

For Immediate Release

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## Insurance Research Council Survey Finds Attorney Involvement in Auto Claims Often Begins Within Days of an Accident

MALVERN, Pa., Oct. 1, 2026 – The [Insurance Research Council](#) (IRC) today released a new report, *Public Opinions on Attorney Involvement in Auto Insurance Claims: 2026*, finding that attorney involvement in auto injury claims is common and often begins within days of an accident.

Nearly half of claimants who engaged an attorney did so within only a few days of the accident, and 80% had contact within a matter of weeks. Widespread attorney advertising continues to shape how claimants approach the claims process, and consumers weigh concerns about fair compensation with the cost of legal services when deciding whether to hire an attorney.

The report is based on a national online survey of more than 2,000 U.S. adults conducted in July 2026 and updates and expands the IRC's prior research on public attitudes toward attorney involvement in auto insurance claims.

### Key findings include:

- Attorney advertising remains widespread and is growing. More than nine in 10 respondents reported seeing or hearing attorney advertising in the past year, with television remaining the leading medium.
- Most consumers link advertising to more claims and higher costs. Six in 10 respondents believe attorney advertising increases the number of liability claims and lawsuits, and roughly half believe it contributes to higher automobile insurance costs.
- Nearly one in four households had a recent claim, and about seven in 10 of those claimants consulted or hired an attorney.
- In their own words, consumers cite injury severity and fair compensation as the top reasons to hire an attorney and cost as the top reason not to.
- Attorney referrals to medical providers are common. About eight in 10 claimants who consulted or hired an attorney reported being referred to a medical provider for treatment.
- Awareness of litigation financing continues to grow, although relatively few consumers report experience with it. Support remains strong for transparency when outside investors are financing a lawsuit.

"This survey shows that attorney involvement in auto claims often begins almost immediately, with nearly half of claimants contacting a lawyer within just a few days of an accident," said Patrick Schmid, Ph.D., president of IRC. "Attorney involvement remains an important driver of auto insurance claim costs and insurance affordability, which underscores the importance of understanding consumer attitudes and the

impact of increasing attorney advertising,” Schmid is also chief insurance officer of the [Insurance Information Institute](#) (Triple-I).

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### About Insurance Research Council

The [Insurance Research Council](#) (IRC), affiliated with The Institutes, is an independent, nonprofit research organization supported by leading property and casualty insurance companies and associations. IRC provides timely and reliable research to all parties involved in public policy issues affecting insurance companies and their customers. IRC does not lobby or advocate legislative positions.

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