

Final Report of Results
Member Services Survey
The State Bar of California - February 2006

Conducted by
Hertz Research
Petaluma, California

Table of Contents
Member Services Survey
The State Bar of California - February 2006

Survey Background Facts.....3

Major Conclusions and Marketing Considerations.....4

Summary of Key Findings.....6

Survey Questionnaire and Summary Results.....16

Survey Background Facts
Member Services Survey
The State Bar of California – February 2006

Our firm was retained by The State Bar of California in October 2005 to conduct a survey of its membership. The primary research goals were to determine the extent to which existing benefits and services were being utilized, find out what members thought about some new programs the bar was considering offering and to determine if there were other benefits or services the State Bar could offer that would be useful to members.

The survey questionnaire was designed in consultation with State Bar staff. Most of the interviews were conducted online and a small number were completed by members who requested a hardcopy version of the questionnaire.

Eligible survey respondents were randomly chosen to participate in the survey from a database of members. Survey invitations were sent by e-mail or US postal delivery. A separate pool of respondents came from a public version of the survey that was posted on the State Bar Web site. For identification purposes, each pool of respondents had a unique survey link and were stored in separate databases.

The tabulated data in this report contains only the responses of the randomly selected members who received e-mail or postal delivery invitations. Another database containing the verbatim responses to the survey's open-ended questions of all survey respondents has also been created.

As of January 31, 2006, 1,771 surveys were completed. 1,134 of these came from the pool of randomly selected members. This report is based on 1,038 of those interviews. (The number of interviews completed by the processing cutoff date in mid-January)

Regardless of methodology, all polls are potentially affected by a number of factors that may influence their accuracy. A common source for survey inaccuracy is sampling error. The number of respondents largely determines sampling error. Statistical theory indicates that in the case of a poll with this sample size (1,038 Total Interviews), 95 percent of the time the results of a survey of this size would be the same as interviewing the entire membership of The State Bar of California, give or take approximately three percent.

The margin of sampling error for subgroups of respondents is higher than it is for the overall results. The use of decimal places in describing the number of members in certain groups such as, ethnic or racial minorities, is done solely for comparative purposes with previous surveys. While the survey results should be generally reflective of the demographic makeup of the State Bar membership, analysis of small subgroups should be viewed with that in mind.

Other sources of error can also impact the accuracy of poll results. These include but are not limited to the percentage of the population choosing to participate, the likelihood a possible respondent is available or connected to the Internet, the wording, and ordering of questions, and the techniques used to determine possible survey participants. The cumulative impact of all of these potential sources of error is impossible to assess precisely.

Major Conclusions and Marketing Considerations
Member Services Survey
The State Bar of California - February 2006

Major Conclusions

1. Most members don't use or have little knowledge about many of the State Bar-sponsored corporate discount programs and other benefits that are currently available to them. – Page 6
2. A substantial number of members indicated they might be interested in using a wide range of these benefits once they became aware of their existence. A substantial number also said they would be interested in using many of the new discount and benefit programs the State Bar is considering offering in the future. – Pages 7 - 9
3. At this time, most members either have no opinion about or do not perceive State Bar-sponsored corporate discount or insurance programs to be, either a better value, or of higher quality than programs they can obtain elsewhere. – Page 9
4. State Bar members are a very wired population with nearly all having high speed Internet access. A majority of members indicated their preference for receiving information and communications from the State Bar through e-mail rather than U.S. mail. – Page 11
5. As it did between 1991 and 2001, the percentage of attorneys over 54 years of age continued to rise significantly. – Page 12
6. In general, the demographic makeup of the State Bar continues to diversify, though not uniformly across all lines. – Page 12
7. There are now a greater percentage of female and LGBT (Lesbian, Gay, Bisexual, Transgender) members than there were five years ago. Females make up nearly half of the attorneys 35 and younger and have also made some gains in income and partnership. – Page 12
8. The State Bar membership appears to be slightly less ethnically diverse than it was five years ago. – Page 12
9. In recent years, there have been significant changes in employment patterns with more members working as solo practitioners and considerably fewer working more than 50 hours per week. – Page 13
10. There are now more members at each end of the economic spectrum with increases in those making under \$50,000 and those making over \$300,000 from their law practice compared with five years ago. – Page 14

Marketing Considerations

Overall, the survey results suggest that future marketing efforts need to address three primary issues:

- 1) Improve communication with members about what products are available
- 2) Broaden the array of products available
- 3) Increase the perceived value and quality of the products

The encouraging news is that once members become aware of what programs or services are available, a considerable number say they would be interested in using them. A significant number also said they would be interested in using many of the new benefits the State Bar is considering offering.

Both the changing demographics of the membership and the trend toward more solo practitioners suggest there are significant opportunities to market products tailored to meet the distinct needs of these and other groups.

The highly wired nature of the membership and their desire to receive communications from the bar via e-mail suggests that more marketing be done through that channel. Since nearly all members have high-speed Web access, online marketing efforts can utilize video and other asset rich content.

Since half of the members belong to a local bar association, there is probably a need to assess what products the State Bar wants to focus on and what others are better left to the local bars.

Summary of Key Findings
Member Services Survey
The State Bar of California - February 2006

Use and Potential Interest in Using Existing State Bar Member Services

- Members are considerably more likely to use State Bar services or programs directly related to their legal practice rather than the corporate discount programs available to them.

Table A
Use of Existing Member Services and Discount Programs

% Use

41% - Ethics Hotline

25% - Online State Bar Continuing Legal Education Courses

22% - Member Services Center (800 Phone Number)

4% - Discounts on credit cards, CDs and Lines of Credit with MBNA

3% - Discounts on computers and peripherals with Dell

3% - Discounts for legal research and publications through Thompson West

3% - Discounts on magazine subscriptions

1% - Discounts on banking services through AFC

1% - Discounts on overnight delivery with UPS

1% - Student loan consolidation through CFS/e-grad

1% - Membership in LA Financial Credit Union (Formerly Courts & Records)

----- - Discounts on teleconferencing services through Premiere Global Services

- Despite the current relatively low use of corporate discount programs, a significant number of members who don't currently use these programs indicated they might be interested in doing so in the future.

Table B
Potential Interest in Existing Member Services and Discount Programs

% Might Use

36% - Online State Bar Continuing Legal Education Courses

34% - Discounts on computers and peripherals with Dell

27% - Discounts on overnight delivery with UPS

26% - Ethics Hotline

24% - Discounts for legal research and publications through Thompson West

23% - Member Services Center (800 Phone Number)

19% - Discounts on credit cards, CDs and Lines of Credit with MBNA

17% - Discounts on magazine subscriptions

10% - Discounts on banking services through AFC

10% - Discounts on teleconferencing services through Premiere Global Services

9% - Membership in LA Financial Credit Union (Formerly Courts & Records)

5% - Student loan consolidation through CFS/e-grad

- 51% of those who have used a State Bar legal service or corporate discount program said they were either very satisfied (16%) or somewhat satisfied (35%) with that service or program. 17% said they were either somewhat (10%) or very dissatisfied (7%) and 32% said they were neither satisfied or dissatisfied with what they received.

Use and Potential Interest in Using State Bar-Sponsored Insurance Programs

- Life (35%) and professional liability (25%) are the types of insurance coverage that State Bar members are most likely to have.

Table C
Insurance Coverage Currently Have
(Purchased from Any Vendor)

35% - Life

25% - Professional Liability

18% - Individual Disability Income

16% - Accidental Death and Dismemberment

13% - Workers Compensation

12% - Business, Office Property and Liability

11% - Long-Term Care

3% - Business Overhead Expense

- Professional liability (25%) and long-term care (24%) are the types of coverage members indicated they would be most interested in purchasing from a state bar sponsored insurance provider.

Table D
Insurance Coverage Might Buy From State Bar Sponsored Provider

25% - Professional Liability

24% - Long-Term Care

19% - Individual Disability Income

17% - Life

11% - Accidental Death and Dismemberment

11% - Business, Office Property and Liability

9% - Workers Compensation

6% - Business Overhead Expense

- 58% had no opinion when asked about the quality of State Bar-sponsored corporate discount or insurance programs compared with those they could obtain elsewhere. 25% said they were no more confident in the quality of State Bar-sponsored programs while 17% said they felt more confident in the quality of bar-sponsored programs.
- More than seven out of ten respondents (72%) had no opinion when asked if State Bar-sponsored corporate discount or insurance programs were a better value than those they could obtain elsewhere. 8% said they were a better value, 4% said they offered less value and 16% felt they offered about the same value as other insurance programs.
- By a 59% to 30% margin, members said they were not aware that a portion of the revenue generated from discount or insurance programs provided by the Foundation of the State Bar went into funding charitable programs for legal purposes.
- 25% said the knowledge of how a portion of these revenues are used would make them more likely to purchase State Bar-sponsored programs. 7% said this would make them less likely to use such programs and 55% said it would not make much difference to them.

Member Interest in Potential New Benefits

- A significant number of members indicated they might be interested in a variety of new programs or services the State Bar is considering making available to members.
- 51% said they had either a great deal (14%), a good deal (15%) or some interest (22%) in setting up a Health Savings Account (HSA) in conjunction with a qualified high-deductible health plan. Many comments suggested there would be considerable interest in purchasing a traditional health care insurance plan, if one was made available to State Bar members.
- 46% indicated they would be interested in obtaining a State Bar-sponsored vision health plan while 39% said they would be interested in purchasing a vision health plan.
- A significant number of members indicated they would be interested in using a variety of new discount programs or services the State Bar is considering making available.

Table E
Interest in Using Potential New State Bar Discount Programs or Services

% Interested

- 49% - Travel discount program
- 44% - Car rental discount program
- 43% - Discounts for purchasing cell phones/PDA's/Blackberries
- 34% - Discount program for office supplies/furniture
- 33% - Identity theft protection program
- 30% - Home loan discount program
- 27% - Professional financial planning assistance

- A considerable number of solo practitioners or attorneys working at smaller firms indicated they would be interested in using administrative, technical or marketing support services if they were offered at discounted rates to State Bar members.

Table F

Interest in Using Discounted Administrative/Technical/Marketing Services (Among solo practitioners and those working at smaller firms)

% Interested

28% - Internet, computer consulting and technical support

27% - Legal support services such as secretarial or paralegal assistance

23% - Marketing assistance for your legal practice

20% - Back office support for functions such as payroll and accounting

- There was also considerable interest in a variety of services geared toward younger or newer attorneys.

Table G

Interest in Using Services Designed For Younger or Newer Attorneys (Among attorneys up to 35 years of age and those who have practiced less than 10 years)

% Interested

50% - Online practice resources

41% - Electronic newsletter with practice tips and information

38% - Seminars on practice tips and skills

36% - Networking opportunities with other attorneys

34% - Training or mentoring in an area of law in return for pro bono work

28% - Seminars on legal career choices and professional development

27% - Publications on legal career choices and professional development

19% - MCLE programs at the State Bar annual meeting

Communicating with the State Bar

- Among those who sought assistance, 53% said it is usually easy to get information about the services and benefits the State Bar makes available to members. 41% said it is sometimes easy and sometimes difficult and 6% said it is usually difficult to find this information.
- A large majority of members (87%) said they usually go to the State Bar Web site when they want to find out about benefits or services compared with 7% who said they usually call the State Bar for this purpose.
- 75% said they prefer to receive information and communications from the State Bar via e-mail compared with 39% who said they prefer to receive it by U.S. mail and 16% who prefer to see postings on the State Bar Web site.
- An overwhelming majority of State Bar members (93%) access the Internet for their work on a high-speed connection.
- 33% said they visit the State Bar Web site once or twice a month, 15% once or twice a week and 2% everyday or almost everyday. 47% say they rarely visit the Web site and 3% indicated they have never done so.
- Among those who have visited the State Bar Web site, over three out of four rate it as either useful (63%) or very useful (14%). 8% say it is not very useful and 1%, not at all useful.

Table H
Most Useful Features of State Bar Web Site
(Adds up to more than 100% due to multiple responses)

% Mentioned

83% - Attorney search
48% - MCLE information
25% - Ethics/Rules of conduct
16% - Paying dues online
15% - Member Benefits/Products/Services
14% - Online CLE
12% - Bar examination results
12% - Legal news
10% - Sections
8% - Announcements/Events
8% - Attorney disciplinary summaries
7% - Articles
3% - Other

Demographics of the Survey Respondents

There appear to have been some significant demographic changes in the makeup of the State Bar and their working characteristics since the 2001 survey. The most notable differences include the continued aging of the membership, increases in some, but not all characteristics of diversification, a greater number working as solo practitioners and fewer members working more than 50 hours per week.

Table H
Demographic Makeup of California State Bar 1991 - 2006

<u>Age Group</u>	<u>1991</u>	<u>2001</u>	<u>2006</u>
Under 35 Years	24%	24%	15%
35 - 39 Years	20%	12%	10%
40 - 44 Years	21%	13%	11%
45 - 54 Years	21%	28%	29%
55 + Years	14%	24%	35%
<u>Gender</u>			
Male	74%	68%	66%
Female	26%	32%	34%
<u>Ethnic/Racial Background</u>			
White	91%	83%	84.4%
African-American	2%	2.4%	1.7%
Latino/Hispanic	3%	3.7%	3.8%
Asian/Pacific Islander	3%	6%	5.3%
Other/Mixed	1%	4.9%	4.8%
<u>Sexual Orientation/Gender Identity</u>			
Heterosexual	97%	97.6%	94.8%
LGBT	3%	2.4%	5.2%

- In general, the State Bar membership is continuing to become more demographically diverse. Since our 2001 survey, this trend has continued with respect to gender and sexual orientation or gender identity, but not along the lines of ethnicity or racial background.
- The percentage of members working as solo practitioners has increased since 2001 while the number working at firms or organizations with more than 75 attorneys has decreased.

Table I
Number of Attorneys Practicing in Firm/Organization 2001 – 2006

	<u>2001</u>	<u>2006</u>
Solo	35%	40%
2 – 5	18%	22%
6 – 20	18%	16%
21 – 75	11%	9%
Over 75	17%	13%

- The average number of hours worked per week has dropped considerably since the 2001 survey.

Table J
Average Weekly Number of Hours Worked in Law Practice 2001 – 2006

	<u>2001</u>	<u>2006</u>
Less than 35 hours	12%	26%
35 – 40 hours	18%	16%
41 – 49 hours	12%	31%
50 – 59 hours	36%	20%
60 or more hours	22%	7%

- Besides the State Bar, more than two out of three respondents said they belong to another bar association, with the highest percentage (49%), saying they belonged to a local bar.

- A smaller number said they work in private practice (65%) than in 2001 (77%). There have also been some changes in areas described by members as their primary field of practice.

Table K
Primary Area or Field of Practice 2001 – 2006

<u>2001</u>	<u>2006</u>	
14%	14%	Business and Contracts
7%	3%	Insurance
6%	7%	Domestic/Family
5%	2%	Civil Rights/Discrimination
5%	6%	Real Estate
5%	6%	Criminal Defense
5%	6%	Labor and Employment
4%	6%	Intellectual Property/Copyright/Patent
4%	16%	Civil Litigation
4%	6%	Estate/Trust Planning
4%	4%	Personal Injury
37%	24%	Other

- There have been some changes at both ends of the economic spectrum in regard to the annual income members derive from their law practice.

Table L
Annual Income From Law Practice 2001 – 2006

	<u>2001</u>	<u>2006</u>
Under \$50,000	16%	25%
\$50,000 - \$99,999	34%	24%
\$100,000 - \$149,999	27%	25%
\$150,000 - \$199,999	11%	11%
\$200,000 - \$300,000	8%	8%
Over \$300,000	4%	7%

Governance Questions

- 47% of the respondents said that inactive members should not be allowed to vote or run as candidates for the State Bar Board of Governors compared with 20% who felt that inactive members should have both of these privileges. 19% said inactive members should be able to vote, but not run as candidates, 1% said they should be able to run as candidates, but not vote and 13% were unsure or did not have an opinion about this.
- 39% said that members who reside outside of California should not be allowed to vote or run as candidates for the State Bar Board of Governors compared with 20% who said that out-of-state members should have both of these privileges. 30% said they should be able to vote, but not run as candidates, 1% said they should be able to run as candidates, but not vote and 11% were unsure or did not have an opinion about this.

Summary Results
Member Services Survey
The State Bar of California -- February, 2006

Law Practice Background Questions

1. Since you were admitted to The State Bar of California, how many years have you been practicing law?

4%	1. Less than 1 year	25%	4. 10 - 19 years
19%	2. 1 - 5 years	41%	5. 20 or more years
11%	3. 6 - 9 years		

2. What kind of law practice do you have? [Check all that apply]

65%	1. Private practice	9%	5. Government Agency
10%	2. In-house counsel	2%	6. Mediator/Arbitrator
2%	3. Public defender	8%	7. Other
1%	4. District attorney	3%	8. Retired [Skip to next video intro]

3. Are you an associate, partner or sole practitioner? [Ask only of those in private practice]

23%	1. Associate	23%	2. Partner	54%	3. Solo proprietor
-----	--------------	-----	------------	-----	--------------------

4. Roughly, how many attorneys practice in your firm or organization?

40%	1. Solo	9%	4. 21 - 75
22%	2. 2 - 5	13%	5. Over 75
16%	3. 6 - 20		

[Ask solo practitioners only]

5. Do you do independent contract work for other attorneys?

32%	1. Yes	68%	2. No
-----	--------	-----	-------

6. On average, how many hours per week do you work in your law practice?

17%	1. Less than 25 hours	31%	4. 41 - 49 hours
9%	2. 25 - 34 hours	20%	5. 50 - 59 hours
16%	3. 35 - 40 hours	7%	6. 60 or more hours

7. What is your primary area or field of legal practice? [Ask only those in private practice Q.7–9]

14%	1. Business/contracts	6%	7. Labor and employment
3%	2. Insurance	6%	8. Intellectual property/Copyright/Patent
7%	3. Domestic/Family	16%	9. Civil litigation
2%	4. Civil rights/Discrimination	6%	10. Estate/Trust planning
6%	5. Real Estate	4%	11. Personal injury
6%	6. Criminal defense	24%	12. Other

8. Do you have a secondary area or field of legal practice?

55%	1. Yes	45%	2. No [Skip to Q. 10]
-----	--------	-----	-----------------------

9. What area or legal field is that?

17%	1. Business/contracts	6%	7. Labor and employment
2%	2. Insurance	5%	8. Intellectual property/Copyright/Patent
3%	3. Domestic/Family	14%	9. Civil litigation
2%	4. Civil rights/Discrimination	7%	10. Estate/Trust planning
9%	5. Real Estate	6%	11. Personal injury
3%	6. Criminal defense	26%	12. Other

10. Are you certified as a specialist in any of these areas of the law?

.5%	1. Appellate	.4%	5. Taxation
.8%	2. Criminal	.6%	6. Workers Compensation
1.4%	3. Family	1.5%	7. Estate Planning, Trust and Probate
.3%	4. Immigration and Nationality	.3%	8. Bankruptcy Law
		94.2%	9. None

11. Do you belong to a local or another type of bar association?

49%	1. Local Bar Association	2%	4. Women's Bar Association
2%	2. Minority Bar Association	10%	5. Other Bar Association
6%	3. Specialty Bar Association	32%	6. Not belong to other Bar Association

12. Do you belong to any State Bar sections? [Check all you belong to]

1%	1. Antitrust & Unfair Competition	2%	9. Law Practice Manage/Technology
8%	2. Business Law	7%	10. Litigation
2%	3. Criminal Law	2%	11. Public Law
3%	4. Environmental Law	6%	12. Real Property Law
5%	5. Family Law	2%	13. Solo and Small Firm
5%	6. Intellectual Property Law	3%	14. Taxation
1%	7. International Law	6%	15. Trusts and Estates
6%	8. Labor and Employment Law	3%	16. Workers Compensation

13. How easy or difficult is it for you to find out about the services and benefits the State Bar makes available? [Q. 13 & Q. 14 - Among those who tried to find information]

- 53% 1. Usually easy to find out
- 41% 2. Sometime easy to find out/Sometimes difficult
- 6% 3. Usually difficult to find out

14. When you want to find out about available member benefits or services, do you first usually visit the State Bar Web site or call the State Bar or do something else?

- 87% 1. Visit Web site
- 7% 2. Call State Bar
- 6% 3. Other

15. How often do you visit the State Bar Web site?

- 2% 1. Everyday/Almost every day
- 15% 2. Once a week or twice a week
- 33% 3. Once or twice a month
- 47% 4. Rarely
- 3% 5. Never visited [Skip to Q. 19]

16. Overall, how would you rate the usefulness of the State Bar Web site?

- 14% 1. Very useful
- 63% 2. Useful
- 8% 3. Not very useful
- 1% 4. Not at all useful
- 14% 5. Not sure

17. What features of the State Bar Web site do you find most useful? [Check all that apply]
[Adds up to more than 100% due to multiple responses]

- 83% 1. Attorney search
- 12% 2. Bar exam results
- 48% 3. MCLE information
- 8% 4. Attorney disciplinary summaries
- 12% 5. Legal news
- 15% 6. Member Benefits/Products/Services
- 10% 7. Sections
- 14% 8. Online CLE
- 25% 9. Ethics/Rules of conduct
- 8% 10. Announcements/Events
- 7% 11. Articles
- 16% 12. Paying dues online
- 3% 13. Other

18. What features of the website do you feel could be improved or you would like to see added in the future?

19. How would you prefer to receive information and communications from the State Bar?
[Check all that apply][Adds up to more than 100% due to multiple responses]

75% 1. Via e-mail 16% 2. Postings on the State Bar Web site 39% 3. US mail

20. How do you access the Internet at work?

93% 1. High-speed connection (T1, DSL, Cable Modem...)
4% 2. Dial-up connection
2% 3. Don't access Internet at work
1% 3. Not sure

21. Now we are going to ask you about some specific services and discount programs the State Bar makes available to members. Please check each of the following that you have used before, if any.

Used

41% Ethics Hotline
22% Member Services Center (MSC) 1-888-800-3400
25% Online State Bar Continuing Legal Education (CLE) courses
4% Discounts on credit cards, CDs and lines of credit with MBNA
1% Discounts on banking services through AFC
1% Discounts on overnight delivery with UPS
---- Discounts on teleconferencing through Premiere Global Services
3% Discounts on computers and peripherals with Dell
3% Discounts for legal research and publications through Thompson West
3% Discounts for magazine subscriptions
1% Student loan consolidation through CFS/e-grad
1% Membership in LA Financial Credit Union (formerly Court & Records)

22. Now aside from the programs, services or discount programs you already use, please check all of the following you might be interested in using in the future, if any.

Might Use

26% Ethics Hotline
23% Member Services Center (MSC) 1-888-800-3400
36% Online State Bar Continuing Legal Education (CLE) courses
19% Discounts on credit cards, CDs and lines of credit with MBNA
10% Discounts on banking services through AFC
27% Discounts on overnight delivery with UPS
10% Discounts on teleconferencing through Premiere Global Services
34% Discounts on computers and peripherals with Dell
24% Discounts for legal research and publications through Thompson West
17% Discounts for magazine subscriptions
5% Student loan consolidation through CFS/e-grad
9% Membership in LA Financial Credit Union (formerly Court & Records)

23. How satisfied are you with the services and corporate discount programs available to State Bar members that you have used? [Among those who have used services or programs]

16% 1. Very Satisfied	10% 4. Somewhat Dissatisfied
35% 2. Somewhat Satisfied	7% 5. Very Dissatisfied
32% 3. Neither Satisfied or Dissatisfied	

24. Here is a list of State Bar-sponsored insurance programs currently available to members. Please check if you currently have this type of insurance coverage from **any** insurance provider. [Check all that you have]

- 25% Professional Liability Insurance
- 18% Individual Disability Income Insurance
- 3% Business Overhead Expense Insurance
- 13% Workers' Compensation Insurance
- 12% Business Office Property and Liability Insurance
- 35% Life Insurance
- 16% Accidental Death and Dismemberment Insurance (AD & D)
- 11% Long Term Care Insurance

25. Now, please tell us if you might be interested in purchasing any of these types of coverage from a State Bar-sponsored insurance program available to members. [Check all you might be interested in buying]

- 25% Professional Liability Insurance
- 19% Individual Disability Income Insurance
- 6% Business Overhead Expense Insurance
- 9% Workers' Compensation Insurance
- 11% Business Office Property and Liability Insurance
- 17% Life Insurance
- 11% Accidental Death and Dismemberment Insurance (AD & D)
- 24% Long Term Care Insurance

26. Which of the following statements comes closest to describing your views about the quality of insurance programs the State Bar sponsors compared with the quality of insurance programs you can get elsewhere?

- 17% 1. I am more confident about the quality of insurance programs the State Bar sponsors because I'm confident these programs have been thoroughly vetted.
- 25% 2. I am no more confident in the quality of insurance programs the State Bar sponsors than I am of programs I can get elsewhere
- 58% 3. Not sure/No opinion

27. In general, do you think the insurance programs the State Bar sponsors are a better value, of lesser value or about the same value as you can get elsewhere?

8% 1. Bar programs are a better value 16% 3. They are about the same value
4% 2. Bar programs are of lesser value 72% 4. Not sure/No opinion

28. Were you aware that a portion of the revenue, generated from member use of State Bar-sponsored insurance and corporate discount programs provided by the Foundation of the State Bar, goes into funding of charitable programs such as, providing scholarships to law students, grants to community groups and other law-related public education projects? [The Foundation of the State Bar is funded entirely through voluntary services and not member dues]

30% 1. Was Aware 59% 2. Was not aware 11% 3. Not sure

29. Does the knowledge of how these funds are used make you any more or less likely to use a State Bar-sponsored discount program or would this not make much difference to you?

25% 1. More likely to use
7% 2. Less likely to use
55% 3. Would not make much difference
13% 4. Not sure/No opinion

30. Do you have any comments you would like to add about any of the topics in this section of the survey? [For this question, we're primarily interested in your comments about programs and services the State Bar currently makes available – You'll have a chance to share your thoughts on potential new benefits in the next part of the survey]

New Products Questions Video Intro

31. In past surveys, many members said they would be interested in purchasing some type of health care coverage through the State Bar. The most viable form of health care program the State Bar could sponsor is a program with Health Savings Accounts (HSAs) in conjunction with a qualified high deductible health plan.

HSAs allow individuals, employers or both to make federally tax-deductible contributions that go toward paying for health care costs or premiums for high-deductible plans. These contributions which earn tax-free interest are portable and may be rolled over for future years. If the State Bar were to offer this type of program, how much interest would you have in setting one up?

14% 1. Great deal of interest 40% 4. Little/No interest
15% 2. Good deal of interest 9% 5. Not sure/No opinion
22% 3. Some interest

32. Please tell us if you would be interested in purchasing each of the following types of insurance if they were available from a State Bar-sponsored insurance program.
[Check all that you would be interested in]

46% Dental plans
39% Vision plans

33. Would you be interested in using the following discount programs or services if they were available to State Bar members. [Check all that you would be interested in]

Interested

33% A program to protect against identity theft
34% A discount program for office supplies and furniture
43% A discount program for purchasing cell phones or PDAs such as Blackberries
44% A car rental discount program
49% A travel discount program
30% A home loan discount program
27% Professional financial planning assistance

[Asked only of solo practitioners or attorneys who work at smaller firms]

34. Please tell us if you would be interested in using these services if they were available at discounted rates to State Bar members who are solo practitioners or work at smaller firms.
[Check all that you would be interested in]

27% Legal support services such as secretarial or paralegal assistance
20% Back office support for functions such as payroll and accounting
28% Internet, computer consulting and technical support
23% Marketing assistance for your legal practice

35. Are there any other programs or services the State Bar could offer that would benefit you and your family or assist you in your legal practice?

36. On a different topic, only active members and those who reside and practice in California are currently permitted to vote or run as candidates for the State Bar Board of Governors. No state grants that privilege to its inactive members and most states do not grant these privileges to members who reside and practice out of state.

Supporters of changing the law argue that all State Bar members should be allowed to vote or run for the Board, whether they are active or inactive and regardless of where they live or practice, as a matter of fairness.

Opponents of allowing inactive members to vote or run for the board argue they no longer have a stake in governance and their interests differ from those of active members. Opponents of participation by out of state members argue such involvement is inappropriate because they do not live in any of the board's districts.

Do you think inactive members should be allowed to vote or run as candidates in elections for the State Bar Board of Governors?

- 20% 1. Should be allowed to vote and run as candidates
- 19% 2. Should be allowed to vote but not run as candidates
- 1% 3. Should be allowed to run as candidates but not vote
- 47% 4. Should not be allowed to vote or run as candidates
- 13% 5. Not sure/No opinion

37. Do you think members who reside outside of California should be allowed to vote or run as candidates in elections for the State Bar Board of Governors?

- 20% 1. Should be allowed to vote and run as candidates
- 30% 2. Should be allowed to vote but not run as candidates
- 1% 3. Should be allowed to run as candidates but not vote
- 39% 4. Should not be allowed to vote or run as candidates
- 11% 5. Not sure/No opinion

38. Are you currently an active or inactive member of the bar?

- 86% 1. Active
- 14% 2. Inactive

39. Where is your office located?

- | | |
|--------------------------------|---|
| 22% 1. Los Angeles area | 3% 7. Other Northern California |
| 16% 2. Orange/San Diego | 5% 8. North Central Valley (Sacramento North) |
| 4% 3. Riverside/San Bernardino | 2% 9. South Central Valley |
| 3% 4. Ventura/Santa Barbara | 1% 10. Other California |
| 2% 5. Central Coast | 14% 11. Out of State |
| 20% 6. San Francisco Bay Area | 8% 12. Don't have office |

40. What age group are you in?

- | | |
|-------------------------|-------------------------|
| 15% 1. 35 years or less | 29% 4. 45 - 54 years |
| 10% 2. 36 - 39 years | 35% 5. 55 years or more |
| 11% 3. 40 - 44 years | |

[Questions 41 - 43 are asked only of attorneys who are less than 36 years old or who have practiced less than 10 years]

41. We have a few extra questions for younger attorneys or new admittees. First, please check the projects you would like the State Bar to focus on most. [Will add up to more than 100% due to multiple responses]

Interested

- 28% Seminars on legal career choices and professional development
- 34% Training/mentoring about an area of law in exchange for handling a pro bono case
- 41% Electronic newsletter with practice tips/information geared to younger attorneys
- 19% MCLE programs at the State Bar's Annual Meeting
- 27% Publications on legal career choices and professional development
- 38% Seminars on practice tips and skills
- 36% Networking opportunities with other attorneys
- 50% Online practice resources

42. What one single service, product or opportunity that the State Bar could provide would be most useful to you?

43. How do you typically learn about upcoming events of professional interest to you? [Check all that apply][Will add up to more than 100% due to multiple responses]

- 55% E-mail from the event sponsor
- 21% Electronic Newsletters or listservs
- 50% Mailed brochures or invitations
- 31% The California Bar Journal
- 18% The State Bar Web site
- 20% Local Bar Newsletter or Magazine
- 31% From a colleague
- 34% Other _____[Specify]

44. What is your gender

- 66% 1. Male
- 34% 2. Female

45. What is your ethnic or racial background?

- 84.4% 1. White
- 1.7% 2. African-American
- 3.8% 3. Latino/Hispanic
- 5.3% 4. Asian/Pacific Islander
- .4% 5. Native American
- 2.6% 6. Other
- 1.8% 7. Mixed Race/Ethnicity

46. What is your domestic status?

16% 1. Single	67% 3. Married
10% 2. Separated/Divorced	7% 4. Living with Someone/Domestic partners

47. What is your sexual orientation or gender identity? [Check all that apply]

94.8% 1. Heterosexual	.6% 4. Bisexual
2.6% 2. Gay	.2% 5. Transgender
1.8% 3. Lesbian	

48. What is the approximate annual income you receive from your legal practice?

25% 1. Under \$50,000	11% 4. \$150,000 - \$199,999
24% 2. \$50,000 - \$99,999	8% 5. \$200,000 - \$300,000
25% 3. \$100,000 - \$149,999	7% 6. Over \$300,000

49. How were you contacted about this survey?

21% 1. Received a letter, or phone call from the State Bar
77% 2. Received an e-mail from the State Bar
2% 3. Other

50. Are there any comments you would like to add about any of the topics we discussed in this survey?

51. To stay in touch with the needs of our members, the State Bar plans on conducting more surveys like this in the future. Would you be interested in participating in future research studies?

63% 1. Yes - Would like to participate
37% 2. No - Would not like to participate [Skip to end of survey]