

THE NATIONAL LAW REVIEW

How Consumers Choose an Attorney: Information Gathering

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The new **LexisNexis® Martindale-Hubbell® [Attorney Selection Research Study](#)** was just released yesterday and is something every attorney needs to review. It is chock full of interesting findings from an in-depth look at how people look for and hire an attorney.

Over the next several days, I am going to post about those study results and provide specific action steps on what attorneys can do to capitalize on this new learning.

First, some numbers:

- 110 million U.S. consumers have sought legal counsel at least once;
- 58 million have looked for an attorney in the past year;
- Of those who looked for an attorney, 57% hired one, 15% decided to use a DIY approach and 13% continued to search

The study found that **76 percent of consumers used the Internet to search for an attorney** in the past year. Most consumers used a four-stage process in their search for an attorney: **gather information** about a legal issue/case, **find** a lawyer, **validate** a lawyer and **select** a lawyer.

So what sources do consumers use on the Internet to gather information? The study found:

- 39% used online search engines, primarily Google
- 34% visited online legal forums
- 31% used online directories
- 31% visited law firm websites
- 29% visited legal blogs
- 26% used social media sites

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