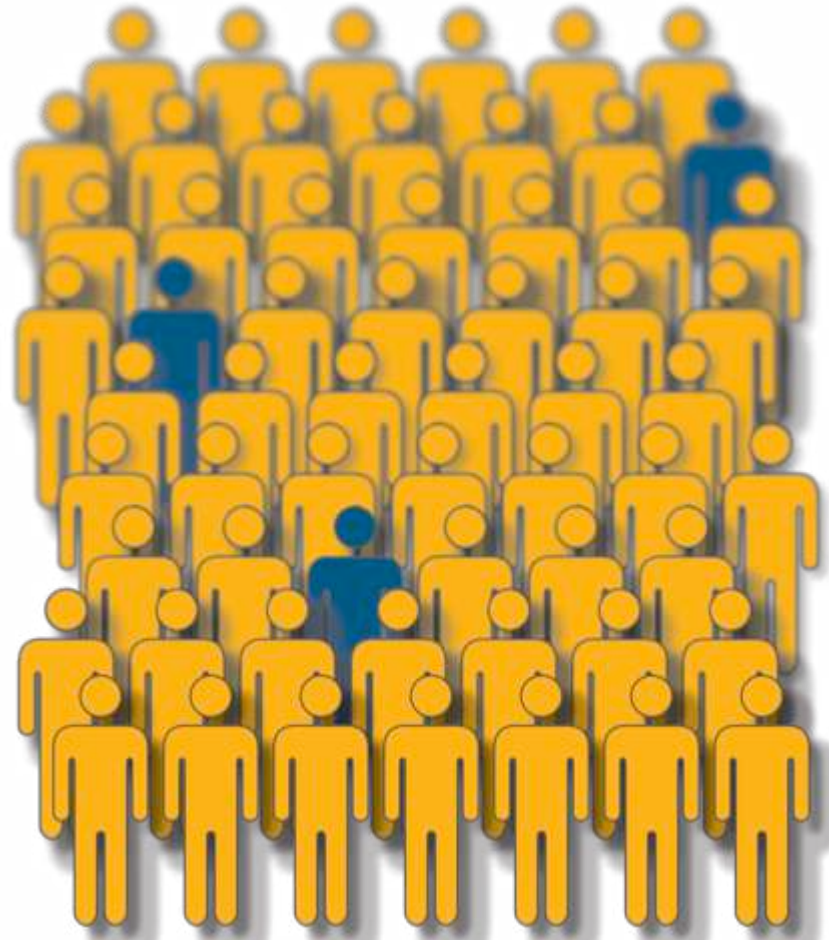


UNDERSTANDING TODAY'S LEGAL CONSUMER

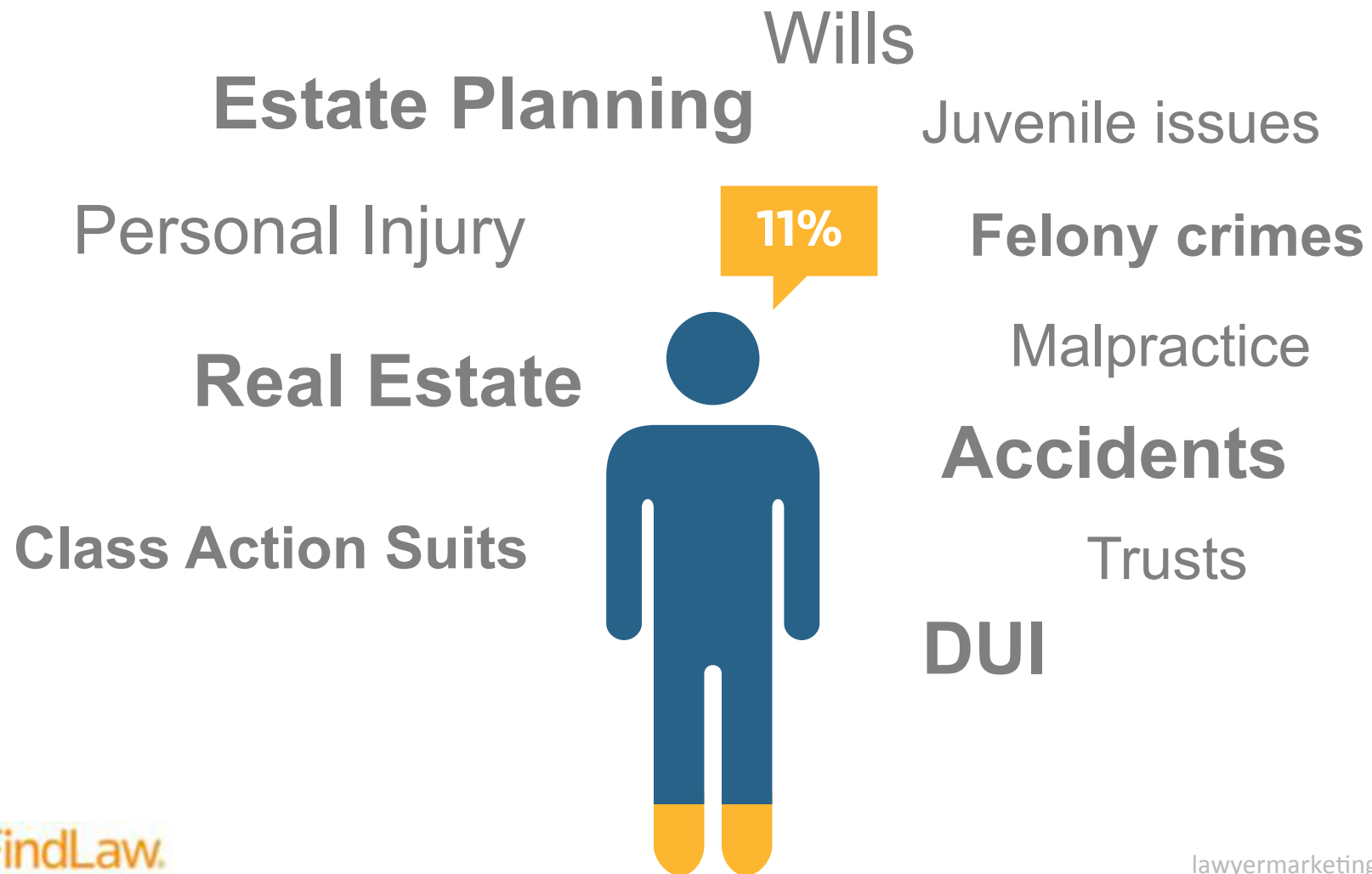


ABOUT OUR MARCH 2014 SURVEY

- Annual survey since 2010
- Adults 18+
- Experienced legal issue in past 12 months
- 2,000 respondents



11% OF CONSUMERS HAD A LEGAL ISSUE IN THE PAST 12 MONTHS



TOP LEGAL ISSUES IN 2013



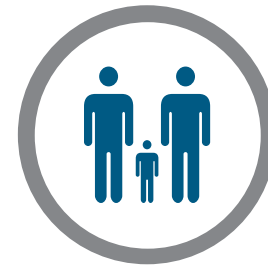
33%
**Will, Trust or
Living Will**



20%
**Real Estate
Documents**



24%
**Motor Vehicle
Accident**



14%
**Family Legal
Issues**

LEGAL CONSUMERS ACT FAST

1 week: 51%

A horizontal progress bar consisting of a solid blue segment on the left and a dotted grey segment on the right, representing 51% completion.

1 month: 25%

A horizontal progress bar consisting of a solid blue segment on the left and a dotted grey segment on the right, representing 25% completion.

Within 1 year: 17%

A horizontal progress bar consisting of a solid blue segment on the left and a dotted grey segment on the right, representing 17% completion.

> 1 year: 6%

A horizontal progress bar consisting of a solid blue segment on the left and a dotted grey segment on the right, representing 6% completion.

WHERE DO THEY START?





THE CAUTIOUS CONSUMER

18% OF CONSUMERS STARTED WITH RESEARCH

RATHER THAN CONTACT AN ATTORNEY THIS GROUP RESEARCHED



AMONG ONLINE TOOLS USED, SOCIAL MEDIA IS GROWING

Search Engines



↑ **86%**
82% 2011

Other Web Resources



6% ↓
12% 2011

Social Media



↑ **3%**
0% 2011

Other



5% ↓
6% 2011

SOCIAL IS
SMALL...
BUT IT'S
GROWING

THEIR ONLINE RESEARCH EXPERIENCE WAS POSITIVE OVERALL



2 OUT OF 3 (69%)
WERE SATISFIED
WITH
THE INFORMATION
THEY FOUND
ONLINE.

35% CHOSE TO CONTACT AN ATTORNEY





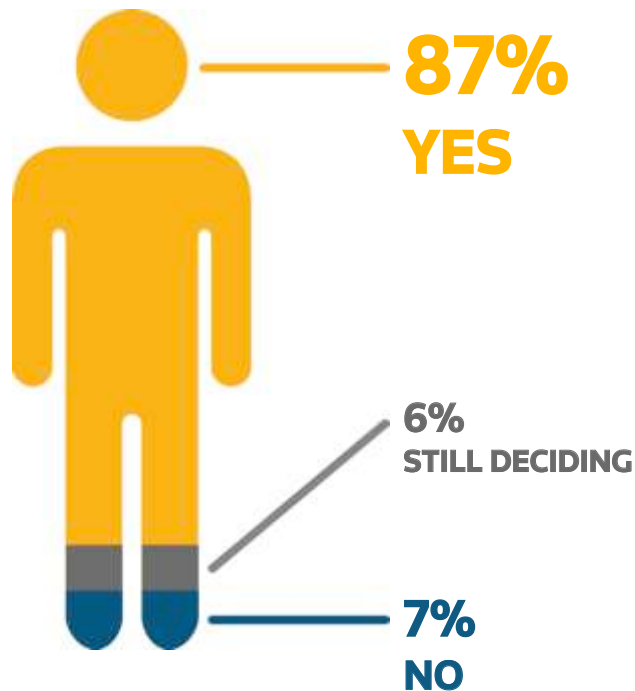
THE GO-GETTERS

55% OF CONSUMERS CONTACTED A LEGAL PROFESSIONAL

WHY DID THEY CONTACT A PRO?



AFTER CONTACTING A PRO, DID THEY HIRE AN ATTORNEY?



Overwhelmingly yes!

If no, why not?

- Legal issue was resolved (27%)
- Too expensive (27%)
- Decided to represent self (20%)
- Was advised the matter was not worth pursuing (19%)
- Attorney did not want to take the case (11%)

HOW DID THEY CHOOSE AN ATTORNEY?

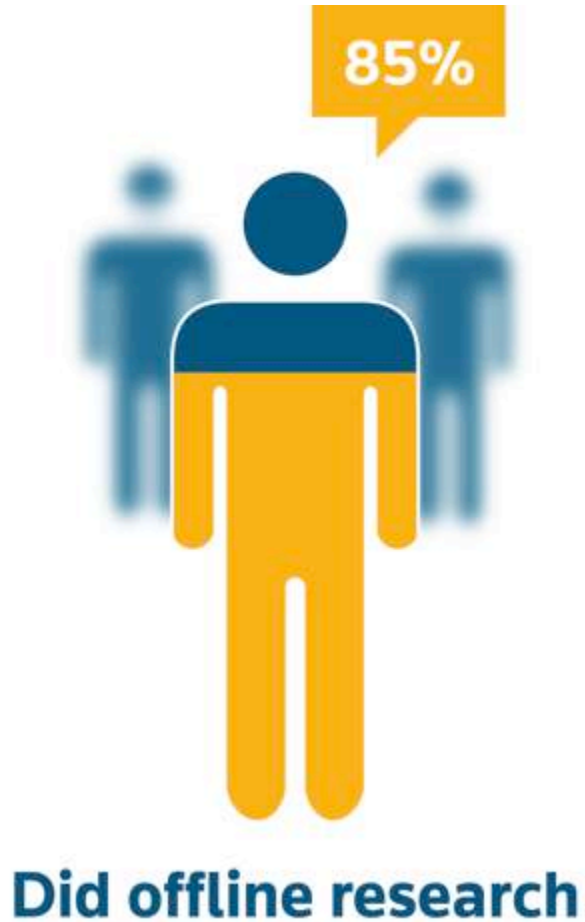


Did offline research



Did online research

OFFLINE RESEARCH METHODS



39%
Referrals
from Friends,
Family or
Coworkers



24%
Returning
Customers



16%
Referrals
from Other
Professionals

ONLINE RESEARCH METHODS



67%
Search
Engine



39%
Attorney/Legal
Directory



14%
Yellow
Pages
Online



14%
Social
Media



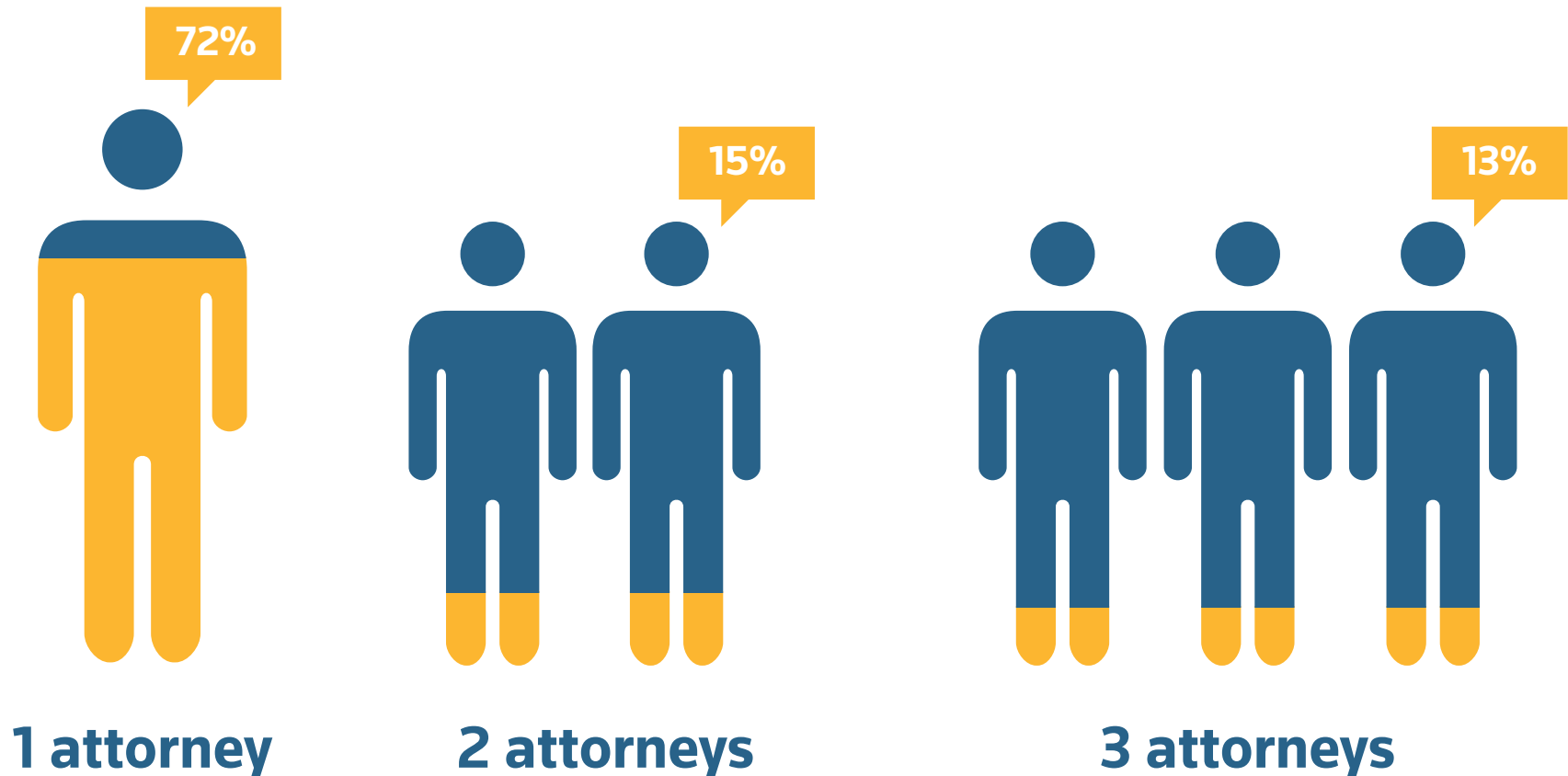
10%
Other
Directory



Did online research

FindLaw.

HOW MANY ATTORNEYS DID THEY CONTACT BEFORE SELECTING ONE?



HOW DID THEY CONTACT THEIR ATTORNEY?



WHAT WERE THE MOST IMPORTANT FACTORS CONSIDERED?



28%
Expertise



17%
Recommendations



12%
Cost



11%
Sense of Trust

WHAT ELSE MATTERED?



87%
Reputation



72%
License



66%
Certifications



64%
Disciplinary
Action Against
Attorney



63%
Reviews
from Former
Clients



WHAT ABOUT LOCATION? DOES IT MAKE A DIFFERENCE?

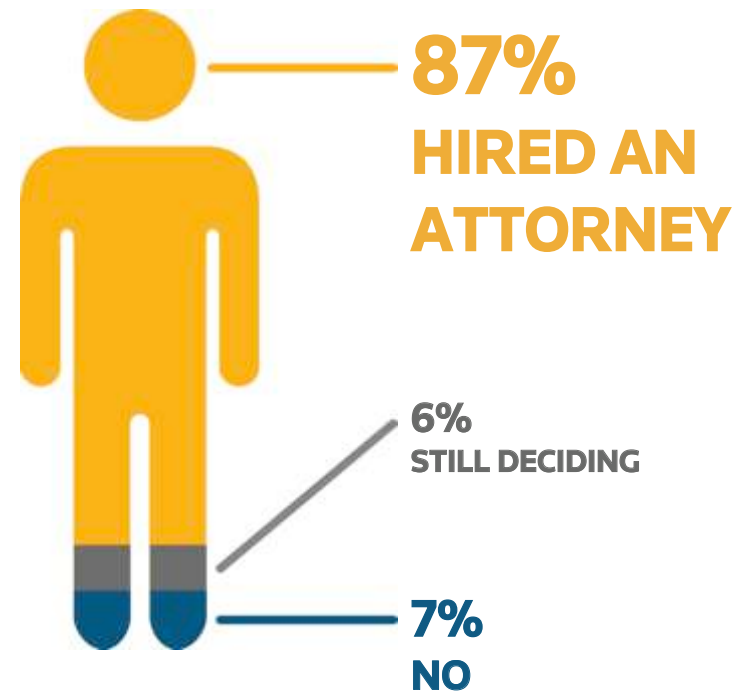


WHAT DOES THIS REALLY MEAN? OPPORTUNITY FOR ATTORNEYS

OVER HALF OF THOSE SURVEYED WERE **GO-GETTERS.**

87% OF THEM ULTIMATELY HIRED AN ATTORNEY, **USUALLY THE FIRST ONE THEY RESEARCHED.**

THEY VALUED EXPERTISE, REPUTATION AND A LOCAL PRESENCE.



FINDLAW HAS THE EXPERTISE
TO HELP GET YOU IN FRONT OF
POTENTIAL CUSTOMERS
WHEN IT COUNTS.

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