
Pulse Research
OREGON STATE BAR ASSOCIATION
MEMBERSHIP RESEARCH SURVEY
SUMMARY REPORT

October 13, 1989

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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.

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.

RESEARCH DESIGN and METHODOLOGY

SURVEY METHODOLOGY

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

Universe: 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.

Questionnaire 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.

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.....	20%
2 - 10 lawyer office.....	41
11 - 25 lawyer office.....	18
Over 25 lawyer office.....	9

2. Areas of law job or practice includes:

Business & Corporate.....	51%
General Litigation.....	50
Real Property.....	44
Debtor/Creditor.....	39
Wills & Trusts.....	36
Family Law.....	30
Administrative Law.....	27
Criminal.....	21
Unspecified other.....	20
Labor & Employment.....	19
Government.....	18
Bankruptcy.....	17
Consumer.....	15
Worker's Compensation.....	13
Taxation.....	11
Intellectual Property.....	5

3. Number of years a member of the OSB:

61% have been a member for over 10 years.

Less than 6 months.....	1%
6 months - 1 year.....	1
1 to 2 years.....	5
3 to 5 years.....	8
6 to 10 years.....	23
More than 10 years.....	61

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.....	3%
\$15,000 - \$19,999.....	3
\$20,000 - \$24,999.....	6
\$25,000 - \$34,999.....	15
\$35,000 - \$49,999.....	23
\$50,000 - \$74,999.....	25
\$75,000 - \$99,999.....	9
\$100,000 - \$150,000.....	10
Over \$150,000.....	5

5. Reside in:

Portland - not downtown.....	31%
Portland Metro area.....	26
Central Willamette Valley.....	13
Southern Oregon.....	8
South Willamette Valley.....	7
Portland - downtown.....	6
Eastern Oregon.....	5
Central Oregon.....	3
Oregon Coast.....	1

6. Primary residence:

Own house.....	78%
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:

None.....	54%
One.....	16
Two.....	22
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.

	<u>RATING</u>	<u>NUMBER OF RESPONSES</u>
Membership Directory.....	4.30	197
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.

	<u>THOROUGHLY READ</u>	<u>READ MOST</u>	<u>SKIM</u>	<u>NEVER READ</u>
Annual Reports.....	2%	12%	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.....	37%
Weekly.....	43
Monthly.....	15
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

Printing service.....	24%
Computer support service.....	22
Travel agency.....	19
Group health insurance.....	18
Temp/personnel agency.....	16
Messenger service.....	16
Accounting.....	11
Moving/storage.....	9
Interior design.....	7
Janitorial.....	7
Office leasing.....	6
Catering.....	6
Ad or PR agency.....	5
Security/alarm.....	5
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.....	27%
Desks/office furniture.....	22
FAX machine.....	14
Copier.....	13
Phone system.....	10
Typewriter.....	9
TV/VCR.....	6
Other.....	2

RESEARCH HIGHLIGHTS, CONT.

E. ADVERTISING INFORMATION AND SALES RECOMMENDATIONS (continued)

3. Personal purchasing plans:

PRODUCTS PLAN TO BUY IN THE NEXT YEAR

Oregon-made wine.....	53%
Home furniture.....	48
Sporting goods.....	46
Automobile.....	27
Stereo equipment.....	21
Major appliance.....	20
TV/VCR.....	18
Home computer.....	17
Camera equipment.....	16
Jewelry.....	14
Antiques.....	13
Hot tub/spa.....	10
Cellular phone.....	7
Boat.....	3
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 wine-buying 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.....	27
\$15,000 - \$19,999.....	31
\$20,000 - \$29,999.....	23
\$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.....	31%
\$75,000 - \$99,999.....	24
\$100,000 - \$149,999.....	19
\$150,000 - \$199,999.....	14
\$200,000 - \$299,999.....	10
\$300,000 - \$500,000.....	2
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

Travel agency.....	65%
Housecleaning/maid.....	39
Home remodel/repair.....	38
Accountant/tax advisor.....	38
Veterinarian.....	38
Health club.....	31
Landscaping.....	30
Stock broker.....	29
Real estate agent.....	24
Financial planner.....	18
Interior decorator.....	13
Catering.....	9

INSURANCE NEEDS WILL SHOP FOR IN THE NEXT YEAR

Auto.....	37%
Homeowner.....	34
Medical.....	21
Life.....	20
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.....	27%
Hawaii.....	25
Reno/Lake Tahoe.....	18
Europe.....	15
Canada.....	14
Mexico.....	11
Florida.....	11
Las Vegas.....	6
The Carribean.....	5
Asia.....	5
Mediterranean.....	4
Australia.....	4

OREGON LOCALES PLAN TO VISIT

Bend area.....	61%
Northern Oregon Coast.....	56
Central Oregon Coast.....	43
Mount Hood area.....	43
Ashland.....	34
Salishan.....	17
Southern Oregon Coast.....	16
Kah-Nee-Ta.....	11

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.....	48%
Mutual/money market funds.....	46
Interest savings account.....	44
Corporate stock.....	31
Certificates of deposit.....	31
State/Municipal bonds.....	19
Treasury notes/bills.....	10
Art.....	9
Real estate.....	7
Corporate bonds.....	4
Precious metals.....	2
Limited partnerships.....	1
Commodities.....	1

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
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.

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%
Satisfactory.....	45
Poor.....	50

RATING OF FOR THE RECORD CLASSIFIED AD

Excellent.....	0%
Satisfactory.....	14
Poor.....	86

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RESEARCH HIGHLIGHTS, CONT.

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6. Primary residence:

Own house.....	78%
Rent house.....	8
Own condo.....	2
Rent apartment.....	9
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Other owned.....	1
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7. Market value of home:

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RESEARCH HIGHLIGHTS, CONT.

A. DEMOGRAPHICS OF RESPONDENTS (continued)

8. Number of children under 18 years old:

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RESEARCH HIGHLIGHTS, CONT.

B. GENERAL INFORMATION

1. Publication usefulness:

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RESEARCH HIGHLIGHTS, CONT.

B. GENERAL INFORMATION (continued)

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4. Areas would like to receive more information:

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RESEARCH HIGHLIGHTS, CONT.

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.

<u>FIND INFO</u> <u>USEFUL</u>	<u>THOROUGHLY</u> <u>READ</u>	<u>READ</u> <u>MOST</u>	<u>SKIM</u>	<u>NEVER</u> <u>READ</u>	<u>TOTAL</u> <u>SAMPLE</u>	
Yes, very.....	50%	46%	4%	0%	25%	> 87%
Yes, somewhat.....	15	60	25	0	62	
No, not very.....	0	17	83	0	12	> 13%
Not at all.....	0	0	100	0	1	
 <u>FIND ARTICLES TO</u> <u>BE WELL-WRITTEN</u>						
Yes, very.....	41%	53%	6%	0%	26%	> 93%
Yes, somewhat.....	16	52	32	0	67	
No, not very.....	8	46	46	0	7	> 8%
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.

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.

	<u>IMPORTANCE</u>	<u>COVERAGE</u>
"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 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 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.

	<u>IMPORTANCE</u>
Discipline reports.....	3.61
OSB-CLE Programs.....	3.48
PLF Update.....	3.40
Among Ourselves.....	3.20
Lawyer Announcements.....	3.19
Moves.....	3.18
Bar Counsel.....	3.11
Classified ads.....	2.90
Resources.....	2.88
Miss Grammar.....	2.65
Letters to the Editor.....	2.61
In Memoriam.....	2.57
Computalk.....	2.31
Governor's Perspective.....	2.11
Executive Director's View.....	2.06
Legal Assistnts/Legal Secretaries	2.01

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.

	<u>RATING</u>
Look/appearance.....	3.52
Overall readability.....	3.49
Enough visual artwork/graphics...	3.38
Enough photos.....	3.32

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

RESEARCH HIGHLIGHTS, CONT.

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..."

LENGTH OF ARTICLES

Too long.....	15%
Too short.....	4
Adequate in length.....	81

NUMBER OF ARTICLES

Too many per issue.....	6%
Too few per issue.....	22
Adequate number per issue.....	72

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 be congratulated.

CHANGE IN BULLETIN

For the better.....	44%
For the worse.....	6%
Hasn't changed at all.....	25%
Not sure/no response.....	25%

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.

TYPE OF LAW OFFICE -----	REFLECTS INTERESTS OF ALL -----		
	<u>YES</u>	<u>NO</u>	<u>NO RESPONSE</u>
One lawyer.....	41%	46%	13%
2-10 lawyer.....	43	47	10
11-25 lawyer.....	47	39	14
over 25 lawyer.....	46	33	21
AREA OF LAW PRACTICE INCLUDES -----			
Business & Corporate.....	49	39	12
General Litigation.....	46	43	11
Real Property.....	49	39	12
Debtor/Creditor.....	42	44	14
Wills & Trusts.....	46	43	11
Family Law.....	33	60	7
Administrative Law.....	32	48	20
Criminal.....	33	62	5
Unspecified other.....	39	51	10
Labor & Employment.....	32	53	16
Government.....	36	50	14
Bankruptcy.....	49	33	18
Consumer.....	38	55	7
Worker's Compensation.....	28	60	12
Taxation.....	41	46	14
Intellectual Property.....	60	30	10
HOW LONG A MEMBER -----			
1 year or less.....	67	17	17
1 to 5 years.....	35	50	15
6 years or more.....	43	45	11
CURRENTLY RESIDE -----			
Downtown Portland.....	54	23	23
Portland-not downtown.....	38	51	11
Portland metro area.....	43	45	12
Central Willamette Valley.....	36	60	4
South Willamette Valley.....	50	36	14
Central Oregon.....	33	33	33
Eastern Oregon.....	46	46	9
Southern Oregon.....	56	31	13
Oregon Coast.....	50	50	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 than For the Record.

FIND INFO <u>USEFUL</u>	THOROUGHLY <u>READ</u>	READ <u>MOST</u>	<u>SKIM</u>	NEVER <u>READ</u>	TOTAL <u>SAMPLE</u>	
Yes, very.....	49%	41%	10%	0%	19%	> 77%
Yes, somewhat.....	7	59	32	0	58	
No, not very.....	4	18	75	3	14	> 23%
Not at all.....	0	6	76	18	9	
FIND ARTICLES TO <u>BE WELL-WRITTEN</u>						
Yes, very.....	44%	52%	4%	0%	13%	> 81%
Yes, somewhat.....	12	47	39	0	68	
No, not very.....	3	43	50	3	16	> 19%
Not at all.....	0	0	83	17	3	

RESEARCH HIGHLIGHTS, CONT.

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.

	<u>IMPORTANCE</u>	<u>COVERAGE</u>
Legislative news.....	3.40	2.94
"How-to" practice tips.....	3.35	2.81
CLE news.....	3.33	3.27
Calendar information.....	3.26	3.26
Articles focusing on professional development.....	3.05	2.80
Information on new programs and services.....	2.95	3.06
CLE Directory ads.....	2.92	3.16
General bar membership news.....	2.81	2.95
Section/Committee news.....	2.80	2.90
Classified ads.....	2.67	3.07
Profiles of bar committees and sections.....	2.45	2.78
Opinion page and letters.....	2.43	2.84
"Lighter Side of Practice".....	2.39	2.79
Features about bar members.....	2.16	2.74
Interviews with leaders in the bar.....	2.07	2.73
Information about new bar staff members.....	1.97	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.

RESEARCH HIGHLIGHTS, CONT.

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.

	<u>RATING</u>
Provides timely information.....	3.22
Overall readability.....	3.07
Enough photos.....	3.02
Enough visual artwork/graphics...	2.99
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 long.....	10%
Too short.....	6
Adequate in length.....	84

NUMBER OF ARTICLES

Too many per issue.....	11%
Too few per issue.....	11
Adequate number per issue.....	78

RESEARCH HIGHLIGHTS, CONT.

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*

For the better.....	23%
For the worse.....	5%
Hasn't changed at all.....	35%
Not sure/no response.....	37%

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.

TYPE OF LAW OFFICE -----	REFLECTS INTERESTS OF ALL -----		
	<u>YES</u>	<u>NO</u>	<u>NO RESPONSE</u>
One lawyer.....	36%	46%	18%
2-10 lawyer.....	44	43	12
11-25 lawyer.....	58	28	14
over 25 lawyer.....	33	46	21
AREA OF LAW PRACTICE INCLUDES -----			
Business & Corporate.....	45	42	13
General Litigation.....	48	38	14
Real Property.....	46	43	11
Debtor/Creditor.....	40	44	16
Wills & Trusts.....	42	46	12
Family Law.....	37	48	15
Administrative Law.....	39	39	22
Criminal.....	31	50	19
Unspecified other.....	49	44	8
Labor & Employment.....	34	47	18
Government.....	47	36	17
Bankruptcy.....	46	36	18
Consumer.....	48	41	10
Worker's Compensation.....	24	48	28
Taxation.....	36	41	23
Intellectual Property.....	50	30	20
HOW LONG A MEMBER -----			
1 year or less.....	83	17	0
1 to 5 years.....	42	42	15
6 years or more.....	42	43	15
CURRENTLY RESIDE -----			
Downtown Portland.....	62	15	23
Portland-not downtown.....	36	46	18
Portland metro area.....	47	41	12
Central Willamette Valley.....	40	56	4
South Willamette Valley...	36	43	21
Central Oregon.....	17	50	33
Eastern Oregon.....	55	27	18
Southern Oregon.....	50	38	12
Oregon Coast.....	50	50	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.

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

Printing service.....	24%
Computer support service.....	22
Travel agency.....	19
Group health insurance.....	18
Temp/personnel agency.....	16
Messenger service.....	16
Accounting.....	11
Moving/storage.....	9
Interior design.....	7
Janitorial.....	7
Office leasing.....	6
Catering.....	6
Ad or PR agency.....	5
Security/alarm.....	5
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.....	27%
Desks/office furniture.....	22
FAX machine.....	14
Copier.....	13
Phone system.....	10
Typewriter.....	9
TV/VCR.....	6
Other.....	2

RESEARCH HIGHLIGHTS, CONT.

E. ADVERTISING INFORMATION AND SALES RECOMMENDATIONS (continued)**3. Personal purchasing plans:****PRODUCTS PLAN TO BUY IN THE NEXT YEAR**

Oregon-made wine.....	53%
Home furniture.....	48
Sporting goods.....	46
Automobile.....	27
Stereo equipment.....	21
Major appliance.....	20
TV/VCR.....	18
Home computer.....	17
Camera equipment.....	16
Jewelry.....	14
Antiques.....	13
Hot tub/spa.....	10
Cellular phone.....	7
Boat.....	3
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 wine-buying 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.....	27
\$15,000 - \$19,999.....	31
\$20,000 - \$29,999.....	23
\$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.....	31%
\$75,000 - \$99,999.....	24
\$100,000 - \$149,999.....	19
\$150,000 - \$199,999.....	14
\$200,000 - \$299,999.....	10
\$300,000 - \$500,000.....	2
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

Travel agency.....	65%
Housecleaning/maid.....	39
Home remodel/repair.....	38
Accountant/tax advisor.....	38
Veterinarian.....	38
Health club.....	31
Landscaping.....	30
Stock broker.....	29
Real estate agent.....	24
Financial planner.....	18
Interior decorator.....	13
Catering.....	9

INSURANCE NEEDS WILL SHOP FOR IN THE NEXT YEAR

Auto.....	37%
Homeowner.....	34
Medical.....	21
Life.....	20
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.....	27%
Hawaii.....	25
Reno/Lake Tahoe.....	18
Europe.....	15
Canada.....	14
Mexico.....	11
Florida.....	11
Las Vegas.....	6
The Carribean.....	5
Asia.....	5
Mediterranean.....	4
Australia.....	4

OREGON LOCALES PLAN TO VISIT

Bend area.....	61%
Northern Oregon Coast.....	56
Central Oregon Coast.....	43
Mount Hood area.....	43
Ashland.....	34
Salishan.....	17
Southern Oregon Coast.....	16
Kah-Nee-Ta.....	11

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.....	48%
Mutual/money market funds.....	46
Interest savings account.....	44
Corporate stock.....	31
Certificates of deposit.....	31
State/Municipal bonds.....	19
Treasury notes/bills.....	10
Art.....	9
Real estate.....	7
Corporate bonds.....	4
Precious metals.....	2
Limited partnerships.....	1
Commodities.....	1

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
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.

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%
Satisfactory.....	45
Poor.....	50

RATING OF FOR THE RECORD CLASSIFIED AD

Excellent.....	0%
Satisfactory.....	14
Poor.....	86

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 -----
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 %		

OREGON STATE BAR PUBLICATIONS SURVEY 10-6-89 PULSE RESEARCH

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	3	1.5 %
2 = 6 MOS - 1 YEAR	3	1.5 %
3 = 1 TO 2 YEARS	9	4.5 %
4 = 3 TO 5 YEARS	17	8.5 %
5 = 6 TO 10 YEARS	46	23.0 %
6 = MORE THAN 10 YRS	122	61.0 %
	-----	-----
Total	200	100.0 %

Missing cases = 0

Response percent = 100.0 %

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

Frequency Analysis

INCOME IN 1988 -----	Number -----	Percent -----
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 = OVER \$150,000	10	5.1 %
	-----	-----
Total	195	100.0 %
Missing cases = 5		
Response percent = 97.5 %		

5. WHERE DO YOU CURRENTLY RESIDE?

Frequency Analysis

CURRENTLY RESIDE -----	Number -----	Percent -----
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 %
	-----	-----
Total	199	100.0 %
Missing cases = 1		
Response percent = 99.5 %		

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

Frequency Analysis

PRIMARY RESIDENCE -----	Number -----	Percent -----
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 %

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 -----
1 = NONE	107	54.0 %
2 = ONE	32	16.2 %
3 = TWO	43	21.7 %
4 = THREE	12	6.1 %
5 = FOUR	3	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
-----	-----	-----
1 = UNDER 25	0	0.0 %
2 = 25-34	37	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 %
	-----	-----
Total	198	100.0 %

Missing cases = 2

Response percent = 99.0 %

10. ARE YOU:

Frequency Analysis

GENDER	Number	Percent
-----	-----	-----
1 = MALE	152	80.0 %
2 = FEMALE	38	20.0 %
	-----	-----
Total	190	100.0 %

Missing cases = 10

Response percent = 95.0 %

OREGON STATE BAR PUBLICATIONS SURVEY 10-6-89 PULSE RESEARCH

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	=	5
Mean	=	1.9538
Median	=	2
Mode	=	1

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

BULLETIN

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

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

OREGON STATE BAR PUBLICATIONS SURVEY 10-6-89 PULSE RESEARCH

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	=	3.1055
Median	=	3
Mode	=	4

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

CLE BROCHURES

Minimum	=	1
Maximum	=	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	=	3

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	Number	Percent
-----	-----	-----
= NO RESPONSE	1	0.5 %
1 = THOROUGHLY READ	4	2.0 %
2 = READ MOST	23	11.5 %
3 = SKIM	124	62.0 %
4 = NEVER READ	48	24.0 %
	-----	-----
Total	200	100.0 %
Missing cases = 0		
Response percent = 100.0 %		

READ BULLETIN	Number	Percent
-----	-----	-----
= NO RESPONSE	1	0.5 %
1 = THOROUGHLY READ	43	21.5 %
2 = READ MOST	102	51.0 %
3 = SKIM	54	27.0 %
4 = NEVER READ	0	0.0 %
	-----	-----
Total	200	100.0 %
Missing cases = 0		
Response percent = 100.0 %		

READ FOR THE RECORD	Number	Percent
-----	-----	-----
= NO RESPONSE	2	1.0 %
1 = THOROUGHLY READ	29	14.5 %
2 = READ MOST	89	44.5 %
3 = SKIM	76	38.0 %
4 = NEVER READ	4	2.0 %
	-----	-----
Total	200	100.0 %
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	2	1.0 %
1 = THOROUGHLY READ	29	14.5 %
2 = READ MOST	72	36.0 %
3 = SKIM	94	47.0 %
4 = NEVER READ	3	1.5 %
	-----	-----
Total	200	100.0 %
Missing cases = 0		
Response percent = 100.0 %		

READ MISC MAILINGS	Number	Percent
-----	-----	-----
= NO RESPONSE	3	1.5 %
1 = THOROUGHLY READ	17	8.5 %
2 = READ MOST	61	30.5 %
3 = SKIM	116	58.0 %
4 = NEVER READ	3	1.5 %
	-----	-----
Total	200	100.0 %
Missing cases = 0		
Response percent = 100.0 %		

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

Frequency Analysis

REFER TO DIRECTORY -----	Number -----	Percent -----
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 %

OREGON STATE BAR PUBLICATIONS SURVEY 10-6-89 PULSE RESEARCH

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 %
4 = 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 %
Total	197	100.0 %
Missing cases = 3		
Response percent = 98.5 %		

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

Frequency Analysis

ARTCLS WELL-WRITTEN -----	Number -----	Percent -----
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 %
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	=	3
Modes (Bimodal)	=	3 & 4

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

SUBSTANTIVE LEGAL ISSUES

Minimum	=	1
Maximum	=	5
Mean	=	3.5255
Median	=	4
Mode	=	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	=	3

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

INTERVIEWS WITH BAR LEADERS

Minimum	=	1
Maximum	=	5
Mean	=	2.0923
Median	=	2
Mode	=	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	=	5
Mean	=	3.3316
Median	=	3
Mode	=	3

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

ARTICLES FOCUSING ON LAW OFFICE MANAGEMENT

Minimum	=	1
Maximum	=	5
Mean	=	3.2062
Median	=	3
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	=	5
Mean	=	3.2487
Median	=	3
Mode	=	3

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

ARTICLES PRESENTING NEW INFORMATION TO THE LEGAL PROFESSION

Minimum	=	1
Maximum	=	5
Mean	=	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	=	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	=	1
Maximum	=	5
Mean	=	2.3846
Median	=	2
Mode	=	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	=	1
Maximum	=	5
Mean	=	3.7216
Median	=	4
Mode	=	4

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

ARTICLES ABOUT NATIONAL TRENDS

Minimum	=	1
Maximum	=	5
Mean	=	3.0208
Median	=	3
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

Minimum	=	1
Maximum	=	5
Mean	=	2.9663
Median	=	3
Mode	=	3

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

OREGON STATE BAR PUBLICATIONS SURVEY 10-6-89 PULSE RESEARCH

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	=	3
Mode	=	3

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

INTERVIEWS WITH BAR LEADERS

Minimum	=	1
Maximum	=	5
Mean	=	3.1618
Median	=	3
Mode	=	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

Minimum	=	1
Maximum	=	5
Mean	=	3.0229
Median	=	3
Mode	=	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	=	1
Maximum	=	5
Mean	=	2.9429
Median	=	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	=	2.9713
Median	=	3
Mode	=	3

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	=	3
Mode	=	3

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

HISTORICAL PIECES ABOUT THE BAR AND MEMBERS

Minimum	=	1
Maximum	=	5
Mean	=	3.0526
Median	=	3
Mode	=	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	=	1
Maximum	=	5
Mean	=	2.9540
Median	=	3
Mode	=	3

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

ARTICLES ABOUT NATIONAL TRENDS

Minimum	=	1
Maximum	=	5
Mean	=	2.7791
Median	=	3
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	=	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	=	2.0585
Median	=	2
Mode	=	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	=	3
Mode	=	3

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	=	1
Maximum	=	5
Mean	=	2.8778
Median	=	3
Mode	=	3

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

LETTERS TO THE EDITOR

Minimum	=	1
Maximum	=	5
Mean	=	2.6085
Median	=	3
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

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	=	1
Maximum	=	5
Mean	=	2.3085
Median	=	2
Mode	=	1

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

OREGON STATE BAR PUBLICATIONS SURVEY 10-6-89 PULSE RESEARCH

Descriptive Statistics

B-IN MEMORIAM

Minimum	=	1
Maximum	=	5
Mean	=	2.5699
Median	=	3
Mode	=	3

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

MISS GRAMMAR

Minimum	=	1
Maximum	=	5
Mean	=	2.6505
Median	=	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

Minimum	=	1
Maximum	=	5
Mean	=	2.0053
Median	=	2
Mode	=	1

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

OSB-CLE PROGRAMS

Minimum	=	1
Maximum	=	5
Mean	=	3.4787
Median	=	4
Modes (Bimodal)	=	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	=	1
Maximum	=	5
Mean	=	3.1818
Median	=	3
Mode	=	4

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

AMONG OURSELVES

Minimum	=	1
Maximum	=	5
Mean	=	3.2032
Median	=	3
Mode	=	3

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	=	1
Maximum	=	5
Mean	=	3.1872
Median	=	3
Mode	=	3

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

CLASSIFIED ADS

Minimum	=	1
Maximum	=	5
Mean	=	2.8989
Median	=	3
Mode	=	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	=	1
Maximum	=	5
Mean	=	3.3152
Median	=	3
Mode	=	3

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

ENOUGH VISUAL ARTWORK/GRAPHICS

Minimum	=	1
Maximum	=	5
Mean	=	3.3825
Median	=	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	=	3.4894
Median	=	4
Mode	=	4

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

LOOK/APPEARANCE

Minimum	=	1
Maximum	=	5
Mean	=	3.5241
Median	=	4
Mode	=	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
-----	-----	-----
1 = TOO LONG	28	15.1 %
2 = TOO SHORT	7	3.8 %
3 = ADEQUATE LENGTH	150	81.1 %
	-----	-----
Total	185	100.0 %

Missing cases = 15

Response percent = 92.5 %

NUMBER OF ARTICLES	Number	Percent
-----	-----	-----
1 = TOO MANY PER ISSUE	12	6.4 %
2 = TOO FEW PER ISSUE	41	21.9 %
3 = ADEQUATE NUMBER PER ISSUE	134	71.7 %
	-----	-----
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 -----
= 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 %
	-----	-----
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 -----
= NO RESPONSE	24	12.0 %
1 = YES	86	43.0 %
2 = NO	90	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	37	19.1 %
2 = YES, SOMEWHAT	112	57.7 %
3 = NO, NOT VERY	28	14.4 %
4 = NOT AT ALL	17	8.8 %
Total	194	100.0 %
Missing cases = 6		
Response percent = 97.0 %		

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

Frequency Analysis

WELL-WRITTEN -----	Number -----	Percent -----
1 = YES, VERY	25	13.3 %
2 = YES, SOMEWHAT	127	67.6 %
3 = NO, NOT VERY	30	16.0 %
4 = NOT AT ALL	6	3.2 %
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	=	5
Mean	=	2.4333
Median	=	2
Mode	=	2

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

CLE NEWS

Minimum	=	1
Maximum	=	5
Mean	=	3.3260
Median	=	3
Mode	=	4

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

OREGON STATE BAR PUBLICATIONS SURVEY 10-6-89 PULSE RESEARCH

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	=	3
Mode	=	3

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

GENERAL BAR MEMBERSHIP NEWS

Minimum	=	1
Maximum	=	5
Mean	=	2.8101
Median	=	3
Mode	=	3

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	=	1
Maximum	=	5
Mean	=	2.1573
Median	=	2
Mode	=	2

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

INFORMATION ON NEW BAR PROGRAMS AND SERVICES

Minimum	=	1
Maximum	=	5
Mean	=	2.9492
Median	=	3
Mode	=	3

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

Minimum	=	1
Maximum	=	5
Mean	=	2.4469
Median	=	2
Mode	=	3

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

INFORMATION ABOUT NEW BAR STAFF MEMBERS

Minimum	=	1
Maximum	=	5
Mean	=	1.9719
Median	=	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	=	3.3955
Median	=	4
Mode	=	4

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

"LIGHTER SIDE OF PRACTICE"

Minimum	=	1
Maximum	=	5
Mean	=	2.3911
Median	=	2
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	=	5
Mean	=	3.0452
Median	=	3
Mode	=	3

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

INTERVIEWS WITH LEADERS IN THE BAR

Minimum	=	1
Maximum	=	5
Mean	=	2.0726
Median	=	2
Mode	=	1

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	=	1
Maximum	=	5
Mean	=	3.3500
Median	=	4
Mode	=	4

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

CALENDAR INFORMATION

Minimum	=	1
Maximum	=	5
Mean	=	3.2557
Median	=	3
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	=	1
Maximum	=	5
Mean	=	2.9218
Median	=	3
Mode	=	3

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

CLASSIFIED ADS

Minimum	=	1
Maximum	=	5
Mean	=	2.6778
Median	=	3
Mode	=	3

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	=	1
Maximum	=	5
Mean	=	2.8366
Median	=	3
Mode	=	3

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

CLE NEWS

Minimum	=	1
Maximum	=	5
Mean	=	3.2710
Median	=	3
Mode	=	3

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

OREGON STATE BAR PUBLICATIONS SURVEY 10-6-89 PULSE RESEARCH

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	=	1
Maximum	=	5
Mean	=	2.8961
Median	=	3
Mode	=	3

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

GENERAL BAR MEMBERSHIP NEWS

Minimum	=	1
Maximum	=	5
Mean	=	2.9477
Median	=	3
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

FEATURES ABOUT BAR MEMBERS

Minimum	=	1
Maximum	=	5
Mean	=	2.7351
Median	=	3
Mode	=	3

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

INFORMATION ON NEW BAR PROGRAMS & SERVICES

Minimum	=	1
Maximum	=	5
Mean	=	3.0584
Median	=	3
Mode	=	3

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

Minimum	=	1
Maximum	=	5
Mean	=	2.7843
Median	=	3
Mode	=	3

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

INFORMATION ABOUT NEW BAR STAFF MEMBERS

Minimum	=	1
Maximum	=	5
Mean	=	2.7867
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

LEGISLATIVE NEWS

Minimum	=	1
Maximum	=	5
Mean	=	2.9351
Median	=	3
Mode	=	3

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

"LIGHTER SIDE OF PRACTICE"

Minimum	=	1
Maximum	=	5
Mean	=	2.7947
Median	=	3
Mode	=	3

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	=	2.7974
Median	=	3
Mode	=	3

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	=	5
Mean	=	2.8079
Median	=	3
Mode	=	3

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

CALENDAR INFORMATION

Minimum	=	1
Maximum	=	5
Mean	=	3.2614
Median	=	3
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	=	1
Maximum	=	5
Mean	=	3.1645
Median	=	3
Mode	=	3

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

CLASSIFIED ADS

Minimum	=	1
Maximum	=	5
Mean	=	3.0658
Median	=	3
Mode	=	3

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

Minimum	=	1
Maximum	=	5
Mean	=	2.9882
Median	=	3
Mode	=	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	=	5
Mean	=	3.0743
Median	=	3
Mode	=	3

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

LOOK/APPEARANCE

Minimum	=	1
Maximum	=	5
Mean	=	2.9086
Median	=	3
Mode	=	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	=	5
Mean	=	3.2241
Median	=	3
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 -----
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 -----
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
-----	-----	-----
= 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 %
	-----	-----
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
-----	-----	-----
= NO RESPONSE	30	15.0 %
1 = YES	86	43.0 %
2 = NO	84	42.0 %
	-----	-----
Total	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	169	85.8 %
2 = NO	28	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 -----
1 = YES	82	42.7 %
2 = NO	110	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
	-----	-----
20 = NOT INVOLVED	52	26.0 %
08 = PRINTING SERVICE	47	23.5 %
16 = COMPUTER SUPPORT	44	22.0 %
06 = TRAVEL AGENCY	37	18.5 %
15 = GROUP HEALTH INS	36	18.0 %
09 = TEMP/PERSONNEL	32	16.0 %
12 = MESSENGER SERV	31	15.5 %
19 = ACCOUNTING	22	11.0 %
03 = MOVING/STORAGE	18	9.0 %
11 = INTERIOR DESIGN	13	6.5 %
18 = JANITORIAL	13	6.5 %
14 = OFFICE LEASING	11	5.5 %
17 = CATERING	11	5.5 %
01 = AD OR PR AGENCY	9	4.5 %
05 = SECURITY/ALARM	9	4.5 %
07 = ANSWERING SERVC	8	4.0 %
13 = R E AGENCY	8	4.0 %
04 = AUTO LEASING	6	3.0 %
02 = DIRECT MAIL CO	4	2.0 %
10 = MGT/MKT CONSULT	3	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 = 200

	Count	Percent
	-----	-----
9 = DON'T KNOW	57	28.5 %
5 = COMPUTER	53	26.5 %
3 = DESK/OFFICE FURN	43	21.5 %
7 = FAX MACHINE	28	14.0 %
1 = COPIER	25	12.5 %
6 = PHONE SYSTEM	19	9.5 %
2 = TYPEWRITER	17	8.5 %
4 = TV/VCR	12	6.0 %
8 = OTHER	3	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
	-----	-----
16 = OREGON-MADE WINE	106	53.0 %
02 = 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 = TV/VCR	35	17.5 %
14 = HOME COMPUTER	33	16.5 %
05 = CAMERA EQUIPMT	32	16.0 %
10 = JEWELRY	28	14.0 %
15 = ANTIQUES	26	13.0 %
12 = HOT TUB/SPA	19	9.5 %
13 = CELLULAR PHONE	13	6.5 %
09 = BOAT	6	3.0 %
08 = MOTOR HOME	1	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
-----	-----	-----
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	0.0 %
	-----	-----
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 NEW HOME	Number	Percent
-----	-----	-----
= NO RESPONSE	18	9.0 %
1 = YES	39	19.5 %
2 = NO	143	71.5 %
	-----	-----
Total	200	100.0 %
Missing cases = 0		
Response percent = 100.0 %		

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

Frequency Analysis

HOME PRICE RANGE	Number	Percent
-----	-----	-----
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	9.5 %
6 = \$300K-500,000	1	2.4 %
7 = OVER \$500,000	0	0.0 %
	-----	-----
Total	42	100.0 %
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 = 200

	Count	Percent
	-----	-----
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 CLUB	61	30.5 %
03 = LANDSCAPING	59	29.5 %
10 = STOCK BROKER	57	28.5 %
01 = R E AGENT	47	23.5 %
09 = FINANCIAL PLAN	36	18.0 %
06 = INTERIOR DECOR	26	13.0 %
07 = CATERING	18	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
	-----	-----
1 = AUTO	74	37.0 %
2 = HOMEOWNER	68	34.0 %
4 = MEDICAL	42	21.0 %
6 = LIFE	39	19.5 %
5 = DENTAL	27	13.5 %
3 = 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 FOR BUS/PERS -----	Number -----	Percent -----
1 = YES	193	98.0 %
2 = NO	4	2.0 %
Total	197	100.0 %
Missing cases = 3		
Response percent = 98.5 %		

OREGON STATE BAR PUBLICATIONS SURVEY 10-6-89 PULSE RESEARCH

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

Multi-Variable Response

Number of cases = 200

	Count	Percent
	-----	-----
04 = SOUTHERN CALIF	53	26.5 %
05 = HAWAII	50	25.0 %
01 = RENO/LK TAHOE	35	17.5 %
13 = OTHER	34	17.0 %
08 = EUROPE	30	15.0 %
06 = CANADA	28	14.0 %
07 = MEXICO	22	11.0 %
03 = FLORIDA	21	10.5 %
02 = LAS VEGAS	11	5.5 %
12 = THE CARRIBEAN	10	5.0 %
09 = ASIA	9	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
	-----	-----
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	21	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
	-----	-----
08 = IRA/KEOUGH ACCT	95	47.5 %
04 = MUTUAL/MM FUNDS	92	46.0 %
13 = INT SAVINGS ACCT	87	43.5 %
01 = CORPORATE STOCK	62	31.0 %
05 = 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	1	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

Minimum	=	10
Maximum	=	500
Mean	=	145.7971
Median	=	100
Mode	=	100

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

CLOTHING/MONTH

Minimum	=	10
Maximum	=	600
Mean	=	127.3282
Median	=	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	=	5
Maximum	=	1500
Mean	=	117.1500
Median	=	50
Mode	=	50

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

ENTERTAINMENT/MONTH

Minimum	=	10
Maximum	=	1000
Mean	=	148.6496
Median	=	100
Mode	=	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	=	10
Maximum	=	40000
Mean	=	1792.9535
Median	=	475
Mode	=	100

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

HOME REPAIR SERVICES/YEAR

Minimum	=	2
Maximum	=	5000
Mean	=	844.0667
Median	=	500
Mode	=	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	=	10
Maximum	=	5000
Mean	=	852.5238
Median	=	500
Mode	=	1000

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

CAR REPAIRS/YEAR

Minimum	=	10
Maximum	=	3000
Mean	=	571.5600
Median	=	400
Mode	=	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	=	10
Maximum	=	10000
Mean	=	2271.7910
Median	=	1800
Mode	=	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
1 = EXCELLENT	1	0.8 %
2 = SATISFACTORY	9	7.3 %
3 = POOR	10	8.1 %
4 = DON'T KNOW	0	0.0 %
5 = DIDN'T ADVERTISE	104	83.9 %
Total	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
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 %
Total	123	100.0 %
Missing cases = 77		
Response percent = 61.5 %		

OSB CROSSTABS OF AREA OF LAW X IMPORTANCE OF FEATURES

AREA OF LAW BY IMPORTANCE OF BULLETIN FEATURES

(N=200)

Num	I-HOW-TO TIPS				
Row%	-----				
	1	2	3	4	5
	=====				
AREA OF LAW					

ADMINISTRATIVE	2	5	11	19	15
	3.8	9.6	21.2	36.5	28.8
BANKRUPTCY	2	1	6	12	11
	6.3	3.1	18.8	37.5	34.4
BUSINESS & CORP	6	7	18	40	29
	6.0	7.0	18.0	40.0	29.0
CONSUMER	1	0	4	9	14
	3.6	0.0	14.3	32.1	50.0
CRIMINAL	2	8	7	12	11
	5.0	20.0	17.5	30.0	27.5
DEBTOR/CREDITOR	2	3	12	32	27
	2.6	3.9	15.8	42.1	35.5
FAMILY LAW	3	5	5	21	24
	5.2	8.6	8.6	36.2	41.4
GEN LITIGATION	3	8	14	39	31
	3.2	8.4	14.7	41.1	32.6
GOVERNMENT	2	3	7	12	10
	5.9	8.8	20.6	35.3	29.4
INTELL PROPERTY	1	0	2	5	2
	10.0	0.0	20.0	50.0	20.0
LABOR & EMPLOY	1	2	7	15	12
	2.7	5.4	18.9	40.5	32.4
REAL PROPERTY	3	4	16	33	28
	3.6	4.8	19.0	39.3	33.3
TAXATION	3	1	3	12	3
	13.6	4.5	13.6	54.5	13.6
WILL & TRUSTS	2	5	7	30	26
	2.9	7.1	10.0	42.9	37.1
WORKERS COMP	0	2	6	11	5
	0.0	8.3	25.0	45.8	20.8
OTHER	2	3	8	14	11
	5.3	7.9	21.1	36.8	28.9
NA	0	1	1	0	0
	0.0	50.0	50.0	0.0	0.0

OSB CROSSTABS OF AREA OF LAW X IMPORTANCE OF FEATURES

AREA OF LAW BY IMPORTANCE OF BULLETIN FEATURES
(N=200)

Num	I-SUBSTANTIVE LEGAL				
Row%	-----				
	1	2	3	4	5
	=====				
AREA OF LAW					

ADMINISTRATIVE	1	10	12	21	9
	1.9	18.9	22.6	39.6	17.0
BANKRUPTCY	1	2	7	15	8
	3.0	6.1	21.2	45.5	24.2
BUSINESS & CORP	6	8	29	44	14
	5.9	7.9	28.7	43.6	13.9
CONSUMER	0	2	9	12	6
	0.0	6.9	31.0	41.4	20.7
CRIMINAL	5	4	10	15	7
	12.2	9.8	24.4	36.6	17.1
DEBTOR/CREDITOR	3	8	20	29	16
	3.9	10.5	26.3	38.2	21.1
FAMILY LAW	4	7	11	23	13
	6.9	12.1	19.0	39.7	22.4
GEN LITIGATION	4	10	27	35	20
	4.2	10.4	28.1	36.5	20.8
GOVERNMENT	1	4	10	12	8
	2.9	11.4	28.6	34.3	22.9
INTELL PROPERTY	0	1	3	6	0
	0.0	10.0	30.0	60.0	0.0
LABOR & EMPLOY	1	6	15	10	6
	2.6	15.8	39.5	26.3	15.8
REAL PROPERTY	4	4	21	41	15
	4.7	4.7	24.7	48.2	17.6
TAXATION	2	1	9	8	2
	9.1	4.5	40.9	36.4	9.1
WILL & TRUSTS	4	5	20	28	14
	5.6	7.0	28.2	39.4	19.7
WORKERS COMP	1	4	6	12	1
	4.2	16.7	25.0	50.0	4.2
OTHER	0	5	15	15	4
	0.0	12.8	38.5	38.5	10.3
NA	0	0	1	0	1
	0.0	0.0	50.0	0.0	50.0

OSB CROSSTABS OF AREA OF LAW X IMPORTANCE OF FEATURES

AREA OF LAW BY IMPORTANCE OF BULLETIN FEATURES
(N=200)

Num	I-NEW INFORMATION				
Row%	-----				
	1	2	3	4	5
	=====				
AREA OF LAW					

ADMINISTRATIVE	1	4	14	22	10
	2.0	7.8	27.5	43.1	19.6
BANKRUPTCY	1	4	15	7	5
	3.1	12.5	46.9	21.9	15.6
BUSINESS & CORP	5	10	33	36	14
	5.1	10.2	33.7	36.7	14.3
CONSUMER	0	1	9	12	6
	0.0	3.6	32.1	42.9	21.4
CRIMINAL	2	7	13	15	3
	5.0	17.5	32.5	37.5	7.5
DEBTOR/CREDITOR	3	4	30	26	13
	3.9	5.3	39.5	34.2	17.1
FAMILY LAW	4	4	15	25	10
	6.9	6.9	25.9	43.1	17.2
GEN LITIGATION	3	12	36	31	12
	3.2	12.8	38.3	33.0	12.8
GOVERNMENT	1	5	7	13	8
	2.9	14.7	20.6	38.2	23.5
INTELL PROPERTY	0	0	2	7	0
	0.0	0.0	22.2	77.8	0.0
LABOR & EMPLOY	1	5	8	16	7
	2.7	13.5	21.6	43.2	18.9
REAL PROPERTY	4	8	29	33	9
	4.8	9.6	34.9	39.8	10.8
TAXATION	2	1	6	9	3
	9.5	4.8	28.6	42.9	14.3
WILL & TRUSTS	4	5	20	29	11
	5.8	7.2	29.0	42.0	15.9
WORKERS COMP	1	3	8	10	2
	4.2	12.5	33.3	41.7	8.3
OTHER	0	4	11	15	8
	0.0	10.5	28.9	39.5	21.1
NA	0	0	1	1	0
	0.0	0.0	50.0	50.0	0.0

OSB CROSSTABS OF AREA OF LAW X IMPORTANCE OF FEATURES

AREA OF LAW BY IMPORTANCE OF BULLETIN FEATURES

(N=200)

Num	I-SPECIFIC AREAS				
Row%	-----				
	1	2	3	4	5
	=====				
AREA OF LAW					

ADMINISTRATIVE	1	7	20	17	6
	2.0	13.7	39.2	33.3	11.8
BANKRUPTCY	0	4	8	16	5
	0.0	12.1	24.2	48.5	15.2
BUSINESS & CORP	3	13	32	43	9
	3.0	13.0	32.0	43.0	9.0
CONSUMER	0	3	9	12	5
	0.0	10.3	31.0	41.4	17.2
CRIMINAL	2	6	18	9	6
	4.9	14.6	43.9	22.0	14.6
DEBTOR/CREDITOR	1	9	21	37	8
	1.3	11.8	27.6	48.7	10.5
FAMILY LAW	1	9	18	20	10
	1.7	15.5	31.0	34.5	17.2
GEN LITIGATION	2	15	26	38	14
	2.1	15.8	27.4	40.0	14.7
GOVERNMENT	0	4	14	13	3
	0.0	11.8	41.2	38.2	8.8
INTELL PROPERTY	0	2	1	7	0
	0.0	20.0	10.0	70.0	0.0
LABOR & EMPLOY	1	4	15	13	3
	2.8	11.1	41.7	36.1	8.3
REAL PROPERTY	1	7	27	40	10
	1.2	8.2	31.8	47.1	11.8
TAXATION	2	3	6	11	0
	9.1	13.6	27.3	50.0	0.0
WILL & TRUSTS	2	9	23	29	8
	2.8	12.7	32.4	40.8	11.3
WORKERS COMP	0	7	9	6	2
	0.0	29.2	37.5	25.0	8.3
OTHER	1	4	12	17	4
	2.6	10.5	31.6	44.7	10.5
NA	0	0	2	0	0
	0.0	0.0	100.0	0.0	0.0

OSB CROSSTABS OF AREA OF LAW X IMPORTANCE OF FEATURES

AREA OF LAW BY IMPORTANCE OF BULLETIN FEATURES

(N=200)

Num	I-PROF DEVELOPMENT				
Row%	-----				
	1	2	3	4	5
	=====				
AREA OF LAW					

ADMINISTRATIVE	2	8	16	19	7
	3.8	15.4	30.8	36.5	13.5
BANKRUPTCY	1	5	8	14	5
	3.0	15.2	24.2	42.4	15.2
BUSINESS & CORP	5	16	30	38	11
	5.0	16.0	30.0	38.0	11.0
CONSUMER	1	2	10	12	4
	3.4	6.9	34.5	41.4	13.8
CRIMINAL	2	9	18	8	4
	4.9	22.0	43.9	19.5	9.8
DEBTOR/CREDITOR	5	10	20	30	11
	6.6	13.2	26.3	39.5	14.5
FAMILY LAW	6	8	17	20	7
	10.3	13.8	29.3	34.5	12.1
GEN LITIGATION	5	15	34	30	11
	5.3	15.8	35.8	31.6	11.6
GOVERNMENT	1	8	10	11	5
	2.9	22.9	28.6	31.4	14.3
INTELL PROPERTY	0	0	2	7	0
	0.0	0.0	22.2	77.8	0.0
LABOR & EMPLOY	2	6	12	11	5
	5.6	16.7	33.3	30.6	13.9
REAL PROPERTY	5	10	29	31	10
	5.9	11.8	34.1	36.5	11.8
TAXATION	2	1	7	10	2
	9.1	4.5	31.8	45.5	9.1
WILL & TRUSTS	5	9	21	27	9
	7.0	12.7	29.6	38.0	12.7
WORKERS COMP	2	3	9	9	1
	8.3	12.5	37.5	37.5	4.2
OTHER	0	8	10	15	6
	0.0	20.5	25.6	38.5	15.4
NA	1	0	0	1	0
	50.0	0.0	0.0	50.0	0.0

OSB CROSSTABS OF AREA OF LAW X IMPORTANCE OF FEATURES

AREA OF LAW BY IMPORTANCE OF FOR THE RECORD FEATURES

(N=200)

Num	FI-LEGISLATIVE NEWS				
Row%	-----				
	1	2	3	4	5
	=====				
AREA OF LAW					

ADMINISTRATIVE	2	3	18	12	13
	4.2	6.3	37.5	25.0	27.1
BANKRUPTCY	0	3	12	11	5
	0.0	9.7	38.7	35.5	16.1
BUSINESS & CORP	6	13	21	36	17
	6.5	14.0	22.6	38.7	18.3
CONSUMER	2	2	8	6	10
	7.1	7.1	28.6	21.4	35.7
CRIMINAL	6	0	10	14	6
	16.7	0.0	27.8	38.9	16.7
DEBTOR/CREDITOR	4	7	17	23	17
	5.9	10.3	25.0	33.8	25.0
FAMILY LAW	5	3	13	18	11
	10.0	6.0	26.0	36.0	22.0
GEN LITIGATION	6	7	23	31	18
	7.1	8.2	27.1	36.5	21.2
GOVERNMENT	3	4	9	7	10
	9.1	12.1	27.3	21.2	30.3
INTELL PROPERTY	0	2	3	5	0
	0.0	20.0	30.0	50.0	0.0
LABOR & EMPLOY	2	1	14	8	7
	6.3	3.1	43.8	25.0	21.9
REAL PROPERTY	6	7	20	33	15
	7.4	8.6	24.7	40.7	18.5
TAXATION	1	3	5	8	3
	5.0	15.0	25.0	40.0	15.0
WILL & TRUSTS	3	8	17	25	14
	4.5	11.9	25.4	37.3	20.9
WORKERS COMP	2	1	5	6	4
	11.1	5.6	27.8	33.3	22.2
OTHER	5	4	4	13	11
	13.5	10.8	10.8	35.1	29.7
NA	0	0	1	1	0
	0.0	0.0	50.0	50.0	0.0

OSB CROSSTABS OF AREA OF LAW X IMPORTANCE OF FEATURES

AREA OF LAW BY IMPORTANCE OF FOR THE RECORD FEATURES
(N=200)

Num	FI-HOW-TO TIPS				
Row%	-----				
	1	2	3	4	5
	=====				
AREA OF LAW					

ADMINISTRATIVE	1	5	13	22	8
	2.0	10.2	26.5	44.9	16.3
BANKRUPTCY	1	5	6	13	7
	3.1	15.6	18.8	40.6	21.9
BUSINESS & CORP	5	16	17	43	15
	5.2	16.7	17.7	44.8	15.6
CONSUMER	2	3	2	12	9
	7.1	10.7	7.1	42.9	32.1
CRIMINAL	4	4	7	15	7
	10.8	10.8	18.9	40.5	18.9
DEBTOR/CREDITOR	4	10	13	31	13
	5.6	14.1	18.3	43.7	18.3
FAMILY LAW	4	6	9	21	13
	7.5	11.3	17.0	39.6	24.5
GEN LITIGATION	6	14	17	34	16
	6.9	16.1	19.5	39.1	18.4
GOVERNMENT	2	4	5	15	7
	6.1	12.1	15.2	45.5	21.2
INTELL PROPERTY	0	2	4	3	1
	0.0	20.0	40.0	30.0	10.0
LABOR & EMPLOY	2	2	8	15	5
	6.3	6.3	25.0	46.9	15.6
REAL PROPERTY	4	9	19	36	14
	4.9	11.0	23.2	43.9	17.1
TAXATION	1	5	4	10	1
	4.8	23.8	19.0	47.6	4.8
WILL & TRUSTS	2	11	10	33	13
	2.9	15.9	14.5	47.8	18.8
WORKERS COMP	1	1	6	9	2
	5.3	5.3	31.6	47.4	10.5
OTHER	2	8	6	17	4
	5.4	21.6	16.2	45.9	10.8
NA	0	0	2	0	0
	0.0	0.0	100.0	0.0	0.0

OSB CROSSTABS OF AREA OF LAW X IMPORTANCE OF FEATURES

AREA OF LAW BY IMPORTANCE OF FOR THE RECORD FEATURES
(N=200)

Num	FI-CLE NEWS				
Row%	-----				
	1	2	3	4	5
	=====				
AREA OF LAW					

ADMINISTRATIVE	2	5	23	17	2
	4.1	10.2	46.9	34.7	4.1
BANKRUPTCY	1	2	14	12	2
	3.2	6.5	45.2	38.7	6.5
BUSINESS & CORP	4	11	31	40	10
	4.2	11.5	32.3	41.7	10.4
CONSUMER	1	0	12	11	4
	3.6	0.0	42.9	39.3	14.3
CRIMINAL	4	3	15	13	2
	10.8	8.1	40.5	35.1	5.4
DEBTOR/CREDITOR	2	6	25	32	6
	2.8	8.5	35.2	45.1	8.5
FAMILY LAW	2	6	18	19	8
	3.8	11.3	34.0	35.8	15.1
GEN LITIGATION	5	10	29	32	12
	5.7	11.4	33.0	36.4	13.6
GOVERNMENT	1	2	14	13	3
	3.0	6.1	42.4	39.4	9.1
INTELL PROPERTY	0	1	5	4	0
	0.0	10.0	50.0	40.0	0.0
LABOR & EMPLOY	3	4	15	9	3
	8.8	11.8	44.1	26.5	8.8
REAL PROPERTY	3	7	29	34	9
	3.7	8.5	35.4	41.5	11.0
TAXATION	1	3	7	10	0
	4.8	14.3	33.3	47.6	0.0
WILL & TRUSTS	3	5	24	30	7
	4.3	7.2	34.8	43.5	10.1
WORKERS COMP	1	5	6	9	0
	4.8	23.8	28.6	42.9	0.0
OTHER	1	7	11	15	3
	2.7	18.9	29.7	40.5	8.1
NA	0	0	1	1	0
	0.0	0.0	50.0	50.0	0.0

OSB CROSSTABS OF AREA OF LAW X IMPORTANCE OF FEATURES

AREA OF LAW BY IMPORTANCE OF FOR THE RECORD FEATURES

(N=200)

Num	FI-CALENDAR INFO				
Row%	-----				
	1	2	3	4	5
	=====				
AREA OF LAW					

ADMINISTRATIVE	2	4	17	17	7
	4.3	8.5	36.2	36.2	14.9
BANKRUPTCY	1	4	10	10	6
	3.2	12.9	32.3	32.3	19.4
BUSINESS & CORP	8	11	30	32	11
	8.7	12.0	32.6	34.8	12.0
CONSUMER	4	1	8	12	3
	14.3	3.6	28.6	42.9	10.7
CRIMINAL	6	4	8	16	2
	16.7	11.1	22.2	44.4	5.6
DEBTOR/CREDITOR	5	6	21	25	12
	7.2	8.7	30.4	36.2	17.4
FAMILY LAW	4	4	16	19	8
	7.8	7.8	31.4	37.3	15.7
GEN LITIGATION	7	8	26	30	14
	8.2	9.4	30.6	35.3	16.5
GOVERNMENT	3	3	11	13	2
	9.4	9.4	34.4	40.6	6.3
INTELL PROPERTY	0	3	2	4	1
	0.0	30.0	20.0	40.0	10.0
LABOR & EMPLOY	2	2	10	11	6
	6.5	6.5	32.3	35.5	19.4
REAL PROPERTY	7	7	28	30	8
	8.8	8.8	35.0	37.5	10.0
TAXATION	2	6	8	5	0
	9.5	28.6	38.1	23.8	0.0
WILL & TRUSTS	4	9	24	23	8
	5.9	13.2	35.3	33.8	11.8
WORKERS COMP	1	2	4	8	4
	5.3	10.5	21.1	42.1	21.1
OTHER	6	4	8	15	4
	16.2	10.8	21.6	40.5	10.8
NA	0	0	1	1	0
	0.0	0.0	50.0	50.0	0.0

OSB CROSSTABS OF AREA OF LAW X IMPORTANCE OF FEATURES

AREA OF LAW BY IMPORTANCE OF FOR THE RECORD FEATURES
(N=200)

Num	FI-PROF DEVELOPMENT				
Row%	-----				
	1	2	3	4	5
	=====				
AREA OF LAW					

ADMINISTRATIVE	3	2	25	12	6
	6.3	4.2	52.1	25.0	12.5
BANKRUPTCY	2	4	16	6	3
	6.5	12.9	51.6	19.4	9.7
BUSINESS & CORP	5	18	37	26	7
	5.4	19.4	39.8	28.0	7.5
CONSUMER	2	2	12	7	5
	7.1	7.1	42.9	25.0	17.9
CRIMINAL	5	2	19	8	2
	13.9	5.6	52.8	22.2	5.6
DEBTOR/CREDITOR	7	10	29	16	7
	10.1	14.5	42.0	23.2	10.1
FAMILY LAW	7	6	21	12	5
	13.7	11.8	41.2	23.5	9.8
GEN LITIGATION	10	13	34	19	9
	11.8	15.3	40.0	22.4	10.6
GOVERNMENT	2	4	16	6	5
	6.1	12.1	48.5	18.2	15.2
INTELL PROPERTY	0	1	4	5	0
	0.0	10.0	40.0	50.0	0.0
LABOR & EMPLOY	4	4	11	8	4
	12.9	12.9	35.5	25.8	12.9
REAL PROPERTY	6	12	33	25	5
	7.4	14.8	40.7	30.9	6.2
TAXATION	1	5	7	7	1
	4.8	23.8	33.3	33.3	4.8
WILL & TRUSTS	4	11	27	21	5
	5.9	16.2	39.7	30.9	7.4
WORKERS COMP	3	4	5	4	3
	15.8	21.1	26.3	21.1	15.8
OTHER	3	6	13	10	5
	8.1	16.2	35.1	27.0	13.5
NA	0	0	1	1	0
	0.0	0.0	50.0	50.0	0.0

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

32. SERVICE PURCHASES FOR THE OFFICE:

Number of cases = 150

	Count	Percent
	-----	-----
20 = NOT INVOLVED	45	30.0 %
12 = MESSENGER SERV	30	20.0 %
08 = PRINTING SERVICE	30	20.0 %
16 = COMPUTER SUPPORT	26	17.3 %
06 = TRAVEL AGENCY	25	16.7 %
09 = TEMP/PERSONNEL	24	16.0 %
15 = GROUP HEALTH INS	20	13.3 %
03 = MOVING/STORAGE	13	8.7 %
19 = ACCOUNTING	12	8.0 %
14 = OFFICE LEASING	9	6.0 %
11 = INTERIOR DESIGN	8	5.3 %
17 = CATERING	6	4.0 %
13 = R E AGENCY	5	3.3 %
07 = ANSWERING SERVC	5	3.3 %
05 = SECURITY/ALARM	5	3.3 %
04 = AUTO LEASING	5	3.3 %
01 = AD OR PR AGENCY	4	2.7 %
18 = JANITORIAL	4	2.7 %
02 = DIRECT MAIL CO	3	2.0 %
10 = MGT/MKT CONSULT	2	1.3 %

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

33. EQUIPMENT WILL BUY FOR THE OFFICE:

Number of cases = 150

	Count	Percent
	-----	-----
9 = DON'T KNOW	47	31.3 %
5 = COMPUTER	32	21.3 %
3 = DESK/OFFC FURN	28	18.7 %
7 = FAX MACHINE	20	13.3 %
1 = COPIER	17	11.3 %
6 = PHONE SYSTEM	15	10.0 %
2 = TYPEWRITER	11	7.3 %
4 = TV/VCR	8	5.3 %
8 = OTHER	3	2.0 %

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

34. PRODUCTS PERSONALLY PLAN TO BUY:

Number of cases = 150

	Count	Percent
	-----	-----
16 = OREGON-MADE WINE	78	52.0 %
02 = HOME FURNITURE	72	48.0 %
03 = SPORTING GOODS	62	41.3 %
01 = AUTOMOBILE	40	26.7 %
04 = COMPUTER SOFTWR	40	26.7 %
11 = STEREO EQUIPMENT	31	20.7 %
07 = MAJOR APPLIANCE	29	19.3 %
06 = TV/VCR	29	19.3 %
14 = HOME COMPUTER	22	14.7 %
05 = CAMERA EQUIPMT	21	14.0 %
15 = ANTIQUES	21	14.0 %
10 = JEWELRY	19	12.7 %
13 = CELLULAR PHONE	12	8.0 %
12 = HOT TUB/SPA	11	7.3 %
09 = BOAT	5	3.3 %

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

35. AUTO PRICE RANGE WILL LOOK IN:

NEW AUTO PRICE RANGE -----	Number -----	Percent -----
1 = UNDER \$10,000	7	12.5 %
2 = \$10K-14,999	17	30.4 %
3 = \$15K-19,999	15	26.8 %
4 = \$20K-29,999	13	23.2 %
5 = \$30K-49,999	4	7.1 %
6 = \$50K-75,000	0	0.0 %
7 = OVER \$75,000	0	0.0 %
	-----	-----
Total	56	100.0 %

Missing cases = 94

Response percent = 37.3 %

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

36. WILL PURCHASE NEW HOME:

PURCHASE NEW HOME -----	Number -----	Percent -----
= NO RESPONSE	15	10.0 %
1 = YES	31	20.7 %
2 = NO	104	69.3 %
	-----	-----
Total	150	100.0 %

Missing cases = 0

Response percent = 100.0 %

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

PRICE RANGE OF HOUSE WILL LOOK AT:

HOME PRICE RANGE	Number	Percent
-----	-----	-----
1 = UNDER \$75,000	9	27.3 %
2 = \$75K-99,999	9	27.3 %
3 = \$100K-149,999	6	18.2 %
4 = \$150K-199,999	5	15.2 %
5 = \$200K-299,999	3	9.1 %
6 = \$300K-500,000	1	3.0 %
7 = OVER \$500,000	0	0.0 %
	-----	-----
Total	33	100.0 %

Missing cases = 117

Response percent = 22.0 %

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

37. SERVICES PLAN TO USE OR BUY PERSONALLY:

Number of cases = 150

	Count	Percent
	-----	-----
02 = TRAVEL AGENCY	100	66.7 %
12 = CLEANING/MAID	57	38.0 %
04 = HOME REMODEL/REP	56	37.3 %
05 = HEALTH CLUB	49	32.7 %
08 = VETERINARIAN	48	32.0 %
11 = ACCT/TAX ADVISOR	48	32.0 %
03 = LANDSCAPING	44	29.3 %
10 = STOCK BROKER	41	27.3 %
01 = R E AGENT	38	25.3 %
09 = FINANCIAL PLAN	26	17.3 %
06 = INTERIOR DECOR	20	13.3 %
07 = CATERING	17	11.3 %

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

38. INSURANCE NEEDS WILL SHOP FOR:

Number of cases = 150

	Count	Percent
	-----	-----
1 = AUTO	53	35.3 %
2 = HOMEOWNER	47	31.3 %
6 = LIFE	30	20.0 %
4 = MEDICAL	28	18.7 %
5 = DENTAL	19	12.7 %
3 = RENTER	9	6.0 %

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

39. PLAN ON TRAVELING:

TRAVEL FOR BUS/PERS -----	Number -----	Percent -----
1 = YES	145	98.6 %
2 = NO	2	1.4 %
	-----	-----
Total	147	100.0 %
Missing cases = 3		
Response percent = 98.0 %		

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

40. PLAN TO VACATION AT:

Number of cases = 150

	Count	Percent
	-----	-----
05 = HAWAII	38	25.3 %
04 = SOUTHERN CALIF	37	24.7 %
01 = RENO/LK TAHOE	22	14.7 %
08 = EUROPE	22	14.7 %
13 = OTHER	22	14.7 %
06 = CANADA	20	13.3 %
07 = MEXICO	19	12.7 %
03 = FLORIDA	14	9.3 %
02 = LAS VEGAS	8	5.3 %
09 = ASIA	8	5.3 %
12 = THE CARRIBEAN	8	5.3 %
10 = MEDITERRANEAN	7	4.7 %
11 = AUSTRALIA	6	4.0 %

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

41. PLAN TO VISIT OR VACATION IN OREGON AT:

Number of cases = 150

	Count	Percent
	-----	-----
6 = NO ORE COAST	95	63.3 %
2 = BEND AREA	92	61.3 %
4 = MT HOOD AREA	82	54.7 %
7 = CEN ORE COAST	61	40.7 %
1 = ASHLAND	46	30.7 %
5 = SALISHAN	25	16.7 %
3 = KAH-NEE-TA	16	10.7 %
8 = SO ORE COAST	12	8.0 %

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

42. WILL BUY FOR INVESTMENT:

Number of cases = 150

	Count	Percent
	-----	-----
08 = IRA/KEOUGH ACCT	74	49.3 %
04 = MUTUAL/MM FUNDS	68	45.3 %
13 = INT SAVINGS ACCT	66	44.0 %
01 = CORPORATE STOCK	47	31.3 %
05 = CD'S	42	28.0 %
02 = ST/MUNI BONDS	26	17.3 %
11 = ART	15	10.0 %
10 = TREAS NOTES/BILL	13	8.7 %
06 = REAL ESTATE	10	6.7 %
03 = CORPORATE BONDS	5	3.3 %
09 = PRECIOUS METALS	2	1.3 %
12 = LTD. PARTNERSHIP	1	0.7 %
07 = COMMODITIES	1	0.7 %

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

43. WILL SPEND ON EACH OF THE FOLLOWING:

RESTAURANTS/MONTH

Minimum = 20
Maximum = 500
Mean = 145.1010
Median = 100
Mode = 100

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

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

43. WILL SPEND ON EACH OF THE FOLLOWING:

CLOTHING/MONTH

Minimum	=	10
Maximum	=	600
Mean	=	134.6277
Median	=	100
Mode	=	100

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

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

43. WILL SPEND ON EACH OF THE FOLLOWING:

MEDICAL SERV/MONTH

Minimum	=	5
Maximum	=	1500
Mean	=	118.8406
Median	=	67.5000
Mode	=	100

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

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

43. WILL SPEND ON EACH OF THE FOLLOWING:

ENTERTAINMENT/MONTH

Minimum	=	10
Maximum	=	1000
Mean	=	152.0313
Median	=	100
Mode	=	100

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

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

43. WILL SPEND ON EACH OF THE FOLLOWING:

CHARITIES/YEAR

Minimum	=	10
Maximum	=	40000
Mean	=	1976.4783
Median	=	400
Mode	=	100

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

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

43. WILL SPEND ON EACH OF THE FOLLOWING:

HOME REPAIR/YEAR

Minimum	=	2
Maximum	=	5000
Mean	=	928.8143
Median	=	500
Mode	=	2000

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

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

43. WILL SPEND ON EACH OF THE FOLLOWING:

HOME FURNISHINGS/YR

Minimum	=	20
Maximum	=	5000
Mean	=	886.9286
Median	=	500
Mode	=	1000

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

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

43. WILL SPEND ON EACH OF THE FOLLOWING:

CAR REPAIRS/YEAR

Minimum	=	20
Maximum	=	3000
Mean	=	613.4483
Median	=	400
Mode	=	500

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

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

43. WILL SPEND ON EACH OF THE FOLLOWING:

VACATIONS/YEAR

Minimum	=	50
Maximum	=	10000
Mean	=	2327.3684
Median	=	1500
Modes (Bimodal)	=	2000 & 5000

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

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

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

Number of cases = 100

	Count	Percent
	-----	-----
05 = HAWAII	31	31.0 %
04 = SOUTHERN CALIF	29	29.0 %
08 = EUROPE	18	18.0 %
01 = RENO/LK TAHOE	17	17.0 %
07 = MEXICO	17	17.0 %
13 = OTHER	16	16.0 %
03 = FLORIDA	10	10.0 %
06 = CANADA	10	10.0 %
09 = ASIA	7	7.0 %
12 = THE CARRIBEAN	6	6.0 %
02 = LAS VEGAS	5	5.0 %
11 = AUSTRALIA	5	5.0 %
10 = MEDITERRANEAN	5	5.0 %

OREGON STATE BAR - PORTLAND AND CENTRAL WILLAMETTE VALLEY RESIDENTS

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

Number of cases = 100

	Count	Percent
	-----	-----
2 = BEND AREA	70	70.0 %
6 = NO ORE COAST	63	63.0 %
4 = MT HOOD AREA	58	58.0 %
7 = CEN ORE COAST	39	39.0 %
1 = ASHLAND	36	36.0 %
5 = SALISHAN	16	16.0 %
3 = KAH-NEE-TA	11	11.0 %
8 = SO ORE COAST	7	7.0 %

OSB - DEMOGRAPHICS OF FTR INFO NOT AT ALL USEFUL

Frequency Analysis

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

Missing cases = 0

Response percent = 100.0 %

OSB - DEMOGRAPHICS OF FTR INFO NOT AT ALL USEFUL

Frequency Analysis

HOW LONG A MEMBER	Number	Percent
-----	-----	-----
1 = LESS THAN 6 MOS	0	0.0 %
2 = 6 MOS - 1 YEAR	0	0.0 %
3 = 1 TO 2 YEARS	0	0.0 %
4 = 3 TO 5 YEARS	4	23.5 %
5 = 6 TO 10 YEARS	6	35.3 %
6 = MORE THAN 10 YRS	7	41.2 %
	-----	-----
Total	17	100.0 %

Missing cases = 0

Response percent = 100.0 %

OSB - DEMOGRAPHICS OF FTR INFO NOT AT ALL USEFUL

Frequency Analysis

INCOME IN 1988	Number	Percent
-----	-----	-----
1 = UNDER \$15,000	0	0.0 %
2 = \$15K-19,999	0	0.0 %
3 = \$20K-24,999	3	17.6 %
4 = \$25K-34,999	3	17.6 %
5 = \$35K-49,999	3	17.6 %
6 = \$50K-74,999	4	23.5 %
7 = \$75K-99,999	1	5.9 %
8 = \$100K-150,000	2	11.8 %
9 = OVER \$150,000	1	5.9 %
	-----	-----
Total	17	100.0 %
Missing cases = 0		
Response percent = 100.0 %		

OSB - DEMOGRAPHICS OF FTR INFO NOT AT ALL USEFUL

Frequency Analysis

CURRENTLY RESIDE	Number	Percent
-----	-----	-----
1 = DOWNTOWN PORTLND	2	11.8 %
2 = PDX, NOT DOWNTOWN	6	35.3 %
3 = PORTLAND METRO	2	11.8 %
4 = CENT WILL VALLEY	3	17.6 %
5 = SO WILL VALLEY	2	11.8 %
6 = CENTRAL OREGON	0	0.0 %
7 = EASTERN OREGON	1	5.9 %
8 = SOUTHERN OREGON	1	5.9 %
9 = OREGON COAST	0	0.0 %
	-----	-----
Total	17	100.0 %

Missing cases = 0

Response percent = 100.0 %

OSB - DEMOGRAPHICS OF FTR INFO NOT AT ALL USEFUL

Frequency Analysis

PRIMARY RESIDENCE	Number	Percent
-----	-----	-----
1 = OWN HOUSE	14	82.4 %
2 = RENT HOUSE	2	11.8 %
3 = OWN CONDO	0	0.0 %
4 = RENT APT	1	5.9 %
5 = RENT CONDO	0	0.0 %
6 = OTHER OWNED	0	0.0 %
7 = OTHER RENTED	0	0.0 %
8 = OTHER	0	0.0 %
	-----	-----
Total	17	100.0 %
Missing cases = 0		
Response percent = 100.0 %		

OSB - DEMOGRAPHICS OF FTR INFO NOT AT ALL USEFUL

Frequency Analysis

MARKET VALUE OF HOME	Number	Percent
-----	-----	-----
1 = UNDER \$75,000	6	42.9 %
2 = \$75K-99,999	1	7.1 %
3 = \$100K-149,999	3	21.4 %
4 = \$150K-199,999	1	7.1 %
5 = \$200K-299,999	3	21.4 %
6 = \$300K-500,000	0	0.0 %
7 = OVER \$500,000	0	0.0 %
	-----	-----
Total	14	100.0 %
Missing cases = 3		
Response percent = 82.4 %		

OSB - DEMOGRAPHICS OF FTR INFO NOT AT ALL USEFUL

Frequency Analysis

CHILDREN UNDER 18	Number	Percent
1 = NONE	10	58.8 %
2 = ONE	4	23.5 %
3 = TWO	3	17.6 %
4 = THREE	0	0.0 %
5 = FOUR	0	0.0 %
6 = FIVE OR MORE	0	0.0 %
Total	17	100.0 %

Missing cases = 0

Response percent = 100.0 %

OSB - DEMOGRAPHICS OF FTR INFO NOT AT ALL USEFUL

Frequency Analysis

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

Missing cases = 0

Response percent = 100.0 %

OSB - DEMOGRAPHICS OF FTR INFO NOT AT ALL USEFUL

Frequency Analysis

GENDER	Number	Percent
-----	-----	-----
1 = MALE	14	82.4 %
2 = FEMALE	3	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
	-----	-----
03 = BUSINESS & CORP	6	35.3 %
08 = GEN LITIGATION	6	35.3 %
05 = CRIMINAL	5	29.4 %
06 = DEBTOR/CREDITOR	4	23.5 %
12 = REAL PROPERTY	4	23.5 %
09 = GOVERNMENT	3	17.6 %
15 = WORKERS COMP	3	17.6 %
11 = LABOR & EMPLOY	3	17.6 %
02 = BANKRUPTCY	2	11.8 %
14 = WILL & TRUSTS	2	11.8 %
01 = ADMINISTRATIVE	2	11.8 %
13 = TAXATION	2	11.8 %
07 = FAMILY LAW	2	11.8 %
04 = CONSUMER	1	5.9 %
10 = INTELL PROPERTY	1	5.9 %
16 = OTHER	1	5.9 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

RATE ANNUAL REPORTS	Number	Percent
1 =	85	43.6 %
2 =	58	29.7 %
3 =	32	16.4 %
4 =	16	8.2 %
5 =	4	2.1 %
Total	195	100.0 %

Missing cases = 5

Response percent = 97.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

----- RATE BULLETIN -----	Number -----	Percent -----
1 =	6	3.0 %
2 =	18	9.1 %
3 =	48	24.2 %
4 =	89	44.9 %
5 =	37	18.7 %
Total	198	100.0 %

Missing cases = 2

Response percent = 99.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

----- RATE FOR THE RECORD -----	Number -----	Percent -----
1 =	27	13.6 %
2 =	34	17.1 %
3 =	54	27.1 %
4 =	59	29.6 %
5 =	25	12.6 %
	-----	-----
Total	199	100.0 %

Missing cases = 1

Response percent = 99.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

RATE CLE BROCHURES	Number	Percent
1 =	8	4.1 %
2 =	23	11.7 %
3 =	54	27.4 %
4 =	78	39.6 %
5 =	34	17.3 %
Total	197	100.0 %

Missing cases = 3

Response percent = 98.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

RATE MEM DIRECTORY	Number	Percent
1 =	4	2.0 %
2 =	11	5.6 %
3 =	21	10.7 %
4 =	46	23.4 %
5 =	115	58.4 %
Total	197	100.0 %

Missing cases = 3

Response percent = 98.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

----- RATE MISC MAILINGS -----	Number -----	Percent -----
1 =	10	5.2 %
2 =	30	15.5 %
3 =	72	37.1 %
4 =	55	28.4 %
5 =	27	13.9 %
	-----	-----
Total	194	100.0 %

Missing cases = 6

Response percent = 97.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

I-BAR-SPONS EVENTS	Number	Percent
1 =	14	7.2 %
2 =	44	22.7 %
3 =	54	27.8 %
4 =	54	27.8 %
5 =	28	14.4 %
Total	194	100.0 %

Missing cases = 6

Response percent = 97.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

I-SUBSTANTIVE LEGAL	Number	Percent
-----	-----	-----
1 =	9	4.6 %
2 =	20	10.2 %
3 =	60	30.6 %
4 =	73	37.2 %
5 =	34	17.3 %
	-----	-----
Total	196	100.0 %

Missing cases = 4

Response percent = 98.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

I-ABOUT BAR MEMBERS	Number	Percent
-----	-----	-----
1 =	36	18.4 %
2 =	67	34.2 %
3 =	69	35.2 %
4 =	19	9.7 %
5 =	5	2.6 %
	-----	-----
Total	196	100.0 %

Missing cases = 4

Response percent = 98.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

I-WITH BAR LEADERS	Number	Percent
-----	-----	-----
1 =	58	29.7 %
2 =	76	39.0 %
3 =	49	25.1 %
4 =	9	4.6 %
5 =	3	1.5 %
	-----	-----
Total	195	100.0 %

Missing cases = 5

Response percent = 97.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

I-SPECIFIC AREAS	Number	Percent
-----	-----	-----
1 =	6	3.1 %
2 =	29	15.0 %
3 =	71	36.8 %
4 =	69	35.8 %
5 =	18	9.3 %
	-----	-----
Total	193	100.0 %

Missing cases = 7

Response percent = 96.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

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 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

I-PROF DEVELOPMENT	Number	Percent
1 =	12	6.2 %
2 =	33	17.1 %
3 =	64	33.2 %
4 =	63	32.6 %
5 =	21	10.9 %
Total	193	100.0 %

Missing cases = 7

Response percent = 96.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

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 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

I-HUMAN INTEREST	Number	Percent
-----	-----	-----
1 =	40	20.6 %
2 =	63	32.5 %
3 =	59	30.4 %
4 =	26	13.4 %
5 =	6	3.1 %
	-----	-----
Total	194	100.0 %

Missing cases = 6

Response percent = 97.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

I-HISTORICAL PIECES	Number	Percent
-----	-----	-----
1 =	46	23.6 %
2 =	67	34.4 %
3 =	47	24.1 %
4 =	31	15.9 %
5 =	4	2.1 %
	-----	-----
Total	195	100.0 %

Missing cases = 5

Response percent = 97.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

I-HOW-TO TIPS	Number	Percent
1 =	9	4.6 %
2 =	19	9.8 %
3 =	42	21.6 %
4 =	71	36.6 %
5 =	53	27.3 %
Total	194	100.0 %

Missing cases = 6

Response percent = 97.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

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 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

C-BAR EVENTS	Number	Percent
1 =	3	1.7 %
2 =	14	7.9 %
3 =	57	32.2 %
4 =	72	40.7 %
5 =	31	17.5 %
Total	177	100.0 %

Missing cases = 23

Response percent = 88.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

C-SUB LEGAL ISSUES	Number	Percent
1 =	11	6.2 %
2 =	35	19.7 %
3 =	86	48.3 %
4 =	41	23.0 %
5 =	5	2.8 %
Total	178	100.0 %

Missing cases = 22

Response percent = 89.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

C-ABOUT BAR MEMBERS	Number	Percent
-----	-----	-----
1 =	7	4.0 %
2 =	24	13.8 %
3 =	89	51.1 %
4 =	44	25.3 %
5 =	10	5.7 %
	-----	-----
Total	174	100.0 %

Missing cases = 26

Response percent = 87.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

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

Missing cases = 27

Response percent = 86.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

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 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

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 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

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

Missing cases = 25

Response percent = 87.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

C-NEW INFORMATION	Number	Percent
1 =	6	3.4 %
2 =	41	23.6 %
3 =	84	48.3 %
4 =	38	21.8 %
5 =	5	2.9 %
Total	174	100.0 %

Missing cases = 26

Response percent = 87.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

C-HUMAN INTEREST	Number	Percent
-----	-----	-----
1 =	9	5.2 %
2 =	36	20.8 %
3 =	85	49.1 %
4 =	42	24.3 %
5 =	1	0.6 %
	-----	-----
Total	173	100.0 %

Missing cases = 27

Response percent = 86.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

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 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

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 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

C-NATIONAL TRENDS	Number	Percent
-----	-----	-----
1 =	13	7.6 %
2 =	46	26.7 %
3 =	82	47.7 %
4 =	28	16.3 %
5 =	3	1.7 %
	-----	-----
Total	172	100.0 %

Missing cases = 28

Response percent = 86.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

B-GOVERNOR'S PERSPEC	Number	Percent
1 =	65	34.6 %
2 =	67	35.6 %
3 =	31	16.5 %
4 =	21	11.2 %
5 =	4	2.1 %
Total	188	100.0 %

Missing cases = 12

Response percent = 94.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

B-EXEC DIR VIEW	Number	Percent
-----	-----	-----
1 =	67	35.6 %
2 =	66	35.1 %
3 =	34	18.1 %
4 =	19	10.1 %
5 =	2	1.1 %
	-----	-----
Total	188	100.0 %

Missing cases = 12

Response percent = 94.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

B-BAR COUNSEL	Number	Percent
-----	-----	-----
1 =	18	9.6 %
2 =	32	17.1 %
3 =	65	34.8 %
4 =	55	29.4 %
5 =	17	9.1 %
	-----	-----
Total	187	100.0 %

Missing cases = 13

Response percent = 93.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

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

Missing cases = 11

Response percent = 94.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

B-RESOURCES	Number	Percent
1 =	20	11.1 %
2 =	29	16.1 %
3 =	89	49.4 %
4 =	37	20.6 %
5 =	5	2.8 %
Total	180	100.0 %

Missing cases = 20

Response percent = 90.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

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 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

B-PLF UPDATE	Number	Percent
-----	-----	-----
1 =	13	6.9 %
2 =	28	14.9 %
3 =	56	29.8 %
4 =	53	28.2 %
5 =	38	20.2 %
	-----	-----
Total	188	100.0 %
Missing cases = 12		
Response percent = 94.0 %		

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

B-COMPUTALK	Number	Percent
1 =	57	30.3 %
2 =	53	28.2 %
3 =	49	26.1 %
4 =	21	11.2 %
5 =	8	4.3 %
Total	188	100.0 %

Missing cases = 12

Response percent = 94.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

B-IN MEMORIAM	Number	Percent
-----	-----	-----
1 =	35	18.8 %
2 =	54	29.0 %
3 =	61	32.8 %
4 =	28	15.1 %
5 =	8	4.3 %
	-----	-----
Total	186	100.0 %

Missing cases = 14

Response percent = 93.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

B-MISS GRAMMAR	Number	Percent
1 =	48	25.8 %
2 =	37	19.9 %
3 =	47	25.3 %
4 =	40	21.5 %
5 =	14	7.5 %
Total	186	100.0 %

Missing cases = 14

Response percent = 93.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

E-LEGAL ASSISTANTS	Number	Percent
1 =	73	38.8 %
2 =	56	29.8 %
3 =	46	24.5 %
4 =	11	5.9 %
5 =	2	1.1 %
Total	188	100.0 %

Missing cases = 12

Response percent = 94.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

B-OSB-CLE PROGRAMS	Number	Percent
1 =	10	5.3 %
2 =	15	8.0 %
3 =	67	35.6 %
4 =	67	35.6 %
5 =	29	15.4 %
Total	188	100.0 %

Missing cases = 12

Response percent = 94.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

B-MOVES	Number	Percent
1 =	21	11.2 %
2 =	30	16.0 %
3 =	54	28.9 %
4 =	58	31.0 %
5 =	24	12.8 %
Total	187	100.0 %

Missing cases = 13

Response percent = 93.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

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

Missing cases = 13

Response percent = 93.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

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

Missing cases = 13

Response percent = 93.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

B-CLASSIFIED ADS	Number	Percent
1 =	34	18.1 %
2 =	32	17.0 %
3 =	58	30.9 %
4 =	47	25.0 %
5 =	17	9.0 %
Total	188	100.0 %

Missing cases = 12

Response percent = 94.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

B-ENOUGH PHOTOS	Number	Percent
1 =	8	4.3 %
2 =	21	11.4 %
3 =	82	44.6 %
4 =	51	27.7 %
5 =	22	12.0 %
Total	184	100.0 %

Missing cases = 16

Response percent = 92.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

B-ENOUGH GRAPHICS	Number	Percent
1 =	7	3.8 %
2 =	20	10.9 %
3 =	75	41.0 %
4 =	58	31.7 %
5 =	23	12.6 %
Total	183	100.0 %

Missing cases = 17

Response percent = 91.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

B-OVERALL READABIL	Number	Percent
-----	-----	-----
1 =	4	2.1 %
2 =	19	10.1 %
3 =	68	36.2 %
4 =	75	39.9 %
5 =	22	11.7 %
	-----	-----
Total	188	100.0 %

Missing cases = 12

Response percent = 94.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

B-LOOK/APPEARANCE	Number	Percent
1 =	8	4.3 %
2 =	14	7.5 %
3 =	66	35.3 %
4 =	70	37.4 %
5 =	29	15.5 %
Total	187	100.0 %

Missing cases = 13

Response percent = 93.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FI-OPINION PAGE	Number	Percent
-----	-----	-----
1 =	39	21.7 %
2 =	64	35.6 %
3 =	48	26.7 %
4 =	18	10.0 %
5 =	11	6.1 %
	-----	-----
Total	180	100.0 %

Missing cases = 20

Response percent = 90.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

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

Missing cases = 19

Response percent = 90.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FI-SECTION NEWS	Number	Percent
1 =	25	14.0 %
2 =	43	24.0 %
3 =	63	35.2 %
4 =	39	21.8 %
5 =	9	5.0 %
Total	179	100.0 %

Missing cases = 21

Response percent = 89.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FI-GENERAL BAR NEWS	Number	Percent
1 =	23	12.8 %
2 =	35	19.6 %
3 =	81	45.3 %
4 =	33	18.4 %
5 =	7	3.9 %
Total	179	100.0 %

Missing cases = 21

Response percent = 89.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

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 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FI-NEW BAR PROGRAMS	Number	Percent
1 =	20	11.3 %
2 =	29	16.4 %
3 =	78	44.1 %
4 =	40	22.6 %
5 =	10	5.6 %
Total	177	100.0 %

Missing cases = 23

Response percent = 88.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FI-PROFILES OF COM	Number	Percent
-----	-----	-----
1 =	32	17.9 %
2 =	59	33.0 %
3 =	67	37.4 %
4 =	18	10.1 %
5 =	3	1.7 %
	-----	-----
Total	179	100.0 %

Missing cases = 21

Response percent = 89.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FI-NEW MEMBERS	Number	Percent
1 =	63	35.4 %
2 =	70	39.3 %
3 =	33	18.5 %
4 =	11	6.2 %
5 =	1	0.6 %
Total	178	100.0 %

Missing cases = 22

Response percent = 89.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FI-LEGISLATIVE NEWS	Number	Percent
1 =	18	10.2 %
2 =	19	10.7 %
3 =	47	26.6 %
4 =	61	34.5 %
5 =	32	18.1 %
Total	177	100.0 %

Missing cases = 23

Response percent = 88.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FI-LIGHTER SIDE	Number	Percent
-----	-----	-----
1 =	44	24.6 %
2 =	55	30.7 %
3 =	54	30.2 %
4 =	18	10.1 %
5 =	8	4.5 %
	-----	-----
Total	179	100.0 %

Missing cases = 21

Response percent = 89.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FI-PROF DEVELOPMENT	Number	Percent
1 =	18	10.2 %
2 =	28	15.8 %
3 =	72	40.7 %
4 =	46	26.0 %
5 =	13	7.3 %
Total	177	100.0 %

Missing cases = 23

Response percent = 88.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FI-LEADERS IN BAR	Number	Percent
1 =	63	35.2 %
2 =	59	33.0 %
3 =	42	23.5 %
4 =	11	6.1 %
5 =	4	2.2 %
Total	179	100.0 %

Missing cases = 21

Response percent = 89.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FI-HOW-TO TIPS	Number	Percent
1 =	15	8.3 %
2 =	27	15.0 %
3 =	44	24.4 %
4 =	68	37.8 %
5 =	26	14.4 %
Total	180	100.0 %

Missing cases = 20

Response percent = 90.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FI-CALENDAR INFO	Number	Percent
-----	-----	-----
1 =	20	11.4 %
2 =	21	11.9 %
3 =	51	29.0 %
4 =	62	35.2 %
5 =	22	12.5 %
	-----	-----
Total	176	100.0 %

Missing cases = 24

Response percent = 88.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

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

Missing cases = 21

Response percent = 89.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FI-CLASSIFIED ADS	Number	Percent
1 =	42	23.3 %
2 =	35	19.4 %
3 =	55	30.6 %
4 =	35	19.4 %
5 =	13	7.2 %
Total	180	100.0 %

Missing cases = 20

Response percent = 90.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FC-OPINION PAGE	Number	Percent
-----	-----	-----
1 =	16	10.5 %
2 =	29	19.0 %
3 =	78	51.0 %
4 =	24	15.7 %
5 =	6	3.9 %
	-----	-----
Total	153	100.0 %

Missing cases = 47

Response percent = 76.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FC-CLE NEWS	Number	Percent
1 =	8	5.2 %
2 =	16	10.3 %
3 =	68	43.9 %
4 =	52	33.5 %
5 =	11	7.1 %
Total	155	100.0 %

Missing cases = 45

Response percent = 77.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FC-SECTION/COM NEWS	Number	Percent
-----	-----	-----
1 =	12	7.8 %
2 =	21	13.6 %
3 =	94	61.0 %
4 =	25	16.2 %
5 =	2	1.3 %
	-----	-----
Total	154	100.0 %

Missing cases = 46

Response percent = 77.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FC-GEN BAR MEM NEWS	Number	Percent
1 =	13	8.5 %
2 =	20	13.1 %
3 =	85	55.6 %
4 =	32	20.9 %
5 =	3	2.0 %
Total	153	100.0 %

Missing cases = 47

Response percent = 76.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

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

Missing cases = 49

Response percent = 75.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FC-BAR PROGRAMS	Number	Percent
1 =	11	7.1 %
2 =	18	11.7 %
3 =	83	53.9 %
4 =	35	22.7 %
5 =	7	4.5 %
Total	154	100.0 %
Missing cases = 46		
Response percent = 77.0 %		

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FC-BAR COMMITTEES	Number	Percent
1 =	12	7.8 %
2 =	33	21.6 %
3 =	85	55.6 %
4 =	22	14.4 %
5 =	1	0.7 %
Total	153	100.0 %

Missing cases = 47

Response percent = 76.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FC-NEW BAR STAFF	Number	Percent
-----	-----	-----
1 =	16	10.7 %
2 =	25	16.7 %
3 =	87	58.0 %
4 =	19	12.7 %
5 =	3	2.0 %
	-----	-----
Total	150	100.0 %

Missing cases = 50

Response percent = 75.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FC-LEGISLATIVE NEWS	Number	Percent
1 =	12	7.8 %
2 =	34	22.1 %
3 =	68	44.2 %
4 =	32	20.8 %
5 =	8	5.2 %
Total	154	100.0 %

Missing cases = 46

Response percent = 77.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FC-LIGHTER SIDE	Number	Percent
1 =	14	9.3 %
2 =	32	21.2 %
3 =	79	52.3 %
4 =	23	15.2 %
5 =	3	2.0 %
Total	151	100.0 %

Missing cases = 49

Response percent = 75.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FC-PRO DEVELOPMENT	Number	Percent
-----	-----	-----
1 =	11	7.2 %
2 =	29	19.0 %
3 =	94	61.4 %
4 =	18	11.8 %
5 =	1	0.7 %
	-----	-----
Total	153	100.0 %

Missing cases = 47

Response percent = 76.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FC-LEADERS IN BAR	Number	Percent
-----	-----	-----
1 =	16	10.7 %
2 =	30	20.0 %
3 =	83	55.3 %
4 =	20	13.3 %
5 =	1	0.7 %
	-----	-----
Total	150	100.0 %

Missing cases = 50

Response percent = 75.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FC-HOW-TO TIPS	Number	Percent
1 =	16	10.6 %
2 =	30	19.9 %
3 =	77	51.0 %
4 =	23	15.2 %
5 =	5	3.3 %
Total	151	100.0 %

Missing cases = 49

Response percent = 75.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FC-CALENDAR INFO	Number	Percent
1 =	9	5.9 %
2 =	19	12.4 %
3 =	62	40.5 %
4 =	49	32.0 %
5 =	14	9.2 %
Total	153	100.0 %
Missing cases = 47		
Response percent = 76.5 %		

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

FC-CLE DIRECTORY ADS	Number	Percent
-----	-----	-----
1 =	11	7.2 %
2 =	17	11.2 %
3 =	68	44.7 %
4 =	48	31.6 %
5 =	8	5.3 %
	-----	-----
Total	152	100.0 %

Missing cases = 48

Response percent = 76.0 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

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 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

F-ENOUGH PHOTOS	Number	Percent
1 =	13	7.7 %
2 =	32	18.9 %
3 =	80	47.3 %
4 =	26	15.4 %
5 =	18	10.7 %
Total	169	100.0 %

Missing cases = 31

Response percent = 84.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

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

Missing cases = 31

Response percent = 84.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

F-OVERALL READAB	Number	Percent
1 =	15	8.6 %
2 =	30	17.1 %
3 =	73	41.7 %
4 =	41	23.4 %
5 =	16	9.1 %
Total	175	100.0 %

Missing cases = 25

Response percent = 87.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

F-LOOK/APPEARANCE	Number	Percent
1 =	18	10.3 %
2 =	40	22.9 %
3 =	70	40.0 %
4 =	34	19.4 %
5 =	13	7.4 %
Total	175	100.0 %

Missing cases = 25

Response percent = 87.5 %

OSB FREQUENCY RESPONSES FOR 1 TO 5 RATING QUESTIONS

Frequency Analysis

F-TIMELY INFOR	Number	Percent
1 =	13	7.5 %
2 =	26	14.9 %
3 =	61	35.1 %
4 =	57	32.8 %
5 =	17	9.8 %
Total	174	100.0 %

Missing cases = 26

Response percent = 87.0 %



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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 "better-looking" 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,

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 describes the type of law office or department in which you work?

- One lawyer office ☐1 11 - 25 lawyer office . . . ☐3
2 - 10 lawyer office ☐2 Over 25 lawyer office . . . ☐4
Other _____ ☐5

2. Which areas of law does your job or practice include?

(Check ALL that apply)

- | | |
|--|---|
| Administrative Law <input type="checkbox"/> 01 | Government <input type="checkbox"/> 09 |
| Bankruptcy <input type="checkbox"/> 02 | Intellectual Property . . . <input type="checkbox"/> 10 |
| Business & Corporate . . . <input type="checkbox"/> 03 | Labor & Employment . . . <input type="checkbox"/> 11 |
| Consumer <input type="checkbox"/> 04 | Real Property <input type="checkbox"/> 12 |
| Criminal <input type="checkbox"/> 05 | Taxation <input type="checkbox"/> 13 |
| Debtor/Creditor <input type="checkbox"/> 06 | Wills & Trusts <input type="checkbox"/> 14 |
| Family Law <input type="checkbox"/> 07 | Workers' Compensation . . <input type="checkbox"/> 15 |
| General Litigation <input type="checkbox"/> 08 | Other <input type="checkbox"/> 16 |
| | Not Applicable <input type="checkbox"/> 17 |

3. How long have you been a bar member?

- Less than 6 months ☐1 3 to 5 years ☐4
6 months to 1 year ☐2 6 to 10 years ☐5
1 to 2 years ☐3 More than 10 years . . . ☐6

4. Approximately, what was your income before taxes in 1988?

- | | |
|---|---|
| Under \$15,000 <input type="checkbox"/> 1 | \$35,000 to \$49,999 . . . <input type="checkbox"/> 5 |
| \$15,000 to \$19,999 . . . <input type="checkbox"/> 2 | \$50,000 to \$74,999 . . . <input type="checkbox"/> 6 |
| \$20,000 to \$24,999 . . . <input type="checkbox"/> 3 | \$75,000 to \$99,999 . . . <input type="checkbox"/> 7 |
| \$25,000 to \$34,999 . . . <input type="checkbox"/> 4 | \$100,000 to \$150,000 . . <input type="checkbox"/> 8 |
| | Over \$150,000 <input type="checkbox"/> 9 |

5. Where do you currently reside? (Check area that best applies)

- Downtown Portland ☐1
Portland, other than downtown ☐2
Portland metro area (outside of Portland) ☐3
Central Willamette Valley ☐4
South Willamette Valley ☐5
Central Oregon ☐6
Eastern Oregon ☐7
Southern Oregon ☐8
The Oregon Coast ☐9

6. Which of the following best describes your primary residence? (Check only ONE)

- | | |
|--|---|
| Own house <input type="checkbox"/> 1 | Rent condo/co-op <input type="checkbox"/> 5 |
| Rent house <input type="checkbox"/> 2 | Other housing owned . . . <input type="checkbox"/> 6 |
| Own condo, co-op, apt . . . <input type="checkbox"/> 3 | Other housing rented . . . <input type="checkbox"/> 7 |
| Rent apartment <input type="checkbox"/> 4 | Other _____ <input type="checkbox"/> 8 |

7. If you own your primary residence, approximately, what is its current market value?

- | | |
|---|---|
| Under \$75,000 <input type="checkbox"/> 1 | \$200,000 to \$299,999 . . <input type="checkbox"/> 5 |
| \$75,000 to \$99,999 . . . <input type="checkbox"/> 2 | \$300,000 to \$500,000 . . <input type="checkbox"/> 6 |
| \$100,000 to \$149,999 . . <input type="checkbox"/> 3 | Over \$500,000 <input type="checkbox"/> 7 |
| \$150,000 to \$199,999 . . <input type="checkbox"/> 4 | |

8. How many children under 18 years old live with you?

- | | |
|---|---|
| None <input type="checkbox"/> 1 | Three <input type="checkbox"/> 4 |
| One <input type="checkbox"/> 2 | Four <input type="checkbox"/> 5 |
| Two <input type="checkbox"/> 3 | Five or more <input type="checkbox"/> 6 |

9. What is your age?

- | | |
|---|---|
| Under 25 <input type="checkbox"/> 1 | 45 to 54 <input type="checkbox"/> 4 |
| 25 to 34 <input type="checkbox"/> 2 | 55 to 64 <input type="checkbox"/> 5 |
| 35 to 44 <input type="checkbox"/> 3 | 65 or over <input type="checkbox"/> 6 |

10. Are you:

- Male ☐1 Female ☐2

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 (with 1 being NOT important and 5 being VERY important. Rate each one separately by circling your response):

- | | | | | | |
|---|---|---|---|---|---|
| Annual Reports | 1 | 2 | 3 | 4 | 5 |
| Bulletin | 1 | 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 | Read most | Skim | Never read |
| Annual Reports | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| Bulletin | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| For the Record | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| CLE Brochures | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| Miscellaneous mailings | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |

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

- | | |
|--|--|
| Daily <input type="checkbox"/> 1 | Once a year <input type="checkbox"/> 4 |
| Weekly <input type="checkbox"/> 2 | Never <input type="checkbox"/> 5 |
| Monthly <input type="checkbox"/> 3 | |

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

- | | |
|--|---|
| Legal issues <input type="checkbox"/> 1 | Economic issues <input type="checkbox"/> 3 |
| Member Services <input type="checkbox"/> 2 | Office practice tips . . . <input type="checkbox"/> 4 |
| | Other <input type="checkbox"/> 5 |

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 <input type="checkbox"/> 1 | No, not very <input type="checkbox"/> 3 |
| Yes, somewhat <input type="checkbox"/> 2 | Not at all <input type="checkbox"/> 4 |

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

- | | |
|--|---|
| Yes, very <input type="checkbox"/> 1 | No, not very <input type="checkbox"/> 3 |
| Yes, somewhat <input type="checkbox"/> 2 | Not at all <input type="checkbox"/> 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	1	2	3	4	5
Substantive legal issues	1	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	1	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	1	2	3	4	5
Historical pieces about the bar and members	1	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 events, activities, services	1	2	3	4	5
Substantive legal issues	1	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	1	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	1	2	3	4	5
Historical pieces about the bar and members	1	2	3	4	5
"How-to" practice tips	1	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
PLP Update	1	2	3	4	5
Computalk	1	2	3	4	5
In Memoriam	1	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	1	2	3	4	5
Among Ourselves	1	2	3	4	5
Lawyer Announcements	1	2	3	4	5
Classified Ads	1	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):

Enough photos	1	2	3	4	5
Enough visual artwork/graphics . . .	1	2	3	4	5
Overall readability	1	2	3	4	5
Look/appearance	1	2	3	4	5

20. Which of the following best reflects your feelings regarding articles in the *Bulletin*? (Please check only ONE out of each group)

- a. Articles are generally too long ☐ 1
 Articles are generally too short ☐ 2
 Articles are adequate in length ☐ 3
- b. Too many articles per issue ☐ 1
 Too few articles per issue ☐ 2
 Adequate number of articles per issue ☐ 3

21. Which of the following statements about the *Bulletin* do you feel to be most accurate over the last two years? (Check ONE only)

- It has changed for the better ☐ 1
 It has changed for the worse ☐ 2
 It hasn't changed at all ☐ 3
 Not sure ☐ 4

22. Do you feel that the *Bulletin* reflects the interests of all bar members equally well?

- Yes ☐ 1 No ☐ 2

FOR THE RECORD

The newspaper-tabloid *For the Record* is distributed monthly to all bar members, and features up-to-date information and announcements. *For the Record* provides timely information of interest to members, including bar section and committee activities and CLE programming.

23. Do you find the information useful to you as a bar member?

- Yes, very ☐ 1 No, not very ☐ 3
 Yes, somewhat ☐ 2 Not at all ☐ 4

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

- Yes, very ☐ 1 No, not very ☐ 3
 Yes, somewhat ☐ 2 Not at all ☐ 4

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*. Rate each one separately by circling your response):

Opinion Page and Letters	1	2	3	4	5
CLE news	1	2	3	4	5
Section/Committee news	1	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 & sections	1	2	3	4	5
Information about new bar staff members	1	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	1	2	3	4	5
Interviews with leaders in the bar . .	1	2	3	4	5
"How-to" practice tips	1	2	3	4	5
Calendar information	1	2	3	4	5
CLE Directory ads	1	2	3	4	5
Classified ads	1	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):

Opinion Page and Letters	1	2	3	4	5
CLE news	1	2	3	4	5
Section/Committee news	1	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 & sections	1	2	3	4	5
Information about new bar staff members	1	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	1	2	3	4	5
Interviews with leaders in the Bar	1	2	3	4	5
"How-to" practice tips	1	2	3	4	5
Calendar information	1	2	3	4	5
CLE Directory ads	1	2	3	4	5
Classified ads	1	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	1	2	3	4	5
Enough visual artwork/graphics	1	2	3	4	5
Overall readability	1	2	3	4	5
Look/appearance	1	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)

- a. Articles are generally too long ☐ 1
 Articles are generally too short ☐ 2
 Articles are adequate in length ☐ 3
- b. Too many articles per issue ☐ 1
 Too few articles per issue ☐ 2
 Adequate number of articles per issue ☐ 3

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 ☐ 1
 It has changed for the worse ☐ 2
 It hasn't changed at all ☐ 3
 Not sure ☐ 4

29. Do you feel that *For the Record* reflects the interests of all bar members equally well?

- Yes ☐ 1 No ☐ 2

ADVERTISING INFORMATION

30. Do you ever read or notice advertisements in the *Bulletin*?

- Yes ☐ 1 No ☐ 2

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

- Yes ☐ 1 No ☐ 2

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 | <input type="checkbox"/> 01 | Interior design | <input type="checkbox"/> 11 |
| Direct mail company | <input type="checkbox"/> 02 | Messenger service | <input type="checkbox"/> 12 |
| Moving/storage | <input type="checkbox"/> 03 | Real estate agency | <input type="checkbox"/> 13 |
| Auto leasing | <input type="checkbox"/> 04 | Office leasing agent | <input type="checkbox"/> 14 |
| Security/alarm | <input type="checkbox"/> 05 | Group health insurance | <input type="checkbox"/> 15 |
| Travel agency | <input type="checkbox"/> 06 | Computer support service | <input type="checkbox"/> 16 |
| Answering service | <input type="checkbox"/> 07 | Catering | <input type="checkbox"/> 17 |
| Printing service | <input type="checkbox"/> 08 | Janitorial | <input type="checkbox"/> 18 |
| Temp/personnel agency | <input type="checkbox"/> 09 | Accounting | <input type="checkbox"/> 19 |
| Management/marketing consultant | <input type="checkbox"/> 10 | Not Involved | <input type="checkbox"/> 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 | <input type="checkbox"/> 1 | Computer | <input type="checkbox"/> 5 |
| Typewriter | <input type="checkbox"/> 2 | Telephone system | <input type="checkbox"/> 6 |
| Desks/office furniture | <input type="checkbox"/> 3 | FAX machine | <input type="checkbox"/> 7 |
| TV/VCR | <input type="checkbox"/> 4 | Other | <input type="checkbox"/> 8 |
| | | Don't know | <input type="checkbox"/> 9 |

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

- | | | | |
|-----------------------------|-----------------------------|----------------------------|-----------------------------|
| Automobile | <input type="checkbox"/> 01 | Boat | <input type="checkbox"/> 09 |
| Home furniture | <input type="checkbox"/> 02 | Jewelry | <input type="checkbox"/> 10 |
| Sporting goods | <input type="checkbox"/> 03 | Stereo equipment | <input type="checkbox"/> 11 |
| Computer software | <input type="checkbox"/> 04 | Hot tub/spa | <input type="checkbox"/> 12 |
| Camera equipment | <input type="checkbox"/> 05 | Cellular phone | <input type="checkbox"/> 13 |
| TV/VCR | <input type="checkbox"/> 06 | Home computer | <input type="checkbox"/> 14 |
| Major appliance | <input type="checkbox"/> 07 | Antiques | <input type="checkbox"/> 15 |
| Motor home | <input type="checkbox"/> 08 | Oregon-made wine | <input type="checkbox"/> 16 |

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 | <input type="checkbox"/> 1 | \$20,000 - \$29,999 | <input type="checkbox"/> 4 |
| \$10,000 - \$14,999 | <input type="checkbox"/> 2 | \$30,000 - \$49,999 | <input type="checkbox"/> 5 |
| \$15,000 - \$19,999 | <input type="checkbox"/> 3 | \$50,000 - \$75,000 | <input type="checkbox"/> 6 |
| | | Over \$75,000 | <input type="checkbox"/> 7 |

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

- Yes ☐ 1 No ☐ 2

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

- | | | | |
|----------------------------------|----------------------------|----------------------------------|----------------------------|
| Under \$75,000 | <input type="checkbox"/> 1 | \$200,000 to \$299,999 | <input type="checkbox"/> 5 |
| \$75,000 to \$99,999 | <input type="checkbox"/> 2 | \$300,000 to \$500,000 | <input type="checkbox"/> 6 |
| \$100,000 to \$149,999 | <input type="checkbox"/> 3 | Over \$500,000 | <input type="checkbox"/> 7 |
| \$150,000 to \$199,999 | <input type="checkbox"/> 4 | | |

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

- | | | | |
|-------------------------------|-----------------------------|----------------------------------|-----------------------------|
| Real estate agent | <input type="checkbox"/> 01 | Catering | <input type="checkbox"/> 07 |
| Travel agency | <input type="checkbox"/> 02 | Veterinarian | <input type="checkbox"/> 08 |
| Landscaping | <input type="checkbox"/> 03 | Financial planner | <input type="checkbox"/> 09 |
| Home remodel/repair | <input type="checkbox"/> 04 | Stock broker | <input type="checkbox"/> 10 |
| Health club | <input type="checkbox"/> 05 | Accountant/tax advisor | <input type="checkbox"/> 11 |
| Interior decorating | <input type="checkbox"/> 06 | Housecleaning/maid | <input type="checkbox"/> 12 |

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

- | | | | |
|---------------------|----------------------------|----------------------------|----------------------------|
| Auto | <input type="checkbox"/> 1 | Medical (health) | <input type="checkbox"/> 4 |
| Homeowner | <input type="checkbox"/> 2 | Dental | <input type="checkbox"/> 5 |
| Renter | <input type="checkbox"/> 3 | Life | <input type="checkbox"/> 6 |

39. Do you plan to do any traveling for business or personal reasons, in the next 12 months?

- Yes ☐ 1 No ☐ 2

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

- | | | | |
|-------------------------------|-----------------------------|-----------------------------|-----------------------------|
| Reno/Lake Tahoe | <input type="checkbox"/> 01 | Mexico | <input type="checkbox"/> 07 |
| Las Vegas | <input type="checkbox"/> 02 | Europe | <input type="checkbox"/> 08 |
| Florida | <input type="checkbox"/> 03 | Asia | <input type="checkbox"/> 09 |
| Southern California | <input type="checkbox"/> 04 | The Mediterranean | <input type="checkbox"/> 10 |
| Hawaii | <input type="checkbox"/> 05 | Australia | <input type="checkbox"/> 11 |
| Canada | <input type="checkbox"/> 06 | The Carribean | <input type="checkbox"/> 12 |
| Other _____ | | | <input type="checkbox"/> 13 |

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 | <input type="checkbox"/> 1 | Salishan | <input type="checkbox"/> 5 |
| Bend area | <input type="checkbox"/> 2 | Northern Oregon Coast | <input type="checkbox"/> 6 |
| Kah-Nee-Ta | <input type="checkbox"/> 3 | Central Oregon Coast | <input type="checkbox"/> 7 |
| Mount Hood area | <input type="checkbox"/> 4 | Southern Oregon Coast | <input type="checkbox"/> 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 | <input type="checkbox"/> 01 |
| State/Municipal bonds | <input type="checkbox"/> 02 |
| Corporate bonds | <input type="checkbox"/> 03 |
| Mutual/money market funds | <input type="checkbox"/> 04 |
| Certificates of deposit | <input type="checkbox"/> 05 |
| Real estate (other than personal home) | <input type="checkbox"/> 06 |
| Commodities | <input type="checkbox"/> 07 |
| IRA/Keough accounts | <input type="checkbox"/> 08 |
| Precious metals | <input type="checkbox"/> 09 |
| Treasury notes/bills | <input type="checkbox"/> 10 |
| Art | <input type="checkbox"/> 11 |
| Limited partnerships | <input type="checkbox"/> 12 |
| Interest savings accounts (banks, S&L's) | <input type="checkbox"/> 13 |

43. Approximately, how much do you spend on the following products or services in an average month 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 *Bulletin* classified section, how would you rate the response to your ad?

- | | |
|---|----------------------------|
| Excellent (sold item or service advertised) | <input type="checkbox"/> 1 |
| Satisfactory (received calls) | <input type="checkbox"/> 2 |
| Poor (received very few calls) | <input type="checkbox"/> 3 |
| Don't know | <input type="checkbox"/> 4 |
| Did not advertise | <input type="checkbox"/> 5 |

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) | <input type="checkbox"/> 1 |
| Satisfactory (received calls) | <input type="checkbox"/> 2 |
| Poor (received very few calls) | <input type="checkbox"/> 3 |
| Don't know | <input type="checkbox"/> 4 |
| Did not advertise | <input type="checkbox"/> 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:

Miscellaneous mailings:

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

fold here

Oregon State Bar
5200 S.W. Meadows Road
P.O. Box 1689
Lake Oswego, OR 97035-0889

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Organization
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Portland, Oregon
Permit No. 341

Survey Enclosed

MEMORANDUM

Friday, October 27, 1989

TO: Oregon State Bar Board of Governors
Public Relations Committee

FROM: Randy Choy, Publications Manager *RLC*

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, compared to the other listed publications, 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, top-ranked (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 could 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

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.