

RADIO WORKS FOR LEGAL SERVICES



RAB

LEGAL SERVICES AND CONSUMERS

- Consumers will be in need of legal guidance at least once in their lives
 - Family/civil issues, estate planning, personal injury, business or criminal
- 47% of consumers currently have a legal matter that they are dealing with
 - 38% will do some research and then contact an attorney
 - 36% will speak to an attorney
- The majority of consumers do not get recommendations (61%)
 - Less than a quarter get a recommendation from a friend/family member
 - 13% receive a recommendation from another lawyer
 - 10% get a recommendation from some other professional or someone else
- Attorney selection based on variables
 - Reputation and client reviews are important
 - Fast inquiry response rate ranks highest in the consumer's decision process

RADIO REACHES PROSPECTIVE LEGAL CLIENTS



Total Population

- 85% used a bankruptcy attorney past year
- 87% used a divorce/family attorney past year
- 86% used personal injury attorney past year
- 86% used any attorney past year

African Americans

- 88% used a bankruptcy attorney past year
- 93% used a divorce/family attorney past year
- 91% used personal injury attorney past year
- 87% used any attorney past year

Hispanics

- 79% used a bankruptcy attorney past year
- 92% used a divorce/family attorney past year
- 85% used personal injury attorney past year
- 88% used any attorney past year

Source: Scarborough USA+ 2023 Release 2 Total (Jun 2022 – Oct 2023)

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BACKGROUND DATA

Jan 2023 – July 2024

683,600+ Radio Ads

153 Advertisers

5M+ Total Sessions

RADIO DRIVES LIFT FOR ATTORNEY/LEGAL SERVICES SITE TRAFFIC

Radio campaigns significantly increased site traffic over 19-month period (2023-2024)

683,600+ Radio Ads

JAN '23 – JULY '24

Increased new visitor lift average

20%

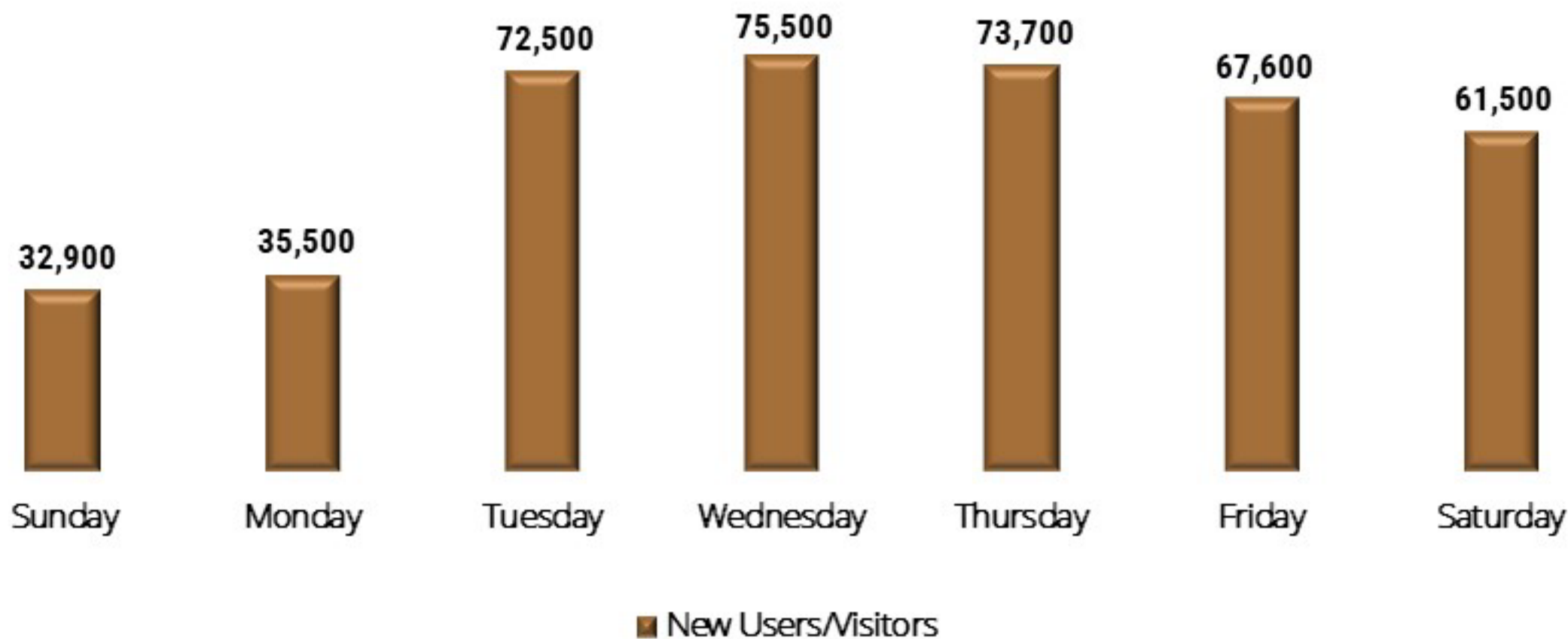
New visitors from ads

419K

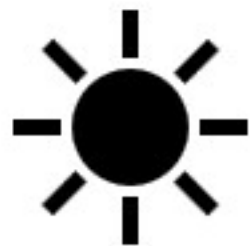
Total new users

3.4M

Radio Drove Higher Web Lift From New Users Mid-Week



MIDDAY AND AFTERNOON ARE HIGHEST DRIVERS



Midday
(10 a.m. - 3 p.m.)
highest number
of new users per
airing



Afternoon
(3 p.m. - 7 p.m.)
drove the same
number of
visits per airing
as Midday



Morning
(6 a.m. - 10 a.m.)
Second highest
number of visits
per airing



Evening
(7 p.m. - 12 a.m.)
Same visits per
airing of
Morning but
fewer new
users



Overnight
(12 a.m. - 6 a.m.)
delivered
nearly half of
Morning
new users

***Insight:* Midday and Afternoon are big drivers for visits per airing; Overnight should not be dismissed as a valuable daypart.**

There's no debate. Radio Works for Legal Services

- The majority of consumers who are in need of legal services will search online since the majority do get a recommendation.
- Radio is an effective medium to reach consumers in need of various legal services.
 - Reaching 86% of consumers who used any type of legal service.
- Radio campaigns can increase visits to attorney/legal services sites:
 - Wednesday experienced the highest lift in web traffic for legal services sites while strong through mid-week.
 - Radio delivered an 20% lift in new user activity when spots aired.
 - Midday and Afternoon had the highest new site visitors;
 - Morning drive spots had a high visit per airing
 - Overnight should not be dismissed as a valuable daypart to help drive new site visits.



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