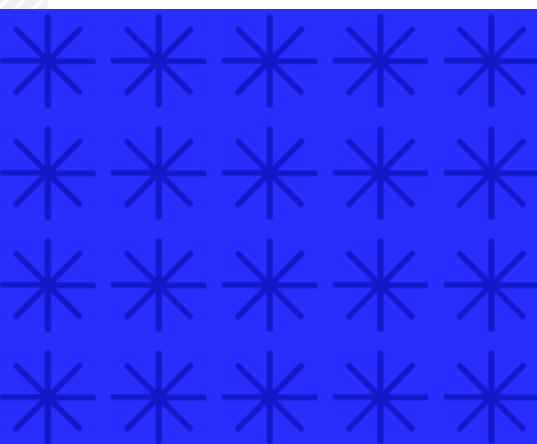




Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

Personal Injury Lawyers Insights

July 2026

Key Highlights from Study

- When people need a personal injury lawyer, trust is everything. Trustworthiness (97%) and clear communication (92%) are the two most important factors in personal injury lawyer selection
- People are looking for reassurance, not just representation. Nearly all consumers say they want to feel understood (98%), rely on others' experiences when choosing a lawyer (97%), and prefer recommendations over finding an attorney on their own (92%).

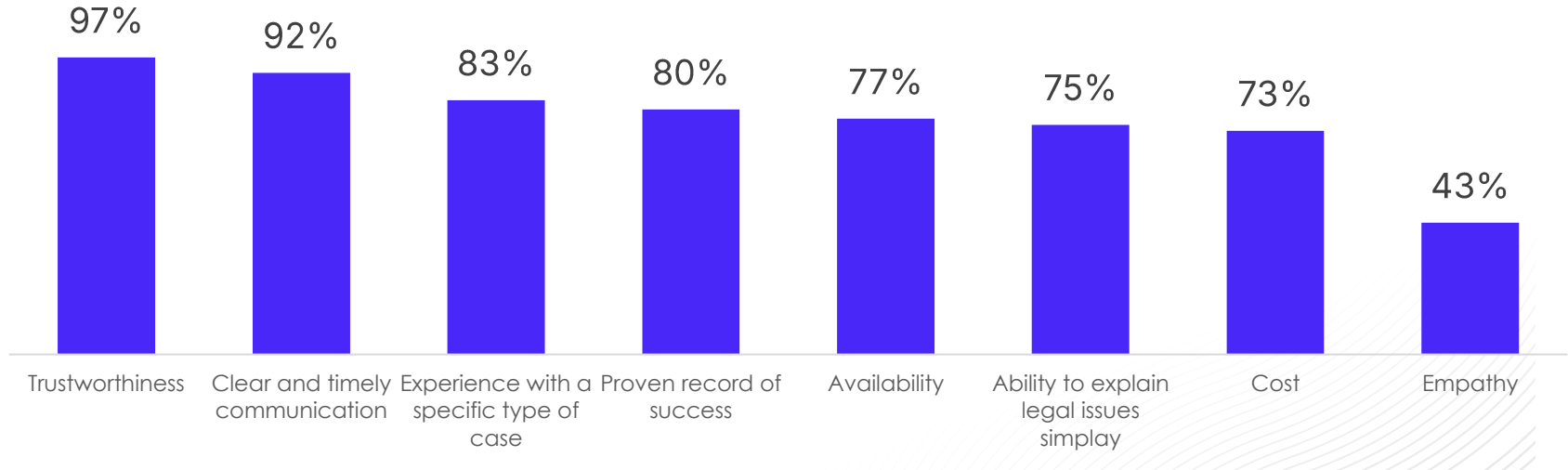
Research Plays a Key Role in Lawyer Selection

Based on industry insights, **researching and contacting a lawyer** as soon as possible after an injury is highly recommended, often occurring within **hours or days of the incident**.



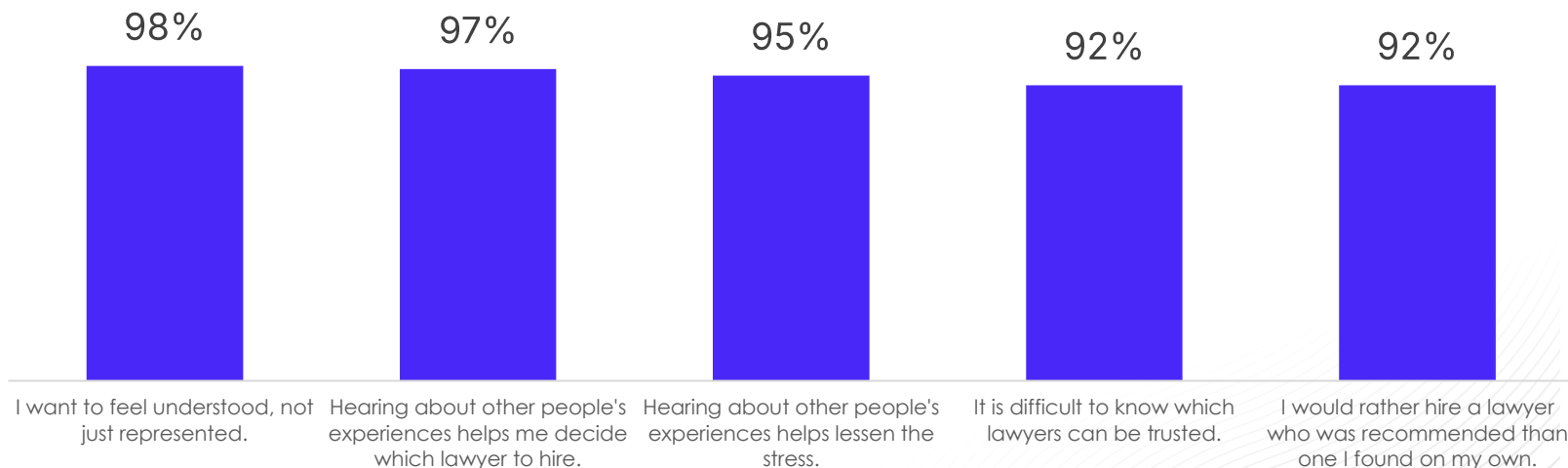
Trust And Communication Are The Top Factors When Deciding On A Personal Injury lawyer.

Very Important Factors When Choosing A Personal Injury Lawyer



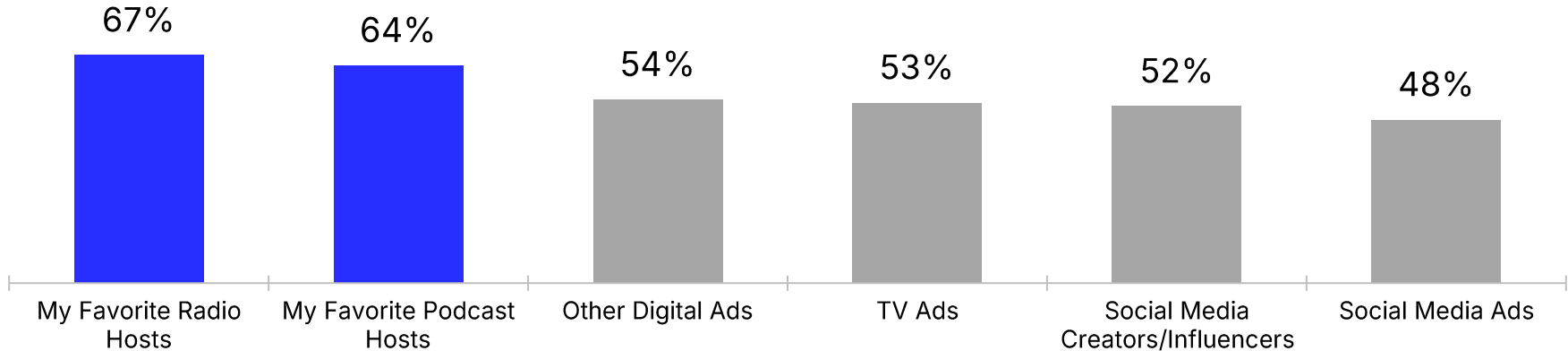
Feeling Understood and Hearing About Other's Experiences Contribute Significantly To Decision-Making.

Consideration Factors When Selecting A Personal Injury Lawyer



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

Trust In Recommendations About Personal Injury Lawyers



Radio Reaches Those Looking For a Personal Injury Law Services with Hispanic, Urban and Rhythmic Radio Formats, Plus Tech, Education and Fitness Podcast Formats.

Radio Reaches Over

85%

of those using Personal
Injury Law Services

Top Radio Formats

Hispanic (216i)
Urban (159i)
Rhythmic (136i)
News (133i)
Religion (115i)

Top Podcast Topics

Tech (123i)
Education (122i)
Fitness (118i)
Society & Culture (115i)
Hispanic (108i)

THANKS FOR WORKING WITH



For additional insights and information, please contact:

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METHODOLOGY

DATES OF FIELDING: July 2026

N=251 Adults 18+ Radio Listeners who have used a personal injury lawyer in the past

Demos:

- 50% Men; 50% Women
- 23% 18-34, 39% 35-54, 38% A55+
- 52% had HHI of \$75K+