

1st Quarter 2007 Legal Opinion Leaders Survey

About Your Online Experience and Preferences at Work

1. How often have you participated in any of following **Internet activities and services** over the past **six months**? (Please select only **one** response for each item.)

	<u>Participated Once or Twice</u>	<u>Participated Three or More Times</u>	<u>Have Not Used This Activity/ Service</u>
Read a blog online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contributed to a blog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Posted to your own blog online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viewed a Webcast or Webinar with streaming video related to your work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listened to or downloaded an audio podcast file from the Internet for playback on your computer or MP3 player	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listened to or downloaded an video podcast file from the Internet for playback on your computer or MP3 player	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Received an RSS feed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tagged or categorized content online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Forwarded an article to a colleague	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Posted a comment to an online article	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. **Compared to a year ago**, please tell us whether you are spending more or less time using the following **online** news and information sources. (Please select only **one** response for each item.)

	<u>Less Time</u>	<u>About the Same Amount of Time</u>	<u>More Time</u>	<u>I Don't Read/Don't Use Source</u>
Online version of your local newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online version of your local legal newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online version of your local business journal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AmericanLawyer.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CorporateCounsel.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LawTechnologyNews.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Law.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NLJ.com/nationallawjournal.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Findlaw	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online newsportal such as MSN, Yahoo, CNN, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ANSWER Q.3 ONLY FOR THOSE ITEMS AT Q.2 LISTED AS USING LESS TIME, ABOUT THE SAME AMOUNT OF TIME OR MORE TIME AT Q.3. IF NONE, PROCEED TO Q.4

3. Please tell us which methods you use to access the following **news and information sources**. (Please select only **one** response for each item.)

	<u>I Go Directly to the Website</u>	<u>I Access Specific Stories Using Links In News A News Alert or E-Newsletter</u>	<u>I Do Both</u>
Online version of your local newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online version of your local legal newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online version of your local business journal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AmericanLawyer.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CorporateCounsel.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LawTechnologyNews.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Law.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NLJ.com/nationallawjournal.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Findlaw	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Please tell us how much you **agree or disagree** with each the following statements. (Please select only **one** response for each statement.)

	<u>Agree</u> <u>Completely</u>	Agree <u>Somewhat</u>	<u>Disagree</u> <u>Somewhat</u>	<u>Disagree</u> <u>Completely</u>
Web sites, online tools and e-newsletters now available make me more productive as a professional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I actively control the amount of time I spend on online activities at work so the time I spend is in balance with the benefit I receive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Managing my e-mail has become a huge task	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online communications such as news alerts, e-newsletters and companies' e-mails offering products and services bring me valuable information that I would not have seen otherwise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. When you read an article related to your work, **either in print or online**, do you notice who wrote the article? (Please select only **one**.)

- Always
- Frequently
- Occasionally
- Infrequently
- Never
- Other (specify) _____

- CONTINUE WITH Q.6
- CONTINUE WITH Q.6
- CONTINUE WITH Q.6
- SKIP TO Q.7
- SKIP TO Q.7
- SKIP TO Q.7

6. Does it matter to you if an article is submitted by a practicing attorney rather than a staff writer or legal scholar? (Please select all that apply. Please choose only “Yes” or “No” responses, but not both.)

- No, it does not matter, I select articles based on their relevance to me in my work
- No, it does not matter as long as the article is published by a source I respect
- Yes, it does matter. A practicing attorney may be hoping to attract clients from their article, which can affect what he or she writes
- Yes, it does matter, but only if the publication relies primarily on articles submitted by practicing attorneys

7. Please tell us how much you **agree or disagree** with each of the following statements. (Please select only **one** response for each statement.)

	<u>Agree Completely</u>	Agree Somewhat	<u>Disagree Somewhat</u>	<u>Disagree Completely</u>
I like the additional information available on the Internet these days because it gives me more perspectives on an issue or topic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Anyone can publish something on the Internet so I evaluate online articles more carefully if I don't know the Web site or the author	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Managing my e-mail has become a huge task	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There's too much published as expert material online these days and no good way to evaluate its validity or the author's credentials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. **Compared to a year ago**, are you receiving more or less business e-mail offering products or services related to your work? (Please select only **one**.)

- I receive much more business e-mail than a year ago
- I receive some more business e-mail than a year ago
- I receive about the same business e-mail as a year ago
- I receive less business e-mail than a year ago
- I rarely/never receive business e-mail →SKIP TO Q.11

9. When you receive **unsolicited business e-mail**, what do you usually do with it? (Please select only **one**.)

- I delete all unsolicited business e-mail
- I unsubscribe/opt-out in response to all unsolicited e-mail
- I read some unsolicited e-mail depending on the sender or the topic
- I read most/all unsolicited e-mail
- Other (specify) _____

10. Please tell us how much you **agree or disagree** with each of the following statements. (Please select only **one** response for each statement.)

	<u>Agree Completely</u>	Agree Somewhat	<u>Disagree Somewhat</u>	<u>Disagree Completely</u>
Most business e-mail messages informing me about products and services are of value to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't pay much attention to which companies are sending me e-mail; I ignore them all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think less of companies that send business e-mail offering their products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I avoid doing business with companies that send me unsolicited e-mail about their products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unsolicited e-mail annoys me but it doesn't stop me from doing business with the companies that offer the products and services I value in my work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I consider all unsolicited business e-mail to be SPAM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting unsolicited business e-mail is a fact of life, there's nothing you can do about it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Which of the following best describes your **primary job function**? (Please select only **one**.)

- | | |
|--|---|
| Attorney in a law firm | <input type="checkbox"/> → CONTINUE WITH Q.12 |
| Marketing or business development professional in a law firm | <input type="checkbox"/> → CONTINUE WITH Q.12 |
| IT professional in a law firm | <input type="checkbox"/> → CONTINUE WITH Q.12 |
| Other job function in a law firm | <input type="checkbox"/> → SKIP TO Q.18 |
| Employed in a company, government or academia | <input type="checkbox"/> → SKIP TO Q.18 |
| Other (specify) _____ | <input type="checkbox"/> → SKIP TO Q.18 |

About Systems and Resources Available to You At Work

12. Which of the following **systems or resources** do you have available to you in your firm? (Please select all that apply.)

- Client Relationship Management software
- Business Intelligence/Competitive Intelligence software
- Word Processing and Document Assembly
- Remote access to your firm’s network systems
- Wireless access to your firm’s network systems from anywhere in your firm’s offices such as conference rooms
- Electronic Data Discovery services and software
- None → **SKIP TO Q.15**

ONLY ANSWER Q.13 FOR ITEMS “YES” AT Q.12. IF NONE, SKIP TO Q.15

13. Which **one** of the following has been the **most challenging technology** for attorneys in your firm to adopt? (Please select only **one**.)

- Client Relationship Management software
- Business Intelligence/Competitive Intelligence software
- Word Processing and Document Assembly
- Remote access to your firm’s network systems
- Wireless access to your firm’s network systems from anywhere in your firm’s offices such as conference rooms
- Electronic Data Discovery services and software
- None → **SKIP TO Q.15**

ONLY ANSWER Q.14 FOR ITEMS “YES” AT Q.12. IF NONE, SKIP TO Q.15

14. Which **one** of the following has been the **easiest technology** for attorneys in your firm to adopt? (Please select only **one**.)

- Client Relationship Management software
- Business Intelligence/Competitive Intelligence software
- Word Processing and Document Assembly
- Remote access to your firm’s network systems
- Wireless access to your firm’s network systems from anywhere in your firm’s offices such as conference rooms
- Electronic Data Discovery services and software
- None

About Your Firm's Recent Growth

15. What range best describes the number of attorneys working in your firm? (Please select only **one**.)

- 1
- 2-39
- 40-249
- 250 or more

16. What has been your firm's growth pattern in **gross revenues** over the past 12 –18 months? (Please select only **one**.)

- The firm has grown by over 10% → **CONTINUE WITH Q.17**
- The firm's revenues have been stable (+/- 10%) → **SKIP TO Q.18**
- The firm's revenues have declined by 10% or more → **SKIP TO Q.18**

17. What would you say are the **major reasons** for your firm's growth? (Please select **two** only.)

- Increased business from existing customers
- Successful business development and acquisition of new clients
- Merger with or acquisition of another firm
- Recruiting lateral attorneys or partners bringing a book of business
- Other (specify) _____

About Your Personal Travel Planning

18. About **how many nights** either inside or outside the U.S. did you spend in a hotel, resort, vacation condominium or inn in personal vacation time in 2006? (Please select only **one**.)

- None
- 1-5 days
- 5-10 days
- 11 days or more

19. When thinking about taking a vacation, what are your **top three** travel destinations? (Please type in your answers in the spaces provided below.)

PLEASE WRITE IN AT LEAST ONE ANSWER BELOW.

20. Do you recall reading a **travel feature** in a legal publication such as *The American Lawyer* in the last year?

- Yes
- No

21. Have you ever read a travel feature in a business or legal publication that **influenced your choice** of a destination or the place to stay on vacation?

- Yes
- No

If you would like to be entered into a drawing to win 1 (one) of 4 (four) Visa Gift Cards valued at \$250, please enter your name, address and e-mail address in the spaces provided below. This information will be used solely to send you the Visa Gift Card if you are one of the randomly selected winners.

Name: _____
Street Address: _____
City: _____
State: _____
Zip Code: _____
E-mail address: _____

Thanks you for completing this survey!