

RAB Instant Background - Legal Services

Consumer Insights

Who Buys

Profiling adults 18+ who used a lawyer, a paralegal or online legal services:			
	Used a lawyer	Used a paralegal	Used an online legal provider
Male	47.5%	37.6%	45.1%
Female	52.5%	62.4%	54.9%
18-24	6.4%	9.2%	10.9%
25-34	15.4%	23.5%	13.7%
35-44	14.7%	18.9%	22.2%
45-54	20.5%	15.1%	22.7%
55-64	19.8%	21.6%	22.1%
65+	23.2%	11.8%	10.4%
Household Income: \$100K+	40.0%	36.6%	47.3%
Household Income: \$75,000-\$99,999	14.1%	12.4%	6.1%
Household Income: \$60,000-\$74,999	9.3%	10.8%	13.0%
Household Income: \$50,000-\$59,999	7.1%	6.4%	5.7%
Household Income: \$40,000-\$49,999	7.1%	8.6%	6.3%
Household Income: \$30,000-\$39,999	7.7%	8.7%	3.6%
Household Income: \$20,000-\$29,999	6.5%	4.7%	9.0%
Household Income: Under \$20,000	8.3%	11.9%	9.1%
Race: White	78.5%	64.8%	68.6%
Race: Black/African American	9.8%	14.7%	15.1%
Race: Other Race/Multiple Classifications	11.7%	20.5%	16.3%
Hispanic, Latino or Spanish Origin	12.1%	17.9%	17.4%
Census Region: North East	21.0%	22.6%	16.9%
Census Region: South	36.8%	34.5%	28.8%
Census Region: Midwest	20.0%	11.3%	21.8%
Census Region: West	22.2%	31.6%	32.5%
Single	21.6%	23.5%	30.9%
Married	55.6%	56.2%	50.6%
Divorced/Separated/Widowed	22.8%	20.3%	18.5%
Total Radio Weekly Dayparts Cume: Monday - Sunday 24- Hour	87.9%	82.9%	85.9%

(Source: MRI-Simmons, 2020)

The overall share of revenue for U.S. law firms: Business and corporate clients, 61.9%; households, 31.6%; government and nonprofit clients, 6.5%.

(Source: IBISWorld, 2021)

Major market segmentation for personal injury lawyers: People younger than 25, 32.3%; people ages 25-64, 52.0%; people ages 65+, 15.7%.

(Source: IBISWorld, 2020)

Major market segmentation for family law & divorce lawyers: Individuals under the age of 18, 1.7%; individuals ages 18-24, 7.6%; individuals ages 25-34, 25.2; individuals ages 35-44, 24.4%; individuals ages 45-55, 21.2%; individuals ages 56+, 19.9%.

(Source: IBISWorld, 2020)

Major market segmentation for the bail bonds industry: Property offenses, 30.8%; drug offenses, 31.0%; public order offenses, 13.8%; immigration offenses, 14.5%; violent offenses, 2.9%; all other offenses, 7.0%.

(Source: IBISWorld, 2020)

Business and corporate legal markets often command higher fees than households due to their extreme complexity. Legal work for these clients often requires large firms that have ample capacity and specific skill sets. Many corporations that require commercial law services must choose between an in-house legal team, an outsourced legal team or a combination of both. Firms often use a combination when they need specialization.

(Source: IBISWorld, 2021)

While households account for a high share of industry work volume, the majority of cases are not as specialized as corporate work, resulting in a lower price point. Many individuals seek to resolve noncriminal disputes such as divorce, child custody, personal property damage and other issues.

(Source: IBISWorld, 2021)

What They Buy

The overall products and services segmentation of U.S. law firms: Commercial law services, 42.4%; criminal law, civil negligence and personal injury, 13.4%; real estate law, 9.7%; labor and employment, 7.0%; other services (wills, estates and trusts, family law, immigration law, healthcare law, environmental law, legal research document services, and arbitration/mediation), 27.5%.

(Source: IBISWorld, 2021)

The products and services segmentation for personal injury attorneys: Auto accidents, 55.7%; personal injury (marine), 16.9%; medical malpractice, 13.4%; personal injury (airline), 2.2%; other (product and premise liability cases, etc.), 11.8%.

(Source: IBISWorld, 2020)

Products and services segmentation for family law & divorce attorneys: Divorce and related issues, 41.8%; child custody, visitation and move-away cases, 34.3%; child support, 8.3%; other (cases involving adoption, domestic violence, paternity, guardianship, etc.), 15.6%.

(Source: IBISWorld, 2020)

The bail bond services industry includes establishments that provide security bonds, backed by insurance companies that cover the risk in granting pretrial release to defendants awaiting sentencing. Bail bond agents guarantee payment of the bond if the defendant fails to appear for their scheduled court appearance. This industry does not include the insurance companies that underwrite the bond contracts. Typically, bail bond agents charge a premium, which is not refundable. Subsequently, bail agents are responsible for ensuring that defendants attend all court dates and are liable for the bond if they do not show up.

(Source: IBISWorld, 2020)

Products and services segmentation for the bail bonds industry: Unsecured bonds, 39%; personal recognizance, 32%; deposit bond, 12%; surety bond, 8%; collateral bond, 7%; other types of pretrial release, 2%.

(Source: IBISWorld, 2020)

When They Buy

How quickly potential clients expect firms to respond when leaving a phone message or email: Within an hour, 10%; within a few hours, 24%; within 24 hours. 24%; within 72 hours, 5%.

(Source: Clio, 2020)

Where They Buy

States with the most amount of practicing lawyers: New York, 185,076; California, 167,709; Texas, 93,821; Florida, 77,223; Illinois, 62,720; Massachusetts, 42,720; Maryland, 40,800; Michigan, 35,453; Georgia, 33,158; Minnesota, 26,065; Missouri, 24,369.

(Source: American Bar Association, 2021)

The highest average hourly billable rate by state is \$380 in Washington DC. The lowest average hourly billable rate by state is \$166 in West Virginia

(Source: Clio, 2020)

States with the greatest number of law firms, based on their percentage of the overall U.S. total: California, 13%; Florida, 9.9%; Texas, 7.8%; New York, 7.5%; Illinois, 4.4%; Pennsylvania, 3.3%; Georgia, 3.4%; New Jersey, 3.1%; Ohio, 2.6%; Massachusetts, 2.5%.

(Source: IBISWorld, 2021)

States with the greatest number of bail bond services, based on their percentage of the overall U.S. total: Florida, 15.2%; Texas, 14.2%; California, 14%; Georgia, 6.2%; New York, 4.5%; North Carolina, 3%; Tennessee, 2.9%; Virginia, 2.4%.

(Source: IBISWorld, 2020)

How They Buy

As of 2020, the average hourly billable rate for lawyers is close to \$300 per hour.

(Source: Clio, 2020)

37% of legal professionals say most if not all lawyers should run their practice virtually.

(Source: Clio, 2020)

72% of consumers would prefer to pay their legal fees via payment plans.

(Source: Clio, 2020)

With COVID-19 moving many aspects of life online, more clients are willing — and in many cases, prefer — to conduct legal meetings virtually. Survey data shows that 37% of consumers prefer to meet via video for their first meeting with a lawyer, and 50% prefer to meet via videoconference for follow-up meetings as well.

(Source: Clio, 2020)

Firms using electronic payments collected \$10,429 more per lawyer in 2019, and are projected to collect \$15,179 more in 2020.

(Source: Clio, 2020)

40% of consumers would never hire a lawyer who didn't take debit or credit cards.

(Source: Clio, 2020)

Hiring a family law and divorce attorney can be expensive, depending on the complexity of issues involved in a specific case and the experience of the lawyer handling the matter. Hourly rates can range between \$400 and \$650, though the average hourly rate is \$250 according to NOLO.com, a legal service consultancy.

(Source: IBISWorld, 2020)

Why They Buy

The COVID-19 pandemic has caused fewer divorces in the US. In many states, access to courts for civil cases was severely curtailed during the pandemic's early stages. Another reason, according to marriage counselors, is that many couples backed off from a possibly imminent divorce for fear it would only worsen pandemic-fueled financial insecurity.

(Source: AP News, 2021)

Consumers rank affordability factors—which include pricing and discounts, payment plans, and fixed fee billing—as the most important (aside from positive reviews) when it comes to lawyer hireability.

(Source: Clio, 2020)

Personal injury lawyers compete on a regional or local basis for clients. As a result, reputation is key to their business. Lawyers and attorneys who are successful in court are most likely to benefit from word of mouth recommendations, which many rely on to sustain their practice. Personal injury lawyers may also strengthen their reputation through community service and pro bono work. Many industry operators also spend a significant portion of revenue on marketing to bolster local awareness of the services they offer.

(Source: IBISWorld, 2020)

Business Information

Revenue generated by U.S. law firms totaled \$317.3 billion in 2020.

(Source: IBISWorld, 2021)

There are currently about 1.3 million lawyers in the US. Specifically, for every 1,000 residents in the US, there are only four lawyers.

(Source: American Bar Association, 2021)

Billable hours make up 31% of a lawyer's work day.

(Source: Clio, 2020)

An increase in the number of adults aged 65 and older can cause industry demand to grow due to the rising prevalence of slip-and-fall accidents and elder abuse. Claims involving these offenses make use of personal injury lawyers.

(Source: IBISWorld, 2020)

62% of law firms budget for technology.

(Source: Clio, 2020)

Why Radio

Radio has established itself as an excellent vehicle for advertisers to deliver their messages to an increasing number of potential buyers. Each week, radio reaches 83.6% of persons ages 18+, and 53.9% of these consumers on a daily basis. In all, more than 213 million Americans ages 18-and-older listen to radio every week.

(Source: Nielsen Audio, 2021)

Each week, radio reaches 87.9% of adults 18+ who have used a lawyer, and 82.9% who have used a paralegal. In addition, radio's weekly reach includes 85.9% of consumers who have used online legal services.

(Source: MRI-Simmons, 2020)

Miscellaneous Industry Facts or Category Trivia

As of 2020, 34,420 students graduated from law school in the United States.

(Source: American Bar Association, 2020)

Over the past several years, structured settlements have become more common in personal injury law. Structured settlements occur when damages are paid out over a specified period of time rather than in one lump sum.

(Source: IBISWorld, 2020)

Relevant Links

American Bar Association:
www.americanbar.org
National Association for Law Placement:
www.nalp.org
Altman Well:
www.altmanwell.com
American Lawyer:
www.americanlawyer.com
FindLaw.com:
www.findlaw.com
AttorneyFee.com:
www.attorneyfee.com
American Academy of Matrimonial Lawyers:
www.aaml.org
AboutBail.com:
www.aboutbail.com
Avvo:
www.avvo.com
Lawyers.com:
www.lawyers.com

(Source: RAB, 2021)