



Report for 2082 Daniel Kim Law Personal Injury PR Survey - Overall results

Response Counts: Total



Totals: 2,000

Response Counts: Personal Injury Attorney Experience

Filter: #3 Question "Which of the following actions, if any, have you taken in the past? Select all that apply." is one of the following answers ("Hired a personal injury attorney")

Completion Rate:

100%



Complete



200

Totals: 200

Response Counts: Does Not Have Personal Injury Attorney Experience

Filter: #3 Question "Which of the following actions, if any, have you taken in the past? Select all that apply." is not one of the following answers ("Hired a personal injury attorney")

Completion Rate:

100%



Complete



1,800

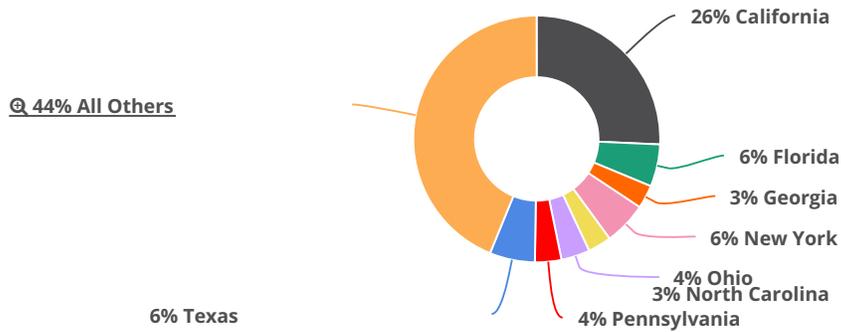
Totals: 1,800

Q1: What is your age? Enter your response below.

Statistics

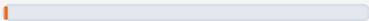
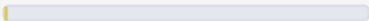
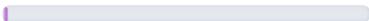
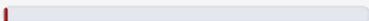
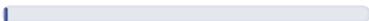
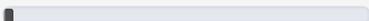
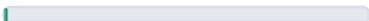
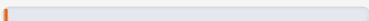
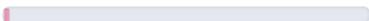
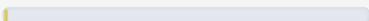
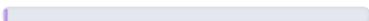
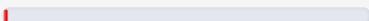
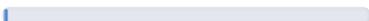
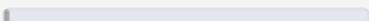
Min	18
Max	91
Average	51.6

Q2: What state do you primarily live in? Select one from the dropdown menu.

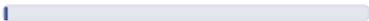
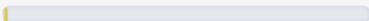
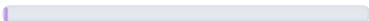
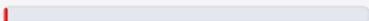
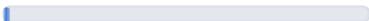


Value	Percent	Responses
California	26.0%	519
Florida	5.6%	112
Georgia	3.1%	62
New York	5.7%	113
North Carolina	3.1%	62
Ohio	3.8%	76
Pennsylvania	3.5%	70
Texas	6.0%	120
Alabama	1.7%	34
Arizona	1.7%	34

Totals: 2,000

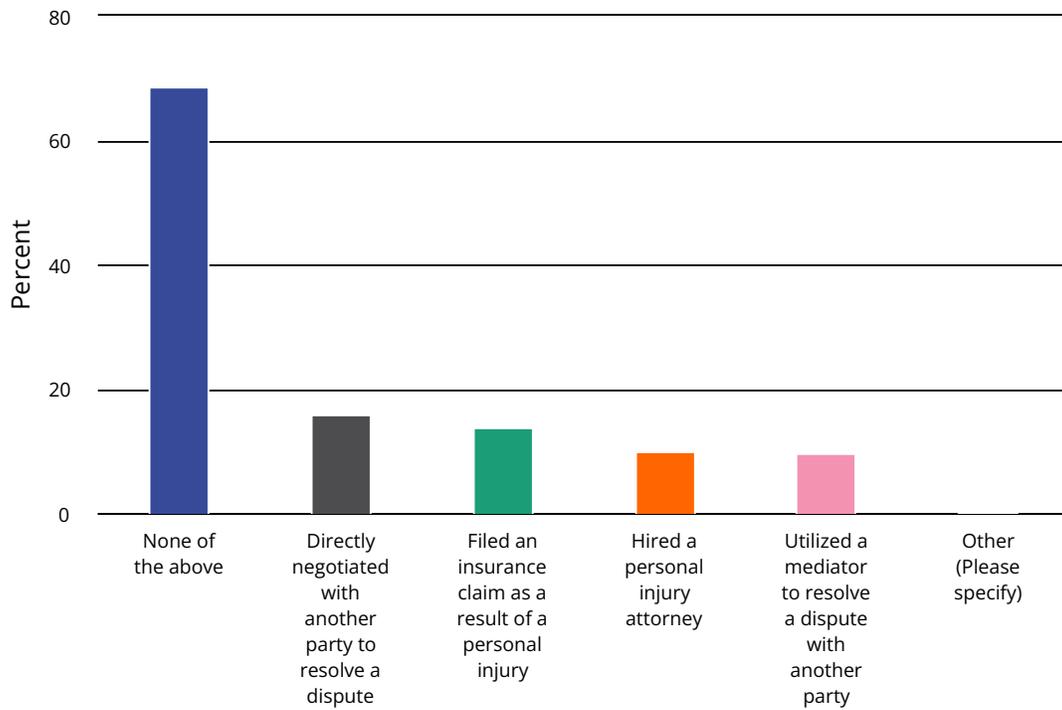
Value	Percent	Responses
Arkansas		0.9% 18
Colorado		1.4% 27
Connecticut		1.2% 23
Delaware		0.8% 15
Hawaii		0.3% 5
Idaho		0.2% 3
Illinois		2.9% 58
Indiana		1.5% 30
Iowa		1.1% 22
Kansas		0.7% 13
Kentucky		1.4% 28
Louisiana		1.3% 26
Maine		0.5% 9
Maryland		1.2% 23
Massachusetts		1.3% 25
Michigan		2.8% 55
Minnesota		0.8% 16
Mississippi		0.7% 13
Missouri		1.7% 33
Montana		0.3% 5
Nebraska		0.4% 8
Nevada		1.1% 21
New Hampshire		0.2% 4
New Jersey		1.9% 38

Totals: 2,000

Value	Percent	Responses
New Mexico		0.6% 11
North Dakota		0.2% 4
Oklahoma		0.9% 17
Oregon		1.5% 29
Rhode Island		0.4% 7
South Carolina		1.7% 33
South Dakota		0.4% 8
Tennessee		2.1% 42
Utah		0.3% 6
Vermont		0.1% 1
Virginia		2.4% 48
Washington		1.3% 26
Washington, D.C.		0.3% 6
West Virginia		0.6% 12
Wisconsin		1.5% 30

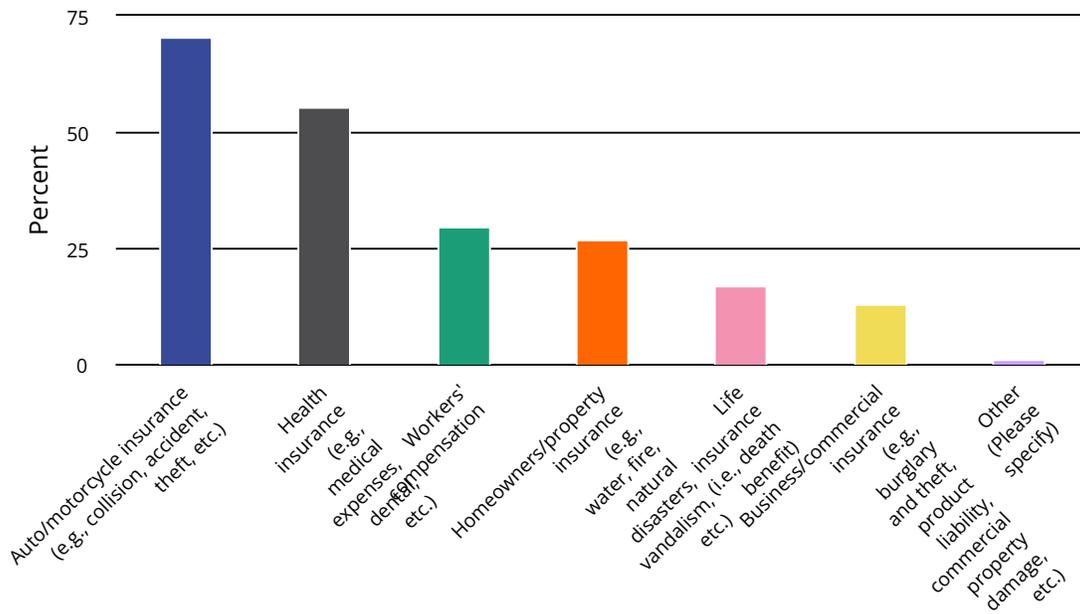
Totals: 2,000

Q3: Which of the following actions, if any, have you taken in the past? Select all that apply.



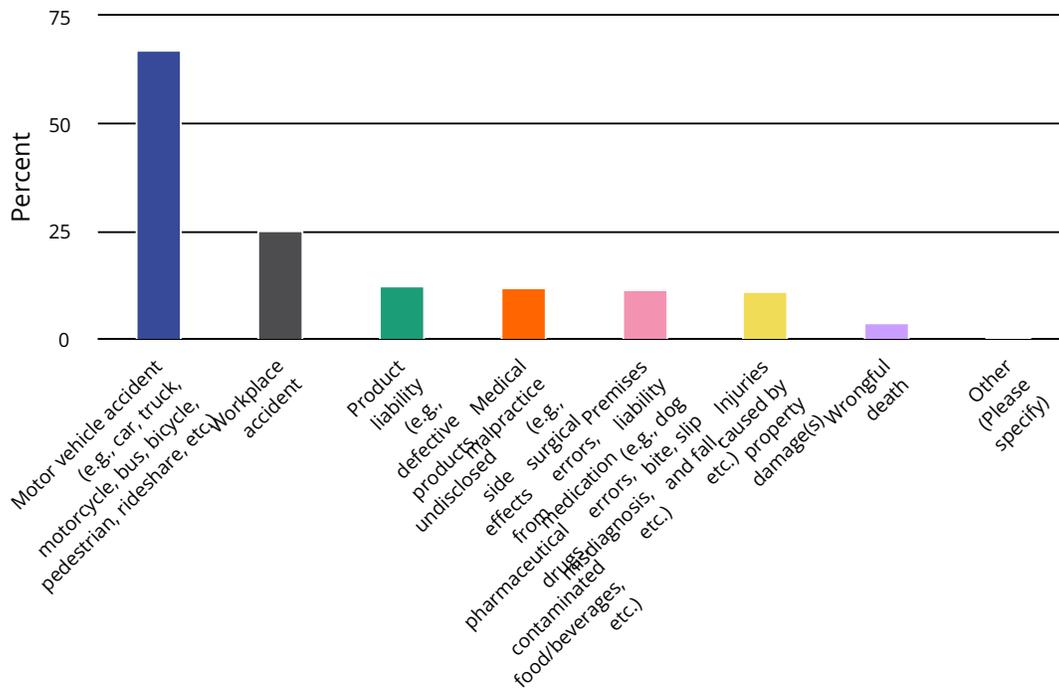
Value	Percent	Responses
None of the above	68.8%	1,376
Directly negotiated with another party to resolve a dispute	15.9%	317
Filed an insurance claim as a result of a personal injury	13.8%	275
Hired a personal injury attorney	10.0%	200
Utilized a mediator to resolve a dispute with another party	9.7%	193
Other (Please specify)	0.3%	6

Q4: [If filed an insurance claim] Which of the following insurance claims have you filed? Select all that apply.



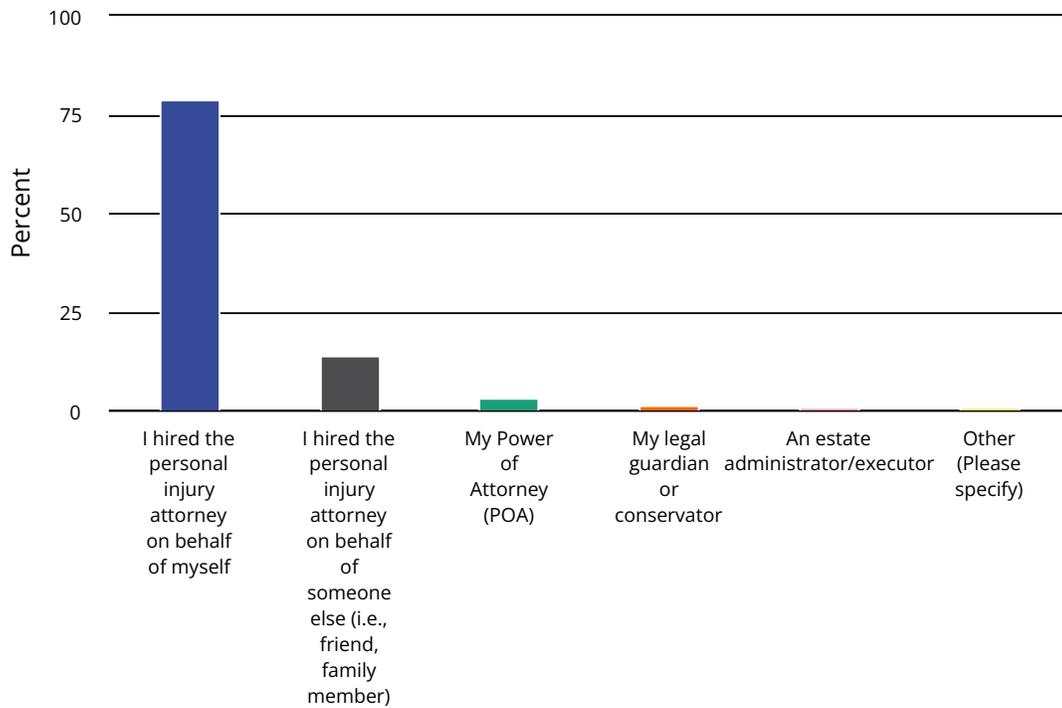
Value	Percent	Responses
Auto/motorcycle insurance (e.g., collision, accident, theft, etc.)	70.5%	194
Health insurance (e.g., medical expenses, dental, etc.)	55.6%	153
Workers' compensation	29.8%	82
Homeowners/property insurance (e.g., water, fire, natural disasters, vandalism, etc.)	26.9%	74
Life insurance (i.e., death benefit)	17.1%	47
Business/commercial insurance (e.g., burglary and theft, product liability, commercial property damage, etc.)	13.1%	36
Other (Please specify)	1.1%	3

Q5: [If hired a personal injury attorney] What accident/event caused you to hire a personal injury attorney? Select all that apply.



Value	Percent	Responses
Motor vehicle accident (e.g., car, truck, motorcycle, bus, bicycle, pedestrian, rideshare, etc.)	67.5%	135
Workplace accident	25.5%	51
Product liability (e.g., defective products, undisclosed side effects from pharmaceutical drugs, contaminated food/beverages, etc.)	12.5%	25
Medical malpractice (e.g., surgical errors, medication errors, misdiagnosis, etc.)	12.0%	24
Premises liability (e.g., dog bite, slip and fall, etc.)	11.5%	23
Injuries caused by property damage(s)	11.0%	22
Wrongful death	4.0%	8
Other (Please specify)	0.5%	1

Q6: [If hired a personal injury attorney] Who made the decision to hire a personal injury attorney? Select one.

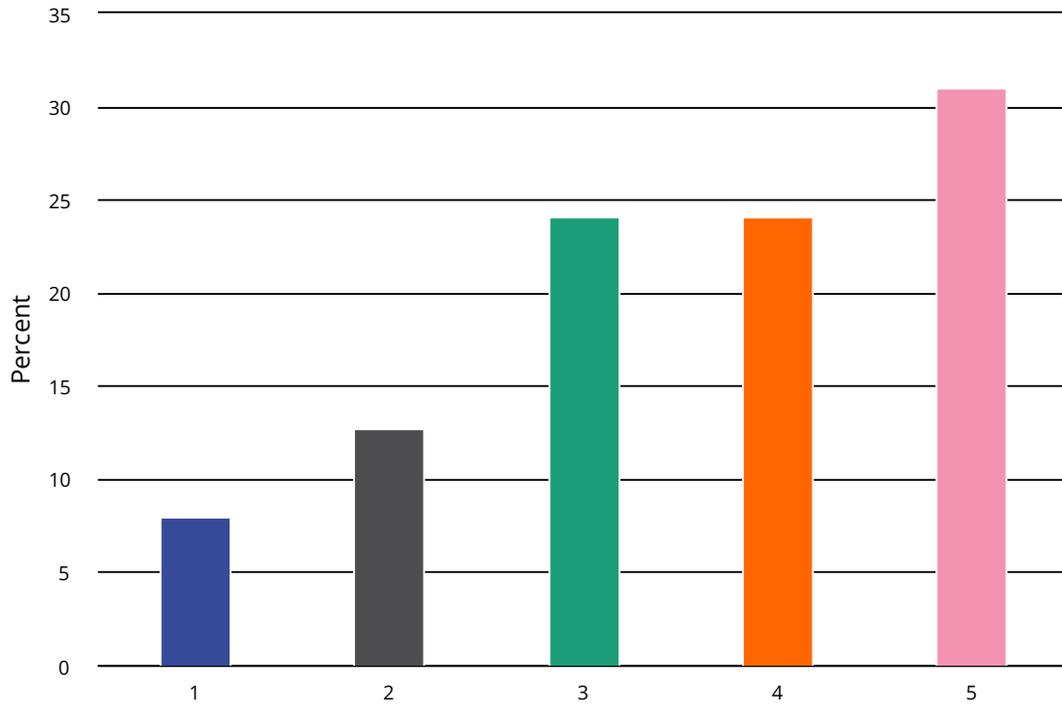


Value	Percent	Responses
I hired the personal injury attorney on behalf of myself	79.0%	158
I hired the personal injury attorney on behalf of someone else (i.e., friend, family member)	14.0%	28
My Power of Attorney (POA)	3.5%	7
My legal guardian or conservator	1.5%	3
An estate administrator/executor	1.0%	2
Other (Please specify)	1.0%	2

Totals: 200

Q8: [If filed an insurance claim] Overall, how satisfied were you with the insurance company when you filed your claim? Select a rating.

1 - Not at all satisfied | 5 - Very satisfied

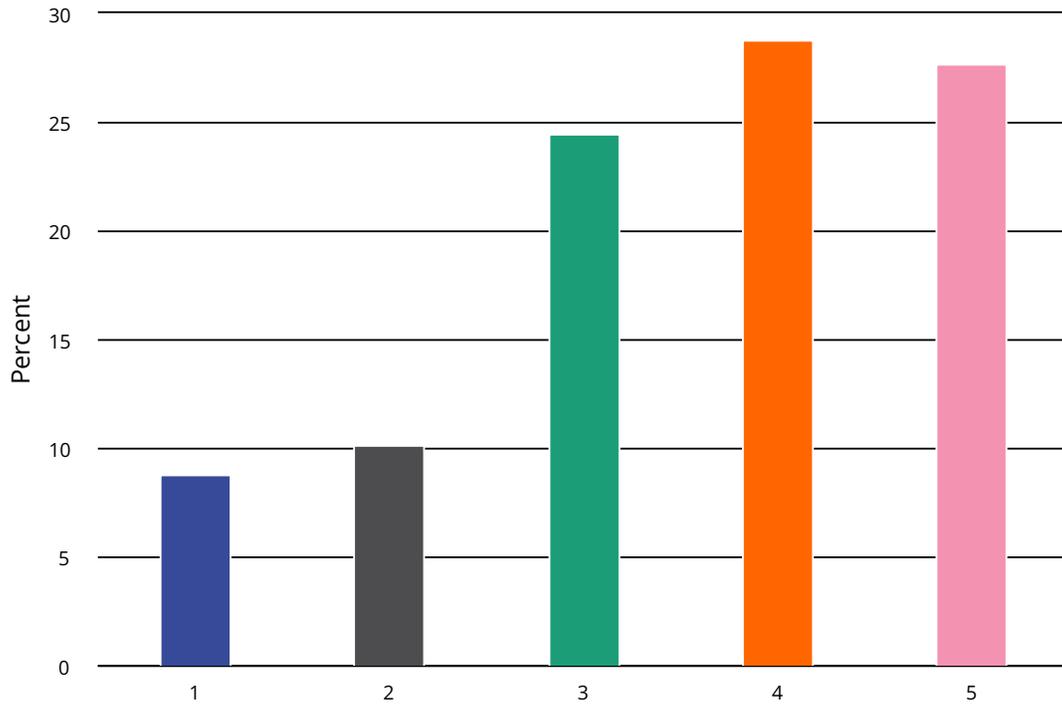


Value	Percent	Responses
1	8.0%	22
2	12.8%	35
3	24.1%	66
4	24.1%	66
5	31.0%	85

Totals: 274

Q9: [If filed an insurance claim] How easy was the process to file your insurance claim(s)? Select a rating.

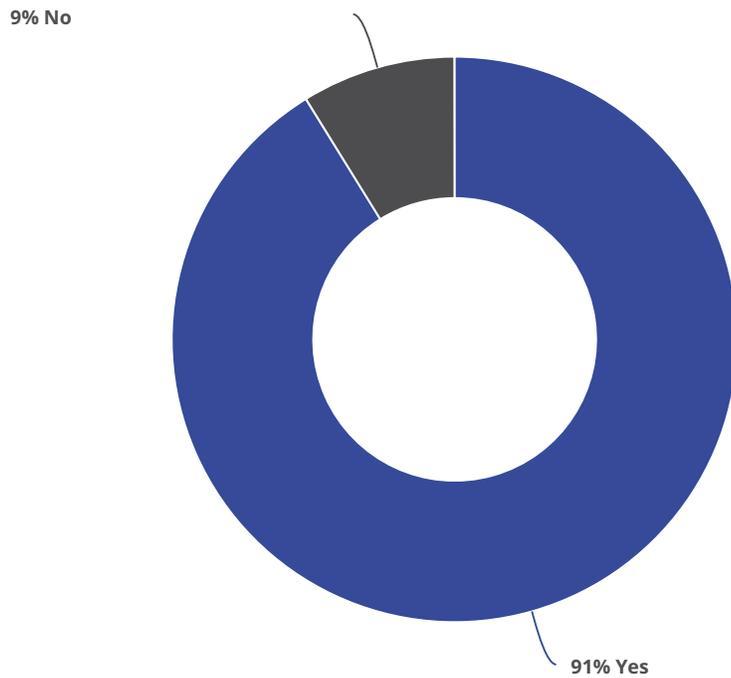
1 - Very difficult | 5 - Very easy



Value	Percent	Responses
1	8.8% 	24
2	10.2% 	28
3	24.5% 	67
4	28.8% 	79
5	27.7% 	76

Totals: 274

Q10: [If filed an insurance claim] If you could go back in time to right after the accident occurred with the knowledge you have now, would you still file an insurance claim? Select one.

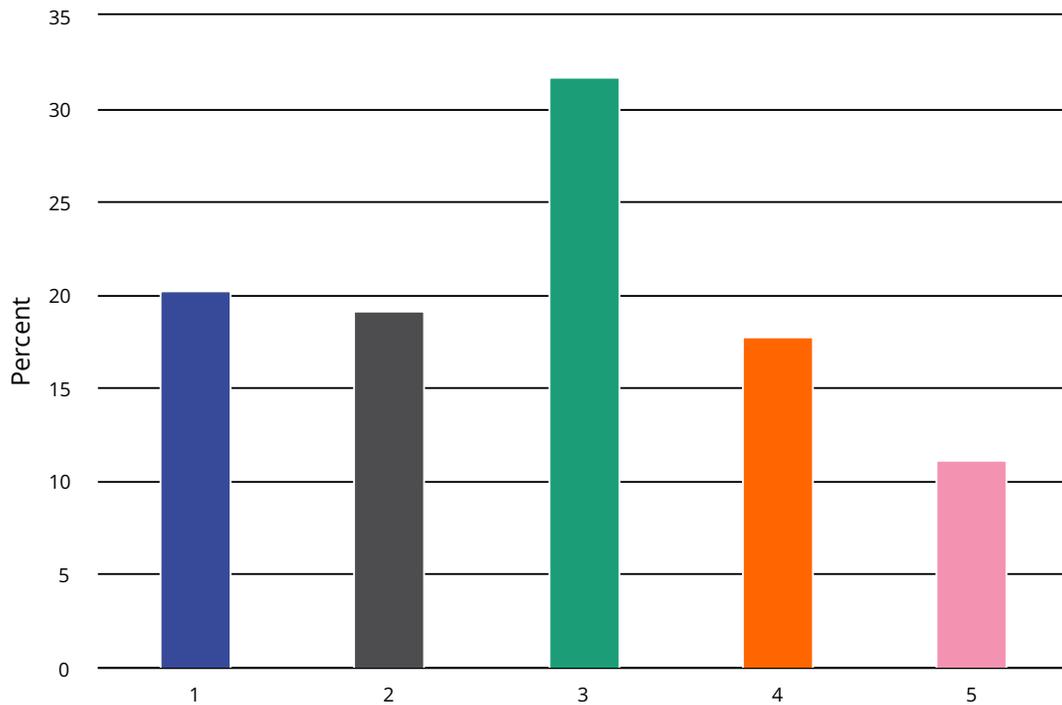


Value	Percent	Responses
Yes	91.2%	250
No	8.8%	24

Totals: 274

Q11: How much do you agree with the following statement: Select a rating.
"Insurance companies act in the best interest of their customers."

1 - Do not agree at all | 5 - Agree completely

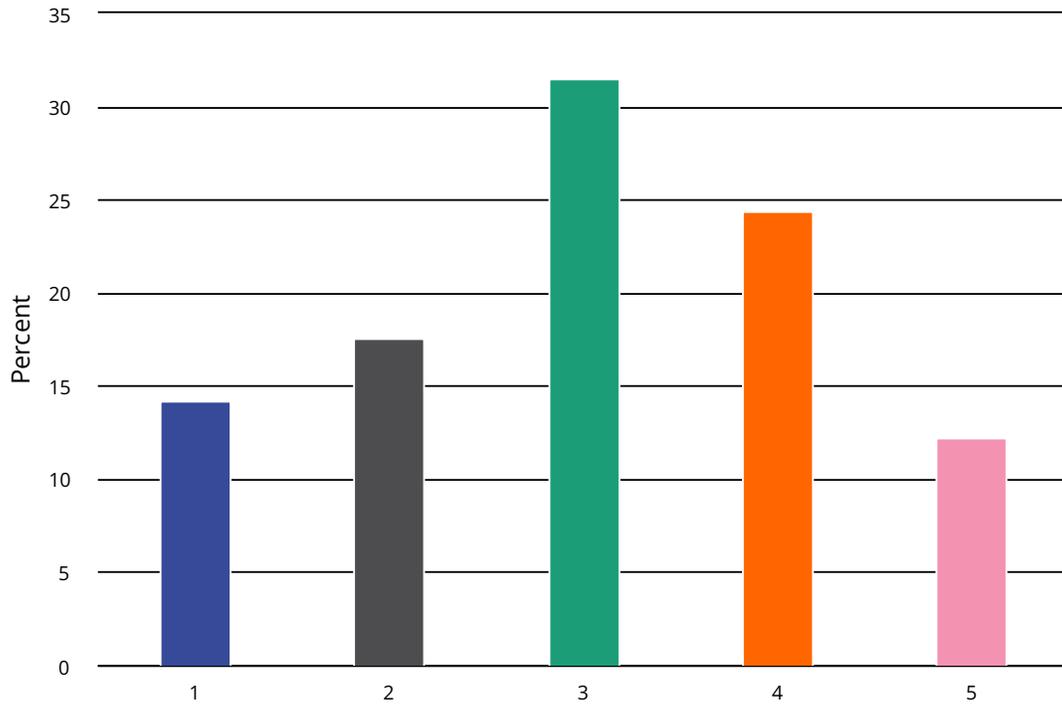


Value	Percent	Responses
1	20.3%	406
2	19.2%	383
3	31.7%	633
4	17.8%	355
5	11.2%	223

Totals: 2,000

Q12: Overall, how much confidence do you have in an insurance company to deliver on its promises? Select a rating.

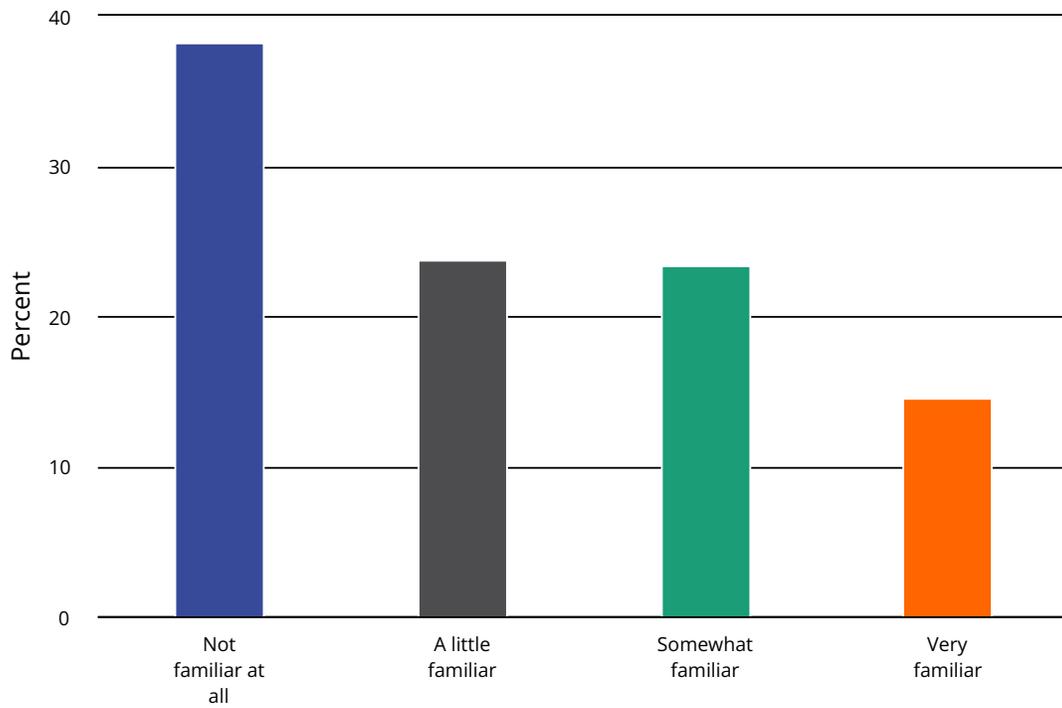
1 - No confidence at all | 5 - A lot of confidence



Value	Percent	Responses
1	14.2%	284
2	17.6%	352
3	31.5%	630
4	24.4%	488
5	12.3%	246

Totals: 2,000

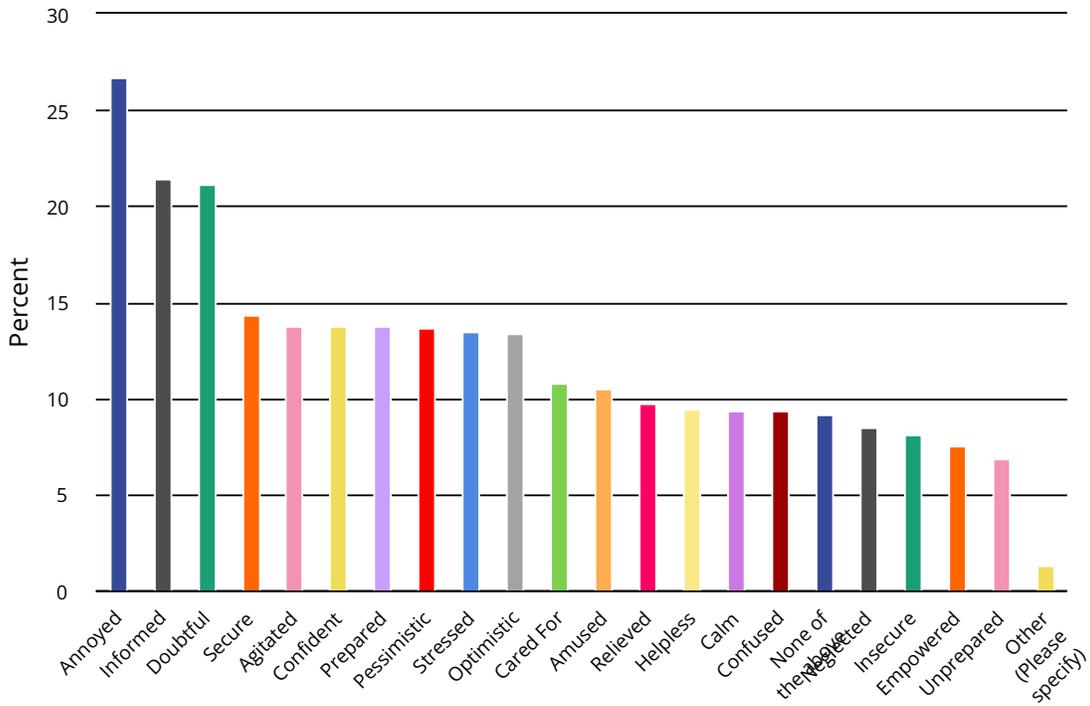
Q13: How familiar are you with the philosophy of the 3 D's of the insurance industry: Delay, Deny, Defend? Select one.



Value	Percent	Responses
Not familiar at all	38.3%	766
A little familiar	23.8%	475
Somewhat familiar	23.4%	468
Very familiar	14.6%	291

Totals: 2,000

Q14: How do insurance company advertisements typically make you feel?
 Select all that apply.

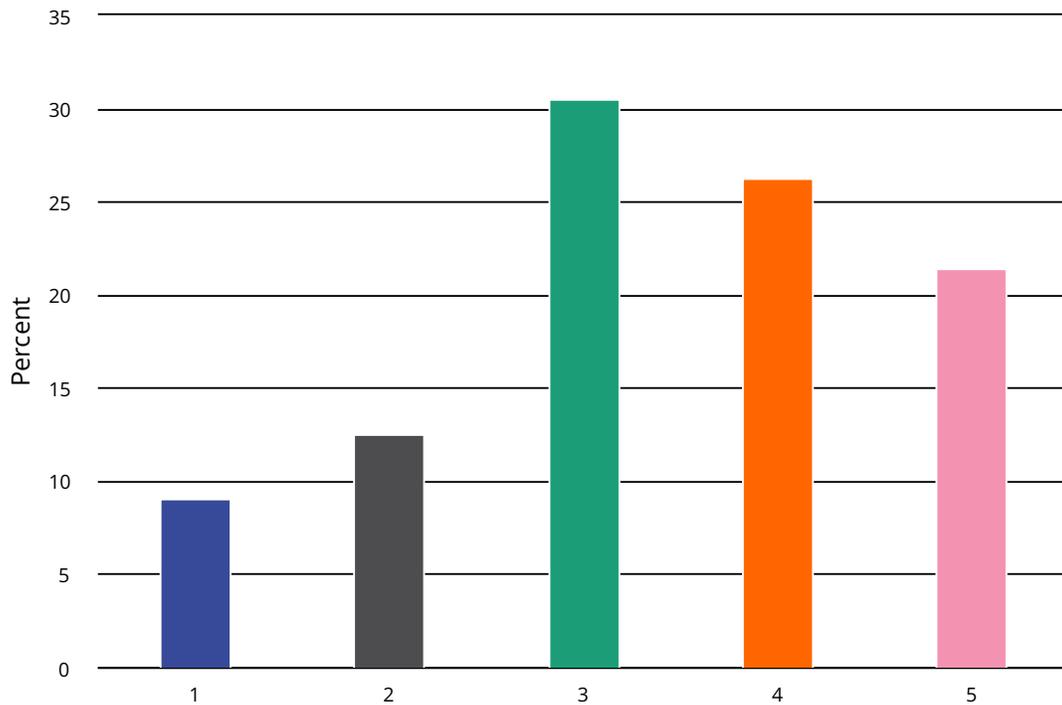


Value	Percent	Responses
Annoyed	26.7%	534
Informed	21.5%	430
Doubtful	21.2%	424
Secure	14.4%	287
Agitated	13.8%	276
Confident	13.8%	276
Prepared	13.8%	275
Pessimistic	13.7%	273
Stressed	13.5%	270
Optimistic	13.4%	268

Value	Percent	Responses
Cared For	10.8% 	216
Amused	10.5% 	209
Relieved	9.8% 	196
Helpless	9.5% 	189
Calm	9.4% 	188
Confused	9.4% 	188
None of the above	9.2% 	184
Neglected	8.5% 	169
Insecure	8.1% 	162
Empowered	7.6% 	151
Unprepared	6.9% 	138
Other (Please specify)		1.3% 26

Q16: How much do you agree with the following statement: Select a rating.
"Personal injury attorneys act in the best interest of their clients."

1 - Do not agree at all | 5 - Agree completely

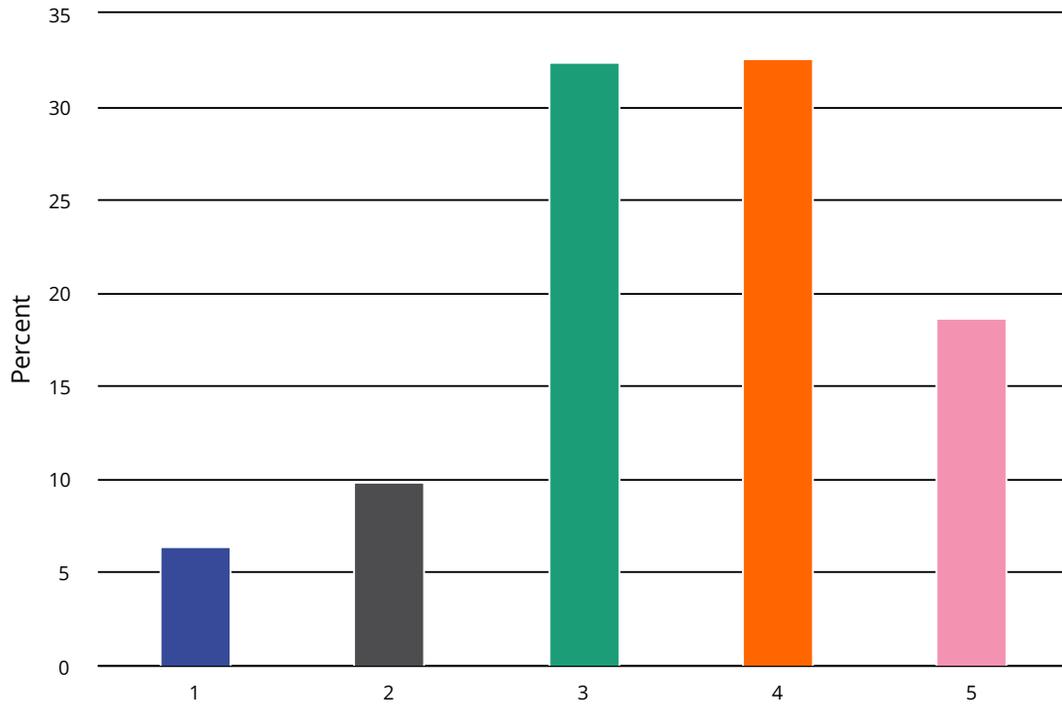


Value	Percent	Responses
1	9.1% 	182
2	12.6% 	252
3	30.6% 	611
4	26.3% 	525
5	21.5% 	430

Totals: 2,000

Q17: Overall, how much confidence do you have in a personal injury attorney's ability to win a case? Select a rating.

1 - No confidence at all | 5 - A lot of confidence

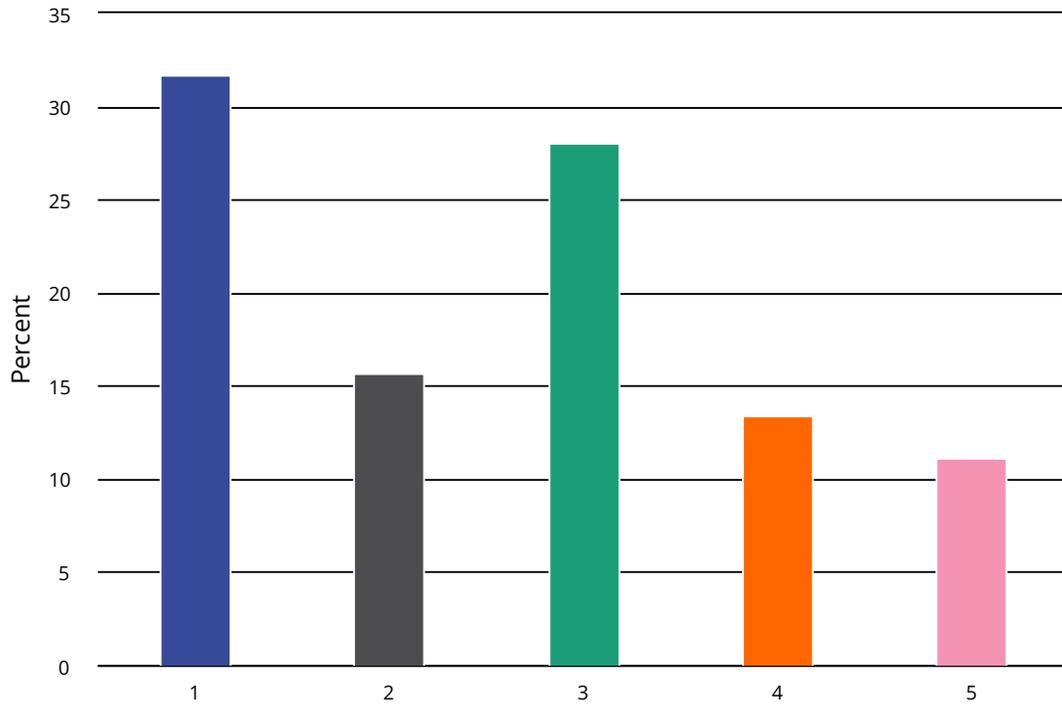


Value	Percent	Responses
1	6.4%	128
2	9.9%	198
3	32.4%	648
4	32.6%	652
5	18.7%	374

Totals: 2,000

Q18: How important is it to you that a personal injury attorney shares their client's cultural/racial background? Select a rating.

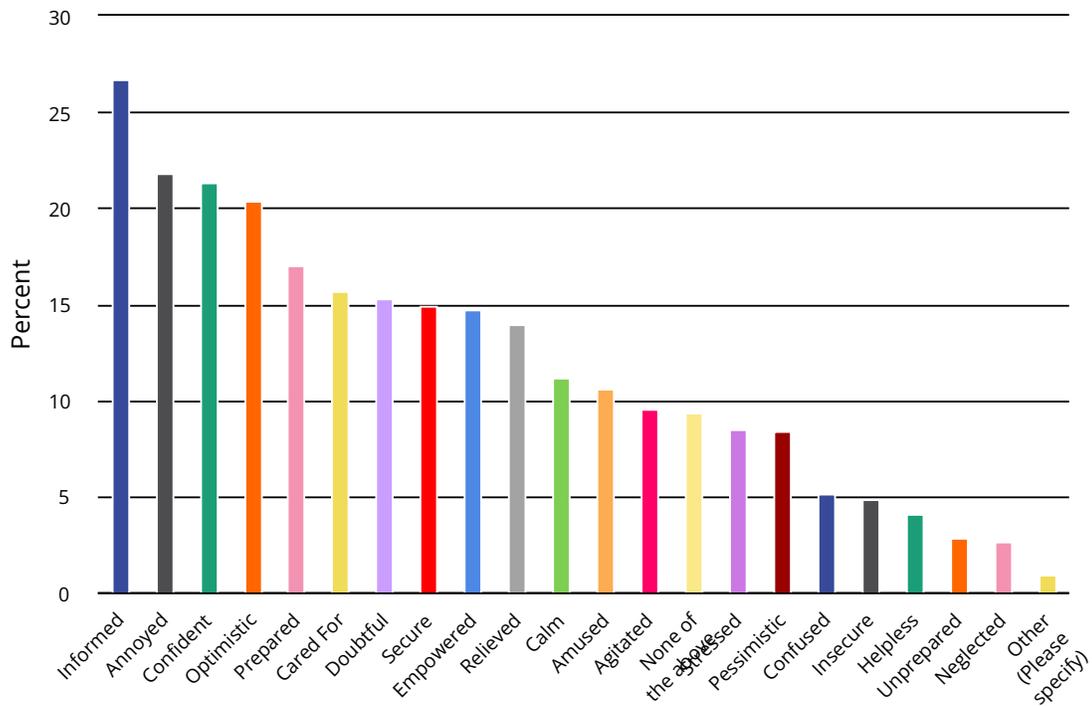
1 - Not at all important | 5 - Very important



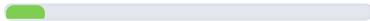
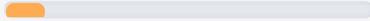
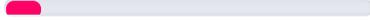
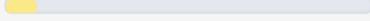
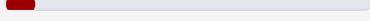
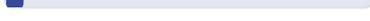
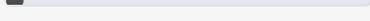
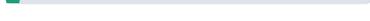
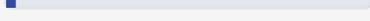
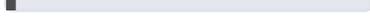
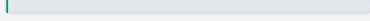
Value	Percent	Responses
1	31.7%	634
2	15.7%	314
3	28.1%	561
4	13.4%	267
5	11.2%	224

Totals: 2,000

Q19: How do personal injury attorney advertisements typically make you feel? Select all that apply.

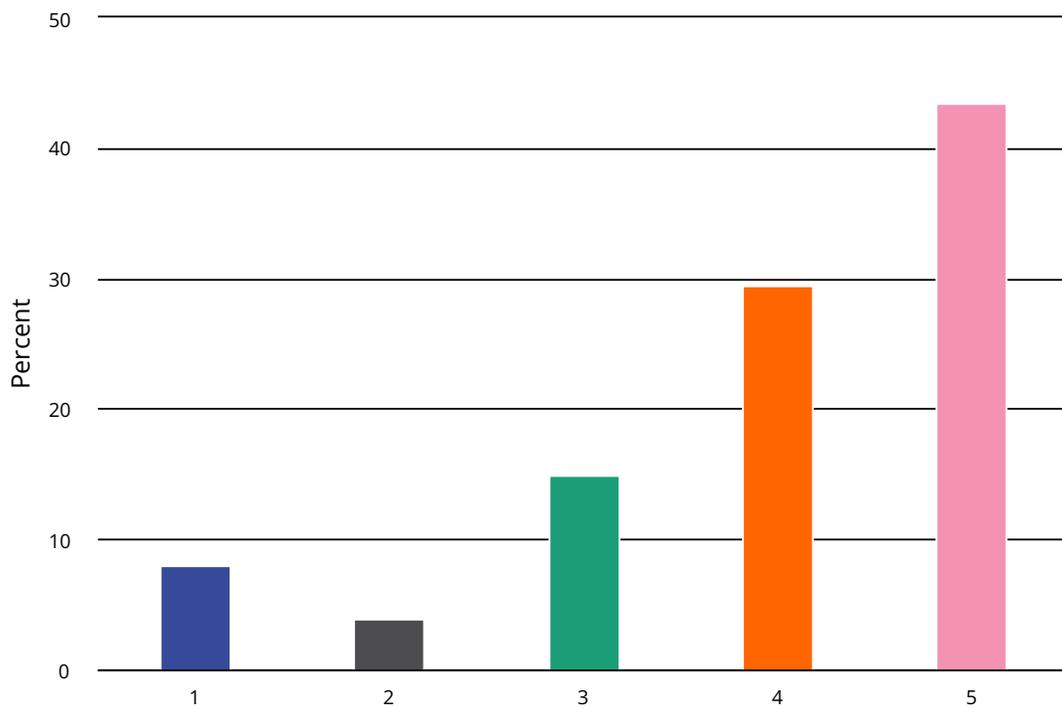


Value	Percent	Responses
Informed	26.7%	533
Annoyed	21.9%	438
Confident	21.4%	427
Optimistic	20.4%	407
Prepared	17.1%	342
Cared For	15.7%	313
Doubtful	15.3%	306
Secure	15.0%	300
Empowered	14.8%	295
Relieved	14.0%	279

Value	Percent	Responses
Calm	11.2% 	224
Amused	10.6% 	212
Agitated	9.6% 	192
None of the above	9.4% 	187
Stressed	8.5% 	169
Pessimistic	8.4% 	167
Confused	5.2% 	103
Insecure	4.9% 	98
Helpless	4.1% 	81
Unprepared	 2.9%	57
Neglected	 2.7%	53
Other (Please specify)	 1.0%	19

Q20: [If past PI attorney experience] Overall, how satisfied were you with the personal injury attorney who most recently represented you? Select a rating.

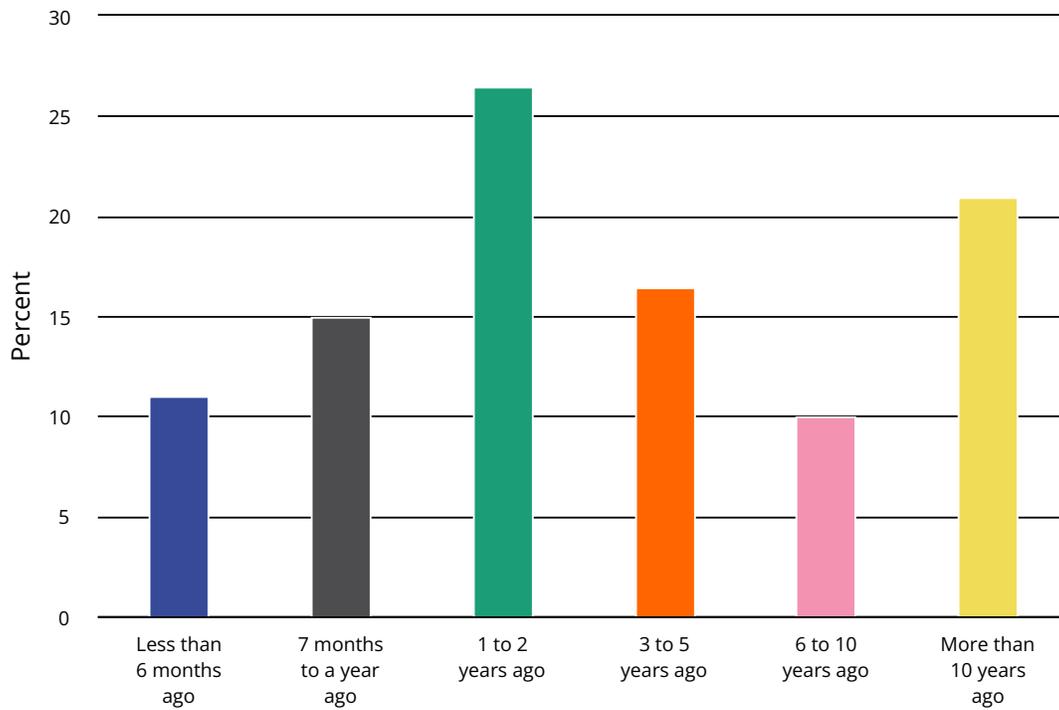
1 - Not at all satisfied | 5 - Very satisfied



Value	Percent	Responses
1	8.0%	16
2	4.0%	8
3	15.0%	30
4	29.5%	59
5	43.5%	87

Totals: 200

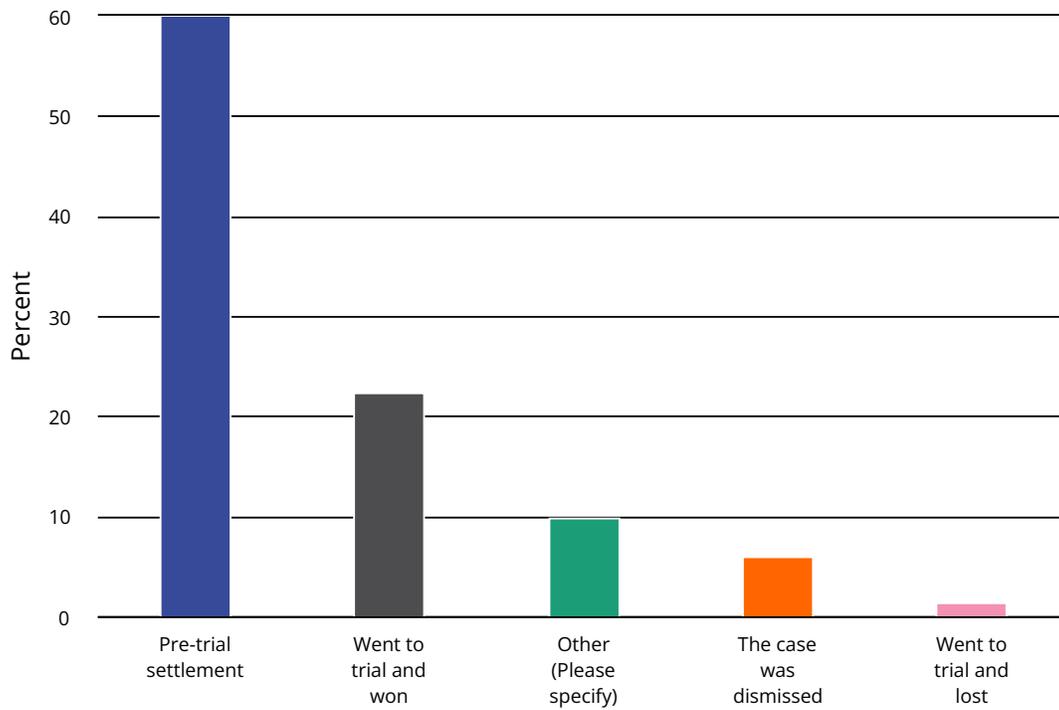
Q22: [If past PI attorney experience] How long ago was your most recent personal injury case? Select one.



Value	Percent	Responses
Less than 6 months ago	11.0%	22
7 months to a year ago	15.0%	30
1 to 2 years ago	26.5%	53
3 to 5 years ago	16.5%	33
6 to 10 years ago	10.0%	20
More than 10 years ago	21.0%	42

Totals: 200

Q23: [If past PI attorney experience] What was the outcome of your most recent personal injury case? Select one.

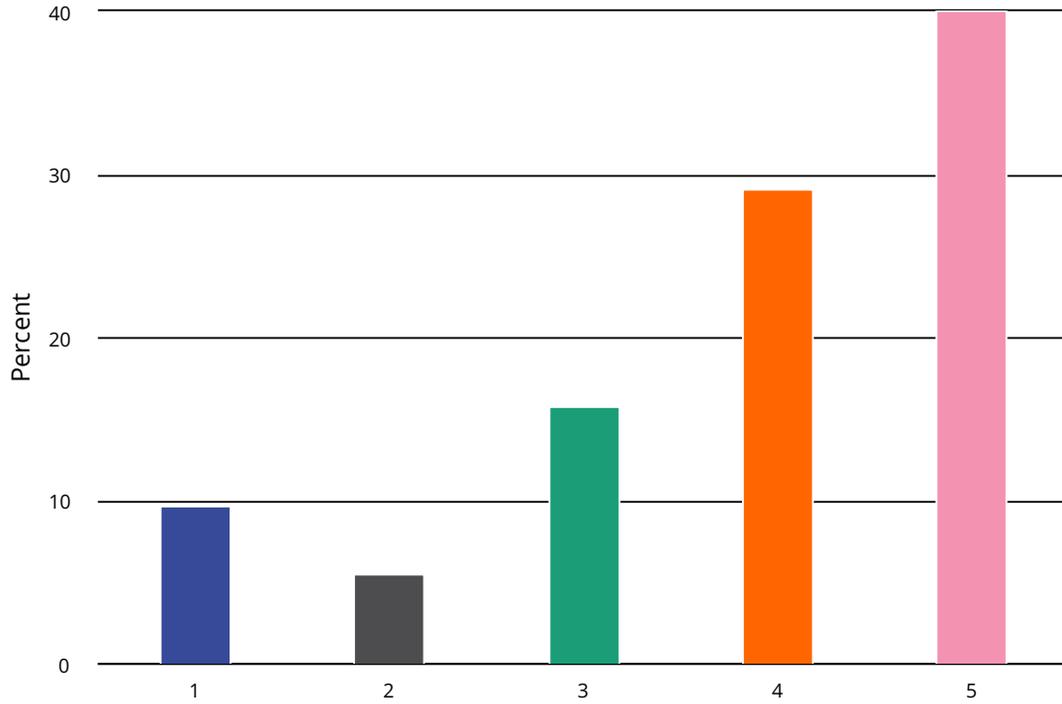


Value	Percent	Responses
Pre-trial settlement	60.0%	120
Went to trial and won	22.5%	45
Other (Please specify)	10.0%	20
The case was dismissed	6.0%	12
Went to trial and lost	1.5%	3

Totals: 200

Q24: [If settled or won in trial] How satisfied were you with the settlement you received? Select a rating.

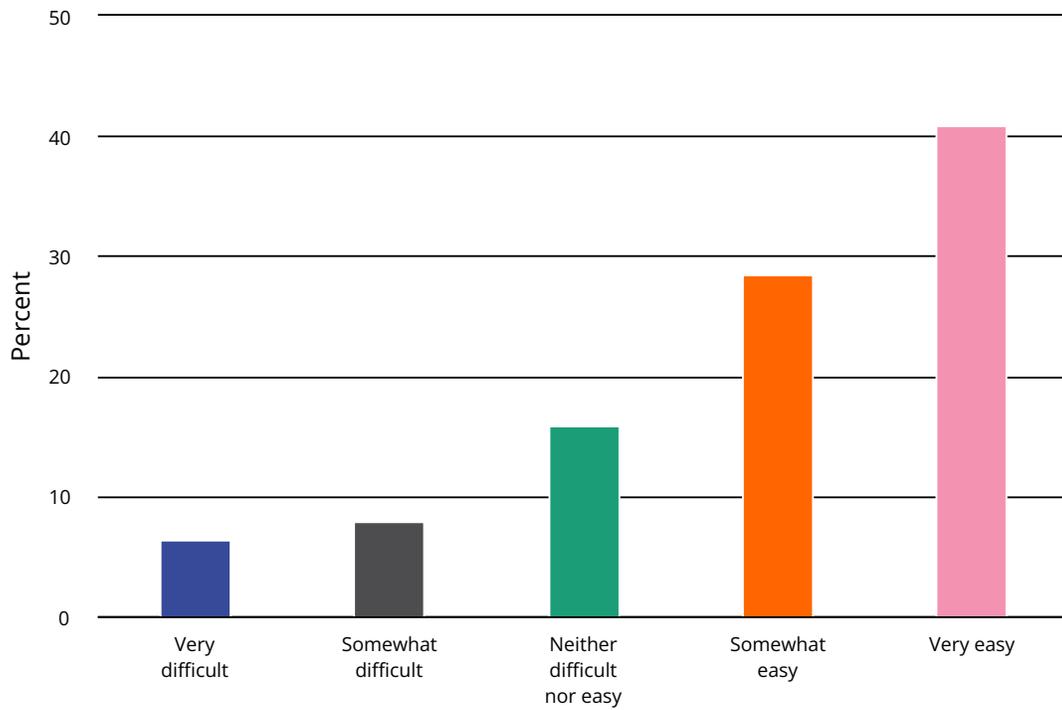
1 - Not at all satisfied | 5 - Very satisfied



Value	Percent	Responses
1	9.7%	16
2	5.5%	9
3	15.8%	26
4	29.1%	48
5	40.0%	66

Totals: 165

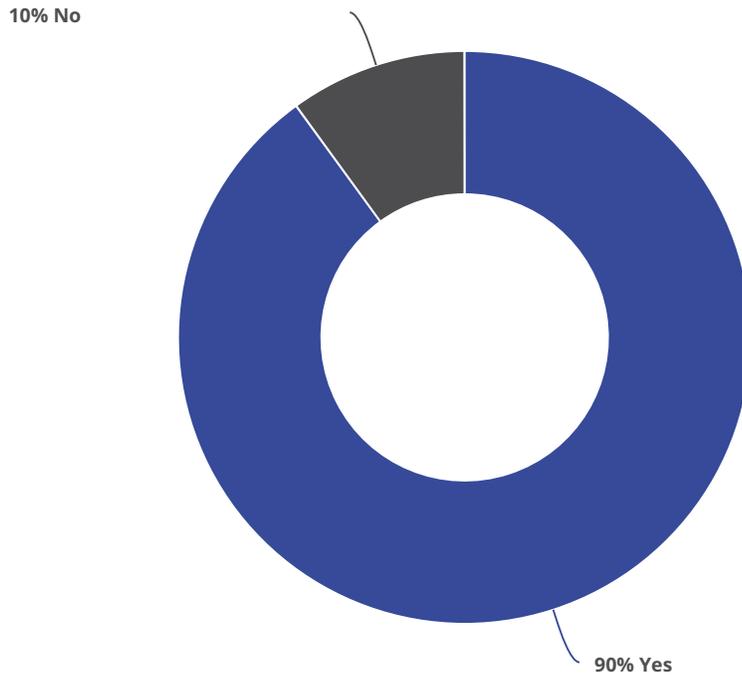
Q25: [If past PI attorney experience] How easy was it to work with a personal injury attorney? Select a rating.



Value	Percent	Responses
Very difficult	6.5%	13
Somewhat difficult	8.0%	16
Neither difficult nor easy	16.0%	32
Somewhat easy	28.5%	57
Very easy	41.0%	82

Totals: 200

Q26: [If past PI attorney experience] If you could go back in time to right after the personal injury occurred with the knowledge you have now, would you still hire an attorney? Select one.



Value	Percent	Responses
Yes	90.0%	180
No	10.0%	20
		Totals: 200

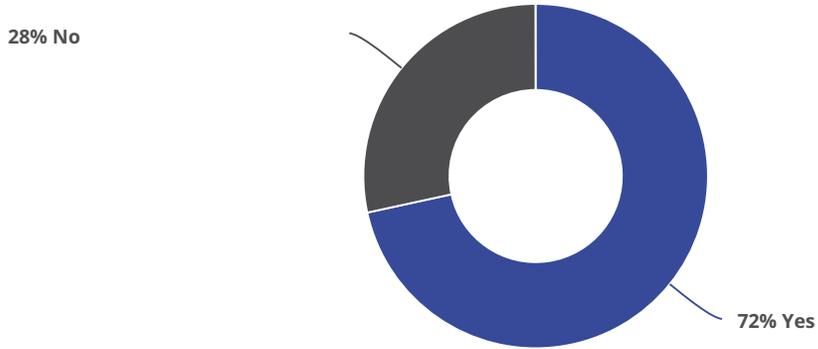
Q27: [If does not have experience with a PI attorney] Have you (or a close loved one) ever experienced a personal injury or accident? Select one.



Value	Percent	Responses
Yes	45.5%	819
No	54.5%	981

Totals: 1,800

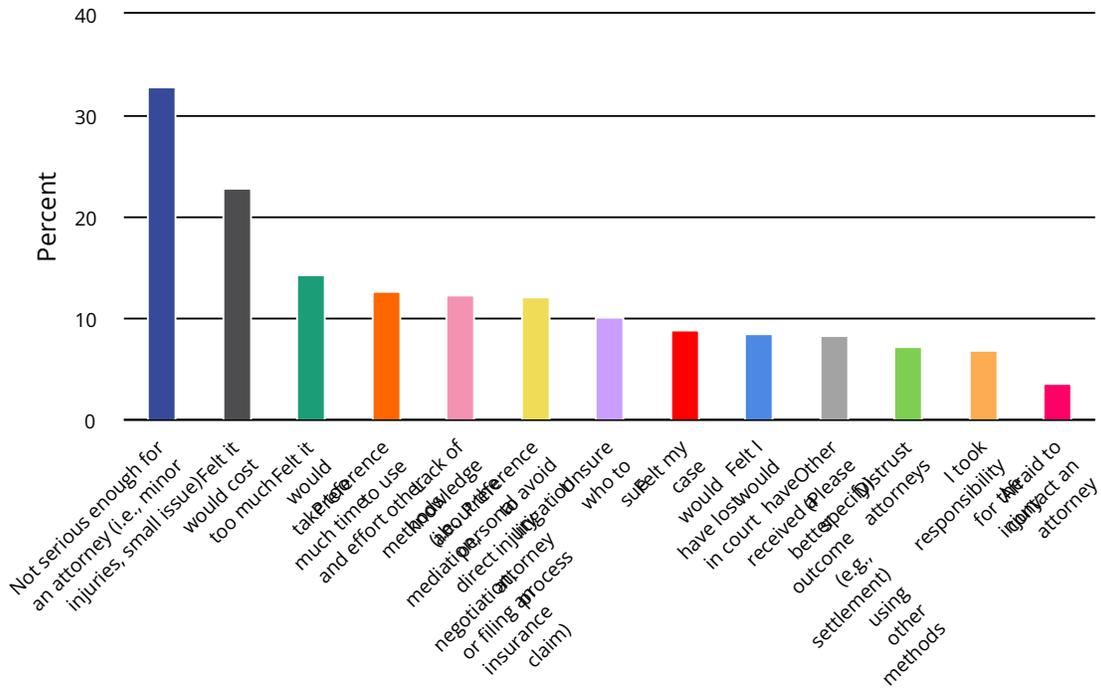
Q28: [If yes] Were you aware that a personal injury attorney was an option for you to consider to receive compensation? Select one.



Value	Percent	Responses
Yes	71.6%	586
No	28.4%	233

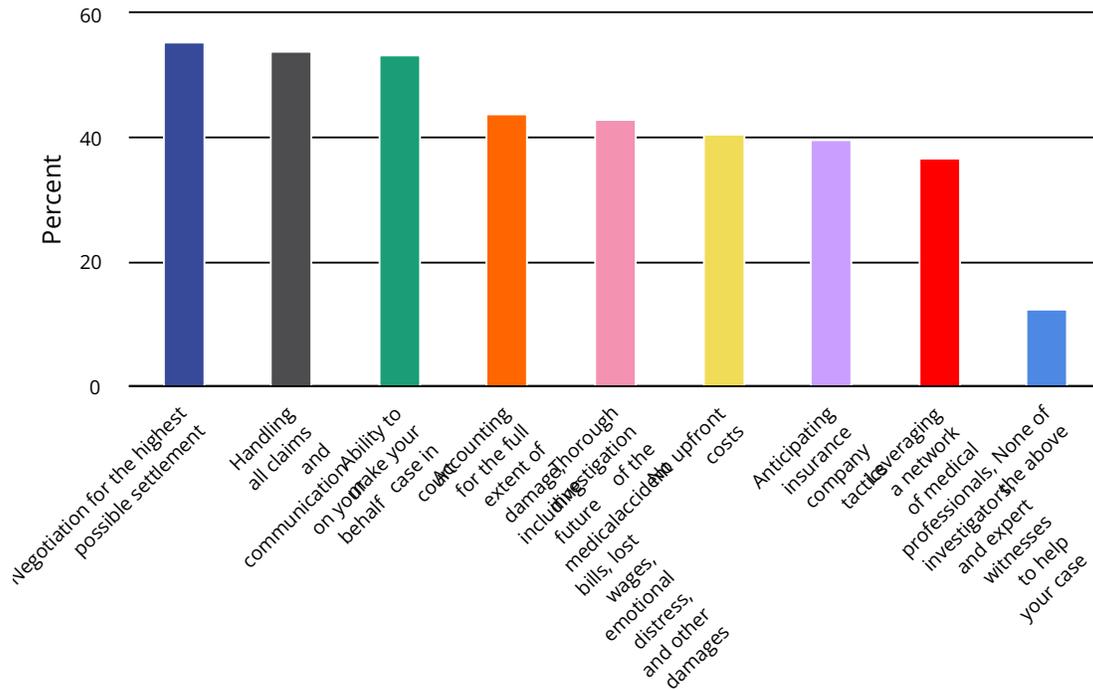
Totals: 819

Q29: [If yes to Q28] Why didn't you hire a personal injury attorney? Select all that apply.



Value	Percent	Responses
Not serious enough for an attorney (i.e., minor injuries, small issue)	32.9%	193
Felt it would cost too much	23.0%	135
Felt it would take too much time and effort	14.3%	84
Preference to use other methods (i.e., mediation, direct negotiation, or filing an insurance claim)	12.8%	75
Lack of knowledge about the personal injury attorney process	12.3%	72
Preference to avoid litigation	12.1%	71
Unsure who to sue	10.2%	60
Felt my case would have lost in court	8.9%	52
Felt I would have received a better outcome (e.g., settlement) using other methods	8.5%	50
Other (Please specify)	8.4%	49
Distrust attorneys	7.3%	43
I took responsibility for the injury	7.0%	41
Afraid to contact an attorney	3.6%	21

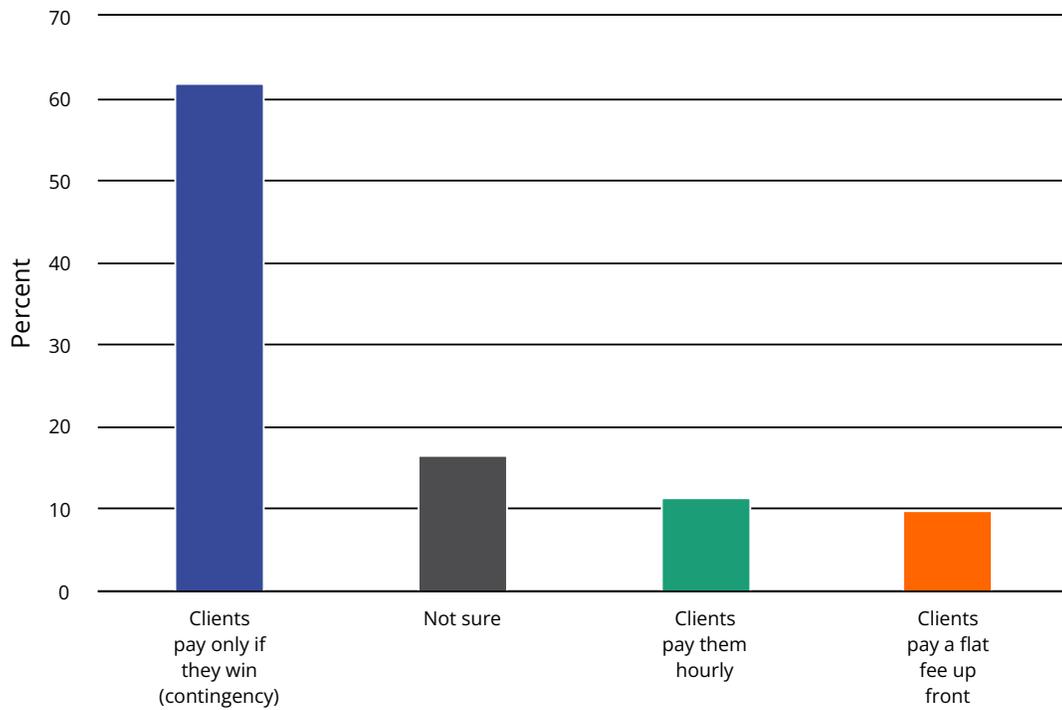
Q30: [If does not have experience with a PI attorney] Which of the following, if any, are you aware that personal injury attorneys provide? Select all that apply.



Value	Percent	Responses
Negotiation for the highest possible settlement	55.6%	1,000
Handling all claims and communication on your behalf	54.1%	973
Ability to make your case in court	53.4%	962
Accounting for the full extent of damage, including future medical bills, lost wages, emotional distress, and other damages	44.0%	792
Thorough investigation of the accident	43.2%	778
No upfront costs	40.6%	730
Anticipating insurance company tactics	39.9%	718
Leveraging a network of medical professionals, investigators, and expert witnesses to help your case	36.8%	663
None of the above	12.4%	223



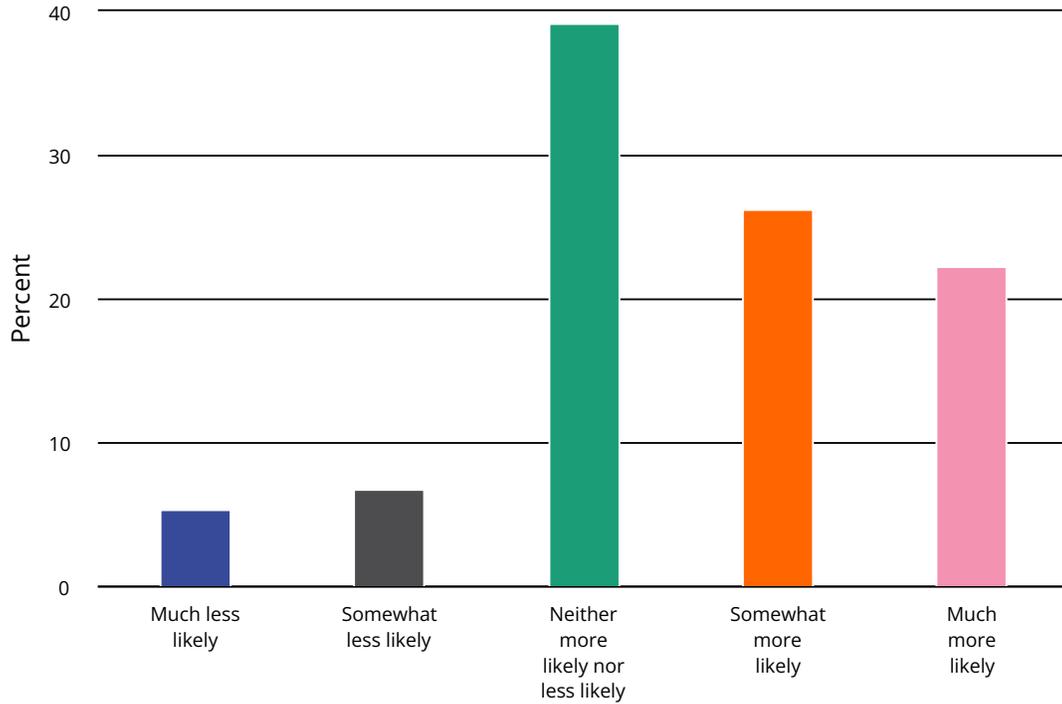
Q31: [If does not have experience with a PI attorney] Which of the following best describes how you think personal injury attorneys are paid? Select one.



Value	Percent	Responses
Clients pay only if they win (contingency)	62.0%	1,116
Not sure	16.7%	300
Clients pay them hourly	11.4%	206
Clients pay a flat fee up front	9.9%	178

Totals: 1,800

Q32: [If yes to Q27] If you could go back in time to right after the personal injury occurred with the knowledge you have now, how likely would you be to consider an attorney? Select one.



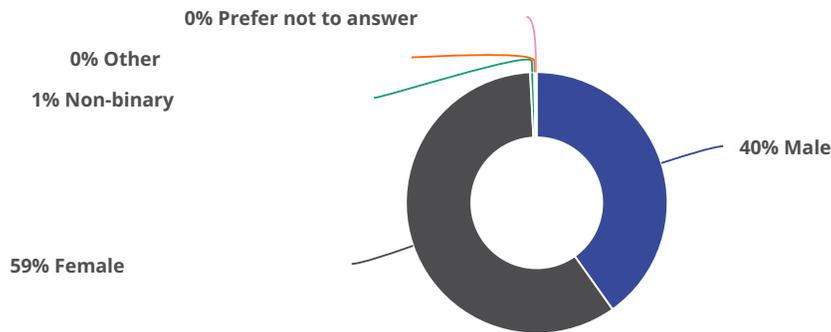
Value	Percent	Responses
Much less likely	5.4%	44
Somewhat less likely	6.8%	56
Neither more likely nor less likely	39.2%	321
Somewhat more likely	26.3%	215
Much more likely	22.3%	183

Totals: 819

Q33 to Q36: Regardless of your experience with insurance companies and/or personal injury attorneys, who do you think would perform better across each of the following factors in the event of a personal injury? Select one for each.

	Personal Injury Attorneys	Insurance Companies
Responsiveness Count Row %	1,452 72.6%	548 27.4%
Value Count Row %	1,328 66.4%	672 33.6%
Support Count Row %	1,511 75.6%	489 24.5%
Trustworthiness Count Row %	1,366 68.3%	634 31.7%

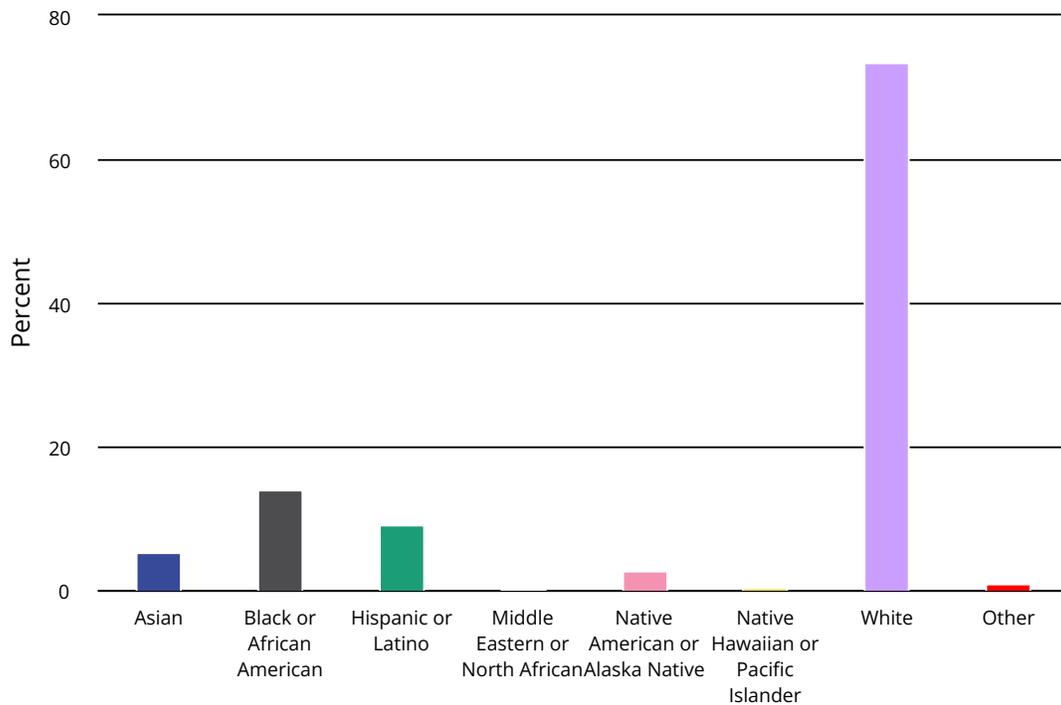
Q37: Which of the following do you most identify with? Select one.



Value	Percent	Responses
Male	40.2%	803
Female	59.1%	1,182
Non-binary	0.5%	10
Other	0.1%	1
Prefer not to answer	0.2%	4

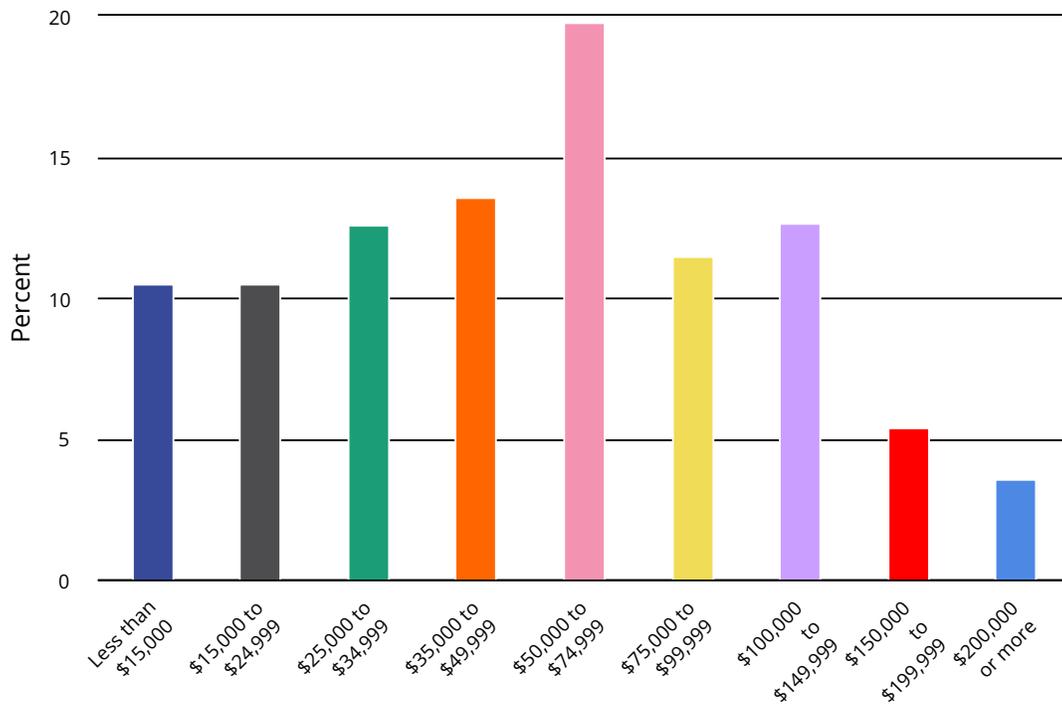
Totals: 2,000

Q38: Which of the following best applies to you? Select all that apply.



Value	Percent	Responses
Asian	5.4%	108
Black or African American	14.0%	280
Hispanic or Latino	9.3%	186
Middle Eastern or North African	0.3%	6
Native American or Alaska Native	2.7%	53
Native Hawaiian or Pacific Islander	0.4%	8
White	73.5%	1,470
Other	1.1%	22

Q39: Which of the following best describes your total annual household income? Select one.



Value	Percent	Responses
Less than \$15,000	10.5%	209
\$15,000 to \$24,999	10.5%	209
\$25,000 to \$34,999	12.6%	252
\$35,000 to \$49,999	13.6%	271
\$50,000 to \$74,999	19.8%	396
\$75,000 to \$99,999	11.5%	230
\$100,000 to \$149,999	12.7%	253
\$150,000 to \$199,999	5.4%	108
\$200,000 or more	3.6%	72

Totals: 2,000

