

1998 *Wisconsin Lawyer* Reader Survey Executive Summary

The State Bar of Wisconsin conducted a mail survey of 2,786 members in June 1998, which resulted in usable responses from 267 resident and 134 non-resident members. Overall objective of the survey was to get feedback that would help it provide timely, relevant information to its members via the *Wisconsin Lawyer* and other channels. Key findings include:

The *Wisconsin Lawyer* is a highly valued source of information. It is especially useful to non-residents, law firm associates, those with less than 5 years experience and lawyers living in counties outside Dane and Milwaukee. As a result, special attention should be given to keeping these individuals posted on Wisconsin legal developments.

One-half or more of the content of a typical issue of the *WL* is read by seven in 10 members. However, there is room to better meet the needs and interests of those who read less than one-half of the content.

The *WL* serves as a continuing reference in one form or another for about eight in 10 members. *WL* is more likely to fill this role for younger lawyers living in smaller communities outside Dane and Milwaukee counties.

While *WL* readers are generally satisfied with most aspects, staff should focus on increasing the usefulness and timeliness of the publication. Also, more should be done to make the content more useful and appealing to younger members.

Members want cutting edge information about state law developments, variety in the article topics and special issues about one area of law. They want less attention given to issues that are covered by other sources, such as personal finance.

In a nutshell, members are more likely to spend time reading articles directly related to legal issues and the people involved with the profession, plus they also enjoy humor and history. Although they do not pay as much attention to other subject areas, this does not mean they don't want variety. It simply means that the *WL* must do a first rate job and devote most editorial space to the topics to which members are most willing to devote time.

The Wisconsin Supreme Court and Court of Appeals digest columns are especially important to younger and non-resident members. This result again points to the educational and reference value of the *WL*. Members find the Supreme Court and Court of Appeals digest columns valuable and want *WL* to continue publishing them.

Low awareness and lack of Internet access are two barriers to usage of online *WL* which can be overcome. As a result, this service should be continued and promoted more.

The relatively frequent usage of the *Wisconsin Lawyer Directory* means it is a valuable service to members. Although the *Directory* gets fairly frequent usage for attorney alphabetical

listing and state and federal court listing among those who use it, one-fifth either don't have or use the directory. Differences in usage related to years in practice and age, especially for attorney geographic listing, state and federal court listing, lawyer-to-lawyer directory, information about the State Bar and the *Wisconsin Lawyer* index of articles illustrate the need to meet the requirements of different segments of members.

The *WL Directory* is more often used to select co-counsel or refer a client than to locate a court reporter, expert witness or other professional service. Legal directories are used primarily by the attorneys, but they also get wide usage by secretaries and paralegals. As a result, they should be made easy to use by support staff as well as the attorneys.

Although only a small percentage of members have used the online Lawyer Search feature on WisBar, a large proportion of members do not have Internet access or are not aware of the service. Usage will probably increase as more members gain Internet access and are informed about the service.

Members want both access to the *WL Directory* online and a hard copy. The State Bar should ask members about their preference prior to publishing the *Directory* in order to save on printing costs.

Since the top areas of practice are civil litigation, real property, personal injury, probate/wills/estate planning, business/commercial and family, they should get relatively more attention in the *Wisconsin Lawyer* and newsletters.

Members indicated that CLE seminars, computer hardware/software, law books, Internet access and services, office equipment and long distance service are the main items they plan to buy in the next 12 months. Advertising sales efforts should be directed at suppliers of these items and services.

Members are more likely to refer clients to or engage professionals for accounting services, expert testimony, investigative services and banking/trust services. Suppliers of these services should be targeted for advertising sales.

The *Wisconsin Lawyer* and *State Bar Newsletter* are second only to direct mail as effective advertising media for legal education products. The State Bar should supplement its advertising for education products in these two publications with a direct mail campaign. Likewise, the Bar should promote these media to potential advertisers, as well as offer direct mail advertising services.

Since three in 10 members plan to purchase or lease a new vehicle in the next 12 months, auto dealers should be solicited as advertisers in the *WL*.

The following recommendations are presented for your consideration:

1. Focus more attention on meeting the needs and interests of younger, less experienced members, especially those living in less populated areas.
2. Conduct a content analysis of articles in the *Wisconsin Lawyer* to determine how well the editorial emphasis matches the interests and needs of members. Use the areas of practice as a guide to determining editorial emphasis.
3. Increase efforts to improve the usefulness and timeliness of the *WL*.
4. Reduce the number of articles related to personal finance and personnel management in the *WL*, and use the space for cutting edge information about state law developments and special emphasis on one area of law.
5. Continue publishing the Wisconsin Supreme Court and Court of Appeals digest columns.
6. Promote online *WL* and other Internet services more heavily, plus offer help to get more members online.
7. Find out why one-fifth of the members don't have/use the *Wisconsin Lawyer Directory*, plus determine what would make it easier to use by secretaries and paralegals.
8. Ask individual members to indicate their preference for receiving the *WL Directory* online or as hard copy prior to publishing the next edition to save printing costs.
9. Target suppliers of key services and products that members plan to buy or lease as potential advertisers in the *WL*, plus offer direct mail advertising services to these prospects.
10. Share the results of this survey with members as soon as possible. Point out changes made/planned as a result of feedback received from them.

I. Introduction

The following report summarizes the results of a survey of 2,786 State Bar of Wisconsin resident and non-resident members conducted in June 1998.

A. Objectives

Overall objective of the survey was to get feedback that would help the Bar continue to provide timely, relevant information to its members. Key questions the survey sought to answer included:

1. Which publications are being used to keep up with Wisconsin legal developments?
2. How much usage is being made of the *Wisconsin Lawyer* magazine, the *Wisconsin Lawyer* online, and the *Wisconsin Lawyer Directory*?
3. How satisfied are members with various aspects of the *Wisconsin Lawyer*?
4. How frequently do *WL* members want to see specific issues addressed?
5. How often do members read subject areas and information regularly published in *WL*?
6. What level and kinds of usage are made of the *Wisconsin Lawyer Directory*?
7. What level of usage and interest exists for digest columns, Lawyer Search on WisBar and online *WL*?
8. What is the profile of *WL* readers, including title or type practice and primary areas of practice?
9. What types of products and services do members plan to buy and lease or refer and engage in the next 12 months?
10. Which media or sources do members use to get information about educational and professional products and services?
11. What suggestions do they have for improving the *WL*, *WL* online and *WL Directory*, as well as topics for future issues of the *Wisconsin Lawyer*?

B. Methodology

A mail questionnaire was developed by State Bar staff with input from the Bar's Communications Committee which was modeled after a 1990 questionnaire. The questionnaire was pre-tested by State Bar staff directors and Communications Committee members.

On June 8, 1998 the seven-page questionnaire with a cover letter from the Communications Committee chair and editor of the *Wisconsin Lawyer* was mailed to a random sample of 2,786 State Bar of Wisconsin resident and non-resident members. The questionnaires were mailed first-class and included postage-paid business reply envelopes. Questionnaires and reply envelopes were not coded in any way to ensure confidentiality. A follow-up reminder postcard was mailed to all 2,786 sample subjects on June 16, 1998.

A total of 401 questionnaires were returned by 267 residents and 134 non-residents by the June 19, 1998 deadline. This response rate closely parallels those recently obtained by other

publications with a professional audience when a long questionnaire is used, no monetary incentive is included and no follow-up mailing of a questionnaire is done. The demographics of the sample respondents closely match those of the State Bar membership, which means the results can be used with confidence that they adequately represent the views of the total population.

All usable questionnaires were audited, responses coded, data entered and analyzed by Gene Kroupa & Associates, a Madison-based marketing research firm that has assisted the Bar with other projects. A copy of the survey questionnaire is included in the appendix of this report.

II. Results & Conclusions

Results and conclusions are based on the analysis of responses provided by 401 resident and non-resident members. The numbered points coincide with the questionnaire numbers for reference purposes. Referenced charts and tables are included in the appendix.

A. Legal Publications Read

1. **The *Wisconsin Lawyer* was the top ranked publication in terms of being read to keep up with legal developments.** When asked to rank (1, 2 or 3) the top three publications they use, 47% cited the *Wisconsin Lawyer* as being most often used, while another 21% ranked it second most used. As Chart 1 shows, the *Wisconsin Lawyer* received a 2.0 average ranking, tops among all the publications. Next highest ranked were the State Bar newsletters and Advance sheets. (See Chart 1, Tables 1,1A-K & ANOVAs 1-19.)
 - a. Advance sheets were ranked higher by resident members, those with 15-24 years experience, persons ages 45-54, and law firm partners.
 - b. Daily newspapers were ranked higher by resident members.
 - c. Special interest publications were ranked higher by resident members, those ages 45-54, and in-house counsel and state agency employees.
 - d. State Bar newsletters were ranked higher by non-residents, single persons, in-house counsel and sole practitioners.
 - e. The *Wisconsin Lawyer* was ranked higher by non-residents, those in practice less than 5 years, law firm associates and sole practitioners, and persons working in counties other than Milwaukee and Waukesha.
 - f. *Wisconsin Opinions* was ranked higher by resident members, married persons, law firm associates and partners, and those working in Waukesha and counties other than Dane and Milwaukee.

Conclusion: The *Wisconsin Lawyer* is a highly valued source of information. It is especially useful to non-residents, law firm associates, those with less than 5 years experience and lawyers living in counties outside Dane and Milwaukee. As a result, special attention should be given to keeping these individuals posted on Wisconsin legal developments.

B. Amount Read

2. **While only 15% said they read the entire issue, one-fourth read more than one-half.** As Chart 2 shows, three in ten read about one-half, and 28% read less than one-half. (See Chart 2, Table 2 & Crosstabs 1-2.)
 - a. Members age 55 and older were more likely to read the entire issue.
 - b. Sole practitioners are more likely to read the entire issue than law firm associates and partners.

Conclusion: One-half or more of the content of a typical issue of the *WL* is read by seven in 10 members. However, there is room to better meet the needs and interests of those who read less than one-half of the content.

C. Uses of the *Wisconsin Lawyer*

- 3. About equal numbers of members file the *WL* for personal reference (39%) and throw away their copies (36%) after reading it.** As Chart 3 shows, another one-fourth (24%) clip or copy articles of interest, while 16% file it in the firm's library. (See Chart 3, Tables 3, 3A-G & Crosstabs 3-11.)
- a. Resident members are more likely to file *WL* for future reference and in the library than non-residents.
 - b. Members who have been in practice less than 5 years are more likely to file *WL* for future reference, while men are more likely than women to file in the firm's library.
 - c. Married members are more likely to clip articles than are single members.
 - d. Younger members (age 35 and under) are more likely than those 55 or older to file *WL* for personal reference, as do members working for state agencies.
 - e. Members living in communities of 100,000 or more are most likely to throw away or recycle *WL*, but they are just as likely to file for personal reference as are those living in small towns and cities.
 - f. Members with offices outside Milwaukee and Dane counties were more likely to file the *WL* in the firm's library.
 - g. Illinois and Minnesota members are less likely to throw away or recycle *WL* than those living in other states.

Conclusion: The *WL* serves as a continuing reference in one form or another for about eight in 10 members. Again, *WL* is more likely to fill this role for younger lawyers living in smaller communities outside Dane and Milwaukee counties.

D. Satisfaction with the *WL*

- 4. Generally, members are quite satisfied with most aspects of the *WL*.** On a 5-point scale where 1 = Very Dissatisfied and 5 = Very Satisfied, mean scores show that members gave the highest satisfaction ratings to Appearance/Design (4.0), Content (3.9) and Readability (3.9). Close behind were Timeliness (3.8), Interest (3.7) and Usefulness (3.7). However, the relatively high proportion (32%) of members who gave a neutral rating for "usefulness," indicates that there is room for improvement. Other aspects, such as "timeliness," which fall below a combined 75% Very/Satisfied rating also need some attention. (See Chart 4, Tables 4, 4A-F & ANOVAs 20-33.)
- a. Members who rated the appearance and design highest included law firm associates and those not practicing.
 - b. Respondents who rated content the highest were men, those ages 55 and older, law firm associates, partners and not practicing.

- c. Those who rated interest highest included those with 25 or more years experience, ages 55 and older, law firm associates and those not practicing.
- d. Persons who rate readability highest were ages 55 and older.
- e. Members who rated timeliness highest were ages 55 and older, law firm partners and not practicing, and those working in towns of less than 50,000.
- f. Respondents who rated usefulness highest were men, those ages 55 and older, law firm associates and persons not practicing.

Conclusion: While WL readers are generally satisfied with most aspects, staff should focus on increasing the usefulness and timeliness of the publication. Also, more should be done to make the content more useful and appealing to younger members.

E. Frequency of Addressing Issues

5. Members want increased attention given to developing areas of state law, articles on a variety of topics, and special issues on one area of law. As Chart 5 shows, members want the same amount of attention given to developing areas of federal law, law office technology and practice management. They want less attention devoted to personal finance and personnel management issues. (See Chart 5, Tables 5, 5A-J & ANOVAs 34-50.)

- a. Members who wanted more attention given to law technology were non-residents, those in practice 5-14 years and ages 36-44, and men.
- b. Those wanting more frequent coverage of developing areas of federal law were non-residents, in-house counsel, persons working communities of 100,000 or more, and Dane and Milwaukee counties.
- c. More attention to developing areas of state law was wanted by resident members, those with less than 25 years experience, and under age 55.
- d. Respondents interested in more coverage of personnel management topics include non-residents, those with less than 25 years experience, and law firm associates.
- e. Those with less than 15 years experience, including law firm associates and partners, wanted more frequency for practice management topics.

Conclusion: Members want cutting edge information about state law developments, variety in the article topics and special issues about one area of law. They want less attention given to issues that are covered by other sources, such as personal finance.

F. Interest in Subject Areas

Members were asked to rate how often they read each subject area, which would give some indication of their interest in the topics. They could indicate their frequency of reading as being Never, Seldom, Sometimes, Usually or Always. Again, these ratings were converted to a 5-point scale going from 1=NEVER to 5=ALWAYS. Mean ratings scores tell us which subject areas are most often read.

6. **When we combine the ratings for the topics listed under each general subject area, the most frequently read articles related to rules and laws (3.8), followed by colleagues and career (3.1), and miscellaneous topics including humor and history (3.0).** As Chart 6 shows, articles about practice management (2.9) as well as advertising about products and services plus book reviews (2.5) are less frequently read. (See Charts 6, 6A-E, Tables 6A, 6A1-8, 6B, 6B1-7, 6C, 6C1-4, 6D, 6D1-3, 6E, 6E1-7 & ANOVAs 50-118.)

Colleagues/Career

- 6a. **Topics more frequently read included personal mentions of attorneys or law firms (3.7), death notices (3.3) lawyer satisfaction/career transition (3.2), and lawyers in the news (3.1).** As Chart 6A shows, there was relatively less interest or frequency of reading articles about wellness, profiles of judges, lawyers' outside activities and lawyers who do pro bono work.
 - a. Persons most likely to read profiles of judges include those ages 55 and older, and state agency employees.
 - b. Those most likely to read profiles of lawyers in the news include those ages 55 and older, those not practicing and state agency employees.
 - c. Women and state agency employees are more likely to read profiles about lawyers who do pro bono work.
 - d. Respondents who more frequently read profiles about lawyers' activities outside of law are women and state agency employees.
 - e. Articles about lawyer satisfaction and career transition are more frequently read by women.
 - f. Readers of articles about lawyer wellness are more likely to be women, those working in small towns under 10,000 and living in Dane County.
 - g. Personal mentions about attorneys or law firms are more frequently read by women, law firm associates and those not practicing, and Illinois residents.
 - h. Death notices are more frequently read by those with 25 or more years experience and ages 55 or older, women, law firm partners and not practicing, and Illinois residents.

Rules and Laws

- 6b. Four topics in this category that are read most frequently are: Court of Appeals digests (3.9), Supreme Court digests (3.9), lawyer disciplinary actions (3.9) and ethics opinions and advice (3.9).** As Chart 6B shows, the other three topics, case law development (3.7), new or proposed legislation (3.6) and Supreme Court orders (3.5), follow close behind.
- a. Articles about ethics opinions and advice are more frequently read by resident, law firm associates and partners and sole practitioners, plus those living in communities under 100,000.
 - b. Readers of lawyer disciplinary actions, Supreme Court digests, Court of Appeals digests, and Supreme Court orders are more likely to be residents.
 - c. Residents and persons ages 55 or older are more frequent readers of articles about new or proposed legislation.

Practice Management

- 6c. There is only moderate interest in reading articles about language/writing skills (3.0) risk management (3.0), law office technology (2.9) and office management tips/trends (2.8), as shown in Chart 6c.**
- a. Technology articles are more frequently read by non-residents, men, those ages 36-44, and law firm associates and sole practitioners.
 - b. Office management tips/trends are more frequently read by non-residents, sole practitioners, and those working in towns under 10,000.
 - c. Language/writing skills articles are more frequently read by those with less than 5 years experience and ages 35 and under, and law firm associates.

Products and Services

- 6d. Lawyers are even less likely to read law-related book reviews (2.6), classified advertising (2.6) and professional services/products advertising (2.3), as shown in Chart 6d.**
- a. Classified ads are more frequently read by those with less than 5 years experience and ages 35 and under, women and law firm associates.
 - b. Professional services/products advertising is more frequently read by Illinois residents.
 - c. Law-related book reviews are more frequently read by non-residents, and state agency employees.

Miscellaneous

6e. Humor (3.4) and legal history (3.2) are two topics that are frequently read by lawyers.

As Chart 6e shows, they pay less attention to CLE seminar calendar (3.0), law school education trends (2.9), Bar news/Board minutes (2.9) letters from readers (2.9) and the President's column (2.7)

- a. The President's column is read more frequently by those with 25 or more years experience and ages 55 and older, those not practicing, and persons working towns under 10,000.
- b. More attention is given to letters from readers by those with 25 or more years experience and ages 55 and older, state agency employees and those not practicing.
- c. The CLE seminar calendar is more frequently read by law firm associates and sole practitioners, those working in towns under 50,000, and Illinois residents.
- d. Humor is more frequently read by women, and those working outside Dane and Milwaukee counties.
- e. Bar news/Board minutes are more frequently read by non-residents, those with 25 or more years experience and ages 55 and older, state agency employees and those not practicing.
- f. Articles about law school education trends are more frequently read by non-residents, those 55 and older, state agency employees and those not practicing.
- g. Interest in Wisconsin's legal history is highest among those with 25 years or more experience and ages 55 and older, state agency employees and those not practicing.

Conclusion: In a nutshell, members are more likely to spend time reading articles directly related to legal issues and the people involved with the profession, plus they also enjoy humor and history. Although they do not pay as much attention to other subject areas, this does not mean they don't want variety. It simply means that the WL must do a first rate job and devote most editorial space to the topics to which members are most willing to devote time.

G. Reliance on Digest Columns

7. Four in 10 (41%) of members rely on the Wisconsin Supreme Court and Court of Appeals digest columns in WL as their primary source of information about Wisconsin case law development. This figure rises to 46% when we include only respondents who answered YES or NO to the question. (See Chart 7, Table 7 & Crosstab 12-15.)

- a. Non-resident members rely more on the digests than do resident members (66% vs. 36%).
- b. Reliance on the digests decreases directly as years of practice increases.
- c. Members age 35 and younger rely more on the digests than older readers.
- d. Law firm partners rely much less than associates on the digests (30% vs. 54%).

Conclusion: The Wisconsin Supreme Court and Court of Appeals digest columns are especially important to younger and non-resident members. This result again points to the educational and reference value of the WL.

- 8. Eight in 10 (81%) of members want the WL to continue publishing the Supreme Court and Court of Appeals digest columns.** This figure rises to 95% when we include only respondents who answered YES or NO to the question. Typical comments in support of continuing include: (See Table 8.)

- *Good summary of cases. Easy to read in a short period of time.*
- *Partial double-check that we haven't missed anything.*
- *I am a non-resident attorney, so this is my best source for this information.*

Among members who said "no," comments include:

- *The digests are untimely and insufficiently detailed.*
- *Wisconsin Opinion has displaced Wisconsin Lawyer as source.*

Conclusion: Members find the Supreme Court and Court of Appeals digest columns valuable and want WL to continue publishing them.

H. Online Wisconsin Lawyer

- 9. Use of the online WL is limited, as indicated by only 14% referring to it weekly or one to three times per month.** However, 20% don't have Internet access and 17% were unaware that WL is online. Among those who are aware and have access, about 22% refer to it weekly or one to three times per month. More than one-half (53%) of this group never refer to it. (See Table 9 & Crosstabs 16-20.)

- a. Non-resident members are much more likely to never refer to the online WL than resident members (65% vs. 48%).
- b. Younger members and those who practiced fewer years are much more likely to refer to online WL than their older peers who have practiced longer.
- c. Law firm associates and sole practitioners are more likely to use online WL more frequently than law firm partners, in-house counsel and state agency employees.
- d. Dane and Milwaukee County members are more likely to never use online WL than those with offices in other counties.

Conclusion: Low awareness and lack of Internet access are two barriers to usage of online WL which can be overcome. As a result, this service should be continued and promoted more.

- 10. The two main values cited for the online WL are instant access to related material, including cases and statutes (17%) and as an archive of back issues (16%).** Other values cited include getting information online before receiving mailed copy and faster

access to the ads. One person suggested providing a searchable index to back issues. (See Chart 8, Tables 10, 10A-G & Crosstabs 21-28.)

- a. Resident and non-resident members agreed on the ways online *WL* is of value to them.
- b. Having instant access to related materials was more important to younger members who have been in practice fewer years, plus they assigned more value to having an archive of back issues.
- c. Women members placed more value than men on archiving back issues and not having to save the print copy, as did married versus single members.
- d. Members age 55 and older generally valued online *WL* less than younger members, except for having instant access to editorial staff/editorial board and easy access to writing guidelines.
- e. Having access to authors, editorial staff, writing guidelines and other resources were much more valued by members in smaller communities, as they were to members living in counties other than Dane and Milwaukee. The number of non-resident online *WL* users was too small to draw conclusions.

Conclusion: Online *WL* provides instant access to related material and as an archive of back issues. These are value added services that *WL* supplies, which will grow in usage as Internet use and awareness of the service increase.

I. *Wisconsin Lawyer Directory*

11. The *Directory* is used on a fairly frequent basis, as indicated by one-fourth using it either daily (8%) or at least two to five times per week (17%). Another one-fourth (24%) use it at least one to three times per month. Only 11% said they never use it. (See Chart 9, Table 11 & Crosstabs 29-32.)

- a. Not surprisingly, resident members use the directory much more frequently than do non-resident members.
- b. Members who have been in practice less than 5 years use the directory more frequently, plus use decreases directly as years in practice increases.
- c. Likewise, younger members use the directory much more frequently than older members.
- d. Law firm partners use the directory less frequently than do law firm associates and sole practitioners.

Conclusion: The relatively frequent usage of the *Wisconsin Lawyer Directory* means it is a valuable service to members.

12. The most frequent uses made of the *Wisconsin Lawyer Directory*, i.e. weekly and monthly combined, are for attorney alphabetical listing (57%) and for state and federal court listings (39%). The next tier includes attorney geographical listing (20%) and Wisconsin law firm/corporation listing (20%). These percentages are based on those

who use the *Directory* and answered the question. The fact that one-fifth of the members did not answer this question is an indication that they probably either don't have or don't use the directory. (See Chart 10, Tables 12, 12A-J & Crosstabs 33-51.)

- a. Referral to attorney alphabetical listing is more frequent by residents, law firm associates, and those living in small communities.
- b. Resident members are more likely to refer to the directory than non-resident members for law firm/corporation listing, and state and federal court listings.
- c. More frequent use of attorney geographic listings is made by members ages 45-54, and law firm partners. Illinois attorneys also make more frequent use than those in other states.
- d. More frequent use of state and federal court listings is made by members with less than 5 years practice, single members, Illinois residents and law firm associates and sole practitioners.
- e. Use of the lawyer-to-lawyer directory is more frequent among law firm partners.
- f. Information about the State Bar, benefits and services is less frequently sought by members with 15-24 years in practice, those ages 45-54, law firm partners and state agency employees.
- g. The *Wisconsin Lawyer* article index is used most frequently by members age 55 and older, while 61% of those ages 35 and younger never refer to it. Members living in towns of less than 10,000 population are more likely to refer to the index.

Conclusion: Although the *Directory* gets fairly frequent usage for attorney alphabetical listing and state and federal courting listing among those who use it, one-fifth either don't have or use the directory. Differences in usage related to years in practice and age, especially for attorney geographic listing, state and federal court listing, lawyer-to-lawyer directory, information about the State Bar and the *Wisconsin Lawyer* index of articles illustrate the need to meet the requirements of different segments of members.

13. More than one-fourth (27%) use the *Wisconsin Lawyer Directory* to locate a court reporter, expert witness or other professional service. However, 45% use it to select a co-counsel or refer a client. Again, a fairly large percentage (15%) did not answer this question. (See Chart 11, Tables 13A-B & Crosstabs 53-58.)

- a. Resident members are more likely than non-residents to use the *WL* to locate support services, as are men compared with women. Use for this purpose increases directly with the age of the respondents. As a result, law firm partners are more likely than any other group to use the directory for this purpose. Members living in cities of 100,000 or more population are least likely to use the directory to find help.
- b. Law firm partners are more likely than other groups to use the directory to select co-counsel or refer a client.

Conclusion: The *WL Directory* is more often used to select co-counsel or refer a client than to locate a court reporter, expert witness or other professional service.

14. Only 16% of the respondents purchase any other directories of Wisconsin lawyers. The main ones they buy include the Blue Book, Martindale-Hubbell and the Wisconsin Legal Directory. (See Table 14 & Crosstabs 59-60.)

- a. Resident members are more likely than non-residents to buy any other directories of Wisconsin lawyers.
- b. Law firm partners and in-house counsel are more likely than other groups to buy additional directories.

Conclusion: The *WL Directory* is the main directory used by members, and relatively few purchase other directories.

15. Legal directories are used mainly by the attorneys (82%), secretaries (58%) or receptionists (18%), and paralegals and legal assistants (40%). (See Chart 11, Tables 15, 15A-F & Crosstabs 61-69.)

- a. Resident members were more likely than non-residents to say that their secretaries and receptionists use the directories.
- b. Members who have been in practice less than 5 years, younger members and law firm associates were more likely to indicate more people use the directories, possibly because they do so themselves.
- c. Women were more likely than men to say that the secretaries use the directories.
- d. Single respondents were more likely than marrieds to say more people use the directories.
- e. Members in communities with 100,000 or more population were more likely than those in smaller communities to say that librarians and paralegals/assistants use the directories, possibly because they work in the larger law firms with these staff positions. This assumption is borne out by Dane and Milwaukee County members saying these positions use the directories.

Conclusion: Legal directories are used primarily by the attorneys, but they also get wide usage by secretaries and paralegals. As a result, they should be made easy to use by support staff as well as the attorneys.

16. Only 8% have used the online Lawyer Search feature on WisBar, while 46% have not. However, keep in mind that 27% are unaware of the online feature and 27% said they don't have Internet access. (See Table 16 & Crosstabs 70-71.)

- a. Not surprisingly, members who have been in practice less than 5 years and those age 35 and younger are more likely to have used the online Lawyer Search feature.

Conclusion: Although only a small percentage of members have used the online Lawyer Search feature on WisBar, a large proportion of members do not have access or are not aware of the service. Usage will probably increase as more members gain Internet access and are informed about the service.

17. Even if the content of the *WL Directory* were online, 58% would still want to receive a print copy. While 22% said they would not, another 20% were unsure or didn't answer. (See Table 17 & Crosstabs 72-73.)

- a. Resident members are more likely to want a printed copy than non-residents.
- b. Law firm associates are more likely than other groups to want the printed copy.

Conclusion: Members want both access to the *WL Directory* online and a hard copy. The State Bar should ask members about their preference prior to publishing the *Directory* in order to save on printing costs.

J. Reader Profile

18. Members have been practicing law for an average of 17, with a median of 15 years. One-fifth (19%) have been practicing less than 5 years, while 29% reported 5-14 years, 29% said 15-24 and 23% indicated 25 or more years. (See Table 18.)

19. One-fourth (25%) of the members graduated between 1935 and 1973, as did another one-fourth (25%) between 1974 and 1982. Another 23% matriculated between 1983 and 1989, while 27% graduated between 1990 and 1997. The median year of graduation was 1982. (See Table 19.)

20. While one-fourth (24%) were admitted to Wisconsin practice between 1935 and 1973, more than one-fifth (22%) each were admitted between 1974 and 1982 and 1983 to 1989. Three in 10 (31%) were admitted between 1990 and 1998. The median year of admission was 1984. (See Table 20.)

21. Most members graduated from the University of Wisconsin-Madison (44%), and one-fifth (21%) from Marquette Law School. The remainder graduated from a host of law schools, primarily the University of Minnesota, William Mitchell, Hamline, Drake, John Marshall and Harvard. (See Table 21.)

22. One-third (32%) are women and 68% are men. Less than one percent did not reveal their gender. (See Table 22.)

23. Three-fourths (77%) are married. Less than three percent did not indicate marital status. (See Table 23.)

24. Average age of members is 46, with a median of 43 years. Respondents ranged in age from 26 up to 88 years. About one-fourth (23%) are age 35 or younger, 32% are ages 36-44, 26% are ages 45-54, and about 20% are ages 55 and older. (See Table 24.)

25. Four in 10 (40%) described their title or practice as being either a law firm partner (22%) or law firm associate (18%). Another 19% said they were in sole practice, while

10% each are in-house counsel or work for a state agency. Only 8% are not practicing. (See Chart 12 & Table 25.)

26. **While six in 10 (61%) said their office is located in a community of 100,000 or more, 10% work in towns of less than 10,000.** Another 15% have their office in cities 10,000 to 49,999, and 14% said their communities were between 50,000 and 99,999. (See Table 26.)
27. **Most resident members' offices are located in Milwaukee County (36%), while 17% have offices in Dane County.** Another 7% are located in Waukesha County, while 40% are officed in other counties. For non-residents, about one-fourth each have offices located in Illinois (23%) and Minnesota (26%). The rest work out of offices in 22 states and the District of Columbia. Overall, two-thirds (67%) of the respondents were Wisconsin residents. (See Tables 27A-C.)
28. **The primary areas of practice include civil litigation (29%), real property (22%), personal injury (22%), probate/wills/estate planning (21%), business/commercial (20%) and family (19%).** Another 16% focus on contracts, while 14% work in the corporate arena. Keep in mind that respondents could check up to five areas in which they spend at least 10 percent of their time. (See Chart 13, Tables 28, 28A-NN & Crosstabs 74-144.)
 - a. Men are more likely than women to practice business/commercial, civil litigation, consumer, corporate, debtor/creditor, personal injury, probate/wills/estate planning, and real property, while women are more likely to practice government/administrative and health law.
 - b. In-house counsel, law firm partners and sole practitioners are more likely to practice business/commercial law.
 - c. Law firm associates and partners are more likely to practice civil litigation law.
 - d. Single members are more likely to practice civil rights law as are Illinois members.
 - e. Contract law is practiced more by in-house counsel and members living in towns of 10,000 to 49,999.
 - f. Not surprisingly, corporate law is practiced by in-house counsel more than other groups, plus members living in towns of 10,000 to 49,999.
 - g. Criminal law is practiced more by resident members, those ages 35 and under, and state agency employees.
 - h. Debtor/creditor law is practiced more by sole practitioners.
 - i. Elder law is practiced more by resident members, law firm partners and sole practitioners, and those working in towns of less than 50,000.
 - j. Employment law is practiced more by in-house counsel, and Illinois and Minnesota members.
 - k. Environmental law is practiced more by non-residents and in-house counsel.
 - l. Family law is practiced more by resident members, sole practitioners, those living in communities under 50,000, and members working in counties outside Dane and Milwaukee.

- m. Government/administrative law is practice more by members with 15-24 years experience, those ages 45-54, state agency employees, Dane County members, and non-residents in states other than Illinois and Minnesota.
- n. Insurance law is practiced more by married members, in-house counsel, Waukesha County residents and Illinois members.
- o. Intellectual property law is practiced more by in-house counsel and non-residents.
- p. Juvenile law is practiced more by resident members, state agency employees, and those living in towns of less than 50,000 and with offices in counties other than Dane and Milwaukee.
- r. Labor law is practiced more by in-house counsel.
- s. Municipal law is practiced more by law firm associates and partners, plus those working in communities under 50,000.
- t. Personal injury law is practiced more by members under age 45, law firm associates and partners, sole practitioners and Minnesota members.
- u. Probate/wills/estate planning law is practiced more by resident members, those with 25 or more years experience, members 55 or older, sole practitioners, those working in towns under 50,000 population and attorneys in counties other than Dane and Milwaukee.
- v. Real property law is practiced more by resident members, those with 25 or more years experience and 55 or older, sole practitioners, and those working in towns under 50,000 and in counties other than Dane and Milwaukee.
- w. Torts law is practiced more by married members.

Conclusion: Since the top areas of practice are civil litigation, real property, personal injury, probate/wills/estate planning, business/commercial and family, they should get relatively more attention in the *Wisconsin Lawyer* and newsletters.

K. Purchasing and Information Sources

- 29. In the next 12 months, members and their offices plan to buy the following products and services: CLE seminars (65%), computer hardware/software (50%) and law books (49%).** The next tier of purchases includes Internet access (38%), online research services (34%) and office equipment (33%). Fewer members expect to buy office furnishings and fixtures (24%), portable computers (22%) and long distance phone service (20%). (See Chart 14, Tables 29, 29A-S & Crosstabs 145-184.)
- a. Members most likely to buy law books include residents, those in practice 5-24 years, men, persons ages 45-54 and law firm partners.
 - b. Persons most likely to buy on-line research services include those in practice 5-24 years, ages 36-54, and in-house counsel and law firm partners.
 - c. Those most likely to buy Internet access include members ages 36-54 and law firm associates.
 - d. Respondents most likely to purchase Web site design/hosting services include members ages 45-54.

- e. Members most likely to buy CLE seminars include resident members, those in practice 5-24 years and ages 36-54, law firm partners, associates and in-house counsel, attorneys working in towns less than 100,000 population and Minnesota residents.
- f. Persons most likely to buy public relations and marketing services include law firm partners and Minnesota members.
- g. Those most likely to buy office furnishings/fixtures include residents, persons 45-54, law firm partners and Dane County residents.
- h. Members most likely to buy office equipment include persons ages 36-54, law firm partners, and residents of Dane County.
- i. Persons most likely to buy office design/space planning services include those ages 36-54 and single.
- j. Those most likely to buy computer hardware/software include those ages 36-54 and law firm partners.
- k. Members most likely to buy portable computers include those ages 45-54.
- l. Persons most likely to buy document storage/retrieval services include in-house counsel, law firm partners and those working communities of 100,000 or more.
- m. Those most likely to buy document shredding services include those in practice 15 or more years, ages 45 and older and law firm partners.
- n. Members most likely to buy telephone systems are ages 45-54 and those who work in communities of 50,000 or more population.
- o. Purchasers of local or long distance telephone service are more likely to be ages 45-54.
- p. Business travel services are more likely to be bought by those ages 36-54 and working in towns of 100,000 or more.

Conclusion: Members indicated that CLE seminars, computer hardware/software, law books, Internet access and services, office equipment and long distance service are the main items they plan to buy in the next 12 months. Advertising sales efforts should be directed at suppliers of these items and services.

30. Most of the purchasing decisions are made by the managing attorney (48%), the management committee (16%) or the office administrator (13%). (See Table 30 & Crosstab 185.)

- a. Law firm associates and partners, plus sole practitioners are most likely to say that the managing attorney makes most of the purchasing decisions.

31. Members refer clients to or engage professionals for the following types of services: accounting services (43%), expert testimony (34%), investigative services (28%) and banking/trust services (24%). Other types of services referred or engaged include: financial planning (18%), insurance purchases (17%) and real estate purchases (17%). (See Chart 15, Tables 31, 31A-N & Crosstabs 186-194)

- a. Resident members are more likely than non-residents to refer or engage other professionals for employee benefits, insurance and real estate purchases.
- b. In general, the likelihood of referrals and engaging other professionals increases as the members' years practicing and age also increase. As a result, law firm partners are more likely than other groups to do this. Men are more likely than women to refer or engage other professionals. There is little difference related to marital status. Referrals and engagements are generally more likely by members working in communities under 100,000, except for expert testimony and investigative services. Likewise, attorneys working in counties other than Dane and Milwaukee are more likely to refer or engage others, except for investigative services.

Conclusion: Members are more likely to refer clients to or engage professionals for accounting services, expert testimony, investigative services and banking/trust services. Suppliers of these services should be targeted for advertising sales.

32. Members get their information about legal education products mainly via direct mail (72%), the *Wisconsin Lawyer* (61%) and the *State Bar Newsletter* (49%). Another 26% rely on colleagues, while only 10% use the Internet. (See Tables 32, 32A-G & Crosstabs 195-203.)

- a. Resident members are more likely than non-residents to get information about legal education products via the *State Bar Newsletter* and the *Wisconsin Lawyer*.
- b. Members with less than 5 years experience are more likely to turn to colleagues and Internet sites.
- c. Women and men are quite similar in their use of sources, while single members are like their younger counterparts in relying on their colleagues. Likewise, law firm associates rely on colleagues and the Internet more than other groups.
- d. The *State Bar Newsletter* and *WL* are more heavily relied on by members in towns of 10,000 or fewer, while those in cities of 100,000 or more rely more heavily on direct mail.

Conclusion: The *Wisconsin Lawyer* and *State Bar Newsletter* are second only to direct mail as effective advertising media for legal education products. The *State Bar* should supplement its advertising for educational products in these two publications with a direct mail campaign. Likewise, the Bar should promote these media to potential advertisers, as well as offer direct mail advertising services.

33. Members get their information about professional products and services other than educational products via direct mail (56%), the *Wisconsin Lawyer* (45%), colleagues (39%) and the *State Bar Newsletter*. Only 11% use the Internet. (See Tables 33, 33A-G & Crosstabs 204-212.)

- a. Non-residents are somewhat more likely to use the Internet to get information, while resident members favor direct mail more.
- b. Again, members who have been in practice for 5 years or less, are younger and law firm associates are more likely to rely on colleagues and the Internet.
- c. Men are somewhat more likely than women to rely on the *WL*, while women are more likely to turn to colleagues.
- d. Married members are more likely than singles to use the *State Bar Newsletter* and Internet sites.
- e. Reliance on the *WL* is highest among members working in small towns and decreases directly as the population of the community increases. Likewise, the *WL* is used more for product and service information by members living in counties outside Dane and Milwaukee.

34. Eight in 10 (84%) own a home. (See Table 34 & Crosstabs 213-218.)

- a. Likelihood of owning a home increases directly with years in practice and age.
- b. Men are more likely to own a home than women, as are marrieds compared with singles.
- c. Law firm associates and those not practicing are less likely to own a home, as are members who live in communities with 100,000 or more population.

35. Three in 10 (31%) plan to purchase or lease a new vehicle in the next 12 months. (See Table 35 & Crosstabs 219-221.)

- a. Members who have been practicing 15-24 years, men and residents of Illinois are most likely to buy or lease a new vehicle.

Conclusion: Since three in 10 members plan to purchase or lease a new vehicle in the next 12 months, auto manufacturers and dealers should be solicited as advertisers in the *WL*.

36. Key suggestions for improving the *Wisconsin Lawyer*, *WL Online* and *WL Directory* revolve around content, how information is presented, authorship, sensitivity to minority issues, faster turnaround on ads and personals, readability and graphics, and publicizing services, e.g. *WisBar*. A close review of the suggestions should provide insights about how best to address these issues. (See Table 36.)

- 37. Topics that members suggested for future issues of *WL* generally focus on ethics, attorney behavior , legislative, judicial, case law and administrative changes, attorney/client privilege, public service and pro bono work, minority issues, specific areas of practice, areas of interest to non-resident attorneys and staffing issues.**
Again, specific article ideas can be generated from a review of the comments. (See Table 37.)

III. Recommendations

The following recommendations based on the above results and conclusions are presented for your consideration:

1. Focus more attention on meeting the needs and interests of younger, less experienced members, especially those living in less populated areas.
2. Conduct a content analysis of articles in the *Wisconsin Lawyer* to determine how well the editorial emphasis matches the interests and needs of members. Use the areas of practice as a guide to determining editorial emphasis.
3. Increase efforts to improve the usefulness and timeliness of the *WL*.
4. Reduce the number of articles related to personal finance and personnel management in the *WL*, and use the space for cutting edge information about state law developments and special emphasis on one area of law.
5. Continue publishing the Wisconsin Supreme Court and Court of Appeals digest columns.
6. Promote online *WL* and other Internet services more heavily, plus offer help to get more members online.
7. Find out why one-fifth of the members don't have/use the *Wisconsin Lawyer Directory*, plus determine what would make it easier to use by secretaries and paralegals.
8. Ask individual members to indicate their preference for receiving the *WL Directory* online or as hard copy prior to publishing the next edition to save printing costs.
9. Target suppliers of key services and products that members plan to buy or lease as potential advertisers in the *WL*, plus offer direct mail advertising services to these prospects.
10. Share the results of this survey with members as soon as possible. Point out changes made/planned as a result of feedback received from them.