Pulse Research OREGON STATE BAR ASSOCIATION MEMBERSHIP RESEARCH SURVEY SUMMARY REPORT

October 13, 1989

Prepared by:

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INTRODUCTION

The following report presents the results of a membership survey conducted on behalf of the Oregon State Bar Association (OSB).

The research was supervised and results were compiled by Pulse Research, an independent and impartial market research firm in Portland, Oregon.

The study was undertaken to provide OSB with membership feedback relating to OSB's publications. The information identified by this research provides specific areas for action which will assist OSB in developing publications more attuned to the needs of their membership and will help achieve advertising goals.

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RESEARCH OBJECTIVES

- 1. Define demographics of survey respondents.
- 2. Determine opinions and perceptions of the Bulletin, For The Record and other bar publications.
- 3. Evaluate reader satisfaction.

- 4. Determine Bulletin reader purchasing power.
- 5. Identify sales opportunities for Bulletin advertising.

SURVEY METHODOLOGY

A direct mail survey was used to carry out this study of OSB members.

<u>Universe:</u> Approximately 9000 active OSB members comprised the survey universe. 2000 members were randomly selected to receive questionnaires. These were selected on an "nth" basis from a zip code-arranged membership list.

Sample Size: In total, 378 member surveys were completed and returned (a 9% response). To achieve the desired sampling tolerance, 200 surveys were selected at random from those returned.

<u>Questionnaire</u>

Design: The survey instrument was designed by OSB with input from Pulse Research. Care was given to assure development of a comprehensive questionnaire that would elicit the information needed to achieve the objectives of the study.

Sampling

Verification: Information was gathered by mail using the printed survey developed by OSB and Pulse. Surveys were collected primarily during the last week in September and the first week in October of 1989.

> All clerical phases of the project were carefully monitored and verified to protect against non-sampling errors.

Sampling Variability:

The sample survey is subject to a measurable margin of variability due to sampling factors and other possible sources of influence on its accuracy. Results for this survey have a maximum sampling tolerance as shown below:

RANGE OF VARIATION AT A 95% CONFIDENCE LEVEL TOTAL SAMPLE.....PLUS OR MINUS 6.9%

The reader should be aware that there are other possible sources of error for which precise estimates cannot be made. Good research practices tend to diminish the chances of such errors, but they can never be entirely ruled out. Pulse Research makes every attempt to carefully manage each step of the research according to the highest standards of quality to ensure that all sources contributing to error in a survey are controlled.

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Research Highlights and Recommendations OREGON STATE BAR ASSOCIATION MEMBERSHIP RESEARCH STUDY

A. DEMOGRAPHICS OF RESPONDENTS

The average respondent has the following profile: A male working in a law firm having 2 to 10 lawyers. He has been a bar member for more than 10 years. His income for 1989 is \$63,500, he lives in the Portland area and he is 43 years old. He owns his own home, which has a market value of \$132,000. These figures are based on median averages.

The following is a breakdown of the demographics of the sample.

1. Type of law office or department:

One lawyer office
2 - 10 lawyer office
11 - 25 lawyer office
Over 25 lawyer office 9

2. Areas of law job or practice includes:

510
Business & Corporate
General Litigation
Real Property
Debtor/Creditor
Debtor/Creation 36
Wills & Trusts
Family Law
Administrative Law
Criminal
Unspecified other
19
Labor & Employment
Government
Bankruptcy
Consumer
Worker's Compensation
Taxation
Intellectual Property 5

3. Number of years a member of the OSB:

RESEARCH	HIGHLIGHTS,	CONT.		

A. DEMOGRAPHICS OF RESPONDENTS (continued)

4. Income before taxes in 1988:

50% of the respondents made \$50,000 or more. Under \$15,000 - \$19,999..... 3% \$15,000 - \$19,999.... 3 \$20,000 - \$24,999.... 6 \$25,000 - \$34,999.... 15 \$35,000 - \$34,999.... 23 \$50,000 - \$74,999.... 25 \$75,000 - \$99,999.... 9 \$100,000 - \$150,000.... 10 Over \$150,000.... 5

5. Reside in:

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Portland - not downtown
Portland Metro area
Central Willamette Valley13
Southern Oregon 8
South Willamette Valley 7
Portland - downtown 6
Eastern Oregon 5
Central Oregon 3
Oregon Coast 1

6. Primary residence:

Own house	i
Rent house 8	
Own condo 2	
Rent apartment 9	
Rent condo 1	
Other owned 1	
Other rented 1	
Other 1	

7. Market value of home:

Under \$75,000......26% \$75,000 - \$99,999....19 \$100,000 - \$149,999....30 \$150,000 - \$199,999....9 \$200,000 - \$299,999....11 \$300,000 - \$500,000....4 Over \$500,000....1

RESEARCH	HIGHLIGHTS,	CONT.

A. DEMOGRAPHICS OF RESPONDENTS (continued)

8. Number of children under 18 years old:

None5	48
One1	6
Two	
Three	
Four	1
Five or more	1

9. Age:

67% are between the ages of 25 and 44.

under 25..... 0% 25 to 34..... 19 35 to 44..... 48 45 to 54..... 17 55 to 64..... 12 65 or over.... 5

10. Sex:

Male....80% Female...20%

RESEARCH HIGHLIGHTS, CONT.

B. GENERAL INFORMATION

1. Publication usefulness:

Respondents were asked to rate how important each of the bar's publications are as a source of useful information, on a scale of 1 to 5, where 1 equals NOT important and 5 equals Very important. The following chart shows the average rating and the number of responses given for each publication offered by the bar.

		NOPEDER OF
	RATING	RESPONSES
Membership Directory	4.30	197
Bulletin		198
CLE Brochures	3.54	197
Mailings of misc. information		194
For the Record		199
Annual Reports		195
Ainuar Reports	2.30	

In general, ratings above a 3.50 are reasonably good and represent no cause for alarm. Ratings between 3.0 and 3.50 are indications of limited importance or high importance to one group and low importance to another.

From the above figures we can say that Annual Reports have relatively low importance to bar members as a source of useful information. The Membership directory is extremely useful to members, and the Bulletin and CLE brochures are comparatively important sources of useful information.

2. How thoroughly publications are read:

The chart below shows how thoroughly each publication is read by members. As we can see the Bulletin and For the Record are well-read despite the lower ratings received relative to their importance as a source of useful information. We can conclude that being a "source of useful information" is not the only determining factor for readability. 100% reader penetration in the bar membership for the Bulletin is very impressive compared to other association publications.

TH	OROUGHLY	READ		NEVER
	READ	MOST	SKIM	READ
Annual Reports	28	128	62%	248
Bulletin	22	51	27	0
For the Record	15	45	38	2
CLE brochures	15	36	47	2
Misc. mailings	9	31	-58	2

RESEARCH	HIGHLIGHTS,	CONT.

B. GENERAL INFORMATION (continued)

3. How often refer to Membership Directory:

Over 80% of the members refer to the Membership Directory at least weekly. This high usage explains why the rating for importance as a source of useful information is so high for the Directory.

HOW OFTEN REFER:

Daily	78
Weekly4	3
Monthly1	
Once a year	2
Never	3

4. Areas would like to receive more information:

The following chart shows how readers responded when asked which areas they would like to receive more information than is currently presented in bar publications. The greatest response was for "legal issues" with an 18% higher response than any other answer.

WANT MORE INFORMATION ON:

Legal issues......53% Office practice tips....36 Economic issues......23 Member services.....14 Unspecified, other.....3

Information that relates more specifically to their daily jobs, their livelihood, is in greater demand by members than information less crucial to helping them do a better job. Bar members are very success-oriented and they want information that will help them achieve that goal.

RESEARCH	HIGHLIGHTS,	CONT.

E. ADVERTISING INFORMATION AND SALES RECOMMENDATIONS

1. Read/recall advertisements in the Bulletin:

86% of the readers of the Bulletin do read or notice advertisements in the Bulletin. 43% of the readers say that they do recall ads in the Bulletin when making purchasing decisions.

86% readership of ads in the Bulletin is very good and compares favorably to the readership of ads in newspapers and other publications all over the USA.

2. Purchasing plans for the office:

A high percentage of your readers are involved in the purchasing decisions in their office. Only 26% stated that they were not involved.

SERVICES YOUR OFFICE PLANS TO PURCHASE IN THE NEXT YEAR

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Printing service
Messenger service
Accounting11
Moving/storage9
Interior design 7
Janitorial 7
Office leasing 6
Catering 6
Ad or PR agency
beeuzey, azazmi i i i i i i i i i i i i i i i i i i
Answering service 4
Real estate agency 4
Auto leasing 3
Direct mail company 2
Management/marketing consultant 2

RESEARCH HIGHLIGHTS, CONT.

RECOMMENDATIONS

Develop a section in The Bulletin for office/business services. Your readers represent a huge market for companies supplying services.

To show a potential advertiser the size of market that your readers represent, simply multiply the percentage of buyers within your readers by 9000 (approximate number of Bulletin readers).

For example:

22% of your readers say their office plans to purchase computer support services in the next 12 months. 9,000 times .22 equals <u>1,980</u>, the number of buyers a computer support services provider can reach by advertising in the Bulletin.

This same equation can be modified to demonstrate the dollar amount of purchasing power your readers represent for a number of different products, also. For example:

On the following chart we see that 14% of your readers will be involved in purchasing FAX machines over the next 12 months. 14% of 9,000 equals 1260. If the average price of a FAX machine is \$1,000, multiply 1,260 by \$1,000 to determine the dollar size of the market your readers represent. This amount is \$1,260,000....that's a figure that will impress FAX machine dealers.

This formula can be used for all of the products or services identified in the next few pages as ones that will be purchased by your readers. When presenting this information to a potential advertiser, have the advertiser supply you with the average price of his product or service. This will make your presentation far more effective because he is now involved in the formula, making it that much more valid.

EQUIPMENT WILL BUY

RESEARCH	HIGHLIGHTS,	CONT.

E. ADVERTISING INFORMATION AND SALES RECOMMENDATIONS (continued)

3. Personal purchasing plans:

PRODUCTS PLAN TO BUY IN THE NEXT YEAR

Oregon-made wine53%
Home furniture48
Sporting goods46
Automobile27
Stereo equipment
Major appliance
TV/VCR
Home computer
Camera equipment16
Jewelry14
Antiques
Hot tub/spa10
Cellular phone
Boat
Motor home 1

RECOMMENDATION

Feature a section on Oregon-made wines in an issue of the Bulletin. Sell advertising to Oregon wineries, using the impressive figure of 4,700 Oregon winebuying readers, which you can deliver. You may need to run this over several pages. Use the labels from each winery in the artwork integrated into the article. Charge for the displaying of the label and additionally for a small ad (2" x 2") at the end of the piece.

Calculate your the dollar sales opportunity your readers represent for each of the products listed above. For autos, see next page.

RESEARCH	HIGHLIGHTS,	CONT.

E. ADVERTISING INFORMATION AND SALES RECOMMENDATIONS (continued)

27% of your readers plan to purchase a new auto in the next 12 months. The following chart shows the amount they will most likely be spending. The median average price they will purchase at is \$17,700. This is somewhat over the national average of \$14,200, making it a very impressive figure.

PRICE RANGE FOR NEW AUTO

Under \$10,000	.13%
\$10,000 - \$14,999	
\$15,000 - \$19,999	.31
\$20,000 - \$29,999	
\$30,000 - \$49,999	. 7
Over \$50,000	. 0

RECOMMENDATION

-

Show new car dealers the sales opportunity your readers represent...\$43,011,000.00 (9,000 x .27 x \$17,700)

More specifically, you can show dealers the price range percentages for a more accurate representation of their market, based on the price range of their autos.

20% of your readers plan to buy a new home in the next 12 months. The median average price they are looking to pay is \$118,000. The chart below shows the percent of readers per price range. Your readers' purchasing power for new homes is \$212,400,000.00.

PRICE RANGE FOR NEW HOME

RECOMMENDATION

Target to large state-wide real estate firms (Century 21, etc.). Consider a new home styles or beautiful homes of Oregon section, with agency advertising similar to Oregon-made wines.

RESEARCH	HIGHLIGHTS.	CONT.

E. ADVERTISING INFORMATION AND SALES RECOMMENDATIONS (continued)

4. Services personally plan to use or buy:

SERVICES PLAN TO USE OR BUY IN THE NEXT YEAR

INSURANCE NEEDS WILL SHOP FOR IN THE NEXT YEAR

Auto		 •••••	37%
Homeowne	r	 	34
Medical.		 	21
Dental		 	14
Renter		 •••••	5

RECOMMENDATIONS

Put together a vacation section, great places to go in Oregon, great places to go around the world, or some other theme. Sell space to travel agents, cruise agencies, and destination locales (Reno, Ashland merchants, Oregon Coast resorts). Again, have travel articles, maybe interviews with bar members about exotic vacations. Do it in the style of the Oregon wineries section.

Use the figures from the following page to sell resorts and other destination locales. Share these figures with travel agencies to help them design their ads.

			 	 	-	 											

RESEARCH HIGHLIGHTS, CONT.

E. ADVERTISING INFORMATION AND SALES RECOMMENDATIONS (continued)

5. Travel plans:

PLAN TO VACATION IN NEXT 12 MONTHS

Southern California
Reno/Lake Tahoe18
Europe
Mexico
Florida11
Las Vegas 6 The Carribean 5
Asia
Mediterranean 4
Australia 4

OREGON LOCALES PLAN TO VISIT

Bend area	.61%
Northern Oregon Coast	.56
Central Oregon Coast	
Mount Hood area	
Ashland	
Salishan	
Southern Oregon Coast	
Kah-Nee-Ta	

-

RESEARCH	HIGHLIGHTS,	CONT.

E. ADVERTISING INFORMATION AND SALES RECOMMENDATIONS (continued)

6. Investment plans:

Your readers are the ideal target market for financial services providers, stock broker, banks, etc.

PLAN TO INVEST IN DURING THE NEXT YEAR

	IRA/Keough account
	Mutual/money market funds46
	Interest savings account44
	Corporate stock
	Certificates of deposit
	State/Municipal bonds19
	Treasury notes/bills10
/	Art
	Real estate
	Corporate bonds 4
	Precious metals
	Limited partnerships 1
	Commodities 1
	CONTROLLTES

RESEARCH	HIGHLIGHTS,	CONT.

E. ADVERTISING INFORMATION AND SALES RECOMMENDATIONS (continued)

7. Spending habits:

Your readers regularly spend money on the following products and services. By using the formula shown on page 22, calculate the annual or monthly dollar market represented by your readers for each of the items listed in the chart below. Dozens of advertising opportunities can be gleaned from these figures.

AMOUNT SPEND ON PRODUCTS OR SERVICES

AVG. AMT. SPEND
Restaurant dining\$145.80/month Clothing127.33/month Medical services117.15/month Entertainment148.65/month Charities1792.957year Home repair services844.07/year Home furnishings852.52/year Car repairs
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RECOMMENDATIONS

Target to each of the following using the sales opportunity to an advertiser that your readers represent. Use the above figures to sell to: Restaurant chains. Clothing stores. Department stores with clothing sections. Hospitals/Medical centers around Portland. Hardware stores. Furniture stores. Portland area auto repair shops. national auto repair (e.g. - Aamco) shops.

RESEARCH HIGHLIGHTS, CONT.

F. CLASSIFIED INFORMATION

Your classified advertising section has been only mildly successful in the Bulletin and not at all successful for advertisers in For the Record. This is primarily due to the lack of use so far. You must promote your classified more aggressively. This is an excellent avenue for members to sell equipment they are updating, or for service providers to offer services to your members. Portland area providers could reach over 5000 members by advertising in your classified.

Over 80% of your members have never advertised in the Bulletin or in For the Record. The following charts show the ratings for each given by readers who have advertised in the classified section.

RATING OF BULLETIN CLASSIFIED AD

Excellent 5%
Satisfactory45
Poor

RATING OF FOR THE RECORD CLASSIFIED AD

Excellent	
Satisfactory14	
Poor	

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<u>Sample Size:</u> In total, 378 member surveys were completed and returned (a 9% response). To achieve the desired sampling tolerance, 200 surveys were selected at random from those returned.

<u>Questionnaire</u>

<u>Design</u>: The survey instrument was designed by OSB with input from Pulse Research. Care was given to assure development of a comprehensive questionnaire that would elicit the information needed to achieve the objectives of the study.

Sampling

<u>Verification</u>: Information was gathered by mail using the printed survey developed by OSB and Pulse. Surveys were collected primarily during the last week in September and the first week in October of 1989.

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The following is a breakdown of the demographics of the sample.

1. Type of law office or department:

One lawyer office20%
2 - 10 lawyer office
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Over 25 lawyer office 9

2. Areas of law job or practice includes:

Business & Corporate
General Litigation
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Debtor/Creditor
Wills & Trusts
Family Law
Administrative Law
Criminal
Unspecified other20
Labor & Employment19
Government
Bankruptcy
Consumer
Worker's Compensation13
Taxation
Intellectual Property 5

3. Number of years a member of the OSB:

RESEARCH HIGHLIGHTS, CONT.

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A. DEMOGRAPHICS OF RESPONDENTS (continued)

4. Income before taxes in 1988:

5. Reside in:

Portland - not downtown31	. જે
Portland Metro area26	5
Central Willamette Valley13	3
Southern Oregon 8	
South Willamette Valley 7	1
Portland - downtown	5
Eastern Oregon 5	5
Central Oregon 3	3
Oregon Coast 1	-

6. Primary residence:

Own house	5
Rent house 8	
Own condo 2	
Rent apartment 9	
Rent condo 1	
Other owned 1	
Other rented 1	
Other 1	

7. Market value of home:

Under \$75,000	
\$75,000 - \$99,999	.19
\$100,000 - \$149,999	.30
\$150,000 - \$199,999	. 9
\$200,000 - \$299,999	.11
\$300,000 - \$500,000	. 4
Over \$500,000	. 1

RESEARCH	HIGHLIGHTS,	CONT.

A. DEMOGRAPHICS OF RESPONDENTS (continued)

8. Number of children under 18 years old:

None	5
One16	
Two	
Three 6	
Four 1	
Five or more 1	

9. Age:

67% are between the ages of 25 and 44. under 25..... 0% 25 to 34..... 19 35 to 44..... 48 45 to 54..... 17 55 to 64..... 12

65 or over..... 5

10. Sex:

Male....80% Female...20%

RESEARCH HIGHLIGHTS, CONT.

B. GENERAL INFORMATION

1. Publication usefulness:

Respondents were asked to rate how important each of the bar's publications are as a source of useful information, on a scale of 1 to 5, where 1 equals NOT important and 5 equals Very important. The following chart shows the average rating and the number of responses given for each publication offered by the bar.

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I	RATING	RESPONSES
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Bulletin	3.67	198
CLE Brochures	3.54	197
Mailings of misc. information	3.30	194
For the Record	3.11	199
Annual Reports	1.95	195

In general, ratings above a 3.50 are reasonably good and represent no cause for alarm. Ratings between 3.0 and 3.50 are indications of limited importance or high importance to one group and low importance to another.

From the above figures we can say that Annual Reports have relatively low importance to bar members as a source of useful information. The Membership directory is extremely useful to members, and the Bulletin and CLE brochures are comparatively important sources of useful information.

2. How thoroughly publications are read:

The chart below shows how thoroughly each publication is read by members. As we can see the Bulletin and For the Record are well-read despite the lower ratings received relative to their importance as a source of useful information. We can conclude that being a "source of useful information" is not the only determining factor for readability. 100% reader penetration in the bar membership for the Bulletin is very impressive compared to other association publications.

THO	OROUGHLY	READ		NEVER
	READ	MOST	SKIM	READ
Annual Reports	28	128	62%	24%
Bulletin	22	51	27	0
For the Record	15	45	38	2
CLE brochures	15	36	47	2
Misc. mailings	9	31	58	2

RESEARCH	HIGHLIGHTS,	CONT.

B. GENERAL INFORMATION (continued)

3. How often refer to Membership Directory:

Over 80% of the members refer to the Membership Directory at least weekly. This high usage explains why the rating for importance as a source of useful information is so high for the Directory.

HOW OFTEN REFER:

Daily	378
Weekly4	13
Monthly1	
Once a year	
Never	

4. Areas would like to receive more information:

The following chart shows how readers responded when asked which areas they would like to receive more information than is currently presented in bar publications. The greatest response was for "legal issues" with an 18% higher response than any other answer.

WANT MORE INFORMATION ON:

Information that relates more specifically to their daily jobs, their livelihood, is in greater demand by members than information less crucial to helping them do a better job. Bar members are very success-oriented and they want information that will help them achieve that goal.

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C. OPINIONS/PERCEPTIONS REGARDING THE BULLETIN

1. Usefulness of information/quality of writing:

Respondents were asked if they found the information contained in the Bulletin to be useful to them as a bar member. Over 87% responded positively and less than 1% stated "not at all." It's interesting to note that even those members who don't find information in the Bulletin to be particularly useful, still find time to read it. The following chart shows how each responding group reads their copy of the Bulletin. It also shows how the reader's perception of how well-written the articles are relates to how thoroughly they read the Bulletin.

FIND INFO	THOROUGHLY	READ		NEVER	TOTAL
USEFUL	READ	MOST	<u>SKIM</u>	READ	SAMPLE
Yes, very	50%	468	48	08	25% 787% 62
Yes, somewhat			25	0	62
No, not very	0	17	83	0	12 >13ºla
Not at all		0	100	0	1
FIND ARTICLES TO <u>BE WELL-WRITTEN</u>					
Yes, very		53%	68	08	268 >93% 67
Yes, somewhat					
No, not very	8	46	46	0	7 55°6
Not at all	0	0	100	0	1

Obviously, there is a strong correlation between how thoroughly the Bulletin is read and how well-written the articles are perceived to be. However, the perception of usefulness has an even greater effect on how the publication is read than does the quality of the writing. This is an important point that Pulse Research has found found to be true in all types of publications.

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RESEARCH	HIGHLIGHTS,	CONT.	

C. OPINIONS/PERCEPTIONS REGARDING THE BULLETIN (continued)

2. Member evaluation of features in the Bulletin:

The next chart will show how well the Bulletin does in covering the features of greatest importance. From this comparison we can see where the Bulletin needs to improve its coverage to satisfy bar member needs. The first column represents how important the feature is and the second shows how good the coverage is of each according to readers. In both columns, a 5.0 rating is the highest possible.

IMPORTANCE	
"How-to" practice tips 3.72	2.95
Substantive legal issues 3.53	2.97
Articles presenting new informa-	
tion to the legal profession 3.43	2.97
Articles focusing on specific	2.51
	2 00
practice areas 3.33	3.00
Articles focusing on professional	
development 3.25	2.94
Articles focusing on law office	
management 3.21	3.02
Information about bar-sponsored	
events, activities, services 3.20	3.64
Articles about national trends 3.02	2.78
Light, human interest or	20.0
humorous features 2.46	2.94
Features about bar members 2.44	3.15
Historical pieces about the bar	
and members 2.38	3.05
Interviews with bar leaders 2.09	3.16

As can be seen from the chart, "how-to" practice tips and substantive legal issues are the features that members feel are most important, but the ratings for how well they are covered fall below average (3.0) and far below their "importance" ratings. The top five features in importance should all receive more attention through increased and improved coverage. These are the features that keep members reading the Bulletin.

RESEARCH HIGHLIGHTS, CONT.

C. OPINIONS/PERCEPTIONS REGARDING THE BULLETIN (continued)

3. Importance of departmental columns in the Bulletin:

The following chart shows how readers rate the importance of the various regular departmental columns in the Bulletin. The 1 to 5 rating system was again employed, with 1 being not important and 5 being very important.

IMPORTANCE

Discipline reports	
OSB-CLE Programs	. 3.48
PLF Update	. 3.40
Among Ourselves	. 3.20
Lawyer Announcements	. 3.19
Moves	. 3.18
Bar Counsel	
Classified ads	. 2.90
Resources	. 2.88
Miss Grammar	. 2.65
Letters to the Editor	. 2.61
In Memoriam	-
Computalk	
Governor's Perspective	
Executive Director's View	
Legal Assistnts/Legal Secretarie	

Overall, ratings for the departmental columns were much lower than the ratings for features, shown on the previous page. Only the top three rated columns are relatively important to readers. However, dropping low rated columns is not the answer. Every column is important to some segment of your readership. In some cases, such as classified ads, beefing up the column will in turn upgrade the importance of it.

4. Reader opinions of the visual aspects of the Bulletin:

The following evaluation of the Bulletin relates to its visual aspects and what kind of job the Bulletin has done in various areas. In this rating scale, 1 equals a poor job and 5 equals an excellent job.

Artwork, graphics and photos could all be increased somewhat in quantity in the opinion of readers.

														 	 •								
RES	EA	R	CH	B	IIG	HI	I	GH	TS	;,	C)N'	T.										

C. OPINIONS/PERCEPTIONS REGARDING THE BULLETIN (continued)

5. Opinions regarding articles in the Bulletin:

Respondents were asked to select the statements that best reflected their feeling regarding the length and number of articles in the Bulletin. The vast majority of respondents felt both length and number of articles to be adequate. Of those that weren't satisfied, almost 4 to 1 felt the length of articles to be too long (as opposed to too short). A majority of more than 3 to 1 stated "too few articles per issue" over "too many..."

6. Improvement in the Bulletin over the past two years:

When asked how the Bulletin has changed in the past two years, almost 8 to 1 stated "changed for the better" over "changed for the worse." This indicates noticed improvement by the membership. The Bulletin staff should congratulated.

CHANGE IN BULLETIN

RESEARCH HIGHLIGHTS, CONT.

7. How well the Bulletin reflects the interests of the membership:

When asked, "Do you feel that the Bulletin reflects the interests of all bar members equally well?," the slight edge went to "no." A look at the demographic group responses to this question helps to identify the problem areas.

areas.	REFLECTS	INTERESTS	OF ALL
TYPE OF LAW OFFICE	YES	<u>NO NO</u>	RESPONSE
One lawyer 2-10 lawyer 11-25 lawyer over 25 lawyer AREA OF LAW PRACTICE INCLUDES	41% 43 47 46	46% 47 39 33	13% 10 14 21
Business & Corporate General Litigation Real Property Debtor/Creditor Wills & Trusts Family Law Administrative Law Criminal Unspecified other Labor & Employment Government Bankruptcy Consumer Worker's Compensation Taxation Intellectual Property HOW LONG A MEMBER		39 43 39 44 43 60 48 62 51 53 50 33 55 60 46 30	12 11 12 14 11 7 20 5 10 16 14 18 7 12 14 10
1 year or less 1 to 5 years 6 years or more CURRENTLY RESIDE	35	17 50 45	17 15 11
Downtown Portland Portland-not downtown Portland metro area Central Willamette Valley. South Willamette Valley Central Oregon Eastern Oregon Southern Oregon Oregon Coast	38	23 51 45 60 36 33 46 31 50	23 11 12 4 14 33 9 13 0

RESEARCH	HIGHLIGHTS,	CONT.

D. OPINIONS/PERCEPTIONS REGARDING FOR THE RECORD

1. Usefulness of information/quality of writing:

As we can see here, the usefulness of information is again shown to have a greater bearing on thoroughness of reading than how well-written the articles are. This was seen earlier in responses to the Bulletin articles. It should also be noted that members find the Bulletin to be more useful and better written that For the Record.

FIND INFO <u>USEFUL</u> Yes, very Yes, somewhat No, not very Not at all	···· 7 ··· 4	READ <u>MOST</u> 41% 59 18 6	<u>SKIM</u> 10% 32 75 76	NEVER <u>READ</u> 0% 0 3 18	$ \begin{array}{r} \text{TOTAL} \\ \underline{\text{SAMPLE}} \\ 198 \\ 58 \\ 77 \\ 14 \\ 9 \end{array} 77^{0} \\ 14 \\ 9 \end{array} $
FIND ARTICLES TO <u>BE</u> <u>WELL-WRITTEN</u> Yes, very Yes, somewhat No, not very Not at all	12 3	52% 47 43 0	4% 39 50 83	0% 0 3 17	13% 781°% 68 16 3
RESEARCH	HIGHLIGHTS,	CONT.			
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D. OPINIONS/PERCEPTIONS REGARDING FOR THE RECORD (continued)

2. Member evaluation of features in For the Record:

As with the Bulletin, For the Records readers feel that "how-to" practice tips are one of the most important features in the publication, but again the rating for coverage is markedly lower than for importance. Other areas to focus on improving coverage include: legislative news and articles focusing on professional development.

IMPORT	ANCE COVERAGE
Legislative news	2.94
"How-to" practice tips 3.3	
CLE news 3.3	
Calendar information 3.2	
Articles focusing on professional	
development 3.0)5 2.80
Information on new programs	
and services 2.9	3.06
CLE Directory ads 2.9	
General bar membership news 2.8	
Section/Committee news 2.8	
Classified ads 2.6	
Profiles of bar committees and	
sections 2.4	15 2.78
Opinion page and letters 2.4	13 2.84
"Lighter Side of Practice" 2.3	
Features about bar members 2.1	
Interviews with leaders in the	
bar 2.0)7 2.73
Information about new bar staff	
members 1.9	97 2.79

Generally speaking the satisfaction with coverage is higher than the importance of those same features or about the same. This may be somewhat attributed to apathy concerning For the Record, which we will see other examples of shortly.

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D. OPINIONS/PERCEPTIONS REGARDING FOR THE RECORD (continued)

3. Reader opinions of the various aspects of For the Record:

Ratings for the visual aspects of For the Record are notably lower than those of the Bulletin. All of these ratings are within .1 of 3.0, neither good nor bad, a definite sign of apathy toward the look of the publication.

On the brighter side, the rating for "provides timely information" is comparatively good. Still, this is appreciably below 3.5, generally considered out of the problem area. In view of the fact that providing timely information is arguably the number one function of For the Record, you should work to improve in this area.

	RATING
Provides timely information	3.22
Overall readability	3.07
Enough photos	
Enough visual artwork/graphics	
Look/appearance	2.91

4. Opinions regarding articles in For the Record:

The margin of difference between those who feel that articles in For the Record are too long and those that feel they are too short is very slight, shading just a little toward too long. Regarding the number of articles per issue, the responses are dead even for too many and too few. In the cases of both length and number of articles, readers of For the Record don't seem to feel a change is necessary. A lack of interest is again apparent, especially when compared to responses for the Bulletin.

LENGTH OF ARTICLES
Too long10%
Too short 6
Adequate in length
NUMBER OF ARTICLES
Too many per issue11%
Too few per issue11
Adequate number per issue78

						 			-								 												
R	E	SE	:A	R	CE	HJ	[G	HI	I	GI	T	'S	,	С	101	T													

D. OPINIONS/PERCEPTIONS REGARDING FOR THE RECORD (continued)

5. Improvement in For the Record over the past year:

Here's some good news: For the Record is seen as improved over the past year by an almost 5 to 1 margin. In fact, a smaller percent of the respondents said that For the Record has changed for the worse (5%) than said the Bulletin has changed for the worse (6%). Still, the majority of respondents say "no change" or are non-committal.

CHANGE IN FOR THE RECORD

6. An overview:

Readers appear to be saying that they want something other than a change in the physical aspects of For the Record. They want better articles with more useful information. They aren't impressed with For the Record, nor do they see its importance. In order to change that perception, you may have to reduce the fluff and concentrate on the critically important, timely articles that can't make the Bulletin in time.

RESEARCH HIGHLIGHTS, CONT.

7. How well For the Record reflects the interests of the membership:

Figures here are very similar to those given for the Bulletin regarding this same question. Basically, the same groups are responding negatively here that did when asked about the Bulletin.

	REFLECTS	INTERESTS	OF ALL
TYPE OF LAW OFFICE	YES	<u>NO NO</u>	RESPONSE
One lawyer 2-10 lawyer 11-25 lawyer over 25 lawyer AREA OF LAW PRACTICE INCLUDES	36% 44 58 33	46% 43 28 46	18% 12 14 21
Business & Corporate General Litigation Real Property Debtor/Creditor Wills & Trusts Family Law Administrative Law Criminal Unspecified other Labor & Employment Government Bankruptcy Consumer Worker's Compensation Taxation Intellectual Property HOW LONG A MEMBER	45 48 46 40 42 37 39 31 49 34 47 46 48 24 36 50	42 38 43 44 46 48 39 50 44 47 36 36 41 48 41 30	13 14 11 16 12 15 22 19 8 18 17 18 10 28 23 20
1 year or less 1 to 5 years 6 years or more CURRENTLY RESIDE		17 42 43	0 15 15
Downtown Portland Portland-not downtown Portland metro area Central Willamette Valley. South Willamette Valley Central Oregon Eastern Oregon Southern Oregon Oregon Coast	36	15 46 41 56 43 50 27 38 50	23 18 12 4 21 33 18 12 0

RESEARCH	HIGHLIGHTS,	CONT.	

D. OPINIONS/PERCEPTIONS REGARDING FOR THE RECORD (continued)

Both For the Record and the Bulletin are satisfying an equal number of readers in reflecting the interests of all bar members. With diverse interests and demographic profiles such as found within the bar membership, to be all things to all people (members) would seem to be extremely difficult. If you focus on improving the features rated most important by members, you will be doing the best you can to satisfy the membership as a whole.

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E. ADVERTISING INFORMATION AND SALES RECOMMENDATIONS

1. Read/recall advertisements in the Bulletin:

86% of the readers of the Bulletin do read or notice advertisements in the Bulletin. 43% of the readers say that they do recall ads in the Bulletin when making purchasing decisions.

86% readership of ads in the Bulletin is very good and compares favorably to the readership of ads in newspapers and other publications all over the USA.

2. Purchasing plans for the office:

A high percentage of your readers are involved in the purchasing decisions in their office. Only 26% stated that they were not involved.

SERVICES YOUR OFFICE PLANS TO PURCHASE IN THE NEXT YEAR

Printing service	
Computer support service	
Travel agency19	
Group health insurance	
Temp/personnel agency16	
Messenger service16	
Accounting11	
Moving/storage 9	
Interior design 7	
Janitorial	
Office leasing 6	
Catering	
Ad or PR agency 5	
Security/alarm5	
Answering service 4	
Real estate agency 4	
Auto leasing 3	
Direct mail company 2	
Management/marketing consultant 2	

RECOMMENDATIONS

Develop a section in The Bulletin for office/business services. Your readers represent a huge market for companies supplying services.

To show a potential advertiser the size of market that your readers represent, simply multiply the percentage of buyers within your readers by 9000 (approximate number of Bulletin readers).

For example:

22% of your readers say their office plans to purchase computer support services in the next 12 months. 9,000 times .22 equals 1,980, the number of buyers a computer support services provider can reach by advertising in the Bulletin.

This same equation can be modified to demonstrate the dollar amount of purchasing power your readers represent for a number of different products, also. For example:

> On the following chart we see that 14% of your readers will be involved in purchasing FAX machines over the next 12 months. 14% of 9,000 equals 1260. If the average price of a FAX machine is \$1,000, multiply 1,260 by \$1,000 to determine the dollar size of the market your readers represent. This amount is \$1,260,000....that's a figure that will impress FAX machine dealers.

This formula can be used for all of the products or services identified in the next few pages as ones that will be purchased by your readers. When presenting this information to a potential advertiser, have the advertiser supply you with the average price of his product or service. This will make your presentation far more effective because he is now involved in the formula, making it that much more valid.

EQUIPMENT WILL BUY

Computer	18
Desks/office furniture	
FAX machine14	ł
Copier	
Phone system	
Typewriter	
TV/VCR	
Other	
	-

E. ADVERTISING INFORMATION AND SALES RECOMMENDATIONS (continued)

3. Personal purchasing plans:

PRODUCTS PLAN TO BUY IN THE NEXT YEAR

Oregon-made wine
Home furniture
Sporting goods
Automobile
Stereo equipment
Major appliance
TV/VCR
Home computer
Camera equipment
Jewelry14
Antiques
Hot tub/spa10
Cellular phone7
Boat
Motor home 1

RECOMMENDATION

Feature a section on Oregon-made wines in an issue of the Bulletin. Sell advertising to Oregon wineries, using the impressive figure of 4,700 Oregon winebuying readers, which you can deliver. You may need to run this over several pages. Use the labels from each winery in the artwork integrated into the article. Charge for the displaying of the label and additionally for a small ad (2" x 2") at the end of the piece.

Calculate your the dollar sales opportunity your readers represent for each of the products listed above. For autos, see next page.

E. ADVERTISING INFORMATION AND SALES RECOMMENDATIONS (continued)

27% of your readers plan to purchase a new auto in the next 12 months. The following chart shows the amount they will most likely be spending. The median average price they will purchase at is \$17,700. This is somewhat over the national average of \$14,200, making it a very impressive figure.

PRICE RANGE FOR NEW AUTO

Under \$10,00013	ક
\$10,000 - \$14,999	
\$15,000 - \$19,999	
\$20,000 - \$29,999	,
\$30,000 - \$49,999 7	
Over \$50,000 0	

RECOMMENDATION

Show new car dealers the sales opportunity your readers represent...\$43,011,000.00 (9,000 x .27 x \$17,700)

More specifically, you can show dealers the price range percentages for a more accurate representation of their market, based on the price range of their autos.

20% of your readers plan to buy a new home in the next 12 months. The median average price they are looking to pay is \$118,000. The chart below shows the percent of readers per price range. Your readers' purchasing power for new homes is \$212,400,000.00.

PRICE RANGE FOR NEW HOME

Under \$75,000	.318
\$75,000 - \$99,999	.24
\$100,000 - \$149,999	
\$150,000 - \$199,999	.14
\$200,000 - \$299,999	.10
\$300,000 - \$500,000	
Over \$500,000	. 0

RECOMMENDATION

Target to large state-wide real estate firms (Century 21, etc.). Consider a new home styles or beautiful homes of Oregon section, with agency advertising similar to Oregon-made wines.

RESEARCH	HIGHLIGHTS,	CONT.		

E. ADVERTISING INFORMATION AND SALES RECOMMENDATIONS (continued)

4. Services personally plan to use or buy:

SERVICES PLAN TO USE OR BUY IN THE NEXT YEAR

INSURANCE NEEDS WILL SHOP FOR IN THE NEXT YEAR

RECOMMENDATIONS

Put together a vacation section, great places to go in Oregon, great places to go around the world, or some other theme. Sell space to travel agents, cruise agencies, and destination locales (Reno, Ashland merchants, Oregon Coast resorts). Again, have travel articles, maybe interviews with bar members about exotic vacations. Do it in the style of the Oregon wineries section.

Use the figures from the following page to sell resorts and other destination locales. Share these figures with travel agencies to help them design their ads.

RESEARCH HIGHLIGHTS, CONT.

E. ADVERTISING INFORMATION AND SALES RECOMMENDATIONS (continued)

5. Travel plans:

PLAN TO VACATION IN NEXT 12 MONTHS

Southern California
Hawaii25
Reno/Lake Tahoe
Europe15
Canada14
Mexico11
Florida11
Las Vegas 6
The Carribean 5
Asia 5
Mediterranean 4
Australia 4

OREGON LOCALES PLAN TO VISIT

Bend area	-NO
Salishan17 Southern Oregon Coast16 Kah-Nee-Ta11	

RESEARCH	HIGHLIGHTS,	CONT.

E. ADVERTISING INFORMATION AND SALES RECOMMENDATIONS (continued)

6. Investment plans:

Your readers are the ideal target market for financial services providers, stock broker, banks, etc.

PLAN TO INVEST IN DURING THE NEXT YEAR

IRA/Keough account
Mutual/money market funds46
Interest savings account44
Corporate stock
Certificates of deposit
-
State/Municipal bonds
Treasury notes/bills10
Art
Real estate 7
Corporate bonds 4
Precious metals 2
Limited partnerships 1
Commodities 1

										 	 -								
RESEAR	CH	HIC	GHL	IG	HT	s,	С	ON	Т.										

E. ADVERTISING INFORMATION AND SALES RECOMMENDATIONS (continued)

7. Spending habits:

Your readers regularly spend money on the following products and services. By using the formula shown on page 22, calculate the annual or monthly dollar market represented by your readers for each of the items listed in the chart below. Dozens of advertising opportunities can be gleaned from these figures.

AMOUNT SPEND ON PRODUCTS OR SERVICES

AVG. AMT. SPEND
Restaurant dining \$145.80/month Clothing 127.33/month Medical services 117.15/month Entertainment 148.65/month Charities 1792.95/year Home repair services 844.07/year Home furnishings 852.52/year Car repairs 571.56/year Vacations/long weekends 2271.79/year

RECOMMENDATIONS

Target to each of the following using the sales opportunity to an advertiser that your readers represent. Use the above figures to sell to: Restaurant chains. Clothing stores. Department stores with clothing sections. Hospitals/Medical centers around Portland. Hardware stores. Furniture stores. Portland area auto repair shops. national auto repair (e.g. - Aamco) shops.

F. CLASSIFIED INFORMATION

Your classified advertising section has been only mildly successful in the Bulletin and not at all successful for advertisers in For the Record. This is primarily due to the lack of use so far. You must promote your classified more aggressively. This is an excellent avenue for members to sell equipment they are updating, or for service providers to offer services to your members. Portland area providers could reach over 5000 members by advertising in your classified.

Over 80% of your members have never advertised in the Bulletin or in For the Record. The following charts show the ratings for each given by readers who have advertised in the classified section.

RATING OF BULLETIN CLASSIFIED AD

Excellent					•	•	•	•	•	•	•		5%
Satisfactory.	•		•	•	•	•	•	•	•	•	•	•	45
Poor	•	•		•	•		•	•	•	•	•	•	50

RATING OF FOR THE RECORD CLASSIFIED AD

Excellent	
Satisfactory14	
Poor	



1. WHICH OF THE FOLLOWING BEST DESCRIBES THE TYPE OF LAW OFFICE OR DEPARTMENT IN WHICH YOU WORK?

Frequency Analysis

TYPE OF LAW OFFICE	Number	Percent
		وچ رست .ده. از
1 = ONE LAWYER	39	19.7 %
2 = 2 - 10 LAWYER	81	40.9 %
3 = 11-25 LAWYER	36	18.2 %
4 = OVER 25 LAWYER	24	12.1 %
5 = OTHER	18	9.1 %
Total	198	100.0 %

Missing cases = 2 Response percent = 99.0 %

2. WHICH AREAS OF LAW DOES YOUR JOB OR PRACTICE INCLUDE?

Multi-Variable Response

Number of cases = 200

		Count	Percent
		-	
03 =	BUSINESS & CORP	102	51.0 %
08 =	GEN LITIGATION	99	49.5 %
12 =	REAL PROPERTY	87	43.5 %
06 =	DEBTOR/CREDITOR	77	38.5 %
14 =	WILL & TRUSTS	72	36.0 %
07 =	FAMILY LAW	60	30.0 %
01 =	ADMINISTRATIVE	54	27.0 %
05 =	CRIMINAL	42	21.0 %
16 =	OTHER	39	19.5 %
11 =	LABOR & EMPLOY	38	19.0 %
09 =	GOVERNMENT	36	18.0 %
02 =	BANKRUPTCY	33	16.5 %
04 =	CONSUMER	29	14.5 %
15 =	WORKERS COMP	25	12.5 %
13 =	TAXATION	22	11.0 %
10 =	INTELL PROPERTY	10	5.0 %
17 =	NA	2	1.0 %

3. HOW LONG HAVE YOU BEEN A BAR MEMBER?

Frequency Analysis

HOW LONG A MEMBER	Number	Percent
1 = LESS THAN 6 MOS 2 = 6 MOS - 1 YEAR	3 3	1.5 % 1.5 %
3 = 1 TO 2 YEARS 4 = 3 TO 5 YEARS 5 = 6 TO 10 YEARS 5 = 0 TO 10 YEARS	9 17 46	4.5 % 8.5 % 23.0 %
6 = MORE THAN 10 YRS Total	122 200	61.0 % 100.0 %
Missing cases = O		

Response percent = 100.0 %

З

4. APPROXIMATELY, WHAT WAS YOUR INCOME BEFORE TAXES IN 1988?

Frequency Analysis

INCOME IN 1988	Number	Percent
	abar side addi abar adan sein	verm ster niter falls and ster too
1 = UNDER \$15,000	5	2.6 %
2 = \$15K-19,999	6	3.1 %
3 = \$20K-24,999	12	6.2 %
4 = \$25K-34,999	30	15.4 %
5 = \$35K-49,999	45	23.1 %
6 = \$50K-74,999	49	25.1 %
7 = \$75K-99,999	18	9.2 %
8 = \$100K - 150,000	20	10.3 %
9 = 0 VER \$150,000	10	5.1 %
	1910 Talk and 1980 and 1980	1000 0000 0200 0200 0200 0200 0000
Total	195	100.0 %
Missing cases = 5		

Response percent = 97.5 %

5. WHERE DO YOU CURRENTLY RESIDE?

Frequency Analysis

CURRENTLY	RESIDE	Number	Percent
	40 101 102 102 104 104 104 104 104 104 105 107 108 107 108 100 100 100 100 100 100 100 100 100	the way were and the loss	
1	= DOWNTOWN PORTLND	13	6.5 %
2	= PDX,NOT DOWNTOWN	61	30.7 %
3	= PORTLAND METRO	51	25.6 %
4	= CENT WILL VALLEY	25	12.6 %
5	= SO WILL VALLEY	14	7.0 %
6	= CENTRAL OREGON	6	3.0 %
7	= EASTERN OREGON	11	5.5 %
8	= SOUTHERN OREGON	16	8.0 %
9	= OREGON COAST	2	1.0 %
Тс	otal	199	100.0 %
Mi	issing cases = 1		

Response percent = 99.5 %

6. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR PRIMARY RESIDENCE? Frequency Analysis

PRIMARY RESIDENCE	Number	Percent
		Anite Conta Local Lines area along the
1 = OWN HOUSE	156	78.4 %
2 = RENT HOUSE	15	7.5 %
3 = OWN CONDO	3	1.5 %
4 = RENT APT	18	9.0 %
5 = RENT CONDO	2	1.0 %
6 = OTHER OWNED	1	0.5 %
7 = OTHER RENTED	1	0.5 %
8 = OTHER	3	1.5 %
Total	199	100.0 %

Missing cases = 1 Response percent = 99.5 %

ŕ

7. IF YOU OWN YOUR PRIMARY RESIDENCE, APPROXIMATELY, WHAT IS ITS CURRENT MARKET VALUE?

Frequency Analysis

MARKET VALUE OF HOME	Number	Percent
1 = UNDER \$75,000	43	26.4 %
2 = \$75K-99,999	31	19.0 %
3 = \$100K - 149,999	49	30.1 %
4 = \$150K-199,999	14	8.6 %
5 = \$200K-299,999	18	11.0 %
6 = \$300K-500,000	6	3.7 %
7 = OVER \$500,000	2	1.2 %
Total	163	100.0 %

Missing cases = 37 Response percent = 81.5 %

8. HOW MANY CHILDREN UNDER 18 YEARS OLD LIVE WITH YOU?

Frequency Analysis

CHILDREN UNDER 18	Number	Percent
	adden weren binan dette anten abuet	JURN COVE CLOU ADM STAR JURN AND
1 = NONE	107	54.0 %
2 = ONE	32	16.2 %
3 = TWO	43	21.7 %
4 = THREE	12	6.1 %
5 = FOUR	З	1.5 %
6 = FIVE OR MORE	1	0.5 %
Total	198	100.0 %
Missing cases = 2		

Response percent = 99.0 %

9. WHAT IS YOUR AGE?

Frequency Analysis

AGE	Number	Percent
4	<i></i>	~ ~ *
1 = UNDER 25 2 = 25-34	0 37	0.0 % 18.7 %
3 = 35-44	95	48.0 %
4 = 45-54	33	16.7 %
5 = 55 - 64	24	12.1 %
6 = 65 OR OVER	9	4.5 %
	alari anda anda vunc amine amme	
Total	198	100.0 %
Missing cases = 2 Response percent = 99.0 %		

9

10. ARE YOU:

Frequency Analysis

GENDER	Number	Percent
	-meni admo vezar natio. Minut antio	Black book nook and burn with burn
1 = MALE	152	80.0 %
2 = FEMALE	38	20.0 %
	interio antis beaut atom andar dana	ander basis some ener some same same
Total	190	100.0 %
Missing cases = 10		

Missing cases = 10 Response percent = 95.0 %

11. PLEASE RATE, ON A SCALE OF 1 TO 5, HOW IMPORTANT EACH OF THE FOLLOWING IS AS A SOURCE OF USEFUL INFORMATION TO YOU AS A BAR MEMBER (WITH 1 NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

ANNUAL REPORTS

Minimum	#	1
Maximum	m	5
Mean	11	1.9538
Median	11	2
Mode		1

Valid cases = 195 Missing cases = 5 Response percent = 97.5 %

BULLETIN

Minimum	=	1
Maximum	=	5
Mean	82	3.6717
Median	=	4
Mode		4

Valid cases = 198 Missing cases = 2 Response percent = 99.0 %

11. PLEASE RATE, ON A SCALE OF 1 TO 5, HOW IMPORTANT EACH OF THE FOLLOWING IS AS A SOURCE OF USEFUL INFORMATION TO YOU AS A BAR MEMBER (WITH 1 NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

FOR THE RECORD

Minimum		1
Maximum	=	5
Mean	0070 2010	3.1055
Median	=	З
Mode		4

Valid cases = 199 Missing cases = 1 Response percent = 99.5 %

CLE BROCHURES

Minimum	122	1
Maximum	2000 2000	5
Mean		3.5431
Median		4
Mode		4

Valid cases = 197 Missing cases = 3 Response percent = 98.5 %

11. PLEASE RATE, ON A SCALE OF 1 TO 5, HOW IMPORTANT EACH OF THE FOLLOWING IS AS A SOURCE OF USEFUL INFORMATION TO YOU AS A BAR MEMBER (WITH 1 NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

MEMBERSHIP DIRECTORY

Minimum	=	1
Maximum		5
Mean		4.3046
Median	#	5
Mode	****	5

Valid cases = 197 Missing cases = 3 Response percent = 98.5 %

MAILINGS OF MISC. INFORMATION

Minimum		1
Maximum		5
Mean		3.3041
Median	==	3
Mode	****	з

Valid cases = 194 Missing cases = 6 Response percent = 97.0 %

12. WHICH OF THE FOLLOWING BEST DESCRIBES HOW YOU READ EACH OF THESE?

READ ANNUAL REPORTS		Percent
= NO RESPONSE 1 = THOROUGHLY READ 2 = READ MOST 3 = SKIM 4 = NEVER READ	1 4 23 124	
Total	200	100.0 %
Missing cases = 0 Response percent = 100.0 %		
READ BULLETIN	Number	Percent
= NO RESPONSE 1 = THOROUGHLY READ 2 = READ MOST 3 = SKIM 4 = NEVER READ	102	0.5 % 21.5 % 51.0 % 27.0 % 0.0 %
Total	200	100.0 %
Missing cases = 0 Response percent = 100.0 %		
READ FOR THE RECORD	Number	Percent
= NO RESPONSE 1 = THOROUGHLY READ 2 = READ MOST 3 = SKIM 4 = NEVER READ	2 29 89	1.0 % 14.5 % 44.5 % 38.0 % 2.0 %
Total	200	

Missing cases = 0 Response percent = 100.0 %

12. WHICH OF THE FOLLOWING BEST DESCRIBES HOW YOU READ EACH OF THESE?

READ CLE BROCHURES	Number	Percent
= NO RESPONSE 1 = THOROUGHLY READ 2 = READ MOST 3 = SKIM 4 = NEVER READ	2 29 72 94	1.0 % 14.5 % 36.0 % 47.0 %
Total Missing cases = 0	3 200	1.5 %

Response percent = 100.0 %

READ MISC	MAILINGS	Number	Percent
		3 17 61 116 3 200	1.5 % 8.5 % 30.5 % 58.0 % 1.5 %

Missing cases = 0 Response percent = 100.0 %

13. HOW OFTEN DO YOU REFER TO THE MEMBERSHIP DIRECTORY?

Frequency Analysis

REFER TO DIRECTORY	Number	Percent
	along along bolog plays plays to be	alana ahint tilan anan anan alan
1 = DAILY	73	36.9 %
2 = WEEKLY	86	43.4 %
3 = MONTHLY	30	15.2 %
4 = ONCE A YEAR	4	2.0 %
5 = NEVER	5	2.5 %
Total	198	100.0 %

Missing cases = 2 Response percent = 99.0 %

14. IN WHICH OF THE FOLLOWING AREAS WOULD YOU LIKE TO RECEIVE MORE INFORMATION THAN IS CURRENTLY PRESENTED IN BAR PUBLICATIONS?

Multi-Variable Response

Number of cases = 200		Count	Percent
1 =	LEGAL ISSUES	106	53.0 %
e‡ =	OFFICE PRAC TIPS	72	36.0 %
3 -	ECONOMIC ISSUES	45	22.5 %
2 =	MEMBER SERVICES	28	14.0 %
5 -	OTHER	5	2.5 %

15. DO YOU FIND THE INFORMATION CONTAINED IN THE BULLETIN USEFUL TO YOU AS A BAR MEMBER?

Frequency Analysis

BULLETIN	INFO USEFUL	Number	Percent
	1 = YES, VERY	50	25.4 %
	2 = YES, SOMEWHAT	123	62.4 %
	3 = NO, NOT VERY	23	11.7 %
	4 = NOT AT ALL	1	0.5 %
		sain and and and and and	
	Total	197	100.0 %
	Miccinn races = 3		

Missing cases = 3 Response percent = 98.5 %

16. DO YOU FIND ARTICLES TO BE WELL-WRITTEN?

Frequency Analysis

ARTCLS WELL-WRITTEN	Number	Percent
איז איז לא איז איז איז איז איז איז איז איז איז אי		and cove which ease acts which and
1 = YES, VERY	51	26.0 %
2 = YES, SOMEWHAT	131	66.8 %
3 = NO, NOT VERY	13	6.6 %
4 = NOT AT ALL	1	0.5 %
		ways disk same also and both the
Total	196	100.0 %

Missing cases = 4 Response percent = 98.0 %

17. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING REGULAR FEATURES OF THE BULLETIN (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

INFORMATION ABOUT BAR-SPONSORED EVENTS

Minimum	=	1
Maximum		5
Mean		3.1959
Median	2000- 1881-1	з
Modes (Bimodal)	=	3 & 4

Valid cases = 194 Missing cases = 6 Response percent = 97.0 %

SUBSTANTIVE LEGAL ISSUES

ande wides was diver ande wide wide time the fact and adde and adde and and and and and and and

Minimum	****	1
Maximum	=	5
Mean	elan Pila	3.5255
Median		4
Mode	#0100 ##85	4

Valid cases = 196 Missing cases = 4 Response percent = 98.0 %

17. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING REGULAR FEATURES OF THE BULLETIN (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

FEATURES ABOUT BAR MEMBERS

Minimum	==	1
Maximum	=	5
Mean		2.4388
Median		2
Mode	*100 *140	3

Valid cases = 196 Missing cases = 4 Response percent = 98.0 %

INTERVIEWS WITH BAR LEADERS

bear baar wata ayan yoot ibaa sila ayar yaar baar aada aaga aana aaga aana aaga

Minimum		1
Maximum		5
Mean	vest scar	2.0923
Median		2
Mode	11.00 10.00	2

Valid cases = 195 Missing cases = 5 Response percent = 97.5 %

17. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING REGULAR FEATURES OF THE BULLETIN (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

ARTICLES FOCUSING ON SPECIFIC PRACTICE AREAS

Minimum	=	1
Maximum	72	5
Mean	#	3.3316
Median		3
Mode	=	з

Valid cases = 193 Missing cases = 7 Response percent = 96.5 %

ARTICLES FOCUSING ON LAW OFFICE MANAGEMENT

Minimum		1
Maximum	in the Slave	5
Mean	***	3.2062
Median	1040 1040	З
Mode		4

Valid cases = 194 Missing cases = 6 Response percent = 97.0 %
17. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING REGULAR FEATURES OF THE BULLETIN (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

ARTICLES FOCUSING ON PROFESSIONAL DEVELOPMENT

Minimum		1
Maximum		ŋ
Mean		3.2487
Median	=	з
Mode	****	3

Valid cases = 193 Missing cases = 7 Response percent = 96.5 %

ARTICLES PRESENTING NEW INFORMATION TO THE LEGAL PROFESSION

Minimum	1010 2410	1
Maximum		5
Mean	1860- 1889	3.4271
Median	=	4
Mode		4

Valid cases = 192 Missing cases = 8 Response percent = 96.0 %

17. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING REGULAR FEATURES OF THE BULLETIN (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

LIGHT, HUMAN INTEREST OR HUMOROUS FEATURES

Minimum		1
Maximum	22	5
Mean		2.4588
Median	==	2
Mode		2

Valid cases = 194 Missing cases = 6 Response percent = 97.0 %

HISTORICAL PIECES ABOUT THE BAR AND MEMBERS

Minimum		stoned
Ma×imum	=	5
Mean	449-1 4487	2.3846
Median	Ħ	2
Mode	41495 2007	2

Valid cases = 195 Missing cases = 5 Response percent = 97.5 %

17. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING REGULAR FEATURES OF THE BULLETIN (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

"HOW-TO" PRACTICE TIPS

Minimum	kites Appiri	1
Maximum	1026 0120	5
Mean		3.7216
Median		4
Mode	algan Magan	4

Valid cases = 194 Missing cases = 6 Response percent = 97.0 %

ARTICLES ABOUT NATIONAL TRENDS

Minimum	=	1
Maximum		5
Mean	4600 1100	3.0208
Median	==	З
Mode		3

Valid cases = 192 Missing cases = 8 Response percent = 96.0 %

17A. BASED ON A SCALE OF 1 TO 5, HOW WOULD YOU RATE THE BULLETIN'S COVERAGE OF THE FOLLOWING REGULAR FEATURES (WITH 1 BEING POOR COVERAGE AND 5 BEING EXCELLENT COVERAGE):

Descriptive Statistics

INFORMATION ABOUT BAR-SPONSORED EVENTS, ACTIVITIES, SERVICES

Minimum		1
Maximum	=	5
Mean	=	3.6441
Median	=	4
Mode	=	4

Valid cases = 177 Missing cases = 23 Response percent = 88.5 %

SUBSTANTIVE LEGAL ISSUES

anno appo anno bito bito para para bena bing aine para sera sera sera dara bar bar ann

Minimum	***	1
Maximum	****	5
Mean	=	2.9663
Median	122	З
Mode	ands ands	3

Valid cases = 178 Missing cases = 22 Response percent = 89.0 %

17A. BASED ON A SCALE OF 1 TO 5, HOW WOULD YOU RATE THE BULLETIN'S COVERAGE OF THE FOLLOWING REGULAR FEATURES (WITH 1 BEING POOR COVERAGE AND 5 BEING EXCELLENT COVERAGE):

Descriptive Statistics

FEATURES ABOUT BAR MEMBERS

Minimum		1
Maximum	=	5
Mean		3.1494
Median	=	з
Mode		3

Valid cases = 174 Missing cases = 26 Response percent = 87.0 %

INTERVIEWS WITH BAR LEADERS

Minimum	4698 ++18	1
Maximum	4444 4344	5
Mean		3.1618
Median		3
Mode	40.00 1000	3

Valid cases = 173 Missing cases = 27 Response percent = 86.5 %

17A. BASED ON A SCALE OF 1 TO 5, HOW WOULD YOU RATE THE BULLETIN'S COVERAGE OF THE FOLLOWING REGULAR FEATURES (WITH 1 BEING POOR COVERAGE AND 5 BEING EXCELLENT COVERAGE):

Descriptive Statistics

ARTICLES FOCUSING ON SPECIFIC PRACTICE AREAS

Minimum		1
Maximum	=	5
Mean	==	3.0000
Median	=	3
Mode	==	3

Valid cases = 175 Missing cases = 25 Response percent = 87.5 %

ARTICLES FOCUSING ON LAW OFFICE MANAGEMENT

ander single genin alare hims court great great anno alare grace have anno alare anno alare anno anno anno anno

Minimum	****	1
Maximum	1000) 1000	5
Mean	ative. anat	3.0229
Median	00040 1004	3
Mode	2016) 2017	3

Valid cases = 175 Missing cases = 25 Response percent = 87.5 %

17A. BASED ON A SCALE OF 1 TO 5, HOW WOULD YOU RATE THE BULLETIN'S COVERAGE OF THE FOLLOWING REGULAR FEATURES (WITH 1 BEING POOR COVERAGE AND 5 BEING EXCELLENT COVERAGE):

Descriptive Statistics

ARTICLES FOCUSING ON PROFESSIONAL DEVELOPMENT

Minimum	NON Mary	1
Maximum	tana Vort	5
Mean		2.9429
Median	7546 2048	3
Mode	****	3

Valid cases = 175 Missing cases = 25 Response percent = 87.5 %

ARTICLES PRESENTING NEW INFORMATION TO THE LEGAL PROFESSION

Minimum	=	1
Maximum		5
Mean	1000 1100	2.9713
Median		з
Mode		з

Valid cases = 174 Missing cases = 26 Response percent = 87.0 %

17A. BASED ON A SCALE OF 1 TO 5, HOW WOULD YOU RATE THE BULLETIN'S COVERAGE OF THE FOLLOWING REGULAR FEATURES (WITH 1 BEING POOR COVERAGE AND 5 BEING EXCELLENT COVERAGE):

Descriptive Statistics

LIGHT, HUMAN INTEREST OR HUMOROUS FEATURES

Minimum	==	1
Maximum	=	5
Mean	****	2.9422
Median	8788 8766	Э
Mode	1010 1010	3

Valid cases = 173 Missing cases = 27 Response percent = 86.5 %

HISTORICAL PIECES ABOUT THE BAR AND MEMBERS

anda dama daad wixe payar batar anna dana adab kant visik kanja dana yant dalam angan unit aman unita

Minimum	anga maga	1
Maximum	=	5
Mean		3.0526
Median	quas sties	З
Mode	1075	3

Valid cases = 171 Missing cases = 29 Response percent = 85.5 %

17A. BASED ON A SCALE OF 1 TO 5, HOW WOULD YOU RATE THE BULLETIN'S COVERAGE OF THE FOLLOWING REGULAR FEATURES (WITH 1 BEING POOR COVERAGE AND 5 BEING EXCELLENT COVERAGE):

Descriptive Statistics

"HOW-TO" PRACTICE TIPS

Minimum	6089 1999	1
Maximum		5
Mean	****	2.9540
Median		Э
Mode	auld anna	Э

Valid cases = 174 Missing cases = 26 Response percent = 87.0 %

ARTICLES ABOUT NATIONAL TRENDS

anter aller aller aller ande ande mode time aller aller base base bige bijde ande aller aller aller

Minimum	-1894 	1
Maximum	**	<u>.</u>
Mean	5160 0100	2.7791
Median	inter admit	З
Mode		3

Valid cases = 172 Missing cases = 28 Response percent = 86.0 %

18. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING REGULAR DEPARTMENTAL COLUMNS IN THE BULLETIN (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

GOVERNOR'S PERSPECTIVE

Minimum	=	1
Maximum	****	5
Mean	11	2.1064
Median		2
Mode	=	2

Valid cases = 188 Missing cases = 12 Response percent = 94.0 %

EXECUTIVE DIRECTOR'S VIEW

Minimum	****	1
Maximum		5
Mean	11.12 11.12	2.0585
Median		2
Mode	6093 1758	1

Valid cases = 188 Missing cases = 12 Response percent = 94.0 %

18. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING REGULAR DEPARTMENTAL COLUMNS IN THE BULLETIN (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

BAR COUNSEL

Minimum		1
Maximum	=	5
Mean	***	3.1123
Median	111	3
Mode		З

Valid cases = 187 Missing cases = 13 Response percent = 93.5 %

DISCIPLINE REPORTS

Minimum		1
Maximum		5
Mean	=	3.6138
Median		4
Mode	=	3

Valid cases = 189 Missing cases = 11 Response percent = 94.5 %

18. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING REGULAR DEPARTMENTAL COLUMNS IN THE BULLETIN (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

RESOURCES

Minimum	4065 4440	*****
Maximum		5
Mean	1900 - 1900	2.8778
Median	1000 1000	3
Mode	1000 4600	3

Valid cases = 180 Missing cases = 20 Response percent = 90.0 %

LETTERS TO THE EDITOR

that four even new load that the part and the sole and the sole that the sole and sole the sole the

Minimum	4660 1680	1
Maximum		5
Mean		2.6085
Median		3
Mode		З

Valid cases = 189 Missing cases = 11 Response percent = 94.5 %

18. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING REGULAR DEPARTMENTAL COLUMNS IN THE BULLETIN (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

PLF UPDATE

Minimum	=	1
Maximum		5
Mean	-	3.3989
Median	# #	3
Mode	==	3

Valid cases = 188 Missing cases = 12 Response percent = 94.0 %

COMPUTALK

Minimum	ininge depair	1
Maximum	=	5
Mean	aboy aboy	2.3085
Median	****	2
Mode	9895 	1

Valid cases = 188 Missing cases = 12 Response percent = 94.0 %

Descriptive Statistics

B-IN MEMORIAM

Minimum		1
Maximum	****	5
Mean	=	2.5699
Median	48.44 4944	3
Mode	1-44 -145	3

Valid cases = 186 Missing cases = 14 Response percent = 93.0 %

MISS GRAMMAR

Minimum	Şelas Kisə	1
Maximum	****	5
Mean	1600 1900	2.6505
Median	abor Julio	3
Mode		1

Valid cases = 186 Missing cases = 14 Response percent = 93.0 %

18. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING REGULAR DEPARTMENTAL COLUMNS IN THE BULLETIN (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

LEGAL ASSISTANTS

NEW NOT THE ALL AND THE SECOND CASE STAT THE THE PART AND AND AND AND AND AND AND

Mi	nimum	****	1
Ma	ximum	22	5
Me	an	27	2.0053
Me	dian	****	2
Mo	de	=	1

Valid cases = 188 Missing cases = 12 Response percent = 94.0 %

OSB-CLE PROGRAMS

Minimum	erte Piùe	- Andrew
Maximum		5
Mean	4944 1946	3.4787
Median	1000 4000	4
Modes (Bimodal)	Mile Marti	3 & 4

Valid cases = 188 Missing cases = 12 Response percent = 94.0 %

18. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING REGULAR DEPARTMENTAL COLUMNS IN THE BULLETIN (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

MOVES

Minimum	=	******
Maximum		Ċ,
Mean		3.1818
Median	8000 8775	3
Mode		4

Valid cases = 187 Missing cases = 13 Response percent = 93.5 %

AMONG OURSELVES

Minimum		1
Maximum	æ	5
Mean		3.2032
Median		3
Mode	8746 00001	з

Valid cases = 187 Missing cases = 13 Response percent = 93.5 %

18. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING REGULAR DEPARTMENTAL COLUMNS IN THE BULLETIN (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

LAWYER ANNOUNCEMENTS

Minimum	400ef 1400e	1
Maximum		5
Mean		3.1872
Median		З
Mode	*****	З

Valid cases = 187 Missing cases = 13 Response percent = 93.5 %

CLASSIFIED ADS

Minimum	viside Vesta	*
Maximum	4446 7440	5
Mean	14400 4544	2.8989
Median	anna 4194	3
Mode	aniala Maint	3

Valid cases = 188 Missing cases = 12 Response percent = 94.0 %

19. BASED ON A SCALE OF 1 TO 5, HOW DO YOU THINK THE BULLETIN DOES IN THE FOLLOWING AREAS (WITH 1 BEING POOR JOB AND 5 BEING EXCELLENT JOB)

Descriptive Statistics

ENOUGH PHOTOS

Minimum	10.02 1.000	ala and a second and
Maximum		5
Mean	***	3.3152
Median		З
Mode	***	3

Valid cases = 184 Missing cases = 16 Response percent = 92.0 %

ENOUGH VISUAL ARTWORK/GRAPHICS

Minimum	abab Nation	1
Maximum	4000 4000	5
Mean	1088- 1097	3.3825
Median	19966 Anar	3
Mode	****	3

Valid cases = 183 Missing cases = 17 Response percent = 91.5 %

19. BASED ON A SCALE OF 1 TO 5, HOW DO YOU THINK THE BULLETIN DOES IN THE FOLLOWING AREAS (WITH 1 BEING POOR JOB AND 5 BEING EXCELLENT JOB)

Descriptive Statistics

OVERALL READABILITY

Minimum		1
Maximum		5
Mean	Neo-0 viate	3.4894
Median		4
Mode	****	4

Valid cases = 188 Missing cases = 12 Response percent = 94.0 %

LOOK/APPEARANCE

Minimum	antes antes	t.
Maximum		5
Mean	****	3.5241
Median	1010 1000	4
Mode	9908 9999	4

Valid cases = 187 Missing cases = 13 Response percent = 93.5 %

20. WHICH OF THE FOLLOWING BEST REFLECTS YOUR FEELINGS REGARDING ARTICLES IN THE BULLETIN?

Frequency Analysis

LENGTH OF ARTICLES	Number	Percent
NY THE THE LEW COL	ality phase there wants converting	anna anna suna line titan atta faant
1 = TOO LONG	28	15.1 %
2 = TOO SHORT	7	3.8 %
3 = ADEQUATE LENGTH	150	81.1 %
	addit where agen income again propo	cons man seen too other tool and
Total	185	100.0 %
Missing cases = 15 Response percent = 92.5 %		

NUMBER (OF ARTICLES	Number	Percent
nader offen henne felde offen hanne blede sonde offen blede state velder valge gaar felde offen door allege o	989 999 999 999 999 999 999 999 999 999	ditan tana utan sota you maga	and anot such that they are any
	1 = TOO MANY PER ISSUE	12	6.4 %
	2 = TOO FEW PER ISSUE	41	21.9 %
	3 = ADEQUATE NUMBER PER ISSUE	134	71.7 %
		anter land bene been prop	
	Total	187	100.0 %
	Missing cases = 13 Response percent = 93.5 %		

21. WHICH OF THE FOLLOWING STATEMENTS ABOUT THE BULLETIN'S DO YOU FEEL TO BE MOST ACCURATE OVER THE LAST TWO YEARS?

Frequency Analysis

CHANGE IN BULLETIN	Number	Percent
	pier siji sain iika daan pila	
= NO RESPONSE	8	4.0 %
1 = FOR THE BETTER	87	43.5 %
2 = FOR THE WORSE	11	5.5%
3 = HASN'T CHANGED	50	25.0 %
4 = NOT SURE	44	22.0 %
	diest many union trans terms to an	datoi datat ortasi kadin ongsi data (guy
Total	200	100.0 %

Missing cases = 0 Response percent = 100.0 %

22. DO YOU FEEL THAT THE BULLETIN REFLECTS THE INTERESTS OF ALL BAR MEMBERS EQUALLY WELL?

Frequency Analysis

REFLECTS INTEREST	Number	Percent
	Annual Angle: (1996) have mades (4965)	udde milite signs goti paat difa udde
= NO RESPONSE 1 = YES 2 = NO	24 86 90	12.0 % 43.0 % 45.0 %
Total	200	100.0 %

Missing cases = 0 Response percent = 100.0 %

23. DO YOU FIND THE INFORMATION USEFUL TO YOU AS A BAR MEMBER? Frequency Analysis

INFO USEFUL	Number	Percent
1 = YES, VERY 2 = YES, SOMEWHA 3 = NO, NOT VERY 4 = NOT AT ALL		19.1 % 57.7 % 14.4 % 8.8 %
Total	194	100.0 %
Missing cases = Response percent		

24. DO YOU FIND ARTICLES TO BE WELL-WRITTEN?

Frequency Analysis

WELL-WRITTEN	Number	Percent
	andi dain dain nàir sin ngu	paper some units about have been units
1 = YES, VERY	·***, 227 	13.3 %
2 = YES, SOMEWHAT	1 27	67.6 %
3 = NO, NOT VERY	30	16.0 %
4 = NOT AT ALL	6	3.2 %
	were back buck cars corp about	and well this tops over past and
Total	188	100.0 %
Missing cases = 12		

Response percent = 94.0 %

25. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING SECTIONS OR TYPES OF ARTICLES IN FOR THE RECORD (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

OPINION PAGE AND LETTERS

Minimum		1
Maximum	beland and be	5
Mean		2.4333
Median	****	, ^{nu} ş dar.
Mode	+05+ 645+	2

Valid cases = 180 Missing cases = 20 Response percent = 90.0 %

CLE NEWS

Minimum	ante unite	1
Maximum	bum ritim	5
Mean	anke kome	3.3260
Median	4080 Ariga	3
Mode	April 10 Pp	κ

Valid cases = 181 Missing cases = 19 Response percent = 90.5 %

25. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING SECTIONS OR TYPES OF ARTICLES IN FOR THE RECORD (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

SECTION/COMMITTEE NEWS

Minimum		1
Maximum	=	5
Mean		2.7989
Median	Nova slave	З
Mode	1000 1000	З

Valid cases = 179 Missing cases = 21 Response percent = 89.5 %

GENERAL BAR MEMBERSHIP NEWS

Minimum	22	1
Maximum	:*** ****	5
Mean		2.8101
Median	=	
Mode	1010 6 1609	З

Valid cases = 179 Missing cases = 21 Response percent = 89.5 %

25. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING SECTIONS OR TYPES OF ARTICLES IN FOR THE RECORD (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

FEATURES ABOUT BAR MEMBERS

Minimum	440-5 699-5	1
Maximum		5
Mean	ncan anim	2.1573
Median	=	ang dan
Mode		2

Valid cases = 178 Missing cases = 22 Response percent = 89.0 %

INFORMATION ON NEW BAR PROGRAMS AND SERVICES

anne anne cana rivel like met ante men afte sime sime sime part anne part anne come sum

Minimum	****	1
Maximum	=	f anna Saona Saona
Mean		2.9492
Median	2049 Pilan	З
Mode	ewire syde	З

Valid cases = 177 Missing cases = 23 Response percent = 88.5 %

25. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING SECTIONS OR TYPES OF ARTICLES IN FOR THE RECORD (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

PROFILES OF BAR COMMITTEES & SECTIONS men wert basie enter were nicht sonn menn menn same taus enter basie basie ause were were were

Minimum	5446 2444	1
Maximum	-000 -000	5
Mean		2.4469
Median	wõqu voqu	den.
Mode		Э

Valid cases = 179 Missing cases = 21 Response percent = 89.5 %

INFORMATION ABOUT NEW BAR STAFF MEMBERS -----

n Jack Weige and Share waste taking about about being weige		
Minimum	THE MAN	1
Maximum		and a second
Mean		1.9719
Median	500 100	2
Mode		2

Valid cases = 178 Missing cases = 22 Response percent = 89.0 %

25. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING SECTIONS OR TYPES OF ARTICLES IN FOR THE RECORD (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

LEGISLATIVE NEWS

Minimum	****	1
Maximum		5
Mean	entité écono	3.3955
Median		4
Mode	sain ann	4

Valid cases = 177 Missing cases = 23 Response percent = 88.5 %

"LIGHTER SIDE OF PRACTICE"

Minimum	6-15% 816.r	1
Maximum	1000 1000	5
Mean		2.3911
Median	Bando Alabe	
Mode	****	2

Valid cases = 179 Missing cases = 21 Response percent = 89.5 %

25. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING SECTIONS OR TYPES OF ARTICLES IN FOR THE RECORD (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

ARTICLES FOCUSING ON PROFESSIONAL DEVELOPMENT

Minimum		1
Maximum	æ	
Mean	7248 	3.0452
Median	***	З
Mode	aqabir. Ameliji	З

Valid cases = 177 Missing cases = 23 Response percent = 88.5 %

INTERVIEWS WITH LEADERS IN THE BAR

Minimum	MARY Altern	1
Maximum		5
Mean	taria Note	2.0726
Median	vijan Zalov	2
Mode	agad Galer	*

Valid cases = 179 Missing cases = 21 Response percent = 89.5 %

25. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING SECTIONS OR TYPES OF ARTICLES IN FOR THE RECORD (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

"HOW-TO" PRACTICE TIPS

Minimum	NORD Bring.	1
Maximum		5
Mean	<u></u>	3.3500
Median	=	4
Mode	400# +++4	4

Valid cases = 180 Missing cases = 20 Response percent = 90.0 %

CALENDAR INFORMATION

Minimum	adad valit	1
Maximum	able Ales	5
Mean	=	3.2557
Median	then time	з
Mode		4

Valid cases = 176 Missing cases = 24 Response percent = 88.0 %

25. BASED ON A SCALE OF 1 TO 5, HOW IMPORTANT TO YOU ARE EACH OF THE FOLLOWING SECTIONS OR TYPES OF ARTICLES IN FOR THE RECORD (WITH 1 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT):

Descriptive Statistics

CLE DIRECTORY ADS

Minimum	andi Afri	and the second s
Maximum	ndalı doğu	ات ب
Mean	taat alaa	2.9218
Median	- Mar Long	З
Mode	****	З

Valid cases = 179 Missing cases = 21 Response percent = 89.5 %

CLASSIFIED ADS

were from their most large adds much from three year over the term over most and any train

Minimum	bier pres	
Maximum		41000 1.000 1
Mean	eber yala	2.6778
Median	****	З
Mode		S

Valid cases = 180 Missing cases = 20 Response percent = 90.0 %

25A. BASED ON A SCALE OF 1 TO 5, HOW WOULD YOU RATE FOR THE RECORD'S COVERAGE OF THE FOLLOWING SELECTIONS OR TYPES OF ARTICLES (WITH 1 BEING POOR COVERAGE AND 5 BEING EXCELLENT COVERAGE):

Descriptive Statistics

OPINION PAGE AND LETTERS

Minimum	***** 58.00	1
Maximum		5
Mean	citor Carrie	2.8366
Median	ente auto	З
Mode	auto Visas	З

Valid cases = 153 Missing cases = 47 Response percent = 76.5 %

CLE NEWS

Minimum	****	
Maximum	2000 2000	5
Mean	LOW-	3.2710
Median	ritan atau	з
Mode	1.464 6040	З

Valid cases = 155 Missing cases = 45 Response percent = 77.5 %

25A. BASED ON A SCALE OF 1 TO 5, HOW WOULD YOU RATE FOR THE RECORD'S COVERAGE OF THE FOLLOWING SELECTIONS OR TYPES OF ARTICLES (WITH 1 BEING POOR COVERAGE AND 5 BEING EXCELLENT COVERAGE):

Descriptive Statistics

SECTION/COMMITTEE NEWS

Minimum	4700- 1668	1
Maximum	prise 1997	5
Mean	8-346 7936	2.8961
Median	2004 2000	3
Mode	Book Land	3

Valid cases = 154 Missing cases = 46 Response percent = 77.0 %

GENERAL BAR MEMBERSHIP NEWS

Minimum		1
Ma×imum	114 4 6180	E.
Mean		2.9477
Median	-ase date	З
Mode	sume auto	З

Valid cases = 153 Missing cases = 47 Response percent = 76.5 %

25A. BASED ON A SCALE OF 1 TO 5, HOW WOULD YOU RATE FOR THE RECORD'S COVERAGE OF THE FOLLOWING SELECTIONS OR TYPES OF ARTICLES (WITH 1 BEING POOR COVERAGE AND 5 BEING EXCELLENT COVERAGE):

Descriptive Statistics

FEATURES ABOUT BAR MEMBERS

Minimum	sida seer	1
Maximum		5
Mean	4000 4000	2.7351
Median		3
Mode	40000 40000	3

Valid cases = 151 Missing cases = 49 Response percent = 75.5 %

INFORMATION ON NEW BAR PROGRAMS & SERVICES

Minimum		1
Maximum	2007	5
Mean		3.0584
Median	20194 2017	3
Mode	antan Sahar	З

Valid cases = 154 Missing cases = 46 Response percent = 77.0 %

25A. BASED ON A SCALE OF 1 TO 5, HOW WOULD YOU RATE FOR THE RECORD'S COVERAGE OF THE FOLLOWING SELECTIONS OR TYPES OF ARTICLES (WITH 1 BEING POOR COVERAGE AND 5 BEING EXCELLENT COVERAGE):

Descriptive Statistics

PROFILES OF BAR COMMITTEES & SECTIONS

Μ.	inimum		1
Ma	aximum	stavi. Gale	5
M	ean		2.7843
Me	edian		3
Ma	ode	8	з

Valid cases = 153 Missing cases = 47 Response percent = 76.5 %

INFORMATION ABOUT NEW BAR STAFF MEMBERS

and with well were special wired, special open their weary solar where special were apply

Minimum	viter Lines	1
Ma×imum		5
Mean	400a 440a	2.7867
Median	4546 8340	3
Mode	 -000	З

Valid cases = 150 Missing cases = 50 Response percent = 75.0 %

25A. BASED ON A SCALE OF 1 TO 5, HOW WOULD YOU RATE FOR THE RECORD'S COVERAGE OF THE FOLLOWING SELECTIONS OR TYPES OF ARTICLES (WITH 1 BEING POOR COVERAGE AND 5 BEING EXCELLENT COVERAGE):

= 3

Descriptive Statistics

LEGISLATIVE NEWS

Minimum	nçên Vela	1
Ma×imum	2464 8948	5
Mean	****	2.9351
Median		З

Mode

Valid cases = 154 Missing cases = 46 Response percent = 77.0 %

"LIGHTER SIDE OF PRACTICE"

Minimum		1
Maximum	1000 1000	5
Mean	*200 ****	2.7947
Median	Balling Balan	Э
Mode		с. С

Valid cases = 151 Missing cases = 49 Response percent = 75.5 %

25A. BASED ON A SCALE OF 1 TO 5, HOW WOULD YOU RATE FOR THE RECORD'S COVERAGE OF THE FOLLOWING SELECTIONS OR TYPES OF ARTICLES (WITH 1 BEING POOR COVERAGE AND 5 BEING EXCELLENT COVERAGE):

Descriptive Statistics

ARTICLES FOCUSING ON PROFESSIONAL DEVELOPMENT

Minimum	***	1
Maximum		5
Mean	No ar Again	2.7974
Median		3
Mode	****	З

Valid cases = 153 Missing cases = 47 Response percent = 76.5 %

INTERVIEWS WITH LEADERS IN THE BAR

Minimum = 1 Maximum = 5 Mean = 2.7333 Median = 3 Mode = 3

Valid cases = 150 Missing cases = 50 Response percent = 75.0 %
25A. BASED ON A SCALE OF 1 TO 5, HOW WOULD YOU RATE FOR THE RECORD'S COVERAGE OF THE FOLLOWING SELECTIONS OR TYPES OF ARTICLES (WITH 1 BEING POOR COVERAGE AND 5 BEING EXCELLENT COVERAGE):

Descriptive Statistics

"HOW-TO" TIPS

Minimum = 1

Maximum	enter vient	5
Mean	raus Loin	2.8079
Median	1945 4419	3
Mode	2000 8000	з

Valid cases = 151 Missing cases = 49 Response percent = 75.5 %

CALENDAR INFORMATION

Minimum	80%8 6-160	1
Maximum	111	5
Mean		3.2614
Median	6084. 0086	З
Mode		3

Valid cases = 153 Missing cases = 47 Response percent = 76.5 %

25A. BASED ON A SCALE OF 1 TO 5, HOW WOULD YOU RATE FOR THE RECORD'S COVERAGE OF THE FOLLOWING SELECTIONS OR TYPES OF ARTICLES (WITH 1 BEING POOR COVERAGE AND 5 BEING EXCELLENT COVERAGE):

Descriptive Statistics

CLE DIRECTORY ADS

Minimum	#500 #094	al and a second an
Maximum	urite dent	5
Mean		3.1645
Median	****	3
Mode		З

Valid cases = 152 Missing cases = 48 Response percent = 76.0 %

CLASSIFIED ADS

Minimum	1005 1944	1
Maximum	anna Salar	5
Mean	anan Kata	3.0658
Median	vala esoi	3
Mode	1000 (1807	з

Valid cases = 152 Missing cases = 48 Response percent = 76.0 %

26. BASED ON A SCALE OF 1 TO 5, HOW DO YOU THINK FOR THE RECORD DOES IN THE FOLLOWING AREAS (WITH 1 BEING POOR JOB AND 5 BEING EXCELLENT JOB):

Descriptive Statistics

ENOUGH PHOTOS

Minimum	 1
Maximum	 5
Mean	 3.0237
Median	 3
Mode	 3

Valid cases = 169 Missing cases = 31 Response percent = 84.5 %

ENOUGH VISUAL ARTWORK/GRAPHICS

new were then the next per also when and any any were well and and and the

Minimum	4014 1634	1
Maximum		5
Mean	aning 2000	2.9882
Median	****	Э
Mode	namiji belav	3

Valid cases = 169 Missing cases = 31 Response percent = 84.5 %

26. BASED ON A SCALE OF 1 TO 5, HOW DO YOU THINK FOR THE RECORD DOES IN THE FOLLOWING AREAS (WITH 1 BEING POOR JOB AND 5 BEING EXCELLENT JOB):

Descriptive Statistics

OVERALL READABILITY

Minimum		1
Maximum	er Mi alder	5
Mean		3.0743
Median		З
Mode	#800 8858	З

Valid cases = 175 Missing cases = 25 Response percent = 87.5 %

LOOK/APPEARANCE

were and over over much over your over band par and your and your upon upon the

Minimum	***	ł
Maximum	elaw Jacob	5000 5
Mean	kenv kenv	2.9086
Median	and the	З
Mode	viller Lean	3

Valid cases = 175 Missing cases = 25 Response percent = 87.5 %

26. BASED ON A SCALE OF 1 TO 5, HOW DO YOU THINK FOR THE RECORD DOES IN THE FOLLOWING AREAS (WITH 1 BEING POOR JOB AND 5 BEING EXCELLENT JOB):

Descriptive Statistics

PROVIDES TIMELY INFORMATION

Minimum	:::::	1
Maximum	=	given Success
Mean	Ander Mare	3.2241
Median	1010 6604	З
Mode		3

Valid cases = 174 Missing cases = 26 Response percent = 87.0 %

27. WHICH OF THE FOLLOWING BEST REFLECTS YOUR FEELINGS REGARDING ARTICLES IN FOR THE RECORD?

Frequency Analysis

LENGTH OF ARTICLES	Number	Percent
		2025 Loof star and true con when
1 = TOO LONG	16	9.6 %
2 = TOO SHORT	10	6.0 %
3 = ADEQUATE LENGTH	141	84.4 %
Total	167	100.0 %
Missing cases = 33 Response percent = 83.5 %		

Frequency Analysis

NUMBER OF ARTICLES	Number	Percent
Note with with with the law toke the set the s		POR ANN AND the star that are
1 = TOO MANY PER ISSUE	18	10.8 %
2 = TOO FEW PER ISSUE	18	10.8 %
3 = ADEQUATE NUMBER	131	78.4 %
Total	167	100.0 %
Missing cases = 33 Response percent = 83.5 %		

28. WHICH OF THE FOLLOWING STATEMENTS ABOUT FOR THE RECORD DO YOU FEEL TO BE MOST ACCURATE OVER THE PAST YEAR?

Frequency Analysis

CHANGED	Number	Percent
	andar annot nyant kedan adam yann	nadi nakin doʻda yang kyan akan
= NO RESPONSE	19	9.5%
1 = FOR THE BETTER	45	22.5 %
2 = FOR THE WORSE	10	5.0 %
3 = NO CHANGE	70	35.0 %
4 = NOT SURE	56	28.0 %
	wards office alles' klade affice office	adan salar nam aken sijat kana sala
Total	200	100.0 %

Missing cases = 0 Response percent = 100.0 %

29. DO YOU FEEL THAT FOR THE RECORD REFLECTS THE INTERESTS OF ALL BAR MEMBERS EQUALLY WELL?

Frequency Analysis

REFLECTS	INTEREST	Number	Percent
	999 4000 1998 1998 1998 1999 1990 1990 1990 1	patho water atom show added and-	anna sana ana ana ana
1 2	= NO RESPONSE = YES = NO	30 86 84	15.0 % 43.0 % 42.0 %
Τc	otal	200	100.0 %

Missing cases = 0 Response percent = 100.0 %

30. DO YOU EVER READ OR NOTICE ADVERTISEMENTS IN THE BULLETIN?

Frequency Analysis

DO YOU READ ADS IN B	Number	Percent
1 = YES 2 = NO	169 28	85.8 % 14.2 %
Total	197	100.0 %
Missing cases = 3 Response percent = 98.5 %		

31. DO YOU EVER RECALL ADS IN THE BULLETIN WHEN YOU ARE MAKING PURCHASING DECISIONS?

Frequency Analysis

RECALL ADS IN BULLETIN	Number	Percent
	adam anda jamb ujuki siyu. Kitar	Abir TOUA faile and even and rely
1 = YES 2 = NO	82 110	42.7 % 57.3 %
Total	192	100.0 %
Missing cases = 8 Response percent = 96.0 %		

32. IF YOU ARE INVOLVED IN THE PURCHASING DECISIONS IN YOUR OFFICE, WHICH OF THE FOLLOWING SERVICES DOES YOUR OFFICE PLAN TO PURCHASE OR USE IN THE NEXT 12 MONTHS?

Multi-Variable Response

Number of cases = 200		Count	Percent
Number of cases = 200	20 = NOT INVOLVED 08 = PRINTING SERVICE 16 = COMPUTER SUPPORT 06 = TRAVEL AGENCY 15 = GROUP HEALTH INS 09 = TEMP/PERSONNEL 12 = MESSENGER SERV 19 = ACCOUNTING 03 = MOVING/STORAGE 11 = INTERIOR DESIGN 18 = JANITORIAL 14 = OFFICE LEASING 17 = CATERING 01 = AD OR PR AGENCY 05 = SECURITY/ALARM 07 = ANSWERING SERVC 13 = R E AGENCY	Count 52 47 44 37 36 32 31 22 18 13 13 13 11 11 11 9 9 8 8	Percent 26.0 % 23.5 % 22.0 % 18.5 % 18.0 % 16.0 % 15.5 % 11.0 % 9.0 % 6.5 % 5.5 % 4.5 % 4.5 % 4.0 %
	04 = AUTO LEASING 02 = DIRECT MAIL CO 10 = MGT/MKT CONSULT	ដ ជ ជ វ ភ ភ	4.0 % 3.0 % 2.0 % 1.5 %

33. WHICH OF THE FOLLOWING TYPES OF EQUIPMENT DOES YOUR OFFICE PLAN TO BUY OR LEASE IN THE NEXT 12 MONTHS?

Multi-Variable Response

Number of cases = 200Count Percent tone want that byte white part part 9 = DON'T KNOW 57 28.5 % 5 = COMPUTER26.5 % 53 3 = DESK/OFFC FURN 43 21.5 % 7 = FAX MACHINE28 14.0 % i = COPIER25 12.5 % 6 = PHONE SYSTEM 9.5 % 19 2 = TYPEWRITER 17 8.5 % 4 = TV/VCR12 6.0 % 8 = OTHERЗ 1.5 %

34. WHICH OF THESE PRODUCTS DO YOU PERSONALLY PLAN TO BUY IN THE NEXT YEAR?

Multi-Variable Response

Number of cases = 200

			Count	Percent
			infus paint vices some mone	sizes about toos yount move clear poor
16		OREGON-MADE WINE	106	53.0 %
02	istan Kitab	HOME FURNITURE	95	47.5 %
03		SPORTING GOODS	92	46.0 %
04		COMPUTER SOFTWR	59	29.5 %
01	****	AUTOMOBILE	53	26.5 %
11	==	STEREO EQUIPMENT	42	21.0 %
07	==	MAJOR APPLIANCE	39	19.5 %
06	00000 01-00	TV/VCR	35	17.5 %
14	entin Noce	HOME COMPUTER	33	16.5 %
05	-1244 77744	CAMERA EQUIPMT	32	16.0 %
10	**** ****	JEWELRY	28	14.0 %
15	575	ANTIQUES	26	13.0 %
12	****	HOT TUB/SPA	19	9.5 %
13		CELLULAR PHONE	13	6.5 %
09	7889 1648	BOAT	e	3.0 %
08	teme Pres	MOTOR HOME	* 	0.5 %

35. IF YOU ARE PLANNING TO PURCHASE A NEW AUTOMOBILE IN THE NEXT YEAR, IN WHAT PRICE RANGE WILL YOU MOST LIKELY PURCHASE?

Frequency Analysis

NEW AUTO PRICE RANGE	Number	Percent
	sait that and adde and and adde	uern stuer pase Man brie ever bee
1 = UNDER \$10,000	10	13.3 %
2 = \$10K-14,999	20	26.7 %
3 = \$15K-19,999	23	30.7 %
4 = \$20K-29,999	17	22.7 %
5 = \$30K-49,999	5	6.7 %
6 = \$50K-75,000	0	0.0 %
7 = OVER \$75,000	0	O.O %
	ndir eine denn nife inde sige	
Total	75	100.0 %

Missing cases = 125 Response percent = 37.5 %

36. DO YOU PLAN TO PURCHASE A NEW HOME IN THE NEXT 12 MONTHS?

Frequency Analysis

PURCHASE N	NEW HOME	Number	Percent
	188 189 199 199 199 199 199 199 199 199	مووي ويهمو ويوجه دؤهم تشمو مورد	and the star and any area and liter
	= NO RESPONSE	18	9.0 %
t	1 = YES	39	19.5 %
1	2 = NO	143	71.5 %
		norme evane ûşên şelenî dilane evîder	adment interest attings and warms and a stress
	Total	200	100.0 %
þ	Missing cases = O		

Response percent = 100.0 %

IF SO, IN WHAT PRICE RANGE WILL YOU MOST LIKELY PURCHASE?

Frequency Analysis

HOME PRICE RANGE	Number	Percent
	dannya Kangi Seman Jangar Bangar Bangar	fin man nad the side and side and
1 = UNDER \$75,000	13	31.0 %
2 = \$75K-99,999	10	23.8 %
3 = \$100K-149,999	8	19.0 %
4 = \$150K-199,999	6	14.3 %
5 = \$200K-299,999	4. 1	9.5 %
6 = \$300K-500,000	1	2.4 %
7 = OVER \$500,000	0	0.0 %
	titus vuite daim jain dans ettää	
Total	42	100.0 %
Himming assume to		

Missing cases = 158 Response percent = 21.0 %

37. WHICH OF THE FOLLOWING SERVICES DO YOU PERSONALLY PLAN TO USE OR BUY IN THE NEXT 12 MONTHS?

Multi-Variable Response

Number of cases = 200Count Percent ----and only side over ince into the 02 = TRAVEL AGENCY 129 64.5 % 12 = CLEANING/MAID 77 38.5 % 04 = HOME REMODEL/REP 75 37.5 % 11 = ACCT/TAX ADVISOR 75 37.5 % 08 = VETERINARIAN 75 37.5 % 05 = HEALTH CLUB30.5 % 61 03 = LANDSCAPING 59 29.5 % 10 = STOCK BROKER 57 28.5 % 23.5 % 01 = R E AGENT47 09 = FINANCIAL PLAN 36 18.0 % O6 = INTERIOR DECOR 26 13.0 % 07 = CATERING18 9.0 %

38. IN THE NEXT YEAR, WHICH OF THE FOLLOWING INSURANCE NEEDS WILL YOU SHOP FOR?

Multi-Variable Response

Number of cases = 200

			Count	Percent
			unda launi salat akat akat	wear approve after appear series dones cause
1		AUTO	74	37.0 %
2		HOMEOWNER	68	34.0 %
4		MEDICAL	42	21.0 %
6		LIFE	39	19.5 %
5	40000 8000	DENTAL	27	13.5 %
З		RENTER	10	5.0 %

39. DO YOU PLAN TO DO ANY TRAVELING FOR BUSINESS OR PERSONAL REASONS, IN THE NEXT 12 MONTHS?

Frequency Analysis

TRAVEL FO	R BUS/PERS	Number	Percent
where we want and some more and water over and room and some some and and and and and	out which have have while which	same two was able that not	anus pinto suby with hills link title
	1 = YES 2 = NO	193 4	98.0 % 2.0 %
	Total	197	100.0 %

Missing cases = 3 Response percent = 98.5 %

40. DO YOU PLAN TO VACATION IN ANY OF THE PLACES LISTED BELOW IN THE NEXT 12 MONTHS?

Multi-Variable Response

Number of cases = 200Count Percent ----04 = SOUTHERN CALIF 53 26.5 % 05 = HAWAII50 25.0 % 01 = RENO/LK TAHOE 17.5 % 35 13 = OTHER34 17.0 % 08 = EUROPE30 15.0 % 06 = CANADA 28 14.0 % 07 = MEXICO11.0 % O3 = FLORIDA21 10.5 % 02 = LAS VEGAS 11 5.5 % 12 = THE CARRIBEAN 10 5.0 % 09 = ASIA9 4.5 % 10 = MEDITERRANEAN 8 4.0% 11 = AUSTRALIA 7 3.5 %

41. DO YOU PLAN TO VISIT OR VACATION IN ANY OF THE FOLLOWING OREGON LOCALES IN THE NEXT 12 MONTHS?

Number of cases = 200		Count	Percent
		and we will show when when	mala respectives analy place maps doole
	2 = BEND AREA	121	60.5 %
	6 = NO ORE COAST	111	55.5 %
	7 = CEN ORE COAST	85	42.5 %
	4 = MT HOOD AREA	85	42.5 %
	1 = ASHLAND	68	34.0 %
	5 = SALISHAN	33	16.5 %
	8 = SO ORE COAST	32	16.0 %
	3 = KAH-NEE-TA		10.5 %

42. WHICH OF THE FOLLOWING DO YOU PERSONALLY PLAN TO BUY FOR INVESTMENT PURPOSES IN THE NEXT YEAR?

Multi-Variable Response

Number of cases = 200	Count	Percent
	12-12 2228 2239 2148 2414	which share share that care with
08 = IRA/KEOUGH ACCT	·95	47.5 %
04 = MUTUAL/MM FUNDS	the second second	46.0 %
13 = INT SAVINGS ACCT	87	43.5 %
01 = CORPORATE STOCK	62	31.0 %
OS = CD'S	61	30.5 %
02 = ST/MUNI BONDS	37	18.5 %
10 = TREAS NOTES/BILL	20	10.0 %
11 = ART	18	9.0 %
06 = REAL ESTATE	13	6.5%
03 = CORPORATE BONDS	7	3.5 %
09 = PRECIOUS METALS	4	2.0 %
12 = LTD. PARTNERSHIP	1	0.5 %
07 = COMMODITIES	t	0.5 %

43. APPROXIMATELY, HOW MUCH DO YOU SPEND ON THE FOLLOWING PRODUCTS OR SERVICES IN AN AVERAGE MONTH OR YEAR?

Descriptive Statistics

RESTAURANTS/MONTH

when were sume over their dist alow such under some liber alows approx plan pare

Minimum	=	10
Maximum		500
Mean	adite angu	145.7971
Median	æ	100
Mode		100

Valid cases = 138 Missing cases = 62 Response percent = 69.0 %

CLOTHING/MONTH

Minimum		10
Maximum	-	600
Mean	 	127.3282
Median	itee itee	100
Mode		100

Valid cases = 131 Missing cases = 69 Response percent = 65.5 %

43. APPROXIMATELY, HOW MUCH DO YOU SPEND ON THE FOLLOWING PRODUCTS OR SERVICES IN AN AVERAGE MONTH OR YEAR?

Descriptive Statistics

MEDICAL SERVICES/MONTH

Minimum	***** 2000	5
Maximum	name. Aber	1500
Mean		117.1500
Median	6600 A613	50
Mode	time	50

Valid cases = 100 Missing cases = 100 Response percent = 50.0 %

ENTERTAINMENT/MONTH

seen make seen any scole blow only store any sole and any sole only only sole any any sole and

Minimum		10
Maximum		1000
Mean	1944 Alas	148.6496
Median	ator Man	100
Mode	Anne West	100

Valid cases = 137 Missing cases = 63 Response percent = 68.5 %

43. APPROXIMATELY, HOW MUCH DO YOU SPEND ON THE FOLLOWING PRODUCTS OR SERVICES IN AN AVERAGE MONTH OR YEAR?

Descriptive Statistics

CHARITIES/YEAR

Minimum	11	10
Maximum	<u></u>	40000
Mean	alita Alita	1792.9535
Median	esen Vilen	475
Mode	1010 1010	100

Valid cases = 129 Missing cases = 71 Response percent = 64.5 %

HOME REPAIR SERVICES/YEAR

Minimum	=	2
Maximum	None Inter	5000
Mean		844.0667
Median		500
Mode	Aller Vitage	500

Valid cases = 105 Missing cases = 95 Response percent = 52.5 %

43. APPROXIMATELY, HOW MUCH DO YOU SPEND ON THE FOLLOWING PRODUCTS OR SERVICES IN AN AVERAGE MONTH OR YEAR?

Descriptive Statistics

HOME FURNISHINGS/YR

.

Minimum	- 105 - 105	10
Maximum	asan Nega	5000
Mean	**** ****	852.5238
Median		500
Mode	Patra case	1000

Valid cases = 105 Missing cases = 95 Response percent = 52.5 %

CAR REPAIRS/YEAR

Minimum	-744 4044	10
Maximum		3000
Mean		571.5600
Median		400
Mode	2004 1000	500

Valid cases = 125 Missing cases = 75 Response percent = 62.5 %

43. APPROXIMATELY, HOW MUCH DO YOU SPEND ON THE FOLLOWING PRODUCTS OR SERVICES IN AN AVERAGE MONTH OR YEAR?

Descriptive Statistics

VACATIONS-LONG WEEKENDS/YEAR

Minimum	8008 9749	10
Maximum	488% 8884	10000
Mean	titi ad artisti	2271.7910
Median	4889 1996	1800
Mode	-1.54 2020	3000

Valid cases = 134 Missing cases = 66 Response percent = 67.0 %

44. IF YOU HAVE ADVERTISED IN THE BULLETIN CLASSIFIED SECTION, HOW WOULD YOU RATE THE RESPONSE TO YOUR AD?

Frequency Analysis

RESPONSE	TO AD	Number	Percent
anna còna dhan anna bean anna anna coma hann bann bann bann dann dalar albar local bann bann anna a	200 2020 and and and and an are an are an are an are an are an are an		Value cone come adore done uces back
1	= EXCELLENT	<u> </u>	0.8%
erre y Alam	= SATISFACTORY	Э	7.3 %
3	= POOR	10	8.1 %
4	= DON'T KNOW	0	0.0 %
5	= DIDN'T ADVERTISE	104	83.9 %
		ever dans area balls that also	date unte majo dente peus augo augo
Тс	otal	124	100.0 %

Missing cases = 76 Response percent = 62.0 %

44A. IF YOU HAVE ADVERTISED IN FOR THE RECORD CLASSIFIED SECTION, HOW WOULD YOU RATE THE RESPONSE TO YOUR AD?

Frequency Analysis

RESP TO FTR AD	Number	Percent
	date date bris inch build bails	and, care and and area appr and
1 = EXCELLENT	0	0 " 0 – %
2 = SATISFACTORY	2	1.6%
3 = POOR	12	9.8 %
4 = DON'T KNOW	1	0.8 %
5 = DIDN'T ADVERTISE	108	87.8 %
	indene value basen sentre vonus, onda	nood that from they are dely from
Total	123	100.0 %
ket in an		

Missing cases = 77 Response percent = 61.5 %

Num	I-HOW-TO	TIPS			
Row%		. Nagar valar kalar same same		na rum nun débe nedé élmé reéé t	
	1	2			
AREA OF LAW					
ADMINISTRATIVE	2.8	5.6	And the second se		15
BANKRUPTCY		ĺ.	Ē	36.5 12	28.8
BUSINESS & CORP	6	3.1	18.8	37.5 40	34.4
CONSUMER	6.0 1	7.0	18.0	40.0 9	29.0 14
CRIMINAL	3.6	0.0 8	14.3	32.1	50.0 11
DEBTOR/CREDITOR	5.0	20.0	17.5	30.0 32	27.5
FAMILY LAW	z.e 3	2.9 5	15.8	42.1	35.5 24
GEN LITIGATION	5	8.6	8.6	36.2	41.4
GOVERNMENT	3.2 2 5.9	8.4 3 8.8	14.7 7 20.6	41.1	32.6 10
INTELL PROPERTY	1.	o.o	2	35.3 5	29.4 2
LABOR & EMPLOY	10.0 1 2.7		20.0 7 18.9	50.0 15 40.5	20.0 12 32.4
REAL PROPERTY			10.7 16 19.0	 33 39.3	32.9 28 33.3
TAXATION	 3 13.6	+.5	ŝ	00.0 12 54.5	3
WILL & TRUSTS	1	Entry Local	10.0 7 10.0	30	26
WORKERS COMP	O	2	25.0	famels frank	500 1
OTHER	et al.		21.1	14	11
NA	Ó	herebe	1 50.0	O	20.9 0,0

Num	I -SUBSTA	NTIVE	LEGAL		
Row%	ever sin ever over ener over sere a	er mun cold edin werd same a	ana amat dana bada amat dani 1940 1960	- Pett slive dillé daar tavé etja daar -	untu ulara anan anan anan
			2008 10 10 10 10 10	r de la companya de l La companya de la comp)
		ter bilan Allan ulan sada auto si in kisar tahar avata akas akas ak	tite talan adala dala taran yang yang yang ada dalam yang unit dalah salah salah salah	NUME SAME AND AND AND AND AND	Nove with view cuto with NNN Nove gove true wave star main
AREA OF LAW					
ADMINISTRATIVE		10			5
BANKRUPTCY		18.9	22.6	39.6 19	17.0 8
BUSINESS & CORP	3.0 6	6.1 8	21.2 29	45.5 44	24.2 14
CONSUMER	5.9 0	7.9	28.7 9	43.6 12	13.9 6
CRIMINAL	0.0 5	6.9 4	31.0 10	and the second s	20.7 7
DEBTOR/CREDITOR	the state of the state	9.8 8	24.4 20	36.6 29	17.1 16
FAMILY LAW	3.9 4	10.5 7	26.3 11	38.2 23	21.1 13
GEN LITIGATION	6 a 9 4	12.1 10	19.0 27	39.7 35	22.4 20
GOVERNMENT		10.4		36.5 12	20.8
INTELL PROPERTY	2.9 0			 34.3 6	22.9 0
	() " ()	10.0	30.0	60.O	() " ()
LABOR & EMPLOY	2.6	6 15.8	15	10 26.3	6 15.8
REAL PROPERTY	4.7	4.7	21 24.7	41 48.2	15 17.6
TAXATION			9 40.9		2 9.1
WILL & TRUSTS	5.6	5 7.0	20 28.2	28 39.4	14 19.7
WORKERS COMP	-	4 16.7	6	12	
OTHER	O	5	15	-	4 10.3
NA	Ó	()	1 50.0	()	
	tari Ni teri	·** 18 ***	Sand San' 20 Say	1	Transf "see" for "see"

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Num	I-NEW INFORMATION				
Row%		anto, anto polity piller proc. value unce .	adiy diye ford beind diver about space i	whit down have back back about want .	tand and a close align from arrest
	a de la construcción de	2	12		ioner Second
	tere and tere and tere and tere	vartar dalak padak antara kantar antara adama i antara dalak antara banan bana bana bana b	anda anna anda kana unan anna a	nta anno nova mun yano yano nagy i mun pano nova luna pina anna gono i	and been light raid light with
AREA OF LAW					
ADMINISTRATIVE	1 2.0		14		10 19.6
BANKRUPTCY	1 D. 1.	1.4	1.5	7	5
BUSINESS & CORP	ETT	1 ()	46.9	21.9 	15.6
CONSUMER	5.1 0	-troop	33.7 9	12	14.3 6
CRIMINAL	0.0 2	7	32.1 13	15	
DEBTOR/CREDITOR	3	17.5 4	30	37.5 26	7.5 13
FAMILY LAW	3.9 4	5.3 4	39.5 15	25	17.1 10
GEN LITIGATION		6.9 12	25.9 36	31	12
GOVERNMENT	49 	12.0 5	7	33.0 13	12.8 8
INTELL PROPERTY		14.7 0	20.6 2	38.2 7	23.5 0
LABOR & EMPLOY	0.0	5	8	77.8 16	7
REAL PROPERTY	2.7 4	13.5 8	21.6 29	43.2 33	18.9 9
TAXATION	2	9 r 6 1	6	t mag	3
WILL & TRUSTS	9.5 4	4.8 5	28.6 20	42.9 29	14.3 11
WORKERS COMP	5.8	7.2	29.0 8	42.0 10	15.9 2
OTHER	4.2		20-2 11	41.7 15	e. 3 8
NA	0.0	10.5 0		39.5 1	21.1 O
	0.0	() " ()	50 ° 0		Ο.Ο

Num	I-SPECIFIC AREAS				
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	adaren y	- 40 - - 2-10-	3	erte Encefr	Brown Brown Brown Brown
	and the state over the late the	nent vinet della senar anna anna mura unne vada setar aine aine tidad	wind when down your down when wear much when runs were assue appr last	tern the loss that the loss the same	where we are shown and the short want and a short want about theme
AREA OF LAW					
ADMINISTRATIVE	-9 -9 -9 -9 -9 -9 -9 -9 -9 -9 -9 -9 -9 -	7	20	17 33.3	
BANKRUPTCY	0 0	a na	8	 16 48.5	5
BUSINESS & CORP		10	32	43	9
CONSUMER	3.0 0 0.0		Э	43.0	5
CRIMINAL	v.v 2 4.9	G	18	41.4	6
DEBTOR/CREDITOR	1.	Erral Last	43.9	37	8
FAMILY LAW		11.8	18	48.7 20	10
GEN LITIGATION		1 5	26		14
GOVERNMENT	2.1	a and a second sec	14	40.0	, n.
INTELL PROPERTY		2	1	7	8.8 0
LABOR & EMPLOY	- Andrew - A	4	15	70.0 13	3
REAL PROPERTY	1	7	27		10
TAXATION	errets Alam		6	47.1	Õ
WILL & TRUSTS		9	23		8
WORKERS COMP	Ō	7	32.4	6	<u> </u>
OTHER	-pass.	ст і .	12	25.0 17	4
NA	O	Ő		44.7 0 0.0	0

Num	I-PROF	DEVELOP	ÆNT		
Row %	anna chur chur anns seas anas a	ner anne anne deur neu anne deut deba e	1999 - 1999 - 2006 - 2007 - 2006 - 2007 - 2	inga udan ulan kung ugah bébh bébh bé	
	, the second s	2	dinang Sang Yerrad	5-1 <u>7</u> -	Ë
	vadis) papel datah sebah datah sekar se adali sebar sibar angan mgan seman s			need whose stands ander works been show a grant anner stand class stands sound a	ana ware vina retri oran port
AREA OF LAW					
ADMINISTRATIVE	2	8 15.4	16 30.8	19 36.5	7 13.5
BANKRUPTCY	э.с 1 3.0	till Sout	8	14	S
BUSINESS & CORP	// ء ت. ستا ہے	10.2 16 16.0 2	ЗО	42.4 38	15.2
CONSUMER				38.0 12	11.0 4
CRIMINAL	3 r 4	9	18	41. 4 8	13.8 4
DEBTOR/CREDITOR	4.9 5	10	43.9 20	19.5 30	9.8 11
FAMILY LAW	6.6 6	13.2 8	26.3 17	39.5 20	14.5 7
GEN LITIGATION	10.3 5	t3,8 15	29.3 34	34_5 30	
GOVERNMENT	the second s	15.8 8	35.8 10	31.6 11	 U
INTELL PROPERTY	2.9 0			31.4 7	
LABOR & EMPLOY	0,0 2	0.0 6		77.8 11	0.0 5
REAL PROPERTY		16.7 10	23.3 29		13.9 10
TAXATION		11.8	34.1	36.5	11.8
WILL & TRUSTS	9.1 S	4.5	31.8 21	10 45.5 27	9.1
WORKERS COMP	7,ŏ 2	12.7	29.6 9	38. Ó 9	12.7
OTHER	8.Ĵ	12.5	1400 10100 P7835	37.5 15	4.2
NA	0.0 1		25.6	38.5	15.4
1 M FT1	50.0	(), ()	0.0	1 50.0	0 0 • 0

Num	FI-LEGIC	SLATIVE	NEWS		
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		en auton alter datas unan artei arter a te arten saur tarta vasa tras arter t	ngan anga anga pana ngap kang cono ang dala anga pana tang kang cono .	olo adas Julie Kerk Gey akas star s nun ange saad beng atas akas retur e	alah dinak diput alam nigi alam dal unuk sala unuk yana nam
AREA OF LAW					
ADMINISTRATIVE	2 4 . Z	5 6.3	18 37.5	12 25.0	15
BANKRUPTCY	Ô		12	Joseph Lands	27.1
BUSINESS & CORP	Ó, Ó 6	9.7 13	38.7 21	35.5	16.1
CONSUMER		14.0	22.6 8	38.7 6	18.3 10
CRIMINAL	7.1 6	7.1 0	28.6 10	21.4 14	35.7 6
DEBTOR/CREDITOR	16.Z	0.0 7	27.8 17	38.9 23	16.7 17
FAMILY LAW	5.9	10.3 3	25.0 13	33.8 18	25.0 11
GEN LITIGATION	10.0 6	3 6.0 7	26.0 23	36.0 31	22.0 18
GOVERNMENT	7.1 3	8.2 4	27.1 9	36.5 7	21.2 10
INTELL PROPERTY	9.1 O	12.1	27.3 3	21.2 5	зо. з о
LABOR & EMPLOY	0 " 0 2	20.0	30.0	50.0 8	0.0 7
REAL PROPERTY	6.3	1 5 - 1 7	43.8 20	25.0 33	
TAXATION	7.4	8.6	24.7	40.7	18.5
WILL & TRUSTS		15.0 8	25.0 17	8 40.0 25	15.0 14
WORKERS COMP		and the second se	25.4 5	37.3 6	20.9
OTHER	1121	5.6 4	27.8 4	е 33.3 13	tan dan di dan
	13.5	10.8	10.8	35.1	
NA	0 0.0	0 0.0	1 50,0	1 50.0	0.0

Num	FI-HOW-	TO TIPS			
Row%		alas sobe esco veza seas upor popu	ener vare skie sku sign inde ken	unde under some some some some	chile adm where yourd very yours
	jacost,	инна с сб. ск.	5	ĸ.ţ.	terre to the terre
		ninga araya nama kana musa akan amad nama muru kana kana kana ama	dala dala wan sela suu uun uun tuun dala sala sela dala sela sida	anna ann area clas ann ann ara	inte anno addo anno anno anno anno anno addo anno anno
AREA OF LAW					
ADMINISTRATIVE	1	5 10.2		22 44.9	
BANKRUPTCY	2.V 1 3.1	5.3 	6	13	7
BUSINESS & CORP	5	16	17	40.6 43	1 ===
CONSUMER	tanta ang ang ang ang ang ang ang ang ang an	3	17.7	12	9
CRIMINAL	4	10.7	7	42.9 15	7
DEBTOR/CREDITOR	10.8	10	18.9 13	51	10
FAMILY LAW	5.6	14.1	18.3 9	21	1
GEN LITIGATION	G	14	17.0 17	34	16
GOVERNMENT			19.5	39.1 15	18.4 7
INTELL PROPERTY		12.1	15.2 4	ing thing thing the second second	21.2
LABOR & EMPLOY	0.0 2	20.0 2	40.0 8	30.0 15	10.0 5
REAL PROPERTY	6.3	ē. 3	25.0 19	46.9 36	15.6 14
TAXATION	and the second s	11.0 5	an a	43. 9 10	
WILL & TRUSTS			19.0 10	47.6 33	4.8 13
WORKERS COMP	a normality of the second s	-	14.5	100	·*************************************
OTHER	5.3	5.3 8		47.4	
NA	÷.,	()	street at the second se	45.9 0 0.0	Ő
	5	5	7 12/21 # 121	127 a 127	5., F. M. 5., F.

Num	FI-CLE	NEWS			
Row%		and rate rank and been been brit rate to	a andar namar arang arma, repris panda ta	an allo onn nam com nam nam ann	tu antan antan antan dadh sinte antan
	- Second	د معد ح برمگر	3		
	Anne anne Anne anne anne ann ann a	elle serie takin india seriat seria dana ses eta daun aust adal tegan usea sesia seria	a dalah dalah selami dinasi dinasi digap na dalam selati senat pana inga dalam se		në vita detë kita kati kda dati Janë pas etat det ater veta
AREA OF LAW					
ADMINISTRATIVE		بالانماني محمد المحمد المحمد المحمد ا			
BANKRUPTCY	4.1	10.2 2	46.2		
BUSINESS & CORP	1		<u> </u>	40	10
CONSUMER	-	 0.0	12	11	al.
CRIMINAL	<i>1</i> 4		15	13	17.0 2 5.4
DEBTOR/CREDITOR	, ting Mare	e.5	25	32	6 8.5
FAMILY LAW		6 11.3	18	19	8
GEN LITIGATION	5	4 4 a w 1 0 1 1 a 4	29	32	12
GOVERNMENT			14	13	
INTELL PROPERTY		-to and	5	<i>4</i> ‡.	
LABOR & EMPLOY		4	15	2000	 3 8.8
REAL PROPERTY	G		29	34	9
TAXATION			7		Õ
WILL & TRUSTS				30	
WORKERS COMP		500 100	6		()
OTHER	1	23.8 7 18.9	11	15	З
NA	()	0.0 18.3	1	-4 -1 -1	8.1 0.0

Num	FI-CALE	NDAR IN	FO		
Row%		4486 /449 6466 4444 6446 4460 aas	nate voa voor sere saar aan ann		aray seen when anis was area
	j. Literation	(***) 4	3	14 14	
		rate while this and and ther area	tana anda anda anda adas adas Indo anda atau adas adas	NAME AND ADDRESS STORE FOR FOR	enter chara attent actual cater cater terre actual attant cater cater
AREA OF LAW					
ADMINISTRATIVE		4 8.5		17	
BANKRUPTCY	1		10	10	(internet in the second s
BUSINESS & CORP		the state	30 32.6	32	11
CONSUMER	0#/ 4 14.3	1	9		منبع
CRIMINAL	14.0 6 16.7	i.î. ļ .	8	16	\mathbb{Z}^{i}
DEBTOR/CREDITOR	international and a second	6 8.7	21	44.4 25 36.2	u.6 12 17.4
FAMILY LAW	-*4 6-1-1-	o./ 4 7.8	16	17	8
GEN LITIGATION	7	8	26	37.3 30	15.7 14
GOVERNMENT	o.z 3 9.4	9.4 0	1.	13	16.5
INTELL PROPERTY	O	3	ala a	ι,	6.3
LABOR & EMPLOY	e ann an	30.0	10	former to	E.
REAL PROPERTY	7	6.5	28	30	19.4
TAXATION	erra y alian	8.8 6	8	5	Ó
WILL & TRUSTS	ׇ.			23	8
WORKERS COMP	5 z 5	-****jg -*****	2 <u>1</u>	8	a a a a a a a a a a a a a a a a a a a
OTHER		άţ.	8	15	**************************************
NA	()	10.8 0 0.0	-Frank	1	10.8 0 0.0

Num	FI-PROF	DEVELOI	PMENT		
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	- Transfer	2	, erring in si Terring	Me	5
	view mpod prim walk plok star wars i more star part side star time soon i	100 100 100 100 100 100 100 100 1	ini teri tina colo colo acco com c		nin Maro Mara Inter Anno Gant an Anno Mari Unin Orda Unite
AREA OF LAW					
ADMINISTRATIVE	یمی می می	ر میں منابع		12	6
BANKRUPTCY	6.3	hing a daw	52.1	25. () E	4445
BUSINESS & CORP	6.5 5	12.9 18	51.6 37	19.4 26	9.7 7
CONSUMER	5.4	19.4 2	39.8 12	28.0 7	7.5
CRIMINAL	7.1	7.1	42.9 19	25.0 8	17.9 2
DEBTOR/CREDITOR	13.9 7	5.6 10	52.8 29	and a fi	5.6 7
FAMILY LAW	10.1 7	14.5 6	42.0 21	23.2 12	10.1 5
GEN LITIGATION	13.7 10	11.8 13	41.2 34	23.5 19	9.8 9
GOVERNMENT	11.8 7	15.9 4	40.0 16	22.4 6	5
INTELL PROPERTY	6.1	territo R. S.	48.5 4	18.2 5	15.2 0
LABOR & EMPLOY	0.0 4	10.0 4	40.0 11	50.0 8	к. <mark>ф</mark>
REAL PROPERTY	12.9 6	12.9	35, 5 33	25.8 25	
TAXATION	7 n 4	14.8 5	40.7 7	90.9 7	6.2
WILL & TRUSTS	1999 1997 1997	proved a	33.3 27	23 - 21 21	4.8 5
WORKERS COMP	5.9 3	16.2 4	39.7 5	30.9 4	7.4
OTHER	15.8 3		26.2 19	21.1 10	15.9 5
NA	8.1 0 0.0	16.2 0 0.0	35.1 50.0	27.0 1 50.0	13.5 0.0

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

32. SERVICE PURCHASES FOR THE OFFICE:

Number of cases = 150

			Count	Percent
			67766 \$650 \$660 \$1887 \$1181	agong where above anoth simple above
20	*****	NOT INVOLVED	45	30.0 %
di state	23.5m 7.05m	MESSENGER SERV	30	20.0 %
08		PRINTING SERVICE	30	20.0 %
16	antes santo	COMPUTER SUPPORT	26	17.3 %
OE	Live	TRAVEL AGENCY	The second se	16.7 %
OЭ		TEMP/PERSONNEL	24	16.0 %
15	1444 1448	GROUP HEALTH INS	20	1888
03		MOVING/STORAGE		8.7%
19		ACCOUNTING	and the second s	8.0 %
1	2010	OFFICE LEASING	5	6.Õ %
t t	41.88 1.494	INTERIOR DESIGN	8	5.3 %
17	-	CATERING	for the second s	4 " () " <u>/</u>
13		R E AGENCY	E	3.3 %
07	iver-	ANSWERING SERVC	ting.	3.3 %
0Ë		SECURITY/ALARM	Eise Tarif	3.3 %
04		AUTO LEASING	5	3.3 %
01	2003 0 1740	AD OR PR AGENCY	e nafe	Z . 7 %
18	****	JANITORIAL	teren.	sing the
02		DIRECT MAIL CO	3	2.0 %
10	atan Mar	MGT/MKT CONSULT		e e e e

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

33. EQUIPMENT WILL BUY FOR THE OFFICE:

Number of cases = 150

			Count	Percent
				week look week week tobe tobe date
9	portis alles	DON'T KNOW	64, ¹¹¹ 7	31.3 X
Ē.	Point Point	COMPUTER	and and	21.3 %
3	5000 2000	DESK/OFFC FURN	28	18.7 %
7		FAX MACHINE	20	13.3 %
diamate.		COPIER	17	11.3 X
6		PHONE SYSTEM	15	10.0 %
و ^{مندر} بیگند	117	TYPEWRITER	and the second se	7.3%
4	****	TV/VCR	8	$\lim_{n\to\infty} \frac{p_{\rm eff}}{n} = \frac{p_{\rm eff}}{n} = \frac{n_{\rm eff}}{2}$
8		OTHER	<u>a</u>	2.0%
34. PRODUCTS PERSONALLY PLAN TO BUY:

			Count	Percent
			speld sample same some	PERF THRE WERE AND AND AND THE TOTAL
16	==	OREGON-MADE WINE	78	52.0 %
02		HOME FURNITURE	72	48.0 %
03	3	SPORTING GOODS	62	41.3 X
01	****	AUTOMOBILE	40	26.7 %
Ő4	1844 1847	COMPUTER SOFTWR	4 ()	26.7 %
Annal	1000	STEREO EQUIPMENT	31	20.7 %
07		MAJOR APPLIANCE	29	19.3 %
06		TV/VCR	29	19.3 %
14	anny Dhae	HOME COMPUTER		14.7 %
05		CAMERA EQUIPMT	21	14.0 %
15		ANTIQUES	21	14.0 %
10		JEWELRY	19	1.2.7 %
10	-1813 V 1923 -	CELLULAR PHONE	12	8.0 %
	rand Tanya	HOT TUB/SPA	11	7.3 %
0'9	****	BOAT	frite Transf	3.3 %

35. AUTO PRICE RANGE WILL LOOK IN:

NEW AUTO PRICE RANGE	Number	Percent
	-and apple they care work myre	Manar andar anna Marak 12460 kirre anna
1 = UNDER \$10,000	7	12.5%
2 = \$10K-14,999	17	30.4 %
$3 = \pm 15 \text{K} - 19,999$	15	26.8%
4 = \$20K-29,999	13	29.2 %
5 = \$30K-49,999	7	7.1%
6 = \$50K-75,000	Ó	0.0 %
7 = OVER \$75,000	Ę	0.0%
Total	56	100.0 %

Missing cases = 94 Response percent = 37.3 %

36. WILL PURCHASE NEW HOME:

PURCHASE NEW HOME	Number	Percent
	Sound down where kined which know	
= NO RESPONSE 1 = YES 2 = NO	15 31 104	10.0 % 20.7 % 69.3 %
Total		100.0 %
Missing cases = 0		

Response percent = 100.0 %

PRICE RANGE OF HOUSE WILL LOOK AT:

HOME PRICE RANGE	Number	Percent
		week adder 40ka naar aand share waa
1 = UNDER \$75,000	9	27.3%
2 = \$75K-99,999	9	27.3%
3 = \$100K-149,999	tiin,	18.2 %
4 = \$150K-199,999	5	15.2 %
5 = \$200K-299,999	entre Restaurente Verente	·D.1 %
6 = \$300K-500,000	4	3.0 %
7 = OVER \$500,000	Ŏ	0.0 %
		were more treas some space same coop-
Total		100.0 %
Missing cases = 117		

Response percent = 22.0 %

37. SERVICES PLAN TO USE OR BUY PERSONALLY:

			Count	Percent
			time spect code right water	where were place and place where here
$() \sum_{i=1}^{n}$		TRAVEL AGENCY	1 O O	66.7 %
12	::::	CLEANING/MAID	57	38.0 %
()4	186.5 186.7	HOME REMODEL/REP		37.3 %
05	****	HEALTH CLUB	49	32.7 %
08	*****	VETERINARIAN	48	32.0 %
girannia Annar	-7.07 1740	ACCT/TAX ADVISOR	48	32.0 %
03	1994 1997	LANDSCAPING	na tak	29.3 %
		STOCK BROKER	41	27.3 %
O1	0.000	R E AGENT	38	25.3 %
09		FINANCIAL PLAN	26	17.3 X
06	2277 2378	INTERIOR DECOR	20	13.3 X
07		CATERING	17	11.3 %

38. INSURANCE NEEDS WILL SHOP FOR:

			Count	Percent
			mer we red (2007 3000)	carte realif bland along odnika prinst, salah
1	sant That	AUTO		35.3 %
	1997 1991	HOMEOWNER	47	31.3 %
6	****	1	30	20.0 %
4	attas tada	MEDICAL	28	18.7 %
S	****	DENTAL	ţ.	12.7 %
3	2046 2015	RENTER	2	6.0 %

39. PLAN ON TRAVELING:

TRAVEL FOR BUS/PERS	Number	Percent
MAR 100 100 100 MAR 100 M	THE APPLICATION AND ADDRESS	where where they place bear was
1 = YES 2 = NO	145	98.6 % 1.4 %
Total	147	100.0 %

Missing cases = 3 Response percent = 98.0 %

40. PLAN TO VACATION AT:

			Count	Percent
			table ships along table sound	
05	****	HAWAII		25.3 %
04	****	SOUTHERN CALIF	37	24.7 %
01	erinel Anda	RENO/LK TAHOE	attan attan	14.7 %
08	****	EUROPE	22	14.7 %
13		OTHER	and the second sec	14.7 %
0e		CANADA	20	13.3 %
07	terr ren	MEXICO	19	12.7%
03	26.00 6.610	FLORIDA		9.3 %
02		LAS VEGAS	8	5 ° %
ÓЭ	4444 6414	ASIA	8	5.3 %
12	ered. Post	THE CARRIBEAN	8	5.3 %
10	****	MEDITERRANEAN	7	4.7%
prode prode	No est Unive	AUSTRALIA		4.ŭ %

41. PLAN TO VISIT OR VACATION IN OREGON AT:

			Count	Percent
			YouTY Locit fadds doubs	where some prove some some room.
E,	Pic y B Passo	NO ORE COAST	95	63.3 %
•""; atiu		BEND AREA	tang tang	61.3%
4	****	MT HOOD AREA	82	54.7 %
7		CEN ORE COAST		40.7 %
	**40 1999	ASHLAND	46	30.7 %
5) 2)	****	SALISHAN		16.7 %
3	::::	KAH-NEE-TA	16	10.7 %
8	1929 2007	SO ORE COAST	12	8.0 %

42. WILL BUY FOR INVESTMENT:

r of cases = 150		Count	Percent
08	= IRA/KEOUGH ACCT	74	49.3 %
04	= MUTUAL/MM FUNDS		45.3 X
	= INT SAVINGS ACCT	66	44.0 %
and the second se	= CORPORATE STOCK	47	31.3 %
05	= CD'S	and the second	28.0 %
02	= ST/MUNI BONDS	and the second	17.3 %
al and the second se	= ART	- the	10.0 %
10	= TREAS NOTES/BILL		8.7%
OG	= REAL ESTATE	i. Ci	6.7 %
03	= CORPORATE BONDS	trees Trees Trees	3.3 %
09	= PRECIOUS METALS	entra Second	1.3 %
	= LTD. PARTNERSHIP	4	0.7 %
07	= COMMODITIES	Averator	(), 7 %

43. WILL SPEND ON EACH OF THE FOLLOWING:

RESTAURANTS/MONTH

Minimum		
Maximum	angalay Anton	500
Mean		145.1010
Median	ndeze Pasiti	100
Mode	raaa uudd	100

Valid cases = 99 Missing cases = 51 Response percent = 66.0 %

43. WILL SPEND ON EACH OF THE FOLLOWING:

CLOTHING/MONTH

Minimum	und das No con	10
Maximum	nany -pha	600
Mean	delli. vale	134.6277
Median	ndad artid	100
Mode	49492 19634	100

Valid cases = 94 Missing cases = 56 Response percent = 62.7 %

43. WILL SPEND ON EACH OF THE FOLLOWING:

MEDICAL SERV/MONTH

Minimum	##05 =005	forma forma Vacant
Maximum		1500
Mean	umbul colorg	118.8406
Median	analy mate	67.5000
Mode	***** ****	100

Valid cases = 69 Missing cases = 81 Response percent = 46.0 %

43. WILL SPEND ON EACH OF THE FOLLOWING:

ENTERTAINMENT/MONTH

Minimum	Paris 1999	1 Ó
Maximum	8004 8990	1000
Mean	awar eline	152.0313
Median	2446) 2946	100
Mode	P#82 9001	100

Valid cases = 96 Missing cases = 54 Response percent = 64.0 %

43. WILL SPEND ON EACH OF THE FOLLOWING:

CHARITIES/YEAR

Minimum	1990.0 1990.0	10
Maximum	randah Pagar	40000
Mean	adust allete	1976.4783
Median		400
Mode		100

Valid cases = 92 Missing cases = 58 Response percent = 61.3 %

43. WILL SPEND ON EACH OF THE FOLLOWING:

HOME REPAIR/YEAR

Minimum	antan more	2
Maximum		5000
Mean		928.8143
Median	NY A And Y	500
Mode	**** ****	2000

Valid cases = 70 Missing cases = 80 Response percent = 46.7 %

43. WILL SPEND ON EACH OF THE FOLLOWING:

HOME FURNISHINGS/YR

Minimum	*****	20
Maximum	Pasti sunt	5000
Mean		886.9286
Median	rata -aut	500
Mode	rauk Waay	1000

Valid cases = 70 Missing cases = 80 Response percent = 46.7 %

43. WILL SPEND ON EACH OF THE FOLLOWING:

CAR REPAIRS/YEAR

Minimum			20
Maximum			3000
Mean		****	613.4483
Median			400
Made	:		500

Valid cases = 87 Missing cases = 63 Response percent = 58.0 %

43. WILL SPEND ON EACH OF THE FOLLOWING:

VACATIONS/YEAR

Minimum	= <u>5</u> ()	
Maximum	= 10000	
Mean	= 2327.3684	
Median	= 1500	
Modes (Bimodal)	= 2000 % 500	OC

Valid cases = 95 Missing cases = 55 Response percent = 63.3 %

WHERE THOSE THAT WILL USE A TRAVEL AGENT PLAN TO GO:

		Count	Percent
		rand and year man man	when you'r bywr hann adde Mang arby
05 =	HAWAII	31	31.0 X
04 =	SOUTHERN CALIF	alara dana alara dana alara ant	29.0 %
08 =	EUROPE	18	18.0 %
01 =	RENO/LK TAHOE	17	17.0 X
07 =	MEXICO	17	17.0 %
13 =	OTHER	16	16.0 %
03 =	FLORIDA	10	10.0 %
()(<u>;</u> ,	CANADA	10	10.0 %
09 =	ASIA	7	7.0 %
12 =	THE CARRIBEAN	fun ton	6.0 %
02 =	LAS VEGAS	ation Sann Sann	5.0%
11	AUSTRALIA		5.0 %
10 =	MEDITERRANEAN	1	The Contraction

WHERE THOSE THAT WILL USE A TRAVEL AGENT PLAN TO GO IN OREGON:

			Count	Percent
			where deathy which where spaces	name press over over over year paper
2	::::	BEND AREA	70	70.0 %
6	****	NO ORE COAST	63	63.0 %
ų.	4444 4440	MT HOOD AREA	58	58.0 %
7	2010 (21)	CEN ORE COAST	39	39.0 %
1	1894 2009	ASHLAND	3e	36.0 %
5	****	SALISHAN	1 6	16.0 %
З		KAH-NEE-TA	4	11.O %
8		SO ORE COAST	7	7.0%

(

TYPE OF LAW OFFICE	Number	Percent
1 = ONE LAWYER 2 = 2-10 LAWYER 3 = 11-25 LAWYER 4 = OVER 25 LAWYER 5 = OTHER	3 7 2 2 3	17.6 % 41.2 % 11.8 % 11.8 % 17.6 %
Total Missing cases = 0	17	100.0 %

Response percent = 100.0 %

C

"manu-

HOW LONG A MEMBER	Number	Percent
1 = LESS THAN 6 MOS	Q	0.0 %
2 = 6 MOS - 1 YEAR	()	O " O "∕"
3 = 1 TO 2 YEARS	O	0.0 %
4 = 3 TO 5 YEARS	:	23.5 %
5 = 6 TO 10 YEARS	£,	35.3 %
6 = MORE THAN 10 YRS	7	41.2 %
	saws ones and year of the and	MALE WARE WERE SHOW AND COME MAKE
Total	17	100.0 %
Missing cases = O		

Response percent = 100.0 %

INCOME IN 1988	Number	Percent
the term was not use and and term and and term and	quark store boost shine when	adda bada adda anna ayya nora siya
1 = UNDER \$15,000 2 = \$15K-19,999 3 = \$20K-24,999	0 0 3	0.0 % 0.0 % 17.6 %
4 = \$25K-34,999	3	17.6 %
5 = \$35K-49,999 6 = \$50K-74,999	3 4	17.6 % 23.5 %
7 = \$75K-99,999 8 = \$100K-150,000	1 2	5.9 % 11.8 %
9 = OVER \$150,000	1	5.9%
Total	17	100.0 %

Missing cases = 0 Response percent = 100.0 %

- and and a

CURRENTLY	RESIDE	Number	Percent
when from two other trade atom and take take take have have here and the other other date have been atom other	an an in an		and the same series and sour same same
-7 -8.	= DOWNTOWN PORTLND	2	11.8 X
2	= PDX,NOT DOWNTOWN	6	35.3 %
3	= PORTLAND METRO	ر ^{مدر} بر د بر مربعه	11.8 %
-4 8-4	= CENT WILL VALLEY	Э	17.6 %
Later Later Later	= SO WILL VALLEY	2	11.8 %
6	= CENTRAL OREGON	(0.0 %
7	= EASTERN OREGON	1	5.9%
8	= SOUTHERN OREGON	*	5.9%
÷.	= OREGON COAST	0	0.0 %
		rove now case were play ably	view view rank were after weak vasor
	otal	17	100.0 %

Missing cases = 0 Response percent = 100.0 %

5

PRIMARY RESIDENCE	Number	Percent
Man and Man 199 And Ann Ann Ann Ann Ann Ann Ann Ann Ann	ncoy dava dava name lowar wice	-whole kinets strend whole allow sense
1 = OWN HOUSE	1	82.4 %
2 = RENT HOUSE		11.8 %
$\Im = OWN CONDO$	Ó	0.0 %
4 = RENT APT		5.9%
5 = RENT CONDO	O	0.0%
6 = OTHER OWNED	()	0.0 %
7 = OTHER RENTED	()	0.0 %
8 = OTHER	0	() " () %
Total	17	100.0 %
ind the second		

Missing cases = 0 Response percent = 100.0 %

MARKET VALUE OF HOME	Number	Percent
	ndate door those sour was now	and proc size camp room band and
1 = UNDER \$75,000	6	42.9%
2 = \$75K-99,999	4	7.1%
3 = \$100K-149,999	3	21.4 %
4 = \$150K-199,999	ţ.	7.1%
5 = \$200K-299,999	з	21.4 %
6 = \$300K-500,000	O	0.0 %
7 = DVER \$500,000	1.000 A	Ö"Ö"%
	eres exect secur mass were anne	wine will down same much bean when
Total	14	100.0 %
Missing cases = 3 Response percent = 82.4 %		

6

Frequency A	Analysis		
(CHILDREN UNDER 18	Number	Percent
	1 = NONE 2 = ONE 3 = TWO 4 = THREE 5 = FOUR 6 = FIVE OR MORE Total	10 4 3 0 0 0 17	58.8 % 23.5 % 17.6 % 0.0 % 0.0 % 0.0 %

Missing cases = 0 Response percent = 100.0 %

Sec.

AGE	Number	Percent
1 = UNDER 25 2 = 25-34 3 = 35-44 4 = 45-54 5 = 55-64 6 = 65 OR OVER	0 5 9 1 1	0.0 % 29.4 % 52.9 % 5.9 % 5.9 % 5.9 %
Total Missing cases = 0	17	100.0 %

Response percent = 100.0 %

OSB - DEMOGRAPHICS OF FTR INFO NOT AT ALL USEFUL

Frequency Analysis

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GENDER	Number	Percent
1 = MALE $2 = FEMALE$	14 3	82.4 % 17.6 %
Total	17	100.0 %

Missing cases = 0 Response percent = 100.0 % OSB - DEMOGRAPHICS OF FTR INFO NOT AT ALL USEFUL

____ Multi-Variable Response

Number of cases = 17

(

			Count	Percent
			under bline where where wend	gang ngan yong nang ang units its
03		BUSINESS & CORP	(*** ***	35.3 %
08	22	GEN LITIGATION	t.	35.3 %
05		CRIMINAL	#27 1	29.4 %
06	-	DEBTOR/CREDITOR	.	23.5 %
12		REAL PROPERTY	14	23.5 %
ОЭ		GOVERNMENT	e di celi terret	17.6 %
15		WORKERS COMP	3	17.6 %
****	=	LABOR & EMPLOY	3	17.6 %
02	æ	BANKRUPTCY		11.8 %
14	****	WILL & TRUSTS	-**** 	11.8 %
O1	==	ADMINISTRATIVE	2	11.8 %
13		TAXATION	2	11.8 %
07	==	FAMILY LAW	2	11.8 %
04		CONSUMER	1	5.9 %
1 Õ		INTELL PROPERTY	4	5.9%
16	1001. 1744	OTHER	1	5.9 %

RATE ANNUAL REPORTS	Number	Percent
No 177 ED OF 188 IN	course service and many model model.	anna mara masa anna araa mina ada
1		43.6 %
ing una ing una ing una ing una	58	29.7 %
		16,4 %
trady. some	1 S	8.2%
name view v _{ere}	κ‡.	2.1.1.1/4
	where prove process where process	webs which which advant against folgoed argue
Total	195	100.0 %

Missing cases = 5 Response percent = 97.5 %

RATE BULLETIN	Number	Percent
1816 AND	they same and, west and beau	allen aven andre brake seven bare over
		3.0%
- and	19	9.1 %
	48	24.2 %
r of the second s	89	44.9 X
antan Baran Tanan Tanan	37	18.7 %
	where solved labors where were	ance some other such size your inte
Total	190	100.0 %
La r I		

Missing cases = 2 Response percent = 99.0 %

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RATE FOR THE RECORD	Number	Percent
1 = 2 = 3 = 4 = 5 = Total	27 34 54 59 25 199	13.6 % 17.1 % 27.1 % 29.6 % 12.6 %

Missing cases = 1 Response percent = 99.5 %

3

"starter"

RATE CLE BROCHURES	Number	Percent
	8 23 54 78 34	4.1 % 11.7 % 27.4 % 39.6 % 17.3 %
Total	197	100.0 %

Missing cases = 3 Response percent = 98.5 %

4

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RATE MEM	DIRECTORY	Number	Percent
anna anna anna mar ann ann ann ann ann ann ann ann ann a	nam bina dana dana antar bina hapi adah adah mana dalar ungar nasi ingar antar dana dana dana dana satu satu s	week were word even when here	Carpo Robel Wire with back bein abor
	14	4	2.0%
	eres and alaon	all the second	5.6%
		tin 1	10.7 %
	r 1	46	23.4 %
			58.4 %
		where apply proper starts drops works	and these rests and road that any
	Total	197	100.0 %

Missing cases = 3 Response percent = 98.5 %
Contraction of the second

RATE MISC MAILINGS	Number	Percent
	10 30 72 55 27	5.2 % 15.5 % 37.1 % 28.4 % 13.9 %
Total	194	100.0 %

Missing cases = 6 Response percent = 97.0 %

4

<u>____</u>

- K

I-BAR-SPONS EVENTS	Number	Percent
	14 44 54 54 28	7.2 % 22.7 % 27.8 % 27.8 % 14.4 %
Total	194	100.0 %

Missing cases = 6 Response percent = 97.0 %

"entro

ł

I-SUESTANTIVE LEGAL	Number	Percent
di saya di wana	Ē	4.6 %
	20	10.2 %
3 =	60	30.6 %
and the same	73	37.2 %
	24	17.3 %
Total	196	100.0 %

Missing cases = 4 Response percent = 98.0 %

Community of the second	Frequency Analysis		
	I-ABOUT BAR MEMBERS	Number	Percent
	Mark and ally data and and and and and and and and and an	dan kawa arus wade unuk wan	angent alata dabat alata dabat dabat angen pina
		36	18.4 %
	na sun 2 Arris	67	34.2%
	Caraly and the second s	65	35.2 %
	radi unar	19	9.7 %
		Barter. Source	2.6%
		else devi else suir van area	
	Total	196	100.0 %
	to de transmission de la companya de		

Missing cases = 4 Response percent = 98.0 %

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I-WITH BAR LEADERS	Number	Percent
	anda anna yawa daada ayaa	nada addin mfin yaddh ydnin dinin bingi
di sena sena di sena	58	29.7 %
	76	39.0 %
	49	25.1 %
enter La provincia	9	t s D
and the second sec		1 1/2
	winy other lands speak entry when	and deat alloc over and each loss
Total	195	100.0 %

Missing cases = 5 Response percent = 97.5 %

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I-SPECIFIC AREAS	Number	Percent
di sama Ling sama	Ë	3.1 %
and the second	23	15.0 %
	71	36.8 %
station and the second s	69	35.8 %
and under and new Anty	18	2 3 1
	while stope ease which were shall	and when have also put they want
Total		100.0 %
Missing races = 7		

Missing cases = 7 Response percent = 96.5 %

 I-LAW OFFICE MGMT
 Number
 Percent

 1 =
 20
 10.3 %

 2 =
 38
 19.6 %

 3 =
 46
 23.7 %

 4 =
 62
 32.0 %

 5 =
 28
 14.4 %

 Total
 194
 100.0 %

Missing cases = 6 Response percent = 97.0 %

I-PROF DEVELOPMENT	Number	Percent
		6.2%
2 =	33	17.1 %
3	674	33.2 %
a Tagina and a second and a sec		32.6 %
		10.9 %
Total	193	100.0 %

Missing cases = 7 Response percent = 96.5 %

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 I-NEW INFORMATION
 Number
 Percent

 1
 =
 8
 4.2 %

 2
 =
 24
 12.5 %

 3
 =
 63
 32.8 %

 4
 =
 72
 37.5 %

 5
 =
 25
 13.0 %

 Total
 192
 100.0 %

Missing cases = 8 Response percent = 96.0 % (_____

"Numero

Frequency Analysis

I-HUMAN INTEREST	Number	Percent
1	40	20.6%
<u>2</u>	63	32.5 %
	59	30.4 %
t and the second	26	13.4 %
Battan Kangala and Kangala and Kan	6	3.1 %
	aloof shap, build selar 30000 away.	tradit daran dalam mana yana yana asan
Total	194	100.0 %
Not a year and a way way and a second and as second and a second and		

Missing cases = 6 Response percent = 97.0 %

"Manager"

- Alas

I-HISTOR	ICAL PIECES	Number	Percent
سواسه كالعلم سعود كالعل كالرب الكرب بالرب الربي والرب الربي والرب الربي الربي الربي الربي الربي الربي والرب	and they are upon the well near adde and the adde and the adde and are said the and the adde adde adde adde add	chang again baile about base	here weld when draw were went blow
	1	46	23.6 %
	reta reta ver desire	67	34.4 %
	3 =	47	24.1 %
	<u> </u>		15.9 %
		478 8.44g	2.1 %
		which arous along along from these	two cond and also star ada to
	Total	195	100.0 %

Missing cases = 5 Response percent = '97.5 %

I-HOW-TC) TIPS	Number	Percent
the second s	97446 9460	ting.	4.6 %
	e vien staat	19	9.8 %
	2	ct <u>C</u>	21.6 %
8	and an and a second sec	71	36.6 %
and the second se	ri Manana Manana	53	27.3 %
		White social matter which shared	tions will been able apop toos app
1	otal		100.0 %
ł	lissing cases = 6		

Response percent = 97.0 %

 I-NATIONAL TRENDS
 Number
 Percent

 1
 =
 18
 9.4 %

 2
 =
 33
 17.2 %

 3
 =
 82
 42.7 %

 4
 =
 45
 23.4 %

 5
 =
 14
 7.3 %

 Total
 192
 100.0 %

Missing cases = 8 Response percent = '96.0 %

C-BAR	EVENTS	Number	Percent
	The second secon	3	1.7 % 7.9 %
	3 = 4 = 5 =	57 72 31	32.2 % 40.7 % 17.5 %
	Total	177	100.0 %
	Missing cases = 23		

Response percent = 88.5 %

Ê

C-SUB LEGAL ISSUES	Number	Percent
	11 35 86 41 5	6.2 % 19.7 % 48.3 % 23.0 % 2.8 %
Total	178	100.0 %

Missing cases = 22 Response percent = 89.0 %

C-ABOUT BAR MEMBERS	Number	Percent
1	7	4.0%
- and daya	24	13.8 %
<u> </u>	89	51.1 %
the state of the s	hanga hanga	25.3 %
Error Guide and Carlos	10	5.7%
	Jama amon made epop same rice	where address rates dans have non-
Total	174	100.0 %
Missing cases = 26		

Response percent = 87.0 %

6

Weining

Frequency Analysis		
C-INT BAR LEADERS	Number	Percent
1 = 2 = 3 = 4 = 5 =	9 19 94 37 14	5.2 % 11.0 % 54.3 % 21.4 % 8.1 %
Total	173	100.0 %

Missing cases = 27 Response percent = 86.5 %

C-SPECIFIC AREAS	Number	Percent
1 =	6	3.4 %
2 =	31	17.7 %
3 =	98	56.0 %
4 =	37	21.1 %
5 =	3	1.7 %
Total	175	100.0 %

Missing cases = 25 Response percent = 87.5 %

 C-OFFICE MANAGEMENT
 Number
 Percent

 1 =
 3
 1.7 %

 2 =
 38
 21.7 %

 3 =
 88
 50.3 %

 4 =
 44
 25.1 %

 5 =
 2
 1.1 %

 Total
 175
 100.0 %

Missing cases = 25 Response percent = 87.5 %

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Frequency Analysis		
C-PROFESSIONAL DEVEL	Number	Percent
1 = 2 = 3 = 4 = 5 =	6 36 97 34 2	3.4 % 20.6 % 55.4 % 19.4 % 1.1 %
Total	175	100.0 %

Missing cases = 25 Response percent = 87.5 %

"Treasure"

C-NEW INF	ORMATION	Number	Percent
		mage more when your your your	and and point and all all and
	<u>1</u> ===	jana Janan Voors	3.4%
	- me Secon	41	23.6 %
	3 =	84	48.3 %
	in the second seco	38	21.8%
		Read Tool	2.9%
		come alon was done ways upon	alone divide overa source opper parts sour
	Total	174	100.0 %

Missing cases = 26 Response percent = 87.0 %

ĺ

C-HUMAN	INTEREST	Number	Percent
	1 = 2 = 3 = 4 = 5 = Total	9 36 85 42 1 173	5.2 % 20.8 % 49.1 % 24.3 % 0.6 %

Missing cases = 27 Response percent = 86.5 %

27

Summer

 C-HISTORICAL PIECES
 Number
 Percent

 1 =
 10
 5.8 %

 2 =
 32
 18.7 %

 3 =
 72
 42.1 %

 4 =
 53
 31.0 %

 5 =
 4
 2.3 %

 Total
 171
 100.0 %

Missing cases = 29 Response percent = 85.5 % 6

(

Frequency Analysis

 C-HOW-TO TIPS
 Number
 Percent

 1 =
 7
 4.0 %

 2 =
 43
 24.7 %

 3 =
 79
 45.4 %

 4 =
 41
 23.6 %

 5 =
 4
 2.3 %

 Total
 174
 100.0 %

Missing cases = 26 Response percent = 87.0 %

29

C-NATIONAL TRENDS	Number	Percent
1 =	13 46	7.6 % 26.7 %
3 =	grand and a grand a gr	47.7 %
and	28	16.3 % 1.7 %
Total	172	100.0 %

Missing cases = 28 Response percent = 86.0 %

Frequency Analysis

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B-GOVERNOR'S	PERSPEC	Number	Percent
	dan Sa	65	34.6 %
and the second s	46 34	67	35.6 %
3 -	ke av	31	16.5 %
4 :	49 40	21	11.2 %
river a Vocation	we 99	£‡.	2 u 1 /u
		which we are adjust below. Without solves	come early year often mate body with
Tot	zal	188	100.0 %

Missing cases = 12 Response percent = 94.0 %

B-EXEC DIR VIEW	Number	Percent
1 =	fan sang Krai ye par san	35.6 %
2 =	ēē 34	35.1 % 18.1 %
24)	19	10.1 % 1.1 %
Total	188	100.0 %

Missing cases = 12 Response percent = 94.0 %

(

B-BAR COUNSEL	Number	Percent
	18 32 65 55 17	9.6 % 17.1 % 34.8 % 29.4 % 9.1 %
Total	187	100.0 %

Missing cases = 13 Response percent = 93.5 % Frequency Analysis

B-DISCIPLINE REPORTS	Number	Percent
1 = 2 = 3 = 4 = 5 =	7 11 68 65 38	3.7 % 5.8 % 36.0 % 34.4 % 20.1 %
Total	189	100.0 %

Missing cases = 11 Response percent = 94.5 %

1 and

B-RESOURCES Number Percent www.www.wiek down ping upper weet after rate basis often when place 11.1 % 1 = 20 29 and a second 16.1 % 3 -89 49.4 % 20.6 % 4 37 100 100 5 -NUM NAME AND STATE FOR OUR water server when allow have been Total 180 100.0 %

Missing cases = 20 Response percent = 90.0 %

B-LETTERS TO THE ED Number Percent 1 = 34 18.0 % 2 = 50 26.5 % 3 = 70 37.0 % 4 = 26 13.8 % 5 = 9 4.8 % Total 189 100.0 %

> Missing cases = 11 Response percent = 94.5 %

> > 36

(

B-PLF UPDATE Number Percent 1 13 6.9 %
 28
 14.9 %

 56
 29.8 %
 2 = 3 = 4 = 53 28.2 % 38 20.2 % 100 mil 188 100.0 % Total

> Missing cases = 12 Response percent = 94.0 %

37

•

- and the second

B-COMPUTALK .	Number	Percent
	BUTTO ADDRE BERNE BERNE ADDRE	adam year ayan ooka ooka ooka ama
4	57	30.3 %
	53	28 n 2 %
3 =	49	26.1%
en al anticipation de la constante de la consta En al anticipation de la constante de la constant	and the second sec	11.2 %
	8	4.3%
Total	188	100.0 %

Missing cases = 12 Response percent = 94.0 %

"Handler"

B-IN MEMORIAM Number Percent eases were which that the second spread ente erre ente ante ante tint ann 1 3518.8 %5429.0 % 2 = = E 61 32.8 % 28 enter III 15.1 % 5 4.3 % talan linna sikar asan asan selah asan 186 100.0 % Total

Missing cases = 14 Response percent = 93.0 %

"States

B-MISS G		Number	Percent
1 2 3 4 5 T	tal	48 37 47 40 14 186	25.8 % 19.9 % 25.3 % 21.5 % 7.5 % 100.0 %

Missing cases = 14 Response percent = 93.0 %

B-LEGAL ASSISTANTS	Number	Percent
1	73	38.8 %
. the first state of the state		29.8 %
	46	24.5 %
stop The	ng n	5.9%
tions to any tions		1.1 %
	torio view their were size. Ada	with fines that has wake boost gauge
Total	188	100.0 %
Missing cases = 12		

Missing cases = 12 Response percent = 94.0 %
- Hand

B-OSB-CLE PROGRAMS	Number	Percent
t solo and	10	3.3%
2 = 3 =	15 67	8.0 % 35.6 %
ender ander Ender ander	67 29	35.6 % 15.4 %
	want was were and some rack	malas surfar aliant milita milita milita angla
	188	100.0 %

Missing cases = 12 Response percent = 94.0 %

B-MOVES	Number	Percent
	21 30 54 58 24	11.2 % 16.0 % 28.9 % 31.0 % 12.8 %
Total Missing cases = 13	187	100.0 %

Response percent = 93.5 %

43

B-AMONG OURSELVES	Number	Percent
1 = 2 = 3 = 4 = 5 = Total	22 20 69 50 26 187	11.8 % 10.7 % 36.9 % 26.7 % 13.9 %
lotal	187	100.0 %

Missing cases = 13 Response percent = 93.5 %

- Contraction of the Contraction

B-ANNOUNCEMENTS	Number	Percent
1 = 2 = 3 = 4 = 5 =	20 29 60 52 26	10.7 % 15.5 % 32.1 % 27.8 % 13.9 %
Total	187	100.0 %
Missing cases = 13	3	

Response percent = 93.5 %

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. Summer

Frequency Analysis

IFIED ADS Number Percent
1 = 34 18.1 % 2 = 32 17.0 % 3 = 58 30.9 % 4 = 47 25.0 % 5 = 17 9.0 %
5 = 17 5

Missing cases = 12 Response percent = 94.0 %

46

here

B-ENOUGH PHOTOS Number Percent nide where dense upon along entrop have some more and array again and 8 4.3 % 21 11.4 % 82 44.6 % 1 = -²⁰⁰3 - 1000 -2¹⁰ 3 -4 =
 51
 27.7 %

 22
 12.0 %
 5 = conte ante more sono tetre terre offer part only role are used as Total 184 100.0 %

Missing cases = 16 Response percent = 92.0 %

- second

B-ENOUGH GRAPHICS	Number	Percent
1 = 2 = 3 = 4 = 5 = Total	7 20 75 58 23 183	3.8 % 10.9 % 41.0 % 31.7 % 12.6 %

Missing cases = 17 Response percent = 91.5 %

"mainte

B-OVERALL	READABIL	Number	Percent
1 2 3 4 5		4 19 68 75 22 188	2.1 % 10.1 % 36.2 % 39.9 % 11.7 %

Missing cases = 12 Response percent = 94.0 %

49

- Los

Frequency Analysis

B-LOOK/APPEARANCE	Number	Percent
1	proved for and the set	the second se
2 =	14 66	7.5 % 35.3 %
tunda and and and and and and and and and	70 29	37.4 % 15.5 %
Total	187	100.0 %

Missing cases = 13 Response percent = 93.5 %

FI-OPINION PAGE	Number	Percent
		eren ante atus unu unde unte pita,
1	39	21.7%
and a second sec	64	35.6 %
	48	26.7%
and a series	18	10.0 %
	1 1	6.1 %
	tions when when over paths appr	many prior have never your your
Total	180	100.0 %
W() մյուսու չու մյուս, չու ոչ չու չու		

Missing cases = 20 Response percent = 90.0 %

FI-CLE NEWS	Number	Percent
1 = 2 = 3 = 4 = 5 =	12 21 63 66 19	6.6 % 11.6 % 34.8 % 36.5 % 10.5 %
Total	181	100.0 %

Missing cases = 19 Response percent = 90.5 %

2**

(

FI-SECTION NEWS	Number	Percent
1997 FOR 1997 FOR 1997 FOR 1996 FOR 1995 FOR 1995 FOR 1995 FOR 1995 FOR 1995 FOR 1996 FOR 1996 FOR 1995 FOR 199	these pairs while shart brind more	sada trad code inde salar salar sam
<u>t</u> ==	and the second	14.0 %
nor an Manu	4	24.0 %
	63	35.2 %
tradition and the second se	39	21.8%
pera Pera Van Van	9	5.0%
	town they note that shall shall	stars shad olde into any even age
Total	179	100.0 %

Missing cases = 21 Response percent = 89.5 %

NAME OF TAXABLE

FI-GENERAL BAR NEWS Number Percent 23 12.8 % 35 19.6 % 3 = 81 45.3 % 4 == 18.4 % 33 3.9 % from front other error index under Total 179 100.0 %

> Missing cases = 21 Response percent = 89.5 %

"THE OWNER

 FI-ABOUT BAR MEMBERS
 Number
 Percent

 1
 =
 54
 30.3 %

 2
 =
 64
 36.0 %

 3
 =
 40
 22.5 %

 4
 =
 18
 10.1 %

 5
 =
 2
 1.1 %

 Total
 178
 100.0 %

Missing cases = 22 Response percent = 89.0 %

Contraction of the second

FI-NEW BAR PROGRAMS	Number	Percent
di mate Li mate	20	11.3 X
<u> 2</u> ==	The second s	16.4 %
<u> </u>	78	44.1 %
4 <u>1</u>	4 ()	22 o 6 %
	10	5. C. */
	with poor prin abor may use	where above above back down press down
Total	1.77	100.0 %

Missing cases = 23 Response percent = 88.5 % "Sounds

Frequency Analysis		
FI-PROFILES OF COM	Number	Percent
	32 59 67 18 3	17.9 % 33.0 % 37.4 % 10.1 % 1.7 %
Total	179	100.0 %

Missing cases = 21 Response percent = 89.5 %

1000

FI-NEW MEMBERS	Number	Percent
1 = 2 = 3 = 4 = 5 = Total	63 70 33 11 1 1	35.4 % 39.3 % 18.5 % 6.2 % 0.6 %

Missing cases = 22 Response percent = 89.0 %

(____

(

FI-LEGISLATIVE NEWS	Number	Percent
Not live the Nor the Nor one and	addar uniter worke worke worke attach	befor draw while date along which had
te com	10	10.2 %
	19	10.7 %
	47	26.6 %
4	61	34.5 %
		18.1 %
Total	1.77	100.0 %

Missing cases = 23 Response percent = 88.5 %

land the second se

FI-LIGHTER SIDE	Number	Percent
	44 55 54 18 8	24.6 % 30.7 % 30.2 % 10.1 % 4.5 %
Total	179	100.0 %

Missing cases = 21 Response percent = 89.5 %

(

FI-PROF DEVELOPMENT	Number	Percent
	18 28 72 46 13	10.2 % 15.8 % 40.7 % 26.0 % 7.3 %
Total	177	100.0 %

Missing cases = 23 Response percent = 88.5 %

1

Number Percent FI-LEADERS IN BAR 63 59 42 35.2 % 33.0 % 1 == international and a second 3 = 23.5 % 4 == 6.1 % 2.2 % *** 4 2.2% 179 100.0 % Total

> Missing cases = 21 Response percent = 89.5 %

FI-HOW-TO TIPS	Number	Percent
	15 27 44 68 26	8.3 % 15.0 % 24.4 % 37.8 % 14.4 %
J - Total Missing cases = 20	180	100.0 %

Response percent = 90.0 %

(

Frequency Analysis

FI-CALENDAR INFO	Number	Percent
1	20	11.4 %
	2	11.9%
3 = 4 =	51 62	29.0 %
Endig ena porta su ena	tind street streng streng street street	05.2 % 12.5 %
Sure .	alline allow	alle allien tit baard i filt deert komen neut enne soor steen moor
Total	176	100.0 %

Missing cases = 24 Response percent = 88.0 %

Contraction of the local distribution of the

FI-CLE DIRECTORY ADS	Number	Percent
1 = 2 = 3 = 4 = 5 =	23 38 61 44 13	12.8 % 21.2 % 34.1 % 24.6 % 7.3 %
Total	179	100.0 %

Missing cases = 21 Response percent = 89.5 %

65

ANTINA,

FI-CLASSIFIED ADS	Number	Percent
	42 35 55 35 13	23.3 % 19.4 % 30.6 % 19.4 % 7.2 %
Total	180	100.0 %

Missing cases = 20 Response percent = 90.0 % (

Frequency Analysis		
FC-OPINION PAGE	Number	Percent
1 2	16 29	10.5 % 19.0 %
3 ≈ 4 ≈	78 24	51.0 % 15.7 %
5	6	3 - 3 ¹ /2
Total	153	100.0 %

Missing cases = 47 Response percent = 76.5 %

FC-CLE NEWS	Number	Percent
and mode a set of the	8	ter in the
anna anna actiona	16	10.3 %
ning Ali sana Sali	68	43.9 %
trip	800 j.	33. S %
Rama Andre Andre Andr	afore	7 . 1 %
	Appr when bails while while Jose	while based down down water stord from
Total	a contract	100.0 %

Missing cases = 45 Response percent = 77.5 %

6

FC-SECTION/C	COM NEWS	Number	Percent
	99 999 999 100 100 999 999 999 999 100 100	AND THE LOUGH NEEDS FOR STAR	
1 1		* 2	7.8%
2	544Y 8394	**************************************	13.6 %
3		94	61.0 %
a de tradeción de la constante	60V 845	25	16.2 %
Erry Auf	New Also	2	1.3 %
		week once after which permission	ware come over only have been per-
Ţ,	otal		100.0 %

Missing cases = 46 Response percent = 77.0 %

٠

FC-GEN BAR MEM NEWS	Number	Percent
	while give much next make back	abor want pres with their star
1	13	8.5 %
	20	13.1 X
	85	55.6 %
6	32	20.9%
	<u> </u>	2.0%
	while over part part ever used	and prove with major and prove press
Total	155	100.0 %

Missing cases = 47 Response percent = 76.5 %

(

FC-ABOUT MEMBERS	Number	Percent
1 = 2 = 3 = 4 = 5 =	15 35 77 23 1	9.9 % 23.2 % 51.0 % 15.2 % 0.7 %
Total	151	100.0 %

Missing cases = 49 Response percent = 75.5 %

- Andrews

FC-BAR PROGRAMS	Number	Percent
	11 18 83 35 7	7.1 % 11.7 % 53.9 % 22.7 % 4.5 %
Total	154	100.0 %

Missing cases = 46 Response percent = 77.0 %

72

"Summe

FC-BAR COMMITTEES	Number	Percent
	anna anna cana anna nagh	view and also save we'r ann ros
<u>1</u> ===		7.8 %
ran Alian Nan	33	21.6 %
	85	55.6 %
14 m		14.4 %
	-to-second	0.7 %
Total		100.0 %

Missing cases = 47 Response percent = 76.5 % han

-

Frequency Analysis

FC-NEW BAR STAFF	Number	Percent
1 = 2 = 3 = 4 = 5 = Total	16 25 87 19 3 150	10.7 % 16.7 % 58.0 % 12.7 % 2.0 %

Missing cases = 50 Response percent = 75.0 %

74

1 = 12 7.3 $2 = 34 22.1$ $3 = 68 44.2$ $4 = 32 20.8$	Frequency Analysis			
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	FC-LEGISLA			Percent
5 = 8 5.2		2 = 3 =	34 68	7.8 % 22.1 % 44.2 % 20.8 %
Total 154 100.0			8	5.2%

Missing cases = 46 Response percent = 77.0 %

(

FC-LIGHTER SIDE	Number	Percent
	14 32 79 23 3	9.3 % 21.2 % 52.3 % 15.2 % 2.0 %
Total	151	100.0 %

Missing cases = 49 Response percent = 75.5 %

76

Frequency Analysis

FC-PRO DEVELOPMENT	Number	Percent
	11 29 94 18	7.2 % 19.0 % 61.4 % 11.8 %
5 = Total	153	0.7 % 100.0 %

Missing cases = 47 Response percent = 76.5 %
Frequency	Analysis			
	FC-LEADERS	IN BAR	Number	Percent
	- 4 0 4 0		16 30 83 20	10.7 % 20.0 % 55.3 % 13.3 % 0.7 %
		tal	150	100.0 %

Missing cases = 50 Response percent = 75.0 % "destard"

1 mayor

Frequency Analysis

FC-HOW-TO TIPS	Number	Percent
1 = 2 = 3 = 4 = 5 =	16 30 77 23 5	10.6 % 19.9 % 51.0 % 15.2 % 3.3 %
Total	1.51	100.0 %

Missing cases = 49 Response percent = 75.5 %

Allen St.

Sector 1

Frequency Analysis

Number Percent FC-CALENDAR INFO there every wells wells below which wells wells feature down down were sented areas when were sourd source down labor which down were made sourd moves were source sourc 1 9 5.9 % 12.4 % 40.5 % 2 = 19 62 Э = 32.0 % 4 = 49 į čį 9.2 % 5 = -----153 100.0 % Total

> Missing cases = 47 Response percent = 76.5 %

"house"

FC-CLE DIRECTORY ADS	Number	Percent
	11 17 68 48 8	7.2 % 11.2 % 44.7 % 31.6 % 5.3 %
Total	152	100.0 %

Missing cases = 48 Response percent = 76.0 %

"Company

 FC-CLASSIFIED ADS
 Number
 Percent

 1 =
 17
 11.2 %

 2 =
 16
 10.5 %

 3 =
 69
 45.4 %

 4 =
 40
 26.3 %

 5 =
 10
 6.6 %

 Total
 152
 100.0 %

Missing cases = 48 Response percent = 76.0 %

The start

F-ENOUGH PHOTOS Number Percent NOT THE AND LOS ON ADD TOT LOT OUT OUT OUT THE THE THE ADD THE 7.7 % 1 == 13 32 80 2 = 18.9 % 3 = 47.3 % 슈 == 15.4 % 26 10.4 % 18 10.7 % 5 = 169 100.0 % Total

> Missing cases = 31 Response percent = 84.5 %

1

Number Percent F-ENOUGH GRAPHICS ander other ander some free anter some 1 = 16 9.5 % 2 = 16.0 % 27 3 = 83 49.1 X 4 = 17.2 % 29 5 = 14 8.3 % ----------169 100.0 % Total

> Missing cases = 31 Response percent = 84.5 %

F-OVERALL READAB	Number	Percent
	15 30 73 41	8.6 % 17.1 % 41.7 % 23.4 %
5 = Total	16	9.1 % 100.0 %

Missing cases = 25 Response percent = 87.5 %

'www.

F-LOOK/APPEARANCE Number Percent -1 == 18 10.3 % 2 = 40 70 22.9% 3 = 40.0 % 4 = 19.4 % 34 13 5 = 7.4 % ----after their alles and term down that 175 100.0 % Total

> Missing cases = 25 Response percent = 87.5 %

(

1. Second

Frequency Analysis

F-TIMELY INFOR	Number	Percent
1 2.	19	7.5%
	26	14.9 %
	61	35.1 %
ding. non	57	32.8 %
anna Anna Anna	17	9.8 %
	densis nicela name adam adam anam	fore also eres and blac core oper
Total	174	100.0 %

Missing cases = 26 Response percent = 87.0 %



5200 S.W. Meadows Road P.O. Box 1689 Lake Oswego, Oregon 97035-0889 Telephone: (503) 620-0222 WATS Line: 1-800-452-8260

September 18, 1989

Dear Oregon State Bar member:

From time to time, we find it very helpful to survey our members on various membership materials and services, in an attempt to judge their effectiveness. Based on member responses, we can then proceed to "fine tune" these services to meet the needs of our members statewide.

The 1989 Publications Survey you have just received is a follow-up to the same type of survey conducted in 1987, when we asked questions about the many publications and other printed materials which are sent on a regular basis to all members of the bar. Among the two most visible publications are the *Bulletin* and the tabloid *For the Record*.

The 10-times a year *Bulletin* has been mailed to members of the bar for more than 50 years. The *Bulletin* provides information addressing the latest trends and problems dealt with on a day-to-day basis in the legal profession, and how these trends and problems will directly affect the practice of law. The *Bulletin* will continue to be effective in providing this information only if its editor knows the wants and needs of its readership.

The monthly tabloid *For the Record* has been published for more than two years and is designed to provide more timely information of interest to members of the bar, including bar section and committee activities and CLE programming. *For the Record* replaced most of the all-bar mailings that were previously sent out several times a year, and has proven to be a cost-saver in this regard.

The questions on design and format will help us provide you more readable and "betterlooking" publications; the advertising questions will help us generate additional advertising revenue, thus continuing to offset the costs that go into their production. Finally, a number of questions will help us determine if we are reaching the entire bar with useful information, rather than only a few segments of our statewide, diversified group.

Your survey response will be tabulated by a private research company and will remain confidential. In addition, you will note that the survey does not require that you provide your name or bar number, thus ensuring its confidentiality.

As with any survey, your response is important. You are one of a limited number of bar members selected in a random sampling process. I urge you to take the time to respond and return the survey by October 2, 1989. Thank you.

Very truly yours,

un t bahn

Garry L. Kahn President Oregon State Bar

OREGON STATE BAR PUBLICATIONS SURVEY

Thank you for taking time to complete this survey. Results will be shared with bar members after tabulations have been completed. Please fill out and return to Pulse Research, by folding the survey in thirds so that return address shows, stapling to close, and dropping in a mail box by October 2, 1989.

	DEMOGRAPHIC	QUESTIONS
1.	Which of the following best des or department in which you we	
	One lawyer office	11 - 25 lawyer office
	One lawyer office	Over 25 lawyer office . 4
2.	Which areas of law does your j (Check ALL that apply) Administrative Law	ob or practice include?
	Bankruptcy 02 Business & Corporate 03 Consumer 04 Criminal 05 Debtor/Creditor 06 Family Law 07 General Litigation 08	Intellectual Property 10 Labor & Employment 11 Real Property 12 Taxation 13 Wills & Trusts 14 Workers' Compensation 15 Other 16 Not Applicable 17
3.	How long have you been a bar Less than 6 months	member? 3 to 5 years 6 to 10 years 5 More than 10 years
4.	Approximately, what was your Under \$15,000 1 \$15,000 to \$19,999 2 \$20,000 to \$24,999 3 \$25,000 to \$34,999 4	income before taxes in 1988? \$35,000 to \$49,999 5 \$50,000 to \$74,999 6 \$75,000 to \$99,999 7 \$100,000 to \$150,000 8 Over \$150,000 9
5.	Where do you currently reside Downtown Portland	
6.	Which of the following best des residence? (<i>Check only ONE</i>)	
	Own house 1 Rent house 2 Own condo, co-op, apt 3 Rent apartment 4	Rent condo/co-op 5 Other housing owned 6 Other housing rented 7 Other8
7.	If you own your primary reside its current market value? Under \$75,000	ence, approximately, what is \$200,000 to \$299,999 . □5 \$300,000 to \$500,000 . □6
	\$100,000 to \$149,999	Over \$500,000
8.	How many children under 18 y	Years old live with you? Three
	None	Four 1 Four 1 Five or more 1

9. What is your age? 10. Are you:

GENERAL INFORMATION

11.	Please rate, on a scale of 1 to 5, how important each of the following is as a source of useful information to you as a bar member (<i>with 1 being NOT important and 5 being VERY</i>										
	important. Rate each one separately	by circli	ng you	ır resp	onse):						
	Annual Reports	2	3	4	5						
	Bulletin	2	3	4	5						
	For the Record 1	2	3	4	5						
	CLE Brochures 1	2	3	4	5						
	Membership Directory 1	2	3	4	5						
	Mailings of miscellaneous information										
	(e.g ethics opinions, ballots, etc.) . 1	2	3	4	5						

12. Which of the following best describes how you read each of these? ----...

	Thoroughly	Read	Skim	Never
	read	most		read
Annual Reports	🗆 1	□2	□3	□4
Bulletin		□2		□4
For the Record	🗆 1			□4
CLE Brochures	🗖 1			□4
Miscellaneous mailings .	🗖 1			□4

- 13. How often do you refer to the Membership Directory?
 Daily
 1

 Weekly
 2

 Monthly
 3
- 14. In which of the following areas would you like to receive more information than is currently presented in bar hlicatio ...?

Legal issues	Economic issues
Specific comments:	

BULLETIN

The magazine-style Bulletin is distributed 10 times a year to all bar members and contains substantive articles of interest. Specifically, the Bulletin addresses the latest trends and problems dealt with on a day-to-day basis in the legal profession, and how these trends and problems will directly affect the practice of law.

15. Do you find the information contained in the Bulletin useful to you as a bar member?

Yes, very	No, not very
Yes, somewhat $\ldots \ldots 2$	Not at all

16. Do you find articles to be well-written?

Yes, very						No, not very		•		•		•	. 🛛 3
Yes, somewhat	•	•	•	•	•	Not at all	•	•	•	•	•	•	. 🗆 4

17. Based on a scale of 1 to 5, how important to you are each of the following regular features of the Bulletin (with 1 being NOT important and 5 being VERY important. Rate each one

separately by circling your response):

Information about bar-sponsored events,				
activities, services	2	3	4	5
Substantive legal issues	2	3	4	5
Features about bar members 1	2	3	4	5
Interviews with bar leaders 1	2	3	4	5
Articles focusing on specific				
practice areas	2	3	4	5
Articles focusing on law office				
management 1	2	3	4	5
Articles focusing on				
professional development 1	2	3	4	5
Articles presenting new				
information to the legal profession 1	2	3	4	5
Light, human interest or				
humorous features	2	3	4	5
Historical pieces about the bar				
and members	2	3	4	5
"How-to" practice tips 1	2	3	4	5
Articles about national trends 1	2	3	4	5
	-	-	•	•

17A. Based on a scale of 1 to 5, how would you rate the *Bulletin*'s coverage of the following regular features (with 1 being POOR COVERAGE and 5 being EXCELLENT COVERAGE. Rate each one separately by circling your response):

Information about bar-sponsored

micrimuton about but spontorou				
events, activities, services 1	2	3	4	5
Substantive legal issues	2	3	4	5
Features about bar members 1	2	3	4	5
Interviews with bar leaders 1	2	3	4	5
Articles focusing on specific practice				
areas	2	3	4	5
Articles focusing on law office				
management	2	3	4	5
Articles focusing on professional				
development	2	3	4	5
Articles presenting new information				
to the legal profession	2	3	4	5
Light, human interest or humorous				
features	2	3	4	5
Historical pieces about the bar				
and members	2	3	4	5
"How-to" practice tips	2	3	4	5
Articles about national trends 1	2	3	4	5

18. Based on a scale of 1 to 5, how important to you are each of the following regular departmental columns in the Bulletin (with 1 being NOT important and 5 being VERY important. Rate each one separately by circling your response):

Governors' Perspective	.1	2	3	4	5
Executive Director's View	.1	2	3	4	5
Bar Counsel	.1	2	3	4	5
Discipline Reports	.1	2	3	4	5
Resources	.1	2	3	4	5
Letters to the Editor	.1	2	3	4	5
PLF Update	.1	2	3	4	5
Computalk		2	3	4	5
In Memoriam		2	3	4	5
Miss Grammar	.1	2	3	4	5
Legal Assistants/Legal					
Secretaries	.1	2	3	4	5
OSB-CLE Programs	.1	2	3	4	5
Moves		2	3	4	5
Among Ourselves	.1	2	3	4	5
Lawyer Announcements	.1	2	3	4	5
Classified Ads		2	3	4	5

19. Based on a scale of 1 to 5, how do you think the Bulletin does in the following areas (with 1 being POOR JOB and 5 being EXCELLENT JOB. Rate each one separately by circling your response):

	EXCELLENT JOB. Rate each on	e sepa	rately	by cir	cling :	your
	response):	1	•	2		e
	Enough photos		2 2	3 3	4 4	5 5
	Overall readability		2	3	4	5
	Look/appearance		2	3	4	5
20.	Which of the following best refle articles in the <i>Bulletin</i> ? (<i>Please c</i>					
	group)	neck	only Of	VE OU	t oj ed	wn
a.	Articles are generally too long					
	Articles are generally too short Articles are adequate in length	• • • • • •	• • • • • •	••••		\square_2
	Antoics are adoquate in lengur	• • • • • •	• • • • • •	••••		
b.	Too many articles per issue Too few articles per issue Adequate number of articles per issue					2
	Aucquaic number of articles per issue	• • • • • •		••••		
21.	Which of the following statemen feel to be most accurate over the					
	only) It has changed for the better				1	
	It has changed for the worse	• • • • • • • • • • • • • •				$\overline{\Box}_2$
	It hasn't changed at all					□3
	Not sure	• • • • • •	• • • • • •	••••		□4
22	Do you feel that the Bulletin refle	ata th	o into	ionta o	f all h	
<i></i>	members equally well?	ects m	e miei	esis 0	1 411 0	ai
		No .				□2
	For The Re	COPD				
	The newspaper-tabloid For the Rec			ed mor	nthly to	all a
	bar members, and features up-to-date in					
	For the Record provides timely inform including bar section and committee ac					
23.	Do you find the information use	ful to y	yon as	a har	meml	her?
	Yes, very $\ldots \ldots \square 1$	No. no	ot very			
	Yes, somewhat 2	Not at	all .			4
~ ~						
24.	Do you find articles to be well-wi	ritten	?			
	Yes, very	No, no	ot very	• • • •		
		1101 41	au	• • • •		
25.	Based on a scale of 1 to 5, how in	aporta	int to g	you ar	e eacl	h of
	the following sections or types of					
	(with 1 being NOT important and					ut.
	Rate each one separately by circli			-		~
	Opinion Page and Letters		2 2	3 3	4 4	5 5
	Section/Committee news		2	3	4	5
	General bar membership news	1	2	3	4	5
	Features about bar members	1	2	3	4	5
	Information on new bar programs & services	1	2	3	4	5
	Profiles of bar committees &	1	2	5	4	5
	sections	1	2	3	4	5
	Information about new bar staff		_	-		_
	members		2	3	4 4	5
	Legislative news		2 2	3 3	4	5 5
	Articles focusing on professional	•	-	5	·	5
	development		2	3	4	5
	Interviews with leaders in the bar		2	3	4	5
	"How-to" practice tips		2 2	3 3	4 4	2
	Calendar information		2	3	4 4	5 5 5
	Classified ads		2	3	4	5
					-	-

25A. Based on a scale of 1 to 5, how would you rate For the Record's coverage of the following sections or types of articles (with 1 being POOR COVERAGE and 5 being EXCELLENT COVERAGE. Rate each one separately by circling your response):

cuching your response).				
Opinion Page and Letters 1	2	3	4	5
CLE news	2	3	4	5
Section/Committee news	2	3	4	5
General bar membership news 1	2	3	4	5
Features about bar members 1	2	3	4	5
Information on new bar programs				
& services	2	3	4	5
Profiles of bar committees &				
sections	2	3	4	5
Information about new bar staff				
members	2	3	4	5
Legislative news 1	2	3	4	5
"Lighter Side of Practice" 1	2	3	4	5
Articles focusing on professional				
development	2	3	4	5
Interviews with leaders in the Bar 1	2	3	4	5
"How-to" practice tips	2	3	4	5
Calendar information	2	3	4	5
CLE Directory ads	2	3	4	5
Classified ads	2	3	4	5

26. Based on a scale of 1 to 5, how do you think For the Record does in the following areas (with 1 being POOR JOB and 5 being EXCELLENT JOB. Rate each one separately by circling your response):

Enough photos	2	3	4	5
Enough visual artwork/graphics 1	2	3	4	5
Overall readability	2	3	4	5
Look/appearance	2	3	4	5
Provides timely information 1	2	3	4	5

- 27. Which of the following best reflects your feelings regarding articles in For the Record? (Please check only ONE out of each group)

- **28.** Which of the following statements about *For the Record* do you feel to be most accurate over the past year?

(Check ONE only)													
It has changed for the better	• •	•	 •••				 • •			•	•••		
It has changed for the worse			 • •			• •	 • •			• •	•••		 🗖 2
It hasn't changed at all	•••	•	 				 		• •				 🛛 3
Not sure	•••	•	 	••	••	•••	 • •	•••	• •	•	•••	•••	 🛛 4

ADVERTISING INFORMATION

- 31. Do you ever recall ads in the *Bulletin* when you are making purchasing decisions?

32. If you are involved in the purchasing decisions in your office, which of the following services does your office plan to purchase or use in the next 12 months? (*Check ALL that apply*)

Ad or PR agency	Interior des
Direct mail company 02	Messenger
Moving/storage	Real estate
Auto leasing	Office leas
Security/alarm	Group heal
Travel agency	Computer s
Answering service 07	Catering
Printing service	Janitorial
Temp/personnel agency . 09	Accounting
Management/marketing	Not Involv
consultant	

Interior design	n						.011
Messenger se							. 🗆 12
Real estate ag	en	IC,	y			•	. 🛛 13
Office leasing	g a	ge	n	t	•		. 🛛 14
Group health	in	su	ra	n	ce	•	. 🛛 15
Computer sur	p	orl	t s	et	vi	ce	16
Catering				•			
Janitorial		•		•	•	•	. 🗌 18
Accounting		•	•		•	•	. 🗌 19
Not Involved							. 🗌 20

33. Which of the following types of equipment does your office plan to buy or lease in the next 12 months?

(Check ALL that apply)	
Copier	Computer $\ldots \ldots 5$
Typewriter	Telephone system
Desks/office furniture 🛛 3	FAX machine $\dots \dots \dots \square 7$
TV/VCR	Other8
	Don't know \dots $\square 9$

34. Which of these products do you personally plan to buy in the next year? (*Check ALL that apply*)

Automobile	Boat
Home furniture	Jewelry \ldots \ldots \ldots 10
Sporting goods	Stereo equipment
Computer software 04	Hot tub/spa
Camera equipment 05	Cellular phone
TV/VCR	Home computer
Major appliance 🔲 07	Antiques
Motor home	Oregon-made wine

35. If you are planning to purchase a new automobile in the next year, in what price range will you most likely purchase?_____

Under \$10,000	 . 🗖 1	\$20,000 - \$29,999 []4
\$10,000 - \$14,999 .	 . 🗆 2	\$30,000 - \$49,999[]5
\$15,000 - \$19,999 .	 . 🗆 3	\$50,000 - \$75,000 []6
		Over \$75,000]7

- 36. Do you plan to purchase a new home in the next 12 months?

 Yes
 □

 Yes
 □

 If so, in what price range will you most likely purchase?

 Under \$75,000
 □

 1
 \$200,000 to \$299,999

 5
- **37.** Which of the following services do you personally plan to use or buy in the next 12 months? (*Check ALL that apply*)

use of buy in the next is month	
Real estate agent 01	Catering
Travel agency	Veterinarian
Landscaping	Financial planner
Home remodel/repair 04	Stock broker
Health club \ldots \ldots \ldots \Box 05	Accountant/tax advisor . 11
Interior decorating 🔲 06	Housecleaning/maid 🗖 12

38. In the next year, which of the following insurance needs will you shop for? (*check ALL that apply*)

Auto 🔲 I Medical (heali							
Homeowner Dental		•					. 🗆 5
Renter $\ldots \ldots \ldots \square 3$ Life \ldots	• •	•	•	•	•	•	.□6

40. Do you plan to vacation in any of the places listed below in the next 12 months? (*Check ALL that apply*)

me next is monthly. (oncer in	
Reno/Lake Tahoe	Mexico
Las Vegas	Europe
Florida	Asia
Southern California	The Mediterranean 🔲 10
Hawaii	Australia
Canada	The Carribean
Other	

41. Do you plan to visit or vacation in any of the following Oregon locales in the next 12 months? (*Check ALL that apply*)

Ashland $\ldots \ldots \ldots$	Salishan
Bend area	Northern Oregon Coast . 6
Kah-Nee-Ta	Central Oregon Coast 07
Mount Hood area	Southern Oregon Coast . 8

 42. Which of the following do you personally plan to buy for investment purposes in the next year? (Check ALL that apply) Corporate stock
 01

 State/Municipal bonds
 02

 Corporate bonds
 03

 Mutual/money market funds
 04

 Certificates of deposit
 05

 Real estate (other than personal home)
 06

 Commodities
 07

 IRA/Keough accounts
 09

 Precious metals
 09

 Treasury notes/bills
 10

 Art
 11

 Limited partnerships
 12

 Interest savings accounts (banks, S&L's)
 13

43. Approximately, how much do you spend on the following products or services in an average month or year?

products of services in	i all avei age	monum or year .
Restaurant dining	\$	average month
Clothing	\$	average month
Medical services	\$	average month
Entertainment	\$	average month
Charities	\$	average year
Home repair services	\$	average year
Home furnishings	\$	average year
Car repairs	\$	average year
Vacations/long weekends	\$	average year

44.	If you have advertised in the Butterin Classified section, now would you rate the response to your ad? Excellent (sold item or service advertised) Satisfactory (received calls) Poor (received very few calls) On't know 4 Did not advertise
44A.	If you have advertised in For the Record classified section, how would you rate the response to your ad? Excellent (sold item or service advertised) 1 Satisfactory (received calls) 2 Poor (received very few calls) 3 Don't know 4 Did not advertise 5
45.	What specific ideas do you have for improving any of the following? Oregon State Bar Bulletin:
	For the Record:
	Annual Reports:
	Membership Directory:
	CLE Brochures:

- Jaconstand Jacob - Der Hatter Jacob - Jacob

Miscellaneous mailings:

To mail, refold to letter size so return address faces out, staple and mail.

fold here

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Survey Enclosed

MEMORANDUM

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Friday, October 27, 1989

TO: . Oregon State Bar Board of Governors Public Relations Committee

FROM: Randy Choy, Publications Manager

RE: Executive Summary of the 1989 Publications Readership Survey

Attached is an Executive Summary of the 1989 Publications Readership Survey, recently completed by Pulse Research of Portland.

cc: Celene Greene Bob Oleson Rick Griebel

EXECUTIVE SUMMARY

1989 Publications Readership Survey

Introduction

The research was supervised and results were compiled by Pulse Research, an independent and impartial market research firm in Portland.

The study was undertaken to provide us with membership feedback relating to the bar publications. The information will help in developing publications more attuned to the needs of our membership and will help increase advertising sales revenues.

Survey Methodology

Universe -- Approximately 9,000 active members. 2,000 members were randomly selected to receive questionnaires. These were selected on an "nth" basis from a zip code-arranged membership list.

Sample Size -- In total, 378 member surveys were completed and returned (a 9% response). To achieve the desired sampling tolerance, 200 surveys were selected at random from those returned.

Sampling Verification -- Information was gathered by mail. Surveys were collected primarily during the last week in September and the first week in October.

Range of Variation -- At a 98% confidence level, total sample....plus or minus 6.9%

Demographics of Respondents

The average respondent has the following profile: a male working in a law firm having 2-10 lawyers. He has been a bar member for more than 10 years. His income for 1989 is \$63,500, he lives in the Portland-Metropolitan area and he is 43-years-old. He owns his own home, which has a market value of \$132,000. All figures are based on median averages.

General Information on various Bar Publications

In terms of publication usefulness, <u>compared to the other</u> <u>listed publications</u>, the Membership Directory rated the highest with a 4.3 rating (on a scale of 1 to 5, where 1 equals not important and 5 equals very important). The Bulletin followed with a rating of 3.67; CLE Brochures, 3.54; Mailings of misc. information, 3.3; For the Record, 3.11; Annual Reports, 1.95. Compared to 1987: OSB members rated the above publications in the same order as they did in 1987, with the ratings being very similar. However, For the Record showed the greatest increase in usefulness from a 2.60 rating in 1987 to 3.11 in 1989.

When it comes to thoroughness of reading, 73% of the members read the Bulletin either thoroughly or read most of it, with 27% skimming it; 60% read the FTR either thoroughly or most of it, with 38% skimming it; only 14% read the Annual Reports either thoroughly or most of it, with 62% skimming it and 24% never reading it.

However, more than 80% of the members refer to the Membership Directory at least weekly (37% daily, 43% weekly). This high rating explains why the importance as a source of useful information is so high as well.

Both the Bulletin and FTR are well-read, with the "Never Read" category showing 0% for the Bulletin and 2% for FTR. Such reader penetration in the bar membership for our publications is very impressive compared to other association publications, according to the research company.

Compared to 1987: The number of members in 1989 who thoroughly or read most of the Bulletin actually decreased for the Bulletin, with more skimming it; the Annual Reports fared basically the same; the Membership Directory in 1989 increased its daily and weekly use; and For the Record significantly increased its numbers from 48% who thoroughly or read most of it in 1987 to the 60% in 1989. This shows that For the Record, over the past two years, is becoming more and more accepted (and read) by our membership.

Opinions/Perceptions Regarding the Bulletin

Respondents were asked if they found the information contained in the Bulletin to be useful to them as a bar member. More than 87% responded positively and less than 1% stated "not at all" useful. It's interesting that even those members who don't find information in the Bulletin to be particularly useful, still find time to read it. There is a strong correlation between how thoroughly the Bulletin is read and how well-written the articles are perceived to be. However, the perception of usefulness has an even greater effect on how the publication is read than does the quality of the writing. This is an important point that Pulse Research has found to be true in all types of publications.

Ninety-three percent of the membership find the articles in the Bulletin to be well-written.

When it comes to feature story areas in the Bulletin, topranked (in terms of importance) were: "How-to" practice tips, Substantive law issues, Articles presenting new information to the legal profession, Articles focusing on specific practice areas, and Articles focusing on professional development. On the flip side, areas ranked the lowest (in terms of importance) were: Light, human interest or humorous features, Features about bar members, Historical pieces about the bar and members, and Interviews with bar leaders.

Compared to 1987: Basically, the membership responded the same way regarding the order of the above feature story areas.

Action Plan: The top five listed above will receive more attention through increased and better coverage. Pulse Research is in the process of "cross-tabbing" these particular results with the areas of members' practices. With this cross-tabbed information, we will be better able to pinpoint "what type of lawyer wants what type of information." We could then line up those "types" of lawyers as potential authors. To take it a step further, we could also establish contact with the various OSB committees and sections, again through the cross-tabbed information, to line up potential authors.

Regarding departmental columns, the top-ranked columns, in terms of importance, were: Discipline reports, OSB-CLE Programs, PLF Update, Among Ourselves, and Lawyer Announcements. Overall, ratings for the columns were lower than the ratings for features. However, every column is important to some segment of our readership. In some cases, improving the low-rated columns will in turn upgrade the importance of it.

Compared to 1987: Discipline reports again was the most important departmental column.

Respondents felt that the look/appearance and overall readability of the Bulletin was good, but that there <u>could</u> be more visual artwork/graphics/photos. The vast majority of respondents also felt both the length (81%) and number of articles (72%) to be adequate.

When asked how the Bulletin has changed in the past two years, almost 8 to 1 state it has "changed for the better" over "changed for the worse." This indicates noticed improvement by the membership.

Opinions/Perceptions Regarding For the Record

Regarding the usefulness of the information, 77% were positive towards For the Record. 81% found FTR articles to be well-written.

The most important features in the publication, according to importance were: Legislative news, "How-to" practice tips, CLE news, Calendar information, and Articles focusing on professional development. The members felt For the Record does a good job in providing timely information, compared to other aspects such as Overall readability, Enough photos, Enough visual artwork/graphics and the Look/appearance.

Regarding the length of articles and number of articles, 84% felt the lengths are adequate and 78% felt the number is adequate.

For the Record is seen as improved over the past year by an almost 5 to 1 margin.

Compared to 1987: The percentage of members who find the information in For the Record useful has significantly increased since 1987, from 58% to 77%. In terms of how well-written the articles are, the 1989 figures significantly increased since 1987, from 69% to 81%.

The overall perceptions of For the Record (in terms of importance, usefulness, purpose and acceptance) have increased markedly over the past two years. It normally takes from one to two years for any monthly publication to become known first, and then accepted as to its importance, usefulness and purpose -- and I believe, according to this survey, that For the Record has made strong progress.

As you may recall, one of the original reasons for the creation of For the Record was to provide (and consolidate) the time-sensitive OSB information that was previously being sent haphazardly through the many all-bar mailings. Not only has For the Record reduced the cost and number of those mailings, but it is doing a good job at it.

Action Plan: Similar to the Action Plan for the Bulletin, we will concentrate on providing increased and better coverage for the top-ranked features, according to importance. Now that the new For the Record editor has been hired, the timing of these survey results could not have been better.

Advertising Information

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In a nutshell, the advertising and demographic information we have received for the 1989 survey shows us the potential we have in the area of ad sales, especially when it comes to products for both the office and personal use, e.g., computers, office equipment and furniture, sporting goods, automobiles. We have not adequately marketed to these areas in the past, and I believe the greatest potential for ad sales are in these areas.

For example, 27% of the respondents will be purchasing a computer and 22% will be purchasing a desk or other office furniture; 48% and 46% will be purchasing home furniture and sporting goods, respectively; 31% will be purchasing a new automobile in the \$15,000-\$20,000 range; 65% plan to use a travel agency in the next 12 months; 27% and 25% plan to vacation in Southern California and Hawaii in the next 12 months, respectively; and 61% and 56% plan to visit the Bend area and the Northern Oregon Coast in the next 12 months, respectively.