

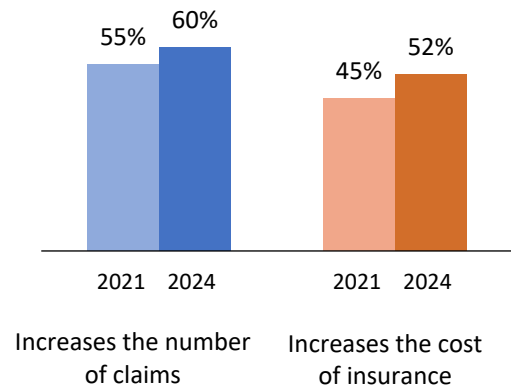
Public Opinions on Attorney Involvement in Insurance Claims

This report examines public opinions on issues of attorney involvement in insurance claims. Through an online survey with more than 2,000 respondents, the IRC gauged perceptions of attorney advertising and its impact on the cost of insurance, consumer awareness and understanding of litigation financing practices, and decisions about consulting attorneys in reference to auto insurance claims. Most respondents believe that attorney advertising increases auto insurance costs by encouraging more legal involvement, which leads to higher claim settlements and legal expenses.

KEY FINDINGS:

- Attorney advertising remains widespread and is on the rise, Americans believe. TV is the most recalled medium, while billboard advertising has experienced the most growth over the past three years.
- Most consumers believe attorney advertising increases the number of claims and lawsuits and the cost of auto insurance.
- While awareness of litigation financing has risen significantly, most respondents remain neutral in their opinions. However, a significant majority of respondents supports transparency and disclosure when outside investors finance litigation.
- More than half of auto injury claimants report consulting an attorney about their claim. The percentage is higher among those with exposure to attorney advertising.

Perception of Attorney Advertising's Effect on Litigation and Cost of Insurance



Opinions on Need for Transparency in Litigation Financing

