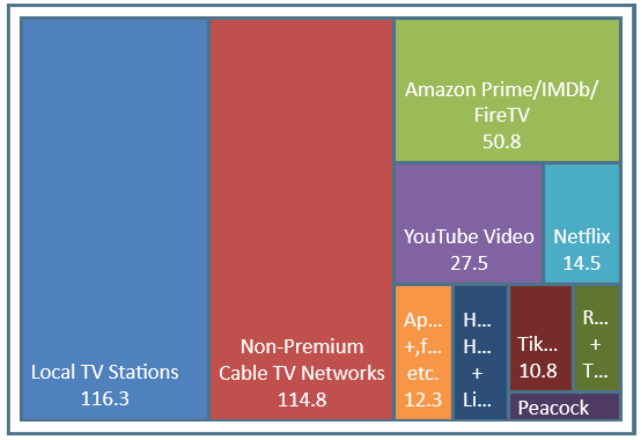


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





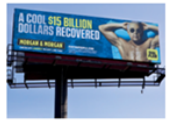
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

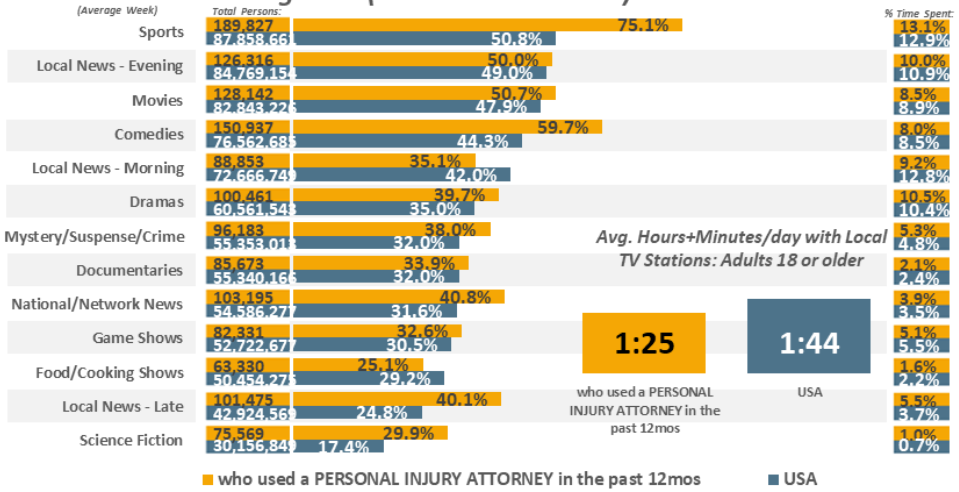


PERSONAL INJURY ATTORNEY USERS

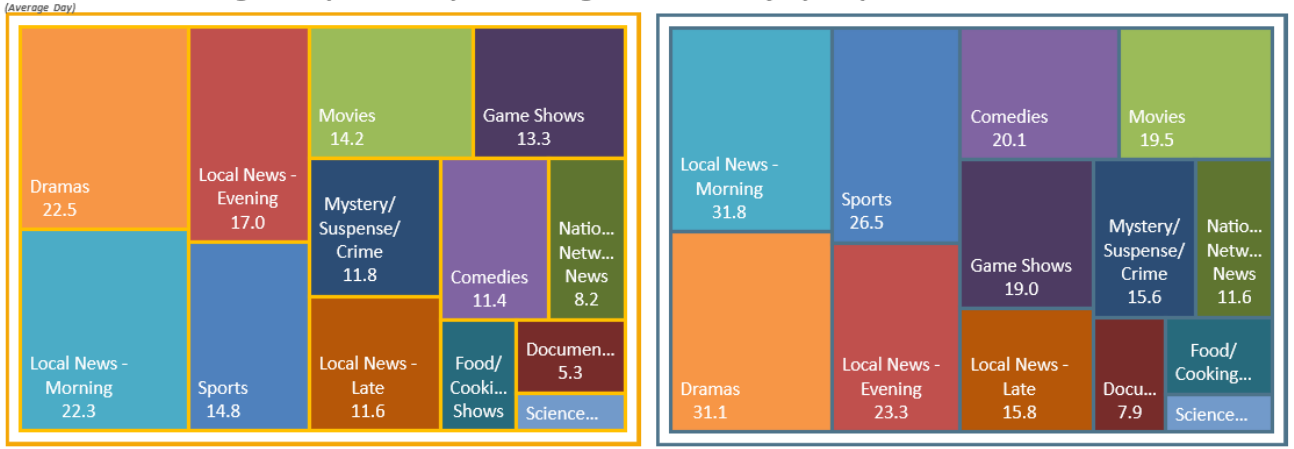
P18+

248,313 or 51.9% of Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Local News - Late, and Dramas.

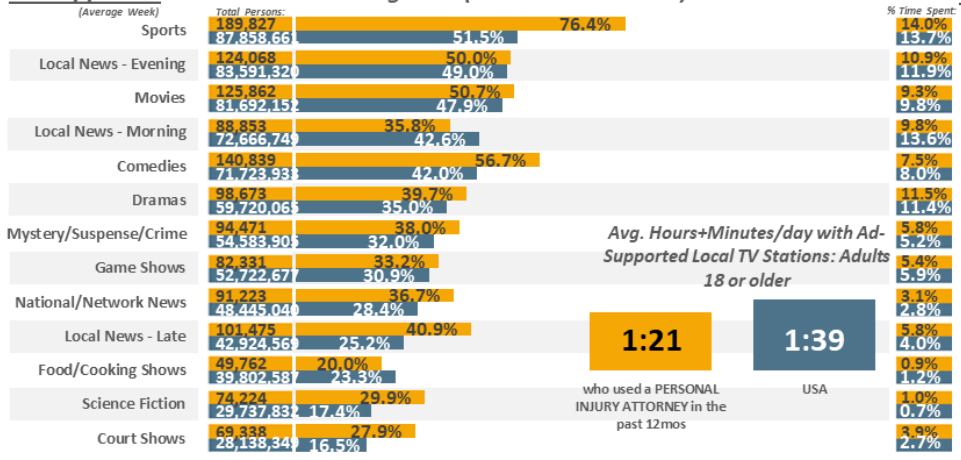
Local TV Station Programs (Persons & % Reach): Adults 18 or older



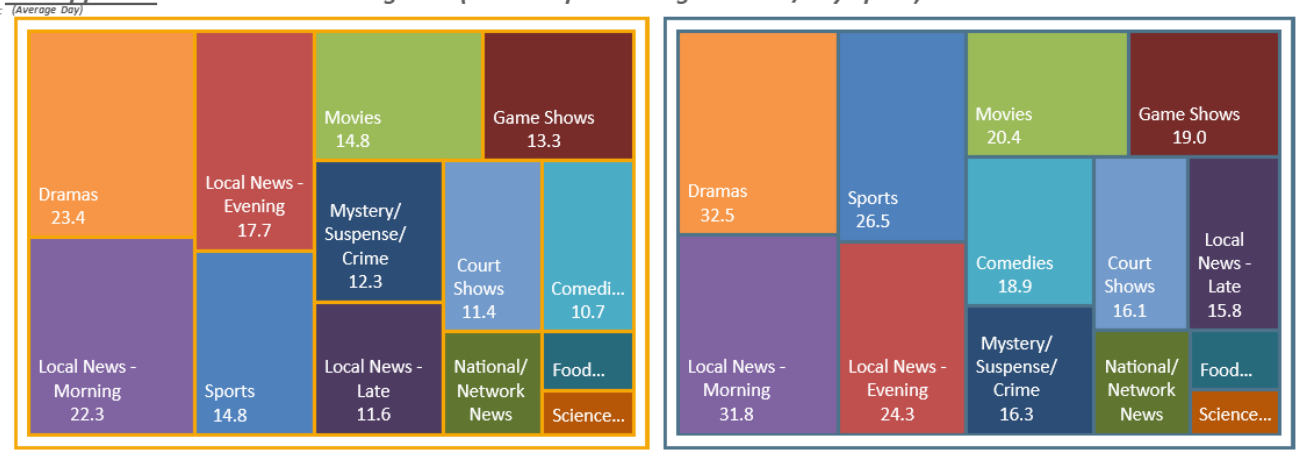
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



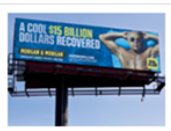
USA *USA Projection* *Scarborough R1 2024: Jan23-Mar24* *Qual Intab* *266*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 *USA Projection*

soefa.ai Share of Everything for Anything ©

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

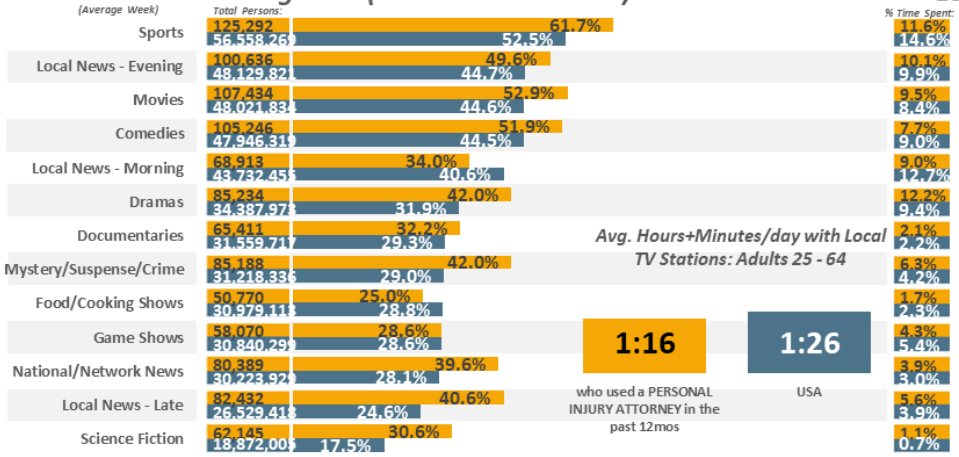


PERSONAL INJURY ATTORNEY USERS

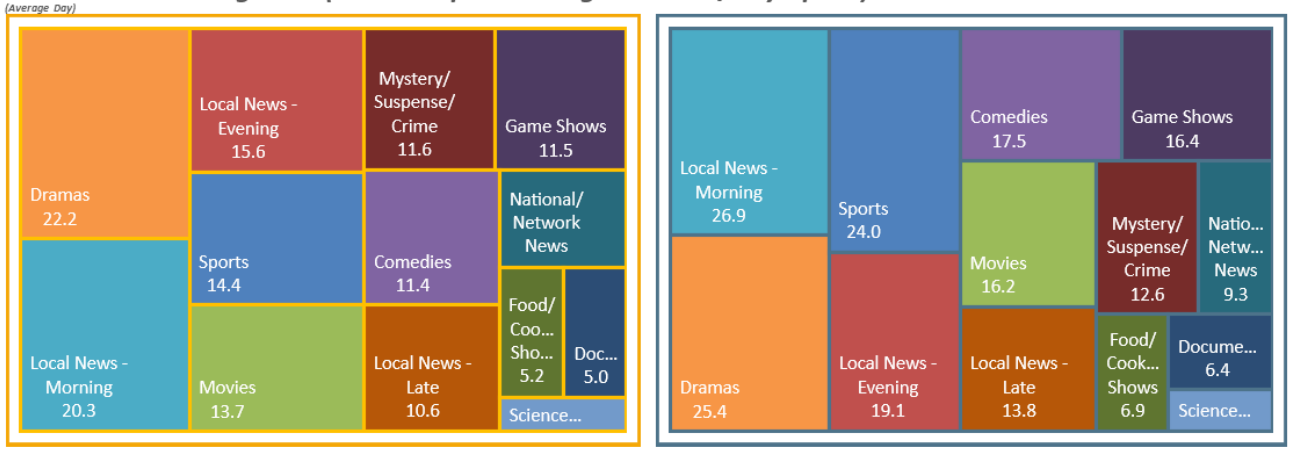
P25-64

199,731 or 55.3% of Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Dramas, and Mystery/Suspense/Crime.

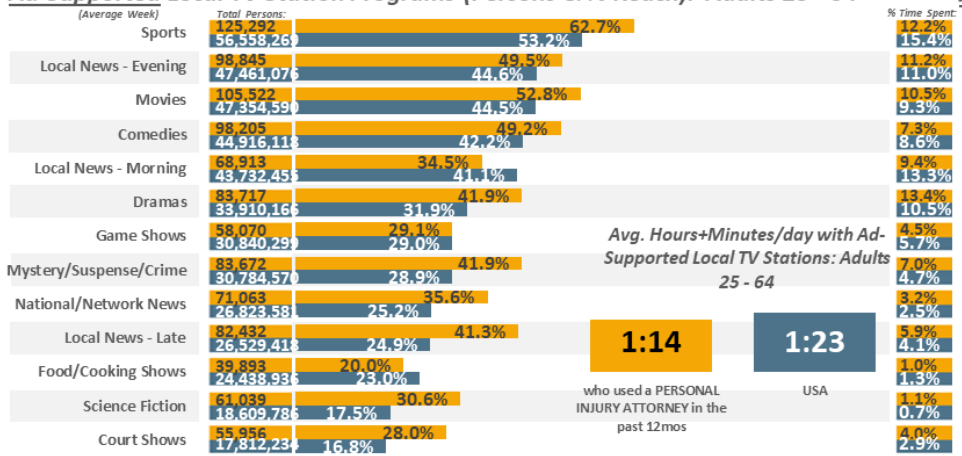
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



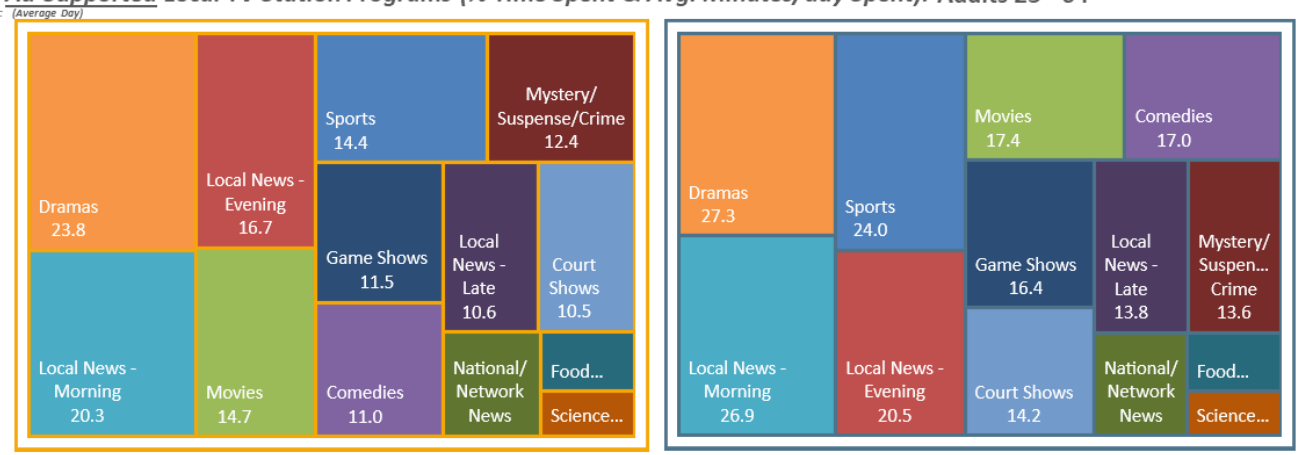
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



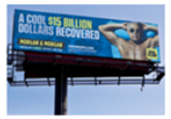
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

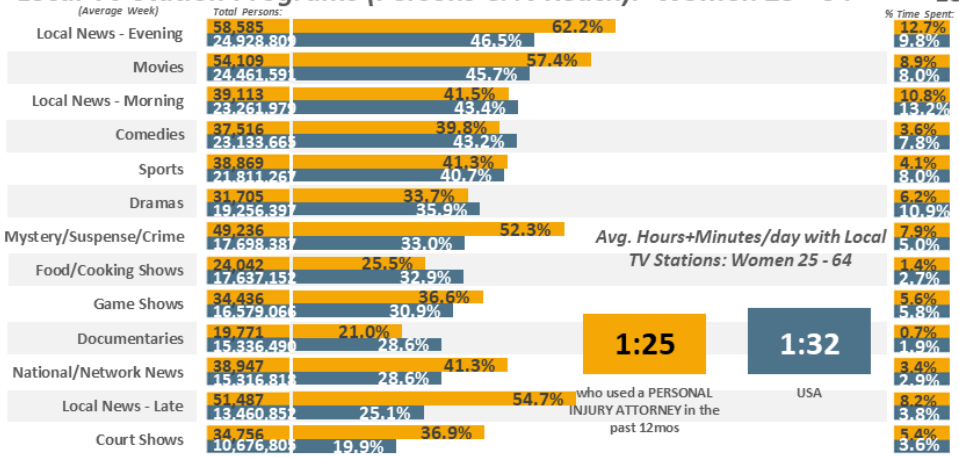
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



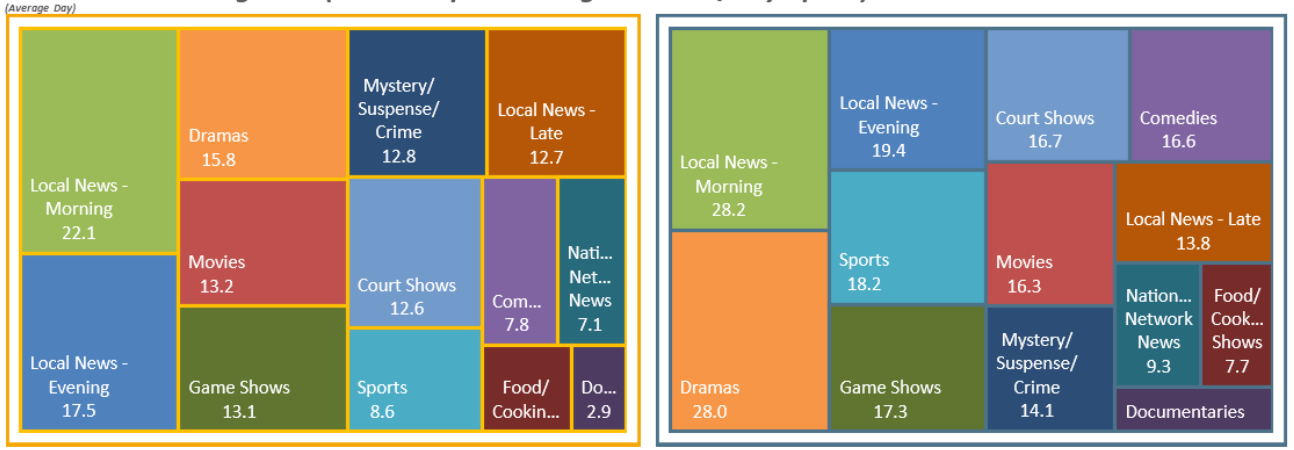
PERSONAL INJURY ATTORNEY USERS
W25-64

93,202 or 44.2% of Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Late, Mystery/Suspense/Crime, Local News - Morning, and Sports.

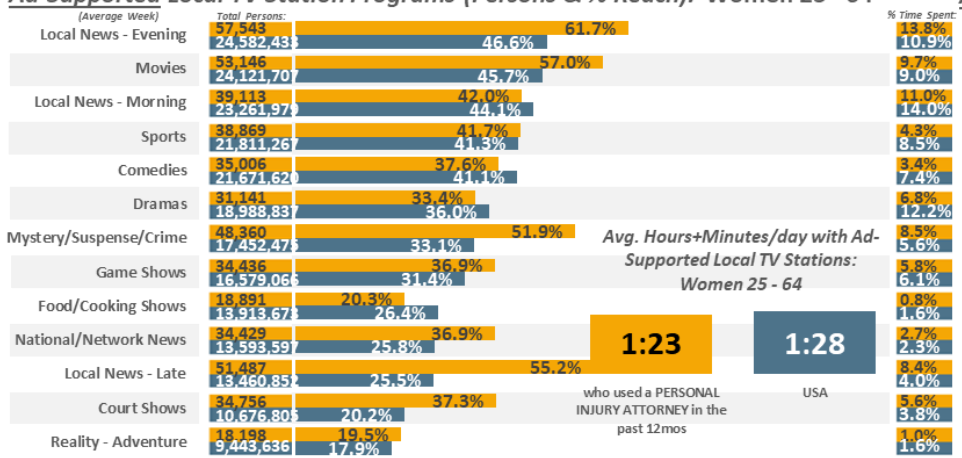
Local TV Station Programs (Persons & % Reach): Women 25 - 64



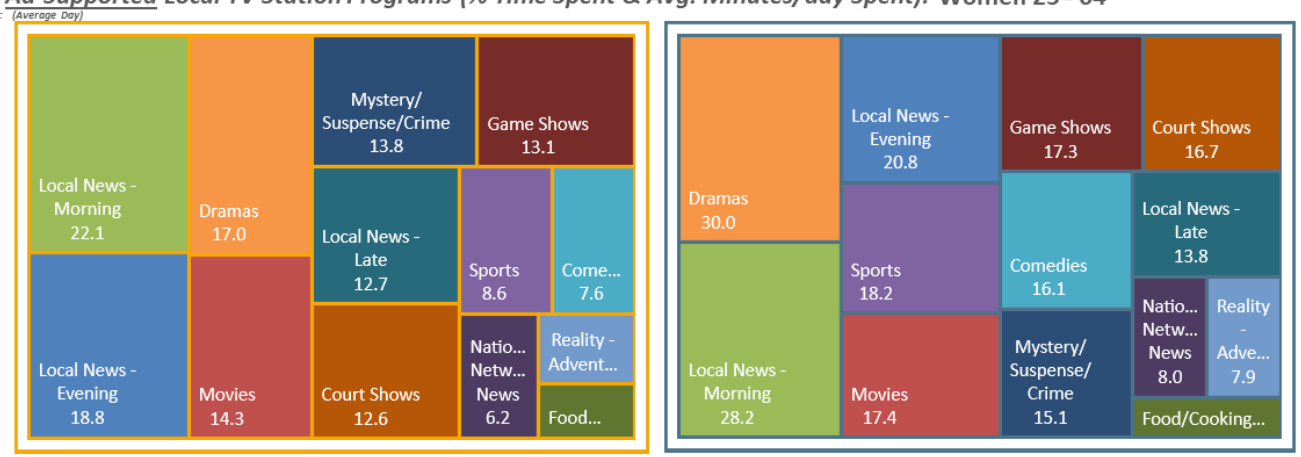
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



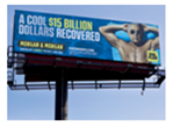
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

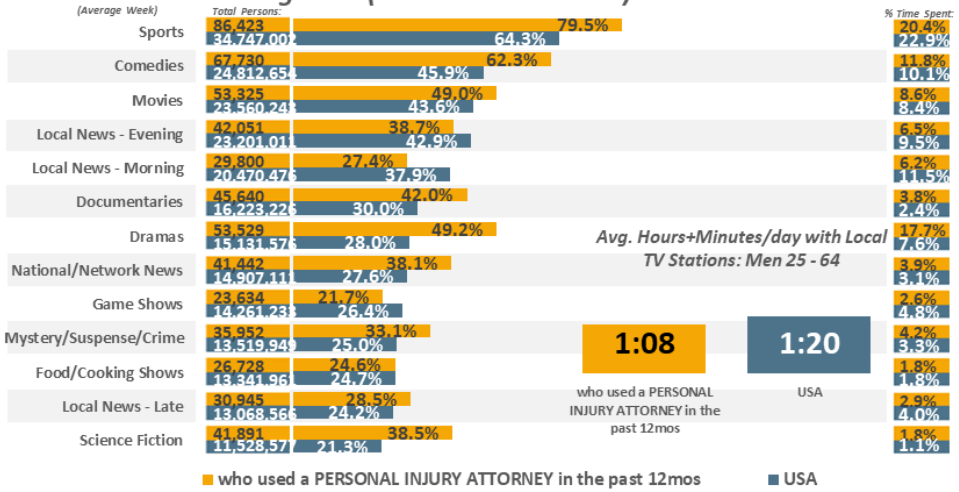


PERSONAL INJURY ATTORNEY USERS

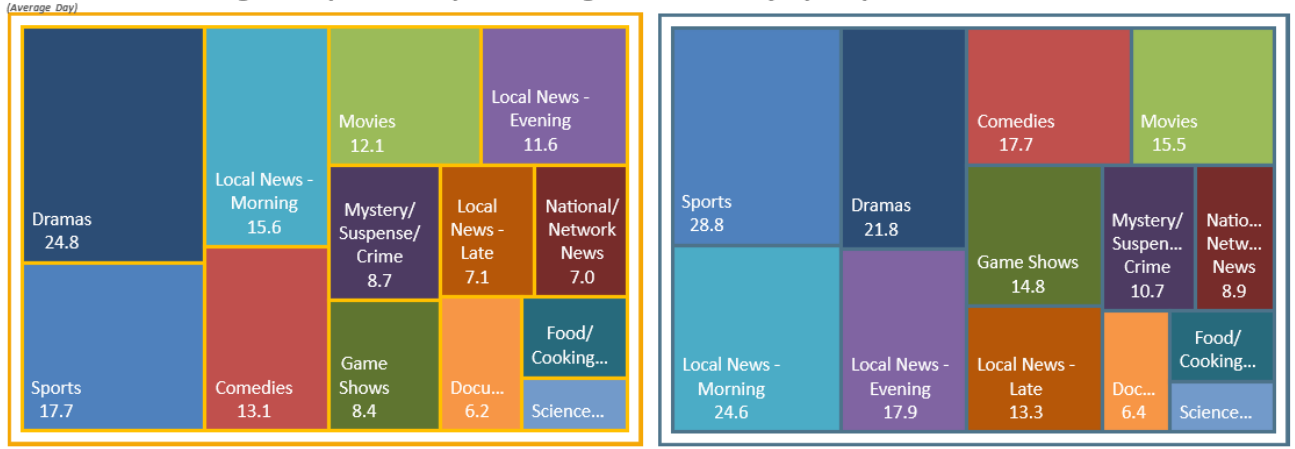
M25-64

106,048 or 70.6% of Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Dramas, Movies, Local News - Evening, and Science Fiction.

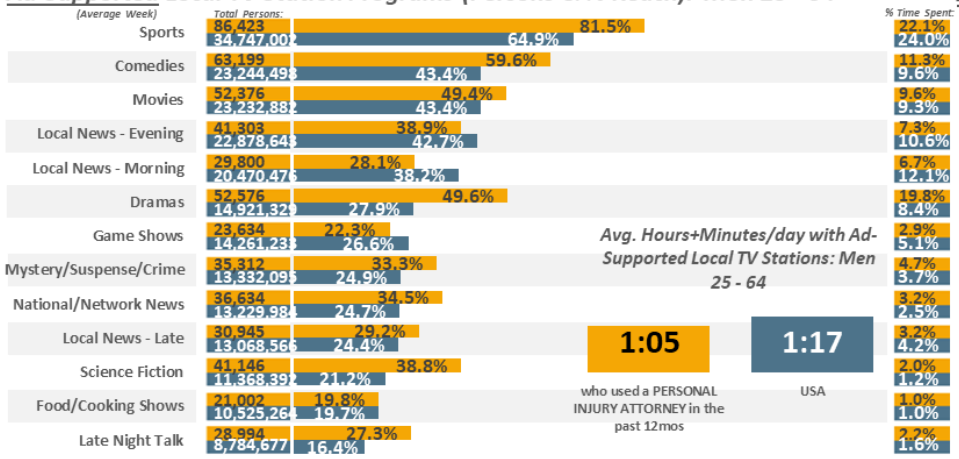
Local TV Station Programs (Persons & % Reach): Men 25 - 64



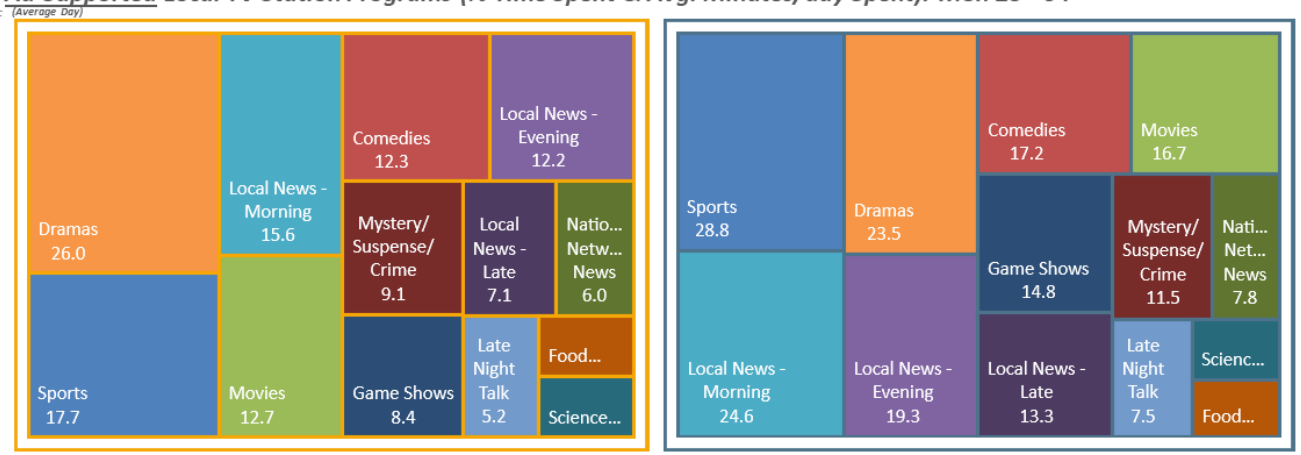
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

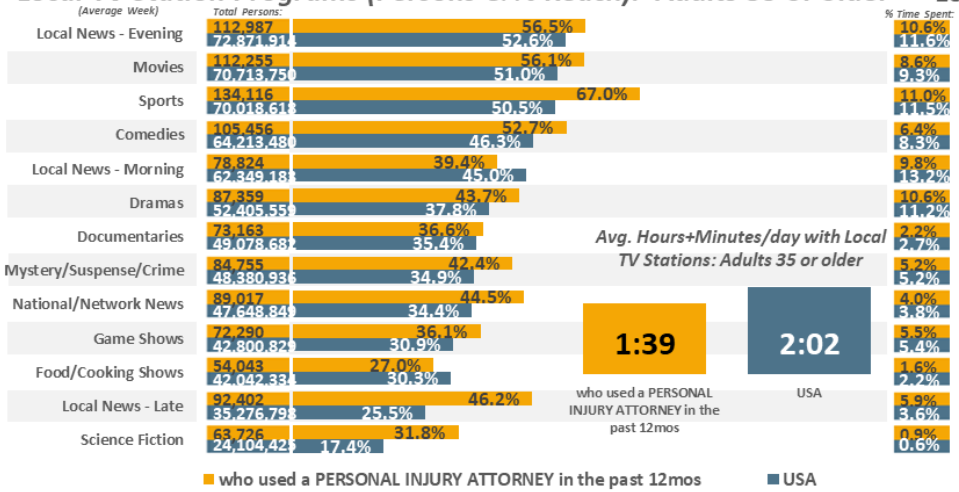


PERSONAL INJURY ATTORNEY USERS

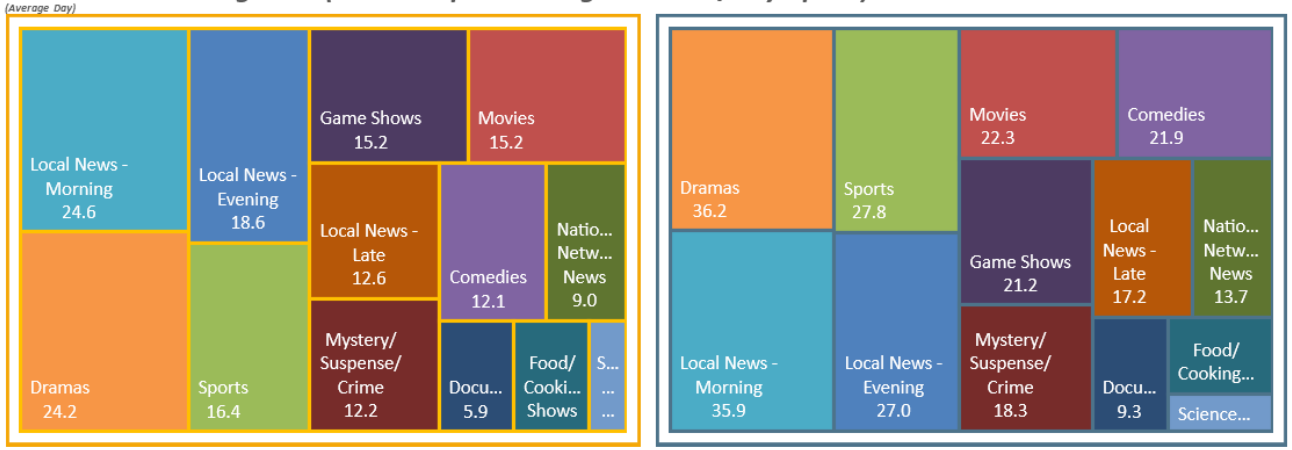
P35+

195,714 or 65.4% of Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Late, and Dramas.

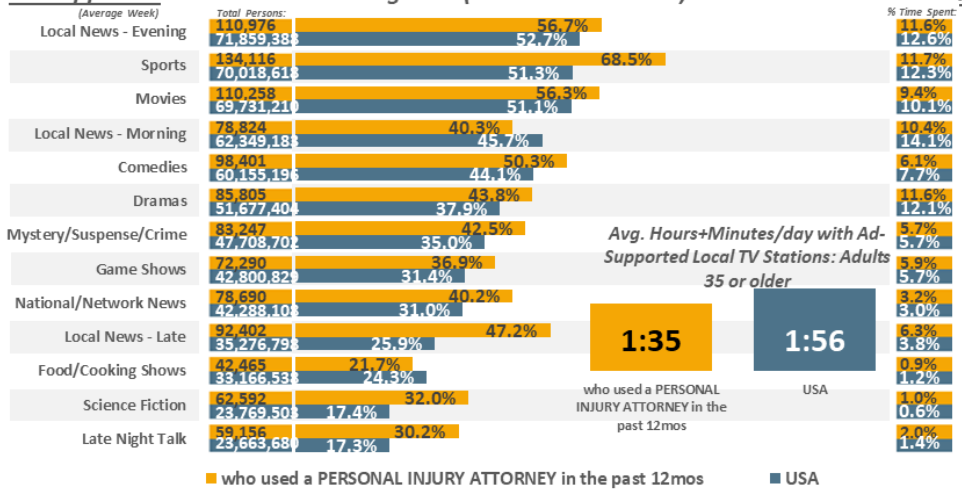
Local TV Station Programs (Persons & % Reach): Adults 35 or older



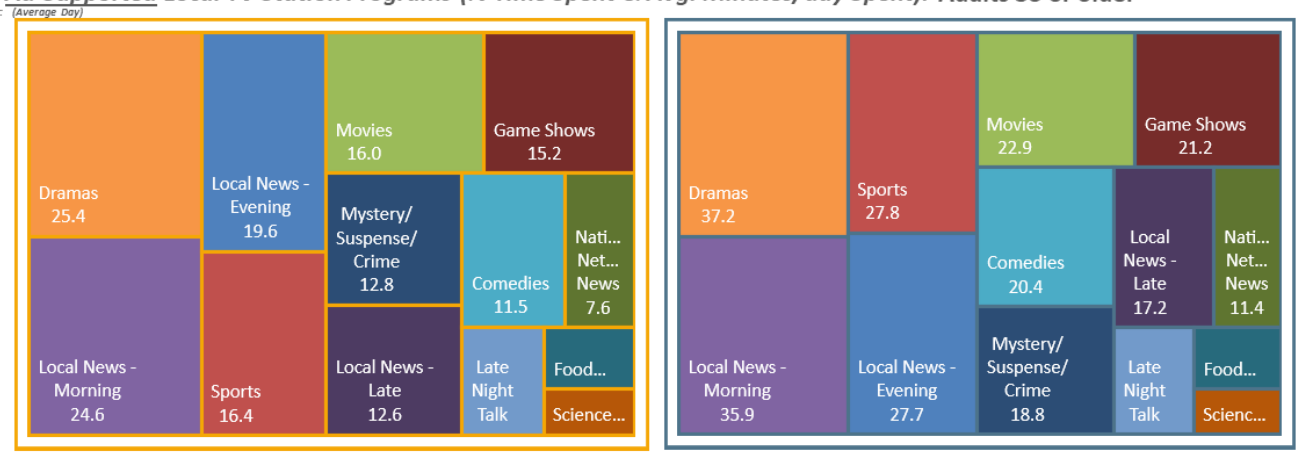
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



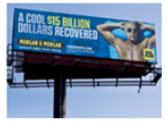
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

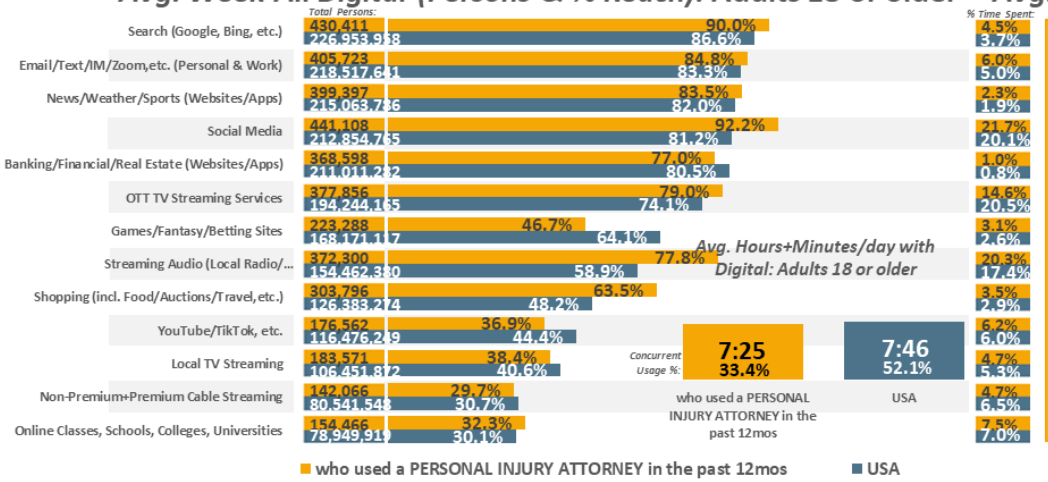


PERSONAL INJURY ATTORNEY USERS

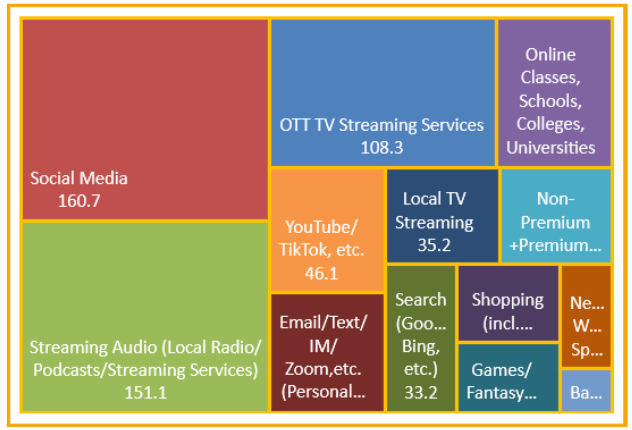
P18+

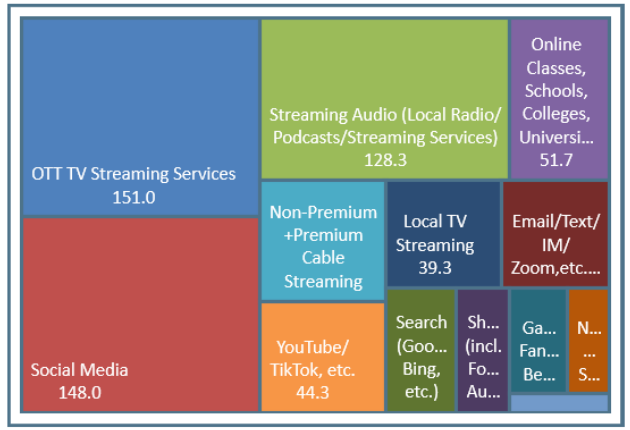
402,989 or 84.2% of Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos use Ad-Supported Social Media for an average of 146.9 minutes every day representing 26.9% of all time spent daily with Ad-Supported Digital Media.

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

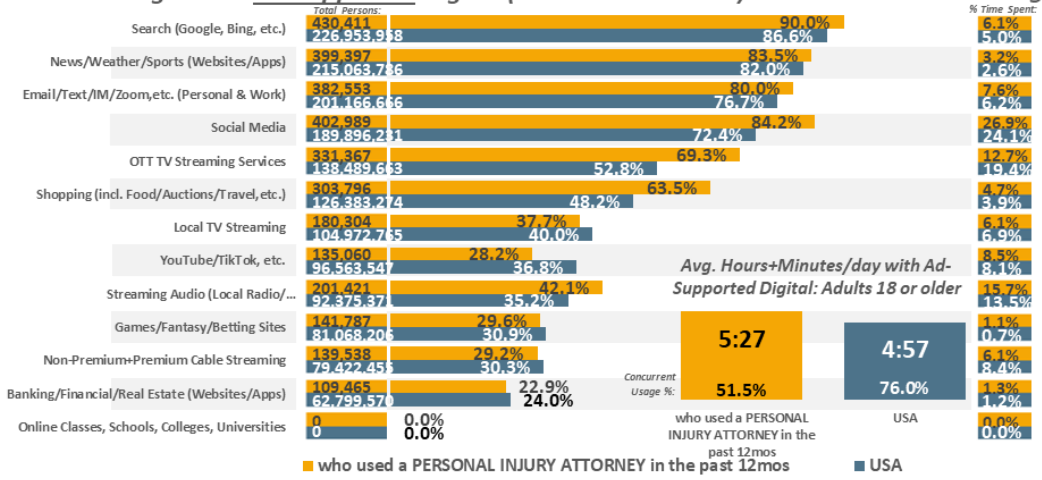


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

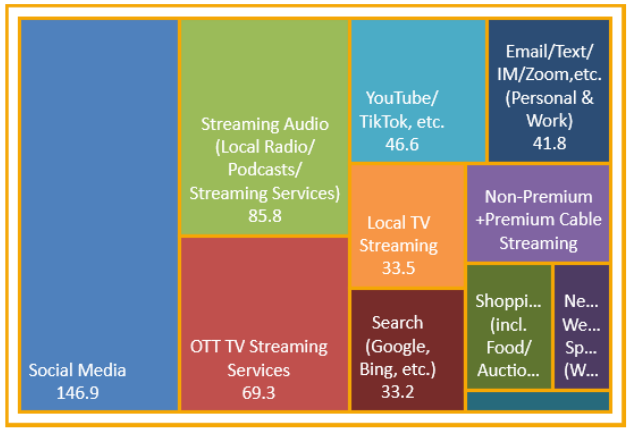


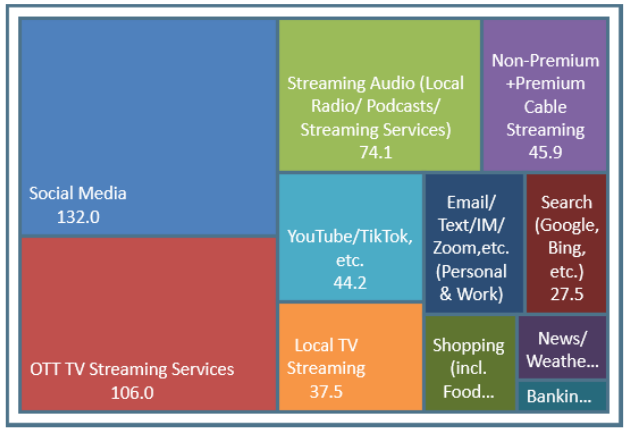


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





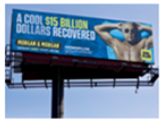
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

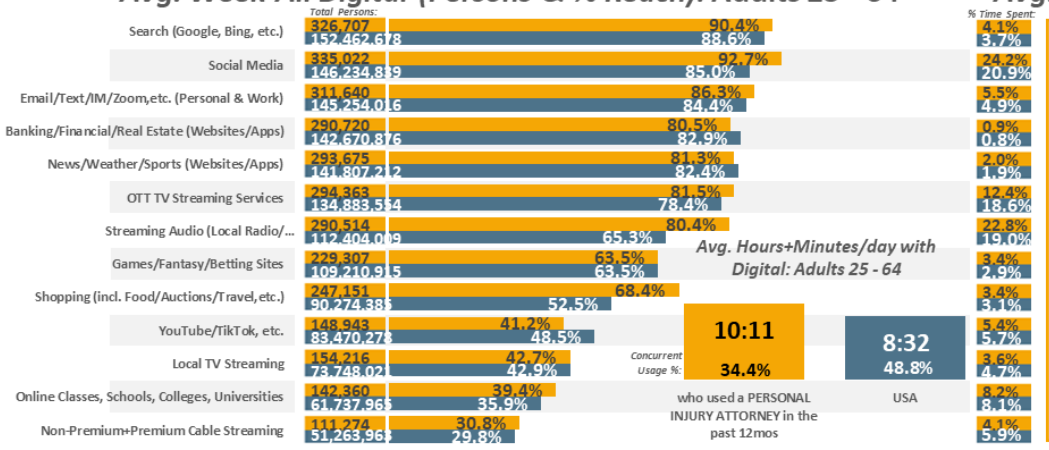


PERSONAL INJURY ATTORNEY USERS

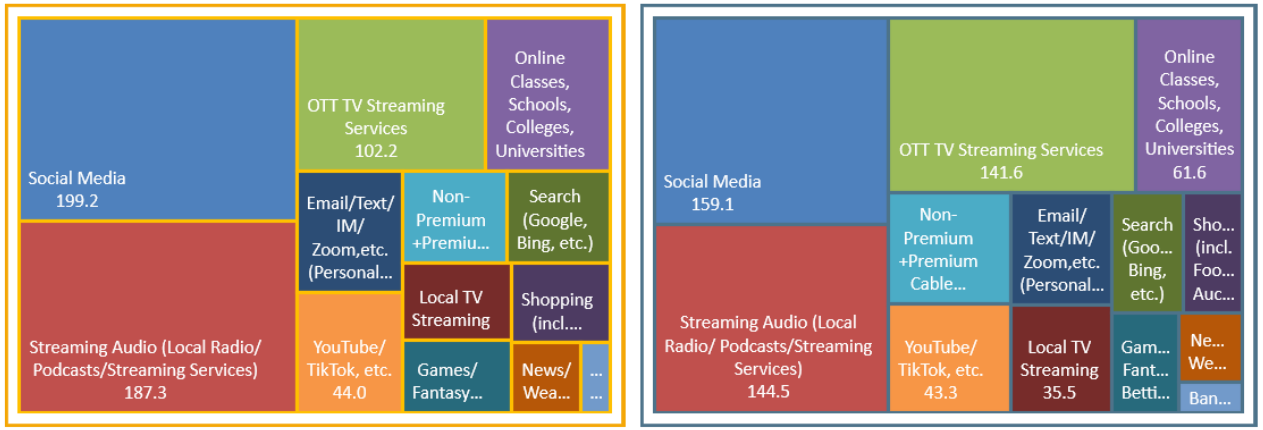
P25-64

307,052 or 85.% of Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos use Ad-Supported Social Media for an average of 183.3 minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

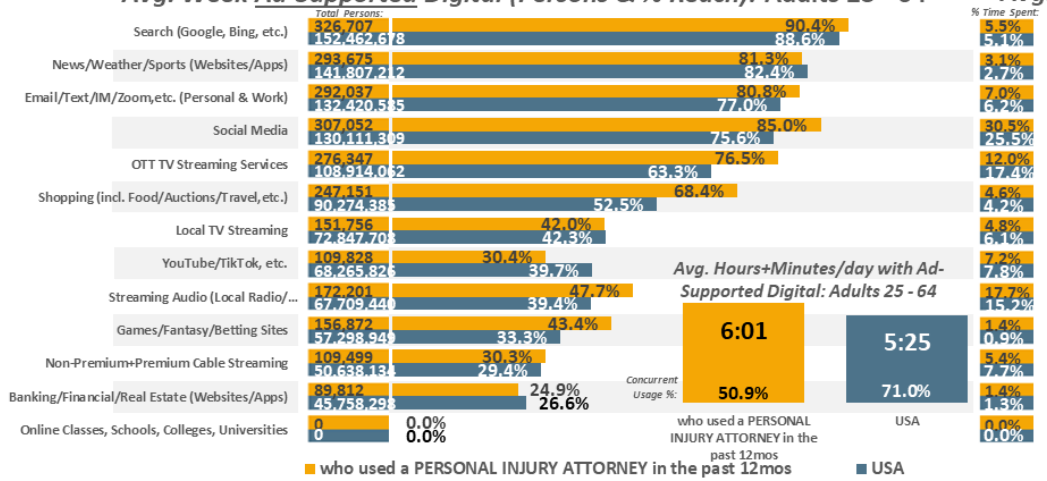
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



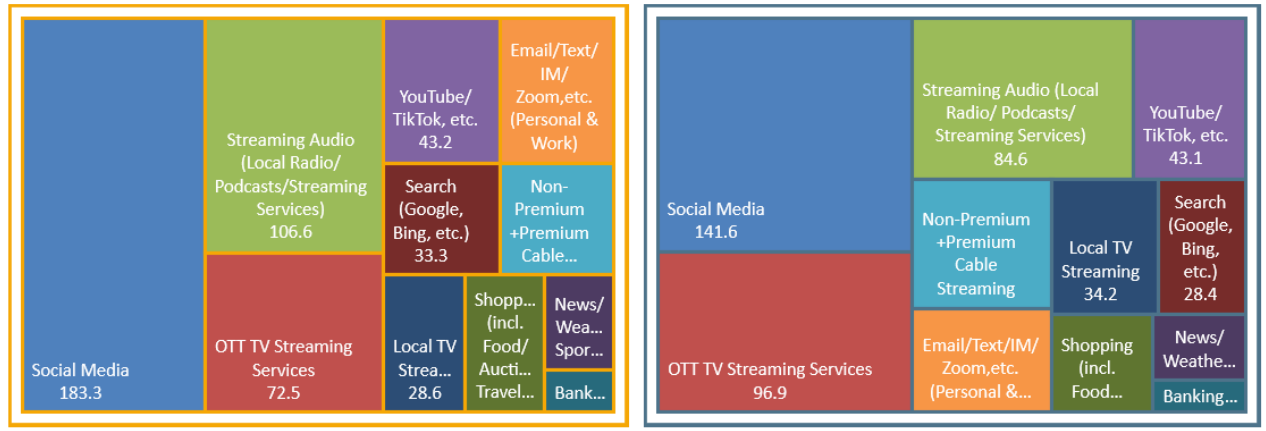
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



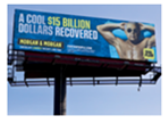
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

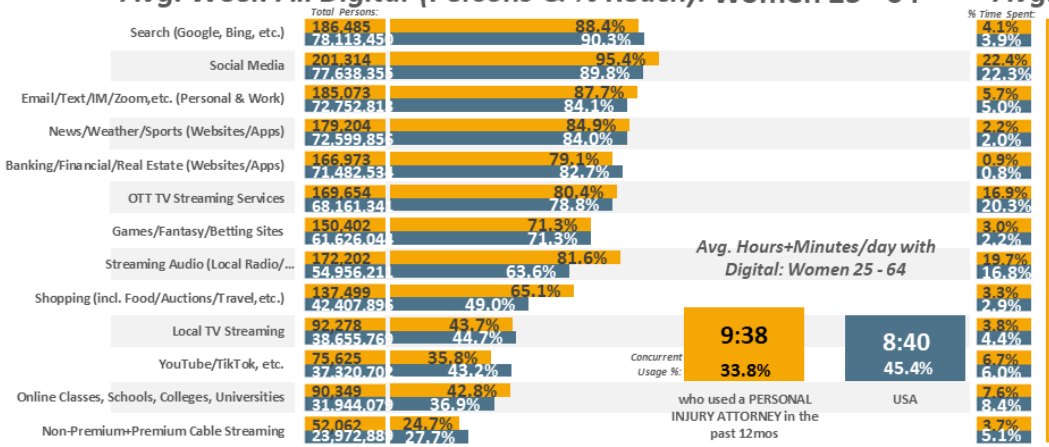


PERSONAL INJURY ATTORNEY USERS

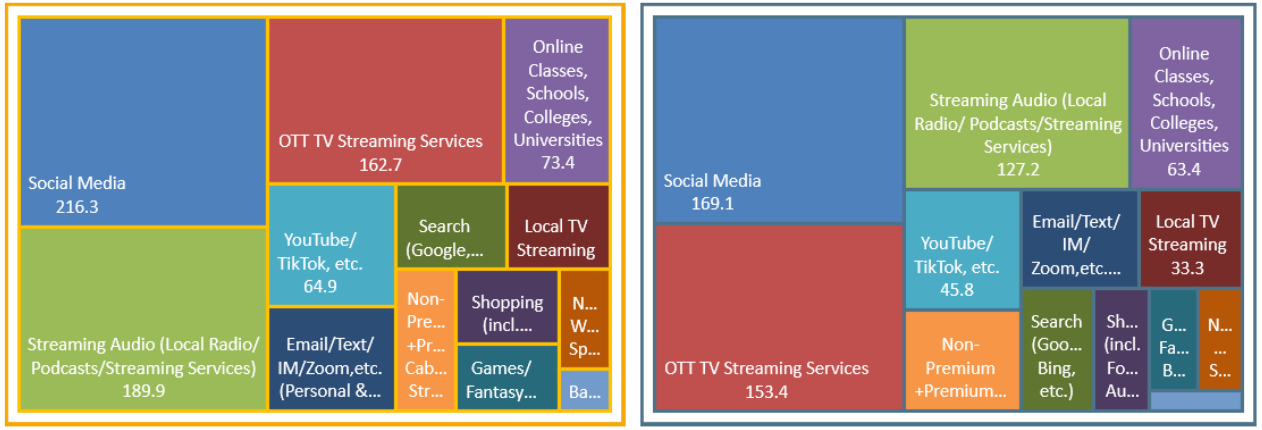
W25-64

197,161 or 93.4% of Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos use Ad-Supported Social Media for an average of 199. minutes every day representing 28.8% of all time spent daily with Ad-Supported Digital Media.

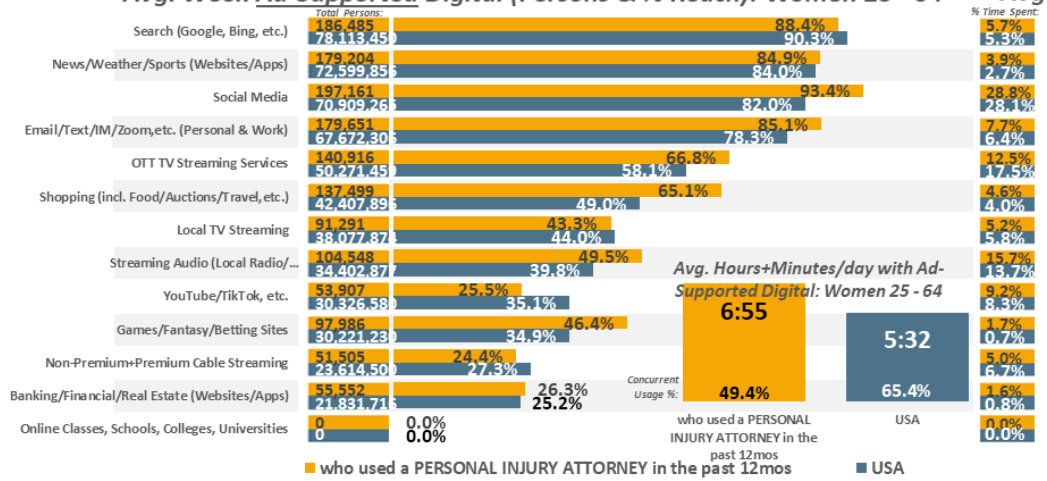
Avg. Week All Digital (Persons & % Reach): Women 25 - 64



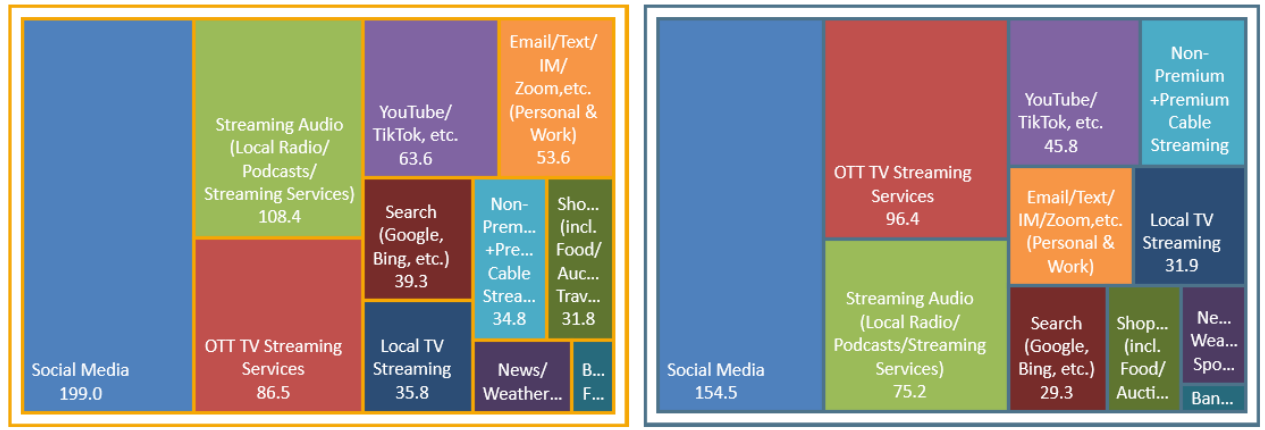
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



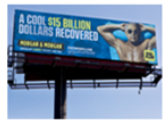
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

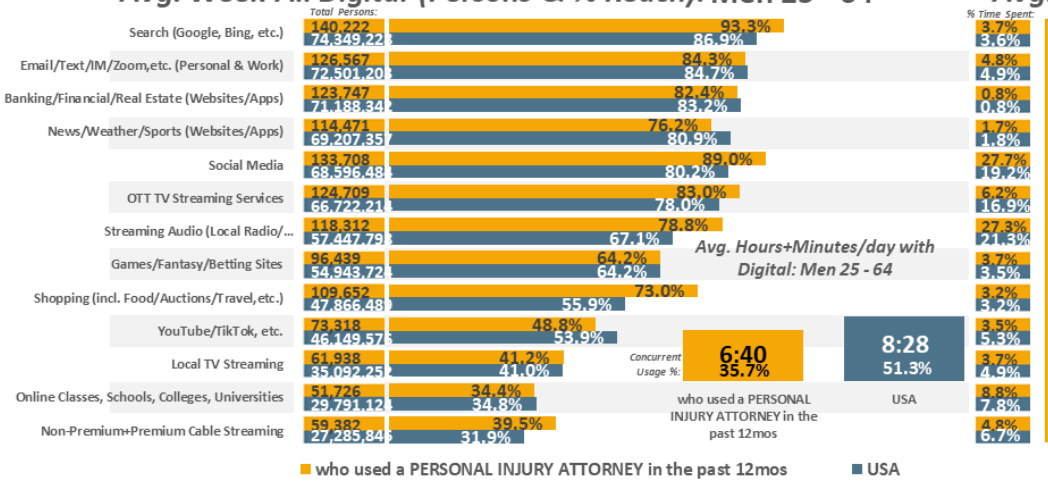


PERSONAL INJURY ATTORNEY USERS

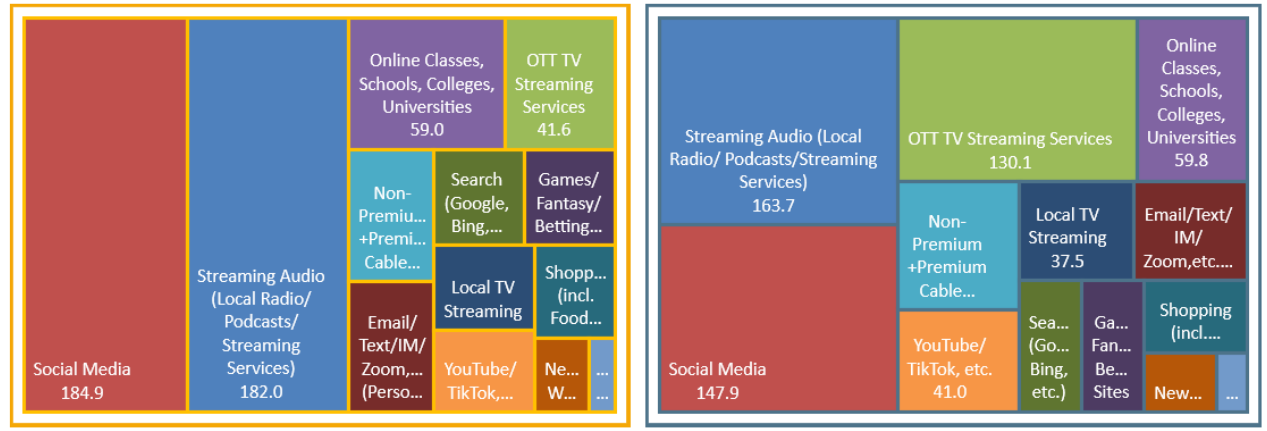
M25-64

109,891 or 73.2% of Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos use Ad-Supported Social Media for an average of 170.1 minutes every day representing 34.3% of all time spent daily with Ad-Supported Digital Media.

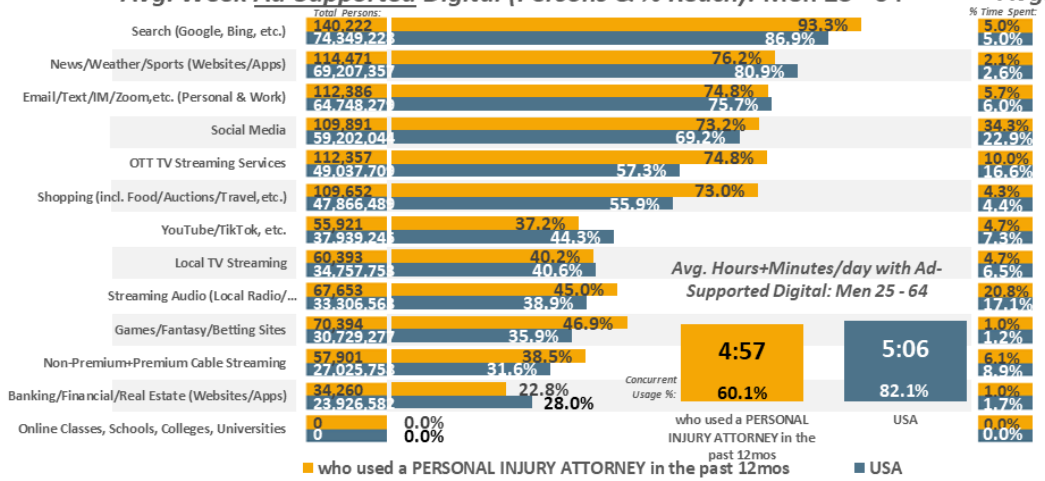
Avg. Week All Digital (Persons & % Reach): Men 25 - 64



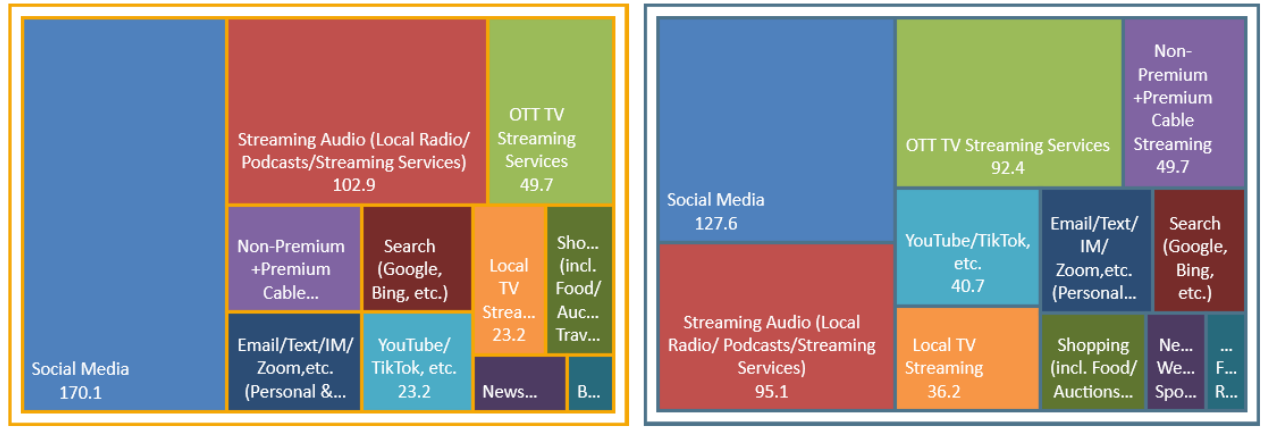
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



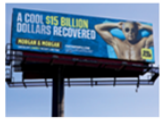
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

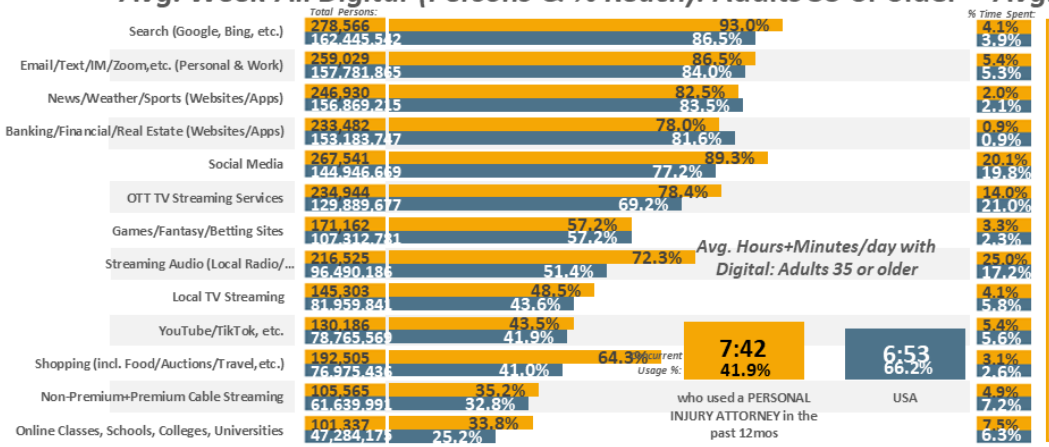


PERSONAL INJURY ATTORNEY USERS

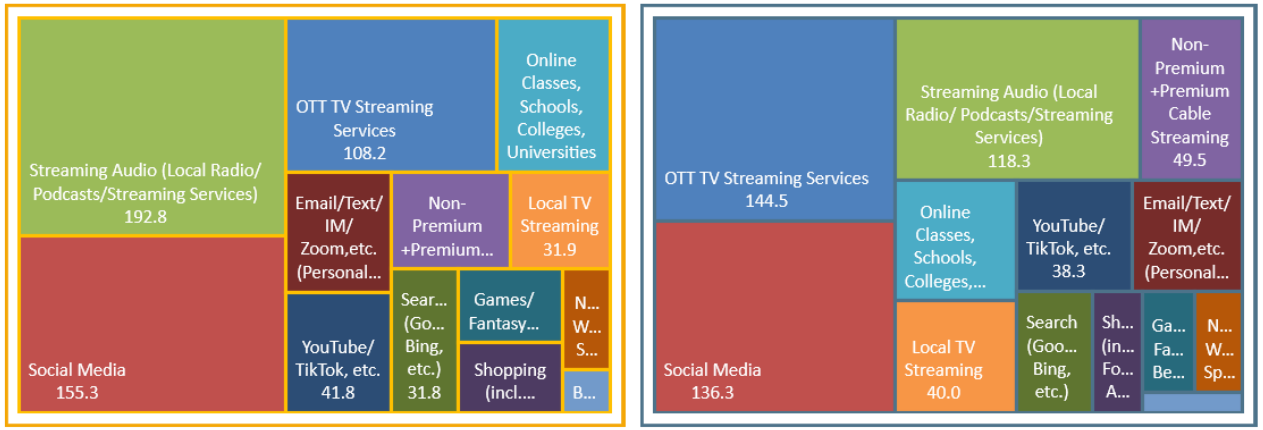
P35+

244,305 or 81.6% of Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos use Ad-Supported Social Media for an average of 142.9 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

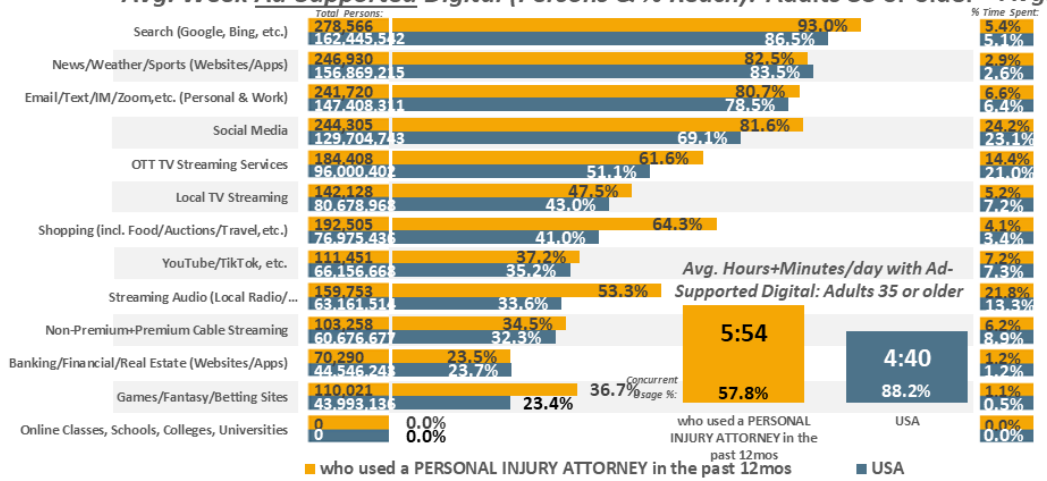
Avg. Week All Digital (Persons & % Reach): Adults 35 or older



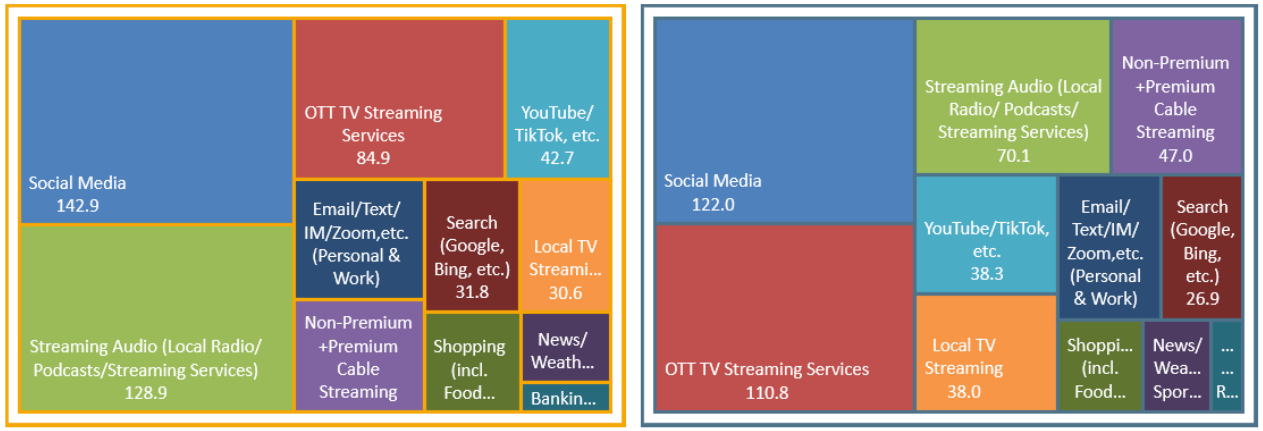
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



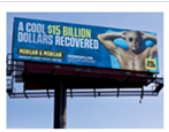
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

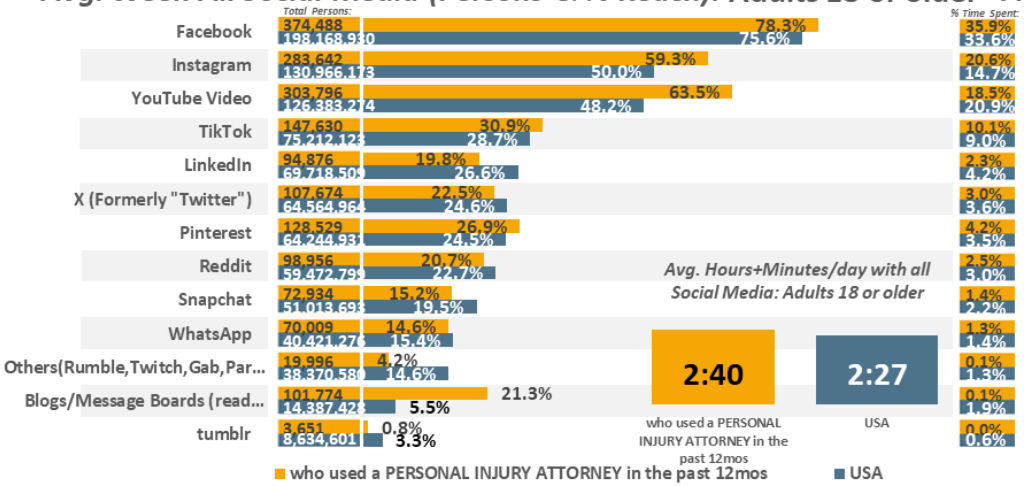


PERSONAL INJURY ATTORNEY USERS

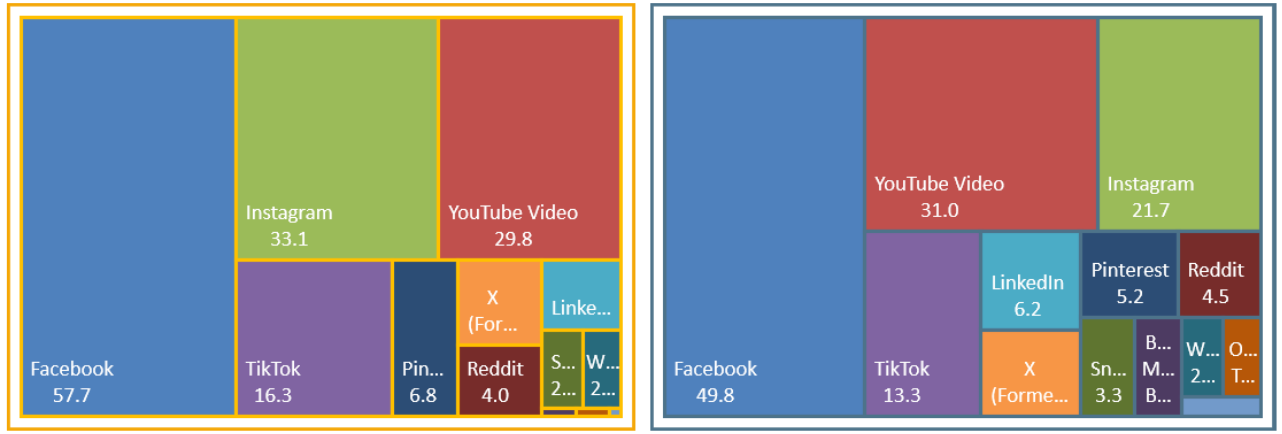
P18+

374,488 or 78.3% of Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos use Ad-Supported Facebook for an average of 52.3 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

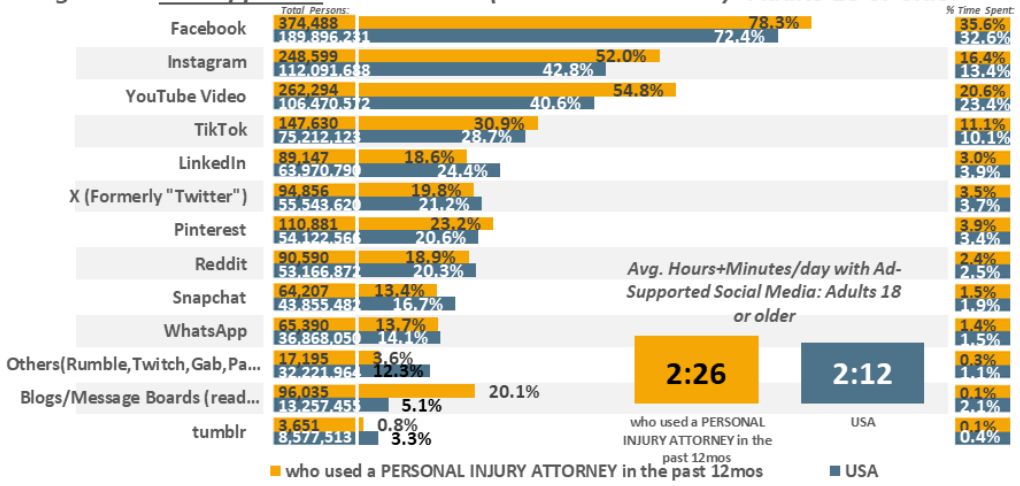
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



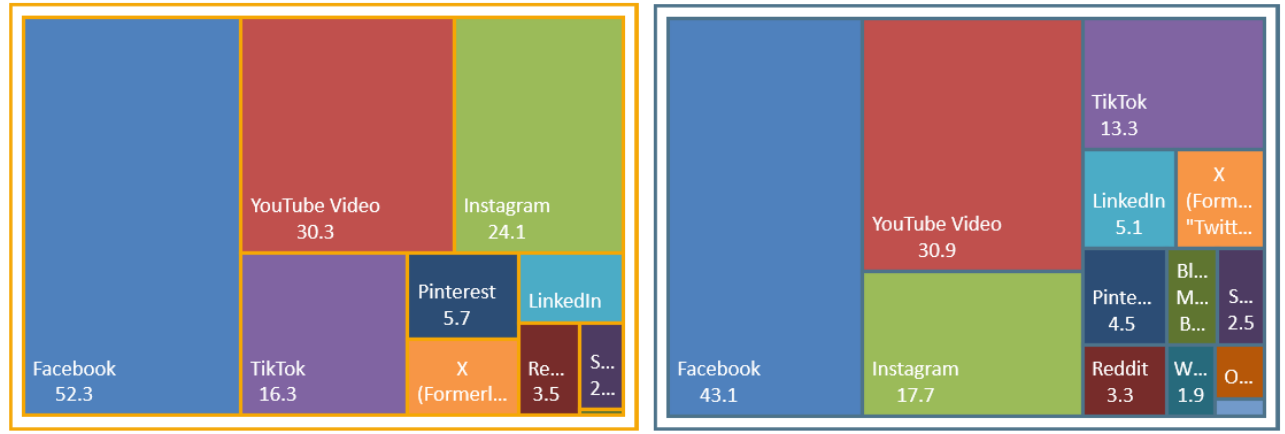
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week 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



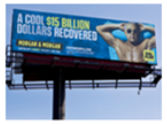
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

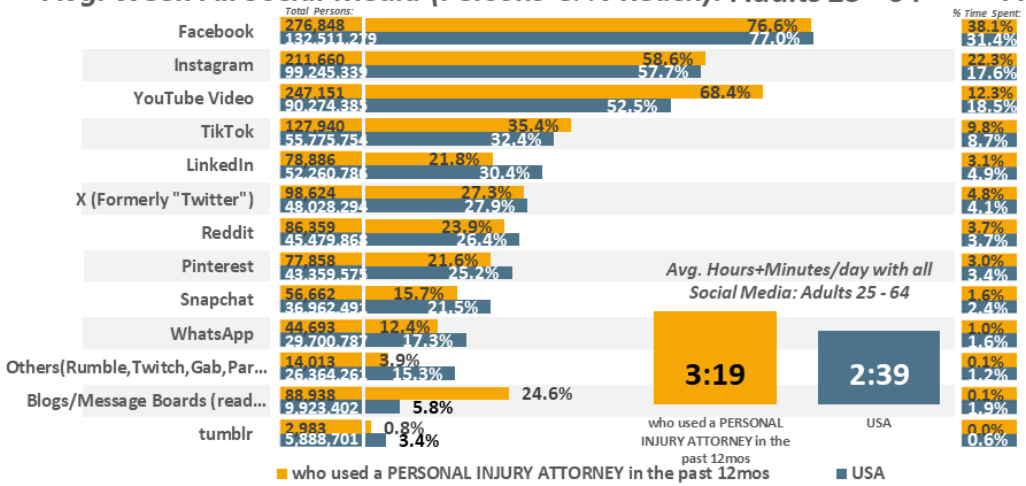


PERSONAL INJURY ATTORNEY USERS

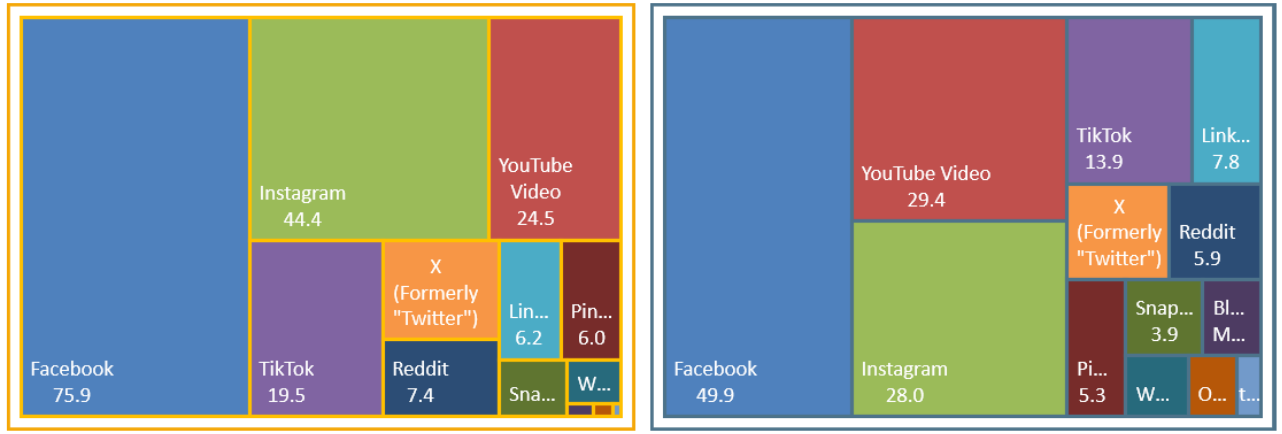
P25-64

276,848 or 76.6% of Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos use Ad-Supported Facebook for an average of 65.9 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

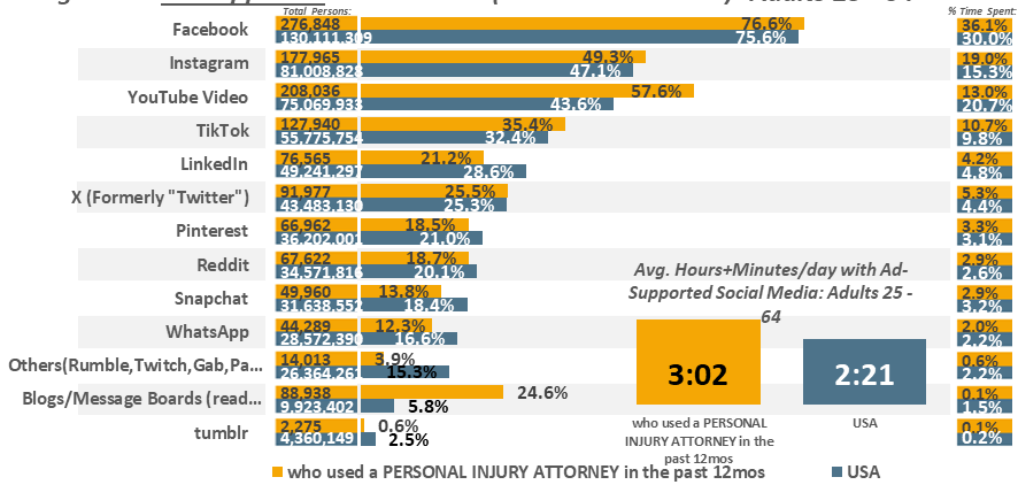
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



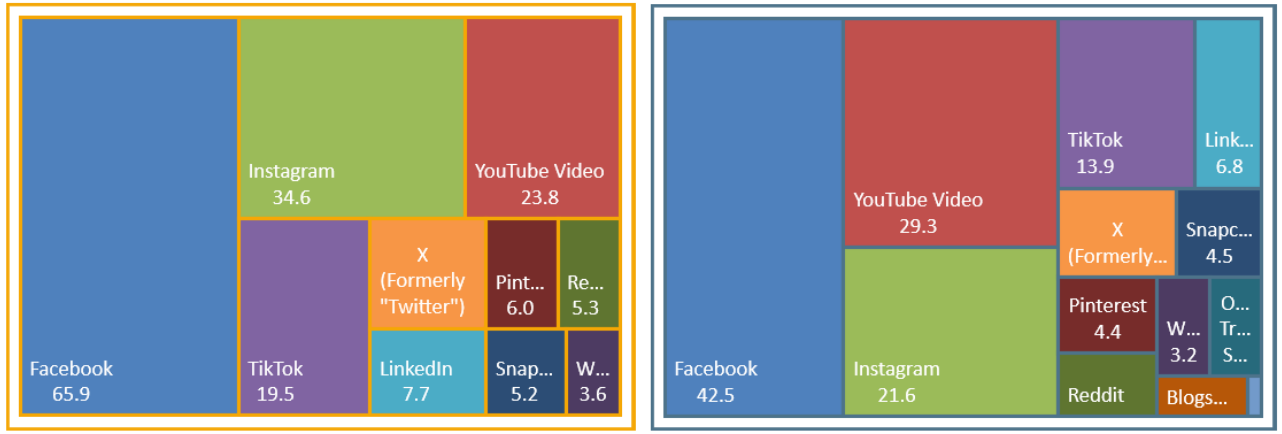
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



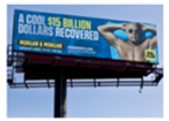
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

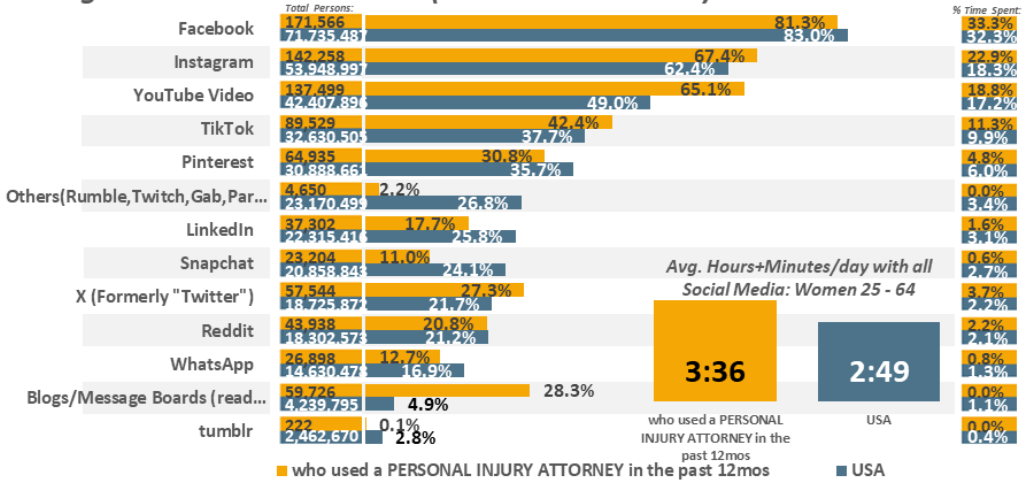


PERSONAL INJURY ATTORNEY USERS

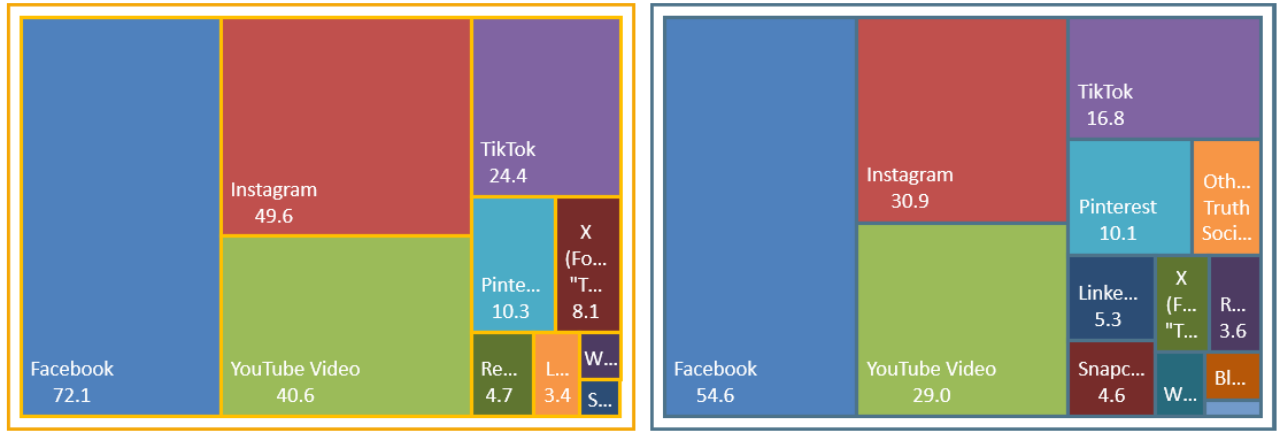
W25-64

171,566 or 81.3% of Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos use Ad-Supported Facebook for an average of 76.9 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

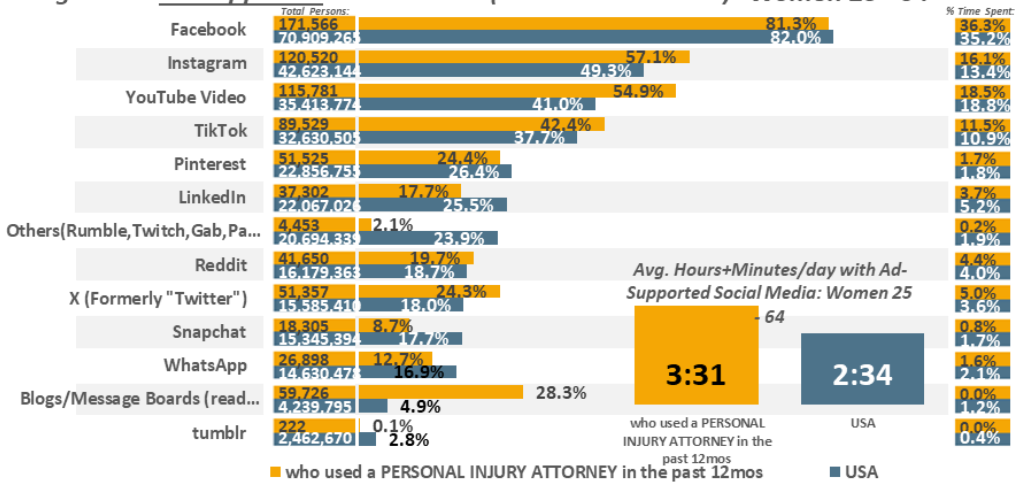
Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



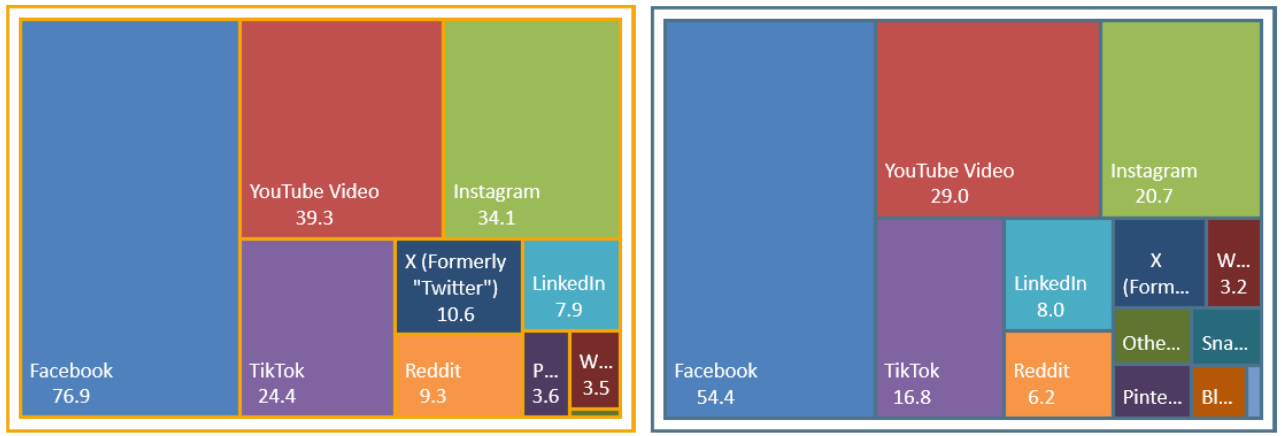
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



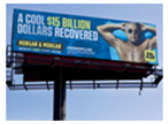
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

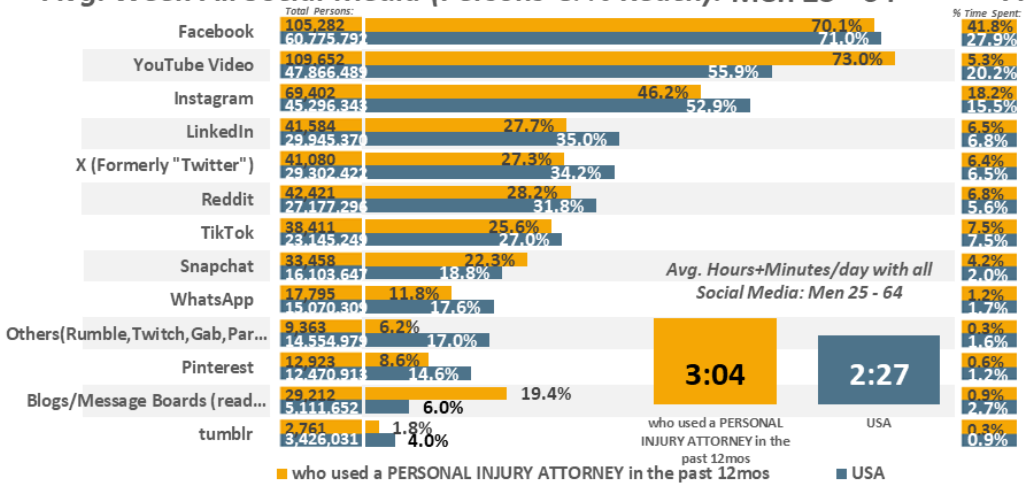


PERSONAL INJURY ATTORNEY USERS

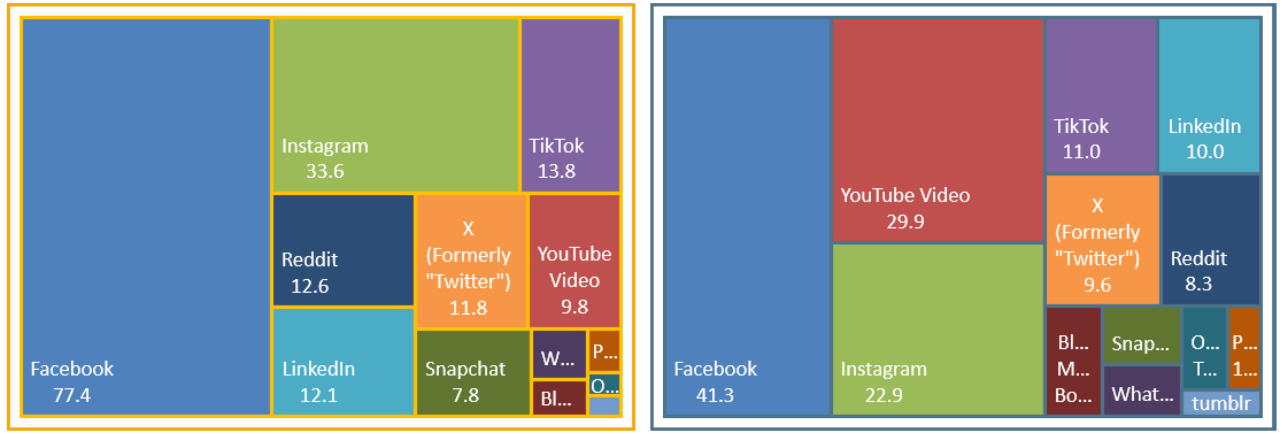
M25-64

105,282 or 70.1% of Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos use Ad-Supported Facebook for an average of 68.2 minutes every day representing 44.9% of all time spent daily with Ad-Supported Social Media.

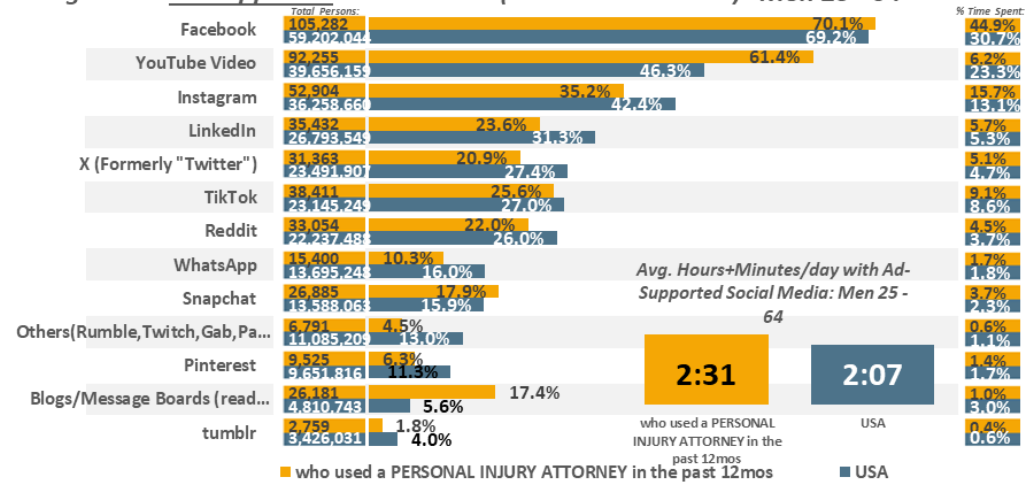
Avg. Week All Social Media (Persons & % Reach): Men 25 - 64



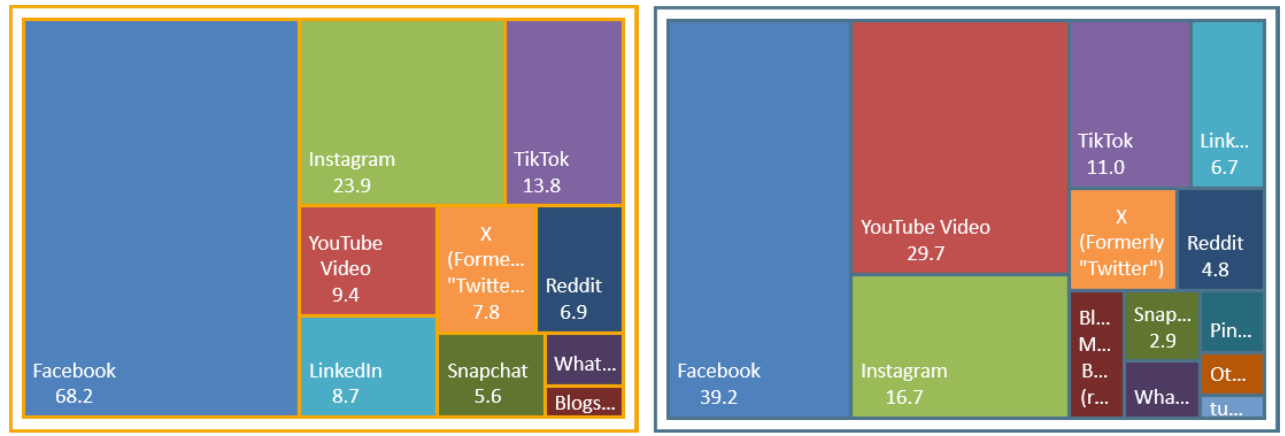
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



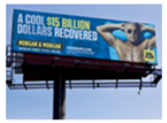
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

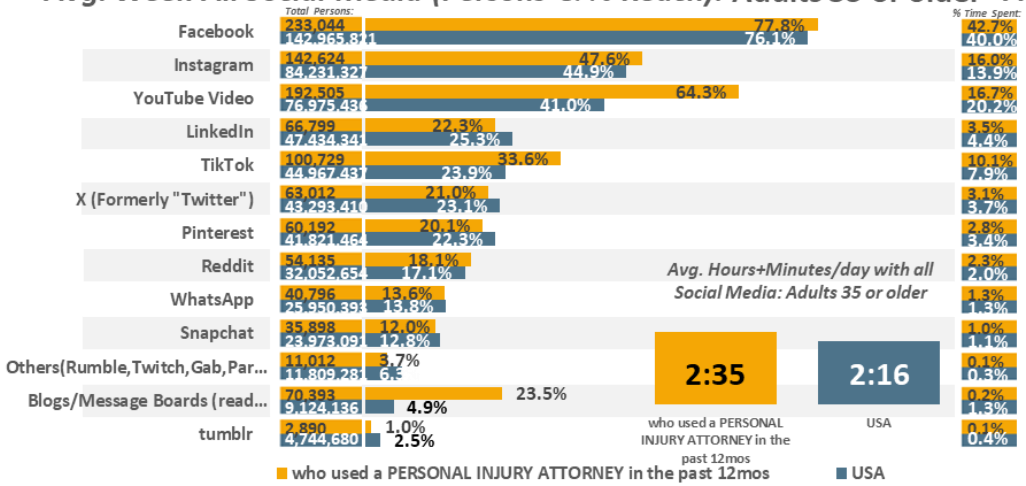


PERSONAL INJURY ATTORNEY USERS

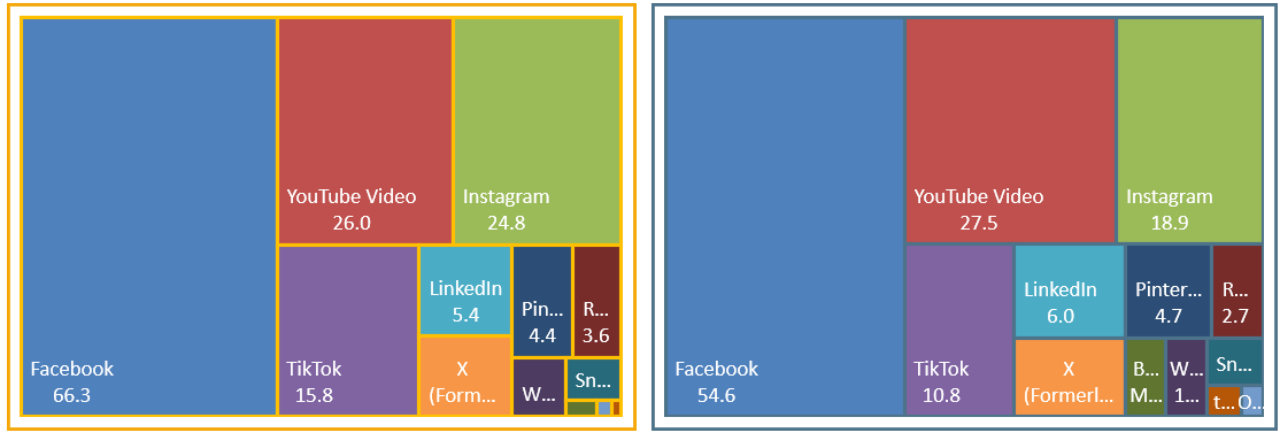
P35+

233,044 or 77.8% of Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos use Ad-Supported Facebook for an average of 54. minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

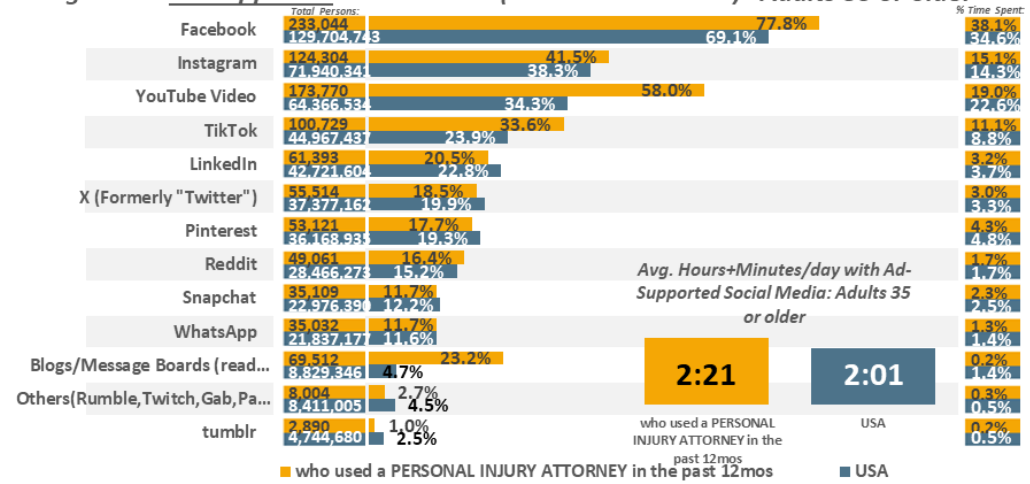
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



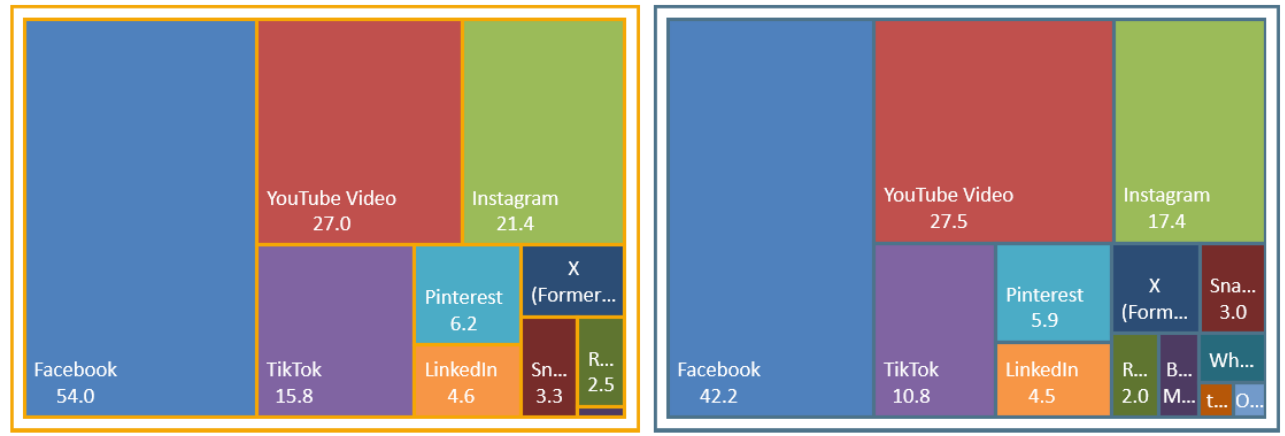
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



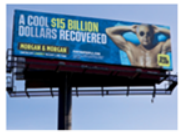
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

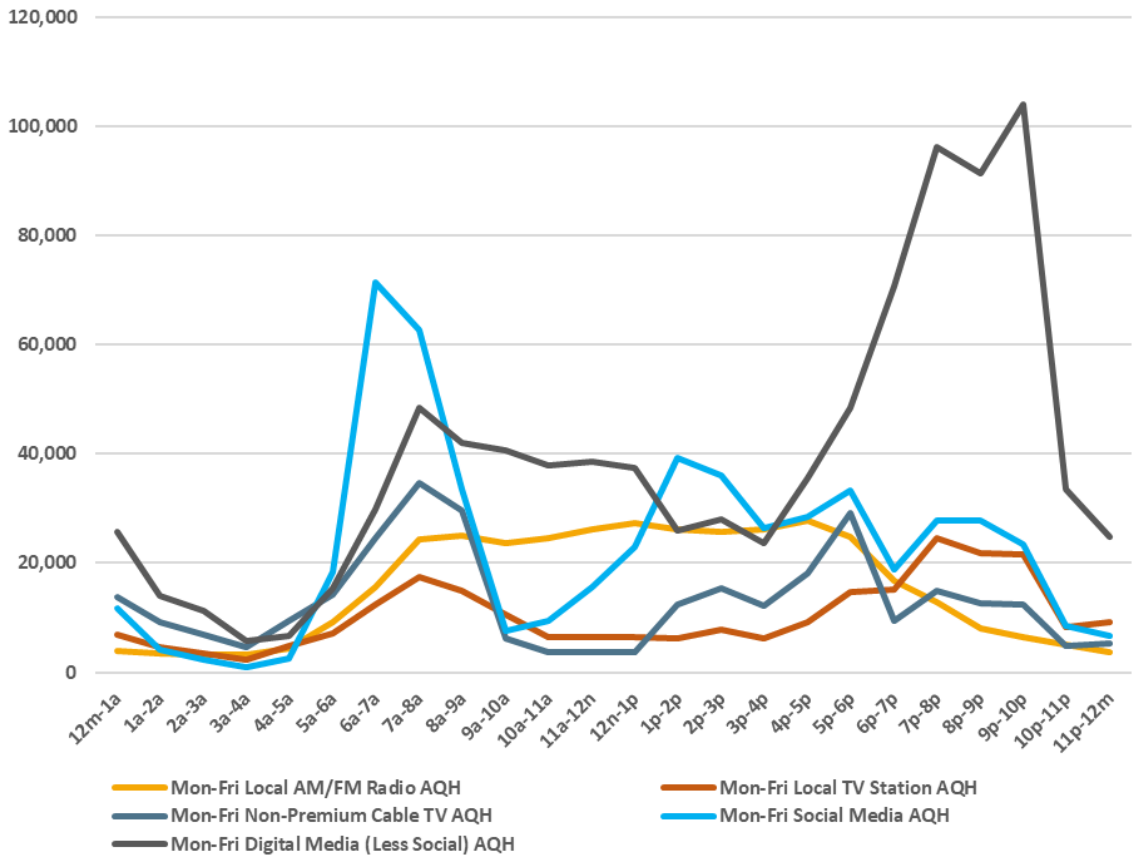


PERSONAL INJURY ATTORNEY USERS

P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 39,037; Social Media: 31,234; Local Radio: 24,165; Non-Prem. Cable: 15,604; Local TV: 10,301 reaching Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 1

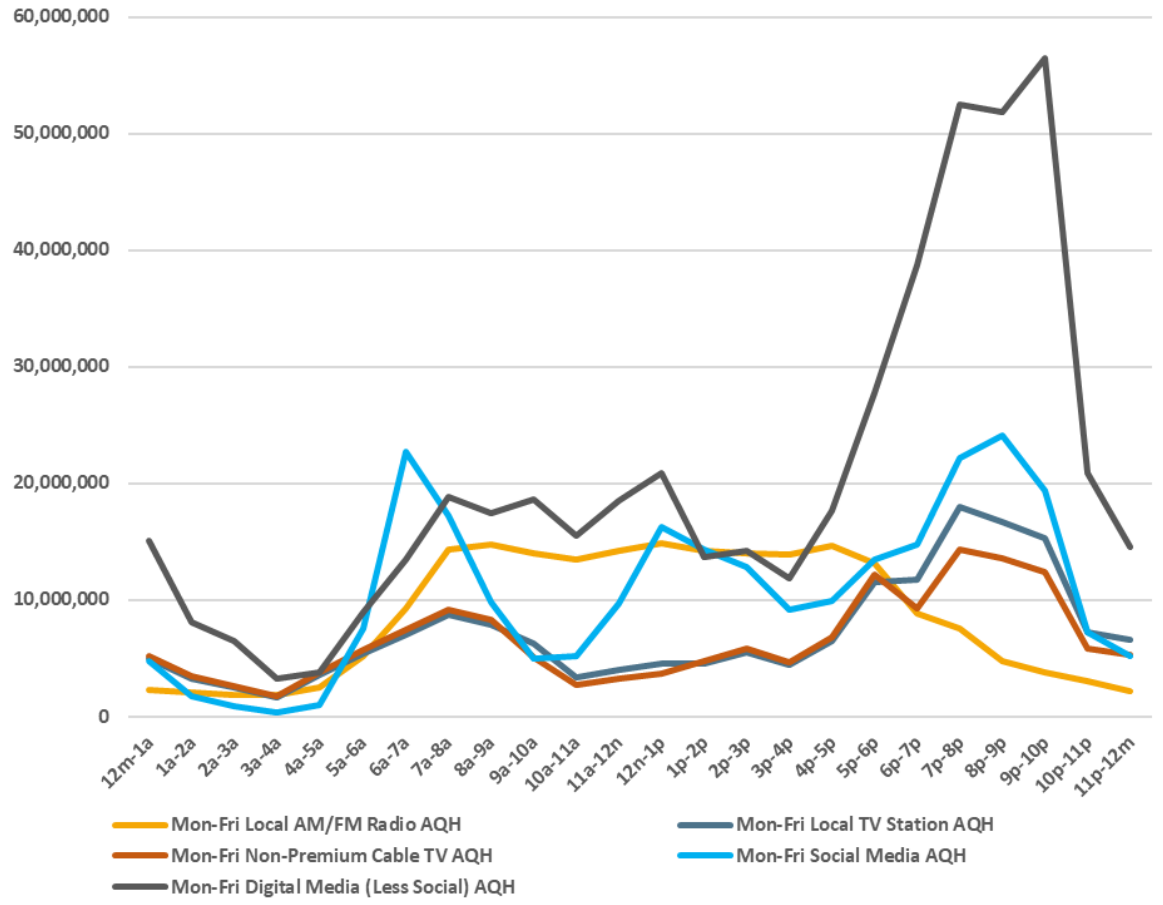
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos



USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

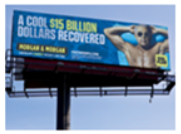
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older



Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

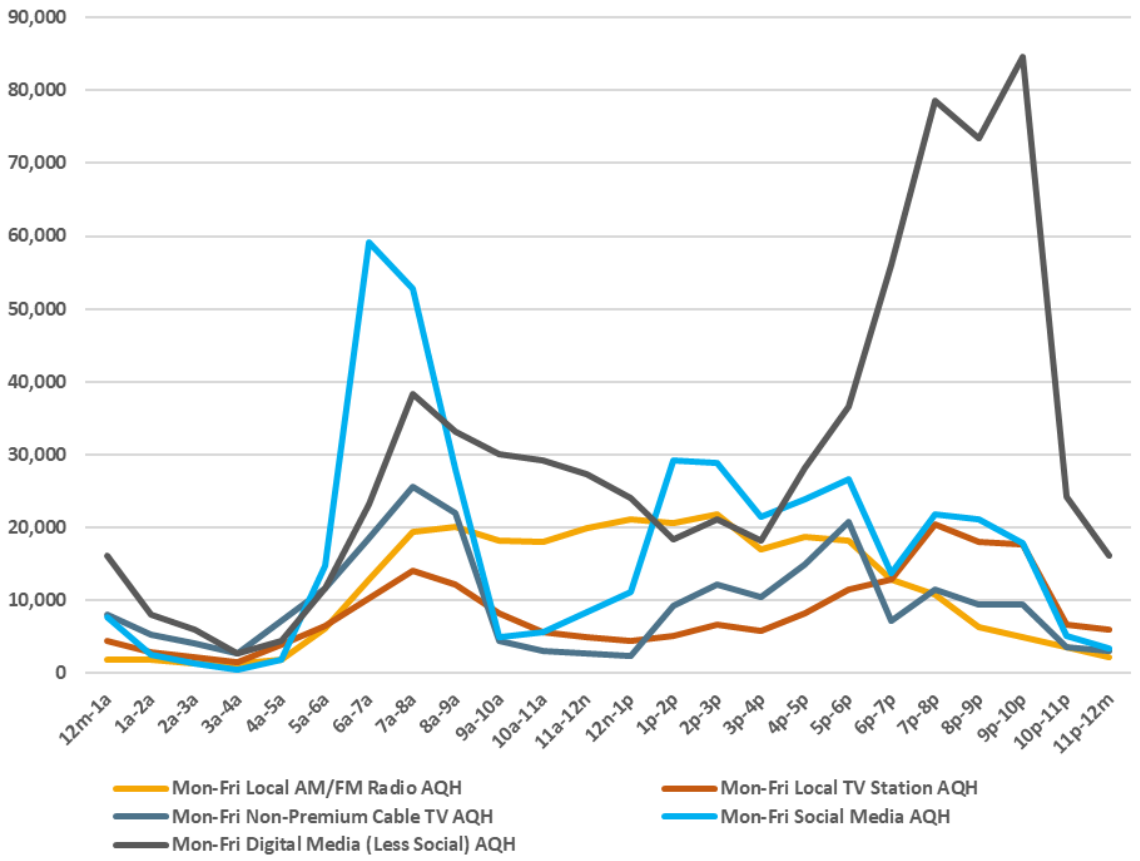


PERSONAL INJURY ATTORNEY USERS

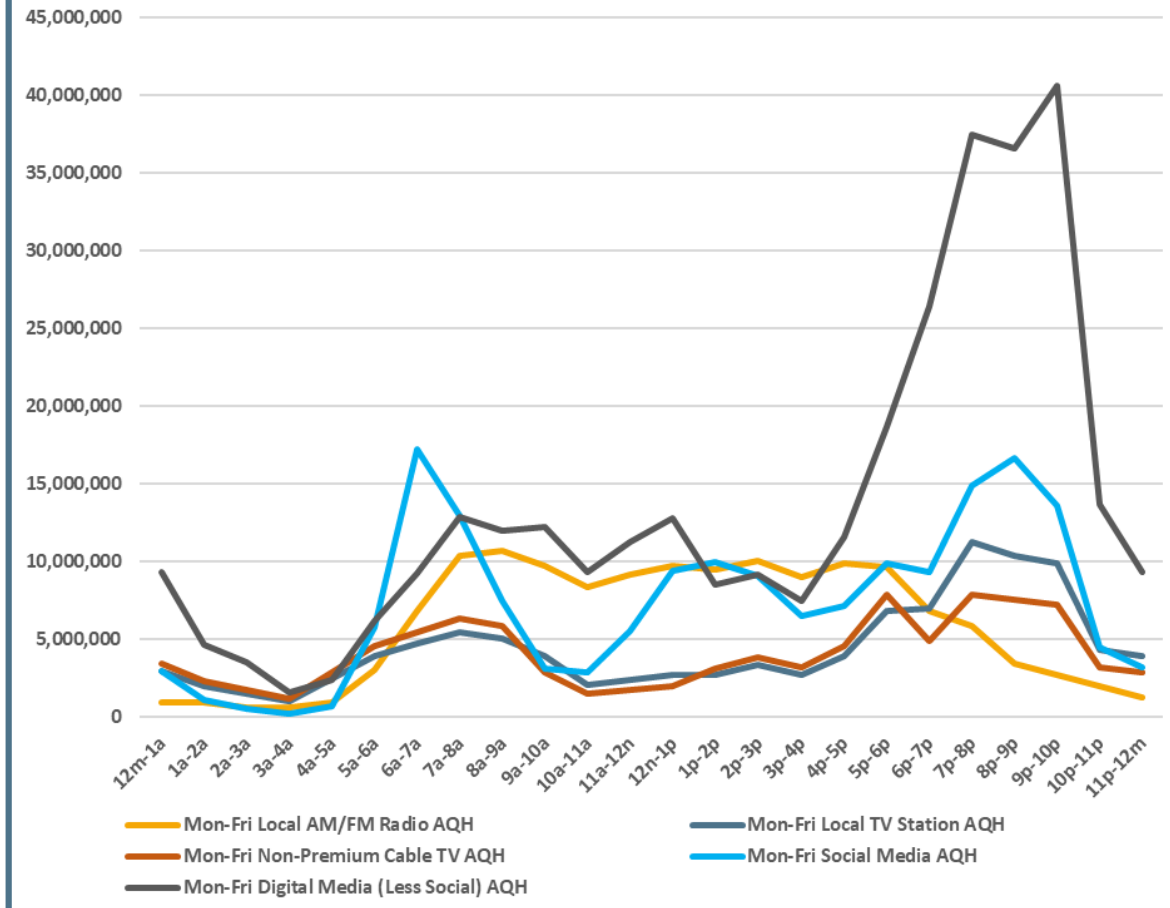
P25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,529; Social Media: 24,130; Local Radio: 18,356; Non-Prem. Cable: 11,776; Local TV: 8,443 reaching Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 25 - 64



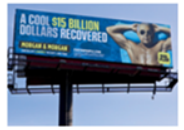
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

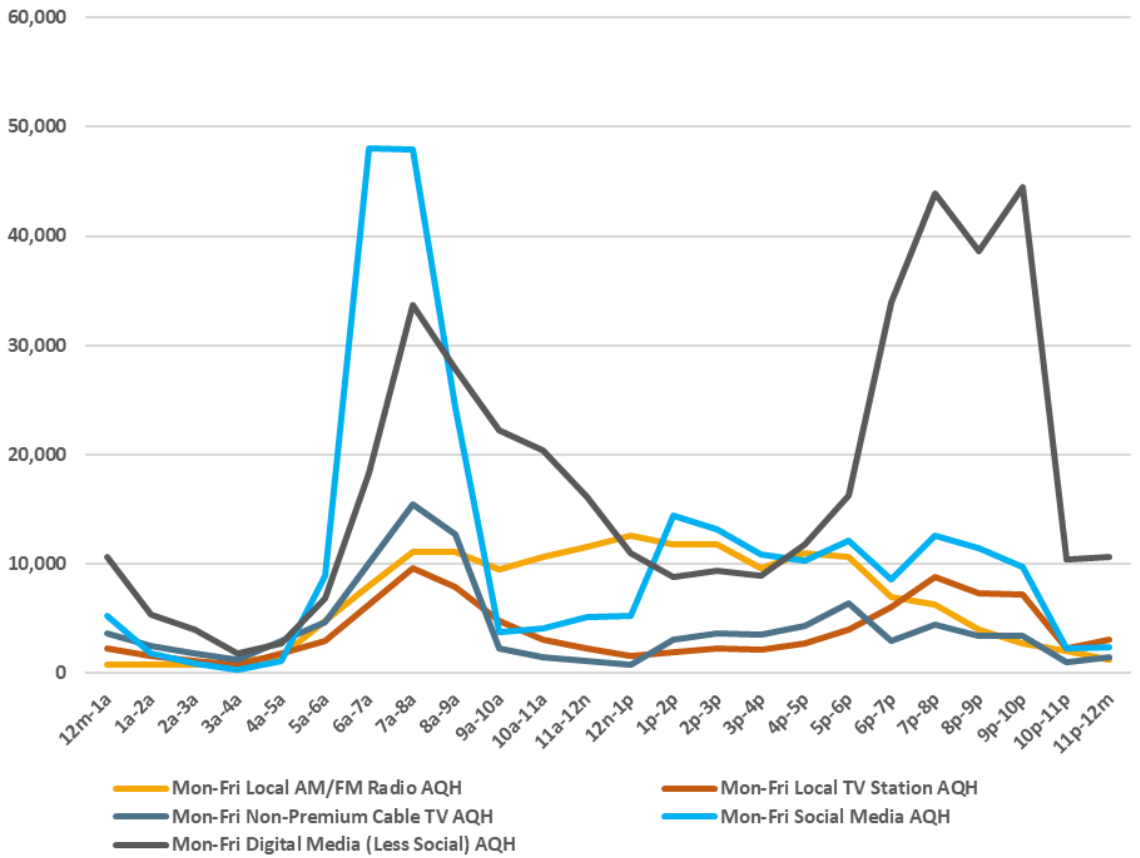


PERSONAL INJURY ATTORNEY USERS

W25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,330; Social Media: 15,979; Local Radio: 10,476; Non-Prem. Cable: 5,196; Local TV: 4,173 reaching Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos.

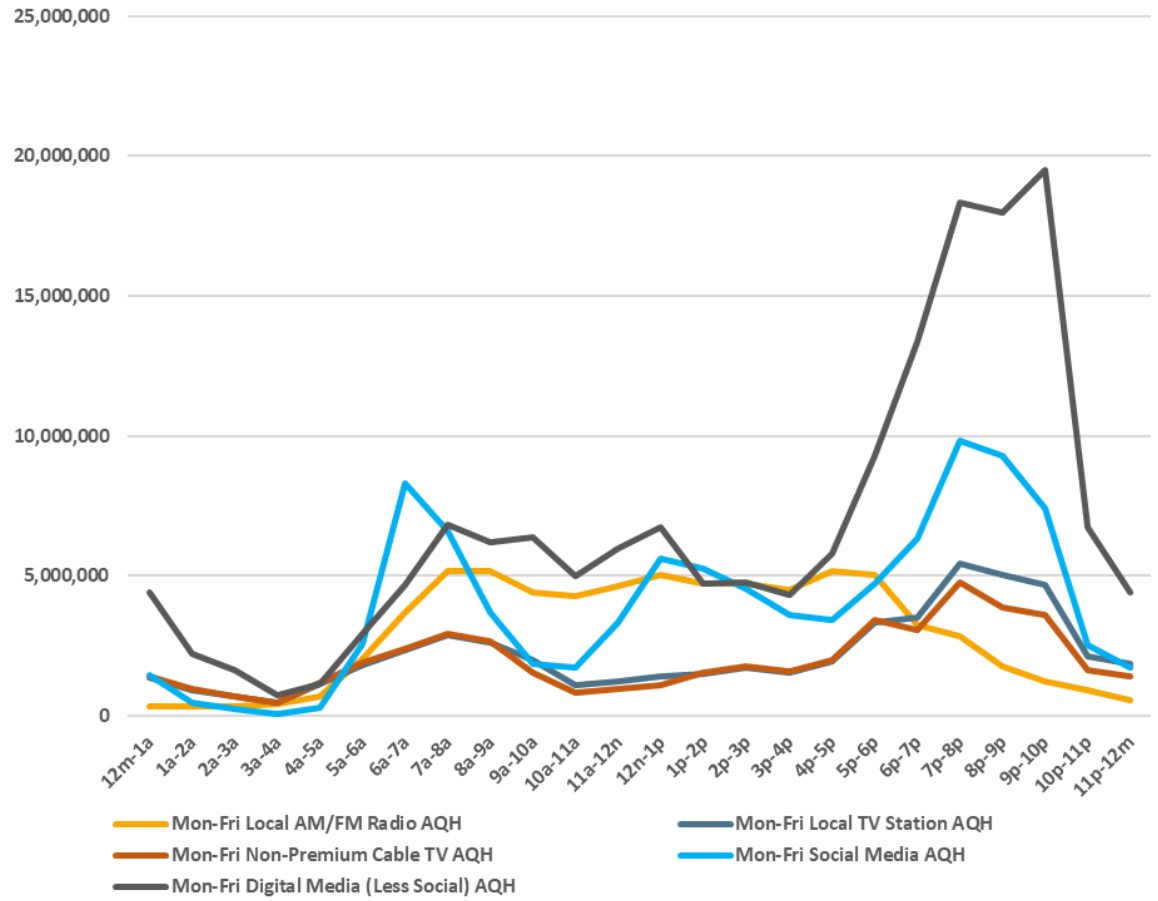
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos



USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

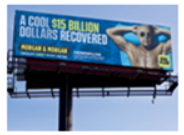
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Women 25 - 64



Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

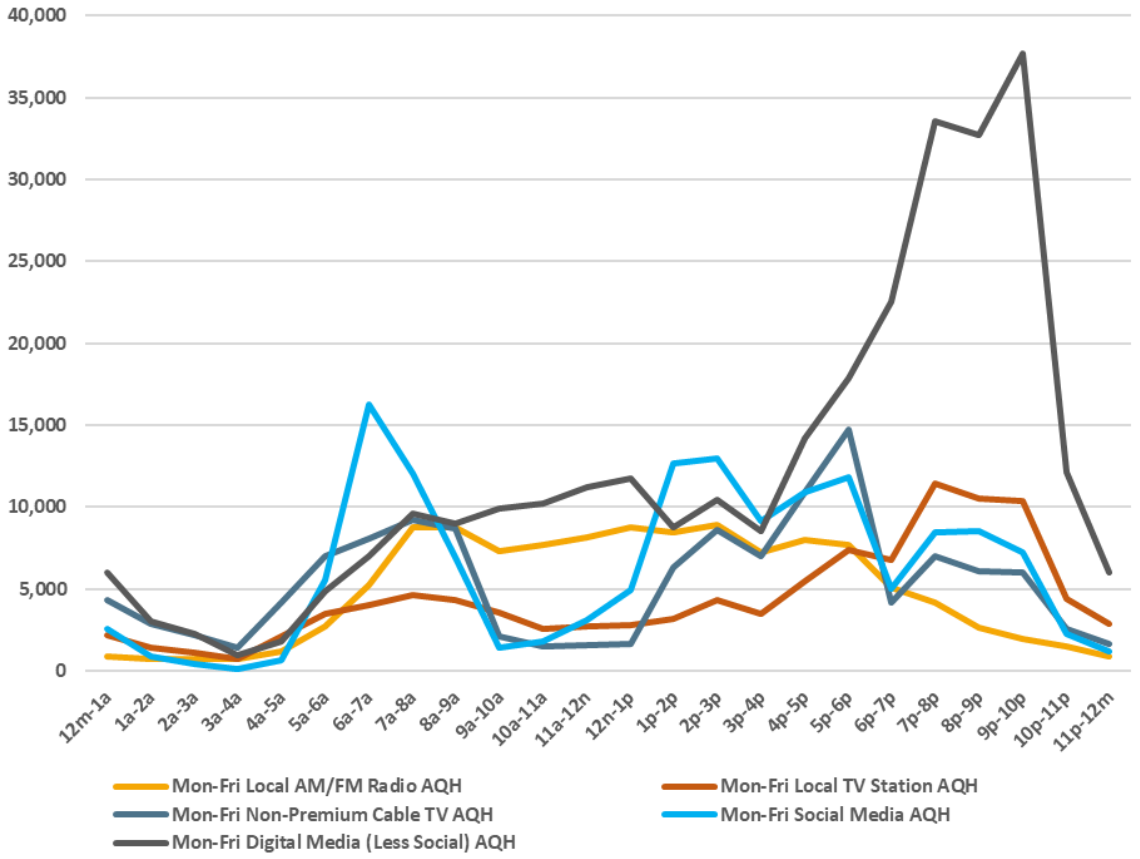


PERSONAL INJURY ATTORNEY USERS

M25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,633; Social Media: 8,401; Local Radio: 7,709; Non-Prem. Cable: 6,515; Local TV: 4,263 reaching Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos.

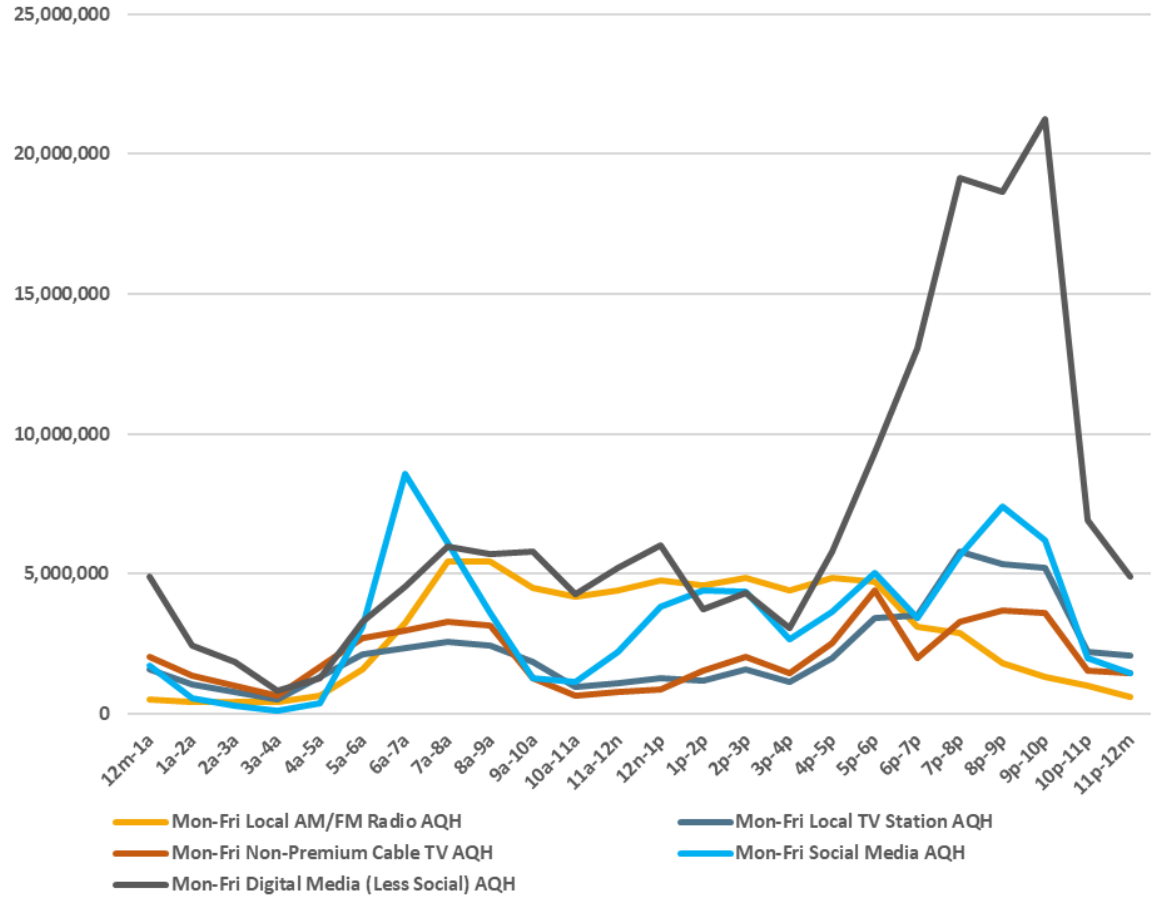
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos



USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

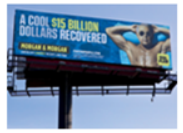
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Men 25 - 64



Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

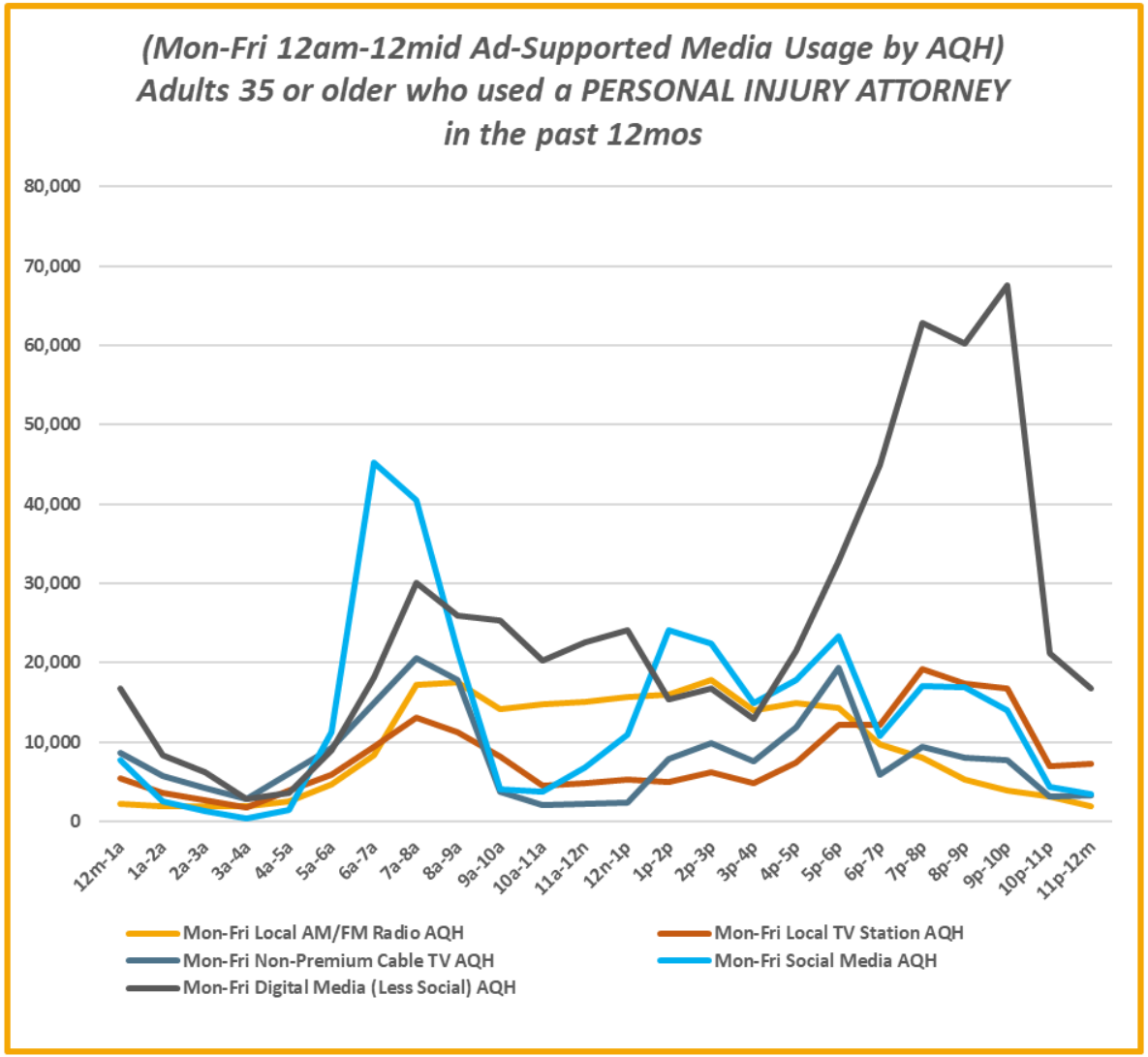
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

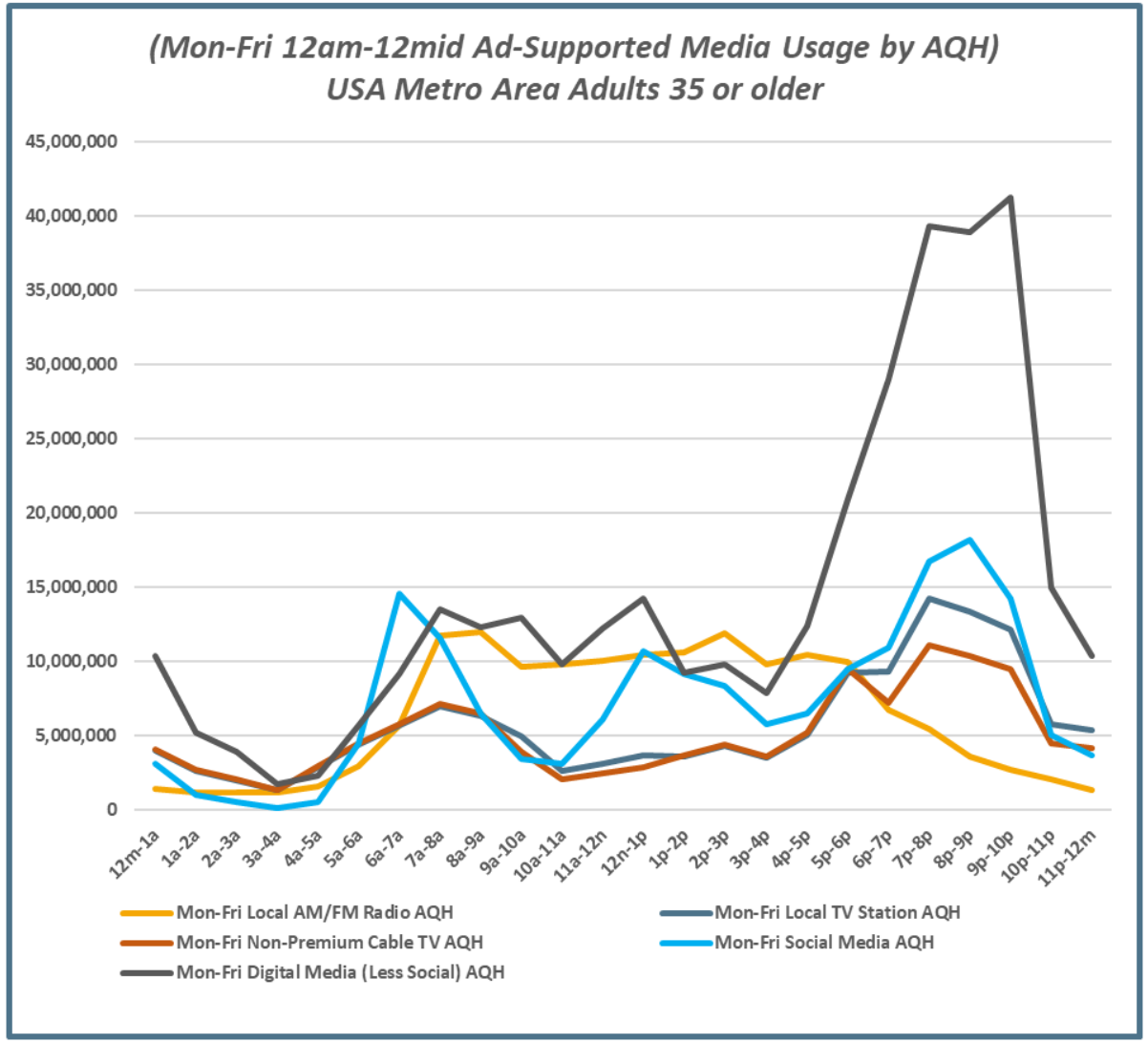


PERSONAL INJURY ATTORNEY USERS

P35+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 23,912; Social Media: 18,969; Local Radio: 14,608; Non-Prem. Cable: 9,733; Local TV: 8,058 reaching Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12m





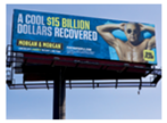
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

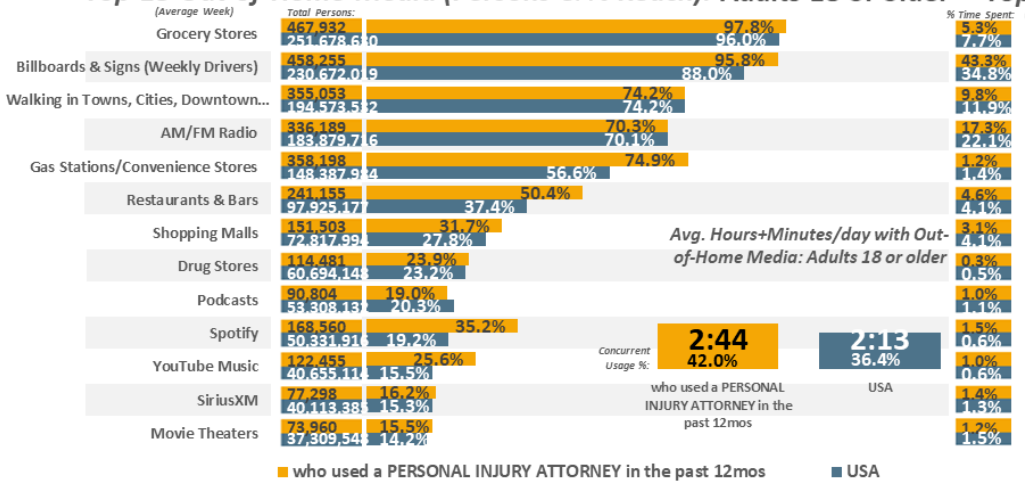


PERSONAL INJURY ATTORNEY USERS

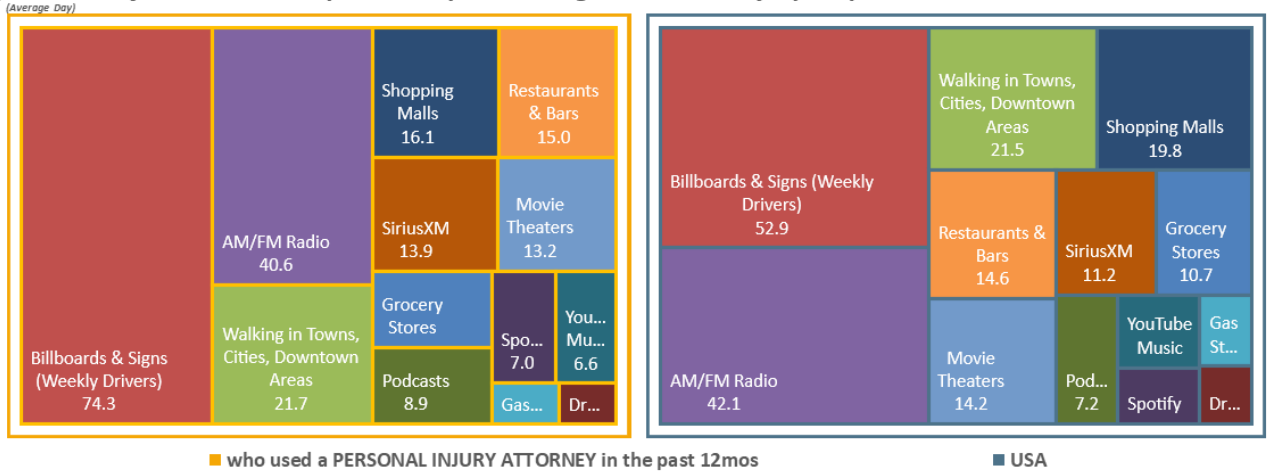
P18+

458,255 or 95.8% of Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 74.3 minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 39.1 minutes/day.

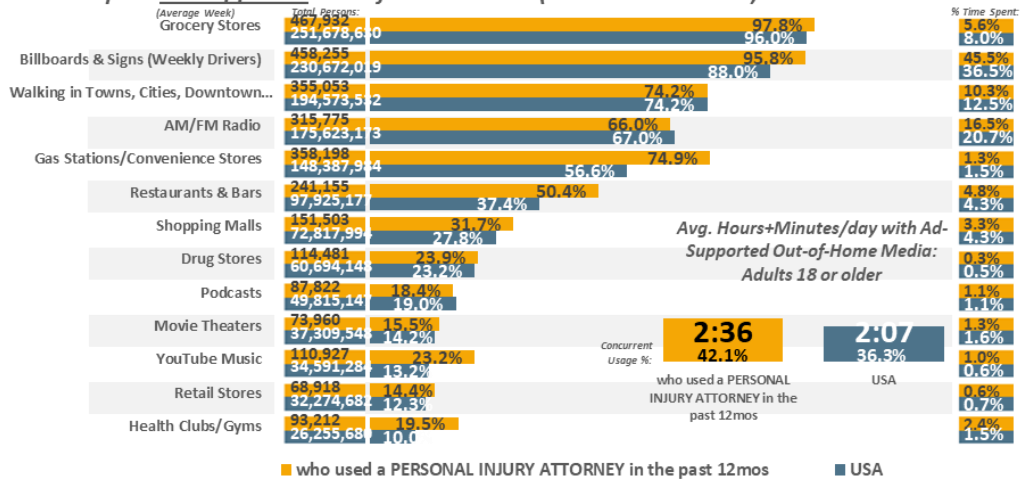
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



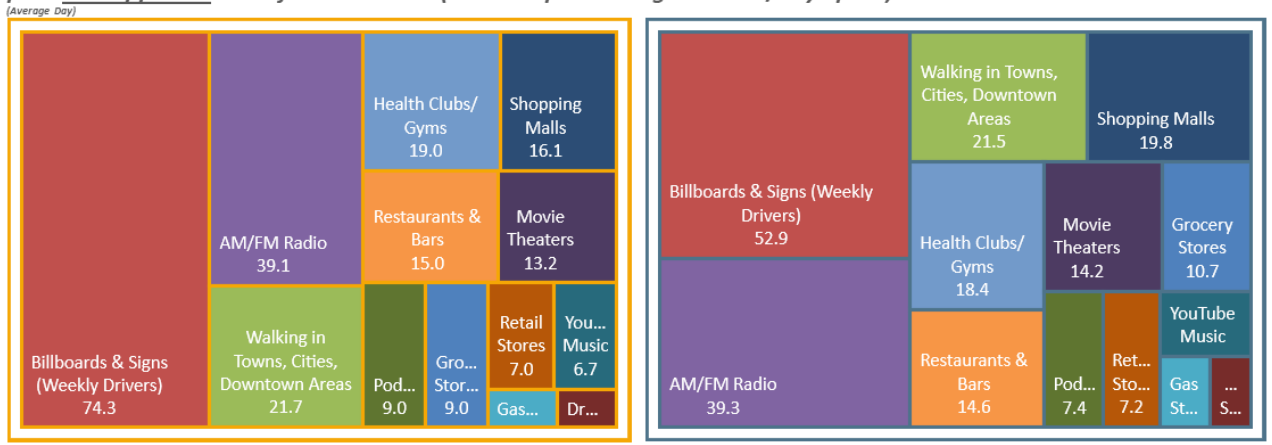
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



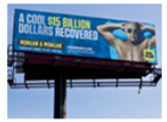
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

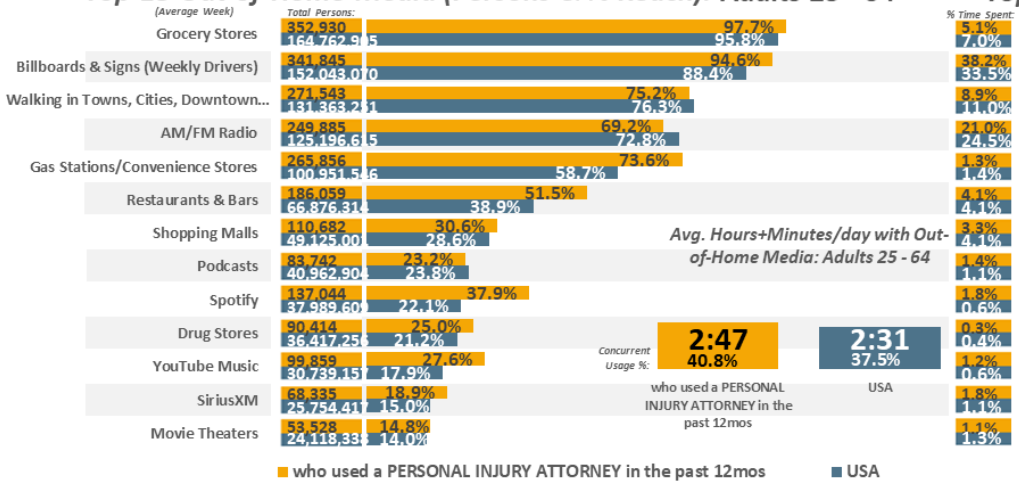


PERSONAL INJURY ATTORNEY USERS

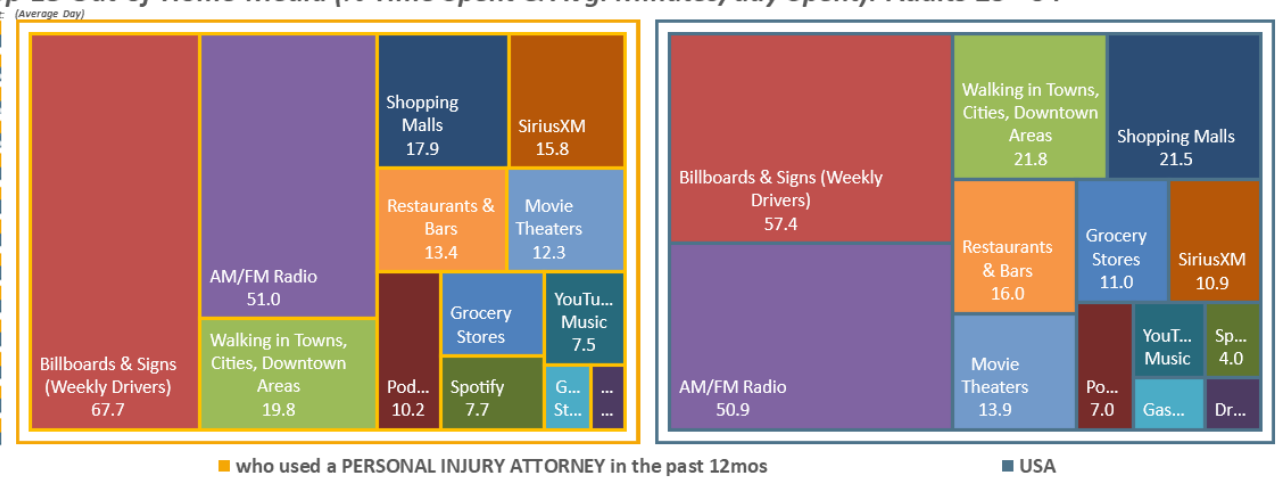
P25-64

341,845 or 94.6% of Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 67.7 minutes per day driving, seeing Billboards and Signs. 65.8% Listen to Local Radio Stations Out-of-Home for an average of 49. minutes/day.

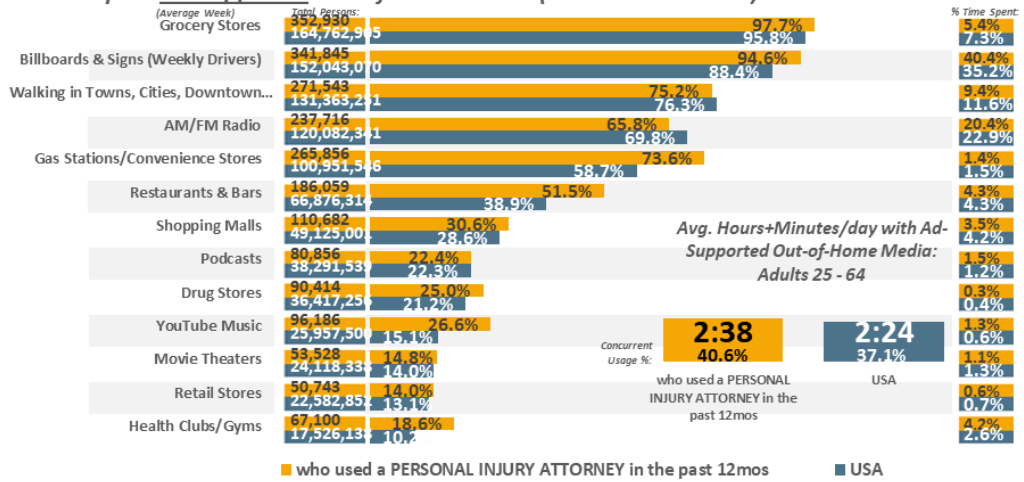
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



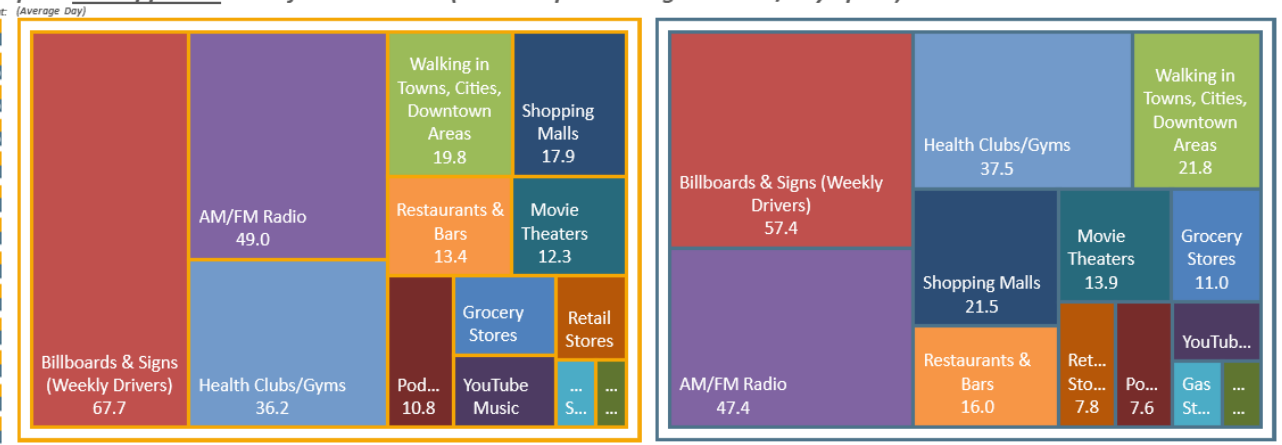
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



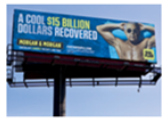
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

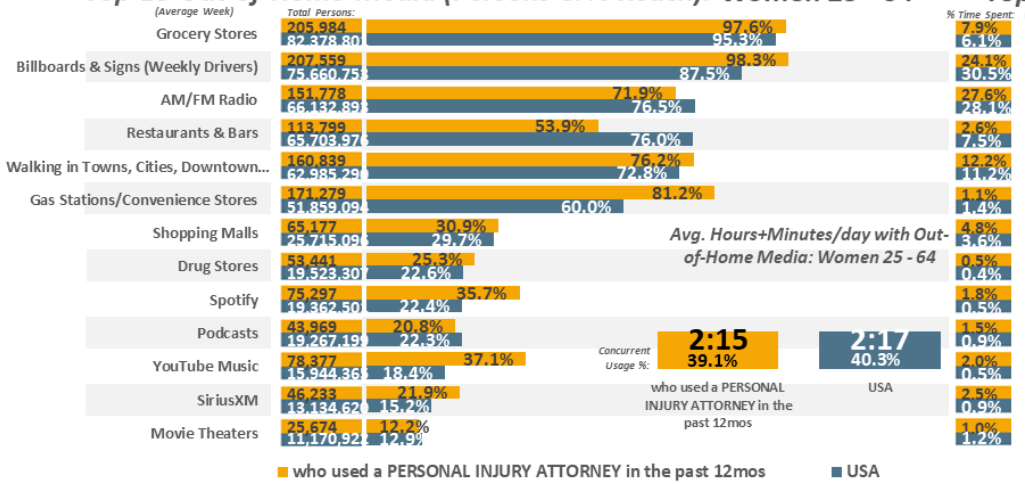


PERSONAL INJURY ATTORNEY USERS

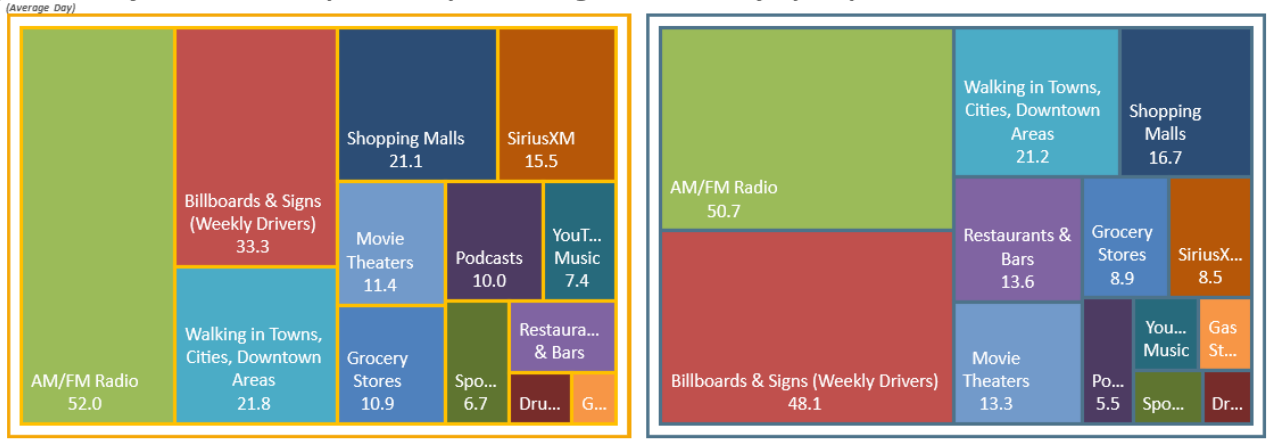
W25-64

207,559 or 98.3% of Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 33.3 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 50.1 minutes/day.

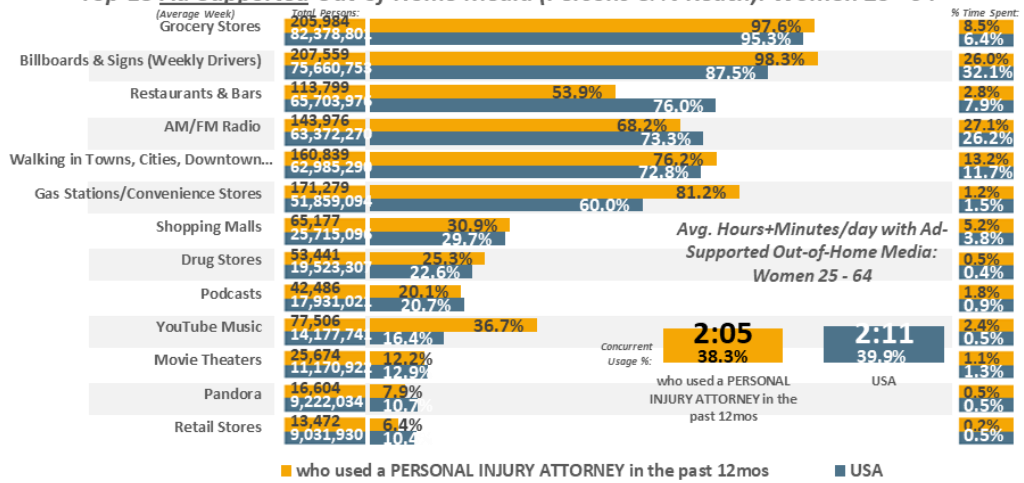
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64



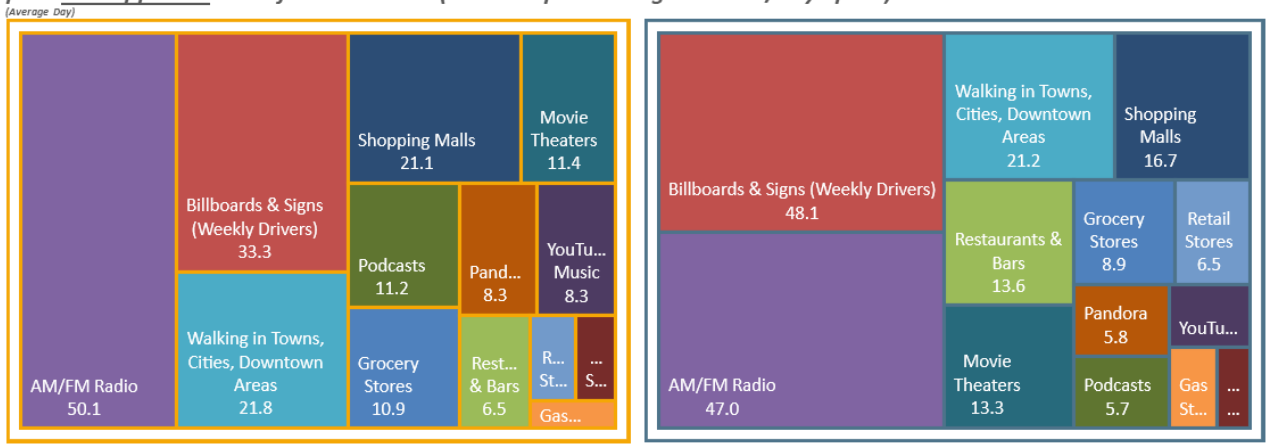
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



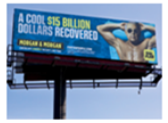
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

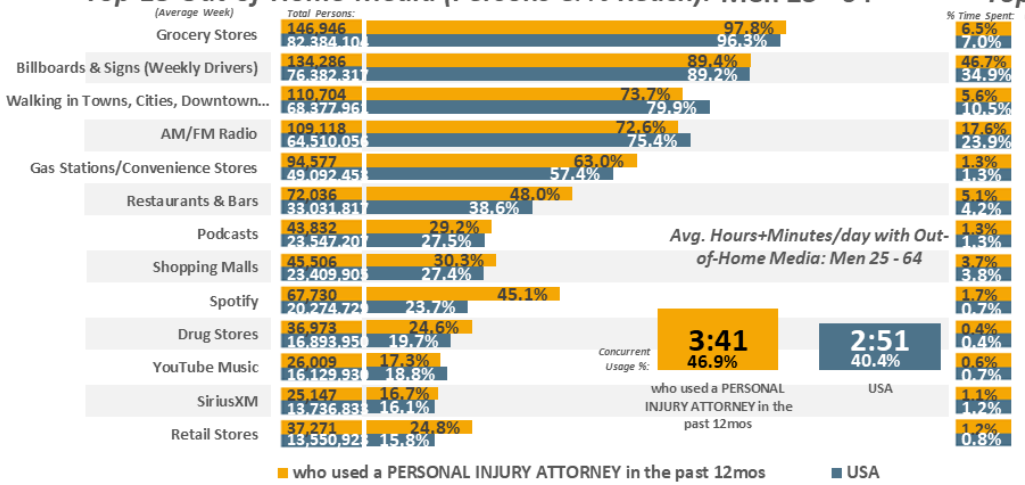


PERSONAL INJURY ATTORNEY USERS

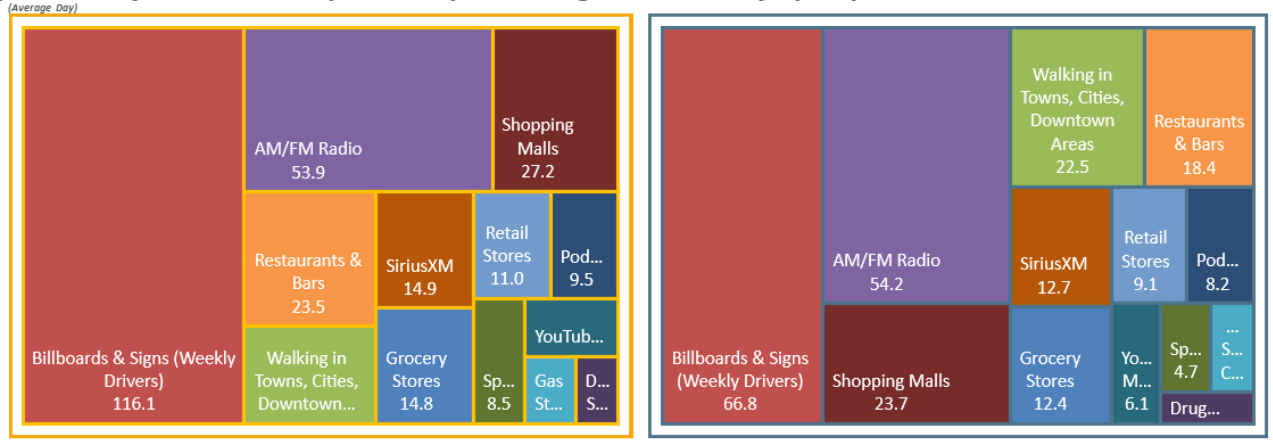
M25-64

134,286 or 89.4% of Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 116.1 minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 51.8 minutes/day.

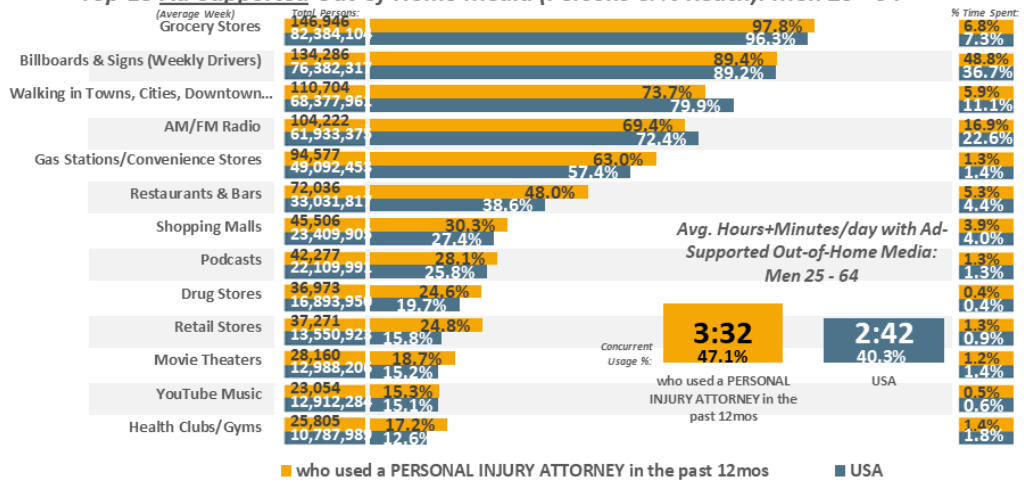
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 64



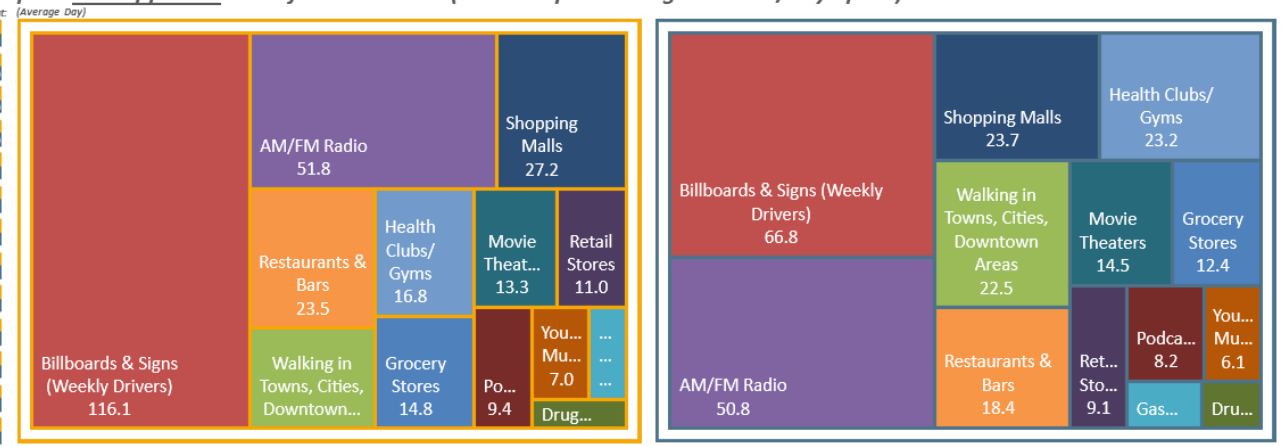
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



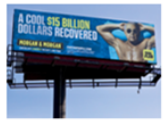
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

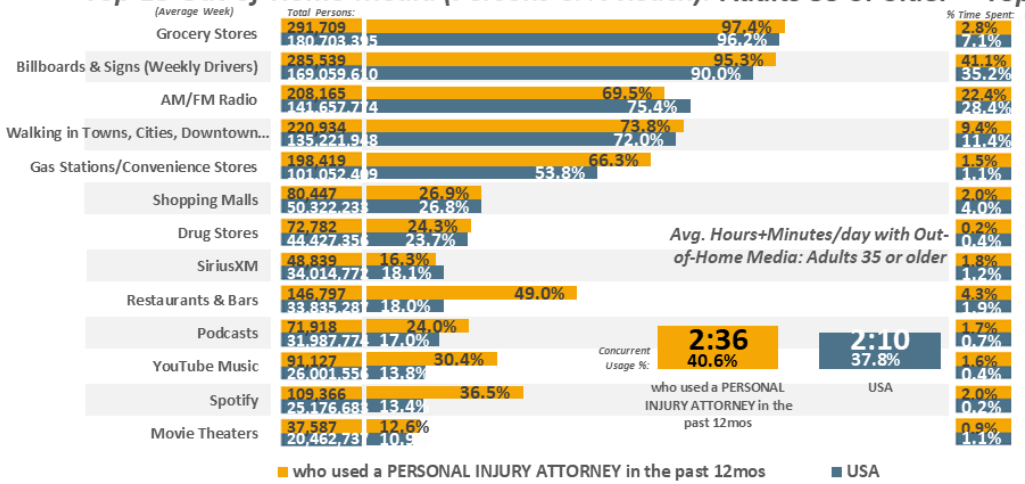


PERSONAL INJURY ATTORNEY USERS

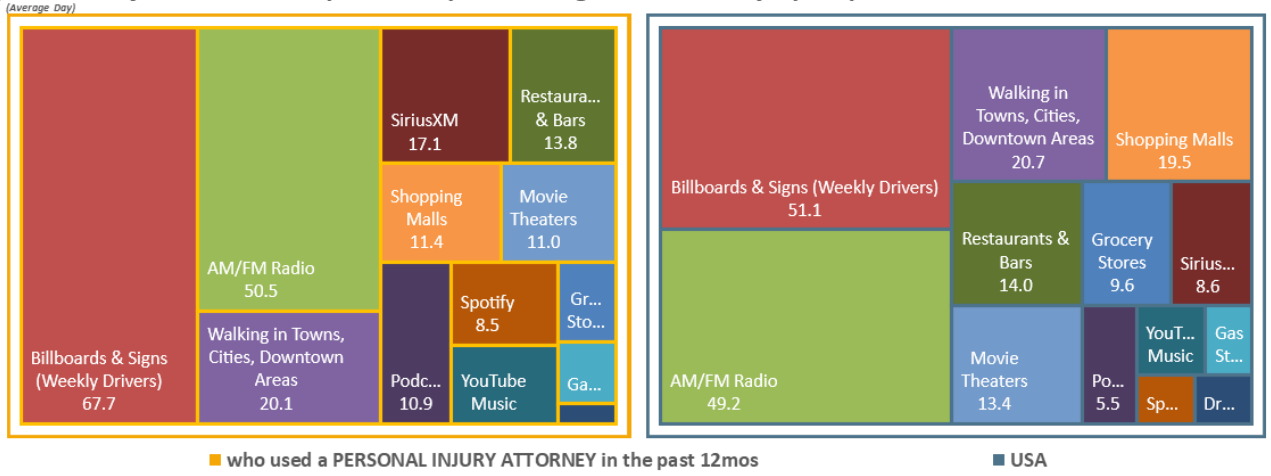
P35+

285,539 or 95.3% of Adults 35 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos spend an average of 67.7 minutes per day driving, seeing Billboards and Signs. 66.4% Listen to Local Radio Stations Out-of-Home for an average of 48.7 minutes/day

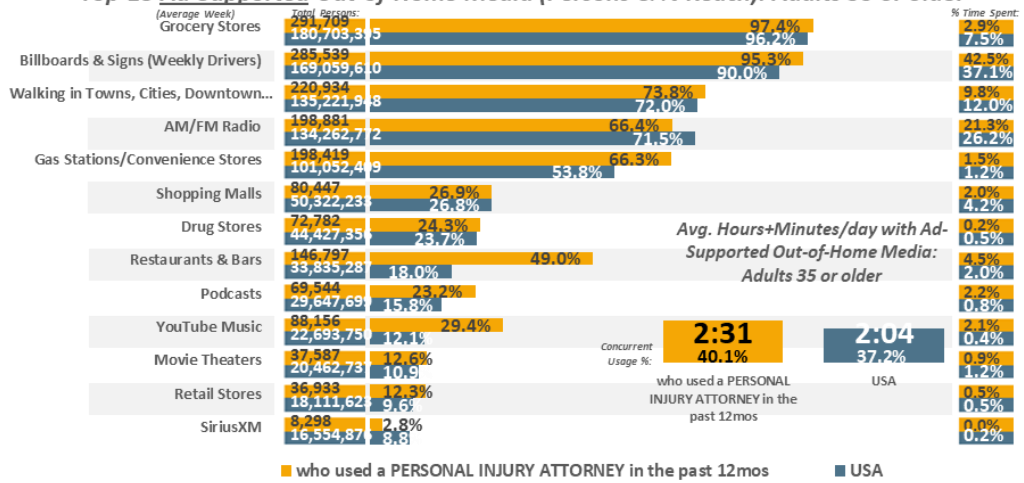
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



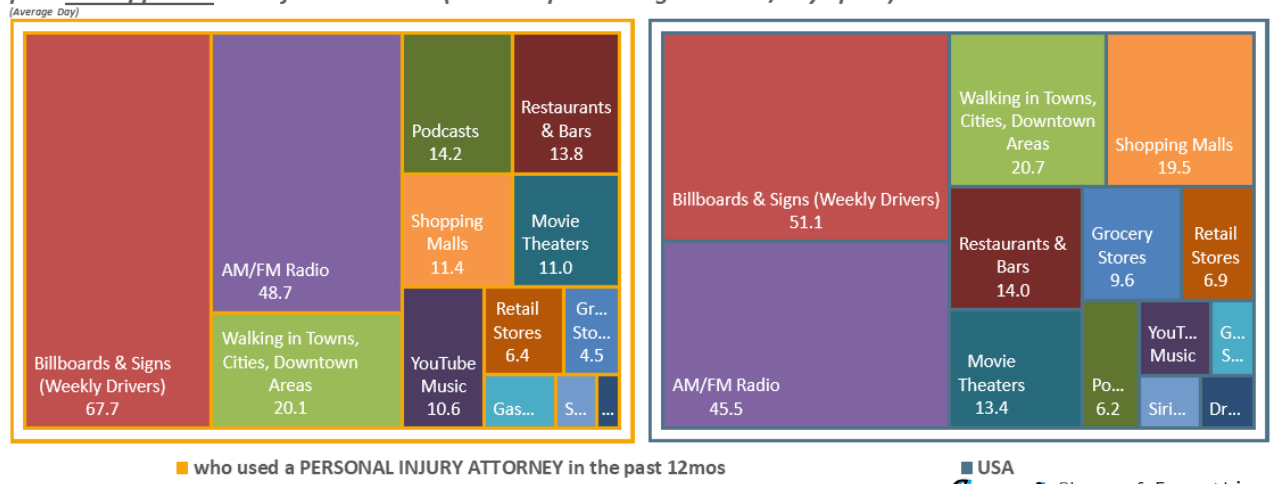
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



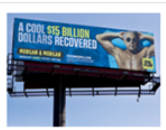
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

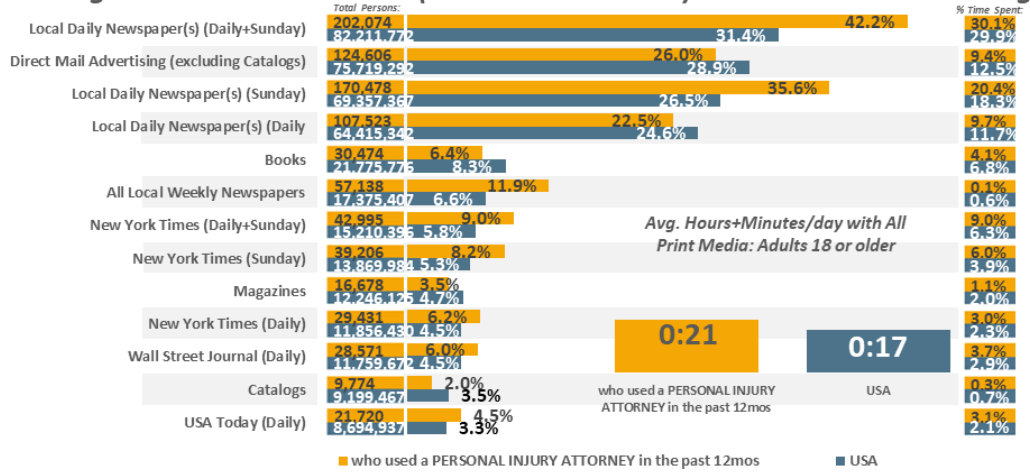


PERSONAL INJURY ATTORNEY USERS

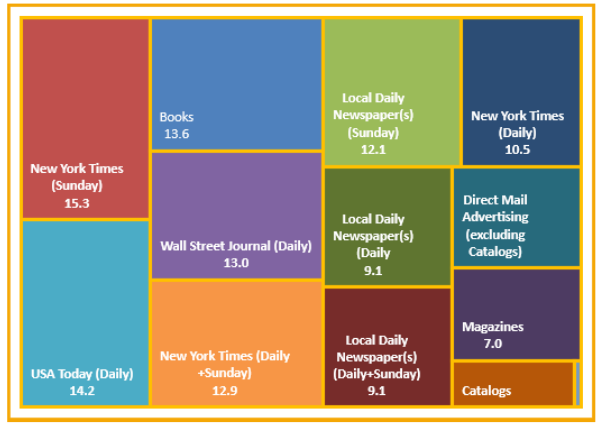
P18+

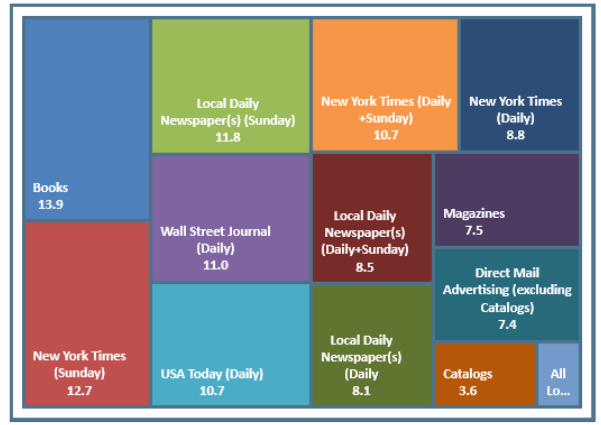
202,074 or 42.2% of Adults 18 or older who used a PERSONAL INJURY ATTORNEY in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 31.4% of all time spent daily with All forms of Print Media.

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



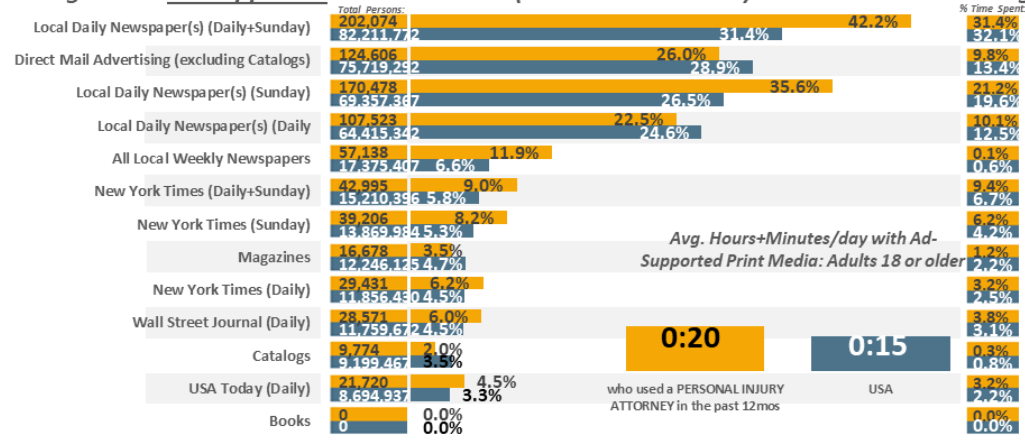
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



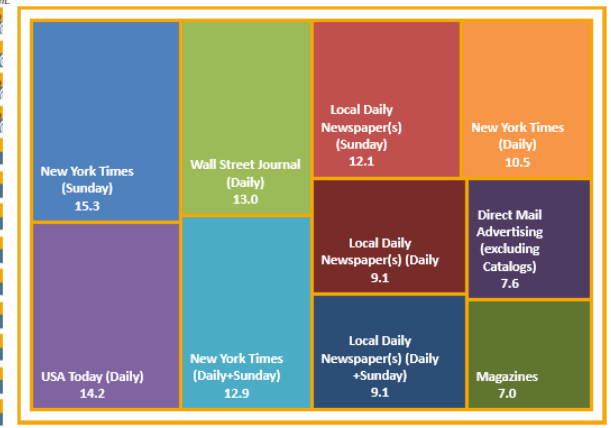


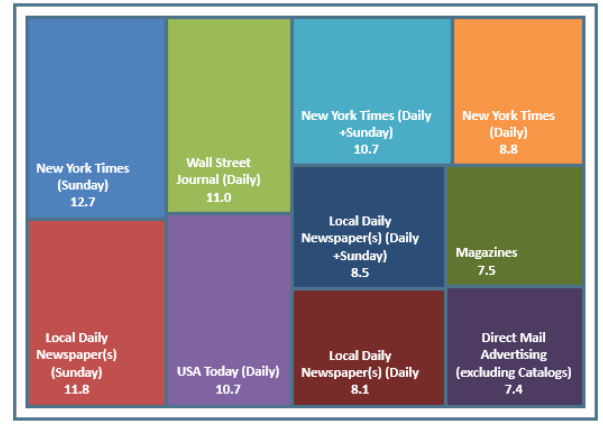
who used a PERSONAL INJURY ATTORNEY in the past 12mos ■ USA

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





who used a PERSONAL INJURY ATTORNEY in the past 12mos ■ USA

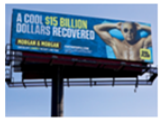
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

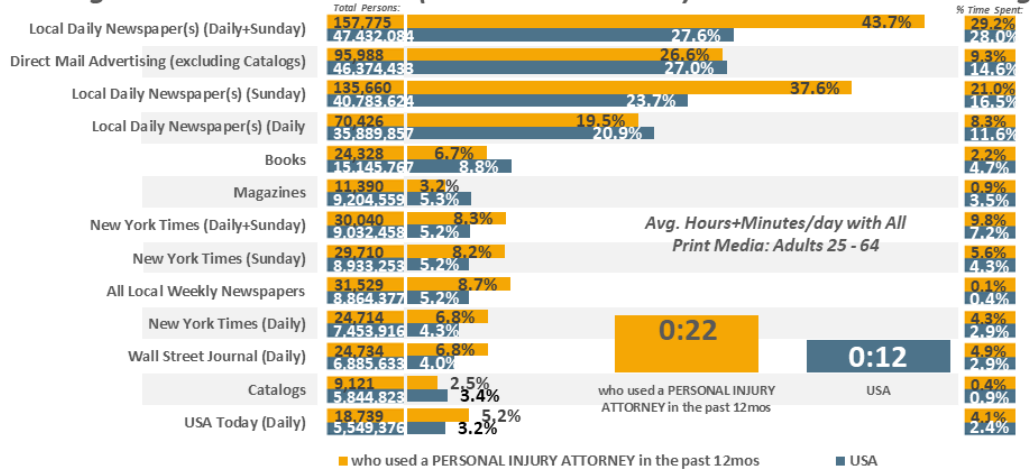


PERSONAL INJURY ATTORNEY USERS

P25-64

157,775 or 43.7% of Adults 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

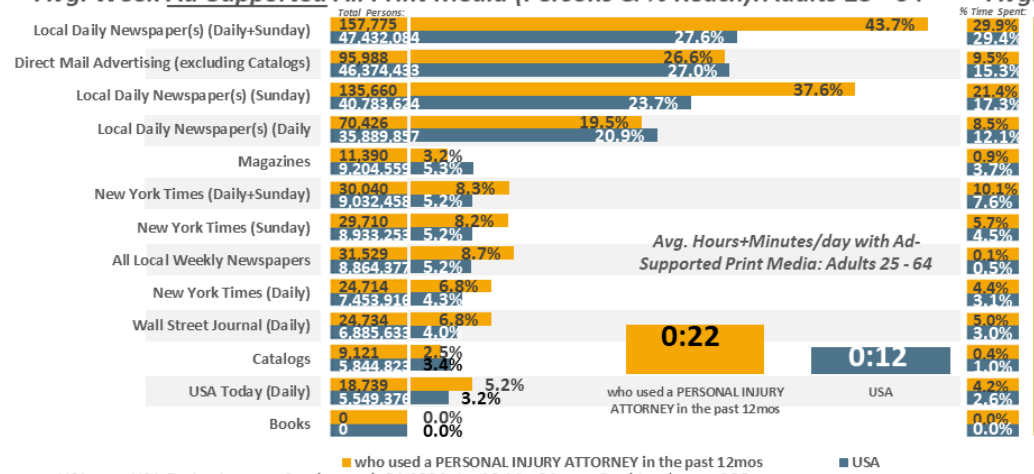
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



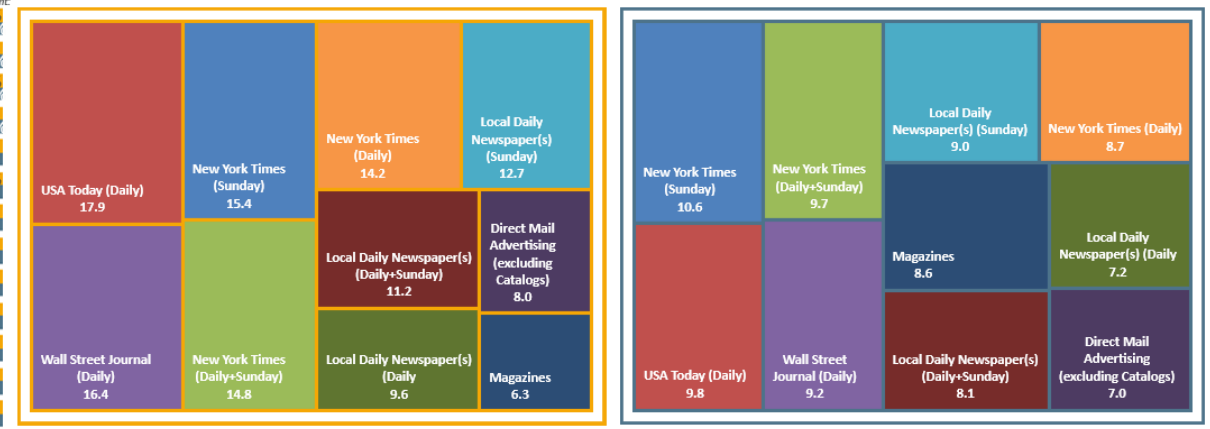
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



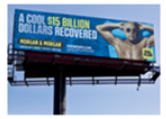
USA *USA Projection* *Scarborough R1 2024: Jan23-Mar24* *Qual Intab* *266*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 *USA Projection*

soefa.ai Share of Everything for Anything ©

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

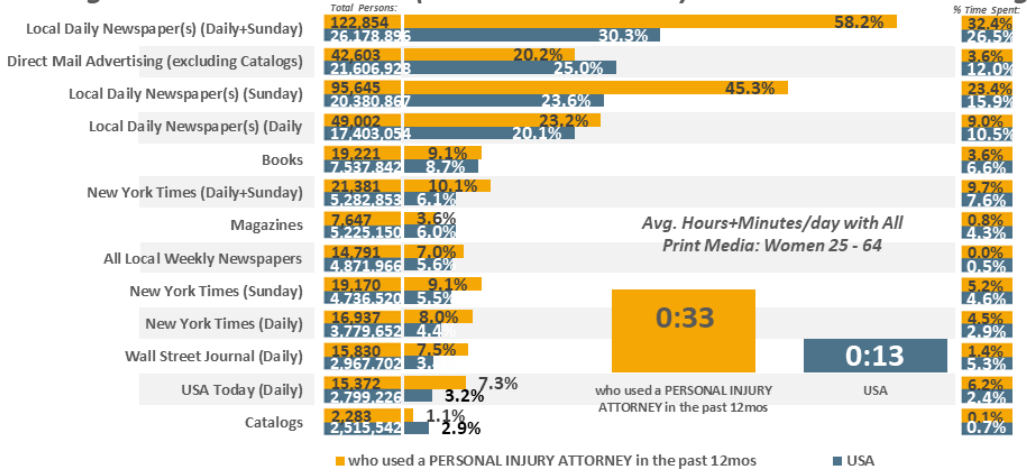


PERSONAL INJURY ATTORNEY USERS

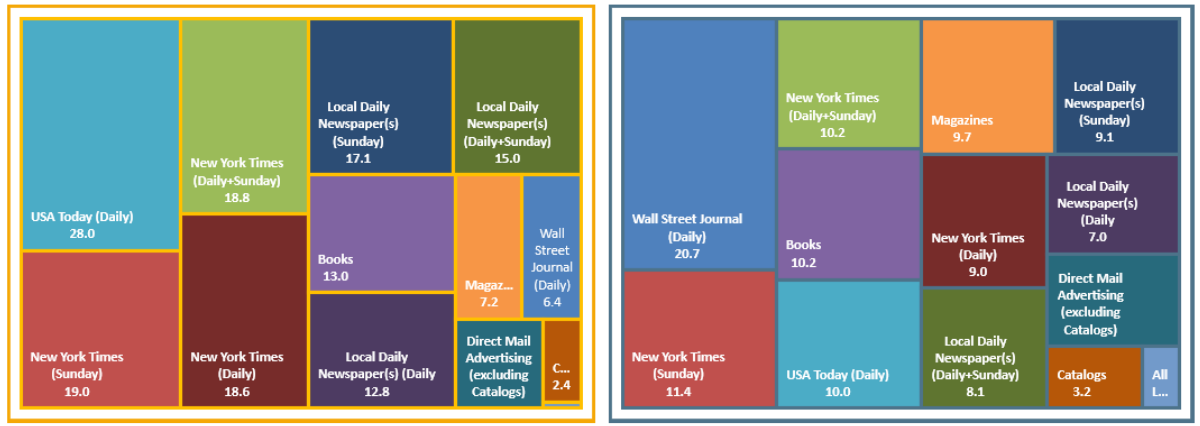
W25-64

122,854 or 58.2% of Women 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15. minutes every day representing 33.7% of all time spent daily with All forms of Print Media.

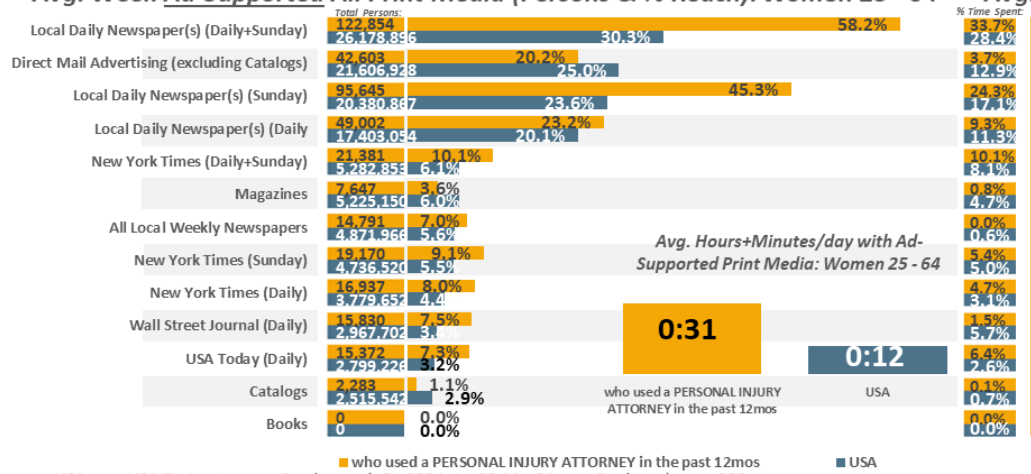
Avg. Week All Print Media (Persons & % Reach): Women 25 - 64



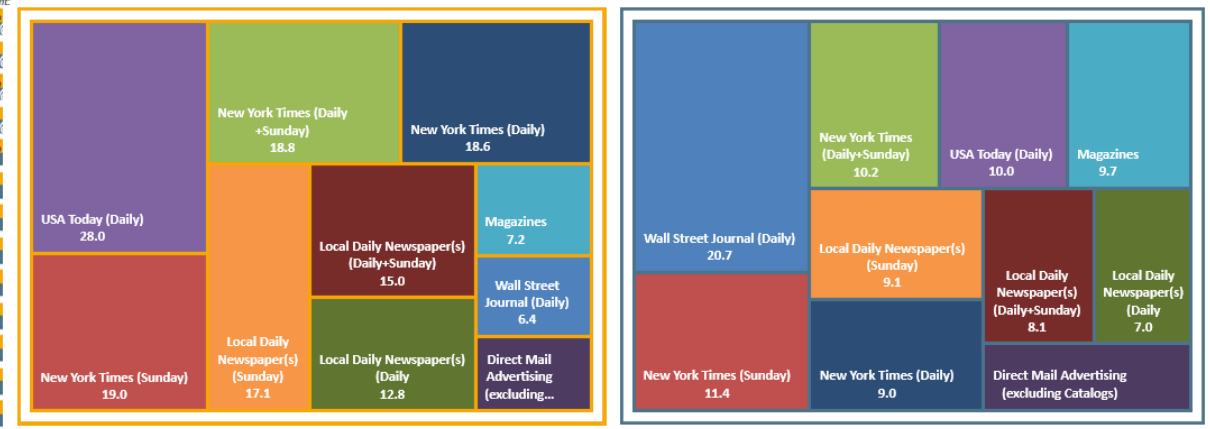
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



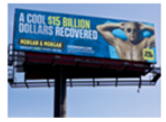
USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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

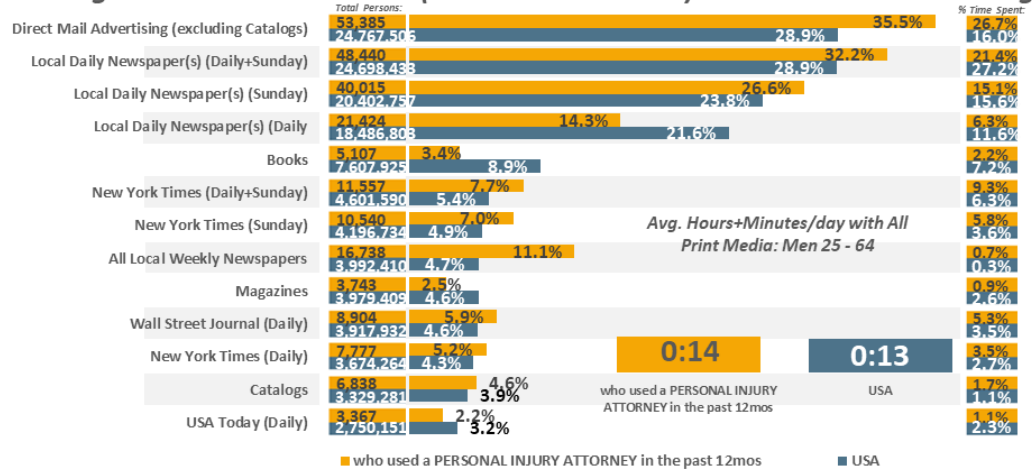


PERSONAL INJURY ATTORNEY USERS

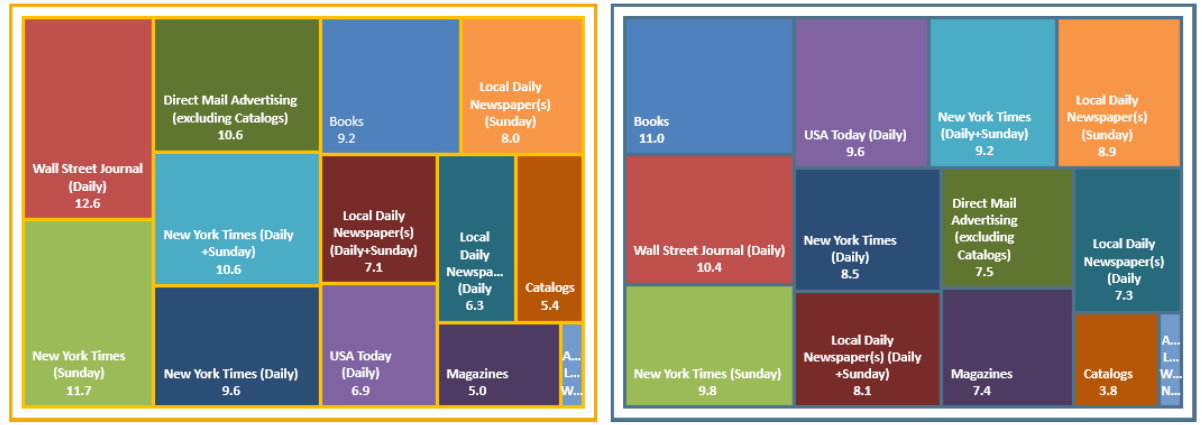
M25-64

53,385 or 35.5% of Men 25 - 64 who used a PERSONAL INJURY ATTORNEY in the past 12mos read Direct Mail Advertising (excluding Catalogs) for an average of 10.6 minutes every day representing 27.3% of all time spent daily with All forms of Print Media.

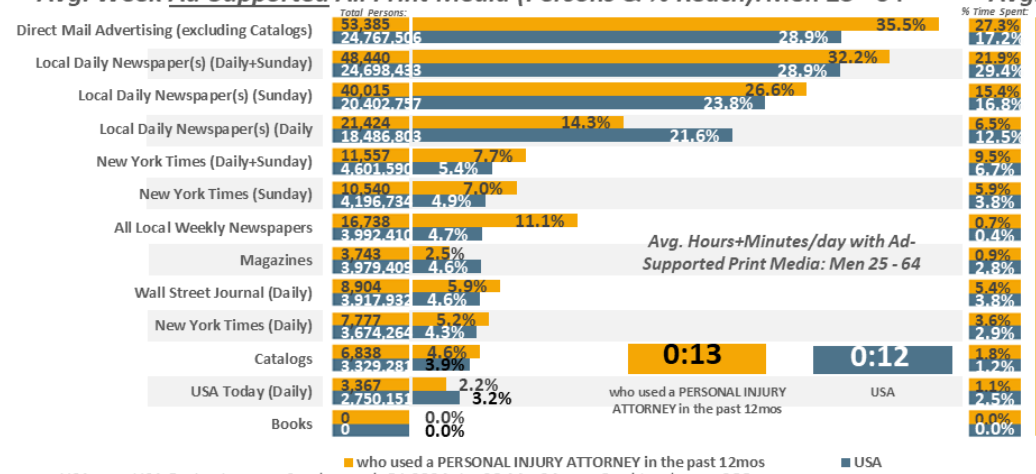
Avg. Week All Print Media (Persons & % Reach): Men 25 - 64



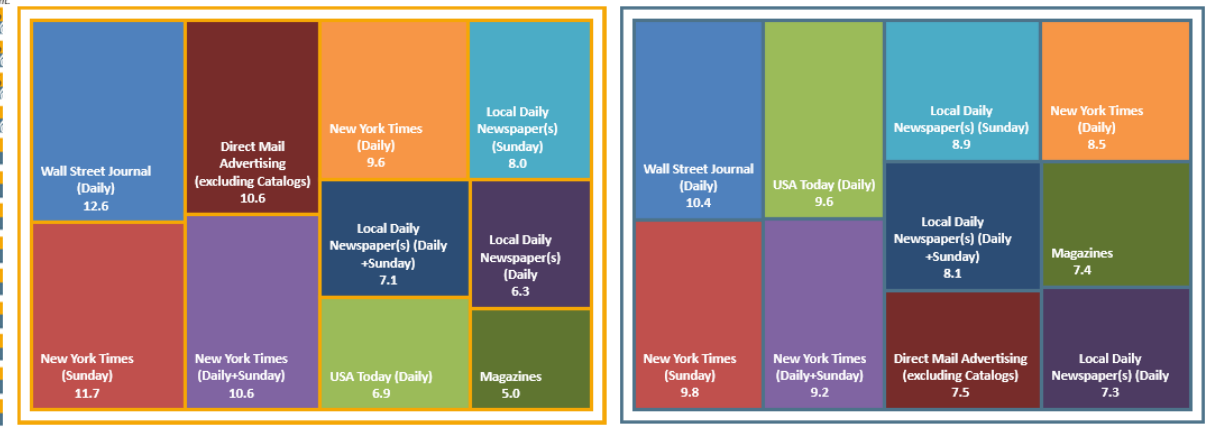
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Mar24 Qual Intab 266

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Mar24 USA Projection

soefa.ai Share of Everything for Anything ©

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