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

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA** and **PHOENIX DMA** P18+ who **Used a PERSONAL INJURY ATTORNEY in the past 12 months** as of July 31, 2026.







P18+

Vanguard BlackRock

Hubbard media that connects

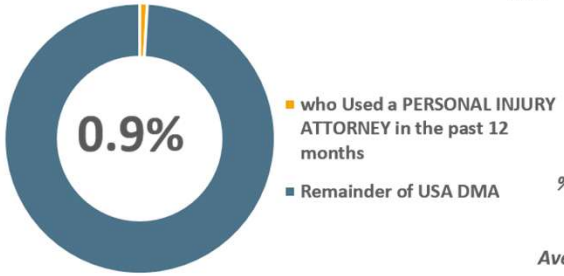
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. So get ready to Learn!

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



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

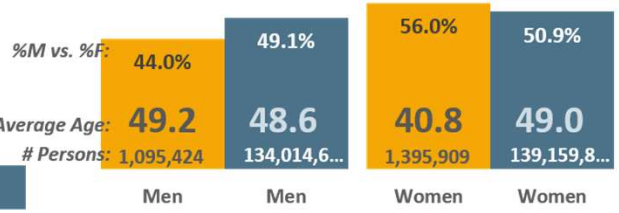
Percent of Market: Adults 18 or older



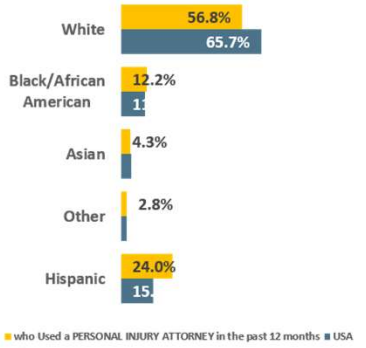
Total Persons:



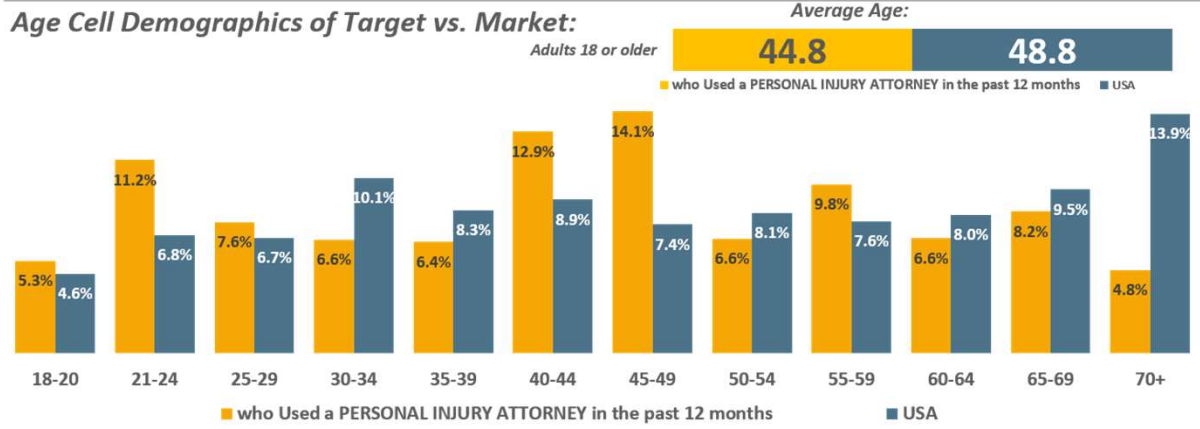
Gender of Target vs. Market: Adults 18 or older



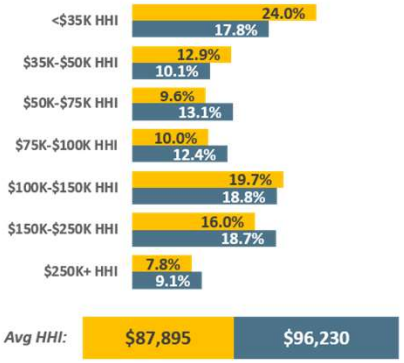
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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

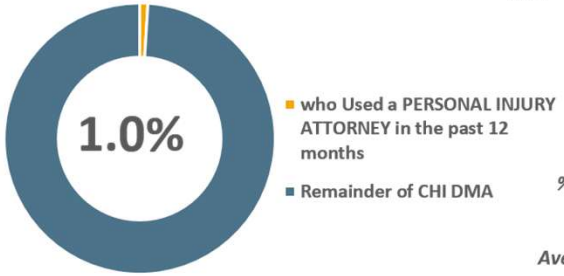
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



1.% or 74,018 of CHI DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Typical Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 45.3 years old (6.5% younger than average) and have a $89,447 (18.2% lower than average) annual household income.

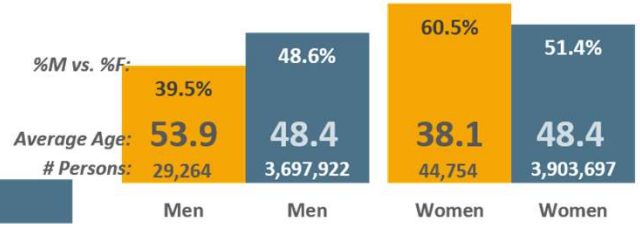
Percent of Market: Adults 18 or older



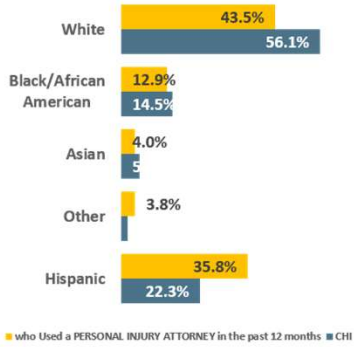
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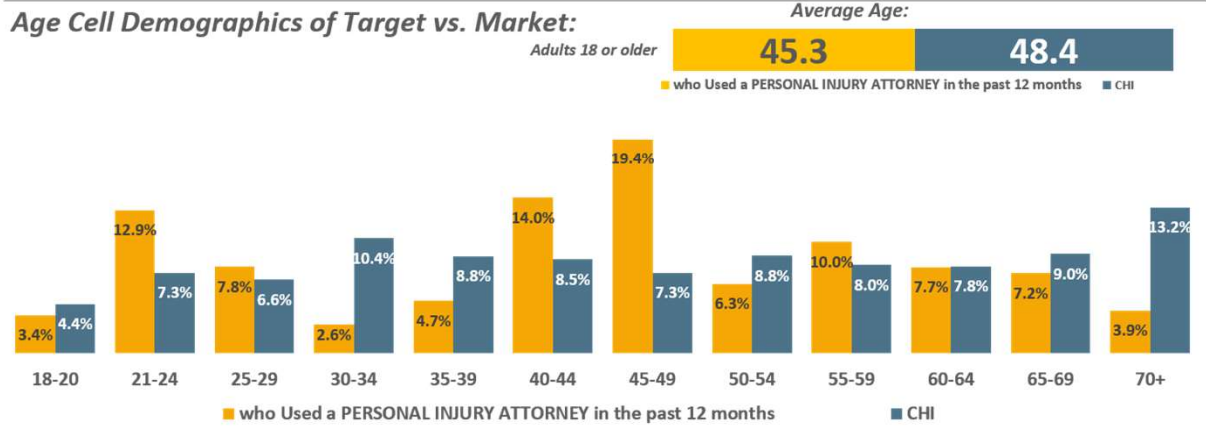
Gender of Target vs. Market: Adults 18 or older



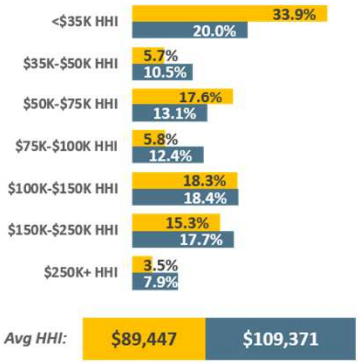
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 68

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



.6% or 34,209 of WDC DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Typical Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 48.2 years old (.7% older than average) and have a $133,359 (2.8% lower than average) annual household income.

Percent of Market: Adults 18 or older

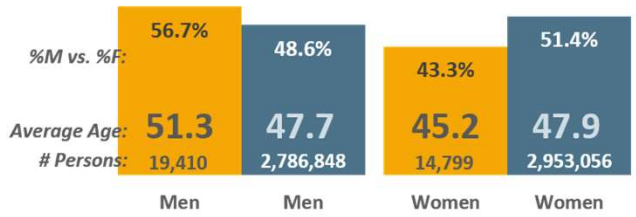


- who Used a PERSONAL INJURY ATTORNEY in the past 12 months
- Remainder of WDC DMA

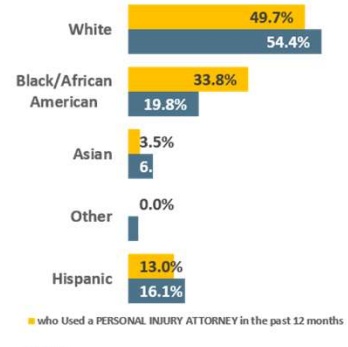
Total Persons:

34,209 | 5,705,696

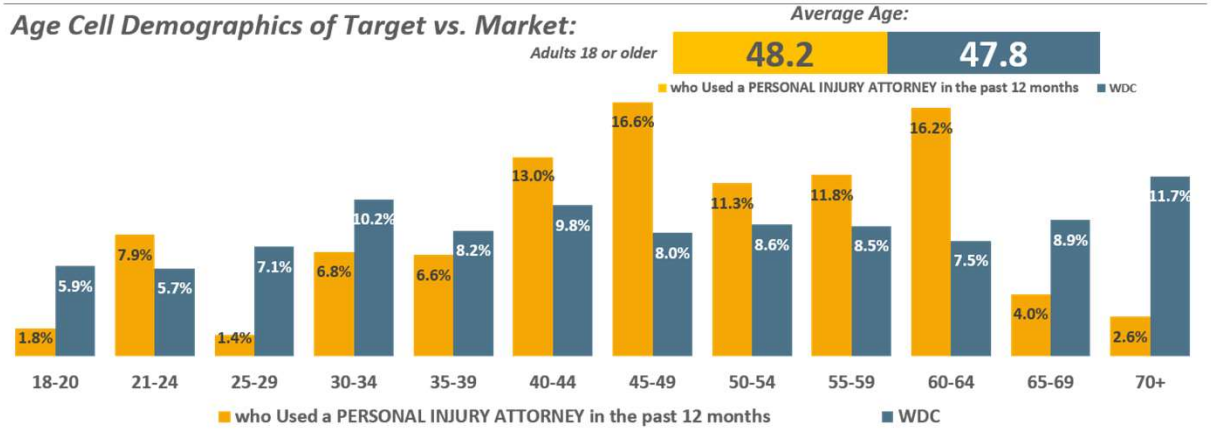
Gender of Target vs. Market: Adults 18 or older



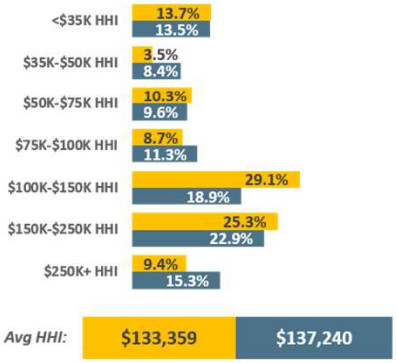
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 89

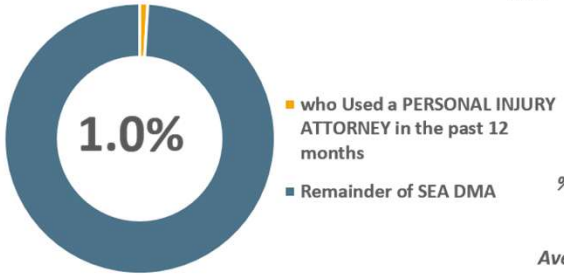
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



1.% or 43,919 of SEA DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Typical Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 46.9 years old (3.% younger than average) and have a $118,916 (5.8% lower than average) annual household income.

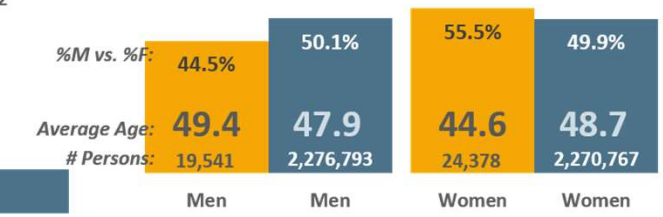
Percent of Market: Adults 18 or older



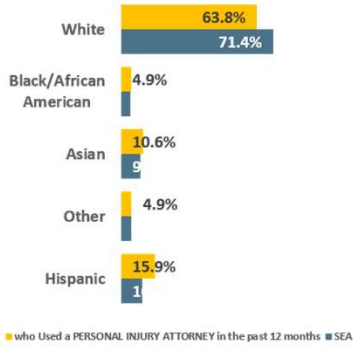
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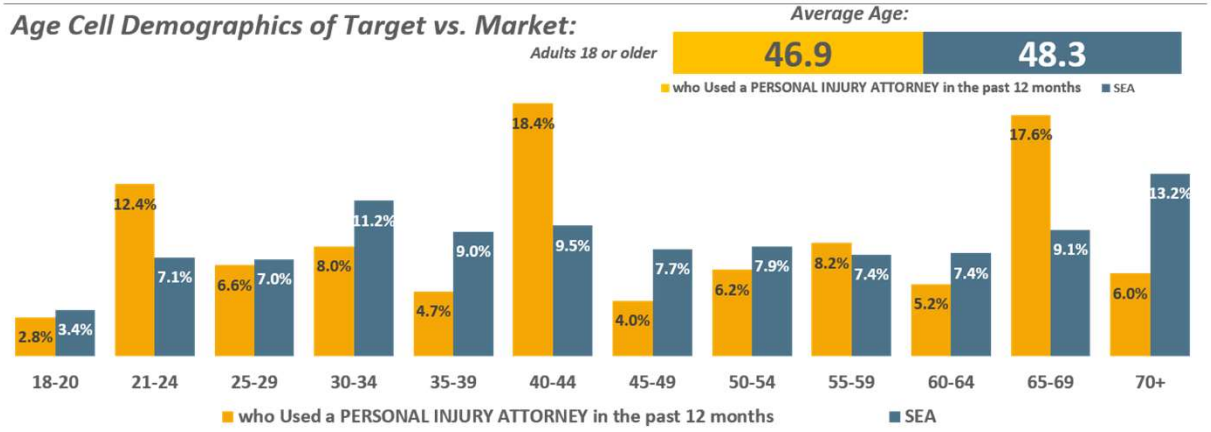
Gender of Target vs. Market: Adults 18 or older



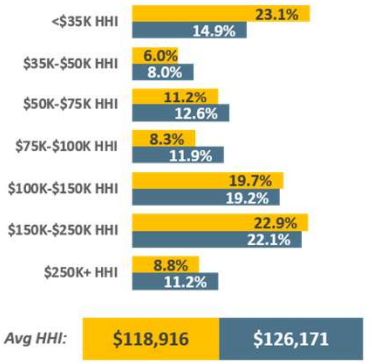
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



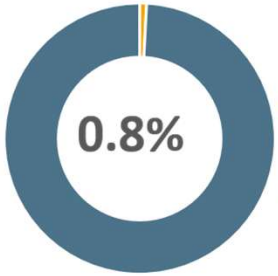
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



.8% or 39,029 of PHX DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Typical Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 39.7 years old (19.1% younger than average) and have a $90,022 (13.8% lower than average) annual household income.

Percent of Market: Adults 18 or older

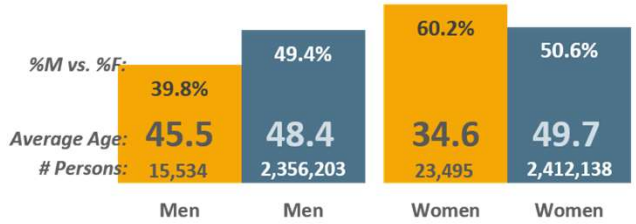


- who Used a PERSONAL INJURY ATTORNEY in the past 12 months
- Remainder of PHX DMA

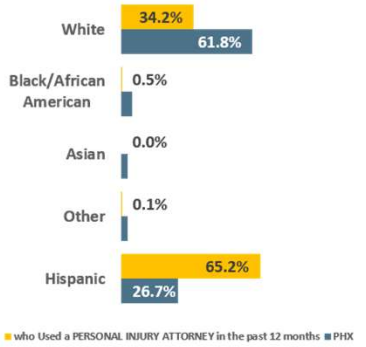
Total Persons:

39,029 | 4,729,312

Gender of Target vs. Market: Adults 18 or older

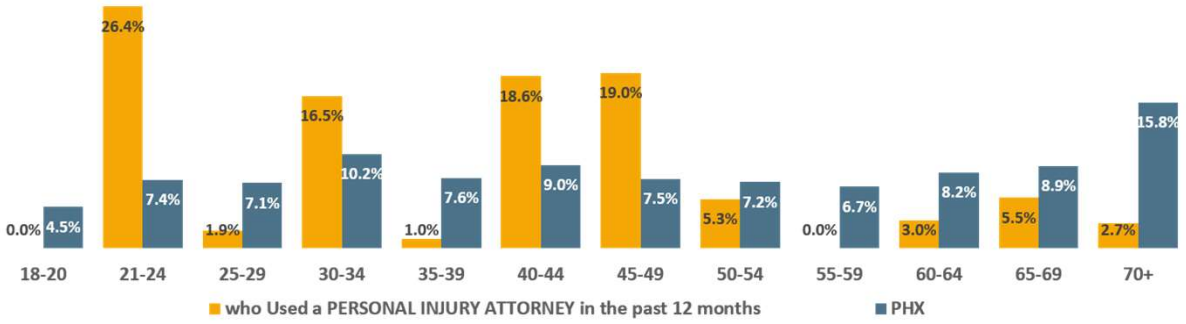


Ethnicity of Target vs. Market:

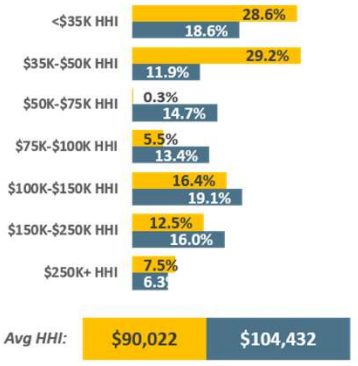


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



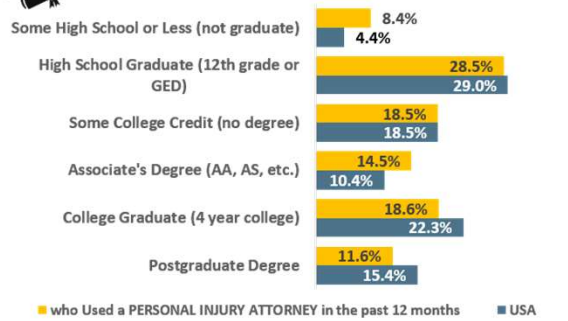
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

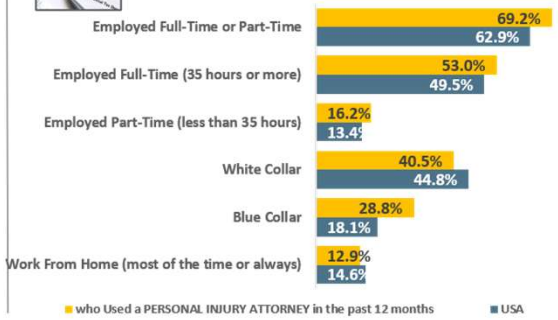


.9% or 2,491,325 of USA DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 19.9% less likely to be a college graduate, 7.2% more likely to work full-time, 2.6% more likely to be married, 76.6%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

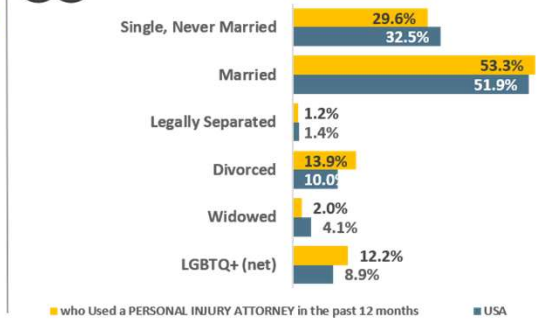
Education Levels: Adults 18 or older



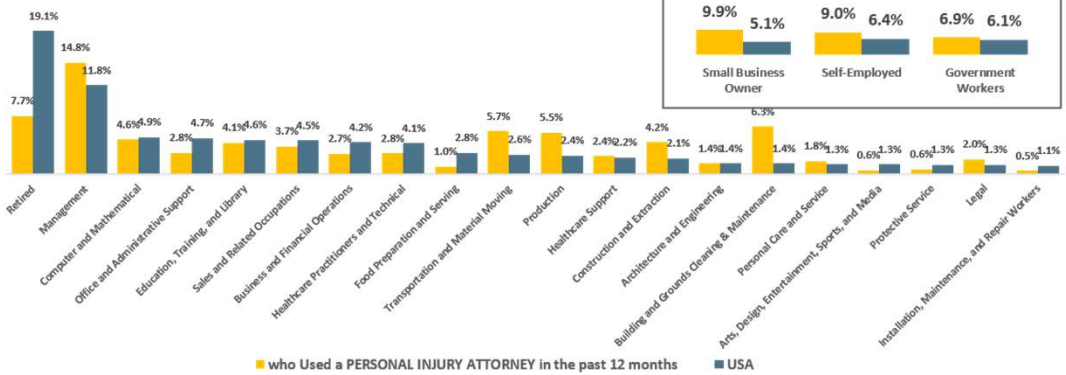
Employment: Adults 18 or older



Marital Status: Adults 18 or older

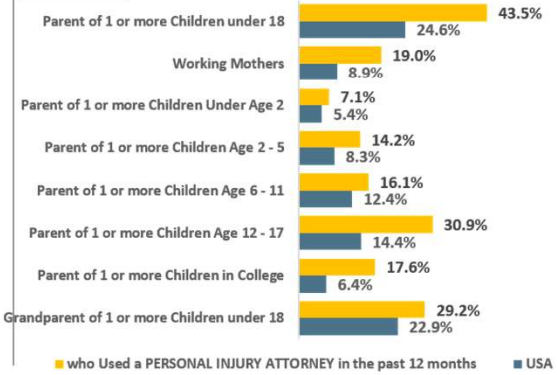


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



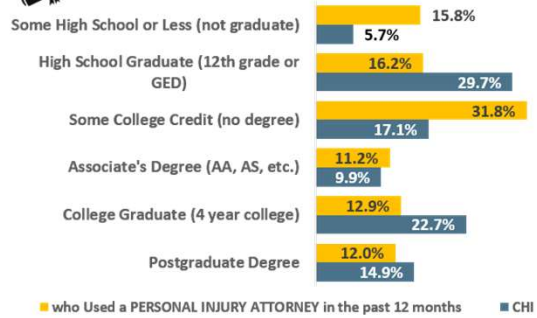
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

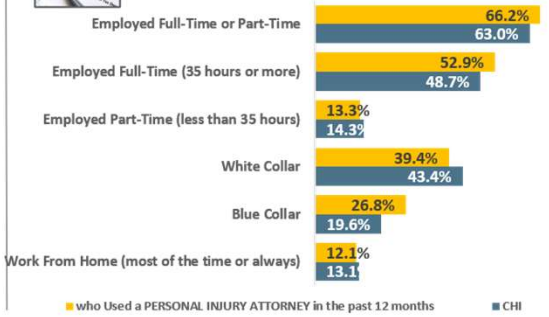


1.% or 74,018 of CHI DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 33.8% less likely to be a college graduate, 8.6% more likely to work full-time, 2.1% more likely to be married, 110.3% more likely to be a parent of 1 or more children under

Education Levels: Adults 18 or older



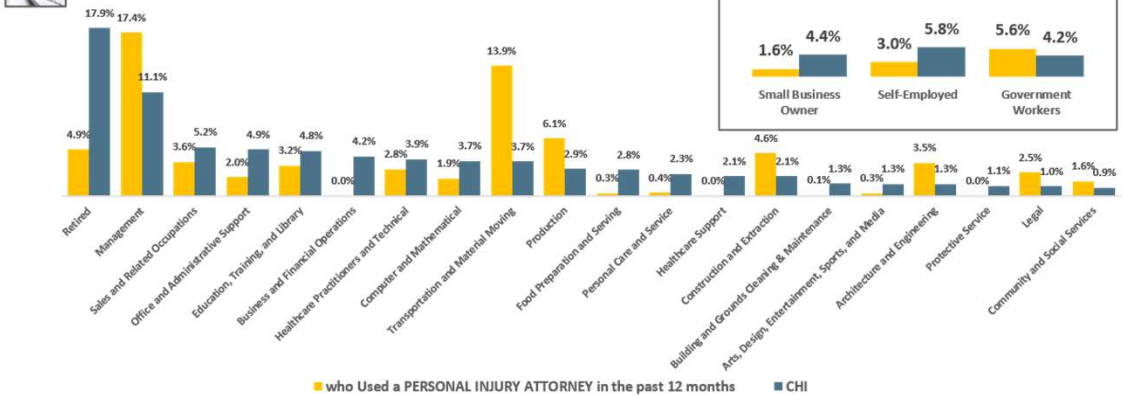
Employment: Adults 18 or older



Marital Status: Adults 18 or older

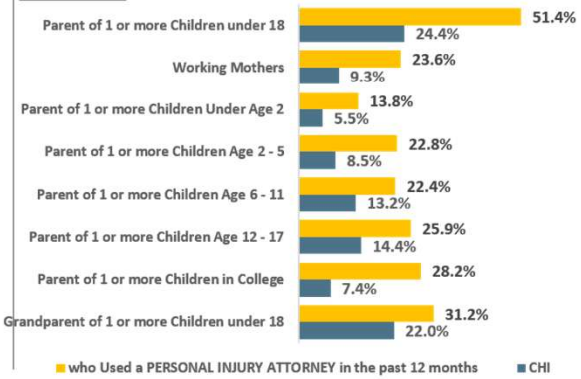


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



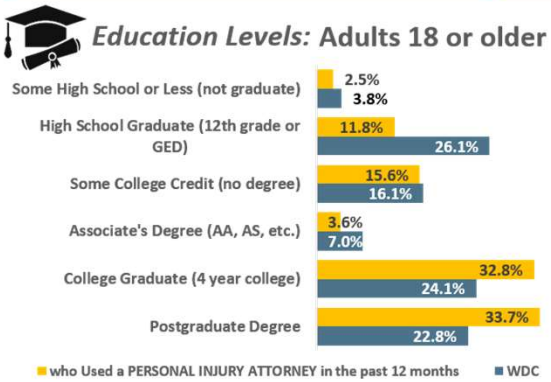
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

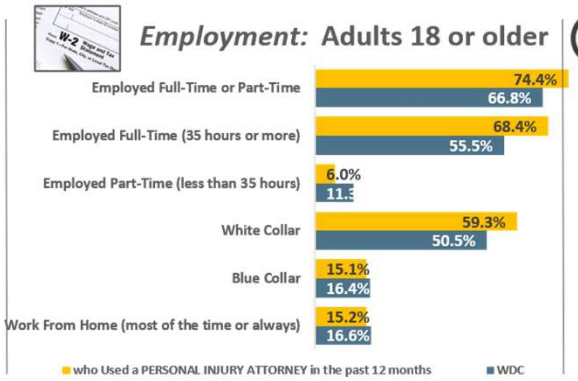


.6% or 34,209 of WDC DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 41.6% more likely to be a college graduate, 23.2% more likely to work full-time, 18.1% more likely to be married, 47.7% more likely to be a parent of 1 or more children under

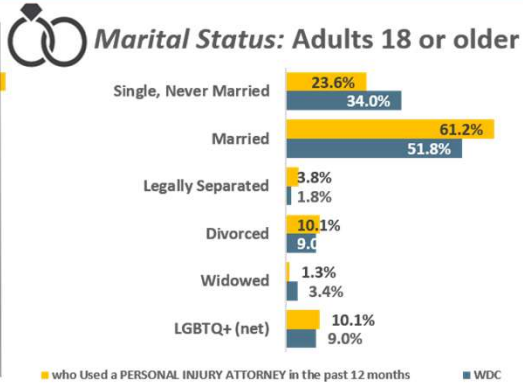
Education Levels: Adults 18 or older



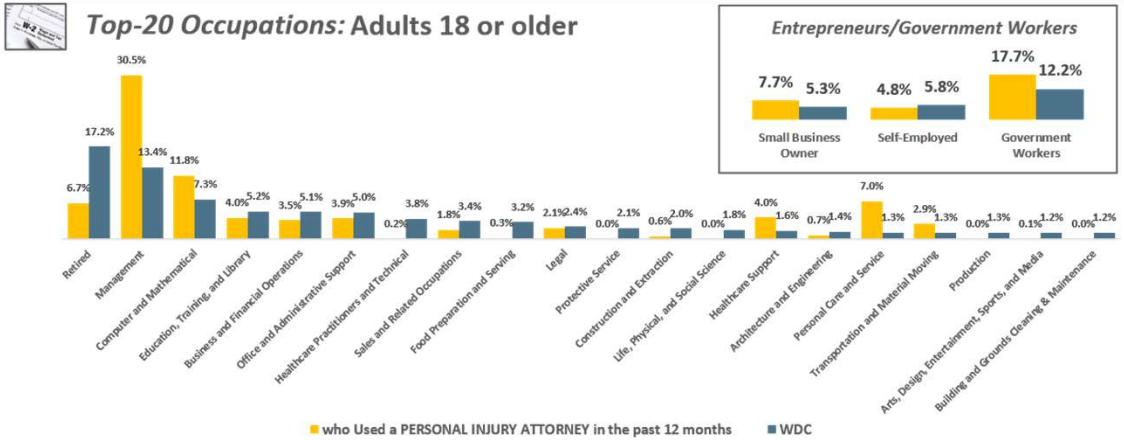
Employment: Adults 18 or older



Marital Status: Adults 18 or older

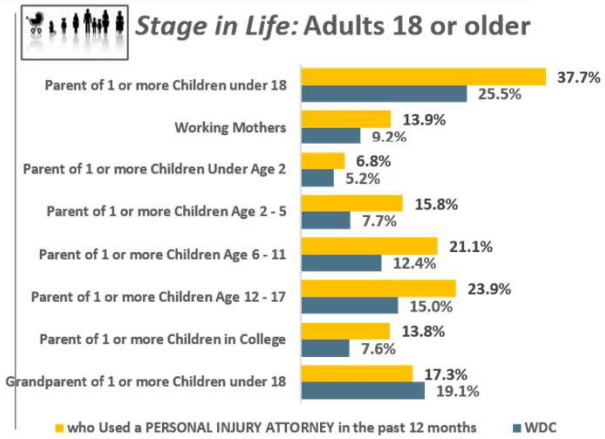


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



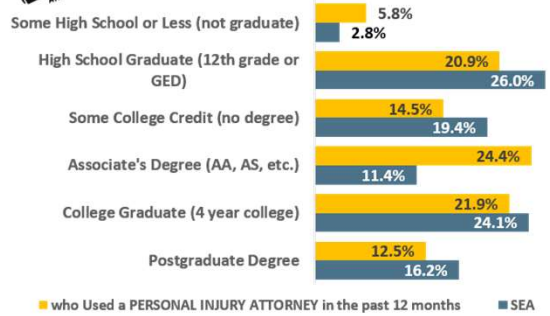
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

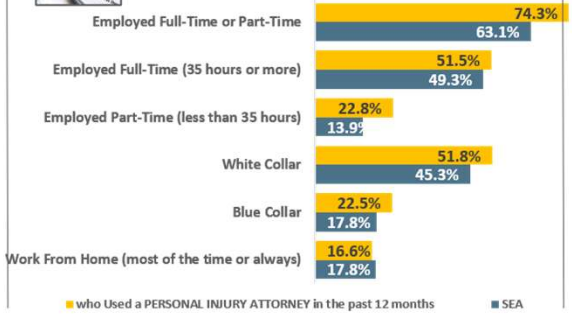


1.% or 43,919 of SEA DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 14.7% less likely to be a college graduate, 4.6% more likely to work full-time, 12.5% more likely to be married, 64.5% more likely to be a parent of 1 or more children under

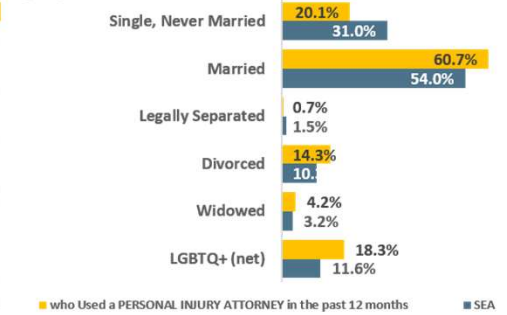
Education Levels: Adults 18 or older



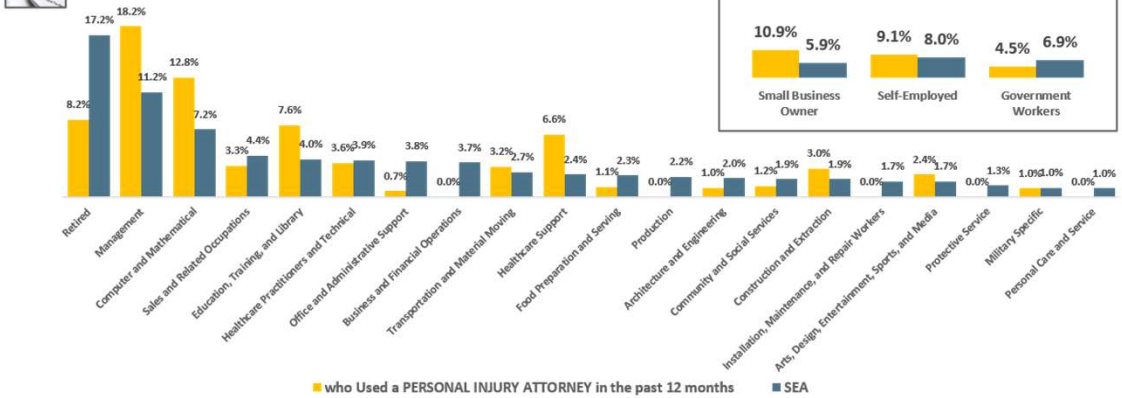
Employment: Adults 18 or older



Marital Status: Adults 18 or older

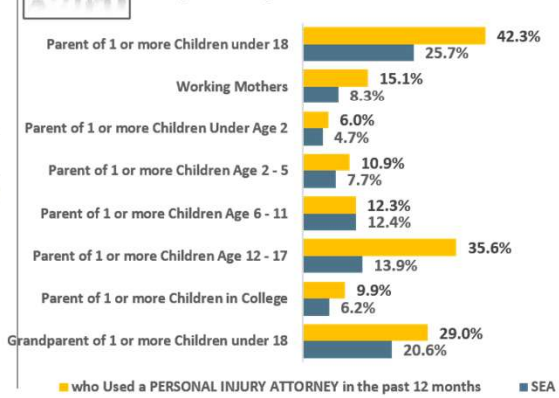


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



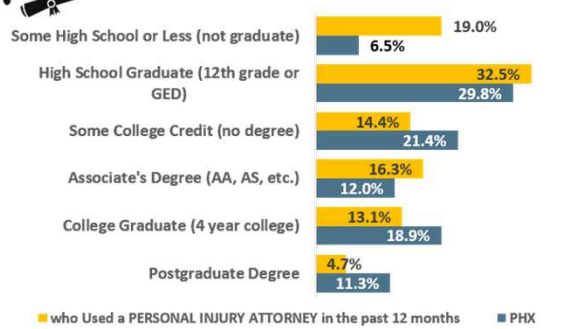
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

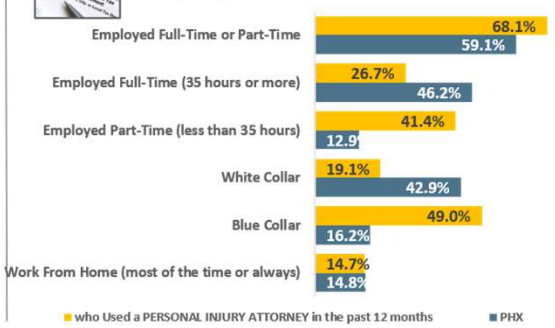


.8% or 39,029 of PHX DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 41.2% less likely to be a college graduate, 42.1% less likely to work full-time, 31.1% more likely to be married, 56.1% more likely to be a parent of 1 or more children under

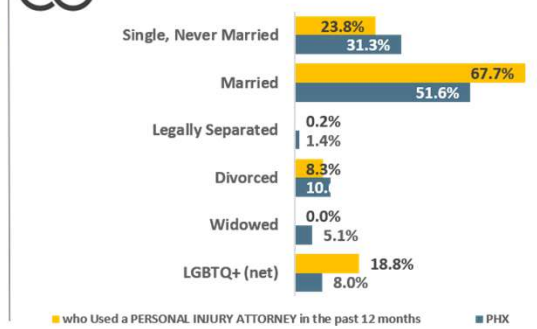
Education Levels: Adults 18 or older



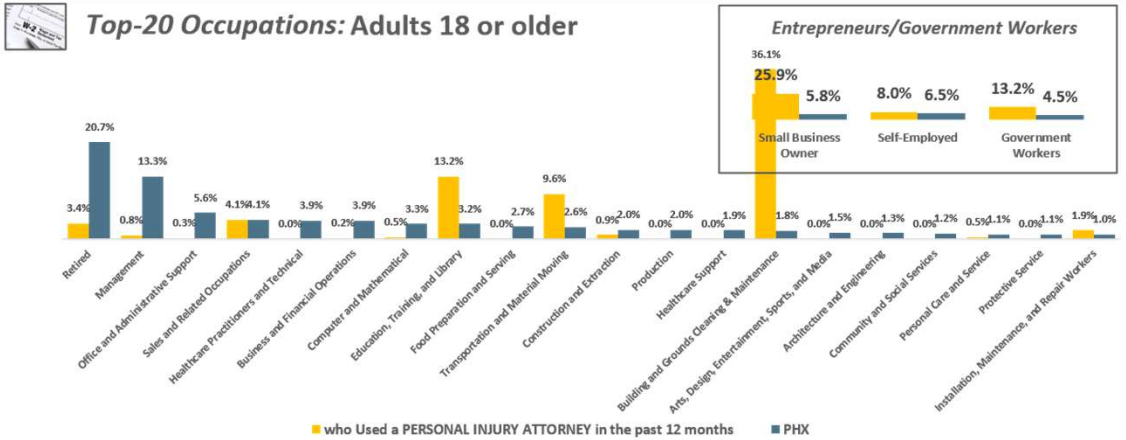
Employment: Adults 18 or older



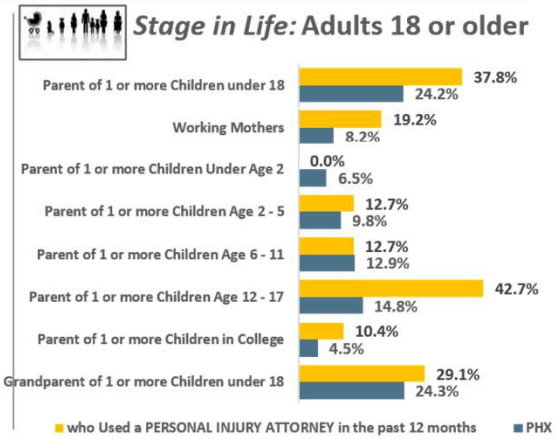
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



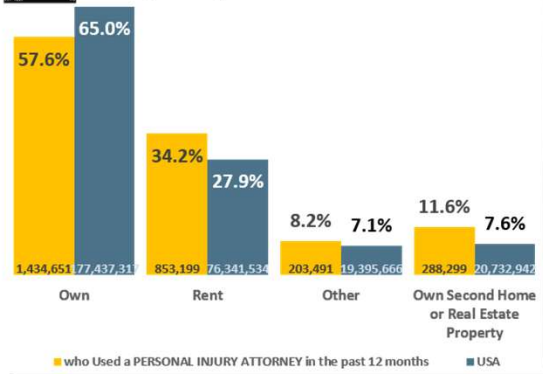
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

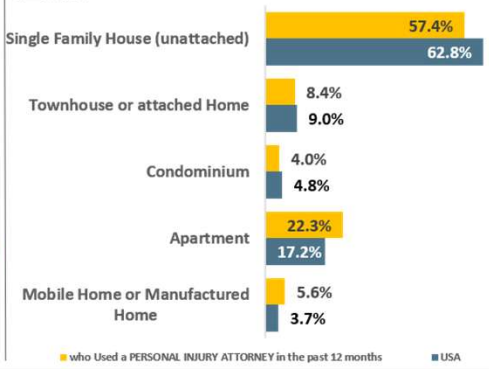


.9% or 2,491,325 of USA DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 11.3% less likely to own their home, 7.4% more likely to own a lower valued home, 8.5% less likely to have a single-family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

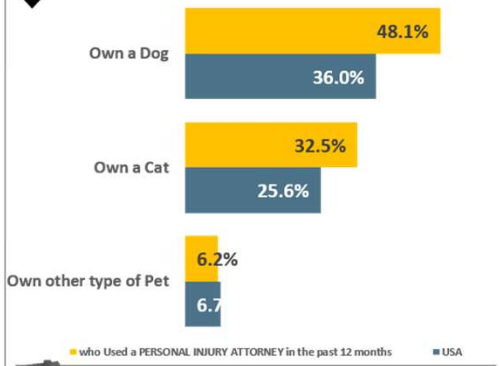
Own/Rent/Other: Adults 18 or older



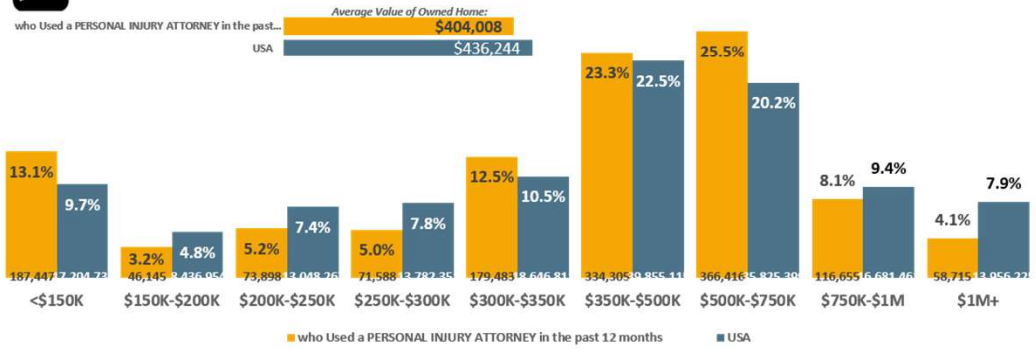
Type of Home: Adults 18 or older



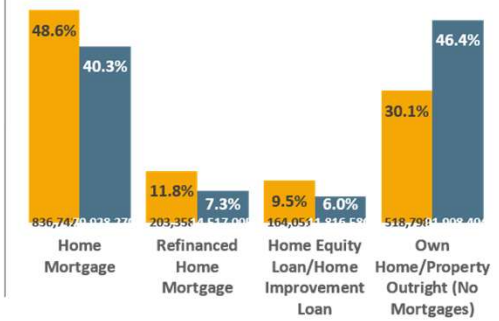
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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

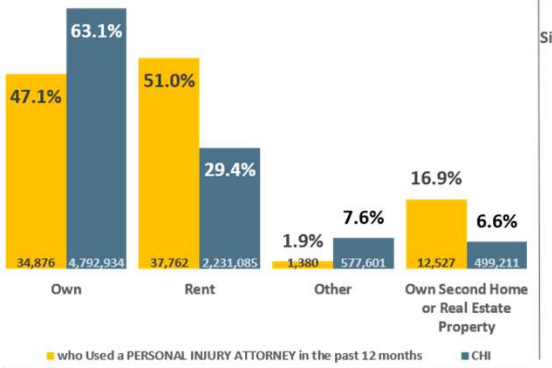
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

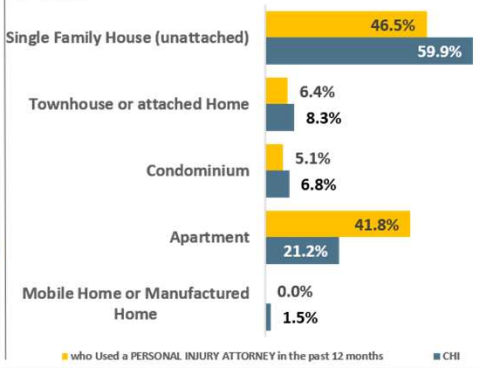


1.% or 74,018 of CHI DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 25.3% less likely to own their home, 1.6% more likely to own a lower valued home, 22.4% less likely to have a single-family home, 60.5% more likely to have a dog.

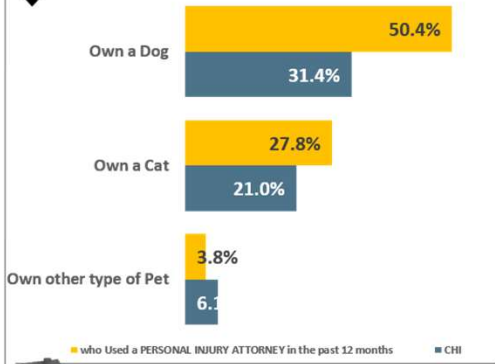
Own/Rent/Other: Adults 18 or older



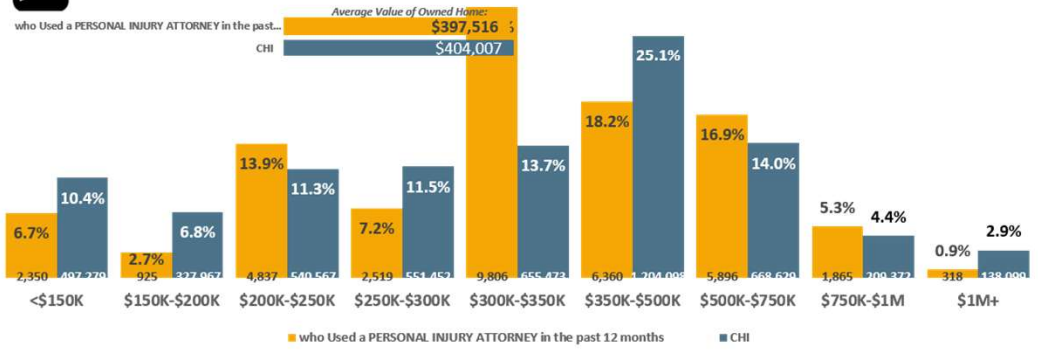
Type of Home: Adults 18 or older



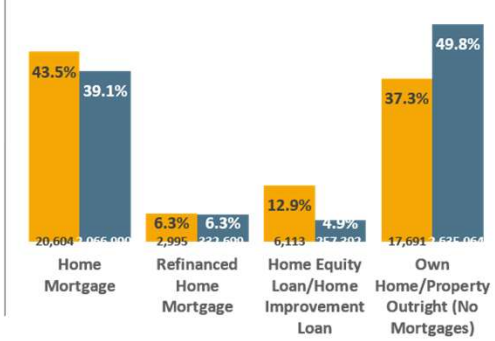
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 68

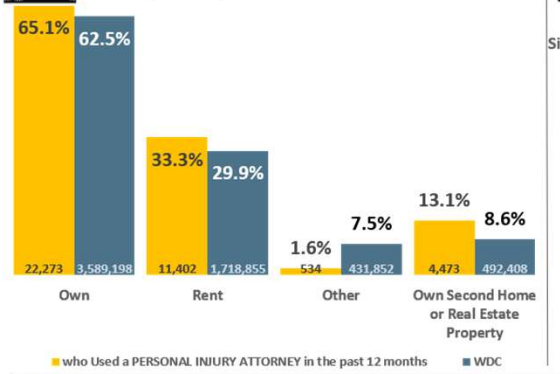
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

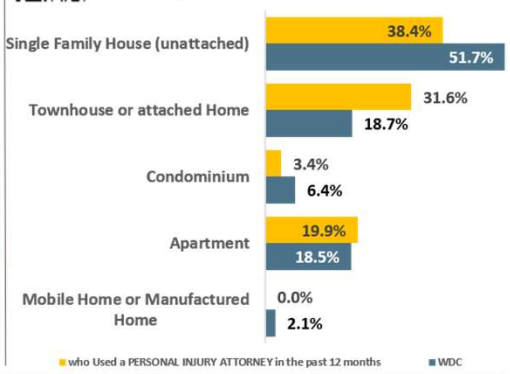


.6% or 34,209 of WDC DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 4.1% more likely to own their home, 20.2% more likely to own a lower valued home, 25.7% less likely to have a single-family home, 11.6% more likely to have a dog.

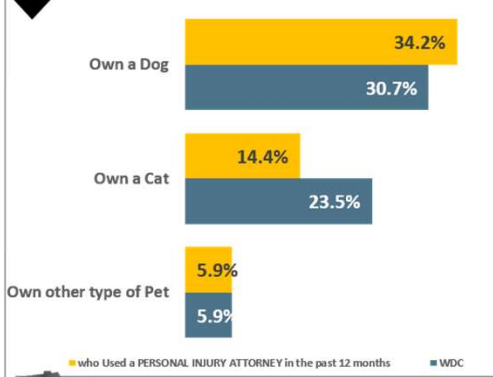
Own/Rent/Other: Adults 18 or older



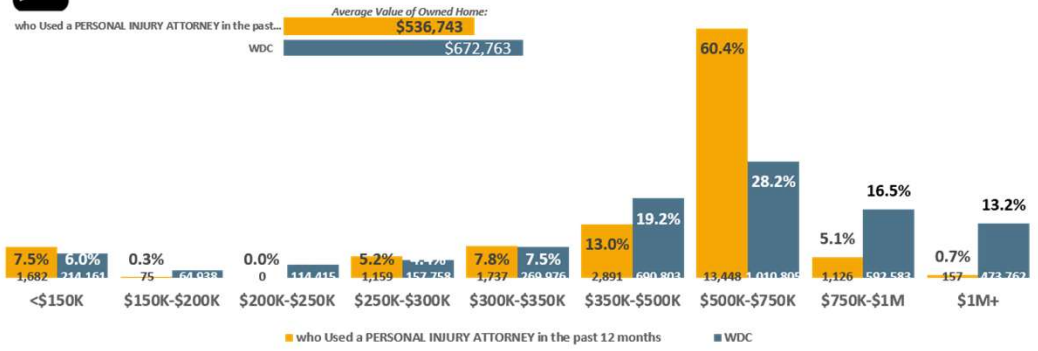
Type of Home: Adults 18 or older



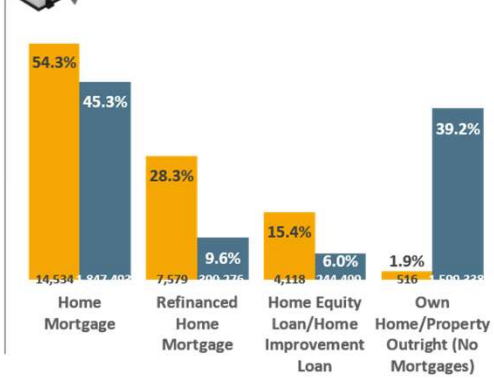
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 89

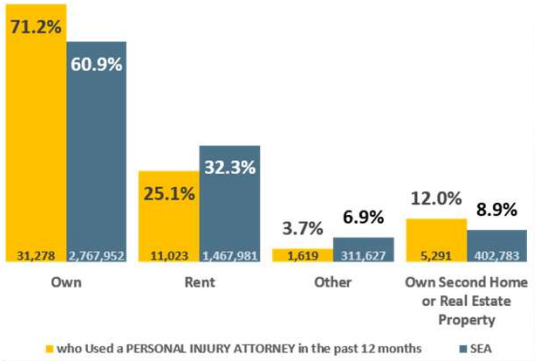
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

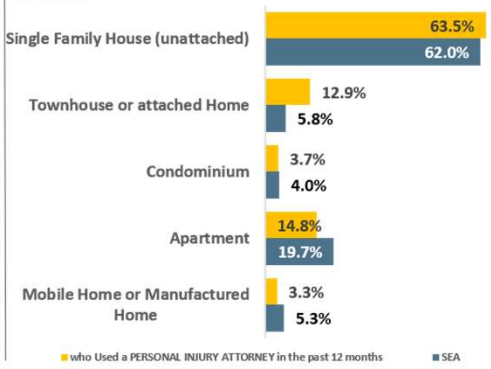


1.% or 43,919 of SEA DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 17.% more likely to own their home, 17.8% more likely to own a lower valued home, 2.5% more likely to have a single-family home, 5.4% less likely to have a dog.

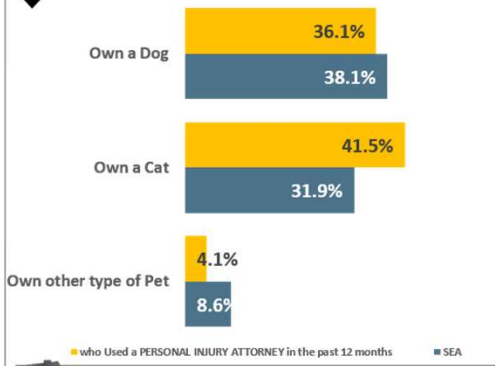
Own/Rent/Other: Adults 18 or older



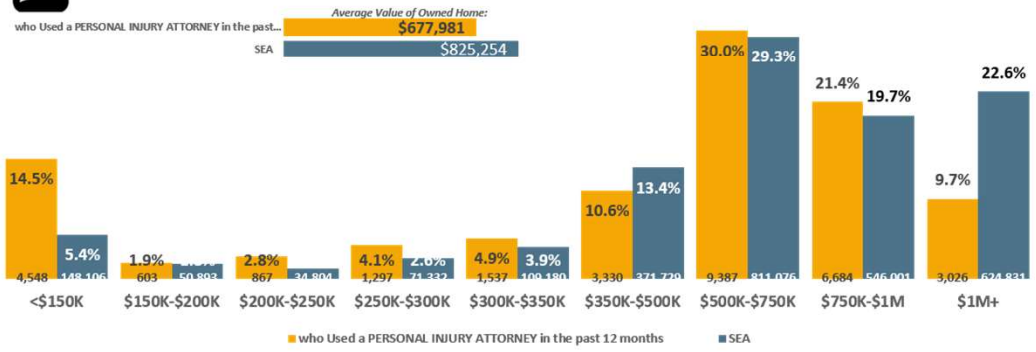
Type of Home: Adults 18 or older



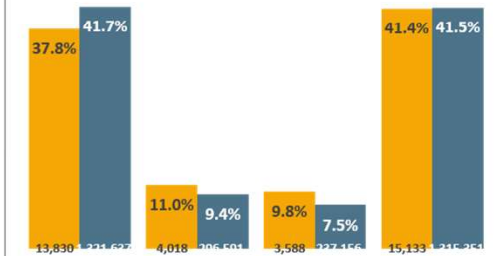
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 88

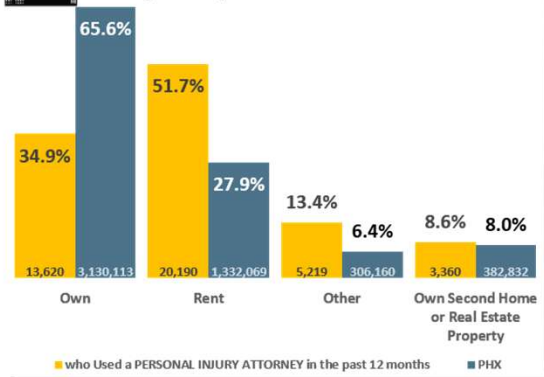
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

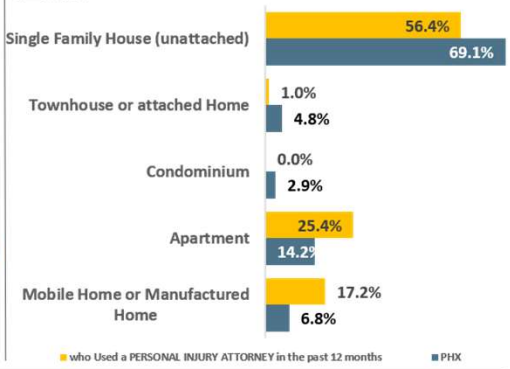


.8% or 39,029 of PHX DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 46.8% less likely to own their home, 16.3% more likely to own a higher valued home, 18.4% less likely to have a single-family home, 50.5% more likely to have a dog.

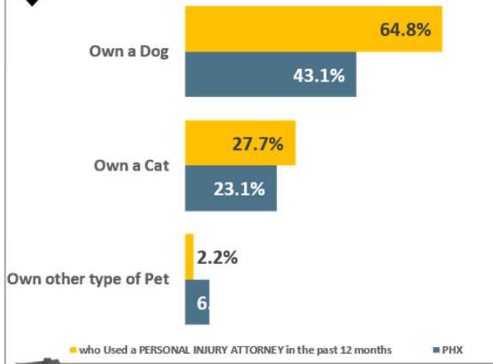
Own/Rent/Other: Adults 18 or older



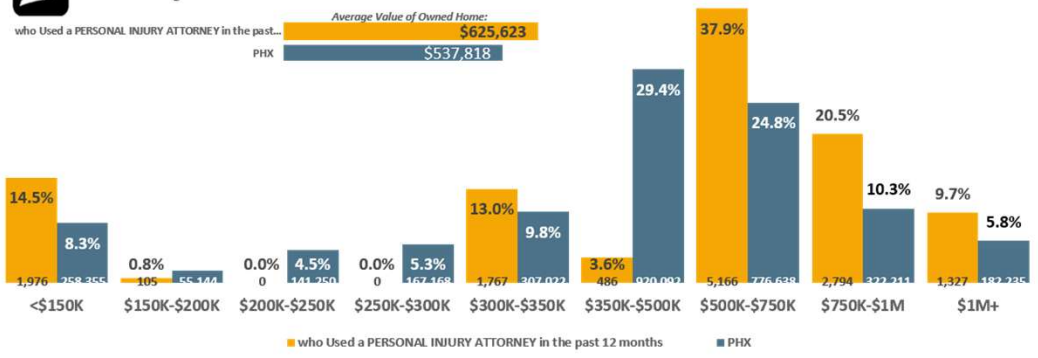
Type of Home: Adults 18 or older



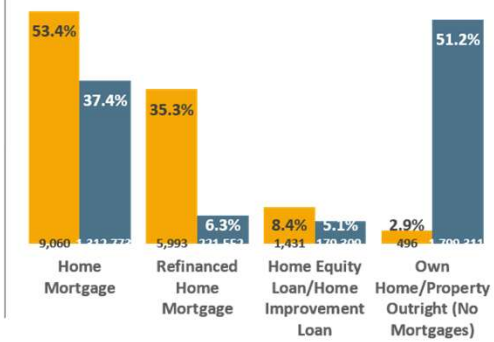
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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

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

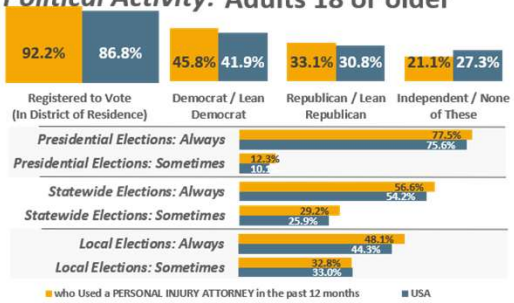


.9% or 2,491,325 of USA DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 2.4% more likely to look up D-I-Y advice online, 8.8% more likely to always vote in local elections, 8.5% less likely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

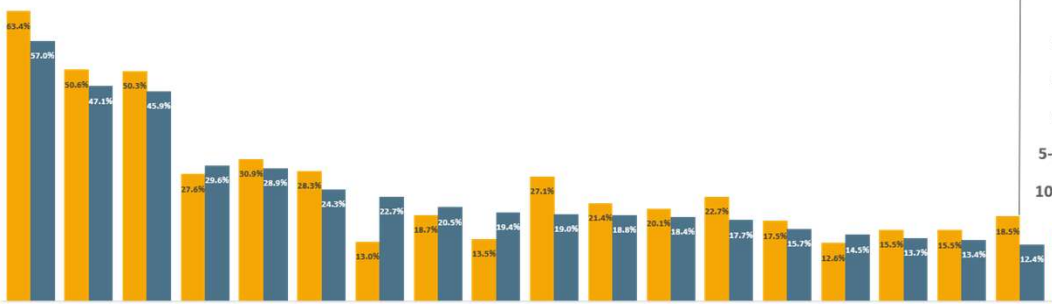
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



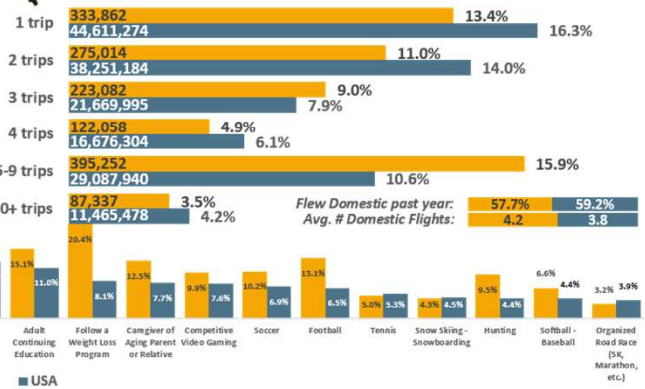
Political Activity: Adults 18 or older



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



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



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

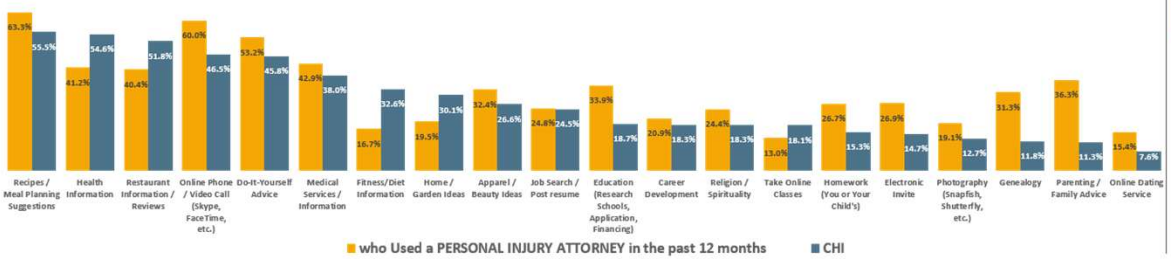
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

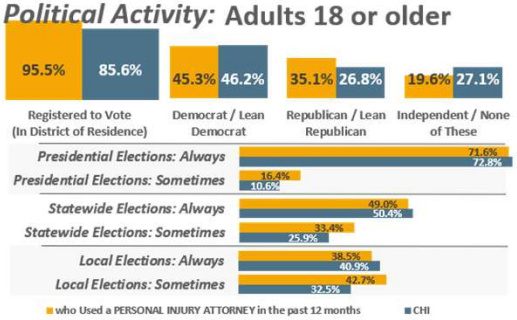


1.% or 74,018 of CHI DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 16.3% more likely to look up D-I-Y advice online, 5.9% less likely to always vote in local elections, 38.4% less likely to belong to a gym, 5.7% less likely to fly domestic p

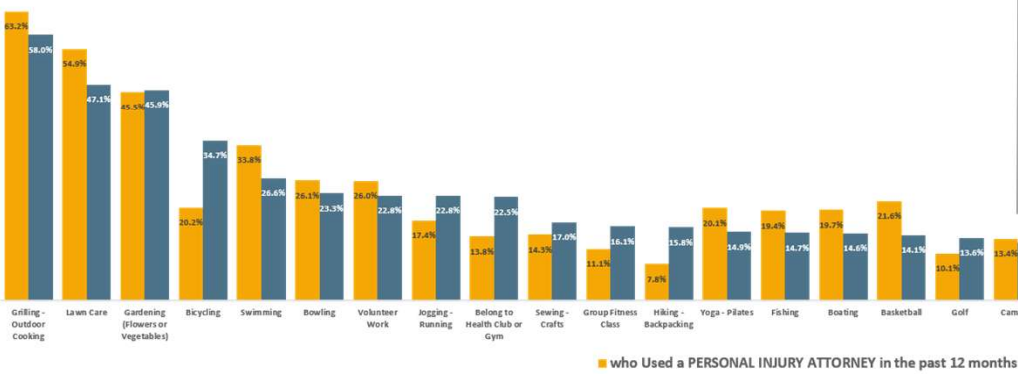
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



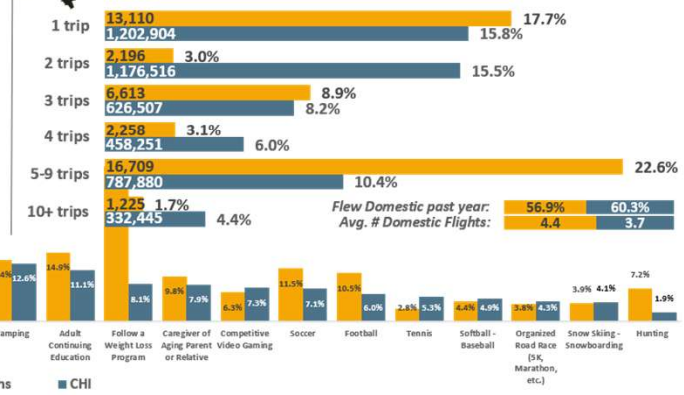
Political Activity: Adults 18 or older



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



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



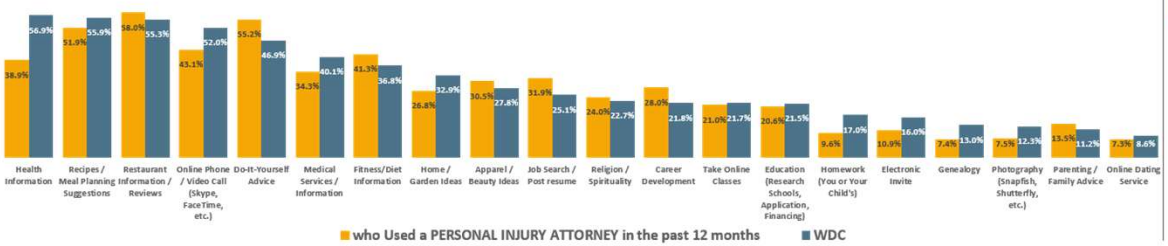
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

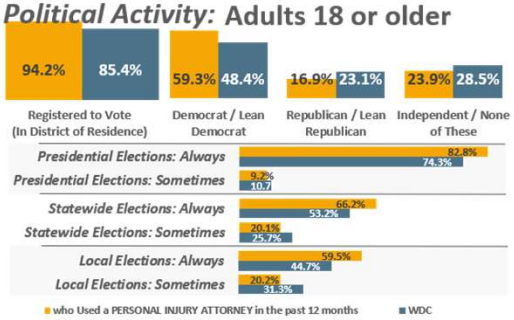


.6% or 34,209 of WDC DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 17.7% more likely to look up D-I-Y advice online, 33.% more likely to always vote in local elections, 22.3% less likely to belong to a gym, 35.6% more likely to fly domestic

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



Political Activity: Adults 18 or older



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



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

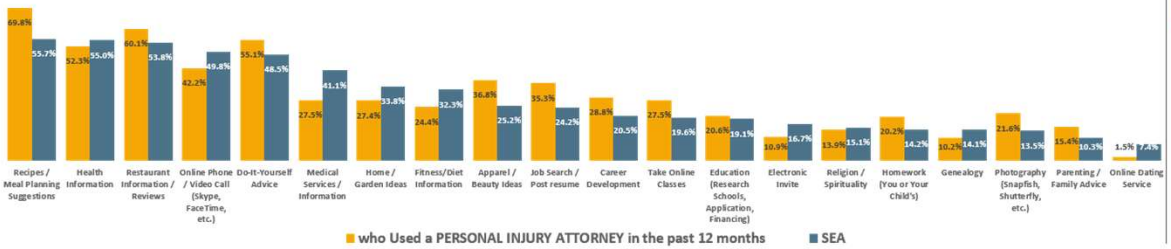
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

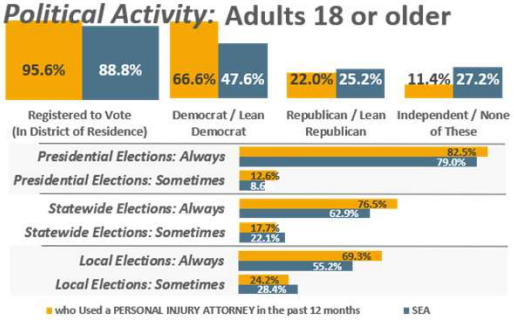


1.% or 43,919 of SEA DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 13.7% more likely to look up D-I-Y advice online, 25.6% more likely to always vote in local elections, 19.1% more likely to belong to a gym, 14.7% less likely to fly domestic

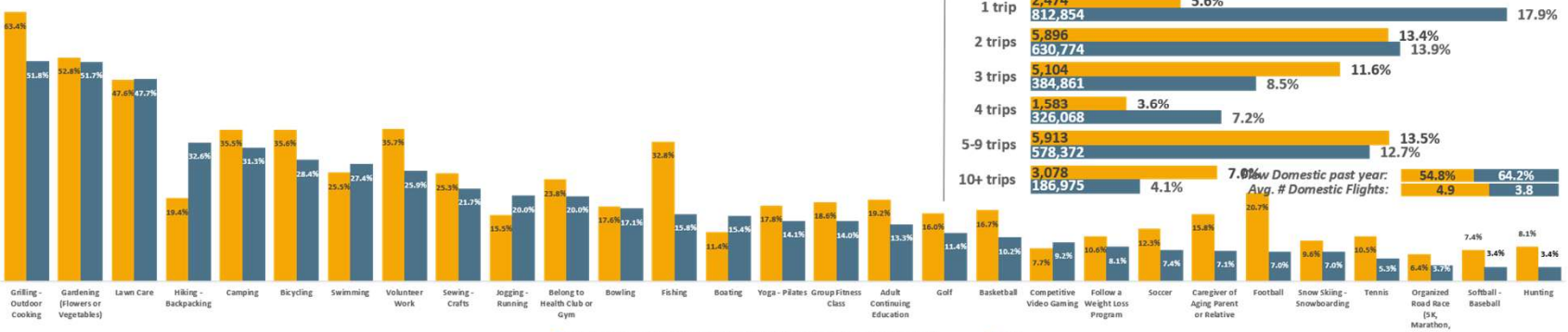
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

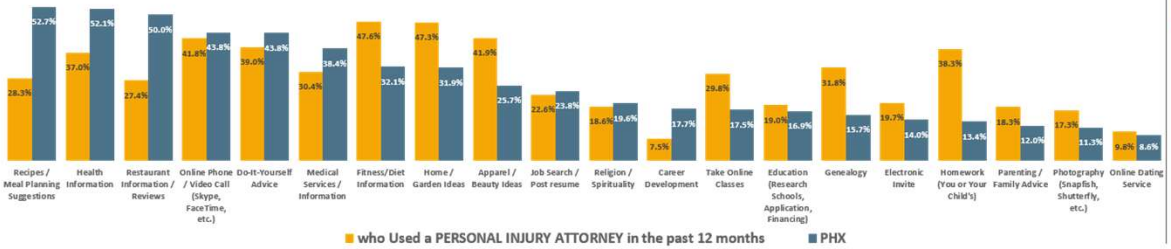
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

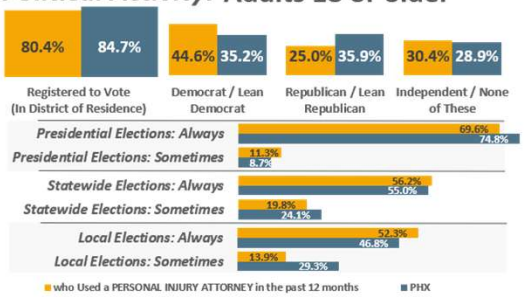


.8% or 39,029 of PHX DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 11.% less likely to look up D-I-Y advice online, 11.7% more likely to always vote in local elections, 29.8% more likely to belong to a gym, 30.3% less likely to fly domestic

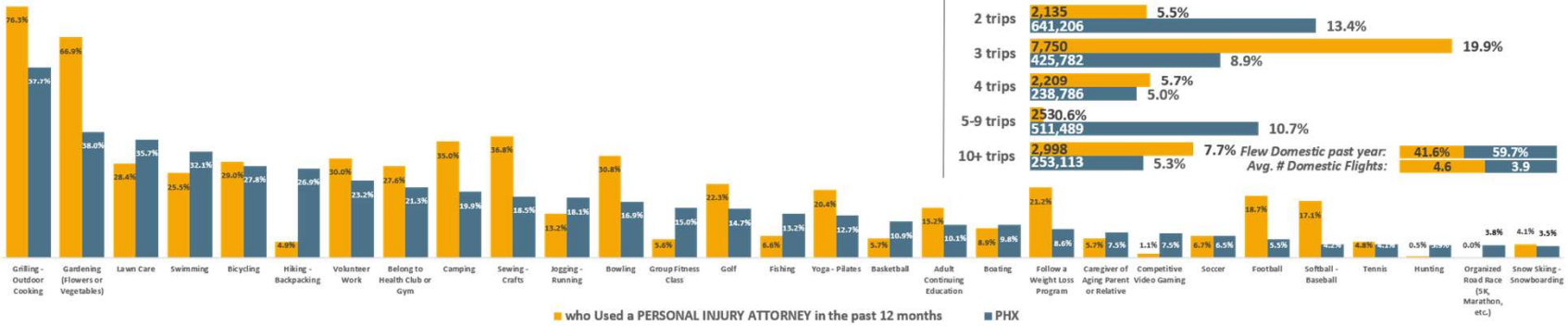
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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



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

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

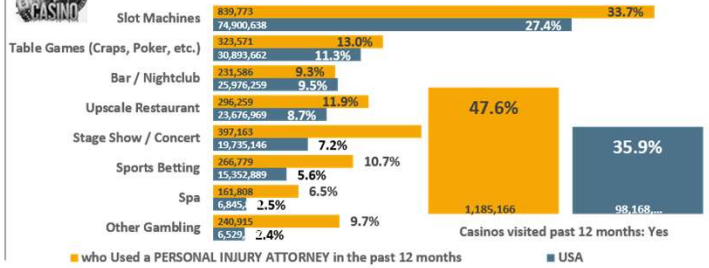


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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

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



1.% or 74,018 of CHI DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 10.7% more likely to use QSRs past mo., 9.5% more likely to use Sit-Down Restaurants past mo., 13.7% less likely to use Casinos past yr., 32.2% more likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 94.7% 70,104 | 85.6% 6,504,417

Avg. Monthly QSR Meals: 7.8 | 6.2

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



Total Monthly Sit-Down Restaurant Users: 77.6% 57,471 | 70.9% 5,391,794

Avg. Monthly Sit-Down Restaurant Meals: 6.4 | 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Used a PERSONAL INJURY ATTORNEY in the past... 34,363 46.4%

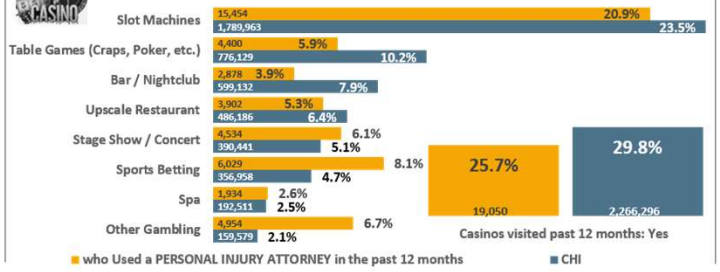
CHI 1,683,577 22.1%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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



.6% or 34,209 of WDC DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 16.1% more likely to use QSRs past mo., 28.4% more likely to use Sit-Down Restaurants past mo., 93.5% more likely to use Casinos past yr., 75.9% more likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 96.7% 33,084 | 83.3% 4,780,420

Avg. Monthly QSR Meals: 6.7 | 5.8

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



Total Monthly Sit-Down Restaurant Users: 92.9% 31,774 | 72.4% 4,153,430

Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Used a PERSONAL INJURY ATTORNEY in the past... 13,523 39.5%

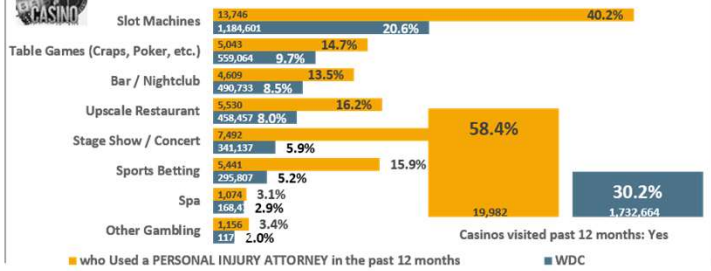
WDC 1,450,564 25.3%

Drank Past 30-days: Adults 18 or older



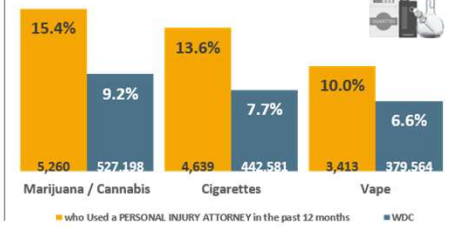
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 89

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



1.% or 43,919 of SEA DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 14.9% more likely to use QSRs past mo., 18.3% more likely to use Sit-Down Restaurants past mo., 60.1% more likely to use Casinos past yr., 102.9% more likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

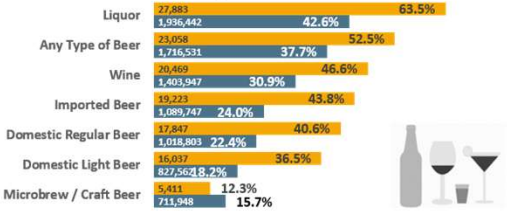
(Sit-Down Restaurants Used Past 30-days)



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

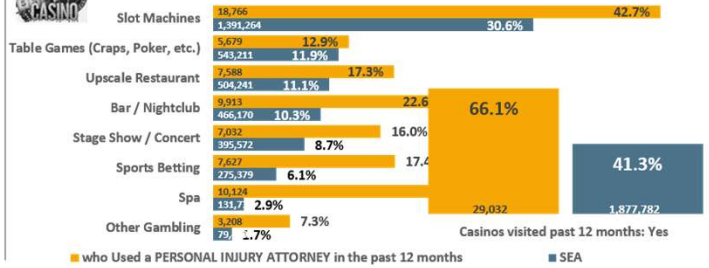


Drank Past 30-days: Adults 18 or older

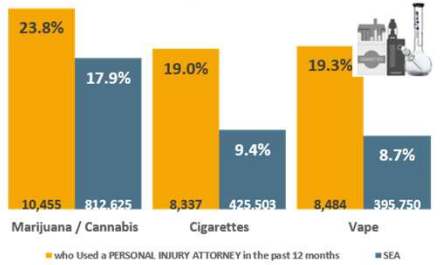


Past 12 months Casino Activities: Adults 18 or older



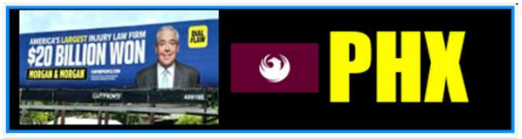


Used Past 30-days: Adults 18 or older



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



.8% or 39,029 of PHX DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 16.6% more likely to use QSRs past mo., 20.5% more likely to use Sit-Down Restaurants past mo., 40.2% more likely to use Casinos past yr., 60.8% less likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 99.6% 38,877 | 85.5% 4,075,039

Avg. Monthly QSR Meals: 8.0 | 6.5

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



Total Monthly Sit-Down Restaurant Users: 88.0% 34,339 | 73.0% 3,482,662

Avg. Monthly Sit-Down Restaurant Meals: 3.8 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Used a PERSONAL INJURY ATTORNEY in the past... 10,375 26.6%

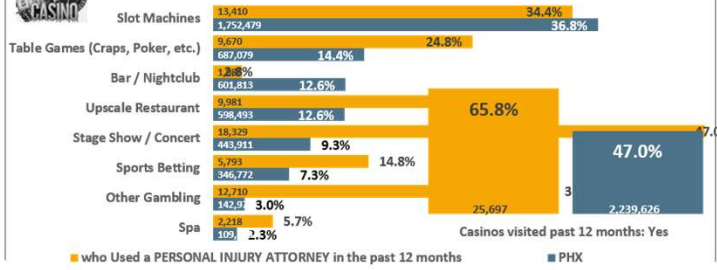
PHX 849,095 17.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



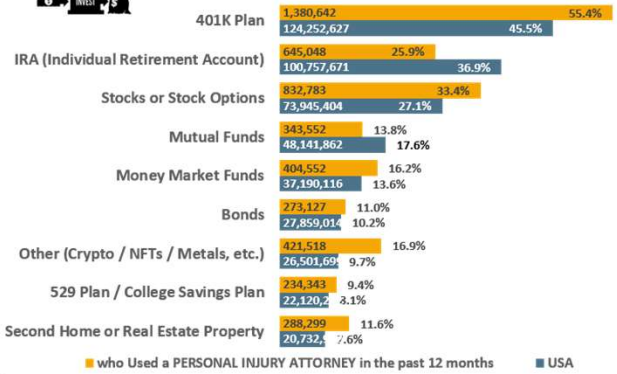
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

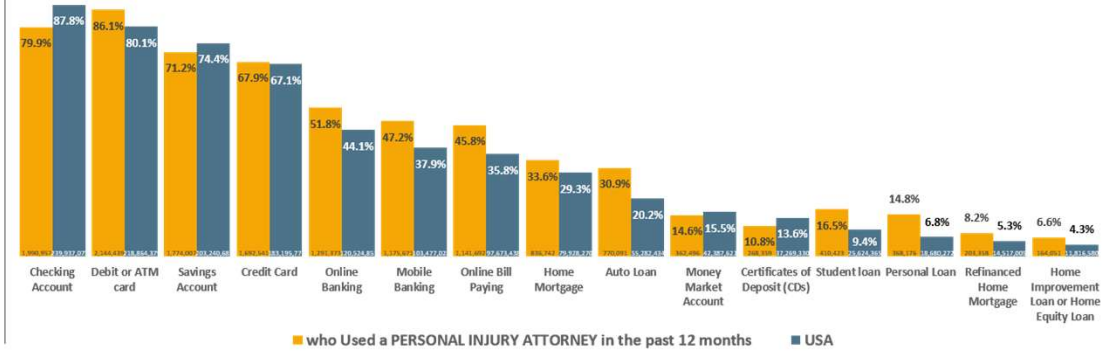


.9% or 2,491,325 of USA DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 21.8% more likely to have a 401K, 52.7% more likely to have an Auto Loan, 24.1% more likely to Invest/Trade Stocks Online,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

Investments Owned: Adults 18 or older



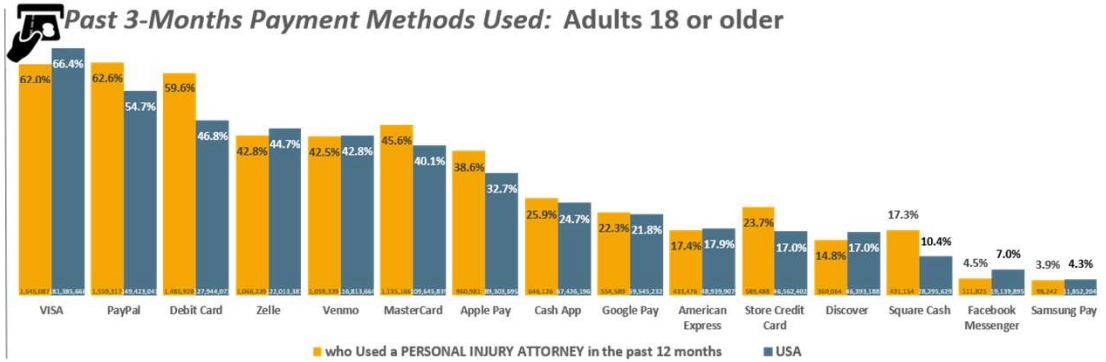
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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

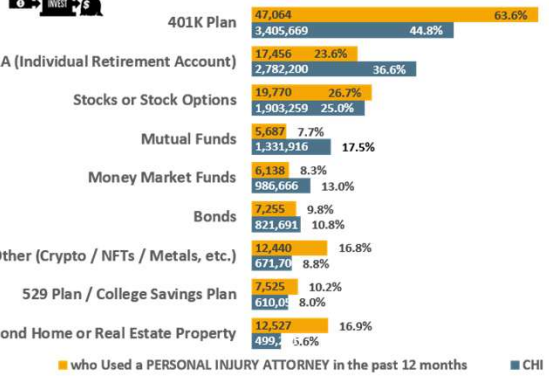
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

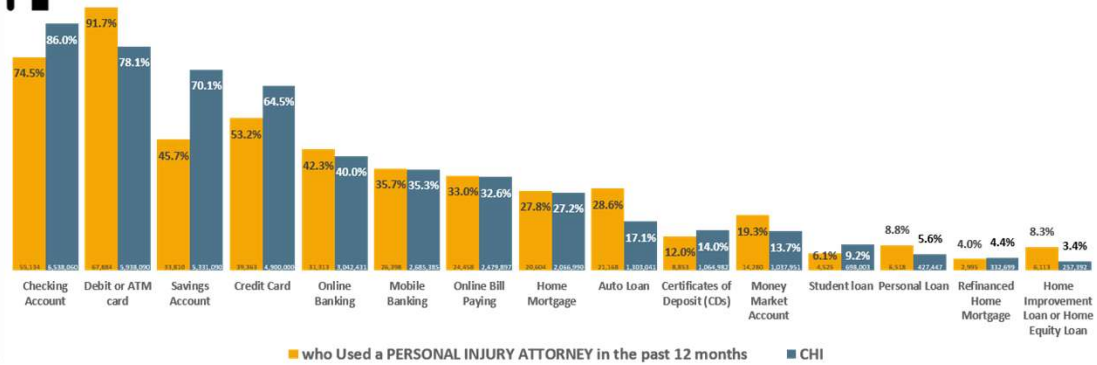


1.% or 74,018 of CHI DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 41.9% more likely to have a 401K, 66.8% more likely to have an Auto Loan, 4.% less likely to Invest/Trade Stocks Online, 50.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



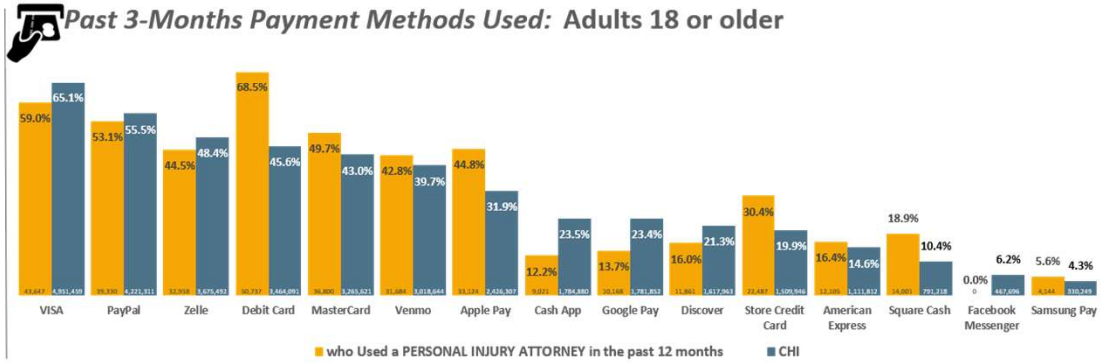
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



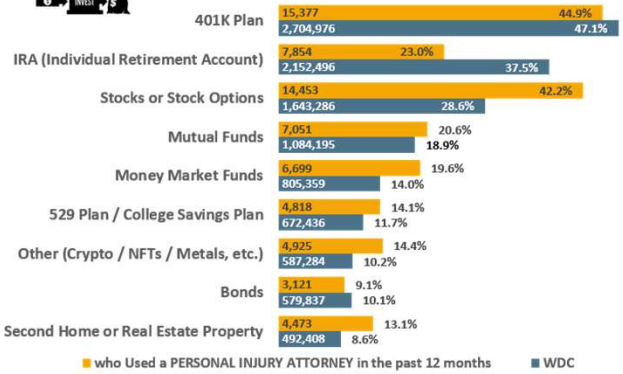
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

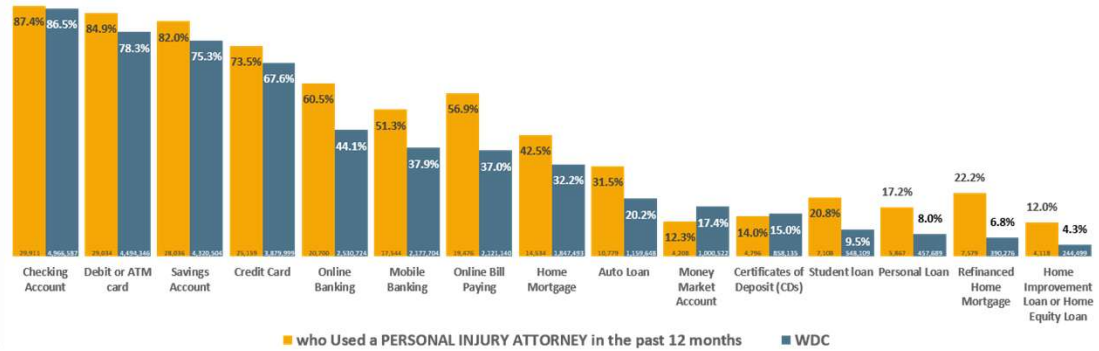


.6% or 34,209 of WDC DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 4.6% less likely to have a 401K, 56.% more likely to have an Auto Loan, 100.7% more likely to Invest/Trade Stocks Online, 30.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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



Professional Services Used:* Adults 18 or older



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



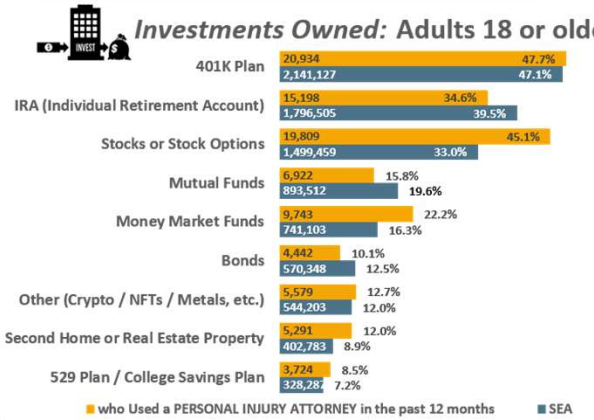
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

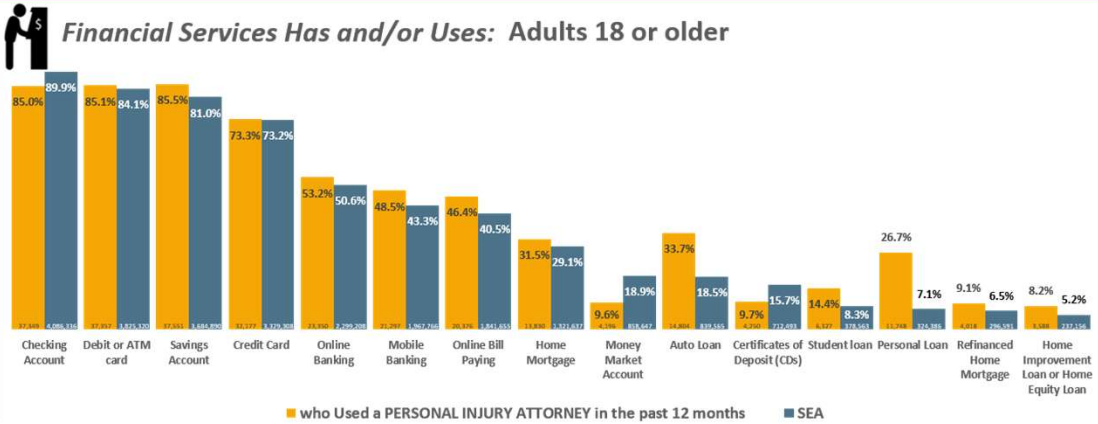


1.% or 43,919 of SEA DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 1.2% more likely to have a 401K, 82.6% more likely to have an Auto Loan, 36.2% more likely to Invest/Trade Stocks Online, 3.1% more likely to pay with their Debit Card.

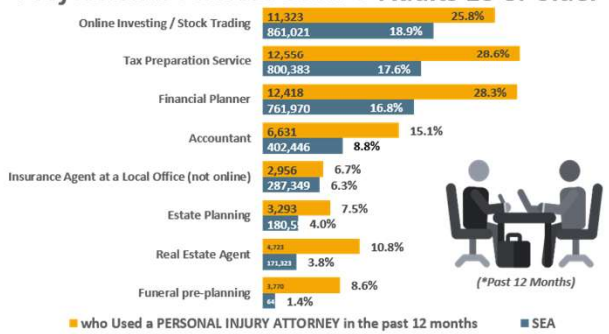
Investments Owned: Adults 18 or older



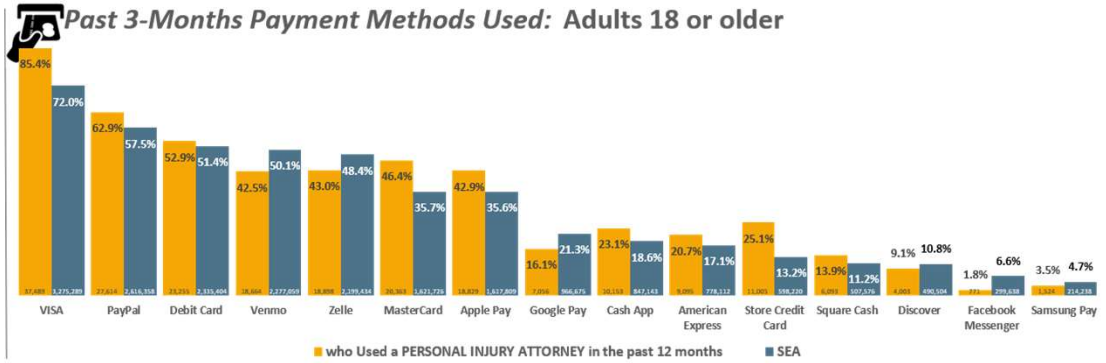
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



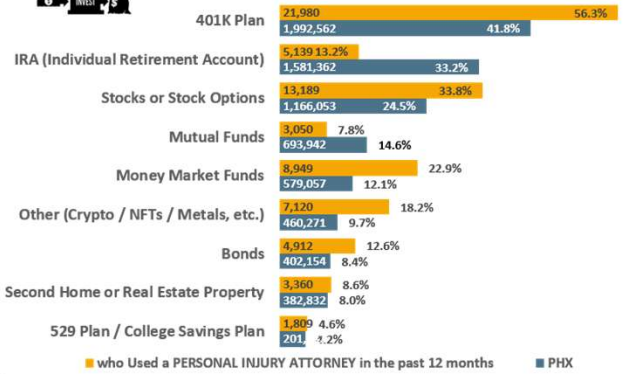
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

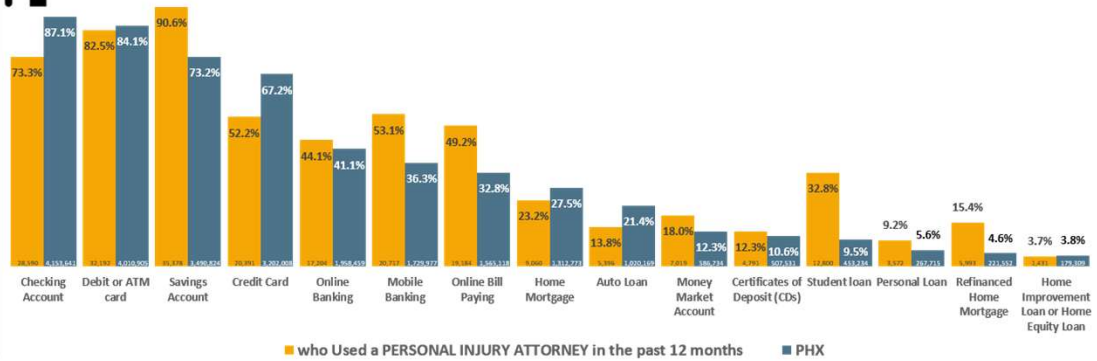


.8% or 39,029 of PHX DMA Adults 18 or older Used a PERSONAL INJURY ATTORNEY in the past 12 months. Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months are 34.8% more likely to have a 401K, 35.4% less likely to have an Auto Loan, 47.5% more likely to Invest/Trade Stocks Online, 20.8% more likely to pay with their Debit Card.

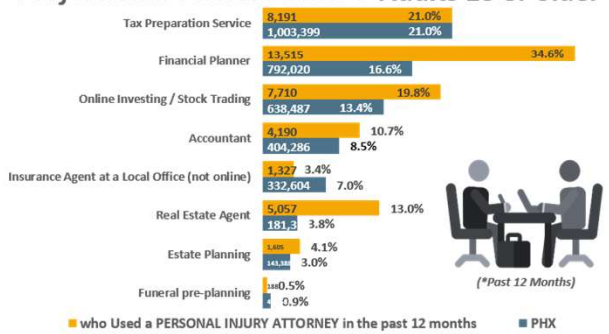
Investments Owned: Adults 18 or older



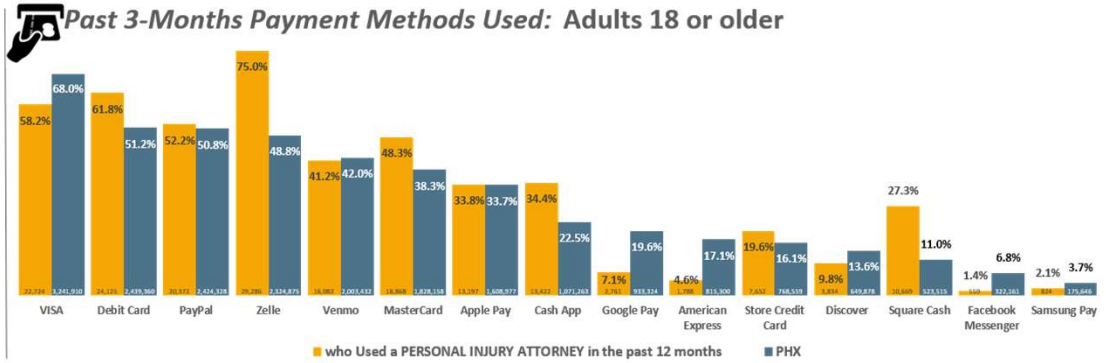
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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



"Medical Services Received / Now Disabled"

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



USA

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

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

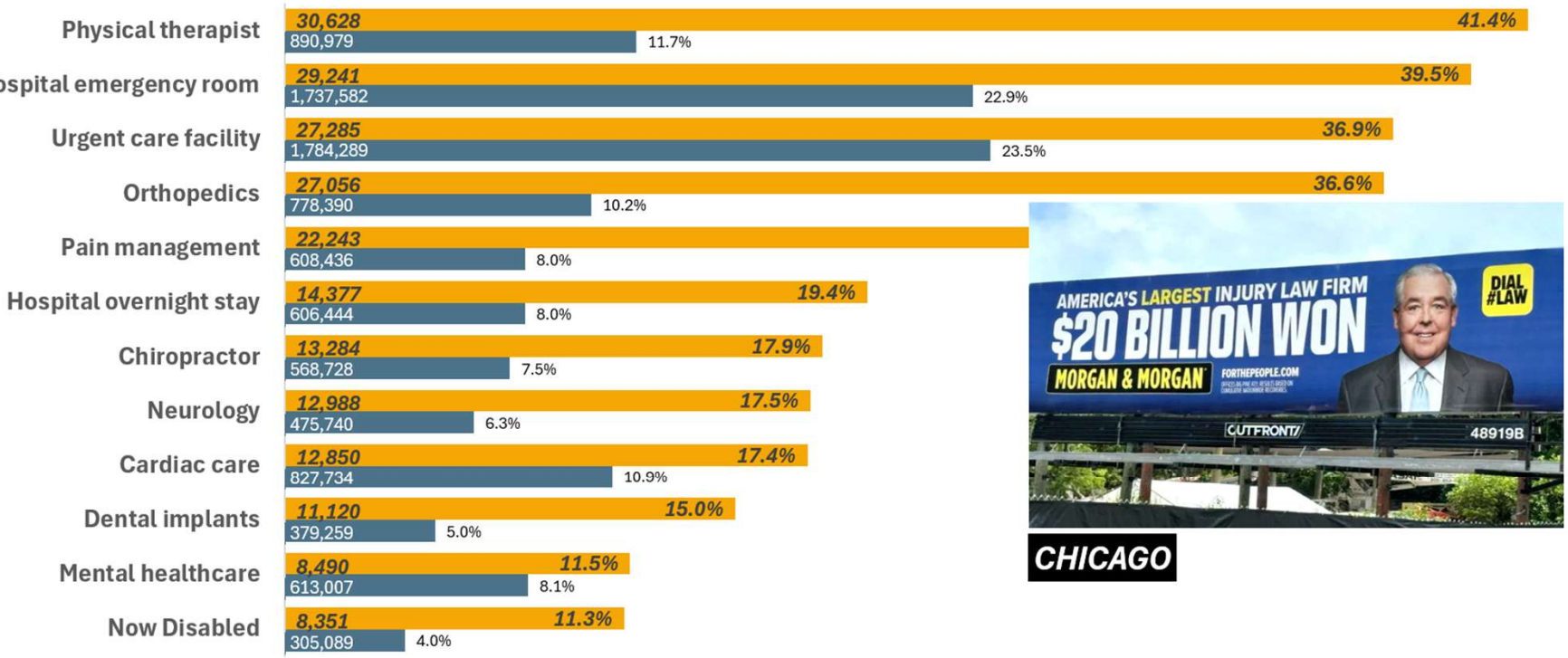


CHI

"Medical Services Received / Now Disabled"

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





CHICAGO

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

P18+ CHICAGO (Medical Services Received / Now Disabled)

CHICAGO DMA Scarborough R1 2025-26: Feb24-Feb26 Qual Intab: 68

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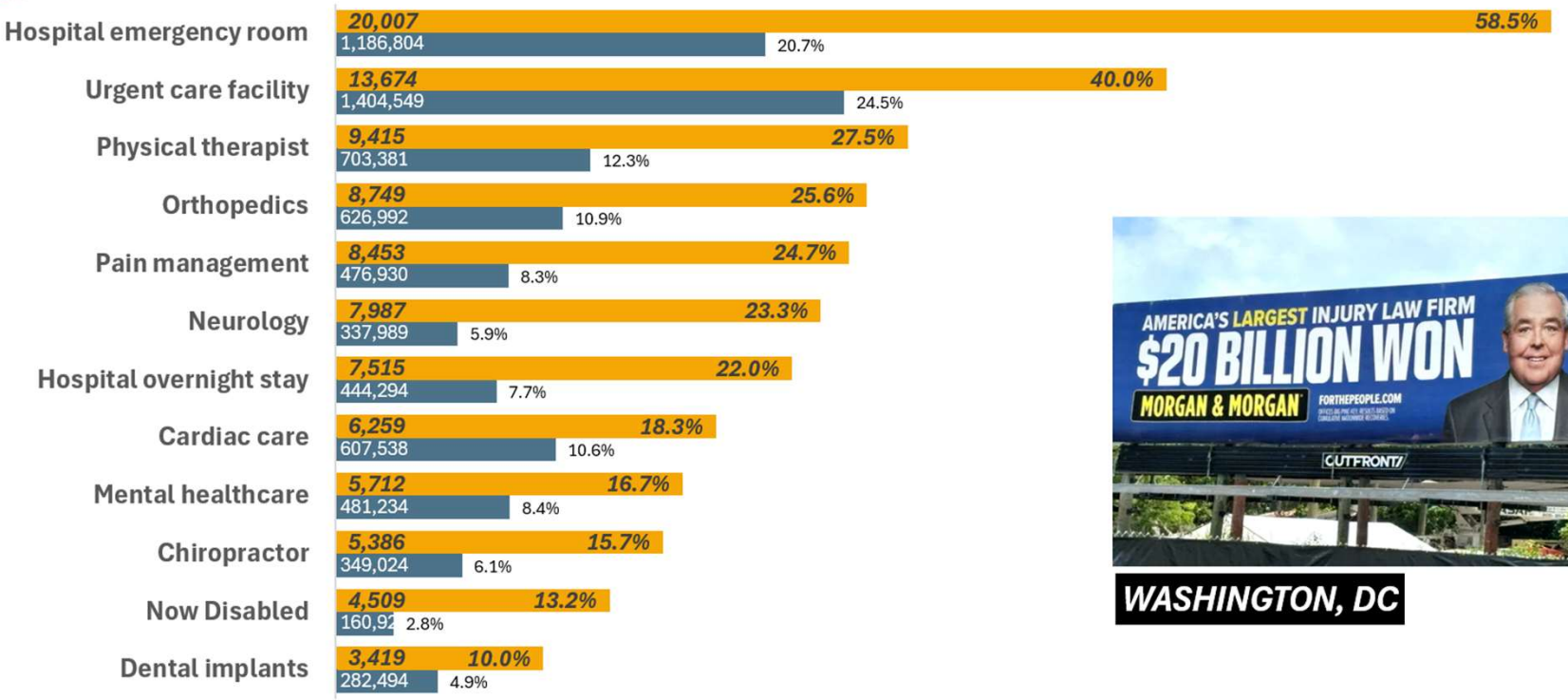
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



"Medical Services Received / Now Disabled"

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





WASHINGTON, DC

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

WASHINGTON, DC DMA Scarborough R1 2025-26: Mar24-Mar26 Qual Intab: 89

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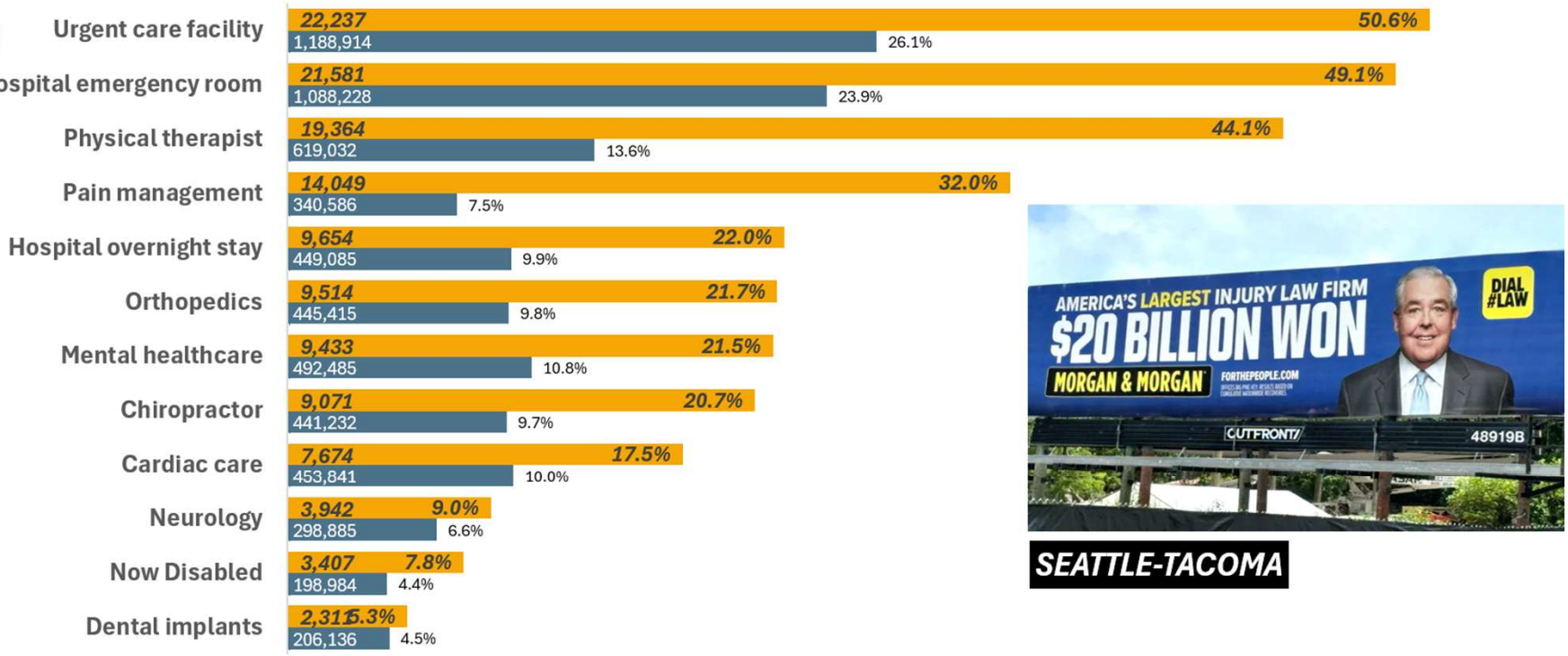
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



"Medical Services Received / Now Disabled"

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





SEATTLE-TACOMA

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

SEATTLE-TACOMA DMA Scarborough R1 2025-26: Feb24-Mar26 Qual Intab: 88

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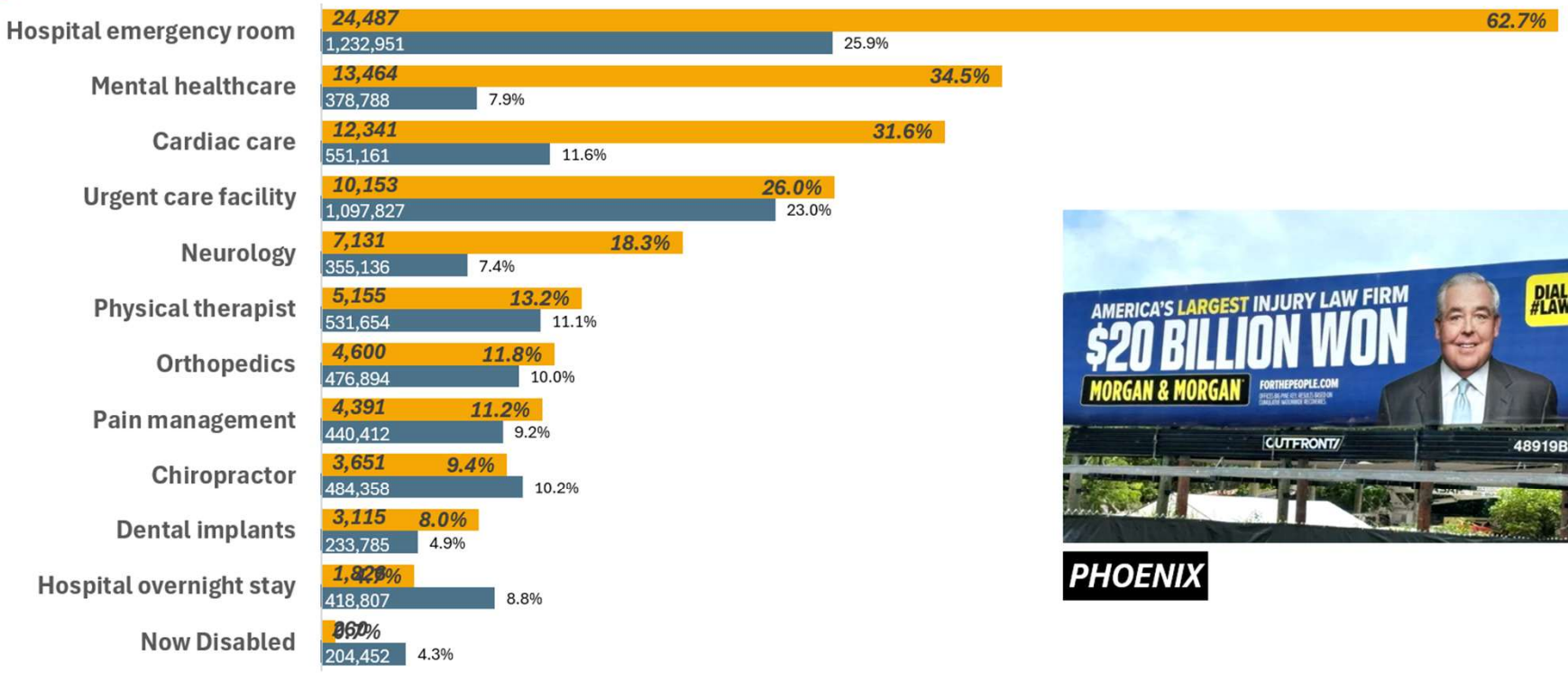
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



"Medical Services Received / Now Disabled"

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





PHOENIX

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

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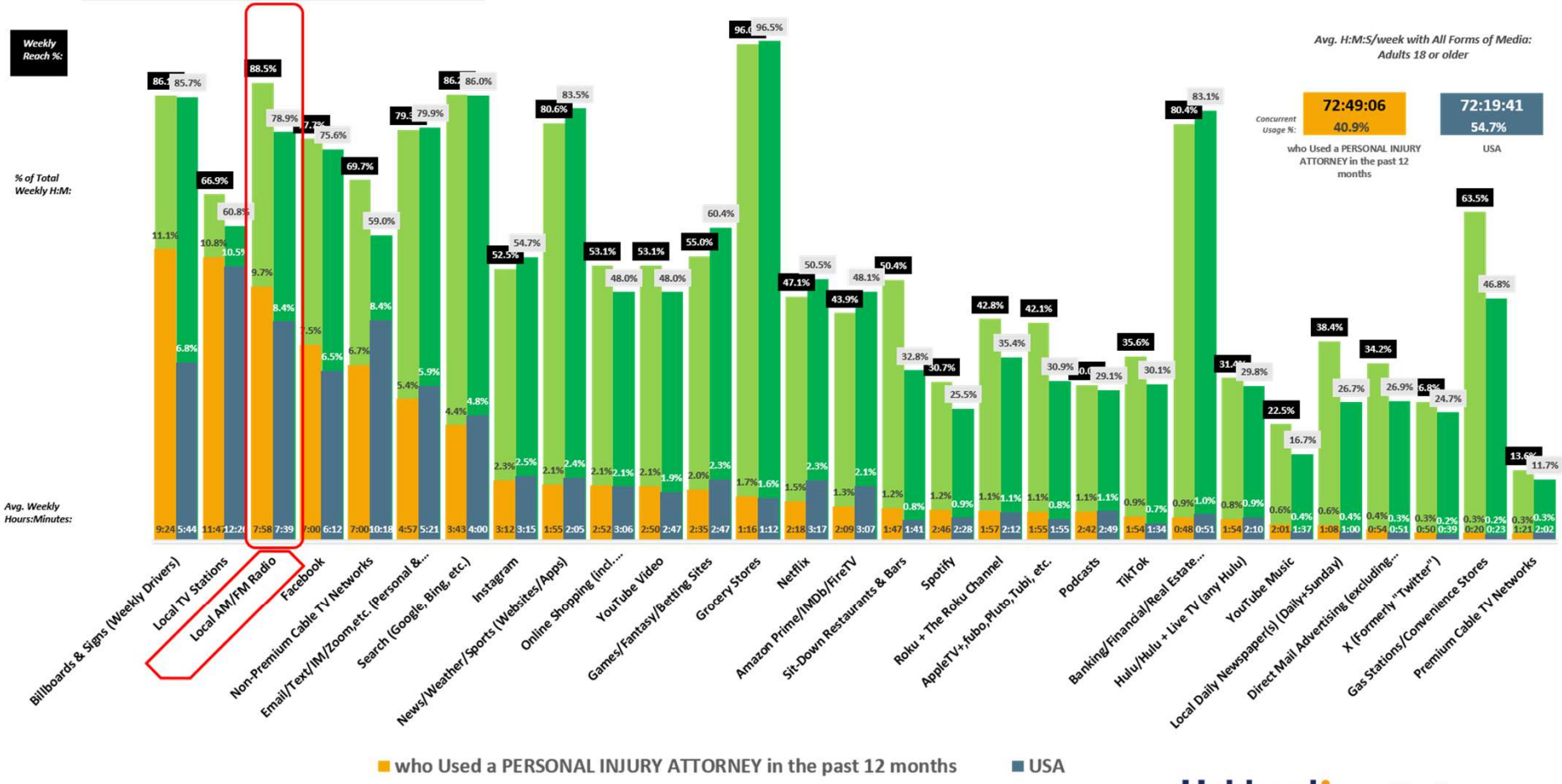
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



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

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



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

Scarborough R2 2025-26: Feb24-Jul26 USA Projection

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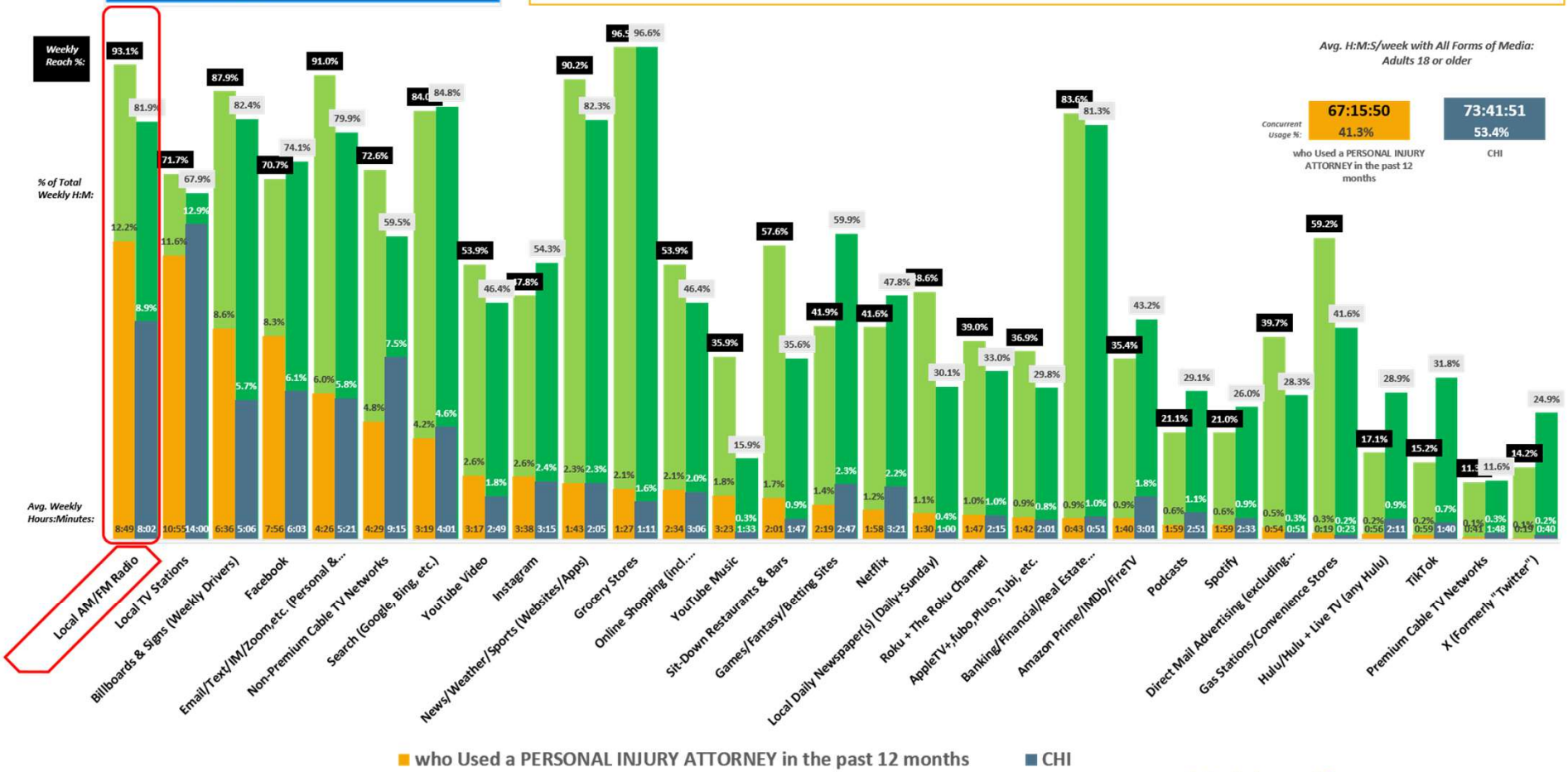
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 2 days, 19 hours, 15 minutes and 50 seconds each week with All Forms of Media.

93.1% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an avg. of 8 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 12.2% of total time spent with all forms of Media.



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 68 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,847
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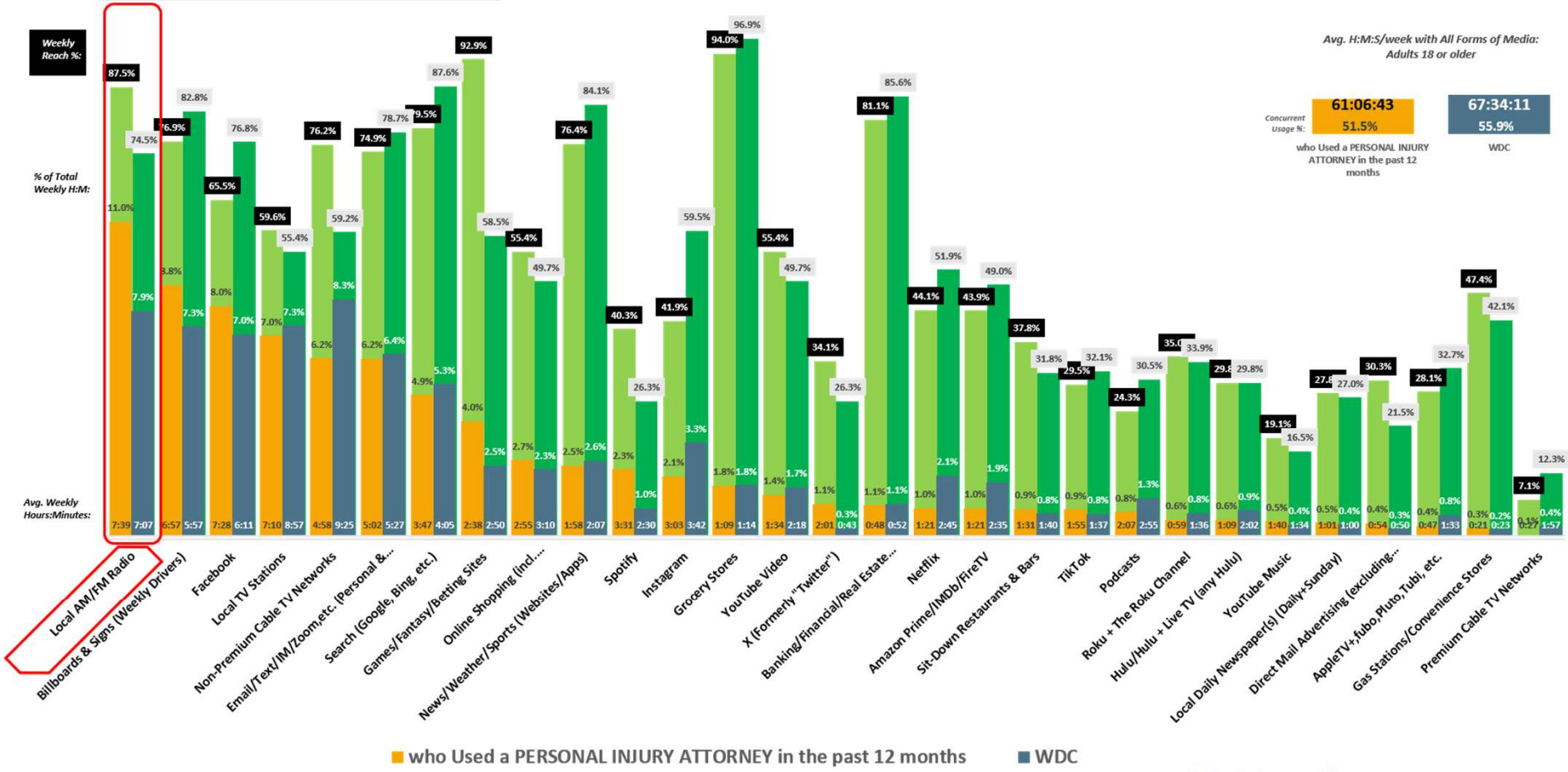
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 2 days, 13 hours, 6 minutes and 43 seconds each week with All Forms of Media.

87.5% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an avg. of 7 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 11.% of total time spent with all forms of Media.



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 89 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 11,560

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



Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 3 days, 6 hours, 53 minutes and 41 seconds each week with All Forms of Media.

87.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an avg. of 8 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.

Weekly Reach %:

% of Total Weekly H:M:

Avg. Weekly Hours:Minutes:

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

Concurrent Usage %:

78:53:41 — 37.7% — who Used a PERSONAL INJURY ATTORNEY in the past 12 months

67:53:15 — 59.8% — SEA

	Weekly Reach %	% of Total Weekly H:M	Avg. Weekly Hours:Minutes	
Local TV Stations	67.1%	10.8%	12:35	11:01
Local AM/FM Radio	87.6%	9.1%	8:14	7:22
Non-Premium Cable TV Networks	83.9%	7.1%	6:42	9:56
Facebook	76.7%	5.5%	5:41	5:07
Billboards & Signs (Weekly Drivers)	86.0%	5.5%	5:04	4:56
Search (Google, Bing, etc.)	91.3%	4.1%	3:34	4:04
Email/Text/IM/Zoom,etc. (Personal &...	62.7%	3.8%	4:46	5:25
Netflix	71.7%	2.8%	3:03	3:02
Games/Fantasy/Betting Sites	85.1%	2.7%	2:29	2:49
Podcasts	44.9%	2.4%	4:13	3:26
Instagram	57.5%	2.3%	3:11	3:24
Online Shopping (incl....	61.0%	2.1%	2:46	3:09
News/Weather/Sports (Websites/Apps)	85.5%	2.0%	1:51	2:06
AppleTV+,fubo,Pluto,Tubi, etc.	59.6%	1.8%	2:23	1:50
YouTube Video	61.0%	1.7%	2:12	2:47
Local Daily Newspaper(s) (Daily+Sunday)	63.7%	1.3%	1:34	0:59
Spotify	32.4%	1.3%	3:03	2:53
Grocery Stores	89.6%	1.2%	1:03	1:13
Roku + The Roku Channel	48.4%	1.2%	1:56	1:41
Amazon Prime/IMDb/FireTV	46.4%	1.2%	1:59	3:05
Banking/Financial/Real Estate...	84.7%	0.8%	0:46	0:52
Sit-Down Restaurants & Bars	37.9%	0.8%	1:39	1:42
TikTok	36.6%	0.7%	1:35	1:18
YouTube Music	23.3%	0.6%	2:11	1:51
Hulu/Hulu + Live TV (any Hulu)	30.3%	0.6%	1:38	1:53
Direct Mail Advertising (excluding...	35.0%	0.4%	0:55	0:53
Premium Cable TV Networks	19.6%	0.4%	1:33	2:04
X (Formerly "Twitter")	29.1%	0.3%	0:49	0:33
Gas Stations/Convenience Stores	49.4%	0.3%	0:28	0:23

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

SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 88 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,807

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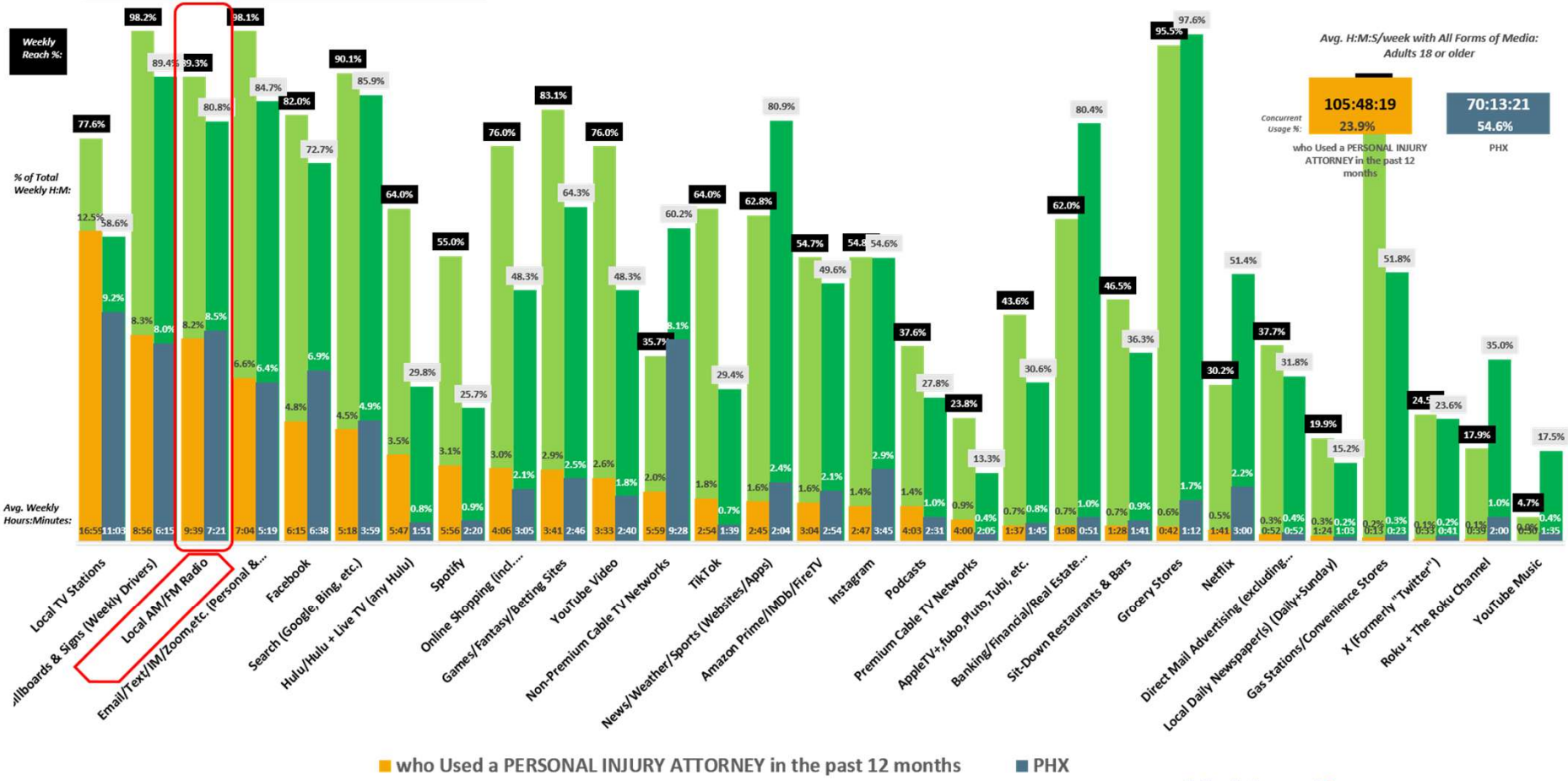
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 4 days, 9 hours, 48 minutes and 19 seconds each week with All Forms of Media.

89.3% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an avg. of 9 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33 *PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,867*

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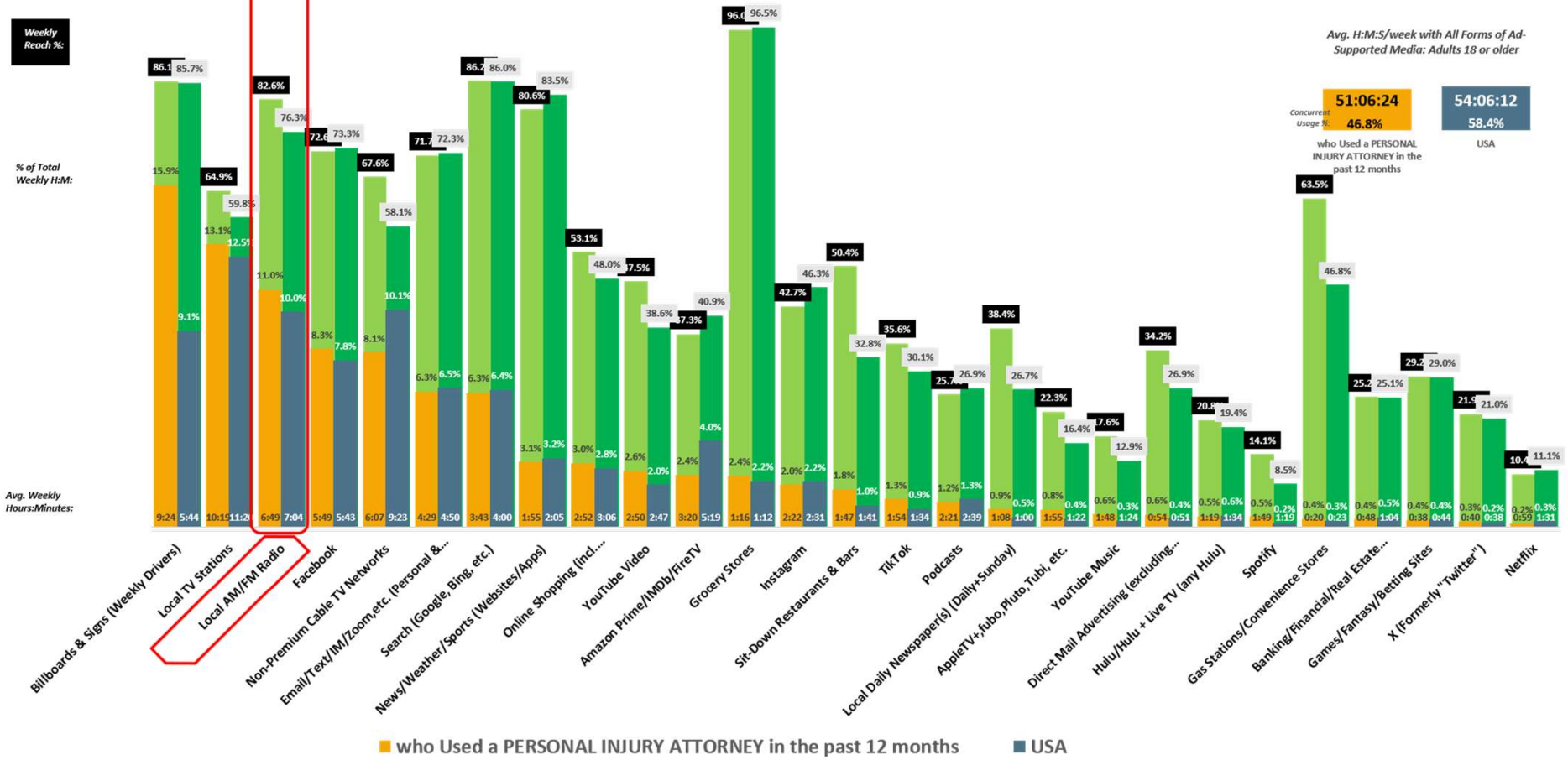
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



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

82.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an avg. of 6 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported Media



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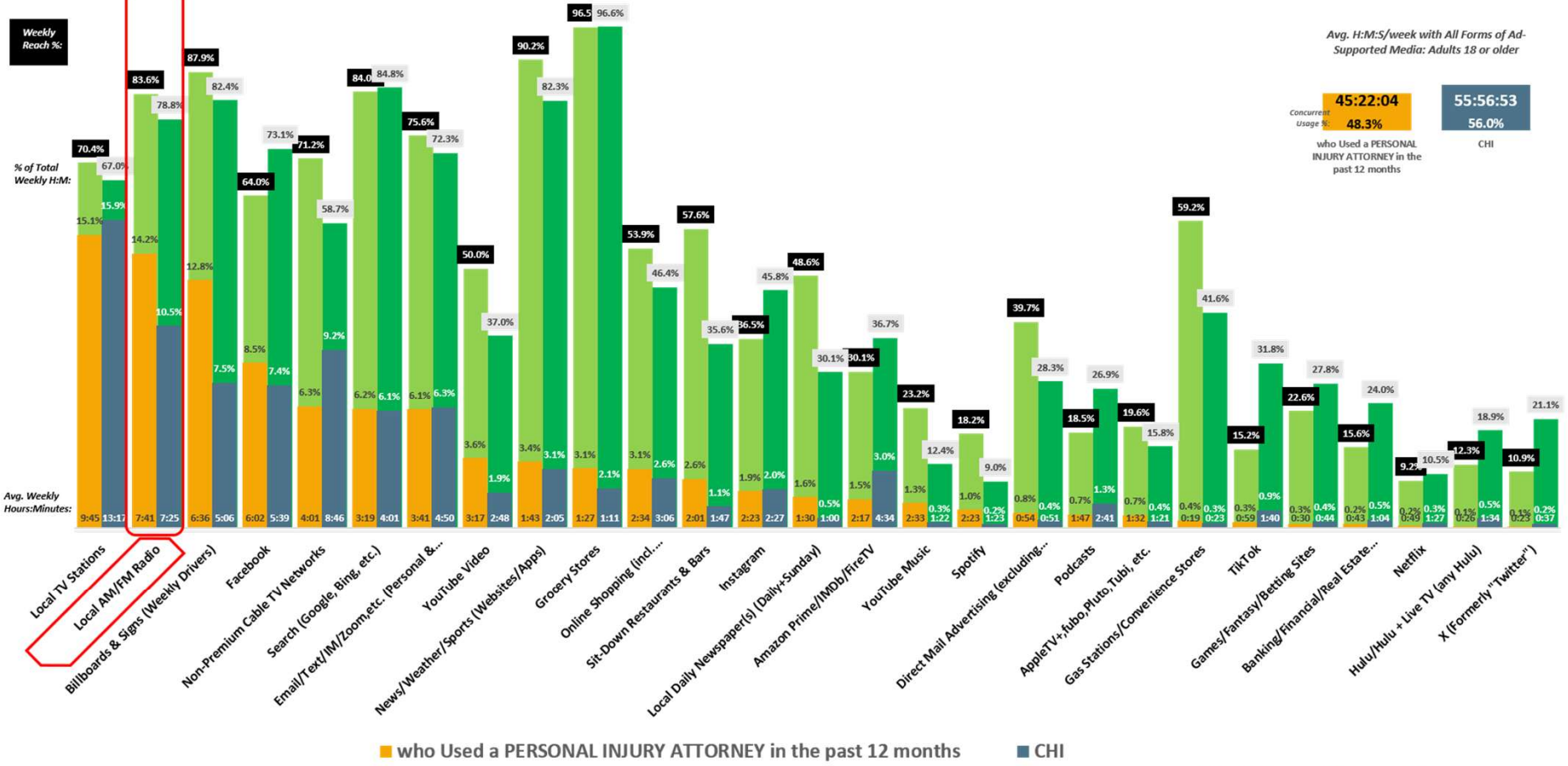
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 1 days, 21 hours, 22 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

83.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an avg. of 7 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.2% of total time spent with all forms of Ad-Supported Medi



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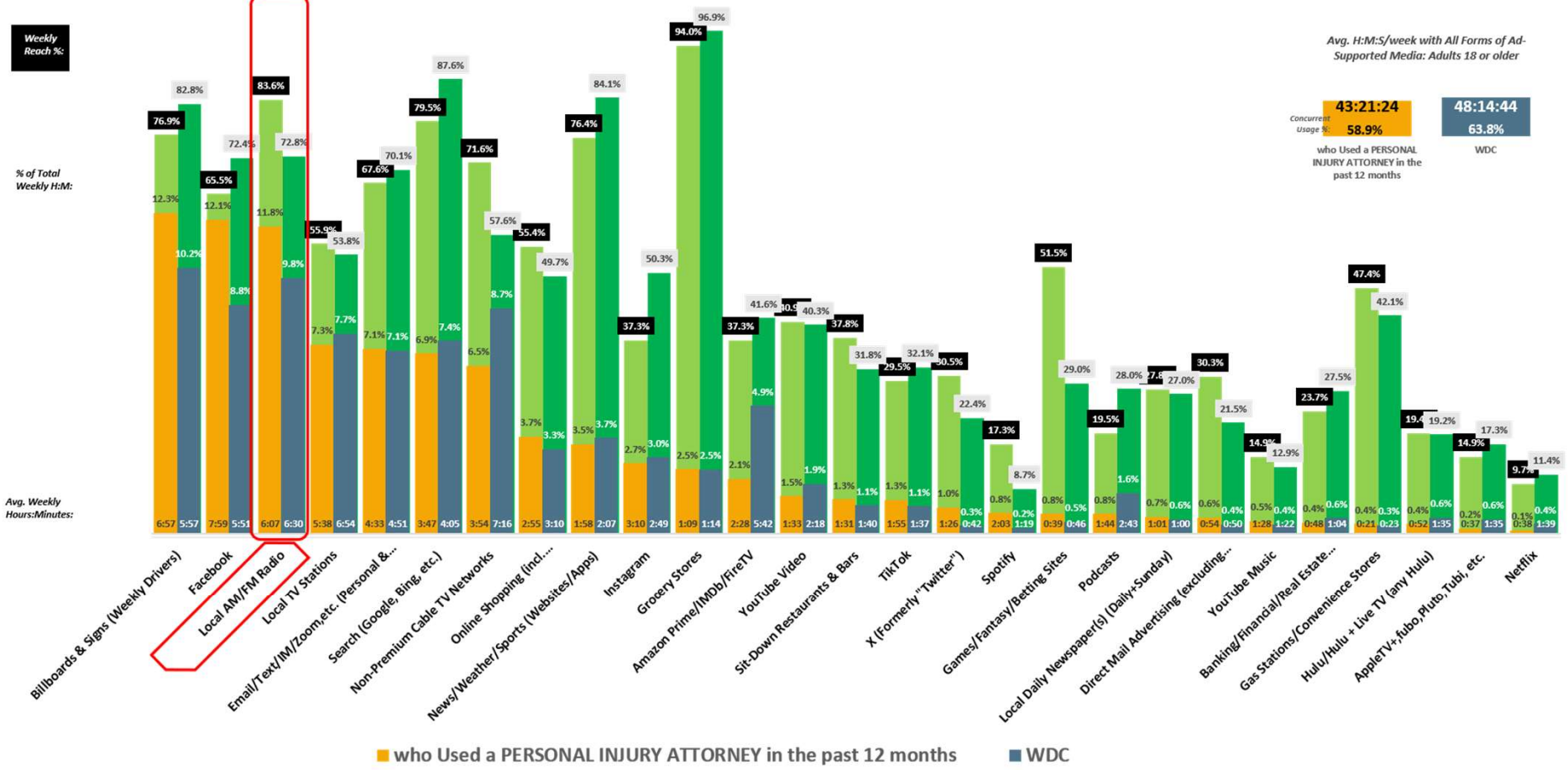
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 1 days, 19 hours, 21 minutes and 24 seconds each week with All Forms of Ad-Supported Media.

83.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an avg. of 6 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.8% of total time spent with all forms of Ad-Supported Media



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 89 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 11,560

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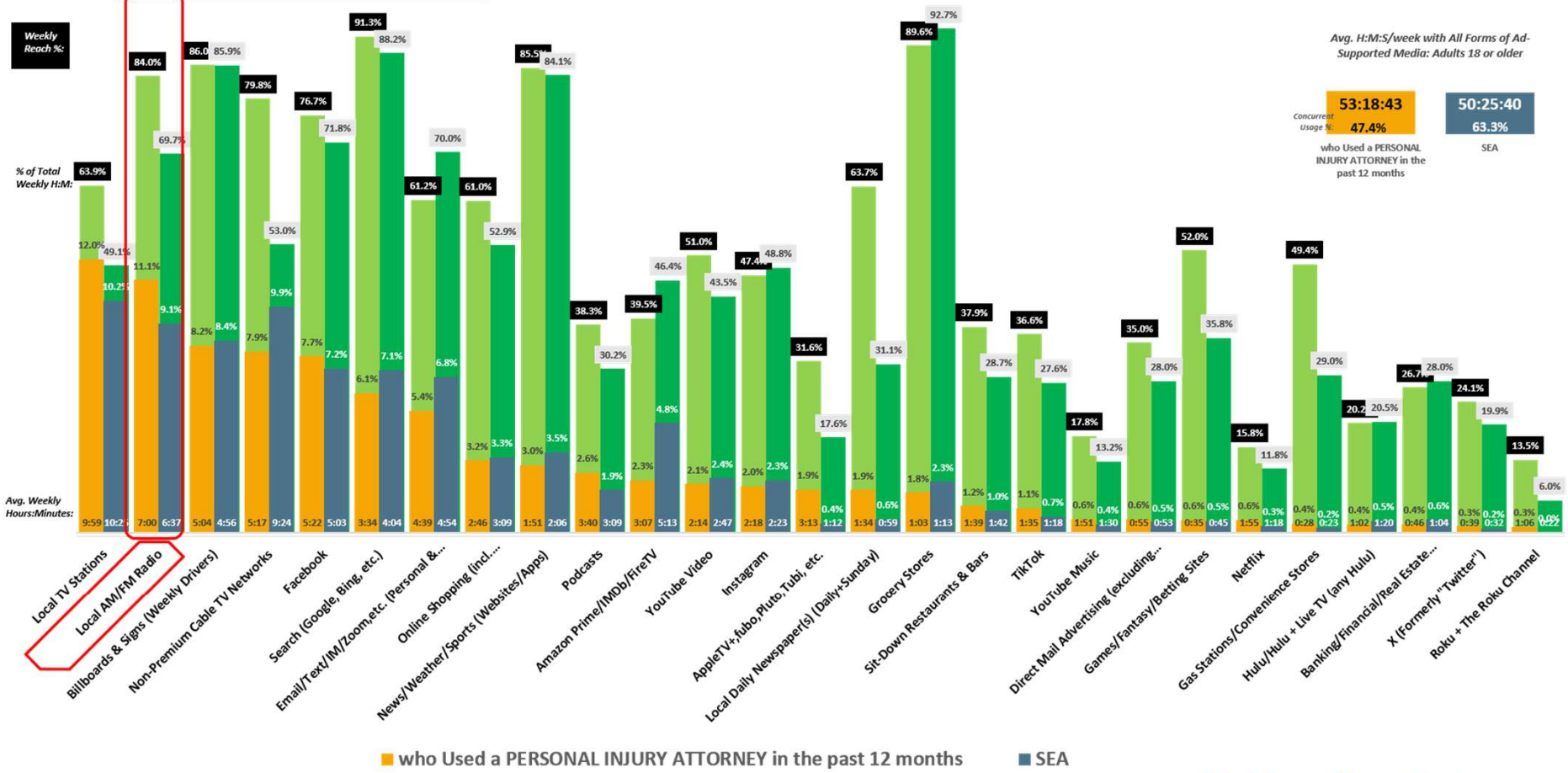
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 2 days, 5 hours, 18 minutes and 43 seconds each week with All Forms of Ad-Supported Media.

84.% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an avg. of 7 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.



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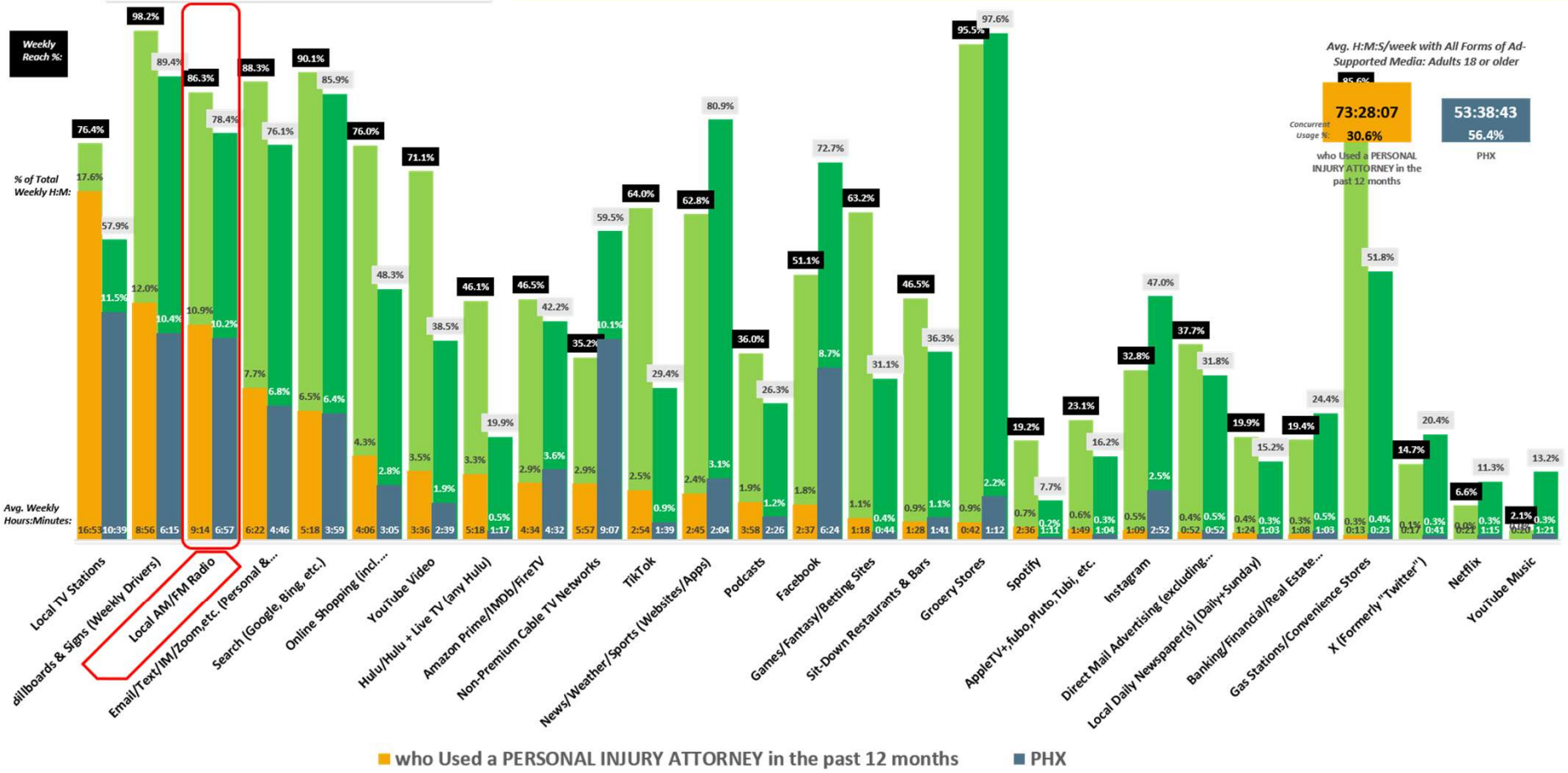
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 3 days, 1 hours, 28 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

86.3% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an avg. of 9 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Medi



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33
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PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,867

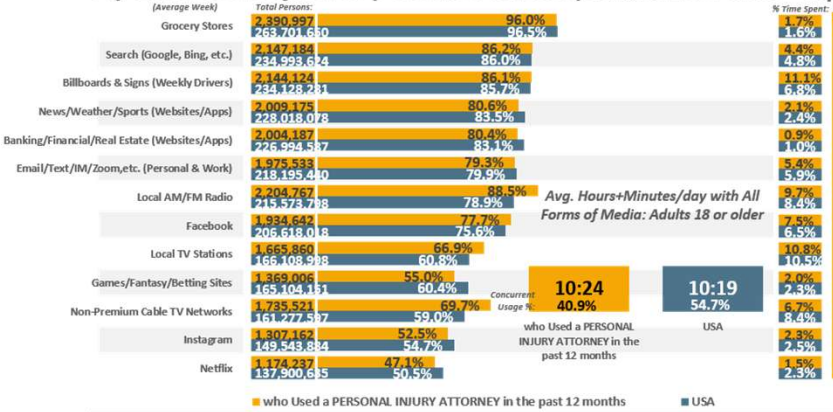
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

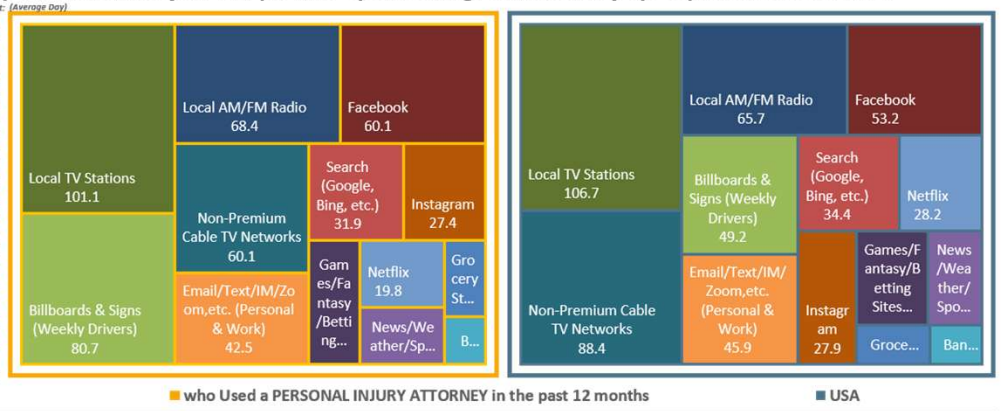


Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 7 hours and 18 minutes each day with All Forms of Ad-Supported Media. 82.6% listen to Local AM/FM Radio for an avg. of 58.4 minutes/day. *(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

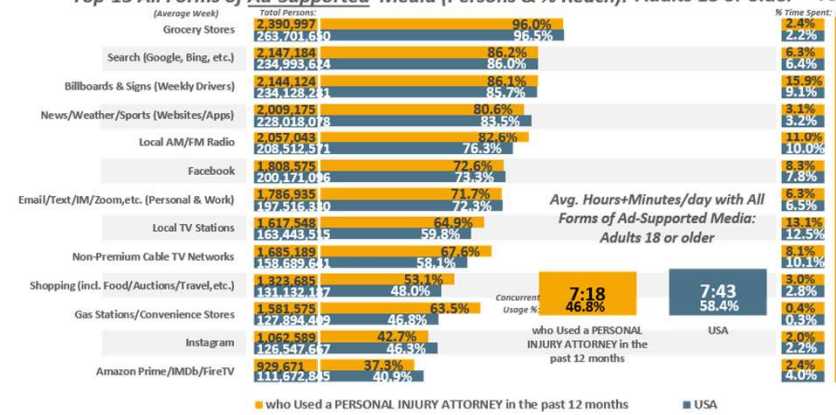
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



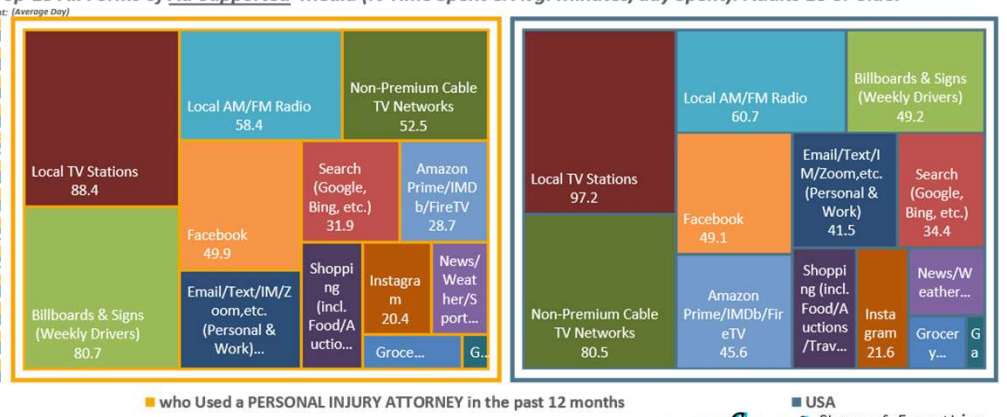
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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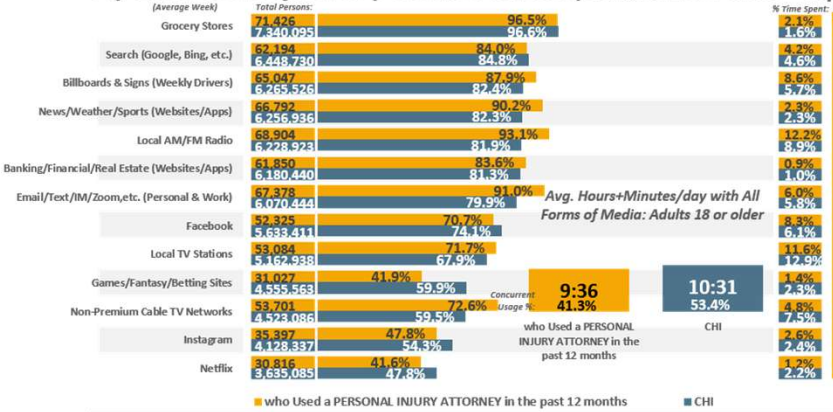
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

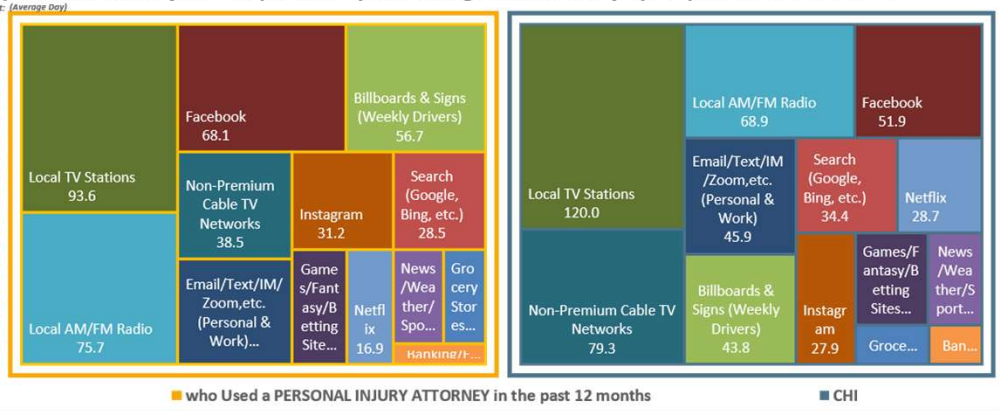


Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 6 hours and 28 minutes each day with All Forms of Ad-Supported Media. 83.6% listen to Local AM/FM Radio for an avg. of 65.9 minutes/day. *(Local Radio delivers 14.2% of Time with Ad-Supported Media.)*

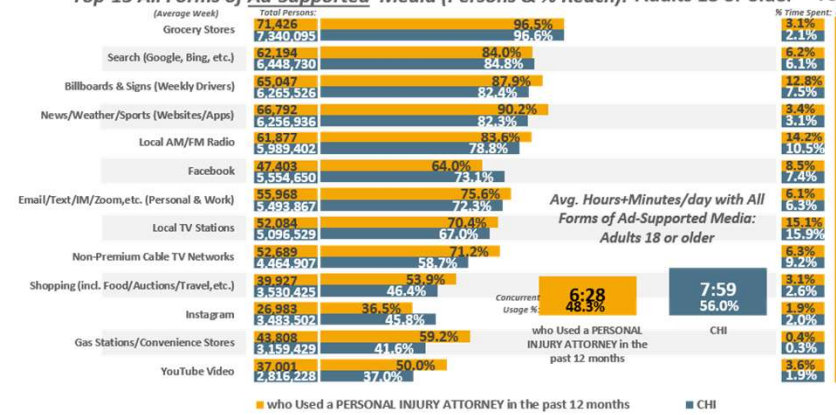
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



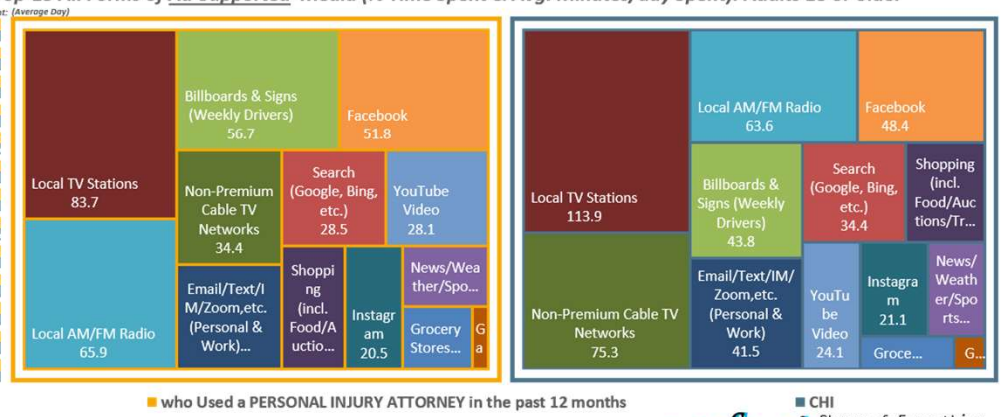
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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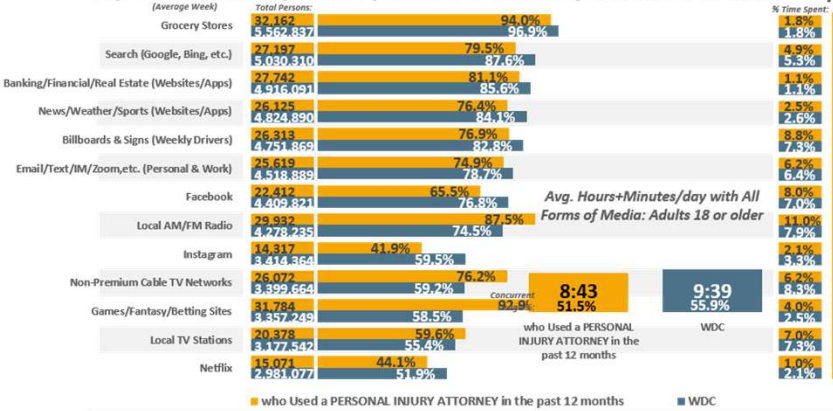
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

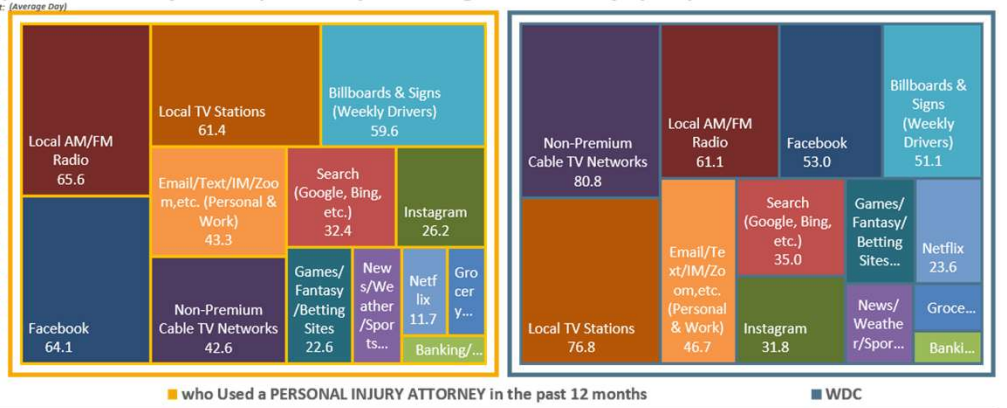


Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 6 hours and 11 minutes each day with All Forms of Ad-Supported Media. 83.6% listen to Local AM/FM Radio for an avg. of 52.5 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

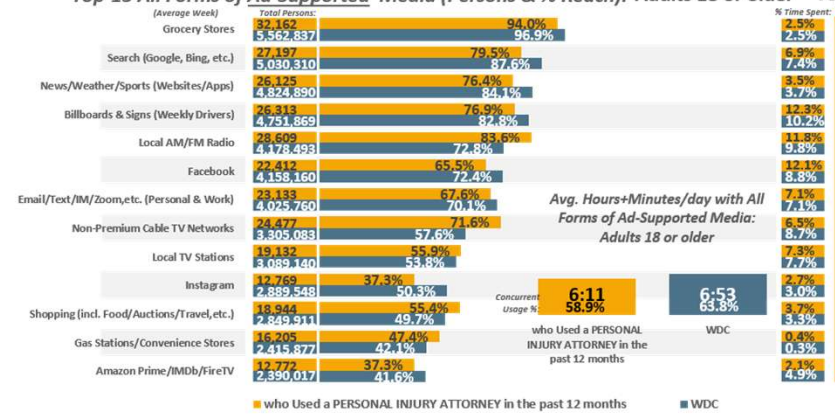
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



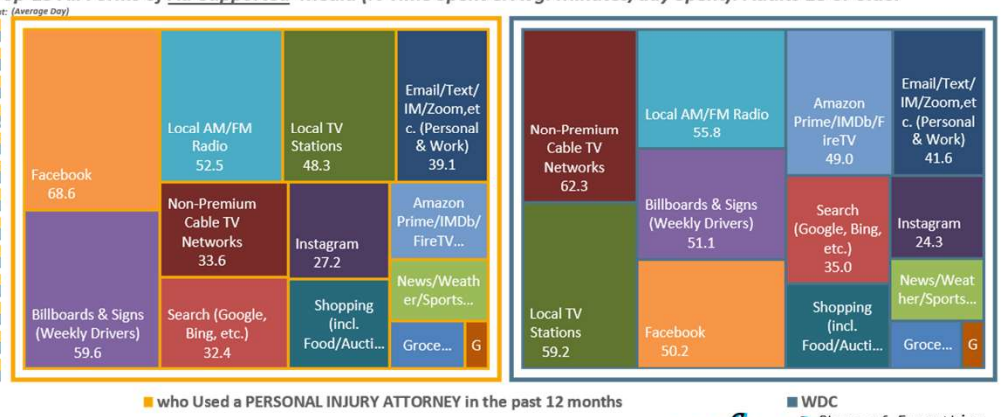
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



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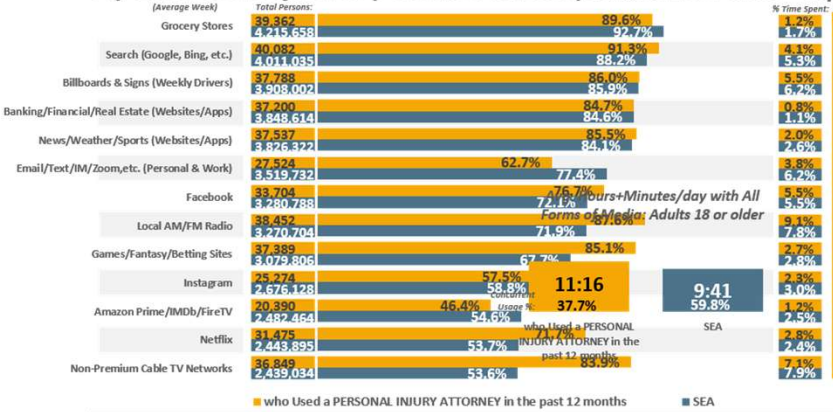
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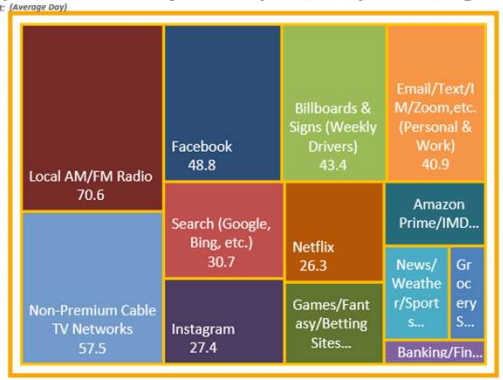
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

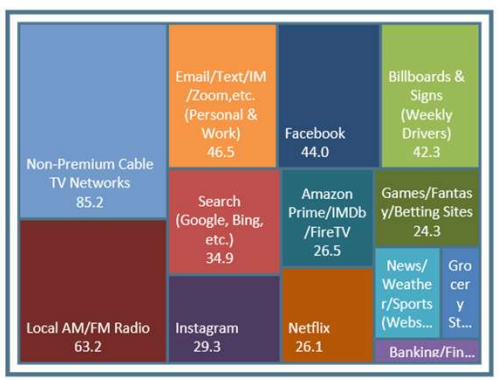


Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 7 hours and 36 minutes each day with All Forms of Ad-Supported Media. 84.% listen to Local AM/FM Radio for an avg. of 60.1 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

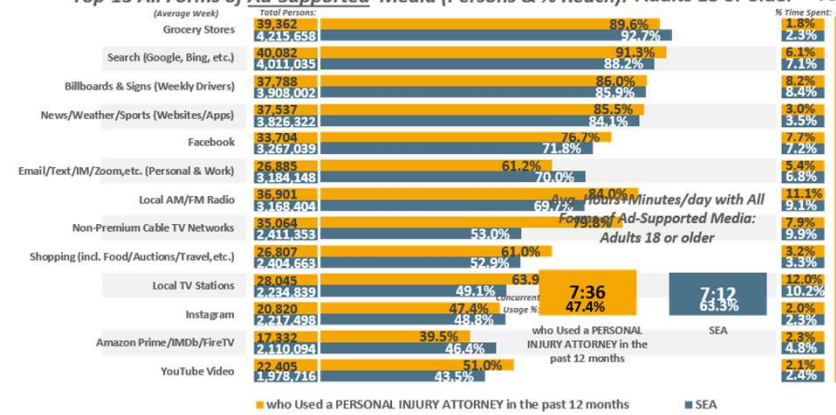
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

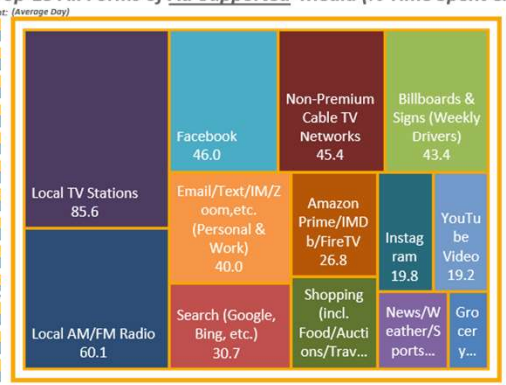


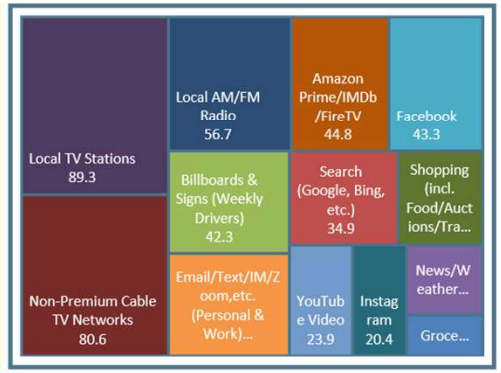




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 88

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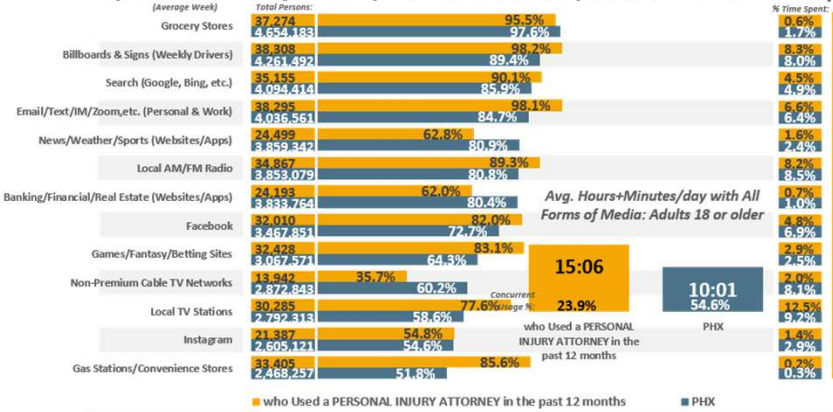
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

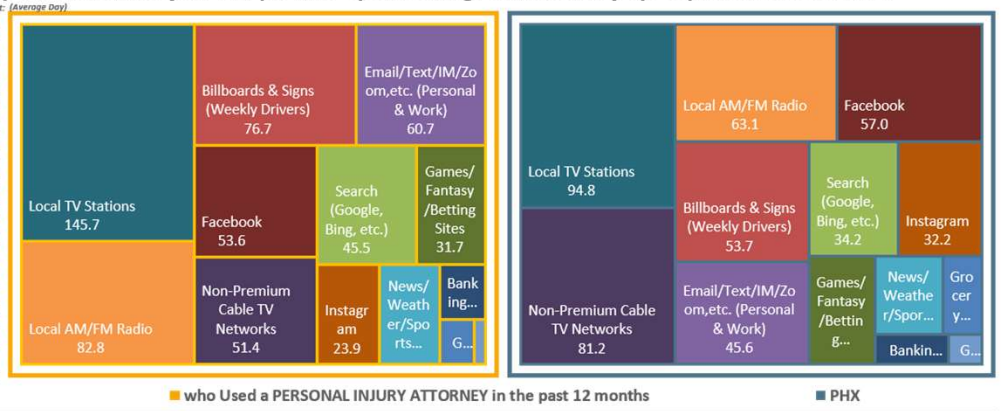


Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 10 hours and 29 minutes each day with All Forms of Ad-Supported Media. 86.3% listen to Local AM/FM Radio for an avg. of 79.2 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

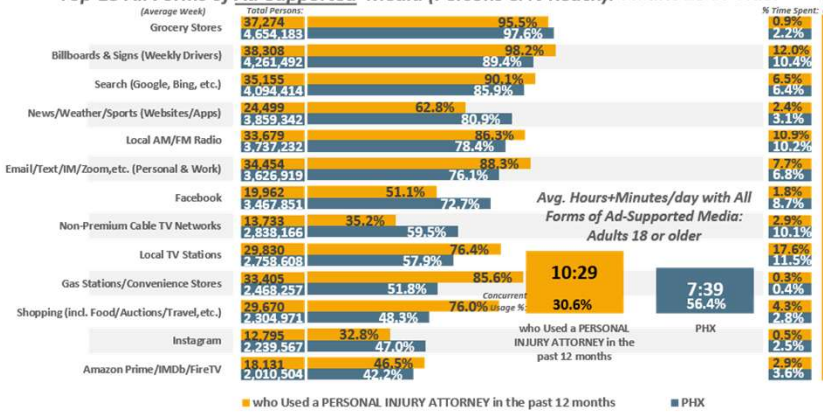
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



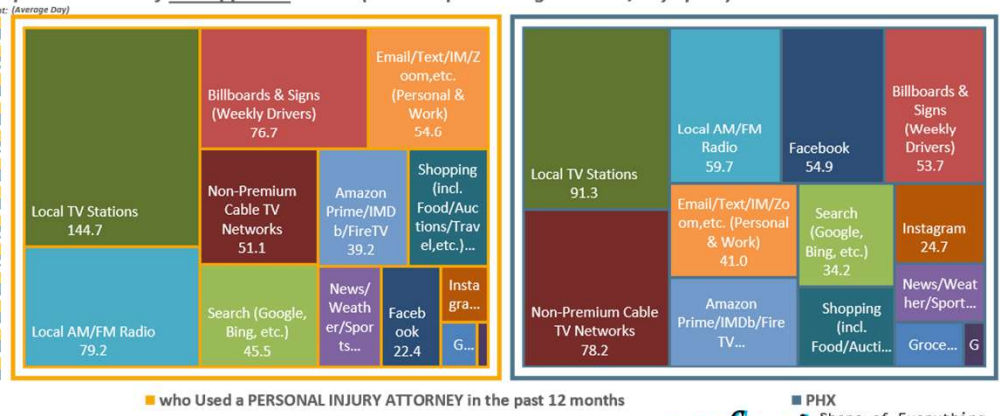
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

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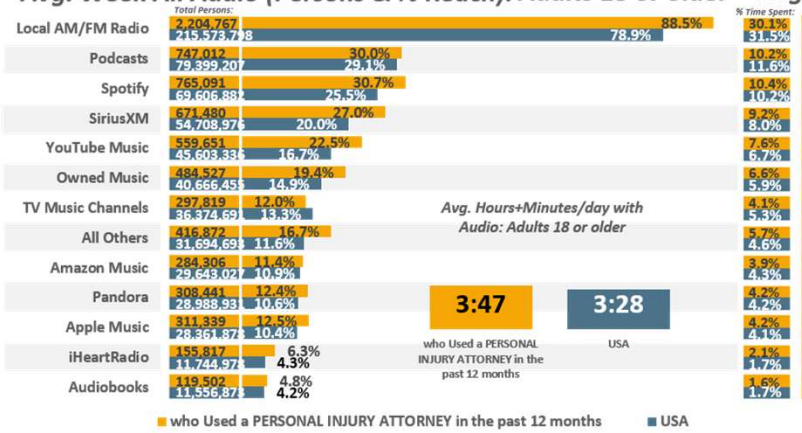
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

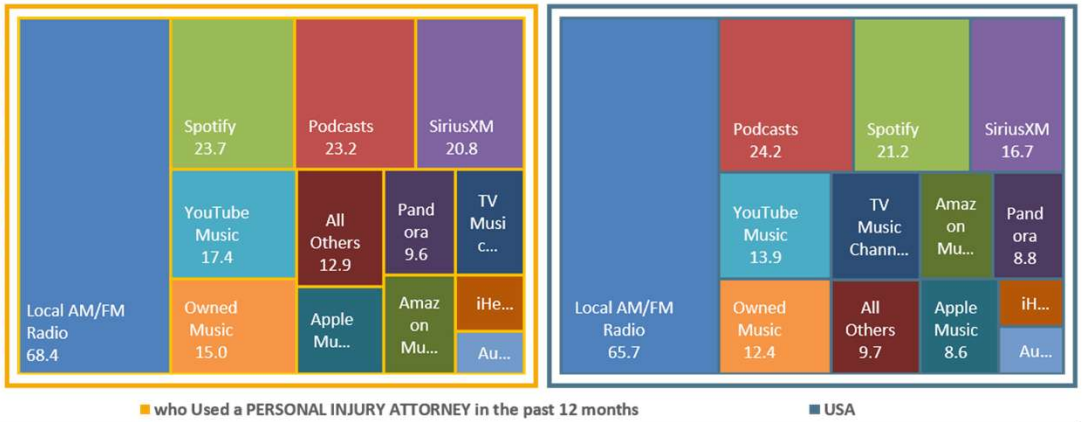


2,057,043 or 82.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.

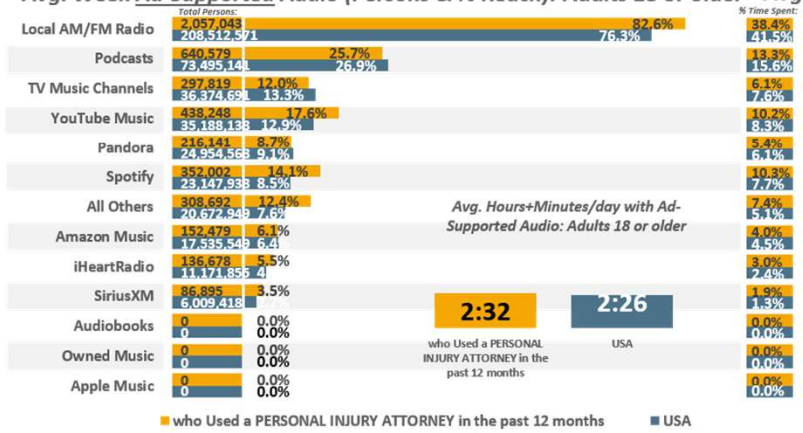
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



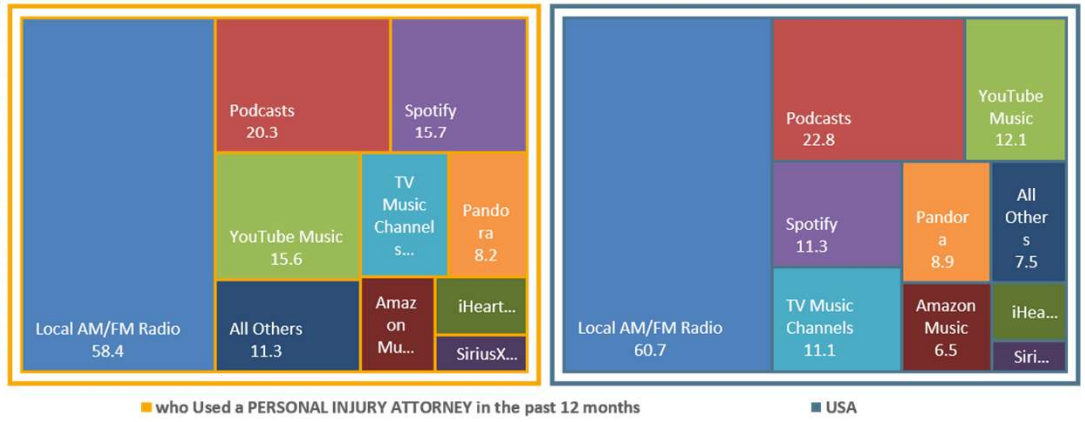
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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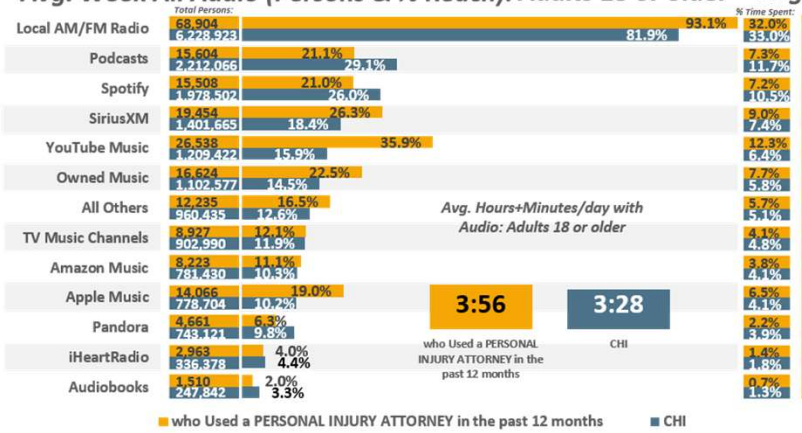
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

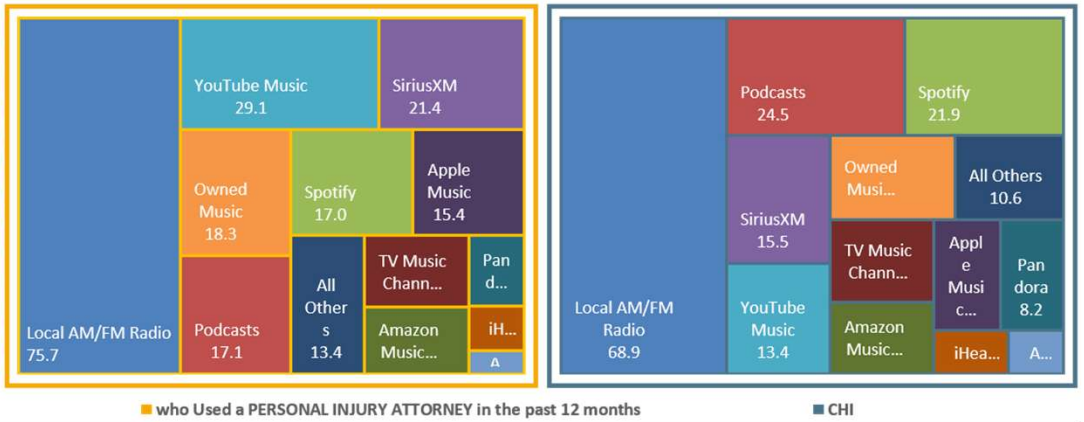


61,877 or 83.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

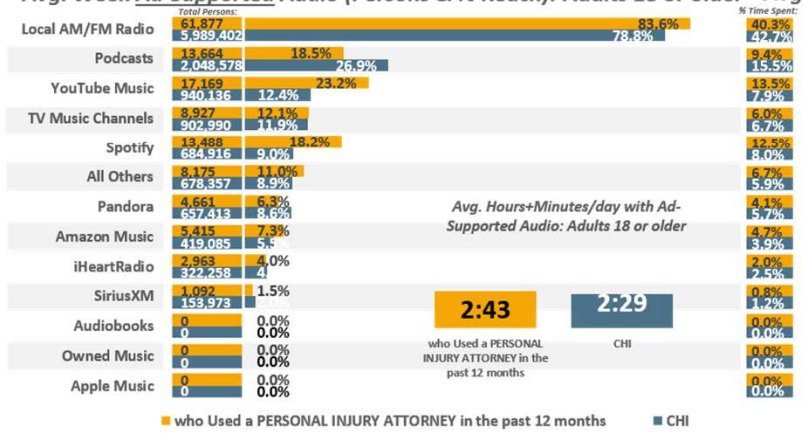
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



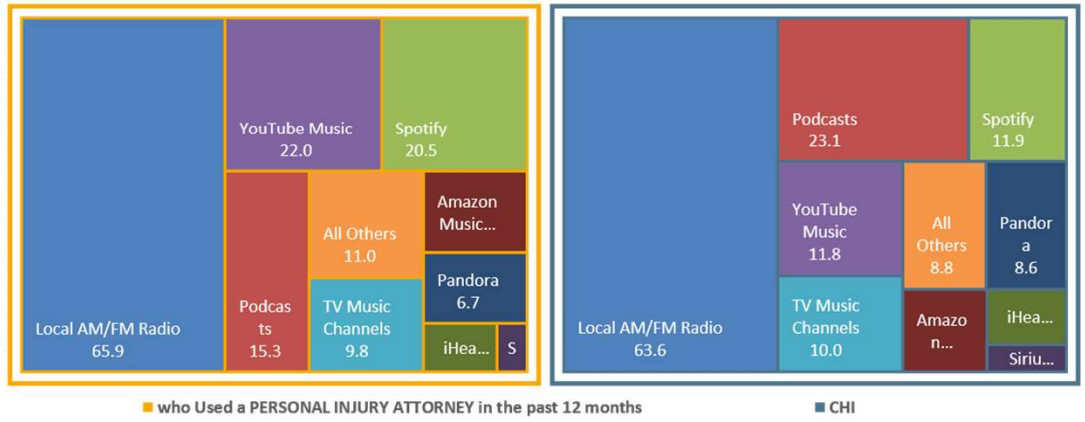
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 68

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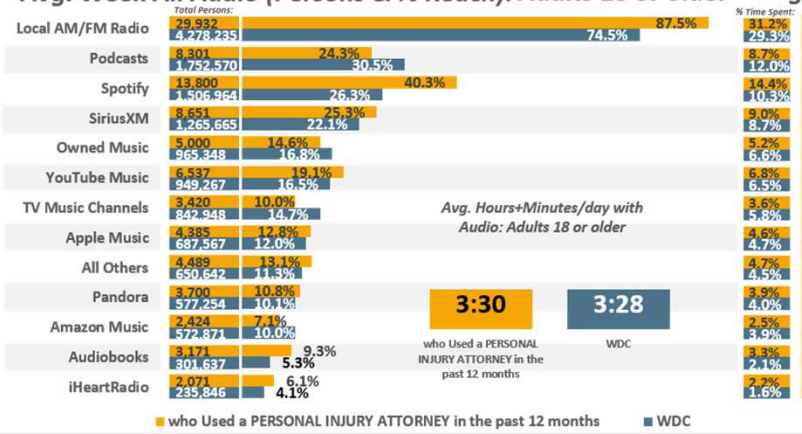
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

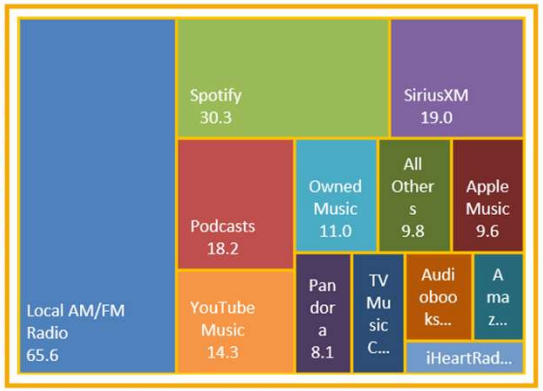


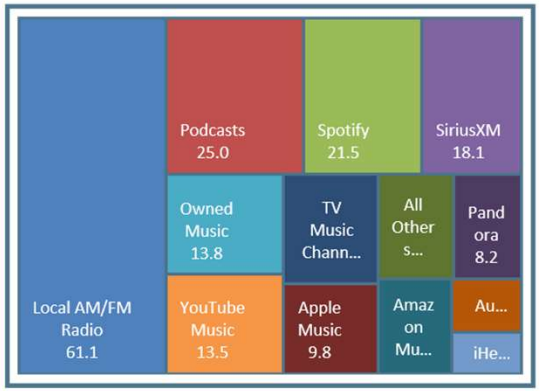
28,609 or 83.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 52.5 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.

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

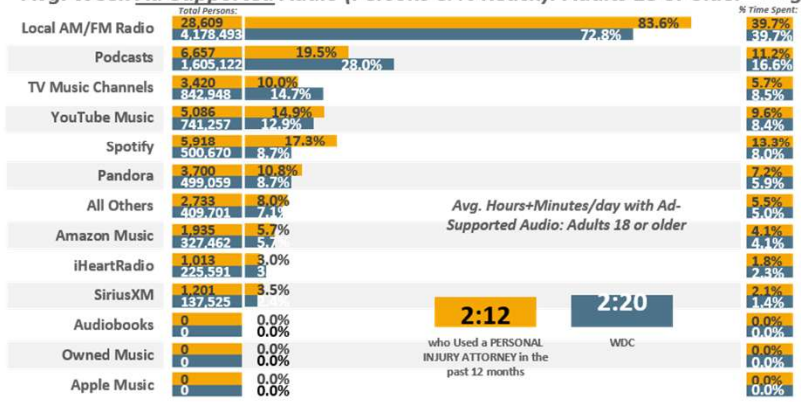


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

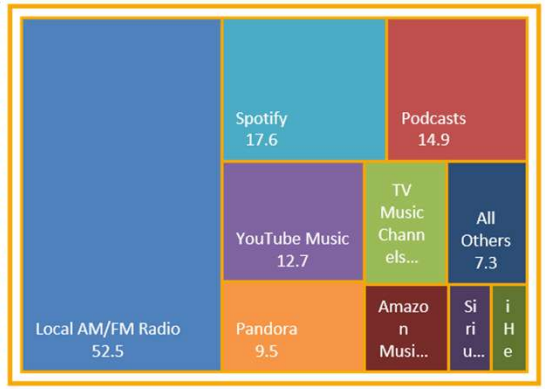


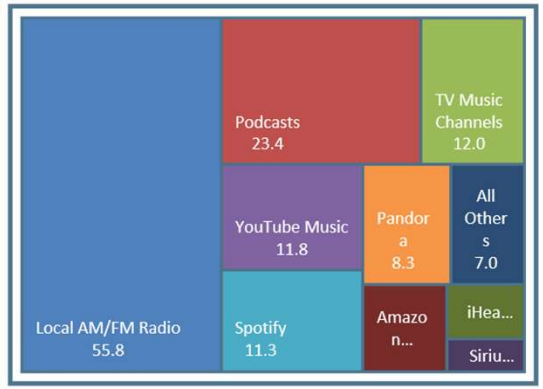


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 89

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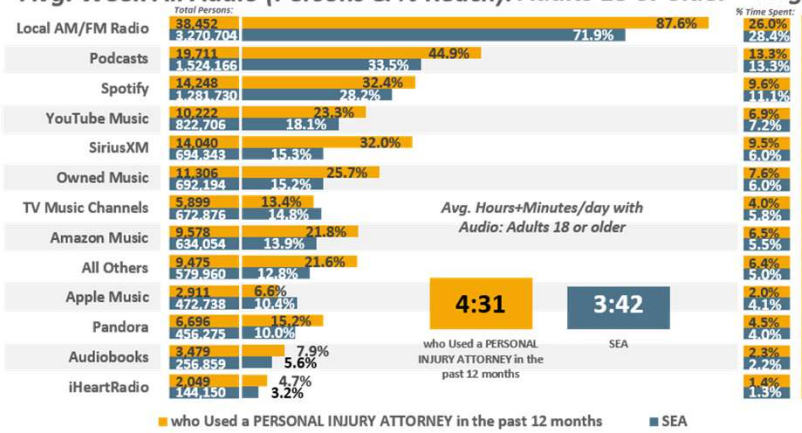
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

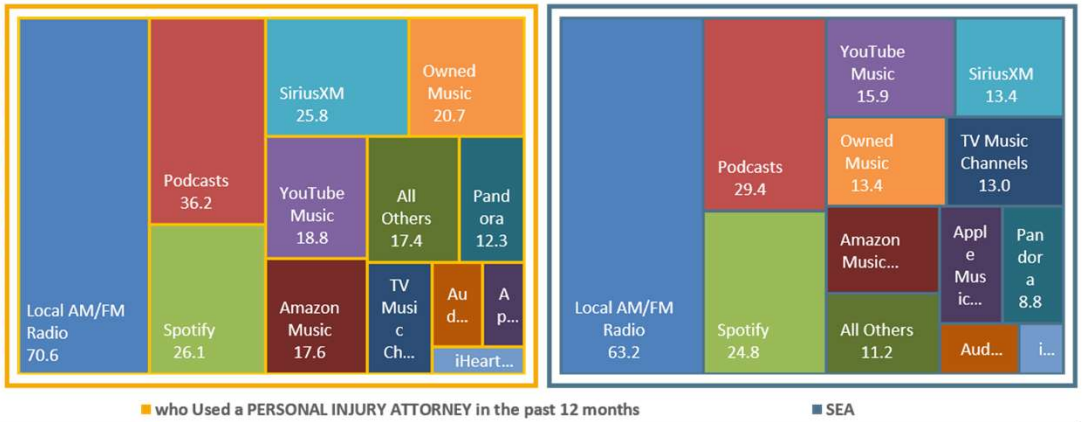


36,901 or 84.% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

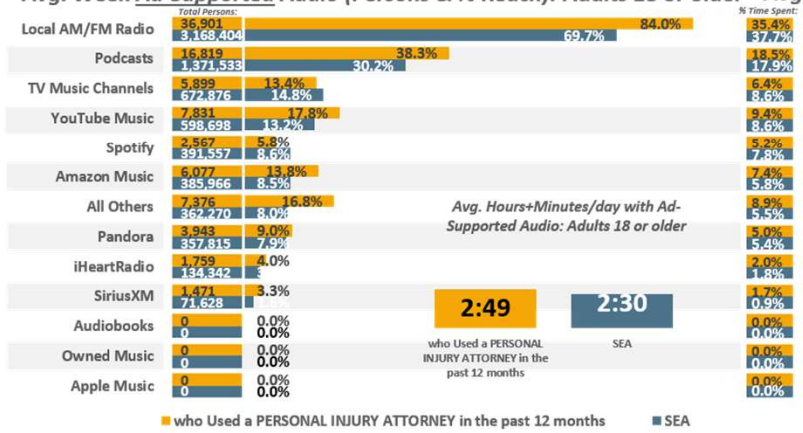
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



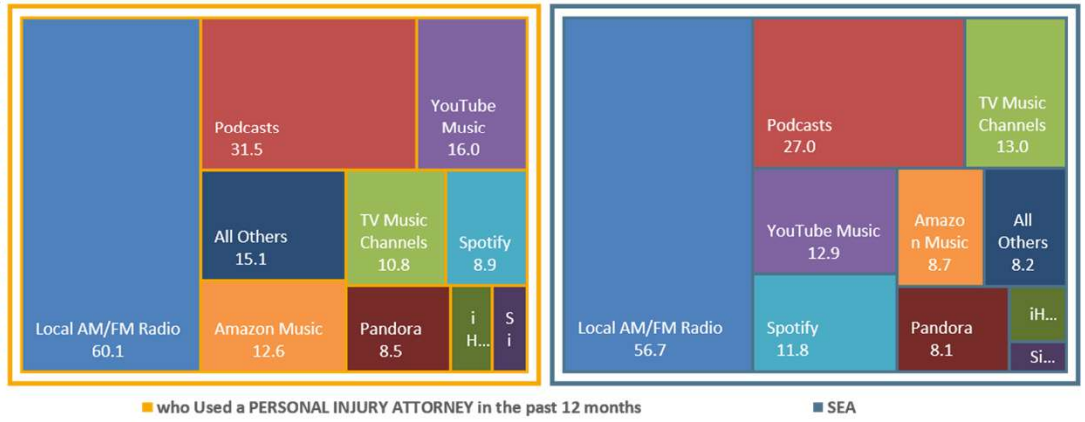
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 88

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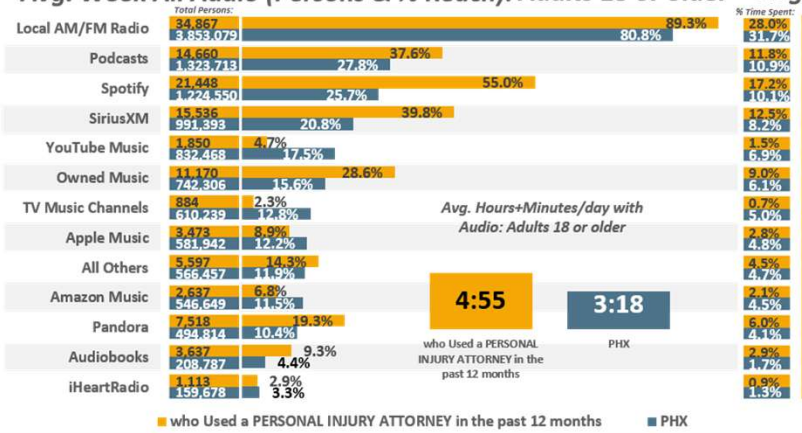
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

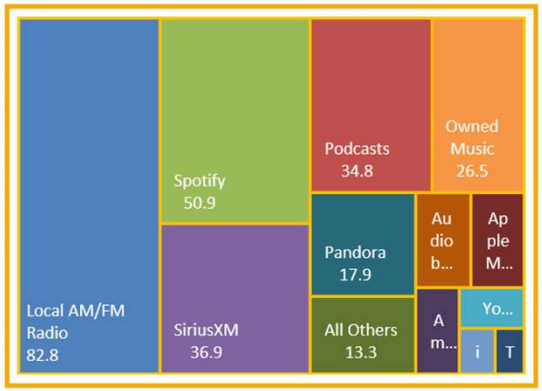


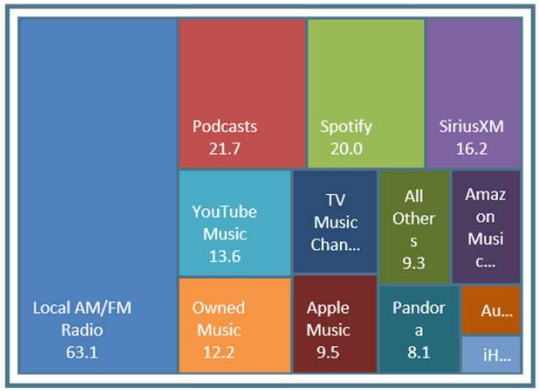
33,679 or 86.3% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 79.2 minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.

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

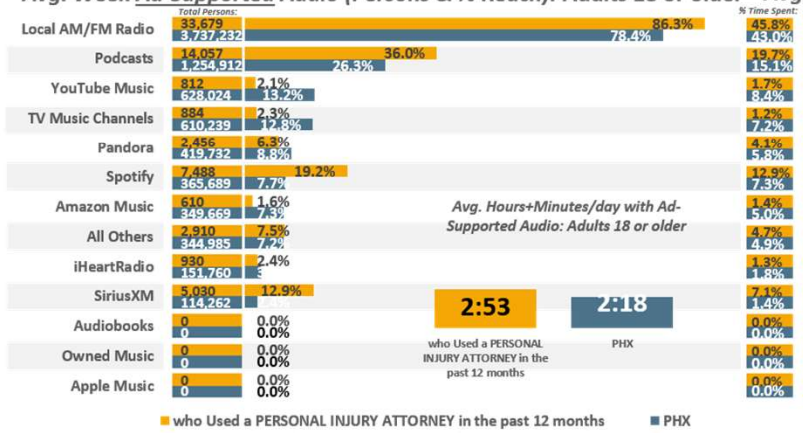


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

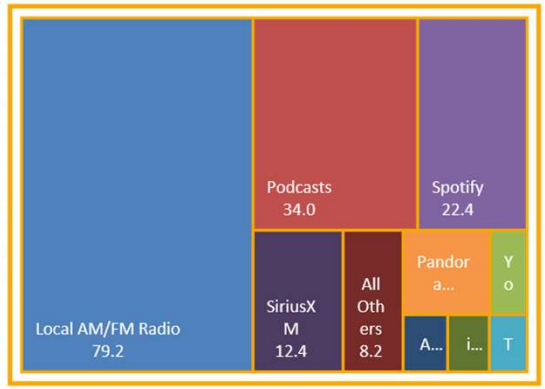


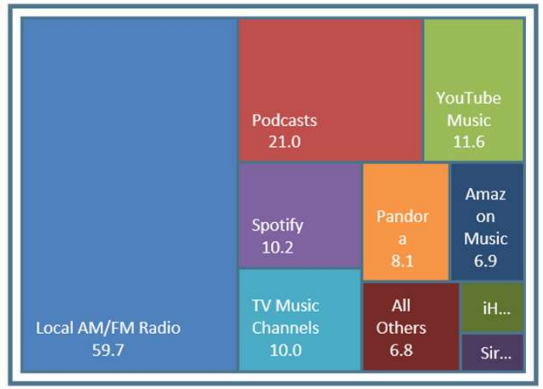


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





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

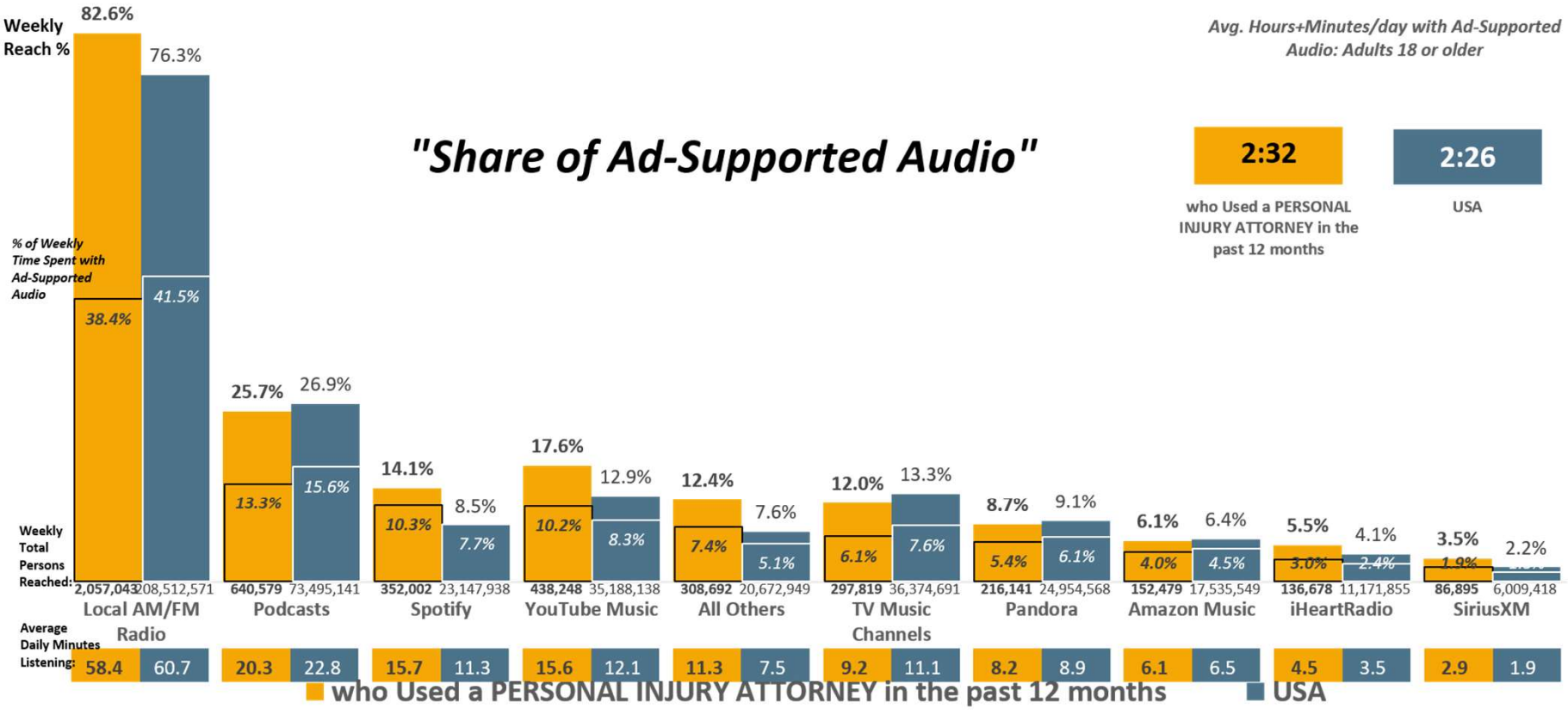
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



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



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

Scarborough R2 2025-26: Feb24-Jul26 USA Projection

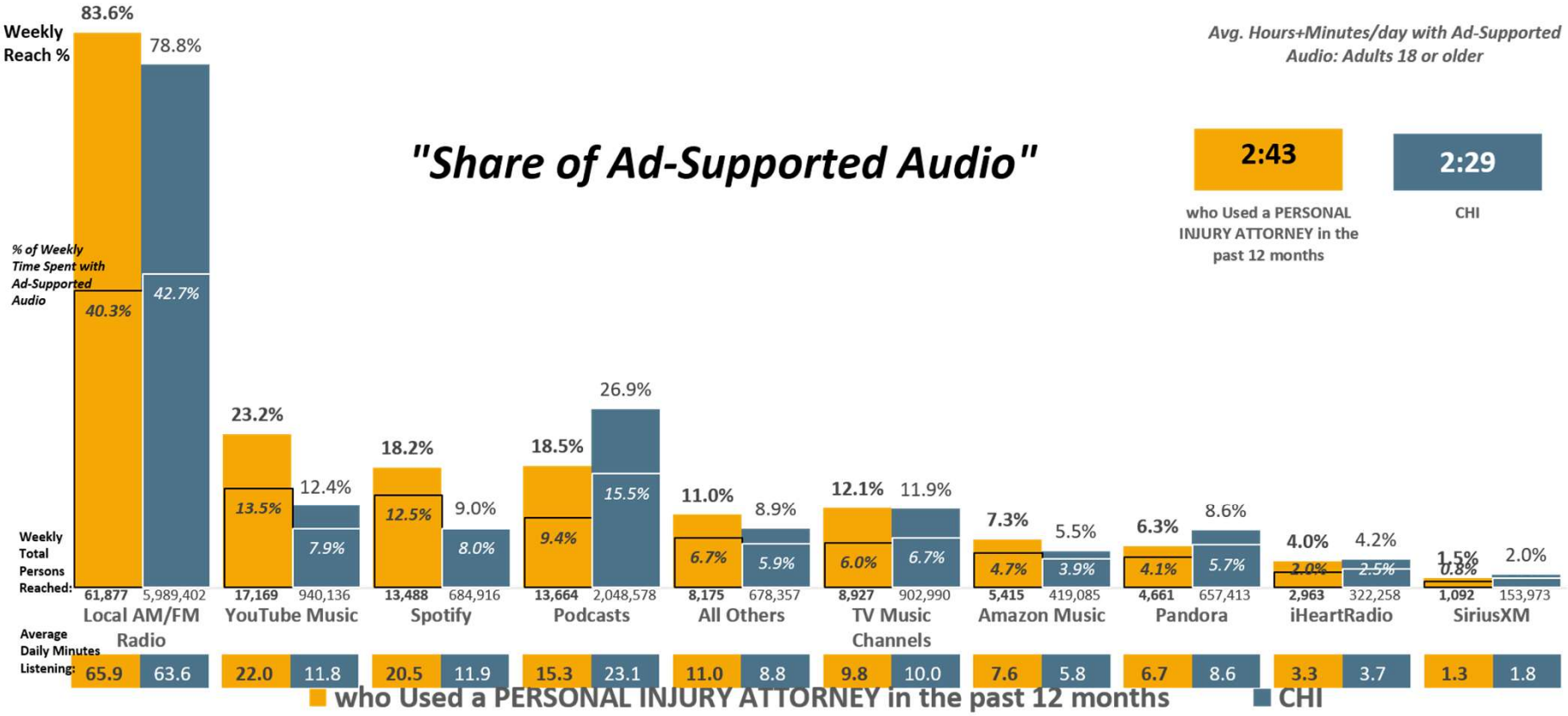
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



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CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 68 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,847

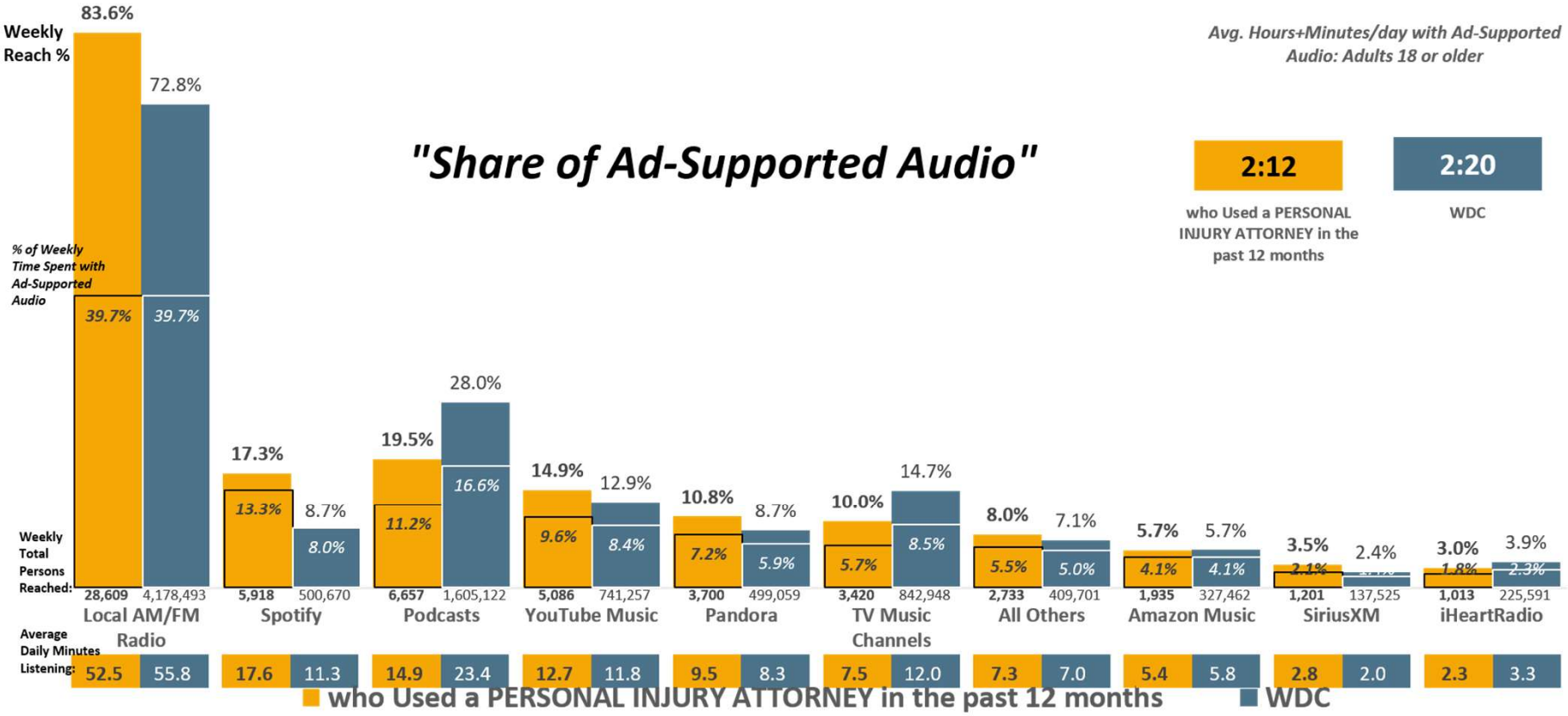
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



28,609 or 83.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 52.5 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 89 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 11,560

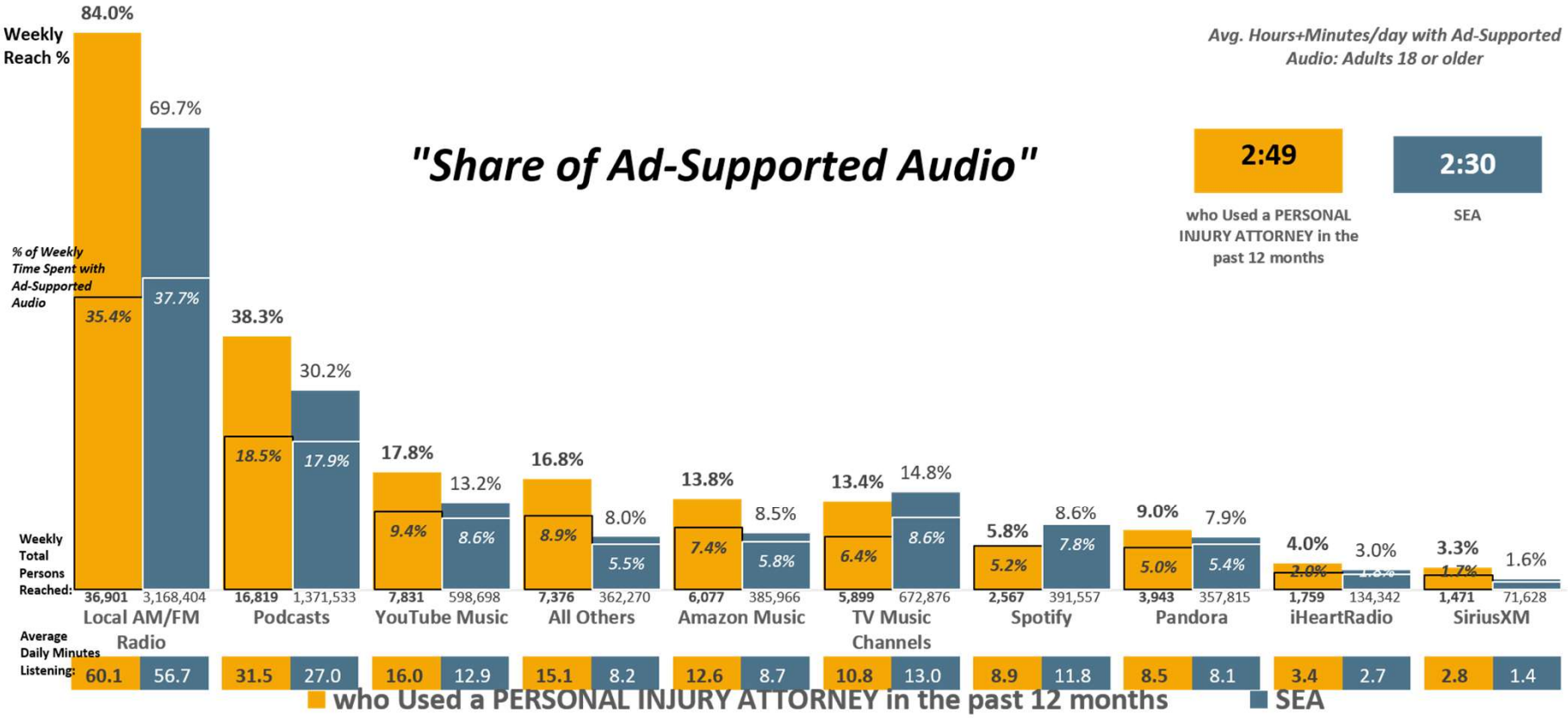
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



36,901 or 84.% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 88 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,807

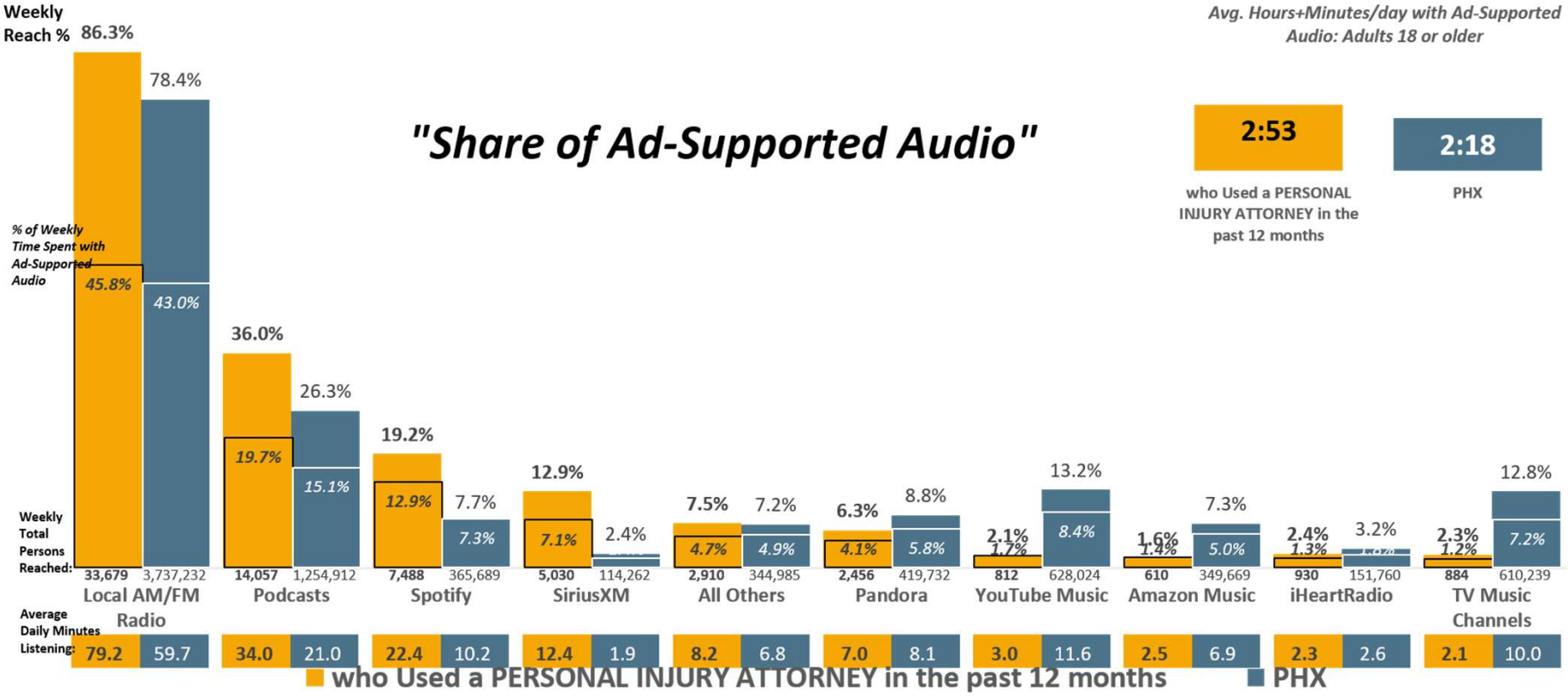
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



33,679 or 86.3% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 79.2 minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,867

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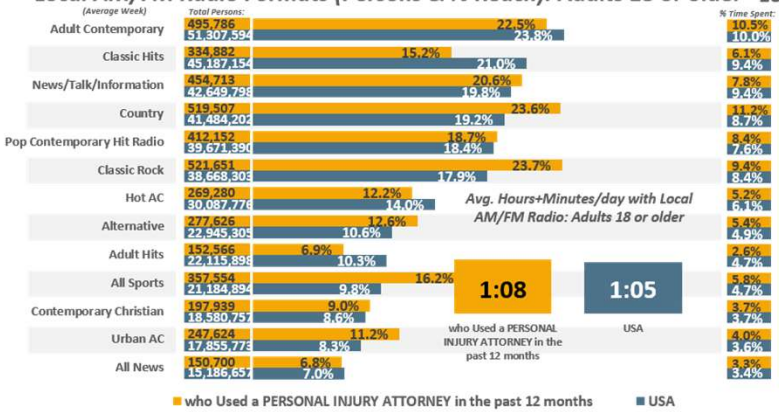
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

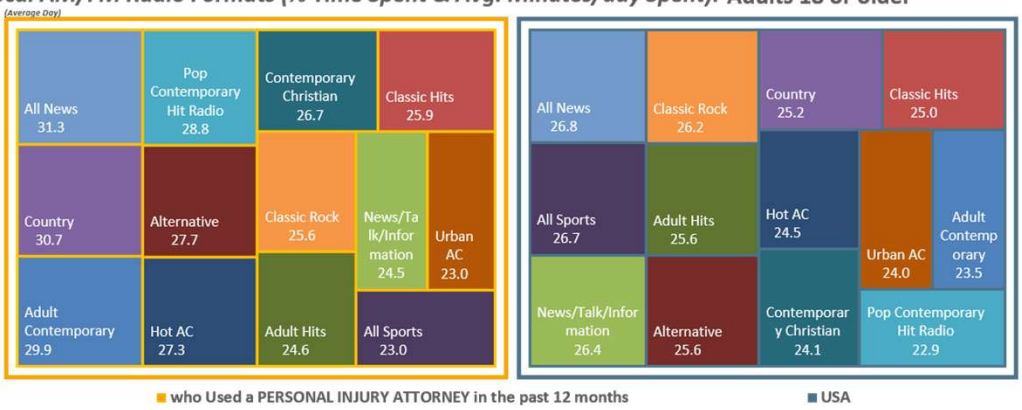


2,057,043 or 82.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Country, Adult Contemporary, Pop Contemporary Hit Radio, and All Sports.

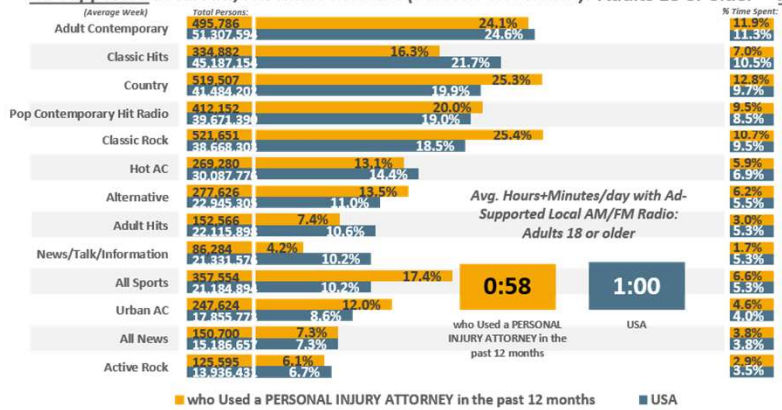
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



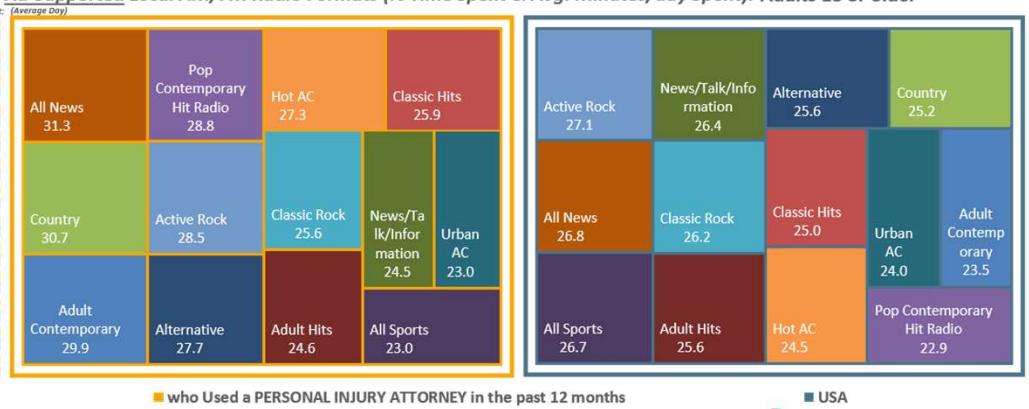
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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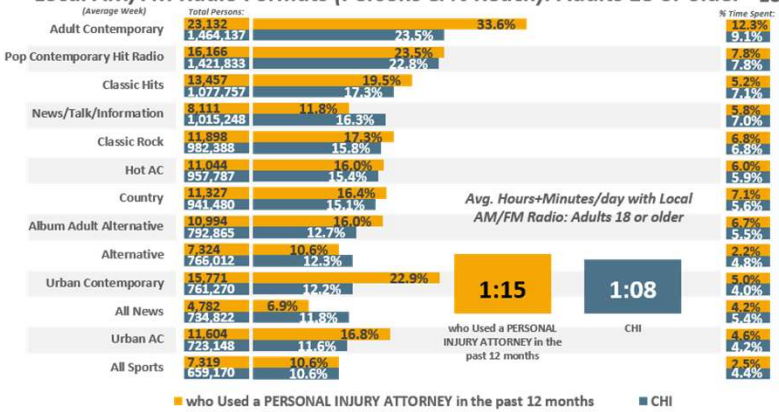
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

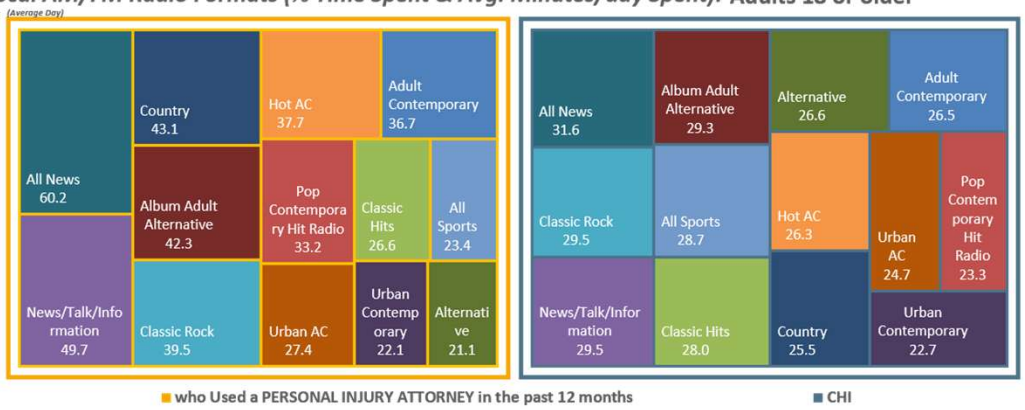


61,877 or 83.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Urban Contemporary, Classic Hits, and Mexican R

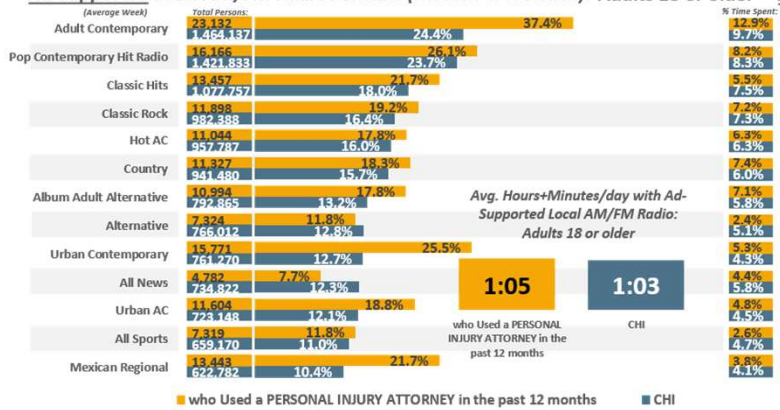
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



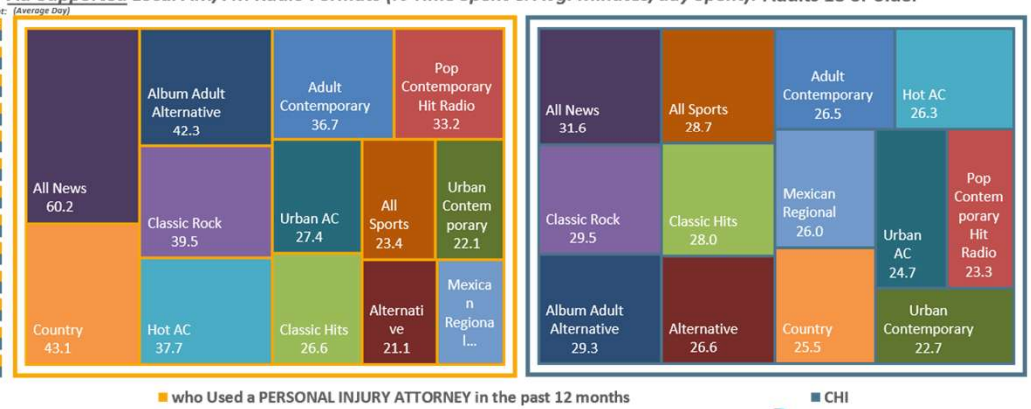
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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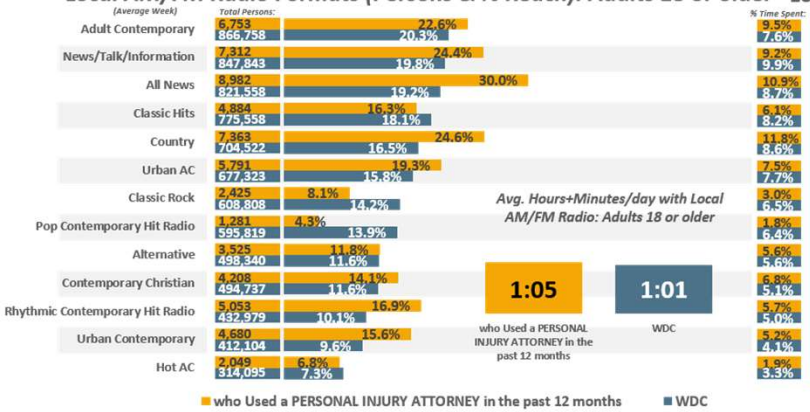
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

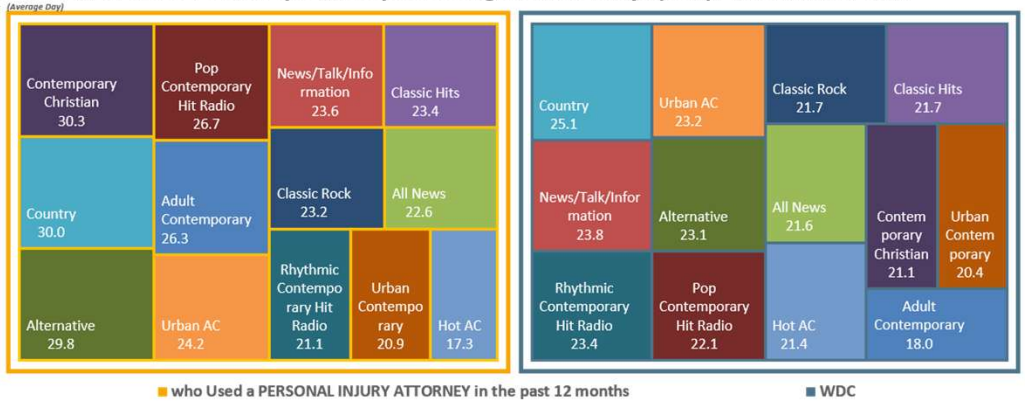


28,609 or 83.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Country, Adult Contemporary, Urban AC, and Rhythmic Contemporary Hit Radio.

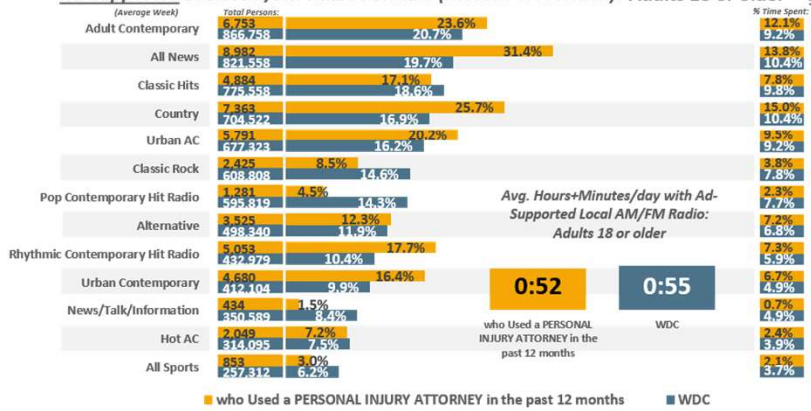
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



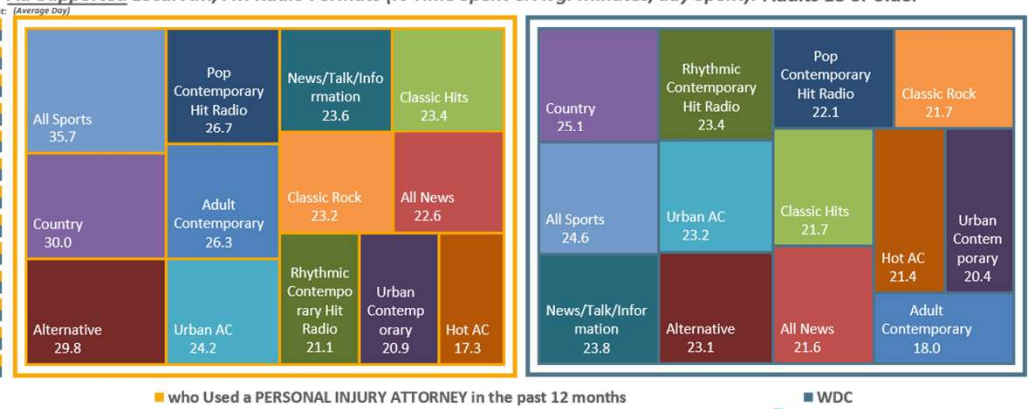
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 89

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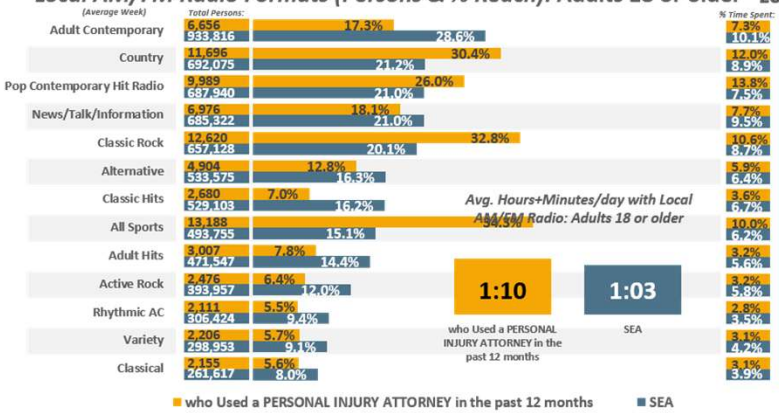
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

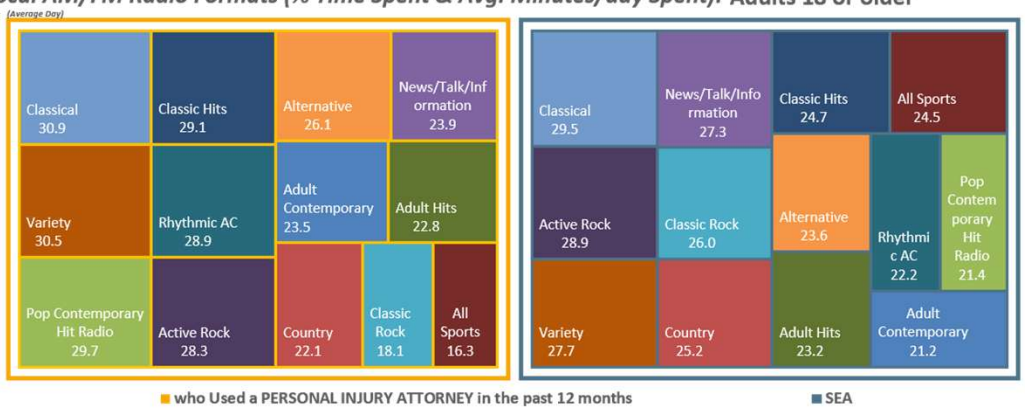


36,901 or 84.% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, Classic Rock, Country, Pop Contemporary Hit Radio, and Adult Contemporary.

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



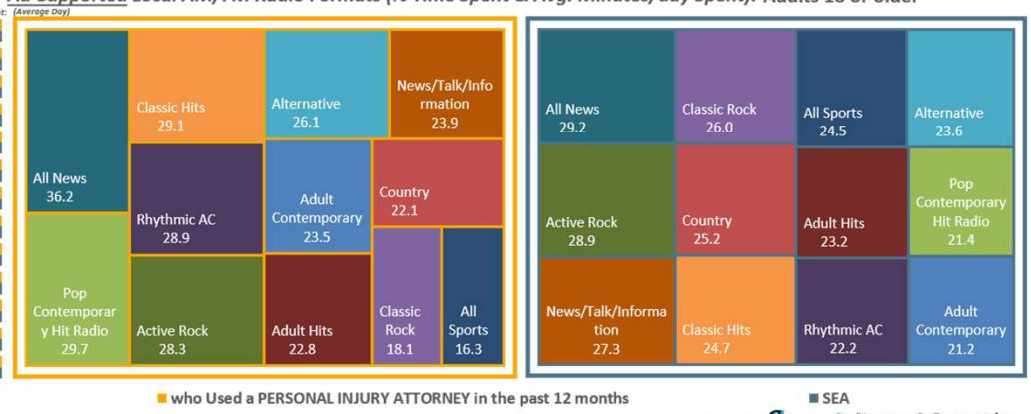
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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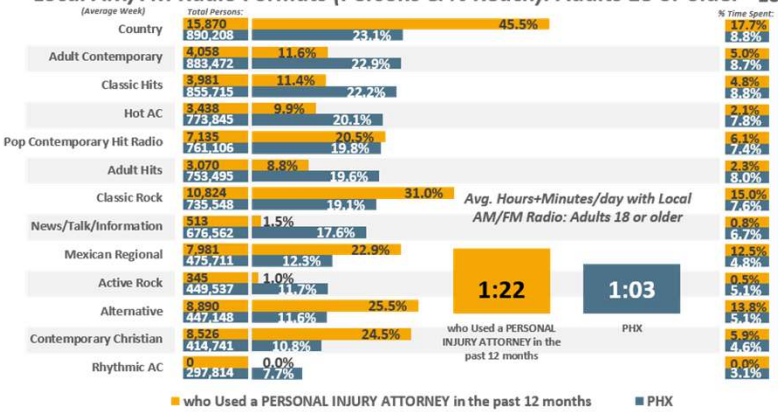
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

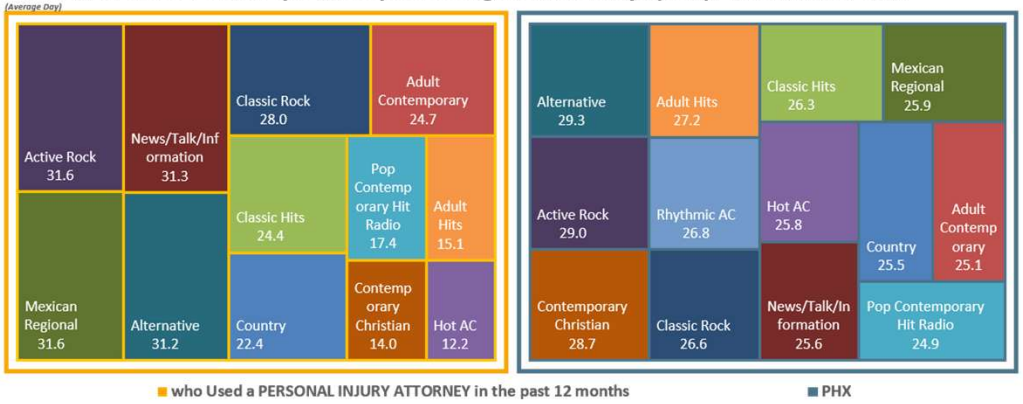


33,679 or 86.3% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Alternative, All Sports, and Mexican Regional.

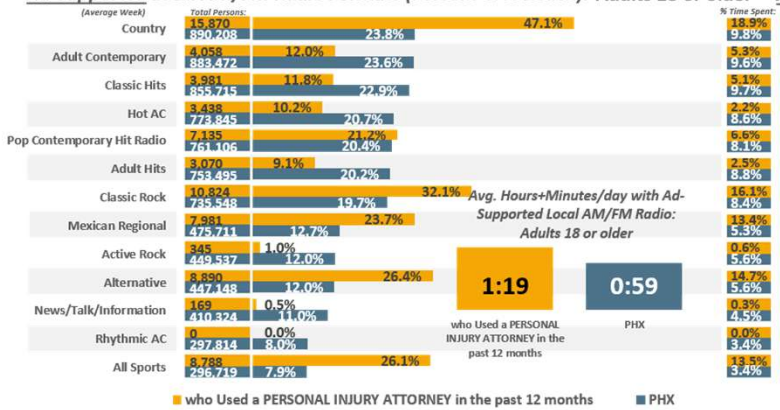
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



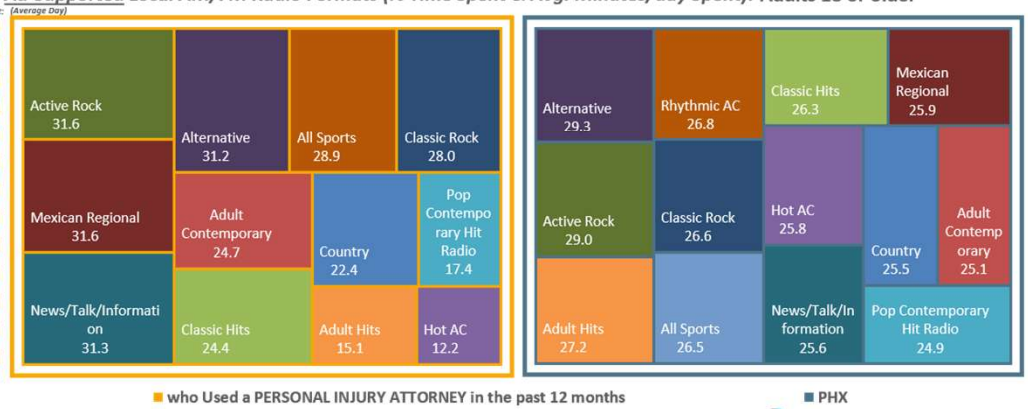
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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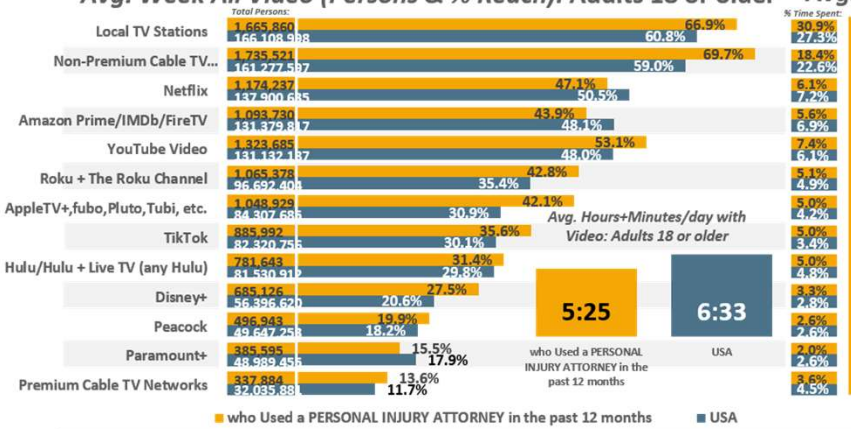
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

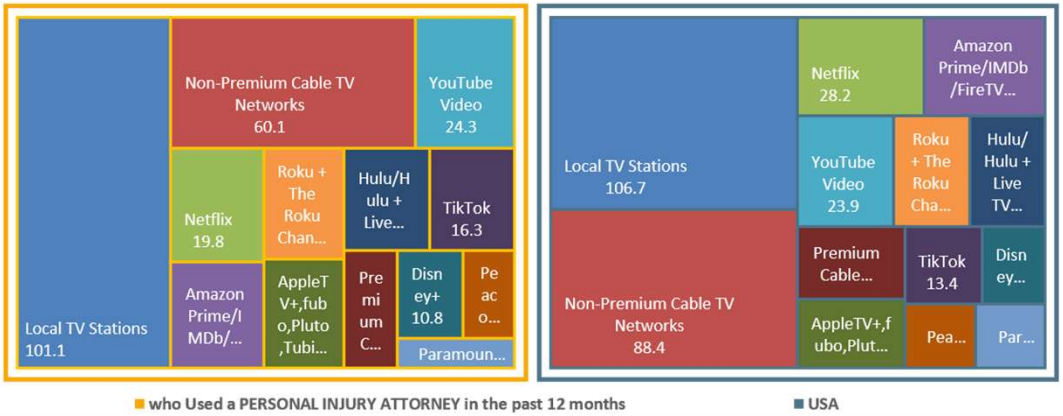


1,617,548 or 64.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations for an average of 88.4 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

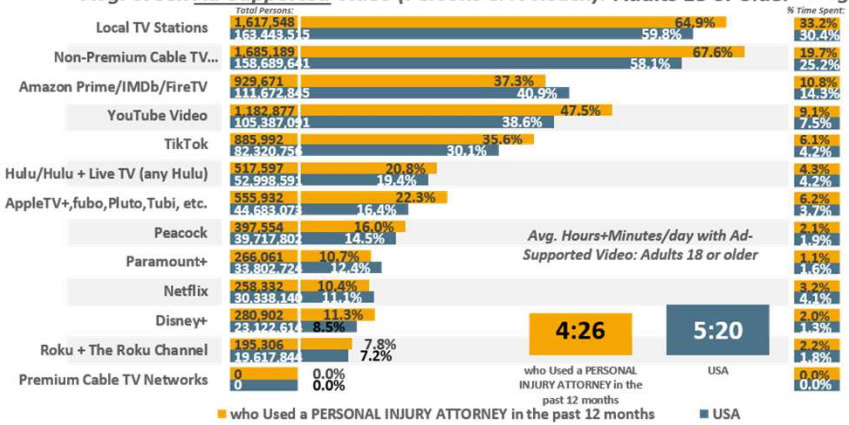
Avg. Week All Video (Persons & % Reach): Adults 18 or older



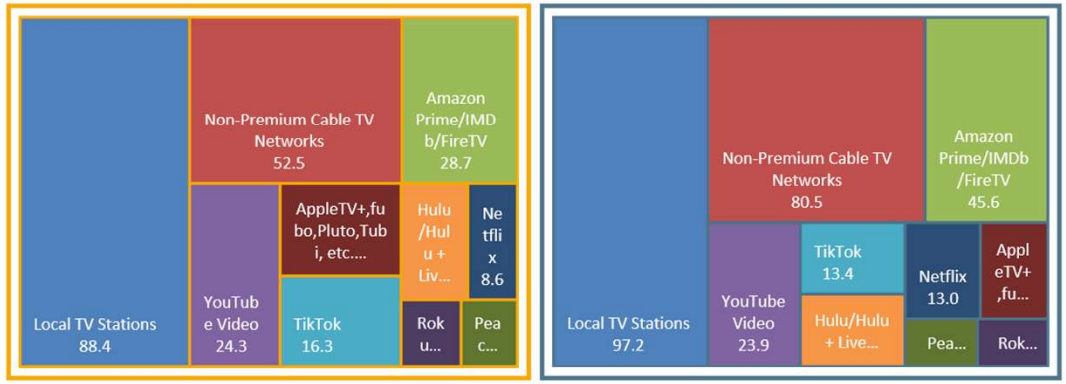
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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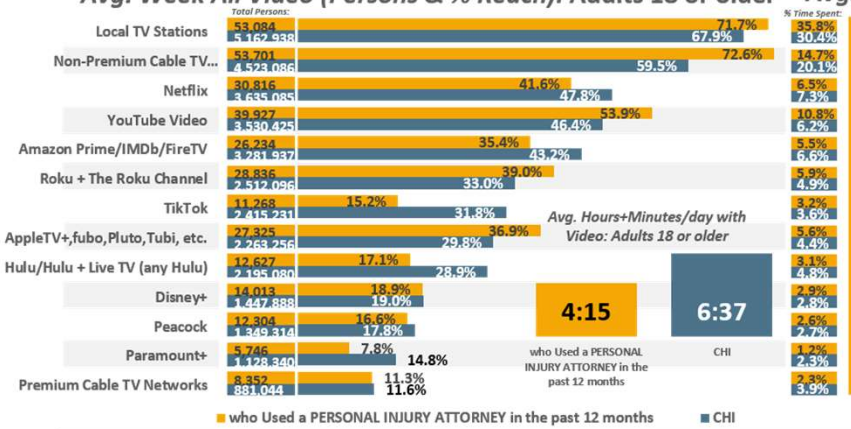
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

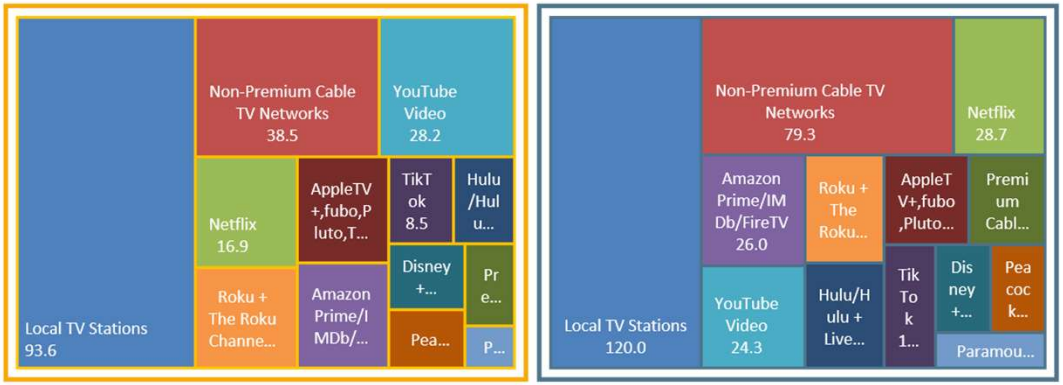


52,084 or 70.4% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations for an average of 83.7 minutes every day representing 39.8% of all time spent daily with Ad-Supported Video.

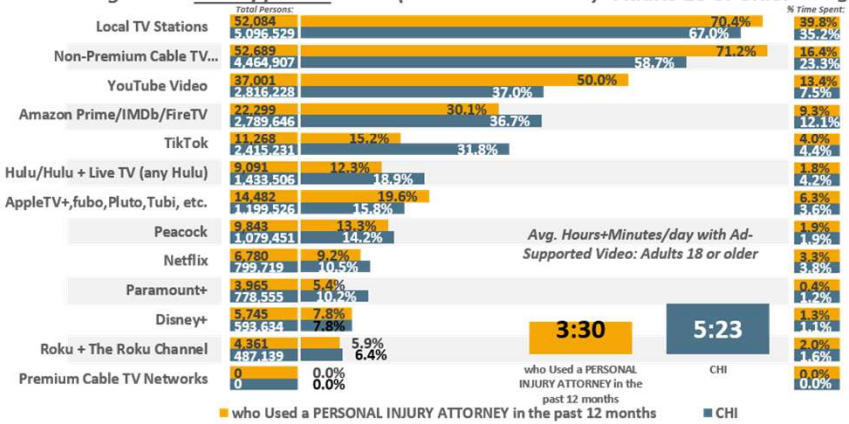
Avg. Week All Video (Persons & % Reach): Adults 18 or older



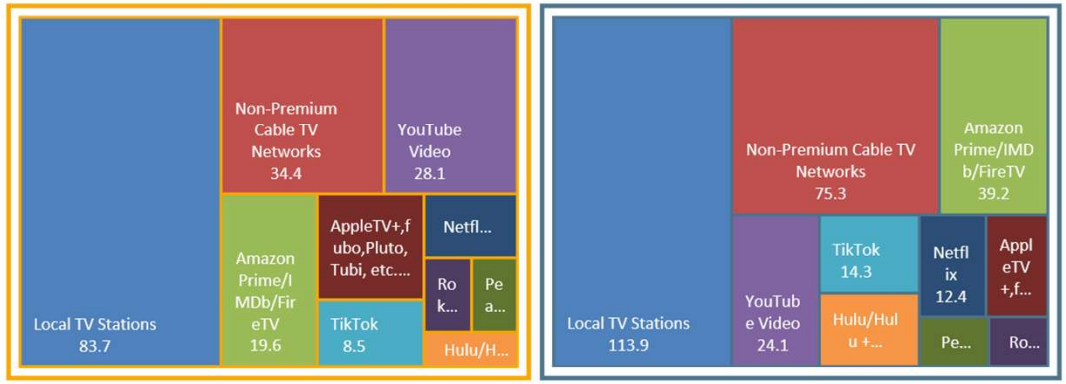
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 68

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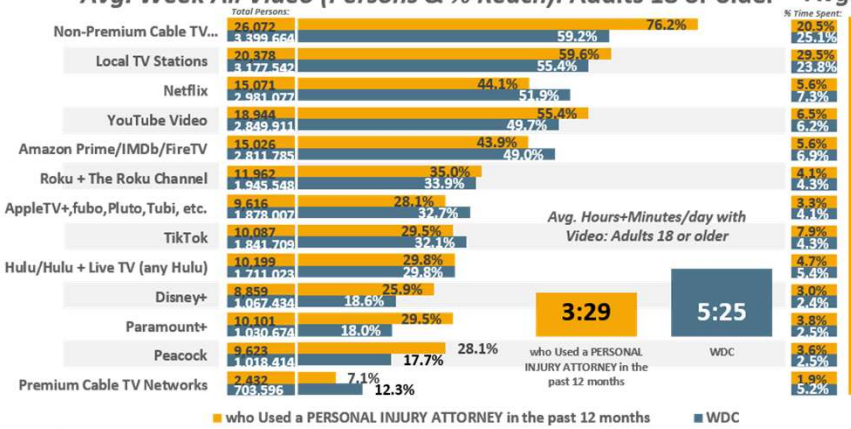
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

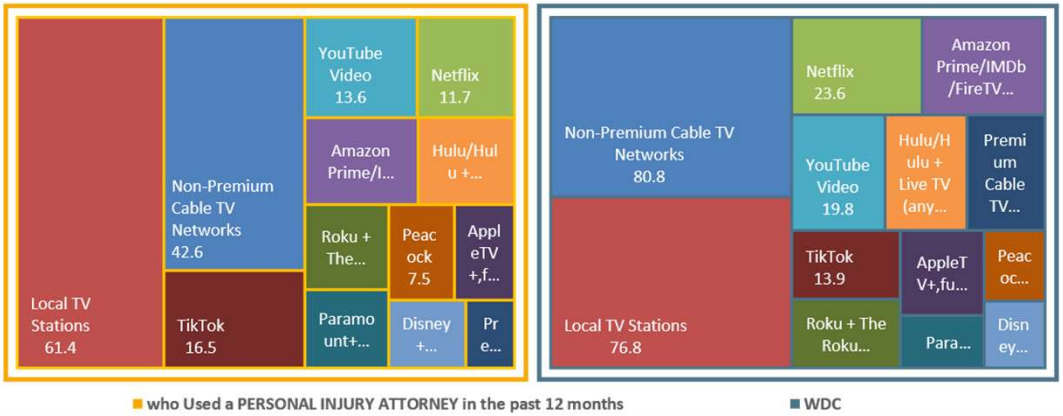


19,132 or 55.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations for an average of 48.3 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

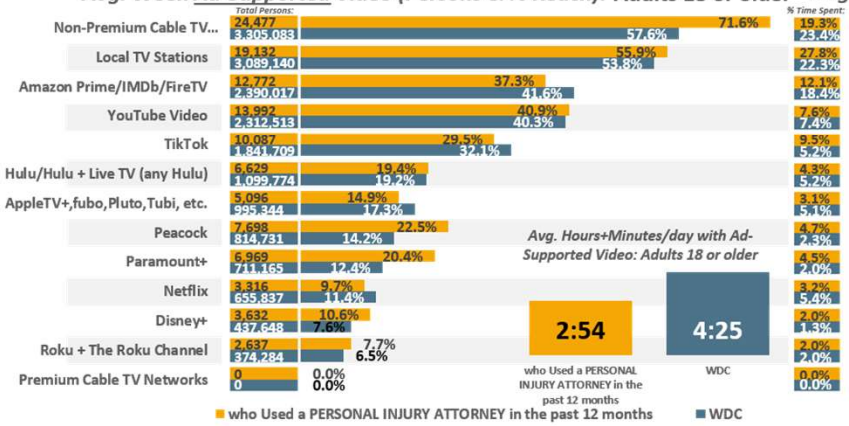
Avg. Week All Video (Persons & % Reach): Adults 18 or older



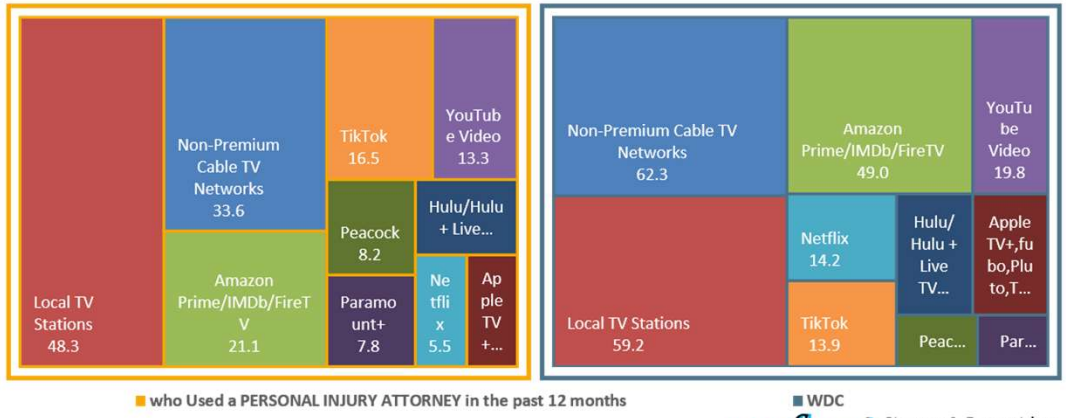
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 89

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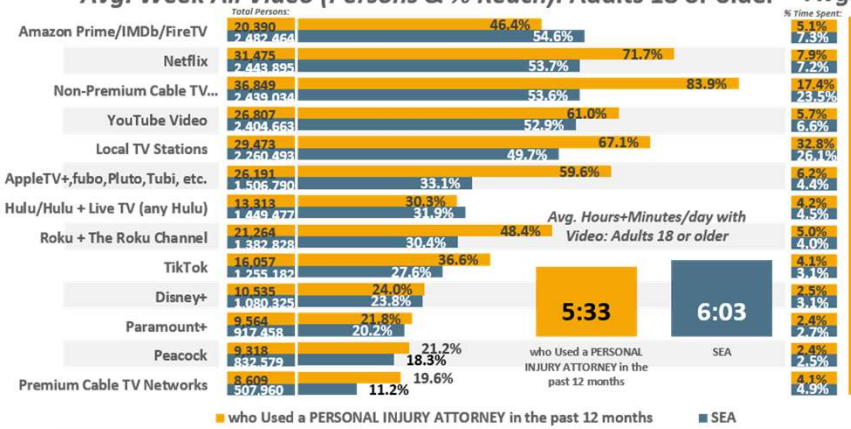
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

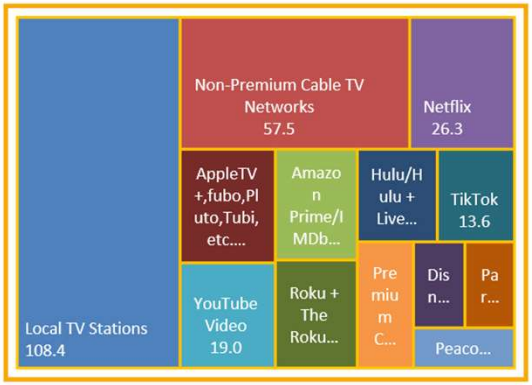


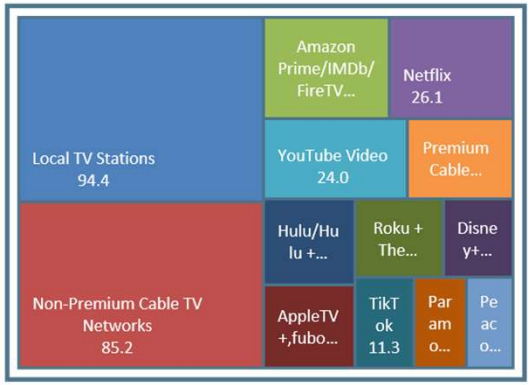
28,045 or 63.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations for an average of 85.6 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

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

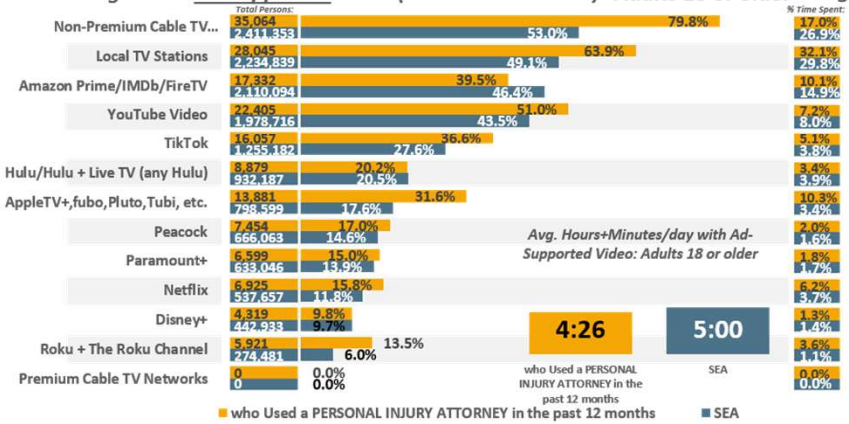


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

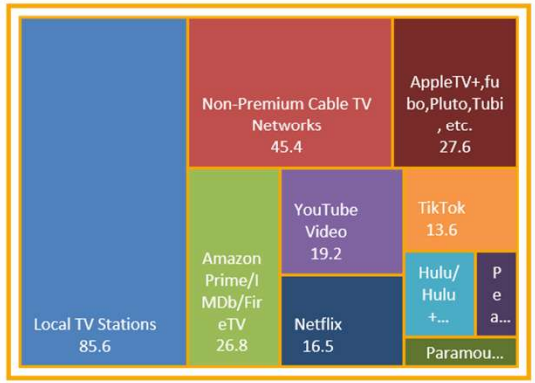


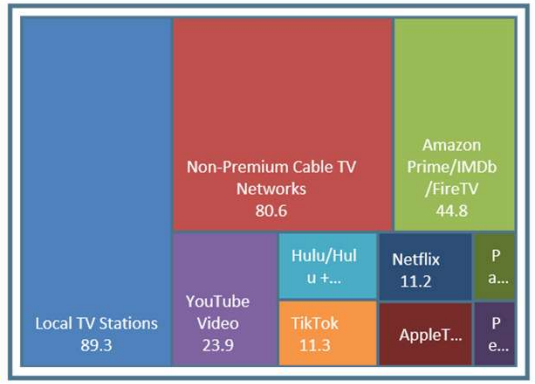


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 88

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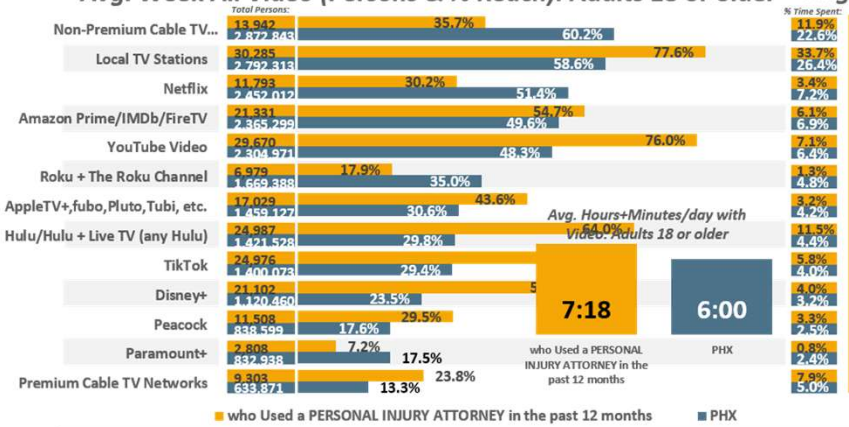
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

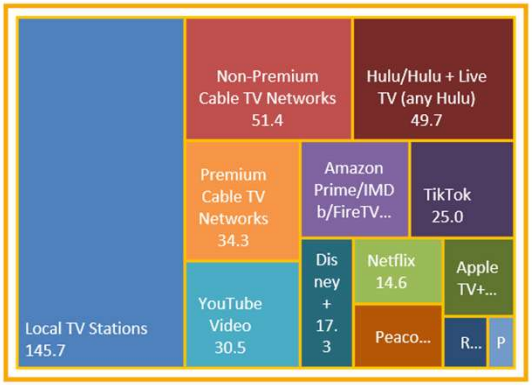


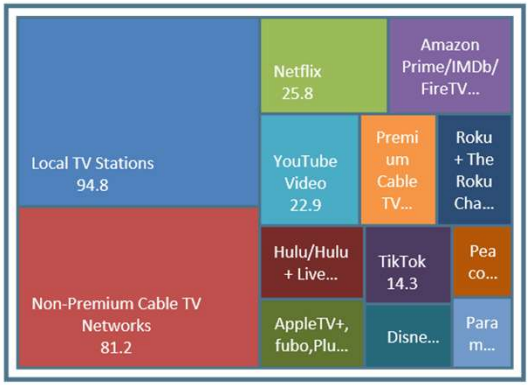
29,830 or 76.4% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations for an average of 144.7 minutes every day representing 37.6% of all time spent daily with Ad-Supported Video.

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

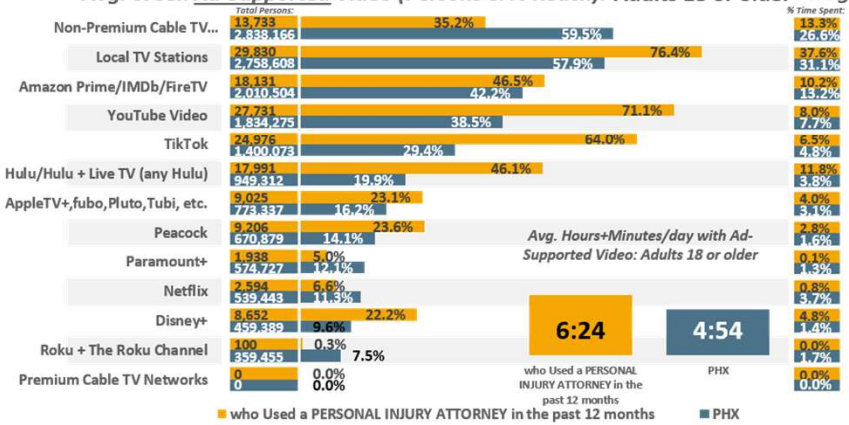


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

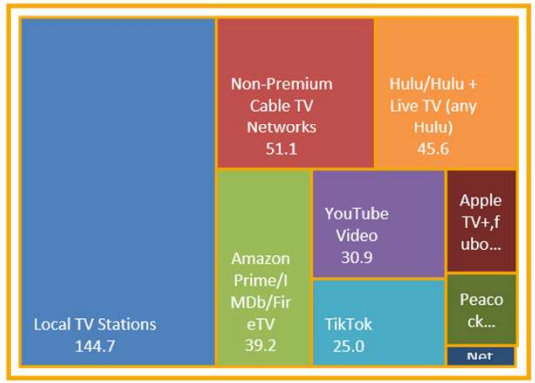


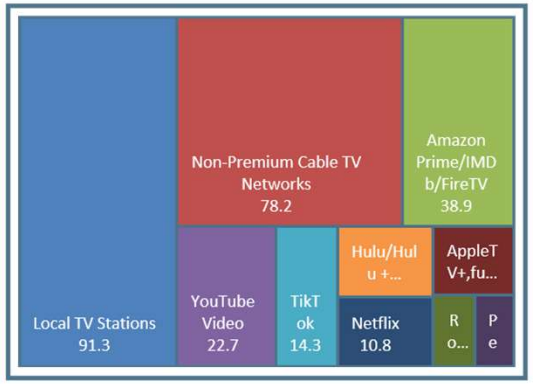


Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 18 or older



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





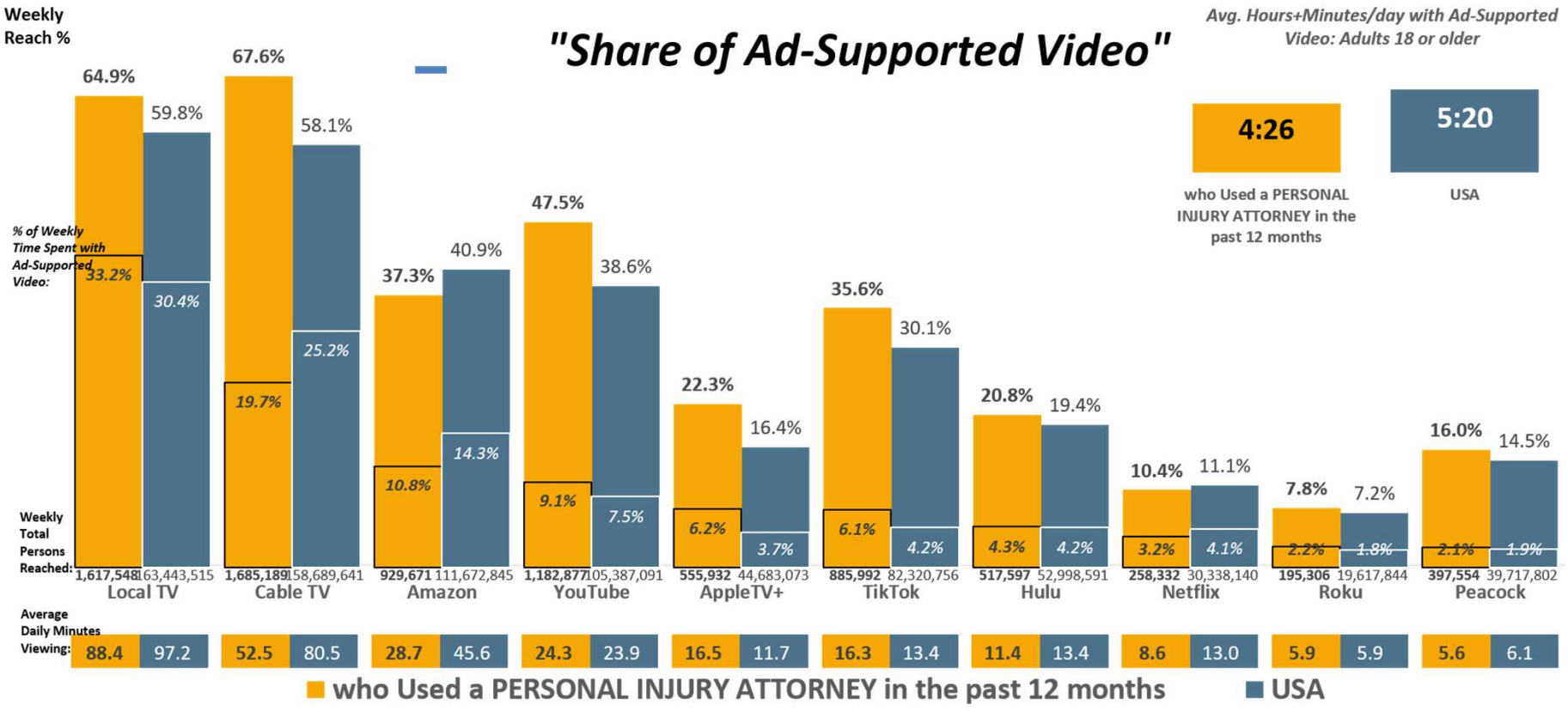
PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33

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



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

Scarborough R2 2025-26: Feb24-Jul26 USA Projection

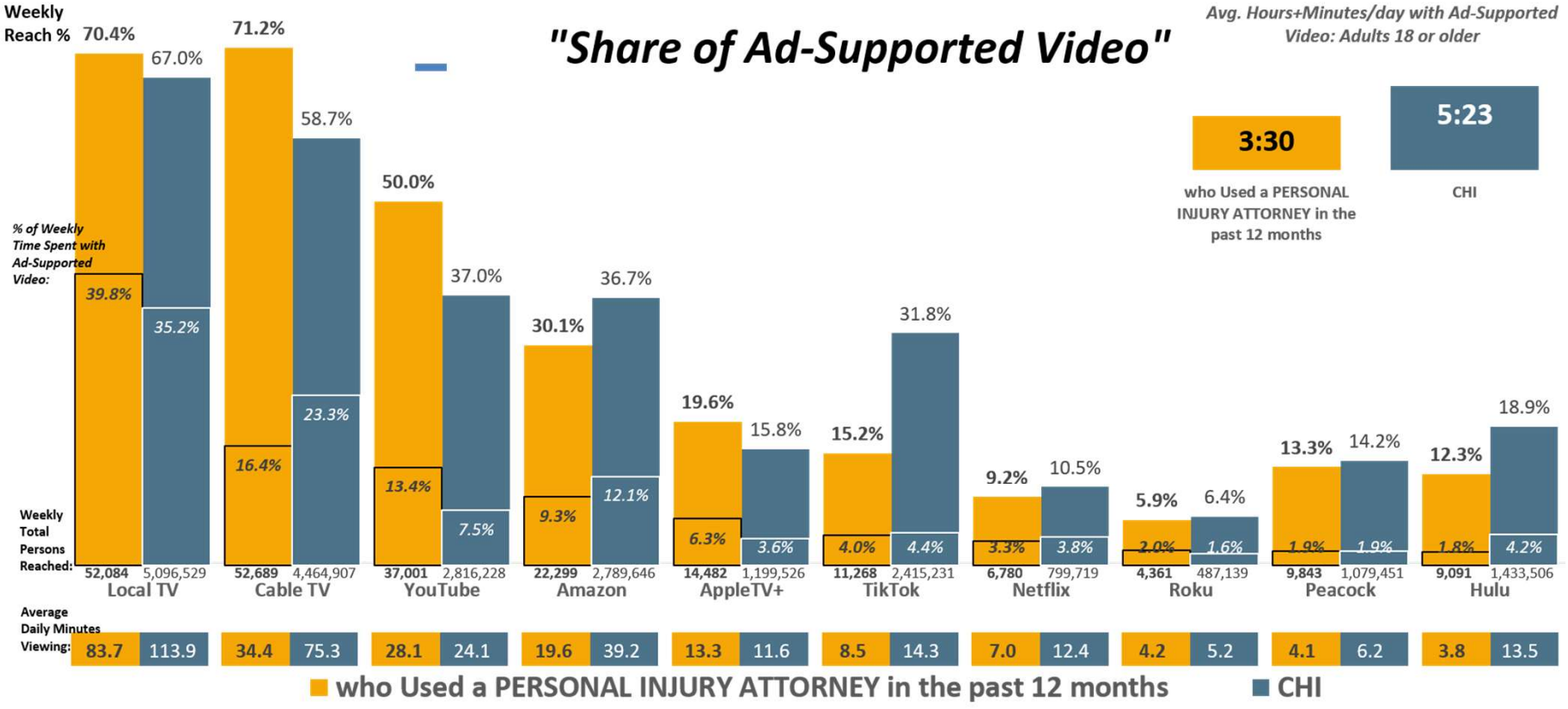
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



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CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 68 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,847

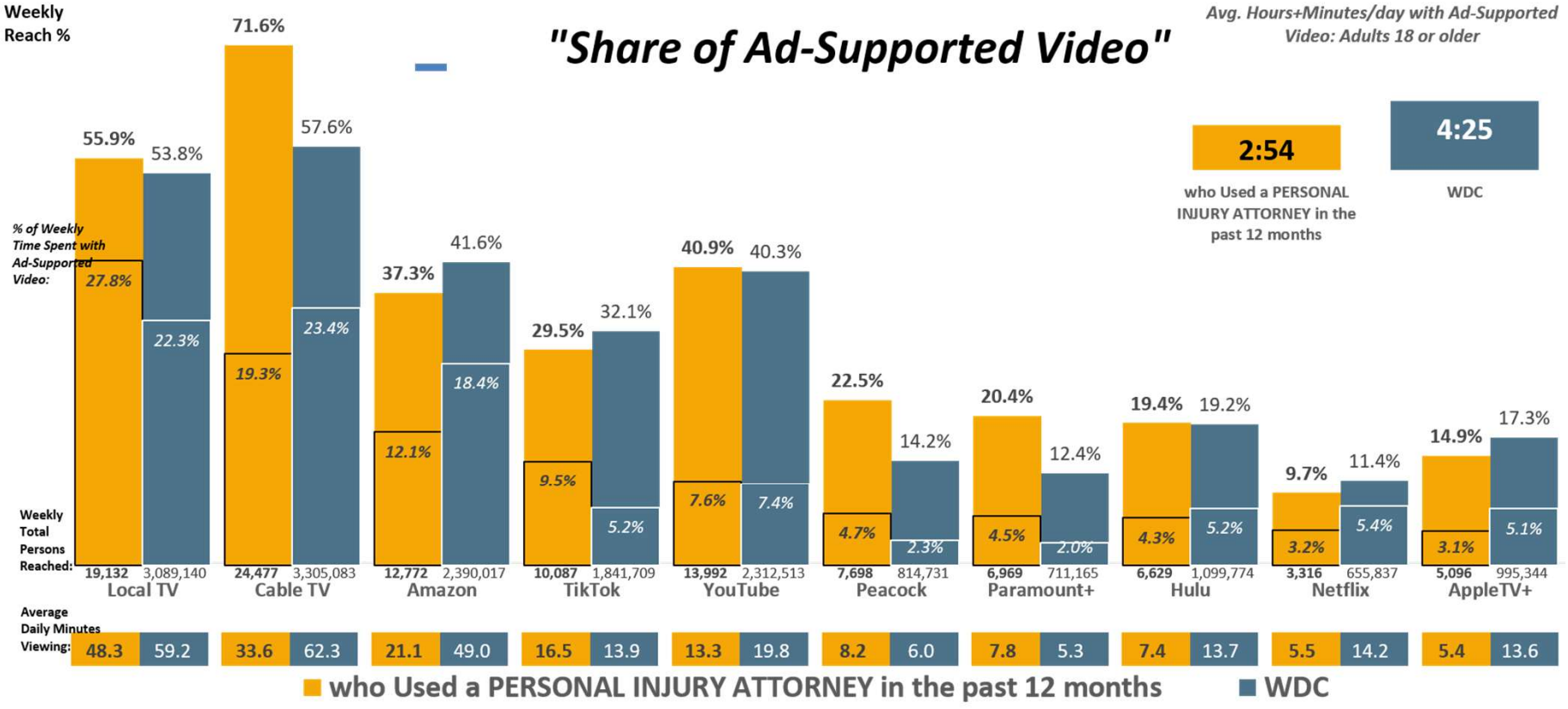
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



19,132 or 55.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations for an average of 48.3 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 89 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 11,560

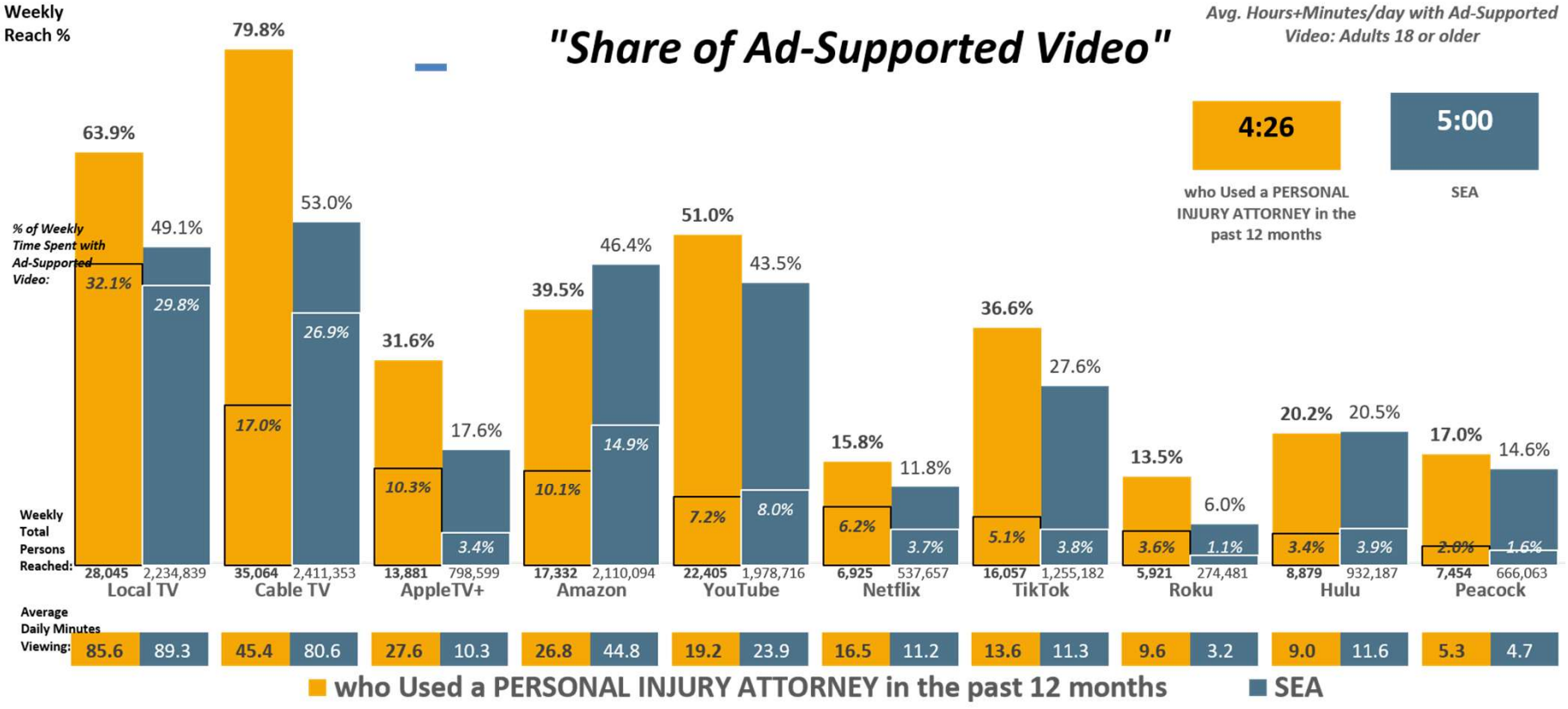
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



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SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 88 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,807

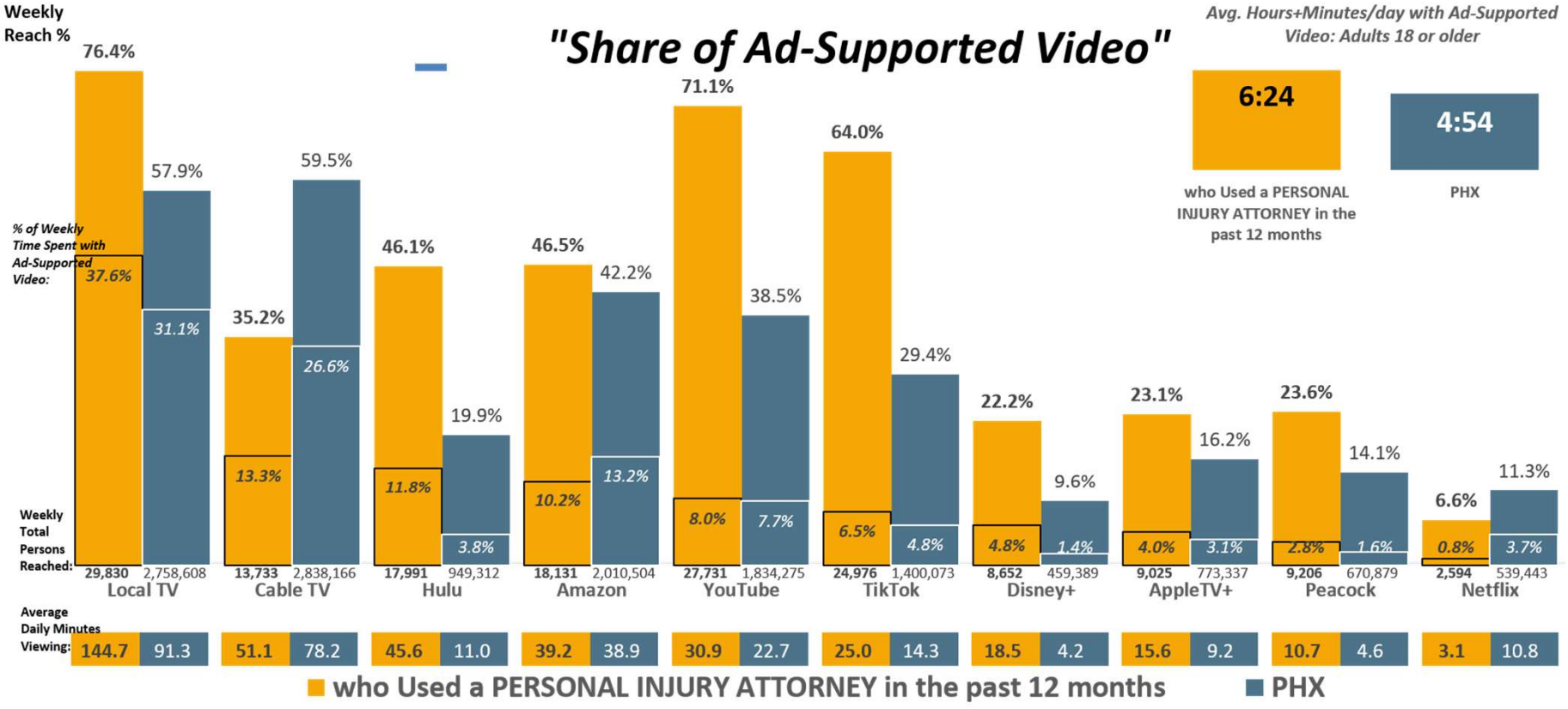
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



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PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,867

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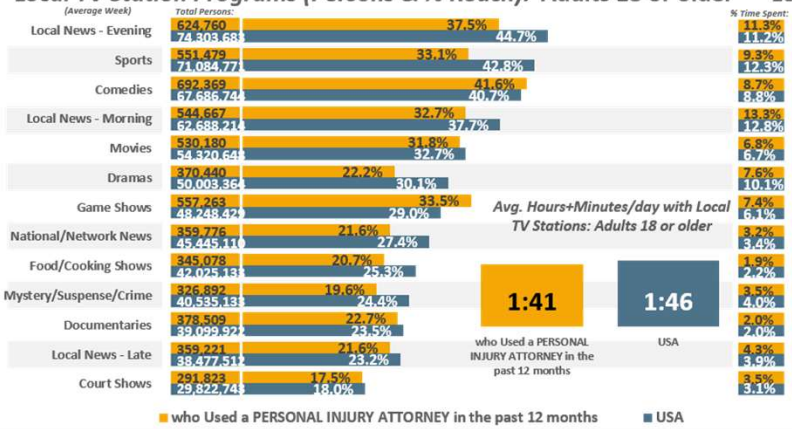
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

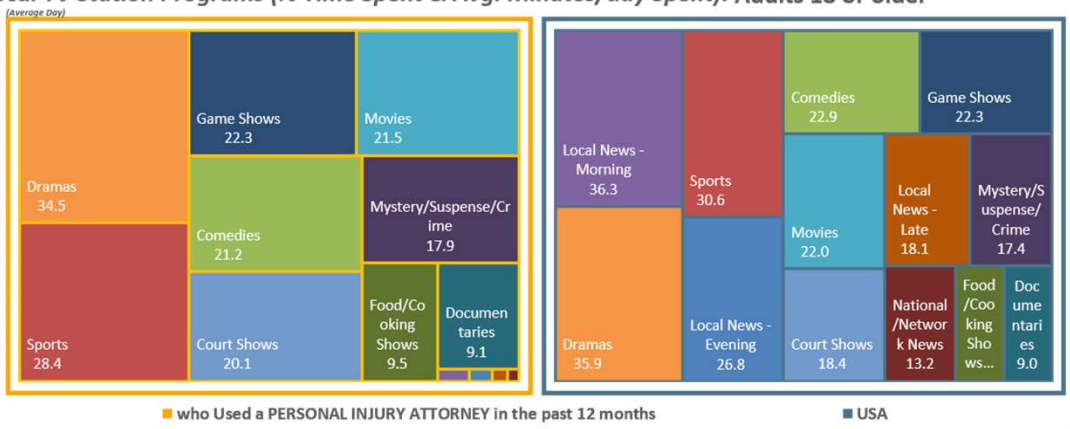


1,617,548 or 64.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Game Shows, Sports, Local News - Morning, and Movies.

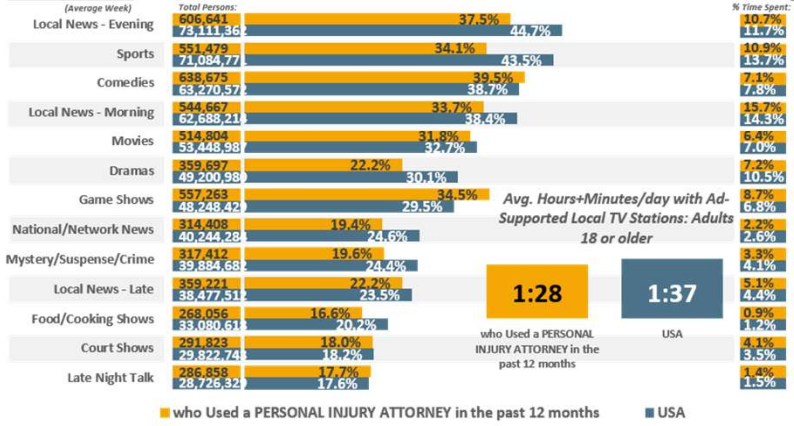
Local TV Station Programs (Persons & % Reach): Adults 18 or older



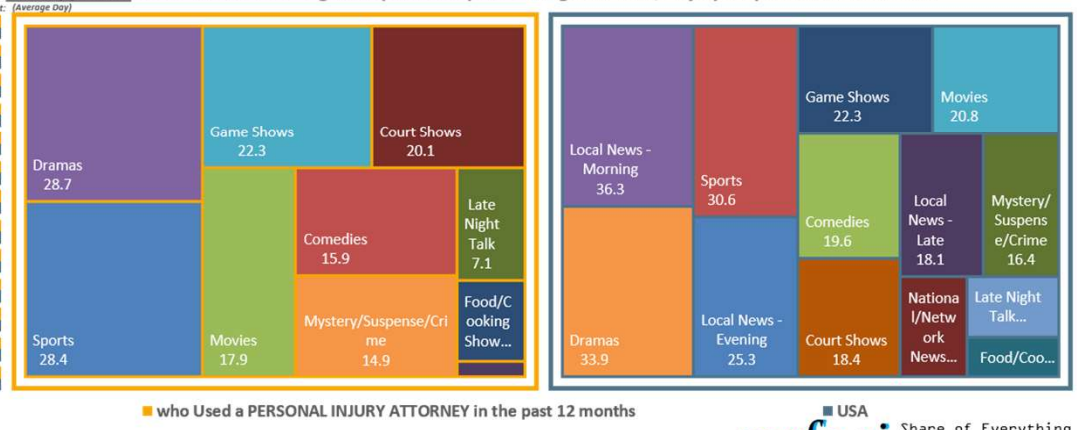
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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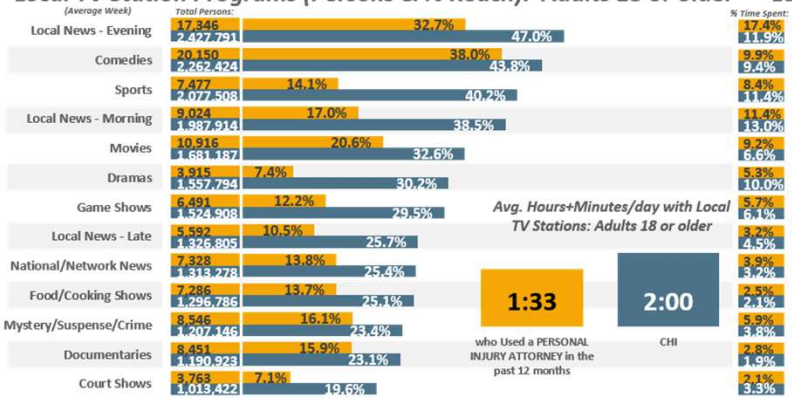
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

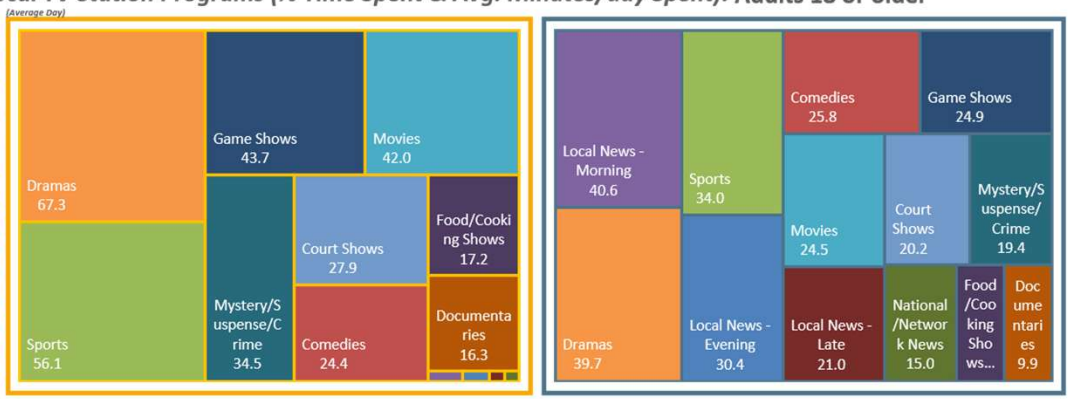


52,084 or 70.4% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Daytime Soap Operas, Movies, Local News - Morning, and Daytime Tal

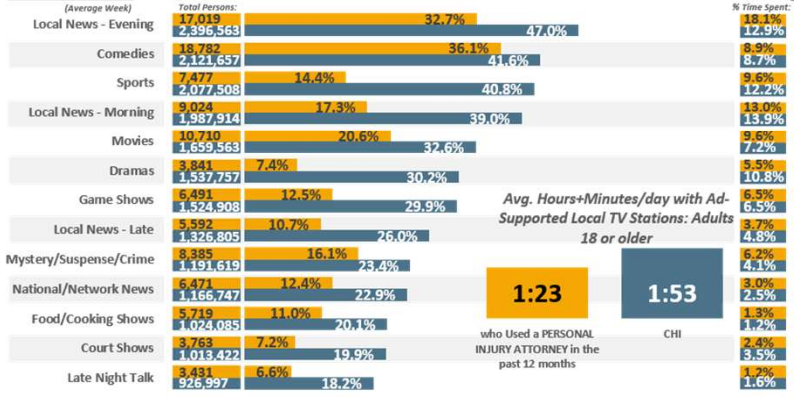
Local TV Station Programs (Persons & % Reach): Adults 18 or older



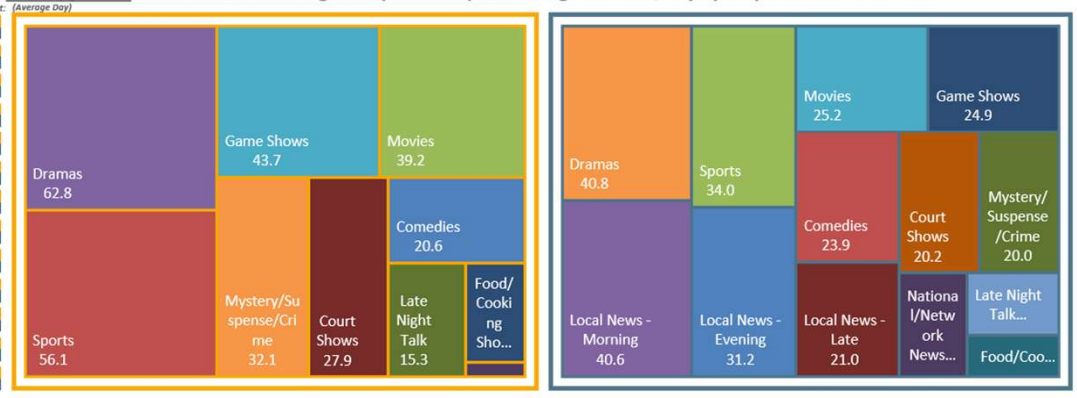
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 68

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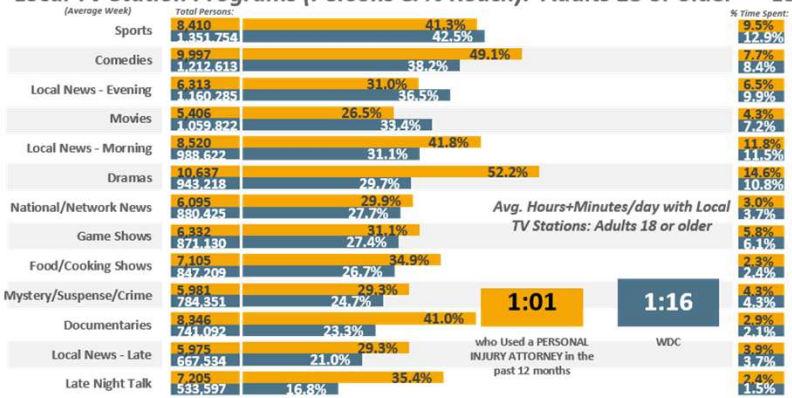
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

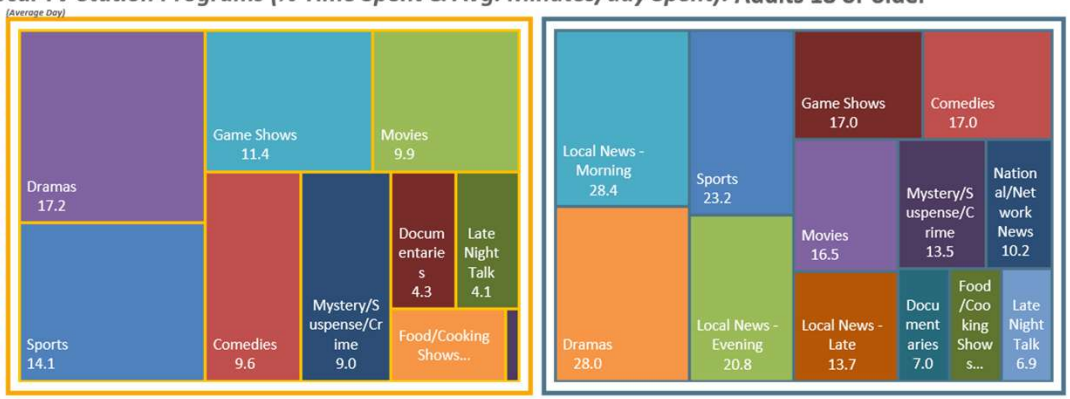


19,132 or 55.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Dramas, Comedies, Local News - Morning, Sports, Late Night Talk, and Game Shows.

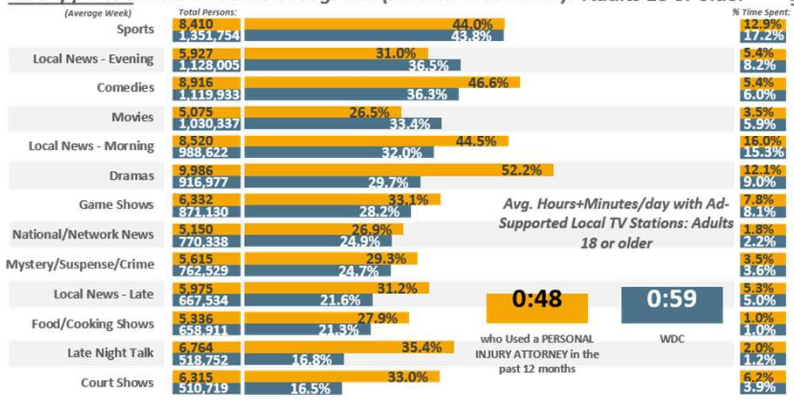
Local TV Station Programs (Persons & % Reach): Adults 18 or older



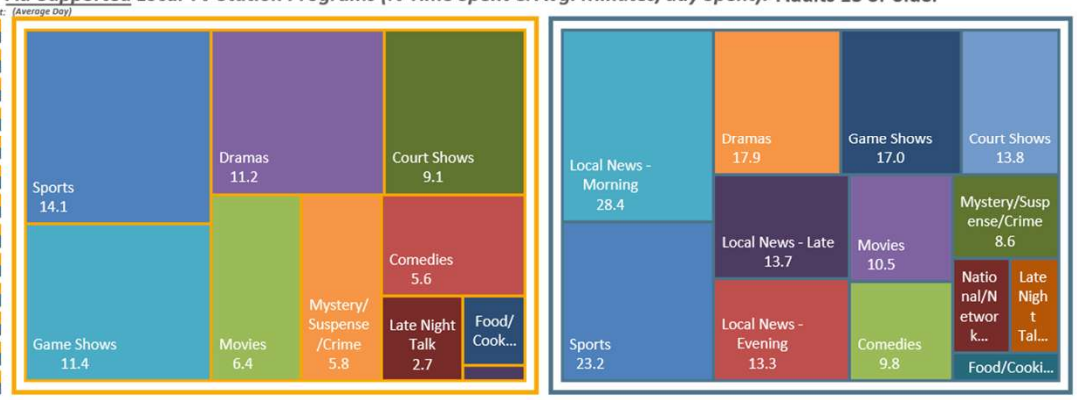
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 89

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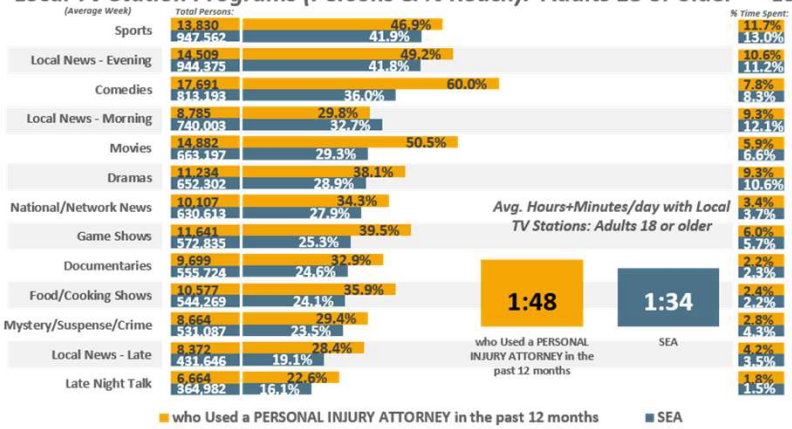
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

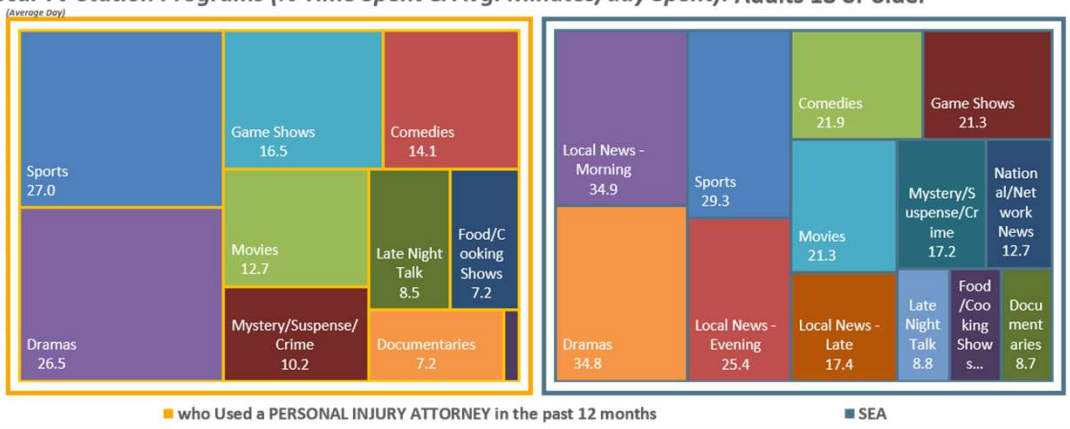


28,045 or 63.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Movies, Sports, Local News - Evening, Game Shows, and Dramas.

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



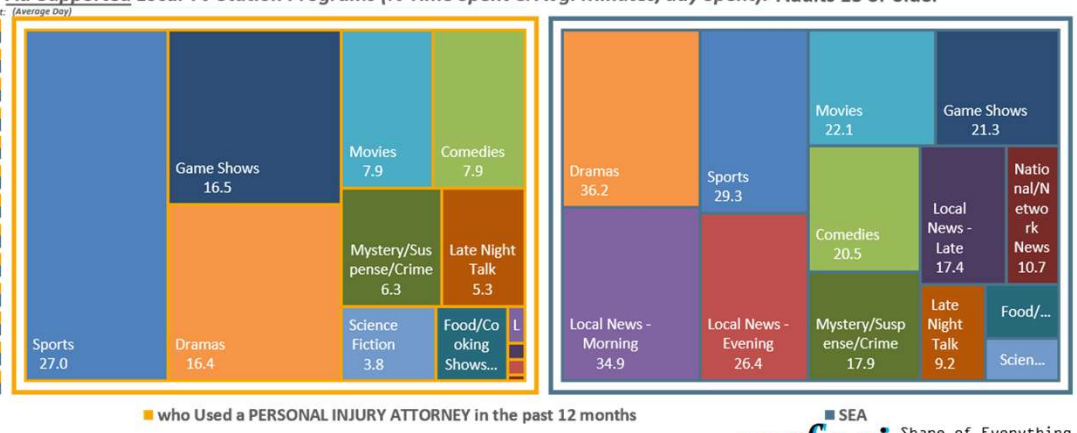
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 88

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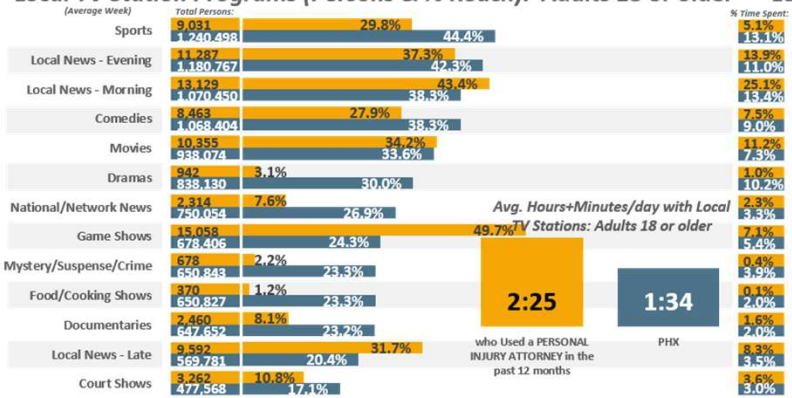
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

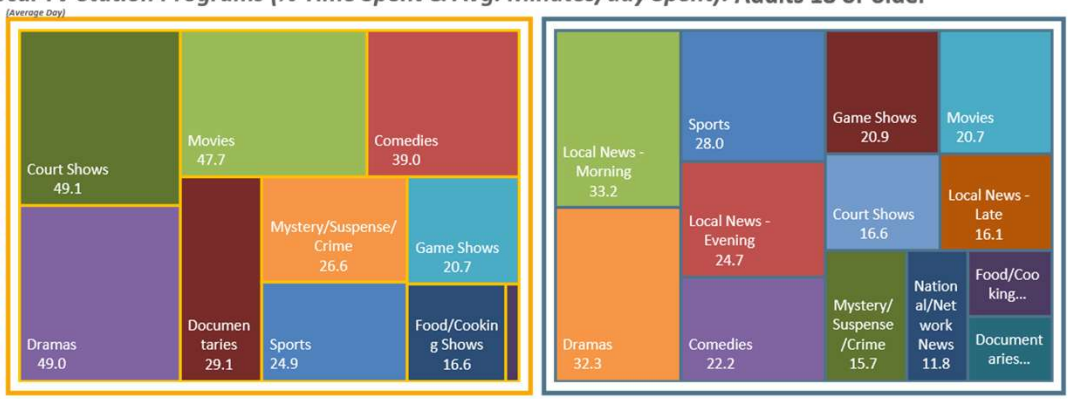


29,830 or 76.4% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Local News - Morning, Local News - Evening, Movies, Local News - Late, and Sports.

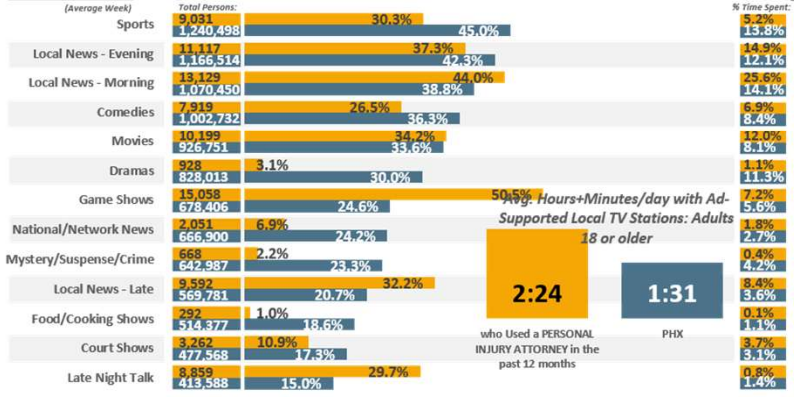
Local TV Station Programs (Persons & % Reach): Adults 18 or older



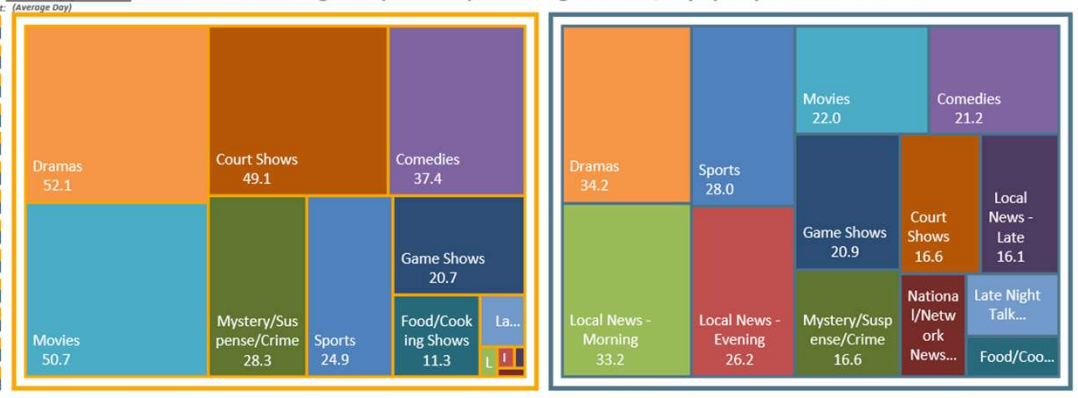
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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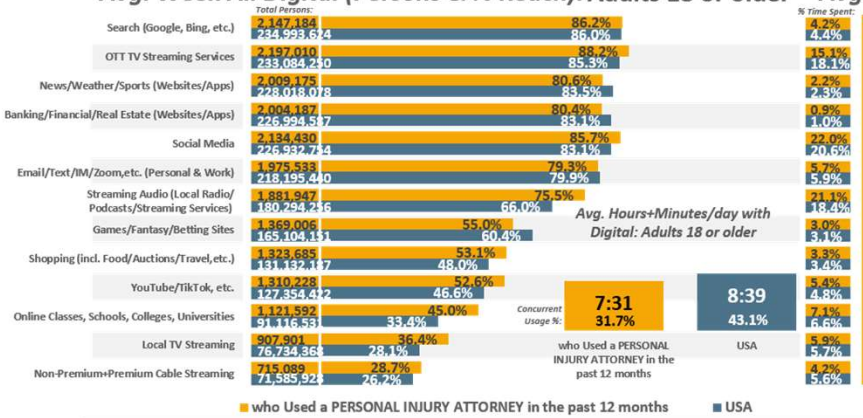
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

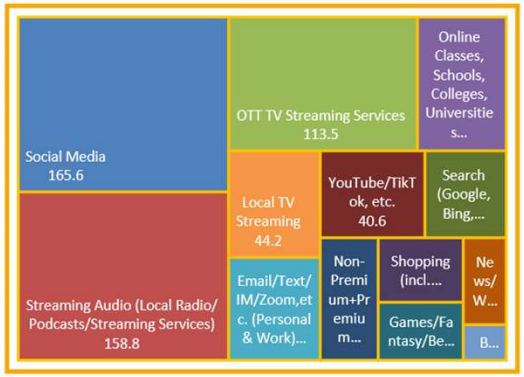


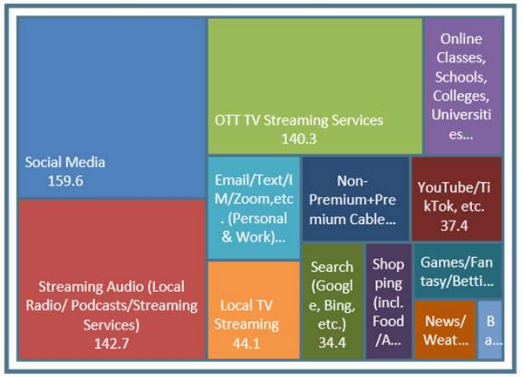
1,808,575 or 72.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Social Media for an average of 140.3 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

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

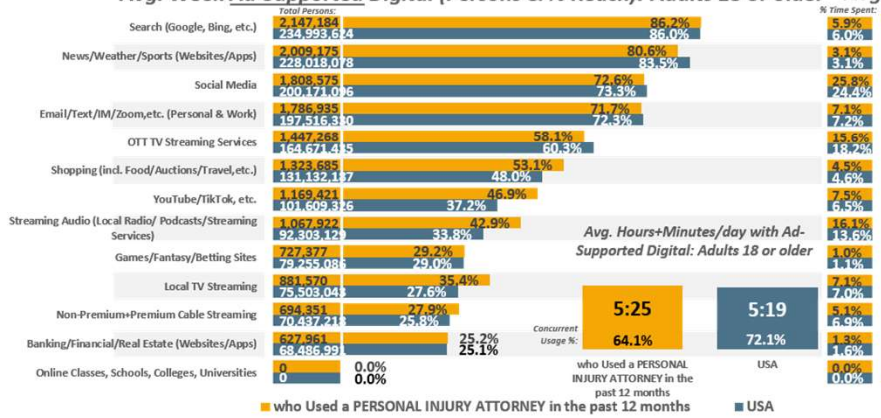


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

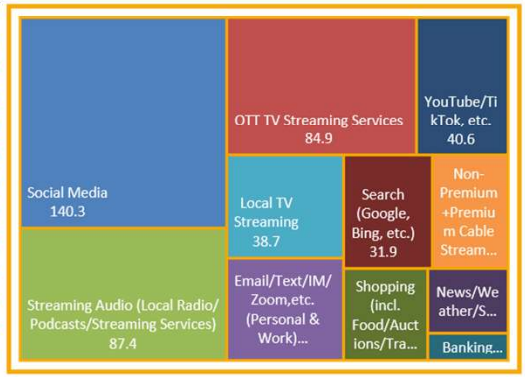




Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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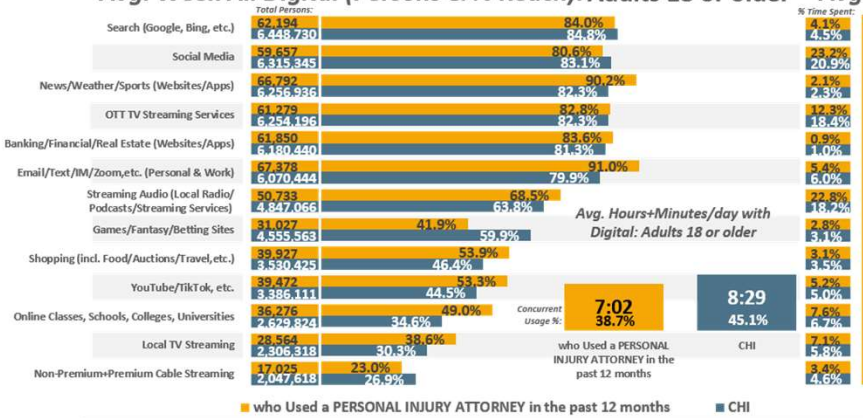
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

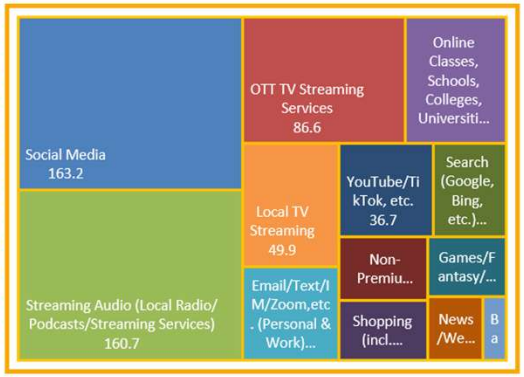


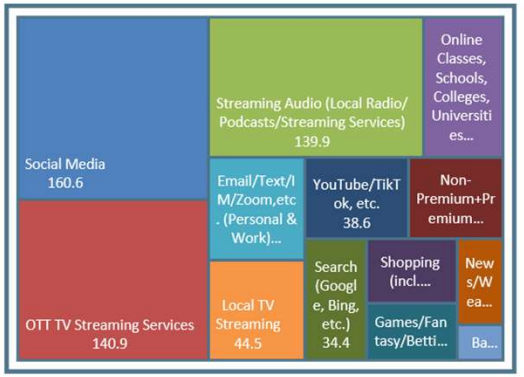
47,403 or 64.% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Social Media for an average of 129.7 minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

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

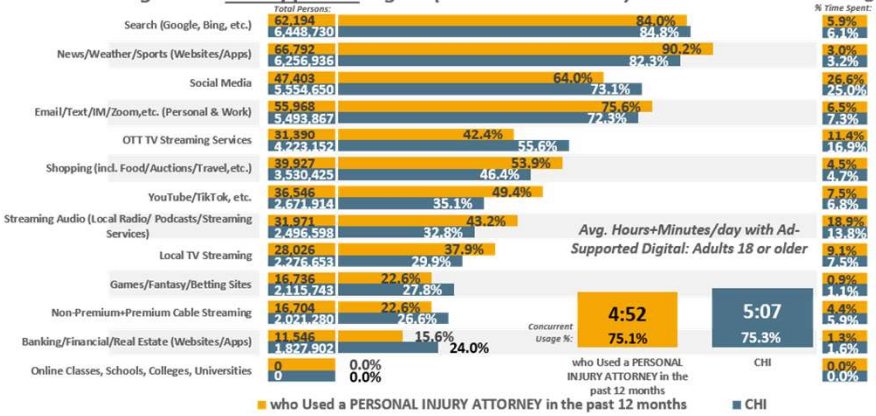


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

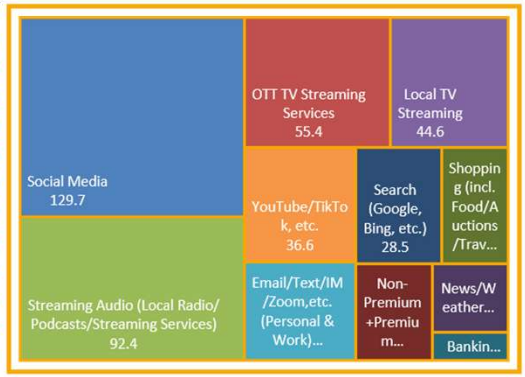


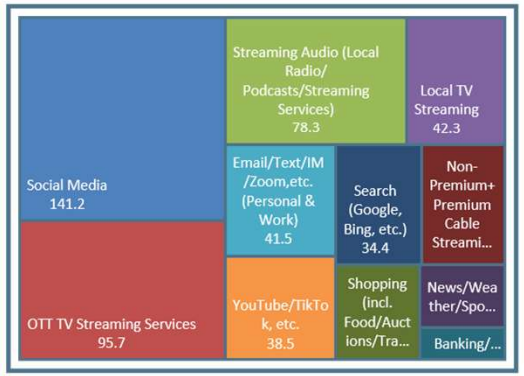


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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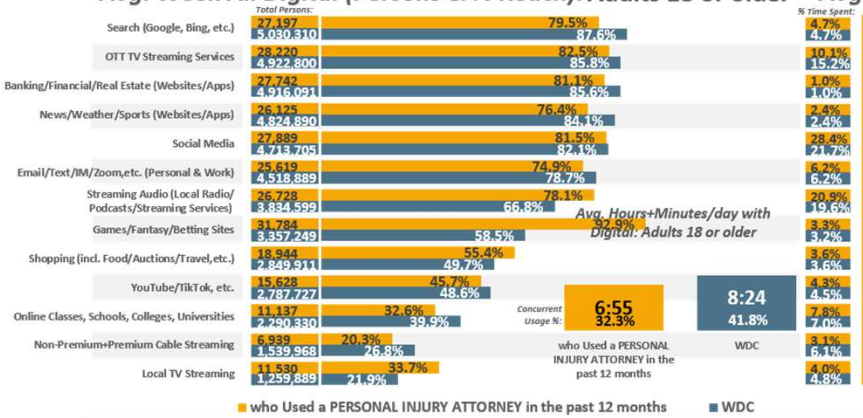
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

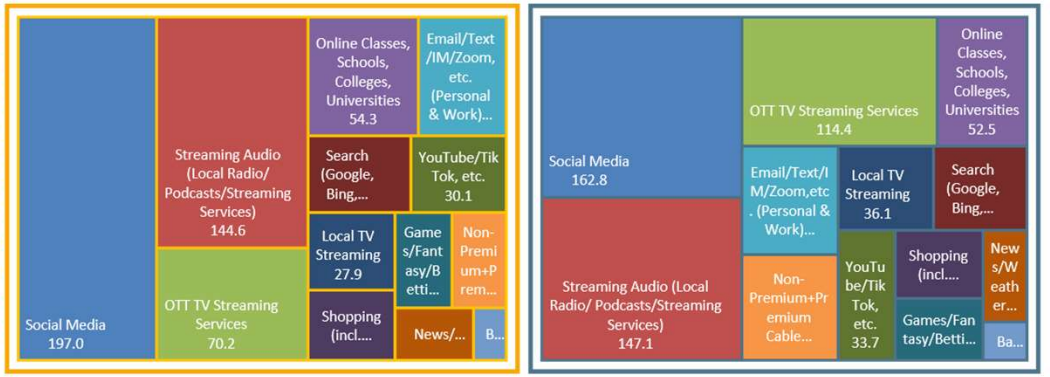


25,928 or 75.8% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Social Media for an average of 183.1 minutes every day representing 35.7% of all time spent daily with Ad-Supported Digital Media.

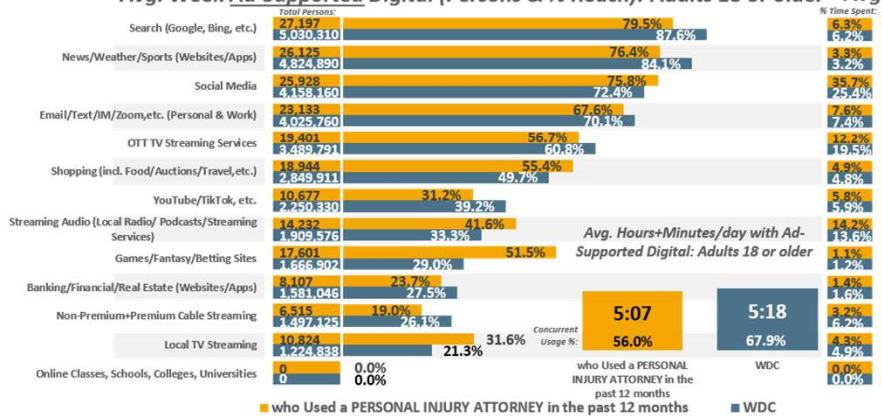
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



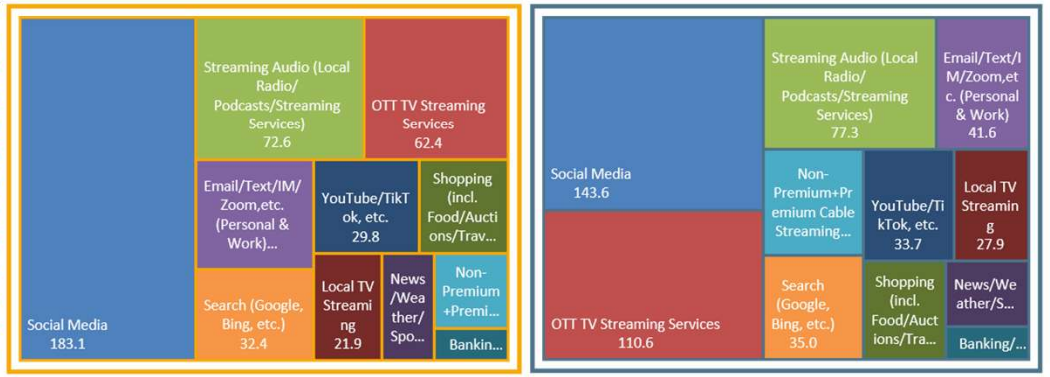
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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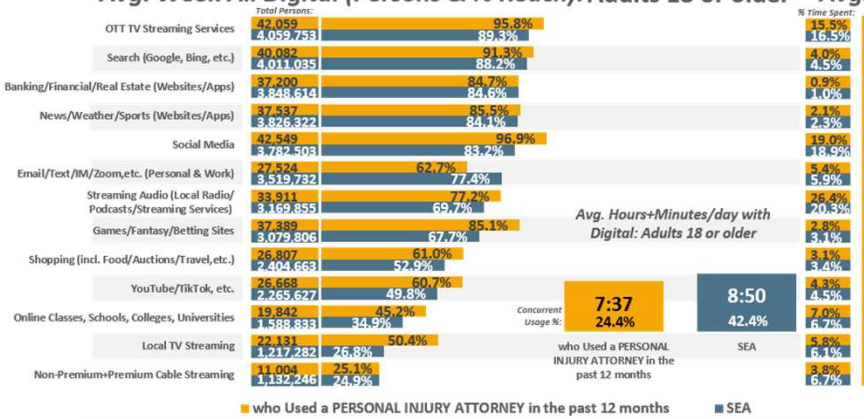
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

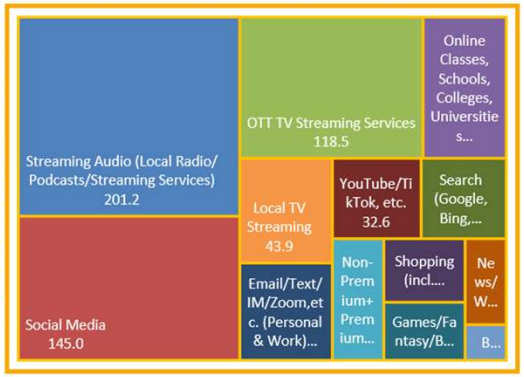


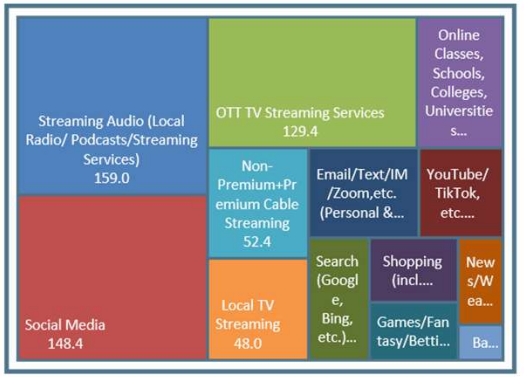
36,535 or 83.2% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Social Media for an average of 124.5 minutes every day representing 22.9% of all time spent daily with Ad-Supported Digital Media.

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

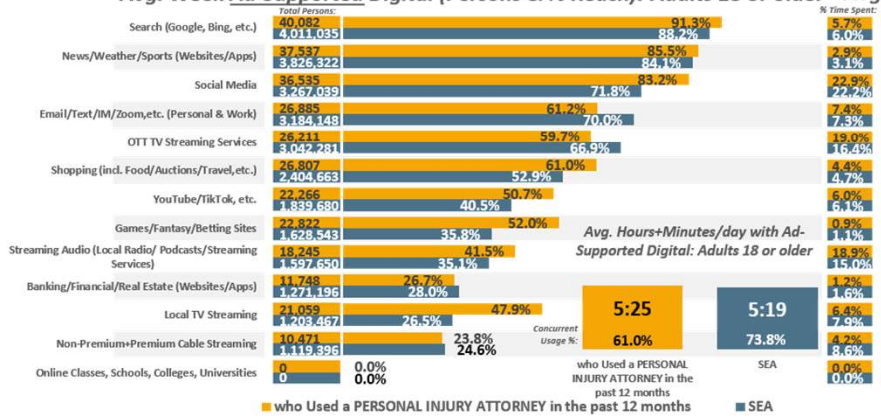


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

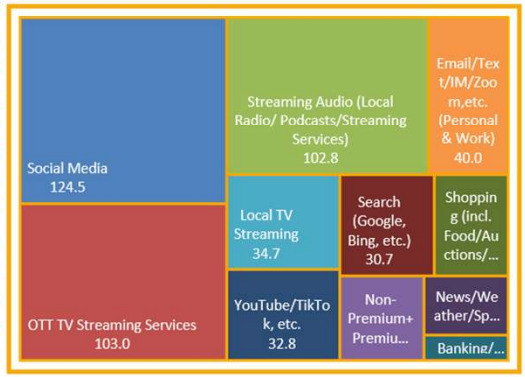


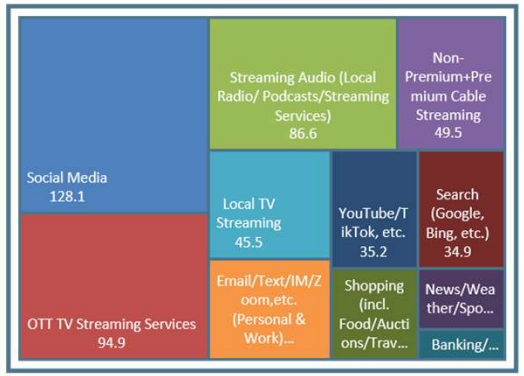


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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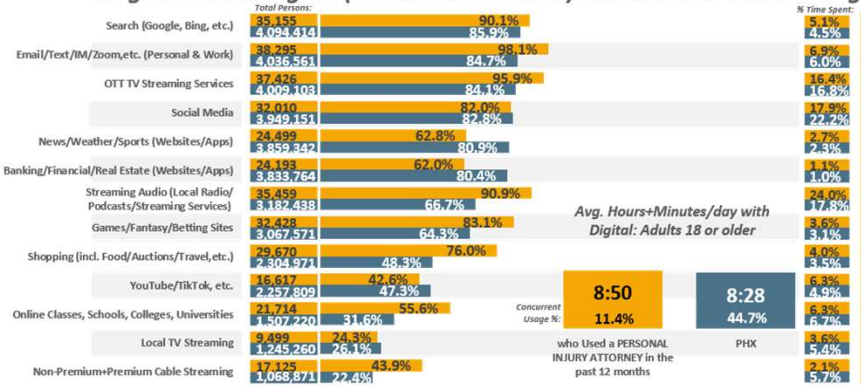
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

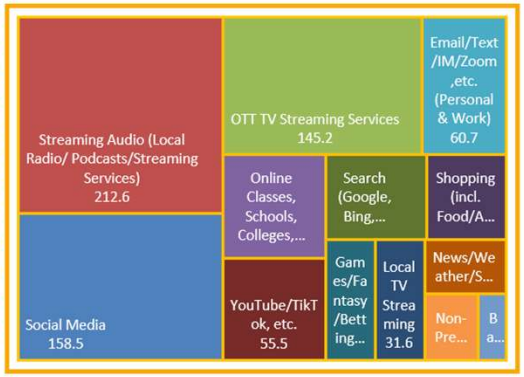


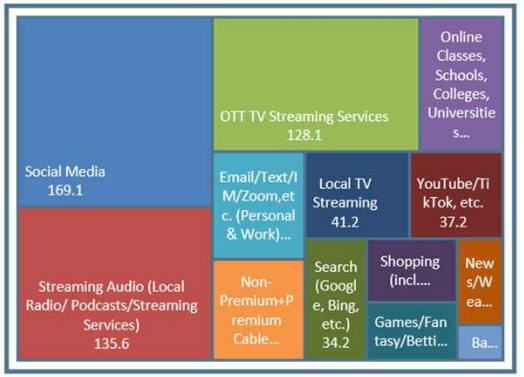
19,962 or 51.1% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Social Media for an average of 98.9 minutes every day representing 16.4% of all time spent daily with Ad-Supported Digital Media.

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

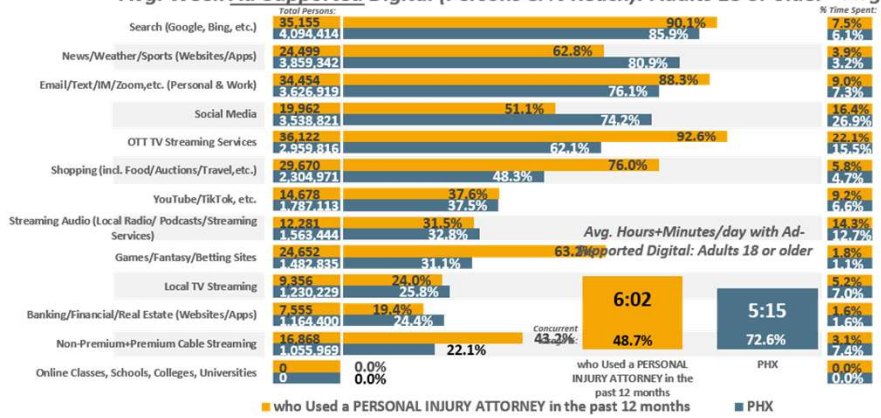


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

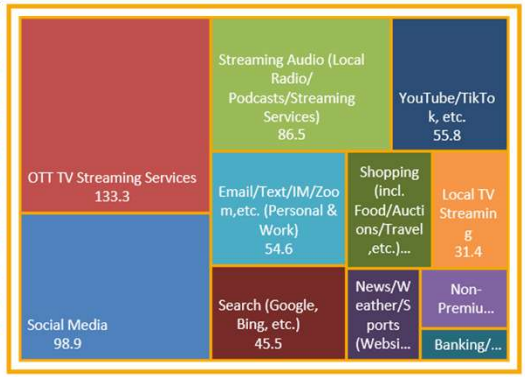


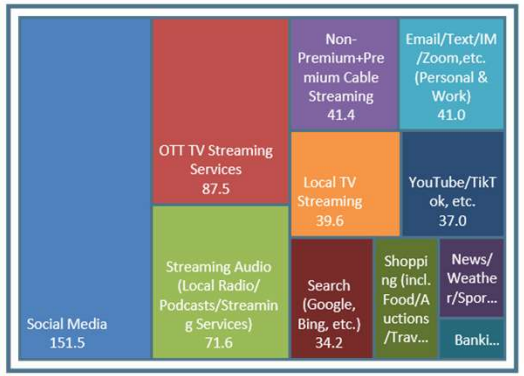


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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

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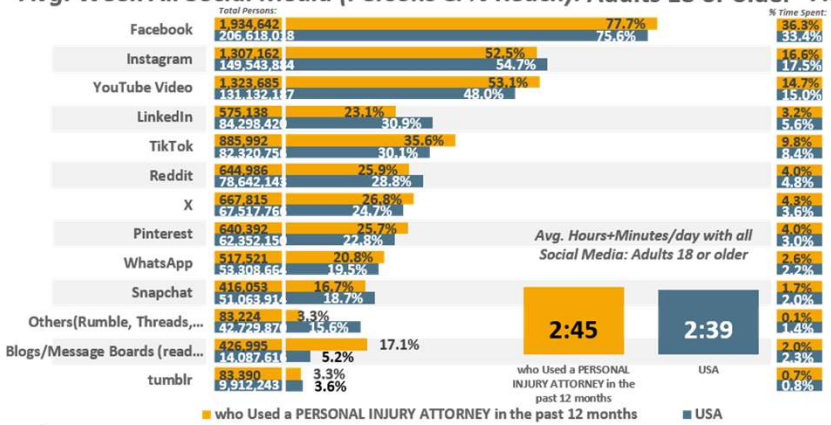
soefa.ai Share of Everything for Anything ©

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

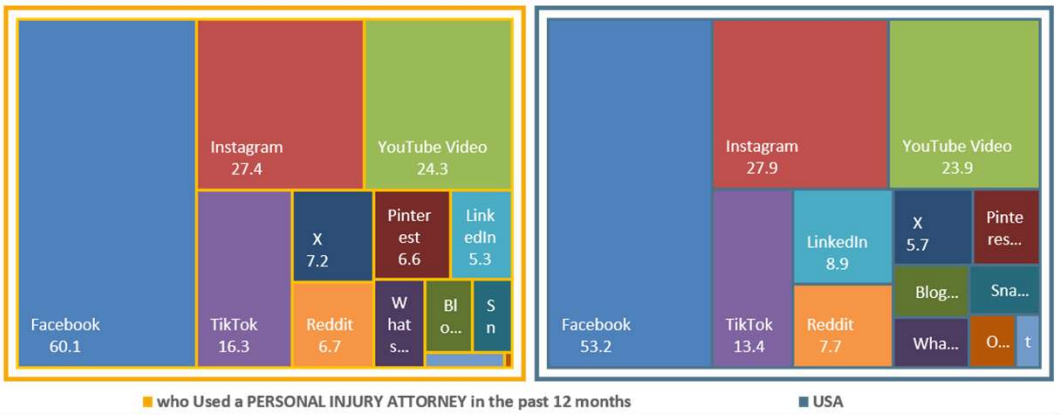


1,808,575 or 72.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Facebook for an average of 49.9 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

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



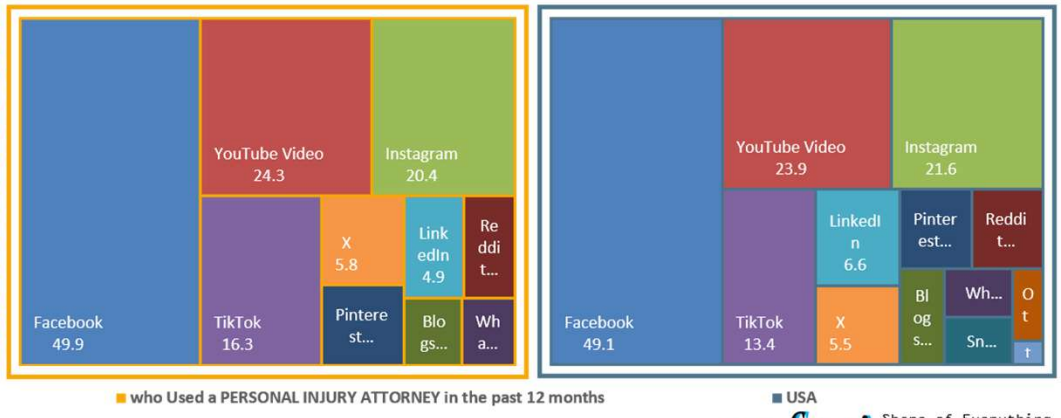
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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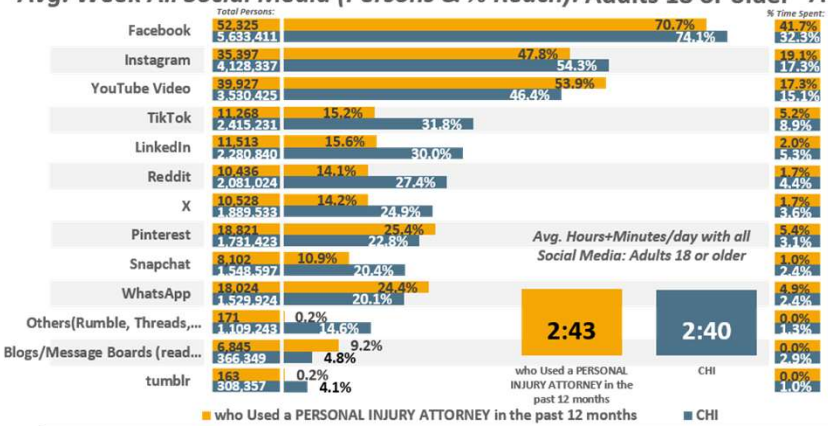
soefa.ai Share of Everything for Anything ©

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

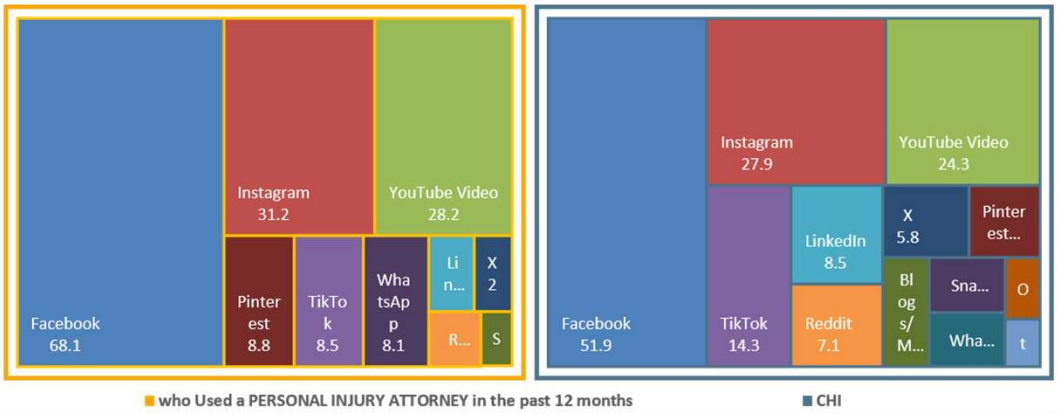


47,403 or 64.% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Facebook for an average of 51.8 minutes every day representing 40.% of all time spent daily with Ad-Supported Social Media.

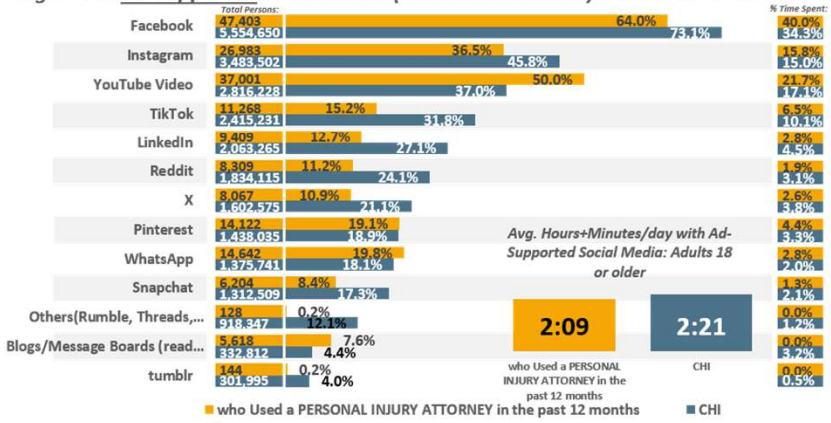
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



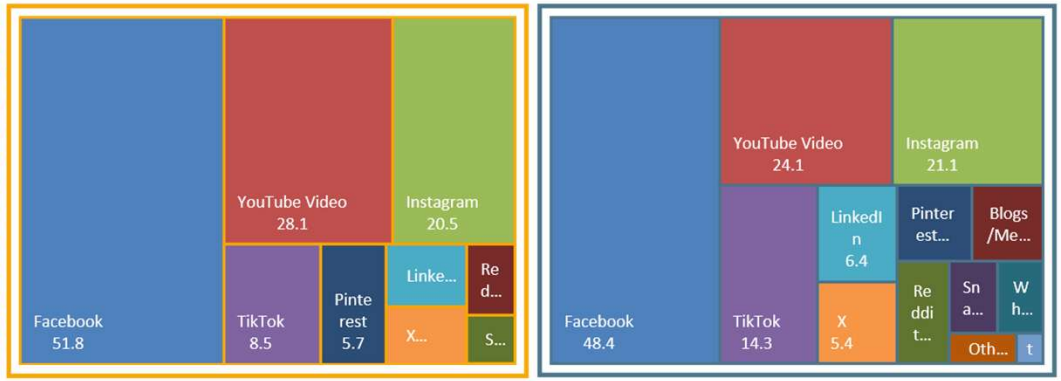
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 68

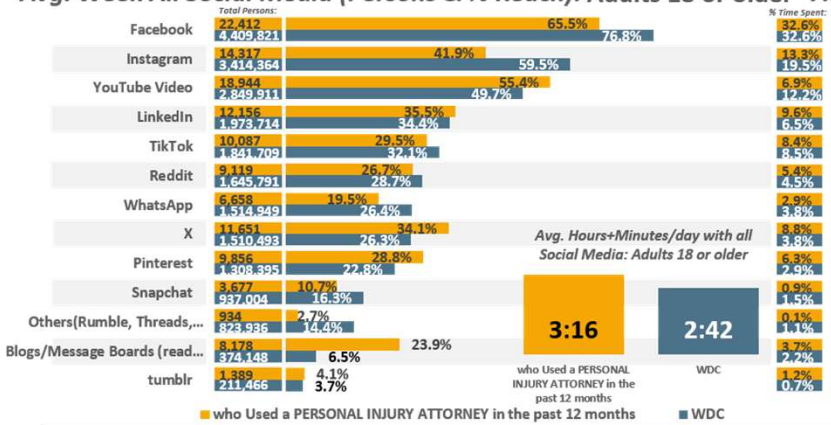
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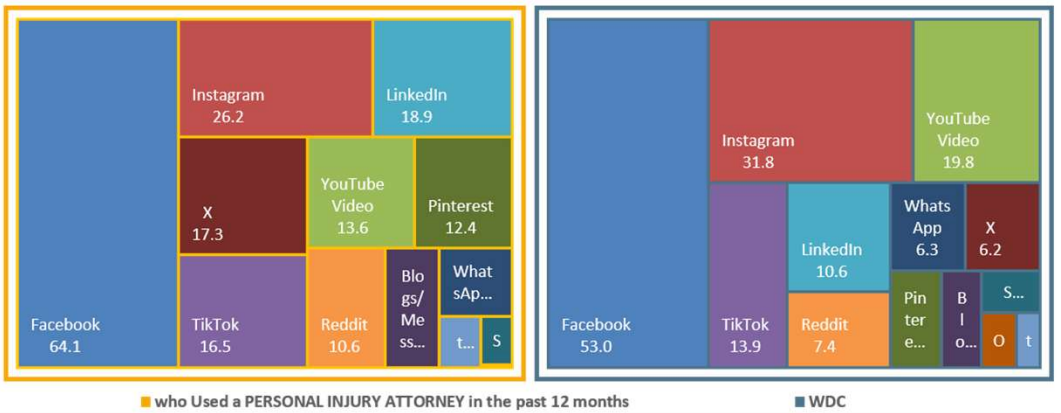


22,412 or 65.5% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Facebook for an average of 68.6 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

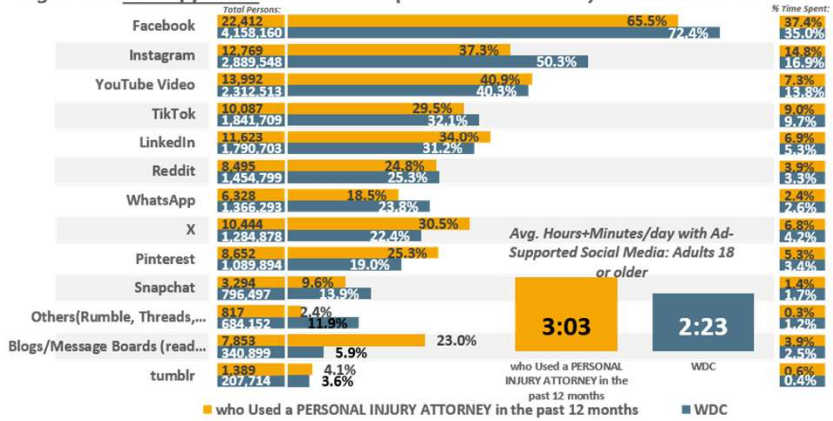
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



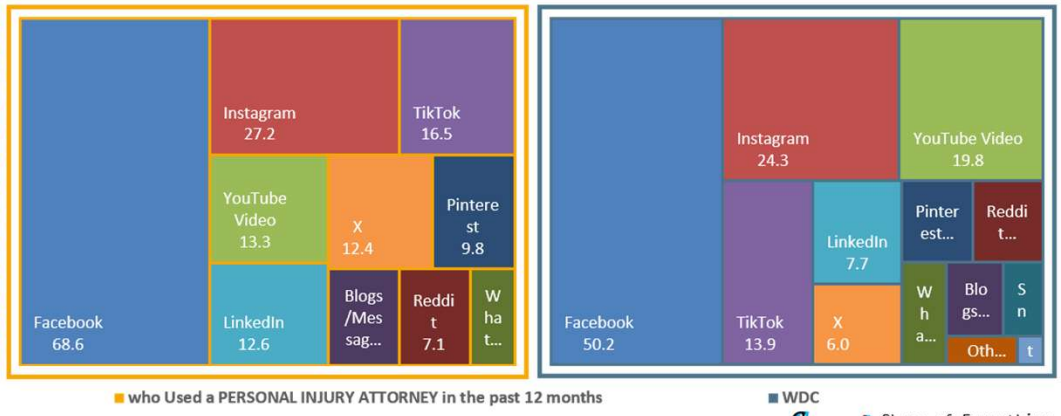
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 89

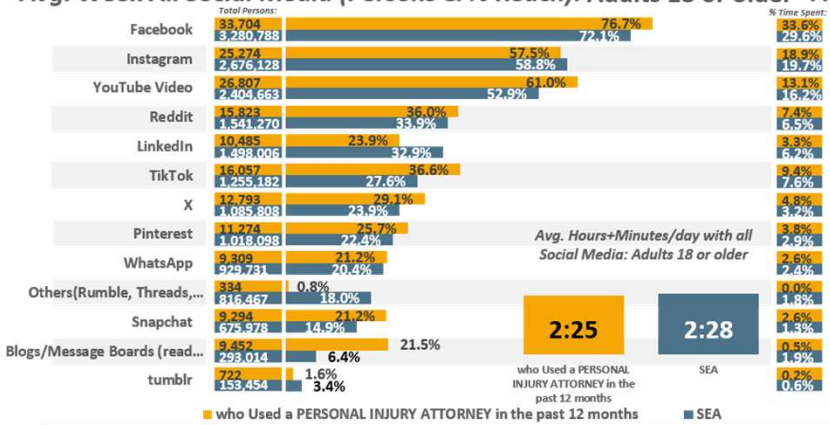
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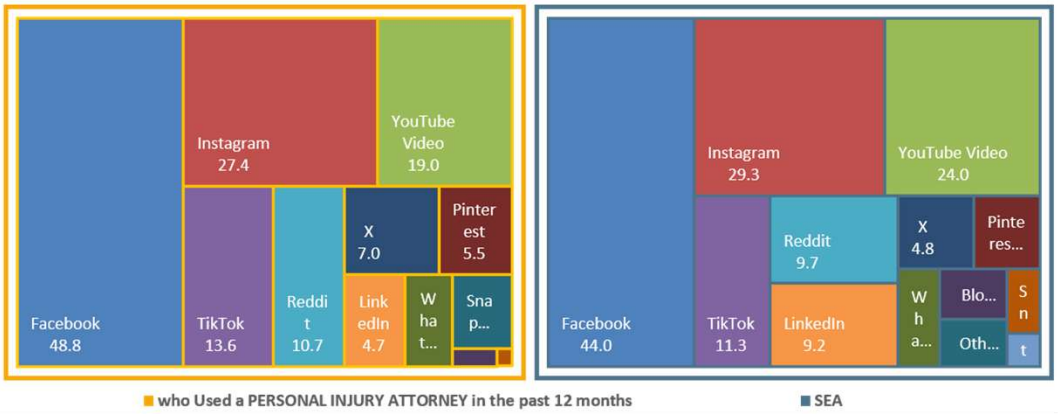


33,704 or 76.7% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Facebook for an average of 46. minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

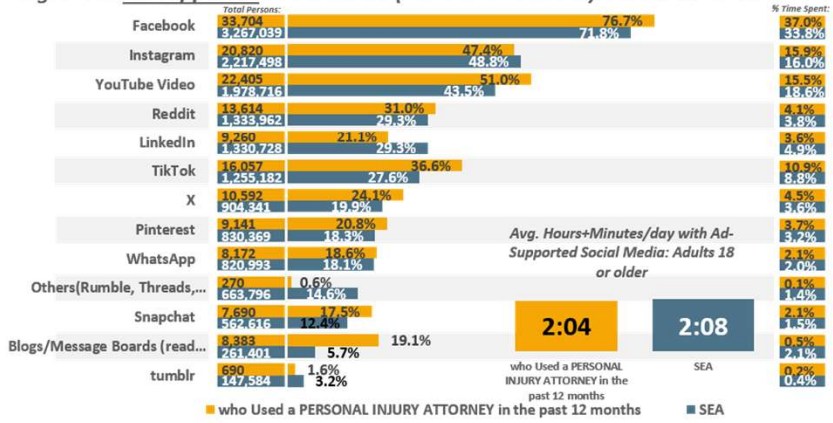
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



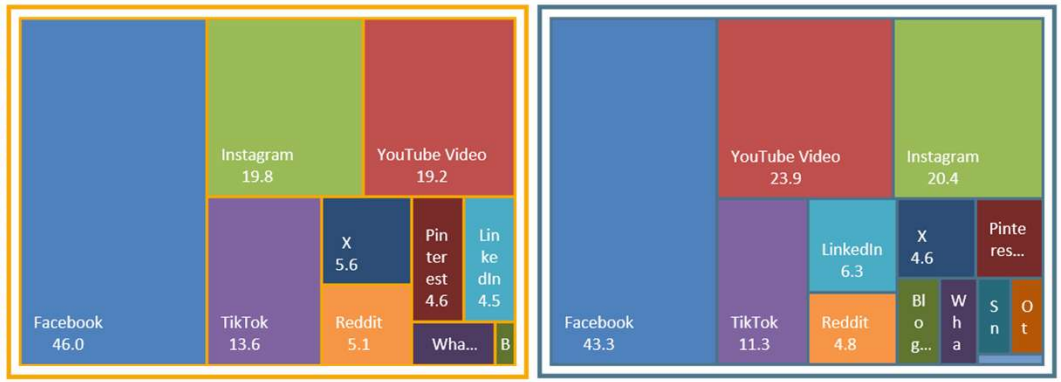
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 88

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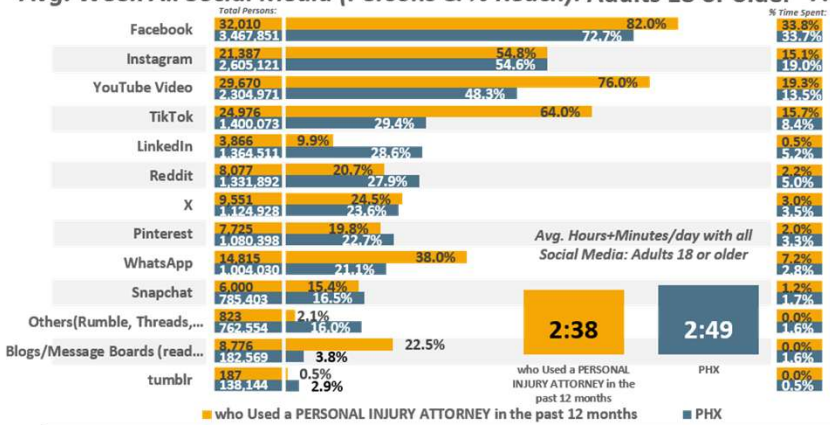
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

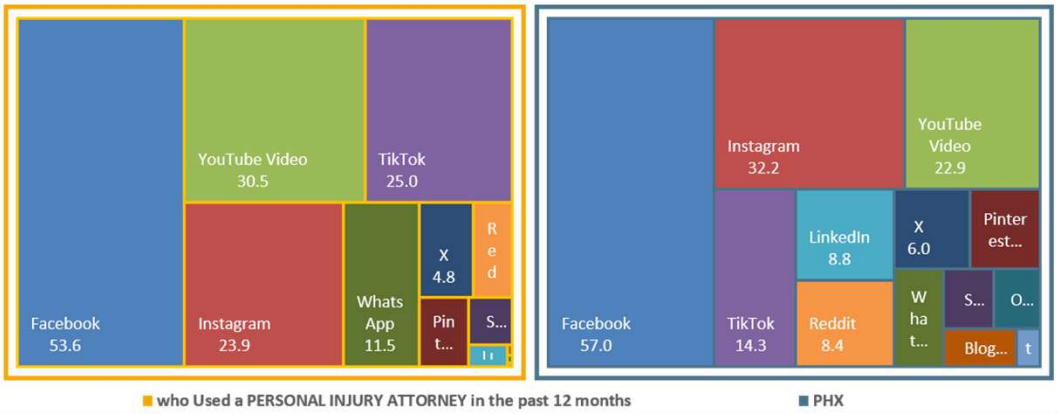


27,731 or 71.1% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported YouTube Video for an average of 30.9 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.

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



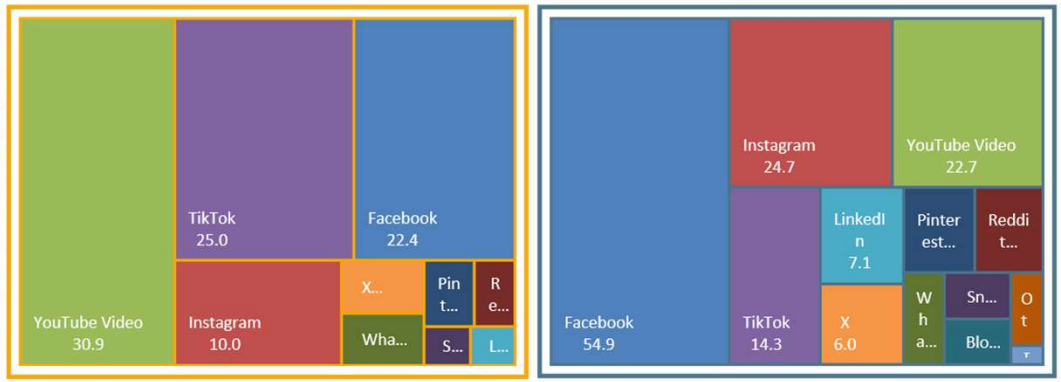
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

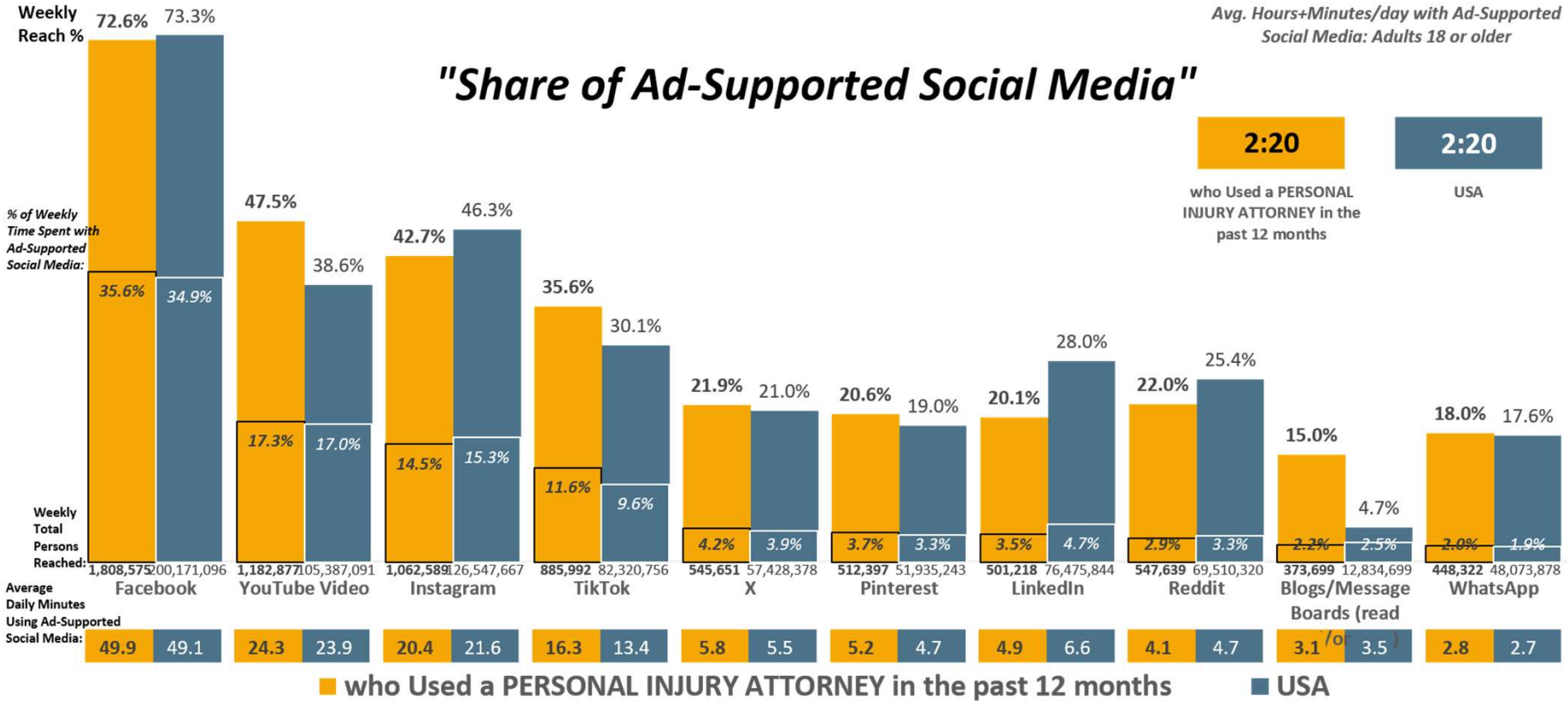
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



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



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

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Scarborough R2 2025-26: Feb24-Jul26 USA Projection

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



47,403 or 64.% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Facebook for an average of 51.8 minutes every day representing 40.% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"

2:09 who Used a PERSONAL INJURY ATTORNEY in the past 12 months

2:21 CHI

	Facebook	YouTube Video	Instagram	TikTok	Pinterest	WhatsApp	LinkedIn	X	Reddit	Snapchat
Weekly Reach %	64.0% / 73.1%	50.0% / 37.0%	36.5% / 45.8%	15.2% / 31.8%	19.1% / 18.9%	19.8% / 18.1%	12.7% / 27.1%	10.9% / 21.1%	11.2% / 24.1%	8.4% / 17.3%
% of Weekly Time Spent with Ad-Supported Social Media:	40.0% / 34.3%	21.7% / 17.1%	15.8% / 15.0%	6.5% / 10.1%	4.4% / 3.3%	2.8% / 2.0%	2.8% / 4.5%	2.6% / 3.8%	1.9% / 3.1%	1.3% / 2.1%
Weekly Total Persons Reached:	47,403 / 5,554,650	37,001 / 2,816,228	26,983 / 3,483,502	11,268 / 2,415,231	14,122 / 1,438,035	14,642 / 1,375,741	9,409 / 2,063,265	8,067 / 1,602,575	8,309 / 1,834,115	6,204 / 1,312,509
Average Daily Minutes Using Ad-Supported Social Media:	51.8 / 48.4	28.1 / 24.1	20.5 / 21.1	8.5 / 14.3	5.7 / 4.6	3.7 / 2.8	3.6 / 6.4	3.4 / 5.4	2.5 / 4.4	1.7 / 2.9

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

CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 68 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,847

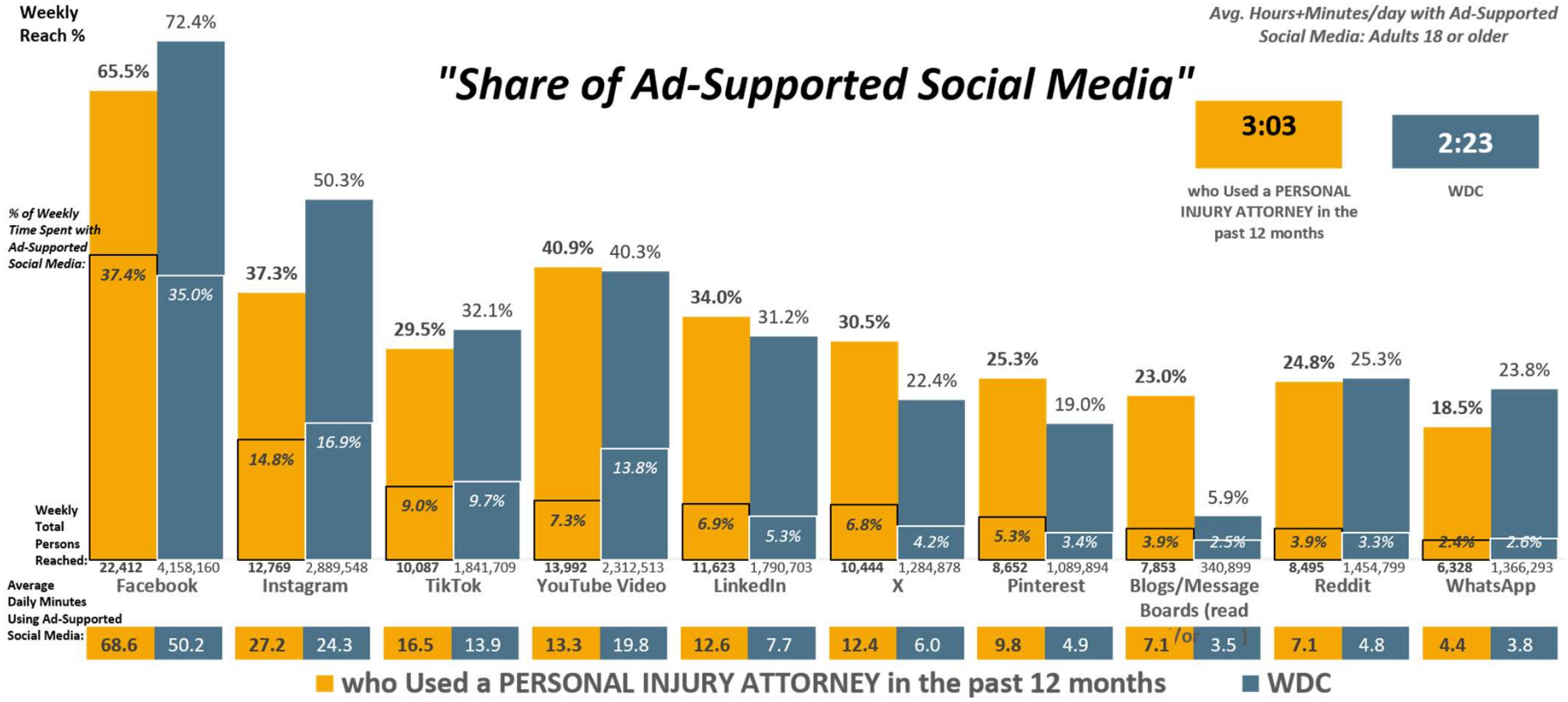
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



22,412 or 65.5% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Facebook for an average of 68.6 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 89 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 11,560

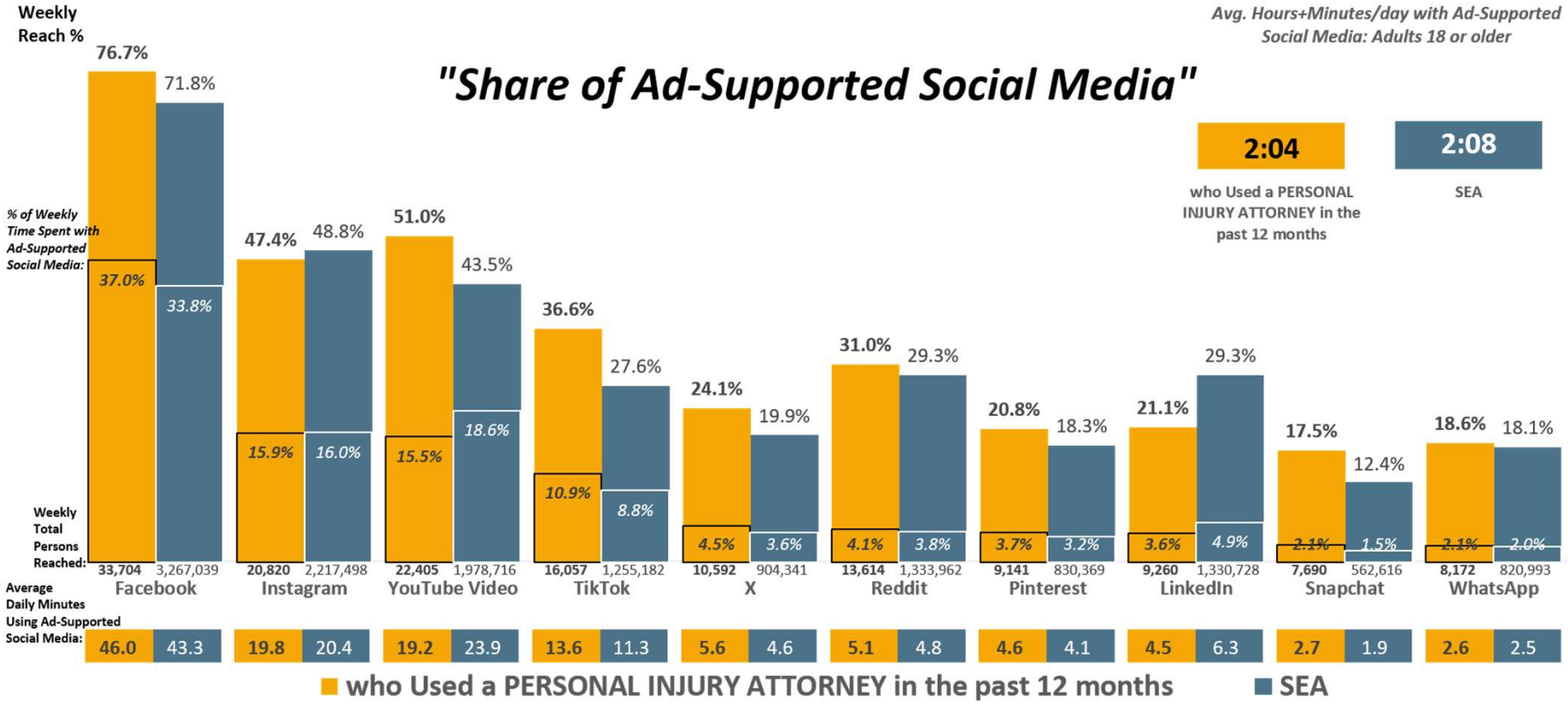
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



33,704 or 76.7% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported Facebook for an average of 46. minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 88 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,807

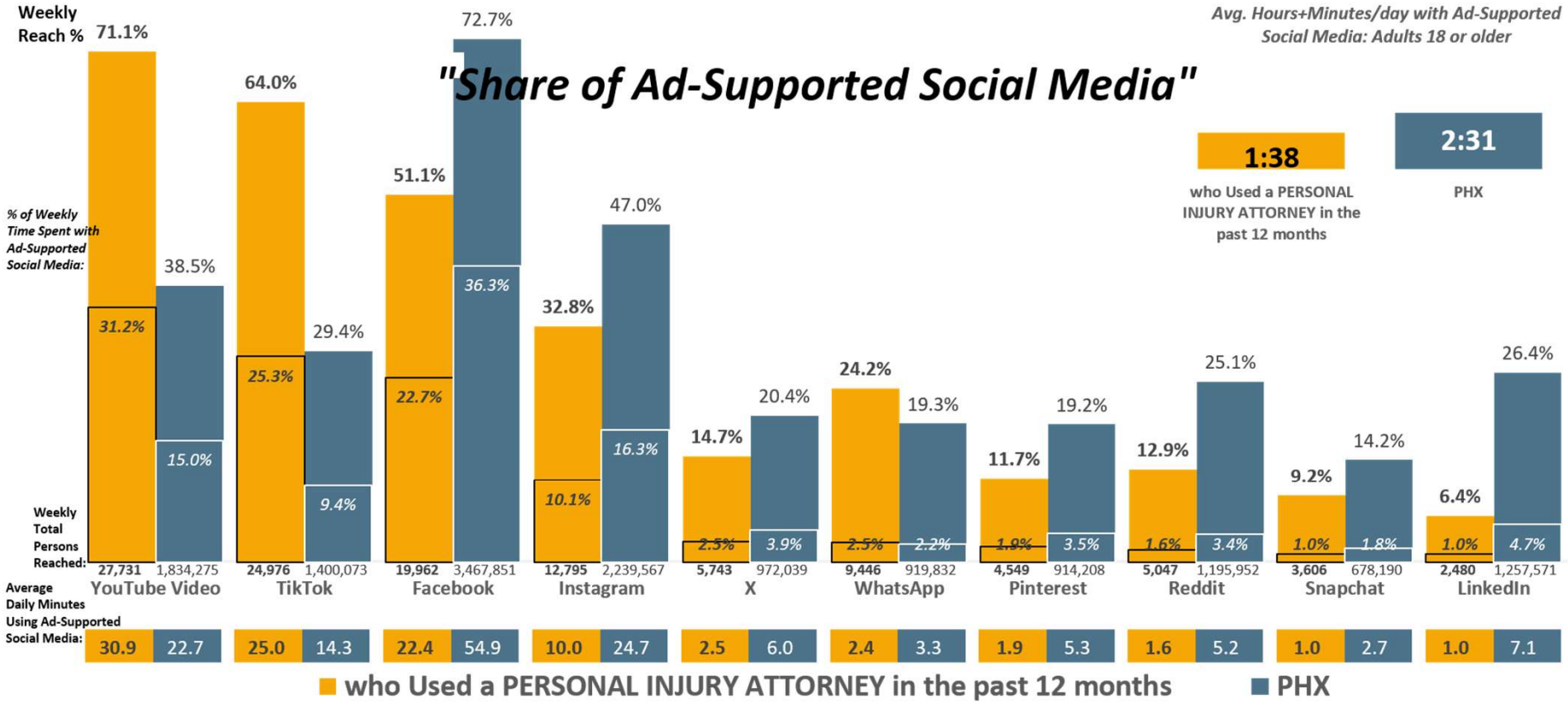
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



27,731 or 71.1% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months use Ad-Supported YouTube Video for an average of 30.9 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,867

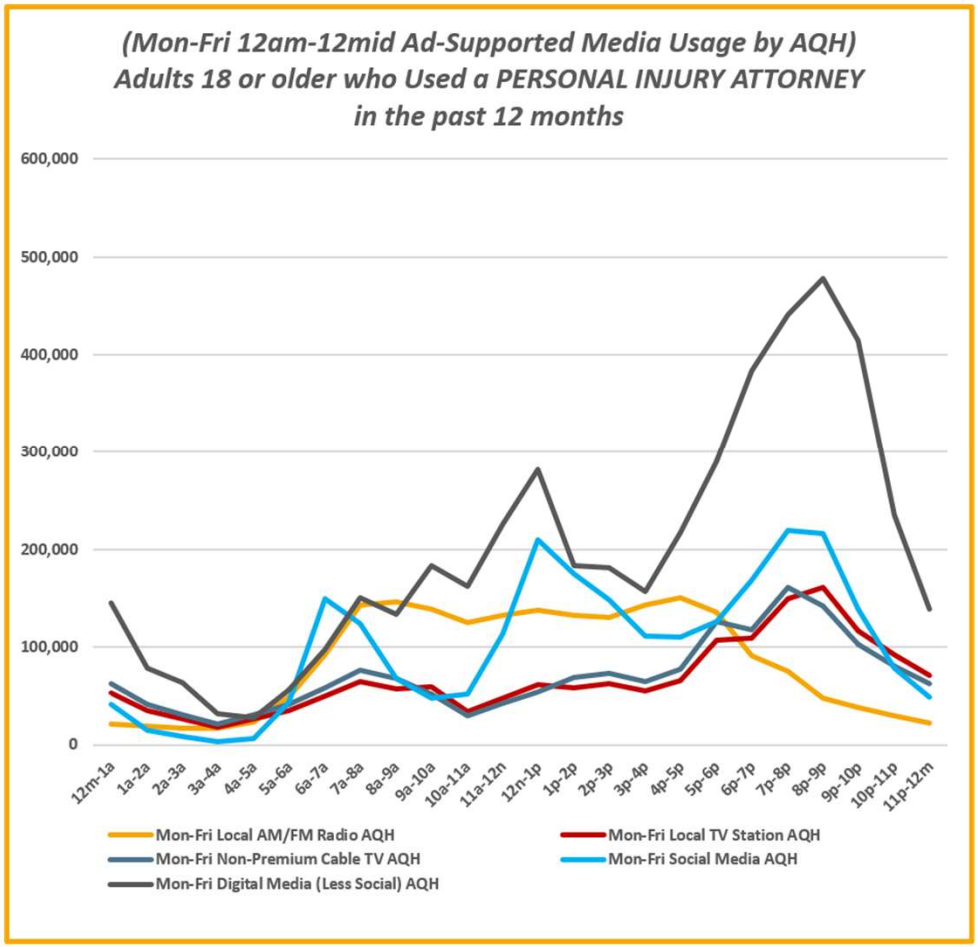
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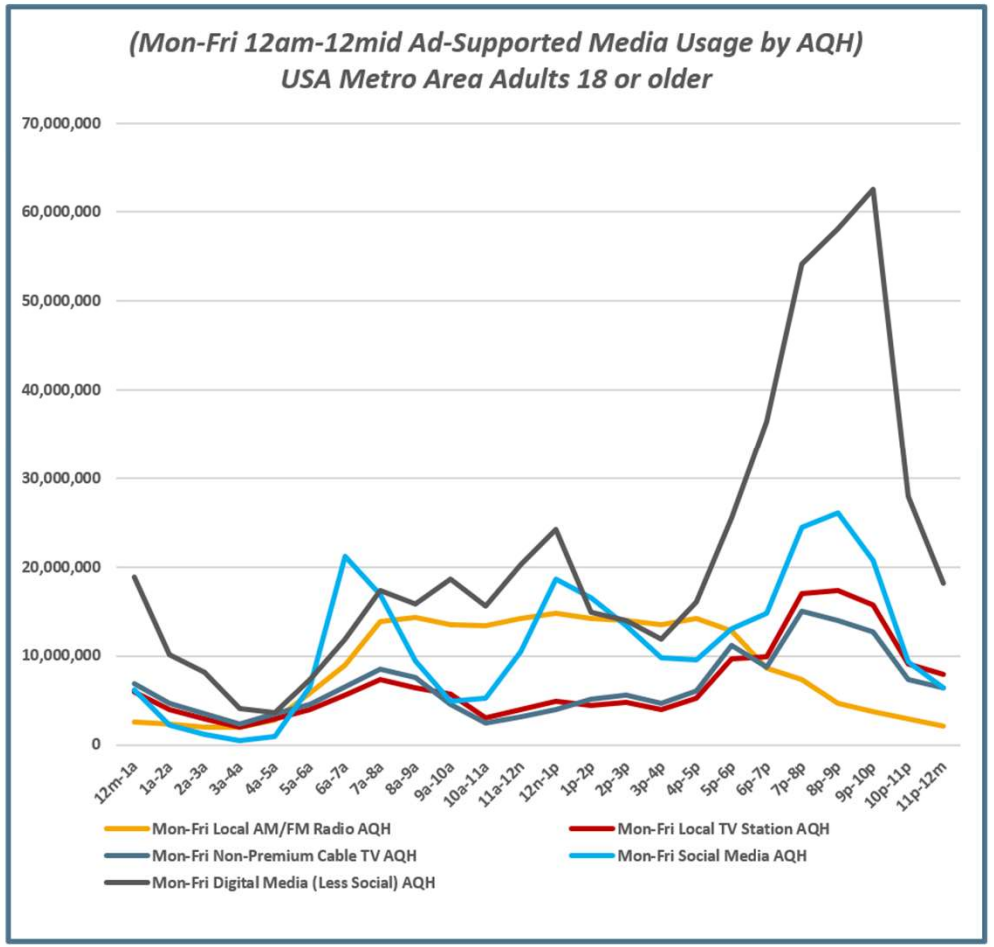
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



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





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

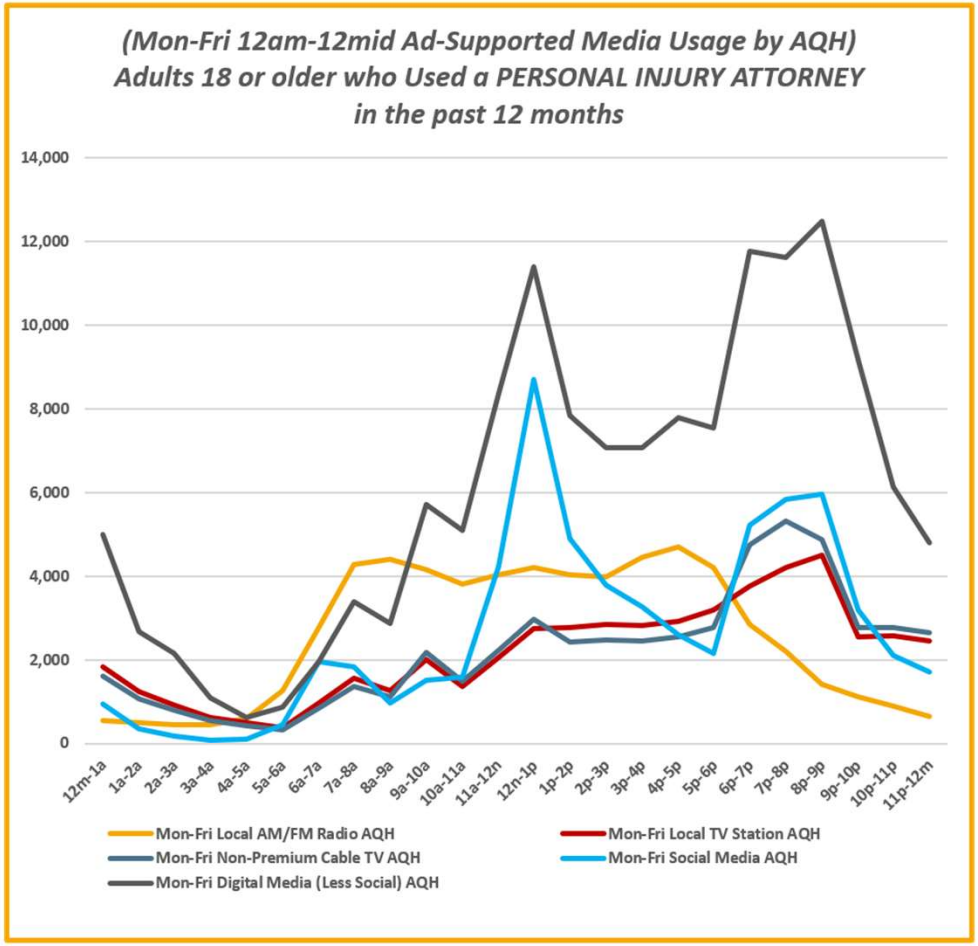
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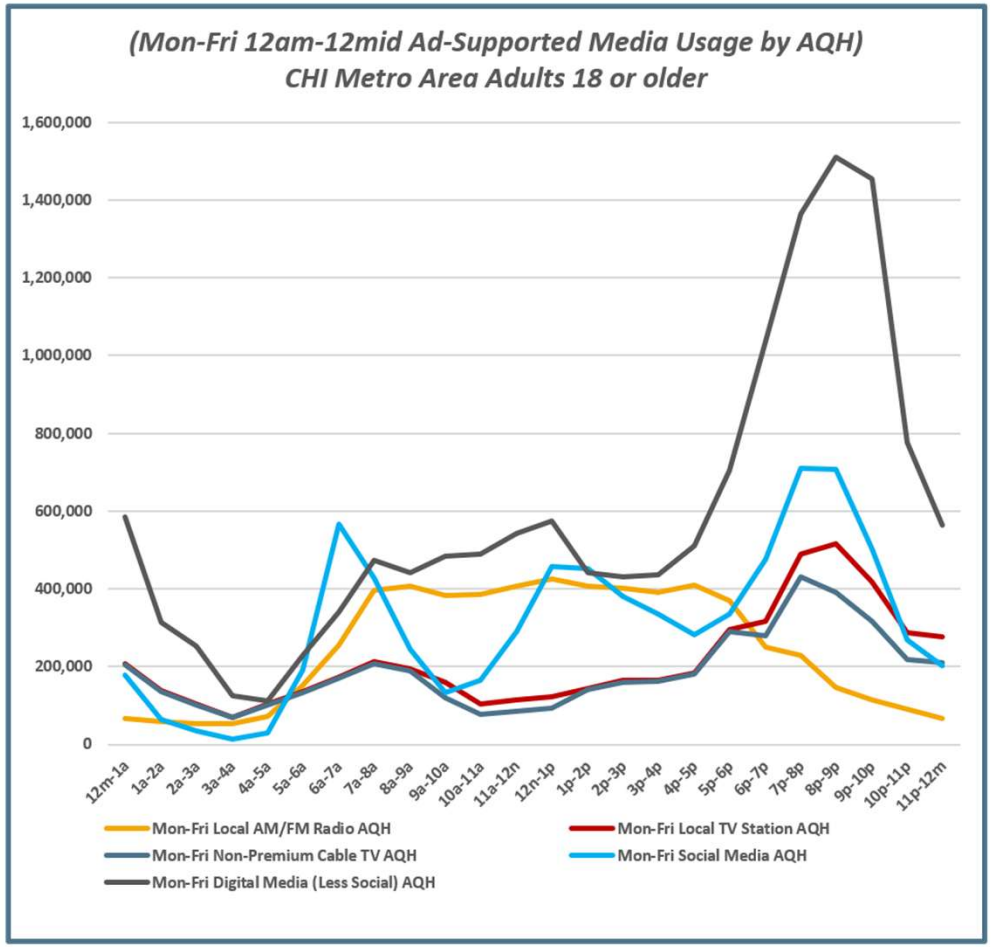
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,760; Local Radio: 3,990; Social Media: 3,284; Local TV: 2,334; Non-Prem. Cable: 2,275 reaching Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 mon





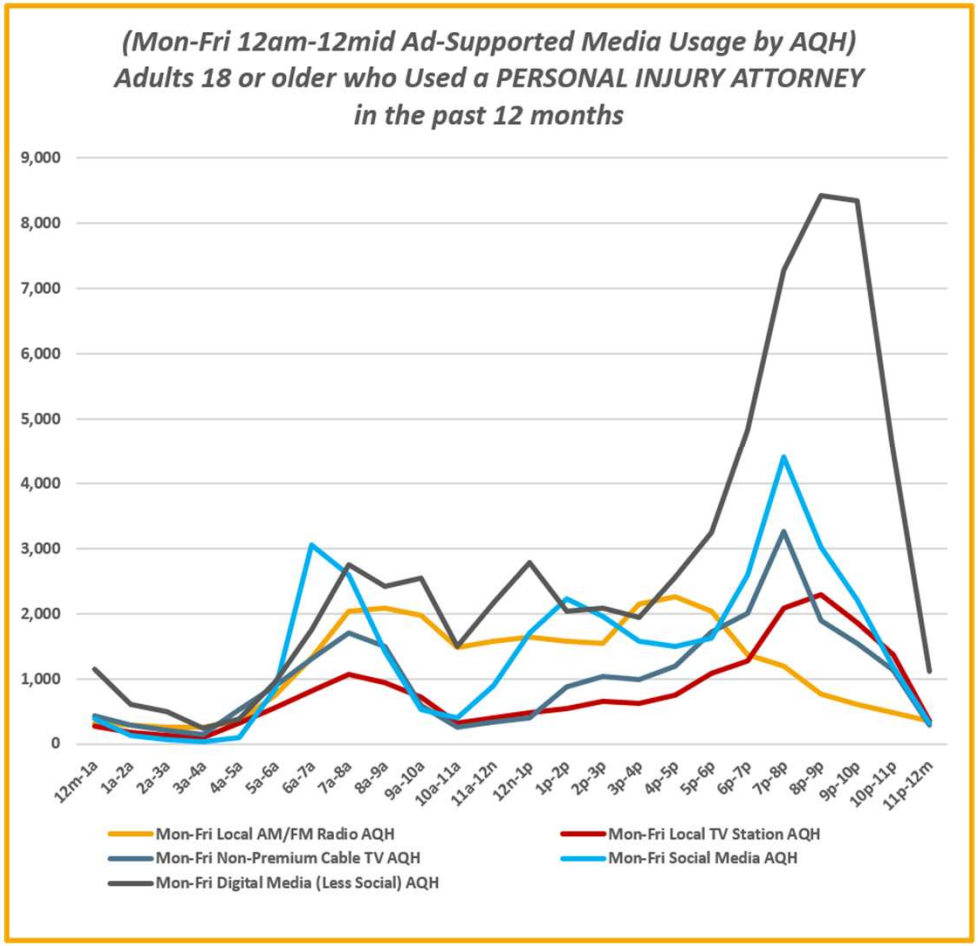
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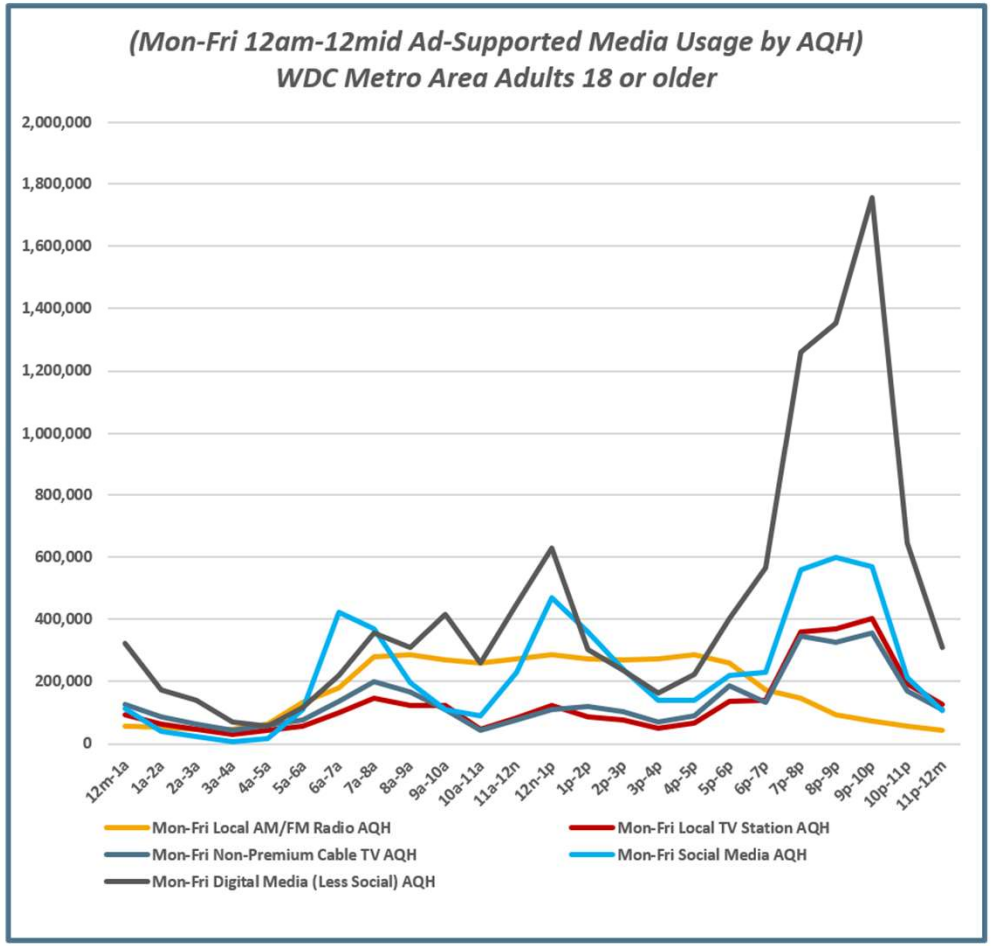
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,507; Local Radio: 1,770; Social Media: 1,696; Non-Prem. Cable: 1,068; Local TV: 741 reaching Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 month





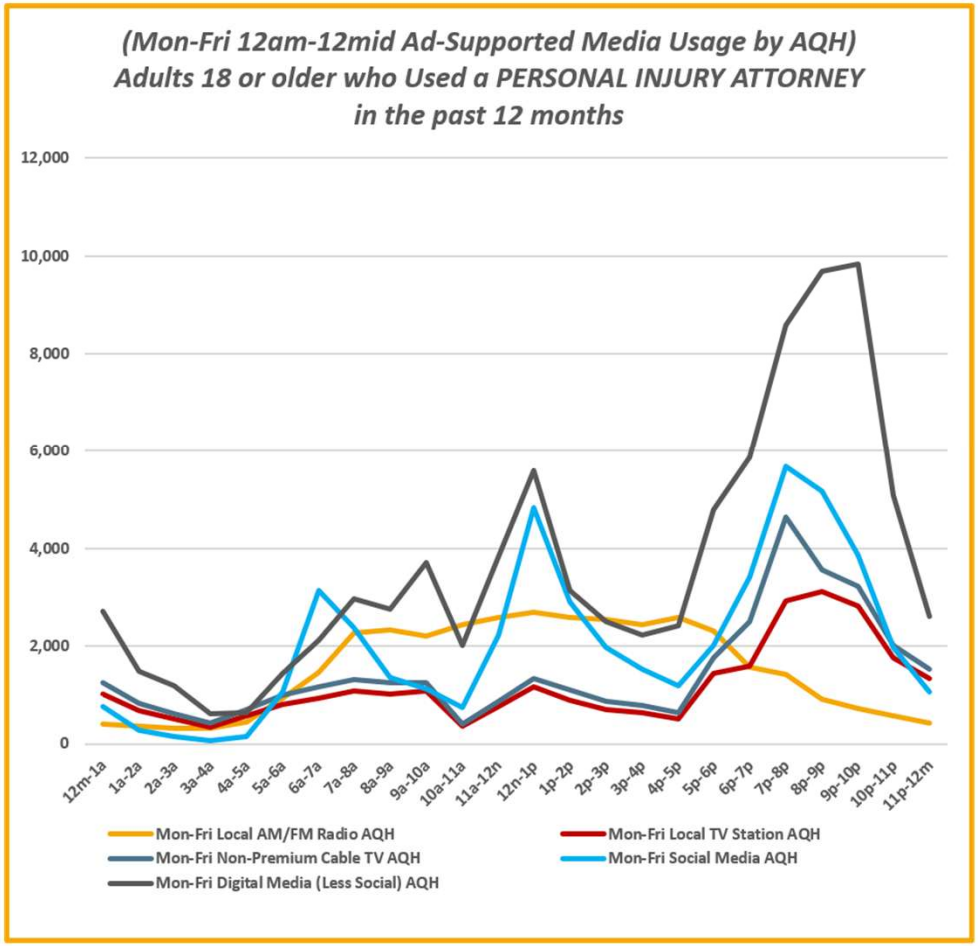
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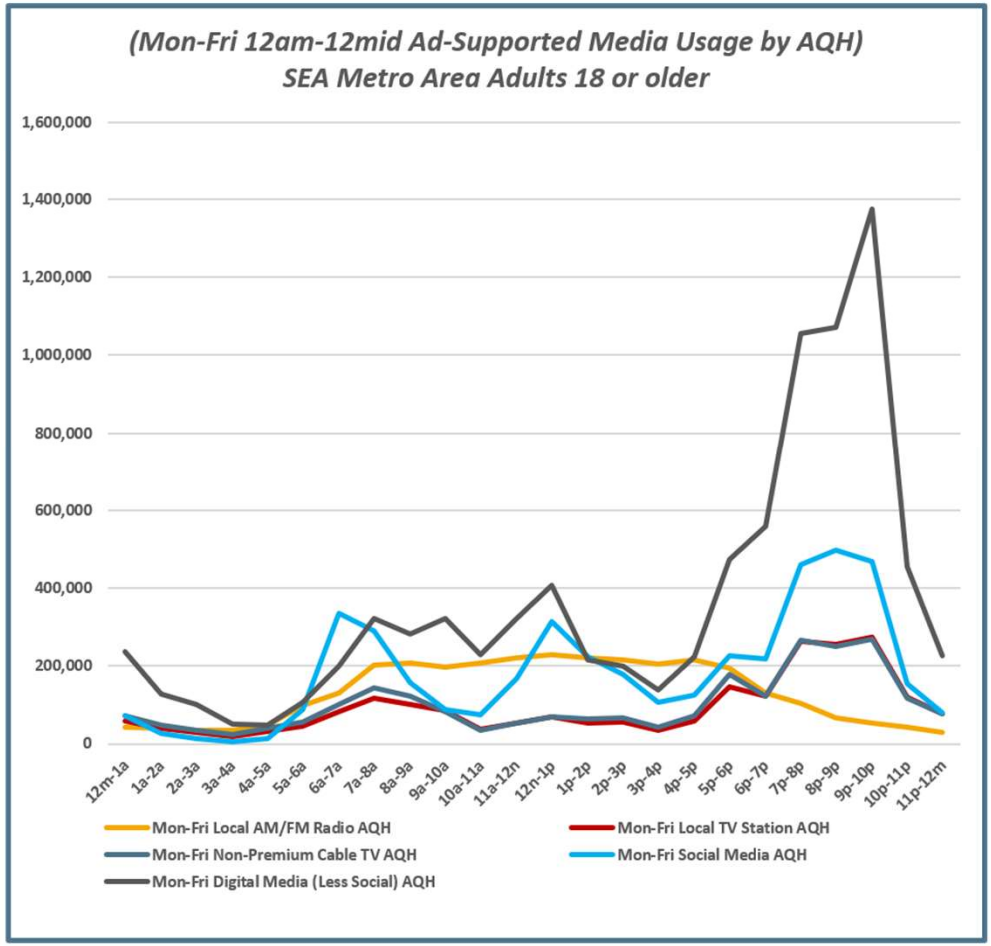
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,381; Local Radio: 2,313; Social Media: 2,215; Non-Prem. Cable: 1,173; Local TV: 935 reaching Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 month





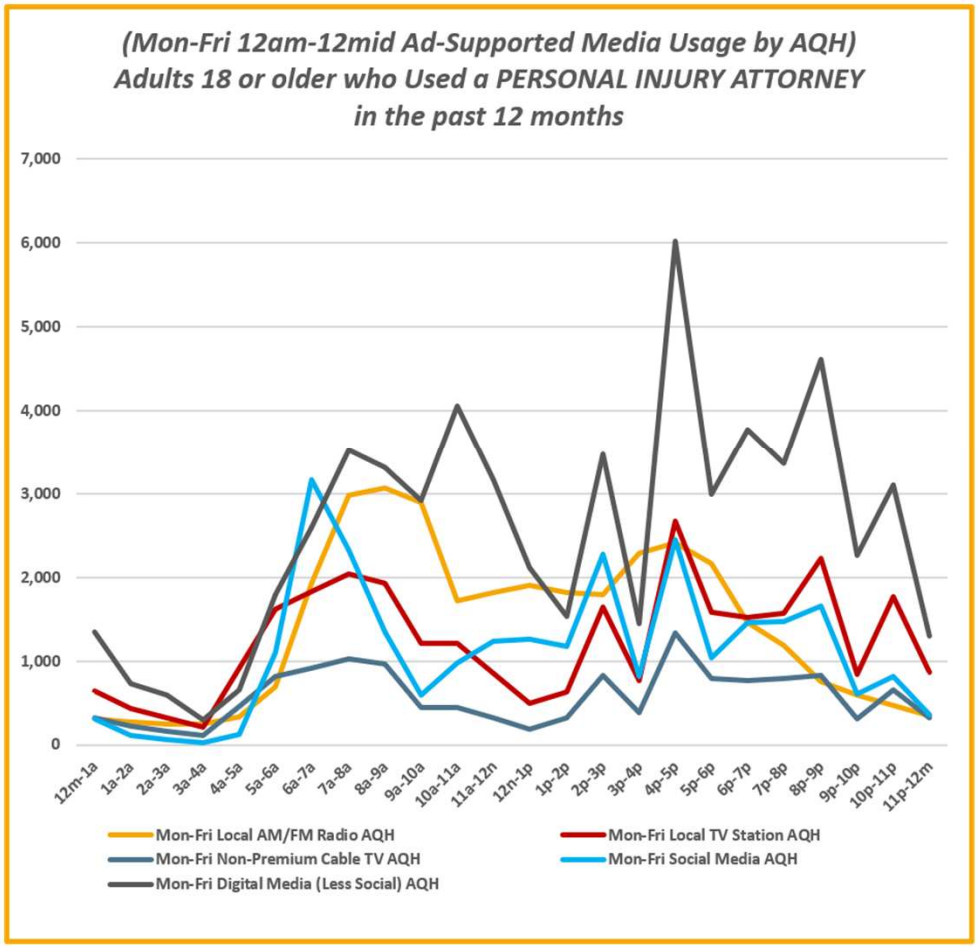
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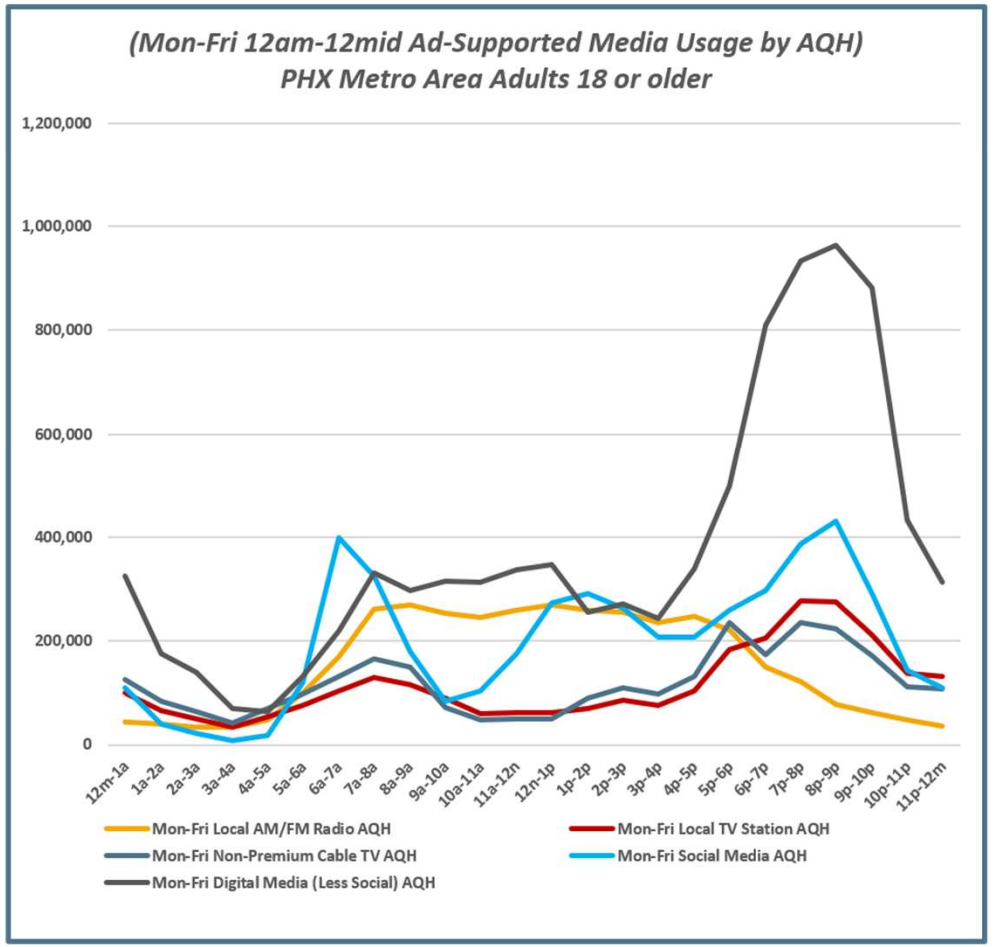
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,148; Local Radio: 2,171; Social Media: 1,548; Local TV: 1,415; Non-Prem. Cable: 672 reaching Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 month





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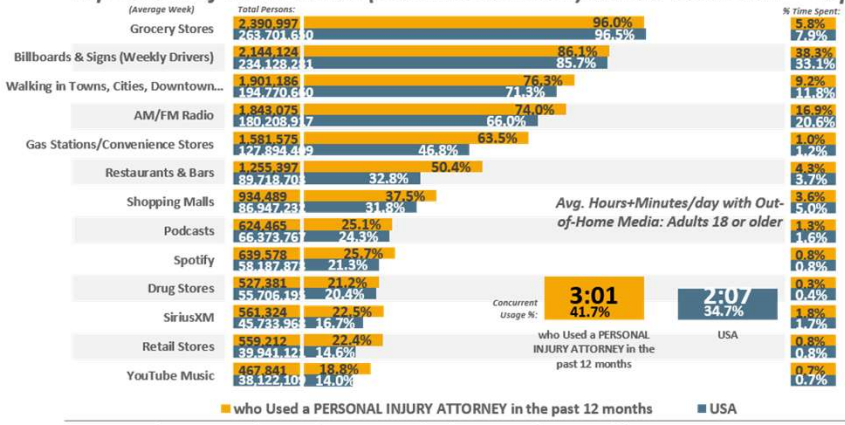
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

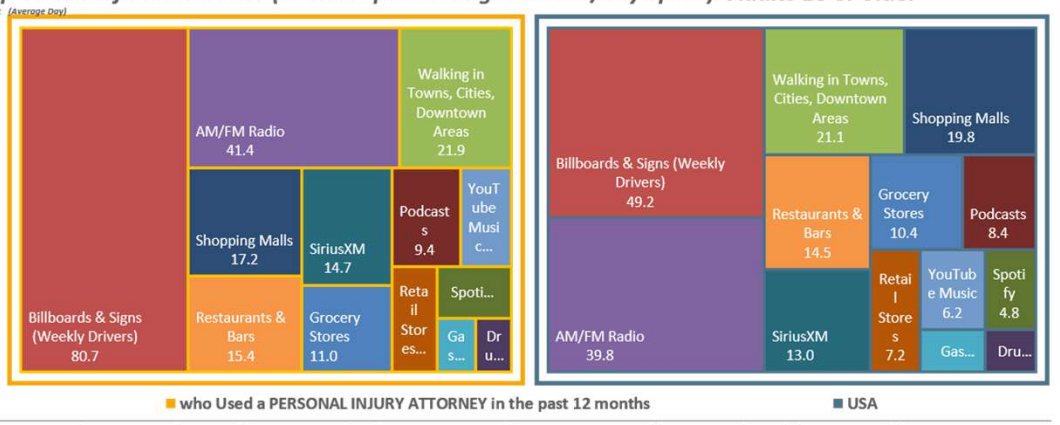


2,144,124 or 86.1% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 80.7 minutes per day driving, seeing Billboards and Signs. 69.% Listen to Local Radio Stations Out-of-Home for an average of 35.4 minute

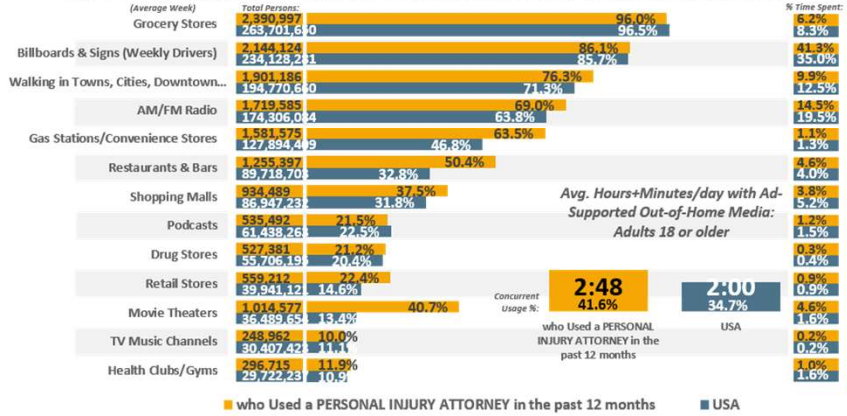
***Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older**



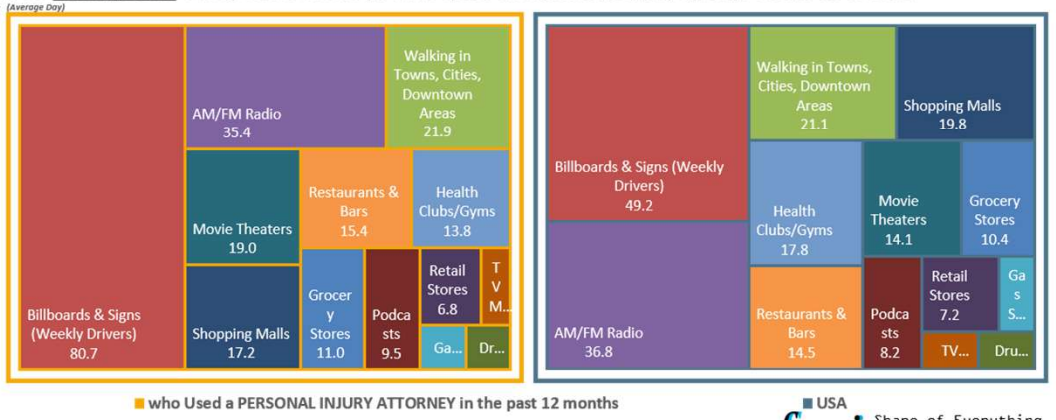
***Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



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



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



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

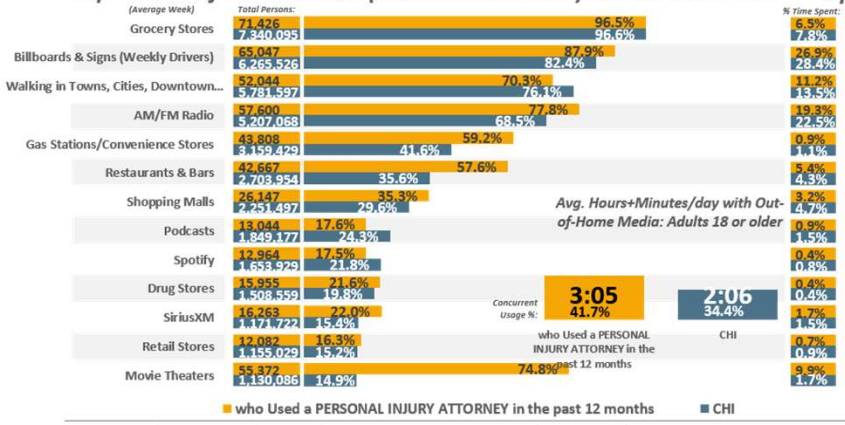
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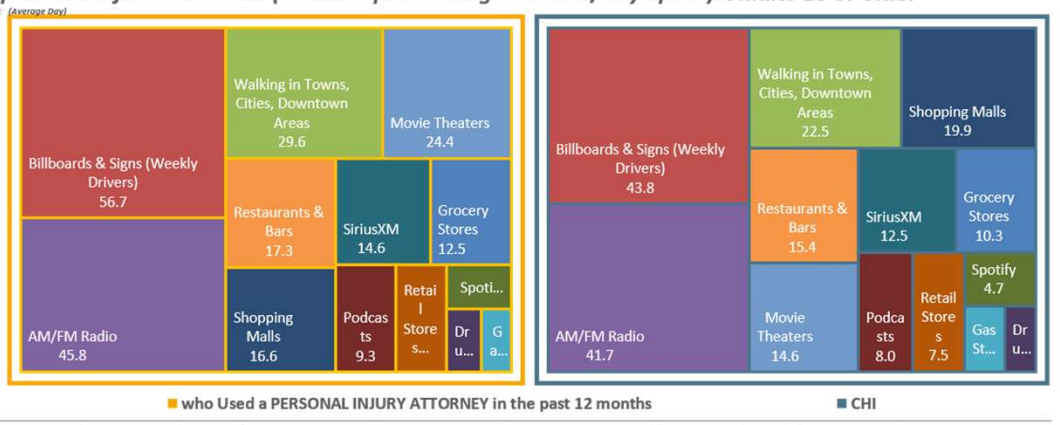


65,047 or 87.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 56.7 minutes per day driving, seeing Billboards and Signs. 69.9% Listen to Local Radio Stations Out-of-Home for an average of 39.9 minutes/

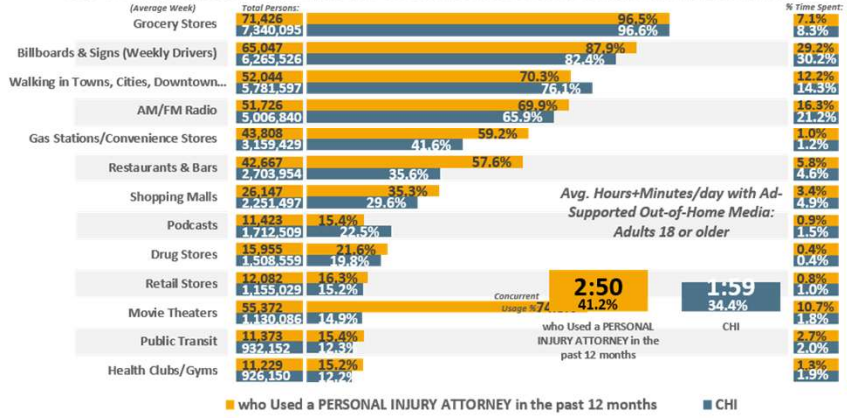
Top-13 Out-of-Home Media (Persons & % Reach): **Adults 18 or older**



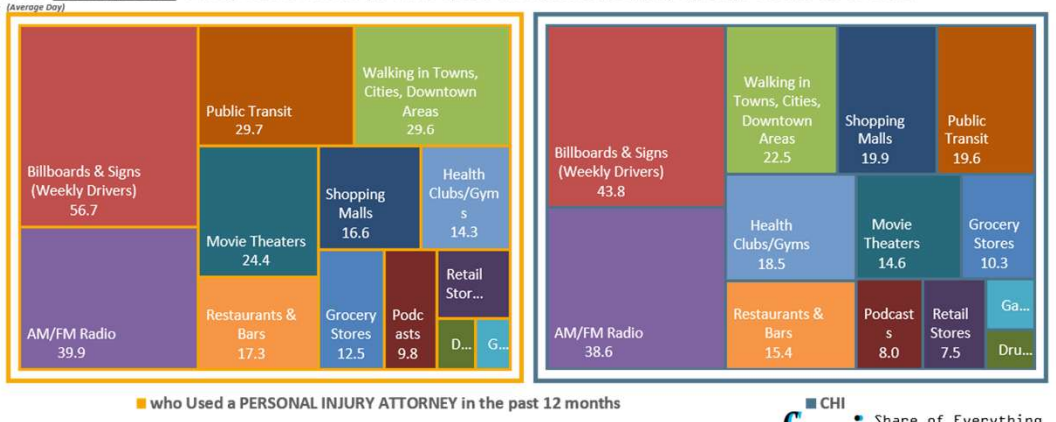
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 68

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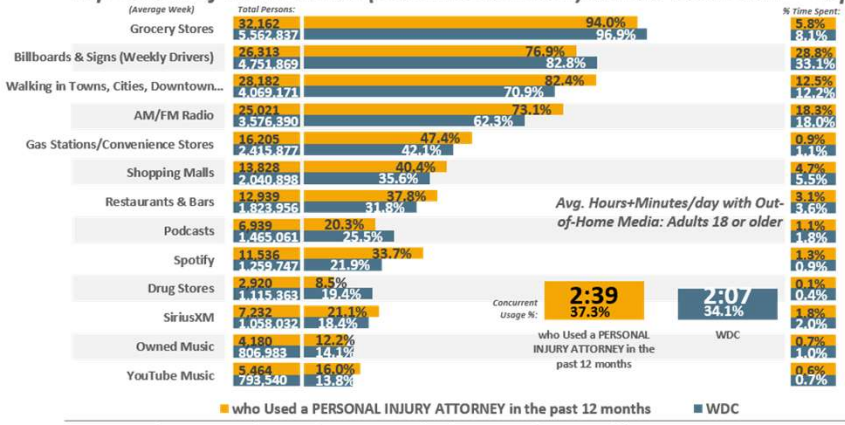
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

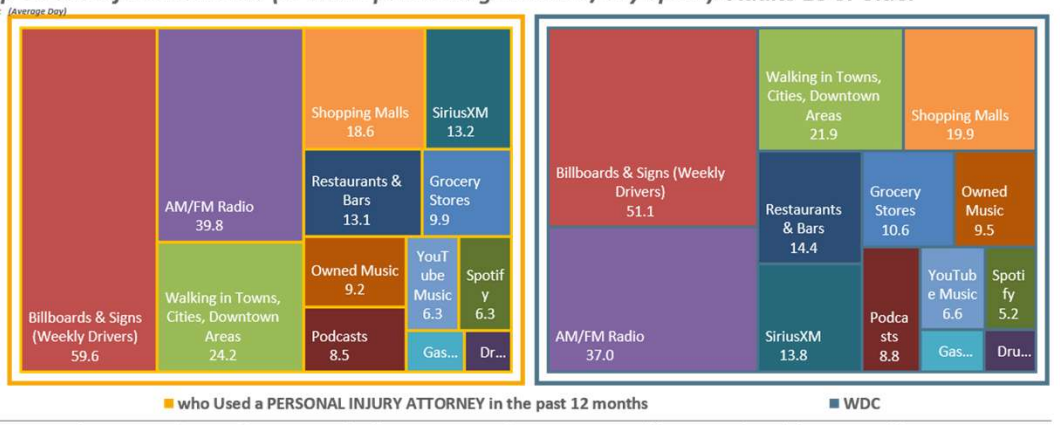


26,313 or 76.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 59.6 minutes per day driving, seeing Billboards and Signs. 69.9% Listen to Local Radio Stations Out-of-Home for an average of 31.8 minutes/

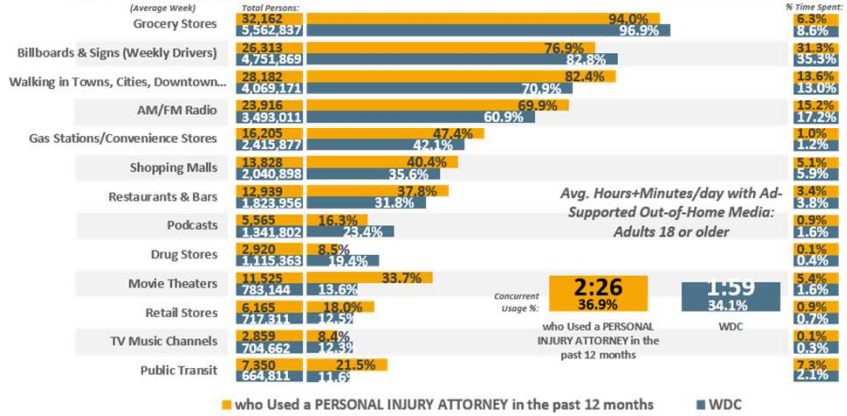
***Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older**



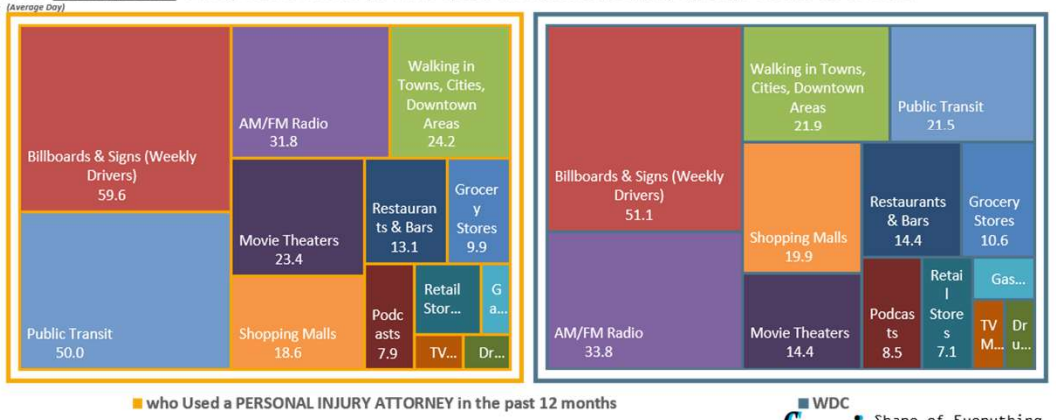
***Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



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



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



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 89

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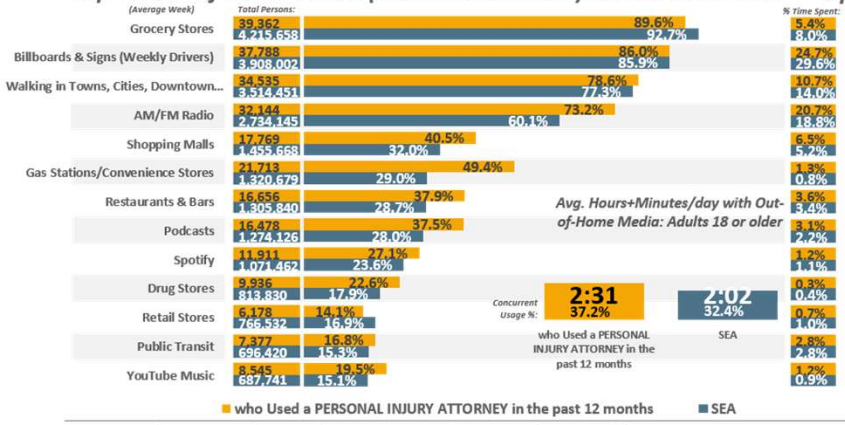
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

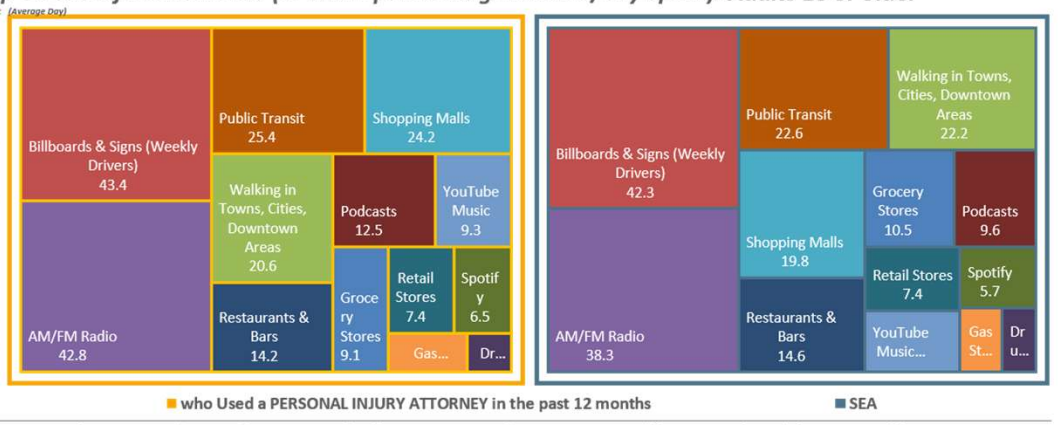


37,788 or 86.% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 43.4 minutes per day driving, seeing Billboards and Signs. 70.2% Listen to Local Radio Stations Out-of-Home for an average of 36.4 minutes/d

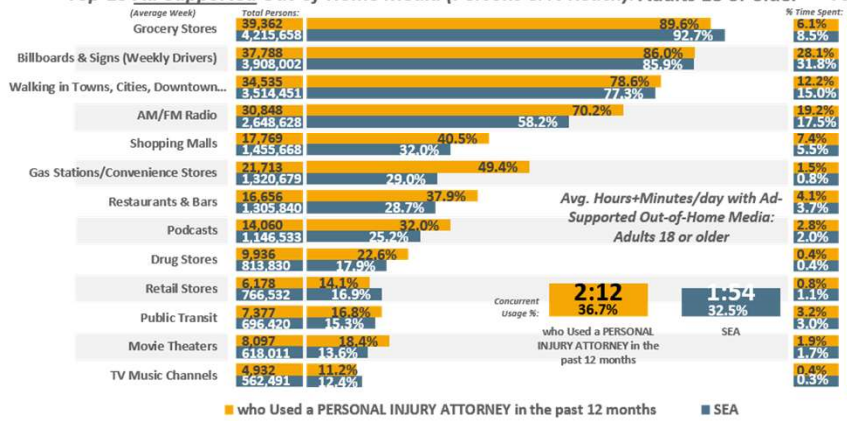
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



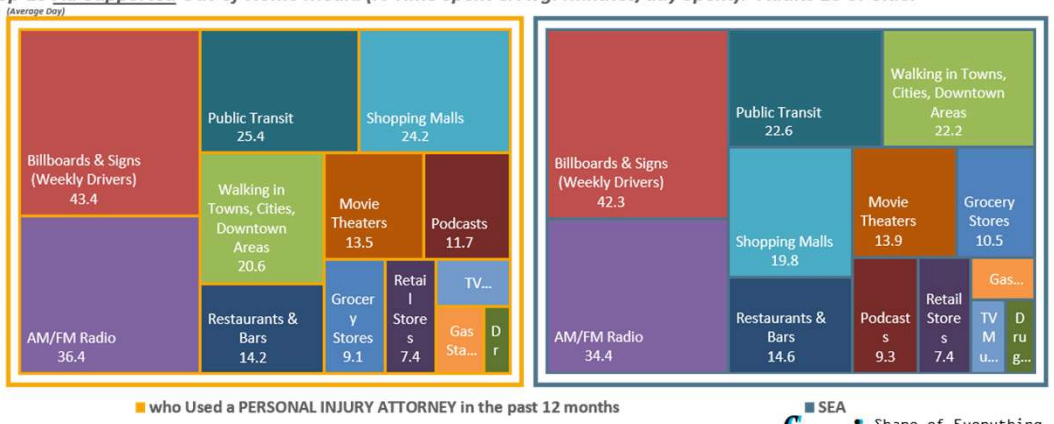
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 88

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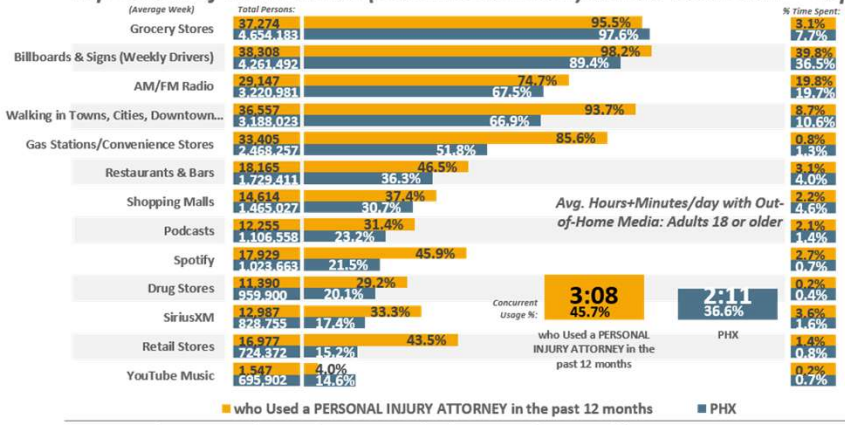
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

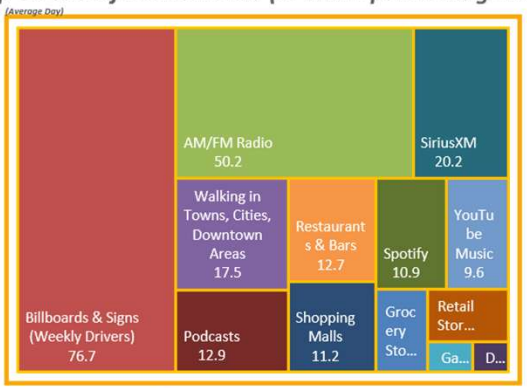


38,308 or 98.2% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 76.7 minutes per day driving, seeing Billboards and Signs. 72.1% Listen to Local Radio Stations Out-of-Home for an average of 48. minutes/d

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

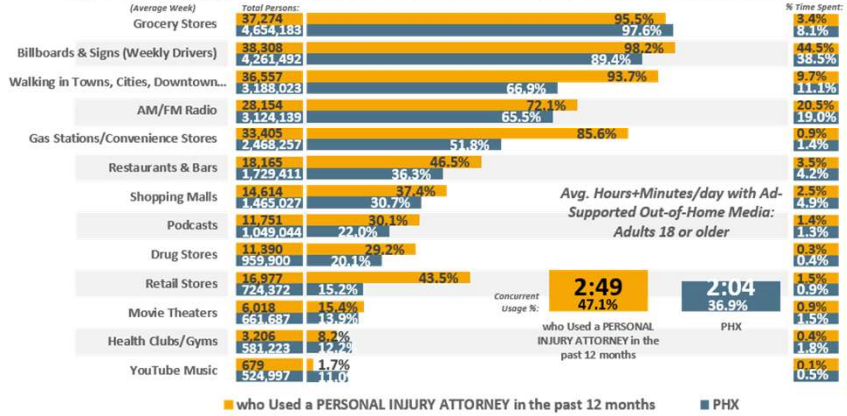


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

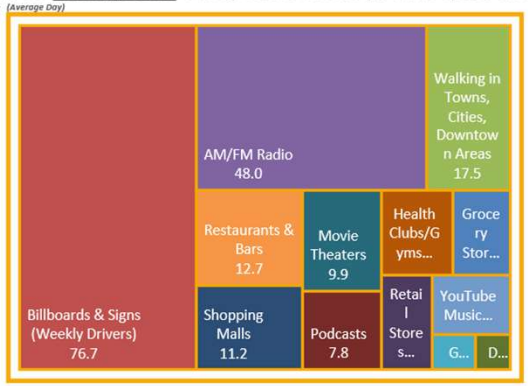




Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





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

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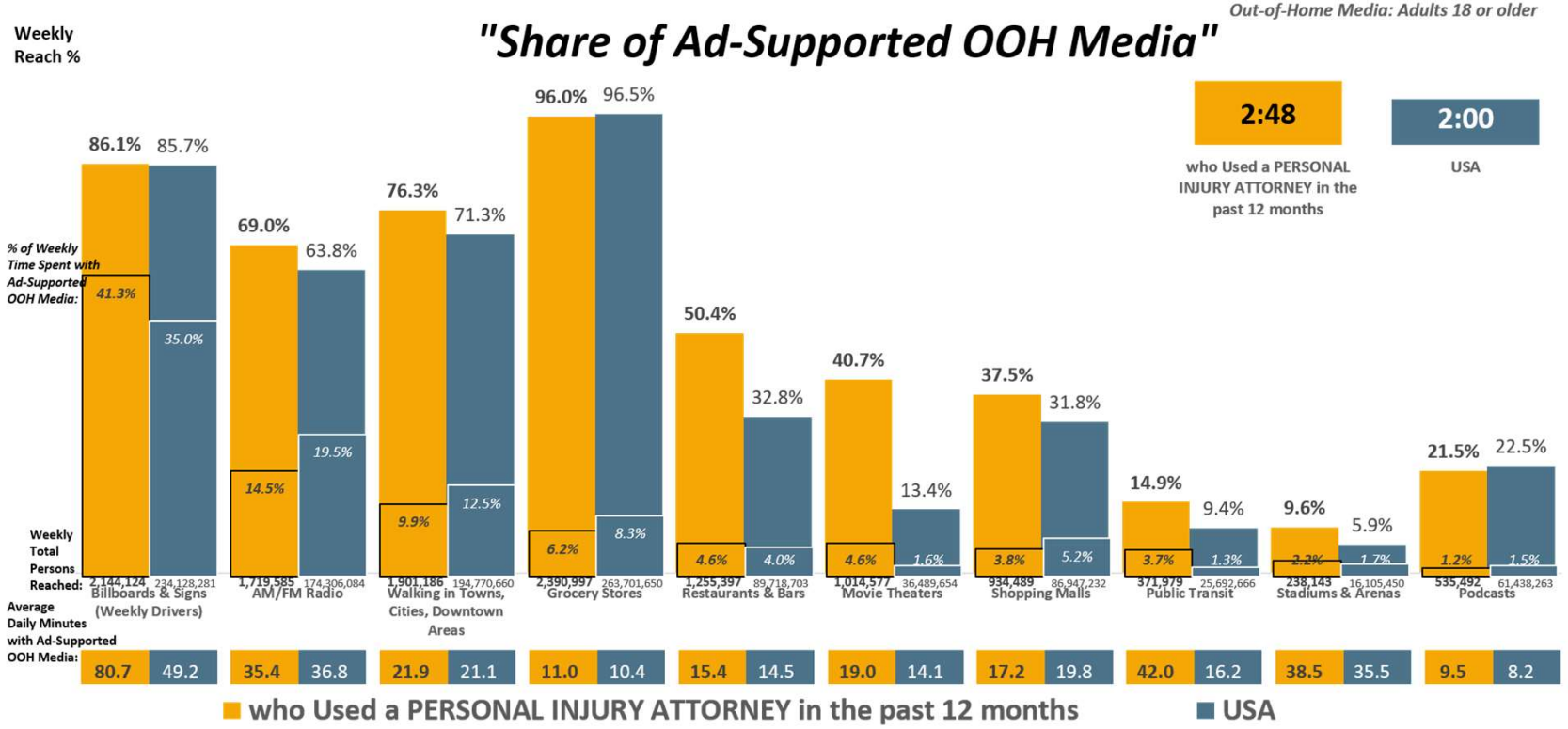
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



2,144,124 or 86.1% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 80.7 minutes per day driving, seeing Billboards and Signs representing 41.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



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

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

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Scarborough R2 2025-26: Feb24-Jul26 USA Projection

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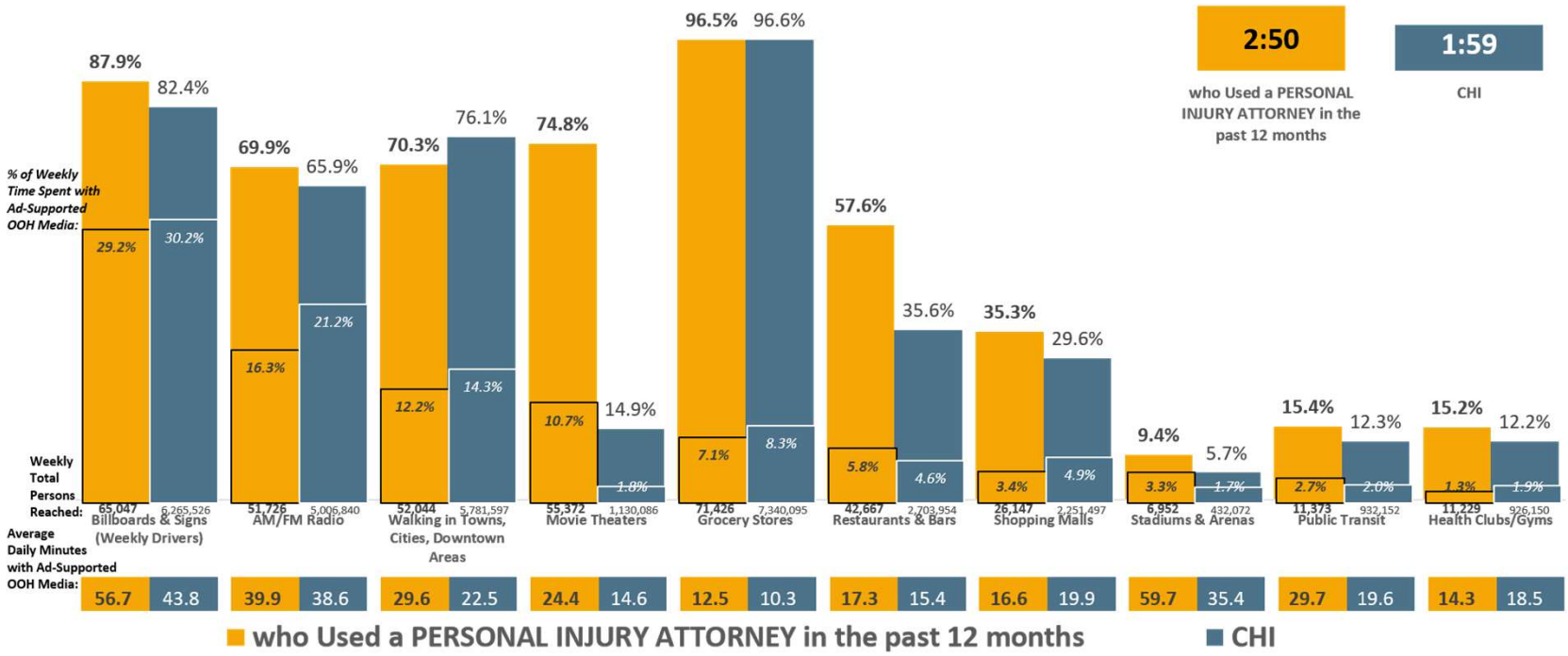
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



65,047 or 87.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 56.7 minutes per day driving, seeing Billboards and Signs representing 29.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 68 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,847

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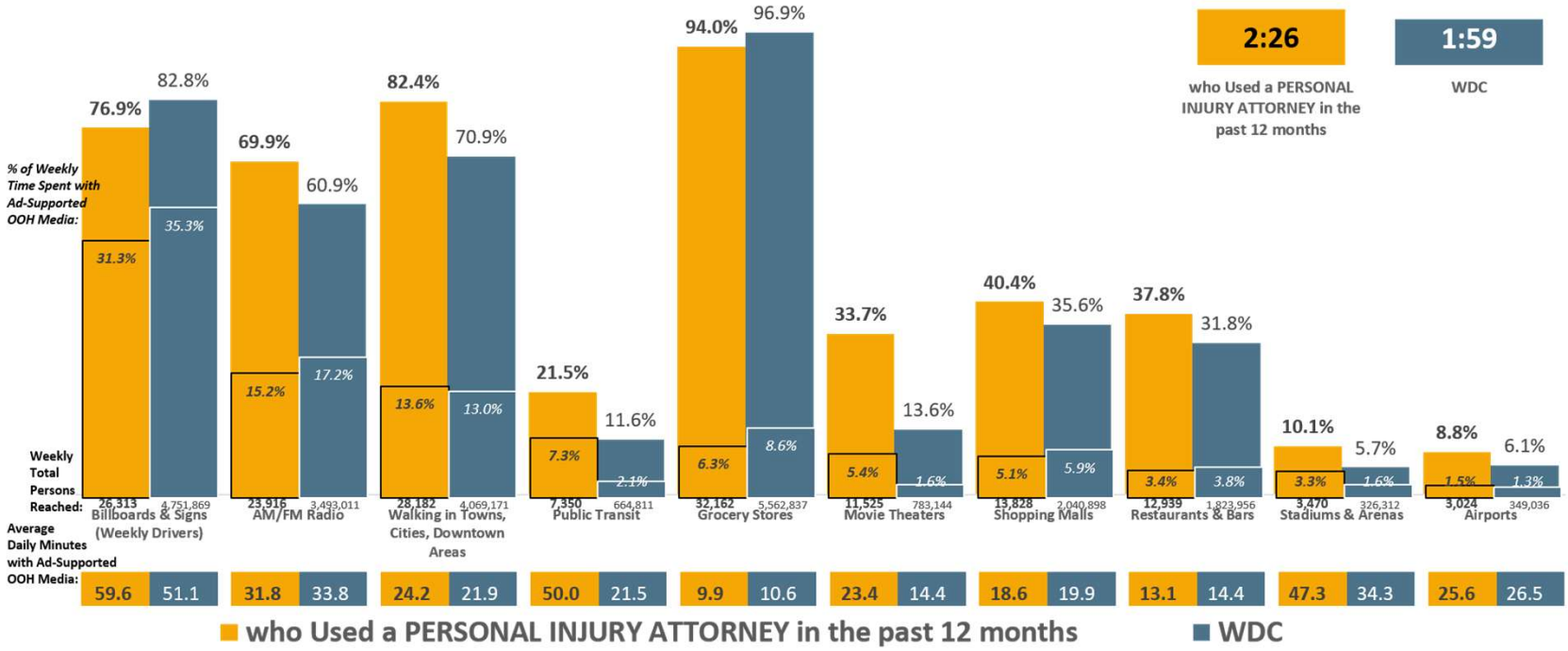
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



26,313 or 76.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 59.6 minutes per day driving, seeing Billboards and Signs representing 31.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 89 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 11,560

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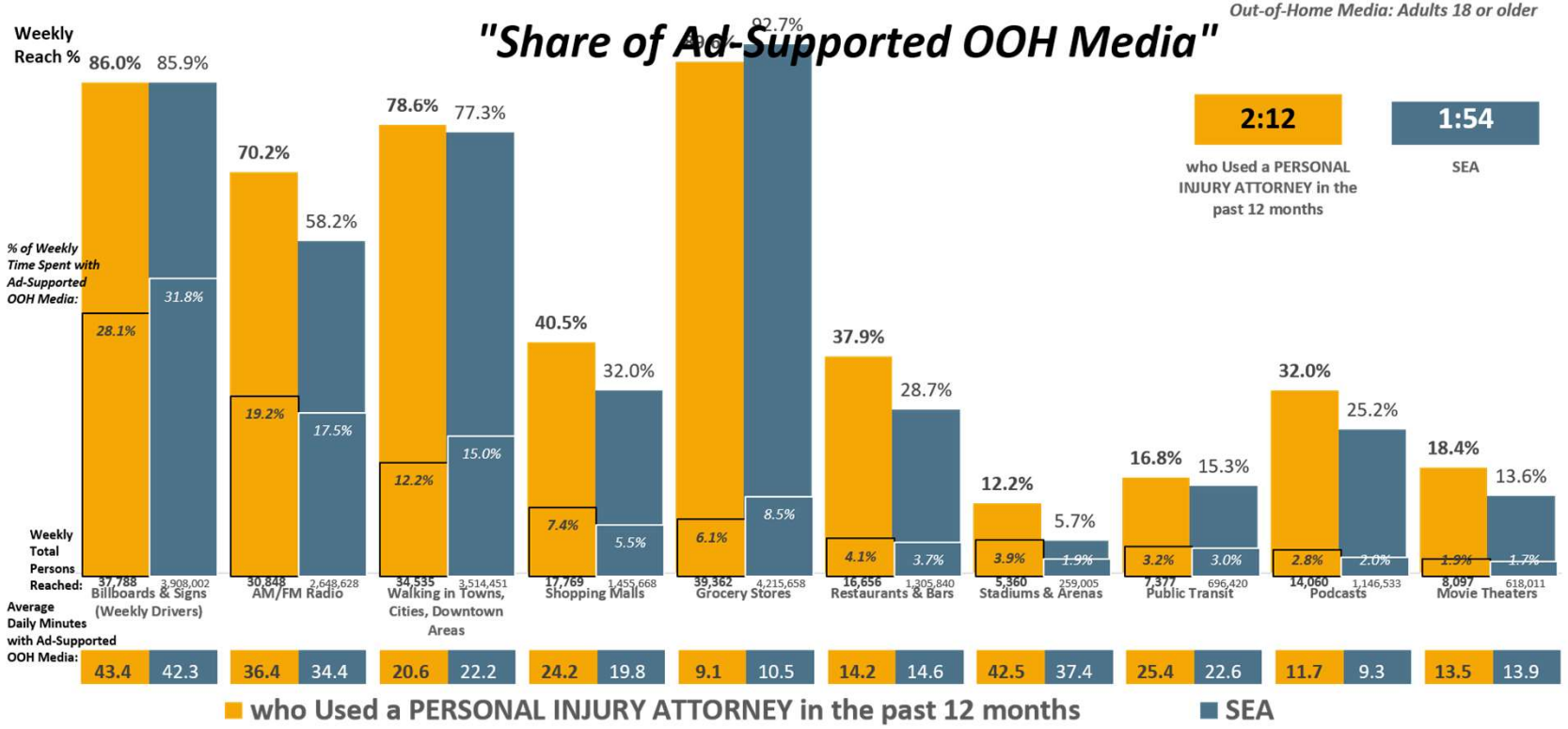
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



37,788 or 86.% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 43.4 minutes per day driving, seeing Billboards and Signs representing 28.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 88 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,807

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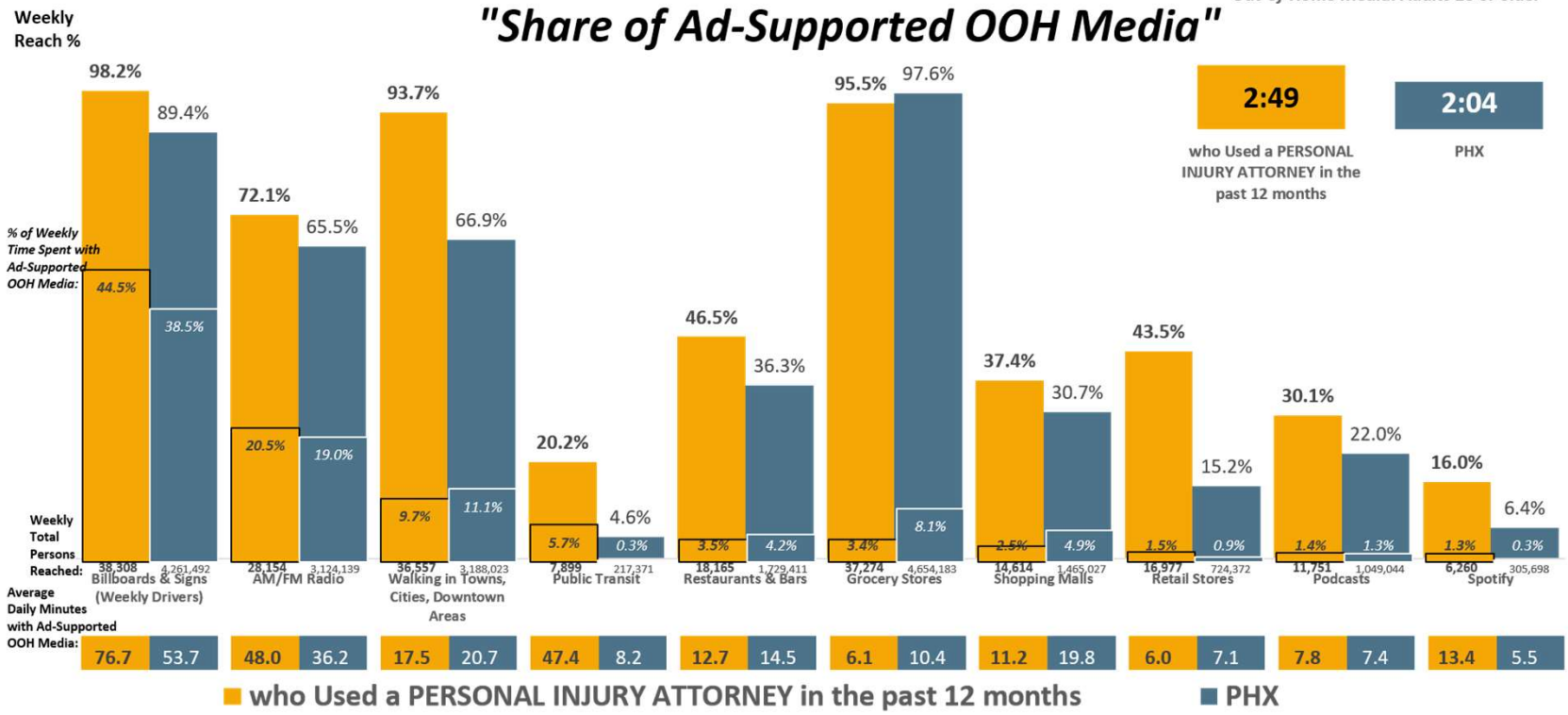
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



38,308 or 98.2% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 76.7 minutes per day driving, seeing Billboards and Signs representing 44.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,867

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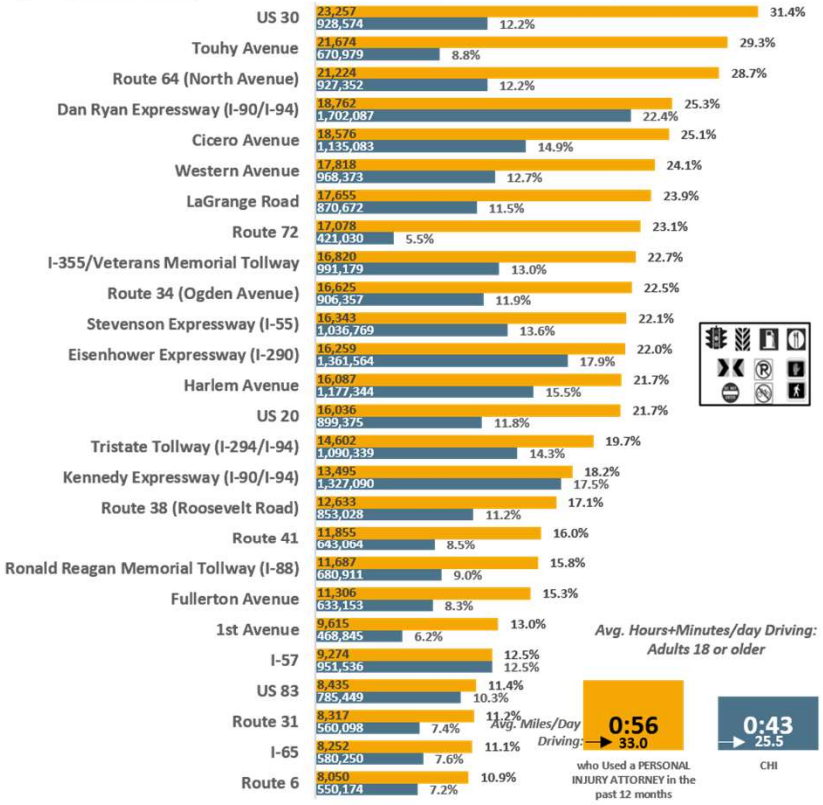
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

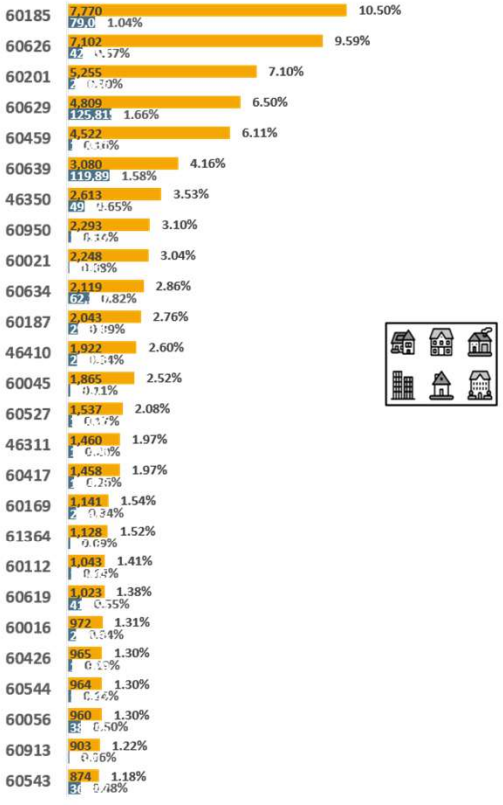


65,047 or 87.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 56.7 minutes per day driving an average of 33. miles each day and are 316.6% more likely to use Route 72 than the Metro average.

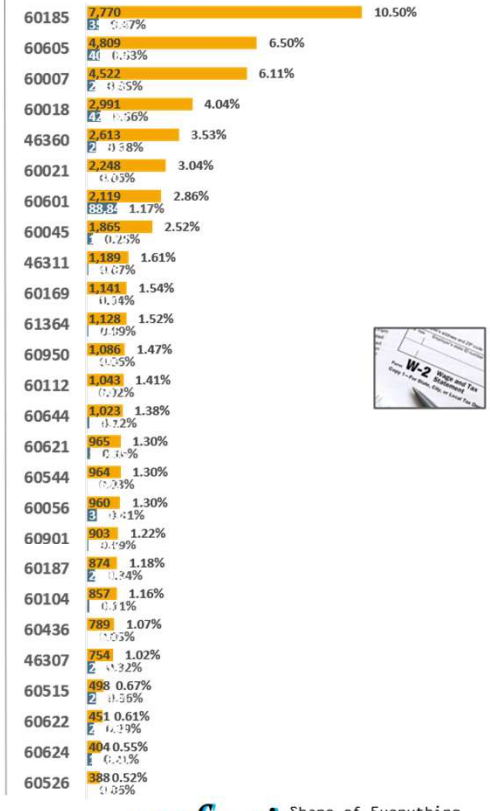
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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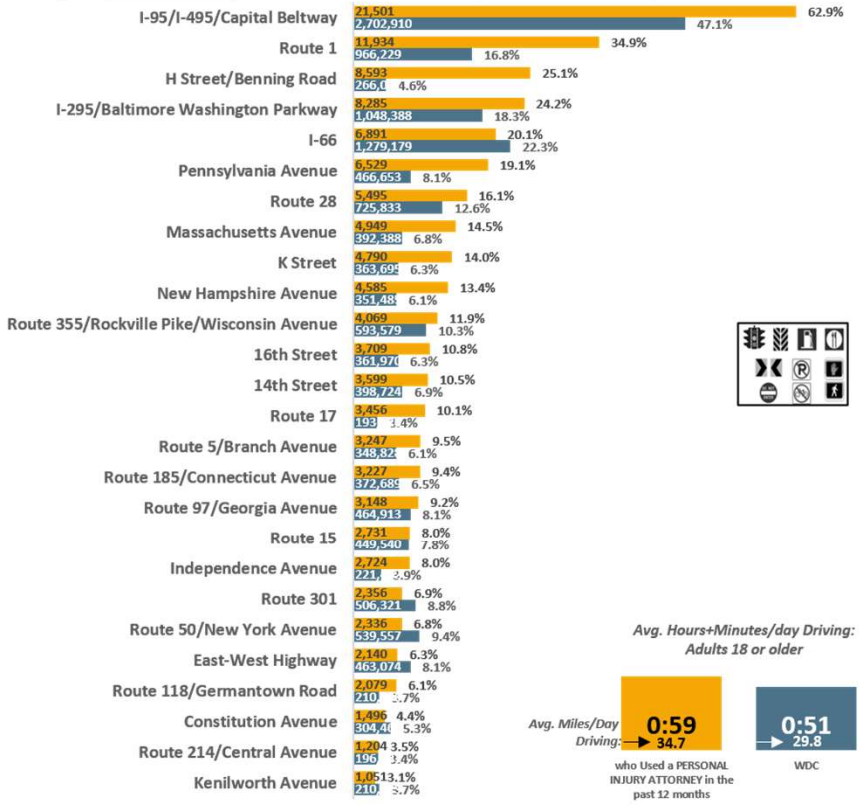
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

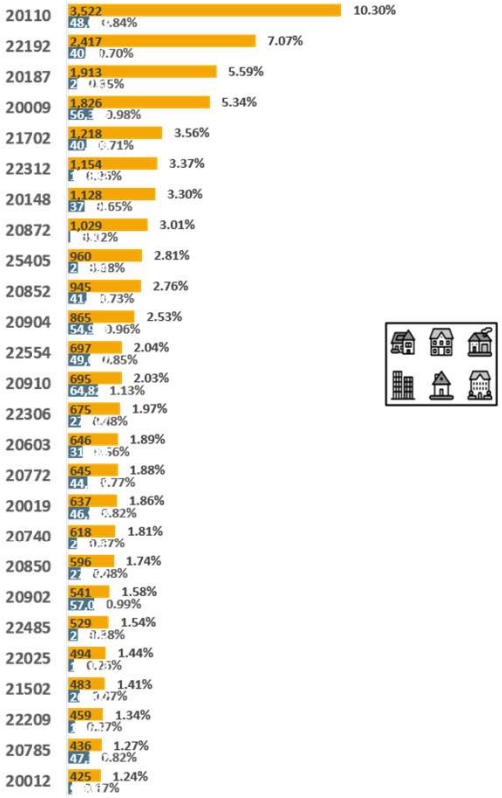


26,313 or 76.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 59.6 minutes per day driving an average of 34.7 miles each day and are 442.% more likely to use H Street/Benning Road than the Metro averag

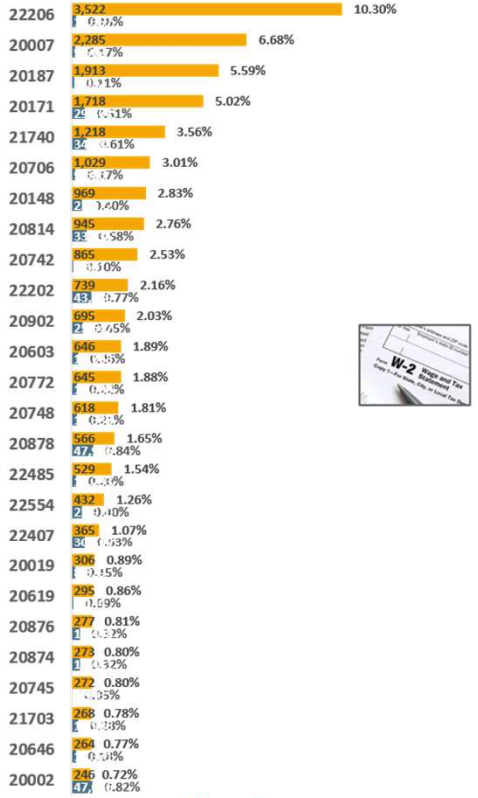
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 89

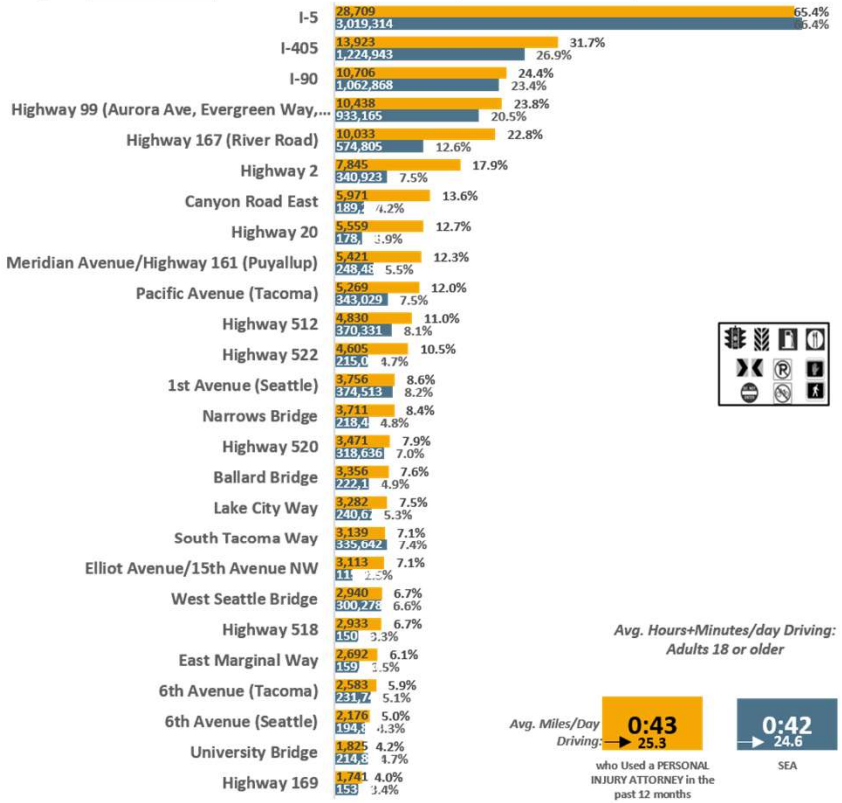
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



37,788 or 86.% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 43.4 minutes per day driving an average of 25.3 miles each day and are 226.6% more likely to use Canyon Road East than the Metro average.

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



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

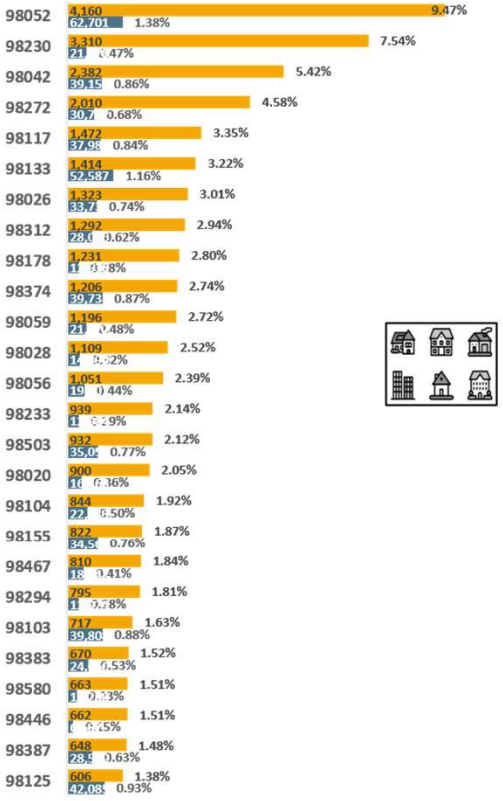
Avg. Miles/Day Driving:

0:43 → 25.3 who Used a PERSONAL INJURY ATTORNEY in the past 12 months

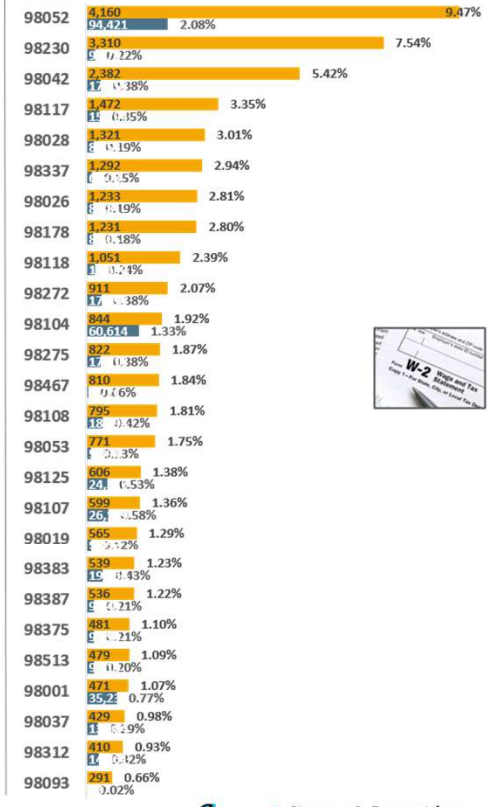
0:42 → 24.6 SEA

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

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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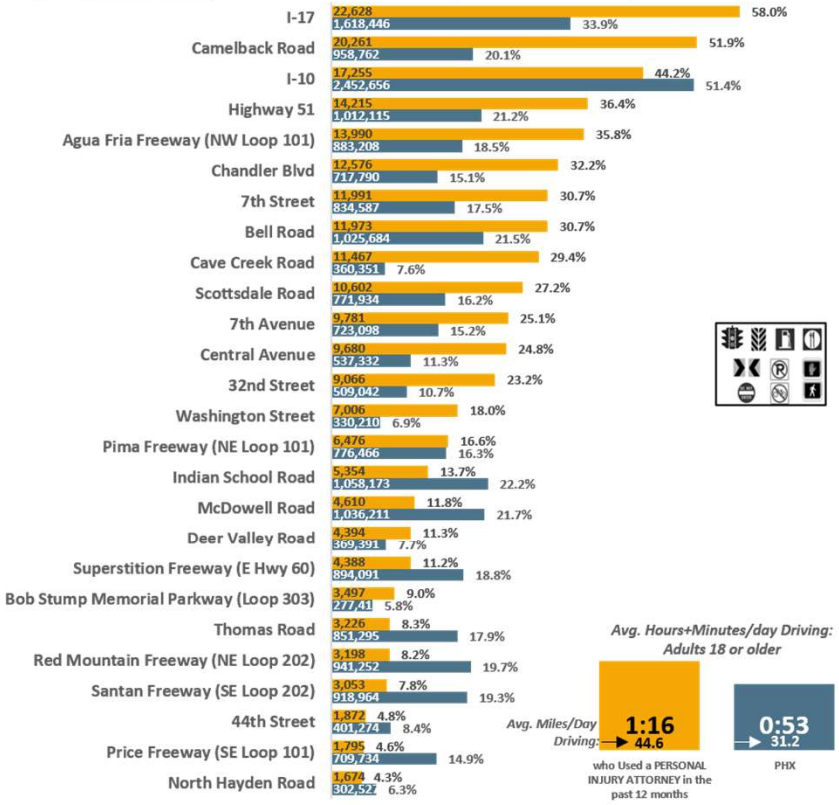
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



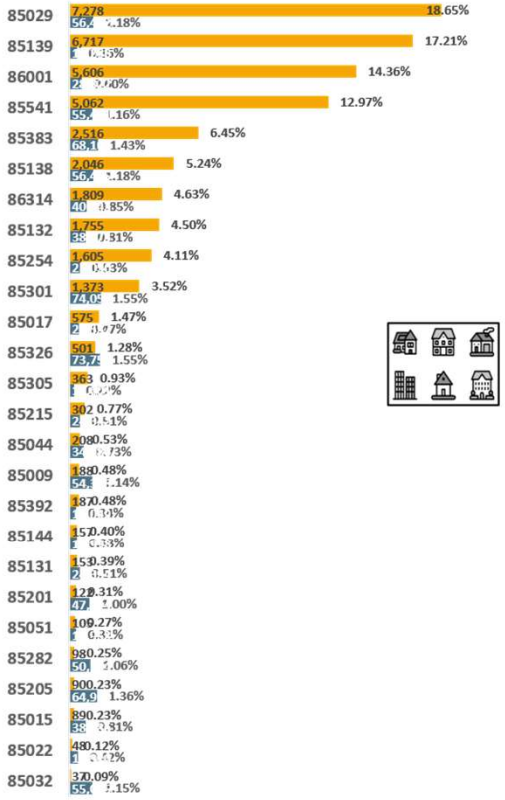
38,308 or 98.2% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months spend an average of 76.7 minutes per day driving an average of 44.6 miles each day and are 288.8% more likely to use Cave Creek Road than the Metro average.

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

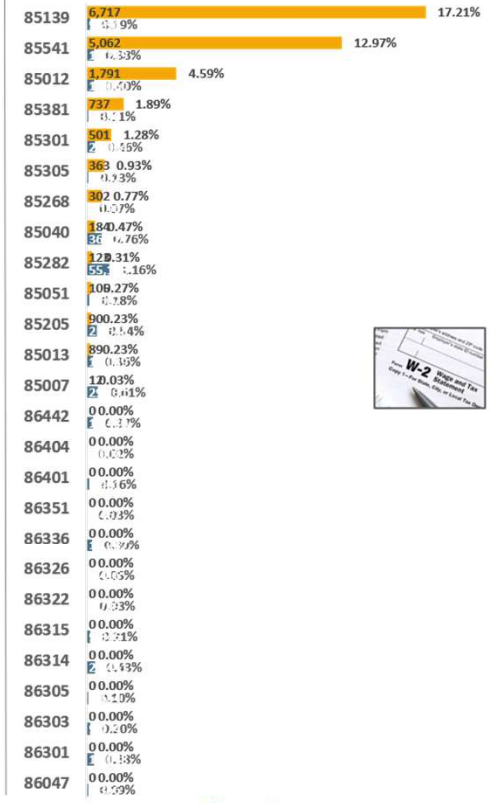


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



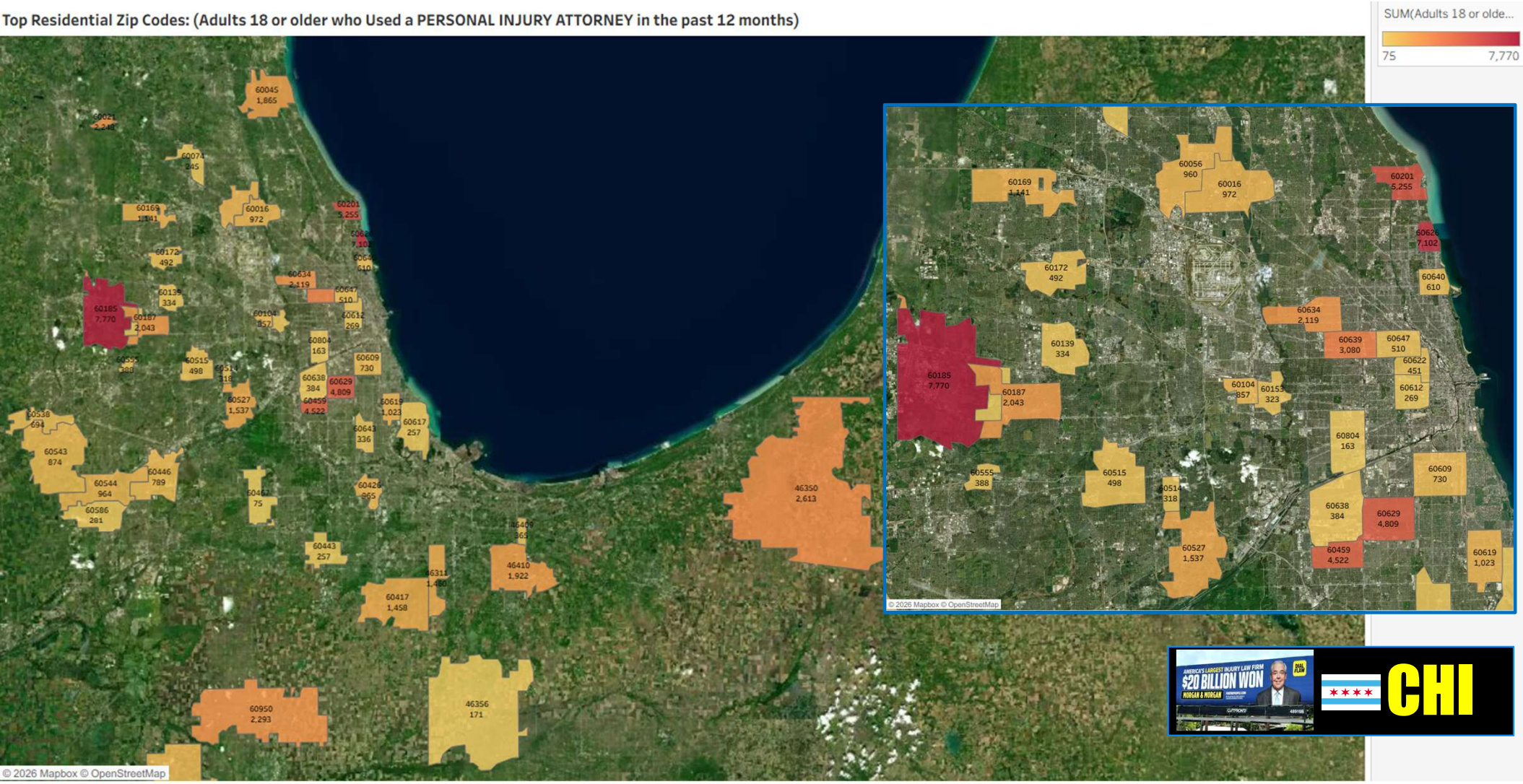
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PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 33

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

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

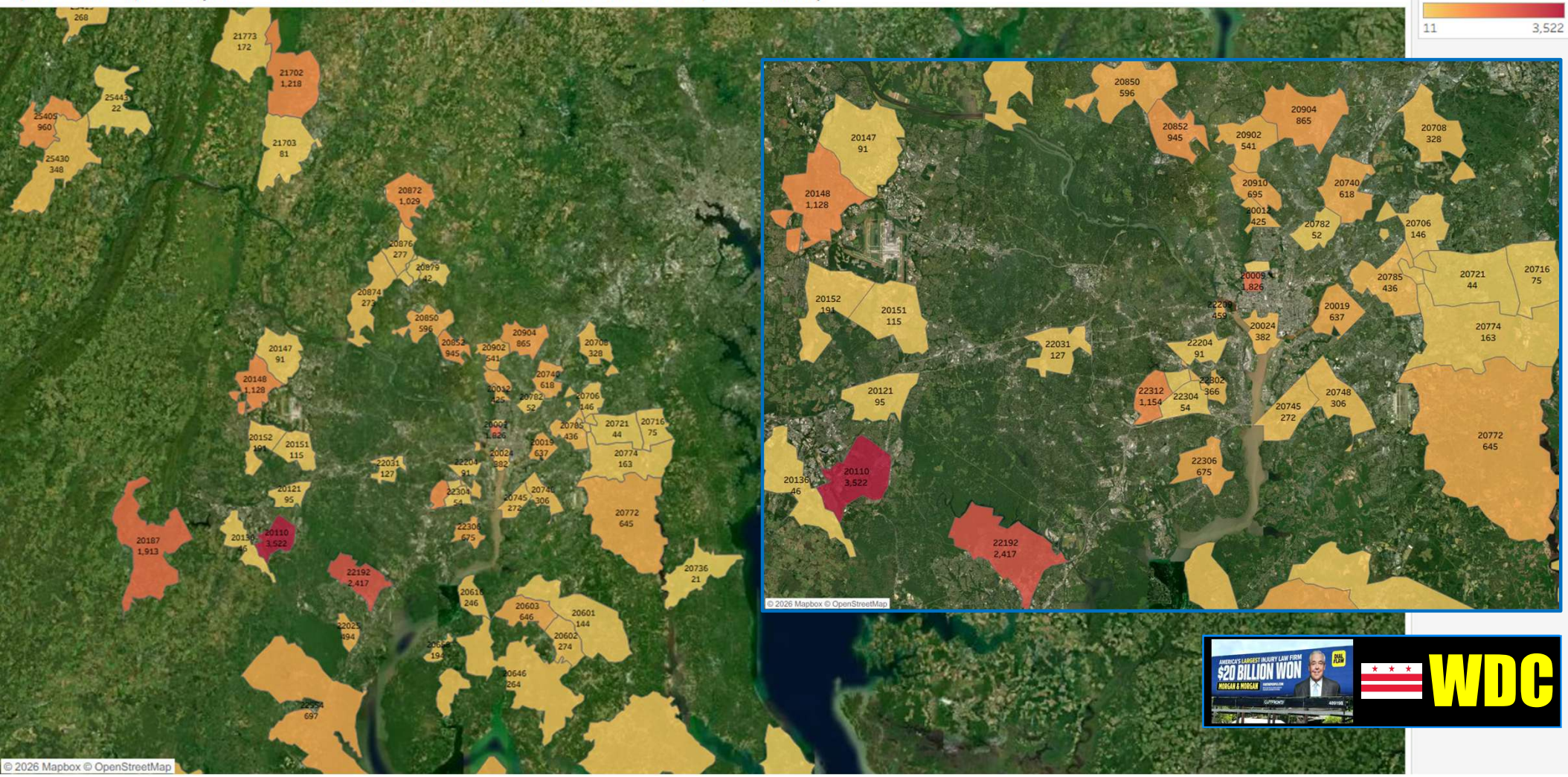


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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

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

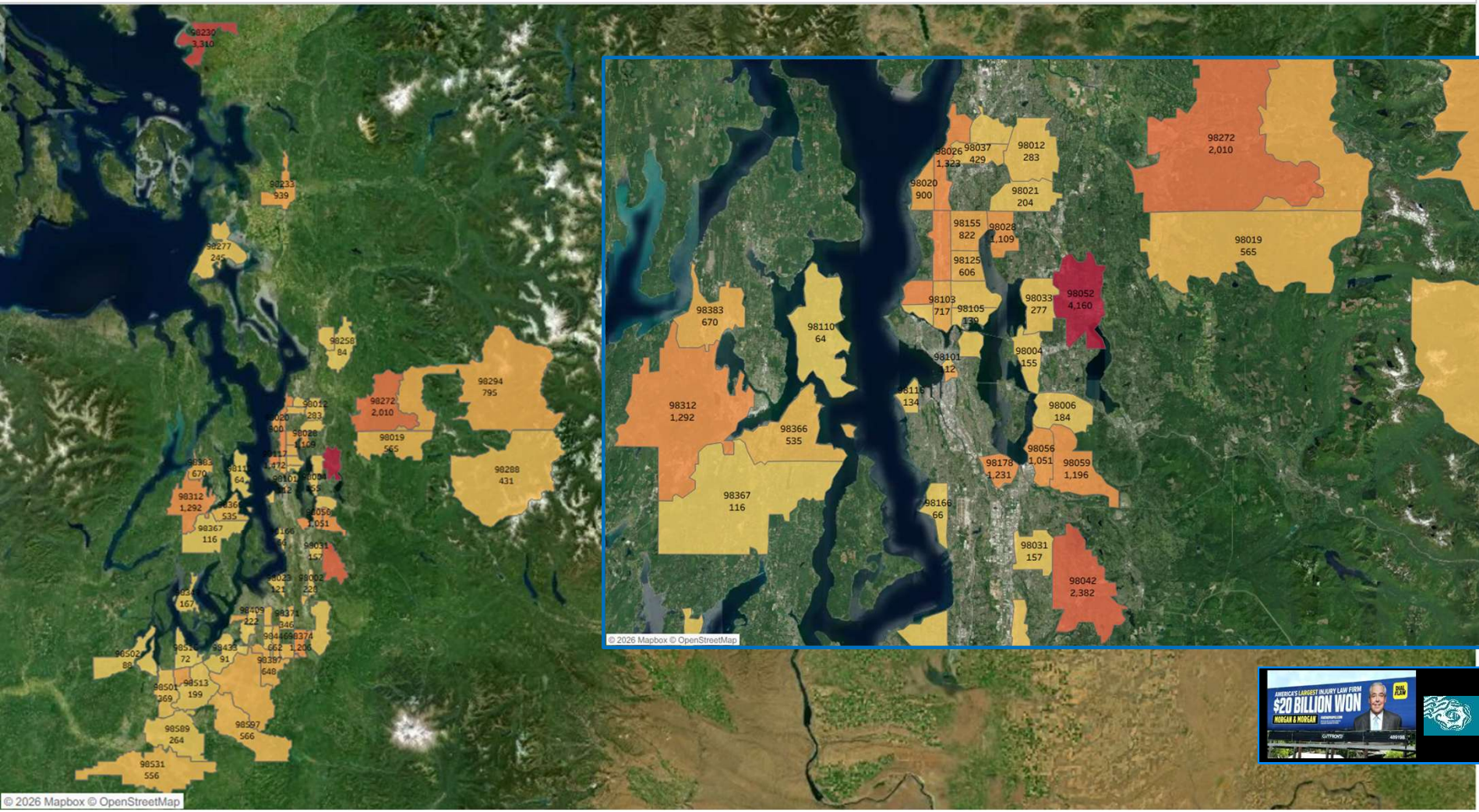


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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

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



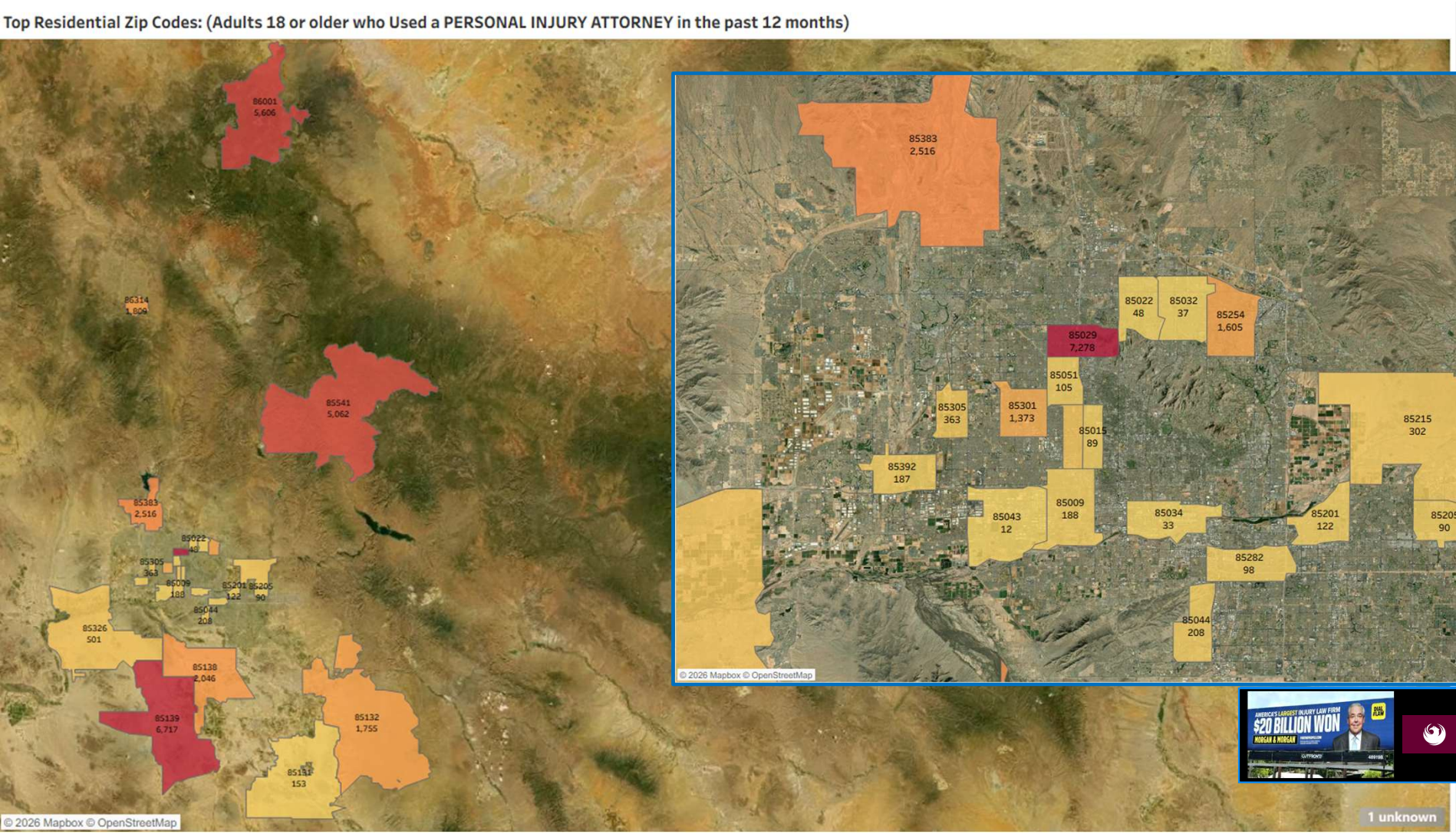
SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 88

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

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



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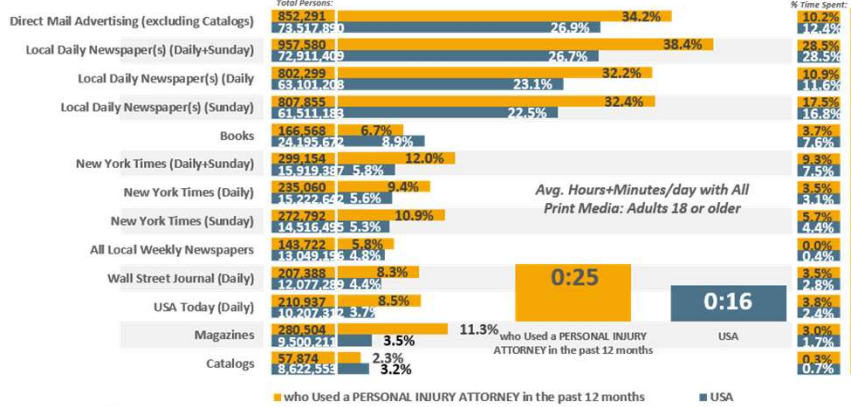
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



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

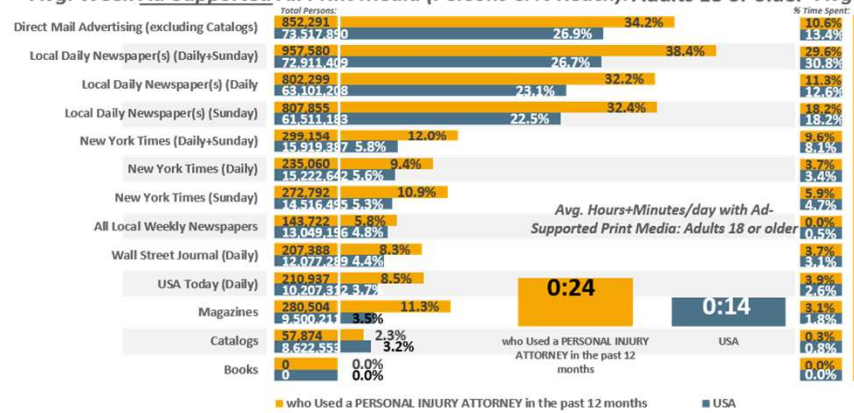
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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

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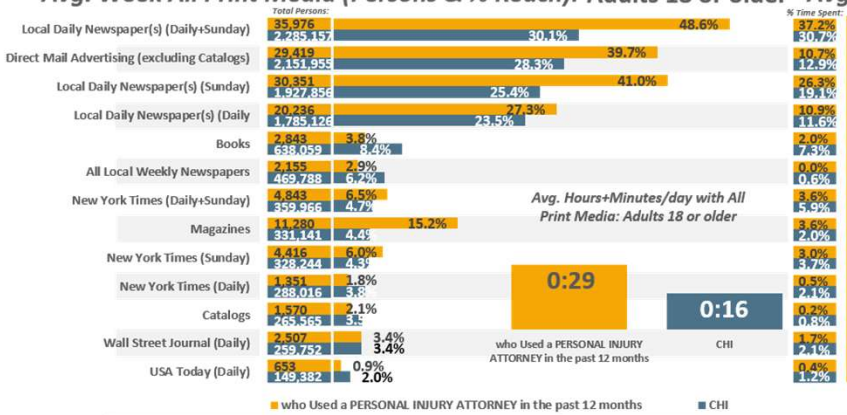
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

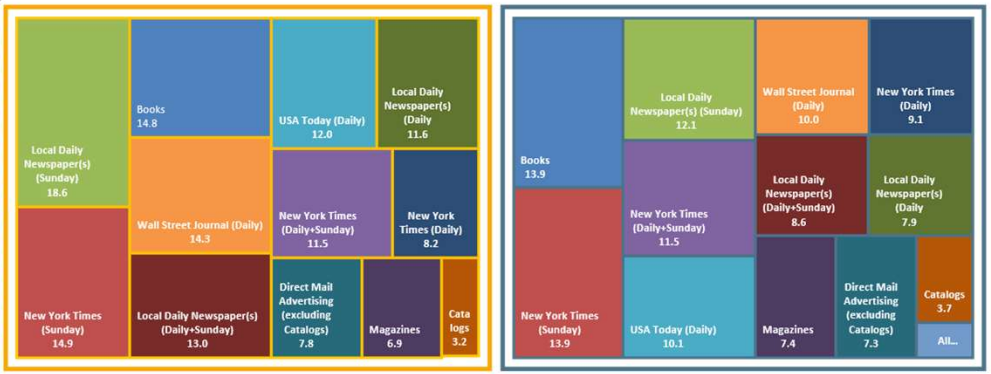


35,976 or 48.6% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13. minutes every day representing 37.9% of all time spent daily with All forms of Print Media.

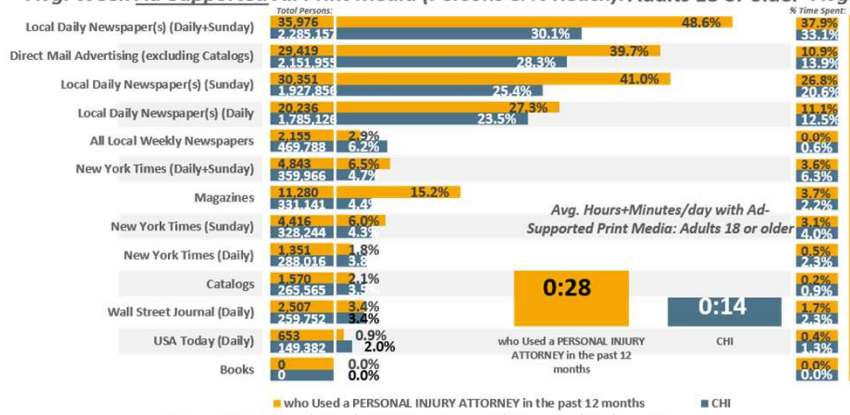
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 68

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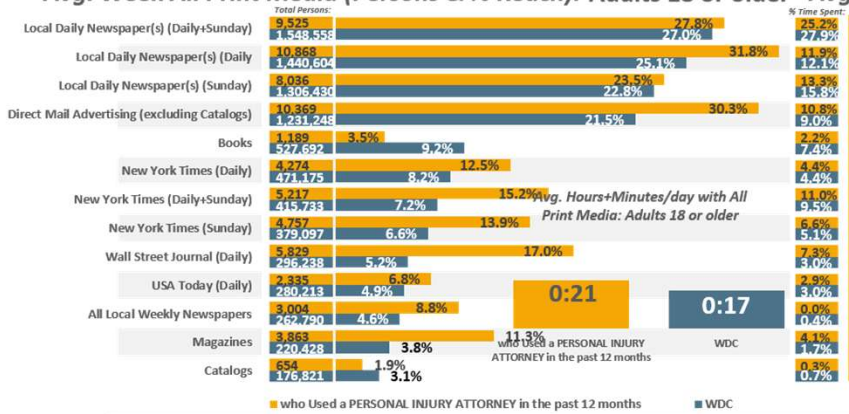
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

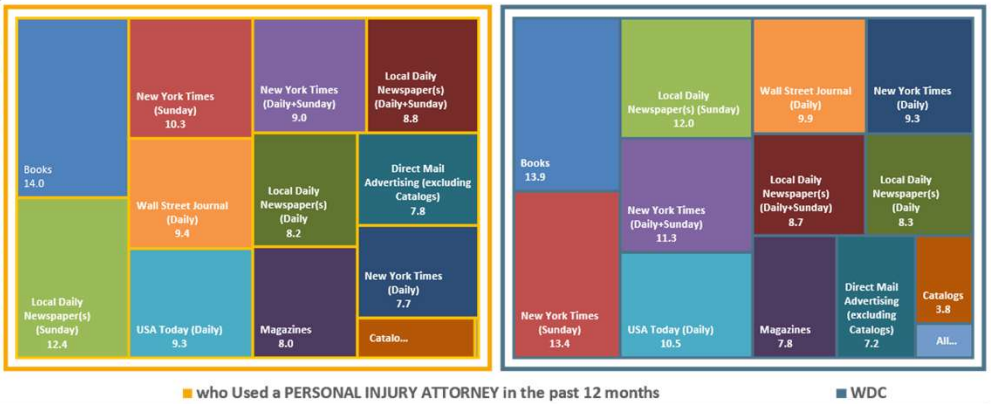


9,525 or 27.8% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 25.8% of all time spent daily with All forms of Print Media.

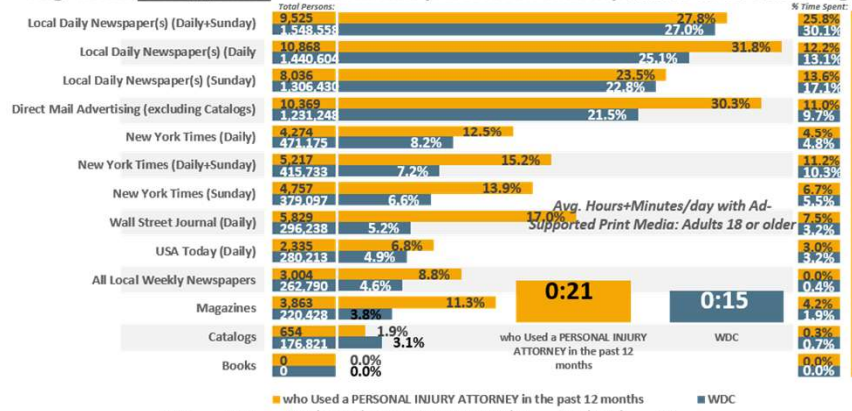
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



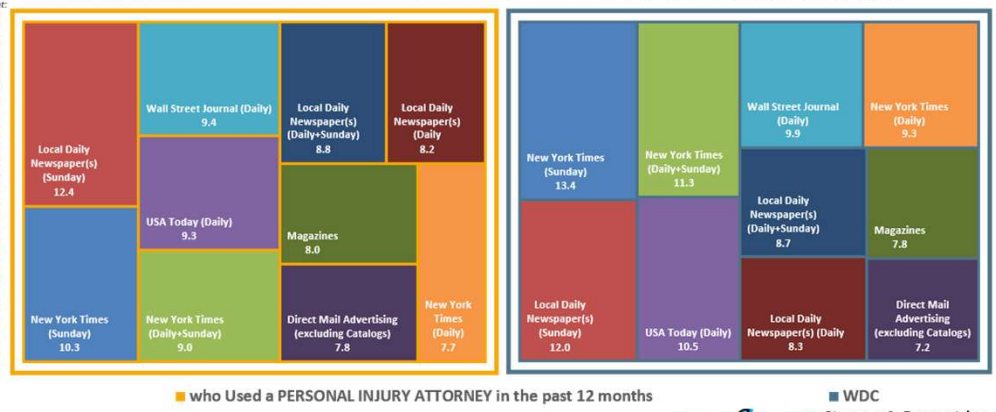
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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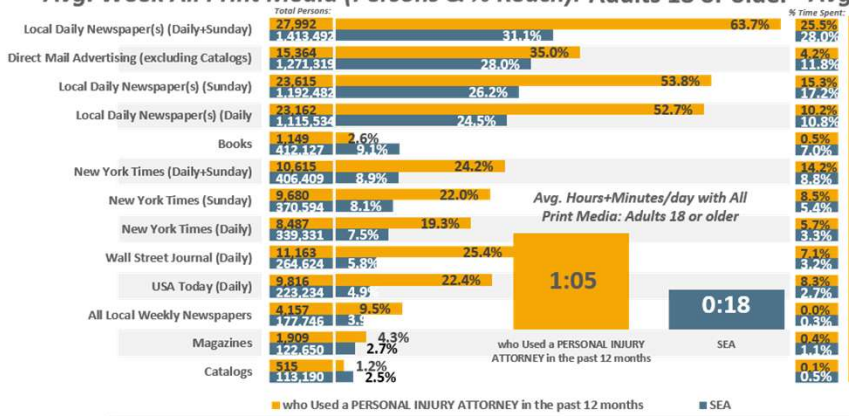
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

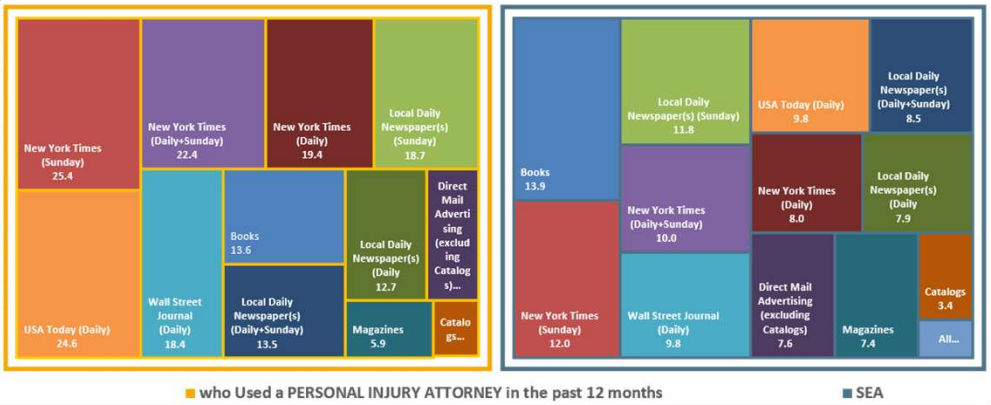


27,992 or 63.7% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.5 minutes every day representing 25.6% of all time spent daily with All forms of Print Media

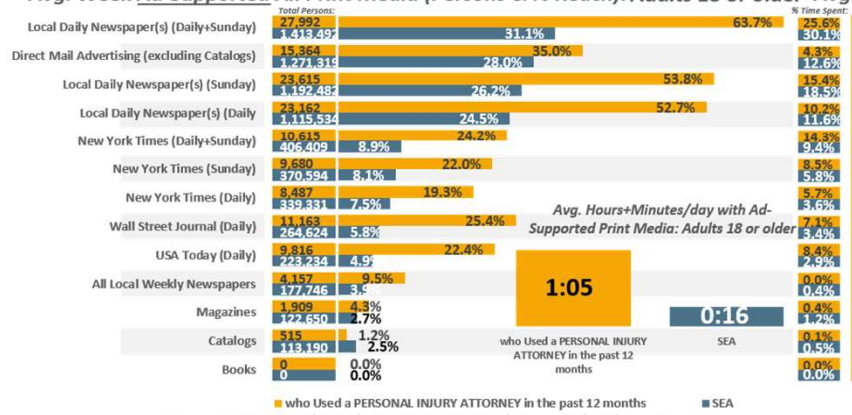
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



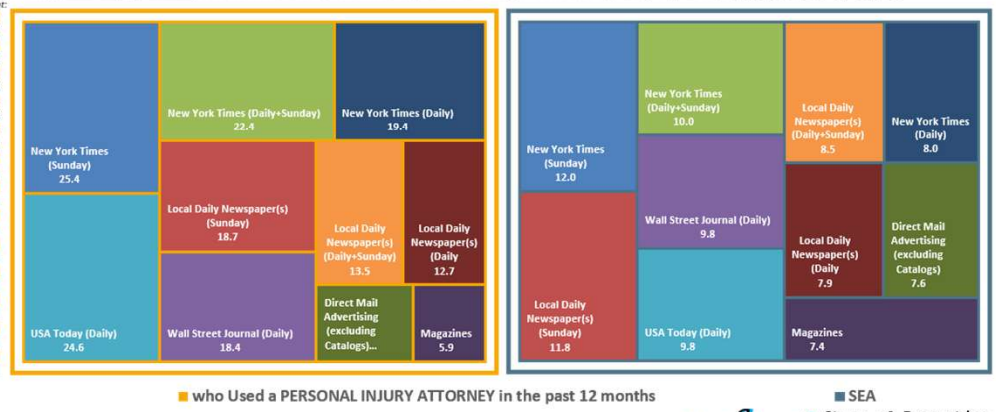
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 88

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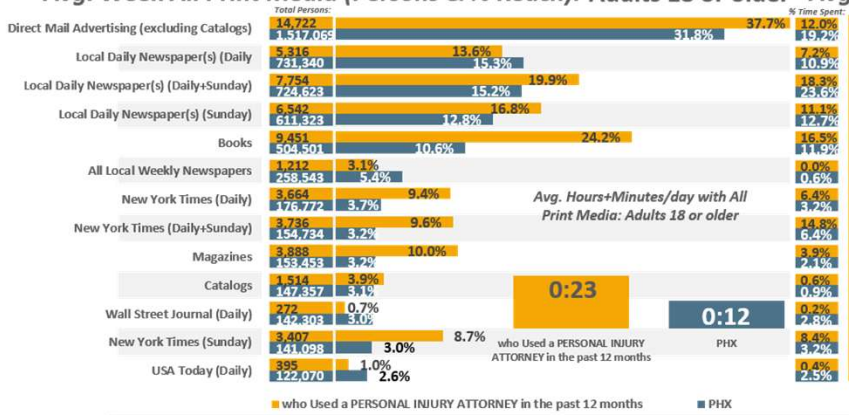
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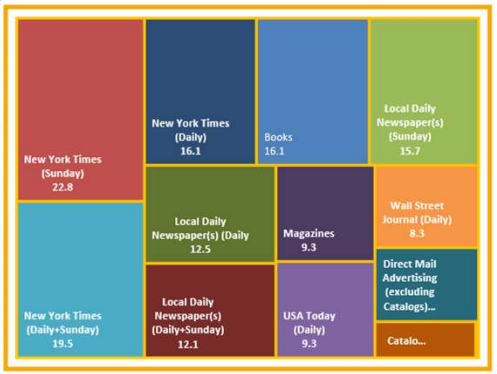
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney

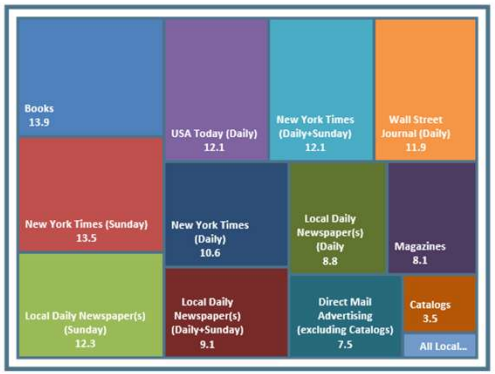


7,754 or 19.9% of Adults 18 or older who Used a PERSONAL INJURY ATTORNEY in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.1 minutes every day representing 22.% of all time spent daily with All forms of Print Media.

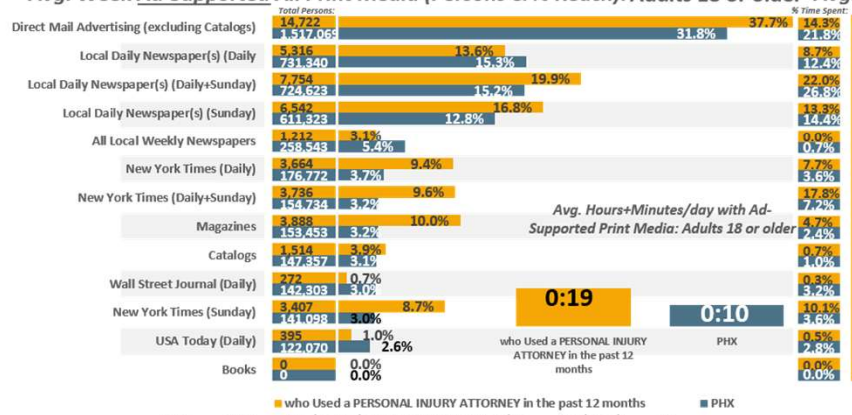
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older







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







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

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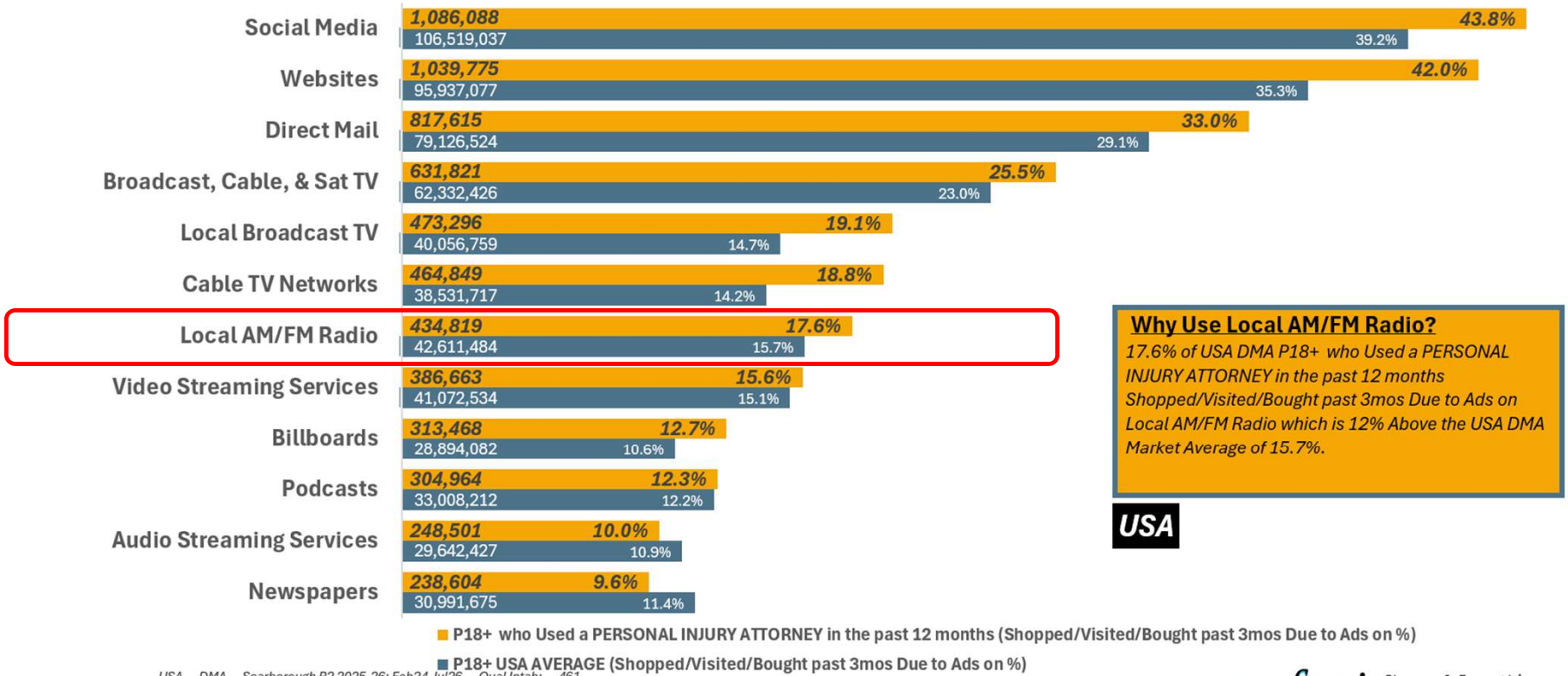
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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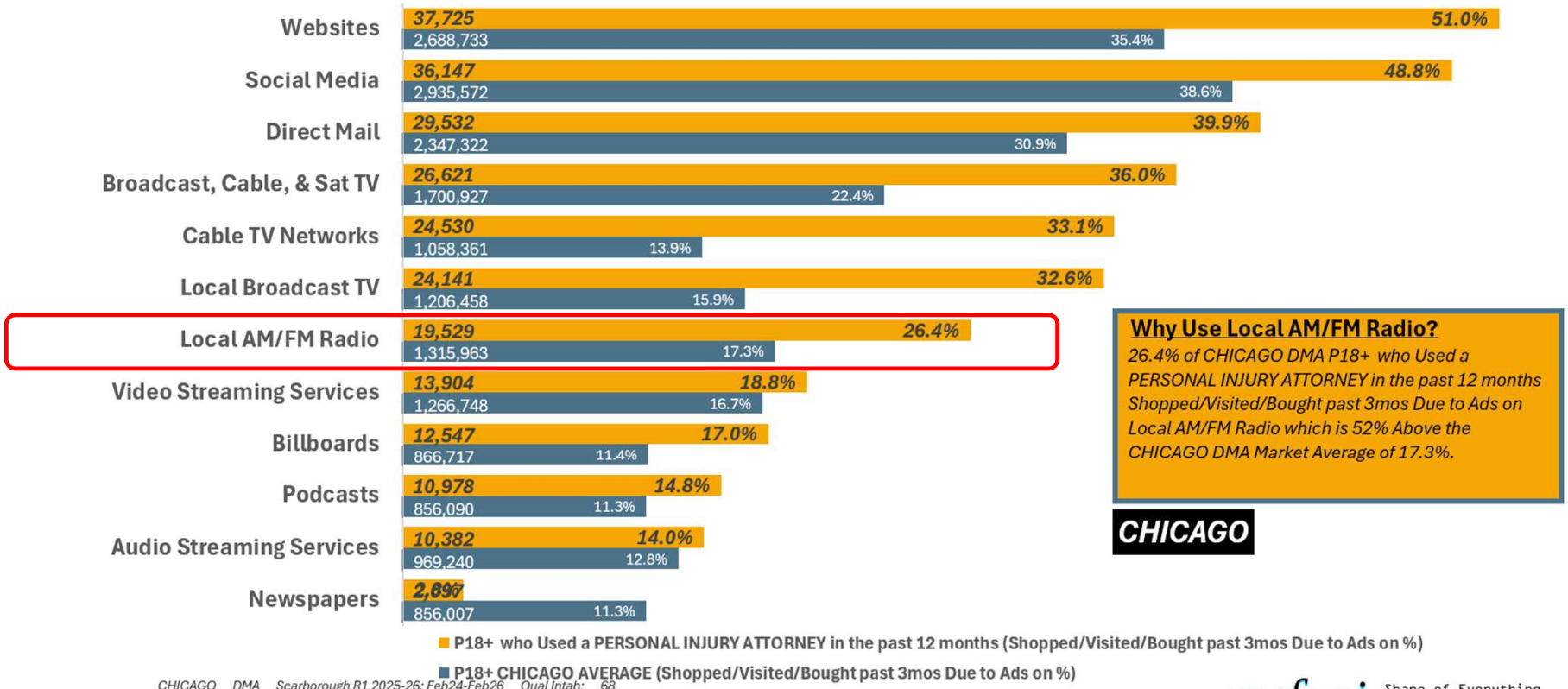
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



"Advertising Actions"

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



Why Use Local AM/FM Radio?

26.4% of CHICAGO DMA P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 52% Above the CHICAGO DMA Market Average of 17.3%.

CHICAGO

CHICAGO DMA Scarborough R1 2025-26: Feb24-Feb26 Qual Intab: 68

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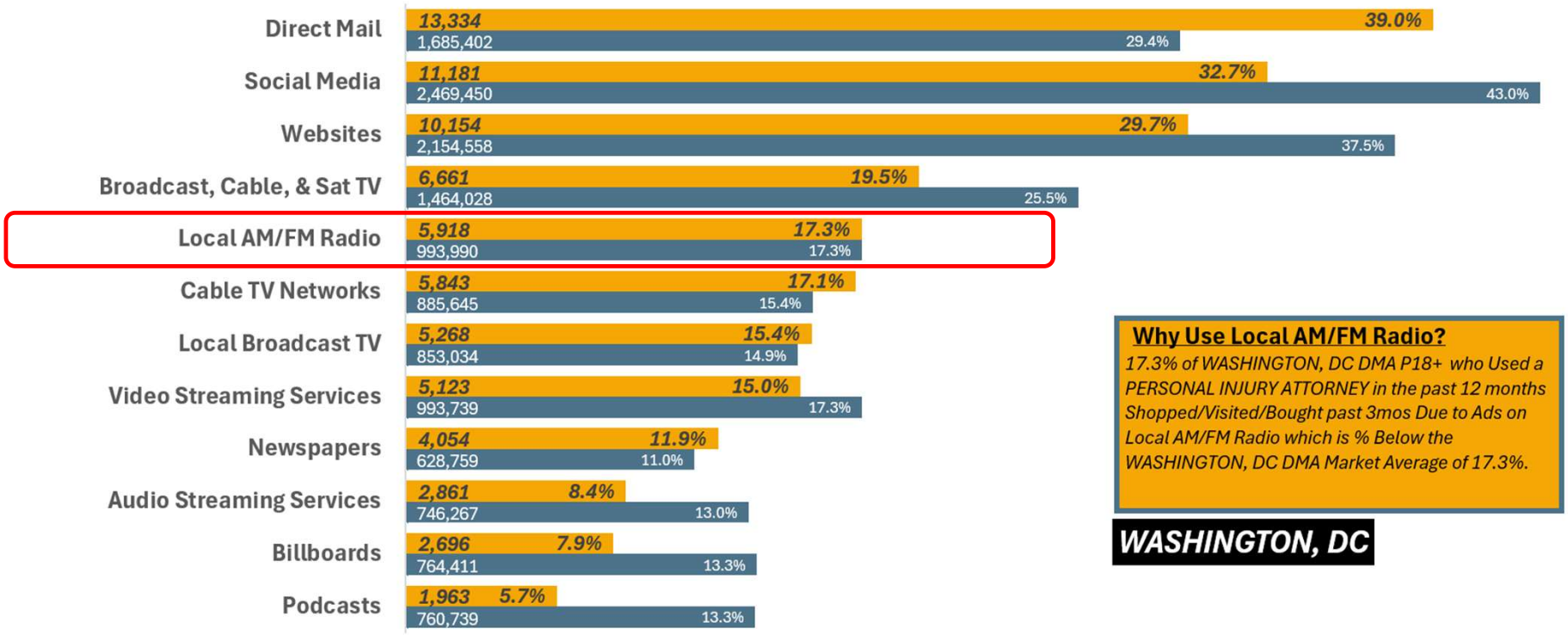
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



WDC

"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.3% of WASHINGTON, DC DMA P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the WASHINGTON, DC DMA Market Average of 17.3%.

WASHINGTON, DC

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

P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R1 2025-26: Mar24-Mar26 Qual Intab: 89

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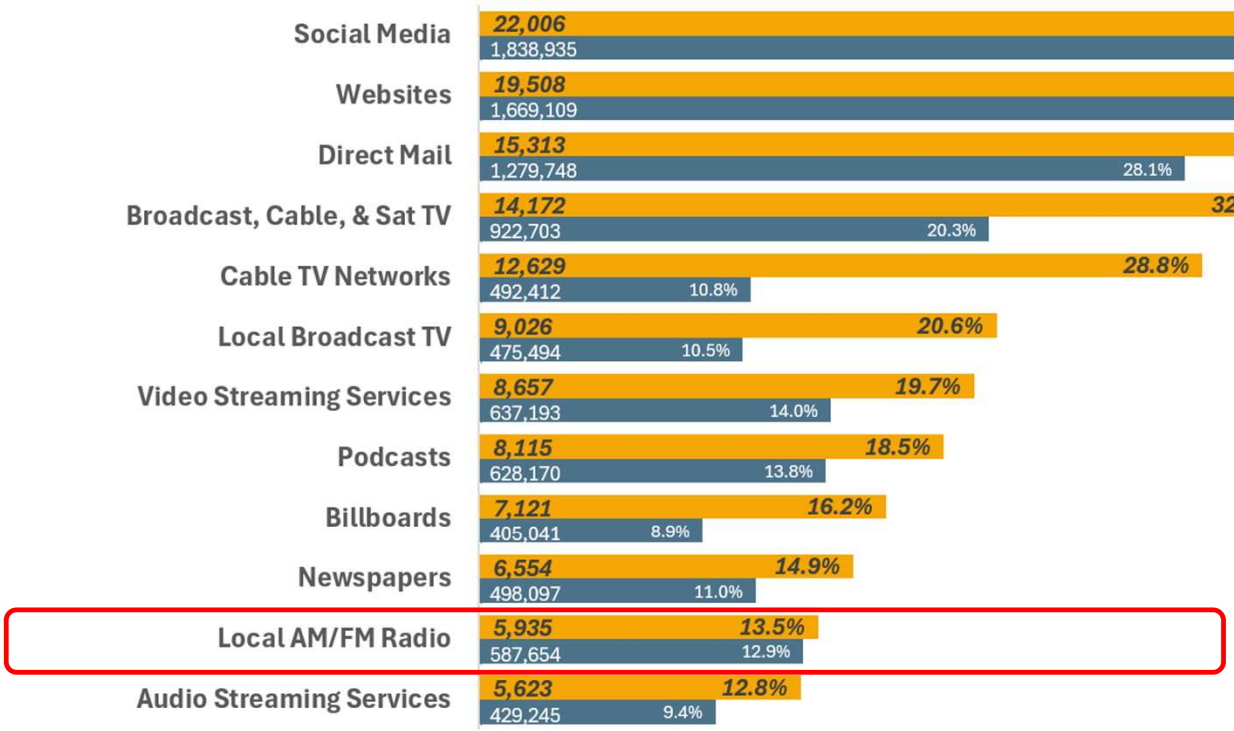
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Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.5% of SEATTLE-TACOMA DMA P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the SEATTLE-TACOMA DMA Market Average of 12.9%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025-26: Feb24-Mar26 Qual Intab: 88

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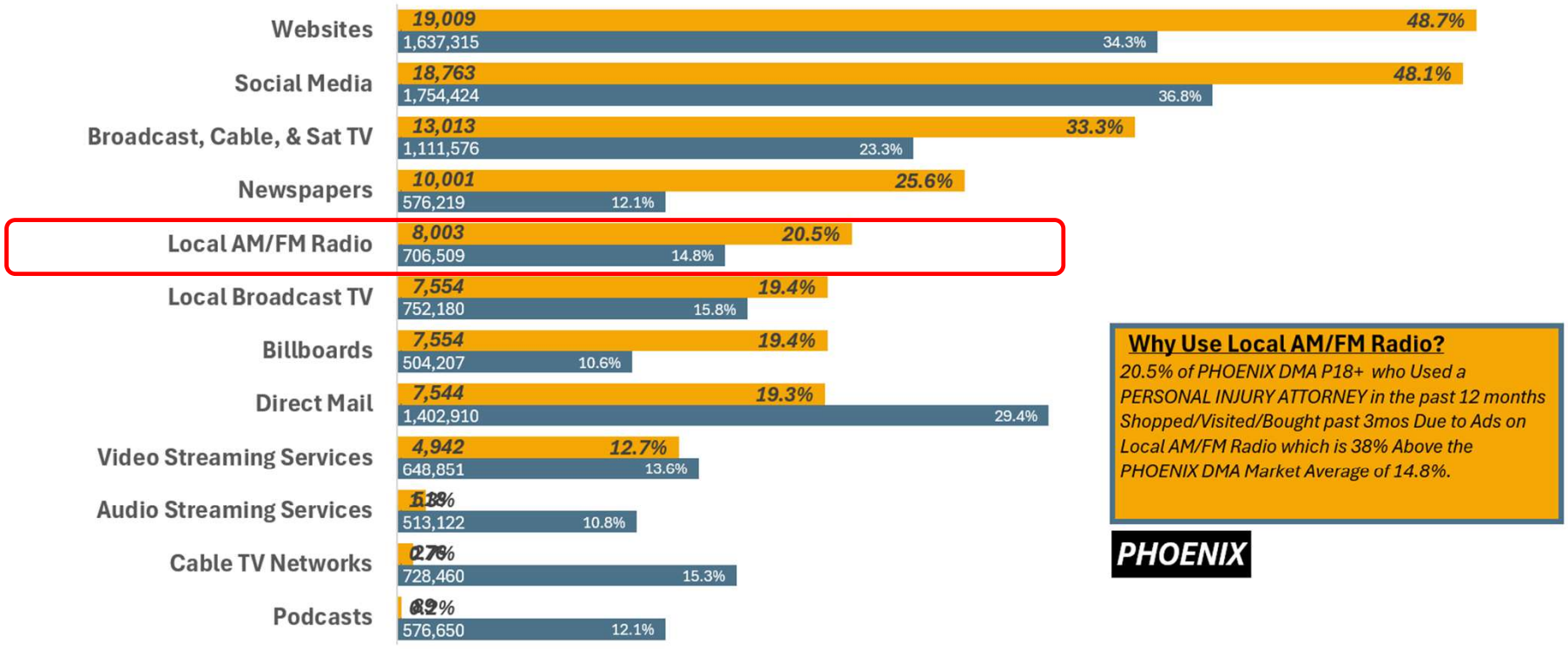
Professional services used by HHLD past 12 months (HHLD): Personal injury attorney



PHX

"Advertising Actions"

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



Why Use Local AM/FM Radio?

20.5% of PHOENIX DMA P18+ who Used a PERSONAL INJURY ATTORNEY in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 38% Above the PHOENIX DMA Market Average of 14.8%.

PHOENIX

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

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