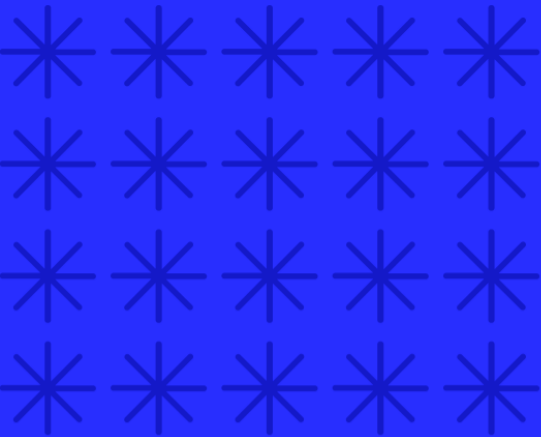




Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

Divorce & Family Lawyers Insights

July 2026

Key Highlights from Study

- Divorce and family law decisions are driven by trust, not transactions. Trustworthiness (97%) and communication (90%) are the most important factors when selecting a divorce attorney.
- The consideration journey starts long before a legal need becomes immediate. Consumers often spend 1–6 months researching divorce attorneys, creating a critical window to establish familiarity and credibility.
- Consumers want emotional reassurance as much as legal expertise. Nearly all respondents say they want to feel understood, not just represented (99%), and 97% rely on others' experiences and 92% prefer recommendations over finding a lawyer on their own.

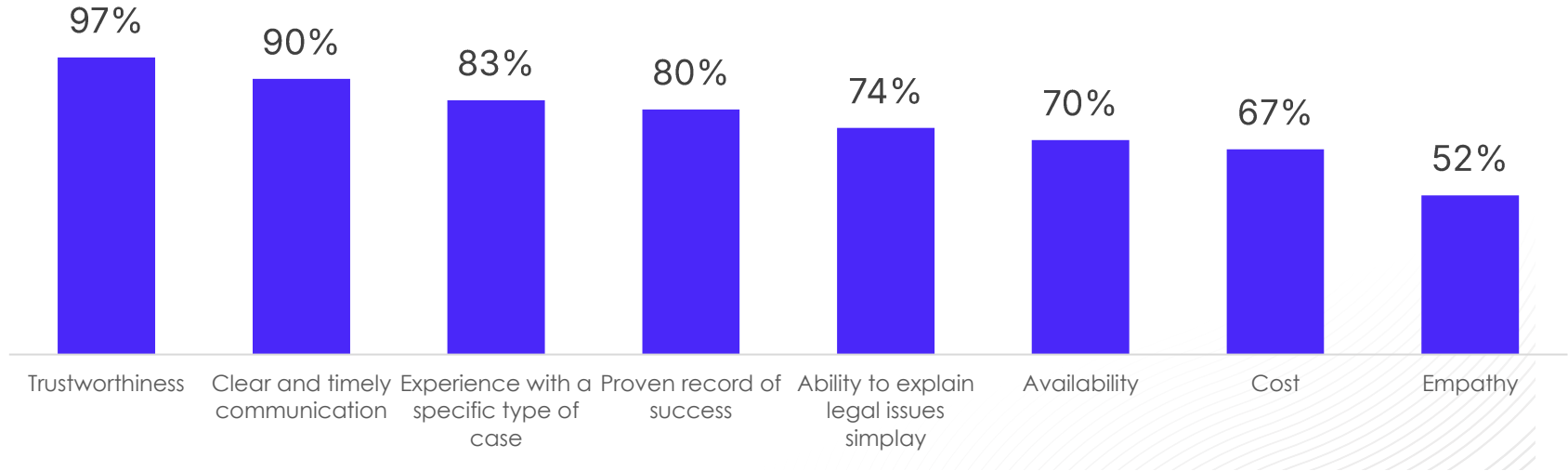
Research Plays a Key Role in Lawyer Selection

Based on industry insights, **research** is an important phase for obtaining a divorce lawyer, with industry reports suggesting this could happen anywhere from **1-6 months in advance**.



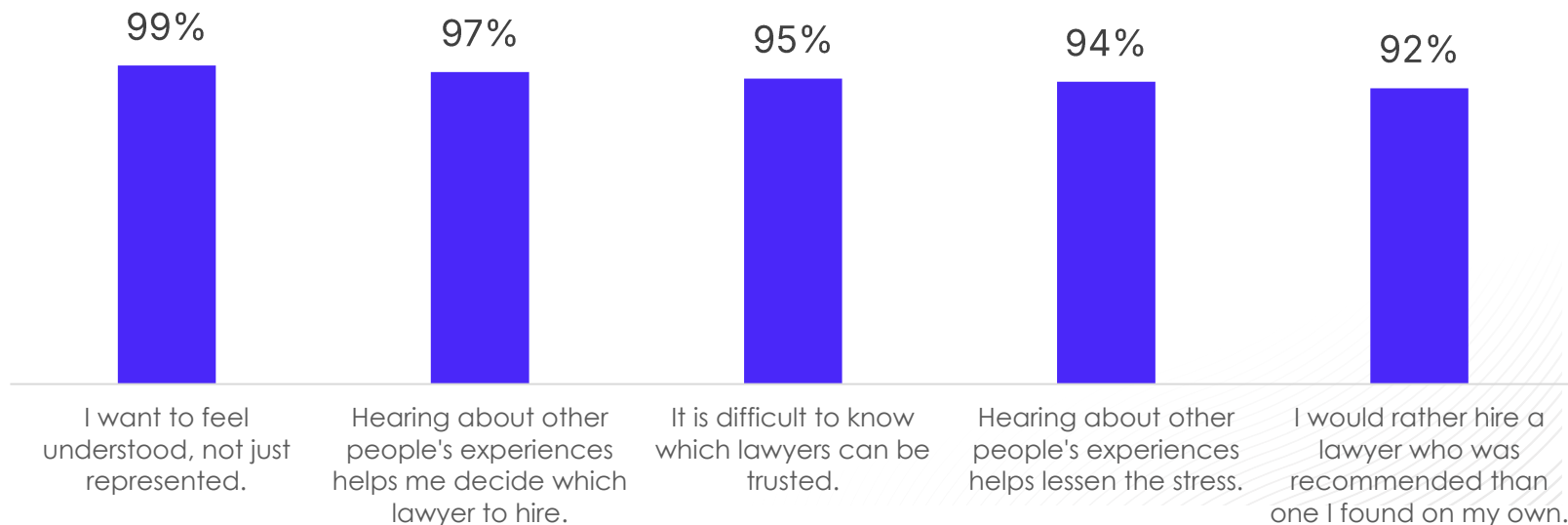
Trust And Communication Are The Top Factors When Deciding On A Divorce or Family Law lawyer.

Very Important Factors When Choosing A Divorce or Family Law Lawyer



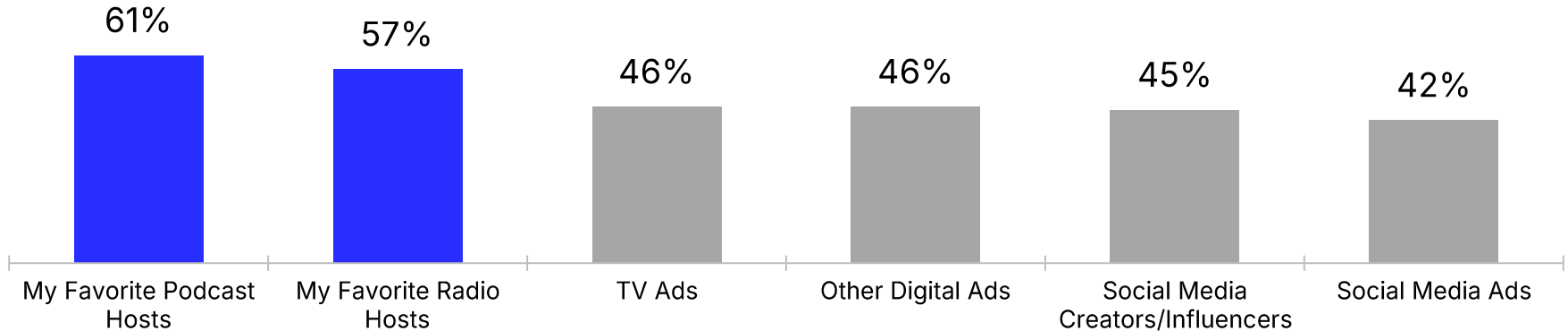
Feeling Understood By A Potential Lawyer Contributes Significantly To Decision-Making.

Consideration Factors When Selecting A Divorce or Family Law Lawyer



Radio And Podcasts Hosts Are Seen As More Trustworthy Compared To TV and Digital Media.

Trust In Recommendations About Divorce or Family Law Lawyers



Radio Reaches Those Looking For a Divorce or Family Law Services with Rhythmic, Hispanic and CHR Radio Formats, Plus Music, Hispanic, Entertainment Podcast Formats.

Radio Reaches Over
85%
of those using Divorce or
Family Law Services

Top Radio Formats

Rhythmic (142i)
Hispanic (136i)
Religion (128i)
CHR (123i)
News (106i)

Top Podcast Topics

Music (127i)
Hispanic (125i)
Entertainment (115i)
Health (115i)
History(115i)

THANKS FOR WORKING WITH



For additional insights and information, please contact:

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METHODOLOGY

DATES OF FIELDING: July 2026

N=892 Adults 18+ Radio Listeners who have used a divorce/family lawyer in the past

Demos:

- 45% Men; 55% Women
- 33% 18-34, 52% 35-64, 15% A65+
- 59% had HHI of \$75K+
- 54% had children