

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *...only if you mail in your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *you get charged \$99*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *there was a customer help line*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *might try*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *for another opinion*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *i'm not in a hurry, so can search more on this*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *help availabe from the company*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Brand name 2*

» *Recommendations from colleagues 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Narx*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **No**

**Image Set**

» *DIVORCE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

» *Healthcare*

» *Technology*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *65 or older*

**S5** Please indicate the state in which you reside.

» *Oregon*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *No*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *2 - Probably will not*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

» *www.completecase.com*

» *www.uslegalforms.com*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *Used them before for a power of attorney. Included all states. Free. Legally binding.*

**Q3a** Why did you select this company? *www.completecase.com*

» *Simple. Direct.*

**Q3a** Why did you select this company? [www.uslegalforms.com](http://www.uslegalforms.com)

» *Legal forms available to download. Simple.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *You can get the exact form you need. Questions are easy and direct. When the form is filled out you can print it. You can have a free trial, or sign up and pay if you are going to have a lot of legal documents you need. You can easily cancel. Very easy process.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *30 days free. You can cancel at anytime before the 30 days are up and pay nothing.*

**QC11a** How would you describe the free trial offer to a friend?

» *Works great - very easy. No hidden surprises.*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *30 days.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call, Chat, Email.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Look at the other sites to compare what they are offering.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *Because it provides me with what I need and it is free - no hidden surprises.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Personal experience on the website 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *American Greeting, Join Me*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**SURVEY 14-0603, CASE ID 2816**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **55-64**

**S5** Please indicate the state in which you reside.

» **Michigan**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Owner/Proprietor**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Landlord/tenant matters**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

» **AOL**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.bizfilings.com*

» *www.incforfree.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *Talked about learning about incorporation*

**Q3b** Anything else? *www.legalzoom.com*

» *protection of assets*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *fast & affordable*

**Q3a** Why did you select this company? *www.incforfree.com*

» *free*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *lists both incorporation & LLC*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *not interested in california*

**Q4b** Please tell us why you did not << initially >> select *www.incfile.com*?

» *wanted to know its location*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Seems to cover everything needed to incorporate*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *billed a monthly fee*

**Q12c** Anything else?

» *have to cancel in 7 days*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *email or call*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *probably not buy. didn't like automatic monthly fee*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *don't want to select first site looked at*

**Q14b2** Any other reasons?

» *didn't like continuing monthly fee*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *not sure*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 1*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *I don't know*

**Image Set**

» *INCORPORATION TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *Minnesota*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.bizfilings.com*

» *www.incfree.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? www.incorporate.com

» *Seemed comprehensive*



**Q3a** Why did you select this company? www.bizfilings.com

» *Seemed comprehensive and not to one state*

**Q3a** Why did you select this company? www.incforfree.com

» *Liked the free part*

**Q3a** Why did you select this company? www.mycorporation.com

» *Seemed comprehensive and not to one state, can do online*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *Seems like it may not be respectable with "zoom" in the name*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *CA state - I live in MN*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *It was for CA, I believe*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *There is a cost to file the paperwork, but then a continued fee after that which I don't understand.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *One portion said you would be billed \$39.95 each month after the trial period, but the last page I thought said \$59.95.*

**Q12c** Anything else?

» *The trial period was 7 days long*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *You can chat live with someone or call*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Probably look at another option since I don't want an ongoing fee.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *If I just want to incorporate, I don't want to pay for continuing legal fees.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I will need help incorporating, but I don't know that I will need continuing ongoing legal advice*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Recommendations from colleagues 2*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» ***DIVORCE TEST***

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» ***None of the above***

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» ***Food Brands or Products***

**S3** Please record your gender below.

» ***Male***

**S4** Which of the following categories includes your age?

» ***45-54***

**S5** Please indicate the state in which you reside.

» ***New Jersey***

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» ***I Agree***

**S7** Which of the following best describes your employment status?

» ***Employed full-time***

**S8a** Which of the following best describes your position with your company?

» ***Intermediate level***

**S8b** Do you have any aspirations or plans to start your own company/business?

» ***Yes***

**S9** Over the past few years, have you looked on the internet for online legal services?

» ***Yes***

**S10a** What specific legal services have you looked for online?

» ***Family law***

» ***Estate planning***

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» ***No***

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» ***No***

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» ***5 - Definitely will***

**S11b** Specifically, what types of online legal services will you be looking for?

» ***Estate planning***

**S13a** Please tell us what kind of device you are taking this survey on.

» ***Computer or Laptop***

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» ***Used an internet search engine***

**Q1b** Which search engine did you use to look for online legal services?

» ***Google***

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» ***www.rocketlawyer.com***

**Q3a** Why did you select this company? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *Look more like a list or how to and also not state specific*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

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» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Looks easy to use, screen by screen guide for a legal documents*

**QC8** Anything else?

» *Liked the free trial offer*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *Print document and use site free for a week*

**QC11a** How would you describe the free trial offer to a friend?

» *looks good*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *one week*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *yes*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *look into Rocketlawyer*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *free trial seems like a no lose, try and before paying*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Personal experience on the website 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Customer reviews*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Netflix, Amazon*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **Yes**

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **35-44**

**S5** Please indicate the state in which you reside.

» **Tennessee**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Some Other type of legal service**

**S10b** Please tell us the specific type of online legal service company or companies you have looked for online.

» **Real estate contract**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **iPad or Tablet**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

» **www.legalzoom.com**

» **www.rocketlawyer.com**

» [www.incfiler.com](http://www.incfiler.com)

» [www.incfree.com](http://www.incfree.com)

» [www.mycorporation.com](http://www.mycorporation.com)

**Q3a** Why did you select this company? [www.incorporate.com](http://www.incorporate.com)

» *Name*

**Q3a** Why did you select this company? [www.legalzoom.com](http://www.legalzoom.com)

» *Recognize from commercial*

**Q3a** Why did you select this company? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *"Free"*

**Q3a** Why did you select this company? [www.incfiler.com](http://www.incfiler.com)

» *"\$49"*

**Q3a** Why did you select this company? [www.incfree.com](http://www.incfree.com)

» *"Free"*

**Q3a** Why did you select this company? [www.mycorporation.com](http://www.mycorporation.com)

» *"\$69"*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Seemed very easy to use, just fill in blanks*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *800#*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Trial offer*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Need to compare*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Need to compare*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Personal experience on the website 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*



**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **55-64**

**S5** Please indicate the state in which you reside.

» **South Carolina**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed part-time**

**S8a** Which of the following best describes your position with your company?

» **Upper Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

» **www.legalzoom.com**

» **www.mycorporation.com**

**Q3a** Why did you select this company? www.incorporate.com

» *It showed what I wanted*

**Q3b** Anything else? www.incorporate.com

» *No*

**Q3a** Why did you select this company? www.legalzoom.com

» *Again, showed what I was looking for*

**Q3b** Anything else? www.legalzoom.com

» *seen commercials on TV*

**Q3a** Why did you select this company? www.mycorporation.com

» *Showed what I wanted*

**Q3b** Anything else? www.mycorporation.com

» *None*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *nothing is free*

**Q4b** Please tell us why you did not << initially >> select www.incfree.com?

» *nothing is free*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *only remember the name*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Do-it-yourself. Help provided if needed, payment, delivery of tax ID, other optional material.*

**QB8** Anything else?

» *The website was more professional than I thought-don't like the name Rocket Lawyer*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *chat*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would consider it*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *want other personal experiences*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *not sure-you get what you pay for*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *explanation of different incorporation methods*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Recommendations from colleagues 1*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **LEASE AGREEMENT TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **25-34**

**S5** Please indicate the state in which you reside.

» **California**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Intermediate level**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Family law**

» **Landlord/tenant matters**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Family law**

» **Landlord/tenant matters**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

» *www.totallegal.com*

**Q3a** Why did you select this company? *www.legalcontracts.com*

» *website seems legitimate*

**Q3b** Anything else? *www.legalcontracts.com*

» *n/a*

**Q3a** Why did you select this company? *www.totallegal.com*

» *website seems legitimate*

**Q3b** Anything else? *www.totallegal.com*

» *n/a*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *very gimmicky*

**Q4b** Please tell us why you did not << initially >> select *www.biztree.com*?

» *does not sound very professional*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *a website that is very easy to use and create a lease agreement*

**QC8** Anything else?

» *there's a monthly/annual fee for membership*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *it is only for one week*

**QC11a** How would you describe the free trial offer to a friend?

» *if you only need lease agreement assistance once and want to get a feel for what it should look like, try the free trial*

**QC11b** Anything else?

» *no*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *option to switch to monthly*

**Q12c** Anything else?

» *no*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call number*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *save site for future reference*

**Q13c** Anything else?

» *n/a*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *enjoyed the simplicity and would like to try it out*

**Q14b2** Any other reasons?

» *n/a*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 3*

» *Recommendations from colleagues 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 2901**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **55-64**

**S5** Please indicate the state in which you reside.

» **Ohio**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed part-time**

**S8a** Which of the following best describes your position with your company?

» **Upper Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Estate planning**

» **Some Other type of legal service**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

» **Asked colleagues**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

» **Bing**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

» **www.legalzoom.com**

» **www.bizfilings.com**

» [www.incfiler.com](http://www.incfiler.com)

» [www.mycorporation.com](http://www.mycorporation.com)

**Q3a** Why did you select this company? [www.incorporate.com](http://www.incorporate.com)

» *accurate and affordable! Also, in any state*

**Q3b** Anything else? [www.incorporate.com](http://www.incorporate.com)

» *phone # included*

**Q3a** Why did you select this company? [www.legalzoom.com](http://www.legalzoom.com)

» *to "learn"*

**Q3b** Anything else? [www.legalzoom.com](http://www.legalzoom.com)

» *protecting personal assets info*

**Q3a** Why did you select this company? [www.bizfilings.com](http://www.bizfilings.com)

» *fast and affordable*

**Q3a** Why did you select this company? [www.incfiler.com](http://www.incfiler.com)

» *a phone # is included, and for "minutes and bylaws" info*

**Q3a** Why did you select this company? [www.mycorporation.com](http://www.mycorporation.com)

» *"packages"...would browse these*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.incfree.com](http://www.incfree.com)

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *it is in CA... I am not*

**Q4b** Please tell us why you did not << initially >> select [www.smallbiz.com](http://www.smallbiz.com)?

» *I am not in CA*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *I don't*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *it is simple to complete*

**QB8** Anything else?

» *is a free one month trial*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*



**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *then you pay \$39?? monthly*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *a toll free #*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would try it!*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *seems simple and fair*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 1*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

» *Recommendations from colleagues*

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **No**

**SURVEY 14-0603, CASE ID 2902**

**Image Set**

» *BILL OF SALE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

» *Technology*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *Massachusetts*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *No*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Bill of Sale*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

**Q3a** Why did you select this company? www.legalcontracts.com

» *It seem closest to what I wanted*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Rocket sounds juvenile*

**Q4b** Please tell us why you did not << initially >> select www.officeconsultants.com?

» *I didn't want forms*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» **Yes**

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» **Yes, I have reviewed this page (Page 1)**

» **Yes, I have reviewed this page (Page 2)**

» **Yes, I have reviewed this page (Page 3)**

» **Yes, I have reviewed this page (Page 4)**

» **Yes, I have reviewed this page (Page 5)**

» **Yes, I have reviewed this page (Page 6)**

» **Yes, I have reviewed this page (Page 7)**

» **Yes, I have reviewed this page (Page 8)**

» **Yes, I have reviewed this page (Page 9)**

» **Yes, I have reviewed this page (Page 10)**

» **Yes, I have reviewed this page (Page 11)**

» **Yes, I have reviewed this page (Page 12)**

» **Yes, I have reviewed this page (Page 13)**

» **Yes, I have reviewed this page (Page 14)**

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» **The website looks easy to use and professional**

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» **Yes**

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» **One week for free**

**QC11a** How would you describe the free trial offer to a friend?

» **One week for free**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» **Your credit card or nabk account is charged?**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» **Probably an email address or phone number**

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» **check out their website**

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» **Take the free trial (includes access to all Rocket Lawyer forms)**

**Q14b1** What made you decide to << insert >>?

» **It suits my short terms needs**

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» **No additional factors apply**

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» **Price 1**

» **Brand name 3**

» **Opportunity to try the service for free 2**

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» **Advertisement**

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» **Sensa**

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **No**

**SURVEY 14-0603, CASE ID 2903**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *Louisiana*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Landlord/tenant matters*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *2 - Probably will not*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.bizfilings.com*

» [www.mycorporation.com](http://www.mycorporation.com)

**Q3a** Why did you select this company? [www.legalzoom.com](http://www.legalzoom.com)

» *It seems to be an informative website.*

**Q3b** Anything else? [www.legalzoom.com](http://www.legalzoom.com)

» *Doesn't present as a sales push.*

**Q3a** Why did you select this company? [www.bizfilings.com](http://www.bizfilings.com)

» *Looks like it will be informative regarding necessary business filings and reports.*

**Q3a** Why did you select this company? [www.mycorporation.com](http://www.mycorporation.com)

» *Immediately noticed that it has the option of an LLC not just a Corporation.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.rocketlawyer.com](http://www.rocketlawyer.com)

» [www.incfree.com](http://www.incfree.com)

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *sounds like a gimmick offering something for free*

**Q4b** Please tell us why you did not << initially >> select [www.calfilings.com](http://www.calfilings.com)?

» *just not even thinking about a CA company incorporation. I would have to research more about why to incorporate in CA vs other states.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It is misleading. The offer says "Free" but you are committing to a monthly subscription plus additional fees.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *You are automatically charged \$59.95 monthly.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I think there may have been a number to call.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Still not go through Rocket Lawyer*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I would research for incorporation requirements and possible register online through a service or on my own, but not through a "free" trial offer.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Most times I have found that "free" trial offers are difficult to cancel and almost impossible to stop the billing and then receive credit for them.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 1*

» *Recommendations from colleagues 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *don't remember specifics*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *I don't know*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **55-64**

**S5** Please indicate the state in which you reside.

» **Tennessee**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Owner/Proprietor**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **iPad or Tablet**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalzoom.com**

**Q3a** Why did you select this company? www.legalzoom.com

» **Tv ads**

**Q3b** Anything else? www.legalzoom.com

» **No**



**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Top search find*

**Q4b** Please tell us why you did not << initially >> select www.directincorporation.com?

» *Didn't look that far*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *Same type ad, different name*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *They can Handle all aspects of incorporation filings*

**QB8** Anything else?

» *No*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You will have to pay the fee*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Phone or email*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Might consider them as a top contender*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *I like personal referrals*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I'm cheap*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Recommendations from colleagues 1*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 3010**

**Image Set**

» *BILL OF SALE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *California*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Owner/Proprietor*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *I don't know*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

» *Bill of Sale*

» *Landlord/tenant matters*

» *Some Other type of legal service*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.buyerpricer.com*

» *www.rocketlawyer.com*

» *www.jsbusinessproducts.btobsorce.com*

» *www.officeconsultants.com*

**Q3a** Why did you select this company? *www.buyerpricer.com*

» *free*

**Q3b** Anything else? *www.buyerpricer.com*

» *simple*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *free forms*

**Q3b** Anything else? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *dito*

**Q3a** Why did you select this company? [www.jsbusinessproducts.btobsources.com](http://www.jsbusinessproducts.btobsources.com)

» *simple*

**Q3a** Why did you select this company? [www.officeconsultants.com](http://www.officeconsultants.com)

» *free*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *free trial different packages*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *a weeks free trial*

**QC11a** How would you describe the free trial offer to a friend?

» *free weeks trial*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *a week*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *not sure*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *not sure*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *choice*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *one week free trial*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Brand name 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *BILL OF SALE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *Pennsylvania*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *No*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Bill of Sale*

» *Estate planning*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.officeconsultants.com*

**Q3a** Why did you select this company? *www.officeconsultants.com*

» *Description indicated free and downloadable forms available.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalcontracts.com*

**Q4b** Please tell us why you did not << initially >> select *www.buyerpricer.com*?

» *Primarily the name of website did not appeal to me.*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Name of website did not give me high confidence. Also, based on description, led me to believe was online contract versus downloadable.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» Yes

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» Yes, I have reviewed this page (Page 1)

» Yes, I have reviewed this page (Page 2)

» Yes, I have reviewed this page (Page 3)

» Yes, I have reviewed this page (Page 4)

» Yes, I have reviewed this page (Page 5)

» Yes, I have reviewed this page (Page 6)

» Yes, I have reviewed this page (Page 7)

» Yes, I have reviewed this page (Page 8)

» Yes, I have reviewed this page (Page 9)

» Yes, I have reviewed this page (Page 10)

» Yes, I have reviewed this page (Page 11)

» Yes, I have reviewed this page (Page 12)

» Yes, I have reviewed this page (Page 13)

» Yes, I have reviewed this page (Page 14)

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» Free trial is available followed by monthly and annual payment plans to access the site and resources.

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» Yes

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» I believe a one week free trial offer to use the services on the website including document creation and download.

**QC11a** How would you describe the free trial offer to a friend?

» One week trial offer to use the services of the site including completion and downloading of documents such as a bill of sale.

**Q12a** Do you recall if the free trial offer has a time limit?

» Yes

**Q12c** What happens after the free trial period?

» Moves to a paid plan but do not recall the timeframe or billing schedule of the paid plan.

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» Online or via phone

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» Most likely review offer more closely as, when needed, would be for a one time event and not a recurring need i would have. Would look for downloadable form elsewhere that was free with no committment/trial offer attached.

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» Buy the form (without the free trial)

**Q14b1** What made you decide to << insert >>?

» My legal needs are intermittent and paying a monthly or annual fee would not make economic sense.

**Q14c** Why did you not choose to take the free trial<< insert >>?

» I would have no intent to move forward with a paid subscription. The free trial type of offers are a hassle to unwind if you truly do not intend to use the service ongoing.

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» No additional factors apply

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» Price 1

» *Customer reviews 2*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Credit monitoring services, amazon prime, american express travel, netflix*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **Yes**



**SURVEY 14-0603, CASE ID 3070**

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Technology*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *45-54*

**S5** Please indicate the state in which you reside.

» *Minnesota*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.incfiler.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *location in the results*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *familiar with legal zoom through its advertising*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *description of 5 minutes to complete*

**Q3a** Why did you select this company? www.incfile.com

» *description of \$49 price point*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *quick and easy process with multiple add-on options*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *not sure but i would assume charges would begin*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *phone or web*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *consider rocket lawyer as an option*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *my normal practice of decision making, i normally review a few options*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *a wrong decision even for something that is free can have consequences*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 1*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *fitness tracking websites*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**SURVEY 14-0603, CASE ID 3115**

**Image Set**

» *INCORPORATION CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *Massachusetts*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» [www.incorporate.com](http://www.incorporate.com)

» [www.legalzoom.com](http://www.legalzoom.com)

» [www.rocketlawyer.com](http://www.rocketlawyer.com)

» [www.bizfilings.com](http://www.bizfilings.com)

» [www.incfiile.com](http://www.incfiile.com)

» [www.incfree.com](http://www.incfree.com)

» [www.delawareinc.com](http://www.delawareinc.com)

» [www.calfilings.com](http://www.calfilings.com)

» [www.mycorporation.com](http://www.mycorporation.com)

**Q3a** Why did you select this company? [www.incorporate.com](http://www.incorporate.com)

» *It had the information clearly posted in it's subject*

**Q3a** Why did you select this company? [www.legalzoom.com](http://www.legalzoom.com)

» *Again, it had the service clearly posted*

**Q3a** Why did you select this company? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *Because it says it is free*

**Q3b** Anything else? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *Free also makes me a little hesitant. Free also tells me that there will either be hidden fees or that I'll lose customer service, if i need it. Nothing is truly free.*

**Q3a** Why did you select this company? [www.bizfilings.com](http://www.bizfilings.com)

» *Because it's clear.*

**Q3a** Why did you select this company? [www.incfiile.com](http://www.incfiile.com)

» *Again, the service is clearly labeled.*

**Q3a** Why did you select this company? [www.incfree.com](http://www.incfree.com)

» *same as before.*

**Q3a** Why did you select this company? [www.delawareinc.com](http://www.delawareinc.com)

» *same as before.*

**Q3a** Why did you select this company? [www.calfilings.com](http://www.calfilings.com)

» *Same as before.*

**Q3a** Why did you select this company? [www.mycorporation.com](http://www.mycorporation.com)

» *See previous.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It was pretty much free, with some offers for other products sprinkled in. The only costs that were a requirement were state filing fees.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **No**

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **No**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Calling customer support.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *complete the filing.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *to get more information.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *because free trials usually include on-going payments that are hard to cancel.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Recommendations from colleagues 2*

» *Personal experience on the website 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *credit monitoring.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **No**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **25-34**

**S5** Please indicate the state in which you reside.

» **North Carolina**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **iPad or Tablet**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

» **Asked colleagues**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

» **www.legalzoom.com**

» **www.rocketlawyer.com**

» **www.directincorpoation.com**

» **www.mycorporation.com**

**Q3a** Why did you select this company? **www.incorporate.com**

» *Seems legit*

**Q3a** Why did you select this company? www.legalzoom.com

» *I like the name*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *I like the name*

**Q3a** Why did you select this company? www.directincorporation.com

» *It's direct*

**Q3a** Why did you select this company? www.mycorporation.com

» *Seems interested in me.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *\$90 fee*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Contact them.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Look into it*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *This survey*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*



**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews* 2

» *Recommendations from colleagues* 1

» *Opportunity to try the service for free* 3

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *DIVORCE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *California*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Estate planning*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

» *Bill of Sale*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.3stepdivorce.com*

» *www.lawdepot.com*

**Q3a** Why did you select this company? *www.3stepdivorce.com*

» *it was number 1*

**Q3b** Anything else? *www.3stepdivorce.com*

» *it was number 2*

**Q3a** Why did you select this company? www.lawdepot.com

» *they are top company for these services*

**Q3b** Anything else? www.lawdepot.com

» *they are second top company in the search results for these services*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.uslegalforms.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *i dont like their service*

**Q4b** Please tell us why you did not << initially >> select www.divorcewriter.com?

» *i have never heard about them*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *very information rich*

**QC8** Anything else?

» *easy to navigate and easy to use*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *free trial for 30 days*

**QC11a** How would you describe the free trial offer to a friend?

» *good service to avail*

**QC11b** Anything else?

» *good service to avail*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *you have to start paying*

**Q12c** Anything else?

» *no*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *its through chat*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *do it myself*

**Q13c** Anything else?

» *no*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *i want to try but not pay upfront*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 3*

» *Brand name 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 3187**

**Image Set**

» *DIVORCE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *55-64*

**S5** Please indicate the state in which you reside.

» *California*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *No*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

» *Bill of Sale*

» *Estate planning*

» *Some Other type of legal service*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Some Other type of legal service*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.lawdepot.com*

» *www.completecase.com*

» *www.uslegalforms.com*

**Q3a** Why did you select this company? www.lawdepot.com

» *Free - use as much as possible before engaging lawyer*

**Q3a** Why did you select this company? www.completecase.com

» *Lets me explore options*

**Q3a** Why did you select this company? www.uslegalforms.com

» *Resource site for forms*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Duplicative of the one's I already picked*

**Q4b** Please tell us why you did not << initially >> select www.divorcewriter.com?

» *Not in Mass....*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Simple; easy*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *1 month (but still had to provide a credit card)*

**QC11a** How would you describe the free trial offer to a friend?

» *1 free month*

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *Start being billed*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *contact info was provided*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *look at site again*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *I don't know*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Not needed for my purpose and hate providing cc# for free trials...*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Recommendations from colleagues 1*

» *Personal experience on the website 2*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *not specifically but numerous*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **Yes**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **25-34**

**S5** Please indicate the state in which you reside.

» **California**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **1 - Definitely will not**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

**Q3a** Why did you select this company? www.incorporate.com

» **nope**

**Q3b** Anything else? www.incorporate.com

» **nope**



**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *nope*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *nope*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *nipe*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *nope*

**QB8** Anything else?

» *nope*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...only if you mail in your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *na*

**Q12c** Anything else?

» *na*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *na*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *na*

**Q13c** Anything else?

» *na*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *na*

**Q14b2** Any other reasons?

» *na*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *na*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 2*

» *Brand name 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *na*

**Q15c** Anything else?

» *na*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» *DIVORCE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

» *Healthcare*

» *Technology*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *45-54*

**S5** Please indicate the state in which you reside.

» *New York*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *No*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *2 - Probably will not*

**S13a** Please tell us what kind of device you are taking this survey on.

» *iPad or Tablet*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Didn't have to --- I already knew of a name and just went directly to the site*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.3stepdivorce.com*

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? *www.3stepdivorce.com*

» *Gain knowledge of divorce process. Hopefully find someone who can help me find cheapest divorce agreement.*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *It stated "3 easy steps"*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It seemed fair*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *For one week*

**QC11a** How would you describe the free trial offer to a friend?

» *One week free and various prices charged for various time periods*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *Prices charged thereafter*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Online chats or call*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Chat online or call*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Other specify: ("Chat or call")*

**Q14b1** What made you decide to << insert >>?

» *Prefer talking to live person*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *To clarify if I understood it right, I would want to talk to live person*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 1*

» *Recommendations from colleagues 2*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **55-64**

**S5** Please indicate the state in which you reside.

» **Illinois**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.rocketlawyer.com**

» **www.incfiile.com**

**Q3a** Why did you select this company? www.rocketlawyer.com

» **Cost**

**Q3b** Anything else? www.rocketlawyer.com

» **Free**

**Q3a** Why did you select this company? www.incfiile.com

» **Cost**

**Q3b** Anything else? [www.incfile.com](http://www.incfile.com)

» *Low Cost*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.legalzoom.com](http://www.legalzoom.com)

**Q4b** Please tell us why you did not << initially >> select [www.legalzoom.com](http://www.legalzoom.com)?

» *know legalzoom*

**Q4b** Please tell us why you did not << initially >> select [www.bizfilings.com](http://www.bizfilings.com)?

» *don't know the web site*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Navigation of the site seemed very easy*

**QB8** Anything else?

» *Friendly web site*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *One Week*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Online service*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Incorporate*

**Q13c** Anything else?

» *Seemed user friendly*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Pay for incorporation services (without free trial - \$99.95)*

**Q14b1** What made you decide to << insert >>?

» *You eventually will have to pay*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Nothing is free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Ease of use*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Personal experience on the website 2*

» *Ease of use 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Wills*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*



**Image Set**

» *BILL OF SALE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *65 or older*

**S5** Please indicate the state in which you reside.

» *California*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Self employed*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

» *Landlord/tenant matters*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Bill of Sale*

» *Landlord/tenant matters*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? *www.legalcontracts.com*

» *The word free caught my attention.*

**Q3b** Anything else? *www.legalcontracts.com*

» *Print immediately also.*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *Free caught my attention.*

**Q3b** Anything else? *www.rocketlawyer.com*

» *I have used rocket lawyer before.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It is good for a free week of service.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *A weeks free trial.*

**QC11a** How would you describe the free trial offer to a friend?

» *You could used their services for a week Free.*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *Your then charged a monthly fee.*

**Q12c** Anything else?

» *You also have an option to extend for a year.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Ask them online.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Try it for the free week.*

**Q13c** Anything else?

» *If I think I would use it often probably sign up.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *To see if it would suit my needs.*

**Q14b2** Any other reasons?

» *Would minimize my cost until I knew I liked it.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *access to a lawyer for review*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Opportunity to try the service for free 1*

» *access to a lawyer for review 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Luminosity, Rocket Lawyer, games*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **California**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Some Other type of legal service**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalzoom.com**

» [www.rocketlawyer.com](http://www.rocketlawyer.com)

**Q3a** Why did you select this company? [www.legalzoom.com](http://www.legalzoom.com)

» *I have heard of Legal Zoom - I think they advertise on TV.*

**Q3a** Why did you select this company? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *I have also heard of Rocket Lawyer - not sure how, though.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.bizfilings.com](http://www.bizfilings.com)

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *The pricing was confusing. I didn't understand what the "free" offer was that billed you \$39.95/mo afterward. What do you get for that? And what is the term? It is just until you pay off the \$90 incorporation fee? Or is it ongoing, but includes other legal services. I found this very unclear.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *There was a customer service phone # to call on each page.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Ask more questions about what the Rocket Lawyer monthly fee includes/is for and check out some other services.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I like to comparative shop. And I wasn't sure about the Rocket Lawyer pricing.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I need more help choosing a company name - your info said it couldn't be something already in use, but how do I find that out? That is actually something I would pay for help with.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews* 3

» *Recommendations from colleagues* 2

» *Personal experience on the website* 1

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» Yes

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Netflix, Hulu Plus*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» Yes

**SURVEY 14-0603, CASE ID 3305**

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **55-64**

**S5** Please indicate the state in which you reside.

» **California**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Family law**

» **Some Other type of legal service**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Some Other type of legal service**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *Because it seemed most dignified and it mentioned small businesses.*

**Q3b** Anything else? *www.incorporate.com*

» *It didn't look cheap.*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I've heard of it.*

**Q3b** Anything else? *www.legalzoom.com*

» *It seems more established. Not just set up to get your \$49.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Sounds cheesy and incorporating my business is too important for unknown people at some internet company to do it in 5 minutes. Not trustworthy. Rocket Lawyer does not inspire confidence.*

**Q4b** Please tell us why you did not << initially >> select *www.delawareinc.com*?

» *I'm not in Delaware, and I'm not trying to hide anything. Delaware is known for shady companies incorporating there for reasons unknown to me.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *It advertised some of the cheapest services. I think it was specific to California.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *\$90 for California in 3 to 5 weeks. \$500 for e filing in 3 days. \$40 for a "company seal" and fancy notebook. Some kind of trial offer and monthly fee, but why would you need a monthly fee?*

**QB8** Anything else?

» *Monthly fee not mandatory.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*



**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» Yes

**QB10b1** Do you know if this state fee applies...

» I don't know

**QB10b2** Do you know if this state fee applies...

» I don't know

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» Yes

**Q12a** Do you recall if the free trial offer has a time limit?

» Yes

**Q12c** What happens after the free trial period?

» You can end it.

**Q12c** Anything else?

» Otherwise there is a fee, but I don't know what.

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» Call. Webchat.

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» Compare it to other companies.

**Q13c** Anything else?

» Read the About Us and FAQ sections to try and figure out what this company is. Does it require a law license, for instance?

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» Decide not to buy an online legal service

**Q14b1** What made you decide to << insert >>?

» The decision is too important to leave up to an Internet company. What if something goes wrong? Who is responsible?

**Q14b2** Any other reasons?

» I don't understand what the trial period is for. All I would do is incorporate my company and then assume my relationship with the incorporator is finished. Does this mean my company is out of compliance if I don't continue to do something? Would rather pay a lawyer and do it right.

**Q14c** Why did you not choose to take the free trial<< insert >>?

» Trial for what? See previous answer.

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» No additional factors apply

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» Customer reviews 2

» Brand name 3

» Personal experience on the website 1

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» Advertisement

» Opportunity to try the service for free

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» Yes

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» Ancestry.com

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» Yes

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **55-64**

**S5** Please indicate the state in which you reside.

» **Kentucky**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Executive**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Bill of Sale**

» **Landlord/tenant matters**

» **Some Other type of legal service**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

» **Asked colleagues**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalzoom.com**

» **www.rocketlawyer.com**

» **www.mycorporation.com**

**Q3a** Why did you select this company? www.legalzoom.com

» *Radio spots influenced decision*

**Q3b** Anything else? www.legalzoom.com

» *no*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *The word "free"*

**Q3b** Anything else? www.rocketlawyer.com

» *no*

**Q3a** Why did you select this company? www.mycorporation.com

» *Radio spots influenced decision*

**Q3b** Anything else? www.mycorporation.com

» *no*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *easy, fast and costs \$90.00*

**QB8** Anything else?

» *no*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *Pay the \$90.00 or nothing happens*

**Q12c** Anything else?

» *no*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *do not remember*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I might give them a try*

**Q13c** Anything else?

» *no*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Pay for incorporation services (without free trial - \$99.95)*

**Q14b1** What made you decide to << insert >>?

» *It was only \$99.95*

**Q14b2** Any other reasons?

» *no*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I feel it would not be done correctly*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 2*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *LEASE AGREEMENT TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

» *Technology*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *45-54*

**S5** Please indicate the state in which you reside.

» *Connecticut*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Landlord/tenant matters*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.ezlandlorrdforms.com*

**Q3a** Why did you select this company? *www.ezlandlorrdforms.com*

» *Sounds less confusing*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *I recognized the EZ Landlord forms company*

**Q4b** Please tell us why you did not << initially >> select *www.biztree.com*?

» *Doesn't sound specific enough to my needs*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Seems pretty thorough*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *I do not recall*

**QC11a** How would you describe the free trial offer to a friend?

» *Can get forms free*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call them?*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Check other competitor prices*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *It's free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Recommendations from colleagues 3*

» *Personal experience on the website 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*



**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **Wisconsin**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Owner/Proprietor**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Estate planning**

» **Some Other type of legal service**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Some Other type of legal service**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.rocketlawyer.com**

**Q3a** Why did you select this company? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *I'd be curious how they defined "free".*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.incorporate.com](http://www.incorporate.com)

**Q4b** Please tell us why you did not << initially >> select [www.legalzoom.com](http://www.legalzoom.com)?

» *The ad just didn't attract my attention. Nothing stuck out.*

**Q4b** Please tell us why you did not << initially >> select [www.calfilings.com](http://www.calfilings.com)?

» *Didn't attract my attention. It seemed middle of the road.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *As I suspected, it's not free, only the trial membership is free and there are lots of other things that have to be paid for.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *You start to pay.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call their customer service number.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I feel that the ad was misleading but the service seems straightforward and legitimate. I would look at other services and compare all options.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I want to know what all the other options available to me are. Since this really isn't free, I want to compare what is out there.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Because it's for a limited time and I still have to pay fees.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 1*

» *Recommendations from colleagues 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *No, but they're all never truly free.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Technology*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *45-54*

**S5** Please indicate the state in which you reside.

» *California*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Temporarily unemployed*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» [www.delawareinc.com](http://www.delawareinc.com)

» [www.directincorporation.com](http://www.directincorporation.com)

» [www.calfilings.com](http://www.calfilings.com)

» [www.mycorporation.com](http://www.mycorporation.com)

**Q3a** Why did you select this company? [www.legalzoom.com](http://www.legalzoom.com)

» *From description looks like it has helpful information to reference.*

**Q3b** Anything else? [www.legalzoom.com](http://www.legalzoom.com)

» *I believe that i've heard about this firm before.*

**Q3a** Why did you select this company? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *Inexpensive option if you know what you want.*

**Q3a** Why did you select this company? [www.delawareinc.com](http://www.delawareinc.com)

» *Make it sound like there is a simple process to follow, if you already know what you want.*

**Q3a** Why did you select this company? [www.directincorporation.com](http://www.directincorporation.com)

» *Looks like there may be good reference information regarding the different corporation types.*

**Q3b** Anything else? [www.directincorporation.com](http://www.directincorporation.com)

» *Name check sounds important too.*

**Q3a** Why did you select this company? [www.calfilings.com](http://www.calfilings.com)

» *Sounds like there is a simple process to follow.*

**Q3a** Why did you select this company? [www.mycorporation.com](http://www.mycorporation.com)

» *Online option sounds interesting.*

**Q3b** Anything else? [www.mycorporation.com](http://www.mycorporation.com)

» *Not expensive*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.incforsfree.com](http://www.incforsfree.com)

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It's a fairly flexible offer for incorporation documents with a subscription service and a free one week trial option. I'm confused about why the last page had a \$59.95/mo charge after the free period and the \$39.95/mo offer stated in an earlier page. What's the difference? The offer includes an option to just file the incorporation papers without signing up for a subscription presumably after the free period no services are available without the subscription. No mention was made of ad hoc service availability. Questions in my mind are what kind and amount of services are offered for \$40 or \$60/mo.? I have no idea what kind of services may be required after the first week or how that matches with what may be included in the subscription.*

**QB8** Anything else?

» *I still have a lot of questions.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» Yes

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» Yes

**Q12a** Do you recall if the free trial offer has a time limit?

» No

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *The number to call with questions was on every page.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I'd probably do more online research regarding different types of incorporation. If that was available on the Rocket Lawyer site I'd start there otherwise I'd go to another site.*

**Q13c** Anything else?

» *When I felt I had done my homework and had any questions gathered I would call the Rocket Lawyer line to get them answered.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *As answered previously I'd want to educate myself first as much as possible before committing to a specific service.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I didn't understand there to be free incorporation processing with the trial offer. Perhaps I didn't read it critically enough or discarded that as unbelievable.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Clear understanding of scope of services offered*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 2*

» *Clear understanding of scope of services offered 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» Yes

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *phone services, cable TV,*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» Yes

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **Florida**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Landlord/tenant matters**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **5 - Definitely will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

» *Other specify: ("asked librarian")*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I am familiar with Legal Zoom and like it. It is easy to use and fairly comprehensive.*

**Q3b** Anything else? *www.legalzoom.com*

» *It is written for people like me not in legalize. It offers a lot of free forms and information*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *I have heard of Rocket Lawyer and want to know more about them.*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *I want to know the difference in corporation types and LLC.*

**Q3b** Anything else? *www.mycorporation.com*

» *It sounds easy with a variety of choices*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It is free for the trial but many of the added features cost extra*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*



**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *There is a number to call*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would compare it to other legal services websites*

**Q13c** Anything else?

» *I would also ask colleagues and read reviews of online legal services*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I like to compare many options.*

**Q14b2** Any other reasons?

» *I always do my research and look at many sources of information*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I want to explore other options before I decide on one service. The free trial will incur charges if I don't remember to cancel it and even with the free trial there are fees.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *research and reviews in newspaper, journals*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Recommendations from colleagues 1*

» *research and reviews in newspaper, journals 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *I don't recall specific company*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» *DIVORCE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Healthcare*

» *Technology*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *45-54*

**S5** Please indicate the state in which you reside.

» *New York*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *No*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Landlord/tenant matters*

**S13a** Please tell us what kind of device you are taking this survey on.

» *iPad or Tablet*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.lawdepot.com*

» *www.uslegalforms.com*

**Q3a** Why did you select this company? www.lawdepot.com

» *Provided a lgood shell document*

**Q3b** Anything else? www.lawdepot.com

» *No*

**Q3a** Why did you select this company? www.uslegalforms.com

» *Having the right forms is a huge help in understanding the process*

**Q3b** Anything else? www.uslegalforms.com

» *No*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Title*

**Q4b** Please tell us why you did not << initially >> select www.divorcewriter.com?

» *Wrong state*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *I like that it asks the correct questions to start a legal process ...divorce..step by steps good*

**QC8** Anything else?

» *No*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *To file the the initial transaction...if it then goes to a laser and costs additionA I would just see someone in person locally*

**QC11a** How would you describe the free trial offer to a friend?

» *Not to use it*

**QC11b** Anything else?

» *No*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Have to speak to someone*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Not use*

**Q13c** Anything else?

» *No*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Decide not to buy an online legal service*

**Q14b1** What made you decide to << insert >>?

» *Only got you a shell*

**Q14b2** Any other reasons?

» *No*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Was not really free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Recommendations from colleagues 1*

» *Personal experience on the website 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *I don't know*

**Image Set**

» ***DIVORCE CONTROL***

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» ***None of the above***

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» ***Food Brands or Products***

**S3** Please record your gender below.

» ***Male***

**S4** Which of the following categories includes your age?

» ***45-54***

**S5** Please indicate the state in which you reside.

» ***New York***

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» ***I Agree***

**S7** Which of the following best describes your employment status?

» ***Employed full-time***

**S8a** Which of the following best describes your position with your company?

» ***Owner/Proprietor***

**S9** Over the past few years, have you looked on the internet for online legal services?

» ***Yes***

**S10a** What specific legal services have you looked for online?

» ***Family law***

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» ***No***

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» ***2 - Probably will not***

**S13a** Please tell us what kind of device you are taking this survey on.

» ***Computer or Laptop***

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» ***Used an internet search engine***

**Q1b** Which search engine did you use to look for online legal services?

» ***Google***

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» ***www.3stepdivorce.com***

» ***www.lawdepot.com***

» ***www.uslegalforms.com***

**Q3a** Why did you select this company? [www.3stepdivorce.com](http://www.3stepdivorce.com)

» ***3 easy steps***

**Q3b** Anything else? [www.3stepdivorce.com](http://www.3stepdivorce.com)

» ***no***

**Q3a** Why did you select this company? [www.lawdepot.com](http://www.lawdepot.com)

» ***the idea would be to avoid as many legal fees as possible so this looked easy and inexpensive, worthy of investigating further***

**Q3b** Anything else? www.lawdepot.com

» *no*

**Q3a** Why did you select this company? www.uslegalforms.com

» *same as mentioned before....the idea is to avoid legal fees and mutually agree on divorce as cheaply as possible*

**Q3b** Anything else? www.uslegalforms.com

» *n/a*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.completecase.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *seems cheesy but I'd probably look if I had the time, just not my first choice. Again, this is all simple perception on the "grab you immediately in a few words" capability*

**Q4b** Please tell us why you did not << initially >> select www.com?pletecase.com?

» *not sure but I'd investigate*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *seems reputable enough*

**QC8** Anything else?

» *I'd check with friends or an attorney friend before proceeding*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *can't recall, looked at 14 sites*

**QC11a** How would you describe the free trial offer to a friend?

» *simple..free trial offer*

**QC11b** Anything else?

» *nothing else needs to be said*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *website*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *check further*

**Q13c** Anything else?

» *n/a*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *reassurance factor*

**Q14b2** Any other reasons?

» *n/a*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I probably would have if it excluded me from a massive amount of junk email*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Recommendations from colleagues 1*

» *Personal experience on the website 2*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Price*

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *free credit check*

**Q15c** Anything else?

» *can not recall but certainly others*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**SURVEY 14-0603, CASE ID 3704**

**Image Set**

» *INCORPORATION TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *West Virginia*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

» *Bill of Sale*

» *Landlord/tenant matters*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*



- » *Family law*
- » *Bill of Sale*
- » *Landlord/tenant matters*
- » *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

- » *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

- » *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

- » *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

- » *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

- » *www.legalzoom.com*

**Q3a** Why did you select this company? www.legalzoom.com

- » *Heard advertisements before*

**Q3b** Anything else? www.legalzoom.com

- » *Not really*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

- » *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

- » *Did not look informative or stand out*

**Q4b** Please tell us why you did not << initially >> select www.incforfree.com?

- » *Did not look interesting or informative*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

- » *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

- » *Just the name. It sounded interesting*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

- » *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

- » *Yes, I have reviewed this page (Page 1)*
- » *Yes, I have reviewed this page (Page 2)*
- » *Yes, I have reviewed this page (Page 3)*
- » *Yes, I have reviewed this page (Page 4)*
- » *Yes, I have reviewed this page (Page 5)*
- » *Yes, I have reviewed this page (Page 6)*
- » *Yes, I have reviewed this page (Page 7)*
- » *Yes, I have reviewed this page (Page 8)*
- » *Yes, I have reviewed this page (Page 9)*
- » *Yes, I have reviewed this page (Page 10)*
- » *Yes, I have reviewed this page (Page 11)*
- » *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

- » *Don't remember*

**QB8** Anything else?

- » *Don't remember. All looked the same after a few minutes*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Don't remember*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Don't remember*

**Q13c** Anything else?

» *Don't remember*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Don't remember*

**Q14b2** Any other reasons?

» *Don't remember*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Did not look like it would help or was worth the trial*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Advertisement 2*

» *Customer reviews 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Don't remember*

**Q15c** Anything else?

» *Don't remember*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**SURVEY 14-0603, CASE ID 3705**

**Image Set**

» *DIVORCE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *55-64*

**S5** Please indicate the state in which you reside.

» *Connecticut*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

» *Estate planning*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.lawdepot.com*

» *www.rocketlawyer.com*

» *www.completecase.com*

**Q3a** Why did you select this company? *www.lawdepot.com*

» *Looks like it would be easy to find answers*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *They seem to have answers to all areas*

**Q3a** Why did you select this company? *www.completecase.com*

» *Their tag line of being featured on TV shows*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *You can create legal documents for free for one week. Then you will be charged for the service. Your documents will be stored even if you cancel the plan.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *Free for one week - then you are automatically charged on your credit card*

**QC11a** How would you describe the free trial offer to a friend?

» *free for one week*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *They charge your credit card*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *go to the website service agreement*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *See a lawyer*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *To see if it is as easy as described*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Recommendations from colleagues 1*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Angie's list*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **LEASE AGREEMENT TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **Technology**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **55-64**

**S5** Please indicate the state in which you reside.

» **Hawaii**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Landlord/tenant matters**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Estate planning**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.biztree.com**

» **www.totallegal.com**

» **www.lawdepot.com**

**Q3a** Why did you select this company? www.biztree.com

» **One of the first non advertised**

**Q3a** Why did you select this company? www.totallegal.com

» *Second choice, same reason*

**Q3a** Why did you select this company? www.lawdepot.com

» *Third choice same reason*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalcontracts.com*

» *www.rocketlawyer.com*

» *www.ezlandlorrdforms.com*

**Q4b** Please tell us why you did not << initially >> select www.legalcontracts.com?

» *same as above*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *This seems like more of a paid advertised site*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *3 options, free trial*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *one month*

**QC11a** How would you describe the free trial offer to a friend?

» *don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *telephone number*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *may try using free trial offer*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *maybe better services or offers*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *its free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *user friendly*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Recommendations from colleagues 1*

» *user friendly 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *I don't know*



**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **Texas**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Upper Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Asked colleagues**

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» **Yes**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

» **www.incfiile.com**

» **www.incforfree.com**

**Q3a** Why did you select this company? www.incorporate.com

» **10 minutes**

**Q3a** Why did you select this company? www.incfiile.com

» **\$49**

**Q3a** Why did you select this company? www.incforfree.com

» *Free*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *no real offers*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Do not live in California*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *looks as if its for California*

**QB8** Anything else?

» *its more money for them to et you a federal ID*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *don't know*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Look elsewhere*

**Q13c** Anything else?

» *look for cheaper services*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *looking for cheaper service*

**Q14b2** Any other reasons?

» *do some on my own*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *nothing is ever really free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 3*

» *Personal experience on the website 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Proactive facial cream*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» *INCORPORATION CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Technology*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *North Carolina*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.incfile.com*

» *www.delawareinc.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *Towards the top of the page*

**Q3b** Anything else? www.legalzoom.com

» *None*

**Q3a** Why did you select this company? www.incfile.com

» *Looks legitimate not free so maybe not a scam*

**Q3b** Anything else? www.incfile.com

» *Also has a phone number*

**Q3a** Why did you select this company? www.delawareinc.com

» *Because it had Delaware in the name. I am aware that forming a business in Delaware is common like the the credit companies.*

**Q3b** Anything else? www.delawareinc.com

» *none*

**Q3a** Why did you select this company? www.mycorporation.com

» *Charged a fee maybe not a scam*

**Q3b** Anything else? www.mycorporation.com

» *none*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Sounds like a scam with "Rocket" in the name*

**Q4b** Please tell us why you did not << initially >> select www.calfilings.com?

» *Not interested in the high taxes and cost of doing business in California*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *Fast*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *They have many options such a registering for a tax id code, selling you a seal machine with stock certificates etc.*

**QB8** Anything else?

» *They do as much for a fee as you want them to or they can keep it basic and just file the paper work for you with the state.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» Yes

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» Yes

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» Yes

**Q12a** Do you recall if the free trial offer has a time limit?

» Yes

**Q12c** What happens after the free trial period?

» *You will be charged 39.95 after the first week*

**Q12c** Anything else?

» *Can cancel at any time*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *online chat*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Log onto to the website and start filling out the website.*

**Q13c** Anything else?

» *I would also need to make sure I had all the information needed to complete it.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Need to see if Rocketlawyer is legit and uses the same steps as other sites and is competitively priced.*

**Q14b2** Any other reasons?

» *I would also check with my state and see if the fees were less if I did it directly through my state*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Needed more information to proceed*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Legitimate company*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Recommendations from colleagues 2*

» *Legitimate company 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» Yes

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Amazon Prime Audible Netflix*

**Q15c** Anything else?

» *BMG Music*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» Yes

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **Media company such as radio, newspaper, TV, etc.**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **Virginia**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Upper Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalzoom.com**

» **www.incforsfree.com**

**Q3a** Why did you select this company? www.legalzoom.com

» **Have heard/seen their commercials, seem to be a good starting point**

**Q3a** Why did you select this company? www.incforsfree.com

» **Be able to do it quickly, been around for a while**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» **None**

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Felt my other choices would achieve what I wanted to do*

**Q4b** Please tell us why you did not << initially >> select www.delawareinc.com?

» *Same as above*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *Just the name*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Seems to be simple to do*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Email*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Look into it*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *To see what the best deals are*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Not sure*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*



**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price* 3

» *Customer reviews* 1

» *Recommendations from colleagues* 2

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 3878**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **55-64**

**S5** Please indicate the state in which you reside.

» **Illinois**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Upper Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Family law**

» **Estate planning**

» **Some Other type of legal service**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Family law**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

**Q3a** Why did you select this company? www.incorporate.com

» *it was listed first*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.bizfilings.com*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *no reason*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *sounded like there was a catch (no fee)*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *seems like there was a lot of steps involved*

**QB8** Anything else?

» *I knew there had to be some fees involved*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...only if you incorporate online*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *it expires*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *phone number listed*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *nothing*

**Q13c** Anything else?

» *I will go with my first choice*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *to compare*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *unfamiliar with site*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 1*

» *Recommendations from colleagues 2*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *security software for computer*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **Yes**

**SURVEY 14-0603, CASE ID 3920**

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

» *Healthcare*

» *Technology*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *California*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Intermediate level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

» *Landlord/tenant matters*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.smallbiz.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I have friends that have used the service and were happy with it.*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *It was one of the first ones that came up and the name is catchy*

**Q3a** Why did you select this company? *www.smallbiz.com*

» *It is California specific and that tells me that they might be more relevant to what I am searching for*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.delawareinc.com*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It says that it is free other than the CA filing fees*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *either on line or by chatting with a representative*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *try their services*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen ~~EXHIBIT B - 914~~ ~~insert >~~

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *would like to try beofre I buy*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *who are the legal professionals behind it*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 1*

» *Recommendations from colleagues 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *legalzoom*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Personal Care*

» *Technology*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *Massachusetts*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*



**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked friends/family*

» *Spoke to a lawyer*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.bizfilings.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *Looks legitimate and not cheap*

**Q3b** Anything else? *www.incorporate.com*

» *Good description. Mentions sm business*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *Looks like it is there to educate as well as help incorporate*

**Q3b** Anything else? *www.bizfilings.com*

» *I liked the opportunity to compare options*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *Sounds cheap. Like they wouldnt do a thorough job*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *The name is cheesy and it focuses on CA state*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *I only remember the name*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *You just fill in your information and personal choices and they do the 'work' for you. You can also either pay just the fees or sign up for a trial offer.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» Yes

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» Yes

**Q12a** Do you recall if the free trial offer has a time limit?

» Yes

**Q12c** What happens after the free trial period?

» *You will be charged a monthly fee*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *You can email or call a toll free number*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would explore this group if i were ready to move ahead*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *I don't know*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I am not at that stage yet*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Recommendations from colleagues 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» Yes

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *I don't recall*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» No

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **35-44**

**S5** Please indicate the state in which you reside.

» **North Carolina**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

» **www.legalzoom.com**

» **www.rocketlawyer.com**

» [www.bizfilings.com](http://www.bizfilings.com)

**Q3a** Why did you select this company? [www.incorporate.com](http://www.incorporate.com)

» *10 minutes Fast, Easy any state*

**Q3a** Why did you select this company? [www.legalzoom.com](http://www.legalzoom.com)

» *legalzoom*

**Q3a** Why did you select this company? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *Free*

**Q3a** Why did you select this company? [www.bizfilings.com](http://www.bizfilings.com)

» *online fast*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *step by step instructions*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *don't know*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *nothing*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *see other options*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *check other options*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price* 1

» *Customer reviews* 3

» *Opportunity to try the service for free* 2

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**SURVEY 14-0603, CASE ID 4044**

**Image Set**

» *INCORPORATION CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *45-54*

**S5** Please indicate the state in which you reside.

» *Texas*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Landlord/tenant matters*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Landlord/tenant matters*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.bizfilings.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I've heard of legal zoom.. I think they have a large selection of services/products available.*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *it sounds like a good option. i like that they say that it is affordable*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

» *www.smallbiz.com*

» *www.directincorporation.com*

» *www.calfilings.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Because it seems specific to california. and i do not want to incorporate in california.*

**Q4b** Please tell us why you did not << initially >> select *www.incfree.com*?

» *Because it seems specific to california. and i do not want to incorporate in california.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *it sounds like a simple and streamlined way to incorporate. walks you through the process*

**QB8** Anything else?

» *it is easy*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *then there would be monthly fees*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *phone or email*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *i would try out rocket lawyer. id start the process of incorporating my business. i would check out ongoing fees after a trial period.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *it seems like a good site, and helps walk through the process*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 2*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*



**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **Food Brands or Products**

» **Healthcare**

» **Technology**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **Alabama**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Intermediate level**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Family law**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *Because it says "in any state"*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *Because it says "in any State"*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *don't know*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Because it is for California*

**Q4b** Please tell us why you did not << initially >> select *www.directincorpoation.com*?

» *Because it is for California*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *Just the name*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *I saw that it is going to cost more than it seems.*

**QB8** Anything else?

» *It is for any state*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *not sure*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *read all of the fine print, and maybe look at other sites*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Because the costs seem to be rather sneaky*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *because I'm not sure of hidden costs*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 1*

» *Recommendations from colleagues 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Credit monitoring Sirius XM satellite radio*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **25-34**

**S5** Please indicate the state in which you reside.

» **Florida**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incfi.com**

**Q3a** Why did you select this company? www.incfi.com

» **it was cheap**

**Q3b** Anything else? www.incfi.com

» **no**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» **None**

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *no reason*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *they dont show their price*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *I don't know*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *not much*

**QB8** Anything else?

» *they can do it*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *i don't know*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *think about it*

**Q13c** Anything else?

» *i just did*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *just thought i should*

**Q14b2** Any other reasons?

» *ditto*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *not sure*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *time required*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Recommendations from colleagues 2*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **35-44**

**S5** Please indicate the state in which you reside.

» **South Carolina**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Asked friends/family**

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» **Yes**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalzoom.com**

**Q3a** Why did you select this company? www.legalzoom.com

» **I have heard of this company before.**

**Q3b** Anything else? [www.legalzoom.com](http://www.legalzoom.com)

» *No.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *[www.bizfilings.com](http://www.bizfilings.com)*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *California was visible, I'm not looking for services in CA>*

**Q4b** Please tell us why you did not << initially >> select [www.bizfilings.com](http://www.bizfilings.com)?

» *Looks to be open to any state.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *Nothing unusual. Typical ad.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Easy to setup.*

**QB8** Anything else?

» *Also looks to be quick.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *There was a live individual you can talk to. She was on the right side of the webpage.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Use them as an option.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Other specify: ("Research more closely.")*

**Q14b1** What made you decide to << insert >>?

» *Site does look interesting.*



**Q14b2** Any other reasons?

» *Quick, easy to use.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Need more research, fine print reading.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 1*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *65 or older*

**S5** Please indicate the state in which you reside.

» *Ohio*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Some Other type of legal service*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked colleagues*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.incfile.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *I will start a small business and do not need legal advise or assistance for larger type companies. I want something specific for a small company*

**Q3a** Why did you select this company? *www.incfile.com*

» *Help to incorporate and provide assistance with other documents needed to start a new small company.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *Thought the others might be a better option, but I have nothing against LegalZoom and may end up using them.*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *I will incorporate in a state other than CA*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» **Yes**

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *Can assist in setting up a corporation and provide information on different types of corporations.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» **Yes**

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Detailed but very easy to incorporate.*

**QB8** Anything else?

» *Step-by-step process makes this legal procedures less intimidating.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *...only if you incorporate online*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *You will be monthly for the newsletter.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *They have online support.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Very likely.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *To see if anyone has experience with this online legal service. Support is very important once the corporation goes live.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Needed to be reassured that this is the right online company to use.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 3*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *45-54*

**S5** Please indicate the state in which you reside.

» *North Carolina*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

» *Some Other type of legal service*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.bizfilings.com*

» *www.delawareinc.com*

» *www.calfilings.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? [www.bizfilings.com](http://www.bizfilings.com)

» *I would start here to learn more about what I need to do. I would hope this site would provide me the basics of incorporation.*

**Q3a** Why did you select this company? [www.delawareinc.com](http://www.delawareinc.com)

» *Additional research...learning.*

**Q3a** Why did you select this company? [www.calfilings.com](http://www.calfilings.com)

» *Research. Learning. Too soon the make a final decision. Just need good informational sites to build my knowledge. What goes in CA doesn't necessarily apply to my state, so I don't know how much time I would spend here.*

**Q3a** Why did you select this company? [www.mycorporation.com](http://www.mycorporation.com)

» *Research again to determine what is required.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.legalzoom.com](http://www.legalzoom.com)

» [www.rocketlawyer.com](http://www.rocketlawyer.com)

» [www.incfiling.com](http://www.incfiling.com)

**Q4b** Please tell us why you did not << initially >> select [www.legalzoom.com](http://www.legalzoom.com)?

» *Just missed it. It appears to offer basic info on the topic.*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *Probably wouldn't visit this site unless I wanted to do a comparison of state processes.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *\$90 unless I have a discount code. There were other fee option for additional services.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *There was a contact number provided during the process.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Would want to review further to make sure I did not miss anything. It seemed like a very simple short process.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I would want to know about other offers before making my final decision. I never make a decision based on one vendor or provider.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I did not recall a free trial offer.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Service and support*

» *Validity of outcome. Is result a legal outcome in all states?*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Service and support 2*

» *Validity of outcome. Is result a legal outcome in all states? 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Pharmaceutical companies Vacuum companies Many of the kitchen gadget manufacturers*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Technology*

**S5** Please indicate the state in which you reside.

» *Georgia*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? www.incorporate.com

» *Like the name*

**Q3a** Why did you select this company? www.legalzoom.com



» *used them before*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *liked the name*

**Q3a** Why did you select this company? www.mycorporation.com

» *really liked the name*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *good introductory offer, seems very straight forward*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *fees are incurred monthly*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call or email*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *contact rocket lawyer*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Pay for incorporation services (without free trial - \$99.95)*

**Q14b1** What made you decide to << insert >>?

» *early stages of starting compnay and not sure I need anything else*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *looking for something simple without any committments*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *none*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Recommendations from colleagues 2*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S5** Please indicate the state in which you reside.

» *Georgia*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.incforsfree.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *like the ad*

**Q3b** Anything else? www.legalzoom.com

» *nope*

**Q3a** Why did you select this company? www.incforsfree.com

» *free to incorporate*

**Q3b** Anything else? www.incforsfree.com

» *no*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.bizfilings.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *free*

**Q4b** Please tell us why you did not << initially >> select www.bizfilings.com?

» *so like a good choice*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *not sure*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *it easy to get around site and it has everything you need.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *google site*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *not sure ask questions about incorporation*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *to check out site*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Advertisement* 1

» *Customer reviews* 3

» *Opportunity to try the service for free* 2

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Price*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *INCORPORATION TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

» *Healthcare*

**S5** Please indicate the state in which you reside.

» *New Jersey*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *iPad or Tablet*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *Recognize name*

**Q3b** Anything else? *www.legalzoom.com*

» *Have seen commercials advertising*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Referred to CA and would not be a state I would choose yo incorporate*

**Q4b** Please tell us why you did not << initially >> select *www.incfile.com*?

» *Fee is noted in the tag line*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *I don't know*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Process appears simple housekeepers are required after trial period with no description of what fees are required for monthky*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *7 days*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Customer service*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Would need to review fine print as to fees. Would way this against other costs and may find it less costly in long term to go to an attorney locally, face to face*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Ongoing costs monthly after trial period*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *7 days is insufficient time to assure the filings and paper work are completed correctly*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 3*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Credit agencies*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*



**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Texas*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *I don't know*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *iPad or Tablet*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.incfiler.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *I've heard of Legalzoom. I have done some research on this company.*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *I have heard of this company in the past. Not sure where. But, the name is familiar.*

**Q3a** Why did you select this company? www.incfiler.com

» *I believe the price caught my attention.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *I noticed initially the ad said file for free, but it's not really free. And the point of the site is to upsell.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You will be charged \$39.95 per month.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *No clue*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Keep looking. I don't like to be lured in by the word 'free' only to find out free doesn't really apply.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *At least Legal Zoom is honest and upfront with pricing. I'd probably use Legal Zoom.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *The free trial is not what I was looking for, and it don't know what I would receive for the monthly fee once the free trial ended.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews* 3

» *Brand name* 2

» *Recommendations from colleagues* 1

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» Yes

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Netflix Sirius Lumosity Gamefly Spotify Amazon Prime Hulu Plus*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» Yes

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Tennessee*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *It was one of the first to advertise heavily via mass media.*

**Q3b** Anything else? www.legalzoom.com

» *high profile spokesperson.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.incorporate.com?

» *I have never heard of it.*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *I have never heard of it.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Very simple to navigate through the process*

**QB8** Anything else?

» *seems very professional*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *go to the contact us or help section*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *probably go to an actual attorney*

**Q13c** Anything else?

» *n/a*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *reputation*

**Q14b2** Any other reasons?

» *n/a*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *validity of the offer*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Recommendations from colleagues 2*

» *Personal experience on the website 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *I don't recall*

**Q15c** Anything else?

» *N/A*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S5** Please indicate the state in which you reside.

» *Ohio*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Temporarily unemployed*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

» *Landlord/tenant matters*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» [www.legalzoom.com](http://www.legalzoom.com)

» [www.rocketlawyer.com](http://www.rocketlawyer.com)

» [www.incfiler.com](http://www.incfiler.com)

» [www.incfree.com](http://www.incfree.com)

**Q3a** Why did you select this company? [www.incorporate.com](http://www.incorporate.com)

» *the description describes my need*

**Q3b** Anything else? [www.incorporate.com](http://www.incorporate.com)

» *includes "LLC" in the title which is what I'm most interested in*

**Q3a** Why did you select this company? [www.legalzoom.com](http://www.legalzoom.com)

» *familiar with LegalZoom and trust them. it's a good brand.*

**Q3a** Why did you select this company? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *the word "Free" grabbed my attention*

**Q3a** Why did you select this company? [www.incfiler.com](http://www.incfiler.com)

» *low price -- \$49 and the word "Free"*

**Q3a** Why did you select this company? [www.incfree.com](http://www.incfree.com)

» *the word "Free"*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.bizfilings.com](http://www.bizfilings.com)

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Easy to set up*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *rocket lawyer is a good option*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*



**Q14b1** What made you decide to << insert >>?

» *need to compare with legalzoom and another vendor*

**Q14b2** Any other reasons?

» *want to review at least 3 vendors*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *not explained well enough*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Brand name 2*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *don't remember*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Michigan*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Landlord/tenant matters*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.bizfilings.com*

» *www.delawareinc.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *Seemed respectable, established.*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *Seemed focused and fast & easy to complete.*

**Q3a** Why did you select this company? www.bizfilings.com

» *Seems like respectable company.*

**Q3a** Why did you select this company? www.delawareinc.com

» *Deleware is good state to incorporate so I thought this website might be helpful and good.*

**Q3a** Why did you select this company? www.mycorporation.com

» *Seemed like a good company.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Name suggests to fast and not something that would be well thought out.*

**Q4b** Please tell us why you did not << initially >> select www.calfilings.com?

» *Not located in CA and not sure about company.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *Just the name "rocket" makes me think fast, but not necessarily good.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Seems very complete and easy to navigate, step by step.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *Ends or need to pay for completed service.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *By contacting provider.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Investigate Rocket Lawyer website more on my own.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Not quite ready to start business and incorporate.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Not ready to start business.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Brand name 3*

» *Personal experience on the website 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Customer reviews*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *subscription services*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S5** Please indicate the state in which you reside.

» **Michigan**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Upper Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Landlord/tenant matters**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **Yes**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **Yes**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **5 - Definitely will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Landlord/tenant matters**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

» **Bing**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *see ad on tv. seems reliable*

**Q3b** Anything else? *www.legalzoom.com*

» *na*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.bizfilings.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *name seems weird and not professional*

**Q4b** Please tell us why you did not << initially >> select *www.bizfilings.com*?

» *na*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *90 dollars to start*

**QB8** Anything else?

» *website seems pretty straightforward with exact costs. like that*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...only if you incorporate online*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *1800 number*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *at least browse the webpage.*

**Q13c** Anything else?

» *decide between rocket and legal zoom*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Pay for incorporation services (without free trial - \$99.95)*

**Q14b1** What made you decide to << insert >>?

» *when I am ready to use, then whats the point of waiting*

**Q14b2** Any other reasons?

» *na*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *prefer the entire process all together*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Brand name 2*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Price*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *cant remember. freeinc*

**Q15c** Anything else?

» *na*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S5** Please indicate the state in which you reside.

» *Texas*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.calfilings.com*

**Q3a** Why did you select this company? www.incorporate.com

» *This is exactly what I'm looking for.*

**Q3a** Why did you select this company? www.legalzoom.com

» *I've seen legalzoom advertised so I would assume they are legit*

**Q3a** Why did you select this company? www.calfilings.com

» *this is exactly what I would be interested in investigating*



**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *cheezy name*

**Q4b** Please tell us why you did not << initially >> select www.incfile.com?

» *don't like the come-on price*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *cheezy name*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *come on price*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...only if you incorporate online*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *email or phone*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *probably not*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *asking people I trust*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *no such thing as 'free'*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Recommendations from colleagues 1*

» *Personal experience on the website 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *INCORPORATION TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Georgia*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Landlord/tenant matters*

» *Some Other type of legal service*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *Clearest title*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *not looking for free services*

**Q4b** Please tell us why you did not << initially >> select www.mycorporation.com?

» *Looks more like spam*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Too much information & screens. Need better summary of all data and offerings.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Not sure*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I'll review it as an option.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *Like to get references.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Wary of free trials*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price* 2

» *Brand name* 1

» *Recommendations from colleagues* 3

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Customer reviews*

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *I don't know*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

» *Healthcare*

» *Technology*

**S5** Please indicate the state in which you reside.

» *Illinois*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

» *Some Other type of legal service*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked friends/family*

» *Asked colleagues*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *By line seems to offer information even if I don't select the service.*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *Have heard of this company in the business news.*

**Q3a** Why did you select this company? [www.mycorporation.com](http://www.mycorporation.com)

» *Offers information to compare against other sites chosen earlier.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.bizfilings.com](http://www.bizfilings.com)

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *Do not want to incorporate in California.*

**Q4b** Please tell us why you did not << initially >> select [www.smallbiz.com](http://www.smallbiz.com)?

» *Do not want to incorporate in California.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *It was listed for two results.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It is a package that includes fees and services.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *888 number*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Research and compare similar services*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Need a comparison*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Free trials can turn into obligations and charges.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Brand name 3*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*



**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Missouri*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *I don't know*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

» *www.bizfilings.com*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *I used rocket lawyer once in the past.*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *I like the description that included different types of corporations*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incfree.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *The description didn't catch my eye*

**Q4b** Please tell us why you did not << initially >> select *www.smallbiz.com*?

» *I don't live in CA*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It is a very comprehensive process*

**QB8** Anything else?

» *not sure why it has CA in the description on google. Would ensure that people know it is for any state*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...only if you incorporate online*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *Charged \$99.99*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I think there was a phone number to call*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would use Rocket Lawyer as a good starting point*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *I don't know*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *It may be worth it to pay if I need other advice*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 1*

» *Brand name 2*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *not sure*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S5** Please indicate the state in which you reside.

» **Texas**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Family law**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

» **Yahoo**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incforsfree.com**

**Q3a** Why did you select this company? www.incforsfree.com

» **Free**

**Q3b** Anything else? www.incforsfree.com

» *Incorporate Now*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *I have head a commercial*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Dont' really have a reason why I did not select it*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *The word Rocket*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *The cost is 90 dollars*

**QB8** Anything else?

» *Fast processing was offered*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *email or online chat*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Keep searching but have Rocket Lawyer as one of my possibilities*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I don't buy the first thing I see*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *It may not offer everything I need in the free trial*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Customer reviews*

» *Brand name*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 1*

» *Brand name 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *New Jersey*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Owner/Proprietor*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

» *Estate planning*

» *Some Other type of legal service*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *Used them in the past*

**Q3b** Anything else? www.legalzoom.com

» *No*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

**Q4b** Please tell us why you did not << initially >> select www.incorporate.com?

» *Knowledge of LegalZoom*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *I do not have much need for California*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *incorporation, forms*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *They handle all types of formations*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Telephone number for additional information*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Contact an attorney with whom I do business already*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *I don't know*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *No reason*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Easse of use*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Recommendations from colleagues 2*



» *Personal experience on the website 3*

» *Easse of use 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *I don't know*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

**S5** Please indicate the state in which you reside.

» *Kansas*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Landlord/tenant matters*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? www.incorporate.com

» *Was the first listed.*

**Q3a** Why did you select this company? www.legalzoom.com

» *I have heard of LeagZoom and would like to explore their services.*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *I was interested in the "Free" option.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It seemed easy to navigate and we clear on what was needed to set up an Incorporated business. I also noticed the clarity of cost, however the information listed seemed very expensive.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *I was not clear to me.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *By contacting the company.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would be interested in checking it out.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Want to compare my options.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I would just decide to make the choice and move forward.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price* 2

» *Customer reviews* 3

» *Recommendations from colleagues* 1

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» Yes

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Go Daddy Wix Adobe*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» Yes

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Healthcare*

**S5** Please indicate the state in which you reside.

» *Ohio*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Landlord/tenant matters*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

» *www.incfiile.com*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *Short and to the point*

**Q3b** Anything else? www.rocketlawyer.com

» *Eye catching*

**Q3a** Why did you select this company? www.incfiile.com

» *Short and to the point*

**Q3b** Anything else? www.incfiile.com

» *Condensed*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.calfilings.com*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *Seemed to plain*

**Q4b** Please tell us why you did not << initially >> select www.mycorporation.com?

» *Seem to plain*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Seemed to be a very fair on*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...only if you drop off the incorporation papers at the state's office*

**QB10b2** Do you know if this state fee applies...

» *...only if you incorporate through this particular online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *Your card will be charged*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call a toll free number*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *go with rocket lawyer*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Pay for incorporation services (without free trial - \$99.95)*

**Q14b1** What made you decide to << insert >>?

» *I want all the benefits now*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Dont trust free trials*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Brand name 1*

» *Recommendations from colleagues 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *legal zoom, rocket lawyer*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» **Tennessee**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Executive**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Landlord/tenant matters**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalzoom.com**

**Q3a** Why did you select this company? www.legalzoom.com

» **I have heard of Legal Zoom from an ad**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?



» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Rocket lawyer just sounds like a guy in his mom's basement*

**Q4b** Please tell us why you did not << initially >> select www.directincorpoation.com?

» *I don't live in California*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *Sounded cheesy*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *The website looked a whole lot better than the google ad made it out. The website looked credible, but the ad was not.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You have to pay \$90 for the incorporation fees*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Email, chat, call their number*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Check out their website some more and look for reviews on their services.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *I always want to get reviews of a service before I try them out.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Don't want to give away my information without doing further research*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Security*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 3*

» *Security 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Spotify, Blog Reader service*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Utah*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Some Other type of legal service*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.bizfilings.com*

**Q3a** Why did you select this company? www.bizfilings.com

» *I have used them before and have been satisfied with the results.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

**Q4b** Please tell us why you did not << initially >> select [www.legalzoom.com](http://www.legalzoom.com)?

» *Did not catch my eye and was not the first selection on the search.*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *Did not catch my eye and was not the first selection on the search.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It was for a corporation in CA that has a trial period and then a \$40/month charge.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *Switches to a \$40/month fee*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Contacting online support or calling.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Nothing at this time.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I want all my options.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Not interested in a monthly fee.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Recommendations from colleagues 3*

» *Personal experience on the website 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *I cannot recall the companies at this time.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**SURVEY 14-0603, CASE ID 5605**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S5** Please indicate the state in which you reside.

» **Tennessee**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Upper Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Family law**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **5 - Definitely will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Family law**

» **Bill of Sale**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incfiile.com*

**Q3a** Why did you select this company? *www.incfiile.com*

» *Pricing and ease of use.*

**Q3b** Anything else? *www.incfiile.com*

» *Not always a fan of paid ads, would rather find a company that is in the normal part of Google search because they are used more often.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *Have heard radio advertising for them.*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *The free aspect*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *Information about California and the name.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *They make it as easy as possible with all of the information about incorporation, as well as tax ID and filing services.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Contact 800 number, email or talk to someone immediately.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would consider them.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *To see what other services are out there and the fact that the name does not necessarily make me think that this is a company where I would be more than just a number.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *The free part lends itself to a paid component later.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Ease of contact regarding issue*

» *Legitimacy of the company*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Personal experience on the website 3*

» *Ease of contact regarding issue 2*

» *Legitimacy of the company 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Customer reviews*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Video Blocks, Amazon*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **Yes**



**SURVEY 14-0603, CASE ID 5610**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Georgia*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.incfiile.com*

» *www.incforsfree.com*

**Q3a** Why did you select this company? www.incorporate.com

» *Because it was for any State and it could be done online.*

**Q3b** Anything else? www.incorporate.com

» *It said you could do it in only 10 minutes.*

**Q3a** Why did you select this company? www.legalzoom.com

» *This is the only one I have personally heard of, I hear a lot about it on the radio.*

**Q3b** Anything else? [www.legalzoom.com](http://www.legalzoom.com)

» *Nothing else.*

**Q3a** Why did you select this company? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *Was curious about it being free.*

**Q3b** Anything else? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *Nothing else.*

**Q3a** Why did you select this company? [www.incfile.com](http://www.incfile.com)

» *The price was low and the free one made me think I may need to find one that would be cost effective. Sometimes there will be an offer for free and then they get you with other hidden fees. This seemed like something I could afford.*

**Q3b** Anything else? [www.incfile.com](http://www.incfile.com)

» *Nothing else.*

**Q3a** Why did you select this company? [www.incforfree.com](http://www.incforfree.com)

» *Another chance at free caught my eye.*

**Q3b** Anything else? [www.incforfree.com](http://www.incforfree.com)

» *Nothing else.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *All of the pages were very clear and easy to understand. I felt like they covered everything you would need to know. The forms seemed to be easy to fill out in very little time.*

**QB8** Anything else?

» *There was an option for a trial period so you were not locked into anything long time.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *I am not sure, I did not spend as much time looking at that as maybe I should have.*

**Q12c** Anything else?

» *Nothing else.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call them on the phone or email them.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Give them a try if and when I need their services.*

**Q13c** Anything else?

» *Nothing else.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *It would give me a chance to try it and see if it is really what I want and if they really are worth the money in the end.*

**Q14b2** Any other reasons?

» *Nothing else.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Quick and easy.*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Opportunity to try the service for free 1*

» *Quick and easy. 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Not at the moment.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Virginia*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *familiar with ad*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *unknown*

**Q4b** Please tell us why you did not << initially >> select *www.mycorporation.com*?

» *cost*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *it is no different from other lawyer type websites*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *using the contact option*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *keep searching*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *more choice*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *free trail offers are a pain to stop once started*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 2*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 5618**

**Image Set**

» *INCORPORATION CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Technology*

**S5** Please indicate the state in which you reside.

» *Arkansas*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

» *Landlord/tenant matters*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *It had an 800 number and the description is that it is affordable.*

**Q3b** Anything else? *www.incorporate.com*

» *no*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I have heard of Zegal Zoom*

**Q3b** Anything else? *www.legalzoom.com*

» *no*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *An 800 number*

**Q3b** Anything else? *www.rocketlawyer.com*

» *no*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It would be helpful*

**QB8** Anything else?

» *No*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *There is an 800 number*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?



» *Maybe* -

**Q13c** Anything else?

» *No*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *Free trial give me options. Try before you buy.*

**Q14b2** Any other reasons?

» *No*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 1*

» *Personal experience on the website 3*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Netflix*

**Q15c** Anything else?

» *No*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» ***INCORPORATION CONTROL***

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» ***None of the above***

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» ***None of the above***

**S5** Please indicate the state in which you reside.

» ***Arkansas***

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» ***I Agree***

**S7** Which of the following best describes your employment status?

» ***Employed full-time***

**S8a** Which of the following best describes your position with your company?

» ***Upper Management***

**S8b** Do you have any aspirations or plans to start your own company/business?

» ***Yes***

**S9** Over the past few years, have you looked on the internet for online legal services?

» ***Yes***

**S10a** What specific legal services have you looked for online?

» ***Incorporation/forming a business or organization***

» ***Bill of Sale***

» ***Landlord/tenant matters***

» ***Estate planning***

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» ***No***

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» ***No***

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» ***No***

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» ***No***

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» ***5 - Definitely will***

**S11b** Specifically, what types of online legal services will you be looking for?

» ***Estate planning***

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» ***I am or would be the primary decision maker***

**S13a** Please tell us what kind of device you are taking this survey on.

» ***Computer or Laptop***

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» ***Used an internet search engine***

» *Asked friends/family*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.bizfilings.com*

» *www.incf.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *I have heard about LegalZoom from advertising.*

**Q3b** Anything else? www.legalzoom.com

» *Brief and to the point caption*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *I have read about RocketLawyer and a friend said that it was a good resource.*

**Q3b** Anything else? www.rocketlawyer.com

» *free service*

**Q3a** Why did you select this company? www.bizfilings.com

» *I like the name bizfilings.com*

**Q3b** Anything else? www.bizfilings.com

» *N/A*

**Q3a** Why did you select this company? www.incf.com

» *Included something about minutes and bylaws*

**Q3b** Anything else? www.incf.com

» *N/A*

**Q3a** Why did you select this company? www.mycorporation.com

» *Because I am considering an LLC.*

**Q3b** Anything else? www.mycorporation.com

» *Brief and to the point caption.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *The process seems quick and easy. The fees aren't as high as I thought they'd be. The website is easy to navigate. You have the option of calling and talking to someone if you need help.*

**QB8** Anything else?

» *N/A*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *If you choose to continue beyond the trial period (one week), your credit or debit card will be automatically billed for the plan that you choose. If you decide not to continue your free trial, you have to end the trial before the one week trial period. All documents you create during the trial period will still be available.*

**Q12c** Anything else?

» *N/A*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call the toll free number provided.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Do the free trial with RocketLawyer.*

**Q13c** Anything else?

» *If I like the services provided, I'd probably continue after the one week trial period.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *There's no risk to trying RocketLawyer through the free trial. I can always cancel if it doesn't give me the services that I need.*

**Q14b2** Any other reasons?

» *N/A*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Ease of use*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Sirius radio, XM radio, OnStar, HBO*

**Q15c** Anything else?

» *N/A*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**SURVEY 14-0603, CASE ID 5640**

**Image Set**

» *INCORPORATION CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Massachusetts*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

» *Landlord/tenant matters*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *2 - Probably will not*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.bizfilings.com*

» *www.incforfree.com*

» *www.delawareinc.com*

» *www.calfilings.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *seems to provide general info I would need*

**Q3b** Anything else? *www.incorporate.com*

» *none*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *seems to provide info I would need*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *seems to provide info I would need*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *seems to provide info I would need*

**Q3a** Why did you select this company? *www.incforfree.com*

» *seems to provide info I would need*

**Q3a** Why did you select this company? *www.delawareinc.com*

» *seems to provide info I would need*

**Q3a** Why did you select this company? *www.calfilings.com*

» *seems to provide info I would need*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *seems to provide info I would need*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *seems to provide info I would need*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *seems to provide info I would need*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *seems to provide info I would need*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *seems to provide info I would need*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Advertisement 2*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *No*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*



**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Illinois*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.bizfilings.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *The description was well written, sound, and it wasn't just concerned with getting the incorporation processed, rather it was protecting your personal assets from corporate liability.*

**Q3b** Anything else? www.legalzoom.com

» *Also, it wasn't selling a service directly, it says "Learn about...". When making a decision like this, you don't want to just hit 'buy' on some screen and be done with it - you want to make an informed decision.*

**Q3a** Why did you select this company? www.bizfilings.com

» *Honestly, it was the website's name that drew me. That's all.*

**Q3a** Why did you select this company? www.mycorporation.com

» *I liked that they said there were different packages to incorporate. This makes me think that maybe I could add additional services, such as personal asset protection or other items (corporate note templates, etc.) on.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Honestly, because the website has the stupidest name ever.*

**Q4b** Please tell us why you did not << initially >> select www.delawareinc.com?

» *It seems like an impulse filing. I don't want to rush starting a business. I don't care how fast the process is.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *The name. It sounds very unprofessional and fake.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *That there are different options you can choose and a free trial offer.*

**QB8** Anything else?

» *That you have the option to call and get help.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *There was a phone number listed that you could call with questions.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Not use them.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *It seemed like the "free trial" and fees were a gimmick. Those are usually free for now, but then have hidden charges. I am skeptical.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Because nothing is free. There is always a hidden cost.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Clarity of chages*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Recommendations from colleagues 2*

» *Personal experience on the website 3*

» *Clarity of chages 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Bow Flex, Vacuums, Dating Services*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **No**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Healthcare*

**S5** Please indicate the state in which you reside.

» *Illinois*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Some Other type of legal service*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *AOL*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.bizfilings.com*

» [www.incforsfree.com](http://www.incforsfree.com)

**Q3a** Why did you select this company? [www.incorporate.com](http://www.incorporate.com)

» *As a starting point-wish to form an LLC which it states*

**Q3a** Why did you select this company? [www.legalzoom.com](http://www.legalzoom.com)

» *Have seen ads for Legal Zoom-provides some "legitimacy"*

**Q3a** Why did you select this company? [www.bizfilings.com](http://www.bizfilings.com)

» *Simple incorporation*

**Q3a** Why did you select this company? [www.incforsfree.com](http://www.incforsfree.com)

» *Obviously "free" implies -creates curiosity*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *Too "cute" a name. Never heard of them.*

**Q4b** Please tell us why you did not << initially >> select [www.incforsfree.com](http://www.incforsfree.com)?

» *Lost interest after so many choices*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Works similar to TurboTax Easy to complete Instructions are clear and concise*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *There is a \$99.00 FEE CHOICE*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *there is a CHAT OPTION*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Do additional research*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *To see if anyone or reviews back up testimonials*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Could possibly go back and use the free trial*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Accrediting agencies like BBB*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Recommendations from colleagues 1*

» *Accrediting agencies like BBB 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Security, malware services*

**Q15c** Anything else?

» *Don't recall any specific but oftentimes "free" is not really "free"-just a teaser to keep you interested. Especially true with online security offers*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Ohio*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Landlord/tenant matters*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Other specify: ("dogpile.com")*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *Because of the ads I have viewed on TV.*

**Q3b** Anything else? www.legalzoom.com

» *Shapiro has some credibility.*

**Q3a** Why did you select this company? www.mycorporation.com

» *The verbiage seems a bit more professional.*

**Q3b** Anything else? www.mycorporation.com

» *The \$69 fee lends credibility to the ad.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Beuase I do not live or plan to work in California. Plus the name "rocket lawyer" is cheesy.*

**Q4b** Please tell us why you did not << initially >> select www.bizfilings.com?

» *Nothing specific. It doesn't appear to be cheesy nor does it appear to be super legitimate.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *Not much besides the cheesy name.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *I find it all to be suspect. As we all know, "free" is never free.*

**QB8** Anything else?

» *I noticed the logos from various media outlets, but it never said why they were there. Is the company endorsed by those media? Does the company simply advertise in those media? Has the company been mentioned by those media?*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You will be automatically billed a certain amount every month for a "legal plan".*



**Q12c** Anything else?

» *This is the point where I would have navigated away from that site.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *By calling one of the company's specialists to answer questions.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Do it myself.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Decide not to buy an online legal service*

**Q14b1** What made you decide to << insert >>?

» *There is always a trick. The "free trial period" is just a ruse for becoming committed to a monthly payment.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Because I saw through that sham.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Brand name 3*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Price*

» *Advertisement*

» *Personal experience on the website*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Technology*

**S5** Please indicate the state in which you reside.

» *Florida*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Self employed*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked friends/family*

» *Asked colleagues*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.bizfilings.com*

» *www.incf.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *it indicates it applies to any state*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I've seen many ads for this company on TV*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *It looked as if it would apply to me*

**Q3a** Why did you select this company? *www.incf.com*

» *it appears to offer incorporation, with a bylaws template*

**Q3a** Why did you select this company? www.mycorporation.com

» *it looked like it would fit my needs*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *it seems to apply to CA and that is not where I would want to incorporate a business*

**Q4b** Please tell us why you did not << initially >> select www.incforfree.com?

» *nothing in the world is free*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *not much other than the name*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Based on the google listing I believed it to be for CA only, but found it includes any state. The incorporation is free but there are fees which do not seem unreasonable*

**QB8** Anything else?

» *It appears to be comprehensive and complete*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *not sure*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *you can call*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would give the site a try*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen ~~EXHIBIT B-1029~~ ~~the insert~~?

» *Pay for incorporation services (without free trial - \$99.95)*

**Q14b1** What made you decide to << insert >>?

» *it doesn't make sense to spend time with a trial*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I would just like to get the process complete and focus on other things*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Brand name 2*

» *Recommendations from colleagues 1*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 5656**

**Image Set**

» *INCORPORATION CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Minnesota*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *Easy to find*

**Q3b** Anything else? [www.incorporate.com](http://www.incorporate.com)

» *Terms used: fast, easy, accurate, affordable*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select [www.legalzoom.com](http://www.legalzoom.com)?

» *No reason*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *RocketLawyer sounds like a cartoon*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *\$99*

**QB8** Anything else?

» *no*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *internet phone*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I'd at least use this site for comparative purposes*

**Q13c** Anything else?

» *No*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *To see of others had additional benefits*

**Q14b2** Any other reasons?

» *I'd check the State's web site to see if I could incorporate for free*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Free trials have been problematic in the past (automatic charges that take way too much time to stop - not worth it to me)*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Guarantee of Satisfaction*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 2*

» *Guarantee of Satisfaction 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Pro active Beauty products Netflix*

**Q15c** Anything else?

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S5** Please indicate the state in which you reside.

» **Wisconsin**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Owner/Proprietor**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Some Other type of legal service**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Other specify: ("Chrome")**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

» **www.legalzoom.com**

» **www.bizfilings.com**

» **www.incfree.com**

» **www.mycorporation.com**

**Q3a** Why did you select this company? www.incorporate.com

» **Fast easy affordable**

**Q3a** Why did you select this company? www.legalzoom.com

» **Heard the name LegalZoom before**

**Q3a** Why did you select this company? www.bizfilings.com

» **Fast and affordable**

**Q3a** Why did you select this company? www.incfree.com

» **Free**



**Q3a** Why did you select this company? www.mycorporation.com

» *Easy LLC*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *CA*

**Q4b** Please tell us why you did not << initially >> select www.smallbiz.com?

» *California*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *RocketLawyer charges \$99.95 for their services, \$60 to obtain a tax ID and \$90 for a Incorporation Kit. They appear to be specific to California*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *They provided an 800 or 888 number to call on just about every page*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Choose a site other than RocketLawyer*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I would be forming my business in a state outside of California*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Not in California*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Better Business Bureau Rating*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price* 2

» *Customer reviews* 3

» *Better Business Bureau Rating* 1

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Cannot remember. It has been several years*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Georgia*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Landlord/tenant matters*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *Looks professional and directed to small businesses*

**Q3b** Anything else? *www.incorporate.com*

» *N/A*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I have seen advertising and know others who have used it. They have brand recognition and seem to be professional.*

**Q3b** Anything else? www.legalzoom.com

» *N/A*

**Q3a** Why did you select this company? www.mycorporation.com

» *Simple explanation - professional name and description*

**Q3b** Anything else? www.mycorporation.com

» *N/A*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Name seems like a scam - not professional.*

**Q4b** Please tell us why you did not << initially >> select www.bizfilings.com?

» *DOn't like name - hate Biz term*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *the name and description talking about how fast it can be done*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *You can pay the flat fee or do a free trial for access to site*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *I think it was 3 weeks - not sure what happens after*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call or chat*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Not sure I would use this site..While the site seems easy to use, I am turned off the by the rocket/fast/ pitch - I am thoughtful business owner who follows a process and this seems like a timeshare pitch instead of a legal services pitch.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *Not interested yet so maybe a recommendation would change my mind*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Don't have a positive image of the company. I think of the saying that you can get things good, fast and cheap but can only get 2 of the 3 - I feel with Rocketlawyer I would get fast and cheap but not good.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Recommendation from lawyer or paralegal*

» *Recommendation from realtor or mortgage broker*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Recommendations from colleagues 1*

» *Personal experience on the website 2*

» *Recommendation from lawyer or paralegal 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Netflix Webconferencing companies email marketing companies recipe sites*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» *INCORPORATION CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Personal Care*

» *Technology*

**S5** Please indicate the state in which you reside.

» *Utah*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

» *Landlord/tenant matters*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

» *www.incfiler.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *The no fee verbiage makes me want to at least take a look.*

**Q3b** Anything else? www.rocketlawyer.com

» *RocketLawyer is a catchy name*

**Q3a** Why did you select this company? [www.incfiler.com](http://www.incfiler.com)

» *The low price mentioned as well as the fact they will do the minutes and bylaws for free. Nothing's free, but this makes me want to explore it further*

**Q3a** Why did you select this company? [www.mycorporation.com](http://www.mycorporation.com)

» *Name of the website, mycorporation is catchy, also the fact they mention LLC formation too.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *[www.incfiler.com](http://www.incfiler.com)*

**Q4b** Please tell us why you did not << initially >> select [www.legalzoom.com](http://www.legalzoom.com)?

» *Missed them in the list. Legalzoom advertises pretty heavily and I would check them out due to name recognition*

**Q4b** Please tell us why you did not << initially >> select [www.calfilings.com](http://www.calfilings.com)?

» *Focused on california, not interested in me.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Bait and switch. They advertise free but to get the free offer you have to pay 40 dollars a month. Nice touch that they offer the seal kit and stock certs. Nice touch that they do the tax ID work and other extras. But after the 40 a month screen I was put off*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You get hit 40 bucks a month*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *online customer service*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Shop around harder and see if rocket lawyer's pricing is competitive*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *I don't have expertise and would try to learn more about what other online companies offer for incorporation*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Cancelling "free" offers attached to credit cards is a pain, and it seems in the past it was hard to do.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Recommendations from colleagues 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Customer reviews*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *credit report checking, online news source access*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*



**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Michigan*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed part-time*

**S8a** Which of the following best describes your position with your company?

» *Entry Level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *Potential information*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incforsfree.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Cost*

**Q4b** Please tell us why you did not << initially >> select www.bizfilings.com?

» *Cost involved*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *Unsure*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Concise info*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Online help*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *May try it*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *Free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 2*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *INCORPORATION CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Minnesota*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Landlord/tenant matters*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Landlord/tenant matters*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.incforsfree.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *legal zoom is a name ive seen and heard*

**Q3b** Anything else? *www.legalzoom.com*

» *offered advice*

**Q3a** Why did you select this company? *www.incforsfree.com*

» *free incorporation*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.incorporate.com*?

» *liked it ok but though the free was better 4 me*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *rocket lawyer did sound real*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *nothing much but the name*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *looked easy to do very good info available*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *clicking on the advice link?*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *id look into using the service*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *no cost trial*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 2*

» *Recommendations from colleagues 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 5713**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Minnesota*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

» *Landlord/tenant matters*

» *Some Other type of legal service*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» [www.incorporate.com](http://www.incorporate.com)

» [www.legalzoom.com](http://www.legalzoom.com)

» [www.mycorporation.com](http://www.mycorporation.com)

**Q3a** Why did you select this company? [www.incorporate.com](http://www.incorporate.com)

» *The title was simple and direct. It wasn't luring me in with a dollar value. I would at least look at the sight to see if it would address a lot of questions I had at the time. I would also cross reference with another sight.*

**Q3a** Why did you select this company? [www.legalzoom.com](http://www.legalzoom.com)

» *I have looked at the LegalZoom.com sight on a couple of occasions. Although I have not used it, I found it helpful for reference. It is a name that I've also heard through advertising.*

**Q3a** Why did you select this company? [www.mycorporation.com](http://www.mycorporation.com)

» *As stated on another, the title was direct and to the point without the "draw" of a dollar value right up front.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *The No Fees - many experiences I've had reflect the saying "You get what you pay for".*

**Q4b** Please tell us why you did not << initially >> select [www.directincorpoation.com](http://www.directincorpoation.com)?

» *The word California.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *There were a couple of brief testimony statements (specialty ketchup, and Farmyard Darlings). The price to start/ trial was \$0, filing fees \$90+ depending on, monthly fees \$39.95, can cancel anytime. On each page was information to call or email if there were any questions. There was a chat button. Although the title on the search page indicated CA, filing for any state could be completed.*

**QB8** Anything else?

» *At the bottom were business periodical names/logos that appeared as endorsements.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*



**Q12a** Do you recall if the free trial offer has a time limit?

» Yes

**Q12c** What happens after the free trial period?

» *Monthly billing for \$39.95. Can cancel at any time.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call the number or email.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I'm probably very unlikely to use Rocket Lawyer. I would have no personal connection. I'm not comfortable getting answers for personal legal information through a phone center feel. If I had trouble, I have no confidence that I would get service.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Decide not to buy an online legal service*

**Q14b1** What made you decide to << insert >>?

» *As just stated, the call center feel for contact is very uninviting. I'd rather be able to review the forms for which I'm providing information to be completed on my behalf. I'd prefer to ask questions through the process and have time to think about it. The monthly fee/ subscription is very disappointing. I don't think I would get my money's worth.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *For all the reasons just stated, I have no confidence that this would serve me in any capacity.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Brand name 3*

» *Recommendations from colleagues 1*

» *Personal experience on the website 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Price*

» *Advertisement*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» Yes

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Vitamins and supplements. Personal care products.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» Yes

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Wisconsin*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Owner/Proprietor*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Landlord/tenant matters*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

» *Bill of Sale*

» *Landlord/tenant matters*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incfree.com*

**Q3a** Why did you select this company? www.incforfree.com

» *cause u made me do one*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *same*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *not interested in incorporation NOW*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *its simple*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call tele*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *try it if I need it*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *to compare and verify a good decision*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *noOt needed right now*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Personal experience on the website 3*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *pimliar language*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» *INCORPORATION TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

» *Technology*

**S5** Please indicate the state in which you reside.

» *Texas*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

» *Landlord/tenant matters*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.incfiler.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *I've seen the TV ads*

**Q3a** Why did you select this company? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *The free, but knowing nothing is for free, I would see what they suggest*

**Q3a** Why did you select this company? [www.incfile.com](http://www.incfile.com)

» *seems like a good price to check out*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *[www.incorporate.com](http://www.incorporate.com)*

» *[www.incforfree.com](http://www.incforfree.com)*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It's easy, the fees seem higher than the other websites*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *not sure*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *check it out for my state*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Yours is the only one that I looked at, so why just go with you. Not a good business start if I don't see what else is out there*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *still looking to see if someone else has a better offer*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *review other site to compare*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews* 3

» *Recommendations from colleagues* 2

» *review other site to compare* 1

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *I don't know*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *New Jersey*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

» *Bing*

» *AOL*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.bizfilings.com*



**Q3a** Why did you select this company? www.incorporate.com

» *they appear to cater to the small business owner*

**Q3a** Why did you select this company? www.legalzoom.com

» *heavy advertising on radio and TV*

**Q3a** Why did you select this company? www.bizfilings.com

» *they appear to cater to small businesses*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *leary about free stuff*

**Q4b** Please tell us why you did not << initially >> select www.incforfree.com?

» *did not attract my attention*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *I don't know*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *they provide detailed info and sounds like a good resource*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *they have toll free numbers to call*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would call them with a list of questions and then possible start my free trial*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *I would like to hear from people about the experience that had when siging up and using the service*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *not ready to pull the trigger without a little more research*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Brand name 3*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *INCORPORATION CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

» *Technology*

**S5** Please indicate the state in which you reside.

» *Iowa*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *I don't know*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

» *www.incfiile.com*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *I like the sound of "free."*

**Q3b** Anything else? www.rocketlawyer.com

» *I would have to research the benefits and drawbacks of a California corporation.*

**Q3a** Why did you select this company? www.incfiile.com

» *\$49 seems like a reasonable price, and because they are paid to provide this service, as a consumer I should be able to expect a degree of quality vs. one of the free sites.*

**Q3b** Anything else? www.incfiile.com

» *There was no mention of the state of incorporation, so it's possible I could incorporate in my home state or a state whose corporations enjoy benefits that California corporations may not.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.delawareinc.com*

» *www.smallbiz.com*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *I dunno. LegalZoom is one of those companies that took the market over before anyone knew there was a market. Sometimes I have a tendency to think that companies like that grabbed the market because they weren't busy enough with the law services that they should have been offering.*

**Q4b** Please tell us why you did not << initially >> select www.incfree.com?

» *I tend to ignore the ads on the side panel.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Seems reasonably accurate.*

**QB8** Anything else?

» *It was unclear about the trial offer and the processing fees. It seemed that the trial offer included fees, but those didn't appear in the payment screens. Their page also assumed that the user understands the differences between LLC, S-Corp, C-Corp, etc.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *A monthly fee of nearly \$40 will be charged.*

**Q12c** Anything else?

» *The time limit was a week. You can cancel anytime.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *There were phone numbers all over, and there was a picture of a cute girl on the middle right of nearly every page to start a chat with.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I may continue my research for incorporating. My business is more likely to be a sole-proprietorship, but I would consider incorporating.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *I am sure I'll have other legal issues I'll need help with, such as trademarks and/or servicemarks, sales tax issues, and the like.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Personal experience on the website 2*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *quoting systems meeting systems (GoToMeeting, etc.)*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S5** Please indicate the state in which you reside.

» **Illinois**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Executive**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Family law**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **Yes**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked colleagues**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *I have heard of this company.*

**Q3b** Anything else? *www.incorporate.com*

» *No.*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *i have heard of this company.*

**Q3b** Anything else? *www.legalzoom.com*

» *i have looked at their website.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.bizfilings.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *I do not think it would be free.*

**Q4b** Please tell us why you did not << initially >> select *www.incfile.com*?

» *I have not heard of this company.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *It said free. I do not think it would be free.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *As I suspected, it is not free. The headline is misleading.*

**QB8** Anything else?

» *I would not use Rocket Lawyer.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *Monthly fee.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call or email.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Use another service.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I want to compare final prices from at least 3 services.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *A one week free trial is bogus.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 1*

» *Recommendations from colleagues 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Amazon Prime*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **Yes**



**Image Set**

» ***INCORPORATION TEST***

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» ***None of the above***

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» ***None of the above***

**S5** Please indicate the state in which you reside.

» ***Florida***

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» ***I Agree***

**S7** Which of the following best describes your employment status?

» ***Employed full-time***

**S8a** Which of the following best describes your position with your company?

» ***Middle Management***

**S8b** Do you have any aspirations or plans to start your own company/business?

» ***Yes***

**S9** Over the past few years, have you looked on the internet for online legal services?

» ***Yes***

**S10a** What specific legal services have you looked for online?

» ***Incorporation/forming a business or organization***

» ***Estate planning***

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» ***No***

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» ***No***

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» ***4 - Probably will***

**S11b** Specifically, what types of online legal services will you be looking for?

» ***Incorporation/forming a business or organization***

» ***Estate planning***

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» ***I am or would be the primary decision maker***

**S13a** Please tell us what kind of device you are taking this survey on.

» ***Computer or Laptop***

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» ***Used an internet search engine***

» ***Asked friends/family***

» ***Asked colleagues***

**Q1b** Which search engine did you use to look for online legal services?

» ***Google***

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» ***www.legalzoom.com***

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *name is familiar*

**Q3b** Anything else? *www.legalzoom.com*

» *its free*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *free*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.delawareinc.com*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *\$69 free trail available*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...only if you incorporate online*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *live chat and an email address contact info*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would contact Rocket Lawyer. I thought the website was easy to use and had an appealing feel to it. I also liked that you have Live Chat available*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *I don't know*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I would need more information. Nothing is really free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Customer reviews*

» *Opportunity to try free service*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Brand name 3*

» *Opportunity to try the service for free 2*

» *Customer reviews 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Price*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *magazines,*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Florida*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

» *Asked friends/family*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *AOL*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.bizfilings.com*

**Q3a** Why did you select this company? www.bizfilings.com

» *had a good appeal to me*

**Q3b** Anything else? www.bizfilings.com

» *very catchy ad*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *I have heard of legalzoom*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *sounds fake*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *they are there to help*

**QB8** Anything else?

» *thats all*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...only if you incorporate through this particular online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *they provide it for you*

**Q12c** Anything else?

» *very easy*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call them*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *maybe*

**Q13c** Anything else?

» *thats all*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Pay for incorporation services (without free trial - \$99.95)*

**Q14b1** What made you decide to << insert >>?

» *worth it*

**Q14b2** Any other reasons?

» *needs to be done*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *sounds good*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Recommendations from colleagues 1*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Maryland*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *I don't know*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *my interest in a small business.*

**Q3b** Anything else? *www.incorporate.com*

» *seems like this company will provide me with information I need to explore the operation of a small business*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.bizfilings.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *to get information as to whether to incorporate or not.*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Free incorporate*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *I don't know*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It offers a free trial, it offers all of the information needed. the cost is minimal.*

**QB8** Anything else?

» *very informative*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *you can cancel*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *phone call or written letter*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *start the process of getting my business up and running*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Other specify: ("think about what I want to do")*

**Q14b1** What made you decide to << insert >>?

» *do further research to decide if this is something I really want to do.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Want to do further research*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*



**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price* 1

» *Customer reviews* 3

» *Opportunity to try the service for free* 2

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Indiana*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *Appears to have the info I need based on the description*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *No specific reason. I would have eventually looked at this website. I would look at many websites.*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *I would have looked at it, also. I would have just gone down the list in the order they were listed.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Very easy to follow and understand*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *Option to continue*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *contact info on website*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Use Rocket lawyer*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *Like what I saw and like the free trial offer*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Recommendations from colleagues 2*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Technology*

**S5** Please indicate the state in which you reside.

» *Alabama*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Bill of Sale*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

- » [www.incorporate.com](http://www.incorporate.com)
- » [www.legalzoom.com](http://www.legalzoom.com)
- » [www.delawareinc.com](http://www.delawareinc.com)
- » [www.mycorporation.com](http://www.mycorporation.com)

**Q3a** Why did you select this company? [www.incorporate.com](http://www.incorporate.com)

» *The site was used often. Appears to offer all types of business organizations. Did not broadcast as their major selling point*

**Q3b** Anything else? [www.incorporate.com](http://www.incorporate.com)

» *They have a domain name that suggests they got an early start on online business formation*

**Q3a** Why did you select this company? [www.legalzoom.com](http://www.legalzoom.com)

» *I've used LegalZoom before. They have good products and their website is easy to use.*

**Q3b** Anything else? [www.legalzoom.com](http://www.legalzoom.com)

» *There is a teaching component to their product offerings*

**Q3a** Why did you select this company? [www.delawareinc.com](http://www.delawareinc.com)

» *The idea of forming a Delaware Corporation is attractive due to the volume of case law*

**Q3b** Anything else? [www.delawareinc.com](http://www.delawareinc.com)

» *They have been in business for a long time and appear to value their customers time*

**Q3a** Why did you select this company? [www.mycorporation.com](http://www.mycorporation.com)

» *They offer an opportunity to review all their products and their price seems reasonable*

**Q3b** Anything else? [www.mycorporation.com](http://www.mycorporation.com)

» *Mostly added for additional option*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *Have tried before and they were not one of my optimal choices*

**Q4b** Please tell us why you did not << initially >> select [www.calfilings.com](http://www.calfilings.com)?

» *Liked the other options more. They appear to be focused in California companies*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *Free of charge incorporation services*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It's a California corporate former. It's not free nor will it take 5 minutes to form. The steps match my experience in terms of setting up an LLC*

**QB8** Anything else?

» *The fast file option costs \$500.00 and an online credit card purchase is required*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **No**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *there are two toll free numbers (866) 325-6397 (866) 231-5787*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Use another site or service*

**Q13c** Anything else?

» *N/A*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Rocket Lawyer was never a first option. Their advertisement was not realistic*

**Q14b2** Any other reasons?

» *Like the other options significantly more*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Trials nearly always end up being permanenet*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Ease of site use*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Brand name 3*

» *Recommendations from colleagues 2*

» *Personal experience on the website 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Not really. Mostly legal form companies that offer forms that are hard to work with and download but, for a fee camn be more easily accessed*

**Q15c** Anything else?

» *N/A*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*



**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *West Virginia*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Owner/Proprietor*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

» *Bill of Sale*

» *Landlord/tenant matters*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Bill of Sale*

» *Landlord/tenant matters*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.bizfilings.com*

» *www.incfiile.com*

**Q3a** Why did you select this company? www.incorporate.com

» *I have heard of this company before*

**Q3b** Anything else? www.incorporate.com

» *nope*

**Q3a** Why did you select this company? www.legalzoom.com

» *I have heard of this company before and possibly seen commercials*

**Q3b** Anything else? www.legalzoom.com

» *nope*

**Q3a** Why did you select this company? www.bizfilings.com

» *It seemed like it explained your options in case you didn't need to incorporate and maybe just wanted to be a llc*

**Q3b** Anything else? www.bizfilings.com

» *nope*

**Q3a** Why did you select this company? www.incfiile.com

» *\$49*

**Q3b** Anything else? www.incfiile.com

» *nope*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incforfree.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *because its advertising seems CA based*

**Q4b** Please tell us why you did not << initially >> select www.incforfree.com?

» *You get what you pay for and free seems like a sketchy venture when shopping for legal aid*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *The name*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» Yes, I have reviewed this page (Page 8)

» Yes, I have reviewed this page (Page 9)

» Yes, I have reviewed this page (Page 10)

» Yes, I have reviewed this page (Page 11)

» Yes, I have reviewed this page (Page 12)

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It is to expensive for the crap you are pushing. \$500 rush file????? \$60 to get a Tax ID which you can do for free. What a rip off!!!!*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» No

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» Yes

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» Yes

**Q12a** Do you recall if the free trial offer has a time limit?

» Yes

**Q12c** What happens after the free trial period?

» *After a week you're billed a high ass rate of \$50 a month*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Cal the toll free number or email the rip off company*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Choose another site*

**Q13c** Anything else?

» *Tell everyone I know how big of a rip off this place is. I mean a company seal is \$40 Imao*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Because this site is a rip off*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Oh I don't know how about \$50 a month after ONE WEEK!!!*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 2*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» Yes

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *n/a*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Michigan*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

» *Landlord/tenant matters*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Bill of Sale*

» *Landlord/tenant matters*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.bizfilings.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *looks like what i want*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *looks like what i want*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *like to know the definition*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incfree.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *it is free*

**Q4b** Please tell us why you did not << initially >> select *www.directincorporation.com*?

» *it is california*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *it is 90.00dollars*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **No**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *chat room*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *might*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Other specify: ("do it myself")*

**Q14b1** What made you decide to << insert >>?

» *cheaper*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *it probably not free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Personal experience on the website 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **No**

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S5** Please indicate the state in which you reside.

» **Louisiana**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Family law**

» **Bill of Sale**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Bill of Sale**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Spoke to a lawyer**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**



**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *It has a great reputation*

**Q3b** Anything else? *www.legalzoom.com*

» *no*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *It was a new company that showed me some templates*

**Q3b** Anything else? *www.rocketlawyer.com*

» *none*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It has the information that you need to help you file your articles of incorporation.*

**QB8** Anything else?

» *no*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...only if you drop off the incorporation papers at the state's office*

**QB10b2** Do you know if this state fee applies...

» *...only if you incorporate through this particular online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call or email*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I don't know*

**Q13c** Anything else?

» *none*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Decide not to buy an online legal service*

**Q14b1** What made you decide to << insert >>?

» *none*

**Q14b2** Any other reasons?

» *none*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *dumb*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *nothing*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Advertisement 3*

» *Brand name 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S5** Please indicate the state in which you reside.

» **Pennsylvania**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

» **www.legalzoom.com**

» **www.rocketlawyer.com**

» **www.bizfilings.com**

**Q3a** Why did you select this company? www.incorporate.com

» **At top**

**Q3a** Why did you select this company? www.legalzoom.com

» *Heard of them*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *Next on list*

**Q3a** Why did you select this company? www.bizfilings.com

» *Heard of them*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Not really free and try to up sell me more*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *2 weeks*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Contact them*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Check it out further*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *See if something better*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Like to see all options out there first*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 3*

» *Recommendations from colleagues 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Always "free" trials of things out there*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S5** Please indicate the state in which you reside.

» **Texas**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Owner/Proprietor**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **5 - Definitely will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalzoom.com**

**Q3a** Why did you select this company? www.legalzoom.com

» **I have experience using Legal Zoom and would use them. I do not know the other organizations and would be concerned about their competence.**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» **www.rocketlawyer.com**

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» **Have never used them but have heard of them. To use them would require more time to research. Therefore they are not my first choice.**

**Q4b** Please tell us why you did not << initially >> select www.directincorporation.com?

» *It says it is for California Corporations. I am not in California.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *The Rocket Lawyer web site is very easy to use and intuitive. IT is essentially identical to my experience with LegalZoom. I ignore all Ads on google searches preferring to look at the google search results themselves.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *Don't know. My recollection is the free offer was for one week. I assume after the free trial one would be required to pay.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I don't know but assume I would call customer service using the number on the web site.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Go to Legal Zoom first. If fro some reason I didn't want to use them I would consider using Rocket Lawyer.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Other specify: ("Wait until I have a need for service.")*

**Q14b1** What made you decide to << insert >>?

» *I don't need the service now.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I don't need the service now.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Recommendations from colleagues 3*

» *Personal experience on the website 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Almost everyone on the net offers free trials. I view them as a way to get my credit card number. Nothing in life is free.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*



**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S5** Please indicate the state in which you reside.

» **Illinois**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Landlord/tenant matters**

» **Estate planning**

» **Some Other type of legal service**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

» **Yahoo**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

» **www.legalzoom.com**

» **www.bizfilings.com**

» **www.mycorporation.com**

**Q3a** Why did you select this company? **www.incorporate.com**

» **sounds formal/serious. includes information**

**Q3a** Why did you select this company? **www.legalzoom.com**

» **have seen this service advertised. Celebrity lawyer as founder/endorser**

**Q3a** Why did you select this company? **www.bizfilings.com**

» **Good questions. allows you to compare difference types of incorporation and what would be right for me. would provide answers to questions**

**Q3a** Why did you select this company? **www.mycorporation.com**

» **Makes it easy; has pre-bundled services that you can look at and determine what would be the best; fees sound reasonable**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» **None**

**Q4b** Please tell us why you did not << initially >> select **www.rocketlawyer.com**?

» **too informal; incorporation is serious - not something you would hand over to someone who refers to themself as rocket lawyer**

**Q4b** Please tell us why you did not << initially >> select **www.smallbiz.com**?

» **focus on fees vs. informtion**

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» **Yes**

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» **has 631 followers on google**

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» **Yes**

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» **Yes, I have reviewed this page (Page 1)**

» **Yes, I have reviewed this page (Page 2)**

» **Yes, I have reviewed this page (Page 3)**

» **Yes, I have reviewed this page (Page 4)**

» **Yes, I have reviewed this page (Page 5)**

» **Yes, I have reviewed this page (Page 6)**

» **Yes, I have reviewed this page (Page 7)**

» **Yes, I have reviewed this page (Page 8)**

» **Yes, I have reviewed this page (Page 9)**

» **Yes, I have reviewed this page (Page 10)**

» **Yes, I have reviewed this page (Page 11)**

» **Yes, I have reviewed this page (Page 12)**

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» **advertised as "free" - only state filing fees, yet on many pages there are add-on fees that can add up. Seems like you need to know what you are doing to use this site. If you already know what you want, it seems fast**

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *30 days*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *chat line*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would not necessarily use this site. I would need to do more research*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I would want to go to the ones that offered more information about the types of incorporation, look at bundles of services that I could compare*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *free trials are not really "free". Once you sign up, you forget and then get charged or you feel like you're "stuck" with that service. I would only do a free trial if I was reasonably sure that was the service I wanted to use.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *availability of information*

» *guarantees*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Recommendations from colleagues 3*

» *availability of information 1*

» *guarantees 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *credit score companies magazine subscriptions*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S5** Please indicate the state in which you reside.

» **Florida**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Self employed**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **5 - Definitely will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

» **Bing**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalzoom.com**

» **www.rocketlawyer.com**

» **www.incfree.com**

**Q3a** Why did you select this company? www.legalzoom.com

» **Well known and respected company. Can't go wrong. But there are fees.**

**Q3a** Why did you select this company? www.rocketlawyer.com

» **NO FEES. That really got my attention. "Rocket" meaning 'fast' also pulled me this result.**

**Q3a** Why did you select this company? [www.incforfree.com](http://www.incforfree.com)

» *The free part of-course. Also speed like the "in minutes" part of the result is good.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.incfi.com](http://www.incfi.com)

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *I think it was 99.99 for processing. That's about the same as the top business legal sites, but I notice there was a monthly charge on top of that. That does not sit well to me.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *After the trial, you are charged \$39.95 per month.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *They have live chat, phone number, and email. I also noticed a FAQ although it's very short.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I'm not so sure about Rocket Lawyer. A trial is one thing I've always despised.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *The trial. I hate being locked to something because of a trial.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I've never liked trials. I feel locked when I get into a trial. Free processing is great, but it seems it's at a hefty cost.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 2*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 5921**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Alabama*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed part-time*

**S8a** Which of the following best describes your position with your company?

» *Intermediate level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.incfree.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *I've heard of Legal Zoom before and recognized the name-that is the only reason I picked it.*

**Q3b** Anything else? www.legalzoom.com

» *I like the line about protecting personal assets.*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *No fees*

**Q3b** Anything else? www.rocketlawyer.com

» *No fees*

**Q3a** Why did you select this company? www.incforfree.com

» *for free*

**Q3b** Anything else? www.incforfree.com

» *for free*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *You only have to pay the state taxes*

**QB8** Anything else?

» *nothing else*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *don't know*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *keep it in mind for the future*



**Q13c** Anything else?

» *no*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *I don't know*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I'm not ready to incorporate just yet-it's something that may happen in the next year*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 2*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *job posting companies*

**Q15c** Anything else?

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S5** Please indicate the state in which you reside.

» **Michigan**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Owner/Proprietor**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked colleagues**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

» **www.legalzoom.com**

» **www.rocketlawyer.com**

» **www.incfiler.com**

» **www.incfree.com**

**Q3a** Why did you select this company? www.incorporate.com

» **pricing**

**Q3b** Anything else? www.incorporate.com

» **n/a**

**Q3a** Why did you select this company? www.legalzoom.com

» **heard of them before**

**Q3b** Anything else? www.legalzoom.com

» **n/a**

**Q3a** Why did you select this company? www.rocketlawyer.com

» *free i like that price*

**Q3b** Anything else? www.rocketlawyer.com

» *n/a*

**Q3a** Why did you select this company? www.incfile.com

» *inexpensive i like that too*

**Q3b** Anything else? www.incfile.com

» *n/a*

**Q3a** Why did you select this company? www.incforfree.com

» *pricing*

**Q3b** Anything else? www.incforfree.com

» *n/a*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.mycorporation.com*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *it was very nice offer*

**QB8** Anything else?

» *n.a*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *email*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *i would use rocket lawyer seem fair*

**Q13c** Anything else?

» *n/a*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *seems like a quick and nice way to file for a business*

**Q14b2** Any other reasons?

» *n.a*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Personal experience on the website 1*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 5953**

**Image Set**

» *INCORPORATION TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Missouri*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

» *Landlord/tenant matters*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Spoke to a lawyer*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *looked like basic info not specific to a state*

**Q3b** Anything else? *www.incorporate.com*

» *cant think of anything*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *also not specific to a state*

**Q3b** Anything else? *www.mycorporation.com*

» *cant think of anything*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *dont know*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *for Calif*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *step by step and seems easy*

**QB8** Anything else?

» *cant think of anything*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *can get help online*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *compare several sites again*

**Q13c** Anything else?

» *look for free offers*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *my sister and friend are attorneys*

**Q14b2** Any other reasons?

» *go slow and compare*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *careful*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 1*

» *Personal experience on the website 2*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *skincare, weight loss, investment services*

**Q15c** Anything else?

» *none*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **Personal Care**

**S5** Please indicate the state in which you reside.

» **North Carolina**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Family law**

» **Landlord/tenant matters**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalzoom.com**

**Q3a** Why did you select this company? www.legalzoom.com

» **familiar with this organization based on advertisements on television and radio.**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» **None**

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» **have not heard of this organization before**

**Q4b** Please tell us why you did not << initially >> select www.calfilings.com?

» **have not heard of this organization before**

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?



» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *ease of navigation of the website. availability of live person to chat with.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *you can extend or cancel*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *contact website or 800 number*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *would consider using Rocket Lawyer for future needs*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *I don't know*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *selected wrong option, would take free trial*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Illinois*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incfiler.com*

**Q3a** Why did you select this company? www.incfiler.com

» *It stated price and what else you will get with the purchase*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.mycorporation.com*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *It's ok and maybe I'll click on the link.... but doesn't really say a lot about what is offered.... or what states is it for.*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *it says CA and I live in IL.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *I don't know*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *I did not like that I had to go several screens to find out a price. Also I didn't like the upsale for "additional" material.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *30 days then charged \$39 per month.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *there was a customer service number listed.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *go on to another web site.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *don't like "free trial" periods that bill you in a specific amount of time.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *If I forget to cancel I will be billed. Also, my credit card information may reside within a company that I decide not to use.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *upfront costs*

» *safety of data*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 1*

» *safety of data 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *don't recall the names*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Technology*

**S5** Please indicate the state in which you reside.

» *Illinois*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Intermediate level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Bill of Sale*

» *Landlord/tenant matters*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *May have info I am looking for*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *May if others don't work*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Is it efficient*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Seems complete and easy to use*

**QB8** Anything else?

» *no*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *email?*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *signup*

**Q13c** Anything else?

» *no*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *Try it out first*

**Q14b2** Any other reasons?

» *no*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Recommendations from colleagues 2*

» *Personal experience on the website 1*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Price*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Stock news letters*

**Q15c** Anything else?

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*



**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Maryland*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *iPad or Tablet*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? www.incorporate.com

» *They looked the most legitimate. The name helps. The website is incorporate.com. they either spent a large sum for it or have been around awhile.*

**Q3a** Why did you select this company? www.mycorporation.com

» *I selected them because they gave a clear price up front. No reeling me in then giving a huge estimate at the end.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *Zoom? Really? Who can trust a lawyer who names their site legalzoom?*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *It looks like it might be a person teaching others how to do it for free. I like free.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It made me angry. They said free then tried to rope me into a subscription plan that'll probably be a pain to cancel.*

**QB8** Anything else?

» *They tried to sell me extra leather goods? I didn't go there for a briefcase, it was to start a business!*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You get charged \$40 per month.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I saw outsourced tech support, but I doubt they're very helpful*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Not sign up with rocket lawyer. As soon as they tried to low ball me, I'd have closed out of it.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Because I began looking with a mission. To incorporate for the least amount possible. Obviously not them, but I'll find someone eventually*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Because its a lie. Its not actually free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *how honest they seem.*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 3*

» *how honest they seem. 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Audible.com*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Ohio*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Self employed*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Some Other type of legal service*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *iPad or Tablet*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.bizfilings.com*

» *www.incfree.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *The website appears to involve incorporation*

**Q3b** Anything else? *www.incorporate.com*

» *No*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *Looks like it is or the everyday person*

**Q3b** Anything else? www.legalzoom.com

» *Tackles the subject matter*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *Free - would check that out*

**Q3b** Anything else? www.rocketlawyer.com

» *No*

**Q3a** Why did you select this company? www.bizfilings.com

» *More info regarding incorporation*

**Q3b** Anything else? www.bizfilings.com

» *No*

**Q3a** Why did you select this company? www.incforfree.com

» *Free*

**Q3b** Anything else? www.incforfree.com

» *Just doing lots of research*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.mycorporation.com*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Lots of decisions - looked very simple*

**QB8** Anything else?

» *I liked the 800# on each screen for customer service*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *There was an 800# noted on each page*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Call the state & check out filing fees*

**Q13c** Anything else?

» *Check out feedback regarding this company*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *To make sure they are competitive & legitimate*

**Q14b2** Any other reasons?

» *Due diligence !*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *May still I it - I don't make decisions without research*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Research other companies too*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Recommendations from colleagues 2*

» *Opportunity to try the service for free 3*

» *Research other companies too 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Hosiery companies*

**Q15c** Anything else?

» *Can't remember*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» *INCORPORATION CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Illinois*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Owner/Proprietor*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

» *Bill of Sale*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Some Other type of legal service*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.bizfilings.com*

» *www.incforsfree.com*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *did not mention price*

**Q3a** Why did you select this company? *www.incforsfree.com*

» *free*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *price*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *have looked at site before*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *was on site last week*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *has a full offer includes articles and application for ein*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *90 day free trail, then charge on credit card*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?



» *call, chat*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *go back and use it*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *need an incorporation where the secretary of state services for that state are not available*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Recommendations from colleagues 3*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Customer reviews*

» *Brand name*

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S5** Please indicate the state in which you reside.

» **Oklahoma**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Upper Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Some Other type of legal service**

**S10b** Please tell us the specific type of online legal service company or companies you have looked for online.

» **Wills**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Family law**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

» **www.legalzoom.com**

» **www.bizfilings.com**

» **www.incfiling.com**

» **www.incfree.com**

**Q3a** Why did you select this company? www.incorporate.com

» *Gives details such as a phone number*

**Q3b** Anything else? [www.incorporate.com](http://www.incorporate.com)

» *Any state LLC*

**Q3a** Why did you select this company? [www.legalzoom.com](http://www.legalzoom.com)

» *Have heard of LegalZoom*

**Q3a** Why did you select this company? [www.bizfilings.com](http://www.bizfilings.com)

» *Have heard of bizfilings*

**Q3a** Why did you select this company? [www.incfile.com](http://www.incfile.com)

» *Price and phone number shown*

**Q3a** Why did you select this company? [www.incforfree.com](http://www.incforfree.com)

» *Long-term business and phone number shown*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *[www.mycorporation.com](http://www.mycorporation.com)*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *California in the description*

**Q4b** Please tell us why you did not << initially >> select [www.smallbiz.com](http://www.smallbiz.com)?

» *California in the description*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *Just that it existed Seem to get them with every search so easy to ignore for the most part*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Easy to use interview process Good appearance*

**QB8** Anything else?

» *Real time assistance available*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *Cancel any time*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Contact Rocket Lawyer*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Consider Rocket Lawyer along with several other services*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Have not done enough searching to rule out others and am not ready to commit to one*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Do not know what other offers available in the market*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Appearance of legitimacy*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Opportunity to try the service for free 3*

» *Appearance of legitimacy 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Consumer Reports Amazon Mom*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **Yes**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Wisconsin*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Self employed*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Estate planning*

» *Some Other type of legal service*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

» *Some Other type of legal service*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Ask*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.incfile.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? www.incorporate.com

» *sounds like they would make it easy*

**Q3b** Anything else? www.incorporate.com

» *fast only 10 minutes*

**Q3a** Why did you select this company? www.legalzoom.com

» *I have used legal zoom in the past. they are a name that i know*

**Q3b** Anything else? www.legalzoom.com

» *no*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *they are free but i now see only in CA so i would not click any further*

**Q3b** Anything else? www.rocketlawyer.com

» *no*

**Q3a** Why did you select this company? www.incfile.com

» *inexpensive*

**Q3b** Anything else? www.incfile.com

» *no*

**Q3a** Why did you select this company? www.mycorporation.com

» *sound professional*

**Q3b** Anything else? www.mycorporation.com

» *inexpensive*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *there are a lot of extra charges by signing up you are agreeing to a monthly fee there is chat available they have a UK office there are a lot of forms available it looks quick and easy*

**QB8** Anything else?

» *they do not seem trust worthy to me because of the all the little extras and the monthly fee*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *you are charged 59.99 a month*

**Q12c** Anything else?

» *no*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *chat, email, toll free #*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would not use this one because of all the extra fees*

**Q13c** Anything else?

» *no*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *their fees*

**Q14b2** Any other reasons?

» *no*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *too expensive*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 3*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *web host buying clubs or services beauty supplies vitamins supplements skin care*

**Q15c** Anything else?

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **Yes**

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Healthcare*

**S5** Please indicate the state in which you reside.

» *Washington (state)*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Landlord/tenant matters*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked colleagues*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.bizfilings.com*

» *www.incfree.com*

» *www.delawareinc.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *The name*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *The name*

**Q3a** Why did you select this company? *www.rocketlawyer.com*



» *"Free"*

**Q3a** Why did you select this company? www.bizfilings.com

» *The name*

**Q3a** Why did you select this company? www.incforfree.com

» *"Free"*

**Q3a** Why did you select this company? www.delawareinc.com

» *Delaware*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *I don't feel this is a real professional site. I would not use it.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I don't know. This site was not as professional as I would like to use.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I like to compare a number of programs so I may review this again but I would certainly look at several others before I made my decision.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I like to compare several options before making a decision.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I wouldn't do it because I'd eventually have to pay for it.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Review many options*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Brand name 1*

» *Recommendations from colleagues 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *California*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

» *Landlord/tenant matters*

» *Some Other type of legal service*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incfile.com*

» *www.incfree.com*

» [www.delawareinc.com](http://www.delawareinc.com)

» [www.smallbiz.com](http://www.smallbiz.com)

**Q3a** Why did you select this company? [www.incfile.com](http://www.incfile.com)

» *Price and time of incorporation*

**Q3a** Why did you select this company? [www.incforfree.com](http://www.incforfree.com)

» *Free no or low cost*

**Q3a** Why did you select this company? [www.delawareinc.com](http://www.delawareinc.com)

» *Online can be done from with out going anywhere else*

**Q3a** Why did you select this company? [www.smallbiz.com](http://www.smallbiz.com)

» *California - home of residence and cost*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.directincorporation.com](http://www.directincorporation.com)

» [www.mycorporation.com](http://www.mycorporation.com)

**Q4b** Please tell us why you did not << initially >> select [www.legalzoom.com](http://www.legalzoom.com)?

» *At First Glance the caption did not capture my eye*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *At First Glance the caption did not capture my eye. Location in the drop down.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *There are associated options for the client to mee their needs including rush filing and on going support*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I-877 number or through the online chat*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *After this I will visit the site and compare it to other sites*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *processing fees included*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Personal experience on the website 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Ancestry.com*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S5** Please indicate the state in which you reside.

» **South Carolina**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Bill of Sale**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» [www.legalzoom.com](http://www.legalzoom.com)

» [www.rocketlawyer.com](http://www.rocketlawyer.com)

» [www.incforfree.com](http://www.incforfree.com)

**Q3a** Why did you select this company? [www.legalzoom.com](http://www.legalzoom.com)

» *I've used it before*

**Q3b** Anything else? [www.legalzoom.com](http://www.legalzoom.com)

» *it has a good reputation and it's not very expensive to get exactly what you need. also, I used this website for estate planning documents and was happy.*

**Q3a** Why did you select this company? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *looked interesting because it says "free"*

**Q3b** Anything else? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *none*

**Q3a** Why did you select this company? [www.incforfree.com](http://www.incforfree.com)

» *free*

**Q3b** Anything else? [www.incforfree.com](http://www.incforfree.com)

» *says you can form a company in minutes so it's likely not complicated*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.incfile.com](http://www.incfile.com)

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *screens are easy to read and understand and it doesn't ask you for information that you wouldn't already know.*

**QB8** Anything else?

» *I don't like the fees structure. with the free trial offer, you will be billed \$39.95 per month after the trial period if you don't cancel...I really hate that type of marketing. The fees can add up to a lot if you choose all of the options, but it's nice to be able to use the options if you want and you can pick and choose which options rather than just a bundle for one price.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *you are automatically charged \$39.95 per month if you don't cancel*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call the toll free number or email*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *choose another site that would be less expensive*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I don't like the way they charge you a monthly fee if you don't cancel the free trial.*

**Q14b2** Any other reasons?

» *there seemed to be lots of different fees that will add up*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I don't like that I "have" to cancel or I'll be charged a monthly amount*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Recommendations from colleagues 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Customer reviews*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *I don't know*



**Image Set**

» *INCORPORATION CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Healthcare*

**S5** Please indicate the state in which you reside.

» *Ohio*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Estate planning*

» *Some Other type of legal service*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

» *Some Other type of legal service*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» [www.mycorporation.com](http://www.mycorporation.com)

**Q3a** Why did you select this company? [www.legalzoom.com](http://www.legalzoom.com)

» *It specified the learning aspect instead of the buying aspect. Level one research would be geared towards understanding the requirements prior to exploring purchase options.*

**Q3b** Anything else? [www.legalzoom.com](http://www.legalzoom.com)

» *The name was not state specific and the description did not specify free or a low ball price. I do not want an incorporation that is on clearance.*

**Q3a** Why did you select this company? [www.mycorporation.com](http://www.mycorporation.com)

» *This is specific to an individual forming a corporation, although there is a price it is a "starting" price indicating that the product can be personalized or customized.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *The name sounds shady and not "serious" enough for legal advice or documents*

**Q4b** Please tell us why you did not << initially >> select [www.delawareinc.com](http://www.delawareinc.com)?

» *The name implies that it is specific to Delaware*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *I believe it was incorporate cheap and in under ten minutes*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *There were a lot of embedded costs, although the process was easy the free offer was for a trial and there were a lot of additional costs buried*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» **unclear**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» **unclear**

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» **continue researching for competitive offers**

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» **Continue searching on other online legal service sites**

**Q14b1** What made you decide to << insert >>?

» **I like to research my options fully**

**Q14c** Why did you not choose to take the free trial<< insert >>?

» **Free trials are seldom free and I want to explore all of my options**

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» **No additional factors apply**

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» **Price 3**

» **Customer reviews 2**

» **Personal experience on the website 1**

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» **Brand name**

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» **no**

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **No**

**Image Set**

» *INCORPORATION CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S5** Please indicate the state in which you reside.

» *Michigan*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Estate planning*

» *Some Other type of legal service*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

» *Some Other type of legal service*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Ask*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

» *www.incfile.com*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *its free*

**Q3b** Anything else? *www.rocketlawyer.com*

» *not expensive*

**Q3a** Why did you select this company? *www.incfile.com*

» *not expensive*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.calfilings.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *heard about them on tv*

**Q4b** Please tell us why you did not << initially >> select *www.mycorporation.com*?

» *don't know*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *clear and to the point. Easy to set up*

**QB8** Anything else?

» *no*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *dont remember*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *go to website to sign up*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *its free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Advertisement 1*

» *Brand name 2*

» *Recommendations from colleagues 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *books from amazon*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Illinois*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Owner/Proprietor*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I have heard of legal zoom.*

**Q3b** Anything else? *www.legalzoom.com*

» *They have a marketing presence on national TV.*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *I have heard of Rocket Lawyer*

**Q3b** Anything else? www.rocketlawyer.com

» *"For Free" is a key phrase.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It was not free as advertised.*

**QB8** Anything else?

» *It is a subscription service and additional fees will be incurred in the future.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You will be billed \$59.95*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I do not recall the direction provided.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Not use Rocket Lawyer*

**Q13c** Anything else?

» *Continue my search elsewhere*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I do not like the bait and switch offer.*



**Q14c** Why did you not choose to take the free trial<< insert >>?

» *It ends with fees being incurred and a subscription I do not really need and do not want the hassle of canceling and then continuously receive marketing solicitations after the fact.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *BBB endorsement*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Brand name 1*

» *Personal experience on the website 3*

» *BBB endorsement 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Amazon*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Colorado*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Self employed*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.directincorpoation.com*

**Q3a** Why did you select this company? www.directincorpoation.com

» *HAD CHOICES....INCORPORATE OR SETUP AN LLC*

**Q3b** Anything else? www.directincorpoation.com

» *NOPE*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *DOESN'T OFFER CHOICES*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *DOESN'T OFFER CHOICES*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» Yes

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» Yes, I have reviewed this page (Page 1)

» Yes, I have reviewed this page (Page 2)

» Yes, I have reviewed this page (Page 3)

» Yes, I have reviewed this page (Page 4)

» Yes, I have reviewed this page (Page 5)

» Yes, I have reviewed this page (Page 6)

» Yes, I have reviewed this page (Page 7)

» Yes, I have reviewed this page (Page 8)

» Yes, I have reviewed this page (Page 9)

» Yes, I have reviewed this page (Page 10)

» Yes, I have reviewed this page (Page 11)

» Yes, I have reviewed this page (Page 12)

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» **COVERS STATE FILING FEES**

**QB8** Anything else?

» **RUSH SERVICE IS AVAILABLE**

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» Yes

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» Yes

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» Yes

**Q12a** Do you recall if the free trial offer has a time limit?

» Yes

**Q12c** What happens after the free trial period?

» **GET BILLED \$39.95/MONTH**

**Q12c** Anything else?

» **NOPE**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» **CALL TOLL FREE NUMBER**

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» **NOTHING**

**Q13c** Anything else?

» **NOPE**

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Other specify: ("SEE MY ATTORNEY")*

**Q14b1** What made you decide to << insert >>?

» **NOT ENOUGH INFO.... WOULD HAVE TO CALL**

**Q14b2** Any other reasons?

» **NO**

**Q14c** Why did you not choose to take the free trial<< insert >>?

» **NOTHING IF FREE!**

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» **No additional factors apply**

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» **Customer reviews 3**

» **Recommendations from colleagues 1**

» **Personal experience on the website 2**

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» **Advertisement**

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **No**

**SURVEY 14-0603, CASE ID 6151**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Illinois*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

» *Landlord/tenant matters*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.incfiler.com*

» *www.delawareinc.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I'm familiar with Legal Zoom, probably based on advertising that I've heard . . . so I would check it out.*

**Q3b** Anything else? *www.legalzoom.com*

» *I'd also do research on other sites, and do searches related to benefits of incorporating in my home state versus other states, and what structure of incorporation would work best for my personal circumstances.*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *I've used Rocket Lawyer, and have had good experiences with the site.*

**Q3b** Anything else? *www.rocketlawyer.com*

» *I think they also offer free access to certain documents which can then be customized.*

**Q3a** Why did you select this company? *www.incfiler.com*

» *I like to do research, so I would certainly investigate what they have to offer.*

**Q3a** Why did you select this company? *www.delawareinc.com*

» *"Deleware" caught my eye, and I know that many organizations incorporate in DE for financial and tax reasons.*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *Simply for research and looking at total cost/benefit.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *forms for incorporation are provided free of charge, and RL submits all info for the user. Assume that the state filing fee is \$90 and RL doesn't up charge the user.*

**QB8** Anything else?

» *the intro page was very engaging, but then it just looked like TurboTax after that. since people don't incorporate every day, I would think that there would be more potential for interaction, and selling add-on services.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» Yes

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» Yes

**Q12a** Do you recall if the free trial offer has a time limit?

» Yes

**Q12c** What happens after the free trial period?

» *I think you have to opt out, or you'll be charged a monthly or annual fee.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *not sure*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Personally, I would still research other sites.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Doubt that RL is the only site offering free incorporation.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I still might, but I like to do research.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Recommendations from colleagues 3*

» *Personal experience on the website 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» Yes

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *turbo tax*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» Yes

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Illinois*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*



» [www.rocketlawyer.com](http://www.rocketlawyer.com)

» [www.incforfree.com](http://www.incforfree.com)

» [www.delawareinc.com](http://www.delawareinc.com)

» [www.mycorporation.com](http://www.mycorporation.com)

**Q3a** Why did you select this company? [www.incorporate.com](http://www.incorporate.com)

» *A provider of incorporation and start up services to small businesses. That is exactly what I am looking for.*

**Q3a** Why did you select this company? [www.legalzoom.com](http://www.legalzoom.com)

» *I have seen commercials for Legal Zoom on tv and liked them.*

**Q3a** Why did you select this company? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *It's free, worth a look*

**Q3a** Why did you select this company? [www.incforfree.com](http://www.incforfree.com)

» *It's free, worth a look*

**Q3a** Why did you select this company? [www.delawareinc.com](http://www.delawareinc.com)

» *Not as likely to look at this but thought I would try it*

**Q3a** Why did you select this company? [www.mycorporation.com](http://www.mycorporation.com)

» *Sounds professional and worth a look*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It has added features such as filing for a FEIN, the cost was \$90, it seemed pretty easy to use.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *Must pay for the service*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *You can call, or chat*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would definitely consider Rocket Lawyer*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I don't want to make a decision without looking at at least a few different options*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I thought I did choose to*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Recommendations from colleagues 2*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Netflix, Hulu, Yidio,*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Indiana*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

» *Bill of Sale*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *This is the only company that I have actually heard of and seen commercials for.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *I feel like it won't be free and this is just a play to get me to look at the sight.*

**Q4b** Please tell us why you did not << initially >> select www.directincorporation.com?

» *I'm not in California.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Its free to get this set up, and you get a free week trial, but there is a cost associated with filing.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *\$99 to file the papers*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *contact them or search the site*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would not use it. It doesn't seem like there is enough support to answer questions.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Use a site that I recognize as being advertised through different medium.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I thought it said that it was only free for a week, but to file the papers it would cost \$99*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price* 1

» *Brand name* 2

» *Opportunity to try the service for free* 3

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Music, movies, games*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S5** Please indicate the state in which you reside.

» **Colorado**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Owner/Proprietor**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Family law**

» **Bill of Sale**

» **Landlord/tenant matters**

» **Estate planning**

» **Some Other type of legal service**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» **Yes**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Bill of Sale**

» **Landlord/tenant matters**

» **Estate planning**

» **Some Other type of legal service**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

» *Ask*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.delawareinc.com*

» *www.directincorporation.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *Looks reputable*

**Q3a** Why did you select this company? *www.delawareinc.com*

» *Not sure*

**Q3a** Why did you select this company? *www.directincorporation.com*

» *Not sure*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

» *www.incfile.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Have heard of them before*

**Q4b** Please tell us why you did not << initially >> select *www.incforfree.com*?

» *Not sure*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *can't remember*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Not sure*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *you must pay*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *contact the company*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *not sure*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *seems reputable*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Advertisement 3*

» *Personal experience on the website 2*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*



**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

**S5** Please indicate the state in which you reside.

» *Oklahoma*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *iPad or Tablet*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I have heard of and used legal zoom before for personal issues.*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *Have not heard of this but would choose for a comparison.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Don't live in California.*

**Q4b** Please tell us why you did not << initially >> select www.incfile.com?

» *Concerned about low cost accuracy.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It was simple to follow. Brief - straight forwards and user friendly. Not cluttered with excessive unnecessary add ins.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *You are given a phone number to call during the major steps of the process.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Looks like a solid comparison sight to use before making a final decision.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Comparison*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Still would compare first*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Recommendations from colleagues 2*

» *Personal experience on the website 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *There are to many.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S5** Please indicate the state in which you reside.

» **Arizona**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Family law**

» **Landlord/tenant matters**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Family law**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.calfilings.com*

**Q3a** Why did you select this company? *www.calfilings.com*

» *State specific, years of experience.*

**Q3b** Anything else? *www.calfilings.com*

» *Number of companies formed.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *It was too broad.*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Nothing is free.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *It was free.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It is free for the basics. It costs more to have it rushed. There are also add ons, such as certificates and binders.*

**QB8** Anything else?

» *Takes you through step by step*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *There's an 800 number.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Not use it. I hate free trials. They always catch you.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Pay for incorporation services (without free trial - \$99.95)*

**Q14b1** What made you decide to << insert >>?

» *Free trials always have a catch.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Nothing is free.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Recommendations from colleagues 1*

» *Personal experience on the website 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **35-44**

**S5** Please indicate the state in which you reside.

» **Oklahoma**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Temporarily unemployed**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **I don't know**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

» **www.bizfilings.com**

» **www.mycorporation.com**

**Q3a** Why did you select this company? www.incorporate.com

» **Because they offer information in helping the person make the right decision for themselves.**

**Q3a** Why did you select this company? www.bizfilings.com

» **They offer to educate people and help them get the knowledge they need.**

**Q3a** Why did you select this company? www.mycorporation.com

» **They offer packages that can help out people starting.**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *Not enough given information.*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Not enough given information.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It seems reasonable.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call the toll free number.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Check more into the company.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *Because personal input from others is important.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I want to learn more first.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*



» *Recommendations from colleagues 2*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 6317**

**Image Set**

» *DIVORCE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *Kentucky*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.3stepdivorce.com*

» *www.lawdepot.com*

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? *www.3stepdivorce.com*

» *3 STEPS*

**Q3b** Anything else? *www.3stepdivorce.com*

» *NO*

**Q3a** Why did you select this company? *www.lawdepot.com*

» *FREE*

**Q3b** Anything else? *www.lawdepot.com*

» *NO*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *FREE*

**Q3b** Anything else? *www.rocketlawyer.com*

» *FREE*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *BETTER TO TAKE THE ONE YEAR PLAN*

**QC8** Anything else?

» *NO*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *1 WEEK FREE TRIAL*

**QC11a** How would you describe the free trial offer to a friend?

» *FREE FOR ONE WEEK*

**QC11b** Anything else?

» *NO*

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» **BILLING STARTS**

**Q12c** Anything else?

» **NO**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» **CUSTOMER SERVICE**

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» **CHOOSE ROCKET LAWYER**

**Q13c** Anything else?

» **NO**

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» **Enroll in an annual plan (access to all forms and attorney services immediately for \$9.99 a month when prepaying for one year)**

**Q14b1** What made you decide to << insert >>?

» **BETTER PRICE**

**Q14b2** Any other reasons?

» **WORTH IT**

**Q14c** Why did you not choose to take the free trial<< insert >>?

» **I TRUST THEM**

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» **NONE**

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» **Price 3**

» **Customer reviews 1**

» **Recommendations from colleagues 2**

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» **Opportunity to try the service for free**

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» **AMAZON PRIME**

**Q15c** Anything else?

» **NO**

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **No**

**Image Set**

» *INCORPORATION TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *Georgia*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *seems credible*

**Q3b** Anything else? [www.legalzoom.com](http://www.legalzoom.com)

» *heard other people used it*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *didn't seem trustworthy*

**Q4b** Please tell us why you did not << initially >> select [www.incforfree.com](http://www.incforfree.com)?

» *seemed shady*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *fast help with legal questions*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *seems comprehensive*

**QB8** Anything else?

» *answers all questions*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *online or phone*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *contact them and begin the process*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *seems helpful*

**Q14b2** Any other reasons?

» *useful*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Advertisement 1*

» *Customer reviews 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **25-34**

**S5** Please indicate the state in which you reside.

» **Florida**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Owner/Proprietor**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Bill of Sale**

» **Landlord/tenant matters**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **Yes**

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» **Yes**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Family law**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **iPad or Tablet**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked colleagues**



**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *they are reputable*

**Q3b** Anything else? *www.legalzoom.com*

» *None*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *i am not sure if they are a valid company or not*

**Q4b** Please tell us why you did not << initially >> select *www.directincorpoation.com*?

» *Felt like they are shady*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *incorporate using this*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *it seems appealing kn that you can do it yourself*

**QB8** Anything else?

» *None*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call the toll free number*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *complete the search*

**Q13c** Anything else?

» *None*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *respectable company*

**Q14b2** Any other reasons?

» *None*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Brand name 1*

» *Recommendations from colleagues 2*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *BILL OF SALE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *New York*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *No*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Bill of Sale*

**S13a** Please tell us what kind of device you are taking this survey on.

» *iPad or Tablet*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *i thought it might be good*

**Q3b** Anything else? www.rocketlawyer.com

» *no*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *it is ok*

**QC8** Anything else?

» *no*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *ask internet*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *look at website*

**Q13c** Anything else?

» *no*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *its free*

**Q14b2** Any other reasons?

» *no*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 6330**

**Image Set**

» *DIVORCE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *Ohio*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

» *Landlord/tenant matters*

» *Some Other type of legal service*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

» *Landlord/tenant matters*

» *Some Other type of legal service*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Yahoo*

» *Bing*

» *AOL*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.3stepdivorce.com*

» *www.divorcewriter.com*

**Q3a** Why did you select this company? *www.3stepdivorce.com*

» *divorce in 3 easy steps sounds simple*

**Q3b** Anything else? *www.3stepdivorce.com*

» *cost*

**Q3a** Why did you select this company? *www.divorcewriter.com*

» *price 100% guarentee*

**Q3b** Anything else? *www.divorcewriter.com*

» *3 step process*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *because I want a lawyer to do it not me*

**Q4b** Please tell us why you did not << initially >> select *www.com?pletcase.com*?

» *I don't know how to do it myself*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *a do it yourself lawyer reasonable prices*

**QC8** Anything else?

» *shows you step by step how to do it*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *30 day free trial*

**QC11a** How would you describe the free trial offer to a friend?

» *id tell friend that I found a low cost lawyer site*

**QC11b** Anything else?

» *you can do it yourself*

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *charges after*

**Q12c** Anything else?

» *cost after 30 day trial*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *ask or call the 1800 number*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *purchase the help*

**Q13c** Anything else?

» *ask about the site*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *cost to see if it works*

**Q14b2** Any other reasons?

» *cheaper for me to see if it helps*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *record*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 2*

» *Recommendations from colleagues 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *record*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *netflix*

**Q15c** Anything else?

» *legal aid*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **No**

**SURVEY 14-0603, CASE ID 6331**

**Image Set**

» *DIVORCE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *Oregon*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?



» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.lawdepot.com*

» *www.rocketlawyer.com*

» *www.uslegalforms.com*

**Q3a** Why did you select this company? *www.lawdepot.com*

» *I just seems like a quick and easy way to get a divorce*

**Q3b** Anything else? *www.lawdepot.com*

» *Nope*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *If it truly is free, than that is awesome! Also seems to be quick and easy*

**Q3b** Anything else? *www.rocketlawyer.com*

» *Nope*

**Q3a** Why did you select this company? *www.uslegalforms.com*

» *Just another option to look at. Want to make sure all my options are open.*

**Q3b** Anything else? *www.uslegalforms.com*

» *Nope*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *You can have a free trial, and then \$19.99 for a month, a 90-day deal that's a little less per month, or a annual contract that is \$9.99 per month, which is their best offer.*

**QC8** Anything else?

» *nope*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *Free trial for 14 days, and then \$19.99 a month after that.*

**QC11a** How would you describe the free trial offer to a friend?

» *You can do what you need to do with your legal papers for 14 days free, but then it's \$20 a month after.*

**QC11b** Anything else?

» *If you are planning on having legal paperwork throughout the year, or know it will take a while to get everything done, I would suggest going for the annual plan.*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You are charged \$19.99 a month after.*

**Q12c** Anything else?

» *Nope*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *They have on-line chat help, a phone or email*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Finish the paperwork, sign up for an annual membership, and file the papers.*

**Q13c** Anything else?

» *Nope.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Enroll in an annual plan (access to all forms and attorney services immediately for \$9.99 a month when prepaying for one year)*

**Q14b1** What made you decide to << insert >>?

» *Knowing that I am going to be using legal paperwork for other avenues throughout the year, I chose that plan.*

**Q14b2** Any other reasons?

» *Nope*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I will be using it throughout the year, and it was a better deal getting an annual membership*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 3*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *No*

**Q15c** Anything else?

» *No*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **LEASE AGREEMENT TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **25-34**

**S5** Please indicate the state in which you reside.

» **Illinois**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Some other level**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Landlord/tenant matters**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.biztree.com*

**Q3a** Why did you select this company? *www.biztree.com*

» *free*

**Q3b** Anything else? *www.biztree.com*

» *na*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalcontracts.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *idk*

**Q4b** Please tell us why you did not << initially >> select *www.lawdepot.com*?

» *seems promising*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *deceiving*

**QC8** Anything else?

» *na*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *free week trial*

**QC11a** How would you describe the free trial offer to a friend?

» *full access but costs money after trial*

**QC11b** Anything else?

» *na*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *costs*

**Q12c** Anything else?

» *na*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *email*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *try it*

**Q13c** Anything else?

» *na*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *look for something free*

**Q14b2** Any other reasons?

» *na*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *want free, not trial*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 2*

» *Personal experience on the website 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *netflix*

**Q15c** Anything else?

» *na*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *California*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Intermediate level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *I don't know*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.rocketlawyer.com*

» *www.incfiler.com*

» *www.delawareinc.com*

**Q3a** Why did you select this company? [www.incorporate.com](http://www.incorporate.com)

» *Straightforward, non-fancy name. Reference to small businesses.*

**Q3a** Why did you select this company? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *Implied speediness and lack of cost.*

**Q3b** Anything else? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *The name itself, Rocket Lawyer, implies fast turnaround, which is good.*

**Q3a** Why did you select this company? [www.incfile.com](http://www.incfile.com)

» *The upfront mention of a price, and the fact that the price is reasonable.*

**Q3b** Anything else? [www.incfile.com](http://www.incfile.com)

» *Free minutes and Bylaws.*

**Q3a** Why did you select this company? [www.delawareinc.com](http://www.delawareinc.com)

» *The word "Now", as well as that the URL ends with "Same\_Day\_Filing". These imply fast, no-nonsense service.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *[www.legalzoom.com](http://www.legalzoom.com)*

» *[www.smallbiz.com](http://www.smallbiz.com)*

**Q4b** Please tell us why you did not << initially >> select [www.legalzoom.com](http://www.legalzoom.com)?

» *Looks more like a reference site than a site where for someone who would actually do the filing.*

**Q4b** Please tell us why you did not << initially >> select [www.calfilings.com](http://www.calfilings.com)?

» *Didn't stand out at all from the other listings. (Looked like a possible duplicate)*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Looks very easy to follow and understand. Trial offer waives added fees, but a reoccurring monthly amount ends up due starting in the second month, unless you cancel or downgrade.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *A monthly reoccurring amount becomes due (around \$35 or so) unless you downgrade to a free account or cancel.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *There was a phone number listed on each page, next to a girl with brown hair, to call for assistance.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Seriously consider actually using that site, or at least exploring it further.*

**Q13c** Anything else?

» *I may be motivated to research Rocket Lawyer online as well.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *Looks very straightforward, and a good deal.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Simplicity*

» *Nothing hidden (fees, terms)*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 2*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *I don't know*



**Image Set**

» *BILL OF SALE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *North Carolina*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed part-time*

**S8a** Which of the following best describes your position with your company?

» *Some other level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

» *Bill of Sale*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

» *Bill of Sale*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

» AOL

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

» *www.officeconsultants.com*

**Q3a** Why did you select this company? *www.legalcontracts.com*

» *this website says, easy to use.*

**Q3b** Anything else? *www.legalcontracts.com*

» *none*

**Q3a** Why did you select this company? *www.officeconsultants.com*

» *it is free.*

**Q3b** Anything else? *www.officeconsultants.com*

» *none*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *none*

**Q4b** Please tell us why you did not << initially >> select *www.jsbusinessproducts.btobsources.com*?

» *this website name is too long.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Rocket lawyer provides citizens with the right documentation to tackle some of the most common legal problems.*

**QC8** Anything else?

» *none*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *it provides one week free trial offer.*

**QC11a** How would you describe the free trial offer to a friend?

» *it is good. let customers learn this.*

**QC11b** Anything else?

» *none*

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *They have 1 month trial after the free trial period.*

**Q12c** Anything else?

» *none*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *You can call servies.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *i like to chat with serve.*

**Q13c** Anything else?

» *email to them.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *i have to learn more information.*

**Q14b2** Any other reasons?

» *none*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *i need to know other company.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 1*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *BILL OF SALE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *18-24*

**S5** Please indicate the state in which you reside.

» *New York*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Owner/Proprietor*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Bill of Sale*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Bill of Sale*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used a phone book*

» *Asked colleagues*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.buyerpricer.com*

**Q3a** Why did you select this company? www.buyerpricer.com

» *ok*

**Q3b** Anything else? www.buyerpricer.com

» *odd astuff*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.officeconsultants.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *b*

**Q4b** Please tell us why you did not << initially >> select www.jsbusinessproducts.btobsources.com?

» *ok*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *funny*

**QC8** Anything else?

» *things*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *good*

**QC11a** How would you describe the free trial offer to a friend?

» *fun*

**QC11b** Anything else?

» *sweet*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *no*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *oo*

**Q13c** Anything else?

» *ooo*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Decide not to buy an online legal service*

**Q14b1** What made you decide to << insert >>?

» *f*

**Q14b2** Any other reasons?

» *ff*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *dd*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Advertisement 1*

» *Customer reviews 3*

» *Brand name 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *a*

**Q15c** Anything else?

» *dd*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **LEASE AGREEMENT TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **25-34**

**S5** Please indicate the state in which you reside.

» **New York**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Temporarily unemployed**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Landlord/tenant matters**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **iPad or Tablet**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.biztree.com**

**Q3a** Why did you select this company? www.biztree.com

» **On the top of search list**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» **www.totallegal.com**

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» **They did not sound professional**

**Q4b** Please tell us why you did not << initially >> select www.lawdepot.com?

» **Was my second option**

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» **Yes**

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» **Yes, I have reviewed this page (Page 1)**

» **Yes, I have reviewed this page (Page 2)**

» **Yes, I have reviewed this page (Page 3)**

» **Yes, I have reviewed this page (Page 4)**

» **Yes, I have reviewed this page (Page 5)**

» **Yes, I have reviewed this page (Page 6)**

» **Yes, I have reviewed this page (Page 7)**

» **Yes, I have reviewed this page (Page 8)**

» **Yes, I have reviewed this page (Page 9)**

» **Yes, I have reviewed this page (Page 10)**

» **Yes, I have reviewed this page (Page 11)**

» **Yes, I have reviewed this page (Page 12)**

» **Yes, I have reviewed this page (Page 13)**

» **Yes, I have reviewed this page (Page 14)**

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» **Very easy to navigate and use Organized Customizable**

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» **Yes**

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» **Limited time offer allows you to make lease agreements for free and customize your account. Chatting with live person available**

**QC11a** How would you describe the free trial offer to a friend?

» **An easy to use service to make lease agreements**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» **Must pay for services to continue to use**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» **Contact them directly online via messages or chats**

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» **Keep it in mind for future reference when I need it**

**Q13c** Anything else?

» **Refer a friend to the website if he is on the look out for such a service**

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» **Take the free trial (includes access to all Rocket Lawyer forms)**

**Q14b1** What made you decide to << insert >>?

» **Meets my needs**

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» **No additional factors apply**

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» **Price 1**

» **Customer reviews 3**

» **Opportunity to try the service for free 2**



**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *No*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Ohio*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incfile.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? www.incfile.com

» *na*

**Q3b** Anything else? www.incfile.com

» *na*

**Q3a** Why did you select this company? www.mycorporation.com

» *na*

**Q3b** Anything else? www.mycorporation.com

» *na*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *na*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *na*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *na*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *na*

**QB8** Anything else?

» *na*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *na*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *na*

**Q13c** Anything else?

» *na*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *na*

**Q14b2** Any other reasons?

» *na*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *na*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *na*

**Q15c** Anything else?

» *na*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» *DIVORCE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *Media company such as radio, newspaper, TV, etc.*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Personal Care*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *18-24*

**S5** Please indicate the state in which you reside.

» *Florida*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed part-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *iPad or Tablet*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.uslegalforms.com*

**Q3a** Why did you select this company? www.uslegalforms.com

» *Because it gives me more than 1 options bout what im looking for*

**Q3b** Anything else? [www.uslegalforms.com](http://www.uslegalforms.com)

» *also it specifies exactly what it does.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.3stepdivorce.com](http://www.3stepdivorce.com)

**Q4b** Please tell us why you did not << initially >> select [www.lawdepot.com](http://www.lawdepot.com)?

» *This does not display enough options*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *It does not explain enough*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It offers cheap ways to agree to divorce*

**QC8** Anything else?

» *it shows me what to do*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Contact the website*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Sign up*

**Q13c** Anything else?

» *read the steps*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Enroll in an annual plan (access to all forms and attorney services immediately for \$9.99 a month when prepaying for one year)*

**Q14b1** What made you decide to << insert >>?

» *Because i needed n attorney*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Because i think its a scam*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Advertisement 3*

» *Customer reviews 2*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

» *Recommendations from colleagues*

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» ***DIVORCE CONTROL***

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» ***None of the above***

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» ***None, I haven't taken a market research survey in the past 3 months***

**S3** Please record your gender below.

» ***Female***

**S4** Which of the following categories includes your age?

» ***25-34***

**S5** Please indicate the state in which you reside.

» ***Colorado***

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» ***I Agree***

**S7** Which of the following best describes your employment status?

» ***Employed full-time***

**S8a** Which of the following best describes your position with your company?

» ***Executive***

**S8b** Do you have any aspirations or plans to start your own company/business?

» ***Yes***

**S9** Over the past few years, have you looked on the internet for online legal services?

» ***No***

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» ***4 - Probably will***

**S11b** Specifically, what types of online legal services will you be looking for?

» ***Family law***

» ***Estate planning***

**S13a** Please tell us what kind of device you are taking this survey on.

» ***Computer or Laptop***

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» ***Used an internet search engine***

**Q1b** Which search engine did you use to look for online legal services?

» ***Google***

» ***Yahoo***

» ***Bing***

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» ***www.lawdepot.com***

**Q3a** Why did you select this company? www.lawdepot.com

» ***great examples of services***

**Q3b** Anything else? www.lawdepot.com

» ***prices***

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» ***www.completecase.com***

**Q4b** Please tell us why you did not << initially >> select www.3stepdivorce.com?



» *too many obstacles*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *no service support*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *the offer is based on circumstance*

**QC8** Anything else?

» *free motivation*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *free trial offer if your case is received*

**QC11a** How would you describe the free trial offer to a friend?

» *great offer*

**QC11b** Anything else?

» *special bonus*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call the toll free number*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *seek advice*

**Q13c** Anything else?

» *recruit attorneys*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *price*

**Q14b2** Any other reasons?

» *free testing of service*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *service*

» *attorneys*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price* 3

» *Advertisement* 2

» *Brand name* 1

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *credit score*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» ***DIVORCE CONTROL***

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» ***None of the above***

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» ***None of the above***

**S3** Please record your gender below.

» ***Female***

**S4** Which of the following categories includes your age?

» ***25-34***

**S5** Please indicate the state in which you reside.

» ***Utah***

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» ***I Agree***

**S7** Which of the following best describes your employment status?

» ***Temporarily unemployed***

**S8b** Do you have any aspirations or plans to start your own company/business?

» ***Yes***

**S9** Over the past few years, have you looked on the internet for online legal services?

» ***Yes***

**S10a** What specific legal services have you looked for online?

» ***Family law***

» ***Some Other type of legal service***

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» ***No***

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» ***3 - May or may not***

**S11b** Specifically, what types of online legal services will you be looking for?

» ***Family law***

**S13a** Please tell us what kind of device you are taking this survey on.

» ***Computer or Laptop***

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» ***Used an internet search engine***

**Q1b** Which search engine did you use to look for online legal services?

» ***Google***

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» ***www.rocketlawyer.com***

**Q3a** Why did you select this company? www.rocketlawyer.com

» ***it states all states and its free***

**Q3b** Anything else? www.rocketlawyer.com

» ***it also has a lot of followers***

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» ***Yes, I have reviewed this page (Page 1)***

- » Yes, I have reviewed this page (Page 2)
- » Yes, I have reviewed this page (Page 3)
- » Yes, I have reviewed this page (Page 4)
- » Yes, I have reviewed this page (Page 5)
- » Yes, I have reviewed this page (Page 6)
- » Yes, I have reviewed this page (Page 7)
- » Yes, I have reviewed this page (Page 8)
- » Yes, I have reviewed this page (Page 9)
- » Yes, I have reviewed this page (Page 10)
- » Yes, I have reviewed this page (Page 11)
- » Yes, I have reviewed this page (Page 12)
- » Yes, I have reviewed this page (Page 13)
- » Yes, I have reviewed this page (Page 14)

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

- » *it asks if you already filed papers*

**QC8** Anything else?

- » *it allows you to pay securely offers free trial and has ways to follow*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

- » Yes

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

- » *I dont remember*

**QC11a** How would you describe the free trial offer to a friend?

- » *I just saw where you signed up didnt look at the other details*

**QC11b** Anything else?

- » *no*

**Q12a** Do you recall if the free trial offer has a time limit?

- » *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

- » *Im not sure*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

- » *I would sign up for the free trial*

**Q13c** Anything else?

- » *no*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

- » *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

- » *to see if they can help me in my situation before i spend money*

**Q14b2** Any other reasons?

- » *no*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

- » *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

- » *Price 2*

- » *Personal experience on the website 3*

- » *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *many business offer free trials to try their services*

**Q15c** Anything else?

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **Yes**

**SURVEY 14-0603, CASE ID 6385**

**Image Set**

» *INCORPORATION TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *18-24*

**S5** Please indicate the state in which you reside.

» *Pennsylvania*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed part-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Landlord/tenant matters*

» *Estate planning*

» *Some Other type of legal service*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

» *Landlord/tenant matters*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.smallbiz.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *LLC & Incorporation*

**Q3b** Anything else? *www.incorporate.com*

» *No*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *Incorporation Services*

**Q3a** Why did you select this company? *www.smallbiz.com*

» *\$31 state fees*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *Filing services*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

» *www.bizfilings.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Did not see this form of the ad*

**Q4b** Please tell us why you did not << initially >> select *www.bizfilings.com*?

» *Same as above*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It is a cheap but full incorporation information.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *You are charged unless you unsubscribe*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Through the contact page or through phone*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Contact Rocket Lawyer, or request information through their webpage.*

**Q13c** Anything else?

» *Possibly sign up for the free trial*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *Can take a free test run and determine if it is the service for me.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Recommendations from colleagues 3*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Customer reviews*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *LegalZoom, Match.com, Zoosk, Beezid.com*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **No**



**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S5** Please indicate the state in which you reside.

» **Ohio**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Family law**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalzoom.com**

» **www.mycorporation.com**

**Q3a** Why did you select this company? www.legalzoom.com

» *Because of the reputation.*

**Q3a** Why did you select this company? www.mycorporation.com

» *I picked another that looked legitimate for a comparison to Legal Zoom.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *It didn't sound like a great name for legal advice.*

**Q4b** Please tell us why you did not << initially >> select www.delawareinc.com?

» *I am not in the state of Delaware*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *That it was at the top of the page and there was an ad.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *The website, Rocket Lawyer, was offering to take the information that you fill in and they file the paperwork for your LLC. They charge a nominal fee of \$90 for state fees.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *There is a phone number.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Check out Rocket Lawyer further.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Just to get some other sites for comparison.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Still deciding regarding the incorporation.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 2*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Technology*

**S5** Please indicate the state in which you reside.

» *Florida*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.bizfilings.com*

» *www.directincorporation.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *meets my needs*

**Q3b** Anything else? *www.incorporate.com*

» *no*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *apparent expertise*

**Q3b** Anything else? *www.bizfilings.com*

» *no*

**Q3a** Why did you select this company? *www.directincorporation.com*

» *Ca experience*

**Q3b** Anything else? [www.directincorporation.com](http://www.directincorporation.com)

» *no*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select [www.legalzoom.com](http://www.legalzoom.com)?

» *looks capable*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *name too kimicky*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *low cost*

**QB8** Anything else?

» *fast service*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *e mmail or call*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *get more info*

**Q13c** Anything else?

» *do a background check*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *better to play safe*

**Q14b2** Any other reasons?

» *always careful when using the internet*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *don't know guess you get what you pay for*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *credability*

» *honesty*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Recommendations from colleagues 1*

» *Personal experience on the website 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *computer products*

**Q15c** Anything else?

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**SURVEY 14-0603, CASE ID 6392**

**Image Set**

» *INCORPORATION CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *Idaho*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Homemaker*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

» *Some Other type of legal service*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *seemed most basic*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

» *www.bizfilings.com*

» *www.incfree.com*

» *www.mycorporation.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *only asked for my first choice*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *only asked for my first choice*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *is a place where you can get an attorney not just legal info,.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *this is way to many questions when you are not able to pull the information back up*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *find something else*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Decide not to buy an online legal service*



**Q14b1** What made you decide to << insert >>?

» *not looking to purchase anything just get information*

**Q14b2** Any other reasons?

» *information is free*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *not interested in getting suckered into anything*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *BILL OF SALE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *18-24*

**S5** Please indicate the state in which you reside.

» *California*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Student*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

» *Bill of Sale*

» *Landlord/tenant matters*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

» *Asked friends/family*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

» [www.buyerpricer.com](http://www.buyerpricer.com)

» [www.jsbusinessproducts.btobsource.com](http://www.jsbusinessproducts.btobsource.com)

» [www.officeconsultants.com](http://www.officeconsultants.com)

**Q3a** Why did you select this company? [www.legalcontracts.com](http://www.legalcontracts.com)

» *The website name and the options seemed trustworthy.*

**Q3b** Anything else? [www.legalcontracts.com](http://www.legalcontracts.com)

» *None.*

**Q3a** Why did you select this company? [www.buyerpricer.com](http://www.buyerpricer.com)

» *The word "free" and "printable" seemed convenient.*

**Q3b** Anything else? [www.buyerpricer.com](http://www.buyerpricer.com)

» *None.*

**Q3a** Why did you select this company? [www.jsbusinessproducts.btobsource.com](http://www.jsbusinessproducts.btobsource.com)

» *I liked the idea of free UPS ground shipping.*

**Q3b** Anything else? [www.jsbusinessproducts.btobsource.com](http://www.jsbusinessproducts.btobsource.com)

» *It seems legitimate.*

**Q3a** Why did you select this company? [www.officeconsultants.com](http://www.officeconsultants.com)

» *I liked the sound of "printable" and "free".*

**Q3b** Anything else? [www.officeconsultants.com](http://www.officeconsultants.com)

» *None.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *It seemed least specific. That's it.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It makes the process simple with step-by-step instructions. It didn't seem intimidating and user-friendly.*

**QC8** Anything else?

» *After reviewing the instructions, I can say that it might be something I'll use in the future.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *If available, I could refer to an FAQ or contact customer service.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *I'll consider using Rocket Lawyer in the future, but not before examining other websites.*

**Q13c** Anything else?

» *That's all.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I'd like to explore my options. I won't settle for something without comparing it with other choices.*

**Q14b2** Any other reasons?

» *I'm still on the fence about the bill in the first place.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I'm naturally suspicious of free trials.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 3*

» *Recommendations from colleagues 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *I don't know*

**SURVEY 14-0603, CASE ID 6401**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *Florida*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Estate planning*

» *Some Other type of legal service*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Estate planning*

» *Some Other type of legal service*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.bizfilings.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *it looks all encompassing*

**Q3b** Anything else? *www.incorporate.com*

» *no nothing else at this time.*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *looks to cover it all*

**Q3b** Anything else? *www.legalzoom.com*

» *not yet thank you*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *i have heard they are good*

**Q3b** Anything else? *www.bizfilings.com*

» *nothing at this time*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *just wanted to check it out as i am not familiar with it*

**Q3b** Anything else? *www.mycorporation.com*

» *not right now*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *not compelling*

**Q4b** Please tell us why you did not << initially >> select *www.delawareinc.com*?

» *not interested*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *I don't know*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *it is straight forward but i am not interested in their offer*

**QB8** Anything else?

» *i think legal zoom is better*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **No**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *online*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *i am very likely to go to legal zoom*

**Q13c** Anything else?

» *no nothing else*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Other specify: ("go to legal zoom")*

**Q14b1** What made you decide to << insert >>?

» *familiarity*

**Q14b2** Any other reasons?

» *nothing else*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *i did not want to use them*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Brand name 3*

» *Personal experience on the website 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *legal zoom*

**Q15c** Anything else?

» *nothing*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **No**

**Image Set**

» *BILL OF SALE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *New York*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Intermediate level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *I don't know*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked friends/family*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.officeconsultants.com*

**Q3a** Why did you select this company? www.officeconsultants.com

» *Free Download*

**Q3b** Anything else? www.officeconsultants.com

» *I normally jump around to different websites to find the best one also*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?



» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select *www.buyerpricer.com*?

» *"find Results" made me nervous*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *didn't say free*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *I like the website set up until the end with you have to pay...the free trial...idk there*

**QC8** Anything else?

» *Seemed to be VERY pacific on the bill of sale*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *Don't recall*

**QC11a** How would you describe the free trial offer to a friend?

» *Tell my friend that it is a nice website but it costs money to use...but there is a free trial*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Online help*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *As long as there is no credit card info exchanged I'd try it*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *If I need a Bill of Sale form and I like the website set up I will use it*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *no credit card up front*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Opportunity to try the service for free 3*

» *no credit card up front 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Adobe*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **LEASE AGREEMENT TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **18-24**

**S5** Please indicate the state in which you reside.

» **Missouri**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed part-time**

**S8a** Which of the following best describes your position with your company?

» **Intermediate level**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **No**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Landlord/tenant matters**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Landlord/tenant matters**

**S13a** Please tell us what kind of device you are taking this survey on.

» **iPad or Tablet**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalcontracts.com**

**Q3a** Why did you select this company? www.legalcontracts.com

» **Looks legit**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» **www.rocketlawyer.com**

» **www.lawdepot.com**

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *The other website was at the top of the search engine*

**Q4b** Please tell us why you did not << initially >> select www.lawdepot.com?

» *Read more after my first selection*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Very informative and looks easy to go thru*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *One weeks free usage*

**QC11a** How would you describe the free trial offer to a friend?

» *Wouldn't complain, simple to do*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *Don't remember*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call the number*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Make sure I have and use the right information for a lease agreement*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Other specify: ("use if i ever have any leagal lease problems")*

**Q14b1** What made you decide to << insert >>?

» *I currently don't have any legal issues*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Don't need a free trial if I'm not having legal lease issues*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Personal experience on the website 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Free coupons trail*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**SURVEY 14-0603, CASE ID 6415**

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **25-34**

**S5** Please indicate the state in which you reside.

» **California**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Intermediate level**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Family law**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **Yes**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Family law**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.incforfree.com*

» *www.delawareinc.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *Shows information*

**Q3a** Why did you select this company? *www.incforfree.com*

» *It's free*

**Q3a** Why did you select this company? *www.delawareinc.com*

» *Convenient*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

» *www.incfile.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Fast and easy*

**Q4b** Please tell us why you did not << initially >> select *www.calfilings.com*?

» *Experience*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Trustworthy*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...only if you incorporate through this particular online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *Fee charged*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Email a representative*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Search wich would be more convinient*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *To see how it works out*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *None*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*



**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Maryland*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked friends/family*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *right words*

**Q3b** Anything else? *www.incorporate.com*

» *llc stand out*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.delawareinc.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *didn't jump out*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *de is tax free*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» **Yes**

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *de is tax free*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» **Yes**

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *easy step by step*

**QB8** Anything else?

» *easy*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *you start paying*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call them*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *try it*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I always research all major decisions*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *more research time*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 3*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **LEASE AGREEMENT CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **25-34**

**S5** Please indicate the state in which you reside.

» **Delaware**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed part-time**

**S8a** Which of the following best describes your position with your company?

» **Some other level**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Family law**

» **Bill of Sale**

» **Landlord/tenant matters**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **Yes**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **Yes**

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» **Yes**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **Yes**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **5 - Definitely will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

- » *Family law*
- » *Bill of Sale*
- » *Landlord/tenant matters*
- » *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

- » *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

- » *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

- » *Used an internet search engine*
- » *Used a phone book*
- » *Asked friends/family*
- » *Asked colleagues*
- » *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

- » *Google*
- » *Yahoo*
- » *Bing*
- » *AOL*
- » *Ask*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

- » *www.biztree.com*
- » *www.lawdepot.com*

**Q3a** Why did you select this company? www.biztree.com

- » *Recognizable*

**Q3b** Anything else? www.biztree.com

- » *No*

**Q3a** Why did you select this company? www.lawdepot.com

- » *Looks like quality company*

**Q3b** Anything else? www.lawdepot.com

- » *No*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

- » *www.legalcontracts.com*
- » *www.rocketlawyer.com*
- » *www.ezlandlordforms.com*
- » *www.totallegal.com*

**Q4b** Please tell us why you did not << initially >> select www.legalcontracts.com?

- » *Doesn't seem like a company of choice*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

- » *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

- » *Yes, I have reviewed this page (Page 1)*
- » *Yes, I have reviewed this page (Page 2)*
- » *Yes, I have reviewed this page (Page 3)*
- » *Yes, I have reviewed this page (Page 4)*
- » *Yes, I have reviewed this page (Page 5)*
- » *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Easy to understand*

**QC8** Anything else?

» *None*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *Free quote*

**QC11a** How would you describe the free trial offer to a friend?

» *N/A*

**QC11b** Anything else?

» *N/A*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *phone, email*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *None*

**Q13c** Anything else?

» *None*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *To test company*

**Q14b2** Any other reasons?

» *None*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Brand name 1*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Equity Lines*

**Q15c** Anything else?

» *N/A*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» *BILL OF SALE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *18-24*

**S5** Please indicate the state in which you reside.

» *Michigan*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed part-time*

**S8a** Which of the following best describes your position with your company?

» *Owner/Proprietor*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Estate planning*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Bill of Sale*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked friends/family*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.buyerpricer.com*

**Q3a** Why did you select this company? www.buyerpricer.com

» *soundsconvincing*

**Q3b** Anything else? www.buyerpricer.com

» *n/a*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.legalcontracts.com?



» *didnt seem good*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *sounded weird*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *lost now*

**QC8** Anything else?

» *couldnt find anything*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *icant recallthe details*

**QC11a** How would you describe the free trial offer to a friend?

» *dont know*

**QC11b** Anything else?

» *n/a*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *no*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *idk*

**Q13c** Anything else?

» *n/a*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Buy the form (without the free trial)*

**Q14b1** What made you decide to << insert >>?

» *easier*

**Q14b2** Any other reasons?

» *nope*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *just seemed easier*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Brand name 2*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *none*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**SURVEY 14-0603, CASE ID 6504**

**Image Set**

» **LEASE AGREEMENT TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **18-24**

**S5** Please indicate the state in which you reside.

» **Minnesota**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Student**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Family law**

» **Landlord/tenant matters**

» **Some Other type of legal service**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Family law**

» **Bill of Sale**

» **Landlord/tenant matters**

» **Some Other type of legal service**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? *www.legalcontracts.com*

» *I selected this one because the description on the search results fits exactly what I'm looking for.*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *I selected this one because it always helps to pick multiple options, so I can do a side by side comparison.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *I can tell that they are a thorough, formal, and friendly place That they know what they're doing. That I can trust and rely on them.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *it was a two month trial period.*

**QC11a** How would you describe the free trial offer to a friend?

» *Fair and efficient, giving you plenty of time to review their services and decide if you wish to keep using them.*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *The trial is terminated, and the user can either buy full services or discontinue services.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *By chatting directly with a lawyer or following help links on the website.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *I would review my other options before making my decision.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *That's how I always go about these things.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *because I already have more than enough things filling my inbox.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Necessity*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Personal experience on the website* 2

» *Opportunity to try the service for free* 3

» *Necessity* 1

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» Yes

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *more than I care to list.*

**Q15c** Anything else?

» *some examples are Hulu, imvu, and Cappex.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» Yes

**Image Set**

» **BILL OF SALE CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **18-24**

**S5** Please indicate the state in which you reside.

» **North Carolina**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Student**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Bill of Sale**

**S13a** Please tell us what kind of device you are taking this survey on.

» **iPad or Tablet**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.buyerpricer.com**

**Q3a** Why did you select this company? www.buyerpricer.com

» **It seems simple**

**Q3b** Anything else? www.buyerpricer.com

» **No**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» **www.rocketlawyer.com**

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» **I'm not sure**

**Q4b** Please tell us why you did not << initially >> select www.jsbusinessproducts.btobsourc.com?

» **I'm not sure**

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» **Yes, I have reviewed this page (Page 1)**

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It allows you to draft your own bill of sales*

**QC8** Anything else?

» *No*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *I'm not sure*

**QC11a** How would you describe the free trial offer to a friend?

» *I'm not sure*

**QC11b** Anything else?

» *I'm not sure*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You have to pay*

**Q12c** Anything else?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I'm not sure*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Create a bill of sales draft*

**Q13c** Anything else?

» *No*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Enroll in a monthly plan (access to all forms and help from attorneys for \$17.95 per month, includes attorney review of forms after 90 days)*

**Q14b1** What made you decide to << insert >>?

» *Because I wanted to*

**Q14b2** Any other reasons?

» *No*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I'm not sure*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Price*

» *Advertisement*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Advertisement 2*

» *Brand name 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Customer reviews*

» *Personal experience on the website*

» *Price*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Tide*

**Q15c** Anything else?

» *No*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*



**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

**S5** Please indicate the state in which you reside.

» *Georgia*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *web address appears to be a true site (not a complex or unrelated address)*

**Q3b** Anything else? *www.incorporate.com*

» *does not say that it is free which seems unreal like other sites*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *recognize legalzoom name from other activities and advertising in the past*

**Q3b** Anything else? *www.legalzoom.com*

» *the fact that it does not proclaim to be free makes it appear a legitimate site*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.mycorporation.com*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *no interest in incorporating in California (high taxes) and "rocket" and "free" do not sound business-like*

**Q4b** Please tell us why you did not << initially >> select [www.calfilings.com](http://www.calfilings.com)?

» *CA sounds like it is for California?*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *The trial option seems to be pointless as it is only one week*

**QB8** Anything else?

» *Seems to be uncertain about when the incorporation will occur and does not investigate if existing corporations might exist with same name*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *Your credit card is billed and the processing begins*

**Q12c** Anything else?

» *It seems pointless to even bother with it*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call the 1800 number that shows on the screen*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *would investigate but would compare it to others*

**Q13c** Anything else?

» *would look for reviews of site online*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *Still not familiar with the site and a great site does not mean it is a great company*

**Q14b2** Any other reasons?

» *See if anybody has been fully through the process with it*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Seems too short and without any point since it is only 1 week*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *How long it has been in existence*

» *Whether web site runs smooth without any slowness*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 1*

» *Recommendations from colleagues 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Iams pet food, Internet payment service, Advance auto parts, IHOP free meal, Chili's free appetizer, Genealogy service*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» *INCORPORATION CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Technology*

**S5** Please indicate the state in which you reside.

» *Texas*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Some Other type of legal service*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.bizfilings.com*

» [www.mycorporation.com](http://www.mycorporation.com)

**Q3a** Why did you select this company? [www.incorporate.com](http://www.incorporate.com)

» *To evaluate content and compare with other offerors.*

**Q3b** Anything else? [www.incorporate.com](http://www.incorporate.com)

» *Most of the sites displayed were for incorporation in California - I don't live in Cal. Another was for incorporating in Delaware. That left only three options.*

**Q3a** Why did you select this company? [www.legalzoom.com](http://www.legalzoom.com)

» *I have heard of LegalZoom on the radio and was curious what the company offers.*

**Q3b** Anything else? [www.legalzoom.com](http://www.legalzoom.com)

» *The topic of learning about incorporation is interesting and protecting personal assets from company liabilities is something I want to know more about.*

**Q3a** Why did you select this company? [www.bizfilings.com](http://www.bizfilings.com)

» *More for curiosity. There's little information provided that would gain my attention.*

**Q3b** Anything else? [www.bizfilings.com](http://www.bizfilings.com)

» *Since most other links were for California incorporation, this was one that appears to be nationwide.*

**Q3a** Why did you select this company? [www.mycorporation.com](http://www.mycorporation.com)

» *I don't know whether incorporating or forming an LLC is the right move. The topic sentence identifies this immediately.*

**Q3b** Anything else? [www.mycorporation.com](http://www.mycorporation.com)

» *Having a set of predefined packages may be helpful.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *Primarily because I don't live in California. Also, including "Rocket" in the name seems a bit cheesy.*

**Q4b** Please tell us why you did not << initially >> select [www.incforsfree.com](http://www.incforsfree.com)?

» *Thought about this one and almost selected it. I would like to have seen more descriptive text. First thing is a phone number - I'm on the computer - nothing attention grabbing.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *I remember the "CA-Incorporate" in the URL. I'm not interested in incorporating in Calif, so I passed it by. The name is a bit cheesy, but memorable.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *The website was more organized than I would have expected from the text returned by the Google search. The step-by-step process is intuitive. However, some states require a brief description of the business offerings,*

*which I did not see, possibly because the selected state does not require. The site collected information regarding basic business domain (music) and points of contact. It offered other services, such as obtaining a Tax ID and packaging an incorporation kit.*

**QB8** Anything else?

*» I did see the "ask a lawyer" link near the top of the page. It was unclear whether this is a free service and whether the legal advice has any caveats.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

*» Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

*» Yes*

**QB10b1** Do you know if this state fee applies...

*» I don't know*

**QB10b2** Do you know if this state fee applies...

*» I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

*» Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

*» Yes*

**Q12c** What happens after the free trial period?

*» Free trial for one month (a \$99) value. After, cancel or continue.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

*» I don't know*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

*» I would compare the Texas Secretary of State requirements for starting a SB with the offering of Rocket Lawyer.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

*» Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

*» I have no experience starting a business, getting opinions from people I know and trust.*

**Q14b2** Any other reasons?

*» When considering a hotel, I like reviewing customer comments.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

*» I don't know whether I would incorporate or form an LLC.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

*» Personal information security*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

*» Recommendations from colleagues 1*

*» Opportunity to try the service for free 2*

*» Personal information security 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

*» Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

*» I don't know*

**SURVEY 14-0603, CASE ID 6581**

**Image Set**

» *DIVORCE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *Maryland*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Intermediate level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *No*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

» *Landlord/tenant matters*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» [www.completecase.com](http://www.completecase.com)

» [www.uslegalforms.com](http://www.uslegalforms.com)

**Q3a** Why did you select this company? [www.completecase.com](http://www.completecase.com)

» *The site doesn't sound like a scam.*

**Q3b** Anything else? [www.completecase.com](http://www.completecase.com)

» *The name is interesting.*

**Q3a** Why did you select this company? [www.uslegalforms.com](http://www.uslegalforms.com)

» *It sounds like a legal website that won't scam me.*

**Q3b** Anything else? [www.uslegalforms.com](http://www.uslegalforms.com)

» *I could easily mistake it for a government site if it had .gov somewhere.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.lawdepot.com](http://www.lawdepot.com)

**Q4b** Please tell us why you did not << initially >> select [www.lawdepot.com](http://www.lawdepot.com)?

» *Law Depot sounds like Home Depot and I'm not trying to build my case with lumber.*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *Rocket lawyer doesn't sound like a real site. If I clicked it I feel like I'd get malware from it.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» Yes

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» Yes, I have reviewed this page (Page 1)

» Yes, I have reviewed this page (Page 2)

» Yes, I have reviewed this page (Page 3)

» Yes, I have reviewed this page (Page 4)

» Yes, I have reviewed this page (Page 5)

» Yes, I have reviewed this page (Page 6)

» Yes, I have reviewed this page (Page 7)

» Yes, I have reviewed this page (Page 8)

» Yes, I have reviewed this page (Page 9)

» Yes, I have reviewed this page (Page 10)

» Yes, I have reviewed this page (Page 11)

» Yes, I have reviewed this page (Page 12)

» Yes, I have reviewed this page (Page 13)

» Yes, I have reviewed this page (Page 14)

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *The site is very easy to follow with many easy steps and I could apparently get my divorce papers settled in 14 ridiculous steps.*

**QC8** Anything else?

» *That's it. The picture of the two men at the end were ugly.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» Yes

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *It was a week of free trial in which they sent you your papers. Nothing else about it stuck out besides I could sign up for it with my facebook account.*

**QC11a** How would you describe the free trial offer to a friend?

» *If you needed one week to get papers, get rocket lawyer to divorce your man.*

**QC11b** Anything else?

» *Don't forget to laugh at the two ugly men at the end.*

**Q12a** Do you recall if the free trial offer has a time limit?

» Yes

**Q12c** What happens after the free trial period?



» *Nothing. You could sign up for the payment plan or leave the site forever and get spam.*

**Q12c** Anything else?

» *Get more spam from two ugly men.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I'd assume I'd send them an email inquiry.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *I'll probably look for rocket lawyer since that's the only site I know of for divorce forms now.*

**Q13c** Anything else?

» *I could get forms from ugly people.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *I want to make sure if it's a legitimate practice they are conducting.*

**Q14b2** Any other reasons?

» *No I stated everything.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I don't need a divorce right now.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Safe website claim*

» *Privacy guaranteed*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Safe website claim 1*

» *Privacy guaranteed 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Pet grooming Nails Bar soap*

**Q15c** Anything else?

» *Walmart Modcloth Wendys*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *California*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed part-time*

**S8a** Which of the following best describes your position with your company?

» *Owner/Proprietor*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

» *Bill of Sale*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked friends/family*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *good*

**Q3b** Anything else? *www.mycorporation.com*

» *n/a*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *good stuff*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *n/a*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *it was easy*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *good*

**QB8** Anything else?

» *n/a*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *good*

**Q12c** Anything else?

» *n/a*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *stuff*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *wonderful*

**Q13c** Anything else?

» *n/a*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Pay for incorporation services (without free trial - \$99.95)*

**Q14b1** What made you decide to << insert >>?

» *good*

**Q14b2** Any other reasons?

» *b/a*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *good*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Recommendations from colleagues 3*

» *Personal experience on the website 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Price*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *good*

**Q15c** Anything else?

» *n/a*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **Yes**

**SURVEY 14-0603, CASE ID 6583**

**Image Set**

» *DIVORCE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *North Carolina*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Entry Level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

» *Bill of Sale*

» *Some Other type of legal service*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

» *Landlord/tenant matters*

» *Estate planning*

» *Some Other type of legal service*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *iPad or Tablet*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

» *Bing*

» *AOL*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.divorcewriter.com*

**Q3a** Why did you select this company? *www.divorcewriter.com*

» *Seen it before*

**Q3b** Anything else? *www.divorcewriter.com*

» *Heard of bit*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.completecase.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Sounds like a powerful site*

**Q4b** Please tell us why you did not << initially >> select *www.com?pletecase.com*?

» *Heard it was a scam*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *That they offer many of the same things as all the other sites*

**QC8** Anything else?

» *They seem to pride their self on being one of the better sites*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall. EXHIBIT B -1274-

» *Free consultation*

**QC11a** How would you describe the free trial offer to a friend?

» *Offer is good for achieving results*

**QC11b** Anything else?

» *Cheap*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call office*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Choose a cheaper choice*

**Q13c** Anything else?

» *Make a better selection*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *Cause they usually know better*

**Q14b2** Any other reasons?

» *And tell the truth*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Insufficient funds*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Recommendations from colleagues 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Not really*

**Q15c** Anything else?

» *Insuficent funds*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **35-44**

**S5** Please indicate the state in which you reside.

» **Pennsylvania**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

» **Asked colleagues**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

» **Yahoo**

» **AOL**



**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *The name speaks for itself and is what i would be looking to start a business.*

**Q3b** Anything else? *www.incorporate.com*

» *This website says it can incorporate in any state online*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I have heard good things about legal zoom*

**Q3b** Anything else? *www.legalzoom.com*

» *I would be able to use services online*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *The reason i choose this site what because i have seen advertisements for*

**Q3b** Anything else? *www.mycorporation.com*

» *Prices from 69*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.bizfilings.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *I had choose companies in which i had seen or heard from before, i don't know enough about this company*

**Q4b** Please tell us why you did not << initially >> select *www.directincorpoation.com*?

» *I wasn't sure of this companies reputation*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *zero fee for incorporating a company*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *I remember i could pay 500 dollars for express 3 day shipping to enroll, they have multiple services through their website*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *...only if you drop off the incorporation papers at the state's office*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I can look related information through their website*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would be more interested in learning more information on Rocket lawyers website*

**Q13c** Anything else?

» *Look at more information regarding business type plan*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *I don't know*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I'm not sure how far away i'm from starting my own business, finances, etc*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Business planning*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Brand name 3*

» *Recommendations from colleagues 1*

» *Business planning 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *I don't know*

**Image Set**

» *BILL OF SALE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *Georgia*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Intermediate level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Bill of Sale*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Bill of Sale*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *na*

**Q3b** Anything else? www.rocketlawyer.com

» *na*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *na*

**QC8** Anything else?

» *na*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *na*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *na*

**Q13c** Anything else?

» *na*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Decide not to buy an online legal service*

**Q14b1** What made you decide to << insert >>?

» *na*

**Q14b2** Any other reasons?

» *na*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *na*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 2*

» *Brand name 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *I don't know*

**Image Set**

» *BILL OF SALE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *Montana*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Bill of Sale*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Ask*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.officeconsultants.com*

**Q3a** Why did you select this company? www.officeconsultants.com

» *it is easy to understand and i love the fact that I can down load the program*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *It didn't grab my attention like the others it didn't pop out at me*

**Q4b** Please tell us why you did not << initially >> select www.jsbusinessproducts.btobsource.com?

» *It didn't grab my attention like the others it didn't pop out at me*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *that he is straight forward with his responses*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *don't remember*

**QC11a** How would you describe the free trial offer to a friend?

» *check it out*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *you have to pay*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *chat with a rep*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *get it*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *it popped out at me*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 2*

» *Brand name 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *LEASE AGREEMENT CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Personal Care*

» *Food Brands or Products*

» *Healthcare*

» *Technology*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *18-24*

**S5** Please indicate the state in which you reside.

» *Pennsylvania*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed part-time*

**S8a** Which of the following best describes your position with your company?

» *Owner/Proprietor*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Landlord/tenant matters*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *iPad or Tablet*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.lawdepot.com*

**Q3a** Why did you select this company? www.lawdepot.com

» *Because it looks promising.*

**Q3b** Anything else? www.lawdepot.com

» *It was suggested by a friend.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.totallegal.com*

**Q4b** Please tell us why you did not << initially >> select www.legalcontracts.com?

» *It says free. Sometimes free things are too good to be true.*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Good things take longer*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It actually looks like it is really fast and reliable. Um, I think that the whole free trial thing is a really good idea. You can really customize everything to your standards*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *One week, then charged 17.99*

**QC11a** How would you describe the free trial offer to a friend?

» *Maybe it would be worth it, if you're looking for something quick and easy to try*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You are charged a monthly fee*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call/email*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Try it*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *Might be worth the try and it let's be look for what I need*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*



**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews* 1

» *Personal experience on the website* 2

» *Opportunity to try the service for free* 3

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» Yes

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Avon Inc*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» Yes

**Image Set**

» *DIVORCE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *Wisconsin*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Intermediate level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

» *Bill of Sale*

» *Landlord/tenant matters*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Landlord/tenant matters*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

» *www.divorcewriter.com*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *they just sound real and trustworthy*

**Q3b** Anything else? *www.rocketlawyer.com*

» *no*

**Q3a** Why did you select this company? *www.divorcewriter.com*

» *unsure*

**Q3b** Anything else? *www.divorcewriter.com*

» *no*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *they seem to be a bit repetitive but very thorough*

**QC8** Anything else?

» *nothing*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *unsure I just know I saw free trial I think it was to the left*

**QC11a** How would you describe the free trial offer to a friend?

» *unsure.*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *contacting customer service*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *contact a live person*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *i want to talk to a real person*

**Q14b2** Any other reasons?

» *I dont feel comfortable using my credit card online*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *not worth it*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *DIVORCE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *New York*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Self employed*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *iPad or Tablet*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

» *www.uslegalforms.com*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *It sounded legit.*

**Q3a** Why did you select this company? www.uslegalforms.com

» *It would be good to get an idea of what this would entail.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» Yes, I have reviewed this page (Page 2)

» Yes, I have reviewed this page (Page 3)

» Yes, I have reviewed this page (Page 4)

» Yes, I have reviewed this page (Page 5)

» Yes, I have reviewed this page (Page 6)

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» Yes, I have reviewed this page (Page 11)

» Yes, I have reviewed this page (Page 12)

» Yes, I have reviewed this page (Page 13)

» Yes, I have reviewed this page (Page 14)

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It sounds pretty straightforward.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I don't know.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Don't know*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *I don't know*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I don't know*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Recommendations from colleagues 1*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *I don't know*

**Image Set**

» *DIVORCE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *18-24*

**S5** Please indicate the state in which you reside.

» *Arkansas*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Homemaker*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *1 - Definitely will not*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

» *Bing*

» *AOL*

» *Ask*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.3stepdivorce.com*

» *www.lawdepot.com*

» *www.rocketlawyer.com*

» [www.completecase.com](http://www.completecase.com)

**Q3a** Why did you select this company? [www.3stepdivorce.com](http://www.3stepdivorce.com)

» *I picked this company because it struck me as easy and quick to complete.*

**Q3a** Why did you select this company? [www.lawdepot.com](http://www.lawdepot.com)

» *I picked this company because it seemed easy and also fit into the average budget.*

**Q3a** Why did you select this company? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *I picked this company because it seemed easy to use, quick, and great for a tight budget.*

**Q3a** Why did you select this company? [www.completecase.com](http://www.completecase.com)

» *I picked this company because it seemed easy for someone to use instead of having to jump through a bunch of hoops to find a lawyer/judge to oversee it.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *The Rocket Lawyer offer seems very easy and quick. The fact that it can be used to create several different documents is very reassuring.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *The offer had something to do with a \$19.95 monthly fee being withdrawn after a month or so.*

**QC11a** How would you describe the free trial offer to a friend?

» *N/A*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *Rocket Lawyer proceeds to withdraw \$19.95 per month from the person in question's credit/debit card.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *A person with questions about the website Rocket Lawyer can call the number listed on the site, to get assistance with any problems or concerns they may have about navigating the many options the website has to offer.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *N/A*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *I don't know*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I chose not to take the free trial at Rocket Lawyer because I am currently not looking for a divorce lawyer, nor am I expecting my spouse is looking currently for one either.*



**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 3*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *I don't recall.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Personal Care*

» *Food Brands or Products*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *Illinois*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Self employed*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Some Other type of legal service*

**S10b** Please tell us the specific type of online legal service company or companies you have looked for online.

» *drug recalls and credit resolution tools*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

» *Some Other type of legal service*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *iPad or Tablet*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

» *Ask*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *Very much advertised on TV*

**Q3b** Anything else? *www.legalzoom.com*

» *Read about the site once.*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *Remembered seeing something like that name in a magazine.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Do not live in the state it is in.*

**Q4b** Please tell us why you did not << initially >> select *www.directincorporation.com*?

» *Unfamiliar with it*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Seems that it is very much what I am looking for and easy to use. I like that it is listed with well respected companies that I am familiar with and use frequently.*

**QB8** Anything else?

» *Price is fair to use the site.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *Credit card is charged.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Click on a link.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Do the trial and see if it is for me.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *All of the company listings and trusted news sources that have associated with it.*

**Q14b2** Any other reasons?

» *Page format looks easy to fill out.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *reviews from trusted sources*

» *recommendations from BBB*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 1*

» *reviews from trusted sources 3*

» *recommendations from BBB 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Norton antivirus software and ansestory.com*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **LEASE AGREEMENT TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *45-54*

**S5** Please indicate the state in which you reside.

» *Tennessee*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

» *Bill of Sale*

» *Landlord/tenant matters*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

» *Landlord/tenant matters*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

» *Ask*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

» *www.rocketlawyer.com*

» *www.totallegal.com*

**Q3a** Why did you select this company? *www.legalcontracts.com*

» *good*

**Q3b** Anything else? *www.legalcontracts.com*

» *no*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *good*

**Q3b** Anything else? *www.rocketlawyer.com*

» *no*

**Q3a** Why did you select this company? *www.totallegal.com*

» *good*

**Q3b** Anything else? *www.totallegal.com*

» *no*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *good*

**QC8** Anything else?

» *no*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *consult*

**QC11a** How would you describe the free trial offer to a friend?

» *good*

**QC11b** Anything else?

» *no*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *free*

**Q12c** Anything else?

» *no*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *no*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *good*

**Q13c** Anything else?

» *no*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *good*

**Q14b2** Any other reasons?

» *no*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *ok*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 1*

» *Brand name 3*

» *Recommendations from colleagues 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *yes*

**Q15c** Anything else?

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *I don't know*

**Image Set**

» *DIVORCE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Healthcare*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *18-24*

**S5** Please indicate the state in which you reside.

» *Massachusetts*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Student*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *No*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

» *Landlord/tenant matters*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.uslegalforms.com*

**Q3a** Why did you select this company? www.uslegalforms.com

» *It seemed more reputable.*

**Q3b** Anything else? www.uslegalforms.com

» *No.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.lawdepot.com*

**Q4b** Please tell us why you did not << initially >> select www.lawdepot.com?

» *It did not seem as reputable, but it was free.*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *The name.*



**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It seems very good.*

**QC8** Anything else?

» *No.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *It was free.*

**QC11a** How would you describe the free trial offer to a friend?

» *It seems great.*

**QC11b** Anything else?

» *Check it out.*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Look at the website.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Check out the website.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *It seemed good.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Reputation*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 1*

» *Reputation 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *I don't know*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *18-24*

**S5** Please indicate the state in which you reside.

» *New Jersey*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Student*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.incforfree.com*

» *www.calfilings.com*

**Q3a** Why did you select this company? www.incorporate.com

» *It says it is fast and accurate*

**Q3b** Anything else? www.incorporate.com

» *It has an official web address*

**Q3a** Why did you select this company? www.legalzoom.com

» *It seems very professional*

**Q3b** Anything else? www.legalzoom.com

» *No*

**Q3a** Why did you select this company? www.incforfree.com

» *It is free and the process seems quick*

**Q3b** Anything else? www.incforfree.com

» *The company has been around for a long time*

**Q3a** Why did you select this company? www.calfilings.com

» *It has been in business for over 35 years*

**Q3b** Anything else? www.calfilings.com

» *No*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.delawareinc.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *I do not feel like dealing with a lawyer at the moment*

**Q4b** Please tell us why you did not << initially >> select www.bizfilings.com?

» *It did not stand out to me*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *It said the use was free*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *The offer claimed it was free but there were many additional things that required payment*

**QB8** Anything else?

» *No*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *After the trial period you must pay*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *You can call the number listed on the website*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would most likely research more to determine if it is really necessary to pay for all of the extra options listed on the website*

**Q13c** Anything else?

» *I would shop around to see if i could find a cheaper incorporation website*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Rocket lawyer asked payment for much more than the trial offer*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *It only lasts 7 days and there are many other things you must pay for*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 3*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *I cannot recall*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **No**

**Image Set**

» **LEASE AGREEMENT TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **18-24**

**S5** Please indicate the state in which you reside.

» **Texas**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Student**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **No**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **I don't know**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Bill of Sale**

» **Landlord/tenant matters**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Used a phone book**

» **Asked friends/family**

» **Asked colleagues**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

» **Yahoo**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.rocketlawyer.com**

**Q3a** Why did you select this company? www.rocketlawyer.com

» **Seems familiar and says you can talk to a lawyer.**

**Q3b** Anything else? www.rocketlawyer.com

» **Appears to be focused on the renter not the landlord.**

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» **Yes, I have reviewed this page (Page 1)**

» **Yes, I have reviewed this page (Page 2)**

» Yes, I have reviewed this page (Page 3)

» Yes, I have reviewed this page (Page 4)

» Yes, I have reviewed this page (Page 5)

» Yes, I have reviewed this page (Page 6)

» Yes, I have reviewed this page (Page 7)

» Yes, I have reviewed this page (Page 8)

» Yes, I have reviewed this page (Page 9)

» Yes, I have reviewed this page (Page 10)

» Yes, I have reviewed this page (Page 11)

» Yes, I have reviewed this page (Page 12)

» Yes, I have reviewed this page (Page 13)

» Yes, I have reviewed this page (Page 14)

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *they have lease forms and explanations of them.*

**QC8** Anything else?

» *no nothing else.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» Yes

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *Just remember there was an offer.*

**QC11a** How would you describe the free trial offer to a friend?

» *Go to rocketlawyer.com and check-it out.*

**QC11b** Anything else?

» *no nothing else.*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I do not recall.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Email a completed form and questions to rocket lawyer.*

**Q13c** Anything else?

» *no nothing else.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *To get different perspectives on rocket lawyer and or similar services.*

**Q14b2** Any other reasons?

» *To get other pros and cons I did not think of.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I want to do more research first.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Recommendations from colleagues 1*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Netflix MS office 365 Norton Antivirus*

**Q15c** Anything else?

» *A lot of games. MMOs, etc.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*



**Image Set**

» *DIVORCE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *Georgia*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Some Other type of legal service*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.3stepdivorce.com*

» *www.rocketlawyer.com*

» *www.completecase.com*

» *www.uslegalforms.com*

**Q3a** Why did you select this company? *www.3stepdivorce.com*

» *no lawyer needed*

**Q3b** Anything else? *www.3stepdivorce.com*

» *100% guarantee*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *legally binding*

**Q3b** Anything else? *www.rocketlawyer.com*

» *free divorce agreement*

**Q3a** Why did you select this company? *www.completecase.com*

» *do it yourself*

**Q3b** Anything else? *www.completecase.com*

» *featured on cnn,usa today and nbc*

**Q3a** Why did you select this company? *www.uslegalforms.com*

» *state specific*

**Q3b** Anything else? *www.uslegalforms.com*

» *divorce done by a form*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *it will help you and your spouse enter into a binding divorce agreement*

**QC8** Anything else?

» *you can save and review or fix any data you have previously entered into a form*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *separation agreement form and free account*

**QC11a** How would you describe the free trial offer to a friend?

» *probably not what you would need being you would need asset assessments*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *17.95 per month*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *contacting them via web or phone*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *look into it as a possibility*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *would like to know opinions on the online divorce forms*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *would need more representation*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Recommendations from colleagues 1*

» *Personal experience on the website 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *lawyer.com*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**SURVEY 14-0603, CASE ID 6646**

**Image Set**

» *DIVORCE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *Florida*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Spoke to a lawyer*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.3stepdivorce.com*

**Q3a** Why did you select this company? www.3stepdivorce.com

» *easy*

**Q3b** Anything else? [www.3stepdivorce.com](http://www.3stepdivorce.com)

» *n/a*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.completecase.com](http://www.completecase.com)

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *better*

**Q4b** Please tell us why you did not << initially >> select [www.divorcewriter.com](http://www.divorcewriter.com)?

» *easy*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *isgood*

**QC8** Anything else?

» *easy*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *try it easy*

**QC11a** How would you describe the free trial offer to a friend?

» *try it easy*

**QC11b** Anything else?

» *easy*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *iseasy*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *isgood*

**Q13c** Anything else?

» *try*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Enroll in a monthly plan (access to all forms and help from attorneys for \$17.95 per month, includes attorney review of forms after 90 days)*

**Q14b1** What made you decide to << insert >>?

» *isgood*

**Q14b2** Any other reasons?

» *easy*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *getting too it*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *isgood*

» *easy*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Brand name 3*

» *easy 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *isgood*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **LEASE AGREEMENT CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **25-34**

**S5** Please indicate the state in which you reside.

» **Tennessee**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Temporarily unemployed**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **No**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Landlord/tenant matters**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Bing**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalcontracts.com**

» **www.rocketlawyer.com**

» **www.ezlandlordforms.com**

» **www.biztree.com**

» **www.totallegal.com**

**Q3a** Why did you select this company? www.legalcontracts.com

» **The world legal in the URL makes them seem trustworthy and you can't beat free.**

**Q3b** Anything else? www.legalcontracts.com

» **N/A**

**Q3a** Why did you select this company? www.rocketlawyer.com

» **Free and "Print Forms in 5 Minutes" are both appealing words/phrases.**

**Q3b** Anything else? www.rocketlawyer.com

» **N/A**

**Q3a** Why did you select this company? www.ezlandlorrdforms.com

» *The "ez" part of the URL implies that getting the forms will be easy.*

**Q3b** Anything else? www.ezlandlorrdforms.com

» *N/A*

**Q3a** Why did you select this company? www.biztree.com

» *"Download & Print in Minutes!" is a great line to draw people in. No one wants to spend hours trying to track down forms.*

**Q3b** Anything else? www.biztree.com

» *N/A*

**Q3a** Why did you select this company? www.totallegal.com

» *The URL "totallegal.com" is reassuring and they claim the lease agreements are free.*

**Q3b** Anything else? www.totallegal.com

» *N/A*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *\$20 a month for unlimited legal documentation is a great deal especially considering how easy the site makes filling the forms out by walking you through them step-by-step.*

**QC8** Anything else?

» *N/A*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *I believe they were offering a free week.*

**QC11a** How would you describe the free trial offer to a friend?

» *A free week of select legal documentation*

**QC11b** Anything else?

» *N/A*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You're charged \$20 for the next month of unlimited service.*

**Q12c** Anything else?

» *N/A*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I remember there being a live chat button on the site, one could try that.*



**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *At the very least, I would give the free trial a shot.*

**Q13c** Anything else?

» *N/A*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *The site seemed to make filling out the forms easy with their step-by-step process.*

**Q14b2** Any other reasons?

» *I felt their per month fee was reasonable for what they offer.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *legalzoom.com*

**Q15c** Anything else?

» *Outside of the legal realm, I constantly see and hear about free trial periods for Netflix, free audiobooks from Audible, free business cards from a printer, etc.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**SURVEY 14-0603, CASE ID 6650**

**Image Set**

» *DIVORCE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *Georgia*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

» *Bill of Sale*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

» *Bill of Sale*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.lawdepot.com*

» *www.rocketlawyer.com*

» *www.divorcewriter.com*

**Q3a** Why did you select this company? www.lawdepot.com

» *Looks legit 100%.*

**Q3b** Anything else? www.lawdepot.com

» *Checked the website and it is legal.*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *Site shows 865 followers on Google+*

**Q3b** Anything else? www.rocketlawyer.com

» *Site is 100% legit.*

**Q3a** Why did you select this company? www.divorcewriter.com

» *Site has a 100% Guarantee.*

**Q3b** Anything else? www.divorcewriter.com

» *All forms are uploaded on website.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Website is a very extensive repository full of legal documents.*

**QC8** Anything else?

» *Site is very user friendly.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Contact a rep.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Look for more information.*

**Q13c** Anything else?

» *Definitely will find more information.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Enroll in an annual plan (access to all forms and attorney services immediately for \$9.99 a month when prepaying for one year)*

**Q14b1** What made you decide to << insert >>?

» *Upfront cost that allows for less payment reminders*

**Q14b2** Any other reasons?

» *none*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Want more information.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 3*

» *Personal experience on the website 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *DIVORCE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Personal Care*

» *Food Brands or Products*

» *Healthcare*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *18-24*

**S5** Please indicate the state in which you reside.

» *Idaho*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Student*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *I don't know*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

» *Some Other type of legal service*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked friends/family*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

» *www.completecase.com*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *good name*

**Q3b** Anything else? www.rocketlawyer.com

» *nope*

**Q3a** Why did you select this company? www.completecase.com

» *good name*

**Q3b** Anything else? www.completecase.com

» *nope*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *i dont really know*

**QC8** Anything else?

» *dont know*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *dont know*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *this servey*

**Q13c** Anything else?

» *sucks dick*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Decide not to buy an online legal service*

**Q14b1** What made you decide to << insert >>?

» *get better*

**Q14b2** Any other reasons?

» *serveys*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *because its shit*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Brand name 2*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **LEASE AGREEMENT CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **Media company such as radio, newspaper, TV, etc.**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **Healthcare**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **18-24**

**S5** Please indicate the state in which you reside.

» **Florida**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed part-time**

**S8a** Which of the following best describes your position with your company?

» **Entry Level**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **No**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **I don't know**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Bill of Sale**

» **Landlord/tenant matters**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

» **Asked colleagues**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalcontracts.com**

» **www.ezlandlordforms.com**

» **www.biztree.com**

» **www.totallegal.com**

» **www.lawdepot.com**

**Q3a** Why did you select this company? www.legalcontracts.com

» **It seems trust worthy.**

**Q3b** Anything else? www.legalcontracts.com

» *Might explain what exactly I need.*

**Q3a** Why did you select this company? [www.ezlandlorrdforms.com](http://www.ezlandlorrdforms.com)

» *It seems like it would be easy to understand based on its name.*

**Q3a** Why did you select this company? [www.biztree.com](http://www.biztree.com)

» *Seems like it would be easy to understand and use based on its name.*

**Q3a** Why did you select this company? [www.totallegal.com](http://www.totallegal.com)

» *Seems legitimate.*

**Q3b** Anything else? [www.totallegal.com](http://www.totallegal.com)

» *Hopefully easy to use as well.*

**Q3a** Why did you select this company? [www.lawdepot.com](http://www.lawdepot.com)

» *Seems informational.*

**Q3b** Anything else? [www.lawdepot.com](http://www.lawdepot.com)

» *Get enough information from this website to possibly use there or elsewhere.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *The name of the title just didn't seem to sit well with me. Rocket sounds like a science term relating to space. Doesn't seem to relate well with what I need. But I guess I do get the point. Just from a first glance, I didn't take it too seriously.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It is pretty good. I would probably just stick with the Free Trial. I think it provides a very streamlined process in creating a legal document. If renting is something I do often, I would probably pay beyond the trial.*

**QC8** Anything else?

» *On second thought, this might be a company I would choose now I've seen a tour of the process.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *I believe it was a one-week free trial to take advantage of all that the web app offered. And then it would, I believe, be automatically renewed after the trial is over.*

**QC11a** How would you describe the free trial offer to a friend?

» *Probably*

**QC11b** Anything else?

» *I would recommend it, but I would also make sure to let them know to stop the trial if they don't intend to stay long term.*



**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *Automatically renews, I believe.*

**Q12c** Anything else?

» *It didn't say it, but I would assume you can opt out from renewing.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I don't believe I know the answer to this question. I would imagine there is a help desk and phone number to call. I don't believe I saw anything about 24/7 phone or chat services.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *I know better what to look for in other companies. I probably would take advantage of the free trial.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *It is really easy to use and pretty effective. Puts all the information right where they belong. Helps the process not be too cumbersome -- the way it's spread out.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Price*

» *Opportunity to try the service for free*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Personal experience on the website 3*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Pimsleur Method*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **No**

**Image Set**

» *DIVORCE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *18-24*

**S5** Please indicate the state in which you reside.

» *Connecticut*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Student*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *No*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

» *Bill of Sale*

» *Landlord/tenant matters*

» *Estate planning*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.uslegalforms.com*

**Q3a** Why did you select this company? *www.uslegalforms.com*

» *They looked and sounded more official than the rest.*

**Q3b** Anything else? *www.uslegalforms.com*

» *They sounded more formal and official and their website url looked normal and didn't have any weird numbers or anything in it.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.lawdepot.com*?

» *It just didn't look right. The url looked weird, I trust urls more if they are just www.lawdepot.com instead of onlineforms.lawdepot.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *The website url seemed weird and too long. It just put me off.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *They offer a free trial membership for one week, then \$19.95 per month afterwards. They allow you to build documents, save print and share them, and then sign them.*

**QC8** Anything else?

» *They have easy and useful templates to allow you to get most of the work out of the way easily and quickly so all you have to do is a few signatures.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *They offered a 1-week free trial and after that ran out you would be charged \$19.95 per month.*

**QC11a** How would you describe the free trial offer to a friend?

» *I would tell them it was 1-week and then \$19.95 after that*

**QC11b** Anything else?

» *Nothing else*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *They charge \$19.95 per month after it runs out.*

**Q12c** Anything else?

» *Nothing else*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *You can call them 6am-6pm Monday-Friday or email them.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Print the pages out and sign them.*

**Q13c** Anything else?

» *Then deliver those to my lawyer to read them over.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *It seemed like it was a quick and easy way to get it done.*

**Q14b2** Any other reasons?

» *Free trials are always nice ways to test things out that you might like but don't want to commit to quite yet.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 2*

» *Brand name 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *I cannot recall at this time*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **LEASE AGREEMENT CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **25-34**

**S5** Please indicate the state in which you reside.

» **Florida**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Self employed**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **No**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Family law**

» **Landlord/tenant matters**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **5 - Definitely will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Family law**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.rocketlawyer.com**

» **www.ezlandlordforms.com**

**Q3a** Why did you select this company? www.rocketlawyer.com

» **Because they have 861 followers on google+**

**Q3b** Anything else? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *also because it say "ask a lawyer a question"*

**Q3a** Why did you select this company? [www.ezlandlorrdforms.com](http://www.ezlandlorrdforms.com)

» *because they have 420 followers on google+*

**Q3b** Anything else? [www.ezlandlorrdforms.com](http://www.ezlandlorrdforms.com)

» *Free lease builder*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *They will help walk you through the lease building process.*

**QC8** Anything else?

» *they are very thorough and cheap*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *one week free, with credit card info, after one week it is 19.95 a month*

**QC11a** How would you describe the free trial offer to a friend?

» *A great option to draw up and print off a lease for free. just cancel before the week is up*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You are charged 19.95 a month*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *emaling or calling the company*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *use their website to make a lease*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *I like to try things before I buy them*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 1*

» *Recommendations from colleagues* 3

» *Opportunity to try the service for free* 2

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *amazon*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» ***DIVORCE CONTROL***

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» ***None of the above***

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» ***None of the above***

**S3** Please record your gender below.

» ***Female***

**S4** Which of the following categories includes your age?

» ***45-54***

**S5** Please indicate the state in which you reside.

» ***South Carolina***

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» ***I Agree***

**S7** Which of the following best describes your employment status?

» ***Employed full-time***

**S8a** Which of the following best describes your position with your company?

» ***Some other level***

**S8b** Do you have any aspirations or plans to start your own company/business?

» ***No***

**S9** Over the past few years, have you looked on the internet for online legal services?

» ***Yes***

**S10a** What specific legal services have you looked for online?

» ***Family law***

» ***Estate planning***

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» ***Yes***

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» ***Yes***

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» ***4 - Probably will***

**S11b** Specifically, what types of online legal services will you be looking for?

» ***Estate planning***

**S13a** Please tell us what kind of device you are taking this survey on.

» ***iPad or Tablet***

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» ***Used an internet search engine***

**Q1b** Which search engine did you use to look for online legal services?

» ***Yahoo***

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» ***www.uslegalforms.com***

**Q3a** Why did you select this company? [www.uslegalforms.com](http://www.uslegalforms.com)



» *It was a less busy add - to the point*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *The name was weird*

**Q4b** Please tell us why you did not << initially >> select www.com?pletcase.com?

» *Just seemed shady*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Just seems to easy. I don't like having to enter payment info for free trials. If it was legit however, it seems easy*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *1 month then you pay*

**QC11a** How would you describe the free trial offer to a friend?

» *Same way*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *Then you are charged \$19.99 I think*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I don't remember*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Still not use them....the name just turns me off*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Just the name, it's gives a bad, cheap sounding business*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I don't want to give my bank/credit card info*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Website name*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price* 1

» *Customer reviews* 2

» *Brand name* 3

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *No, sorry*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **18-24**

**S5** Please indicate the state in which you reside.

» **Georgia**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed part-time**

**S8a** Which of the following best describes your position with your company?

» **Entry Level**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

» **www.mycorporation.com**

**Q3a** Why did you select this company? www.incorporate.com

» **Appealing**

**Q3b** Anything else? www.incorporate.com

» **none**

**Q3a** Why did you select this company? www.mycorporation.com

» **Reasonable**

**Q3b** Anything else? [www.mycorporation.com](http://www.mycorporation.com)

» *none*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.legalzoom.com](http://www.legalzoom.com)

**Q4b** Please tell us why you did not << initially >> select [www.legalzoom.com](http://www.legalzoom.com)?

» *Not interested.*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *I'm not located in California.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *I don't know*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Great website. Reasonable fees.*

**QB8** Anything else?

» *Nice layout.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You pay a certain fee based on your state*

**Q12c** Anything else?

» *automatically deducted*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call or email*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Sign up*

**Q13c** Anything else?

» *speak with customer service*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *Looks interesting*

**Q14b2** Any other reasons?

» *Nice offer*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Personal experience on the website 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *DIVORCE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *Michigan*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Temporarily unemployed*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

» *Some Other type of legal service*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.lawdepot.com*

**Q3a** Why did you select this company? www.lawdepot.com

» *seems like the best choice for me*

**Q3b** Anything else? www.lawdepot.com

» *no*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

» *www.divorcewriter.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *they were a good company*

**Q4b** Please tell us why you did not << initially >> select www.uslegalforms.com?

» *price to much*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *free divorce lawyer*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *cant really remember*

**QC11a** How would you describe the free trial offer to a friend?

» *would direct them to the site*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *then there's a fee*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *contacting the web site*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *search the web*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Enroll in a monthly plan (access to all forms and help from attorneys for \$17.95 per month, includes attorney review of forms after 90 days)*

**Q14b1** What made you decide to << insert >>?

» *dont understand*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *don't know*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Advertisement* 3

» *Customer reviews* 1

» *Opportunity to try the service for free* 2

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*



**Image Set**

» *BILL OF SALE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *Alabama*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Self employed*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Bill of Sale*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.buyerpricer.com*

» *www.rocketlawyer.com*

» *www.officeconsultants.com*

**Q3a** Why did you select this company? *www.buyerpricer.com*

» *first one listed*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *thought it would be free*

**Q3a** Why did you select this company? *www.officeconsultants.com*

» *thought it would be free*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» Yes, I have reviewed this page (Page 4)

» Yes, I have reviewed this page (Page 5)

» Yes, I have reviewed this page (Page 6)

» Yes, I have reviewed this page (Page 7)

» Yes, I have reviewed this page (Page 8)

» Yes, I have reviewed this page (Page 9)

» Yes, I have reviewed this page (Page 10)

» Yes, I have reviewed this page (Page 11)

» Yes, I have reviewed this page (Page 12)

» Yes, I have reviewed this page (Page 13)

» Yes, I have reviewed this page (Page 14)

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Looked like the standard free trial then charged for the service setup. Looked clear and simple to use.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» Yes

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *Free for a time, then you pay for the service*

**QC11a** How would you describe the free trial offer to a friend?

» *Standard free then pay offer*

**Q12a** Do you recall if the free trial offer has a time limit?

» Yes

**Q12c** What happens after the free trial period?

» *your charged a fee, monthly/yearly etc*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *help button on right side to talk to a rep*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *I would consider using the site*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *was what I was looking for without costing*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Personal experience on the website 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» Yes

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Credit report companies*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» No

**Image Set**

» ***DIVORCE CONTROL***

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» ***None of the above***

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» ***None of the above***

**S3** Please record your gender below.

» ***Female***

**S4** Which of the following categories includes your age?

» ***35-44***

**S5** Please indicate the state in which you reside.

» ***Michigan***

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» ***I Agree***

**S7** Which of the following best describes your employment status?

» ***Employed full-time***

**S8a** Which of the following best describes your position with your company?

» ***Middle Management***

**S8b** Do you have any aspirations or plans to start your own company/business?

» ***No***

**S9** Over the past few years, have you looked on the internet for online legal services?

» ***Yes***

**S10a** What specific legal services have you looked for online?

» ***Family law***

» ***Some Other type of legal service***

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» ***No***

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» ***4 - Probably will***

**S11b** Specifically, what types of online legal services will you be looking for?

» ***Some Other type of legal service***

**S13a** Please tell us what kind of device you are taking this survey on.

» ***iPad or Tablet***

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» ***Used an internet search engine***

» ***Spoke to a lawyer***

**Q1b** Which search engine did you use to look for online legal services?

» ***Google***

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» ***www.rocketlawyer.com***

» ***www.uslegalforms.com***

**Q3a** Why did you select this company? www.rocketlawyer.com

» ***Have heard of them.***

**Q3b** Anything else? www.rocketlawyer.com

» *No*

**Q3a** Why did you select this company? www.uslegalforms.com

» *Specific to states*

**Q3b** Anything else? www.uslegalforms.com

» *No*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Nothing*

**QC8** Anything else?

» *Nothing*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *It allowed me to speak to them free*

**QC11a** How would you describe the free trial offer to a friend?

» *It was simple & easy*

**QC11b** Anything else?

» *Nothing*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Speak to them on phone*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Hire them*

**Q13c** Anything else?

» *Nothing*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Because its my right*

**Q14b2** Any other reasons?

» *Nothing*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I did but in the form of conversation on the phone*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *reputable*

» *trustworthy*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews* 3

» *reputable* 1

» *trustworthy* 2

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Credit scores*

**Q15c** Anything else?

» *Nothing*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» *BILL OF SALE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *18-24*

**S5** Please indicate the state in which you reside.

» *Kentucky*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Owner/Proprietor*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

**Q3a** Why did you select this company? www.legalcontracts.com

» *They are easy to use, created online, and I can print immediately.*

**Q3b** Anything else? www.legalcontracts.com

» *N/A*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.officeconsultants.com*

**Q4b** Please tell us why you did not << initially >> select www.buyerpricer.com?

» *I did not see the listing.*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *They do not look that promising.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» Yes

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

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» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *They offer a free bill of state documental draft.*

**QC8** Anything else?

» N/A

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» Yes

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *It was simple to use and they walked you through the process.*

**QC11a** How would you describe the free trial offer to a friend?

» *They were easy to use.*

**QC11b** Anything else?

» N/A

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *There was a number located on the right side, where you could contact them.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Use the website for my Bill of Sale Form.*

**Q13c** Anything else?

» N/A

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *It was easy and simple to use.*

**Q14b2** Any other reasons?

» N/A

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price* 3

» *Recommendations from colleagues* 1

» *Personal experience on the website* 2

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*



**Image Set**

» **LEASE AGREEMENT TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **Ohio**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Upper Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Family law**

» **Landlord/tenant matters**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **5 - Definitely will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Family law**

» **Landlord/tenant matters**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.biztree.com*

» *www.totallegal.com*

» *www.lawdepot.com*

**Q3a** Why did you select this company? *www.biztree.com*

» *I'm aware of this company through my brother.*

**Q3b** Anything else? *www.biztree.com*

» *My brother recommends Biztree.com*

**Q3a** Why did you select this company? *www.totallegal.com*

» *I'm familiar with this company from internet ads.*

**Q3b** Anything else? *www.totallegal.com*

» *I would look this company over before using it.*

**Q3a** Why did you select this company? *www.lawdepot.com*

» *The name lawdepot.com caught my attention.*

**Q3b** Anything else? *www.lawdepot.com*

» *I would look lawdepot over before choosing a company to use.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.legalcontracts.com*?

» *I'm not familiar with it.*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *I'm not familiar with it.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Free 7 day trial, Looks like a very complete rental agreement.*

**QC8** Anything else?

» *Even includes lead based paint legality prior to 1978.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» **Yes**

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *7 days*

**QC11a** How would you describe the free trial offer to a friend?

» *Great way to try the website out.*

**QC11b** Anything else?

» *Great way to try the website out.*

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *I believe it went to 17.95 per month.*

**Q12c** Anything else?

» *There was a 2nd option as well, but I don't recall the monetary issues.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *There was a phone number for customer service.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Use Rocket Lawyer's free trial and go from there.*

**Q13c** Anything else?

» *Use Rocket Lawyer's free trial and go from there.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *I like the looks of your rental forms.*

**Q14b2** Any other reasons?

» *I like the looks of your rental forms.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *free trial*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Personal experience on the website 2*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **No**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **California**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Some other level**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

» **Bing**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incfiler.com**

» **www.smallbiz.com**

**Q3a** Why did you select this company? www.incfiler.com

» **It had the price right there.**

**Q3b** Anything else? www.incfiler.com

» **it had a lot of info before you hit the link.**

**Q3a** Why did you select this company? www.smallbiz.com

» *it was local to me and it had the price in it*

**Q3b** Anything else? www.smallbiz.com

» *nothing*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *no info like price.*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *not sure why i did not pick this one.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *zero fees*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *it looked easy to do and would be fast.*

**QB8** Anything else?

» *can't think of anything*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *they had a online chat.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *would look at rocket lawyer first.*

**Q13c** Anything else?

» *no*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *it would be the cheap way to go*

**Q14b2** Any other reasons?

» *faster.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Brand name 2*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *I don't know*

**SURVEY 14-0603, CASE ID 6701**

**Image Set**

» **LEASE AGREEMENT TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **35-44**

**S5** Please indicate the state in which you reside.

» **New York**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Prefer not to answer**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **No**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Landlord/tenant matters**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Used a phone book**

» **Spoke to a lawyer**

**Q1b** Which search engine did you use to look for online legal services?

» **Bing**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.ezlandlorrdforms.com**

**Q3a** Why did you select this company? www.ezlandlorrdforms.com

» **first one I saw**

**Q3b** Anything else? www.ezlandlorrdforms.com

» **no**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» **www.legalcontracts.com**

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» **looked good**

**Q4b** Please tell us why you did not << initially >> select www.totallegal.com?

» **looked good**

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *not sure*

**QC8** Anything else?

» *no*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *not sure*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *not sure*

**Q13c** Anything else?

» *no*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *just wanted too*

**Q14b2** Any other reasons?

» *no*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Advertisement 2*

» *Brand name 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?



» *I don't know*

**SURVEY 14-0603, CASE ID 6704**

**Image Set**

» *BILL OF SALE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *New York*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

» *Bing*

» *AOL*

» *Ask*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.jsbusinessproducts.btobsource.com*

**Q3a** Why did you select this company? [www.jsbusinessproducts.btobsource.com](http://www.jsbusinessproducts.btobsource.com)

» *It seems more legit*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select [www.legalcontracts.com](http://www.legalcontracts.com)?

» *They actually have the word "legal" in their title*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *I find it hard to believe that it the bill of sale could be free and legit*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It seems they have annual membership, plus fees for the actual documents printed out*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *You get a free trial offer, but i was confused about what this includes*

**QC11a** How would you describe the free trial offer to a friend?

» *Free trial offer that may or may not include services or printed documents as needed*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *It had a number*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Well since they have a free trial offer, i'd definitely give it a try because i would have nothing to lose*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *Because, i could make sure everything is legit without risking anything*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 1*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 6706**

**Image Set**

» **LEASE AGREEMENT TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **25-34**

**S5** Please indicate the state in which you reside.

» **Massachusetts**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Owner/Proprietor**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Family law**

» **Landlord/tenant matters**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **5 - Definitely will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Bill of Sale**

**S13a** Please tell us what kind of device you are taking this survey on.

» **iPad or Tablet**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.biztree.com**

» **www.totallegal.com**

» **www.lawdepot.com**

**Q3a** Why did you select this company? **www.biztree.com**

» *Because the first few hi-lighted options don't usually have much information in them.*

**Q3b** Anything else? www.biztree.com

» *They looked like they are more informative.*

**Q3a** Why did you select this company? www.totallegal.com

» *It looks the most informative.*

**Q3b** Anything else? www.totallegal.com

» *It looks like it has more information in it.*

**Q3a** Why did you select this company? www.lawdepot.com

» *It looks like it would have something in it I would need or like to know.*

**Q3b** Anything else? www.lawdepot.com

» *The domain says a lot for a web page.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Cause it looks like one of them spam sites.*

**Q4b** Please tell us why you did not << initially >> select www.ezlandlorrdforms.com?

» *Looks to spammy.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It is a site to show you how a landlord lease agreement is set up and walks you through the whole process.*

**QC8** Anything else?

» *It's mainly for new and unexperienced land lords.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *If you like the product you can keep it if not you can discontinue service anytime during the free trail.*

**QC11a** How would you describe the free trial offer to a friend?

» *It's a win win situation. You can't lose.*

**QC11b** Anything else?

» *Great tool for landlords to have.*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call or email.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Go to lease agreement form site and sign up for service.*

**Q13c** Anything else?

» *Knowing is power, and now I know about said site.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *Great tool to have.*

**Q14b2** Any other reasons?

» *Nothing to lose.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Account set up*

» *Detailed description of what there services are.*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Opportunity to try the service for free 1*

» *Account set up 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Pimsuels language.*

**Q15c** Anything else?

» *Net flix, Hulu*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» *DIVORCE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *Ohio*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Retired*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *No*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.lawdepot.com*

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? www.lawdepot.com

» *for the legal forms i would need*

**Q3b** Anything else? www.lawdepot.com

» *it is free*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *its free you can print and download what you need*



**Q3b** Anything else? www.rocketlawyer.com

» *would be able to help with custody of my children*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *they answer any question you may have you can save your information and come back to it later*

**QC8** Anything else?

» *they file it for you on line e signuter*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *it was free for 7 days*

**QC11a** How would you describe the free trial offer to a friend?

» *it has every thing you need they will help you by answering questions*

**QC11b** Anything else?

» *its easy to use*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *you can buy a 90 day*

**Q12c** Anything else?

» *the cost is only about 18 dollars*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *sending a email*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *i would look up all the information i would need*

**Q13c** Anything else?

» *ask any question i would have*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *i would be able to get all the forms i would need for free*

**Q14b2** Any other reasons?

» *get to ask questions*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Personal experience on the website 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Customer reviews*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *DIVORCE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *New Hampshire*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *No*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.3stepdivorce.com*

» *www.completecase.com*

**Q3a** Why did you select this company? *www.3stepdivorce.com*

» *i like the quoted price and the ease of accessing the information.*

**Q3a** Why did you select this company? *www.completecase.com*

» *simple offering to my needs.*

**Q3b** Anything else? *www.completecase.com*

» *i like that it listed references.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.uslegalforms.com*

**Q4b** Please tell us why you did not << initially >> select *www.lawdepot.com*?

» *didn't contain enough information.*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *seems too good to be real.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» Yes

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *the forms are clear and easy to use. everything is clearly set up for the consumer.*

**QC8** Anything else?

» *this is a pay service that you will be subscribing to in one form or another according to three offerings.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» Yes

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *one week free trial followed by a subscription fee.*

**QC11a** How would you describe the free trial offer to a friend?

» *i would say that the free trial is short , you get to see what is offered but be aware that a fee begins at the end of that initial week.*

**Q12a** Do you recall if the free trial offer has a time limit?

» Yes

**Q12c** What happens after the free trial period?

» *a fee begins at a set price and is charged monthly.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *there is a chat option.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *i would be more likely to use a one fee type service rather than a subscription service.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *i want the best ,most reasonable prices .*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *because it leads to a subscription.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *one time usage*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price* 2

» *Customer reviews* 1

» *Personal experience on the website* 3

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *gaming*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» *LEASE AGREEMENT TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Healthcare*

» *Technology*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *California*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *No*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Landlord/tenant matters*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *I don't know*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.ezlandlorrdforms.com*

» *www.lawdepot.com*

**Q3a** Why did you select this company? *www.ezlandlorrdforms.com*

» *offered free trial*

**Q3a** Why did you select this company? *www.lawdepot.com*

» *seemed official*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalcontracts.com*

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalcontracts.com*?

» *free trial*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *free trial*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *free trial period for 1 week, offered a turbotax like version of writing up legal documents for property services*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *7 days*

**QC11a** How would you describe the free trial offer to a friend?

» *a trial to navigate through their website to see how easy and automated their program is*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *monthly charge of 19.95*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *don't know, i believe lawyers can be reached online via chat.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *would try out the trial period to see if it was for me*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *only way to know for sure how good the service is.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *not interested in services yet, will keep it in mind*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 2*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Gamefly, Netflix, Hulu*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*



**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **35-44**

**S5** Please indicate the state in which you reside.

» **Minnesota**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Family law**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Family law**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Spoke to a lawyer**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

» *Yahoo*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.bizfilings.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *LLC*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *LLC*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.mycorporation.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *unsure*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *in CA*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *cost*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *The consultation*

**QB8** Anything else?

» *cost*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *renewal cost necessary*

**Q12c** Anything else?

» *nothing*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *online questions*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *consultation with legal*

**Q13c** Anything else?

» *nothing*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *question legal advice not local*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *unsure on duration of advice needed*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 1*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **LEASE AGREEMENT TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **Nevada**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Landlord/tenant matters**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.rocketlawyer.com**

» **www.biztree.com**

**Q3a** Why did you select this company? www.rocketlawyer.com

» **i thought that they sounded reputable**

**Q3b** Anything else? www.rocketlawyer.com

» **and i could print forms in 5 minutes**

**Q3a** Why did you select this company? www.biztree.com

» **i have used company before**

**Q3b** Anything else? www.biztree.com

» **print in minutes**

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *you can try for 1 week for free or 1 month 9.99*

**QC8** Anything else?

» *there was a year offer but dont remember because could not afford*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *try for 1 week for free*

**QC11a** How would you describe the free trial offer to a friend?

» *try for 1 week for free*

**QC11b** Anything else?

» *no*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *you get charged a monthly fee of 9.99*

**Q12c** Anything else?

» *no*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call or check website*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *purchase and print*

**Q13c** Anything else?

» *no*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *so i can get form i need now*

**Q14b2** Any other reasons?

» *free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 2*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *credit check time life books testosterone enhancer*

**Q15c** Anything else?

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *Missouri*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Self employed*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Bill of Sale*

» *Landlord/tenant matters*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.incfile.com*

» *www.incfree.com*

» [www.calfilings.com](http://www.calfilings.com)

» [www.mycorporation.com](http://www.mycorporation.com)

**Q3a** Why did you select this company? [www.incorporate.com](http://www.incorporate.com)

» *its what they do*

**Q3b** Anything else? [www.incorporate.com](http://www.incorporate.com)

» *no*

**Q3a** Why did you select this company? [www.legalzoom.com](http://www.legalzoom.com)

» *commercials*

**Q3b** Anything else? [www.legalzoom.com](http://www.legalzoom.com)

» *protection*

**Q3a** Why did you select this company? [www.incfile.com](http://www.incfile.com)

» *price*

**Q3b** Anything else? [www.incfile.com](http://www.incfile.com)

» *registered agent*

**Q3a** Why did you select this company? [www.incforfree.com](http://www.incforfree.com)

» *in minutes*

**Q3b** Anything else? [www.incforfree.com](http://www.incforfree.com)

» *60,000 plus*

**Q3a** Why did you select this company? [www.calfilings.com](http://www.calfilings.com)

» *35 yrs*

**Q3b** Anything else? [www.calfilings.com](http://www.calfilings.com)

» *200,000 formed*

**Q3a** Why did you select this company? [www.mycorporation.com](http://www.mycorporation.com)

» *price*

**Q3b** Anything else? [www.mycorporation.com](http://www.mycorporation.com)

» *makes it easy*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *only in cali*

**Q4b** Please tell us why you did not << initially >> select [www.delawareinc.com](http://www.delawareinc.com)?

» *no interest in name*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *based in cali*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*



» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *easy to get started free trial*

**QB8** Anything else?

» *no*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *dont know*

**Q12c** Anything else?

» *its over*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *ask a lawyer*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *review it*

**Q13c** Anything else?

» *no*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *see other offers and read reviews*

**Q14b2** Any other reasons?

» *best option for me*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *free isn't always the option*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 1*

» *Brand name 2*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *freebies women get it free turbo tax*

**Q15c** Anything else?

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **Food Brands or Products**

» **Healthcare**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **18-24**

**S5** Please indicate the state in which you reside.

» **Alabama**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Student**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Some Other type of legal service**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked colleagues**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.delawareinc.com**

**Q3a** Why did you select this company? www.delawareinc.com

» *For one, I couldn't not select at least one. Secondly, it has "delaware" in the title and I hear that incorporating in delaware has advantages, so hopefully this co. would be based in delaware.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *didn't notice it.*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Seemed like a scam somehow.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *it had the phone number listed.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *The site offers on-phone help, is free (outside of fees).*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *you will be billed \$40 monthly.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call the phone number listed.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *double check how difficult it is to do on my own (without online help), make sure there are no better online options. following that, maybe use Rocket Lawyer to incorporate.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *seems prudent.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I could take it at any time -- might be better options.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 1*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *business card makers, video streaming services, cloud storage co's.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**SURVEY 14-0603, CASE ID 6733**

**Image Set**

» *DIVORCE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *California*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Owner/Proprietor*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.lawdepot.com*

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? *www.lawdepot.com*

» *It's exactly what I would like and need. I need to divide my assets equally without anyone getting hurt.*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *I'm hoping to end my divorce as soon as possible. The less time it takes, the less of a pain it is.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It's a pretty good one but if I want a true divorce the last thing I need is a free trial. I'm looking to get divorced for sure. This isn't about wasting time.*

**QC8** Anything else?

» *Also maybe a few more guarantees that this document will be able to be used effectively and accurately within a reasonable amount of time.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *I don't really recall but I just know that I don't want to hear anything about a free trial when I'm looking to get divorced. I'm already in a frustrated and tired state of mind. I want to get right to business.*

**QC11a** How would you describe the free trial offer to a friend?

» *I wouldn't.*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *I believe it's a week a long.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call or live chat.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *I'd think twice before using this website. I might search a face to face consultant.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *I don't know*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I don't want a trial. I want to get work done.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Recommendations from colleagues 3*

» *Personal experience on the website 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*



**Image Set**

» ***DIVORCE CONTROL***

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» ***None of the above***

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» ***None of the above***

**S3** Please record your gender below.

» ***Male***

**S4** Which of the following categories includes your age?

» ***35-44***

**S5** Please indicate the state in which you reside.

» ***Missouri***

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» ***I Agree***

**S7** Which of the following best describes your employment status?

» ***Employed full-time***

**S8a** Which of the following best describes your position with your company?

» ***Intermediate level***

**S8b** Do you have any aspirations or plans to start your own company/business?

» ***No***

**S9** Over the past few years, have you looked on the internet for online legal services?

» ***Yes***

**S10a** What specific legal services have you looked for online?

» ***Family law***

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» ***Yes***

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» ***3 - May or may not***

**S11b** Specifically, what types of online legal services will you be looking for?

» ***Family law***

**S13a** Please tell us what kind of device you are taking this survey on.

» ***Computer or Laptop***

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» ***Used an internet search engine***

**Q1b** Which search engine did you use to look for online legal services?

» ***Google***

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» ***www.rocketlawyer.com***

**Q3a** Why did you select this company? www.rocketlawyer.com

» ***just do***

**Q3b** Anything else? www.rocketlawyer.com

» ***none***

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *do it yourself*

**QC8** Anything else?

» *none*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *na*

**QC11a** How would you describe the free trial offer to a friend?

» *free trial*

**QC11b** Anything else?

» *none*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *na*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *no*

**Q13c** Anything else?

» *na*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Decide not to buy an online legal service*

**Q14b1** What made you decide to << insert >>?

» *no need*

**Q14b2** Any other reasons?

» *need a person*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *no need*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 3*

» *Personal experience on the website 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Technology*

**S5** Please indicate the state in which you reside.

» *Texas*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Intermediate level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *They've been around for a while and I have used their resources before.*

**Q3b** Anything else? [www.legalzoom.com](http://www.legalzoom.com)

» *Good experience with them in the past*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.incorporate.com](http://www.incorporate.com)

» [www.bizfilings.com](http://www.bizfilings.com)

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *looks cheap*

**Q4b** Please tell us why you did not << initially >> select [www.incfile.com](http://www.incfile.com)?

» *looks too cheap.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Free option as a trial but costs to actually incorporate, expedite, and file for a tax id number. Walks you through an interview process to determine what you need.*

**QB8** Anything else?

» *Nothing*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...only if you incorporate online*

**QB10b2** Do you know if this state fee applies...

» *...only if you incorporate through this particular online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *30 day free trial*

**Q12c** Anything else?

» *no*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *online or via tollfree number*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *go through the interview process with rocket lawyer and pay the necessary fees*

**Q13c** Anything else?

» *none.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *to have time to explore my options further before committing*

**Q14b2** Any other reasons?

» *to have time to check out other customer reviews*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *free trial*

» *price*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Recommendations from colleagues 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 6743**

**Image Set**

» *DIVORCE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *Rhode Island*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Homemaker*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *No*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *I don't know*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

» *Landlord/tenant matters*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

» *Ask*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.completecase.com*

» *www.divorcewriter.com*

**Q3a** Why did you select this company? *www.completecase.com*

» *im a DIY kind of person and it would be a learning tool*

**Q3a** Why did you select this company? *www.divorcewriter.com*

» *price*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *nothing is free*

**Q4b** Please tell us why you did not << initially >> select www.uslegalforms.com?

» *didnt sound good*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *its a basic DIY site that allows for you to pick and choose what documents you would liek to create and helps you make them legal*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *free 90 day trial offer to create as many leagal docs as needed*

**QC11a** How would you describe the free trial offer to a friend?

» *ok*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *charged*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *live help button*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *use free trial*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *only needed for 1 document*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*



» *Customer reviews 1*

» *Recommendations from colleagues 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *I don't know*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **18-24**

**S5** Please indicate the state in which you reside.

» **California**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Student**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Estate planning**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalzoom.com**

» **www.rocketlawyer.com**

» **www.calfilings.com**

**Q3a** Why did you select this company? www.legalzoom.com

» **cheap**

**Q3b** Anything else? [www.legalzoom.com](http://www.legalzoom.com)

» *legit*

**Q3a** Why did you select this company? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *good*

**Q3b** Anything else? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *info*

**Q3a** Why did you select this company? [www.calfilings.com](http://www.calfilings.com)

» *good*

**Q3b** Anything else? [www.calfilings.com](http://www.calfilings.com)

» *info*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.incorporate.com](http://www.incorporate.com)

» [www.incforfree.com](http://www.incforfree.com)

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *legit*

**QB8** Anything else?

» *important*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...only if you mail in your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...only if you incorporate through this particular online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *good*

**Q12c** Anything else?

» *nice*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *no*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *interpret*

**Q13c** Anything else?

» *legit*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *ads*

**Q14b2** Any other reasons?

» *nice*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *good*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Advertisement 3*

» *Customer reviews 2*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **LEASE AGREEMENT CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

» *Technology*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *18-24*

**S5** Please indicate the state in which you reside.

» *Maryland*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Student*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Bill of Sale*

» *Landlord/tenant matters*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

» *www.lawdepot.com*

**Q3a** Why did you select this company? *www.legalcontracts.com*

» *It looked like the most legitimate and professional.*

**Q3a** Why did you select this company? *www.lawdepot.com*

» *Seemed more legitimate than most of the others*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Again it was in the name. It just seemed like the website would be less serious*

**Q4b** Please tell us why you did not << initially >> select www.biztree.com?

» *To me the name seemed too relaxed and unprofessional.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It seemed simple and easy, even for people who have never made a lease agreement before. It seemed better than I previously thought.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *You could get a free trial by entering in some of your information. It seemed easy*

**QC11a** How would you describe the free trial offer to a friend?

» *If they need legal consult, I think a free trial would be a good start. I'd tell them that all they need to do is to provide some info*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I don't remember if there was contact information available*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *I would try to contact them to find out more about their services*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *I would want to see other people's opinion on the fact*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I am usually skeptical of free offers*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *simplicity*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Recommendations from colleagues 1*

» *simplicity 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *Virginia*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Temporarily unemployed*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incforfree.com*

**Q3a** Why did you select this company? www.incforfree.com

» *its free and seems quick*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *no reason, i dont know anything about any of them*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?



» *see above, impossible decision, it sjust research*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *they will do the legal work, it costs, yo u can pay for it online, a flawless process*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *toll free number probably*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *nothing yet, but i would contact them if i needed them*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *im not sure i am starting a business yet*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *dont remember seeing free trial*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 2*

» *Recommendations from colleagues 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 6758**

**Image Set**

» *BILL OF SALE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *Nebraska*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Bill of Sale*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Bill of Sale*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Ask*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

» *www.buyerpricer.com*

**Q3a** Why did you select this company? *www.legalcontracts.com*

» *good performance*

**Q3b** Anything else? www.legalcontracts.com

» *accessible and nice design*

**Q3a** Why did you select this company? www.buyerpricer.com

» *best servieces*

**Q3b** Anything else? www.buyerpricer.com

» *affordable*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *unknown to me*

**Q4b** Please tell us why you did not << initially >> select www.officeconsultants.com?

» *need more information*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *very attractive web site and good performance*

**QC8** Anything else?

» *easy to register*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *7 days free trial*

**QC11a** How would you describe the free trial offer to a friend?

» *by calling them*

**QC11b** Anything else?

» *email them the website address*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *get useful information*

**Q12c** Anything else?

» *help my life*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *email the company*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *compare them by visiting*

**Q13c** Anything else?

» *websites provide useful information*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *good performance*

**Q14b2** Any other reasons?

» *nice design*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Brand name 2*

» *Recommendations from colleagues 1*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Customer reviews*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 6766**

**Image Set**

» *DIVORCE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *18-24*

**S5** Please indicate the state in which you reside.

» *Louisiana*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

» *Estate planning*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.lawdepot.com*

» [www.completecase.com](http://www.completecase.com)

**Q3a** Why did you select this company? [www.lawdepot.com](http://www.lawdepot.com)

» *it looks straight up*

**Q3b** Anything else? [www.lawdepot.com](http://www.lawdepot.com)

» *no*

**Q3a** Why did you select this company? [www.completecase.com](http://www.completecase.com)

» *straght up an gives more info*

**Q3b** Anything else? [www.completecase.com](http://www.completecase.com)

» *no*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *not good site*

**Q4b** Please tell us why you did not << initially >> select [www.divorcewriter.com](http://www.divorcewriter.com)?

» *not good site*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *not good site*

**QC8** Anything else?

» *not good site*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *it lets u try it for 30 days*

**QC11a** How would you describe the free trial offer to a friend?

» *no*

**QC11b** Anything else?

» *no*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *no*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *not good site*

**Q13c** Anything else?

» *not good site*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *not good site*

**Q14b2** Any other reasons?

» *not good site*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Advertisement 1*

» *Brand name 3*

» *Recommendations from colleagues 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Price*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *not good site*

**Q15c** Anything else?

» *not good site*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*



**SURVEY 14-0603, CASE ID 6769**

**Image Set**

» **LEASE AGREEMENT CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **18-24**

**S5** Please indicate the state in which you reside.

» **California**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Entry Level**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Landlord/tenant matters**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **Yes**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Bill of Sale**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

» **Asked colleagues**

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

» *www.rocketlawyer.com*

» *www.ezlandlordforms.com*

**Q3a** Why did you select this company? *www.legalcontracts.com*

» *The declare their services as free in the title. Free is always good.*

**Q3b** Anything else? *www.legalcontracts.com*

» *They also state that they will save you time and money. Life is busy, so any time saving is great.*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *They claim to be cheap and fast.*

**Q3b** Anything else? *www.rocketlawyer.com*

» *Nothing else.*

**Q3a** Why did you select this company? *www.ezlandlordforms.com*

» *They seem cheap and based on their name of "EZLandlordForms", probably easy to understand as well.*

**Q3b** Anything else? *www.ezlandlordforms.com*

» *No, nothing else.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *They offer professional legal help both in-person or online, a place to safely and securely store documents, an easy digital way to authorize your documents, and a one month free trial.*

**QC8** Anything else?

» *They are endorsed by such famous publications as the Wall Street Journal, and the New York Times.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *They offered a one month free trial. That is then followed up by a \$19.99/month charge for all subsequent months.*

**QC11a** How would you describe the free trial offer to a friend?

» *Hey dude, you should try out Rocket Lawyer for your lease agreement. They give you a free month to use all their professional advice, a way to authorize your documents, and a secure place to store them!*

**QC11b** Anything else?

» *Nothing else.*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *After one free month, you are charged \$19.99 for all subsequent months.*

**Q12c** Anything else?

» *Nothing else.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *You can chat live with a professional lawyer online, or in-person.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *I would fill out a form, and call Rocket Lawyer to set up an appointment.*

**Q13c** Anything else?

» *No.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *I don't think I will need legal help for the long term so the free trial seems to be the best fit.*

**Q14b2** Any other reasons?

» *No.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Professional endorsements*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 1*

» *Recommendations from colleagues 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **Media company such as radio, newspaper, TV, etc.**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **Food Brands or Products**

» **Healthcare**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **25-34**

**S5** Please indicate the state in which you reside.

» **Texas**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Self employed**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Landlord/tenant matters**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **Yes**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Bill of Sale**

» **Landlord/tenant matters**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

» *Spoke to a lawyer*

» *Other specify: ("professor of law")*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

» *www.bizfilings.com*

» *www.incfil.com*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *number of followers on google Phone number for help and frankly free is always better*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *I've heard of bizfilings before or think i do.It sounds vaguely trustworthy as well for some reason*

**Q3a** Why did you select this company? *www.incfil.com*

» *the 49\$ price tag caught my eye.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *it didnt pop out at me till i noticed the legalzoom.com and who hasnt heard of legalzoom? the commercials were all over for a year or two.*

**Q4b** Please tell us why you did not << initially >> select *www.incfil.com*?

» *seems sketchy, low information on the display and this is probably not relevant but i distrust the 80's*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *well the google add should clarify the fact that its recognized by such things as forbes. Other than that i found the entire process to be streamlined and easy. I would most definitely use this in the future.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *contact numbers on the site,also the contact us lnk at the bottom of the page*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *i Would likely use this site after a brief review of one or two other sites.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Other specify: ("scan a few other sites then probably use the free trail from rocket lawyer")*

**Q14b1** What made you decide to << insert >>?

» *Basic bargain hunting instinct. and it's dumb to not shop around.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Cheaper is better,especially if it is for the same services.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *a forbes recommendation.*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 1*

» *a forbes recommendation. 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *just dumb and pointless stuff like dating services.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **25-34**

**S5** Please indicate the state in which you reside.

» **Texas**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Executive**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

**Q3a** Why did you select this company? www.incorporate.com

» **great**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» **www.rocketlawyer.com**

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» **good**

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *great*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *good*

**QB8** Anything else?

» *great*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...only if you incorporate online*

**QB10b2** Do you know if this state fee applies...

» *...only if you incorporate through this particular online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *pay*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *ask online*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *might do it*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *check other deals*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *check it out*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *price*



**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price* 1

» *Customer reviews* 2

» *Recommendations from colleagues* 3

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **LEASE AGREEMENT TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *18-24*

**S5** Please indicate the state in which you reside.

» *New Hampshire*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Homemaker*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *No*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

» *Landlord/tenant matters*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked friends/family*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *i like that they have 861 followers on google+*

**Q3b** Anything else? *www.rocketlawyer.com*

» *its free*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *i like how the setup is*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *free for a month*

**QC11a** How would you describe the free trial offer to a friend?

» *id tell them free leasing for a month*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *then you have to pay*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *by contacting them*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *try finding other options*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *I don't know*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *i want to see what other options i have*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 3*

» *Personal experience on the website 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *BILL OF SALE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *California*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed part-time*

**S8a** Which of the following best describes your position with your company?

» *Intermediate level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

» *Bill of Sale*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Landlord/tenant matters*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

» *www.jsbusinessproducts.btobsource.com*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *They seem to be more trusted company.*

**Q3b** Anything else? *www.rocketlawyer.com*

» *None*

**Q3a** Why did you select this company? *www.jsbusinessproducts.btobsource.com*

» *They seem to be interesting*

**Q3b** Anything else? *www.jsbusinessproducts.btobsource.com*

» *none*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Offer to Lease is your first step to securing a commercial space. It sets the foundation for the real lease agreement and ensures you and the landlord are on the same page.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Chat with us option.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *research the offers a bit more.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *To determine if the price is worth it.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Not sure if I want it.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price* 1

» *Customer reviews* 2

» *Opportunity to try the service for free* 3

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S5** Please indicate the state in which you reside.

» **Texas**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Upper Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Landlord/tenant matters**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **iPad or Tablet**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked colleagues**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

» **www.legalzoom.com**

» **www.smallbiz.com**

**Q3a** Why did you select this company? www.incorporate.com

» **Seem to offer what I'm looking for**

**Q3a** Why did you select this company? www.legalzoom.com

» *Someone else mention it*

**Q3a** Why did you select this company? www.smallbiz.com

» *Helpfull*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.mycorporation.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Is in california*

**Q4b** Please tell us why you did not << initially >> select www.incforfree.com?

» *Looks real*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *Not credible*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Once you look in to it it's ok but I guess the name is not appealing to me*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Don't know*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Give them a call*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*



**Q14b1** What made you decide to << insert >>?

» *See if they have heard of it*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Not ready yet*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Brand name 3*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *No*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» *DIVORCE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *18-24*

**S5** Please indicate the state in which you reside.

» *Pennsylvania*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed part-time*

**S8a** Which of the following best describes your position with your company?

» *Intermediate level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.uslegalforms.com*

**Q3a** Why did you select this company? www.uslegalforms.com

» *Didn't use Free in its name. Seemed the most legitimate.*

**Q3b** Anything else? www.uslegalforms.com

» *The URL looked safe.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.3stepdivorce.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *It had free in its title and a Google+ plus*

**Q4b** Please tell us why you did not << initially >> select www.com?pletcase.com?

» *Doing it yourself seemed unreasonable if I am seeking assistance I wouldnt want the bulk of the work on me.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» **Yes**

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» **Yes, I have reviewed this page (Page 1)**

» **Yes, I have reviewed this page (Page 2)**

» **Yes, I have reviewed this page (Page 3)**

» **Yes, I have reviewed this page (Page 4)**

» **Yes, I have reviewed this page (Page 5)**

» **Yes, I have reviewed this page (Page 6)**

» **Yes, I have reviewed this page (Page 7)**

» **Yes, I have reviewed this page (Page 8)**

» **Yes, I have reviewed this page (Page 9)**

» **Yes, I have reviewed this page (Page 10)**

» **Yes, I have reviewed this page (Page 11)**

» **Yes, I have reviewed this page (Page 12)**

» **Yes, I have reviewed this page (Page 13)**

» **Yes, I have reviewed this page (Page 14)**

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» **Has a lot of printable forms which is inconvenient. The Orange CSS background is kind of distracting on the white. Good font.**

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» **I don't know**

**Q12a** Do you recall if the free trial offer has a time limit?

» **No**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» **Contact their email.**

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» **Use Rocket Lawyer**

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» **Continue searching on other online legal service sites**

**Q14b1** What made you decide to << insert >>?

» **Just to check all my available options.**

**Q14c** Why did you not choose to take the free trial<< insert >>?

» **Free trials seem to have strings attached. Unclear.**

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» **No additional factors apply**

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» **Advertisement 2**

» **Customer reviews 1**

» **Brand name 3**

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» **Opportunity to try the service for free**

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **No**

**Image Set**

» **BILL OF SALE CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **18-24**

**S5** Please indicate the state in which you reside.

» **Massachusetts**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed part-time**

**S8a** Which of the following best describes your position with your company?

» **Upper Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **No**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Bill of Sale**

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **1 - Definitely will not**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

» **Yahoo**

» **Bing**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.rocketlawyer.com**

**Q3a** Why did you select this company? www.rocketlawyer.com

» **just cuase**

**Q3b** Anything else? www.rocketlawyer.com

» **no**

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *it was ok*

**QC8** Anything else?

» *no*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *no*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *na*

**Q13c** Anything else?

» *na*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Decide not to buy an online legal service*

**Q14b1** What made you decide to << insert >>?

» *i dont need it*

**Q14b2** Any other reasons?

» *n/a*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *i dont want it*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Brand name 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Healthcare*

» *Technology*

**S5** Please indicate the state in which you reside.

» *Nevada*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Some Other type of legal service*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Some Other type of legal service*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Other specify: ("Duckduckgo")*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *I know of the brand Legal Zoom. I have also been to their website before.*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *I have looked at RocketLawyer before.*

**Q3b** Anything else? www.rocketlawyer.com

» *No.*

**Q3a** Why did you select this company? www.mycorporation.com

» *I was not familiar with the company, but I appreciated that they were not advertising to incorporate for free. I realize there are fees for incorporation, so I appreciated that they listed a starting price, as opposed to 'free' offers.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *That 'free' only applied to Rocket Lawyer's fees if I signed up for a \$40 a month subscription. The money for Rocket Lawyer was based on the upsell of a number of features that I may or may not have needed. The choices of LLC, Subchapter S, or C Corp, were not explained. The need for seals and records were not explained. The choices for expedited service were not explained. The Federal ID was also not explained.*

**QB8** Anything else?

» *The positive side was that the website led through the process in a logical fashion, with the option for speaking to a customer service agent promptly listed on each page.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You are billed \$39.95 per month.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I would call customer service, but I don't recall a specific mention of what to do.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would check other websites to determine if their total price is different than other companies' total price, and how the total price reflects my incorporation needs.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I would like to check prices to determine if the total fees for incorporation would vary with other legal service sites for my exact needs.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I already have an attorney that I use for the other services I assume to be included under the free trial.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Brand name 2*

» *Recommendations from colleagues 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Customer reviews*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *I don't recall the particular services.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*



**Image Set**

» *INCORPORATION CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S5** Please indicate the state in which you reside.

» *North Carolina*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Homemaker*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *iPad or Tablet*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

» *Bing*

» *Ask*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

**Q3a** Why did you select this company? [www.incorporate.com](http://www.incorporate.com)

» *heard the name before*

**Q3a** Why did you select this company? [www.legalzoom.com](http://www.legalzoom.com)

» *friend used them*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *never heard of them*

**Q4b** Please tell us why you did not << initially >> select www.calfilings.com?

» *I am not in Calif*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *nada*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *You lied. Search result said FREE but its only free if you pay \$40/month. That is NOT free.*

**QB8** Anything else?

» *I would not use a company that posted such a deceptive ad.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *dunno, I wrote you off for lying*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *find another company. This one is dishonest.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *you suck*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *not free, you suck*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Brand name* 3

» *Recommendations from colleagues* 2

» *Personal experience on the website* 1

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Price*

» *Advertisement*

» *Customer reviews*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *I don't know*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Technology*

**S5** Please indicate the state in which you reside.

» *Georgia*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.incfiile.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I have heard of LegalZoom before*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *I first selected it because incorporating for free was interesting, but now I see it is for CA only, so will pass*

**Q3a** Why did you select this company? *www.incfiile.com*

» *I like a link that outlines fees up front*

**Q3a** Why did you select this company? www.mycorporation.com

» *Outlines fees and outlines my specific type of org (LLC) i*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *The Google ad needs to make it clear this is not just for California, as this would have stopped me from selecting it, when in fact it is a very nice site/process.*

**QB8** Anything else?

» *Should not advertise "Free" when there are clearly fees involved.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Not sure...I immediately saw that it was not really free, which was a turnoff*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Look for another site that did not do a bait and switch for a "free" offer*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Felt the link in Google was misleading, so would look for a different company that was more upfront*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I did not*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews* 3

» *Brand name* 1

» *Recommendations from colleagues* 2

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» Yes

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Web hosting, online subscription*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» Yes

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S5** Please indicate the state in which you reside.

» **Georgia**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Bill of Sale**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

» **Yahoo**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

» [www.rocketlawyer.com](http://www.rocketlawyer.com)

» [www.incfiler.com](http://www.incfiler.com)

» [www.mycorporation.com](http://www.mycorporation.com)

**Q3a** Why did you select this company? [www.incorporate.com](http://www.incorporate.com)

» *Seemed more professional*

**Q3b** Anything else? [www.incorporate.com](http://www.incorporate.com)

» *specific to my need*

**Q3a** Why did you select this company? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *Free*

**Q3b** Anything else? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *no*

**Q3a** Why did you select this company? [www.incfiler.com](http://www.incfiler.com)

» *low fee*

**Q3b** Anything else? [www.incfiler.com](http://www.incfiler.com)

» *no*

**Q3a** Why did you select this company? [www.mycorporation.com](http://www.mycorporation.com)

» *llc*

**Q3b** Anything else? [www.mycorporation.com](http://www.mycorporation.com)

» *no*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.delawareinc.com](http://www.delawareinc.com)

» [www.smallbiz.com](http://www.smallbiz.com)

**Q4b** Please tell us why you did not << initially >> select [www.legalzoom.com](http://www.legalzoom.com)?

» *do not like legal zoom*

**Q4b** Please tell us why you did not << initially >> select [www.directincorporation.com](http://www.directincorporation.com)?

» *California?????????????*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *this survey is way too long*

**QB8** Anything else?

» *and boring*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*



**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *1-800-bite me*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *end tyhis survey*

**Q13c** Anything else?

» *never go online again for lawyers*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Decide not to buy an online legal service*

**Q14b1** What made you decide to << insert >>?

» *this survey*

**Q14b2** Any other reasons?

» *is boring*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *who cares*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Advertisement 1*

» *Recommendations from colleagues 3*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Customer reviews*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S5** Please indicate the state in which you reside.

» **Utah**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed part-time**

**S8a** Which of the following best describes your position with your company?

» **Intermediate level**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Bill of Sale**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **Yes**

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» **Yes**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Some Other type of legal service**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **iPad or Tablet**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I have heard an ad*

**Q3b** Anything else? *www.legalzoom.com*

» *No*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Terrible name*

**Q4b** Please tell us why you did not << initially >> select *www.directincorpoation.com*?

» *Never heard of it*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *Bad name*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Seems easy*

**QB8** Anything else?

» *And cheap*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Online*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Email for info*

**Q13c** Anything else?

» *Nothing*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I have never heard of them*

**Q14b2** Any other reasons?

» *Name lacks confidence*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Don't feel trust for company*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Brand name 2*

» *Recommendations from colleagues 3*

» *Personal experience on the website 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Weight loss*

**Q15c** Anything else?

» *Vitamins*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» *INCORPORATION CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S5** Please indicate the state in which you reside.

» *Georgia*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Owner/Proprietor*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked friends/family*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *looks to have the most detailed description*

**Q3a** Why did you select this company? www.mycorporation.com

» *good web address name*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *leery of anything advertised for free*

**Q4b** Please tell us why you did not << initially >> select www.incfile.com?

» *not familiar with the name*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It looks like it is very detailed and an efficient way to file the incorporation documents*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call the 888 number or ask online*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *i might give it a try*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *seems like a great deal*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Recommendations from colleagues 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *BILL OF SALE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *Colorado*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Some Other type of legal service*

**S10b** Please tell us the specific type of online legal service company or companies you have looked for online.

» *va compensation*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Bill of Sale*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.jsbusinessproducts.btobsource.com*

**Q3a** Why did you select this company? www.jsbusinessproducts.btobsource.com

» *i selected that site to get other people opinions on what sites are good*

**Q3b** Anything else? www.jsbusinessproducts.btobsource.com

» *no*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?



» *www.legalcontracts.com*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *you are abill to print bill of sales from it*

**Q4b** Please tell us why you did not << initially >> select [www.officeconsultants.com](http://www.officeconsultants.com)?

» *the first one grabbed my attention more*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It looks easy to use and navigate through. I like the option of saving your work and going back to it at a later time..*

**QC8** Anything else?

» *The membership fees are at a good price. I like the option of a free trial to check it out.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *the free trial was for 1 week.*

**QC11a** How would you describe the free trial offer to a friend?

» *i would recomend for them to try it out for a week to ensure they like it.*

**QC11b** Anything else?

» *no*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *you will automatically sign up for amonth unless you cancel it.*

**Q12c** Anything else?

» *no*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *the have a tool to talk to someone there*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *i would sign up for the trial to ensure it has what i need*

**Q13c** Anything else?

» *no*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *I like to ensure that the site is the right fit for me.*

**Q14b2** Any other reasons?

» *no*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Recommendations from colleagues 2*

» *Personal experience on the website 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 6964**

**Image Set**

» *BILL OF SALE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *Media company such as radio, newspaper, TV, etc.*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Personal Care*

» *Food Brands or Products*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *North Carolina*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

» *Bill of Sale*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

» *Bill of Sale*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked friends/family*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.buyerpricer.com*

**Q3a** Why did you select this company? *www.buyerpricer.com*

» *there ok*

**Q3b** Anything else? *www.buyerpricer.com*

» *i think this is good 2 go on*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalcontracts.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *ok*

**Q4b** Please tell us why you did not << initially >> select *www.officeconsultants.com*?

» *ok*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *there ok they are*

**QC8** Anything else?

» *there ok*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *ok*

**QC11a** How would you describe the free trial offer to a friend?

» *ok*

**QC11b** Anything else?

» *ok*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *ok*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *ok*

**Q13c** Anything else?

» *ok*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen EXHIBIT 1458-

» *Enroll in a monthly plan (access to all forms and help from attorneys for \$17.95 per month, includes attorney review of forms after 90 days)*

**Q14b1** What made you decide to << insert >>?

» *ok*

**Q14b2** Any other reasons?

» *ok*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *dont know*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Brand name 1*

» *Personal experience on the website 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 6967**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **18-24**

**S5** Please indicate the state in which you reside.

» **Indiana**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Owner/Proprietor**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Bill of Sale**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Bill of Sale**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Spoke to a lawyer**

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» **Yes**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» [www.smallbiz.com](http://www.smallbiz.com)

**Q3a** Why did you select this company? [www.smallbiz.com](http://www.smallbiz.com)

» *It seemed legitimate.*

**Q3b** Anything else? [www.smallbiz.com](http://www.smallbiz.com)

» *It seemed legitimate.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.bizfilings.com](http://www.bizfilings.com)

**Q4b** Please tell us why you did not << initially >> select [www.legalzoom.com](http://www.legalzoom.com)?

» *It seemed legitimate.*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *It seemed legitimate.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It seemed legitimate.*

**QB8** Anything else?

» *It seemed legitimate.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...only if you incorporate through this particular online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *It seemed legitimate.*

**Q12c** Anything else?

» *It seemed legitimate.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *It seemed legitimate.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *It seemed legitimate.*

**Q13c** Anything else?

» *It seemed legitimate.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *It seemed legitimate.*

**Q14b2** Any other reasons?

» *It seemed legitimate.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *It seemed legitimate.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Brand name 2*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *It seemed legitimate.*

**Q15c** Anything else?

» *It seemed legitimate.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*



**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Technology*

**S5** Please indicate the state in which you reside.

» *Pennsylvania*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Landlord/tenant matters*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *it was the top search item*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I have heard of this company and know people who have used it*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *have never heard of them*

**Q4b** Please tell us why you did not << initially >> select www.delawareinc.com?

» *never heard of them*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *I just remember seeing the name*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *no*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call the number on the screen*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would check out the top couple results for info and advice and also speak to colleagues about how they went about it.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *due diligence*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *my experience with free trials are smoke in mirrors and there are elevated costs after the trial is over or the company makes the "contract" nearly impossible to get out of. They are legal companies.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Brand name* 3

» *Recommendations from colleagues* 1

» *Personal experience on the website* 2

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Price*

» *Advertisement*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *freecreditreport.com*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**SURVEY 14-0603, CASE ID 6973**

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **New York**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Bill of Sale**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» **Yes**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **5 - Definitely will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Bill of Sale**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Used a phone book**

» **Asked friends/family**

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.bizfilings.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *top of list*

**Q3b** Anything else? *www.incorporate.com*

» *sounds professional*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *protaect assets*

**Q3b** Anything else? *www.legalzoom.com*

» *none*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *free*

**Q3b** Anything else? *www.rocketlawyer.com*

» *none*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *incorporation*

**Q3b** Anything else? *www.bizfilings.com*

» *none*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incfile.com*

» *www.calfilings.com*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *99dollars gyarenteed*

**QB8** Anything else?

» *its a great firm*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **No**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call or online*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *great reviews*

**Q13c** Anything else?

» *none*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *if it like it its great*

**Q14b2** Any other reasons?

» *nothing*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Advertisement 2*

» *Customer reviews 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

» *Personal experience on the website*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **No**

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *Maine*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Homemaker*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

» *Bill of Sale*

» *Landlord/tenant matters*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked colleagues*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *Because of their name-incorporate*

**Q3b** Anything else? *www.incorporate.com*

» *N/A*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I am familiar with their website and advertisements*

**Q3b** Anything else? *www.legalzoom.com*

» *no*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *i have visited their website before to learn more about rental properties*

**Q3b** Anything else? *www.rocketlawyer.com*

» *no*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Free*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*



**Q12a** Do you recall if the free trial offer has a time limit?

» Yes

**Q12c** What happens after the free trial period?

» *you are billed 39.95/month*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *website or call them*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would talk it over with my partners and do a cost/benefit analysis to see if it was worth the money*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *to compare prices and services*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I don't know if I can cancel it or if I am stuck with it*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 1*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» Yes

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *amazon prime, netflix*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» Yes

**Image Set**

» *INCORPORATION TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *45-54*

**S5** Please indicate the state in which you reside.

» *California*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Intermediate level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *seemed to be able to answer a lot of my questions*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I have heard a lot of good things about LegaZoom.com*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *Because it states "Incorporate in CA in 5 minutes and that is the state I live in."*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Very easy, explained information as you went through the process.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You pay \$39.99 every month*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *can contact them or chat*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I will compare it to LegalZoom*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *It seems easy and its free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews* 2

» *Recommendations from colleagues* 1

» *Opportunity to try the service for free* 3

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 7002**

**Image Set**

» *INCORPORATION CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Illinois*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Owner/Proprietor*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» [www.bizfilings.com](http://www.bizfilings.com)

» [www.incfiling.com](http://www.incfiling.com)

**Q3a** Why did you select this company? [www.bizfilings.com](http://www.bizfilings.com)

» *I've heard of bizfilings before. At least I think I have.*

**Q3b** Anything else? [www.bizfilings.com](http://www.bizfilings.com)

» *It's in the spot that I would normally click on things on google. Everyone knows the first one or two are less relevant and pay to be there.*

**Q3a** Why did you select this company? [www.incfiling.com](http://www.incfiling.com)

» *It's in the right position. first or second slot that isn't paid for*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.mycorporation.com](http://www.mycorporation.com)

**Q4b** Please tell us why you did not << initially >> select [www.legalzoom.com](http://www.legalzoom.com)?

» *didn't see it. legal zoom is probably actually where I would go first. Mostly because I've heard of them and they advertise a ton.*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *rocket lawyer doesn't sound that official. sounds like one word away from being like a cruise company travel agent*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *I don't know*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *The website looks great. The ad, most likely because of placement didn't attract my attention.*

**QB8** Anything else?

» *The name sucks.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *go to the website.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *If i needed those services, I would go through the website after doing some research. As I said, the website looks great, the ad could have better placement, and the name sounds cheesy.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Other specify: ("do some research and buy services if i felt it was a good fit.")*

**Q14b1** What made you decide to << insert >>?

» *the other choices didn't apply to me.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *cuz this is all hypothetical. Also, how do I trial incorporate? Once i'm incorporated, i'm incorporated.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Brand name 3*

» *Recommendations from colleagues 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Technology*

**S5** Please indicate the state in which you reside.

» *Wisconsin*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Estate planning*

» *Some Other type of legal service*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

» *Some Other type of legal service*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?



» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.incfiile.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *Offers services in any state*

**Q3b** Anything else? *www.incorporate.com*

» *Simple overview*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *Heard of Legalzoom before*

**Q3b** Anything else? *www.legalzoom.com*

» *Plain and simple*

**Q3a** Why did you select this company? *www.incfiile.com*

» *The price seems reasonable*

**Q3b** Anything else? *www.incfiile.com*

» *Plain and simple*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Rocket doesn't click with me*

**Q4b** Please tell us why you did not << initially >> select *www.directincorpoation.com*?

» *Only in California*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *The "Rocket" stood out*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *You tell them about your situation and give them the information and they will submit the paperwork for you.*

**QB8** Anything else?

» *Says that it's free, but noticed charges with each additional thing you would like done.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» Yes

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» Yes

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» Yes

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *You can call them or contact them*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Maybe, will have to look into it some more*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Would like to compare to other services*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Have to see what other offers are out there*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Brand name 3*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Personal experience on the website*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» Yes

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *XM Radio*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» Yes

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S5** Please indicate the state in which you reside.

» **Oklahoma**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Intermediate level**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Some Other type of legal service**

**S10b** Please tell us the specific type of online legal service company or companies you have looked for online.

» **Employment Law**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Bill of Sale**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

» **Spoke to a lawyer**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalzoom.com**

**Q3a** Why did you select this company? www.legalzoom.com

» **I have seen their commercials and they look like a reputable company.**

**Q3b** Anything else? www.legalzoom.com

» **Many of the other searches had to do with California, and I don't live in California.**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *California is mentioned. I don't live there. Also, I've never heard of this company.*

**Q4b** Please tell us why you did not << initially >> select www.delawareinc.com?

» *Never heard of this company.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It seems reasonably priced, and had all the details that other firms/sites might offer.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call or e-mail the company.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would try to find someone I know who had used the site previously.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *The price is right.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Brand name 2*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 7010**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **Technology**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **35-44**

**S5** Please indicate the state in which you reside.

» **Wisconsin**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Temporarily unemployed**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Spoke to a lawyer**

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» **Yes**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalzoom.com**

**Q3a** Why did you select this company? www.legalzoom.com

» **good reputation**

**Q3b** Anything else? www.legalzoom.com

» **have heard the name**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incforsfree.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *cheesy name*

**Q4b** Please tell us why you did not << initially >> select www.calfilings.com?

» *It looks like it is only for California*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *just the name*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It was \$90*

**QB8** Anything else?

» *no*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *you get charged full amount*

**Q12c** Anything else?

» *no*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call customer service number*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *nothing*

**Q13c** Anything else?

» *want to look at other companies*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *want to see if it is what I need*

**Q14b2** Any other reasons?

» *cannot be charged if I cancel*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *reputation*

» *ease of use of website*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Brand name 2*

» *Recommendations from colleagues 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Customer reviews*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *stamps.com, efax*

**Q15c** Anything else?

» *none*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*



**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Connecticut*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Entry Level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

» *www.incforsfree.com*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *it says "for free"*

**Q3a** Why did you select this company? www.incforsfree.com

» *it says "for free"*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *have heard of legal zoom*

**Q4b** Please tell us why you did not << initially >> select www.delawareinc.com?

» *i dont live in delaware*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *it is not free. you register with site.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *calling the number*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *click on free trial offer*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *cheaper than other sites*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *informative*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Opportunity to try the service for free* 3

» *informative* 1

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Customer reviews*

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 7036**

**Image Set**

» *INCORPORATION TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S5** Please indicate the state in which you reside.

» *Maryland*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

» *Landlord/tenant matters*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Landlord/tenant matters*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.bizfilings.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *they offer a free service*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I've heard about this company before*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *I've heard about this company before*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *Don't know*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.mycorporation.com*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Don't know*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You have to pay \$90*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *you can call the company*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I might use the Rocket Lawyer for my needs*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *Don't know*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *I don't know*

**SURVEY 14-0603, CASE ID 7046**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **Food Brands or Products**

**S5** Please indicate the state in which you reside.

» **Maryland**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Upper Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Landlord/tenant matters**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **Yes**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Landlord/tenant matters**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *i have heard of rocket lawyer.*

**Q3b** Anything else? *www.rocketlawyer.com*

» *use of the word lawyer helps.*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *Very clear about forming an LLC.*

**Q3b** Anything else? *www.mycorporation.com*

» *Price included.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incforfree.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *legal zoom sounds too trendy.*

**Q4b** Please tell us why you did not << initially >> select *www.incfile.com*?

» *the name doesn't tell me enough.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Clear about what information is needed and the procedure to follow.*

**QB8** Anything else?

» *The cost of each step.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You have the option to purchase for \$90.*

**Q12c** Anything else?

» *you have one week to decide.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?



» *there is a contact listed on every page to call for questions.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I'd check this out more carefully*

**Q13c** Anything else?

» *Do a search on google about any problems people encountered with the site.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I always compare sites.*

**Q14b2** Any other reasons?

» *I'm a careful consumer.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I have to list a lot of personal info. I don't want to do that unless I am proceeding.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *online ratings*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 1*

» *Personal experience on the website 3*

» *online ratings 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *real estate searches*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**SURVEY 14-0603, CASE ID 7048**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **Florida**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Upper Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **Yes**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.incfi.le.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *reputation*

**Q3a** Why did you select this company? *www.incfi.le.com*

» *price*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

**Q4b** Please tell us why you did not << initially >> select *www.incorporate.com*?

» *fast and easy*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *its in ca*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *na*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *very easy and cost effectivwe*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...only if you mail in your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *email*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *give it a try*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *I don't know*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *need to complete more research*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Personal experience on the website 1*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 7060**

**Image Set**

» **LEASE AGREEMENT CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **35-44**

**S5** Please indicate the state in which you reside.

» **Pennsylvania**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Family law**

» **Landlord/tenant matters**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalcontracts.com**

» **www.rocketlawyer.com**

» **www.totallegal.com**

**Q3a** Why did you select this company? www.legalcontracts.com

» *Seems like a more serious url. The fact that it mentioned answering questions leads me to think there is some customization involved.*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *861 followers seems like a positive sign about a company.*

**Q3b** Anything else? www.rocketlawyer.com

» *The mention of editing before printing was appealing.*

**Q3a** Why did you select this company? www.totallegal.com

» *Forms for every state is a positive attribute.*

**Q3b** Anything else? www.totallegal.com

» *Preparing online prior to printing is desirable.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It seems like a reasonable offer, I 'd like to see more of the document itself and also to actually see the document populated with the information from the answers as they're provided.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *A couple of weeks.*

**QC11a** How would you describe the free trial offer to a friend?

» *I'd say that you can sign up for a free trial for a period of a couple of weeks. Then decide to pay for continued services.*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You can pay to stay on either by month or by year.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *there was a button to click for contacting them.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *I'd probably use the read only version to print one and fill it out by hand.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *To see if I could find a form that I could use right away without having to pay fees.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I prefer not to sign up for things if I don't have to. It adds more emails to my inbox and I don't know who they're sharing my information with.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *availability of the information for free from other sources.*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Recommendations from colleagues 3*

» *availability of the information for free from other sources. 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *background searches*

**Q15c** Anything else?

» *credit reporting*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *45-54*

**S5** Please indicate the state in which you reside.

» *Nevada*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Temporarily unemployed*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.incfiile.com*

» *www.incforfree.com*

» *www.mycorporation.com*



**Q3a** Why did you select this company? www.legalzoom.com

» *Have seen there ads before*

**Q3b** Anything else? www.legalzoom.com

» *none*

**Q3a** Why did you select this company? www.incfile.com

» *price*

**Q3b** Anything else? www.incfile.com

» *none*

**Q3a** Why did you select this company? www.incforfree.com

» *free forms*

**Q3b** Anything else? www.incforfree.com

» *none*

**Q3a** Why did you select this company? www.mycorporation.com

» *Packages starting @ \$69.*

**Q3b** Anything else? www.mycorporation.com

» *none*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *I do not live or work in California*

**Q4b** Please tell us why you did not << initially >> select www.delawareinc.com?

» *the name indicates the state of Delaware and is not the state I would need serves in.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *is deceiving*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *you will be charged a fee if you don't cancel*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *you can call the phone number*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *keep looking at other websites for pricing*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *The fees*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *there "Free" trial is too short of a time*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Price*

» *Customer Reviews both good and bad*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Price 3*

» *Customer Reviews both good and bad 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *credit reports that are not free*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **Michigan**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Self employed**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Asked friends/family**

» **Asked colleagues**

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» **Yes**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

**Q3a** Why did you select this company? www.incorporate.com

» **it looks more appealing and general**

**Q3b** Anything else? www.incorporate.com

» **looks like a wider search engine**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» **www.bizfilings.com**

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» **I missed seeing it I have looked at legal zoom before**

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *first I saw*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *90 dollar option a free trail period and lots of other options*

**QB8** Anything else?

» *toll free number, great reviews*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...only if you incorporate through this particular online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *than you have to pay for the complete service*

**Q12c** Anything else?

» *I believe it was \$125.00*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *website and toll free number*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Check into it more closely*

**Q13c** Anything else?

» *explore it and get a feel for it*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *Just to get a feel for it and see if it is what I need*

**Q14b2** Any other reasons?

» *Free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *no hidden cost*

» *no obligations*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Personal experience on the website 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *no hidden cost*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *computer manufacture*

**Q15c** Anything else?

» *Electronics company*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Pennsylvania*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.delawareinc.com*

» *www.calfilings.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? www.delawareinc.com

» *no ;loud does not seem aggressive*

**Q3b** Anything else? www.delawareinc.com

» *was not FIRST I Liked that*

**Q3a** Why did you select this company? www.calfilings.com

» *in the crowd*

**Q3b** Anything else? www.calfilings.com

» *not first few anmes*

**Q3a** Why did you select this company? www.mycorporation.com

» *appears large but not aggressive*

**Q3b** Anything else? www.mycorporation.com

» *not in nthe first positions*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

» *www.incforsfree.com*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *i know of legalzomm and would not recommend it ot an enemy. to many generic sotries the mcdonalds of law  
HANDEL THE RADIO LAWYER PIMPS IT AND HE IS NOT VERY REPUTABEL FROM WHAT OTHER  
LAWYERS OR MEMBERS OF THE BAR STATE.*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *LIKE THE NAME ROCKET THAT IT !*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It truned me off don't want an ad with a oreintal woman with an unwashed face she look like she needed to  
wake up . made a coffe and i normally like everyone but she didd not portray trust or professioanlism as a  
woman m lawyer. i want some who looks like my perception of a lawyer she failed . and if she was to be  
representing a client you could hyave done better!*

**QB8** Anything else?

» *does the word tacky ring a bell with your graphic artist*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *do not remember so truned fof by tacky ad was not reaaly going to use that frim*

**Q12c** Anything else?

» *cheest ad left bad taste in my mouth for that company would use them mif it were free/. john Arbuclke you  
only get waht you pay for and often has no real value!*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *would never try free rtrail it bis a scam or con. everyone must make profit and nfreree trails are to lure you in  
just be forthright upfront no bait or bait and switch*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *would not go to web site told you previously dissapoonited*

**Q13c** Anything else?

» *TACKy is as TACKY DOES!*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Other specify: ("talk with lawyer I know regarding the issues")*

**Q14b1** What made you decide to << insert >>?

» *tacky ad*

**Q14b2** Any other reasons?

» *it was very cheesey*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *free is not worth it in th e long run YOU GET WAHT YOU PAY FOR! and nothing is nothing. je ne sais quoi*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Advertisement 3*

» *Brand name 2*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Price*

» *Customer reviews*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *magizne it sucked then could not bget rolloing stome to canacl for 4 years on my cc card*

**Q15c** Anything else?

» *free offers are a sucker play and not worth the long range time and energy lost to undo it. PAY the Damn price and be done with it. the exceptions are bonus miles and credit cards bonus but you pay for them in being a loyal customer. so they reealy areen't free*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*



**Image Set**

» *INCORPORATION TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

» *Healthcare*

**S5** Please indicate the state in which you reside.

» *Texas*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Owner/Proprietor*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incfile.com*

**Q3a** Why did you select this company? www.incfile.com

» *Almost nothing is free. This site advertises a basic fee which I prefer to the "bait-and-switch" approach of most "free" sites. It also specifies an offer of "free" minutes and bylaws.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *It is vague as to price. Again, nothing is free.*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *It appears to specialize in California incorporations.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *Appeared to be offering California incorporations.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» **Yes**

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *The site only charges state fees for a non-hurried application for incorporation.*

**QB8** Anything else?

» *They appear to hope to sell corporate seals, minute books and rush service at a more profitable rate of compensation.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **No**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *an 800 number is offered for contact.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Explore the site and compare it to other similar sites.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Pay for incorporation services (without free trial - \$99.95)*

**Q14b1** What made you decide to << insert >>?

» *Nothing is free on the internet.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *"free services" imply no legal recourse in the event that the work is bungled.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Time required to complete the filing.*

» *Legality of the offer*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price* 2

» *Brand name* 3

» *Legality of the offer* 1

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Customer reviews*

» *Recommendations from colleagues*

» *Personal experience on the website*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Reverse Look up*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **Media company such as radio, newspaper, TV, etc.**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S5** Please indicate the state in which you reside.

» **Tennessee**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Intermediate level**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Landlord/tenant matters**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

» **Asked colleagues**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

» **Yahoo**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalzoom.com**

» **www.mycorporation.com**

**Q3a** Why did you select this company? www.legalzoom.com

» **Is says "Learn about incorporation and how it can PROTECT..." it seems more engaging. IT doesn't look cheap either.**

**Q3a** Why did you select this company? www.mycorporation.com

» **I chose this because it states it has packages to browse from. This makes me feel like I have a choice.**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *It again says California.*

**Q4b** Please tell us why you did not << initially >> select www.smallbiz.com?

» *It says the state name to which I do not reside.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *The name stuck out to me.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Rocket Lawyer makes it pretty fast to be incorporated. They lay everything out and all you have to do is fill in the box. It's very guided. They also had testimonials which helped in decision making. The price was laid out and they had a trial period which you could choose if you were unsure.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You are charged the \$99 I believe.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Calling the phone number they listed.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would check it out. I would most likely do the trial offer and see how I like it. Then if it met my standards I would purchase it.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *The offer for the trail was good enough in itself. I want to try something out before I invest in it.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 2*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 7104**

**Image Set**

» *LEASE AGREEMENT CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *45-54*

**S5** Please indicate the state in which you reside.

» *Pennsylvania*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Temporarily unemployed*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Landlord/tenant matters*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

» *Estate planning*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

» *www.ezlandlordforms.com*

**Q3a** Why did you select this company? [www.legalcontracts.com](http://www.legalcontracts.com)

» *seems relevant*

**Q3a** Why did you select this company? [www.ezlandlordforms.com](http://www.ezlandlordforms.com)

» *particularly about rental forms*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *hope I already got what I need from other sites*

**Q4b** Please tell us why you did not << initially >> select [www.totallegal.com](http://www.totallegal.com)?

» *hope I already got what I need from other sites*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *there's a free trial for one month, or pay a monthly fee*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *for one month*

**QC11a** How would you describe the free trial offer to a friend?

» *free one month trial, then a monthly fee*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *there's a monthly fee*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *contact them*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *use the free trial*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *use the form then cancel the trial*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*



**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Recommendations from colleagues* 2

» *Personal experience on the website* 1

» *Opportunity to try the service for free* 3

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *amazon prime*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *I don't know*

**SURVEY 14-0603, CASE ID 7110**

**Image Set**

» *INCORPORATION TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

» *Healthcare*

**S5** Please indicate the state in which you reside.

» *Kansas*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Family law*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

» *Landlord/tenant matters*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I have heard of this company before.*

**Q3b** Anything else? [www.legalzoom.com](http://www.legalzoom.com)

» *I would trust it first.*

**Q3a** Why did you select this company? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *This is the company I used before.*

**Q3b** Anything else? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *I am familiar with how the site works.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *[www.incfile.com](http://www.incfile.com)*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It is easy and free except for state fees.*

**QB8** Anything else?

» *It is a little more expensive than I had thought however.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *you will be billed 39.99 /mo.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *there is a number to call on the website.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would sign up for the free trial week.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *it seems like the best deal to get the ball rolling.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Recommendations from colleagues 3*

» *Personal experience on the website 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Online credit monitoring and online fraud protection*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**SURVEY 14-0603, CASE ID 7117**

**Image Set**

» *BILL OF SALE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Personal Care*

» *Food Brands or Products*

» *Healthcare*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *45-54*

**S5** Please indicate the state in which you reside.

» *Florida*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Retired*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Family law*

» *Bill of Sale*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

**Q3a** Why did you select this company? www.legalcontracts.com

» *it looked like it had the information i needed all in one*

**Q3b** Anything else? www.legalcontracts.com

» *looked rite*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.officeconsultants.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *have used it before*

**Q4b** Please tell us why you did not << initially >> select www.officeconsultants.com?

» *never used but might try*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *wow it has alot and sounds real good enjoyed going over this ..*

**QC8** Anything else?

» *has all important things you need*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *it was free if payed for week trial*

**QC11a** How would you describe the free trial offer to a friend?

» *thats its free if pay for week trial and sounds great and has all important things you need*

**QC11b** Anything else?

» *sounds good willing to try it*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *you have to pay for it if wanta use it ..*

**Q12c** Anything else?

» *sounds great gonna try it*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *they have a live chat you can use*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *gonna try it*

**Q13c** Anything else?

» *sounds great ,willing to try*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Enroll in a monthly plan (access to all forms and help from attorneys for \$17.95 per month, includes attorney review of forms after 90 days)*

**Q14b1** What made you decide to << insert >>?

» *sounds great and willing to try*

**Q14b2** Any other reasons?

» *like that includes attorney*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *cause need something and willing to try and after free need to pay*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 1*

» *Brand name 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *credit*

**Q15c** Anything else?

» *cant remeber*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **LEASE AGREEMENT CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **Food Brands or Products**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **Arkansas**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Homemaker**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **5 - Definitely will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Landlord/tenant matters**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **iPad or Tablet**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Used a phone book**

» **Asked friends/family**

» **Asked colleagues**

» **Spoke to a lawyer**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

» **Bing**

» **Ask**



**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

- » [www.legalcontracts.com](http://www.legalcontracts.com)
- » [www.rocketlawyer.com](http://www.rocketlawyer.com)
- » [www.ezlandlorrdforms.com](http://www.ezlandlorrdforms.com)
- » [www.biztree.com](http://www.biztree.com)
- » [www.totallegal.com](http://www.totallegal.com)
- » [www.lawdepot.com](http://www.lawdepot.com)

**Q3a** Why did you select this company? [www.legalcontracts.com](http://www.legalcontracts.com)

» *Easy to use and can print a lease agreement online.*

**Q3b** Anything else? [www.legalcontracts.com](http://www.legalcontracts.com)

» *It will help me to answer questions about lease agreements. It will help me save time and money.*

**Q3a** Why did you select this company? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *I can print forms in 5 minutes. I can ask questions to a lawyer.*

**Q3b** Anything else? [www.rocketlawyer.com](http://www.rocketlawyer.com)

» *I can edit, print, download, can get an eviction notice, and I can ask questions to a lawyer. I can print forms in 5 minutes and I can get an eviction notice. I can also get a free lease agreement.*

**Q3a** Why did you select this company? [www.ezlandlorrdforms.com](http://www.ezlandlorrdforms.com)

» *It's easy and I can get Residential lease, fire lease agreement, and rental/lease agreement.*

**Q3b** Anything else? [www.ezlandlorrdforms.com](http://www.ezlandlorrdforms.com)

» *I can do residential lease, free lease agreement, rental forms/lease forms and it's easy online forms.*

**Q3a** Why did you select this company? [www.biztree.com](http://www.biztree.com)

» *Can download and print.*

**Q3b** Anything else? [www.biztree.com](http://www.biztree.com)

» *I can download and print in minutes. I can get a lease agreement template.*

**Q3a** Why did you select this company? [www.totallegal.com](http://www.totallegal.com)

» *It's simple, I can prepare online, and print.*

**Q3b** Anything else? [www.totallegal.com](http://www.totallegal.com)

» *I can prepare forms for every state, can print online, and it's very simple.*

**Q3a** Why did you select this company? [www.lawdepot.com](http://www.lawdepot.com)

» *I can create a residential tenancy between a landlord and tenant.*

**Q3b** Anything else? [www.lawdepot.com](http://www.lawdepot.com)

» *I can do residential/lease agreement between landlord and tenant.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

- » *Yes, I have reviewed this page (Page 1)*
- » *Yes, I have reviewed this page (Page 2)*
- » *Yes, I have reviewed this page (Page 3)*
- » *Yes, I have reviewed this page (Page 4)*
- » *Yes, I have reviewed this page (Page 5)*
- » *Yes, I have reviewed this page (Page 6)*
- » *Yes, I have reviewed this page (Page 7)*
- » *Yes, I have reviewed this page (Page 8)*
- » *Yes, I have reviewed this page (Page 9)*
- » *Yes, I have reviewed this page (Page 10)*
- » *Yes, I have reviewed this page (Page 11)*
- » *Yes, I have reviewed this page (Page 12)*
- » *Yes, I have reviewed this page (Page 13)*
- » *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It printed out a lease agreement.*

**QC8** Anything else?

» *How the landlord on the lease, how payments can be made by cash, check, cashier's check, and etc. What you have to do before signing the agreement to the landlord.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» **Yes**

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *To make a lease and how the payments can be made for the landlord on payments.*

**QC11a** How would you describe the free trial offer to a friend?

» *It made a lease agreement quick.*

**QC11b** Anything else?

» *It was a helpful tool. It walked you through everything on the lease.*

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *You have to make payment.*

**Q12c** Anything else?

» *It gave you a form to fill out with name, address, email and how you can make your payment with a credit card/debit and it will send conformation to your email after you filled out the application.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *You can type up the name of the website to go too. It will send conformation to your email and that's how you can get the email address if you have any questions.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Make a form for a landlord lease agreement.*

**Q13c** Anything else?

» *Make sure I have a printed form that is a landlord agreement and everything is complete on that form.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Enroll in an annual plan (access to all forms and attorney services immediately for \$9.99 a month when prepaying for one year)*

**Q14b1** What made you decide to << insert >>?

» *The cost but will still look around for other lease agreements.*

**Q14b2** Any other reasons?

» *I would still look for another lawyer but the price is reasonable and it would not cost me that much and it would give me the same as the lease agreement that is more expensive sometimes.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I would take the free trial but after a month they could charge more or I rather just pay and get the service that I need without hidden charges.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 2*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Computers, Mechanics, and a free trial for contacts.*

**Q15c** Anything else?

» *I had a free trial to try Google chrome, try a free trial on how to fix cars, and a free trial on getting contacts when going to the doctors appointment for my eyes.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **Yes**

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S5** Please indicate the state in which you reside.

» *Arizona*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.incfiile.com*

» *www.incforfree.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *I have heard good things about them*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *quick and free*

**Q3a** Why did you select this company? www.incfiile.com

» *cheap*

**Q3a** Why did you select this company? [www.incforfree.com](http://www.incforfree.com)

» *60,000 plus companies formed*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *it's a free trial offer you still end up paying for filing and such*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *you are billed \$40*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *email or 1-800 number*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *search for other offers*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *to find the best deal possible*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I want to see more options out there*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price* 3

» *Customer reviews* 2

» *Recommendations from colleagues* 1

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **Tennessee**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Temporarily unemployed**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Some Other type of legal service**

**S10b** Please tell us the specific type of online legal service company or companies you have looked for online.

» **social security lawyer**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **iPad or Tablet**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Used a phone book**

**Q1b** Which search engine did you use to look for online legal services?

» **Yahoo**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

» **www.bizfilings.com**

» **www.mycorporation.com**

**Q3a** Why did you select this company? **www.incorporate.com**

» *Online options fast*

**Q3b** Anything else? [www.incorporate.com](http://www.incorporate.com)

» *Easy accurate&affordable*

**Q3a** Why did you select this company? [www.bizfilings.com](http://www.bizfilings.com)

» *Online access*

**Q3b** Anything else? [www.bizfilings.com](http://www.bizfilings.com)

» *Fast&affordable*

**Q3a** Why did you select this company? [www.mycorporation.com](http://www.mycorporation.com)

» *Makes it easy to incorporate a business or an llc online*

**Q3b** Anything else? [www.mycorporation.com](http://www.mycorporation.com)

» *Browse through our packages starting at \$69*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select [www.legalzoom.com](http://www.legalzoom.com)?

» *Too protect my assets*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *I didn't want a lawyer in califorina*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *No fees 0*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It said it was free*

**QB8** Anything else?

» *Easy too complete*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?



» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call them*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Consider them*

**Q13c** Anything else?

» *Keep them in mind*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *So I have a list of options*

**Q14b2** Any other reasons?

» *So I can decid who I want*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *It is a good deal*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Personal experience on the website 3*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Customer reviews*

» *Brand name*

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Purina cat food snickers candy bar*

**Q15c** Anything else?

» *Cats pride liter*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **LEASE AGREEMENT CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **35-44**

**S5** Please indicate the state in which you reside.

» **Vermont**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Intermediate level**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Landlord/tenant matters**

» **Some Other type of legal service**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

» **Bing**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalcontracts.com**

» **www.ezlandlorrdforms.com**

**Q3a** Why did you select this company? www.legalcontracts.com

» **not sure honestly**

**Q3b** Anything else? www.legalcontracts.com

» **no**

**Q3a** Why did you select this company? www.ezlandlorrdforms.com

» **again i am not sure luck of the draw**

**Q3b** Anything else? www.ezlandlorrdforms.com

» *no*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.lawdepot.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *again not sure cant pick them all*

**Q4b** Please tell us why you did not << initially >> select www.totallegal.com?

» *not sure*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *it has a free trial*

**QC8** Anything else?

» *no*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *7 day free trial*

**QC11a** How would you describe the free trial offer to a friend?

» *offering a free 7 day trial of their online law form site*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *get charged*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *email*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *i might try it*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *I don't know*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *i might just not right now*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price* 1

» *Customer reviews* 2

» *Personal experience on the website* 3

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» Yes

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *gamefly*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» Yes

**SURVEY 14-0603, CASE ID 7148**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **Texas**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

» **Other specify: ("saw an ad on tv")**

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

» *Other specify: ("swagbucks")*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.bizfilings.com*

» *www.incf.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *It is available for all states and seems quick and easy. It also claims to be accurate and affordable.*

**Q3b** Anything else? *www.incorporate.com*

» *It appeared to be respectable and not a fly-by-night type company.*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I've seen them advertised on television so I was familiar with the name.*

**Q3b** Anything else? *www.legalzoom.com*

» *This one seemed to have additional information about incorporation and protecting my assets.*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *This was free.*

**Q3b** Anything else? *www.rocketlawyer.com*

» *I liked the name when I saw it although now that I read about it more, it seems to just be California incorporation so that might not work.*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *It claims to be fast and affordable.*

**Q3b** Anything else? *www.bizfilings.com*

» *No, nothing else on this one.*

**Q3a** Why did you select this company? *www.incf.com*

» *It only charges \$49, which is very affordable.*

**Q3b** Anything else? *www.incf.com*

» *It has incorporation packages available, which could be interesting and helpful.*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *The incorporation packages start at \$69, which is affordable.*

**Q3b** Anything else? *www.mycorporation.com*

» *It looked official and businesslike.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It walks you thru the questions about what type of company you want to incorporate, what state you are in, who the people involved are, what the charges are, if you need a tax id and so on. Also has a chat option should you have questions.*

**QB8** Anything else?

» *It is recommended by Forbes, The Wall Street Journal and The New York Times.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *I can't recall however, if I recall correctly, the free trial offer was for one week.*

**Q12c** Anything else?

» *I don't recall anything else.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *There is an 800 number available for chat and where you can call if you have any questions.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would most likely do more searches to see what others' experiences have been with Rocket Lawyer.*

**Q13c** Anything else?

» *I would probably contact them directly with any additional questions I had before completing the online offer.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *I would want some additional information about incorporation in general and Rocket Lawyer specifically.*

**Q14b2** Any other reasons?

» *I like to get other people's input before I make a big decision.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I would be concerned that it would lock me into something before I was fully prepared to do so.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *How secure is the site*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 2*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Credit check offers, certain over the counter medications such as diet drugs*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *I don't know*



**Image Set**

» *BILL OF SALE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *45-54*

**S5** Please indicate the state in which you reside.

» *New York*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed part-time*

**S8a** Which of the following best describes your position with your company?

» *Intermediate level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

» *www.rocketlawyer.com*

» *www.jsbusinessproducts.btobsource.com*

**Q3a** Why did you select this company? *www.legalcontracts.com*

» *stood out the most, legalcontracts.com in the listing*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *says legally binding*

**Q3a** Why did you select this company? www.jsbusinessproducts.btobsources.com

» *says custom imprinting*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *OFFERS A FREE ONE WEEK TRIAL*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *ONE WEEK*

**QC11a** How would you describe the free trial offer to a friend?

» *THE USUAL TYPE OF COME ON*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *NOT SURE*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *TOLL FREE NUMBER LIVE CHAT*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *probably look elsewhere to see if i could find a place with no catches*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *don't want the trial*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *too much hassle*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Recommendations from colleagues 3*

» *Personal experience on the website 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Customer reviews*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *can't recall specifics*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **Yes**

**Image Set**

» *BILL OF SALE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *45-54*

**S5** Please indicate the state in which you reside.

» *Utah*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? *www.legalcontracts.com*

» *it sounds like it would satisfy my requirements*

**Q3b** Anything else? *www.legalcontracts.com*

» *I like the easy to understand ad*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *easy to understand and has a cool name*

**Q3b** Anything else? *www.rocketlawyer.com*

» *it sounds like they would expedite my request*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *it looks very easy to use and satisfies my requirements*

**QC8** Anything else?

» *I like how the step by step process is very thorough*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *it was a one week free trial offer to try their services*

**QC11a** How would you describe the free trial offer to a friend?

» *I would state how easy the website is to use*

**QC11b** Anything else?

» *I would recommend this service to my friends*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *it was a no obligation offer*

**Q12c** Anything else?

» *If I continue the service, it only costs \$9.95 for an annual membership*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I would use the available chat function*

**Q13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *I will visit the website and probably sign up.*

**Q13c** Anything else?

» *I think Rocket Lawyer will serve my needs*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *It is a free no obligation trial*

**Q14b2** Any other reasons?

» *I am interested in trying the services offered*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *easy to use*

» *thorough*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Opportunity to try the service for free 3*

» *easy to use 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 7173**

**Image Set**

» **LEASE AGREEMENT CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **35-44**

**S5** Please indicate the state in which you reside.

» **New York**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Homemaker**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Bill of Sale**

» **Landlord/tenant matters**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

» **Bing**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalcontracts.com**

» **www.rocketlawyer.com**

**Q3a** Why did you select this company? www.legalcontracts.com

» **free and easy to use**

**Q3b** Anything else? www.legalcontracts.com

» **no**

**Q3a** Why did you select this company? www.rocketlawyer.com

» **free print in 5 minutes**

**Q3b** Anything else? www.rocketlawyer.com

» **861 followers**

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *free for one week*

**QC8** Anything else?

» *19.99 a month 17.99 annually*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *free for one week*

**QC11a** How would you describe the free trial offer to a friend?

» *print free legal documents for one week*

**QC11b** Anything else?

» *nothing*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *cost 19.99 a month*

**Q12c** Anything else?

» *not sure*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *email by phone*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *actually go to the rocket lawyer website*

**Q13c** Anything else?

» *no*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *worried about getting billed weven if i do not want to continue with them*

**Q14b2** Any other reasons?

» *no*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *worried about recurring charges*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>



» *fraud*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price* 2

» *Customer reviews* 3

» *fraud* 1

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *gamefly*

**Q15c** Anything else?

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**SURVEY 14-0603, CASE ID 7188**

**Image Set**

» **LEASE AGREEMENT TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **35-44**

**S5** Please indicate the state in which you reside.

» **New York**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Executive**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **No**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Family law**

» **Landlord/tenant matters**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Family law**

» **Landlord/tenant matters**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.totallegal.com*

**Q3a** Why did you select this company? *www.totallegal.com*

» *it seemed like the most professional*

**Q3b** Anything else? *www.totallegal.com*

» *it was clear and easy to use*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.lawdepot.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *it wasnt as clear*

**Q4b** Please tell us why you did not << initially >> select *www.biztree.com*?

» *it wasnt as clear*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *they offer free trial membership they offer essential documents they have a lawyer available to chat with if you have any questions*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *1 week free*

**QC11a** How would you describe the free trial offer to a friend?

» *one week free 39.95 a month after*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *one week*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *speak to the chat in the right corner*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *i will try rocket*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *it is offered*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *chat for assistance*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Personal experience on the website 1*

» *chat for assistance 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *book clubs movie clubs*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**SURVEY 14-0603, CASE ID 7190**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **Oregon**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Family law**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Spoke to a lawyer**

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» **Yes**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.rocketlawyer.com*

» *www.calfilings.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *top spot and it has a phone number as well*

**Q3b** Anything else? *www.incorporate.com*

» *catch phrase*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *again top search with a contact number*

**Q3b** Anything else? *www.rocketlawyer.com*

» *no fees ??*

**Q3a** Why did you select this company? *www.calfilings.com*

» *35 yrs experience*

**Q3b** Anything else? *www.calfilings.com*

» *as above*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incfiler.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *no contact number and very little information*

**Q4b** Please tell us why you did not << initially >> select *www.bizfilings.com*?

» *no contact number and very little information*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *it covers everything, looks easy to use has everything you need to do easy follow steps and seems reasonably priced*

**QB8** Anything else?

» *easy to read and follow*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *...only if you incorporate online*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *they have a online chat*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *sign up and talk to them*

**Q13c** Anything else?

» *follow the step by step instructions*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *it cant hurt*

**Q14b2** Any other reasons?

» *i liked the site seemed very user friendly*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Personal experience on the website*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Personal experience on the website 2*

» *Personal experience on the website 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *google on line*

**Q15c** Anything else?

» *had a free consult chat*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **No**

**Image Set**

» **LEASE AGREEMENT TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *North Carolina*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Homemaker*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

» *Landlord/tenant matters*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

» *Asked friends/family*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

**Q3a** Why did you select this company? www.legalcontracts.com

» *I am gonna rent.*

**Q3b** Anything else? www.legalcontracts.com



» *looks like a good company so far.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *prints forms in five minutes.*

**Q4b** Please tell us why you did not << initially >> select www.totallegal.com?

» *didnt look good*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It looks like a good one.*

**QC8** Anything else?

» *no*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *dont know*

**QC11a** How would you describe the free trial offer to a friend?

» *a free trial*

**QC11b** Anything else?

» *no*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *the website*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *go to the other website*

**Q13c** Anything else?

» *no*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *just researching other sites*

**Q14b2** Any other reasons?

» *no*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I will*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *lease agreements*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Brand name 3*

» *Opportunity to try the service for free 1*

» *lease agreements 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Sears*

**Q15c** Anything else?

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**SURVEY 14-0603, CASE ID 7196**

**Image Set**

» **LEASE AGREEMENT TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **North Carolina**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Student**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Family law**

» **Landlord/tenant matters**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Family law**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.biztree.com*

» *www.totallegal.com*

» *www.lawdepot.com*

**Q3a** Why did you select this company? *www.biztree.com*

» *It was the first that was not an ad*

**Q3b** Anything else? *www.biztree.com*

» *no*

**Q3a** Why did you select this company? *www.totallegal.com*

» *it said free*

**Q3b** Anything else? *www.totallegal.com*

» *no*

**Q3a** Why did you select this company? *www.lawdepot.com*

» *it was the only other one on the page*

**Q3b** Anything else? *www.lawdepot.com*

» *no*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *it was an ad*

**Q4b** Please tell us why you did not << initially >> select *www.ezlandlorrdforms.com*?

» *it was an ad*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *free trial offer*

**QC8** Anything else?

» *no*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *i am not sure*

**QC11a** How would you describe the free trial offer to a friend?

» *they have a free trial offer for online legal services*

**QC11b** Anything else?

» *no*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *on the website you can email*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *check out their free trial*

**Q13c** Anything else?

» *no*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *It looked like a good service*

**Q14b2** Any other reasons?

» *no*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 1*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *creditscore.com freecreditreport.com audiobooks.com*

**Q15c** Anything else?

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **35-44**

**S5** Please indicate the state in which you reside.

» **Virginia**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Temporarily unemployed**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.rocketlawyer.com**

**Q3a** Why did you select this company? www.rocketlawyer.com

» **for free it says**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

**Q4b** Please tell us why you did not << initially >> select [www.legalzoom.com](http://www.legalzoom.com)?

» *dont know anything about any of them just pcked one*

**Q4b** Please tell us why you did not << initially >> select [www.directincorporation.com](http://www.directincorporation.com)?

» *just didnt*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *its a trial offer, pay state fees*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *toll free number*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *nothing just yet, no decisions have been made*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *just havent made a decision*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *not enough info*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price* 1

» *Customer reviews* 3

» *Opportunity to try the service for free* 2

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*



**Image Set**

» **LEASE AGREEMENT TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **35-44**

**S5** Please indicate the state in which you reside.

» **Arizona**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Intermediate level**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **No**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Landlord/tenant matters**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **2 - Probably will not**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Asked colleagues**

» **Spoke to a lawyer**

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» **Yes**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalcontracts.com**

**Q3a** Why did you select this company? www.legalcontracts.com

» **At top**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» **www.rocketlawyer.com**

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» **sounds cheesy**

**Q4b** Please tell us why you did not << initially >> select www.totallegal.com?

» *seemed fishy*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Not sure*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Check web site again*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *try another*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *trust*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *sceptical*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Brand name 2*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *BILL OF SALE TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *45-54*

**S5** Please indicate the state in which you reside.

» *Michigan*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Temporarily unemployed*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *3 - May or may not*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Bill of Sale*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

**Q3a** Why did you select this company? www.legalcontracts.com

» *Free*

**Q3b** Anything else? www.legalcontracts.com

» *None*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select www.buyerpricer.com?

» *Free*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Free*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Not free*

**QC8** Anything else?

» *None*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *Free trial with credit card info.*

**QC11a** How would you describe the free trial offer to a friend?

» *Not Good*

**QC11b** Anything else?

» *No*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *No*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Not sure*

**Q13c** Anything else?

» *Not sure*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *To find something better*

**Q14b2** Any other reasons?

» *None*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Not Sure*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 2*

» *Brand name 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **LEASE AGREEMENT CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *Food Brands or Products*

» *Technology*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *Ohio*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Entry Level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *No*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Landlord/tenant matters*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Landlord/tenant matters*

» *Estate planning*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» [www.lawdepot.com](http://www.lawdepot.com)

**Q3a** Why did you select this company? [www.lawdepot.com](http://www.lawdepot.com)

» *It looked the least like a scam.*

**Q3b** Anything else? [www.lawdepot.com](http://www.lawdepot.com)

» *I plan to read the information they have on that site before looking to purchase.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.legalcontracts.com](http://www.legalcontracts.com)

» [www.rocketlawyer.com](http://www.rocketlawyer.com)

» [www.ezlandlorrdforms.com](http://www.ezlandlorrdforms.com)

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *I don't click the highlighted/sponsored links.*

**Q4b** Please tell us why you did not << initially >> select [www.biztree.com](http://www.biztree.com)?

» *I don't click the highlighted/sponsored links.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *I would not sign up, because I believe the information needed to complete this Lease is available for free online. If I needed to speak with an actual attorney for assistance, I might pay for the site.*

**QC8** Anything else?

» *The monthly services and free trial may be tricky to cancel.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *You get 1 month free with access to your document and then pay 19.99 per month after. This is more than the other two options.*

**QC11a** How would you describe the free trial offer to a friend?

» *It's a scam.*

**QC11b** Anything else?

» *Nope.*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *The monthly fee starts.*

**Q12c** Anything else?

» *nope.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *unknown.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Go somewhere else.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *The complicated "free" pay options.*

**Q14b2** Any other reasons?

» *The information will be free online elsewhere.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I don't want to get stuck paying for a service I don't want or need.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Price*

» *Colleagues*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Recommendations from colleagues 3*

» *Price 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *No specifics*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*



**Image Set**

» *LEASE AGREEMENT CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *45-54*

**S5** Please indicate the state in which you reside.

» *Ohio*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Intermediate level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Landlord/tenant matters*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Didn't have to --- I already knew of a name and just went directly to the site*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» **Yes**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» ***www.rocketlawyer.com***

» ***www.lawdepot.com***

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» ***I have heard of them***

**Q3b** Anything else? *www.rocketlawyer.com*

» ***no***

**Q3a** Why did you select this company? *www.lawdepot.com*

» ***I have heard of it***

**Q3b** Anything else? *www.lawdepot.com*

» ***no***

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» ***Yes, I have reviewed this page (Page 1)***

» ***Yes, I have reviewed this page (Page 2)***

» ***Yes, I have reviewed this page (Page 3)***

» ***Yes, I have reviewed this page (Page 4)***

» ***Yes, I have reviewed this page (Page 5)***

» ***Yes, I have reviewed this page (Page 6)***

» ***Yes, I have reviewed this page (Page 7)***

» ***Yes, I have reviewed this page (Page 8)***

» ***Yes, I have reviewed this page (Page 9)***

» ***Yes, I have reviewed this page (Page 10)***

» ***Yes, I have reviewed this page (Page 11)***

» ***Yes, I have reviewed this page (Page 12)***

» ***Yes, I have reviewed this page (Page 13)***

» ***Yes, I have reviewed this page (Page 14)***

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» ***Free trial for one week***

**QC8** Anything else?

» ***no***

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» **Yes**

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» ***one week***

**QC11a** How would you describe the free trial offer to a friend?

» ***one week free trial***

**QC11b** Anything else?

» ***no***

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» ***costs every month***

**Q12c** Anything else?

» ***none***

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» ***contact them***

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *continue searching*

**Q13c** Anything else?

» *no*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Buy the form (without the free trial)*

**Q14b1** What made you decide to << insert >>?

» *free would be good, but I do not want to have to cancel*

**Q14b2** Any other reasons?

» *none*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *to hard to cancel*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Brand name 2*

» *Recommendations from colleagues 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **35-44**

**S5** Please indicate the state in which you reside.

» **Michigan**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Some Other type of legal service**

**S10b** Please tell us the specific type of online legal service company or companies you have looked for online.

» **bankruptcy**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

» **Bing**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

» **www.legalzoom.com**

**Q3a** Why did you select this company? **www.incorporate.com**

» *It's the first one on the list.*

**Q3b** Anything else? www.incorporate.com

» *No, that's pretty much it.*

**Q3a** Why did you select this company? www.legalzoom.com

» *I've heard of them before.*

**Q3b** Anything else? www.legalzoom.com

» *No*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *It sounds like a dumb name.*

**Q4b** Please tell us why you did not << initially >> select www.incforfree.com?

» *Sounds like a scam*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *Nothing in particular...just that it was there.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Nothing much... it was an ad. I generally ignore ads.*

**QB8** Anything else?

» *nothing*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *don't know... most likely you have to pay an idiotically large amount of money.*

**Q12c** Anything else?

» *don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Ask. There were ways to contact the company on the web site.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *nothing*

**Q13c** Anything else?

» *nothing*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *compare prices*

**Q14b2** Any other reasons?

» *nothing*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Not ready to use right now and want to shop around more*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Recommendations from colleagues 3*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None of the above*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *Idaho*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Homemaker*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.bizfilings.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *I selected this page because I would like to do a lot of research about what it means and how it is done before my next step. This company includes information that would be helpful to me.*

**Q3a** Why did you select this company? [www.legalzoom.com](http://www.legalzoom.com)

» *I selected this company because it offers advise on how to protect your personal assets. Also more or different information than the first page offered.*

**Q3a** Why did you select this company? [www.bizfilings.com](http://www.bizfilings.com)

» *This company has more information and offers a different view of incorporation.*

**Q3b** Anything else? [www.bizfilings.com](http://www.bizfilings.com)

» *I think it is important to get as many different views on starting a business as possible. Knowledge is power.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *[www.mycorporation.com](http://www.mycorporation.com)*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *It seems to offer California residents this offer but I am not in that state.*

**Q4b** Please tell us why you did not << initially >> select [www.delawareinc.com](http://www.delawareinc.com)?

» *I am not from Delaware. I am sure paperwork would be different from my area of residence.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *That it offered a low price for an offer from them.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Rocket Lawyer will do all the filing for you for and you only have to pay the state fees owed.*

**QB8** Anything else?

» *Rocket Lawyer does offer you a business file for a fee but it is optional*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*



**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *You can contact them but I can not remember how*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *After reviewing more options I might return to Rocket Lawyer and go through them*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Ask other people about the service*

**Q14b1** What made you decide to << insert >>?

» *Because this is a big step and I want to be as informed as possible before committing myself*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Need more research but plan to return*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Personal experience on the website 1*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *none that I took advantage of*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**SURVEY 14-0603, CASE ID 7251**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **Nevada**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Upper Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Yahoo**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.rocketlawyer.com**

**Q3a** Why did you select this company? www.rocketlawyer.com

» **starter**

**Q3b** Anything else? www.rocketlawyer.com

» *none*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *price*

**Q4b** Please tell us why you did not << initially >> select www.delawareinc.com?

» *price*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *rocket*

**QB8** Anything else?

» *lawyers*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *trial*

**Q12c** Anything else?

» *peroid*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *answers*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *google*

**Q13c** Anything else?

» *lawyers*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *online*

**Q14b2** Any other reasons?

» *service*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Brand name 2*

» *Recommendations from colleagues 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **35-44**

**S5** Please indicate the state in which you reside.

» **Tennessee**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Homemaker**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Asked friends/family**

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» **Yes**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.rocketlawyer.com**

» **www.incfiile.com**

» **www.incfornfree.com**

**Q3a** Why did you select this company? www.rocketlawyer.com

» **Its free**

**Q3a** Why did you select this company? www.incfiile.com

» **Cheap price**

**Q3a** Why did you select this company? www.incfornfree.com

» **Its free**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.mycorporation.com](http://www.mycorporation.com)

**Q4b** Please tell us why you did not << initially >> select [www.legalzoom.com](http://www.legalzoom.com)?

» *There wasn't anything that really caught my attention with this link.*

**Q4b** Please tell us why you did not << initially >> select [www.bizfilings.com](http://www.bizfilings.com)?

» *There wasn't anything that really caught my attention with this link.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *nothing*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I don't know*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I don't know*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *Try it for free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *BILL OF SALE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *Kentucky*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

» *Bill of Sale*

» *Landlord/tenant matters*

» *Estate planning*

» *Some Other type of legal service*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

» *Bing*

» *AOL*

» *Ask*



**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» [www.legalcontracts.com](http://www.legalcontracts.com)

» [www.buyerpricer.com](http://www.buyerpricer.com)

**Q3a** Why did you select this company? [www.legalcontracts.com](http://www.legalcontracts.com)

» *no*

**Q3b** Anything else? [www.legalcontracts.com](http://www.legalcontracts.com)

» *no*

**Q3a** Why did you select this company? [www.buyerpricer.com](http://www.buyerpricer.com)

» *n/a*

**Q3b** Anything else? [www.buyerpricer.com](http://www.buyerpricer.com)

» *n/a*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.rocketlawyer.com](http://www.rocketlawyer.com)

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *n/a*

**Q4b** Please tell us why you did not << initially >> select [www.jsbusinessproducts.btobsource.com](http://www.jsbusinessproducts.btobsource.com)?

» *n/a*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *n/a*

**QC8** Anything else?

» *n/a*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *n/a*

**QC11a** How would you describe the free trial offer to a friend?

» *none*

**QC11b** Anything else?

» *none*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *n/a*

**Q12c** Anything else?

» *n/a*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *n/a*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *n/a*

**Q13c** Anything else?

» *n/a*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *n/a*

**Q14b2** Any other reasons?

» *n/a*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *none*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 3*

» *Brand name 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *none*

**Q15c** Anything else?

» *none*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **25-34**

**S5** Please indicate the state in which you reside.

» **California**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Some other level**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **Yes**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **5 - Definitely will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Used a phone book**

» **Asked friends/family**

» **Asked colleagues**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

» **Yahoo**

» **Bing**

» AOL

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» [www.incorporate.com](http://www.incorporate.com)

» [www.incfiling.com](http://www.incfiling.com)

**Q3a** Why did you select this company? [www.incorporate.com](http://www.incorporate.com)

» *looks has a good reputation*

**Q3b** Anything else? [www.incorporate.com](http://www.incorporate.com)

» *good company*

**Q3a** Why did you select this company? [www.incfiling.com](http://www.incfiling.com)

» *looks good business*

**Q3b** Anything else? [www.incfiling.com](http://www.incfiling.com)

» *diffirent*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.delawareinc.com](http://www.delawareinc.com)

» [www.calfilings.com](http://www.calfilings.com)

**Q4b** Please tell us why you did not << initially >> select [www.legalzoom.com](http://www.legalzoom.com)?

» *probably good company*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *good business*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *looks great*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *awesome*

**QB8** Anything else?

» *really good*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *you will pay*

**Q12c** Anything else?

» *pay*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *search*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *search and sign up*

**Q13c** Anything else?

» *join*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *just try*

**Q14b2** Any other reasons?

» *pay as soon its good*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *to friends and family*

» *other people*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Advertisement 1*

» *Customer reviews 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 7309**

**Image Set**

» *BILL OF SALE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *Nevada*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed part-time*

**S8a** Which of the following best describes your position with your company?

» *Middle Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

» *Bill of Sale*

» *Landlord/tenant matters*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *4 - Probably will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

» *Bill of Sale*

» *Landlord/tenant matters*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I share or would share this responsibility with others*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

» *www.buyerpricer.com*

» *www.jsbusinessproducts.btobsource.com*

» *www.officeconsultants.com*

**Q3a** Why did you select this company? *www.legalcontracts.com*

» *fits very well*

**Q3b** Anything else? *www.legalcontracts.com*

» *try their company*

**Q3a** Why did you select this company? *www.buyerpricer.com*

» *fits somewhat*

**Q3b** Anything else? *www.buyerpricer.com*

» *try their company*

**Q3a** Why did you select this company? *www.jsbusinessproducts.btobsource.com*

» *not sure*

**Q3b** Anything else? *www.jsbusinessproducts.btobsource.com*

» *not sure*

**Q3a** Why did you select this company? *www.officeconsultants.com*

» *not sure about this*

**Q3b** Anything else? *www.officeconsultants.com*

» *not sure about this*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *not sure about this*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *fits somewhat*

**QC8** Anything else?

» *nothing*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *ok I will try*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *fits somewhat*

**Q13c** Anything else?

» *try their company*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *fits somewhat*

**Q14b2** Any other reasons?

» *try their company*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 2*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

» *Recommendations from colleagues*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *yes*

**Q15c** Anything else?

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*



**Image Set**

» *BILL OF SALE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *35-44*

**S5** Please indicate the state in which you reside.

» *Louisiana*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Intermediate level*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Family law*

» *Bill of Sale*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

» *Bing*

» *AOL*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

» *www.rocketlawyer.com*

» *www.jsbusinessproducts.btobsource.com*

» *www.officeconsultants.com*

**Q3a** Why did you select this company? *www.legalcontracts.com*

» *its a good company*

**Q3b** Anything else? *www.legalcontracts.com*

» *no*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *its good*

**Q3b** Anything else? *www.rocketlawyer.com*

» *no*

**Q3a** Why did you select this company? *www.jsbusinessproducts.btobsource.com*

» *its good*

**Q3b** Anything else? *www.jsbusinessproducts.btobsource.com*

» *no*

**Q3a** Why did you select this company? *www.officeconsultants.com*

» *its very good*

**Q3b** Anything else? *www.officeconsultants.com*

» *no nothing else*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *they have very good offers*

**QC8** Anything else?

» *no*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *a good lawyer for 45 percent off*

**QC11a** How would you describe the free trial offer to a friend?

» *please try the free offer*

**QC11b** Anything else?

» *no*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *you have to pay a fee*

**Q12c** Anything else?

» *nothing else*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *nothing*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *everything*

**Q13c** Anything else?

» *no*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Decide not to buy an online legal service*

**Q14b1** What made you decide to << insert >>?

» *it has a better selection*

**Q14b2** Any other reasons?

» *no*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I have tried the free trail before*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Advertisement 3*

» *Customer reviews 2*

» *Brand name 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Price*

» *Recommendations from colleagues*

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *no*

**Q15c** Anything else?

» *no*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**Image Set**

» *BILL OF SALE CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *45-54*

**S5** Please indicate the state in which you reside.

» *Tennessee*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Executive*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Bill of Sale*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» [www.legalcontracts.com](http://www.legalcontracts.com)

**Q3a** Why did you select this company? [www.legalcontracts.com](http://www.legalcontracts.com)

» *I noticed it was a paid advertisement to Google and that it was from LegalContracts.com which means they should have more knowledge than the others.*

**Q3b** Anything else? [www.legalcontracts.com](http://www.legalcontracts.com)

» *Nothing else.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.rocketlawyer.com](http://www.rocketlawyer.com)

**Q4b** Please tell us why you did not << initially >> select [www.buyerpricer.com](http://www.buyerpricer.com)?

» *Sounds fake as well or more like a phishing company.*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *The name sounds fake.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It has a trial and at \$17.95 a month is pretty sweet but best of all was the prepaid annual fee which Rocked.*

**QC8** Anything else?

» *It seems this service might just shake up the industry because it is VERY reasonably priced and looks knowledgeable as well.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *One month free trial.*

**QC11a** How would you describe the free trial offer to a friend?

» *Try it and don't look back because when it is over just buy the yearly subscription.*

**QC11b** Anything else?

» *Nothing else.*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *I forgot.*

**Q12c** Anything else?

» *Nothing.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *The print was too small to read and it became blurry when I enlarged it so I don't know.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Investigate their website closer.*

**Q13c** Anything else?

» *Nothing else.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Enroll in an annual plan (access to all forms and attorney services immediately for \$9.99 a month when prepaying for one year)*

**Q14b1** What made you decide to << insert >>?

» *It is so cost effective why not? For a small business who needs these types of services when they spring up \$9.99 is a killer deal.*

**Q14b2** Any other reasons?

» *None that I can think of.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Oh, I would choose to take the free trial but then go directly to the annual prepaid subscription.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Personal experience on the website 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *I don't know*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **35-44**

**S5** Please indicate the state in which you reside.

» **Michigan**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

» **Family law**

» **Bill of Sale**

» **Landlord/tenant matters**

» **Estate planning**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» **No**

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **5 - Definitely will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» *Family law*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *They are a well known reputable company*

**Q3b** Anything else? *www.legalzoom.com*

» *I never heard of the other companies*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Sound like a real company*

**Q4b** Please tell us why you did not << initially >> select *www.bizfilings.com*?

» *Never heard of them*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It was easy to use and understand. The process was quick and seamless*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*



**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *They have online chat*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Additional research before I make any decision*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I want to make sure I have thoroughly researched everything*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Wanted to wait*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Brand name 3*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Personal experience on the website*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 7440**

**Image Set**

» *INCORPORATION CONTROL*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *45-54*

**S5** Please indicate the state in which you reside.

» *Delaware*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Landlord/tenant matters*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Landlord/tenant matters from one of these online legal companies you were looking at?

» *Yes*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Landlord/tenant matters*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used a phone book*

» *Asked friends/family*

» *Asked colleagues*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» **Yes**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» ***www.legalzoom.com***

» ***www.incforsfree.com***

**Q3a** Why did you select this company? *www.legalzoom.com*

» ***great ad forr visual***

**Q3b** Anything else? *www.legalzoom.com*

» ***asset is clear***

**Q3a** Why did you select this company? *www.incforsfree.com*

» ***good contact numebr***

**Q3b** Anything else? *www.incforsfree.com*

» ***leters bug***

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» ***www.rocketlawyer.com***

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» ***free is goo***

**Q4b** Please tell us why you did not << initially >> select *www.directincorpoation.com*?

» ***good visual***

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» ***Yes, I have reviewed this page (Page 1)***

» ***Yes, I have reviewed this page (Page 2)***

» ***Yes, I have reviewed this page (Page 3)***

» ***Yes, I have reviewed this page (Page 4)***

» ***Yes, I have reviewed this page (Page 5)***

» ***Yes, I have reviewed this page (Page 6)***

» ***Yes, I have reviewed this page (Page 7)***

» ***Yes, I have reviewed this page (Page 8)***

» ***Yes, I have reviewed this page (Page 9)***

» ***Yes, I have reviewed this page (Page 10)***

» ***Yes, I have reviewed this page (Page 11)***

» ***Yes, I have reviewed this page (Page 12)***

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» ***they are one of best in idustry***

**QB8** Anything else?

» ***they have up front free ates***

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» ***...only if you drop off the incorporation papers at the state's office***

**QB10b2** Do you know if this state fee applies...

» ***...if you incorporate through this and some other online legal services companies but not all online legal services companies***

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *if you get approved they will charge after*

**Q12c** Anything else?

» *charge after*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *none*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *i woul use them*

**Q13c** Anything else?

» *noneing*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *i like free trials*

**Q14b2** Any other reasons?

» *none*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Recommendations from colleagues 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *none*

**Q15c** Anything else?

» *none*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None, I haven't taken a market research survey in the past 3 months**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **18-24**

**S5** Please indicate the state in which you reside.

» **Missouri**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Temporarily unemployed**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **3 - May or may not**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Landlord/tenant matters**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.mycorporation.com**

**Q3a** Why did you select this company? www.mycorporation.com

» **I don't know.**

**Q3b** Anything else? www.mycorporation.com

» **I don't know.**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» **www.legalzoom.com**

» **www.rocketlawyer.com**

» [www.bizfilings.com](http://www.bizfilings.com)

» [www.incforsfree.com](http://www.incforsfree.com)

**Q4b** Please tell us why you did not << initially >> select [www.legalzoom.com](http://www.legalzoom.com)?

» *I don't know.*

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *I don't know.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *I don't know.*

**QB8** Anything else?

» *I don't know.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I don't know.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I don't know.*

**Q13c** Anything else?

» *I don't know.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *I don't know.*

**Q14b2** Any other reasons?

» *I don't know.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I don't know.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 1*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 7453**

**Image Set**

» **INCORPORATION CONTROL**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **Pennsylvania**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Self employed**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Family law**

» **Some Other type of legal service**

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Family law**

» **Estate planning**

» **Some Other type of legal service**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Used a phone book**

» **Asked friends/family**

» **Spoke to a lawyer**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**



» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.rocketlawyer.com*

» *www.bizfilings.com*

» *www.incfi.com*

» *www.incfree.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *Because I can Incorporate Online and it says it's fast and easy.*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *It states that I can Incorporate online for Free and that is a big plus for me.*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *Because it states that I can incorporate online probably for an online business.*

**Q3a** Why did you select this company? *www.incfi.com*

» *This is a pretty inexpensive way to get incorporate online for only \$49.*

**Q3a** Why did you select this company? *www.incfree.com*

» *This is another company that states that I can incorporate my business for free now.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *I'm not interested in looking into Legalzoom because I didn't hear anything good about it.*

**Q4b** Please tell us why you did not << initially >> select *www.calfilings.com*?

» *This looks like it's for businesses in California and I don't live in California so I wouldn't look into this website.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It was a good website for incorporation of a business but the price is a little to expensive for me especially when there's another website that says they can incorporate a business for only \$42.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *No*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...only if you incorporate through this particular online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I can contact the website and the rocket lawyers to get any answers that I need.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I'll probably go with the other online website to incorporate that charges only \$42 or one that is free because Rocket Lawyer is \$90.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Continue searching on other online legal service sites*

**Q14b1** What made you decide to << insert >>?

» *Because Rocket Lawyer is to expensive for me and there was another online lawyer website that charges only \$42 which is alot cheaper then Rocket Lawyer.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Because at the end of the free trial it costs about \$90 and it's too expensive for me right now.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Customer reviews 3*

» *Personal experience on the website 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Dating services.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**SURVEY 14-0603, CASE ID 7455**

**Image Set**

» *INCORPORATION TEST*

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Male*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *New Jersey*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Employed full-time*

**S8a** Which of the following best describes your position with your company?

» *Upper Management*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Estate planning from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

» *Estate planning*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.bizfilings.com*

» *www.incfiile.com*

» *www.delawareinc.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *reflects site for small business start up*

**Q3b** Anything else? *www.incorporate.com*

» *nome*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *gives details on different types of incorporation*

**Q3b** Anything else? *www.bizfilings.com*

» *no*

**Q3a** Why did you select this company? *www.incfiile.com*

» *get free registered agent*

**Q3b** Anything else? *www.incfiile.com*

» *none*

**Q3a** Why did you select this company? *www.delawareinc.com*

» *same day filing looks interesting and captive*

**Q3b** Anything else? *www.delawareinc.com*

» *none*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *easy to do online*

**Q3b** Anything else? *www.mycorporation.com*

» *none*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *not interested*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *not interested*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *just looked the name*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *easy form fill up, easy site to navigate*

**QB8** Anything else?

» *none*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...only if you incorporate online*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *I don't know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *I don't know*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *website just give your question*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *like to navigate it*

**Q13c** Anything else?

» *none*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *easy and gives you chance to try*

**Q14b2** Any other reasons?

» *none*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Brand name 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **Personal Care**

» **Food Brands or Products**

» **Healthcare**

**S3** Please record your gender below.

» **Female**

**S4** Which of the following categories includes your age?

» **35-44**

**S5** Please indicate the state in which you reside.

» **Tennessee**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Homemaker**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **2 - Probably will not**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I share or would share this responsibility with others**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.rocketlawyer.com**

**Q3a** Why did you select this company? www.rocketlawyer.com

» **one thing it is free**

**Q3b** Anything else? www.rocketlawyer.com

» **#2 they have a phone number to contact some one**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.delawareinc.com*

**Q4b** Please tell us why you did not << initially >> select www.incorporate.com?

» *because they have 30 years experience*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *not enough info*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *they make easy*

**QB8** Anything else?

» *I like this*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *you can cancel after one week*

**Q12c** Anything else?

» *na*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *you can call them*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would sign up*

**Q13c** Anything else?

» *it would be easy*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *because it sounds good*

**Q14b2** Any other reasons?

» *na*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *very helpful*

» *na*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Personal experience on the website 1*

» *very helpful 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *na*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*



**SURVEY 14-0603, CASE ID 7461**

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» *None of the above*

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» *None, I haven't taken a market research survey in the past 3 months*

**S3** Please record your gender below.

» *Female*

**S4** Which of the following categories includes your age?

» *25-34*

**S5** Please indicate the state in which you reside.

» *Louisiana*

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» *I Agree*

**S7** Which of the following best describes your employment status?

» *Student*

**S8b** Do you have any aspirations or plans to start your own company/business?

» *Yes*

**S9** Over the past few years, have you looked on the internet for online legal services?

» *Yes*

**S10a** What specific legal services have you looked for online?

» *Incorporation/forming a business or organization*

» *Family law*

» *Bill of Sale*

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» *Yes*

**S10c** Did you actually purchase online legal services for Family law from one of these online legal companies you were looking at?

» *No*

**S10c** Did you actually purchase online legal services for Bill of Sale from one of these online legal companies you were looking at?

» *No*

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» *5 - Definitely will*

**S11b** Specifically, what types of online legal services will you be looking for?

» *Incorporation/forming a business or organization*

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» *I am or would be the primary decision maker*

**S13a** Please tell us what kind of device you are taking this survey on.

» *Computer or Laptop*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.bizfilings.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *It seems legit when it comes to providing the services that i will be looking for.*

**Q3b** Anything else? *www.legalzoom.com*

» *there is nothing else*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *It seems legit when it comes to providing the services that i will be looking for.*

**Q3b** Anything else? *www.bizfilings.com*

» *there is nothing else*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *This website seems legit for the services i need*

**Q3b** Anything else? *www.mycorporation.com*

» *there is nothing else*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *because it is specific to California*

**Q4b** Please tell us why you did not << initially >> select *www.directincorporation.com*?

» *It is specific for California residents*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Rocket Lawyer helps with legalizing business names and information for anyone that wants to start a company*

**QB8** Anything else?

» *there is nothing else*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...only if you mail in your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *contact the customer service number on the website*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *i would go through rocket lawyer because it seems legit and like they have a great customer service team that is willing to help you at all times*

**Q13c** Anything else?

» *there is nothing life*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *i would want to try it before committing to it*

**Q14b2** Any other reasons?

» *there is nothing else*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 1*

» *Recommendations from colleagues 3*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **Florida**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Retired**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

» **Estate planning**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Asked friends/family**

» **Asked colleagues**

» **Spoke to a lawyer**

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» **Yes**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.incorporate.com**

» **www.bizfilings.com**

» **www.calfilings.com**

**Q3a** Why did you select this company? www.incorporate.com

» **made sense**

**Q3b** Anything else? www.incorporate.com

» **fit the search**

**Q3a** Why did you select this company? www.bizfilings.com

» *it stood out*

**Q3b** Anything else? www.bizfilings.com

» *could provide the needed info*

**Q3a** Why did you select this company? www.calfilings.com

» *the how to get started*

**Q3b** Anything else? www.calfilings.com

» *made sense*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

» *www.delawareinc.com*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *detailed site*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *low cost option*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *great reasonable offer*

**QB8** Anything else?

» *great customer service*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call on the tele*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *try the free offer*

**Q13c** Anything else?

» *get as much help as possible*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *sounds like a smart way to begin*

**Q14b2** Any other reasons?

» *its free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *price*

» *try free*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Opportunity to try the service for free 1*

» *price 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 7470**

**Image Set**

» **INCORPORATION TEST**

**S1** Do you or does anyone else in your household work for any of the following types of companies?

» **None of the above**

**S2a** In the past three months have you taken part in any of the following types of market research surveys?

» **None of the above**

**S3** Please record your gender below.

» **Male**

**S4** Which of the following categories includes your age?

» **45-54**

**S5** Please indicate the state in which you reside.

» **North Carolina**

**S6** Before you continue, please read the following confidentiality and non-disclosure statement and answer the question that follows. I recognize and fully understand that the survey content is of confidential nature. Therefore, I agree that both during and after the study, I will not disclose any of the information discussed in the interview. Also, I will not identify the nature of the product in this survey. Do you agree or disagree?

» **I Agree**

**S7** Which of the following best describes your employment status?

» **Employed full-time**

**S8a** Which of the following best describes your position with your company?

» **Middle Management**

**S8b** Do you have any aspirations or plans to start your own company/business?

» **Yes**

**S9** Over the past few years, have you looked on the internet for online legal services?

» **Yes**

**S10a** What specific legal services have you looked for online?

» **Incorporation/forming a business or organization**

**S10c** Did you actually purchase online legal services for Incorporation/forming a business or organization from one of these online legal companies you were looking at?

» **No**

**S11a** On a scale of 1 to 5, where 1 means 'Definitely will Not' and 5 means 'Definitely will', how likely will you be to look for online legal services within the next 6 months?

» **4 - Probably will**

**S11b** Specifically, what types of online legal services will you be looking for?

» **Incorporation/forming a business or organization**

**S12** In the event you were in need of online legal services, which of the following describes your role in determining how to go about obtaining those services?

» **I am or would be the primary decision maker**

**S13a** Please tell us what kind of device you are taking this survey on.

» **Computer or Laptop**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

» **Asked friends/family**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalzoom.com**

**Q3a** Why did you select this company? www.legalzoom.com

» *Have seen ads on TV for this company and think it might be legit*

**Q3b** Anything else? [www.legalzoom.com](http://www.legalzoom.com)

» *nothing*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» [www.incorporate.com](http://www.incorporate.com)

**Q4b** Please tell us why you did not << initially >> select [www.rocketlawyer.com](http://www.rocketlawyer.com)?

» *Just to see the information they have*

**Q4b** Please tell us why you did not << initially >> select [www.smallbiz.com](http://www.smallbiz.com)?

» *Because it has CA in the title*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *It said something about the CA laws.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Very easy and would look in to the for my own*

**QB8** Anything else?

» *none*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Just ask one of the lawyers on the website*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Go for the free deal that is offered*

**Q13c** Anything else?

» *nothing*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?



» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *It's is a win win thing*

**Q14b2** Any other reasons?

» *nothing*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Brand name 2*

» *Recommendations from colleagues 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

***APPENDIX J***

***APPENDIX J***

## Appendix J. Supporting Tables – Incorporation Service

### Incorporation Service Supporting Data Tables:

- Table 1S. Reasons for not Selecting Rocket Lawyer or Legal Zoom (Q4b)
- Table 2S. Recall of the message of the Rocket Lawyer Search Ad (Q5b)
- Table 3S. Recall of the "Free Incorporation" Offer in the Rocket Lawyer Search Ad and Website (QB9)
- Table 4S. Incorporation - Perceptions of the Conditions for the State Fees (QB10b-1, b-2)
- Table 5S. Second Most Important Factors Affecting the use of an Online Legal Company (Q14e)
- Table 6S. Third Most Important Factors Affecting the use of an Online Legal Company (Q14e)
- Table 7S. Least Important Features (Q14f)
- Figure 1S. Decision Tree (Chose Legal Zoom not Rocket Lawyer)
- Table 8S. Understanding Among LegalZoom Respondents Who Either Accepted the Rocket Lawyer Free Trial or Bought Other Services at Level 5
- Figure 2S. Decision Tree (Did not Choose Rocket Lawyer Because CA Specific Issue)
- Table 9S. Understanding Among Respondents Who Did Not Initially Chose Rocket Lawyer's Ad Because it Was California Specific Who Accepted the Free Trial or Bought Other Legal Services at Level 5

**Table 1S:  
Reasons for not Selecting Rocket Lawyer or Legal Zoom (Q4b)**

	<b>Incorporation Service</b>			
	<b>Selection of Rocket Lawyer</b>		<b>Selection of Legal Zoom</b>	
	<b>Test</b> (State Fee Disclosure)	<b>Control</b> (No State Fee Disclosure)	<b>Test</b> (State Fee Disclosure)	<b>Control</b> (No State Fee Disclosure)
<i>Base: Brands Not Chosen at Q2/Q4</i>	(n=57)	(n=58)	(n=24)	(n=22)
<b>Data is represented in Absolute Numbers</b>	#	#	#	#
<b>Positive/Neutral Comments (Net)</b>	5	1	5	6
<b>Negative Comments (Grand-Net)</b>	<b>51</b>	<b>53</b>	<b>16</b>	<b>13</b>
Don't Like the Name (Net)	13	18	2	3
Don't Trust It (Net)	8	7	0	0
Visual Impact (Net)	3	3	7	3
Cost Related (Net)	2	2	1	1
Insufficient Content (Net)	2	2	2	3
<b>Miscellaneous</b>				
Doesn't apply to/mention my state/Says it's for California/Delaware	20	18	0	0
Not familiar with them/Never heard of them	3	4	1	1
(Just) not interested n/s	1	1	2	0
Had already picked enough/didn't need any more picks	1	0	0	0
Have had bad experiences/heard bad things about them	1	0	1	1
Not interested in doing it fast/sounds like impulse buying	1	0	0	0
Other Miscellaneous Negative mentions	1	3	0	1
No reason	0	2	1	2
Don't know	0	1	2	0

**Conclusion<sup>1</sup>: There is no significant difference between the test and control groups for the reasons for not selecting Rocket Lawyer or LegalZoom.**

<sup>1</sup> The results of the statistical test of the difference between the test and control groups are included in Appendix M – statistical analysis.

**Table 2S:  
Incorporation Service - Recall of the message of the Rocket Lawyer Search Ad (QB5b)**

	<b><u>Incorporation Service</u></b>	
	<b><u>Test</u></b> (State Fee Disclosure in ad)	<b><u>Control</u></b> (No State Fee Disclosure in ad)
<i>Base: Respondents who noticed RL ad at Q2/Q4</i>	(n=32)	(n=37)
<b>Data is represented in Absolute Numbers</b>	<b>#</b>	<b>#</b>
<b>Positive/Neutral Comments (Grand-Net)</b>	<b>27</b>	<b>24</b>
<b>Just Recall Name (Net)</b>	<b>11</b>	<b>9</b>
(Just) recall the name	11	7
Has the word Rocket in name	0	2
<b>Cost Related (Net)</b>	<b>5</b>	<b>8</b>
It's inexpensive	3	2
It's free	1	3
No fees	0	3
Other Cost Related mentions	1	0
<b>Miscellaneous</b>		
It's for California/based in California	5	2
It's fast	3	3
Helps with incorporation	3	5
Looks good/great (general)	1	0
It's easy	1	0
Other mentions	3	4
<b>Negative Comments (Net)</b>	<b>2</b>	<b>5</b>
Don't like the name/Name is cheesy	1	4
Recall the name sounded unprofessional/childish	1	1
Nothing (really)	3	7
No answer	0	2

**Conclusion<sup>2</sup>: There is no significant difference between the test and control groups with respect to recalling the message of the Rocket Lawyer search ad.**

<sup>2</sup> The results of the statistical test of the difference between the test and control groups are included in Appendix M – statistical analysis.

**Table 3S:**  
**Recall of the "Free Incorporation" Offer in the Rocket Lawyer Search Ad and Website (QB9)**

	<b><u>Incorporation Service</u></b>	
	<b><u>Test</u></b> (State Fee Disclosure in ad)	<b><u>Control</u></b> (No State Fee Disclosure in ad)
	%	%
	(n=104)	(n=103)
<b>Yes</b>	<b>57.7</b>	<b>72.8</b>
No	15.4	12.6
Don't Know	26.9	14.6

**Conclusion<sup>3</sup>: Compared to the Control group, significantly fewer respondents in the Test group recalled a "Free Incorporation" offer.**

<sup>3</sup> The results of the statistical test of the difference between the test and control groups are included in Appendix M – statistical analysis.

**Table 4S:**  
**Incorporation - Perceptions of the Conditions for the State Fees (QB10b-1, b-2)**

		<b>Incorporation Service</b>	
		<b>Test</b> (State Fee Disclosure in ad)	<b>Control</b> (No State Fee Disclosure in ad)
		%	%
<i>Base: Respondents aware of State Fees at QB10a</i>		(n=73)	(n=71)
<b>Q10b-1: State Fees Applies v1</b>			
	To all businesses regardless how you file	53.4	45.1
	Only if you incorporate online	13.7	2.8
	Only if you drop off the incorporation papers at the state's office	2.7	2.8
	Only if you mail in your incorporation papers	2.7	5.6
	Don't Know	27.4	43.7
<b>Q10b-2: State Fees Applies v2</b>			
	Only if you incorporate through this particular online legal services company	9.6	5.6
	If you incorporate through this and some other online legal services companies but not all online legal services companies	11.0	14.1
	If you incorporate through any online legal services company	43.8	38.0
	Don't Know	35.6	42.3

**Conclusion<sup>4</sup>:** *There is no significant differences between the test and control groups with respect to the conditions for the state fees*

<sup>4</sup> The results of the statistical test of the difference between the test and control groups are included in Appendix M – statistical analysis.

**Table 5S:  
Second Most Important Feature (Q14e)**

	<b>Incorporation Service</b>	
	<b>Test</b> (State Fee Disclosure in ad)	<b>Control</b> (No State Fee Disclosure in ad)
	%	%
	(n=104)	(n=103)
Price	26.0	16.5
Customer reviews	17.3	29.1
Recommendations from colleagues	15.4	14.6
Opportunity to try the service for free	13.5	15.5
Personal experience on the website	9.6	7.8
Other (Net)*	8.6	3.8
Brand name	7.7	11.7
Advertisement	1.9	1.0

**Conclusion: Advertising is the least important factor and there is no significant difference between the test and control groups.**

\*The Other listed features included:

Clarity of changes.  
 The ability to get forms directly for government for free.  
 Availability of the information for free from other sources.  
 Order listed on yahoo.  
 Privacy guaranteed.  
 Whether web site runs smooth without any slowness.  
 Fake ad for free trial.  
 Is good.  
 Thorough.  
 Very helpful.  
 Advertisement.  
 Account set up.

One time usage.  
 No obligations.  
 Lease agreements.  
 Business planning.  
 Restrictions on site.  
 To friends and family.  
 State specific statutes.  
 Range of services and products.  
 Personal experience on the website.  
 Time required to complete the filing.  
 Face to face when handling personal matters.  
 Explanation of different incorporation methods.  
 How does the company stand behind their product.



**Table 6S:  
Third Most Important Feature (Q14e)**

	<b>Incorporation Service</b>	
	<b>Test</b> (State Fee Disclosure in ad)	<b>Control</b> (No State Fee Disclosure in ad)
	%	%
	(n=104)	(n=103)
Price	18.3	22.3
Customer reviews	18.3	20.4
Recommendations from colleagues	17.3	15.5
Opportunity to try the service for free	17.3	11.7
Personal experience on the website	12.5	12.6
Brand name	9.6	10.7
Other (Net)*	3.8	3.9
Advertisement	2.9	2.9

**Conclusion: Advertising is the least important factor and there is no significant difference between the test and control groups.**

\*The Other listed features included:

- Clarity of changes.
- The ability to get forms directly for government for free.
- Availability of the information for free from other sources.
- Order listed on yahoo.
- Privacy guaranteed.
- Whether web site runs smooth without any slowness.
- Fake ad for free trial.
- Is good.
- Thorough.
- Very helpful.
- Advertisement.
- Account set up.

- One time usage.
- No obligations.
- Lease agreements.
- Business planning.
- Restrictions on site.
- To friends and family.
- State specific statutes.
- Range of services and products.
- Personal experience on the website.
- Time required to complete the filing.
- Face to face when handling personal matters.
- Explanation of different incorporation methods.
- How does the company stand behind their product.

**Table 7S:  
Least Important Features (Q14f)**

<i>Based to those not mentioned as Important Features</i>	<b><u>Incorporation Service</u></b>	
	<b><u>Test</u></b> (State Fee Disclosure in ad)	<b><u>Control</u></b> (No State Fee Disclosure in ad)
	%	%
<b>Advertisement</b>	(n=96) <b>56.3</b>	(n=97) <b>68.0</b>
<b>Brand Name</b>	(n=81) <b>46.9</b>	(n=77) <b>36.4</b>
Opportunity to try the service for free	(n=58) 39.7	(n=64) 35.9
Personal experience on the website	(n=68) 17.6	(n=73) 16.4
Recommended from Colleagues	(n=48) 16.7	(n=47) 12.8
Price	(n=38) 13.2	(n=39) 15.4
Customer Reviews	(n=46) 13.0	(n=36) 27.8
Other (Net)*	(n=98) 1.0	(n=83) 1.2

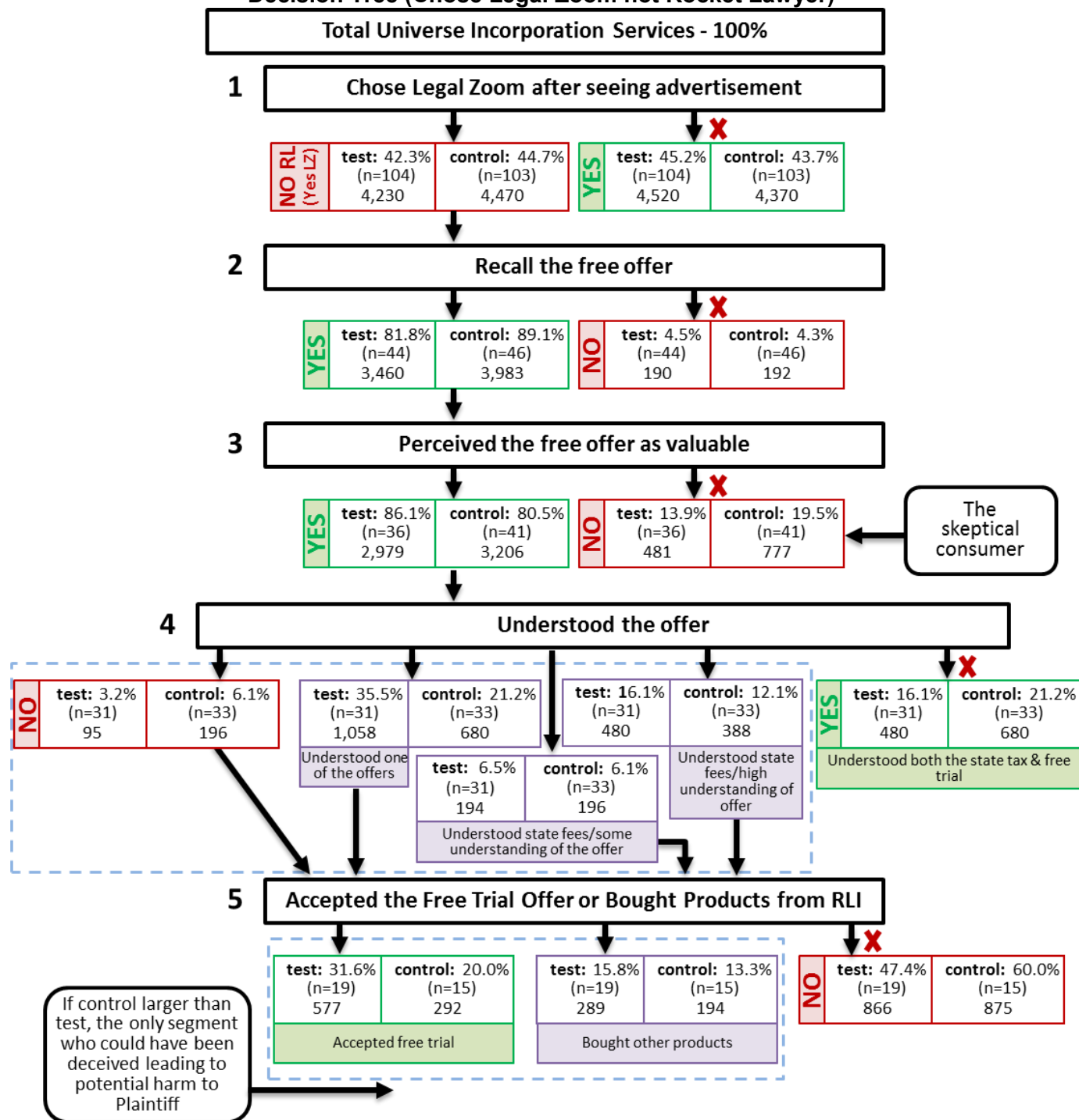
**Conclusion: Advertising is the least important factor and there is no significant difference between the test and control groups.**

\*The Other listed features included:

- Clarity of changes.
- The ability to get forms directly for government for free.
- Availability of the information for free from other sources.
- Order listed on yahoo.
- Privacy guaranteed.
- Whether web site runs smooth without any slowness.
- Fake ad for free trial.
- Is good.
- Thorough.
- Very helpful.
- Advertisement.
- Account set up.
- One time usage.
- No obligations.
- Lease agreements.
- Business planning.
- Restrictions on site.

- To friends and family.
- State specific statutes.
- Range of services and products.
- Personal experience on the website.
- Time required to complete the filing.
- Face to face when handling personal matters.
- Explanation of different incorporation methods.
- How does the company stand behind their product.

Figure 1S:  
Decision Tree (Chose Legal Zoom not Rocket Lawyer)<sup>5</sup>



**Conclusions<sup>6</sup>:** The online legal services population is quite heterogenous as demonstrated by the tree. The only consumer segment who could have been deceived are the consumers in the 5th level of the tree and they include 292 out of 10,000 i.e. less than 3%. But it is important to note that there are no significant differences between the test and control groups and in fact, directionally, there are more respondents in the test group (the modified stimuli responding to LegalZoom's suggestions) than the control group (the current RLI stimuli) in this segment. Thus, there is no harmed population.

<sup>5</sup> The "n=" is the base number of respondents on which the percentage calculations are based.

The Total Universe of 100% is representative by a sample of 10,000 to illustrate the size of the consumer segment.

<sup>6</sup> The results of the statistical test of the difference between the test and control groups are included in Appendix M – statistical analysis.

**Table 8s: Understanding Among LegalZoom Respondents Who Either Accepted the Rocket Lawyer Free Trial or Bought Other Services at Level 5**

Classifications:

No understanding – did not understand state fee or time limit on free trial

Low understanding – did not understand either the state fee or the free trial time limit

Some Understanding – understood state fees, understood free trial time limit

High Understanding – understood state fees, understood free trial time limit, understood that either the length of time limit or the need to cancel<sup>7</sup>

**CHOSE LEGALZOOM – This includes all respondents who qualifies for level 5**

**Accepted Free Trial**

<b>Test</b>		<b>Control</b>	
<b>ID</b>	<b>Conclusion</b>	<b>ID</b>	<b>Conclusion</b>
7470	No understanding – does not recall state fees and does not understand time limit	6324	No understanding – user was not aware of state fees or free trial time limit
2069	Low understanding – understood state fees, but was not aware of the time limit. This respondent does have experience with free trials, but responses do not demonstrate knowledge of time limit or charge	7010	Some understanding – respondent stated that no state fees applied, but in the open ended responses, demonstrated awareness of charge of \$90. User was also aware of time limit and charge after free trial period. User had experience with free trials before
7461	Low understanding – understood state fees, but did not know that free trial had a time limit	7096	Some/high understanding – Respondent understood that there were state fees and that free trial had a time limit. Respondent was aware of the charge post free trial, but it is unclear whether respondent thinks the charge is the state fee or the plan charge
7468	Low understanding – understood state fees, but did not know that free trial had a time limit. This user liked that the service was “free”		
6670	Low/some understanding – user thinks that with the free offer, no state fees apply and that the fees apply only after the free trial ends. The user has high understanding of the free trial – that there is a time limit and automatic charge		
6740	Some/high understanding – understands state fees and add on options that require payment, and that free trial has a time limit.		

<sup>7</sup> Based on Level 4, no respondents with the highest level of understanding (Yes category at Level 4) were analyzed at Level 5. This analysis is based on the responses provided at Level 4 and 5 of the tree within the context of all other responses to the questionnaire.

**Table 8s (Cont’): Understanding Among LegalZoom Respondents Who Either Accepted the Rocket Lawyer Free Trial or Bought Other Services at Level 5**

**Other Business to Rocket Lawyer**

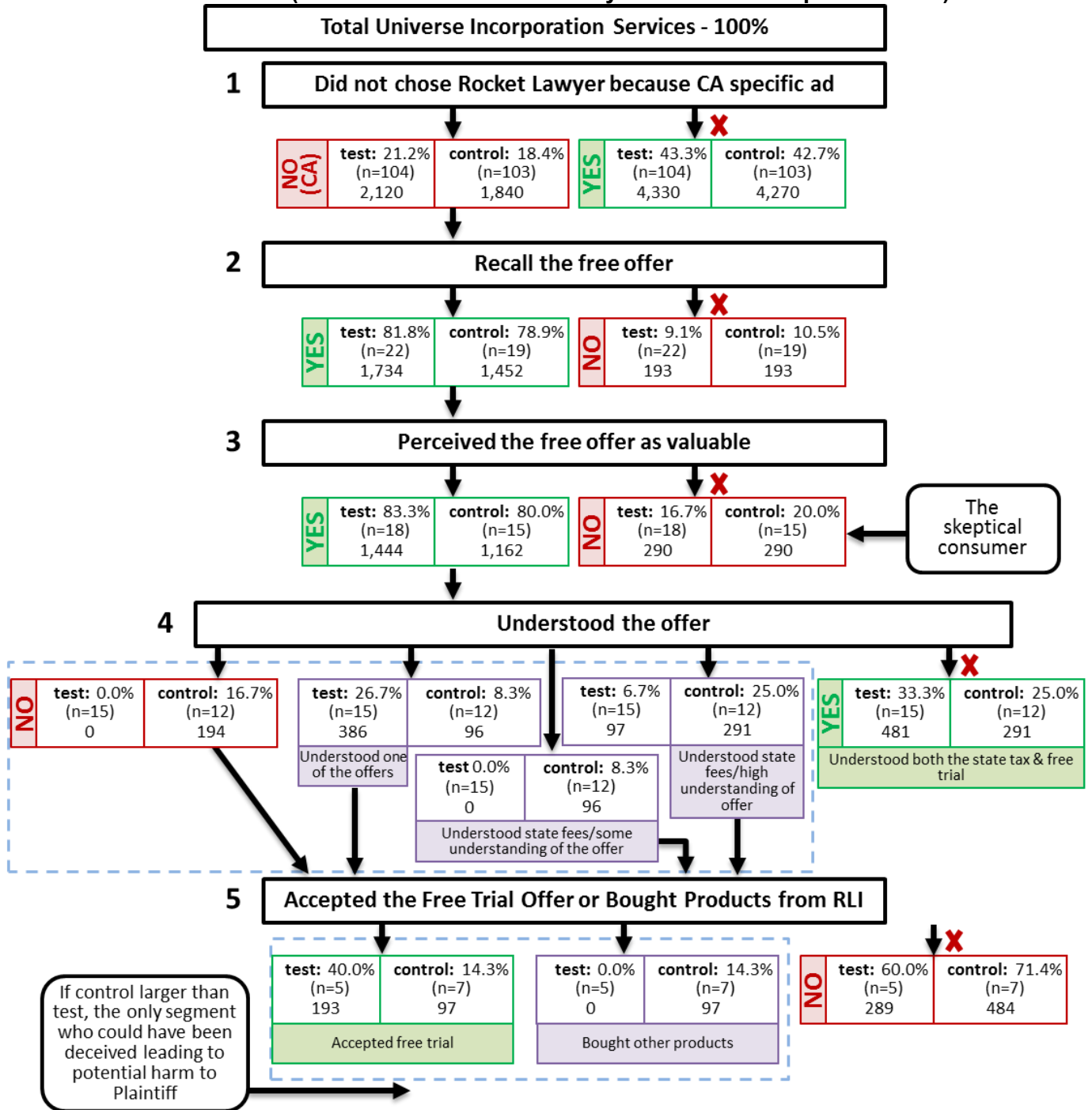
<b>Test</b>		<b>Control</b>	
<b>ID</b>	<b>Conclusion</b>	<b>ID</b>	<b>Conclusion</b>
5476	Some understanding – understood state fees, but did not know of time limit. Respondent purchased processing because user was ready to commit, even though prior statement said respondent would compare Rocket Lawyer and LegalZoom to decide which to use	5655	Some understanding – understood state fee and that the RLI service was free, understood time limit, but was not aware about what happens after. Respondent paid for the incorporation service because did not see value in free trial
5767	Some understanding – understood state fees and free trial, seems to be aware that the service continues but response to 12c is unclear	6309	Low understanding – understood state fees but was not aware of time limit. Respondent is skeptical stating, “I hate free trials”
6582	Some understanding – understood state fees and understood the free trial time limit, but not awareness of charge after free trial. User saw value in purchasing processing instead of enrolling in free trial		

**Conclusion:** *There are no significant differences between the test and control groups with respect to those who have provided Rocket Lawyer with business, directionally, more test respondents who demonstrate some level of confusion accepted the free trial or provided Rocket Lawyer with other business. There does not appear to be a difference between the level of understanding between the Test and Control.*

*The only consumers who may have been confused by Rocket Lawyer’s free offer as offered in the control stimuli are those at the 5th level. The percentage of those who accepted the free trial that was confused was less than 3%. But, because there is no significant difference between the test and control groups and directionally, the population at issue is greater in the test than the control, there is no harmed population. If Rocket Lawyer had advertised according to LegalZoom’s proposed standards, there would have been no significant difference in the number of consumers who were confused about some aspect of the offer and also accepted the free trial.*

*Less than 2% of respondents who provided other business to Rocket Lawyer in the Control group were confused by the offer. But, because there is no significant difference between the test and control groups and directionally, the population at issue is greater in the test than the control, there is no harmed population. In addition, there is no harmed population because these users did not see value in the free trial and were thus not misled.*

Figure 2S:  
Decision Tree (Did not Choose Rocket Lawyer Because CA Specific Issue)<sup>8</sup>



**Conclusions<sup>9</sup>:** *The online legal services population is quite heterogenous as demonstrated by the tree. The only consumer segment who could have been deceived are the consumers in the 5th level of the tree and they include 97 out of 10,000 i.e. less than 1%. But it is important to note that there are no significant differences between the test and control groups and in fact, directionally, there are more respondents in the test group (the modified stimuli responding to LegalZoom’s suggestions) than the control group (the disputed stimuli) in this segment. Thus, there is no harmed population.*

<sup>8</sup> The “n=” is the base number of respondents on which the percentage calculations are based.

The Total Universe of 100% is representative by a sample of 10,000 to illustrate the size of the consumer segment.

<sup>9</sup> The results of the statistical test of the difference between the test and control groups are included in Appendix M – statistical analysis.

**Table 9S: Understanding Among Respondents Who Did Not Initially Chose Rocket Lawyer’s Ad Because it Was California Specific Who Accepted the Free Trial or Bought Other Legal Services at Level 5**

Classifications:

No understanding – did not understand state fee or time limit on free trial

Low understanding – did not understand either the state fee or the free trial time limit

Some Understanding – understood state fees, understood free trial time limit

High Understanding – understood state fees, understood free trial time limit, understood that either the length of time limit or the need to cancel<sup>10</sup>

**NO RL DUE TO CA AD – This includes all respondents who qualifies for level 5**

**Accepted Free Trial**

<b>Test</b>		<b>Control</b>	
<b>ID</b>	<b>Conclusion</b>	<b>ID</b>	<b>Conclusion</b>
6670	Low/some understanding – user thinks that with the free offer, no state fees apply and that the fees apply only after the free trial ends. The user has high understanding of the free trial – that there is a time limit and automatic charge	7096	Some/high understanding – Respondent understood that there were state fees and that free trial had a time limit. Respondent was aware of the charge post free trial, but it is unclear whether respondent thinks the charge is the state fee or the plan charge
7461	Low understanding – understood state fees, but did not know that free trial had a time limit		

**Other Business to Rocket Lawyer**

<b>Test</b>		<b>Control</b>	
<b>ID</b>	<b>Conclusion</b>	<b>ID</b>	<b>Conclusion</b>
		5655	Some understanding – understood state fee and that the RLI service was free, understood time limit, but was not aware about what happens after. Respondent paid for the incorporation service because did not see value in free trial

***Conclusion: Although there are no significant differences between the test and control groups with respect to those who have provided Rocket Lawyer with business, directionally, more test respondents who demonstrate some level of confusion accepted the free trial or provided Rocket Lawyer with other business. The test group has also demonstrated that the level of understanding of the free trial may be lower than the level of understanding of those in the control group. All control respondents knew to pay state fees, where as a third of the test respondents did not know that they had to pay state fees. Otherwise the level of understanding is similar between the Test and Control.***

***The only consumers who may have been confused by Rocket Lawyer’s free offer as offered in the control stimuli are those at the 5th level. The percentage of those who accepted the free trial that was confused was less than 1%. But, because there is no significant difference between the test***

<sup>10</sup> Based on Level 4, no respondents with the highest level of understanding (Yes category at Level 4) were analyzed at Level 5. This analysis is based on the responses provided at Level 4 and 5 of the tree within the context of all other responses to the questionnaire.

**Table 9S (Con't): Understanding Among Respondents Who Did Not Initially Chose Rocket Lawyer's Ad Because it Was California Specific Who Accepted the Free Trial or Bought Other Legal Services at Level 5**

*and control groups and directionally, the population at issue is greater in the test than the control, there is no harmed population. If Rocket Lawyer had advertised according to LegalZoom's proposed standards, there would have been no significant difference in the number of consumers who were confused about some aspect of the offer and also accepted the free trial.*

*Less than 1% of respondents who provided other business to Rocket Lawyer in the Control group demonstrated some confusion about the free trial. Although there was no significant difference between the test and control groups, directionally, more respondents who displayed some confusion over the free trial provided other business to Rocket Lawyer. However, the respondent ultimately saw no value in the free trial, thus, there is no harm.*



## Appendix J. Supporting Tables – Other Legal Services

### Other Legal Services' Supporting Data Tables:

- Table 1S. Reasons for selection of Rocket Lawyer or Legal Zoom After Exposure to its Search Ad (Q3a/b)
- Table 2S. Reasons for not Selecting Rocket Lawyer or Legal Zoom (Q4b)
- Table 3S. Perception of the Incorporation Offer Based on Both the Rocket Lawyer Search Ad and Website (QC7 & 8)
- Table 4S. Consumer Services - Recall of a “Free Trial” Offer on the Rocket Lawyer Website (QC9)
- Table 5S. Second Most Important Factors Affecting the use of an Online Legal Company (Q14e)
- Table 6S. Third Most Important Factors Affecting the use of an Online Legal Company (Q14e)
- Table 7S. Least Important Features (Q14f)
- Figure 1S. Decision Tree (Chose Legal Zoom not Rocket Lawyer)
- Table 8S. Understanding Among LegalZoom Respondents Who Accepted the Free Trial or Bought Other Legal Services at Level 5

**Table 1S:**  
**Reasons for selection of Rocket Lawyer or Legal Zoom After Exposure to its Search Ad (Q3a/b)**

	<u>Selection of Rocket Lawyer</u>		<u>Selection of Legal Zoom</u>	
	<u>Test</u> (Red Box)	<u>Control</u> (Original Format)	<u>Test</u> (Red Box)	<u>Control</u> (Original Format)
<i>Base: Respondents who noticed RL ad at Q2</i>	(n=36)	(n=50)	(n=21)	(n=20)
<b>Data is represented in Absolute Numbers</b>	#	#	#	#
Positive/Neutral Comments (Grand-Net)	34	47	21	19
Free (Net)	14	16	0	2
Fast Service (Net)	10	9	0	0
Features of Service (Net)	9	9	1	0
Easy to Use (Net)	8	15	0	0
Looks Professional/Reliable (Net)	6	2	5	3
Familiarity (Net)	4	4	8	12
How Search Engine Has It Listed (Net)	2	1	3	3
Offers Needed Service (Net)	1	1	4	1
To Accomplish Specific Task (Net)	1	6	0	0
Cost (Net)	1	1	0	1
Location Related (Net)	0	1	1	0
Other Reasons (Net)	8	15	7	5
Negative Comments (Net)	1	0	0	1
Don't know	1	0	0	1
No answer	1	3	0	0

**Conclusion<sup>11</sup>:** *There is no significant difference between the test and control groups in the selection of Rocket Lawyer or LegalZoom after exposure to the Rocket Lawyer search ad.*

<sup>11</sup> The results of the statistical test of the difference between the test and control groups are included in Appendix M – statistical analysis.

**Table 2S:  
Reasons for not Selecting Rocket Lawyer or Legal Zoom (Q4b)**

	<b>Other Legal Services</b>			
	<b>Selection of Rocket Lawyer</b>		<b>Selection of Legal Zoom</b>	
	<b>Test</b> (Red Box) (n=56)	<b>Control</b> (Original Format) (n=37)	<b>Test</b> (Red Box) (n=5)	<b>Control</b> (Original Format) (n=5)
<i>Base: Brands Not Chosen at Q2/4</i>				
<b>Data is represented in Absolute Numbers</b>	<b>#</b>	<b>#</b>	<b>#</b>	<b>#</b>
<b>Positive/Neutral Comments (Net)</b>	<b>5</b>	<b>2</b>	<b>0</b>	<b>0</b>
<b>Negative Comments (Grand-Net)</b>	<b>43</b>	<b>33</b>	<b>1</b>	<b>2</b>
Don't Like the Name (Net)	23	15	1	0
Don't Trust It (Net)	3	6	0	0
Visual Impact (Net)	3	1	0	0
Cost Related (Net)	1	0	0	0
Insufficient Content (Net)	0	3	0	0
<b>Miscellaneous</b>				
It's a paid ad	5	1	0	1
Not familiar with them/Never heard of them	2	3	0	0
Had already picked enough/didn't need any more picks	2	1	0	0
Have had bad experiences/heard bad things about them	2	0	0	0
(Just) not interested n/s	1	0	0	0
Didn't sound like it met my needs/didn't have what I'm looking for	1	0	0	0
Wasn't clear/was difficult to understand	1	1	0	0
Doesn't apply to/mention my state/Says it's for California/Delaware	0	0	0	0
Prefer another site/Liked another better	0	2	0	1
Not interested in doing it fast/sounds like impulse buying	0	0	0	0
Other Miscellaneous Negative mentions	3	1	0	0
No reason	4	0	0	0
Don't know	2	1	0	0
No answer	0	0	4	3

**Conclusion<sup>12</sup>: There is no difference between the test and control groups for the reasons for not selecting Rocket Lawyer or LegalZoom at the search engine advertisement stage.**

<sup>12</sup> The results of the statistical test of the difference between the test and control groups are included in Appendix M – statistical analysis.

**Table 3S:  
Perception of the “Free Trial” Offer Based on the Rocket Lawyer Website (QC7 & 8)**

	<b>Other Legal Services</b>	
	<b>Test</b> (Red Box)	<b>Control</b> (Original Format)
	%	%
	(n=108)	(n=107)
<b>Positive/Neutral Comments (Grand-Net)</b>	<b>82.4</b>	<b>90.7</b>
<b>Mentioned Free Trial (Net)</b>	<b>39.8</b>	<b>35.5</b>
Free access to documents/printing during free trial (sub-net)	10.2	4.7
Other mentioned free trial (subnet)	35.2	33.6
<b>Fast/Easy To Use (Net)</b>	<b>32.4</b>	<b>41.1</b>
<b>Happens After Trial Period (Net)</b>	<b>27.8</b>	<b>26.2</b>
Various Payment Options (subnet)	13.0	10.3
You're Charged/Credit Card is Charged (subnet)	10.2	10.3
Specific Amount You Will Be Charged (subnet)	7.4	9.3
Other Happens After Trial (subnet)	3.7	3.7
<b>Good for specific (legal) uses (Net)</b>	<b>15.7</b>	<b>14.0</b>
<b>Other Service Features (Net)</b>	<b>13.9</b>	<b>25.2</b>
<b>Other Cost Related (Net)</b>	<b>4.6</b>	<b>11.2</b>
<b>Good/Reasonable Cost (subnet)</b>	<b>4.6</b>	<b>11.2</b>
<b>Availability of Documents and Printing (without Mentioning free Trial) (Net)</b>	<b>6.5</b>	<b>6.5</b>
<b>Time Period Without Mentioning Free Trial (Net)</b>	<b>0.9</b>	<b>0.0</b>
It's good/nice (general)	4.6	10.3
Legal assistance available/(Local) lawyer available to help review contracts	4.6	6.5
Has online help/chat assistance/800# help	3.7	5.6
<b>Trial offer (no mention of free)</b>	<b>0.9</b>	<b>2.8</b>
Nice, appealing layout	0.9	1.9
Reliable	0.9	0.9
Trustworthy	0.9	0.0
Worth a try/could try it out	0.0	1.9
Good reviews/ recommended by reputable publications	0.0	1.9
Other Miscellaneous mentions	1.9	1.9
<b>Negative Comments (Net)</b>	<b>25.0</b>	<b>15.9</b>
Security/Trust Issues (subnet)	7.4	5.6
<b>Cost-Related (subnet)</b>	<b>6.5</b>	<b>4.7</b>
<b>It's not (really) free</b>	<b>6.5</b>	<b>3.7</b>
<b>Have to remember to cancel or you get charged</b>	<b>0</b>	<b>0.9</b>
Offer is Lacking Information/Confusing (subnet)	4.6	3.7
Would Not Recommend (subnet)	0.9	1.9
Other Negative Mentions (subnet)	10.2	5.6
None/Nothing	0.0	1.9
Don't know/ No Answer	1.9	0.9

**Conclusion<sup>13</sup>: There are no significant differences between the test or control groups. Thus, whether Rocket Lawyer revises the format of the free trial disclosures does not have any impact on respondents' perception of the free trial offer.**

<sup>13</sup> The results of the statistical test of the difference between the test and control groups are included in Appendix M – statistical analysis.

**Table 4S:  
Consumer Services - Recall of a “Free Trial” Offer on the Rocket Lawyer Website (QC9)**

	<u>Other Legal Services</u>	
	<u>Test</u> (Red Box)	<u>Control</u> (Original Format)
	%	%
	(n=108)	(n=107)
<b>Yes</b>	<b>91.7</b>	<b>87.9</b>
No	3.7	5.6
Don't Know	4.6	6.5

**Conclusion<sup>14</sup>: The vast majority of consumers recalled the “Free Trial” but there is no significant difference between the Test and Control groups regarding the recall of a “Free Trial” offer on the Rocket Lawyer website. Thus, whether Rocket Lawyer revises the format of its free trial disclosures or not, there is no impact on respondents’ recall of the free trial.**

<sup>14</sup> The results of the statistical test of the difference between the test and control groups are included in Appendix M – statistical analysis.

**Table 5S:  
Second Most Important Feature (Q14e)**

	Other Legal Services	
	<u>Test</u> (Red Box)	<u>Control</u> (Original Format)
	%	%
	(n=108)	(n=107)
Price	20.4	23.4
Customer reviews	19.4	18.7
Personal experience on the website	15.7	14.0
Recommendations from colleagues	13.0	15.0
Other (Net)*	9.3	4.6
Opportunity to try the service for free	10.2	14.0
Brand name	8.3	8.4
Advertisement	3.7	1.9

**Conclusion: Advertising is the least important factor and there is no significant difference between the test and control groups.**

\*The Other listed features included:

Clarity of changes.  
The ability to get forms directly for government for free.  
Availability of the information for free from other sources.  
Order listed on yahoo.  
Privacy guaranteed.  
Whether web site runs smooth without any slowness.  
Fake ad for free trial.  
Is good.  
Thorough.  
Very helpful.  
Advertisement.  
Account set up.

One time usage.  
No obligations.  
Lease agreements.  
Business planning.  
Restrictions on site.  
To friends and family.  
State specific statutes.  
Range of services and products.  
Personal experience on the website.  
Time required to complete the filing.  
Face to face when handling personal matters.  
Explanation of different incorporation methods.  
How does the company stand behind their product.

**Table 6S:  
Third Most Important Feature (Q14e)**

	Other Legal Services	
	<u>Test</u> (Red Box)	<u>Control</u> (Original Format)
	%	%
	(n=108)	(n=107)
Customer reviews	28.7	17.8
Opportunity to try the service for free	15.7	15.0
Price	14.8	26.2
Personal experience on the website	13.9	10.3
Brand name	12.0	9.3
Recommendations from colleagues	7.4	12.1
Other (Net)*	7.5	5.6
Advertisement	0.0	3.7

**Conclusion: Advertising is the least important factor and there is no significant difference between the test and control groups.**

\*The Other listed features included:

Clarity of changes.  
The ability to get forms directly for government for free.  
Availability of the information for free from other sources.  
Order listed on yahoo.  
Privacy guaranteed.  
Whether web site runs smooth without any slowness.  
Fake ad for free trial.  
Is good.  
Thorough.  
Very helpful.  
Advertisement.  
Account set up.  
One time usage.  
No obligations.  
Lease agreements.  
Business planning.  
Restrictions on site.

To friends and family.  
State specific statutes.  
Range of services and products.  
Personal experience on the website.  
Time required to complete the filing.  
Face to face when handling personal matters.  
Explanation of different incorporation methods.  
How does the company stand behind their product.

**Table 7S:  
Least Important Features (Q14f)**

<i>Based to those not mentioned as Important Features</i>	<b>Other Legal Services</b>	
	<b>Test</b> (Red Box) %	<b>Control</b> (Original Format) %
<b>Advertisement</b>	(n=101) <b>60.4</b>	(n=101) <b>59.4</b>
Brand Name	(n=84) 59.5	(n=81) 48.1
Customer Reviews	(n=41) 19.5	(n=51) 21.6
Opportunity to try the service for free	(n=58) 17.2	(n=56) 30.4
Personal experience on the website	(n=63) 11.1	(n=68) 16.2
Recommended from Colleagues	(n=72) 25.0	(n=61) 24.6
Price	(n=36) 8.3	(n=35) 8.6
Other (Net)*	(n=104) 0.0	(n=85) 2.4

**Conclusion: Advertising is the least important factor and there is no significant difference between the test and control groups.**

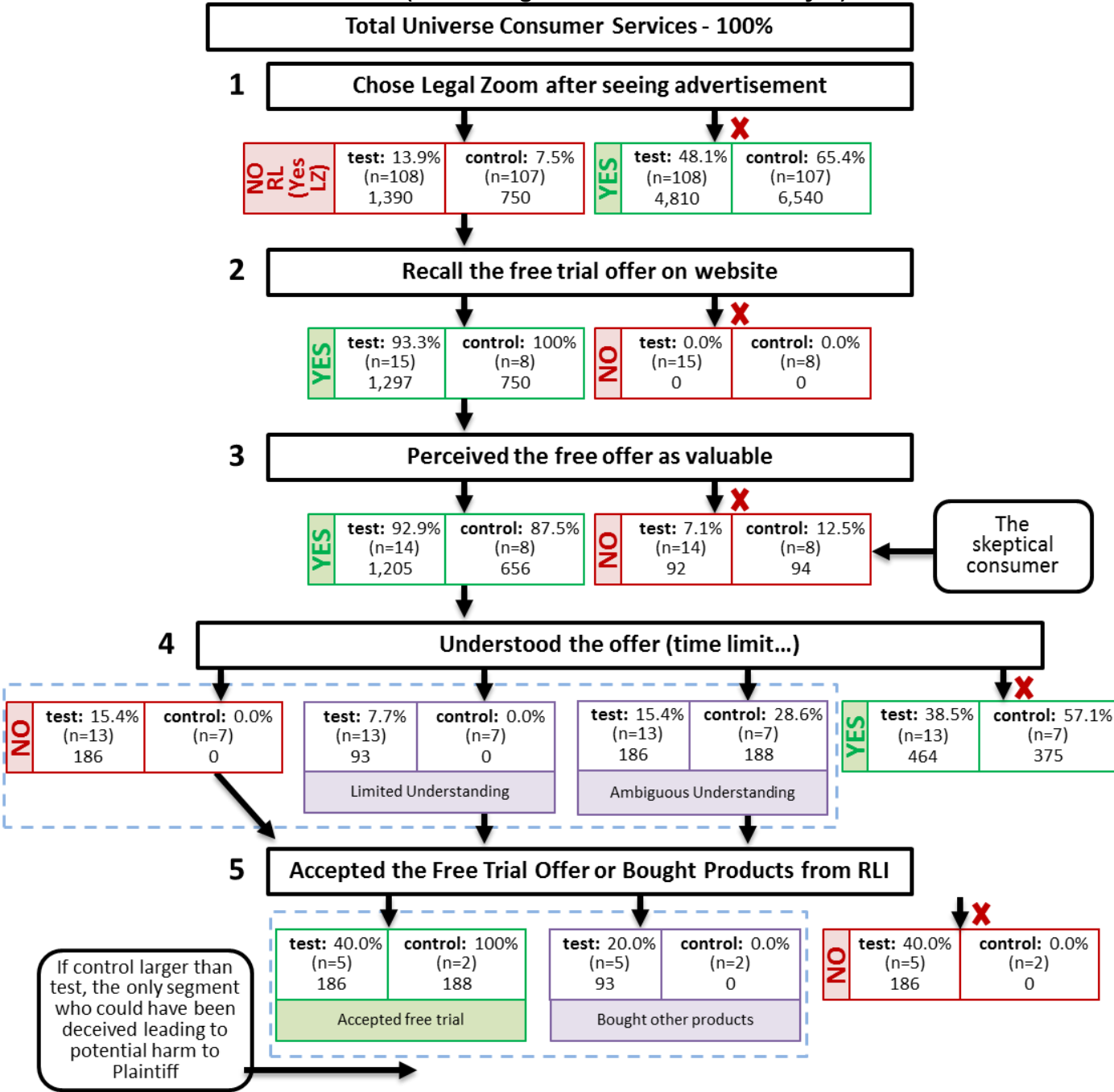
\*The Other listed features included:

Clarity of changes.  
The ability to get forms directly for government for free.  
Availability of the information for free from other sources.  
Order listed on yahoo.  
Privacy guaranteed.  
Whether web site runs smooth without any slowness.  
Fake ad for free trial.

Is good.  
Thorough.  
Very helpful.  
Advertisement.  
Account set up.  
One time usage.  
No obligations.  
Lease agreements.  
Business planning.



Figure 1S: Decision Tree (Chose Legal Zoom not Rocket Lawyer)<sup>15</sup>



**Conclusion<sup>16</sup>:** The online legal services consumer population is quite heterogeneous as demonstrated by the tree. The only consumer segment who could have been deceived are the consumers in the 5th level of the tree and they include 188 out of 10,000 i.e. less than 2%. But it is important to note that there are no significant differences between the test and control groups. Thus, there is no harmed population.

<sup>15</sup> The “n=” is the base number of respondents on which the percentage calculations are based. The Total Universe of 100% is representative by a sample of 10,000 to illustrate the size of the consumer segment.

<sup>16</sup> The results of the statistical test of the difference between the test and control groups are included in Appendix M – statistical analysis.

**Table 8S: Understanding Among LegalZoom Respondents Who Accepted the Free Trial or Bought Other Legal Services at Level 5**

Classifications:

No/Low understanding – did not understand free trial

Some Understanding – understood free trial time limit

High Understanding – understood free trial time limit, understood that either the length of time limit or the need to cancel<sup>17</sup>

**CHOSE LEGALZOOM – This includes all respondents who qualifies for level Accepted Free Trial**

<u>Test</u>		<u>Control</u>	
<u>ID</u>	<u>Conclusion</u>	<u>ID</u>	<u>Conclusion</u>
2149	Low understanding – does not recall time limit or details about free trial offer	2130	High understanding – understood time limit, aware of charge after free trial period, knew of length of time period, but not necessarily automatic charge
2591	Low/Some understanding – understood time limit, but thought free offer was just for one form and does not appear to understanding the need to cancel	2416	Some understanding – understood time limit and that trial period was for one week, but does not show awareness of charge

**Other Business to Rocket Lawyer**

<u>Test</u>		<u>Control</u>	
<u>ID</u>	<u>Conclusion</u>	<u>ID</u>	<u>Conclusion</u>
2377	High understanding – understood time limit, length of term and thought cancellation was easy. But ultimately decided to purchase a monthly plan		

***Conclusion: There are no significant differences between the test and control groups with respect to those who have provided Rocket Lawyer with business, and the level of understanding may be lower in the test group than the control group.***

***The only consumers who may have been confused by Rocket Lawyer's free offer as offered in the control stimuli are those at the 5th level. The percentage of those who accepted the free trial that was confused was less than 2%. But, because there is no significant difference between the test and control groups, there is no harmed population. If Rocket Lawyer had advertised according to LegalZoom's proposed standards, there would have be no significant difference in the number of consumers who were confused about some aspect of the offer and also accepted the free trial.***

***There is no harm for those who have chosen to provide Rocket Lawyer with other business as there is no significant difference between the test and control, and directionally, the test is larger than the control.***

<sup>17</sup> Based on Level 4, no respondents with the highest level of understanding (Yes category at Level 4) were analyzed at Level 5. This analysis is based on the responses provided at Level 4 and 5 of the tree within the context of all other responses to the questionnaire.

**Supporting Verbatims – Incorporation Service**  
**Gen Pop**

**The verbatim responses of the respondents in Level 5 who accepted the free offer or bought other products from RLI**

**Incorporation Service - TEST  
Answered 'Yes' at Level 5**

**Image Set**

» *INCORPORATION TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Other specify: ("Start Page")*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.incfile.com*

» *www.smallbiz.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *Have heard advertisements, name recognition.*

**Q3b** Anything else? *www.legalzoom.com*

» *Teaching aspect, not telling you.*

**Q3a** Why did you select this company? *www.incfile.com*

» *Price upfront.*

**Q3a** Why did you select this company? *www.smallbiz.com*

» *State specific.*

**Q3b** Anything else? *www.smallbiz.com*

» *Price upfront*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

» *www.cafilings.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Previous experience, not impressed.*

**Q4b** Please tell us why you did not << initially >> select *www.mycorporation.com*?

» *State specific but higher price.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *pretty straight forward*

**QB8** Anything else?

» *easier to use than expected*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **No**

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *billed \$39 unless canceled*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *ask*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *try the service*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *easy and fast*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Recommendations from colleagues 2*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Music down loader, Legal Zoom*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **Yes**

**Image Set**

» **INCORPORATION TEST**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.bizfilings.com*

» *www.incfite.com*

» *www.incfree.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *part of learning how to set up*

**Q3b** Anything else? *www.incorporate.com*

» *Used as one of many for research*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *Used as one of many for research*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *Used as one of many for research*

**Q3a** Why did you select this company? *www.incfite.com*

» *Used as one of many for research*

**Q3a** Why did you select this company? *www.incfree.com*

» *Used as one of many for research*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *Used as one of many for research*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Name does not look as professional as others*

**Q4b** Please tell us why you did not << initially >> select *www.directincorporation.com*?

» *Looks specific to Calif.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Easy to follow, help available on each page, short money*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *Pay fee if you want to continue*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *email, phone*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would use an on-line process*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *For questions that may come up during or after incorporation*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 1*

» *Personal experience on the website 2*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *LinkedIn upgrade*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered? » **Yes**



**Image Set**

» *INCORPORATION TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.bizfilings.com*

» *www.incfile.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *xxx*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *xxx*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *xxx*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *xxx*

**Q3a** Why did you select this company? *www.incfile.com*

» *xxx*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incfree.com*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *good*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *...only if you mail in your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...only if you incorporate through this particular online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» **30**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» **xxx**

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *take it*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *good*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» **xxx**

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 1*

» *Recommendations from colleagues 2*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **No**

**Image Set**

» *INCORPORATION TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *Appears to have the info I need based on the description*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *No specific reason. I would have eventually looked at this website. I would look at many websites.*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *I would have looked at it, also. I would have just gone down the list in the order they were listed.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Very easy to follow and understand*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» ...if you incorporate through any online legal services company

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» Yes

**Q12a** Do you recall if the free trial offer has a time limit?

» Yes

**Q12c** What happens after the free trial period?

» *Option to continue*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *contact info on website*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Use Rocket lawyer*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *Like what I saw and like the free trial offer*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Recommendations from colleagues 2*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» No

**Image Set**

» *INCORPORATION TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.incfile.com*

» *www.incfree.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *pricing*

**Q3b** Anything else? *www.incorporate.com*

» *n/a*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *heard of them before*

**Q3b** Anything else? *www.legalzoom.com*

» *n/a*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *free i like that price*

**Q3b** Anything else? *www.rocketlawyer.com*

» *n/a*

**Q3a** Why did you select this company? *www.incfile.com*

» *inexpensive i like that too*

**Q3b** Anything else? *www.incfile.com*

» *n/a*

**Q3a** Why did you select this company? *www.incfree.com*

» *pricing*

**Q3b** Anything else? *www.incfree.com*

» *n/a*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.mycorporation.com*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *it was very nice offer*

**QB8** Anything else?

» *n.a*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *email*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *i would use rocket lawyer seem fair*

**Q13c** Anything else?

» *n/a*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *seems like a quick and nice way to file for a business*

**Q14b2** Any other reasons?

» *n.a*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Personal experience on the website 1*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 6973**

**Image Set**

» *INCORPORATION TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.bizfilings.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *top of list*

**Q3b** Anything else? *www.incorporate.com*

» *sounds professional*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *protect assets*

**Q3b** Anything else? *www.legalzoom.com*

» *none*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *free*

**Q3b** Anything else? *www.rocketlawyer.com*

» *none*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *incorporation*

**Q3b** Anything else? *www.bizfilings.com*

» *none*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incfiling.com*

» *www.calfilings.com*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *99dollars gyarenteed*

**QB8** Anything else?

» *its a great firm*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call or online*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *great reviews*

**Q13c** Anything else?

» *none*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *if if like it its great*

**Q14b2** Any other reasons?

» *nothing*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Advertisement 2*

» *Customer reviews 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.



» *Recommendations from colleagues*

» *Personal experience on the website*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION TEST**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.rocketlawyer.com**

**Q3a** Why did you select this company? www.rocketlawyer.com

» **one thing it is free**

**Q3b** Anything else? www.rocketlawyer.com

» **#2 they have a phone number to contact some one**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» **www.delawareinc.com**

**Q4b** Please tell us why you did not << initially >> select www.incorporate.com?

» **because they have 30 years experience**

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» **not enough info**

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» **Yes, I have reviewed this page (Page 1)**

» **Yes, I have reviewed this page (Page 2)**

» **Yes, I have reviewed this page (Page 3)**

» **Yes, I have reviewed this page (Page 4)**

» **Yes, I have reviewed this page (Page 5)**

» **Yes, I have reviewed this page (Page 6)**

» **Yes, I have reviewed this page (Page 7)**

» **Yes, I have reviewed this page (Page 8)**

» **Yes, I have reviewed this page (Page 9)**

» **Yes, I have reviewed this page (Page 10)**

» **Yes, I have reviewed this page (Page 11)**

» **Yes, I have reviewed this page (Page 12)**

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» **they make easy**

**QB8** Anything else?

» **I like this**

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **I don't know**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **No**

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *you can cancel after one week*

**Q12c** Anything else?

» *na*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *you can call them*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would sign up*

**Q13c** Anything else?

» *it would be easy*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *because it sounds good*

**Q14b2** Any other reasons?

» *na*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *very helpful*

» *na*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Personal experience on the website 1*

» *very helpful 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *na*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Incorporation Service - TEST  
Bought Other Legal Services at  
Level 5**

**Image Set**

» **INCORPORATION TEST**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.incfiile.com*

» *www.incforsfree.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» **I KNOW THE NAME AND HAVE PURCHASED FROM THEM IN THE PAST**

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» **IT SAID FREE**

**Q3a** Why did you select this company? *www.incfiile.com*

» **THE COST WAS LOW**

**Q3a** Why did you select this company? *www.incforsfree.com*

» **IT SAID FREE**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.smallbiz.com*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» **PAY STATE FILING FEES THE REST IS FREE**

**QB8** Anything else?

» **OPTIONAL TRIAL ON LEGAL SERVICES**

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *CALL*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *LET ROCKET LAWYER PROCEED THE APPLICATION WITH THE STATE*

**Q13c** Anything else?

» *THEY ASUMED MOST PEOPLE WOULD KNOW WHAT KIND OF LEGAL ENTITY THEY WANTED TO SET UP. SHOULD HAVE AN OPTION THAT EXPLAINS THE CHOICES. MOST PEOPLE DONT KNOW A SUBCHAPER S FROM AN LLC (TRICK QUESTION THEY CAN BE THE SAME)*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Pay for incorporation services (without free trial - \$99.95)*

**Q14b1** What made you decide to << insert >>?

» *DO NOT NEED THE EXTRA SERVICES. ALSO I THINK IT HAD 2 DIFFERENT PRICES IN ONE PLACE 39.95 AND 59.95. ALSO IN ONE PLACE THE INCORPORATION SERVICES WAS 99.99 AND THE INVOICE AT THE END WAS 90*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *GOOD DEAL GOOD PRICE*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Personal experience on the website 3*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *ADOBE SOFTWARE QUICKBOOKS ONLINE AMAZON PRIME HULU PLUS*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**SURVEY 14-0603, CASE ID 3274**

**Image Set**

» *INCORPORATION TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

» *www.incfi.com*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *Cost*

**Q3b** Anything else? *www.rocketlawyer.com*

» *Free*

**Q3a** Why did you select this company? *www.incfi.com*

» *Cost*

**Q3b** Anything else? *www.incfi.com*

» *Low Cost*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *know legalzoom*

**Q4b** Please tell us why you did not << initially >> select *www.bizfilings.com*?

» *don't know the web site*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Navigation of the site seemed very easy*

**QB8** Anything else?

» *Friendly web site*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *One Week*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Online service*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Incorporate*

**Q13c** Anything else?

» *Seemed user friendly*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Pay for incorporation services (without free trial - \$99.95)*

**Q14b1** What made you decide to << insert >>?

» *You eventually will have to pay*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Nothing is free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Ease of use*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Personal experience on the website 2*

» *Ease of use 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Wills*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **No**



**Incorporation Service -  
CONTROL  
Answered 'Yes' at Level 5**

**Image Set**

» *INCORPORATION CONTROL*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I have heard of the LegalZoom name before.*

**Q3b** Anything else? *www.legalzoom.com*

» *n/a*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *I have used RocketLawyer in the past.*

**Q3b** Anything else? *www.rocketlawyer.com*

» *N/A*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.mycorporation.com*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *I like that you had a number you could call at any time.*

**QB8** Anything else?

» *I was a little confused as to if it was free or if I only need to sign up for the free trial period.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *It was for one week, but I can not remember what happens after the week.*

**Q12c** Anything else?

» *n/a*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call the number listed*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *The references seemed good and was endorsed by the Wall Street Journal, so I think I would use the site.*

**Q13c** Anything else?

» *n/a*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *I am cheap.*

**Q14b2** Any other reasons?

» *I did not see the advantage of joining.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 2*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *NetGear*

**Q15c** Anything else?

» *n/a*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **Yes**

**SURVEY 14-0603, CASE ID 5610**

**Image Set**

» *INCORPORATION CONTROL*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.incfite.com*

» *www.incfree.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *Because it was for any State and it could be done online.*

**Q3b** Anything else? *www.incorporate.com*

» *It said you could do it in only 10 minutes.*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *This is the only one I have personally heard of, I hear a lot about it on the radio.*

**Q3b** Anything else? *www.legalzoom.com*

» *Nothing else.*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *Was curious about it being free.*

**Q3b** Anything else? *www.rocketlawyer.com*

» *Nothing else.*

**Q3a** Why did you select this company? *www.incfite.com*

» *The price was low and the free one made me think I may need to find one that would be cost effective. Sometimes there will be an offer for free and then they get you with other hidden fees. This seemed like something I could afford.*

**Q3b** Anything else? *www.incfite.com*

» *Nothing else.*

**Q3a** Why did you select this company? *www.incfree.com*

» *Another chance at free caught my eye.*

**Q3b** Anything else? *www.incfree.com*

» *Nothing else.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *All of the pages were very clear and easy to understand. I felt like they covered everything you would need to know. The forms seemed to be easy to fill out in very little time.*

**QB8** Anything else?

» *There was an option for a trial period so you were not locked into anything long time.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *I am not sure, I did not spend as much time looking at that as maybe I should have.*

**Q12c** Anything else?

» *Nothing else.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call them on the phone or email them.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Give them a try if and when I need their services.*

**Q13c** Anything else?

» *Nothing else.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *It would give me a chance to try it and see if it is really what I want and if they really are worth the money in the end.*

**Q14b2** Any other reasons?

» *Nothing else.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Quick and easy.*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Opportunity to try the service for free* 1

» *Quick and easy.* 3

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Not at the moment.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **No**

**Image Set**

» **INCORPORATION CONTROL**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Ask*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

» *www.incfiler.com*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *its free*

**Q3b** Anything else? www.rocketlawyer.com

» *not expensive*

**Q3a** Why did you select this company? www.incfiler.com

» *not expensive*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.calfilings.com*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *heard about them on tv*

**Q4b** Please tell us why you did not << initially >> select www.mycorporation.com?

» *don't know*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *clear and to the point. Easy to set up*

**QB8** Anything else?

» *no*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *dont remember*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *go to website to sign up*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *its free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Advertisement 1*

» *Brand name 2*

» *Recommendations from colleagues 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *books from amazon*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **Yes**



**SURVEY 14-0603, CASE ID 6941**

**Image Set**

» *INCORPORATION CONTROL*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked friends/family*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *looks to have the most detailed description*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *good web address name*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *leery of anything advertised for free*

**Q4b** Please tell us why you did not << initially >> select *www.incfile.com*?

» *not familiar with the name*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *It looks like it is very detailed and an efficient way to file the incorporation documents*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **No**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call the 888 number or ask online*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *i might give it a try*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *seems like a great deal*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Recommendations from colleagues 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **No**

**Incorporation Service -  
CONTROL  
Answered Bought Other Legal  
Services at Level 5**

**Image Set**

» **INCORPORATION CONTROL**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *Radio spots influenced decision*

**Q3b** Anything else? *www.legalzoom.com*

» *no*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *The word "free"*

**Q3b** Anything else? *www.rocketlawyer.com*

» *no*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *Radio spots influenced decision*

**Q3b** Anything else? *www.mycorporation.com*

» *no*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *easy, fast and costs \$90.00*

**QB8** Anything else?

» *no*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *Pay the \$90.00 or nothing happens*

**Q12c** Anything else?

» *no*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *do not remember*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I might give them a try*

**Q13c** Anything else?

» *no*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Pay for incorporation services (without free trial - \$99.95)*

**Q14b1** What made you decide to << insert >>?

» *It was only \$99.95*

**Q14b2** Any other reasons?

» *no*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I feel it would not be done correctly*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 2*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **No**

**Supporting Verbatims – Incorporation Service  
Chose Legal Zoom**

**The verbatim responses of the respondents in Level 5 who accepted the free offer or bought other products from RLI**

**Incorporation Service - TEST  
Answered 'Yes' at Level 5**

**Image Set**

» *INCORPORATION TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.bizfilings.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *The company name is descriptive of what I would seek*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *recognize the name from commercials and article*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *recognize the name from advertising*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.delawareinc.com*

» *www.mycorporation.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *The name*

**Q4b** Please tell us why you did not << initially >> select *www.directincorporation.com*?

» *Not interested in incorporating in CA*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *the name*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*



**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Incorporate your business in CA*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *i dont know*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *sign up through the web site*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *try before you by theory*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 2*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *do not recall*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

**SURVEY 14-0603, CASE ID 6670**

**Image Set**

» *INCORPORATION TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *Appealing*

**Q3b** Anything else? *www.incorporate.com*

» *none*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *Reasonable*

**Q3b** Anything else? *www.mycorporation.com*

» *none*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *Not interested.*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *I'm not located in California.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *I don't know*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Great website. Reasonable fees.*

**QB8** Anything else?

» *Nice layout.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **No**

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *You pay a certain fee based on your state*

**Q12c** Anything else?

» *automatically deducted*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call or email*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Sign up*

**Q13c** Anything else?

» *speak with customer service*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *Looks interesting*

**Q14b2** Any other reasons?

» *Nice offer*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Personal experience on the website 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **No**

**SURVEY 14-0603, CASE ID 6740**

**Image Set**

» *INCORPORATION TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *They've been around for a while and I have used their resources before.*

**Q3b** Anything else? www.legalzoom.com

» *Good experience with them in the past*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

» *www.bizfilings.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *looks cheap*

**Q4b** Please tell us why you did not << initially >> select www.incfile.com?

» *looks too cheap.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Free option as a trial but costs to actually incorporate, expedite, and file for a tax id number. Walks you through an interview process to determine what you need.*

**QB8** Anything else?

» *Nothing*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *...only if you incorporate online*

**QB10b2** Do you know if this state fee applies...

» *...only if you incorporate through this particular online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *30 day free trial*

**Q12c** Anything else?

» *no*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *online or via tollfree number*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *go through the interview process with rocket lawyer and pay the necessary fees*

**Q13c** Anything else?

» *none.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *to have time to explore my options further before committing*

**Q14b2** Any other reasons?

» *to have time to check out other customer reviews*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *free trial*

» *price*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Recommendations from colleagues 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **No**

**SURVEY 14-0603, CASE ID 7461**

**Image Set**

» **INCORPORATION TEST**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.bizfilings.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *It seems legit when it comes to providing the services that i will be looking for.*

**Q3b** Anything else? www.legalzoom.com

» *there is nothing else*

**Q3a** Why did you select this company? www.bizfilings.com

» *It seems legit when it comes to providing the services that i will be looking for.*

**Q3b** Anything else? www.bizfilings.com

» *there is nothing else*

**Q3a** Why did you select this company? www.mycorporation.com

» *This website seems legit for the services i need*

**Q3b** Anything else? www.mycorporation.com

» *there is nothing else*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *because it is specific to California*

**Q4b** Please tell us why you did not << initially >> select www.directincorporation.com?

» *It is specific for California residents*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Rocket Lawyer helps with legalizing business names and information for anyone that wants to start a company*

**QB8** Anything else?

» *there is nothing else*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...only if you mail in your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *contact the customer service number on the website*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *i would go through rocket lawyer because it seems legit and like they have a great customer service team that is willing to help you at all times*

**Q13c** Anything else?

» *there is nothing life*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *i would want to try it before committing to it*

**Q14b2** Any other reasons?

» *there is nothing else*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 1*

» *Recommendations from colleagues 3*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*



**Image Set**

» *INCORPORATION TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked friends/family*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.bizfilings.com*

» *www.calfilings.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *made sense*

**Q3b** Anything else? *www.incorporate.com*

» *fit the search*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *it stood out*

**Q3b** Anything else? *www.bizfilings.com*

» *could provide the needed info*

**Q3a** Why did you select this company? *www.calfilings.com*

» *the how to get started*

**Q3b** Anything else? *www.calfilings.com*

» *made sense*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

» *www.delawareinc.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *detailed site*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *low cost option*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *great reasonable offer*

**QB8** Anything else?

» *great customer service*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call on the tele*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *try the free offer*

**Q13c** Anything else?

» *get as much help as possible*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *sounds like a smart way to begin*

**Q14b2** Any other reasons?

» *its free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *price*

» *try free*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Opportunity to try the service for free 1*

» *price 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**SURVEY 14-0603, CASE ID 7470**

**Image Set**

» *INCORPORATION TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *Have seen ads on TV for this company and think it might be legit*

**Q3b** Anything else? *www.legalzoom.com*

» *nothing*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Just to see the information they have*

**Q4b** Please tell us why you did not << initially >> select *www.smallbiz.com*?

» *Because it has CA in the title*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *It said something about the CA laws.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Very easy and would look in to the for my own*

**QB8** Anything else?

» *none*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **No**

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **No**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» ***Just ask one of the lawyers on the website***

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» ***Go for the free deal that is offered***

**Q13c** Anything else?

» ***nothing***

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» ***Take the free trial (includes free processing)***

**Q14b1** What made you decide to << insert >>?

» ***It's is a win win thing***

**Q14b2** Any other reasons?

» ***nothing***

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» ***No additional factors apply***

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» ***Brand name 2***

» ***Recommendations from colleagues 3***

» ***Opportunity to try the service for free 1***

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» ***Personal experience on the website***

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **No**

**Incorporation Service - TEST  
Bought Other Legal Services at  
Level 5**

**Image Set**

» *INCORPORATION TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *see ad on tv. seems reliable*

**Q3b** Anything else? www.legalzoom.com

» *na*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.bizfilings.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *name seems weird and not professional*

**Q4b** Please tell us why you did not << initially >> select www.bizfilings.com?

» *na*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *90 dollars to start*

**QB8** Anything else?

» *website seems pretty straightforward with exact costs. like that*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *...only if you incorporate online*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **No**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *1800 number*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *at least browse the webpage.*

**Q13c** Anything else?

» *decide between rocket and legal zoom*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Pay for incorporation services (without free trial - \$99.95)*

**Q14b1** What made you decide to << insert >>?

» *when I am ready to use, then whats the point of waiting*

**Q14b2** Any other reasons?

» *na*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *prefer the entire process all together*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Brand name 2*

» *Recommendations from colleagues 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Price*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *cant remember. freeinc*

**Q15c** Anything else?

» *na*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **No**



**SURVEY 14-0603, CASE ID 5767**

**Image Set**

» *INCORPORATION TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

» *Asked friends/family*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *AOL*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.bizfilings.com*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *had a good appeal to me*

**Q3b** Anything else? *www.bizfilings.com*

» *very catchy ad*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *I have heard of legalzoom*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *sounds fake*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *they are there to help*

**QB8** Anything else?

» *thats all*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...only if you incorporate through this particular online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *they provide it for you*

**Q12c** Anything else?

» *very easy*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call them*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *maybe*

**Q13c** Anything else?

» *thats all*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Pay for incorporation services (without free trial - \$99.95)*

**Q14b1** What made you decide to << insert >>?

» *worth it*

**Q14b2** Any other reasons?

» *needs to be done*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *sounds good*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Recommendations from colleagues 1*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **No**

**SURVEY 14-0603, CASE ID 6582**

**Image Set**

» **INCORPORATION TEST**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked friends/family*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.mycorporation.com*

**Q3a** Why did you select this company? www.mycorporation.com

» *good*

**Q3b** Anything else? www.mycorporation.com

» *n/a*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» *good stuff*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *n/a*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *it was easy*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *good*

**QB8** Anything else?

» *n/a*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *good*

**Q12c** Anything else?

» *n/a*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *stuff*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *wonderful*

**Q13c** Anything else?

» *n/a*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Pay for incorporation services (without free trial - \$99.95)*

**Q14b1** What made you decide to << insert >>?

» *good*

**Q14b2** Any other reasons?

» *b/a*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *good*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Recommendations from colleagues 3*

» *Personal experience on the website 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Price*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *good*

**Q15c** Anything else?

» *n/a*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered? » **Yes**

**Incorporation Service -  
CONTROL  
Answered 'Yes' at Level 5**

**Image Set**

» *INCORPORATION CONTROL*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *they are reputable*

**Q3b** Anything else? www.legalzoom.com

» *None*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *i am not sure if they are a valid company or not*

**Q4b** Please tell us why you did not << initially >> select www.directincorporation.com?

» *Felt like they are shady*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *incorporate using this*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *it seems appealing kn that you can do it yourself*

**QB8** Anything else?

» *None*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **No**

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **No**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» ***Call the toll free number***

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» ***complete the search***

**Q13c** Anything else?

» ***None***

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» ***Take the free trial (includes free processing)***

**Q14b1** What made you decide to << insert >>?

» ***respectable company***

**Q14b2** Any other reasons?

» ***None***

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» ***No additional factors apply***

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» ***Brand name 1***

» ***Recommendations from colleagues 2***

» ***Opportunity to try the service for free 3***

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» ***Advertisement***

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **No**



**SURVEY 14-0603, CASE ID 7010**

**Image Set**

» **INCORPORATION CONTROL**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Spoke to a lawyer**

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» **Yes**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.legalzoom.com**

**Q3a** Why did you select this company? www.legalzoom.com

» **good reputation**

**Q3b** Anything else? www.legalzoom.com

» **have heard the name**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» **www.incforsfree.com**

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» **cheesy name**

**Q4b** Please tell us why you did not << initially >> select www.calfilings.com?

» **It looks like it is only for California**

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» **Yes**

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» **just the name**

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» **Yes**

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» **Yes, I have reviewed this page (Page 1)**

» **Yes, I have reviewed this page (Page 2)**

» **Yes, I have reviewed this page (Page 3)**

» **Yes, I have reviewed this page (Page 4)**

» **Yes, I have reviewed this page (Page 5)**

» **Yes, I have reviewed this page (Page 6)**

» **Yes, I have reviewed this page (Page 7)**

» **Yes, I have reviewed this page (Page 8)**

» **Yes, I have reviewed this page (Page 9)**

» **Yes, I have reviewed this page (Page 10)**

» **Yes, I have reviewed this page (Page 11)**

» **Yes, I have reviewed this page (Page 12)**

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» **It was \$90**

**QB8** Anything else?

» **no**

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **No**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *you get charged full amount*

**Q12c** Anything else?

» *no*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *call customer service number*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *nothing*

**Q13c** Anything else?

» *want to look at other companies*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *want to see if it is what I need*

**Q14b2** Any other reasons?

» *cannot be charged if I cancel*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *reputation*

» *ease of use of website*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Brand name 2*

» *Recommendations from colleagues 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Customer reviews*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *stamps.com, efax*

**Q15c** Anything else?

» *none*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**SURVEY 14-0603, CASE ID 7096**

**Image Set**

» **INCORPORATION CONTROL**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *Is says "Learn about incorporation and how it can PROTECT..." it seems more engaging. IT doesn't look cheap either.*

**Q3a** Why did you select this company? www.mycorporation.com

» *I chose this because it states it has packages to browse from. This makes me feel like I have a choice.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *It again says California.*

**Q4b** Please tell us why you did not << initially >> select www.smallbiz.com?

» *It says the state name to which I do not reside.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *The name stuck out to me.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Rocket Lawyer makes it pretty fast to be incorporated. They lay everything out and all you have to do is fill in the box. It's very guided. They also had testimonials which helped in decision making. The price was laid out and they had a trial period which you could choose if you were unsure.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You are charged the \$99 I believe.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Calling the phone number they listed.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would check it out. I would most likely do the trial offer and see how I like it. Then if it met my standards I would purchase it.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *The offer for the trail was good enough in itself. I want to try something out before I invest in it.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 2*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Incorporation Service -  
CONTROL  
Bought Other Legal Services at  
Level 5**

**SURVEY 14-0603, CASE ID 5655**

**Image Set**

» **INCORPORATION CONTROL**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked friends/family*

» *Asked colleagues*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.bizfilings.com*

» *www.incfiler.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *it indicates it applies to any state*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I've seen many ads for this company on TV*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *It looked as if it would apply to me*

**Q3a** Why did you select this company? *www.incfiler.com*

» *it appears to offer incorporation, with a bylaws template*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *it looked like it would fit my needs*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *it seems to apply to CA and that is not where I would want to incorporate a business*

**Q4b** Please tell us why you did not << initially >> select *www.incfiler.com*?

» *nothing in the world is free*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *not much other than the name*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Based on the google listing I believed it to be for CA only, but found it includes any state. The incorporation is free but there are fees which do not seem unreasonable*

**QB8** Anything else?

» *It appears to be comprehensive and complete*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *not sure*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *you can call*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would give the site a try*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Pay for incorporation services (without free trial - \$99.95)*

**Q14b1** What made you decide to << insert >>?

» *it doesn't make sense to spend time with a trial*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I would just like to get the process complete and focus on other things*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Brand name 2*

» *Recommendations from colleagues 1*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» **INCORPORATION CONTROL**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» **Used an internet search engine**

**Q1b** Which search engine did you use to look for online legal services?

» **Google**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» **www.calfilings.com**

**Q3a** Why did you select this company? www.calfilings.com

» **State specific, years of experience.**

**Q3b** Anything else? www.calfilings.com

» **Number of companies formed.**

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» **www.legalzoom.com**

**Q4b** Please tell us why you did not << initially >> select www.legalzoom.com?

» **It was too broad.**

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» **Nothing is free.**

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» **Yes**

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» **It was free.**

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» **Yes**

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» **Yes, I have reviewed this page (Page 1)**

» **Yes, I have reviewed this page (Page 2)**

» **Yes, I have reviewed this page (Page 3)**

» **Yes, I have reviewed this page (Page 4)**

» **Yes, I have reviewed this page (Page 5)**

» **Yes, I have reviewed this page (Page 6)**

» **Yes, I have reviewed this page (Page 7)**

» **Yes, I have reviewed this page (Page 8)**

» **Yes, I have reviewed this page (Page 9)**

» **Yes, I have reviewed this page (Page 10)**

» **Yes, I have reviewed this page (Page 11)**

» **Yes, I have reviewed this page (Page 12)**

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» **It is free for the basics. It costs more to have it rushed. There are also add ons, such as certificates and binders.**

**QB8** Anything else?

» **Takes you through step by step**

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?



» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **Yes**

**QB10b1** Do you know if this state fee applies...

» *...to all businesses that you want to incorporate regardless of how you chose to file your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through any online legal services company*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **No**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *There's an 800 number.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Not use it. I hate free trials. They always catch you.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Pay for incorporation services (without free trial - \$99.95)*

**Q14b1** What made you decide to << insert >>?

» *Free trials always have a catch.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Nothing is free.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 3*

» *Recommendations from colleagues 1*

» *Personal experience on the website 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **No**

## Supporting Verbatims – Incorporation Service CA Specific Issue

The verbatim responses of the respondents in Level 5 who accepted the free offer or bought other products from RLI



**Incorporation Service - TEST  
Answered 'Yes' at Level 5**

**Image Set**

» **INCORPORATION TEST**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *Appealing*

**Q3b** Anything else? *www.incorporate.com*

» *none*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *Reasonable*

**Q3b** Anything else? *www.mycorporation.com*

» *none*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalzoom.com*?

» *Not interested.*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *I'm not located in California.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *I don't know*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Great website. Reasonable fees.*

**QB8** Anything else?

» *Nice layout.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» **Yes**

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» **No**

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» **Yes**

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *You pay a certain fee based on your state*

**Q12c** Anything else?

» *automatically deducted*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call or email*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *Sign up*

**Q13c** Anything else?

» *speak with customer service*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *Looks interesting*

**Q14b2** Any other reasons?

» *Nice offer*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Personal experience on the website 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **No**

**SURVEY 14-0603, CASE ID 7461**

**Image Set**

» **INCORPORATION TEST**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.bizfilings.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *It seems legit when it comes to providing the services that i will be looking for.*

**Q3b** Anything else? *www.legalzoom.com*

» *there is nothing else*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *It seems legit when it comes to providing the services that i will be looking for.*

**Q3b** Anything else? *www.bizfilings.com*

» *there is nothing else*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *This website seems legit for the services i need*

**Q3b** Anything else? *www.mycorporation.com*

» *there is nothing else*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.incorporate.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *because it is specific to California*

**Q4b** Please tell us why you did not << initially >> select *www.directincorporation.com*?

» *It is specific for California residents*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *No*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Rocket Lawyer helps with legalizing business names and information for anyone that wants to start a company*

**QB8** Anything else?

» *there is nothing else*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *...only if you mail in your incorporation papers*

**QB10b2** Do you know if this state fee applies...

» *...if you incorporate through this and some other online legal services companies but not all online legal services companies*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *contact the customer service number on the website*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *i would go through rocket lawyer because it seems legit and like they have a great customer service team that is willing to help you at all times*

**Q13c** Anything else?

» *there is nothing life*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *i would want to try it before committing to it*

**Q14b2** Any other reasons?

» *there is nothing else*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 1*

» *Recommendations from colleagues 3*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Incorporation Service -  
CONTROL  
Answered 'Yes' at Level 5**



**Image Set**

» **INCORPORATION CONTROL**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *Is says "Learn about incorporation and how it can PROTECT..." it seems more engaging. IT doesn't look cheap either.*

**Q3a** Why did you select this company? www.mycorporation.com

» *I chose this because it states it has packages to browse from. This makes me feel like I have a choice.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *It again says California.*

**Q4b** Please tell us why you did not << initially >> select www.smallbiz.com?

» *It says the state name to which I do not reside.*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *The name stuck out to me.*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Rocket Lawyer makes it pretty fast to be incorporated. They lay everything out and all you have to do is fill in the box. It's very guided. They also had testimonials which helped in decision making. The price was laid out and they had a trial period which you could choose if you were unsure.*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *I don't know*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *Yes*

**QB10b1** Do you know if this state fee applies...

» *I don't know*

**QB10b2** Do you know if this state fee applies...

» *I don't know*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *You are charged the \$99 I believe.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Calling the phone number they listed.*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would check it out. I would most likely do the trial offer and see how I like it. Then if it met my standards I would purchase it.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes free processing)*

**Q14b1** What made you decide to << insert >>?

» *The offer for the trail was good enough in itself. I want to try something out before I invest in it.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 2*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Incorporation Service -  
CONTROL  
Bought Other Legal Services at  
Level 5**

**Image Set**

» **INCORPORATION CONTROL**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Asked friends/family*

» *Asked colleagues*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» *Yes*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.incorporate.com*

» *www.legalzoom.com*

» *www.bizfilings.com*

» *www.incfiler.com*

» *www.mycorporation.com*

**Q3a** Why did you select this company? *www.incorporate.com*

» *it indicates it applies to any state*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I've seen many ads for this company on TV*

**Q3a** Why did you select this company? *www.bizfilings.com*

» *It looked as if it would apply to me*

**Q3a** Why did you select this company? *www.incfiler.com*

» *it appears to offer incorporation, with a bylaws template*

**Q3a** Why did you select this company? *www.mycorporation.com*

» *it looked like it would fit my needs*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *it seems to apply to CA and that is not where I would want to incorporate a business*

**Q4b** Please tell us why you did not << initially >> select *www.incfree.com*?

» *nothing in the world is free*

**QB5a** Thinking back to the Google search page, did you notice an ad for Rocket Lawyer?

» *Yes*

**QB5b** Thinking back to the Google search page, please tell us what you recall about the Rocket Lawyer ad.

» *not much other than the name*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

**QB7** Now reflecting on the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed, what can you tell me about the Incorporation offer?

» *Based on the google listing I believed it to be for CA only, but found it includes any state. The incorporation is free but there are fees which do not seem unreasonable*

**QB8** Anything else?

» *It appears to be comprehensive and complete*

**Q9** You may have already mentioned this, but did the Google ad for Rocket Lawyer and the Rocket Lawyer website you reviewed include a free Incorporation offer?

» *Yes*

**QB10a** Now reflecting on the Google ad and the Rocket Lawyer website, do you recall if you had to pay state fees to the state for Incorporation with the free trial offer?

» *No*

**QB11** Reflecting back on the Rocket Lawyer website you viewed, do you recall a free trial offer?

» *Yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *not sure*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *you can call*

**QB13b** Assuming you were interested in online legal services for Incorporation, and now that you have reviewed the Google ad and have gone through the Rocket Lawyer website, what are you likely to do?

» *I would give the site a try*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Pay for incorporation services (without free trial - \$99.95)*

**Q14b1** What made you decide to << insert >>?

» *it doesn't make sense to spend time with a trial*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *I would just like to get the process complete and focus on other things*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Brand name 2*

» *Recommendations from colleagues 1*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*



## **Supporting Verbatims – Other Legal Services Gen Pop**

**The verbatim responses of the respondents in Level 5 who accepted the free offer or bought other products from RLI**

**Other Legal Services - TEST  
Answered 'Yes' at Level 5**



**Image Set**

» *LEASE AGREEMENT TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

» *www.rocketlawyer.com*

» *www.ezlandlorrdforms.com*

**Q3a** Why did you select this company? *www.legalcontracts.com*

» *Their listing was free*

**Q3b** Anything else? *www.legalcontracts.com*

» *Seemed quick*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *Free and quick*

**Q3b** Anything else? *www.rocketlawyer.com*

» *Have followers*

**Q3a** Why did you select this company? *www.ezlandlorrdforms.com*

» *Again would be free and easy to do and quick*

**Q3b** Anything else? *www.ezlandlorrdforms.com*

» *Comprehensive*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *The free trial is for a week then you will have to pay for it. They will review contracts after a 90 day commitment.*

**QC8** Anything else?

» *There are two price breaks one for \$9.99 and one for 417.99*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» Yes

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *It was for one week then it would require a monthly commitment.*

**QC11a** How would you describe the free trial offer to a friend?

» *Easy to sign up. Very precise questions and detailed help to answer them. Try it out and see what you think for 7 days, but then there would be a charge. it is not that expensive.*

**QC11b** Anything else?

» *Service is reasonable after the trial period.*

**Q12a** Do you recall if the free trial offer has a time limit?

» Yes

**Q12c** What happens after the free trial period?

» *You have a choice of two different options.*

**Q12c** Anything else?

» *One is \$9.99 and one is \$17.99*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Toll free number*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *I would be interested as it initially is free so I can try it out and the site is self explanatory.*

**Q13c** Anything else?

» *It is a well thought out site with much detail.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *It lets me try the service out without giving them money to begin with.*

**Q14b2** Any other reasons?

» *I liked the site as it was very detailed.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Set up of site*

» *Ease of using the site*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Recommendations from colleagues 1*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» No

**SURVEY 14-0603, CASE ID 2161**

**Image Set**

» *DIVORCE TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Used a phone book*

**Q1b** Which search engine did you use to look for online legal services?

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

» *www.completecase.com*

» *www.divorcewriter.com*

» *www.uslegalforms.com*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *Free*

**Q3b** Anything else? *www.rocketlawyer.com*

» *865 followers*

**Q3a** Why did you select this company? *www.completecase.com*

» *Do It Yourself*

**Q3b** Anything else? *www.completecase.com*

» *Featured on CNN...*

**Q3a** Why did you select this company? *www.divorcewriter.com*

» *\$149*

**Q3b** Anything else? *www.divorcewriter.com*

» *100% Guarantee*

**Q3a** Why did you select this company? *www.uslegalforms.com*

» *The title*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Chat available, Free Trial Membership and Payment Options*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» **Yes**

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» **Free trial offer when you use their services**

**QC11a** How would you describe the free trial offer to a friend?

» **Maybe**

**Q12a** Do you recall if the free trial offer has a time limit?

» **No**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» **Call toll free**

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» **call or chat**

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» **Take the free trial (includes access to all Rocket Lawyer forms)**

**Q14b1** What made you decide to << insert >>?

» **The ease displayed on the website**

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» **No additional factors apply**

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» **Price 1**

» **Customer reviews 3**

» **Personal experience on the website 2**

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» **Recommendations from colleagues**

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **Yes**

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» **nothing**

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **No**

**SURVEY 14-0603, CASE ID 2252**

**Image Set**

» **BILL OF SALE TEST**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *AOL*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *Unsure*

**Q3b** Anything else? www.rocketlawyer.com

» *No*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Can be free*

**QC8** Anything else?

» *No*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *No*

**QC11a** How would you describe the free trial offer to a friend?

» *Unsure*

**QC11b** Anything else?

» *No*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *See website*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Use it*

**Q13c** Anything else?

» *No*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *Ease*

**Q14b2** Any other reasons?

» *No*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Recommendations from colleagues 2*

» *Personal experience on the website 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *POWER OF ATTORNEY TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Didn't have to --- I already knew of a name and just went directly to the site*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» **Yes**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *Have heard their ads on the radio*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *free - print forms in 5 minutes makes it seem very easy to do*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *free form but service will cost after one week free trial. Other options are \$9.99 per month but payable in one payment or \$19.99 per month afterwards with initial review of document/s and then review of them.*

**QC8** Anything else?

» *Very thorough breakdown on what the form covers and does not cover about the service.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» **Yes**

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *No payment for one week during free trial*

**QC11a** How would you describe the free trial offer to a friend?

» *Complete the form, form reviewed by service and no need to pay upfront for the form/service*

**QC11b** Anything else?

» *Other options are monthly payment aor lower rate with all payment upfront*

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *either cancel or make payment - choice of options*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *There is a toll-free number listed*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *I would go on-line to contact them*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *would like to try it and see if I thought it was of value*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Brand name 2*

» *Recommendations from colleagues 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Personal experience on the website*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*



**Image Set**

» *DIVORCE TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Yahoo*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *free*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *they provide the document you fill it out and they go over it*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *90 days*

**QC11a** How would you describe the free trial offer to a friend?

» *yes*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *90 days*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *1800 number or online*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *contact a lawyer in person*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *just to check it out*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *free trial*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 1*

» *Opportunity to try the service for free 3*

» *free trial 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *DIVORCE TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? www.rocketlawyer.com

» *Look more like a list or how to and also not state specific*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Looks easy to use, screen by screen guide for a legal documents*

**QC8** Anything else?

» *Liked the free trial offer*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *Print document and use site free for a week*

**QC11a** How would you describe the free trial offer to a friend?

» *looks good*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *one week*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *yes*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *look into Rocketlawyer*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *free trial seems like a no lose, try and before paying*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Personal experience on the website 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Customer reviews*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Netflix, Amazon*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**SURVEY 14-0603, CASE ID 3485**

**Image Set**

» *LEASE AGREEMENT TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.ezlandlorrdforms.com*

**Q3a** Why did you select this company? www.ezlandlorrdforms.com

» *Sounds less confusing*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *I recognized the EZ Landlord forms company*

**Q4b** Please tell us why you did not << initially >> select www.biztree.com?

» *Doesn't sound specific enough to my needs*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Seems pretty thorough*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *I do not recall*

**QC11a** How would you describe the free trial offer to a friend?

» *Can get forms free*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call them?*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Check other competitor prices*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *It's free*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Recommendations from colleagues 3*

» *Personal experience on the website 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

» *Opportunity to try the service for free*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Image Set**

» *BILL OF SALE TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

» *Bing*

» *AOL*

» *Ask*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.jsbusinessproducts.btobsource.com*

**Q3a** Why did you select this company? *www.jsbusinessproducts.btobsource.com*

» *It seems more legit*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select *www.legalcontracts.com*?

» *They actually have the word "legal" in their title*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *I find it hard to believe that it the bill of sale could be free and legit*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It seems they have annual membership, plus fees for the actual documents printed out*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *You get a free trial offer, but i was confused about what this includes*

**QC11a** How would you describe the free trial offer to a friend?

» *Free trial offer that may or may not include services or printed documents as needed*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *It had a number*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Well since they have a free trial offer, i'd definitely give it a try because i would have nothing to lose*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *Because, i could make sure everything is legit without risking anything*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 1*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*



**Other Legal Services - CONTROL  
Answered 'Yes' at Level 5**

**Image Set**

» *LEASE AGREEMENT CONTROL*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Yahoo*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

» *www.ezlandlorrdforms.com*

» *www.lawdepot.com*

**Q3a** Why did you select this company? *www.legalcontracts.com*

» *Nothing specific but the title came across to me as though it's not a company but a service.*

**Q3b** Anything else? *www.legalcontracts.com*

» *Nope*

**Q3a** Why did you select this company? *www.ezlandlorrdforms.com*

» *Again, this site looks like a place to get forms and not necessarily a company trying to sell something.*

**Q3b** Anything else? *www.ezlandlorrdforms.com*

» *Nothing*

**Q3a** Why did you select this company? *www.lawdepot.com*

» *The site looks like a place to get info about rental leases and sample contracts.*

**Q3b** Anything else? *www.lawdepot.com*

» *Nothing*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *It stated free lease agreement month, which is an opportunity that I would be interested in.*

**Q4b** Please tell us why you did not << initially >> select *www.biztree.com*?

» *Sounds like the Amazon of lease info.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Looked very complete, detailing the typical areas of concern with respect to renting a property. The lead paint page was interesting as well as the payment option and maintenance pages.*

**QC8** Anything else?

» *Nothing*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *Don't recall the specifics.*

**QC11a** How would you describe the free trial offer to a friend?

» *A free trial is available so the process can be evaluated first before making a commitment.*

**QC11b** Anything else?

» *Nothing.*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I do not recall.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Go to the Rocket Lawyer websire and start the process of gethering lease information. This step will be more involved than the review I did for this survey.*

**Q13c** Anything else?

» *Nothing.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *First, it's free.*

**Q14b2** Any other reasons?

» *They appear to be specialists in this type of legal activity.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 1*

» *Recommendations from colleagues 2*

» *Opportunity to try the service for free 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Car maintenance products, but I don't recall the exact product.*

**Q15c** Anything else?

» *Nothing.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **Yes**

**Image Set**

» *BILL OF SALE CONTROL*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

» *Asked colleagues*

» *Spoke to a lawyer*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? *www.legalcontracts.com*

» *Seemed focused enough to meet my needs.*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *eSign capability.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *The step-by-step is critical, especially for a non-lawyer. The fact that the form is configurable by jurisdiction is great. I also liked the option to preview.*

**QC8** Anything else?

» *Trial membership is a good offering. Was not sure if there was a way to opt out of future correspondence (i.e. sales emails).*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *Trial account. Unsure of commitment after trail period.*

**QC11a** How would you describe the free trial offer to a friend?

» *Access to forms without long-term commitment.*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Website and phone number.*

**Q13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Review site for other Legal form options available.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *Forms seemed easy to use and configurable. Overall UI was good and easy to use.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Quality of examples*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 1*

» *Opportunity to try the service for free 2*

» *Quality of examples 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *Many. Music subscription. Job search websites.*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**SURVEY 14-0603, CASE ID 2279**

**Image Set**

» *POWER OF ATTORNEY CONTROL*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.lawdepot.com*

» *www.totallegal.com*

» *www.rocketlawyer.com*

» *www.uniformpowerofattorney.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I have heard of Legalzoom.*

**Q3b** Anything else? *www.legalzoom.com*

» *No*

**Q3a** Why did you select this company? *www.lawdepot.com*

» *Looked like a possibility for free forms.*

**Q3b** Anything else? *www.lawdepot.com*

» *No.*

**Q3a** Why did you select this company? *www.totallegal.com*

» *I just like to check several sources.*

**Q3b** Anything else? *www.totallegal.com*

» *No.*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *It said it also included wills.*

**Q3b** Anything else? *www.rocketlawyer.com*

» *No.*

**Q3a** Why did you select this company? *www.uniformpowerofattorney.com*

» *It mentioned no hidden fee.*

**Q3b** Anything else? *www.uniformpowerofattorney.com*

» *No.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Free for one time use. \$14.99 for a month. \$9.99 for year.*

**QC8** Anything else?

» *No.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *Don't recall specifically. I think you could get one form.*

**QC11a** How would you describe the free trial offer to a friend?

» *I would just mention that there was some kind of free trial.*

**QC11b** Anything else?

» *NO.*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *I don't remember.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Don't remember.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Re-read the information.*

**Q13c** Anything else?

» *No.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *I probably would not need any more forms. I wouldn't want to pay for something I wouldn't use.*

**Q14b2** Any other reasons?

» *No.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 2*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *iPhone apps. Genealogy sites.*



**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» **Yes**

**Image Set**

» *DIVORCE CONTROL*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.rocketlawyer.com*

» *www.completecase.com*

» *www.uslegalforms.com*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *Used them before for a power of attorney. Included all states. Free. Legally binding.*

**Q3a** Why did you select this company? *www.completecase.com*

» *Simple. Direct.*

**Q3a** Why did you select this company? *www.uslegalforms.com*

» *Legal forms available to download. Simple.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

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» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *You can get the exact form you need. Questions are easy and direct. When the form is filled out you can print it. You can have a free trial, or sign up and pay if you are going to have a lot of legal documents you need. You can easily cancel. Very easy process.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *30 days free. You can cancel at anytime before the 30 days are up and pay nothing.*

**QC11a** How would you describe the free trial offer to a friend?

» *Works great - very easy. No hidden surprises.*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *30 days.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *Call, Chat, Email.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Look at the other sites to compare what they are offering.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *Because it provides me with what I need and it is free - no hidden surprises.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Personal experience on the website 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *American Greeting, Join Me*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**SURVEY 14-0603, CASE ID 7164**

**Image Set**

» *BILL OF SALE CONTROL*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

» *www.rocketlawyer.com*

**Q3a** Why did you select this company? *www.legalcontracts.com*

» *it sounds like it would satisfy my requirements*

**Q3b** Anything else? *www.legalcontracts.com*

» *I like the easy to understand ad*

**Q3a** Why did you select this company? *www.rocketlawyer.com*

» *easy to understand and has a cool name*

**Q3b** Anything else? *www.rocketlawyer.com*

» *it sounds like they would expedite my request*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *it looks very easy to use and satisfies my requirements*

**QC8** Anything else?

» *I like how the step by step process is very thorough*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *it was a one week free trial offer to try their services*

**QC11a** How would you describe the free trial offer to a friend?

» *I would state how easy the website is to use*

**QC11b** Anything else?

» *I would recommend this service to my friends*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *it was a no obligation offer*

**Q12c** Anything else?

» *If I continue the service, it only costs \$9.95 for an annual membership*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *I would use the available chat function*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *I will visit the website and probably sign up.*

**Q13c** Anything else?

» *I think Rocket Lawyer will serve my needs*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *It is a free no obligation trial*

**Q14b2** Any other reasons?

» *I am interested in trying the services offered*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *easy to use*

» *thorough*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Opportunity to try the service for free 3*

» *easy to use 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Other Legal Services - CONTROL  
Bought Other Legal Services at  
Level 5**

**SURVEY 14-0603, CASE ID 7326**

**Image Set**

» *BILL OF SALE CONTROL*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Bing*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalcontracts.com*

**Q3a** Why did you select this company? *www.legalcontracts.com*

» *I noticed it was a paid advertisement to Google and that it was from LegalContracts.com which means they should have more knowledge than the others.*

**Q3b** Anything else? *www.legalcontracts.com*

» *Nothing else.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.rocketlawyer.com*

**Q4b** Please tell us why you did not << initially >> select *www.buyerpricer.com*?

» *Sounds fake as well or more like a phishing company.*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *The name sounds fake.*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *It has a trial and at \$17.95 a month is pretty sweet but best of all was the prepaid annual fee which Rocked.*

**QC8** Anything else?

» *It seems this service might just shake up the industry because it is VERY reasonably priced and looks knowledgeable as well.*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *One month free trial.*

**QC11a** How would you describe the free trial offer to a friend?

» *Try it and don't look back because when it is over just buy the yearly subscription.*

**QC11b** Anything else?

» *Nothing else.*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *I forgot.*

**Q12c** Anything else?

» *Nothing.*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *The print was too small to read and it became blurry when I enlarged it so I don't know.*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *Investigate their website closer.*

**Q13c** Anything else?

» *Nothing else.*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Enroll in an annual plan (access to all forms and attorney services immediately for \$9.99 a month when prepaying for one year)*

**Q14b1** What made you decide to << insert >>?

» *It is so cost effective why not? For a small business who needs these types of services when they spring up \$9.99 is a killer deal.*

**Q14b2** Any other reasons?

» *None that I can think of.*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *Oh, I would choose to take the free trial but then go directly to the annual prepaid subscription.*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Personal experience on the website 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *I don't know*



**Supporting Verbatims – Other Legal Services  
Chose Legal Zoom**

**The verbatim responses of the respondents in Level 5 who accepted the free offer or bought other products from RLI**

**Other Legal Services - TEST  
Answered 'Yes' at Level 5**

**Image Set**

» *POWER OF ATTORNEY TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked colleagues*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

» *Ask*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.uniformpowerofattorney.com*

**Q3a** Why did you select this company? www.uniformpowerofattorney.com

» *Like the idea of download*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.legalzoom.com*

**Q4b** Please tell us why you did not << initially >> select www.lawdepot.com?

» *uncomfortable with anything advertising "free" prominently*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *The name did not interest me*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *very easy to read and walk through*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *do not remember*

**QC11a** How would you describe the free trial offer to a friend?

» *do not know*

**Q12a** Do you recall if the free trial offer has a time limit?

» *No*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *there was a contact number listed*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *I would give it a try*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *not sure*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Customer reviews 2*

» *Recommendations from colleagues 1*

» *Personal experience on the website 3*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Price*

» *Brand name*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *ancestry.com amazon prime*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *Yes*

**SURVEY 14-0603, CASE ID 2591**

**Image Set**

» *POWER OF ATTORNEY TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.lawdepot.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *Has legal in the name*

**Q3b** Anything else? www.legalzoom.com

» *no*

**Q3a** Why did you select this company? www.lawdepot.com

» *Advertises free - has some explanation of form*

**Q3b** Anything else? www.lawdepot.com

» *no*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.totallegal.com?

» *No explanation, idea of cost*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *Don't like/trust the name - rocket lawyer*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *Free for one form, other options for enrollment*

**QC8** Anything else?

» *Step by step questions to help complete form*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» **Yes**

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» **One form free**

**QC11a** How would you describe the free trial offer to a friend?

» **Get your power of attorney form completed free on-line.**

**Q12a** Do you recall if the free trial offer has a time limit?

» **No**

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» **Call or email**

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» **Complete the form and enroll for the trial period**

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» **Take the free trial (includes access to all Rocket Lawyer forms)**

**Q14b1** What made you decide to << insert >>?

» **Don't want to be tied into a contract - might not need legal services again for some time**

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» **Easy directions**

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» **Price 2**

» **Opportunity to try the service for free 1**

» **Easy directions 3**

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» **Customer reviews**

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **No**

**Other Legal Services - TEST  
Answered Bought Other Legal  
services at Level 5**

**SURVEY 14-0603, CASE ID 2377**

**Image Set**

» *POWER OF ATTORNEY TEST*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *Have heard about it before.*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *www.lawdepot.com*

**Q4b** Please tell us why you did not << initially >> select *www.lawdepot.com*?

» *second choice*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» *Sounds cheesy*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *easy to appoint a power of attorney*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *1 week*

**QC11a** How would you describe the free trial offer to a friend?

» *1 week free*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?



» *1 week*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *contact them*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *don't need a power of attorney*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Enroll in a monthly plan (access to all forms and help from attorneys for \$17.95 per month, includes attorney review of forms after 90 days)*

**Q14b1** What made you decide to << insert >>?

» *easy to cancel*

**Q14c** Why did you not choose to take the free trial<< insert >>?

» *need for a little while*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *No additional factors apply*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 3*

» *Customer reviews 1*

» *Opportunity to try the service for free 2*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Brand name*

» *Recommendations from colleagues*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *No*

**Other Legal Services - CONTROL  
Answered 'Yes' at Level 5**

**SURVEY 14-0603, CASE ID 2130**

**Image Set**

» **POWER OF ATTORNEY CONTROL**

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *I don't know*

**Q1c** Have you considered using Google or other search engines to look for online legal services?

» **Yes**

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

» *www.lawdepot.com*

» *www.uniformpowerofattorney.com*

**Q3a** Why did you select this company? *www.legalzoom.com*

» *I knew it by name and had seen the TV ads*

**Q3a** Why did you select this company? *www.lawdepot.com*

» *It appeared to simply deal just with the forms. It seemed direct*

**Q3a** Why did you select this company? *www.uniformpowerofattorney.com*

» *The words "Immediate download" and "just fill in the blanks", "State specific" It also seemed very direct and simple*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» **None**

**Q4b** Please tell us why you did not << initially >> select *www.totallegal.com*?

» *I should have. I didn't see some of the text. It also sounds simple and most importantly, FREE*

**Q4b** Please tell us why you did not << initially >> select *www.rocketlawyer.com*?

» **Not sure**

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» **Yes**

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *They offer you a free trial offer and then monthly rates. There other screens ask & answer questions so you can complete your form*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» **Yes**

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *I'm sorry, I can't remember it all but I thought it was one week free trial period*

**QC11a** How would you describe the free trial offer to a friend?

» *Free trial offer (one week?) that allows you access to creating documents and answers questions regarding same*

**Q12a** Do you recall if the free trial offer has a time limit?

» **Yes**

**Q12c** What happens after the free trial period?

» *You can move to a monthly payment plan which I believe had an offer of \$17.99 a month*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *You're allowed access to their site and can ask online questions to their attorneys*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *I would use the free trial period and create the document. i believe the document is free, as well*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *It would allow me to create the POA that I would need at no cost and with legal assistance*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *Range of services and products*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Customer reviews 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» **No**

**SURVEY 14-0603, CASE ID 2416**

**Image Set**

» *POWER OF ATTORNEY CONTROL*

**Q1a** When you were interested in looking for online legal services, how did you go about finding what services are available?

» *Used an internet search engine*

» *Asked friends/family*

**Q1b** Which search engine did you use to look for online legal services?

» *Google*

**Q2** After looking at the search results, please indicate which of the following companies would you be interested in exploring further based on what you see?

» *www.legalzoom.com*

**Q3a** Why did you select this company? www.legalzoom.com

» *first listed*

**Q3b** Anything else? www.legalzoom.com

» *nope*

**Q4a** Which, if any, other companies that you did not originally select would you be interested in exploring further?

» *None*

**Q4b** Please tell us why you did not << initially >> select www.lawdepot.com?

» *not first*

**Q4b** Please tell us why you did not << initially >> select www.rocketlawyer.com?

» *not first*

**Q5c** Even though you did not previously choose Rocket Lawyer, are you willing to explore their website?

» *Yes*

**Q6a** Did you get the information you need from this page to help you make a decision? If not, please review the page again.

» *Yes, I have reviewed this page (Page 1)*

» *Yes, I have reviewed this page (Page 2)*

» *Yes, I have reviewed this page (Page 3)*

» *Yes, I have reviewed this page (Page 4)*

» *Yes, I have reviewed this page (Page 5)*

» *Yes, I have reviewed this page (Page 6)*

» *Yes, I have reviewed this page (Page 7)*

» *Yes, I have reviewed this page (Page 8)*

» *Yes, I have reviewed this page (Page 9)*

» *Yes, I have reviewed this page (Page 10)*

» *Yes, I have reviewed this page (Page 11)*

» *Yes, I have reviewed this page (Page 12)*

» *Yes, I have reviewed this page (Page 13)*

» *Yes, I have reviewed this page (Page 14)*

**QC7** Now reflecting on the Rocket Lawyer website you reviewed, what can you tell me about Rocket Lawyer's offer?

» *free for one week*

**QC8** Anything else?

» *very professional*

**QC9a** You may have already mentioned this, but did the Rocket Lawyer website you reviewed include a free trial offer?

» *Yes*

**QC10** What was their free trial offer? Please list all the details about this offer that you can recall.

» *one week*

**QC11a** How would you describe the free trial offer to a friend?

» *one week trail period*

**QC11b** Anything else?

» *nope*

**Q12a** Do you recall if the free trial offer has a time limit?

» *Yes*

**Q12c** What happens after the free trial period?

» *one week*

**Q12c** Anything else?

» *one week*

**Q13a** If you sign up for the free trial offer and have any questions, how can you go about getting answers?

» *look them up*

**QC13b** Assuming you were interested in online legal services for a << insert >> form, now that you have gone through the Rocket Lawyer website, what are you likely to do?

» *try it*

**Q13c** Anything else?

» *nope*

**Q14a** Which if any of the following options best describe what you are likely to do after having seen << insert >>?

» *Take the free trial (includes access to all Rocket Lawyer forms)*

**Q14b1** What made you decide to << insert >>?

» *I want to test it*

**Q14d** Below are some factors that may be relevant to whether you will decide to use an online legal services company. Please review the list and add any factors that are relevant to you that may be missing. << insert factors >>

» *nope*

» *nope*

**Q14e** Out of the list below, please rank the three most important factors that affect whether you will use an online legal services company, with 1 being the most important, 2 being the second most important and 3 being the third most important.

» *Price 2*

» *Recommendations from colleagues 3*

» *Opportunity to try the service for free 1*

**Q14f** Out of the remaining factors, please select any factors that are not important to you in deciding whether to use an online legal services company.

» *Advertisement*

**Q15a** Finally, other than today, have you ever encountered any online offers for a free trial of products and/or services?

» *Yes*

**Q15b** Do you recall some of the businesses that offered these free trials? Please list them.

» *newspaper sites*

**Q15d** Did you ever decide to enroll in any free trial programs that were offered?

» *No*

***APPENDIX K***

***APPENDIX K***

**Code for q3ab: Why would you be interested in exploring (company) further based on what you saw?**

**Positive/Neutral Comments (Net)**

**Free (Net)**

- a1 It's free/it says "free" (n/s) (159)
- a2 Free forms/documents (16)
- a3 Free agreements/contracts (9)
- a4 Free incorporation (6)
- a5 Free trial (3)
- a6 Free minutes and bylaws (2)
- a7 Other Free mentions (list) (5)

**Cost (Net)**

- b1 Good/Low price/The cost (80)
- b2 Like specific price point (e.g. \$49, \$69 etc.) (17)
- b3 No hidden fees (8)
- b4 Listed the price/showed the price (11)
- b6 Other Cost mentions (list) (3)

**Offers Needed Service (Net)**

- c1 Seemed (most) relevant to my interest/to what I needed (73)
- c2 Can get forms/templates (no mention of them being free) (30)
- c3 Like/Interested in these services (general) (3)

**Fast Service (Net)**

- d1 It is fast/immediate n/s (51)
- d2 Only takes 5/10 minutes (23)

**Easy to Use (Net)**

- e1 It's easy/simple (general) (64)
- e2 Can do it online/easy access (29)
- e3 Can print (the forms) (27)
- e4 It's do it yourself (14)
- e5 Can download (the forms) (12)
- e6 Easy to understand (12)
- e7 3 easy steps (8)
- e8 Can edit (the forms)s (6)
- e9 Don't need a lawyer/can do without a lawyer (4)

**To Accomplish Specific Task (Net)**

- f1 Interested in Incorporation (38)
- f2 Interested in LLC (18)
- f3 Interested in lease, rental agreement/eviction notice (18)
- f4 Interested in divorce/custody (11)
- f5 Interested in personal assets protection (11)
- f6 Other specific task mentions (list) (6)

**Location Related (Net)**

- g1 It's state specific/has state specific forms (23)
- g2 It's for California/California Company (13)
- g3 Not state specific/nationwide/applies to any state (12)
- g4 Incorporation in Delaware has business advantages (5)



**Code for q3ab: Why would you be interested in exploring (company) further based on what you saw? (cont.)**

**Looks Professional/Reliable (Net)**

- h1 Looks/sounds legitimate/credible (46)
- h2 Been around a long time/Established/lots of experience (25)
- h3 Looks reputable (19)
- h4 Looks/sounds professional (18)
- h5 Has "Law"/"Legal" in the name (10)
- h6 Not stating "free" makes it seem (more) legit/credible (6)
- h7 Featured on famous sites/on CNN etc. (6)
- h8 Looks reliable (5)
- h9 Lawyer drafted (5)
- i1 Looks/sounds official (5)
- i2 Seems trustworthy/safe/ reassuring (5)
- i3 Have formed lots of companies/60K companies (5)
- i4 "State" in name makes it seem credible (4)

**Familiarity (Net)**

- j1 Familiar with the name/have heard the name (90)
- j2 Have seen ads for them (54)
- j3 Have used them before (23)
- j4 Have seen their website before (4)
- j5 Recommended by a friend/ relative (4)
- j6 Other Familiarity mentions (list) (2)

**How Search Engine Has It Listed (Net)**

- k1 On the list (n/s) (5)
- k2 At/near top of the list (44)
- k3 Not a paid ad/Not highlighted (10)
- k4 Other how search engine lists (list) (6)

**Features of Service (Net)**

- l1 Forms for all states (21)
- l2 Has lots of options/choices (general) (13)
- l3 Option to ask questions (no mention lawyer) (8)
- l4 Can ask lawyer a question (8)
- l5 Has e-sign capability (4)
- l6 You answer questions to make it specific (4)
- l7 Allows (document) customization (4)
- l8 Has 100% guarantee (4)
- l9 Offers minutes/bylaws (4)
- m1 Other Features (list) (11)

**Code for q3ab: Why would you be interested in exploring (company) further based on what you saw? (cont.)**

**Other Reasons (Net)**

- n1 Sounds good/interesting/caught my attention n/s (34)
- n2 It has a lot of information/is informative (48)
- n3 Like the name/Name sounds good (40)
- n4 Would use as research/part of my research (29)
- n5 To the point/Straightforward (23)
- n6 They provide a phone number (18)
- n7 Want more information (general) (15)
- n8 It's complete/comprehensive/covers everything (14)
- n9 Have lots of followers (14)
- o1 Visually appealing/Catchy looking (18)
- o2 Good for/aimed at small business (9)
- o3 Helpful (9)
- o4 Liked the phrase "Are All These Forms Legal" (5)
- o5 Is legally binding (4)
- o6 Other mentions (list) (17)
  
- o7 Don't know (13)
- o8 No answer (17)

**Negative Comments (Net)**

- o9 All negative mentions (list) (1)

## Code for q4b: Why didn't initially select (company)

### Positive/Neutral Comments (Net)\*

- a1 It's good/ok (general) (15)
- a2 Have heard of them/have seen ads for them (10)
- a3 Would have been my next/second choice (7)
- a4 Sounds like they are knowledgeable (4)
- a6 It's fast/easy/convenient (5)
- a7 Sounds legitimate (4)
- a8 Like the name (3)
- a9 Like the free aspect (4)
- a5 Other Positive mentions (21)

### Negative Comments (Net)

#### Don't Like the Name (Net)

- b1 The name/Don't like the name n/s (30)
- b2 Name is gimmicky/strange/weird/hokey (26)
- b3 Name doesn't sound professional (17)
- b4 Sounds cheesy (12)
- b5 Sounds like a scam/trick (11)
- b6 Name doesn't sound trustworthy (9)
- b7 Doesn't sound serious (7)
- b8 Sounds cheap (3)
- b9 Doesn't sound reliable (2)
- c1 Other Name mentions (list) (8)

#### Cost Related (Net)

- c2 More expensive/too expensive (13)
- c3 It's not free/doesn't say free (5)
- c4 Other Cost related mentions (list) (6)

#### Visual Impact (Net)

- c5 Didn't catch my attention/didn't notice it/didn't look that far down (36)
- c6 It's not the first one listed/not high up on the list (13)
- c7 Don't like the (look of) site/too plain (5)

#### Insufficient Content (Net)

- c8 Not enough information (25)
- c9 Too few choices/options (3)

#### Don't Trust It (Net)

- d1 It says free/I don't trust/believe free offers (38)
- d2 Concerned about accuracy/quality of the service (4)
- d3 Concerned it isn't legitimate (3)
- d4 Seems/Looks dishonest/not trustworthy (2)

#### Miscellaneous

- d5 (Just) not interested n/s (11)
- d6 Doesn't apply to/mention my state/Says it's for California/Delaware (82)
- d7 Not familiar with them/Never heard of them (32)
- d8 It's a paid ad (17)
- d9 Had already picked enough/didn't need any more picks (10)
- e1 Prefer another site/Liked another better (8)
- e2 Have had bad experiences/heard bad things about them (7)
- e3 Didn't sound like it met my needs/didn't have what I'm looking for (4)
- e4 Wasn't clear/was difficult to understand (4)
- e5 Not interested in doing it fast/sounds like impulse buying (3)
- e6 Don't like the do it yourself approach (2)
- e7 Other Miscellaneous Negative mentions (list) (18)

- e8 No reason (16)
- e9 Don't know (18)

f1 No answer (15)

*\*These comments seem to be unresponsive and misunderstood the question. I believe they are telling us why, now that they have looked some more, they have decided to reconsider rather than why they didn't make the selection in the first place.*

## Code for q5b: Recall of Rocket Lawyer Ad

### Positive/Neutral Comments (Net)

#### Just Recall Name (Net)

A1 (Just) recall the name (18)

A2 Has the word Rocket in name (2)

#### Cost Related (Net)

A3 It's inexpensive (5)

A4 No fees (3)

A5 It's free (2)

A6 Other Cost Related mentions (list) (1)

#### Miscellaneous

A7 Looks good/great (general) (1)

A8 It's for California/based in California (7)

A9 It's fast (6)

B1 It's easy (1)

B2 Helps with incorporation (8)

B3 Other mentions(list) (6)

### Negative Comments (Net)

B4 Don't like the name/Name is cheesy (5)

B5 Recall the name sounded unprofessional/childish (2)

B6 Nothing (really) (10)

B7 No answer (2)

**Code for Qs. 7/8/9b/10ab – Describe RL Offer**

**Positive/Neutral Comments (Net)**

**Mentioned Free Trial (Net)**

Free access to documents/printing during free trial (subnet)

- a1 Free access to create documents/forms (39)
- a2 Free access to create one document (8)
- a3 Allowed to retain documents created (during free trial) (8)
- a4 Free access to print documents (3)

Other mentioned free trial (subnet)

- a5 Free trial for a week (120)
- a6 Free trial (81)
- a7 Free trial for a month (32)
- a8 It's free/it said "free" (23)
- a9 Free trial for 2 weeks (8)
- b1 Free trial for a time period/limited time period (6)
- b2 Other Free Trial mentions (7)

**Time Period Without Mentioning Free Trial (Net)**

- b3 One week (24)
- b4 One month (9)
- b5 A short time n/s (4)
- b6 Other Mentioned Time Period But Not Free Trial (2)

**Happens After Trial Period (Net)**

You're Charged/Credit Card is Charged (subnet)

- b7 You're charged/you have to pay n/s (26)
- b8 You are charged monthly (no mention of price) (20)
- b9 You are charged if you don't cancel/You can cancel or start paying (13)
- c1 Your credit card is charged/they start billing your credit card (9)

Specific Amount You Will Be Charged (subnet)

- c2 Pay \$19.95/\$20 per month (23)
- c3 Pay \$39.95/\$40 per month (10)
- c4 Pay \$17.95/\$18 per month (7)
- c5 Pay \$19.95/\$20 n/s (7)
- c6 Pay \$9.99 per month (6)
- c7 Other Specific Amounts Charged After Trial

Various Payment Options (subnet)

- c8 Can choose monthly or annual service (15)
- c9 Different payment options (23)
- d1 You can pay more for additional features/information/services (17)

Other Happens After Trial (subnet)

- d2 It's a subscription, membership/ requires a subscription, membership n/s (11)
- d3 You can cancel at any time (11)
- d4 Other Happens After Trial Period (1)

**Code for Qs. 7/8/9b/10ab – Describe RL Offer (cont.)**

**Other Cost Related (Net)**

Specific Amount Charged for Selected Services (subnet)

- d5 Costs \$90 (21)
- d6 Costs \$60 (4)
- d7 Costs \$500 (4)
- d8 Costs \$99/\$99.95 (3)

Good/Reasonable Cost (subnet)

- d9 It's a fair/reasonable offer (23)
- e1 Good cost/price (20)
- e2 Other Cost (6)

**Good for specific (legal) uses (Net)**

- e3 Incorporation/forming a business or organization (20)
- e4 Landlord/tenant issues (20)
- e5 Estate planning (13)
- e6 Delivery of tax ID number (10)
- e7 Family law (9)
- e8 Offers E-signature (4)
- e9 Bill of sale (2)
- f1 Other specific (legal) uses (list) (4)

**Fast/Easy To Use (Net)**

- f2 It's easy/simple to use (116)
- f3 Guides you through step-by-step using (simple) instructions/(key) questions (90)
- f4 Clear/straightforward/concise (18)
- f5 It's fast (19)
- f6 Offers rush filing (8)

**Other Service Features (Net)**

- f7 Would work well/effectively (14)
- f8 It's comprehensive/complete/has everything (44)
- f9 Helpful (7)
- g1 Informative (13)
- g2 Professional (6)
- g3 Ability to customize (4)
- g4 Ability to store documents (securely) in a central location for easy retrieval (5)

**Availability of Documents and Printing (without Mentioning free Trial)**

- g5 Access to create documents/forms (no mention of free) (13)
- g6 Forms are available for every state (no mention of free) (8)
- g7 Access to print documents (no mention of free) (7)
- g8 Access to create one document (no mention of free) (4)

## Code for Qs. 7/8/9b/10ab – Describe RL Offer (cont.)

### Miscellaneous

- g9 It's good/nice (general) (48)
- h1 Has online help/chat assistance/800# help (30)
- h2 Worth a try/could try it out (27)
- h3 Legal assistance available/(Local) lawyer available to help review contracts (21)
- h4 Trial offer (no mention of free) (16)
- h5 Nice, appealing layout (9)
- h6 Good reviews/ recommended by reputable publications (6)
- h7 Use it once/Tell them to use it one time (4)
- h8 Reliable (2)
- h9 Trustworthy (2)
- i1 Other Miscellaneous mentions (list) (16)

### Negative Comments (Net)

#### Would Not Recommend (subnet)

- i2 Would say don't do it/don't use it (15)
- i3 Don't like free trials (6)
- i4 Don't like prepaid legal (2)

#### Cost-Related (subnet)

- i5 It's not (really) free (32)
- i6 Need to pay state fees/there are fees, costs to file (during the trial) (23)
- i7 Too expensive (8)
- i8 Don't like extra/ hidden fees/costs (7)
- i9 Have to remember to cancel or you get charged (6)

#### Security/Trust Issues (subnet)

- j1 You have to give them your credit card information (39)
- j2 It's a scam/trick/joke (14)
- j3 Not trustworthy (4)
- k9 It's deceiving (3)

#### Offer is Lacking Information/Confusing (subnet)

- j4 Need more information about membership/services/prices (18)
- j5 Find some terms of membership/services/prices confusing (19)

#### Other Negative Mentions (subnet)

- k8 It's not good (n/s) Just not interested
- j6 Don't like company name/Rocket Lawyer name (4)
- j7 Creating documents/using site seems (too) complex (9)
- j8 Similar to other sites such as TurboTax and Legal Zoom (6)
- j9 Google search description/ads are confusing/not appealing (13)
- k1 If you decline membership after trial, your created document is read-only (8)
- k2 Other Negative Comments (list) (28)

- z7 None/Nothing (11)
- z8 Don't know (38)
- z9 No answer (18)



## Code for q12bc: What happens after trial period

### You Are Charged/Billed/Must Pay (Net)

#### Charged Amount Per Time Period (Subnet)

- a1 Pay \$9.99 per month (1)
- a2 Pay \$17.95 per month (4)
- a3 Pay \$19.95 per month (15)
- a4 Pay \$39.99 per month (16)
- a5 Other mention both amount and time period (list) (7)

#### Charged Amount – No Mention of Frequency (Subnet)

- a6 Pay \$19.95 (4)
- a7 Pay \$39.99 (4)
- a8 Pay \$99 (4)
- a9 Other mention amount – not time period (list) (5)

#### Charged Per Time Period – No Mention of Amount (Subnet)

- b1 You are charged monthly (no mention of amount) (22)
- b2 Can choose monthly or annual service (6)
- b3 Other mentions of Time Period but not Amount (list) (2)

#### Other Charged/Billed/Must Pay Mentions (Subnet)

- b4 You're charged/you have to pay n/s (44)
- b5 Your credit card is charged/they start billing your credit card (20)
- b6 You are charged if you don't cancel/You can cancel or start paying (17)
- b7 Auto-debit starts/you are automatically charged (6)
- b8 There are different payment options /3 payment plans to choose from (3)
- b9 You are charged or it stops/is over (1)
- c1 Other Charged/Billed/Must Pay Mentions (list) (7)

### Length of Trial Mentions (Net)

- c2 One week (21)
- c3 One month (9)
- c4 90 days (2)
- c5 Other length of Trial mentions (list) (4)

### Miscellaneous

- c6 You can cancel at any time (6)
- c7 You can cancel or continue n/s (4)
- c8 Then you are required to sign up (1)
- c9 Other mentions (list) (13)
- d1 Nothing (1)
- d2 Don't know (21)
- d3 No answer (2)

**Code for q13a: How get answers about trial**

Phone (Net)

A1 Call/By phone n/s (78)

A4 Call/By phone to the free/800# (50)

A5 Call the number listed/the number shown (50)

Online (Net)

A7 Online n/s (29)

A2 Online chat (66)

A6 Use the website/at the website n/s (38)

B3 Use the link/There was a link (5)

B5 They have an FAQ list (3)

Other Mentions

A3 Email (57)

A8 Contact them n/s (22)

A9 Contact customer service (16)

B4 Call a lawyer (3)

B1 They have a help line/help button (11)

B2 You can talk to their lawyers (7)

B6 Other mentions (list) (21)

B7 None/Nothing (4)

B8 Don't know (57)

B9 No answer (16)

**Code for q13bc: After viewing RL site, what are you likely to do?**

**Positive/Neutral Comments (Net)**

Would Try It (Net)

- a1 Sign up for trail offer (33)
- a2 Would try it n/s (23)
- a3 Would use them (general) (18)
- a4 Sign up n/s (15)
- a5 Would file/complete the form/fill in the form (13)
- a6 Order the forms/Print the forms (9)
- a7 Sounds good/ok (general) (4)
- a8 Would go through the (interview) process (4)
- a9 Would get the read-only version (2)
- b1 Like that it has chat feature (2)
- b2 Other Would Try mentions (list) (14)

Would Consider It (Net)

- b3 Look into it/research them further (59)
- b4 Look at other sites/compare it to others (45)
- b5 Might use them/would consider using them (43)
- b6 Contact them (20)
- b7 Save for reference/look again when I'm ready (8)
- b8 Talk to friends/colleagues to see if they knew about them (4)
- b9 Would go to their website (6)
- c1 Talk to a lawyer about it (5)
- c2 Very likely to try them/use them (4)
- c3 Other Would Consider mentions (list) (3)

Miscellaneous

- d3 Would keep looking/continue researching (22)
- d4 Cancel after trail period (2)
- d5 Other Positive/Neutral mentions (list) (9)

**Negative Comments (Net)**

Would Not Be Interested/Wouldn't Use (Net)

- c4 Go somewhere else/use a different service (30)
- c5 Wouldn't use it (11)
- c6 Would use an actual attorney/lawyer (4)
- c7 Wouldn't use because I don't like to give credit card info (4)
- c8 Wouldn't use because it's misleading (3)
- c9 Create my own/do it myself (3)
- d1 Would look for a cheaper service (3)
- d2 Other Would Not Be Interested mentions (list) (18)
  
- d6 Nothing (13)
- d7 Don't know (11)
- d8 No answer (15)

**Code for q14b-1/2: Reasons would take the free trial (Among those answering #1,#2)**

**Positive/Neutral Comments (Net)**

Inexpensive (Net)

- A1 It's free (34)
- A2 Good deal/not expensive (8)
- A3 Nothing to lose/No risk involved/Not charged if cancel (8)
- A4 Other Inexpensive mentions (list) (3)

Convenient (Net)

- A5 Easy to use (20)
- A6 Fast (5)
- A7 Other Convenient mentions (list) (1)

Useful (Net)

- A8 It's what I'm looking for/the kind of service I need (11)
- A9 Want to use the forms/get the forms (9)
- B1 Get to ask questions/get legal assistance (5)

Miscellaneous Positive Mentions

- B2 Sounds good (general) (8)
- B3 To try it out (general)/See if I like it/If it's useful (27)
- B4 Like to try (things) before joining/buying (16)
- B5 Don't need for more than trial/would use it once and cancel (7)
- B6 It's visually appealing/looks nice/popped out at me (7)
- B7 Looks reputable/respectable (3)
- B8 Other Positive mentions (list) (11)

**Negative Comments (Net)**

- C1 All Negative comments (list)
- C2 Don't know (2)

**Code for q14b-1/2: Reasons would take the free trial (Among those answering #3)**

**Positive/Neutral Comments (Net)**

- D1 To compare/to see what else is out there/review more options (50)
- D2 Want to do more research (general)/Get more information (12)
- D4 That's (just) how I am/how I do things n/s (4)
- D0 Other Positive mentions (list) (4)

**Negative Comments (Net)**

- D5 To see if I can find something cheaper (13)
- D7 Don't like free trials/suspicious of free trial offers (10)
- D8 It's not free/have to pay for this (8)
- D3 This offer is dishonest/a rip off/misleading (8)
- D9 Don't want to give my credit card information (5)
- E1 To see if I can find something better (5)
- E2 Don't like the fees (5)
- E3 To see if I can find a better deal (3)
- E4 Don't like the name (3)
- E5 Don't need it yet/Not ready to decide yet
- E6 Only want one form/document/need too small for this service (2)
- D6 Other Negative Mentions (list) (9)
- E8 Don't know (3)
- E7 No answer (5)

**Code for q14b-1/2: Reasons would take the free trial (Among those answering #4)**

**Positive/Neutral Comments (Net)**

- F1 (Just) to check it out/get more information (general) (11)
- F2 Want to hear about others' experience with it (8)

- F3 Get a more honest/trustworthy review (8)
- F4 Prefer/Want personal input/personal referral (3)
- F5 They would know better/have more expertise than I do (3)
- F6 Would consider if recommended by others (2)
- F7 Want to see/hear reviews (2)
- F9 Other positive mentions (list) (9)
- Negative Comments (Net)**
- F0 All Negative Comments (list)

**Code for q14b-1/2: Reasons would take the free trial (Among those answering #5)**

**Positive/Neutral Comments (Net)**

H9 All Positive Comments (1)

**Negative Comments (Net)**

H1 Too comprehensive/have a limited need/only need one thing (3)

H2 Don't trust them/sounds shady (4)

H3 Concerned about security/safety on internet (2)

H5 Too expensive/Can't afford it (2)

H6 Concerned that it wouldn't be accurate/fully binding (2)

H8 Other Negative comments (list) (7)

H0 No answer (3)

**Code for q14b-1/2: Reasons would take the free trial (Among those answering #6)**

**Positive/Neutral Comments (Net)**

I1 It's good/worth it (general) (2)

I2 Going to get it anyway/no point in waiting (4)

I3 Don't want other services/just want to incorporate (3)

I5 Other Positive Comments (list) (2)

**Negative Comments (Net)**

I6 There's always a catch/nothing is free (3)

**Code for q14b-1/2: Reasons would take the free trial (Among those answering #7)**

**Positive/Neutral Comments (Net)**

J5 Was able to fill out the form (2)

J9 It's easier to buy the form

**Negative Comments (Net)**

J1 Too comprehensive/have a limited need/only need one thing (2)

J3 Don't like free trials (1)

J4 Don't want to have to remember to cancel it (2)

**Code for q14b-1/2: Reasons would take the free trial (Among those answering #8,#9)**

**Positive/Neutral Comments (Net)**

K1 It's good/I want it n/s (2)

K2 I need an attorney (2)

K3 Good price/not expensive (6)

K4 It's easy to use (2)

K5 It's easy to cancel (1)

K6 Appropriate length of time/would need it for that long (3)

K7 Fewer payment reminders (1)

**Negative Comments (Net)**

K8 Don't understand it (1)

K9 No answer (1)

**Code for q14b-1/2: Reasons would take the free trial (Among those answering #10)**

**Positive/Neutral Comments (Net)**

L1 Want to do more research/look into other sites (4)

L2 Good price (2)

L4 Other Positive mentions (list) (2)

**Negative Comments (Net)**

L5 Not needed/Don't have legal issues now (5)

L7 Other Negative mentions (list) (5)



## Code for q14c: Reasons didn't choose free trial

### Positive/Neutral Comments (Net)

d5 Positive comments (list) (misunderstood question?) (13)

### Negative Comments (Net)

#### Cost Related (Net)

- a1 It's not (really) free (general) / Nothing in life is free (19)
- a2 Not clear how you stop the charges/how you cancel it/may be hard to cancel (12)
- a3 Have to pay for it after the trial/End up paying anyway (12)
- a4 Concerned may get charged even though it says free (5)
- a5 Too expensive (5)
- a6 Don't want to be locked in/stuck in paying for the service (3)
- a7 There are fees even with the free trial (2)
- a8 Other Cost Related mentions (list) (4)

#### Limited Need for Service (Net)

- a9 Not needed/don't need the service now/not ready for it yet (30)
- b1 Didn't mention the kind of service I need (2)
- b2 Only need it for a short/limited time (1)
- b3 Other Limited Need mentions (list) (1)

#### Skeptical About Offer (Net)

- b4 Am leery of free trials/don't like to use free trial offers (13)
- b5 Don't trust free trials (6)
- b6 There is always a catch/a trap on these kinds of things (5)
- b7 Don't believe the offer/it's not credible (general) (4)
- b8 You get what you pay for (3)

#### Need More Information/Research Before Deciding (Net)

- b9 Need to compare with others (general) (26)
- c1 Need more information/want to do more research (23)
- c2 Other Need More Information mentions (list) (5)

#### Miscellaneous

- c3 Don't like it/don't want it (general) (8)
- c4 Don't want to give my credit card information (22)
- c5 Don't want to have to (remember to) cancel (9)
- c6 Trial term too short/One week isn't long enough (9)
- c7 Would rather (just) go ahead and get it/not bother with the trial period (7)
- c8 Results in my getting (more/lots of) emails/solicitations (4)
- c9 Concerned the quality of the work may not be valid/hold up in court (4)
- d1 May try later/Just not now/Will wait a while (3)
- d2 Too much trouble/hassle/not easy to do (3)
- d3 Didn't see/notice that there was a free trial (2)
- d4 Other mentions (list) (18)
  
- d6 Nothing (2)
- d7 Don't know (15)
- d8 No answer (8)



## Code for q14d: Other Factors

### Cost Related (Net)

- a1 Price/Cost (9)
- a2 Free trial (6)
- a3 No (hidden) fees (2)
- a4 Other Cost mentions (list) (3)

### Evaluations of Others (Net)

- a5 Recommendations (8)
- a6 Customer reviews (8)
- a7 Good reputation (5)
- a8 Endorsements (4)
- a9 BBB Rating (4)
- b1 Are they approved/certified (2)
- b2 Other Evaluations mentions (list) (1)

### Security (Net)

- b3 Security (general) (8)
- b4 No credit card requirement (4)
- b5 Other Security mentions (list) (1)

### Website Quality (Net)

- b6 Looks/Feel of website/Website quality (5)
- b7 Clarity/fullness of description of the services (3)
- b8 How informative site is (2)
- b9 Availability of online help/chat line (2)
- c1 Other Website Quality mentions (list) (1)

### Legitimacy (Net)

- c2 Legally accurate/legally binding (6)
- c3 Honesty/Trust (4)
- c4 Are they legitimate/credible (4)
- c5 History/their record/how much experience they have (3)
- c6 Other Legitimacy mentions (list) (1)

### Miscellaneous

- c7 Ease of use (15)
- c8 Quality of the service (general) (3)
- c9 Support quality (3)
- d1 Guarantees (2)
- d2 The name of the site (2)
- d3 Whether I need it (2)
- d4 Access to lawyers (2)
- d5 Need to review others also (3)
- d6 Other mentions (list) (18)
  
- d7 Nothing (8)
- d8 No answer (3)

## Code for q15bc: Businesses that offer free trials

### Legal Service (Net)

- a1 Legal Zoom (7)
- a2 Rocket Lawyer (2)
- a3 Other Legal Services mentions (list) (5)

### Entertainment Services (Net)

- a4 Netflix (27)
- a5 Books/Magazines (12)
- a6 Music/Radio sites (10)
- a7 Hulu (10)
- a8 Games (9)
- a9 Movies n/s (3)
- b1 Audible.com (3)
- b2 Other Entertainment Services (list) (4)

### Computer/Software Services (Net)

- b3 Computer/Software services (4)
- b4 Adobe (3)
- b5 Antivirus software (3)
- b6 Other Computer/Software Services (list) (8)

### Shopping Services (Net)

- b7 Amazon/Amazon Prime (21)
- b8 Shoprunner (1)
- b9 Consumer Reports (1)

### Health Related (Net)

- c1 Health/Fitness/Energy supplement sites (12)
- c2 Other Health Related mentions (list) (1)

### Miscellaneous

- c3 Credit Score sites (24)
- c4 Genealogy sites (ancestry.com, archives.com) (10)
- c5 Cosmetics/Personal care items (9)
- c6 Phones/Phone Apps (5)
- c7 Travel companies (3)
- c8 Dating services (3)
- c9 Pet services (3)
- d1 Linked In (2)
- d2 Angie's List (2)
- d3 HR/Employment services (2)
- d4 Lots of companies do (n/s) (5)
- d5 Other mentions (list) (66)
- d6 Nothing (23)
- d7 Don't know (35)
- d8 No answer (19)

**Code for Qs. S10b-1/S11c (Note - Base Includes Terms and DQs)**

- a1 Employment law (18)
- a2 Real Estate law (6)
- a3 Will (6)
- a4 Medical (5)
- a5 Social Security issues (5)
- a6 Insurance (5)
- a7 Immigration (5)
- a8 Disability (5)
- a9 Criminal law (5)
- b1 Bankruptcy (4)
- b2 Legal Zoom n/s (3)
- b3 Intellectual property (3)
- b4 Family law (3)
- b5 Custody (3)
- b6 Patent law (3)
- b7 Juvenile law (3)
- b8 Trademark (3)
- b9 Personal injury (2)
- c1 Lemon laws (2)
- c2 Foreclosure (2)
- c3 Discrimination (2)
- c4 Corporate Governance (2)
- c5 Contracts (2)
- c6 Labor law (2)
- c7 Harassment (2)
- c8 Other (61)
- c9 Don't know/No answer (8)

**ALL OTHER LISTS:****Code for q3ab: Why would you be interested in exploring (company) further based on what you saw?**

Q#	A/O Code	ID#	Response
Q3a.49	a7	6404	Free Download.
Q3a.73	a7	2180	Free Power of Attorney.
Q3a.53	a7	6399	Free UPS ground shipping.
Q3a.25	a7	2474	You can view drafts for free.
Q3a.48	a7	2126	Not free (assumed positive - coder).
Q3a.8	b6	6385	\$31 state fees.
Q3a.34	b6	3700	The idea is to avoid legal fees.
Q3a.22	b6	6123	There is a price it is a "starting" price indicating that the product can be personalized.
Q3a.2	f6	6094	Estate planning.
Q3a.10	f6	7468	The how to get started.
Q3a.75	f6	2279	It said it also included wills.
Q3a.3	f6	6983	To learn more about rental properties.
Q3a.28	f6	2474	Best site to find the NAME of specific documents. (probe) This site is not free. I just use it to find the form then I go to another site for more information or to print one.
Q3a.13	j6	2278	Got good feedback.
Q3a.14	j6	5638	I have read about rocketlawyer.
Q3a.18	k4	7068	Was not FIRST I Liked that.
Q3a.22	k4	7068	Not in the first positions.
Q3a.50	k4	2608	Shaded at the top of the list.
Q3a.60	k4	7196	It was the only other one on the page.
Q3a.21	k4	7068	In the crowd (probe) not first few names.
Q3a.15	k4	7002	In the spot that I would normally click on things on google. Everyone knows the first one or two are less relevant and pay to be there.
Q3a.11	m1	6385	Filing services.
Q3a.5	m1	6729	Registered agent.
Q3a.48	m1	7157	Says custom imprinting.
Q3a.5	m1	7455	Get free registered agent.
Q3a.22	m1	2901	"Packages". Would browse these.
Q3a.54	m1	2608	Office consultants sounds knowledgeable.
Q3a.7	m1	7455	Same day filing looks interesting and captive.
Q3a.34	m1	2173	Will get access to tools and not a sales pitch.
Q3a.15	m1	2903	Regarding necessary business filings and reports.
Q3a.5	m1	6023	It stated what else you will get with the purchase.
Q3a.11	m1	6315	They offer packages that can help out people starting.
Q3a.14	o6	7251	Starter.
Q3a.76	o6	2258	Uniformity.
Q3a.7	o6	6081	Delaware n/s.
Q3a.2	o6	5486	Clearest title.
Q3a.2	o6	6729	Protection n/s.
Q3a.1	o6	6729	It's what they do.
Q3a.17	o6	2233	Now (probe) 60000.
Q3a.12	o6	6392	Seemed most basic.
Q3a.15	o6	6071	Did not mention price.
Q3a.17	o6	5716	Cause u made me do one.
Q3a.4	o6	5829	Like to know the definition.
Q3a.22	o6	7068	Appears large but not aggressive.
Q3a.18	o6	7068	No ;loud does not seem aggressive.
Q3a.60	o6	2745	Because of the type of forms I need.
Q3a.4	o6	5535	I like the description that included different types of corporations.
Q3a.48	o6	6960	I selected that site to get other people opinions on what sites are good.
Q3a.1	o6	2196	I guess based on their address! (probe) it just looked based on the address that it would be the place.

Q3a.58 o9

2127

I wouldn't trust a free form as much.

## Code for q4b: Why didn't initially select (company)

Q4b.25	a5	6646	Better.
Q4b.20	a5	7440	Good visual.
Q4b.2	a5	7468	Detailed site.
Q4b.3	a5	6041	Is it efficient.
Q4b.28	a5	2364	Forms available.
Q4b.3	a5	7468	Low cost option.
Q4b.13	a5	7136	Too protect my assets.
Q4b.25	a5	2024	To review the agreement.
Q4b.2	a5	6041	May if others don't work.
Q4b.30	a5	2188	Potential to ask questions.
Q4b.25	a5	6583	Sounds like a powerful site.
Q4b.32	a5	3700	Not sure but I'd investigate.
Q4b.4	a5	4174	Looks to be open to any state.
Q4b.64	a5	1924	Sounds like the Amazon of lease info.
Q4b.3	a5	7470	Just to see the information they have.
Q4b.1	a5	7460	Because they have 30 years' experience.
Q4b.69	a5	2380	They advertise you can download the forms.
Q4b.47	a5	6960	You are able to print bill of sales from it.
Q4b.2	a5	5782	To get information as to whether to incorporate or not.
Q4b.2	a5	1881	Well-known company that has been around for many years.
Q4b.14	a5	6057	It looks like it might be a person teaching others how to do it for free. I like free.
Q4b.13	c1	7046	Legal zoom sounds too trendy.
Q4b.48	c1	6347	This website name is too long.
Q4b.16	c1	7046	The name doesn't tell me enough.
Q4b.14	c1	6387	It didn't sound like a great name for legal advice.
Q4b.71	c1	2067	Would never remember that address, too long if I needed to go into again.
Q4b.24	c1	6581	Law Depot sounds like Home Depot and I'm not trying to build my case with lumber.
Q4b.70	c1	2575	I did not select because of the name "rocket lawyer" which I found unappealing and a sort of braggart.
Q4b.3	c1	2184	I didn't like the sound of the name rocketlawyer. Sounds like they would just do a rush job & maybe not quality.
Q4b.3	c4	6427	De is tax free.
Q4b.27	c4	2024	Cost to see the agreement.
Q4b.3	c4	4139	They don't show their price.
Q4b.5	c4	5480	Don't like the come-on price.
Q4b.14	c4	3878	Sounded like there was a catch (no fee).
Q4b.70	c4	2420	Free is associated with the form not with any advice.
Q4b.13	e7	3836	No real offers.
Q4b.14	e7	6401	Not compelling.
Q4b.3	e7	2955	Top search find.
Q4b.25	e7	2299	Lawyers involved.
Q4b.31	e7	6371	No service support.
Q4b.29	e7	6371	Too many obstacles.
Q4b.33	e7	1957	Sounds too automated.
Q4b.46	e7	6404	"find Results" made me nervous.
Q4b.70	e7	2333	Not impressed by Google followers.
Q4b.31	e7	6330	Because I want a lawyer to do it not me.
Q4b.6	e7	6780	Probably not relevant but i distrust the 80's.
Q4b.14	e7	6757	See above, impossible decision, it is just research.
Q4b.14	e7	6630	I do not feel like dealing with a lawyer at the moment.
Q4b.59	e7	2001	Free as the selling point is not the most important to me and that is the lead text.
Q4b.3	e7	4204	Probably wouldn't visit this site unless I wanted to do a comparison of state processes.
Q4b.2	e7	6346	Looks more like a reference site than a site where for someone who would actually do the filing.
Q4b.13	e7	5754	I don't know. Legalzoom is one of those companies that took the market over before anyone knew there was a market. Sometimes I have a tendency to think that companies like that grabbed the market because they weren't busy enough with the law services that they should have been offering.

**Code for q5b: Recall of Rocket Lawyer Ad**

QB5b.1	a6	6427	De is tax free.
QB5b.1	b3	6801	Not credible.
QB5b.1	b3	6071	Was on site last week.
QB5b.1	b3	5891	Has 631 followers on google.
QB5b.1	b3	5508	It was listed for two results.
QB5b.1	b3	6730	It had the phone number listed.
QB5b.1	b3	6387	That it was at the top of the page and there was an ad.

**Code for Qs. 7/8/9b/10ab – Describe RL Offer**

QC9d.1	b2	6464	Free quote.
QC9d.1	b2	6583	Free consultation.
QC9d.1	b2	2420	10 days free trial.
QC9a.1	b2	6682	Free divorce lawyer.
QC9d.1	b2	6743	Free 90 day trial offer.
QB9a.1	b2	5763	\$69 free trail available.
QC9d.1	b2	6504	It was a two month trial period.
QC9d.1	b2	2299	One week free I think it was a week or was it a month. Sorry. Memory bad.
QC9d.1	b6	2393	90 days.
QC9d.1	b6	7060	A couple of weeks.
QC9d.1	b6	2163	It give a specific time period.
QC9a.1	c7	2279	\$9.99 for year.
QC9a.1	c7	2279	\$14.99 for a month.
QC9a.1	c7	2143	There are two price breaks one for \$9.99 and one for 417.99.
QB9a.1	e2	5480	Come on price.
QC9a.1	e2	6378	Allows you to pay securely.
QB9a.1	e2	6722	The consultation (probe) cost.
QC9d.1	e2	7313	A good lawyer for 45 percent off.
QC9a.1	e2	6317	BETTER TO TAKE THE ONE YEAR PLAN.
QB9a.1	e2	5921	You only have to pay the state taxes.
QC9a.1	e2	6331	90-day deal that's a little less per month.
QB9a.1	f1	6152	Added features such as filing for a FEIN.
QB9a.1	f1	7087	Hope to sell corporate seals, minute books.
QB9a.1	f1	3856	Selling you a seal machine with stock certificates.
QC10a.1	i1	2161	Maybe.
QC9d.1	i1	6624	Consult.
QC9d.1	i1	1921	No obligation.
QC9a.1	i1	2079	No risk offer.
QC10a.1	i1	2258	Standard stuff.
QC9a.1	i1	2471	Fill in the blank.
QC10a.1	i1	6348	Fun (probe) sweet.
QB9a.1	i1	6973	It's a great firm.
QC9a.1	i1	6348	Funny (probe) things.
QB9a.1	i1	6751	Legit (probe) important.
QC10a.1	i1	2221	No long term commitment.
QB9a.1	i1	7440	They are one of best in industry.
QC9d.1	i1	6581	I could sign up for it with my Facebook account.
QB9a.1	i1	6967	It seemed legitimate. (probe) It seemed legitimate.
QC9a.1	i1	6371	The offer is based on circumstance (probe) free motivation.
QC10a.1	k2	2510	Could not.
QC10a.1	k2	1956	Too short.
QC10a.1	k2	2257	I wouldn't.
QC10a.1	k2	2188	Limited in use.
QC10a.1	k2	2290	Don't even think about it.
QC9a.1	k2	2428	Easy doesn't always mean better.
QC9a.1	k2	2290	They are thorough, but a rip off.
QC9a.1	k2	1893	They didn't appear to be reliable.
QC9a.1	k2	1920	Not relevant to me (probe) not relevant to me.
QB9a.1	k2	5612	It is no different from other lawyer type websites.
QC10a.1	k2	2126	Come on (probe) how naive to they think people are?.
QC9a.1	k2	2406	I would not have a need to have a multiple month membership.
QC9a.1	k2	6807	The Orange CSS background is kind of distracting on the white.
QB9a.1	k2	6081	I don't feel this is a real professional site. I would not use it.
QC9a.1	k2	7226	The information needed to complete this Lease is available for free online.



QB9a.1	k2	2233	Did not offer LLC, S-corp definitions, pay by credit, offer elite services for speed and TIN.
QB9a.1	k2	6057	They tried to sell me extra leather goods? I didn't go there for a briefcase, it was to start a business!.
QC9a.1	k2	6583	That they offer many of the same things as all the other sites (probe) They seem to pride their self on being one of the better sites.

## Code for q12bc: What happens after trial period

Q12c.1	a5	2903	Charged \$59.95 monthly.
Q12c.1	a5	6079	You are charged 59.99 a month.
Q12c.1	a5	5817	You're billed a high ass rate of \$50 a month.
Q12c.1	a5	6346	A monthly reoccurring amount becomes due (around \$35 or so) unless you downgrade to a free account or cancel.
Q12c.1	a5	2844	One portion said you would be billed \$39.95 each month after the trial period, but the last page I thought said \$59.95.
Q12c.1	a5	2299	I did not look that far, I believe it was something to do with going up to \$9 a month or was it a year. Sorry again not the best at retaining information when I only look at something once. I should have thought harder.
Q12c.1	a9	2750	You get charged \$99.
Q12c.1	a9	6183	\$99 to file the papers.
Q12c.1	a9	6142	You will be billed \$59.95.
Q12c.1	a9	2352	You will be charged about \$20.
Q12c.1	a9	3332	Pay the \$90.00 or nothing happens.
Q12c.1	a9	7046	You have the option to purchase for \$90.
Q12c.1	b3	6709	You can buy a 90 day.
Q12c.1	b3	6347	They have 1 month trial after the free trial period.
Q12c.1	c1	2643	Fees.
Q12c.1	c1	1882	Purchase membership.
Q12c.1	c1	7010	You get charged full amount.
Q12c.1	c1	6670	You pay a certain fee based on your state.
Q12c.1	c1	7440	If you get approved they will charge after.
Q12c.1	c1	5590	You have to pay \$90 for the incorporation fees.
Q12c.1	c1	7243	Don't know. Most likely you have to pay an idiotically large amount of money.
Q12c.1	c5	2503	14 days.
Q12c.1	c5	5866	2 weeks.
Q12c.1	c5	2364	A few days.
Q12c.1	c5	5682	I think it was 3 weeks - not sure what happens after.
Q12c.1	c9	6582	Good.
Q12c.1	c9	6624	Free.
Q12c.1	c9	6751	Good.
Q12c.1	c9	7251	Trial.
Q12c.1	c9	3878	It expires.
Q12c.1	c9	1897	Subscription.
Q12c.1	c9	5797	Option to continue.
Q12c.1	c9	6967	It seemed legitimate.
Q12c.1	c9	6758	Get useful information.
Q12c.1	c9	5767	They provide it for you.
Q12c.1	c9	7164	It was a no obligation offer.
Q12c.1	c9	6658	Automatically renews, I believe.
Q12c.1	c9	5638	All documents you create during the trial period will still be available.

**Code for q13a: How get answers about trial**

Q13.1	b6	6385	Contact page.
Q13.1	b6	5782	Written letter.
Q13.1	b6	2420	Clicking on an advisory screen.
Q13.1	b6	6964	Ok.
Q13.1	b6	2595	Agent.
Q13.1	b6	6582	Stuff.
Q13.1	b6	2230	Holler.
Q13.1	b6	7292	Search.
Q13.1	b6	6646	Is easy.
Q13.1	b6	7251	Answers.
Q13.1	b6	5302	Google site.
Q13.1	b6	2416	Look them up.
Q13.1	b6	6327	Ask internet.
Q13.1	b6	7309	Ok I will try.
Q13.1	b6	6650	Contact a rep.
Q13.1	b6	5656	Internet phone.
Q13.1	b6	6967	It seemed legitimate.
Q13.1	b6	3647	Have to speak to someone.
Q13.1	b6	5640	Seems to provide info I would need.
Q13.1	b6	2221	Read fine print or dig deeper into website.
Q13.1	b6	6057	I saw outsourced tech support, but I doubt they're very helpful.

**Code for q13bc: After viewing RL site, what are you likely to do?**

QC6b1.1	b2	6724	Purchase and print.
QB6b1.1	b2	6740	Pay the necessary fees.
QC6b1.1	b2	6535	Create a bill of sales draft.
QC6b1.1	b2	6664	Use their website to make a lease.
QB6b1.1	b2	3274	Incorporate (probe) Seemed user friendly.
QC6b1.1	b2	6688	Use the website for my Bill of Sale Form.
QC6b1.1	b2	6330	Purchase the help (probe) ask about the site.
QB6b1.1	b2	5535	I would use Rocket Lawyer as a good starting point.
QB6b1.1	b2	2488	Let rocket lawyer process the application with the state.
QC6b1.1	b2	6404	As long as there is no credit card info exchanged I'd try it.
QB6b1.1	b2	2647	References seemed good and was endorsed by the Wall Street Journal.
QC6b1.1	b2	6411	Make sure I have and use the right information for a lease agreement.
QC6b1.1	b2	2434	The ease with which the site moved from page to page. The instructions were clear and easy to follow.
QC6b1.1	b2	2089	Buy the \$17.95 offer as I have just one rental house. If I had more, I might purchase the one year plan.
QC6b1.1	c3	6351	Refer a friend to the website.
QC6b1.1	c3	2632	Like the form a lot. (probe) don't like prepaid legal and didn't know that was leading to at the end.
QC6b1.1	c3	2016	I would want a specific charge for the one document I produced and needed and probably not want to pay an ongoing monthly charge. I probably would not have a need for other documents. Or I would come back to the site for future document on an a la carte basis. As needed.
QC6b1.1	d2	2377	Don't need a power of attorney.
QC6b1.1	d2	6657	This survey (probe) sucks dick.
QC6b1.1	d2	2349	Look for forms I can complete myself.
QB6b1.1	d2	6094	Choose another site that would less expensive.
QB6b1.1	d2	2816	Probably not buy. Didn't like automatic monthly fee.
QB6b1.1	d2	6309	Not use it. I hate free trials. They always catch you.
QB6b1.1	d2	6079	I would not use this one because of all the extra fees.
QC6b1.1	d2	2180	I would still go through legalzoom as I get a discount.
QB6b1.1	d2	5817	Tell everyone I know how big of a rip off this place is.
QC6b1.1	d2	6583	Choose a cheaper choice (probe) Make a better selection.
QC6b1.1	d2	2368	Me personally, it would not help me, as I need the POA for my partner.
QB6b1.1	d2	5920	I'm not so sure about Rocket Lawyer. A trial is one thing I've always despised.
QB6b1.1	d2	6183	I would not use it. It doesn't seem like there is enough support to answer questions.
QB6b1.1	d2	5713	Not comfortable getting answers for personal legal information through a phone center.
QC6b1.1	d2	6715	I would be more likely to use a one fee type service rather than a subscription service.
QB6b1.1	d2	7068	Would not go to web site told you previously disappointed (probe) tacky is as TACKY DOES!.
QC6b1.1	d2	2286	Not sign up with them because I do not want to use my Facebook or Google+ accounts for this. I would prefer setting up an account with this company specifically. I don't trust those companies with my data.
QB6b1.1	d2	5682	Not sure I would use this site. While the site seems easy to use, I am turned off the by the rocket/fast/pitch - I am thoughtful business owner who follows a process and this seems like a timeshare pitch instead of a legal services pitch.
QB6b1.1	d5	2233	LLC.
QC6b1.1	d5	7313	Everything.
QB6b1.1	d5	6973	Great reviews.
QB6b1.1	d5	6722	Consultation with legal.
QB6b1.1	d5	6751	Interpret (probe) legit.
QB6b1.1	d5	5640	Seems to provide info I would need.
QC6b1.1	d5	6371	Seek advice (probe) recruit attorneys.
QB6b1.1	d5	5302	Not sure ask questions about incorporation.
QB6b1.1	d5	6967	It seemed legitimate. (probe) It seemed legitimate.

**Code for q14b-1/2: Reasons would take the free trial (Among those answering #1,#2)**

Q8a.1	a4	6088	Processing fees included.
Q8a.1	a4	6648	Their per month fee was reasonable.
Q8a.1	a4	2647	I am cheap. (probe) I did not see the advantage of joining.
Q8a.1	a7	2131	Forms seemed configurable.
Q8a.1	b8	3129	This survey.
Q8a.1	b8	7188	It is offered.
Q8a.1	b8	2003	To see what's available.
Q8a.1	b8	7470	It's is a win win thing.
Q8a.1	b8	1924	They appear to be specialists.
Q8a.1	b8	6704	Could make sure everything is legit.
Q8a.1	b8	2180	Worth looking at the finished document.
Q8a.1	b8	2143	I liked the site as it was very detailed.
Q8a.1	b8	2030	To see if it is as complete as it sounds.
Q8a.1	b8	5754	I am sure I'll have other legal issues I'll need help with.
Q8a.1	b8	6071	Need an incorporation where the secretary of state services for that state are not available.

**Code for q14b-1/2: Reasons would take the free trial (Among those answering #3)**

Q8a.1	d0	6730	Seems prudent.
Q8a.1	d0	7251	Online (probe) service.
Q8a.1	d0	5640	Seems to provide info I would need.
Q8a.1	d0	2368	To see what action I need to know about when the person I am caring for is terminal.
Q8a.1	d6	1942	I've only seen one.
Q8a.1	d6	6686	Because it's my right.
Q8a.1	d6	3856	See if Rocketlawyer is legit.
Q8a.1	d6	2420	Nothing about the document legal in my state.
Q8a.1	d6	5669	I would be forming my business in a state outside of California.
Q8a.1	d6	6391	Better to play safe (probe) always careful when using the internet.
Q8a.1	d6	6183	Use a site that I recognize as being advertised through different medium.
Q8a.1	d6	2095	Looking for something that "felt" right. I wasn't comfortable with the approach taken at this website.
Q8a.1	d6	5809	Rocket Lawyer was never a first option. Their advertisement was not realistic (probe) Like the other options significantly more.

**Code for q14b-1/2: Reasons would take the free trial (Among those answering #4)**

Q8a.1	f9	6624	Good.
Q8a.1	f9	5448	Reputation.
Q8a.1	f9	6751	Ads (probe) nice.
Q8a.1	f9	3700	Reassurance factor.
Q8a.1	f9	2278	Verify what I've been told.
Q8a.1	f9	6801	See if they have heard of it.
Q8a.1	f9	6722	Question legal advice not local.
Q8a.1	f9	6967	It seemed legitimate. (probe) It seemed legitimate.
Q8a.1	f9	6634	Would like to know opinions on the online divorce forms.

**Code for q14b-1/2: Reasons would take the free trial (Among those answering #5)**

Q8a.1	h8	3647	Only got you a shell.
Q8a.1	h8	6657	Get better (probe) surveys.
Q8a.1	h8	6886	This survey (probe) is boring.
Q8a.1	h8	2497	Not really free - you don't really get anything.
Q8a.1	h8	6392	Not looking to purchase anything just get information (probe) information is free.
Q8a.1	h8	2290	If this exemplifies what the online services are like, I will go to a real person in an office.
Q8a.1	h8	5713	I'd rather be able to review the forms for which I'm providing information to be completed on my behalf.
I'd prefer to ask questions through the process and have time to think about it.			

**Code for q14b-1/2: Reasons would take the free trial (Among those answering #6)**

Q8a.1	i5	3332	Only \$99.95.
Q8a.1	i5	2184	Liked how easy it is to use

**Code for q14b-1/2: Reasons would take the free trial (Among those answering #10)**

Q8a.1	l4	6401	Familiarity.
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Q8a.1	I4	4174	Site does look interesting. (probe) Quick, easy to use.
Q8a.1	I7	3271	Prefer talking to live person.
Q8a.1	I7	1922	There will probably be a catch.
Q8a.1	I7	6148	NOT ENOUGH INFO.WOULD HAVE TO CALL.
Q8a.1	I7	7068	Tacky ad (probe) it was very cheesy.
Q8a.1	I7	7002	The other choices didn't apply to me.

**Code for q14c: Reasons didn't choose free trial**

Q8c.1	a8	2955	I'm cheap.
Q8c.1	a8	6604	Not worth it.
Q8c.1	a8	4047	Because I'm not sure of hidden costs.
Q8c.1	a8	6780	Cheaper is better, especially if it is for the same services.
Q8c.1	b3	2595	Just needed one service.
Q8c.1	c2	6634	Would need more representation.
Q8c.1	c2	6722	Unsure on duration of advice needed.
Q8c.1	c2	5536	It may not offer everything I need in the free trial.
Q8c.1	c2	4190	Needed to be reassured that this is the right online company to use.
Q8c.1	c2	3303	I need more help choosing a company name - your info said it couldn't be something already in use, but how do I find that out? That is actually something I would pay for help with.
Q8c.1	d4	1881	Fear.
Q8c.1	d4	2278	Verify!.
Q8c.1	d4	2607	Too short.
Q8c.1	d4	6858	I did not.
Q8c.1	d4	5669	Not in California.
Q8c.1	d4	3010	One week free trial.
Q8c.1	d4	2407	Need service right away.
Q8c.1	d4	6152	I thought I did choose to.
Q8c.1	d4	7313	I have tried the free trail before.
Q8c.1	d4	3305	Trial for what? See previous answer.
Q8c.1	d4	5954	Selected wrong option, would take free trial.
Q8c.1	d4	2257	Would rather use / trust my own personal attorney.
Q8c.1	d4	6686	I did but in the form of conversation on the phone.
Q8c.1	d4	2632	Seemed like old prepaid legal people trying to sell a few years back.
Q8c.1	d4	7326	Oh, I would choose to take the free trial but then go directly to the annual prepaid subscription.
Q8c.1	d4	7002	Cuz this is all hypothetical. Also, how do I trial incorporate? Once I'm incorporated, I'm incorporated.
Q8c.1	d4	2184	Because if I liked the trial I would wind up purchasing the product and since I liked the ease of the website I was pretty sure that I liked it.
Q8c.1	d5	6624	Ok.
Q8c.1	d5	6582	Good.
Q8c.1	d5	6751	Good.
Q8c.1	d5	7194	I will.
Q8c.1	d5	5767	Sounds good.
Q8c.1	d5	6317	I TRUST THEM.
Q8c.1	d5	7136	It is a good deal.
Q8c.1	d5	2546	See if it's for me.
Q8c.1	d5	2488	GOOD DEAL GOOD PRICE.
Q8c.1	d5	6967	It seemed legitimate.
Q8c.1	d5	2386	That is what I would have chosen.
Q8c.1	d5	5640	Seems to provide info I would need.
Q8c.1	d5	5648	Could possibly go back and use the free trial.

**Code for q14d: Other Factors**

Q14d.1	a4	5644	Clarity of changes.
Q14d.1	a4	2236	The ability to get forms directly for government for free.
Q14d.1	a4	7060	Availability of the information for free from other sources.
Q14d.2	b2	2607	Order listed on yahoo.
Q14d.2	b5	6581	Privacy guaranteed.
Q14d.2	c1	6543	Whether web site runs smooth without any slowness.
Q14d.1	c6	2126	Fake ad for free trial.
Q14d.1	d6	6646	Is good.
Q14d.2	d6	7164	Thorough.
Q14d.1	d6	7460	Very helpful.
Q14d.2	d6	6535	Advertisement.
Q14d.1	d6	6706	Account set up.
Q14d.1	d6	6715	One time usage.
Q14d.2	d6	7062	No obligations.
Q14d.1	d6	7194	Lease agreements.
Q14d.1	d6	6584	Business planning.
Q14d.1	d6	2587	Restrictions on site.
Q14d.1	d6	7292	To friends and family.
Q14d.2	d6	2474	State specific statutes.
Q14d.1	d6	2130	Range of services and products.
Q14d.1	d6	7190	Personal experience on the website.
Q14d.1	d6	7087	Time required to complete the filing.
Q14d.1	d6	1947	Face to face when handling personal matters.
Q14d.1	d6	2869	Explanation of different incorporation methods.
Q14d.1	d6	2001	How does the company stand behind their product.



**Code for q15bc: Businesses that offer free trials**

Q15b.1	a3	3274	Wills.
Q15b.1	a3	6330	Legal aid.
Q15b.1	a3	6634	Lawyer.com.
Q15b.1	a3	1971	Ezlegalforms.
Q15b.1	a3	5809	Not really. Mostly legal form companies that offer forms that are hard to work with and download but, for a fee can be more easily accessed.
Q15b.1	b2	5638	HBO.
Q15b.1	b2	2474	Direct TV.
Q15b.1	b2	1957	Dish network.
Q15b.1	b2	7196	Audiobooks.com.
Q15b.1	b6	2647	Netgear.
Q15b.1	b6	6730	Cloud storage co's.
Q15b.1	b6	2474	Who's spying on you" website.
Q15b.1	b6	6858	Web hosting, online subscription.
Q15b.1	b6	7190	Google on line (probe) had a free consult chat.
Q15b.1	b6	7062	Computer manufacture (probe) Electronics company.
Q15b.1	c2	6921	Weight loss (probe) Vitamins.
Q15b.1	d5	7309	Yes.
Q15b.1	d5	2607	AOL.
Q15b.1	d5	2159	Zoom.
Q15b.1	d5	2750	Narx.
Q15b.1	d5	6535	Tide.
Q15b.1	d5	6582	Good.
Q15b.1	d5	6631	Mmos.
Q15b.1	d5	2510	Avast.
Q15b.1	d5	2902	Sensa.
Q15b.1	d5	6152	Yidio.
Q15b.1	d5	6646	Is good.
Q15b.1	d5	2053	Ask.co,.
Q15b.1	d5	2481	Various.
Q15b.1	d5	2726	E cards.
Q15b.1	d5	2089	CVS Tide.
Q15b.1	d5	2348	Cabela's.
Q15b.1	d5	5644	Bow Flex.
Q15b.1	d5	1909	NY times.
Q15b.1	d5	1994	Tax help.
Q15b.1	d5	6151	Turbo tax.
Q15b.1	d5	3552	Cable TV,.
Q15b.1	d5	3299	Luminosity.
Q15b.1	d5	6464	Equity Lines.
Q15b.1	d5	5562	Go Daddy Wix.
Q15b.1	d5	2503	Buying service.
Q15b.1	d5	6658	Pimsleur Method.
Q15b.1	d5	7087	Reverse Look up.
Q15b.1	d5	7453	Dating services.
Q15b.1	d5	6504	Imvu and Cappex.
Q15b.1	d5	6581	Modcloth Wendys.
Q15b.1	d5	5716	Pimiliar language.
Q15b.1	d5	7010	Stamps.com,ifax.
Q15b.1	d5	7110	Fraud protection.
Q15b.1	d5	2474	American Express.
Q15b.1	d5	2081	Linked In premium.
Q15b.1	d5	6385	Zoosk, Beezid.com.
Q15b.1	d5	6706	Pimsuels language.
Q15b.1	d5	6041	Stock news letters.
Q15b.1	d5	5687	News source access.

Q15b.1	d5	2497	Auto payment needed.
Q15b.1	d5	7060	Background searches.
Q15b.1	d5	5590	Blog Reader service.
Q15b.1	d5	2131	Job search websites.
Q15b.1	d5	2701	Experian transunion.
Q15b.1	d5	5953	Investment services.
Q15b.1	d5	7046	Real estate searches.
Q15b.1	d5	6730	Business card makers.
Q15b.1	d5	5474	Subscription services.
Q15b.1	d5	2040	LinkedIn, The Ladders.
Q15b.1	d5	2587	Military History sites.
Q15b.1	d5	5476	Can't remember. Freeinc.
Q15b.1	d5	2781	American Greeting, Join Me.
Q15b.1	d5	2173	Web Search (People Search).
Q15b.1	d5	2014	Businesses that offer printing.
Q15b.1	d5	6648	Free business cards from a printer.
Q15b.1	d5	6766	Not good site (probe) not good site.
Q15b.1	d5	6729	Freebies women get it free turbo tax.
Q15b.1	d5	6543	IHOP free meal, Chili's free appetizer.
Q15b.1	d5	6065	Hosiery companies (probe) Can't remember.
Q15b.1	d5	6967	It seemed legitimate. (probe) It seemed legitimate.
Q15b.1	d5	5754	Quoting systems meeting systems (GoToMeeting, etc.).
Q15b.1	d5	4204	Vacuum companies Many of the kitchen gadget manufacturers.
Q15b.1	d5	1924	Car maintenance products, but I don't recall the exact product.
Q15b.1	d5	5682	Web conferencing companies email marketing companies recipe sites.
Q15b.1	d5	7126	Free trial on how to fix cars, and a free trial on getting contacts.
Q15b.1	d5	2126	No (probe) most are come-ons and not really free. Require action to cancel service.
Q15b.1	d5	5869	Almost everyone on the net offers free trials. I view them as a way to get my credit card number. Nothing in life is free.

**Code for Qs. S10b-1/S11c (Note - Base Includes Terms and DQs)**

S11c.1	c8	6028 TERM	Cft.
S11c.1	c8	6337 DQ	Legal.
S10b1.1	c8	2519 TERM	Pension.
S11c.1	c8	2460 TERM	Adoption.
S11c.1	c8	3187 COMP	Tax help.
S11c.1	c8	6435 TERM	Finances.
S11c.1	c8	5888 TERM	Nonprofit.
S11c.1	c8	7116 TERM	Sink hole.
S10b1.1	c8	5790 TERM	Non-profit.
S11c.1	c8	7183 TERM	Litigation.
S10b1.1	c8	2209 TERM	Termination.
S10b1.1	c8	6014 DQ	Credit debt.
S11c.1	c8	2327 TERM	Just browsing.
S11c.1	c8	2848 TERM	Filing a lien.
S11c.1	c8	5600 TERM	State website.
S11c.1	c8	6990 DQ	Land contract.
S10b1.1	c8	7026 TERM	Sue some body.
S11c.1	c8	2378 TERM	Elder care/law.
S11c.1	c8	2560 TERM	CORPORATE LOAN.
S11c.1	c8	5896 TERM	Property sales.
S11c.1	c8	1905 COMP	Conservatorship.
S11c.1	c8	5445 TERM	Consumer rights.
S11c.1	c8	5677 TERM	Debt collection.
S10b1.1	c8	6116 DQ	Promissory note.
S10b1.1	c8	6960 COMP	VA compensation.
S10b1.1	c8	5613 TERM	Home Owners Asso.
S10b1.1	c8	2265 TERM	Product liability.
S11c.1	c8	5352 TERM	International law.
S11c.1	c8	5812 TERM	Help with the IRS.
S11c.1	c8	5409 TERM	Small claims court.
S11c.1	c8	6629 TERM	For accident lawyer.
S10b1.1	c8	1993 TERM	Judgment collections.
S11c.1	c8	1993 TERM	Judgment collections.
S11c.1	c8	5749 TERM	Fitness/ Health laws.
S11c.1	c8	7476 TERM	Drug related charges.
S10b1.1	c8	2155 TERM	Community association.
S11c.1	c8	2155 TERM	Community association.
S10b1.1	c8	2124 TERM	Partnership agreements.
S11c.1	c8	6479 TERM	Firearms legal defense.
S10b1.1	c8	2044 TERM	Accident injury lawsuit.
S10b1.1	c8	2037 TERM	Poor construction lawyer.
S11c.1	c8	5720 TERM	Issuing credit to customers.
S10b1.1	c8	6965 TERM	Lexis, Westlaw, Findlaw, LII.
S10b1.1	c8	6316 TERM	Military discharge information.
S11c.1	c8	5666 TERM	Business Law- LLC, JV, S-chapter.
S10b1.1	c8	7183 TERM	Litigation against credit card co.
S11c.1	c8	2089 COMP	Assistance in changing a state law.
S11c.1	c8	2382 TERM	Setting up a trust for home purchase.
S11c.1	c8	5326 DQ	Land and equipment lease or purchase.
S10b1.1	c8	6745 TERM	How to take care of Mineral Royalties.
S11c.1	c8	5632 TERM	Profit sharing guide lines for company.
S10b1.1	c8	6620 COMP	Drug recalls and credit resolution tools.
S11c.1	c8	2127 COMP	Reviews and emphasized areas of expertise.
S10b1.1	c8	6770 TERM	Condominium purchase and association rights.
S11c.1	c8	6770 TERM	Condominium purchase and association rights.
S11c.1	c8	6965 TERM	Lexis, Westlaw, Findlaw, Bloomberg Law, LII.
S11c.1	c8	7488 TERM	Ones that deal with military retirement benefits.
S11c.1	c8	6141 DQ	Website Terms of Service / Privacy Terms & Statements.
S10b1.1	c8	2474 COMP	Legal forms regarding POA, etc. of a deceased family member.
S11c.1	c8	7219 TERM	Registering business name nationally, instead of in my state.

S11c.1 c8 5532 TERM Information regarding rules and regulations of starting a Day Care.

## Flag Coding for Decision Trees

11921	Column	item 3	1	Yes
		item 3	2	No
		item 3	3	Skeptical Yes
11922	Column	item 4	1	Yes
		item 4	2	No
		item 4	3	Ambiguous
11924	Column	California	1	Yes

***APPENDIX L***

***APPENDIX L***



Table 1  
 Cells

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
CELL 1 - BUSINESS INCORPORATION TEST	76 18.0	76 35.8	- -	76 36.7	76 73.1	- -	- -	- -	- -
CELL 2 - BUSINESS INCORPORATION CONTROL	78 18.5	- -	78 37.1	78 37.7	- -	78 75.7	- -	- -	- -
CELL 3 - CONSUMER INCORPORATION TEST	28 6.6	28 13.2	- -	28 13.5	28 26.9	- -	- -	- -	- -
CELL 4 - CONSUMER INCORPORATION CONTROL	25 5.9	- -	25 11.9	25 12.1	- -	25 24.3	- -	- -	- -
CELL 5 - CONSUMER TEST	108 25.6	108 50.9	- -	- -	- -	- -	108 50.2	108 100.0	- -
CELL 6 - CONSUMER CONTROL	107 25.4	- -	107 51.0	- -	- -	- -	107 49.8	- -	107 100.0
Sigma	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0



Table 2  
 Services

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
INCORPORATION	207 49.1	104 49.1	103 49.0	207 100.0	104 100.0	103 100.0	- -	- -	- -
DIVORCE	57 13.5	28 13.2	29 13.8	- -	- -	- -	57 26.5	28 25.9	29 27.1
BILL OF SALE	51 12.1	24 11.3	27 12.9	- -	- -	- -	51 23.7	24 22.2	27 25.2
LEASE AGREEMENT	55 13.0	29 13.7	26 12.4	- -	- -	- -	55 25.6	29 26.9	26 24.3
POWER OF ATTORNEY	52 12.3	27 12.7	25 11.9	- -	- -	- -	52 24.2	27 25.0	25 23.4
Sigma	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0

Table 3  
 Q.1a Online Legal Services Search Method

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Used an internet search engine	371 87.9	184 86.8	187 89.0	182 87.9	90 86.5	92 89.3	189 87.9	94 87.0	95 88.8
Used a phone book	31 7.3	16 7.5	15 7.1	14 6.8	7 6.7	7 6.8	17 7.9	9 8.3	8 7.5
Asked friends/family	149 35.3	74 34.9	75 35.7	75 36.2	39 37.5	36 35.0	74 34.4	35 32.4	39 36.4
Asked colleagues	108 25.6	47 22.2	61 29.0	60 29.0	26 25.0	34 33.0	48 22.3	21 19.4	27 25.2
Spoke to a lawyer	62 14.7	31 14.6	31 14.8	31 15.0	19 18.3	12 11.7	31 14.4	12 11.1	19 17.8
Other specify:	7 1.7	2 0.9	5 2.4	3 1.4	1 1.0	2 1.9	4 1.9	1 0.9	3 2.8
Didn't have to --- I already knew of a name and just went directly to the site	6 1.4	4 1.9	2 1.0	1 0.5	- -	1 1.0	5 2.3	4 3.7	1 0.9
I don't know	7 1.7	4 1.9	3 1.4	3 1.4	2 1.9	1 1.0	4 1.9	2 1.9	2 1.9
Mean number of services selected	1.78	1.74	1.82	1.80	1.78	1.81	1.76	1.69	1.84
Std. Err.	0.05	0.07	0.07	0.07	0.10	0.09	0.07	0.09	0.11
Std. Dev.	0.99	0.93	1.04	0.95	0.96	0.94	1.02	0.90	1.13

Table 4  
 Q.1b Internet Search Engine Used to Search for Online Legal Services

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Search Engine Users	371 100.0	184 100.0	187 100.0	182 100.0	90 100.0	92 100.0	189 100.0	94 100.0	95 100.0
Google	336 90.6	163 88.6	173 92.5	164 90.1	82 91.1	82 89.1	172 91.0	81 86.2	91 95.8
Yahoo	65 17.5	36 19.6	29 15.5	30 16.5	20 22.2	10 10.9	35 18.5	16 17.0	19 20.0
Bing	72 19.4	34 18.5	38 20.3	34 18.7	17 18.9	17 18.5	38 20.1	17 18.1	21 22.1
AOL	19 5.1	9 4.9	10 5.3	6 3.3	3 3.3	3 3.3	13 6.9	6 6.4	7 7.4
Ask	18 4.9	7 3.8	11 5.9	6 3.3	2 2.2	4 4.3	12 6.3	5 5.3	7 7.4
Other specify:	6 1.6	2 1.1	4 2.1	5 2.7	1 1.1	4 4.3	1 0.5	1 1.1	- -
Mean number of services selected	1.39	1.36	1.42	1.35	1.39	1.30	1.43	1.34	1.53
Std. Err.	0.04	0.06	0.06	0.05	0.08	0.07	0.06	0.08	0.09
Std. Dev.	0.76	0.75	0.77	0.68	0.73	0.62	0.83	0.77	0.89

Table 5  
 Q.1c Internet Search Engine Consideration

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Non Internet Search Engine Users	51 100.0	28 100.0	23 100.0	25 100.0	14 100.0	11 100.0	26 100.0	14 100.0	12 100.0
Yes	51 100.0	28 100.0	23 100.0	25 100.0	14 100.0	11 100.0	26 100.0	14 100.0	12 100.0
No	- -	- -	- -	- -	- -	- -	- -	- -	- -
I don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	51 100.0	28 100.0	23 100.0	25 100.0	14 100.0	11 100.0	26 100.0	14 100.0	12 100.0

Table 6  
 Q.2 Online Legal Services Companies Chosen Initially (Net of Test and Control)

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Incorporation Test and Control - www.incorporate.com	95 22.5	55 25.9	40 19.0	95 45.9	55 52.9	40 38.8	- -	- -	- -
Incorporation Test and Control - www.legalzoom.com	137 32.5	67 31.6	70 33.3	137 66.2	67 64.4	70 68.0	- -	- -	- -
Incorporation Test and Control - www.rocketlawyer.com	72 17.1	37 17.5	35 16.7	72 34.8	37 35.6	35 34.0	- -	- -	- -
Incorporation Test and Control - www.bizfilings.com	53 12.6	29 13.7	24 11.4	53 25.6	29 27.9	24 23.3	- -	- -	- -
Incorporation Test and Control - www.incfile.com	54 12.8	28 13.2	26 12.4	54 26.1	28 26.9	26 25.2	- -	- -	- -
Incorporation Test and Control - www.incforfree.com	43 10.2	21 9.9	22 10.5	43 20.8	21 20.2	22 21.4	- -	- -	- -
Incorporation Test and Control - www.delawareinc.com	20 4.7	10 4.7	10 4.8	20 9.7	10 9.6	10 9.7	- -	- -	- -
Incorporation Test and Control - www.smallbiz.com	7 1.7	5 2.4	2 1.0	7 3.4	5 4.8	2 1.9	- -	- -	- -
Incorporation Test and Control - www.directincorporation.com	6 1.4	3 1.4	3 1.4	6 2.9	3 2.9	3 2.9	- -	- -	- -
Incorporation Test and Control - www.calfilings.com	17 4.0	6 2.8	11 5.2	17 8.2	6 5.8	11 10.7	- -	- -	- -
Incorporation Test and Control - www.mycorporation.com	66 15.6	26 12.3	40 19.0	66 31.9	26 25.0	40 38.8	- -	- -	- -
Divorce Test and Control - www.3stepdivorce.com	11 2.6	7 3.3	4 1.9	- -	- -	- -	11 5.1	7 6.5	4 3.7
Divorce Test and Control - www.lawdepot.com	23 5.5	11 5.2	12 5.7	- -	- -	- -	23 10.7	11 10.2	12 11.2

Table 6  
 Q.2 Online Legal Services Companies Chosen Initially (Net of Test and Control)

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Divorce Test and Control - www.rocketlawyer.com	24 5.7	10 4.7	14 6.7	- -	- -	- -	24 11.2	10 9.3	14 13.1
Divorce Test and Control - www.completecase.com	22 5.2	12 5.7	10 4.8	- -	- -	- -	22 10.2	12 11.1	10 9.3
Divorce Test and Control - www.divorcewriter.com	7 1.7	5 2.4	2 1.0	- -	- -	- -	7 3.3	5 4.6	2 1.9
Divorce Test and Control - www.uslegalforms.com	29 6.9	14 6.6	15 7.1	- -	- -	- -	29 13.5	14 13.0	15 14.0
Bill Of Sale Test and Control - www.legalcontracts.com	28 6.6	12 5.7	16 7.6	- -	- -	- -	28 13.0	12 11.1	16 15.0
Bill Of Sale Test and Control - www.buyerpricer.com	15 3.6	4 1.9	11 5.2	- -	- -	- -	15 7.0	4 3.7	11 10.3
Bill Of Sale Test and Control - www.rocketlawyer.com	18 4.3	7 3.3	11 5.2	- -	- -	- -	18 8.4	7 6.5	11 10.3
Bill Of Sale Test and Control - www.jsbusinessproducts.btobsource.com	14 3.3	7 3.3	7 3.3	- -	- -	- -	14 6.5	7 6.5	7 6.5
Bill Of Sale Test and Control - www.officeconsultants.com	15 3.6	5 2.4	10 4.8	- -	- -	- -	15 7.0	5 4.6	10 9.3
Lease Agreement Test and Control - www.legalcontracts.com	26 6.2	11 5.2	15 7.1	- -	- -	- -	26 12.1	11 10.2	15 14.0
Lease Agreement Test and Control - www.rocketlawyer.com	25 5.9	11 5.2	14 6.7	- -	- -	- -	25 11.6	11 10.2	14 13.1
Lease Agreement Test and Control - www.ezlandlordforms.com	21 5.0	9 4.2	12 5.7	- -	- -	- -	21 9.8	9 8.3	12 11.2
Lease Agreement Test and Control - www.biztree.com	15 3.6	8 3.8	7 3.3	- -	- -	- -	15 7.0	8 7.4	7 6.5

Table 6  
 Q.2 Online Legal Services Companies Chosen Initially (Net of Test and Control)

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Lease Agreement Test and Control - www.totallegal.com	20 4.7	11 5.2	9 4.3	- -	- -	- -	20 9.3	11 10.2	9 8.4
Lease Agreement Test and Control - www.lawdepot.com	22 5.2	9 4.2	13 6.2	- -	- -	- -	22 10.2	9 8.3	13 12.1
Power Of Attorney Test and Control - www.legalzoom.com	41 9.7	21 9.9	20 9.5	- -	- -	- -	41 19.1	21 19.4	20 18.7
Power Of Attorney Test and Control - www.lawdepot.com	24 5.7	15 7.1	9 4.3	- -	- -	- -	24 11.2	15 13.9	9 8.4
Power Of Attorney Test and Control - www.totallegal.com	16 3.8	10 4.7	6 2.9	- -	- -	- -	16 7.4	10 9.3	6 5.6
Power Of Attorney Test and Control - www.rocketlawyer.com	19 4.5	8 3.8	11 5.2	- -	- -	- -	19 8.8	8 7.4	11 10.3
Power Of Attorney Test and Control - www.uniformpowerofattorney.com	18 4.3	11 5.2	7 3.3	- -	- -	- -	18 8.4	11 10.2	7 6.5
Mean Number of responses	2.42	2.38	2.47	2.75	2.76	2.75	2.11	2.02	2.20
Std. Err.	0.07	0.10	0.10	0.11	0.15	0.16	0.08	0.11	0.12
Std. Dev.	1.42	1.39	1.45	1.57	1.52	1.63	1.18	1.14	1.21

Table 7  
 Q.3a/b Why Select Company in Google Search - Rocket Lawyer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Considered Rocket Lawyer	158 100.0	73 100.0	85 100.0	72 100.0	37 100.0	35 100.0	86 100.0	36 100.0	50 100.0
Positive/Neutral Comments (Grand-Net)	152 96.2	70 95.9	82 96.5	71 98.6	36 97.3	35 100.0	81 94.2	34 94.4	47 94.0
Free (Net)	73 46.2	39 53.4	34 40.0	43 59.7	25 67.6	18 51.4	30 34.9	14 38.9	16 32.0
It's free/it says "free"	65 41.1	36 49.3	29 34.1	40 55.6	25 67.6	15 42.9	25 29.1	11 30.6	14 28.0
Free forms/documents	5 3.2	2 2.7	3 3.5	1 1.4	- -	1 2.9	4 4.7	2 5.6	2 4.0
Free agreements/contracts	3 1.9	2 2.7	1 1.2	- -	- -	- -	3 3.5	2 5.6	1 2.0
Free incorporation	2 1.3	- -	2 2.4	2 2.8	- -	2 5.7	- -	- -	- -
Free trial	- -	- -	- -	- -	- -	- -	- -	- -	- -
Free minutes and bylaws	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other Free mentions	1 0.6	1 1.4	- -	- -	- -	- -	1 1.2	1 2.8	- -
Cost (Net)	6 3.8	2 2.7	4 4.7	4 5.6	1 2.7	3 8.6	2 2.3	1 2.8	1 2.0
Good/Low price/The cost	5 3.2	2 2.7	3 3.5	3 4.2	1 2.7	2 5.7	2 2.3	1 2.8	1 2.0
Like specific price point (e.g. \$49, \$69 etc.)	- -	- -	- -	- -	- -	- -	- -	- -	- -
No hidden fees	1 0.6	- -	1 1.2	1 1.4	- -	1 2.9	- -	- -	- -



Table 7  
 Q.3a/b Why Select Company in Google Search - Rocket Lawyer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Considered Rocket Lawyer	158 100.0	73 100.0	85 100.0	72 100.0	37 100.0	35 100.0	86 100.0	36 100.0	50 100.0
Listed the price/showed the price	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other Cost mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -
Offers Needed Service (Net)	5 3.2	3 4.1	2 2.4	3 4.2	2 5.4	1 2.9	2 2.3	1 2.8	1 2.0
Seemed (most) relevant to my interest/to what I needed	4 2.5	2 2.7	2 2.4	2 2.8	1 2.7	1 2.9	2 2.3	1 2.8	1 2.0
Can get forms/templates (no mention of them being free)	1 0.6	1 1.4	- -	1 1.4	1 2.7	- -	- -	- -	- -
Like/Interested in these services (general)	- -	- -	- -	- -	- -	- -	- -	- -	- -
Fast Service (Net)	23 14.6	14 19.2	9 10.6	4 5.6	4 10.8	- -	19 22.1	10 27.8	9 18.0
It is fast/immediate n/s	8 5.1	5 6.8	3 3.5	2 2.8	2 5.4	- -	6 7.0	3 8.3	3 6.0
Only takes 5/10 minutes	15 9.5	9 12.3	6 7.1	2 2.8	2 5.4	- -	13 15.1	7 19.4	6 12.0
Easy to Use (Net)	24 15.2	8 11.0	16 18.8	1 1.4	- -	1 2.9	23 26.7	8 22.2	15 30.0
It's easy/simple (general)	6 3.8	1 1.4	5 5.9	- -	- -	- -	6 7.0	1 2.8	5 10.0
Can do it online/easy access	1 0.6	- -	1 1.2	1 1.4	- -	1 2.9	- -	- -	- -
Can print (the forms)	10 6.3	6 8.2	4 4.7	- -	- -	- -	10 11.6	6 16.7	4 8.0

Table 7  
 Q.3a/b Why Select Company in Google Search - Rocket Lawyer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Considered Rocket Lawyer	158 100.0	73 100.0	85 100.0	72 100.0	37 100.0	35 100.0	86 100.0	36 100.0	50 100.0
It's do it yourself	2 1.3	- -	2 2.4	- -	- -	- -	2 2.3	- -	2 4.0
Can download (the forms)	- -	- -	- -	- -	- -	- -	- -	- -	- -
Easy to understand	1 0.6	- -	1 1.2	- -	- -	- -	1 1.2	- -	1 2.0
3 easy steps	1 0.6	1 1.4	- -	- -	- -	- -	1 1.2	1 2.8	- -
Can edit (the forms)s	5 3.2	- -	5 5.9	- -	- -	- -	5 5.8	- -	5 10.0
Don't need a lawyer/can do without a lawyer	- -	- -	- -	- -	- -	- -	- -	- -	- -
To Accomplish Specific Task (Net)	9 5.7	3 4.1	6 7.1	2 2.8	2 5.4	- -	7 8.1	1 2.8	6 12.0
Interested in Incorporation	1 0.6	1 1.4	- -	1 1.4	1 2.7	- -	- -	- -	- -
Interested in LLC	- -	- -	- -	- -	- -	- -	- -	- -	- -
Interested in lease, rental agreement/eviction notice	3 1.9	1 1.4	2 2.4	- -	- -	- -	3 3.5	1 2.8	2 4.0
Interested in divorce/custody	3 1.9	- -	3 3.5	- -	- -	- -	3 3.5	- -	3 6.0
Interested in personal assets protection	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other specific task mentions	2 1.3	1 1.4	1 1.2	1 1.4	1 2.7	- -	1 1.2	- -	1 2.0

Table 7  
 Q.3a/b Why Select Company in Google Search - Rocket Lawyer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Considered Rocket Lawyer	158 100.0	73 100.0	85 100.0	72 100.0	37 100.0	35 100.0	86 100.0	36 100.0	50 100.0
Location Related (Net)	5 3.2	1 1.4	4 4.7	4 5.6	1 2.7	3 8.6	1 1.2	- -	1 2.0
It's state specific/has state specific forms	- -	- -	- -	- -	- -	- -	- -	- -	- -
It's for California/California Company	4 2.5	1 1.4	3 3.5	4 5.6	1 2.7	3 8.6	- -	- -	- -
Not state specific/nationwide/applies to any state	1 0.6	- -	1 1.2	- -	- -	- -	1 1.2	- -	1 2.0
Incorporation in Delaware has business advantages	- -	- -	- -	- -	- -	- -	- -	- -	- -
Looks Professional/Reliable (Net)	9 5.7	6 8.2	3 3.5	1 1.4	- -	1 2.9	8 9.3	6 16.7	2 4.0
Looks/sounds legitimate/credible	4 2.5	2 2.7	2 2.4	- -	- -	- -	4 4.7	2 5.6	2 4.0
Been around a long time/Established/lots of experience	1 0.6	- -	1 1.2	- -	- -	- -	1 1.2	- -	1 2.0
Looks reputable	3 1.9	3 4.1	- -	- -	- -	- -	3 3.5	3 8.3	- -
Looks/sounds professional	- -	- -	- -	- -	- -	- -	- -	- -	- -
Has "Law"/"Legal" in the name	2 1.3	1 1.4	1 1.2	1 1.4	- -	1 2.9	1 1.2	1 2.8	- -
Not stating "free" makes it seem (more) legit/credible	- -	- -	- -	- -	- -	- -	- -	- -	- -
Featured on famous sites/on CNN etc.	- -	- -	- -	- -	- -	- -	- -	- -	- -

Table 7  
 Q.3a/b Why Select Company in Google Search - Rocket Lawyer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Considered Rocket Lawyer	158 100.0	73 100.0	85 100.0	72 100.0	37 100.0	35 100.0	86 100.0	36 100.0	50 100.0
Looks reliable	-	-	-	-	-	-	-	-	-
Lawyer drafted	-	-	-	-	-	-	-	-	-
Looks/sounds official	-	-	-	-	-	-	-	-	-
Seems trustworthy/safe/reassuring	-	-	-	-	-	-	-	-	-
Have formed lots of companies/60K companies	-	-	-	-	-	-	-	-	-
"State" in name makes it seem credible	-	-	-	-	-	-	-	-	-
Familiarity (Net)	22 13.9	9 12.3	13 15.3	14 19.4	5 13.5	9 25.7	8 9.3	4 11.1	4 8.0
Familiar with the name/have heard the name	10 6.3	4 5.5	6 7.1	6 8.3	2 5.4	4 11.4	4 4.7	2 5.6	2 4.0
Have seen ads for them	1 0.6	-	1 1.2	1 1.4	-	1 2.9	-	-	-
Have used them before	8 5.1	4 5.5	4 4.7	4 5.6	2 5.4	2 5.7	4 4.7	2 5.6	2 4.0
Have seen their website before	3 1.9	2 2.7	1 1.2	3 4.2	2 5.4	1 2.9	-	-	-
Recommended by a friend/relative	1 0.6	-	1 1.2	1 1.4	-	1 2.9	-	-	-
Other Familiarity mentions	1 0.6	-	1 1.2	1 1.4	-	1 2.9	-	-	-

Table 7  
 Q.3a/b Why Select Company in Google Search - Rocket Lawyer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Considered Rocket Lawyer	158 100.0	73 100.0	85 100.0	72 100.0	37 100.0	35 100.0	86 100.0	36 100.0	50 100.0
How Search Engine Has It Listed (Net)	6 3.8	3 4.1	3 3.5	3 4.2	1 2.7	2 5.7	3 3.5	2 5.6	1 2.0
On the list	1 0.6	1 1.4	- -	- -	- -	- -	1 1.2	1 2.8	- -
At/near top of the list	5 3.2	2 2.7	3 3.5	3 4.2	1 2.7	2 5.7	2 2.3	1 2.8	1 2.0
Not a paid ad/Not highlighted	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other how search engine lists	- -	- -	- -	- -	- -	- -	- -	- -	- -
Features of Service (Net)	19 12.0	9 12.3	10 11.8	1 1.4	- -	1 2.9	18 20.9	9 25.0	9 18.0
Forms for all states	5 3.2	1 1.4	4 4.7	- -	- -	- -	5 5.8	1 2.8	4 8.0
Has lots of options/choices (general)	2 1.3	1 1.4	1 1.2	- -	- -	- -	2 2.3	1 2.8	1 2.0
Option to ask questions (no mention lawyer)	1 0.6	1 1.4	- -	- -	- -	- -	1 1.2	1 2.8	- -
Can ask lawyer a question	7 4.4	4 5.5	3 3.5	- -	- -	- -	7 8.1	4 11.1	3 6.0
Has e-sign capability	4 2.5	2 2.7	2 2.4	- -	- -	- -	4 4.7	2 5.6	2 4.0
You answer questions to make it specific	- -	- -	- -	- -	- -	- -	- -	- -	- -
Allows (document) customization	1 0.6	- -	1 1.2	1 1.4	- -	1 2.9	- -	- -	- -

Table 7  
 Q.3a/b Why Select Company in Google Search - Rocket Lawyer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Considered Rocket Lawyer	158 100.0	73 100.0	85 100.0	72 100.0	37 100.0	35 100.0	86 100.0	36 100.0	50 100.0
Has 100% guarantee	-	-	-	-	-	-	-	-	-
Offers minutes/bylaws	-	-	-	-	-	-	-	-	-
Other Features	-	-	-	-	-	-	-	-	-
Other Reasons (Net)	42 26.6	16 21.9	26 30.6	19 26.4	8 21.6	11 31.4	23 26.7	8 22.2	15 30.0
Sounds good/interesting/caught my attention n/s	5 3.2	1 1.4	4 4.7	2 2.8	-	2 5.7	3 3.5	1 2.8	2 4.0
It has a lot of information/is informative	2 1.3	1 1.4	1 1.2	1 1.4	-	1 2.9	1 1.2	1 2.8	-
Like the name/Name sounds good	10 6.3	3 4.1	7 8.2	7 9.7	3 8.1	4 11.4	3 3.5	-	3 6.0
Would use as research/part of my research	1 0.6	-	1 1.2	-	-	-	1 1.2	-	1 2.0
To the point/Straightforward	1 0.6	1 1.4	-	1 1.4	1 2.7	-	-	-	-
They provide a phone number	6 3.8	3 4.1	3 3.5	6 8.3	3 8.1	3 8.6	-	-	-
Want more information (general)	3 1.9	1 1.4	2 2.4	3 4.2	1 2.7	2 5.7	-	-	-
It's complete/comprehensive/covers everything	2 1.3	1 1.4	1 1.2	-	-	-	2 2.3	1 2.8	1 2.0
Have lots of followers	10 6.3	4 5.5	6 7.1	1 1.4	1 2.7	-	9 10.5	3 8.3	6 12.0

Table 7  
 Q.3a/b Why Select Company in Google Search - Rocket Lawyer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Considered Rocket Lawyer	158 100.0	73 100.0	85 100.0	72 100.0	37 100.0	35 100.0	86 100.0	36 100.0	50 100.0
Visually appealing/Catchy looking	2 1.3	1 1.4	1 1.2	1 1.4	1 2.7	- -	1 1.2	- -	1 2.0
Good for/aimed at small business	- -	- -	- -	- -	- -	- -	- -	- -	- -
Helpful	- -	- -	- -	- -	- -	- -	- -	- -	- -
Liked the phrase "Are All These Forms Legal"	- -	- -	- -	- -	- -	- -	- -	- -	- -
Is legally binding	4 2.5	2 2.7	2 2.4	- -	- -	- -	4 4.7	2 5.6	2 4.0
Other mentions	1 0.6	- -	1 1.2	1 1.4	- -	1 2.9	- -	- -	- -
Negative Comments (Net)	6 3.8	3 4.1	3 3.5	1 1.4	1 2.7	- -	5 5.8	2 5.6	3 6.0
All negative mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	1 0.6	1 1.4	- -	- -	- -	- -	1 1.2	1 2.8	- -
No answer	5 3.2	2 2.7	3 3.5	1 1.4	1 2.7	- -	4 4.7	1 2.8	3 6.0

Table 8  
 Q.3a/b Why Select Company in Google Search - Legal Zoom

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Considered Lagal Zoom	178 100.0	88 100.0	90 100.0	137 100.0	67 100.0	70 100.0	41 100.0	21 100.0	20 100.0
Positive/Neutral Comments (Grand-Net)	176 98.9	87 98.9	89 98.9	136 99.3	66 98.5	70 100.0	40 97.6	21 100.0	19 95.0
Free (Net)	6 3.4	2 2.3	4 4.4	4 2.9	2 3.0	2 2.9	2 4.9	- -	2 10.0
It's free/it says "free"	3 1.7	2 2.3	1 1.1	3 2.2	2 3.0	1 1.4	- -	- -	- -
Free forms/documents	3 1.7	- -	3 3.3	1 0.7	- -	1 1.4	2 4.9	- -	2 10.0
Free agreements/contracts	- -	- -	- -	- -	- -	- -	- -	- -	- -
Free incorporation	- -	- -	- -	- -	- -	- -	- -	- -	- -
Free trial	- -	- -	- -	- -	- -	- -	- -	- -	- -
Free minutes and bylaws	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other Free mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -
Cost (Net)	3 1.7	1 1.1	2 2.2	2 1.5	1 1.5	1 1.4	1 2.4	- -	1 5.0
Good/Low price/The cost	3 1.7	1 1.1	2 2.2	2 1.5	1 1.5	1 1.4	1 2.4	- -	1 5.0
Like specific price point (e.g. \$49, \$69 etc.)	- -	- -	- -	- -	- -	- -	- -	- -	- -
No hidden fees	- -	- -	- -	- -	- -	- -	- -	- -	- -



Table 8  
 Q.3a/b Why Select Company in Google Search - Legal Zoom

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Considered Lagal Zoom	178 100.0	88 100.0	90 100.0	137 100.0	67 100.0	70 100.0	41 100.0	21 100.0	20 100.0
Listed the price/showed the price	-	-	-	-	-	-	-	-	-
Other Cost mentions	-	-	-	-	-	-	-	-	-
Offers Needed Service (Net)	11 6.2	9 10.2	2 2.2	6 4.4	5 7.5	1 1.4	5 12.2	4 19.0	1 5.0
Seemed (most) relevant to my interest/to what I needed	10 5.6	8 9.1	2 2.2	6 4.4	5 7.5	1 1.4	4 9.8	3 14.3	1 5.0
Can get forms/templates (no mention of them being free)	1 0.6	1 1.1	-	-	-	-	1 2.4	1 4.8	-
Like/Interested in these services (general)	-	-	-	-	-	-	-	-	-
Fast Service (Net)	1 0.6	1 1.1	-	1 0.7	1 1.5	-	-	-	-
It is fast/immediate n/s	1 0.6	1 1.1	-	1 0.7	1 1.5	-	-	-	-
Only takes 5/10 minutes	-	-	-	-	-	-	-	-	-
Easy to Use (Net)	5 2.8	3 3.4	2 2.2	5 3.6	3 4.5	2 2.9	-	-	-
It's easy/simple (general)	3 1.7	2 2.3	1 1.1	3 2.2	2 3.0	1 1.4	-	-	-
Can do it online/easy access	1 0.6	-	1 1.1	1 0.7	-	1 1.4	-	-	-
Can print (the forms)	-	-	-	-	-	-	-	-	-

Table 8  
 Q.3a/b Why Select Company in Google Search - Legal Zoom

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Considered Lagal Zoom	178 100.0	88 100.0	90 100.0	137 100.0	67 100.0	70 100.0	41 100.0	21 100.0	20 100.0
It's do it yourself	-	-	-	-	-	-	-	-	-
Can download (the forms)	-	-	-	-	-	-	-	-	-
Easy to understand	2 1.1	1 1.1	1 1.1	2 1.5	1 1.5	1 1.4	-	-	-
3 easy steps	-	-	-	-	-	-	-	-	-
Can edit (the forms)s	-	-	-	-	-	-	-	-	-
Don't need a lawyer/can do without a lawyer	-	-	-	-	-	-	-	-	-
To Accomplish Specific Task (Net)	14 7.9	4 4.5	10 11.1	14 10.2	4 6.0	10 14.3	-	-	-
Interested in Incorporation	6 3.4	1 1.1	5 5.6	6 4.4	1 1.5	5 7.1	-	-	-
Interested in LLC	-	-	-	-	-	-	-	-	-
Interested in lease, rental agreement/eviction notice	1 0.6	-	1 1.1	1 0.7	-	1 1.4	-	-	-
Interested in divorce/custody	-	-	-	-	-	-	-	-	-
Interested in personal assets protection	9 5.1	2 2.3	7 7.8	9 6.6	2 3.0	7 10.0	-	-	-
Other specific task mentions	1 0.6	1 1.1	-	1 0.7	1 1.5	-	-	-	-

Table 8  
 Q.3a/b Why Select Company in Google Search - Legal Zoom

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Considered Lagal Zoom	178 100.0	88 100.0	90 100.0	137 100.0	67 100.0	70 100.0	41 100.0	21 100.0	20 100.0
Location Related (Net)	2 1.1	1 1.1	1 1.1	1 0.7	- -	1 1.4	1 2.4	1 4.8	- -
It's state specific/has state specific forms	1 0.6	1 1.1	- -	- -	- -	- -	1 2.4	1 4.8	- -
It's for California/California Company	- -	- -	- -	- -	- -	- -	- -	- -	- -
Not state specific/nationwide/applies to any state	1 0.6	- -	1 1.1	1 0.7	- -	1 1.4	- -	- -	- -
Incorporation in Delaware has business advantages	- -	- -	- -	- -	- -	- -	- -	- -	- -
Looks Professional/Reliable (Net)	33 18.5	18 20.5	15 16.7	25 18.2	13 19.4	12 17.1	8 19.5	5 23.8	3 15.0
Looks/sounds legitimate/credible	9 5.1	5 5.7	4 4.4	7 5.1	4 6.0	3 4.3	2 4.9	1 4.8	1 5.0
Been around a long time/Established/lots of experience	8 4.5	4 4.5	4 4.4	6 4.4	3 4.5	3 4.3	2 4.9	1 4.8	1 5.0
Looks reputable	9 5.1	4 4.5	5 5.6	9 6.6	4 6.0	5 7.1	- -	- -	- -
Looks/sounds professional	3 1.7	1 1.1	2 2.2	3 2.2	1 1.5	2 2.9	- -	- -	- -
Has "Law"/"Legal" in the name	3 1.7	3 3.4	- -	- -	- -	- -	3 7.3	3 14.3	- -
Not stating "free" makes it seem (more) legit/credible	1 0.6	- -	1 1.1	1 0.7	- -	1 1.4	- -	- -	- -
Featured on famous sites/on CNN etc.	- -	- -	- -	- -	- -	- -	- -	- -	- -

Table 8  
 Q.3a/b Why Select Company in Google Search - Legal Zoom

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Considered Lagal Zoom	178 100.0	88 100.0	90 100.0	137 100.0	67 100.0	70 100.0	41 100.0	21 100.0	20 100.0
Looks reliable	1 0.6	1 1.1	- -	1 0.7	1 1.5	- -	- -	- -	- -
Lawyer drafted	- -	- -	- -	- -	- -	- -	- -	- -	- -
Looks/sounds official	- -	- -	- -	- -	- -	- -	- -	- -	- -
Seems trustworthy/safe/reassuring	1 0.6	1 1.1	- -	1 0.7	1 1.5	- -	- -	- -	- -
Have formed lots of companies/60K companies	- -	- -	- -	- -	- -	- -	- -	- -	- -
"State" in name makes it seem credible	1 0.6	- -	1 1.1	- -	- -	- -	1 2.4	- -	1 5.0
Familiarity (Net)	114 64.0	59 33.0	55 38.9	94 68.6	51 34.3	43 38.6	20 34.1	8 28.6	12 40.0
Familiar with the name/have heard the name	64 36.0	29 33.0	35 38.9	50 36.5	23 34.3	27 38.6	14 34.1	6 28.6	8 40.0
Have seen ads for them	49 27.5	28 31.8	21 23.3	45 32.8	27 40.3	18 25.7	4 9.8	1 4.8	3 15.0
Have used them before	12 6.7	8 9.1	4 4.4	11 8.0	8 11.9	3 4.3	1 2.4	- -	1 5.0
Have seen their website before	1 0.6	- -	1 1.1	1 0.7	- -	1 1.4	- -	- -	- -
Recommended by a friend/relative	1 0.6	1 1.1	- -	- -	- -	- -	1 2.4	1 4.8	- -
Other Familiarity mentions	1 0.6	- -	1 1.1	1 0.7	- -	1 1.4	- -	- -	- -

Table 8  
 Q.3a/b Why Select Company in Google Search - Legal Zoom

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Considered Lagal Zoom	178 100.0	88 100.0	90 100.0	137 100.0	67 100.0	70 100.0	41 100.0	21 100.0	20 100.0
How Search Engine Has It Listed (Net)	8 4.5	3 3.4	5 5.6	2 1.5	- -	2 2.9	6 14.6	3 14.3	3 15.0
On the list	1 0.6	1 1.1	- -	- -	- -	- -	1 2.4	1 4.8	- -
At/near top of the list	7 3.9	2 2.3	5 5.6	2 1.5	- -	2 2.9	5 12.2	2 9.5	3 15.0
Not a paid ad/Not highlighted	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other how search engine lists	- -	- -	- -	- -	- -	- -	- -	- -	- -
Features of Service (Net)	5 2.8	3 3.4	2 2.2	4 2.9	2 3.0	2 2.9	1 2.4	1 4.8	- -
Forms for all states	2 1.1	1 1.1	1 1.1	1 0.7	- -	1 1.4	1 2.4	1 4.8	- -
Has lots of options/choices (general)	2 1.1	1 1.1	1 1.1	2 1.5	1 1.5	1 1.4	- -	- -	- -
Option to ask questions (no mention lawyer)	- -	- -	- -	- -	- -	- -	- -	- -	- -
Can ask lawyer a question	- -	- -	- -	- -	- -	- -	- -	- -	- -
Has e-sign capability	- -	- -	- -	- -	- -	- -	- -	- -	- -
You answer questions to make it specific	- -	- -	- -	- -	- -	- -	- -	- -	- -
Allows (document) customization	1 0.6	1 1.1	- -	1 0.7	1 1.5	- -	- -	- -	- -

Table 8  
 Q.3a/b Why Select Company in Google Search - Legal Zoom

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Considered Lagal Zoom	178 100.0	88 100.0	90 100.0	137 100.0	67 100.0	70 100.0	41 100.0	21 100.0	20 100.0
Has 100% guarantee	-	-	-	-	-	-	-	-	-
Offers minutes/bylaws	-	-	-	-	-	-	-	-	-
Other Features	-	-	-	-	-	-	-	-	-
Other Reasons (Net)	40 22.5	14 15.9	26 28.9	28 20.4	7 10.4	21 30.0	12 29.3	7 33.3	5 25.0
Sounds good/interesting/caught my attention n/s	3 1.7	-	3 3.3	3 2.2	-	3 4.3	-	-	-
It has a lot of information/is informative	13 7.3	4 4.5	9 10.0	9 6.6	1 1.5	8 11.4	4 9.8	3 14.3	1 5.0
Like the name/Name sounds good	3 1.7	1 1.1	2 2.2	3 2.2	1 1.5	2 2.9	-	-	-
Would use as research/part of my research	6 3.4	1 1.1	5 5.6	6 4.4	1 1.5	5 7.1	-	-	-
To the point/Straightforward	4 2.2	1 1.1	3 3.3	4 2.9	1 1.5	3 4.3	-	-	-
They provide a phone number	1 0.6	1 1.1	-	-	-	-	1 2.4	1 4.8	-
Want more information (general)	2 1.1	-	2 2.2	2 1.5	-	2 2.9	-	-	-
It's complete/comprehensive/covers everything	3 1.7	1 1.1	2 2.2	3 2.2	1 1.5	2 2.9	-	-	-
Have lots of followers	2 1.1	1 1.1	1 1.1	-	-	-	2 4.9	1 4.8	1 5.0

Table 8  
 Q.3a/b Why Select Company in Google Search - Legal Zoom

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Considered Lagal Zoom	178 100.0	88 100.0	90 100.0	137 100.0	67 100.0	70 100.0	41 100.0	21 100.0	20 100.0
Visually appealing/Catchy looking	3 1.7	2 2.3	1 1.1	1 0.7	- -	1 1.4	2 4.9	2 9.5	- -
Good for/aimed at small business	- -	- -	- -	- -	- -	- -	- -	- -	- -
Helpful	2 1.1	- -	2 2.2	2 1.5	- -	2 2.9	- -	- -	- -
Liked the phrase "Are All These Forms Legal"	5 2.8	1 1.1	4 4.4	- -	- -	- -	5 12.2	1 4.8	4 20.0
Is legally binding	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other mentions	2 1.1	2 2.3	- -	2 1.5	2 3.0	- -	- -	- -	- -
Negative Comments (Net)	2 1.1	1 1.1	1 1.1	1 0.7	1 1.5	- -	1 2.4	- -	1 5.0
All negative mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	1 0.6	- -	1 1.1	- -	- -	- -	1 2.4	- -	1 5.0
No answer	1 0.6	1 1.1	- -	1 0.7	1 1.5	- -	- -	- -	- -

Table 9  
 Q.4a Online Legal Services Companies not initially chosen but would be interested in

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Online Legal Services NOT Chosen at Q2	327 100.0	157 100.0	170 100.0	112 100.0	49 100.0	63 100.0	215 100.0	108 100.0	107 100.0
Incorporation Test and Control - www.incorporate.com	28 8.6	16 10.2	12 7.1	28 25.0	16 32.7	12 19.0	- -	- -	- -
Base:Online Legal Services NOT Chosen at Q2	285 100.0	145 100.0	140 100.0	70 100.0	37 100.0	33 100.0	215 100.0	108 100.0	107 100.0
Incorporation Test and Control - www.legalzoom.com	24 8.4	13 9.0	11 7.9	24 34.3	13 35.1	11 33.3	- -	- -	- -
Base:Online Legal Services NOT Chosen at Q2	350 100.0	175 100.0	175 100.0	135 100.0	67 100.0	68 100.0	215 100.0	108 100.0	107 100.0
Incorporation Test and Control - www.rocketlawyer.com	20 5.7	10 5.7	10 5.7	20 14.8	10 14.9	10 14.7	- -	- -	- -
Base:Online Legal Services NOT Chosen at Q2	369 100.0	183 100.0	186 100.0	154 100.0	75 100.0	79 100.0	215 100.0	108 100.0	107 100.0
Incorporation Test and Control - www.bizfilings.com	18 4.9	8 4.4	10 5.4	18 11.7	8 10.7	10 12.7	- -	- -	- -
Base:Online Legal Services NOT Chosen at Q2	368 100.0	184 100.0	184 100.0	153 100.0	76 100.0	77 100.0	215 100.0	108 100.0	107 100.0
Incorporation Test and Control - www.incfile.com	10 2.7	7 3.8	3 1.6	10 6.5	7 9.2	3 3.9	- -	- -	- -
Base:Online Legal Services NOT Chosen at Q2	379 100.0	191 100.0	188 100.0	164 100.0	83 100.0	81 100.0	215 100.0	108 100.0	107 100.0
Incorporation Test and Control - www.incforfree.com	17 4.5	5 2.6	12 6.4	17 10.4	5 6.0	12 14.8	- -	- -	- -
Base:Online Legal Services NOT Chosen at Q2	402 100.0	202 100.0	200 100.0	187 100.0	94 100.0	93 100.0	215 100.0	108 100.0	107 100.0
Incorporation Test and Control - www.delawareinc.com	10 2.5	8 4.0	2 1.0	10 5.3	8 8.5	2 2.2	- -	- -	- -



Table 9  
 Q.4a Online Legal Services Companies not initially chosen but would be interested in

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Online Legal Services NOT Chosen at Q2	415	207	208	200	99	101	215	108	107
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Incorporation Test and Control - www.smallbiz.com	6	4	2	6	4	2	-	-	-
	1.4	1.9	1.0	3.0	4.0	2.0	-	-	-
Base:Online Legal Services NOT Chosen at Q2	416	209	207	201	101	100	215	108	107
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Incorporation Test and Control - www.directincorporation.com	2	1	1	2	1	1	-	-	-
	0.5	0.5	0.5	1.0	1.0	1.0	-	-	-
Base:Online Legal Services NOT Chosen at Q2	405	206	199	190	98	92	215	108	107
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Incorporation Test and Control - www.calfilings.com	6	4	2	6	4	2	-	-	-
	1.5	1.9	1.0	3.2	4.1	2.2	-	-	-
Base:Online Legal Services NOT Chosen at Q2	356	186	170	141	78	63	215	108	107
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Incorporation Test and Control - www.mycorporation.com	18	11	7	18	11	7	-	-	-
	5.1	5.9	4.1	12.8	14.1	11.1	-	-	-
Base:Online Legal Services NOT Chosen at Q2	411	205	206	207	104	103	204	101	103
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Divorce Test and Control - www.3stepdivorce.com	2	1	1	-	-	-	2	1	1
	0.5	0.5	0.5	-	-	-	1.0	1.0	1.0
Base:Online Legal Services NOT Chosen at Q2	399	201	198	207	104	103	192	97	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Divorce Test and Control - www.lawdepot.com	4	4	-	-	-	-	4	4	-
	1.0	2.0	-	-	-	-	2.1	4.1	-
Base:Online Legal Services NOT Chosen at Q2	398	202	196	207	104	103	191	98	93
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Divorce Test and Control - www.rocketlawyer.com	9	4	5	-	-	-	9	4	5
	2.3	2.0	2.6	-	-	-	4.7	4.1	5.4

Table 9  
 Q.4a Online Legal Services Companies not initially chosen but would be interested in

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Online Legal Services NOT Chosen at Q2	400 100.0	200 100.0	200 100.0	207 100.0	104 100.0	103 100.0	193 100.0	96 100.0	97 100.0
Divorce Test and Control - www.completecase.com	6 1.5	3 1.5	3 1.5	- -	- -	- -	6 3.1	3 3.1	3 3.1
Base:Online Legal Services NOT Chosen at Q2	415 100.0	207 100.0	208 100.0	207 100.0	104 100.0	103 100.0	208 100.0	103 100.0	105 100.0
Divorce Test and Control - www.divorcewriter.com	2 0.5	- -	2 1.0	- -	- -	- -	2 1.0	- -	2 1.9
Base:Online Legal Services NOT Chosen at Q2	393 100.0	198 100.0	195 100.0	207 100.0	104 100.0	103 100.0	186 100.0	94 100.0	92 100.0
Divorce Test and Control - www.uslegalforms.com	2 0.5	1 0.5	1 0.5	- -	- -	- -	2 1.1	1 1.1	1 1.1
Base:Online Legal Services NOT Chosen at Q2	394 100.0	200 100.0	194 100.0	207 100.0	104 100.0	103 100.0	187 100.0	96 100.0	91 100.0
Bill Of Sale Test and Control - www.legalcontracts.com	3 0.8	2 1.0	1 0.5	- -	- -	- -	3 1.6	2 2.1	1 1.1
Base:Online Legal Services NOT Chosen at Q2	407 100.0	208 100.0	199 100.0	207 100.0	104 100.0	103 100.0	200 100.0	104 100.0	96 100.0
Bill Of Sale Test and Control - www.buyerpricer.com	2 0.5	1 0.5	1 0.5	- -	- -	- -	2 1.0	1 1.0	1 1.0
Base:Online Legal Services NOT Chosen at Q2	404 100.0	205 100.0	199 100.0	207 100.0	104 100.0	103 100.0	197 100.0	101 100.0	96 100.0
Bill Of Sale Test and Control - www.rocketlawyer.com	12 3.0	4 2.0	8 4.0	- -	- -	- -	12 6.1	4 4.0	8 8.3
Base:Online Legal Services NOT Chosen at Q2	408 100.0	205 100.0	203 100.0	207 100.0	104 100.0	103 100.0	201 100.0	101 100.0	100 100.0
Bill Of Sale Test and Control - www.jsbusinessproducts.btobsource.com	3 0.7	2 1.0	1 0.5	- -	- -	- -	3 1.5	2 2.0	1 1.0

Table 9  
 Q.4a Online Legal Services Companies not initially chosen but would be interested in

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Online Legal Services NOT Chosen at Q2	407 100.0	207 100.0	200 100.0	207 100.0	104 100.0	103 100.0	200 100.0	103 100.0	97 100.0
Bill Of Sale Test and Control - www.officeconsultants.com	5 1.2	4 1.9	1 0.5	- -	- -	- -	5 2.5	4 3.9	1 1.0
Base:Online Legal Services NOT Chosen at Q2	396 100.0	201 100.0	195 100.0	207 100.0	104 100.0	103 100.0	189 100.0	97 100.0	92 100.0
Lease Agreement Test and Control - www.legalcontracts.com	6 1.5	4 2.0	2 1.0	- -	- -	- -	6 3.2	4 4.1	2 2.2
Base:Online Legal Services NOT Chosen at Q2	397 100.0	201 100.0	196 100.0	207 100.0	104 100.0	103 100.0	190 100.0	97 100.0	93 100.0
Lease Agreement Test and Control - www.rocketlawyer.com	10 2.5	6 3.0	4 2.0	- -	- -	- -	10 5.3	6 6.2	4 4.3
Base:Online Legal Services NOT Chosen at Q2	401 100.0	203 100.0	198 100.0	207 100.0	104 100.0	103 100.0	194 100.0	99 100.0	95 100.0
Lease Agreement Test and Control - www.ezlandlorrdforms.com	3 0.7	1 0.5	2 1.0	- -	- -	- -	3 1.5	1 1.0	2 2.1
Base:Online Legal Services NOT Chosen at Q2	407 100.0	204 100.0	203 100.0	207 100.0	104 100.0	103 100.0	200 100.0	100 100.0	100 100.0
Lease Agreement Test and Control - www.biztree.com	- -	- -	- -	- -	- -	- -	- -	- -	- -
Base:Online Legal Services NOT Chosen at Q2	402 100.0	201 100.0	201 100.0	207 100.0	104 100.0	103 100.0	195 100.0	97 100.0	98 100.0
Lease Agreement Test and Control - www.totallegal.com	3 0.7	1 0.5	2 1.0	- -	- -	- -	3 1.5	1 1.0	2 2.0
Base:Online Legal Services NOT Chosen at Q2	400 100.0	203 100.0	197 100.0	207 100.0	104 100.0	103 100.0	193 100.0	99 100.0	94 100.0
Lease Agreement Test and Control - www.lawdepot.com	4 1.0	2 1.0	2 1.0	- -	- -	- -	4 2.1	2 2.0	2 2.1

Table 9  
 Q.4a Online Legal Services Companies not initially chosen but would be interested in

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Online Legal Services NOT Chosen at Q2	381 100.0	191 100.0	190 100.0	207 100.0	104 100.0	103 100.0	174 100.0	87 100.0	87 100.0
Power Of Attorney Test and Control - www.legalzoom.com	1 0.3	1 0.5	- -	- -	- -	- -	1 0.6	1 1.1	- -
Base:Online Legal Services NOT Chosen at Q2	398 100.0	197 100.0	201 100.0	207 100.0	104 100.0	103 100.0	191 100.0	93 100.0	98 100.0
Power Of Attorney Test and Control - www.lawdepot.com	5 1.3	5 2.5	- -	- -	- -	- -	5 2.6	5 5.4	- -
Base:Online Legal Services NOT Chosen at Q2	406 100.0	202 100.0	204 100.0	207 100.0	104 100.0	103 100.0	199 100.0	98 100.0	101 100.0
Power Of Attorney Test and Control - www.totallegal.com	9 2.2	5 2.5	4 2.0	- -	- -	- -	9 4.5	5 5.1	4 4.0
Base:Online Legal Services NOT Chosen at Q2	403 100.0	204 100.0	199 100.0	207 100.0	104 100.0	103 100.0	196 100.0	100 100.0	96 100.0
Power Of Attorney Test and Control - www.rocketlawyer.com	5 1.2	2 1.0	3 1.5	- -	- -	- -	5 2.6	2 2.0	3 3.1
Base:Online Legal Services NOT Chosen at Q2	404 100.0	201 100.0	203 100.0	207 100.0	104 100.0	103 100.0	197 100.0	97 100.0	100 100.0
Power Of Attorney Test and Control - www.uniformpowerofattorney.com	2 0.5	2 1.0	- -	- -	- -	- -	2 1.0	2 2.1	- -
None	135 32.0	61 28.8	74 35.2	88 42.5	37 35.6	51 49.5	47 21.9	24 22.2	23 21.5

Table 10  
 Q.4b Why Not Select Company in Google Search - Rocket Laywer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Did Not Consider Rocket Laywer	208 100.0	113 100.0	95 100.0	115 100.0	57 100.0	58 100.0	93 100.0	56 100.0	37 100.0
Positive/Neutral Comments (Net)	13 6.3	10 8.8	3 3.2	6 5.2	5 8.8	1 1.7	7 7.5	5 8.9	2 5.4
It's good/ok (general)	4 1.9	3 2.7	1 1.1	1 0.9	1 1.8	-	3 3.2	2 3.6	1 2.7
Have heard of them/have seen ads for them	1 0.5	1 0.9	-	1 0.9	1 1.8	-	-	-	-
Would have been my next/second choice	1 0.5	-	1 1.1	-	-	-	1 1.1	-	1 2.7
Sounds like they are knowledgeable	-	-	-	-	-	-	-	-	-
It's fast/easy/convenient	-	-	-	-	-	-	-	-	-
Sounds legitimate	1 0.5	-	1 1.1	1 0.9	-	1 1.7	-	-	-
Like the name	-	-	-	-	-	-	-	-	-
Like the free aspect	-	-	-	-	-	-	-	-	-
Other Positive mentions	6 2.9	6 5.3	-	3 2.6	3 5.3	-	3 3.2	3 5.4	-
Negative Comments (Grand-Net)	180 86.5	94 83.2	86 90.5	104 90.4	51 89.5	53 91.4	76 81.7	43 76.8	33 89.2
Don't Like the Name (Net)	69 33.2	36 31.9	33 34.7	31 27.0	13 22.8	18 31.0	38 40.9	23 41.1	15 40.5
The name/Don't like the name n/s	17 8.2	12 10.6	5 5.3	5 4.3	2 3.5	3 5.2	12 12.9	10 17.9	2 5.4

Table 10  
 Q.4b Why Not Select Company in Google Search - Rocket Lawyer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Did Not Consider Rocket Lawyer	208 100.0	113 100.0	95 100.0	115 100.0	57 100.0	58 100.0	93 100.0	56 100.0	37 100.0
Name is gimmicky/strange/weird/hokey	18 8.7	9 8.0	9 9.5	9 7.8	3 5.3	6 10.3	9 9.7	6 10.7	3 8.1
Name doesn't sound professional	10 4.8	5 4.4	5 5.3	7 6.1	4 7.0	3 5.2	3 3.2	1 1.8	2 5.4
Sounds cheesy	10 4.8	4 3.5	6 6.3	6 5.2	3 5.3	3 5.2	4 4.3	1 1.8	3 8.1
Sounds like a scam/trick	5 2.4	3 2.7	2 2.1	3 2.6	1 1.8	2 3.4	2 2.2	2 3.6	- -
Name doesn't sound trustworthy	4 1.9	3 2.7	1 1.1	1 0.9	1 1.8	- -	3 3.2	2 3.6	1 2.7
Doesn't sound serious	6 2.9	2 1.8	4 4.2	2 1.7	1 1.8	1 1.7	4 4.3	1 1.8	3 8.1
Sounds cheap	1 0.5	1 0.9	- -	1 0.9	1 1.8	- -	- -	- -	- -
Doesn't sound reliable	1 0.5	- -	1 1.1	- -	- -	- -	1 1.1	- -	1 2.7
Other Name mentions	3 1.4	2 1.8	1 1.1	2 1.7	1 1.8	1 1.7	1 1.1	1 1.8	- -
Cost Related (Net)	5 2.4	3 2.7	2 2.1	4 3.5	2 3.5	2 3.4	1 1.1	1 1.8	- -
More expensive/too expensive	1 0.5	- -	1 1.1	1 0.9	- -	1 1.7	- -	- -	- -
It's not free/doesn't say free	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other Cost related mentions	4 1.9	3 2.7	1 1.1	3 2.6	2 3.5	1 1.7	1 1.1	1 1.8	- -

Table 10  
 Q.4b Why Not Select Company in Google Search - Rocket Laywer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Did Not Consider Rocket Laywer	208 100.0	113 100.0	95 100.0	115 100.0	57 100.0	58 100.0	93 100.0	56 100.0	37 100.0
Visual Impact (Net)	10 4.8	6 5.3	4 4.2	6 5.2	3 5.3	3 5.2	4 4.3	3 5.4	1 2.7
Didn't catch my attention/didn't notice it/ didn't look that far down	6 2.9	4 3.5	2 2.1	5 4.3	3 5.3	2 3.4	1 1.1	1 1.8	- -
It's not the first one listed/not high up on the list	5 2.4	3 2.7	2 2.1	3 2.6	2 3.5	1 1.7	2 2.2	1 1.8	1 2.7
Don't like the (look of) site/too plain	1 0.5	1 0.9	- -	- -	- -	- -	1 1.1	1 1.8	- -
Insufficient Content (Net)	7 3.4	2 1.8	5 5.3	4 3.5	2 3.5	2 3.4	3 3.2	- -	3 8.1
Not enough information	6 2.9	2 1.8	4 4.2	3 2.6	2 3.5	1 1.7	3 3.2	- -	3 8.1
Too few choices/options	1 0.5	- -	1 1.1	1 0.9	- -	1 1.7	- -	- -	- -
Don't Trust It (Net)	24 11.5	11 9.7	13 13.7	15 13.0	8 14.0	7 12.1	9 9.7	3 5.4	6 16.2
It says free/I don't trust/believe free offers	18 8.7	9 8.0	9 9.5	12 10.4	6 10.5	6 10.3	6 6.5	3 5.4	3 8.1
Concerned about accuracy/quality of the service	3 1.4	1 0.9	2 2.1	1 0.9	1 1.8	- -	2 2.2	- -	2 5.4
Concerned it isn't legitimate	2 1.0	- -	2 2.1	1 0.9	- -	1 1.7	1 1.1	- -	1 2.7
Seems/Looks dishonest/not trustworthy	1 0.5	1 0.9	- -	1 0.9	1 1.8	- -	- -	- -	- -
Miscellaneous (Just) not interested n/s	3 1.4	2 1.8	1 1.1	2 1.7	1 1.8	1 1.7	1 1.1	1 1.8	- -

Table 10  
 Q.4b Why Not Select Company in Google Search - Rocket Laywer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Did Not Consider Rocket Laywer	208 100.0	113 100.0	95 100.0	115 100.0	57 100.0	58 100.0	93 100.0	56 100.0	37 100.0
Doesn't apply to/mention my state/Says it's for California/Delaware	38 18.3	20 17.7	18 18.9	38 33.0	20 35.1	18 31.0	- -	- -	- -
Not familiar with them/Never heard of them	12 5.8	5 4.4	7 7.4	7 6.1	3 5.3	4 6.9	5 5.4	2 3.6	3 8.1
It's a paid ad	6 2.9	5 4.4	1 1.1	- -	- -	- -	6 6.5	5 8.9	1 2.7
Had already picked enough/didn't need any more picks	4 1.9	3 2.7	1 1.1	1 0.9	1 1.8	- -	3 3.2	2 3.6	1 2.7
Prefer another site/Liked another better	2 1.0	- -	2 2.1	- -	- -	- -	2 2.2	- -	2 5.4
Have had bad experiences/heard bad things about them	3 1.4	3 2.7	- -	1 0.9	1 1.8	- -	2 2.2	2 3.6	- -
Didn't sound like it met my needs/didn't have what I'm looking for	1 0.5	1 0.9	- -	- -	- -	- -	1 1.1	1 1.8	- -
Wasn't clear/was difficult to understand	2 1.0	1 0.9	1 1.1	- -	- -	- -	2 2.2	1 1.8	1 2.7
Not interested in doing it fast/sounds like impulse buying	1 0.5	1 0.9	- -	1 0.9	1 1.8	- -	- -	- -	- -
Don't like the do it yourself approach	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other Miscellaneous Negative mentions	8 3.8	4 3.5	4 4.2	4 3.5	1 1.8	3 5.2	4 4.3	3 5.4	1 2.7
No reason	6 2.9	4 3.5	2 2.1	2 1.7	- -	2 3.4	4 4.3	4 7.1	- -
Don't know	4 1.9	2 1.8	2 2.1	1 0.9	- -	1 1.7	3 3.2	2 3.6	1 2.7



Table 10  
 Q.4b Why Not Select Company in Google Search - Rocket Lawyer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Did Not Consider Rocket Lawyer	208 100.0	113 100.0	95 100.0	115 100.0	57 100.0	58 100.0	93 100.0	56 100.0	37 100.0
No answer	5 2.4	3 2.7	2 2.1	2 1.7	1 1.8	1 1.7	3 3.2	2 3.6	1 2.7

Table 11  
 Q.4b Why Not Select Company in Google Search - Legal Zoom

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Did Not Consider Legal Zoom	56 100.0	29 100.0	27 100.0	46 100.0	24 100.0	22 100.0	10 100.0	5 100.0	5 100.0
Positive/Neutral Comments (Net)	11 19.6	5 17.2	6 22.2	11 23.9	5 20.8	6 27.3	- -	- -	- -
It's good/ok (general)	2 3.6	2 6.9	- -	2 4.3	2 8.3	- -	- -	- -	- -
Have heard of them/have seen ads for them	2 3.6	- -	2 7.4	2 4.3	- -	2 9.1	- -	- -	- -
Would have been my next/second choice	1 1.8	- -	1 3.7	1 2.2	- -	1 4.5	- -	- -	- -
Sounds like they are knowledgeable	2 3.6	1 3.4	1 3.7	2 4.3	1 4.2	1 4.5	- -	- -	- -
It's fast/easy/convenient	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sounds legitimate	1 1.8	- -	1 3.7	1 2.2	- -	1 4.5	- -	- -	- -
Like the name	- -	- -	- -	- -	- -	- -	- -	- -	- -
Like the free aspect	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other Positive mentions	3 5.4	2 6.9	1 3.7	3 6.5	2 8.3	1 4.5	- -	- -	- -
Negative Comments (Grand-Net)	32 57.1	17 58.6	15 55.6	29 63.0	16 66.7	13 59.1	3 30.0	1 20.0	2 40.0
Don't Like the Name (Net)	6 10.7	3 10.3	3 11.1	5 10.9	2 8.3	3 13.6	1 10.0	1 20.0	- -
The name/Don't like the name n/s	- -	- -	- -	- -	- -	- -	- -	- -	- -

Table 11  
 Q.4b Why Not Select Company in Google Search - Legal Zoom

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Did Not Consider Legal Zoom	56 100.0	29 100.0	27 100.0	46 100.0	24 100.0	22 100.0	10 100.0	5 100.0	5 100.0
Name is gimmicky/strange/weird/hokey	1 1.8	- -	1 3.7	1 2.2	- -	1 4.5	- -	- -	- -
Name doesn't sound professional	1 1.8	1 3.4	- -	1 2.2	1 4.2	- -	- -	- -	- -
Sounds cheesy	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sounds like a scam/trick	- -	- -	- -	- -	- -	- -	- -	- -	- -
Name doesn't sound trustworthy	1 1.8	- -	1 3.7	1 2.2	- -	1 4.5	- -	- -	- -
Doesn't sound serious	1 1.8	1 3.4	- -	- -	- -	- -	1 10.0	1 20.0	- -
Sounds cheap	1 1.8	1 3.4	- -	1 2.2	1 4.2	- -	- -	- -	- -
Doesn't sound reliable	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other Name mentions	1 1.8	- -	1 3.7	1 2.2	- -	1 4.5	- -	- -	- -
Cost Related (Net)	2 3.6	1 3.4	1 3.7	2 4.3	1 4.2	1 4.5	- -	- -	- -
More expensive/too expensive	2 3.6	1 3.4	1 3.7	2 4.3	1 4.2	1 4.5	- -	- -	- -
It's not free/doesn't say free	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other Cost related mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -

Table 11  
 Q.4b Why Not Select Company in Google Search - Legal Zoom

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Did Not Consider Legal Zoom	56 100.0	29 100.0	27 100.0	46 100.0	24 100.0	22 100.0	10 100.0	5 100.0	5 100.0
Visual Impact (Net)	10 17.9	7 24.1	3 11.1	10 21.7	7 29.2	3 13.6	- -	- -	- -
Didn't catch my attention/didn't notice it/ didn't look that far down	9 16.1	6 20.7	3 11.1	9 19.6	6 25.0	3 13.6	- -	- -	- -
It's not the first one listed/not high up on the list	1 1.8	1 3.4	- -	1 2.2	1 4.2	- -	- -	- -	- -
Don't like the (look of) site/too plain	1 1.8	1 3.4	- -	1 2.2	1 4.2	- -	- -	- -	- -
Insufficient Content (Net)	5 8.9	2 6.9	3 11.1	5 10.9	2 8.3	3 13.6	- -	- -	- -
Not enough information	4 7.1	2 6.9	2 7.4	4 8.7	2 8.3	2 9.1	- -	- -	- -
Too few choices/options	1 1.8	- -	1 3.7	1 2.2	- -	1 4.5	- -	- -	- -
Don't Trust It (Net)	- -	- -	- -	- -	- -	- -	- -	- -	- -
It says free/I don't trust/believe free offers	- -	- -	- -	- -	- -	- -	- -	- -	- -
Concerned about accuracy/quality of the service	- -	- -	- -	- -	- -	- -	- -	- -	- -
Concerned it isn't legitimate	- -	- -	- -	- -	- -	- -	- -	- -	- -
Seems/Looks dishonest/not trustworthy	- -	- -	- -	- -	- -	- -	- -	- -	- -
Miscellaneous (Just) not interested n/s	2 3.6	2 6.9	- -	2 4.3	2 8.3	- -	- -	- -	- -

Table 11  
 Q.4b Why Not Select Company in Google Search - Legal Zoom

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Did Not Consider Legal Zoom	56 100.0	29 100.0	27 100.0	46 100.0	24 100.0	22 100.0	10 100.0	5 100.0	5 100.0
Doesn't apply to/mention my state/Says it's for California/Delaware	-	-	-	-	-	-	-	-	-
Not familiar with them/Never heard of them	2 3.6	1 3.4	1 3.7	2 4.3	1 4.2	1 4.5	-	-	-
It's a paid ad	1 1.8	-	1 3.7	-	-	-	1 10.0	-	1 20.0
Had already picked enough/didn't need any more picks	-	-	-	-	-	-	-	-	-
Prefer another site/Liked another better	1 1.8	-	1 3.7	-	-	-	1 10.0	-	1 20.0
Have had bad experiences/heard bad things about them	2 3.6	1 3.4	1 3.7	2 4.3	1 4.2	1 4.5	-	-	-
Didn't sound like it met my needs/didn't have what I'm looking for	-	-	-	-	-	-	-	-	-
Wasn't clear/was difficult to understand	-	-	-	-	-	-	-	-	-
Not interested in doing it fast/sounds like impulse buying	-	-	-	-	-	-	-	-	-
Don't like the do it yourself approach	-	-	-	-	-	-	-	-	-
Other Miscellaneous Negative mentions	1 1.8	-	1 3.7	1 2.2	-	1 4.5	-	-	-
No reason	3 5.4	1 3.4	2 7.4	3 6.5	1 4.2	2 9.1	-	-	-
Don't know	2 3.6	2 6.9	-	2 4.3	2 8.3	-	-	-	-

Table 11  
 Q.4b Why Not Select Company in Google Search - Legal Zoom

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Did Not Consider Legal Zoom	56 100.0	29 100.0	27 100.0	46 100.0	24 100.0	22 100.0	10 100.0	5 100.0	5 100.0
No answer	8 14.3	4 13.8	4 14.8	1 2.2	- -	1 4.5	7 70.0	4 80.0	3 60.0

Table 12  
 Q.B5a Incorporation Service: Awareness of Google ad for Rocket Lawyer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base: Incorporation Service: Did Not Consider Rocket Lawyer	115 100.0	57 100.0	58 100.0	115 100.0	57 100.0	58 100.0	- -	- -	- -
Yes	69 60.0	32 56.1	37 63.8	69 60.0	32 56.1	37 63.8	- -	- -	- -
No	37 32.2	19 33.3	18 31.0	37 32.2	19 33.3	18 31.0	- -	- -	- -
I don't know	9 7.8	6 10.5	3 5.2	9 7.8	6 10.5	3 5.2	- -	- -	- -
Sigma	115 100.0	57 100.0	58 100.0	115 100.0	57 100.0	58 100.0	- -	- -	- -

Table 13  
 Q.B5b What recalled in Rocket Lawyer Google Ad

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Recall Rocket Lawyer Ad	69 100.0	32 100.0	37 100.0	69 100.0	32 100.0	37 100.0	-	-	-
Positive/Neutral Comments (Grand-Net)	51 73.9	27 84.4	24 64.9	51 73.9	27 84.4	24 64.9	-	-	-
Just Recall Name (Net)	20 29.0	11 34.4	9 24.3	20 29.0	11 34.4	9 24.3	-	-	-
(Just) recall the name	18 26.1	11 34.4	7 18.9	18 26.1	11 34.4	7 18.9	-	-	-
Has the word Rocket in name	2 2.9	-	2 5.4	2 2.9	-	2 5.4	-	-	-
Cost Related (Net)	13 18.8	5 15.6	8 21.6	13 18.8	5 15.6	8 21.6	-	-	-
It's inexpensive	5 7.2	3 9.4	2 5.4	5 7.2	3 9.4	2 5.4	-	-	-
No fees	3 4.3	-	3 8.1	3 4.3	-	3 8.1	-	-	-
It's free	4 5.8	1 3.1	3 8.1	4 5.8	1 3.1	3 8.1	-	-	-
Other Cost Related mentions	1 1.4	1 3.1	-	1 1.4	1 3.1	-	-	-	-
Miscellaneous									
Looks good/great (general)	1 1.4	1 3.1	-	1 1.4	1 3.1	-	-	-	-
It's for California/based in California	7 10.1	5 15.6	2 5.4	7 10.1	5 15.6	2 5.4	-	-	-
It's fast	6 8.7	3 9.4	3 8.1	6 8.7	3 9.4	3 8.1	-	-	-
It's easy	1 1.4	1 3.1	-	1 1.4	1 3.1	-	-	-	-



Table 13  
 Q.B5b What recalled in Rocket Lawyer Google Ad

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Recall Rocket Lawyer Ad	69 100.0	32 100.0	37 100.0	69 100.0	32 100.0	37 100.0	-	-	-
Helps with incorporation	8 11.6	3 9.4	5 13.5	8 11.6	3 9.4	5 13.5	-	-	-
Other mentions	7 10.1	3 9.4	4 10.8	7 10.1	3 9.4	4 10.8	-	-	-
Negative Comments (Net)	7 10.1	2 6.3	5 13.5	7 10.1	2 6.3	5 13.5	-	-	-
Don't like the name/Name is cheesy	5 7.2	1 3.1	4 10.8	5 7.2	1 3.1	4 10.8	-	-	-
Recall the name sounded unprofessional/childish	2 2.9	1 3.1	1 2.7	2 2.9	1 3.1	1 2.7	-	-	-
Nothing (really)	10 14.5	3 9.4	7 18.9	10 14.5	3 9.4	7 18.9	-	-	-
No answer	2 2.9	-	2 5.4	2 2.9	-	2 5.4	-	-	-

Table 14  
 Q.B7/B8 Incorporation Service: About Incorporation Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Incorporation Service	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	-	-	-
Positive/Neutral Comments (Grand-Net)	179 86.5	90 86.5	89 86.4	179 86.5	90 86.5	89 86.4	-	-	-
Mentioned Free Trial (Net)	28 13.5	13 12.5	15 14.6	28 13.5	13 12.5	15 14.6	-	-	-
Free access to documents/printing during free trial (sub-net)	1 0.5	-	1 1.0	1 0.5	-	1 1.0	-	-	-
Free access to create documents/forms	1 0.5	-	1 1.0	1 0.5	-	1 1.0	-	-	-
Free access to create one document	-	-	-	-	-	-	-	-	-
Allowed to retain documents created (during free trial)	-	-	-	-	-	-	-	-	-
Free access to print documents	-	-	-	-	-	-	-	-	-
Other mentioned free trial (subnet)	27 13.0	13 12.5	14 13.6	27 13.0	13 12.5	14 13.6	-	-	-
Free trial for a week	1 0.5	-	1 1.0	1 0.5	-	1 1.0	-	-	-
Free trial	13 6.3	9 8.7	4 3.9	13 6.3	9 8.7	4 3.9	-	-	-
Free trial for a month	1 0.5	-	1 1.0	1 0.5	-	1 1.0	-	-	-
It's free/it said "free"	10 4.8	4 3.8	6 5.8	10 4.8	4 3.8	6 5.8	-	-	-
Free trial for 2 weeks	-	-	-	-	-	-	-	-	-

Table 14  
 Q.B7/B8 Incorporation Service: About Incorporation Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Incorporation Service	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	-	-	-
Free trial for a time period/limited time period	2 1.0	-	2 1.9	2 1.0	-	2 1.9	-	-	-
Other Free Trial mentions	1 0.5	1 1.0	-	1 0.5	1 1.0	-	-	-	-
Time Period Without Mentioning Free Trial (Net)	-	-	-	-	-	-	-	-	-
One week	-	-	-	-	-	-	-	-	-
One month	-	-	-	-	-	-	-	-	-
A short time n/s	-	-	-	-	-	-	-	-	-
Other Mentioned Time Period But Not Free Trial	-	-	-	-	-	-	-	-	-
Happens After Trial Period (Net)	35 16.9	15 14.4	20 19.4	35 16.9	15 14.4	20 19.4	-	-	-
You're Charged/Credit Card is Charged (subnet)	9 4.3	5 4.8	4 3.9	9 4.3	5 4.8	4 3.9	-	-	-
You're charged/you have to pay n/s	3 1.4	2 1.9	1 1.0	3 1.4	2 1.9	1 1.0	-	-	-
You are charged monthly (no mention of price)	5 2.4	2 1.9	3 2.9	5 2.4	2 1.9	3 2.9	-	-	-
You are charged if you don't cancel/You can cancel or start paying	2 1.0	2 1.9	-	2 1.0	2 1.9	-	-	-	-
Your credit card is charged/they start billing your credit card	-	-	-	-	-	-	-	-	-

Table 14  
 Q.B7/B8 Incorporation Service: About Incorporation Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Incorporation Service	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	-	-	-
Specific Amount You Will Be Charged (subnet)	8 3.9	3 2.9	5 4.9	8 3.9	3 2.9	5 4.9	-	-	-
Pay \$19.95/\$20 per month	-	-	-	-	-	-	-	-	-
Pay \$39.95/\$40 per month	8 3.9	3 2.9	5 4.9	8 3.9	3 2.9	5 4.9	-	-	-
Pay \$17.95/\$18 per month	-	-	-	-	-	-	-	-	-
Pay \$19.95/\$20 n/s	-	-	-	-	-	-	-	-	-
Pay \$9.99 per month	-	-	-	-	-	-	-	-	-
Other Specific Amounts Charged After Trial	-	-	-	-	-	-	-	-	-
Various Payment Options (subnet)	20 9.7	10 9.6	10 9.7	20 9.7	10 9.6	10 9.7	-	-	-
Can choose monthly or annual service	-	-	-	-	-	-	-	-	-
Different payment options	6 2.9	2 1.9	4 3.9	6 2.9	2 1.9	4 3.9	-	-	-
You can pay more for additional features/ information/services	15 7.2	8 7.7	7 6.8	15 7.2	8 7.7	7 6.8	-	-	-
Other Happens After Trial (subnet)	6 2.9	2 1.9	4 3.9	6 2.9	2 1.9	4 3.9	-	-	-
It's a subscription, membership/requires a subscription, membership n/s	4 1.9	1 1.0	3 2.9	4 1.9	1 1.0	3 2.9	-	-	-

Table 14  
 Q.B7/B8 Incorporation Service: About Incorporation Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Incorporation Service	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	-	-	-
You can cancel at any time	2 1.0	1 1.0	1 1.0	2 1.0	1 1.0	1 1.0	-	-	-
Other Happens After Trial Period	-	-	-	-	-	-	-	-	-
Other Cost Related (Net)	47 22.7	23 22.1	24 23.3	47 22.7	23 22.1	24 23.3	-	-	-
Specific Amount Charged for Selected Services (subnet)	27 13.0	9 8.7	18 17.5	27 13.0	9 8.7	18 17.5	-	-	-
Costs \$90	21 10.1	6 5.8	15 14.6	21 10.1	6 5.8	15 14.6	-	-	-
Costs \$60	3 1.4	1 1.0	2 1.9	3 1.4	1 1.0	2 1.9	-	-	-
Costs \$500	4 1.9	3 2.9	1 1.0	4 1.9	3 2.9	1 1.0	-	-	-
Costs \$99/\$99.95	3 1.4	1 1.0	2 1.9	3 1.4	1 1.0	2 1.9	-	-	-
Good/Reasonable Cost (subnet)	21 10.1	14 13.5	7 6.8	21 10.1	14 13.5	7 6.8	-	-	-
It's a fair/reasonable offer	7 3.4	5 4.8	2 1.9	7 3.4	5 4.8	2 1.9	-	-	-
Good cost/price	11 5.3	7 6.7	4 3.9	11 5.3	7 6.7	4 3.9	-	-	-
Other Cost	3 1.4	2 1.9	1 1.0	3 1.4	2 1.9	1 1.0	-	-	-
Good for specific (legal) uses (Net)	28 13.5	14 13.5	14 13.6	28 13.5	14 13.5	14 13.6	-	-	-

Table 14  
 Q.B7/B8 Incorporation Service: About Incorporation Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Incorporation Service	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	- -	- -	- -
Incorporation/forming a business or organization	19 9.2	8 7.7	11 10.7	19 9.2	8 7.7	11 10.7	- -	- -	- -
Landlord/tenant issues	- -	- -	- -	- -	- -	- -	- -	- -	- -
Estate planning	- -	- -	- -	- -	- -	- -	- -	- -	- -
Delivery of tax ID number	10 4.8	3 2.9	7 6.8	10 4.8	3 2.9	7 6.8	- -	- -	- -
Family law	- -	- -	- -	- -	- -	- -	- -	- -	- -
Offers E-signature	1 0.5	1 1.0	- -	1 0.5	1 1.0	- -	- -	- -	- -
Bill of sale	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other specific (legal) uses	4 1.9	2 1.9	2 1.9	4 1.9	2 1.9	2 1.9	- -	- -	- -
Fast/Easy To Use (Net)	88 42.5	48 46.2	40 38.8	88 42.5	48 46.2	40 38.8	- -	- -	- -
It's easy/simple to use	51 24.6	31 29.8	20 19.4	51 24.6	31 29.8	20 19.4	- -	- -	- -
Guides you through step-by-step using (simple) instructions/questions	40 19.3	19 18.3	21 20.4	40 19.3	19 18.3	21 20.4	- -	- -	- -
Clear/straightforward/concise	13 6.3	5 4.8	8 7.8	13 6.3	5 4.8	8 7.8	- -	- -	- -
It's fast	12 5.8	4 3.8	8 7.8	12 5.8	4 3.8	8 7.8	- -	- -	- -

Table 14  
 Q.B7/B8 Incorporation Service: About Incorporation Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Incorporation Service	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	-	-	-
Offers rush filing	8 3.9	5 4.8	3 2.9	8 3.9	5 4.8	3 2.9	-	-	-
Other Service Features (Net)	33 15.9	13 12.5	20 19.4	33 15.9	13 12.5	20 19.4	-	-	-
Would work well/effectively	2 1.0	-	2 1.9	2 1.0	-	2 1.9	-	-	-
It's comprehensive/complete/has everything	23 11.1	9 8.7	14 13.6	23 11.1	9 8.7	14 13.6	-	-	-
Helpful	2 1.0	1 1.0	1 1.0	2 1.0	1 1.0	1 1.0	-	-	-
Informative	7 3.4	3 2.9	4 3.9	7 3.4	3 2.9	4 3.9	-	-	-
Professional	2 1.0	2 1.9	-	2 1.0	2 1.9	-	-	-	-
Ability to customize	-	-	-	-	-	-	-	-	-
Ability to store documents (securely) in a central location for easy retrieval	-	-	-	-	-	-	-	-	-
Availability of Documents and Printing (without Mentioning free Trial) (Net)	5 2.4	1 1.0	4 3.9	5 2.4	1 1.0	4 3.9	-	-	-
Access to create documents/forms (no mention of free)	1 0.5	-	1 1.0	1 0.5	-	1 1.0	-	-	-
Forms are available for every state (no mention of free)	4 1.9	1 1.0	3 2.9	4 1.9	1 1.0	3 2.9	-	-	-
Access to print documents (no mention of free)	-	-	-	-	-	-	-	-	-

Table 14  
 Q.B7/B8 Incorporation Service: About Incorporation Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Incorporation Service	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	-	-	-
Access to create one document (no mention of free)	-	-	-	-	-	-	-	-	-
Miscellaneous									
It's good/nice (general)	16 7.7	10 9.6	6 5.8	16 7.7	10 9.6	6 5.8	-	-	-
Has online help/chat assistance/800# help	15 7.2	4 3.8	11 10.7	15 7.2	4 3.8	11 10.7	-	-	-
Worth a try/could try it out	3 1.4	3 2.9	-	3 1.4	3 2.9	-	-	-	-
Legal assistance available/(Local) lawyer available to help review contracts	4 1.9	-	4 3.9	4 1.9	-	4 3.9	-	-	-
Trial offer (no mention of free)	7 3.4	4 3.8	3 2.9	7 3.4	4 3.8	3 2.9	-	-	-
Nice, appealing layout	6 2.9	2 1.9	4 3.9	6 2.9	2 1.9	4 3.9	-	-	-
Good reviews/ recommended by reputable publications	4 1.9	2 1.9	2 1.9	4 1.9	2 1.9	2 1.9	-	-	-
Use it once/Tell them to use it one time	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-
Trustworthy	1 0.5	1 1.0	-	1 0.5	1 1.0	-	-	-	-
Other Miscellaneous mentions	5 2.4	1 1.0	4 3.9	5 2.4	1 1.0	4 3.9	-	-	-
Negative Comments (Net)	71 34.3	31 29.8	40 38.8	71 34.3	31 29.8	40 38.8	-	-	-



Table 14  
 Q.B7/B8 Incorporation Service: About Incorporation Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Incorporation Service	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	-	-	-
Would Not Recommend (subnet)	5 2.4	-	5 4.9	5 2.4	-	5 4.9	-	-	-
Would say don't do it/don't use it	4 1.9	-	4 3.9	4 1.9	-	4 3.9	-	-	-
Don't like free trials	1 0.5	-	1 1.0	1 0.5	-	1 1.0	-	-	-
Don't like prepaid legal	-	-	-	-	-	-	-	-	-
Cost-Related (subnet)	46 22.2	20 19.2	26 25.2	46 22.2	20 19.2	26 25.2	-	-	-
It's not (really) free	15 7.2	4 3.8	11 10.7	15 7.2	4 3.8	11 10.7	-	-	-
Need to pay state fees/there are fees, costs to file (during the trial)	22 10.6	12 11.5	10 9.7	22 10.6	12 11.5	10 9.7	-	-	-
Too expensive	7 3.4	4 3.8	3 2.9	7 3.4	4 3.8	3 2.9	-	-	-
Don't like extra/ hidden fees/costs	7 3.4	3 2.9	4 3.9	7 3.4	3 2.9	4 3.9	-	-	-
Have to remember to cancel or you get charged	1 0.5	-	1 1.0	1 0.5	-	1 1.0	-	-	-
Security/Trust Issues (subnet)	11 5.3	4 3.8	7 6.8	11 5.3	4 3.8	7 6.8	-	-	-
You have to give them your credit card information	3 1.4	2 1.9	1 1.0	3 1.4	2 1.9	1 1.0	-	-	-
It's a scam/trick/joke	5 2.4	1 1.0	4 3.9	5 2.4	1 1.0	4 3.9	-	-	-

Table 14  
 Q.B7/B8 Incorporation Service: About Incorporation Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Incorporation Service	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	-	-	-
Not trustworthy	2 1.0	-	2 1.9	2 1.0	-	2 1.9	-	-	-
It's deceiving	2 1.0	1 1.0	1 1.0	2 1.0	1 1.0	1 1.0	-	-	-
Offer is Lacking Information/Confusing (subnet)	17 8.2	5 4.8	12 11.7	17 8.2	5 4.8	12 11.7	-	-	-
Need more information about membership/services/prices	8 3.9	2 1.9	6 5.8	8 3.9	2 1.9	6 5.8	-	-	-
Find some terms of membership/services/prices confusing	13 6.3	3 2.9	10 9.7	13 6.3	3 2.9	10 9.7	-	-	-
Other Negative Mentions (subnet)	24 11.6	9 8.7	15 14.6	24 11.6	9 8.7	15 14.6	-	-	-
It's not good Just not interested	-	-	-	-	-	-	-	-	-
Don't like company name/Rocket Lawyer name	3 1.4	2 1.9	1 1.0	3 1.4	2 1.9	1 1.0	-	-	-
Creating documents/using site seems complex	5 2.4	4 3.8	1 1.0	5 2.4	4 3.8	1 1.0	-	-	-
Similar to other sites such as TurboTax and Legal Zoom	4 1.9	1 1.0	3 2.9	4 1.9	1 1.0	3 2.9	-	-	-
Google search description/ads are confusing/not appealing	11 5.3	3 2.9	8 7.8	11 5.3	3 2.9	8 7.8	-	-	-
If you decline membership after trial, your created document is read-only	-	-	-	-	-	-	-	-	-
Other Negative Comments	4 1.9	1 1.0	3 2.9	4 1.9	1 1.0	3 2.9	-	-	-

Table 14  
 Q.B7/B8 Incorporation Service: About Incorporation Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Incorporation Service	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	-	-	-
None/Nothing	6 2.9	5 4.8	1 1.0	6 2.9	5 4.8	1 1.0	-	-	-
Don't Know/No Answer (Net)	5 2.4	3 2.9	2 1.9	5 2.4	3 2.9	2 1.9	-	-	-
Don't know	4 1.9	3 2.9	1 1.0	4 1.9	3 2.9	1 1.0	-	-	-
No answer	1 0.5	-	1 1.0	1 0.5	-	1 1.0	-	-	-

Table 15  
 Q.B9 Incorporation Service: Free Incorporation

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Incorporation Service	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	-	-	-
Yes	135 65.2	60 57.7	75 72.8	135 65.2	60 57.7	75 72.8	-	-	-
No	29 14.0	16 15.4	13 12.6	29 14.0	16 15.4	13 12.6	-	-	-
I don't know	43 20.8	28 26.9	15 14.6	43 20.8	28 26.9	15 14.6	-	-	-
Sigma	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	-	-	-

Table 16  
 Q.B10a Incorporation Service: State Fees with free trial offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Incorporation Service	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	-	-	-
Yes	144 69.6	73 70.2	71 68.9	144 69.6	73 70.2	71 68.9	-	-	-
No	29 14.0	14 13.5	15 14.6	29 14.0	14 13.5	15 14.6	-	-	-
Don't know	34 16.4	17 16.3	17 16.5	34 16.4	17 16.3	17 16.5	-	-	-
Sigma	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	-	-	-

Table 17  
 Q.B10a Incorporation Service: State Fees with free trial offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Incorporation Service - Total Answering	173 100.0	87 100.0	86 100.0	173 100.0	87 100.0	86 100.0	- -	- -	- -
Yes	144 83.2	73 83.9	71 82.6	144 83.2	73 83.9	71 82.6	- -	- -	- -
No	29 16.8	14 16.1	15 17.4	29 16.8	14 16.1	15 17.4	- -	- -	- -
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	173 100.0	87 100.0	86 100.0	173 100.0	87 100.0	86 100.0	- -	- -	- -

Table 18  
 Q.10b-1 Incorporation Service:How State Feed Apply v1

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Incorporation Service and State Fees with free trial offer	144 100.0	73 100.0	71 100.0	144 100.0	73 100.0	71 100.0	-	-	-
To all businesses that you want to incorporate regardless of how you chose to file your incorporation papers	71 49.3	39 53.4	32 45.1	71 49.3	39 53.4	32 45.1	-	-	-
Only if you incorporate online	12 8.3	10 13.7	2 2.8	12 8.3	10 13.7	2 2.8	-	-	-
Only if you drop off the incorporation papers at the state's office	4 2.8	2 2.7	2 2.8	4 2.8	2 2.7	2 2.8	-	-	-
Only if you mail in your incorporation papers	6 4.2	2 2.7	4 5.6	6 4.2	2 2.7	4 5.6	-	-	-
I don't know	51 35.4	20 27.4	31 43.7	51 35.4	20 27.4	31 43.7	-	-	-
Sigma	144 100.0	73 100.0	71 100.0	144 100.0	73 100.0	71 100.0	-	-	-

Table 19  
 Q.B10b-2 Incorporation Service:How State Feed Apply v2

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Incorporation Service and State Fees with free trial offer	144 100.0	73 100.0	71 100.0	144 100.0	73 100.0	71 100.0	-	-	-
Only if you incorporate through this particular online legal services company	11 7.6	7 9.6	4 5.6	11 7.6	7 9.6	4 5.6	-	-	-
If you incorporate through this and some other online legal services companies but not all online legal services companies	18 12.5	8 11.0	10 14.1	18 12.5	8 11.0	10 14.1	-	-	-
If you incorporate through any online legal services company	59 41.0	32 43.8	27 38.0	59 41.0	32 43.8	27 38.0	-	-	-
I don't know	56 38.9	26 35.6	30 42.3	56 38.9	26 35.6	30 42.3	-	-	-
Sigma	144 100.0	73 100.0	71 100.0	144 100.0	73 100.0	71 100.0	-	-	-



Table 20  
 Q.C7/C8 Consumer Only:Rocket Lawyer's Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Consumer Ressspondents	215 100.0	108 100.0	107 100.0	- -	- -	- -	215 100.0	108 100.0	107 100.0
Positive/Neutral Comments (Grand-Net)	186 86.5	89 82.4	97 90.7	- -	- -	- -	186 86.5	89 82.4	97 90.7
Mentioned Free Trial (Net)	81 37.7	43 39.8	38 35.5	- -	- -	- -	81 37.7	43 39.8	38 35.5
Free access to documents/printing during free trial (sub-net)	16 7.4	11 10.2	5 4.7	- -	- -	- -	16 7.4	11 10.2	5 4.7
Free access to create documents/forms	9 4.2	6 5.6	3 2.8	- -	- -	- -	9 4.2	6 5.6	3 2.8
Free access to create one document	4 1.9	3 2.8	1 0.9	- -	- -	- -	4 1.9	3 2.8	1 0.9
Allowed to retain documents created (during free trial)	5 2.3	3 2.8	2 1.9	- -	- -	- -	5 2.3	3 2.8	2 1.9
Free access to print documents	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other mentioned free trial (subnet)	74 34.4	38 35.2	36 33.6	- -	- -	- -	74 34.4	38 35.2	36 33.6
Free trial for a week	29 13.5	18 16.7	11 10.3	- -	- -	- -	29 13.5	18 16.7	11 10.3
Free trial	35 16.3	17 15.7	18 16.8	- -	- -	- -	35 16.3	17 15.7	18 16.8
Free trial for a month	5 2.3	- -	5 4.7	- -	- -	- -	5 2.3	- -	5 4.7
It's free/it said "free"	3 1.4	3 2.8	- -	- -	- -	- -	3 1.4	3 2.8	- -
Free trial for 2 weeks	- -	- -	- -	- -	- -	- -	- -	- -	- -

Table 20  
 Q.C7/C8 Consumer Only:Rocket Lawyer's Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Consumer Ressspondents	215 100.0	108 100.0	107 100.0	- -	- -	- -	215 100.0	108 100.0	107 100.0
Free trial for a time period/limited time period	1 0.5	- -	1 0.9	- -	- -	- -	1 0.5	- -	1 0.9
Other Free Trial mentions	1 0.5	- -	1 0.9	- -	- -	- -	1 0.5	- -	1 0.9
Time Period Without Mentioning Free Trial (Net)	1 0.5	1 0.9	- -	- -	- -	- -	1 0.5	1 0.9	- -
One week	1 0.5	1 0.9	- -	- -	- -	- -	1 0.5	1 0.9	- -
One month	- -	- -	- -	- -	- -	- -	- -	- -	- -
A short time n/s	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other Mentioned Time Period But Not Free Trial	- -	- -	- -	- -	- -	- -	- -	- -	- -
Happens After Trial Period (Net)	58 27.0	30 27.8	28 26.2	- -	- -	- -	58 27.0	30 27.8	28 26.2
You're Charged/Credit Card is Charged (subnet)	22 10.2	11 10.2	11 10.3	- -	- -	- -	22 10.2	11 10.2	11 10.3
You're charged/you have to pay n/s	11 5.1	7 6.5	4 3.7	- -	- -	- -	11 5.1	7 6.5	4 3.7
You are charged monthly (no mention of price)	6 2.8	3 2.8	3 2.8	- -	- -	- -	6 2.8	3 2.8	3 2.8
You are charged if you don't cancel/You can cancel or start paying	3 1.4	- -	3 2.8	- -	- -	- -	3 1.4	- -	3 2.8
Your credit card is charged/they start billing your credit card	3 1.4	1 0.9	2 1.9	- -	- -	- -	3 1.4	1 0.9	2 1.9

Table 20  
 Q.C7/C8 Consumer Only:Rocket Lawyer's Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Consumer Ressspondents	215 100.0	108 100.0	107 100.0	- -	- -	- -	215 100.0	108 100.0	107 100.0
Specific Amount You Will Be Charged (subnet)	18 8.4	8 7.4	10 9.3	- -	- -	- -	18 8.4	8 7.4	10 9.3
Pay \$19.95/\$20 per month	9 4.2	3 2.8	6 5.6	- -	- -	- -	9 4.2	3 2.8	6 5.6
Pay \$39.95/\$40 per month	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pay \$17.95/\$18 per month	5 2.3	3 2.8	2 1.9	- -	- -	- -	5 2.3	3 2.8	2 1.9
Pay \$19.95/\$20 n/s	2 0.9	1 0.9	1 0.9	- -	- -	- -	2 0.9	1 0.9	1 0.9
Pay \$9.99 per month	5 2.3	3 2.8	2 1.9	- -	- -	- -	5 2.3	3 2.8	2 1.9
Other Specific Amounts Charged After Trial	2 0.9	1 0.9	1 0.9	- -	- -	- -	2 0.9	1 0.9	1 0.9
Various Payment Options (subnet)	25 11.6	14 13.0	11 10.3	- -	- -	- -	25 11.6	14 13.0	11 10.3
Can choose monthly or annual service	11 5.1	7 6.5	4 3.7	- -	- -	- -	11 5.1	7 6.5	4 3.7
Different payment options	14 6.5	7 6.5	7 6.5	- -	- -	- -	14 6.5	7 6.5	7 6.5
You can pay more for additional features/ information/services	2 0.9	1 0.9	1 0.9	- -	- -	- -	2 0.9	1 0.9	1 0.9
Other Happens After Trial (subnet)	8 3.7	4 3.7	4 3.7	- -	- -	- -	8 3.7	4 3.7	4 3.7
It's a subscription, membership/requires a subscription, membership n/s	4 1.9	2 1.9	2 1.9	- -	- -	- -	4 1.9	2 1.9	2 1.9

Table 20  
 Q.C7/C8 Consumer Only:Rocket Lawyer's Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Consumer Ressspondents	215 100.0	108 100.0	107 100.0	- -	- -	- -	215 100.0	108 100.0	107 100.0
You can cancel at any time	3 1.4	2 1.9	1 0.9	- -	- -	- -	3 1.4	2 1.9	1 0.9
Other Happens After Trial Period	1 0.5	- -	1 0.9	- -	- -	- -	1 0.5	- -	1 0.9
Other Cost Related (Net)	17 7.9	5 4.6	12 11.2	- -	- -	- -	17 7.9	5 4.6	12 11.2
Specific Amount Charged for Selected Services (subnet)	- -	- -	- -	- -	- -	- -	- -	- -	- -
Costs \$90	- -	- -	- -	- -	- -	- -	- -	- -	- -
Costs \$60	- -	- -	- -	- -	- -	- -	- -	- -	- -
Costs \$500	- -	- -	- -	- -	- -	- -	- -	- -	- -
Costs \$99/\$99.95	- -	- -	- -	- -	- -	- -	- -	- -	- -
Good/Reasonable Cost (subnet)	17 7.9	5 4.6	12 11.2	- -	- -	- -	17 7.9	5 4.6	12 11.2
It's a fair/reasonable offer	9 4.2	3 2.8	6 5.6	- -	- -	- -	9 4.2	3 2.8	6 5.6
Good cost/price	6 2.8	2 1.9	4 3.7	- -	- -	- -	6 2.8	2 1.9	4 3.7
Other Cost	3 1.4	- -	3 2.8	- -	- -	- -	3 1.4	- -	3 2.8
Good for specific (legal) uses (Net)	32 14.9	17 15.7	15 14.0	- -	- -	- -	32 14.9	17 15.7	15 14.0

Table 20  
 Q.C7/C8 Consumer Only:Rocket Lawyer's Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Consumer Ressspondents	215 100.0	108 100.0	107 100.0	- -	- -	- -	215 100.0	108 100.0	107 100.0
Incorporation/forming a business or organization	- -	- -	- -	- -	- -	- -	- -	- -	- -
Landlord/tenant issues	12 5.6	6 5.6	6 5.6	- -	- -	- -	12 5.6	6 5.6	6 5.6
Estate planning	9 4.2	6 5.6	3 2.8	- -	- -	- -	9 4.2	6 5.6	3 2.8
Delivery of tax ID number	- -	- -	- -	- -	- -	- -	- -	- -	- -
Family law	6 2.8	2 1.9	4 3.7	- -	- -	- -	6 2.8	2 1.9	4 3.7
Offers E-signature	2 0.9	1 0.9	1 0.9	- -	- -	- -	2 0.9	1 0.9	1 0.9
Bill of sale	3 1.4	2 1.9	1 0.9	- -	- -	- -	3 1.4	2 1.9	1 0.9
Other specific (legal) uses	- -	- -	- -	- -	- -	- -	- -	- -	- -
Fast/Easy To Use (Net)	79 36.7	35 32.4	44 41.1	- -	- -	- -	79 36.7	35 32.4	44 41.1
It's easy/simple to use	46 21.4	22 20.4	24 22.4	- -	- -	- -	46 21.4	22 20.4	24 22.4
Guides you through step-by-step using (simple) instructions/questions	43 20.0	18 16.7	25 23.4	- -	- -	- -	43 20.0	18 16.7	25 23.4
Clear/straightforward/concise	5 2.3	- -	5 4.7	- -	- -	- -	5 2.3	- -	5 4.7
It's fast	5 2.3	2 1.9	3 2.8	- -	- -	- -	5 2.3	2 1.9	3 2.8

Table 20  
 Q.C7/C8 Consumer Only:Rocket Lawyer's Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Consumer Ressspondents	215 100.0	108 100.0	107 100.0	- -	- -	- -	215 100.0	108 100.0	107 100.0
Offers rush filing	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other Service Features (Net)	42 19.5	15 13.9	27 25.2	- -	- -	- -	42 19.5	15 13.9	27 25.2
Would work well/effectively	9 4.2	2 1.9	7 6.5	- -	- -	- -	9 4.2	2 1.9	7 6.5
It's comprehensive/complete/has everything	19 8.8	10 9.3	9 8.4	- -	- -	- -	19 8.8	10 9.3	9 8.4
Helpful	3 1.4	2 1.9	1 0.9	- -	- -	- -	3 1.4	2 1.9	1 0.9
Informative	4 1.9	2 1.9	2 1.9	- -	- -	- -	4 1.9	2 1.9	2 1.9
Professional	4 1.9	- -	4 3.7	- -	- -	- -	4 1.9	- -	4 3.7
Ability to customize	3 1.4	1 0.9	2 1.9	- -	- -	- -	3 1.4	1 0.9	2 1.9
Ability to store documents (securely) in a central location for easy retrieval	4 1.9	- -	4 3.7	- -	- -	- -	4 1.9	- -	4 3.7
Availability of Documents and Printing (without Mentioning free Trial) (Net)	14 6.5	7 6.5	7 6.5	- -	- -	- -	14 6.5	7 6.5	7 6.5
Access to create documents/forms (no mention of free)	7 3.3	3 2.8	4 3.7	- -	- -	- -	7 3.3	3 2.8	4 3.7
Forms are available for every state (no mention of free)	3 1.4	2 1.9	1 0.9	- -	- -	- -	3 1.4	2 1.9	1 0.9
Access to print documents (no mention of free)	5 2.3	2 1.9	3 2.8	- -	- -	- -	5 2.3	2 1.9	3 2.8

Table 20  
 Q.C7/C8 Consumer Only:Rocket Lawyer's Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Consumer Ressspondents	215 100.0	108 100.0	107 100.0	- -	- -	- -	215 100.0	108 100.0	107 100.0
Access to create one document (no mention of free)	1 0.5	1 0.9	- -	- -	- -	- -	1 0.5	1 0.9	- -
Miscellaneous									
It's good/nice (general)	16 7.4	5 4.6	11 10.3	- -	- -	- -	16 7.4	5 4.6	11 10.3
Has online help/chat assistance/800# help	10 4.7	4 3.7	6 5.6	- -	- -	- -	10 4.7	4 3.7	6 5.6
Worth a try/could try it out	2 0.9	- -	2 1.9	- -	- -	- -	2 0.9	- -	2 1.9
Legal assistance available/(Local) lawyer available to help review contracts	12 5.6	5 4.6	7 6.5	- -	- -	- -	12 5.6	5 4.6	7 6.5
Trial offer (no mention of free)	4 1.9	1 0.9	3 2.8	- -	- -	- -	4 1.9	1 0.9	3 2.8
Nice, appealing layout	3 1.4	1 0.9	2 1.9	- -	- -	- -	3 1.4	1 0.9	2 1.9
Good reviews/ recommended by reputable publications	2 0.9	- -	2 1.9	- -	- -	- -	2 0.9	- -	2 1.9
Use it once/Tell them to use it one time	- -	- -	- -	- -	- -	- -	- -	- -	- -
Reliable	2 0.9	1 0.9	1 0.9	- -	- -	- -	2 0.9	1 0.9	1 0.9
Trustworthy	1 0.5	1 0.9	- -	- -	- -	- -	1 0.5	1 0.9	- -
Other Miscellaneous mentions	4 1.9	2 1.9	2 1.9	- -	- -	- -	4 1.9	2 1.9	2 1.9
Negative Comments (Net)	44 20.5	27 25.0	17 15.9	- -	- -	- -	44 20.5	27 25.0	17 15.9

Table 20  
 Q.C7/C8 Consumer Only:Rocket Lawyer's Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Consumer Ressspondents	215 100.0	108 100.0	107 100.0	-	-	-	215 100.0	108 100.0	107 100.0
Would Not Recommend (subnet)	3 1.4	1 0.9	2 1.9	-	-	-	3 1.4	1 0.9	2 1.9
Would say don't do it/don't use it	2 0.9	1 0.9	1 0.9	-	-	-	2 0.9	1 0.9	1 0.9
Don't like free trials	1 0.5	-	1 0.9	-	-	-	1 0.5	-	1 0.9
Don't like prepaid legal	-	-	-	-	-	-	-	-	-
Cost-Related (subnet)	12 5.6	7 6.5	5 4.7	-	-	-	12 5.6	7 6.5	5 4.7
It's not (really) free	11 5.1	7 6.5	4 3.7	-	-	-	11 5.1	7 6.5	4 3.7
Need to pay state fees/there are fees, costs to file (during the trial)	-	-	-	-	-	-	-	-	-
Too expensive	-	-	-	-	-	-	-	-	-
Don't like extra/ hidden fees/costs	-	-	-	-	-	-	-	-	-
Have to remember to cancel or you get charged	1 0.5	-	1 0.9	-	-	-	1 0.5	-	1 0.9
Security/Trust Issues (subnet)	14 6.5	8 7.4	6 5.6	-	-	-	14 6.5	8 7.4	6 5.6
You have to give them your credit card information	12 5.6	6 5.6	6 5.6	-	-	-	12 5.6	6 5.6	6 5.6
It's a scam/trick/joke	2 0.9	1 0.9	1 0.9	-	-	-	2 0.9	1 0.9	1 0.9



Table 20  
 Q.C7/C8 Consumer Only:Rocket Lawyer's Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Consumer Ressspondents	215 100.0	108 100.0	107 100.0	- -	- -	- -	215 100.0	108 100.0	107 100.0
Not trustworthy	1 0.5	- -	1 0.9	- -	- -	- -	1 0.5	- -	1 0.9
It's deceiving	1 0.5	1 0.9	- -	- -	- -	- -	1 0.5	1 0.9	- -
Offer is Lacking Information/Confusing (subnet)	9 4.2	5 4.6	4 3.7	- -	- -	- -	9 4.2	5 4.6	4 3.7
Need more information about membership/ services/prices	6 2.8	3 2.8	3 2.8	- -	- -	- -	6 2.8	3 2.8	3 2.8
Find some terms of membership/services/prices confusing	4 1.9	3 2.8	1 0.9	- -	- -	- -	4 1.9	3 2.8	1 0.9
Other Negative Mentions (subnet)	17 7.9	11 10.2	6 5.6	- -	- -	- -	17 7.9	11 10.2	6 5.6
It's not good Just not interested	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't like company name/Rocket Lawyer name	1 0.5	- -	1 0.9	- -	- -	- -	1 0.5	- -	1 0.9
Creating documents/using site seems complex	4 1.9	3 2.8	1 0.9	- -	- -	- -	4 1.9	3 2.8	1 0.9
Similar to other sites such as TurboTax and Legal Zoom	2 0.9	2 1.9	- -	- -	- -	- -	2 0.9	2 1.9	- -
Google search description/ads are confusing/ not appealing	1 0.5	1 0.9	- -	- -	- -	- -	1 0.5	1 0.9	- -
If you decline membership after trial, your created document is read-only	2 0.9	2 1.9	- -	- -	- -	- -	2 0.9	2 1.9	- -
Other Negative Comments	8 3.7	4 3.7	4 3.7	- -	- -	- -	8 3.7	4 3.7	4 3.7

Table 20  
 Q.C7/C8 Consumer Only:Rocket Lawyer's Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Consumer Ressspondents	215 100.0	108 100.0	107 100.0	- -	- -	- -	215 100.0	108 100.0	107 100.0
None/Nothing	2 0.9	- -	2 1.9	- -	- -	- -	2 0.9	- -	2 1.9
Don't Know/No Answer (Net)	9 4.2	5 4.6	4 3.7	- -	- -	- -	9 4.2	5 4.6	4 3.7
Don't know	3 1.4	2 1.9	1 0.9	- -	- -	- -	3 1.4	2 1.9	1 0.9
No answer	6 2.8	3 2.8	3 2.8	- -	- -	- -	6 2.8	3 2.8	3 2.8

Table 21  
 Q.C9a Consumer Only: Free Trial Offer (From RL Website)

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Consumer Ressspondents	215 100.0	108 100.0	107 100.0	- -	- -	- -	215 100.0	108 100.0	107 100.0
Yes	193 89.8	99 91.7	94 87.9	- -	- -	- -	193 89.8	99 91.7	94 87.9
No	10 4.7	4 3.7	6 5.6	- -	- -	- -	10 4.7	4 3.7	6 5.6
I don't know	12 5.6	5 4.6	7 6.5	- -	- -	- -	12 5.6	5 4.6	7 6.5
Sigma	215 100.0	108 100.0	107 100.0	- -	- -	- -	215 100.0	108 100.0	107 100.0

Table 22  
 Q.C10/C11a/b Consumer Only: Details of Free Trial Offer/Describe the Free Trial Offer to a Friend

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Website include a free trial offer	193 100.0	99 100.0	94 100.0	- -	- -	- -	193 100.0	99 100.0	94 100.0
Positive/Neutral Comments (Grand-Net)	175 90.7	92 92.9	83 88.3	- -	- -	- -	175 90.7	92 92.9	83 88.3
Mentioned Free Trial (Net)	139 72.0	73 73.7	66 70.2	- -	- -	- -	139 72.0	73 73.7	66 70.2
Free access to documents/printing during free trial (sub-net)	31 16.1	18 18.2	13 13.8	- -	- -	- -	31 16.1	18 18.2	13 13.8
Free access to create documents/forms	19 9.8	9 9.1	10 10.6	- -	- -	- -	19 9.8	9 9.1	10 10.6
Free access to create one document	9 4.7	8 8.1	1 1.1	- -	- -	- -	9 4.7	8 8.1	1 1.1
Allowed to retain documents created (during free trial)	3 1.6	2 2.0	1 1.1	- -	- -	- -	3 1.6	2 2.0	1 1.1
Free access to print documents	3 1.6	1 1.0	2 2.1	- -	- -	- -	3 1.6	1 1.0	2 2.1
Other mentioned free trial (subnet)	133 68.9	68 68.7	65 69.1	- -	- -	- -	133 68.9	68 68.7	65 69.1
Free trial for a week	66 34.2	35 35.4	31 33.0	- -	- -	- -	66 34.2	35 35.4	31 33.0
Free trial	31 16.1	21 21.2	10 10.6	- -	- -	- -	31 16.1	21 21.2	10 10.6
Free trial for a month	21 10.9	8 8.1	13 13.8	- -	- -	- -	21 10.9	8 8.1	13 13.8
It's free/it said "free"	10 5.2	4 4.0	6 6.4	- -	- -	- -	10 5.2	4 4.0	6 6.4
Free trial for 2 weeks	4 2.1	1 1.0	3 3.2	- -	- -	- -	4 2.1	1 1.0	3 3.2

Table 22  
 Q.C10/C11a/b Consumer Only: Details of Free Trial Offer/Describe the Free Trial Offer to a Friend

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Website include a free trial offer	193 100.0	99 100.0	94 100.0	- -	- -	- -	193 100.0	99 100.0	94 100.0
Free trial for a time period/limited time period	3 1.6	1 1.0	2 2.1	- -	- -	- -	3 1.6	1 1.0	2 2.1
Other Free Trial mentions	6 3.1	4 4.0	2 2.1	- -	- -	- -	6 3.1	4 4.0	2 2.1
Time Period Without Mentioning Free Trial (Net)	40 20.7	24 24.2	16 17.0	- -	- -	- -	40 20.7	24 24.2	16 17.0
One week	24 12.4	18 18.2	6 6.4	- -	- -	- -	24 12.4	18 18.2	6 6.4
One month	9 4.7	3 3.0	6 6.4	- -	- -	- -	9 4.7	3 3.0	6 6.4
A short time n/s	4 2.1	2 2.0	2 2.1	- -	- -	- -	4 2.1	2 2.0	2 2.1
Other Mentioned Time Period But Not Free Trial	3 1.6	1 1.0	2 2.1	- -	- -	- -	3 1.6	1 1.0	2 2.1
Happens After Trial Period (Net)	54 28.0	23 23.2	31 33.0	- -	- -	- -	54 28.0	23 23.2	31 33.0
You're Charged/Credit Card is Charged (subnet)	28 14.5	12 12.1	16 17.0	- -	- -	- -	28 14.5	12 12.1	16 17.0
You're charged/you have to pay n/s	11 5.7	5 5.1	6 6.4	- -	- -	- -	11 5.7	5 5.1	6 6.4
You are charged monthly (no mention of price)	9 4.7	5 5.1	4 4.3	- -	- -	- -	9 4.7	5 5.1	4 4.3
You are charged if you don't cancel/You can cancel or start paying	8 4.1	5 5.1	3 3.2	- -	- -	- -	8 4.1	5 5.1	3 3.2
Your credit card is charged/they start billing your credit card	5 2.6	- -	5 5.3	- -	- -	- -	5 2.6	- -	5 5.3

Table 22  
 Q.C10/C11a/b Consumer Only: Details of Free Trial Offer/Describe the Free Trial Offer to a Friend

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Website include a free trial offer	193 100.0	99 100.0	94 100.0	-	-	-	193 100.0	99 100.0	94 100.0
Specific Amount You Will Be Charged (subnet)	18 9.3	6 6.1	12 12.8	-	-	-	18 9.3	6 6.1	12 12.8
Pay \$19.95/\$20 per month	12 6.2	3 3.0	9 9.6	-	-	-	12 6.2	3 3.0	9 9.6
Pay \$39.95/\$40 per month	1 0.5	1 1.0	-	-	-	-	1 0.5	1 1.0	-
Pay \$17.95/\$18 per month	2 1.0	-	2 2.1	-	-	-	2 1.0	-	2 2.1
Pay \$19.95/\$20 n/s	5 2.6	3 3.0	2 2.1	-	-	-	5 2.6	3 3.0	2 2.1
Pay \$9.99 per month	1 0.5	-	1 1.1	-	-	-	1 0.5	-	1 1.1
Other Specific Amounts Charged After Trial	-	-	-	-	-	-	-	-	-
Various Payment Options (subnet)	7 3.6	3 3.0	4 4.3	-	-	-	7 3.6	3 3.0	4 4.3
Can choose monthly or annual service	4 2.1	2 2.0	2 2.1	-	-	-	4 2.1	2 2.0	2 2.1
Different payment options	3 1.6	1 1.0	2 2.1	-	-	-	3 1.6	1 1.0	2 2.1
You can pay more for additional features/ information/services	-	-	-	-	-	-	-	-	-
Other Happens After Trial (subnet)	9 4.7	5 5.1	4 4.3	-	-	-	9 4.7	5 5.1	4 4.3
It's a subscription, membership/requires a subscription, membership n/s	3 1.6	3 3.0	-	-	-	-	3 1.6	3 3.0	-

Table 22  
 Q.C10/C11a/b Consumer Only: Details of Free Trial Offer/Describe the Free Trial Offer to a Friend

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Website include a free trial offer	193 100.0	99 100.0	94 100.0	-	-	-	193 100.0	99 100.0	94 100.0
You can cancel at any time	6 3.1	2 2.0	4 4.3	-	-	-	6 3.1	2 2.0	4 4.3
Other Happens After Trial Period	-	-	-	-	-	-	-	-	-
Other Cost Related (Net)	10 5.2	6 6.1	4 4.3	-	-	-	10 5.2	6 6.1	4 4.3
Specific Amount Charged for Selected Services (subnet)	-	-	-	-	-	-	-	-	-
Costs \$90	-	-	-	-	-	-	-	-	-
Costs \$60	-	-	-	-	-	-	-	-	-
Costs \$500	-	-	-	-	-	-	-	-	-
Costs \$99/\$99.95	-	-	-	-	-	-	-	-	-
Good/Reasonable Cost (subnet)	10 5.2	6 6.1	4 4.3	-	-	-	10 5.2	6 6.1	4 4.3
It's a fair/reasonable offer	6 3.1	4 4.0	2 2.1	-	-	-	6 3.1	4 4.0	2 2.1
Good cost/price	3 1.6	2 2.0	1 1.1	-	-	-	3 1.6	2 2.0	1 1.1
Other Cost	1 0.5	-	1 1.1	-	-	-	1 0.5	-	1 1.1
Good for specific (legal) uses (Net)	14 7.3	7 7.1	7 7.4	-	-	-	14 7.3	7 7.1	7 7.4

Table 22  
 Q.C10/C11a/b Consumer Only: Details of Free Trial Offer/Describe the Free Trial Offer to a Friend

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Website include a free trial offer	193 100.0	99 100.0	94 100.0	-	-	-	193 100.0	99 100.0	94 100.0
Incorporation/forming a business or organization	-	-	-	-	-	-	-	-	-
Landlord/tenant issues	6 3.1	3 3.0	3 3.2	-	-	-	6 3.1	3 3.0	3 3.2
Estate planning	4 2.1	2 2.0	2 2.1	-	-	-	4 2.1	2 2.0	2 2.1
Delivery of tax ID number	-	-	-	-	-	-	-	-	-
Family law	3 1.6	2 2.0	1 1.1	-	-	-	3 1.6	2 2.0	1 1.1
Offers E-signature	1 0.5	-	1 1.1	-	-	-	1 0.5	-	1 1.1
Bill of sale	-	-	-	-	-	-	-	-	-
Other specific (legal) uses	-	-	-	-	-	-	-	-	-
Fast/Easy To Use (Net)	18 9.3	8 8.1	10 10.6	-	-	-	18 9.3	8 8.1	10 10.6
It's easy/simple to use	15 7.8	6 6.1	9 9.6	-	-	-	15 7.8	6 6.1	9 9.6
Guides you through step-by-step using (simple) instructions/questions	7 3.6	4 4.0	3 3.2	-	-	-	7 3.6	4 4.0	3 3.2
Clear/straightforward/concise	-	-	-	-	-	-	-	-	-
It's fast	2 1.0	-	2 2.1	-	-	-	2 1.0	-	2 2.1



Table 22  
 Q.C10/C11a/b Consumer Only: Details of Free Trial Offer/Describe the Free Trial Offer to a Friend

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Website include a free trial offer	193 100.0	99 100.0	94 100.0	- -	- -	- -	193 100.0	99 100.0	94 100.0
Offers rush filing	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other Service Features (Net)	10 5.2	5 5.1	5 5.3	- -	- -	- -	10 5.2	5 5.1	5 5.3
Would work well/effectively	3 1.6	3 3.0	- -	- -	- -	- -	3 1.6	3 3.0	- -
It's comprehensive/complete/has everything	2 1.0	1 1.0	1 1.1	- -	- -	- -	2 1.0	1 1.0	1 1.1
Helpful	2 1.0	- -	2 2.1	- -	- -	- -	2 1.0	- -	2 2.1
Informative	2 1.0	- -	2 2.1	- -	- -	- -	2 1.0	- -	2 2.1
Professional	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ability to customize	1 0.5	1 1.0	- -	- -	- -	- -	1 0.5	1 1.0	- -
Ability to store documents (securely) in a central location for easy retrieval	1 0.5	- -	1 1.1	- -	- -	- -	1 0.5	- -	1 1.1
Availability of Documents and Printing (without Mentioning free Trial) (Net)	11 5.7	6 6.1	5 5.3	- -	- -	- -	11 5.7	6 6.1	5 5.3
Access to create documents/forms (no mention of free)	5 2.6	2 2.0	3 3.2	- -	- -	- -	5 2.6	2 2.0	3 3.2
Forms are available for every state (no mention of free)	1 0.5	1 1.0	- -	- -	- -	- -	1 0.5	1 1.0	- -
Access to print documents (no mention of free)	2 1.0	2 2.0	- -	- -	- -	- -	2 1.0	2 2.0	- -

Table 22  
 Q.C10/C11a/b Consumer Only: Details of Free Trial Offer/Describe the Free Trial Offer to a Friend

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Website include a free trial offer	193 100.0	99 100.0	94 100.0	-	-	-	193 100.0	99 100.0	94 100.0
Access to create one document (no mention of free)	3 1.6	1 1.0	2 2.1	-	-	-	3 1.6	1 1.0	2 2.1
Miscellaneous									
It's good/nice (general)	15 7.8	9 9.1	6 6.4	-	-	-	15 7.8	9 9.1	6 6.4
Has online help/chat assistance/800# help	5 2.6	2 2.0	3 3.2	-	-	-	5 2.6	2 2.0	3 3.2
Worth a try/could try it out	21 10.9	9 9.1	12 12.8	-	-	-	21 10.9	9 9.1	12 12.8
Legal assistance available/(Local) lawyer available to help review contracts	4 2.1	1 1.0	3 3.2	-	-	-	4 2.1	1 1.0	3 3.2
Trial offer (no mention of free)	5 2.6	4 4.0	1 1.1	-	-	-	5 2.6	4 4.0	1 1.1
Nice, appealing layout	-	-	-	-	-	-	-	-	-
Good reviews/ recommended by reputable publications	-	-	-	-	-	-	-	-	-
Use it once/Tell them to use it one time	4 2.1	4 4.0	-	-	-	-	4 2.1	4 4.0	-
Reliable	-	-	-	-	-	-	-	-	-
Trustworthy	-	-	-	-	-	-	-	-	-
Other Miscellaneous mentions	7 3.6	4 4.0	3 3.2	-	-	-	7 3.6	4 4.0	3 3.2
Negative Comments (Net)	50 25.9	28 28.3	22 23.4	-	-	-	50 25.9	28 28.3	22 23.4

Table 22  
 Q.C10/C11a/b Consumer Only: Details of Free Trial Offer/Describe the Free Trial Offer to a Friend

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Website include a free trial offer	193 100.0	99 100.0	94 100.0	-	-	-	193 100.0	99 100.0	94 100.0
Would Not Recommend (subnet)	11 5.7	4 4.0	7 7.4	-	-	-	11 5.7	4 4.0	7 7.4
Would say don't do it/don't use it	9 4.7	4 4.0	5 5.3	-	-	-	9 4.7	4 4.0	5 5.3
Don't like free trials	4 2.1	-	4 4.3	-	-	-	4 2.1	-	4 4.3
Don't like prepaid legal	1 0.5	1 1.0	-	-	-	-	1 0.5	1 1.0	-
Cost-Related (subnet)	11 5.7	5 5.1	6 6.4	-	-	-	11 5.7	5 5.1	6 6.4
It's not (really) free	6 3.1	3 3.0	3 3.2	-	-	-	6 3.1	3 3.0	3 3.2
Need to pay state fees/there are fees, costs to file (during the trial)	1 0.5	-	1 1.1	-	-	-	1 0.5	-	1 1.1
Too expensive	1 0.5	-	1 1.1	-	-	-	1 0.5	-	1 1.1
Don't like extra/ hidden fees/costs	-	-	-	-	-	-	-	-	-
Have to remember to cancel or you get charged	4 2.1	2 2.0	2 2.1	-	-	-	4 2.1	2 2.0	2 2.1
Security/Trust Issues (subnet)	27 14.0	14 14.1	13 13.8	-	-	-	27 14.0	14 14.1	13 13.8
You have to give them your credit card information	21 10.9	12 12.1	9 9.6	-	-	-	21 10.9	12 12.1	9 9.6
It's a scam/trick/joke	9 4.7	4 4.0	5 5.3	-	-	-	9 4.7	4 4.0	5 5.3

Table 22  
 Q.C10/C11a/b Consumer Only: Details of Free Trial Offer/Describe the Free Trial Offer to a Friend

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Website include a free trial offer	193 100.0	99 100.0	94 100.0	- -	- -	- -	193 100.0	99 100.0	94 100.0
Not trustworthy	1 0.5	- -	1 1.1	- -	- -	- -	1 0.5	- -	1 1.1
It's deceiving	- -	- -	- -	- -	- -	- -	- -	- -	- -
Offer is Lacking Information/Confusing (subnet)	4 2.1	3 3.0	1 1.1	- -	- -	- -	4 2.1	3 3.0	1 1.1
Need more information about membership/services/prices	3 1.6	2 2.0	1 1.1	- -	- -	- -	3 1.6	2 2.0	1 1.1
Find some terms of membership/services/prices confusing	1 0.5	1 1.0	- -	- -	- -	- -	1 0.5	1 1.0	- -
Other Negative Mentions (subnet)	14 7.3	10 10.1	4 4.3	- -	- -	- -	14 7.3	10 10.1	4 4.3
It's not good Just not interested	4 2.1	4 4.0	- -	- -	- -	- -	4 2.1	4 4.0	- -
Don't like company name/Rocket Lawyer name	- -	- -	- -	- -	- -	- -	- -	- -	- -
Creating documents/using site seems complex	- -	- -	- -	- -	- -	- -	- -	- -	- -
Similar to other sites such as TurboTax and Legal Zoom	- -	- -	- -	- -	- -	- -	- -	- -	- -
Google search description/ads are confusing/not appealing	1 0.5	1 1.0	- -	- -	- -	- -	1 0.5	1 1.0	- -
If you decline membership after trial, your created document is read-only	5 2.6	4 4.0	1 1.1	- -	- -	- -	5 2.6	4 4.0	1 1.1
Other Negative Comments	6 3.1	3 3.0	3 3.2	- -	- -	- -	6 3.1	3 3.0	3 3.2

Table 22  
 Q.C10/C11a/b Consumer Only: Details of Free Trial Offer/Describe the Free Trial Offer to a Friend

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Website include a free trial offer	193 100.0	99 100.0	94 100.0	- -	- -	- -	193 100.0	99 100.0	94 100.0
None/Nothing	3 1.6	2 2.0	1 1.1	- -	- -	- -	3 1.6	2 2.0	1 1.1
Don't Know/No Answer (Net)	31 16.1	15 15.2	16 17.0	- -	- -	- -	31 16.1	15 15.2	16 17.0
Don't know	23 11.9	12 12.1	11 11.7	- -	- -	- -	23 11.9	12 12.1	11 11.7
No answer	8 4.1	3 3.0	5 5.3	- -	- -	- -	8 4.1	3 3.0	5 5.3

Table 23  
 Q.B11 Incorporation Service:Free Trial Offer (From RL Website)

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Incorporation Service	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	-	-	-
Yes	162 78.3	79 76.0	83 80.6	162 78.3	79 76.0	83 80.6	-	-	-
No	25 12.1	12 11.5	13 12.6	25 12.1	12 11.5	13 12.6	-	-	-
I don't know	20 9.7	13 12.5	7 6.8	20 9.7	13 12.5	7 6.8	-	-	-
Sigma	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	-	-	-

Table 24  
 Q.12a Free Offer Time Limit

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base: Aware or not sure Offer Time Limit	387 100.0	196 100.0	191 100.0	182 100.0	92 100.0	90 100.0	205 100.0	104 100.0	101 100.0
Yes	245 63.3	124 63.3	121 63.4	108 59.3	54 58.7	54 60.0	137 66.8	70 67.3	67 66.3
No	65 16.8	39 19.9	26 13.6	36 19.8	22 23.9	14 15.6	29 14.1	17 16.3	12 11.9
I don't know	77 19.9	33 16.8	44 23.0	38 20.9	16 17.4	22 24.4	39 19.0	17 16.3	22 21.8
Sigma	387 100.0	196 100.0	191 100.0	182 100.0	92 100.0	90 100.0	205 100.0	104 100.0	101 100.0

Table 25  
 Q.12b/12c What Happens after the free trial period

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base: Aware of Free Offer Time Limit	245 100.0	124 100.0	121 100.0	108 100.0	54 100.0	54 100.0	137 100.0	70 100.0	67 100.0
You Are Charged/Billed/Must Pay (Net)	172 70.2	85 68.5	87 71.9	74 68.5	39 72.2	35 64.8	98 71.5	46 65.7	52 77.6
Charged Amount Per Time Period (Subnet)	44 18.0	19 15.3	25 20.7	21 19.4	8 14.8	13 24.1	23 16.8	11 15.7	12 17.9
Pay \$9.99 per month	1 0.4	1 0.8	- -	- -	- -	- -	1 0.7	1 1.4	- -
Pay \$17.95 per month	4 1.6	3 2.4	1 0.8	- -	- -	- -	4 2.9	3 4.3	1 1.5
Pay \$19.95 per month	17 6.9	6 4.8	11 9.1	- -	- -	- -	17 12.4	6 8.6	11 16.4
Pay \$39.99 per month	16 6.5	5 4.0	11 9.1	16 14.8	5 9.3	11 20.4	- -	- -	- -
Other mention both amount and time period	6 2.4	4 3.2	2 1.7	5 4.6	3 5.6	2 3.7	1 0.7	1 1.4	- -
Charged Amount - No Mention of Frequency (Subnet)	18 7.3	8 6.5	10 8.3	13 12.0	7 13.0	6 11.1	5 3.6	1 1.4	4 6.0
Pay \$19.95	4 1.6	- -	4 3.3	- -	- -	- -	4 2.9	- -	4 6.0
Pay \$39.99	4 1.6	3 2.4	1 0.8	4 3.7	3 5.6	1 1.9	- -	- -	- -
Pay \$99	4 1.6	2 1.6	2 1.7	4 3.7	2 3.7	2 3.7	- -	- -	- -
Other mention amount - not time period	6 2.4	3 2.4	3 2.5	5 4.6	2 3.7	3 5.6	1 0.7	1 1.4	- -
Charged Per Time Period - No Mention of Amount (Subnet)	30 12.2	14 11.3	16 13.2	9 8.3	4 7.4	5 9.3	21 15.3	10 14.3	11 16.4



Table 25  
 Q.12b/12c What Happens after the free trial period

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base: Aware of Free Offer Time Limit	245 100.0	124 100.0	121 100.0	108 100.0	54 100.0	54 100.0	137 100.0	70 100.0	67 100.0
You are charged monthly (no mention of amount)	22 9.0	10 8.1	12 9.9	8 7.4	4 7.4	4 7.4	14 10.2	6 8.6	8 11.9
Can choose monthly or annual service	6 2.4	3 2.4	3 2.5	1 0.9	- -	1 1.9	5 3.6	3 4.3	2 3.0
Other mentions of Time Period but not Amount	2 0.8	1 0.8	1 0.8	- -	- -	- -	2 1.5	1 1.4	1 1.5
Other Charged/Billed/Must Pay Mentions (Subnet)	93 38.0	52 41.9	41 33.9	36 33.3	22 40.7	14 25.9	57 41.6	30 42.9	27 40.3
You're charged/you have to pay n/s	44 18.0	29 23.4	15 12.4	16 14.8	14 25.9	2 3.7	28 20.4	15 21.4	13 19.4
Your credit card is charged/they start billing your credit card	20 8.2	10 8.1	10 8.3	4 3.7	2 3.7	2 3.7	16 11.7	8 11.4	8 11.9
You are charged if you don't cancel/You can cancel or start paying	17 6.9	8 6.5	9 7.4	8 7.4	4 7.4	4 7.4	9 6.6	4 5.7	5 7.5
Auto-debit starts/you are automatically charged	6 2.4	3 2.4	3 2.5	4 3.7	1 1.9	3 5.6	2 1.5	2 2.9	- -
There are different payment options/3 payment plans to choose from	3 1.2	2 1.6	1 0.8	- -	- -	- -	3 2.2	2 2.9	1 1.5
You are charged or it stops/is over	1 0.4	- -	1 0.8	1 0.9	- -	1 1.9	- -	- -	- -
Other Charged/Billed/Must Pay Mentions	7 2.9	3 2.4	4 3.3	5 4.6	2 3.7	3 5.6	2 1.5	1 1.4	1 1.5
Length of Trial Mentions (Net)	36 14.7	23 18.5	13 10.7	15 13.9	10 18.5	5 9.3	21 15.3	13 18.6	8 11.9
One week	21 8.6	13 10.5	8 6.6	8 7.4	5 9.3	3 5.6	13 9.5	8 11.4	5 7.5

Table 25  
 Q.12b/12c What Happens after the free trial period

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base: Aware of Free Offer Time Limit	245 100.0	124 100.0	121 100.0	108 100.0	54 100.0	54 100.0	137 100.0	70 100.0	67 100.0
Other Lengths of Trial (Sub-Net)	15 6.1	10 8.1	5 4.1	7 6.5	5 9.3	2 3.7	8 5.8	5 7.1	3 4.5
One month	9 3.7	6 4.8	3 2.5	4 3.7	4 7.4	- -	5 3.6	2 2.9	3 4.5
90 days	2 0.8	1 0.8	1 0.8	1 0.9	- -	1 1.9	1 0.7	1 1.4	- -
Other length of Trial mentions	4 1.6	3 2.4	1 0.8	2 1.9	1 1.9	1 1.9	2 1.5	2 2.9	- -
Miscellaneous									
You can cancel at any time	6 2.4	3 2.4	3 2.5	5 4.6	3 5.6	2 3.7	1 0.7	- -	1 1.5
You can cancel or continue n/s	4 1.6	2 1.6	2 1.7	2 1.9	- -	2 3.7	2 1.5	2 2.9	- -
Then you are required to sign up	1 0.4	1 0.8	- -	- -	- -	- -	1 0.7	1 1.4	- -
Other mentions	13 5.3	5 4.0	8 6.6	8 7.4	3 5.6	5 9.3	5 3.6	2 2.9	3 4.5
Nothing	1 0.4	1 0.8	- -	- -	- -	- -	1 0.7	1 1.4	- -
Don't know	21 8.6	10 8.1	11 9.1	11 10.2	3 5.6	8 14.8	10 7.3	7 10.0	3 4.5
No answer	2 0.8	- -	2 1.7	1 0.9	- -	1 1.9	1 0.7	- -	1 1.5

Table 26  
 Q.13a What to do when have questions about Free Trial Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Phone (Net)	178 42.2	99 46.7	79 37.6	113 54.6	59 56.7	54 52.4	65 30.2	40 37.0	25 23.4
Call/By phone n/s	78 18.5	44 20.8	34 16.2	44 21.3	26 25.0	18 17.5	34 15.8	18 16.7	16 15.0
Call/By phone to the free/800#	50 11.8	28 13.2	22 10.5	38 18.4	20 19.2	18 17.5	12 5.6	8 7.4	4 3.7
Call the number listed/the number shown	50 11.8	27 12.7	23 11.0	31 15.0	13 12.5	18 17.5	19 8.8	14 13.0	5 4.7
Online (Net)	138 32.7	77 36.3	61 29.0	55 26.6	30 28.8	25 24.3	83 38.6	47 43.5	36 33.6
Online n/s	29 6.9	16 7.5	13 6.2	16 7.7	11 10.6	5 4.9	13 6.0	5 4.6	8 7.5
Online chat	66 15.6	35 16.5	31 14.8	25 12.1	12 11.5	13 12.6	41 19.1	23 21.3	18 16.8
Use the website/at the website n/s	38 9.0	23 10.8	15 7.1	12 5.8	6 5.8	6 5.8	26 12.1	17 15.7	9 8.4
Use the link/There was a link	5 1.2	3 1.4	2 1.0	3 1.4	2 1.9	1 1.0	2 0.9	1 0.9	1 0.9
They have an FAQ list	1 0.2	1 0.5	- -	- -	- -	- -	1 0.5	1 0.9	- -
Other (Net)	136 32.2	63 29.7	73 34.8	69 33.3	38 36.5	31 30.1	67 31.2	25 23.1	42 39.3
Contact a Lawyer (Sub-Net)	10 2.4	4 1.9	6 2.9	3 1.4	2 1.9	1 1.0	7 3.3	2 1.9	5 4.7
Call a lawyer	3 0.7	1 0.5	2 1.0	1 0.5	1 1.0	- -	2 0.9	- -	2 1.9

Table 26  
 Q.13a What to do when have questions about Free Trial Offer

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
You can talk to their lawyers	7 1.7	3 1.4	4 1.9	2 1.0	1 1.0	1 1.0	5 2.3	2 1.9	3 2.8
Email	57 13.5	27 12.7	30 14.3	31 15.0	18 17.3	13 12.6	26 12.1	9 8.3	17 15.9
Contact them n/s	22 5.2	11 5.2	11 5.2	11 5.3	6 5.8	5 4.9	11 5.1	5 4.6	6 5.6
Contact customer service	16 3.8	10 4.7	6 2.9	11 5.3	7 6.7	4 3.9	5 2.3	3 2.8	2 1.9
They have a help line/help button	11 2.6	4 1.9	7 3.3	3 1.4	1 1.0	2 1.9	8 3.7	3 2.8	5 4.7
Other mentions	21 5.0	8 3.8	13 6.2	10 4.8	4 3.8	6 5.8	11 5.1	4 3.7	7 6.5
Don't know (Net)	77 18.2	28 13.2	49 23.3	31 15.0	10 9.6	21 20.4	46 21.4	18 16.7	28 26.2
None/Nothing	4 0.9	1 0.5	3 1.4	1 0.5	- -	1 1.0	3 1.4	1 0.9	2 1.9
Don't know	57 13.5	18 8.5	39 18.6	26 12.6	9 8.7	17 16.5	31 14.4	9 8.3	22 20.6
No answer	16 3.8	9 4.2	7 3.3	4 1.9	1 1.0	3 2.9	12 5.6	8 7.4	4 3.7

Table 27  
 Q.B13b/c Incorporation:How are going to proceed after seeing website

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Incorporation Service	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	-	-	-
Positive/Neutral Comments (Grand-Net)	158 76.3	84 80.8	74 71.8	158 76.3	84 80.8	74 71.8	-	-	-
Would Try It (Net)	45 21.7	28 26.9	17 16.5	45 21.7	28 26.9	17 16.5	-	-	-
Sign up for trail offer	8 3.9	5 4.8	3 2.9	8 3.9	5 4.8	3 2.9	-	-	-
Would try it n/s	10 4.8	4 3.8	6 5.8	10 4.8	4 3.8	6 5.8	-	-	-
Would use them (general)	9 4.3	6 5.8	3 2.9	9 4.3	6 5.8	3 2.9	-	-	-
Sign up n/s	7 3.4	5 4.8	2 1.9	7 3.4	5 4.8	2 1.9	-	-	-
Would file/complete the form/fill in the form	3 1.4	1 1.0	2 1.9	3 1.4	1 1.0	2 1.9	-	-	-
Order the forms/Print the forms	-	-	-	-	-	-	-	-	-
Sounds good/ok (general)	2 1.0	2 1.9	-	2 1.0	2 1.9	-	-	-	-
Would go through the (interview) process	2 1.0	1 1.0	1 1.0	2 1.0	1 1.0	1 1.0	-	-	-
Would get the read-only version	-	-	-	-	-	-	-	-	-
Like that it has chat feature	1 0.5	1 1.0	-	1 0.5	1 1.0	-	-	-	-
Other Would Try mentions	5 2.4	4 3.8	1 1.0	5 2.4	4 3.8	1 1.0	-	-	-

Table 27  
 Q.B13b/c Incorporation:How are going to proceed after seeing website

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Incorporation Service	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	-	-	-
Would Consider It (Net)	101 48.8	55 52.9	46 44.7	101 48.8	55 52.9	46 44.7	-	-	-
Look into it/research them further	37 17.9	18 17.3	19 18.4	37 17.9	18 17.3	19 18.4	-	-	-
Look at other sites/compare it to others	28 13.5	14 13.5	14 13.6	28 13.5	14 13.5	14 13.6	-	-	-
Might use them/would consider using them	30 14.5	18 17.3	12 11.7	30 14.5	18 17.3	12 11.7	-	-	-
Contact them	12 5.8	8 7.7	4 3.9	12 5.8	8 7.7	4 3.9	-	-	-
Save for reference/look again when I'm ready	5 2.4	-	5 4.9	5 2.4	-	5 4.9	-	-	-
Talk to friends/colleagues to see if they knew about them	3 1.4	3 2.9	-	3 1.4	3 2.9	-	-	-	-
Would go to their website	-	-	-	-	-	-	-	-	-
Talk to a lawyer about it	-	-	-	-	-	-	-	-	-
Very likely to try them/use them	3 1.4	2 1.9	1 1.0	3 1.4	2 1.9	1 1.0	-	-	-
Other Would Consider mentions	-	-	-	-	-	-	-	-	-
Miscellaneous									
Would keep looking/continue researching	15 7.2	3 2.9	12 11.7	15 7.2	3 2.9	12 11.7	-	-	-
Cancel after trail period	-	-	-	-	-	-	-	-	-

Table 27  
 Q.B13b/c Incorporation:How are going to proceed after seeing website

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Incorporation Service	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	-	-	-
Other Positive/Neutral mentions	7 3.4	2 1.9	5 4.9	7 3.4	2 1.9	5 4.9	-	-	-
Negative Comments (Grand-Net)	35 16.9	14 13.5	21 20.4	35 16.9	14 13.5	21 20.4	-	-	-
Would Not Be Interested/Wouldn't Use (Net)	35 16.9	14 13.5	21 20.4	35 16.9	14 13.5	21 20.4	-	-	-
Go somewhere else/use a different service	15 7.2	8 7.7	7 6.8	15 7.2	8 7.7	7 6.8	-	-	-
Wouldn't use it	5 2.4	3 2.9	2 1.9	5 2.4	3 2.9	2 1.9	-	-	-
Would use an actual attorney/lawyer	2 1.0	1 1.0	1 1.0	2 1.0	1 1.0	1 1.0	-	-	-
Wouldn't use because I don't like to give credit card info	-	-	-	-	-	-	-	-	-
Wouldn't use because it's misleading	3 1.4	-	3 2.9	3 1.4	-	3 2.9	-	-	-
Create my own/do it myself	1 0.5	-	1 1.0	1 0.5	-	1 1.0	-	-	-
Would look for a cheaper service	2 1.0	-	2 1.9	2 1.0	-	2 1.9	-	-	-
Other Would Not Be Interested mentions	10 4.8	4 3.8	6 5.8	10 4.8	4 3.8	6 5.8	-	-	-
Nothing	8 3.9	3 2.9	5 4.9	8 3.9	3 2.9	5 4.9	-	-	-
Don't know	5 2.4	4 3.8	1 1.0	5 2.4	4 3.8	1 1.0	-	-	-

Table 27  
 Q.B13b/c Incorporation:How are going to proceed after seeing website

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Incorporation Service	207 100.0	104 100.0	103 100.0	207 100.0	104 100.0	103 100.0	- -	- -	- -
No answer	3 1.4	- -	3 2.9	3 1.4	- -	3 2.9	- -	- -	- -



Table 28  
 Q.C13b/c Consumer Only:How are going to proceed after seeing website

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Consumer Service	215 100.0	108 100.0	107 100.0	-	-	-	215 100.0	108 100.0	107 100.0
Positive/Neutral Comments (Grand-Net)	158 73.5	81 75.0	77 72.0	-	-	-	158 73.5	81 75.0	77 72.0
Would Try It (Net)	85 39.5	44 40.7	41 38.3	-	-	-	85 39.5	44 40.7	41 38.3
Sign up for trail offer	25 11.6	14 13.0	11 10.3	-	-	-	25 11.6	14 13.0	11 10.3
Would try it n/s	13 6.0	8 7.4	5 4.7	-	-	-	13 6.0	8 7.4	5 4.7
Would use them (general)	9 4.2	5 4.6	4 3.7	-	-	-	9 4.2	5 4.6	4 3.7
Sign up n/s	8 3.7	6 5.6	2 1.9	-	-	-	8 3.7	6 5.6	2 1.9
Would file/complete the form/fill in the form	10 4.7	4 3.7	6 5.6	-	-	-	10 4.7	4 3.7	6 5.6
Order the forms/Print the forms	9 4.2	5 4.6	4 3.7	-	-	-	9 4.2	5 4.6	4 3.7
Sounds good/ok (general)	2 0.9	1 0.9	1 0.9	-	-	-	2 0.9	1 0.9	1 0.9
Would go through the (interview) process	2 0.9	-	2 1.9	-	-	-	2 0.9	-	2 1.9
Would get the read-only version	2 0.9	-	2 1.9	-	-	-	2 0.9	-	2 1.9
Like that it has chat feature	1 0.5	1 0.9	-	-	-	-	1 0.5	1 0.9	-
Other Would Try mentions	9 4.2	4 3.7	5 4.7	-	-	-	9 4.2	4 3.7	5 4.7

Table 28  
 Q.C13b/c Consumer Only:How are going to proceed after seeing website

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Consumer Service	215 100.0	108 100.0	107 100.0	- -	- -	- -	215 100.0	108 100.0	107 100.0
Would Consider It (Net)	70 32.6	35 32.4	35 32.7	- -	- -	- -	70 32.6	35 32.4	35 32.7
Look into it/research them further	22 10.2	8 7.4	14 13.1	- -	- -	- -	22 10.2	8 7.4	14 13.1
Look at other sites/compare it to others	17 7.9	8 7.4	9 8.4	- -	- -	- -	17 7.9	8 7.4	9 8.4
Might use them/would consider using them	13 6.0	6 5.6	7 6.5	- -	- -	- -	13 6.0	6 5.6	7 6.5
Contact them	8 3.7	5 4.6	3 2.8	- -	- -	- -	8 3.7	5 4.6	3 2.8
Save for reference/look again when I'm ready	3 1.4	2 1.9	1 0.9	- -	- -	- -	3 1.4	2 1.9	1 0.9
Talk to friends/colleagues to see if they knew about them	1 0.5	- -	1 0.9	- -	- -	- -	1 0.5	- -	1 0.9
Would go to their website	6 2.8	2 1.9	4 3.7	- -	- -	- -	6 2.8	2 1.9	4 3.7
Talk to a lawyer about it	5 2.3	3 2.8	2 1.9	- -	- -	- -	5 2.3	3 2.8	2 1.9
Very likely to try them/use them	1 0.5	1 0.9	- -	- -	- -	- -	1 0.5	1 0.9	- -
Other Would Consider mentions	3 1.4	3 2.8	- -	- -	- -	- -	3 1.4	3 2.8	- -
Miscellaneous									
Would keep looking/continue researching	7 3.3	3 2.8	4 3.7	- -	- -	- -	7 3.3	3 2.8	4 3.7
Cancel after trail period	2 0.9	1 0.9	1 0.9	- -	- -	- -	2 0.9	1 0.9	1 0.9

Table 28  
 Q.C13b/c Consumer Only:How are going to proceed after seeing website

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Consumer Service	215 100.0	108 100.0	107 100.0	-	-	-	215 100.0	108 100.0	107 100.0
Other Positive/Neutral mentions	2 0.9	-	2 1.9	-	-	-	2 0.9	-	2 1.9
Negative Comments (Grand-Net)	37 17.2	18 16.7	19 17.8	-	-	-	37 17.2	18 16.7	19 17.8
Would Not Be Interested/Wouldn't Use (Net)	37 17.2	18 16.7	19 17.8	-	-	-	37 17.2	18 16.7	19 17.8
Go somewhere else/use a different service	15 7.0	8 7.4	7 6.5	-	-	-	15 7.0	8 7.4	7 6.5
Wouldn't use it	6 2.8	2 1.9	4 3.7	-	-	-	6 2.8	2 1.9	4 3.7
Would use an actual attorney/lawyer	2 0.9	-	2 1.9	-	-	-	2 0.9	-	2 1.9
Wouldn't use because I don't like to give credit card info	4 1.9	1 0.9	3 2.8	-	-	-	4 1.9	1 0.9	3 2.8
Wouldn't use because it's misleading	-	-	-	-	-	-	-	-	-
Create my own/do it myself	2 0.9	2 1.9	-	-	-	-	2 0.9	2 1.9	-
Would look for a cheaper service	1 0.5	1 0.9	-	-	-	-	1 0.5	1 0.9	-
Other Would Not Be Interested mentions	8 3.7	4 3.7	4 3.7	-	-	-	8 3.7	4 3.7	4 3.7
Nothing	5 2.3	-	5 4.7	-	-	-	5 2.3	-	5 4.7
Don't know	6 2.8	4 3.7	2 1.9	-	-	-	6 2.8	4 3.7	2 1.9

Table 28  
 Q.C13b/c Consumer Only:How are going to proceed after seeing website

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Consumer Service	215 100.0	108 100.0	107 100.0	- -	- -	- -	215 100.0	108 100.0	107 100.0
No answer	12 5.6	6 5.6	6 5.6	- -	- -	- -	12 5.6	6 5.6	6 5.6

Table 29  
 Q.14a Decision of how to proceed after seeing website

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Take the free trial (includes free processing)	53 12.6	29 13.7	24 11.4	53 25.6	29 27.9	24 23.3	- -	- -	- -
Take the free trial (includes access to all Rocket Lawyer forms)	86 20.4	45 21.2	41 19.5	- -	- -	- -	86 40.0	45 41.7	41 38.3
Continue searching on other online legal service sites	136 32.2	66 31.1	70 33.3	85 41.1	38 36.5	47 45.6	51 23.7	28 25.9	23 21.5
Ask other people about the service	44 10.4	26 12.3	18 8.6	29 14.0	15 14.4	14 13.6	15 7.0	11 10.2	4 3.7
Decide not to buy an online legal service	23 5.5	9 4.2	14 6.7	6 2.9	3 2.9	3 2.9	17 7.9	6 5.6	11 10.3
Pay for incorporation services (without free trial - \$99.95)	14 3.3	10 4.7	4 1.9	14 6.8	10 9.6	4 3.9	- -	- -	- -
Buy the form (without the free trial)	6 1.4	3 1.4	3 1.4	- -	- -	- -	6 2.8	3 2.8	3 2.8
Enroll in a monthly plan (access to all forms and help from attorneys for \$17.95 per month, includes attorney review of forms after 90 days)	8 1.9	4 1.9	4 1.9	- -	- -	- -	8 3.7	4 3.7	4 3.7
Enroll in an annual plan (access to all forms and attorney services immediately for \$9.99 a month when prepaying for one year)	10 2.4	2 0.9	8 3.8	- -	- -	- -	10 4.7	2 1.9	8 7.5
Other specify:	18 4.3	9 4.2	9 4.3	10 4.8	5 4.8	5 4.9	8 3.7	4 3.7	4 3.7
I don't know	24 5.7	9 4.2	15 7.1	10 4.8	4 3.8	6 5.8	14 6.5	5 4.6	9 8.4
Sigma	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0

Table 30  
 Q.14b-1/2 Why Decided how to proceed after seeing website - Take the "Free Trial"

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Decision made after seeing website - Take the "Free Trial"	139 100.0	74 100.0	65 100.0	53 100.0	29 100.0	24 100.0	86 100.0	45 100.0	41 100.0
Positive/Neutral Comments (Net)	136 97.8	71 95.9	65 100.0	52 98.1	28 96.6	24 100.0	84 97.7	43 95.6	41 100.0
Inexpensive (Net)	51 36.7	23 31.1	28 43.1	21 39.6	9 31.0	12 50.0	30 34.9	14 31.1	16 39.0
It's free	34 24.5	15 20.3	19 29.2	11 20.8	5 17.2	6 25.0	23 26.7	10 22.2	13 31.7
Good deal/not expensive	8 5.8	3 4.1	5 7.7	6 11.3	3 10.3	3 12.5	2 2.3	- -	2 4.9
Nothing to lose/No risk involved	6 4.3	4 5.4	2 3.1	- -	- -	- -	6 7.0	4 8.9	2 4.9
Not charged if cancel	2 1.4	- -	2 3.1	2 3.8	- -	2 8.3	- -	- -	- -
Other Inexpensive mentions	2 1.4	1 1.4	1 1.5	2 3.8	1 3.4	1 4.2	- -	- -	- -
Convenient (Net)	23 16.5	15 20.3	8 12.3	9 17.0	6 20.7	3 12.5	14 16.3	9 20.0	5 12.2
Easy to use	20 14.4	13 17.6	7 10.8	7 13.2	5 17.2	2 8.3	13 15.1	8 17.8	5 12.2
Fast	5 3.6	4 5.4	1 1.5	3 5.7	2 6.9	1 4.2	2 2.3	2 4.4	- -
Other Convenient mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -
Useful (Net)	23 16.5	11 14.9	12 18.5	2 3.8	1 3.4	1 4.2	21 24.4	10 22.2	11 26.8
It's what I'm looking for/the kind of service I need	11 7.9	3 4.1	8 12.3	1 1.9	- -	1 4.2	10 11.6	3 6.7	7 17.1

Table 30  
 Q.14b-1/2 Why Decided how to proceed after seeing website - Take the "Free Trial"

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Decision made after seeing website - Take the "Free Trial"	139 100.0	74 100.0	65 100.0	53 100.0	29 100.0	24 100.0	86 100.0	45 100.0	41 100.0
Want to use the forms/get the forms	9 6.5	6 8.1	3 4.6	- -	- -	- -	9 10.5	6 13.3	3 7.3
Get to ask questions/get legal assistance	5 3.6	2 2.7	3 4.6	1 1.9	1 3.4	- -	4 4.7	1 2.2	3 7.3
Miscellaneous Positive Mentions									
Sounds good (general)	8 5.8	7 9.5	1 1.5	5 9.4	4 13.8	1 4.2	3 3.5	3 6.7	- -
To try it out (general)/See if I like it/If it's useful	27 19.4	15 20.3	12 18.5	8 15.1	5 17.2	3 12.5	19 22.1	10 22.2	9 22.0
Like to try (things) before joining/buying	16 11.5	10 13.5	6 9.2	7 13.2	4 13.8	3 12.5	9 10.5	6 13.3	3 7.3
Don't need for more than trial/would use it once and cancel	7 5.0	2 2.7	5 7.7	- -	- -	- -	7 8.1	2 4.4	5 12.2
It's visually appealing/looks nice/popped out at me	7 5.0	1 1.4	6 9.2	1 1.9	- -	1 4.2	6 7.0	1 2.2	5 12.2
Looks reputable/respectable	3 2.2	2 2.7	1 1.5	3 5.7	2 6.9	1 4.2	- -	- -	- -
Other Positive mentions	13 9.4	5 6.8	8 12.3	4 7.5	1 3.4	3 12.5	9 10.5	4 8.9	5 12.2
Negative Comments (Net)	1 0.7	1 1.4	- -	- -	- -	- -	1 1.2	1 2.2	- -
All Negative comments	1 0.7	1 1.4	- -	- -	- -	- -	1 1.2	1 2.2	- -
Don't know	2 1.4	2 2.7	- -	1 1.9	1 3.4	- -	1 1.2	1 2.2	- -

Table 31  
 Q.14c Why did not choose 'Free Trial'

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Did not choose 'Free Trial'	283 100.0	138 100.0	145 100.0	154 100.0	75 100.0	79 100.0	129 100.0	63 100.0	66 100.0
Positive/Neutral Comments (Net)	13 4.6	7 5.1	6 4.1	9 5.8	4 5.3	5 6.3	4 3.1	3 4.8	1 1.5
Positive comments (misunderstood question?)	13 4.6	7 5.1	6 4.1	9 5.8	4 5.3	5 6.3	4 3.1	3 4.8	1 1.5
Negative Comments (Grand-Net)	245 86.6	123 89.1	122 84.1	134 87.0	68 90.7	66 83.5	111 86.0	55 87.3	56 84.8
Cost Related (Net)	30 10.6	14 10.1	16 11.0	18 11.7	9 12.0	9 11.4	12 9.3	5 7.9	7 10.6
It's not (really) free (general)/Nothing in life is free	19 6.7	7 5.1	12 8.3	10 6.5	4 5.3	6 7.6	9 7.0	3 4.8	6 9.1
Not clear how you stop the charges/how you cancel it/may be hard to cancel	12 4.2	8 5.8	4 2.8	8 5.2	5 6.7	3 3.8	4 3.1	3 4.8	1 1.5
Would Not Choose RL Services (Net)	22 7.8	10 7.2	12 8.3	12 7.8	6 8.0	6 7.6	10 7.8	4 6.3	6 9.1
Have to pay for it after the trial/End up paying anyway	12 4.2	5 3.6	7 4.8	5 3.2	3 4.0	2 2.5	7 5.4	2 3.2	5 7.6
Concerned may get charged even though it says free	5 1.8	2 1.4	3 2.1	3 1.9	1 1.3	2 2.5	2 1.6	1 1.6	1 1.5
Too expensive	5 1.8	3 2.2	2 1.4	4 2.6	2 2.7	2 2.5	1 0.8	1 1.6	- -
Would Not Choose RL 'Free Trial' But will Pay for Services (Net)	9 3.2	5 3.6	4 2.8	7 4.5	4 5.3	3 3.8	2 1.6	1 1.6	1 1.5
Don't want to be locked in/stuck in paying for the service	3 1.1	1 0.7	2 1.4	2 1.3	1 1.3	1 1.3	1 0.8	- -	1 1.5
There are fees even with the free trial	2 0.7	1 0.7	1 0.7	2 1.3	1 1.3	1 1.3	- -	- -	- -



Table 31  
 Q.14c Why did not choose 'Free Trial'

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Did not choose 'Free Trial'	283 100.0	138 100.0	145 100.0	154 100.0	75 100.0	79 100.0	129 100.0	63 100.0	66 100.0
Other Cost Related mentions	4 1.4	3 2.2	1 0.7	3 1.9	2 2.7	1 1.3	1 0.8	1 1.6	- -
Limited Need for Service (Net)	34 12.0	19 13.8	15 10.3	16 10.4	9 12.0	7 8.9	18 14.0	10 15.9	8 12.1
Not needed/don't need the service now/not ready for it yet	30 10.6	15 10.9	15 10.3	15 9.7	8 10.7	7 8.9	15 11.6	7 11.1	8 12.1
Didn't mention the kind of service I need	2 0.7	2 1.4	- -	1 0.6	1 1.3	- -	1 0.8	1 1.6	- -
Only need it for a short/limited time	1 0.4	1 0.7	- -	- -	- -	- -	1 0.8	1 1.6	- -
Other Limited Need mentions	1 0.4	1 0.7	- -	- -	- -	- -	1 0.8	1 1.6	- -
Skeptical About Offer (Net)	32 11.3	16 11.6	16 11.0	20 13.0	9 12.0	11 13.9	12 9.3	7 11.1	5 7.6
Am leery of free trials/don't like to use free trial offers	14 4.9	8 5.8	6 4.1	9 5.8	4 5.3	5 6.3	5 3.9	4 6.3	1 1.5
Don't trust free trials	6 2.1	2 1.4	4 2.8	4 2.6	2 2.7	2 2.5	2 1.6	- -	2 3.0
There is always a catch/a trap on these kinds of things	5 1.8	2 1.4	3 2.1	1 0.6	- -	1 1.3	4 3.1	2 3.2	2 3.0
Don't believe the offer/it's not credible (general)	4 1.4	2 1.4	2 1.4	3 1.9	1 1.3	2 2.5	1 0.8	1 1.6	- -
You get what you pay for	3 1.1	2 1.4	1 0.7	3 1.9	2 2.7	1 1.3	- -	- -	- -
Need More Information/Research Before Deciding (Net)	54 19.1	31 22.5	23 15.9	36 23.4	18 24.0	18 22.8	18 14.0	13 20.6	5 7.6

Table 31  
 Q.14c Why did not choose 'Free Trial'

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Did not choose 'Free Trial'	283 100.0	138 100.0	145 100.0	154 100.0	75 100.0	79 100.0	129 100.0	63 100.0	66 100.0
Need to compare with others (general)	26 9.2	12 8.7	14 9.7	14 9.1	5 6.7	9 11.4	12 9.3	7 11.1	5 7.6
Need more information/want to do moreresearch	23 8.1	16 11.6	7 4.8	18 11.7	11 14.7	7 8.9	5 3.9	5 7.9	- -
Other Need More Information mentions	5 1.8	3 2.2	2 1.4	4 2.6	2 2.7	2 2.5	1 0.8	1 1.6	- -
Miscellaneous									
Don't like it/don't want it (general)	8 2.8	3 2.2	5 3.4	4 2.6	2 2.7	2 2.5	4 3.1	1 1.6	3 4.5
Don't want to give my credit card information	22 7.8	10 7.2	12 8.3	4 2.6	2 2.7	2 2.5	18 14.0	8 12.7	10 15.2
Don't want to have to (remember to) cancel	9 3.2	4 2.9	5 3.4	4 2.6	1 1.3	3 3.8	5 3.9	3 4.8	2 3.0
Trial term too short/One week isn't long enough	9 3.2	6 4.3	3 2.1	7 4.5	5 6.7	2 2.5	2 1.6	1 1.6	1 1.5
Would rather (just) go ahead and get it/not bother with the trial period	7 2.5	3 2.2	4 2.8	4 2.6	3 4.0	1 1.3	3 2.3	- -	3 4.5
Results in my getting (more/lots of) emails/solicitations	4 1.4	2 1.4	2 1.4	1 0.6	1 1.3	- -	3 2.3	1 1.6	2 3.0
Concerned the quality of the work may not be valid/hold up in court	4 1.4	2 1.4	2 1.4	4 2.6	2 2.7	2 2.5	- -	- -	- -
May try later/Just not now/Will wait a while	3 1.1	1 0.7	2 1.4	1 0.6	- -	1 1.3	2 1.6	1 1.6	1 1.5
Too much trouble/hassle/not easy to do	3 1.1	3 2.2	- -	1 0.6	1 1.3	- -	2 1.6	2 3.2	- -
Didn't see/notice that there was a free trial	2 0.7	1 0.7	1 0.7	2 1.3	1 1.3	1 1.3	- -	- -	- -

Table 31  
 Q.14c Why did not choose 'Free Trial'

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Did not choose 'Free Trial'	283 100.0	138 100.0	145 100.0	154 100.0	75 100.0	79 100.0	129 100.0	63 100.0	66 100.0
Other mentions	17 6.0	6 4.3	11 7.6	9 5.8	4 5.3	5 6.3	8 6.2	2 3.2	6 9.1
Nothing	2 0.7	- -	2 1.4	1 0.6	- -	1 1.3	1 0.8	- -	1 1.5
Don't know	15 5.3	4 2.9	11 7.6	8 5.2	3 4.0	5 6.3	7 5.4	1 1.6	6 9.1
No answer	8 2.8	4 2.9	4 2.8	2 1.3	- -	2 2.5	6 4.7	4 6.3	2 3.0

Table 32  
 Q.14c Why did not choose 'Free Trial' but will Pay For Services

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Did not choose 'Free Trial'	39 100.0	20 100.0	19 100.0	22 100.0	12 100.0	10 100.0	17 100.0	8 100.0	9 100.0
Positive/Neutral Comments (Net)	-	-	-	-	-	-	-	-	-
Positive comments (misunderstood question?)	-	-	-	-	-	-	-	-	-
Negative Comments (Grand-Net)	39 100.0	20 100.0	19 100.0	22 100.0	12 100.0	10 100.0	17 100.0	8 100.0	9 100.0
Cost Related (Net)	-	-	-	-	-	-	-	-	-
It's not (really) free (general)/Nothing in life is free	-	-	-	-	-	-	-	-	-
Not clear how you stop the charges/how you cancel it/may be hard to cancel	-	-	-	-	-	-	-	-	-
Would Not Choose RL Services (Net)	-	-	-	-	-	-	-	-	-
Have to pay for it after the trial/End up paying anyway	-	-	-	-	-	-	-	-	-
Concerned may get charged even though it says free	-	-	-	-	-	-	-	-	-
Too expensive	-	-	-	-	-	-	-	-	-
Would Not Choose RL 'Free Trial' But will Pay for Services (Net)	9 23.1	5 25.0	4 21.1	7 31.8	4 33.3	3 30.0	2 11.8	1 12.5	1 11.1
Don't want to be locked in/stuck in paying for the service	3 7.7	1 5.0	2 10.5	2 9.1	1 8.3	1 10.0	1 5.9	-	1 11.1
There are fees even with the free trial	2 5.1	1 5.0	1 5.3	2 9.1	1 8.3	1 10.0	-	-	-

Table 32  
 Q.14c Why did not choose 'Free Trial' but will Pay For Services

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Did not choose 'Free Trial'	39 100.0	20 100.0	19 100.0	22 100.0	12 100.0	10 100.0	17 100.0	8 100.0	9 100.0
Other Cost Related mentions	4 10.3	3 15.0	1 5.3	3 13.6	2 16.7	1 10.0	1 5.9	1 12.5	- -
Limited Need for Service (Net)	30 76.9	15 75.0	15 78.9	15 68.2	8 66.7	7 70.0	15 88.2	7 87.5	8 88.9
Not needed/don't need the service now/not ready for it yet	30 76.9	15 75.0	15 78.9	15 68.2	8 66.7	7 70.0	15 88.2	7 87.5	8 88.9
Didn't mention the kind of service I need	- -	- -	- -	- -	- -	- -	- -	- -	- -
Only need it for a short/limited time	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other Limited Need mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -
Skeptical About Offer (Net)	- -	- -	- -	- -	- -	- -	- -	- -	- -
Am leery of free trials/don't like to use free trial offers	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't trust free trials	- -	- -	- -	- -	- -	- -	- -	- -	- -
There is always a catch/a trap on these kinds of things	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't believe the offer/it's not credible (general)	- -	- -	- -	- -	- -	- -	- -	- -	- -
You get what you pay for	- -	- -	- -	- -	- -	- -	- -	- -	- -
Need More Information/Research Before Deciding (Net)	3 7.7	2 10.0	1 5.3	3 13.6	2 16.7	1 10.0	- -	- -	- -

Table 32  
 Q.14c Why did not choose 'Free Trial' but will Pay For Services

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Did not choose 'Free Trial'	39 100.0	20 100.0	19 100.0	22 100.0	12 100.0	10 100.0	17 100.0	8 100.0	9 100.0
Need to compare with others (general)	2 5.1	1 5.0	1 5.3	2 9.1	1 8.3	1 10.0	- -	- -	- -
Need more information/want to do moreresearch	1 2.6	1 5.0	- -	1 4.5	1 8.3	- -	- -	- -	- -
Other Need More Information mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -
Miscellaneous									
Don't like it/don't want it (general)	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't want to give my credit card information	1 2.6	1 5.0	- -	- -	- -	- -	1 5.9	1 12.5	- -
Don't want to have to (remember to) cancel	2 5.1	- -	2 10.5	2 9.1	- -	2 20.0	- -	- -	- -
Trial term too short/One week isn't long enough	1 2.6	1 5.0	- -	1 4.5	1 8.3	- -	- -	- -	- -
Would rather (just) go ahead and get it/not bother with the trial period	- -	- -	- -	- -	- -	- -	- -	- -	- -
Results in my getting (more/lots of) emails/solicitations	- -	- -	- -	- -	- -	- -	- -	- -	- -
Concerned the quality of the work may not be valid/hold up in court	- -	- -	- -	- -	- -	- -	- -	- -	- -
May try later/Just not now/Will wait a while	- -	- -	- -	- -	- -	- -	- -	- -	- -
Too much trouble/hassle/not easy to do	- -	- -	- -	- -	- -	- -	- -	- -	- -
Didn't see/notice that there was a free trial	- -	- -	- -	- -	- -	- -	- -	- -	- -

Table 32  
 Q.14c Why did not choose 'Free Trial' but will Pay For Services

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Did not choose 'Free Trial'	39	20	19	22	12	10	17	8	9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Other mentions	-	-	-	-	-	-	-	-	-
Nothing	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-
No answer	-	-	-	-	-	-	-	-	-

Table 33  
 Q.14e Top Most Important Factors when deciding to use Online Legal Service

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Price	97 23.0	54 25.5	43 20.5	44 21.3	20 19.2	24 23.3	53 24.7	34 31.5	19 17.8
Advertisement	8 1.9	6 2.8	2 1.0	5 2.4	3 2.9	2 1.9	3 1.4	3 2.8	- -
Customer reviews	69 16.4	36 17.0	33 15.7	37 17.9	21 20.2	16 15.5	32 14.9	15 13.9	17 15.9
Brand name	17 4.0	7 3.3	10 4.8	8 3.9	5 4.8	3 2.9	9 4.2	2 1.9	7 6.5
Recommendations from colleagues	78 18.5	36 17.0	42 20.0	47 22.7	22 21.2	25 24.3	31 14.4	14 13.0	17 15.9
Personal experience on the website	48 11.4	26 12.3	22 10.5	22 10.6	13 12.5	9 8.7	26 12.1	13 12.0	13 12.1
Opportunity to try the service for free	67 15.9	36 17.0	31 14.8	25 12.1	14 13.5	11 10.7	42 19.5	22 20.4	20 18.7
Others (Grand Net)	38 9.0	11 5.2	27 12.9	19 9.2	6 5.8	13 12.6	19 8.8	5 4.6	14 13.1
Cost Related (Net)	5 1.2	1 0.5	4 1.9	2 1.0	1 1.0	1 1.0	3 1.4	- -	3 2.8
Price/Cost	1 0.2	- -	1 0.5	- -	- -	- -	1 0.5	- -	1 0.9
Free trial	1 0.2	1 0.5	- -	1 0.5	1 1.0	- -	- -	- -	- -
No (hidden) fees	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other Cost mentions	3 0.7	- -	3 1.4	1 0.5	- -	1 1.0	2 0.9	- -	2 1.9



Table 33  
 Q.14e Top Most Important Factors when deciding to use Online Legal Service

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Evaluations of Others (Net)	7 1.7	2 0.9	5 2.4	2 1.0	1 1.0	1 1.0	5 2.3	1 0.9	4 3.7
Recommendations	1 0.2	- -	1 0.5	- -	- -	- -	1 0.5	- -	1 0.9
Customer reviews	1 0.2	1 0.5	- -	1 0.5	1 1.0	- -	- -	- -	- -
Good reputation	2 0.5	- -	2 1.0	- -	- -	- -	2 0.9	- -	2 1.9
Endorsements	1 0.2	- -	1 0.5	- -	- -	- -	1 0.5	- -	1 0.9
BBB Rating	1 0.2	- -	1 0.5	1 0.5	- -	1 1.0	- -	- -	- -
Are they approved/certified	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other Evaluations mentions	1 0.2	1 0.5	- -	- -	- -	- -	1 0.5	1 0.9	- -
Security (Net)	7 1.7	3 1.4	4 1.9	1 0.5	- -	1 1.0	6 2.8	3 2.8	3 2.8
Security (general)	4 0.9	1 0.5	3 1.4	1 0.5	- -	1 1.0	3 1.4	1 0.9	2 1.9
No credit card requirement	3 0.7	2 0.9	1 0.5	- -	- -	- -	3 1.4	2 1.9	1 0.9
Other Security mentions	1 0.2	1 0.5	- -	- -	- -	- -	1 0.5	1 0.9	- -
Website Quality (Net)	4 0.9	2 0.9	2 1.0	3 1.4	1 1.0	2 1.9	1 0.5	1 0.9	- -

Table 33  
 Q.14e Top Most Important Factors when deciding to use Online Legal Service

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Looks/Feel of website/Website quality	1 0.2	1 0.5	- -	- -	- -	- -	1 0.5	1 0.9	- -
Clarity/fullness of description of the services	1 0.2	- -	1 0.5	1 0.5	- -	1 1.0	- -	- -	- -
How informative site is	2 0.5	1 0.5	1 0.5	2 1.0	1 1.0	1 1.0	- -	- -	- -
Availability of online help/chat line	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other Website Quality mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -
Legitimacy (Net)	10 2.4	2 0.9	8 3.8	6 2.9	2 1.9	4 3.9	4 1.9	- -	4 3.7
Legally accurate/legally binding	4 0.9	2 0.9	2 1.0	2 1.0	2 1.9	- -	2 0.9	- -	2 1.9
Honesty/Trust	3 0.7	- -	3 1.4	1 0.5	- -	1 1.0	2 0.9	- -	2 1.9
Are they legitimate/credible	3 0.7	- -	3 1.4	3 1.4	- -	3 2.9	- -	- -	- -
History/their record/how much experience they have	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other Legitimacy mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -
Miscellaneous									
Ease of use	3 0.7	- -	3 1.4	1 0.5	- -	1 1.0	2 0.9	- -	2 1.9
Quality of the service (general)	1 0.2	- -	1 0.5	1 0.5	- -	1 1.0	- -	- -	- -

Table 33  
 Q.14e Top Most Important Factors when deciding to use Online Legal Service

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Support quality	2 0.5	1 0.5	1 0.5	2 1.0	1 1.0	1 1.0	- -	- -	- -
Guarantees	2 0.5	1 0.5	1 0.5	2 1.0	1 1.0	1 1.0	- -	- -	- -
The name of the site	- -	- -	- -	- -	- -	- -	- -	- -	- -
Whether I need it	2 0.5	1 0.5	1 0.5	- -	- -	- -	2 0.9	1 0.9	1 0.9
Access to lawyers	- -	- -	- -	- -	- -	- -	- -	- -	- -
Need to review others also	2 0.5	2 0.9	- -	2 1.0	2 1.9	- -	- -	- -	- -
Other mentions	4 0.9	1 0.5	3 1.4	2 1.0	1 1.0	1 1.0	2 0.9	- -	2 1.9
Nothing	- -	- -	- -	- -	- -	- -	- -	- -	- -
No answer	- -	- -	- -	- -	- -	- -	- -	- -	- -

Table 34  
 Q.14e Second Most Important Factors when deciding to use Online Legal Service

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Price	91 21.6	49 23.1	42 20.0	44 21.3	27 26.0	17 16.5	47 21.9	22 20.4	25 23.4
Advertisement	9 2.1	6 2.8	3 1.4	3 1.4	2 1.9	1 1.0	6 2.8	4 3.7	2 1.9
Customer reviews	89 21.1	39 18.4	50 23.8	48 23.2	18 17.3	30 29.1	41 19.1	21 19.4	20 18.7
Brand name	38 9.0	17 8.0	21 10.0	20 9.7	8 7.7	12 11.7	18 8.4	9 8.3	9 8.4
Recommendations from colleagues	61 14.5	30 14.2	31 14.8	31 15.0	16 15.4	15 14.6	30 14.0	14 13.0	16 15.0
Personal experience on the website	50 11.8	27 12.7	23 11.0	18 8.7	10 9.6	8 7.8	32 14.9	17 15.7	15 14.0
Opportunity to try the service for free	56 13.3	25 11.8	31 14.8	30 14.5	14 13.5	16 15.5	26 12.1	11 10.2	15 14.0
Others (Grand Net)	28 6.6	19 9.0	9 4.3	13 6.3	9 8.7	4 3.9	15 7.0	10 9.3	5 4.7
Cost Related (Net)	5 1.2	4 1.9	1 0.5	3 1.4	3 2.9	-	2 0.9	1 0.9	1 0.9
Price/Cost	4 0.9	3 1.4	1 0.5	3 1.4	3 2.9	-	1 0.5	-	1 0.9
Free trial	2 0.5	2 0.9	-	1 0.5	1 1.0	-	1 0.5	1 0.9	-
No (hidden) fees	-	-	-	-	-	-	-	-	-
Other Cost mentions	-	-	-	-	-	-	-	-	-

Table 34  
 Q.14e Second Most Important Factors when deciding to use Online Legal Service

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Evaluations of Others (Net)	11 2.6	6 2.8	5 2.4	6 2.9	4 3.8	2 1.9	5 2.3	2 1.9	3 2.8
Recommendations	2 0.5	1 0.5	1 0.5	1 0.5	1 1.0	- -	1 0.5	- -	1 0.9
Customer reviews	3 0.7	2 0.9	1 0.5	3 1.4	2 1.9	1 1.0	- -	- -	- -
Good reputation	2 0.5	1 0.5	1 0.5	- -	- -	- -	2 0.9	1 0.9	1 0.9
Endorsements	1 0.2	- -	1 0.5	1 0.5	- -	1 1.0	- -	- -	- -
BBB Rating	2 0.5	2 0.9	- -	2 1.0	2 1.9	- -	- -	- -	- -
Are they approved/certified	2 0.5	1 0.5	1 0.5	- -	- -	- -	2 0.9	1 0.9	1 0.9
Other Evaluations mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -
Security (Net)	3 0.7	2 0.9	1 0.5	1 0.5	1 1.0	- -	2 0.9	1 0.9	1 0.9
Security (general)	2 0.5	2 0.9	- -	1 0.5	1 1.0	- -	1 0.5	1 0.9	- -
No credit card requirement	1 0.2	- -	1 0.5	- -	- -	- -	1 0.5	- -	1 0.9
Other Security mentions	1 0.2	1 0.5	- -	- -	- -	- -	1 0.5	1 0.9	- -
Website Quality (Net)	4 0.9	4 1.9	- -	1 0.5	1 1.0	- -	3 1.4	3 2.8	- -

Table 34  
 Q.14e Second Most Important Factors when deciding to use Online Legal Service

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Looks/Feel of website/Website quality	1 0.2	1 0.5	- -	- -	- -	- -	1 0.5	1 0.9	- -
Clarity/fullness of description of the services	2 0.5	2 0.9	- -	- -	- -	- -	2 0.9	2 1.9	- -
How informative site is	1 0.2	1 0.5	- -	1 0.5	1 1.0	- -	- -	- -	- -
Availability of online help/chat line	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other Website Quality mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -
Legitimacy (Net)	5 1.2	1 0.5	4 1.9	2 1.0	1 1.0	1 1.0	3 1.4	- -	3 2.8
Legally accurate/legally binding	2 0.5	1 0.5	1 0.5	1 0.5	1 1.0	- -	1 0.5	- -	1 0.9
Honesty/Trust	2 0.5	- -	2 1.0	- -	- -	- -	2 0.9	- -	2 1.9
Are they legitimate/credible	1 0.2	- -	1 0.5	1 0.5	- -	1 1.0	- -	- -	- -
History/their record/how much experience they have	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other Legitimacy mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -
Miscellaneous									
Ease of use	4 0.9	3 1.4	1 0.5	- -	- -	- -	4 1.9	3 2.8	1 0.9
Quality of the service (general)	- -	- -	- -	- -	- -	- -	- -	- -	- -

Table 34  
 Q.14e Second Most Important Factors when deciding to use Online Legal Service

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Support quality	2 0.5	1 0.5	1 0.5	2 1.0	1 1.0	1 1.0	- -	- -	- -
Guarantees	1 0.2	1 0.5	- -	1 0.5	1 1.0	- -	- -	- -	- -
The name of the site	- -	- -	- -	- -	- -	- -	- -	- -	- -
Whether I need it	- -	- -	- -	- -	- -	- -	- -	- -	- -
Access to lawyers	- -	- -	- -	- -	- -	- -	- -	- -	- -
Need to review others also	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other mentions	6 1.4	5 2.4	1 0.5	2 1.0	1 1.0	1 1.0	4 1.9	4 3.7	- -
Nothing	- -	- -	- -	- -	- -	- -	- -	- -	- -
No answer	1 0.2	1 0.5	- -	1 0.5	1 1.0	- -	- -	- -	- -

Table 35  
 Q.14e Third Most Important Factors when deciding to use Online Legal Service

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Price	86 20.4	35 16.5	51 24.3	42 20.3	19 18.3	23 22.3	44 20.5	16 14.8	28 26.2
Advertisement	10 2.4	3 1.4	7 3.3	6 2.9	3 2.9	3 2.9	4 1.9	- -	4 3.7
Customer reviews	90 21.3	50 23.6	40 19.0	40 19.3	19 18.3	21 20.4	50 23.3	31 28.7	19 17.8
Brand name	44 10.4	23 10.8	21 10.0	21 10.1	10 9.6	11 10.7	23 10.7	13 12.0	10 9.3
Recommendations from colleagues	55 13.0	26 12.3	29 13.8	34 16.4	18 17.3	16 15.5	21 9.8	8 7.4	13 12.1
Personal experience on the website	52 12.3	28 13.2	24 11.4	26 12.6	13 12.5	13 12.6	26 12.1	15 13.9	11 10.3
Opportunity to try the service for free	63 14.9	35 16.5	28 13.3	30 14.5	18 17.3	12 11.7	33 15.3	17 15.7	16 15.0
Others (Grand Net)	22 5.2	12 5.7	10 4.8	8 3.9	4 3.8	4 3.9	14 6.5	8 7.4	6 5.6
Cost Related (Net)	1 0.2	1 0.5	- -	1 0.5	1 1.0	- -	- -	- -	- -
Price/Cost	1 0.2	1 0.5	- -	1 0.5	1 1.0	- -	- -	- -	- -
Free trial	- -	- -	- -	- -	- -	- -	- -	- -	- -
No (hidden) fees	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other Cost mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -



Table 35  
 Q.14e Third Most Important Factors when deciding to use Online Legal Service

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Evaluations of Others (Net)	8 1.9	5 2.4	3 1.4	5 2.4	3 2.9	2 1.9	3 1.4	2 1.9	1 0.9
Recommendations	1 0.2	1 0.5	- -	1 0.5	1 1.0	- -	- -	- -	- -
Customer reviews	4 0.9	2 0.9	2 1.0	3 1.4	2 1.9	1 1.0	1 0.5	- -	1 0.9
Good reputation	- -	- -	- -	- -	- -	- -	- -	- -	- -
Endorsements	1 0.2	1 0.5	- -	- -	- -	- -	1 0.5	1 0.9	- -
BBB Rating	2 0.5	1 0.5	1 0.5	2 1.0	1 1.0	1 1.0	- -	- -	- -
Are they approved/certified	1 0.2	1 0.5	- -	- -	- -	- -	1 0.5	1 0.9	- -
Other Evaluations mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -
Security (Net)	2 0.5	- -	2 1.0	1 0.5	- -	1 1.0	1 0.5	- -	1 0.9
Security (general)	1 0.2	- -	1 0.5	1 0.5	- -	1 1.0	- -	- -	- -
No credit card requirement	1 0.2	- -	1 0.5	- -	- -	- -	1 0.5	- -	1 0.9
Other Security mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -
Website Quality (Net)	3 0.7	3 1.4	- -	- -	- -	- -	3 1.4	3 2.8	- -

Table 35  
 Q.14e Third Most Important Factors when deciding to use Online Legal Service

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Looks/Feel of website/Website quality	2 0.5	2 0.9	- -	- -	- -	- -	2 0.9	2 1.9	- -
Clarity/fullness of description of the services	- -	- -	- -	- -	- -	- -	- -	- -	- -
How informative site is	- -	- -	- -	- -	- -	- -	- -	- -	- -
Availability of online help/chat line	1 0.2	1 0.5	- -	- -	- -	- -	1 0.5	1 0.9	- -
Other Website Quality mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -
Legitimacy (Net)	2 0.5	- -	2 1.0	- -	- -	- -	2 0.9	- -	2 1.9
Legally accurate/legally binding	1 0.2	- -	1 0.5	- -	- -	- -	1 0.5	- -	1 0.9
Honesty/Trust	- -	- -	- -	- -	- -	- -	- -	- -	- -
Are they legitimate/credible	- -	- -	- -	- -	- -	- -	- -	- -	- -
History/their record/how much experience they have	1 0.2	- -	1 0.5	- -	- -	- -	1 0.5	- -	1 0.9
Other Legitimacy mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -
Miscellaneous									
Ease of use	5 1.2	3 1.4	2 1.0	2 1.0	1 1.0	1 1.0	3 1.4	2 1.9	1 0.9
Quality of the service (general)	1 0.2	- -	1 0.5	- -	- -	- -	1 0.5	- -	1 0.9

Table 35  
 Q.14e Third Most Important Factors when deciding to use Online Legal Service

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Support quality	1 0.2	1 0.5	-	-	-	-	1 0.5	1 0.9	-
Guarantees	-	-	-	-	-	-	-	-	-
The name of the site	-	-	-	-	-	-	-	-	-
Whether I need it	-	-	-	-	-	-	-	-	-
Access to lawyers	1 0.2	-	1 0.5	-	-	-	1 0.5	-	1 0.9
Need to review others also	-	-	-	-	-	-	-	-	-
Other mentions	2 0.5	2 0.9	-	-	-	-	2 0.9	2 1.9	-
Nothing	-	-	-	-	-	-	-	-	-
No answer	-	-	-	-	-	-	-	-	-

Table 36  
 Q.14f Least Important Factors when deciding to use Online Legal Service

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Non Top Factors when deciding to use Online Legal Service	148 100.0	74 100.0	74 100.0	77 100.0	38 100.0	39 100.0	71 100.0	36 100.0	35 100.0
Price	17 11.5	8 10.8	9 12.2	11 14.3	5 13.2	6 15.4	6 8.5	3 8.3	3 8.6
Base:Non Top Factors when deciding to use Online Legal Service	395 100.0	197 100.0	198 100.0	193 100.0	96 100.0	97 100.0	202 100.0	101 100.0	101 100.0
Advertisement	241 61.0	115 58.4	126 63.6	120 62.2	54 56.3	66 68.0	121 59.9	61 60.4	60 59.4
Base:Non Top Factors when deciding to use Online Legal Service	174 100.0	87 100.0	87 100.0	82 100.0	46 100.0	36 100.0	92 100.0	41 100.0	51 100.0
Customer reviews	35 20.1	14 16.1	21 24.1	16 19.5	6 13.0	10 27.8	19 20.7	8 19.5	11 21.6
Base:Non Top Factors when deciding to use Online Legal Service	323 100.0	165 100.0	158 100.0	158 100.0	81 100.0	77 100.0	165 100.0	84 100.0	81 100.0
Brand name	155 48.0	88 53.3	67 42.4	66 41.8	38 46.9	28 36.4	89 53.9	50 59.5	39 48.1
Base:Non Top Factors when deciding to use Online Legal Service	228 100.0	120 100.0	108 100.0	95 100.0	48 100.0	47 100.0	133 100.0	72 100.0	61 100.0
Recommendations from colleagues	47 20.6	26 21.7	21 19.4	14 14.7	8 16.7	6 12.8	33 24.8	18 25.0	15 24.6
Base:Non Top Factors when deciding to use Online Legal Service	272 100.0	131 100.0	141 100.0	141 100.0	68 100.0	73 100.0	131 100.0	63 100.0	68 100.0
Personal experience on the website	42 15.4	19 14.5	23 16.3	24 17.0	12 17.6	12 16.4	18 13.7	7 11.1	11 16.2

Table 36  
 Q.14f Least Important Factors when deciding to use Online Legal Service

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Non Top Factors when deciding to use Online Legal Service	236	116	120	122	58	64	114	58	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Opportunity to try the service for free	73	33	40	46	23	23	27	10	17
	30.9	28.4	33.3	37.7	39.7	35.9	23.7	17.2	30.4
Base:Non Top Factors when deciding to use Online Legal Service	348	180	168	174	91	83	174	89	85
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Other 1	3	-	3	1	-	1	2	-	2
	0.9	-	1.8	0.6	-	1.2	1.1	-	2.4
Base:Non Top Factors when deciding to use Online Legal Service	408	202	206	200	98	102	208	104	104
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Other 2	1	1	-	1	1	-	-	-	-
	0.2	0.5	-	0.5	1.0	-	-	-	-
Base:Non Top Factors when deciding to use Online Legal Service	411	205	206	202	100	102	209	105	104
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Other 1	3	-	3	1	-	1	2	-	2
	0.7	-	1.5	0.5	-	1.0	1.0	-	1.9
Other 2	1	1	-	1	1	-	-	-	-
	0.2	0.5	-	0.5	1.0	-	-	-	-

Table 37  
 Q.15a Encountered Free Trial Offer Online

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Yes	253 60.0	120 56.6	133 63.3	123 59.4	59 56.7	64 62.1	130 60.5	61 56.5	69 64.5
No	142 33.6	83 39.2	59 28.1	71 34.3	41 39.4	30 29.1	71 33.0	42 38.9	29 27.1
I don't know	27 6.4	9 4.2	18 8.6	13 6.3	4 3.8	9 8.7	14 6.5	5 4.6	9 8.4
Sigma	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0

Table 38  
 Q.15b/c Names of business that offer Free Trials

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Encountered Free Trial Offers online	253 100.0	120 100.0	133 100.0	123 100.0	59 100.0	64 100.0	130 100.0	61 100.0	69 100.0
Legal Service (Net)	13 5.1	8 6.7	5 3.8	7 5.7	6 10.2	1 1.6	6 4.6	2 3.3	4 5.8
Legal Zoom	7 2.8	4 3.3	3 2.3	5 4.1	4 6.8	1 1.6	2 1.5	- -	2 2.9
Rocket Lawyer	2 0.8	1 0.8	1 0.8	1 0.8	1 1.7	- -	1 0.8	- -	1 1.4
Other Legal Services mentions	5 2.0	4 3.3	1 0.8	2 1.6	2 3.4	- -	3 2.3	2 3.3	1 1.4
Entertainment Services (Net)	57 22.5	28 23.3	29 21.8	26 21.1	11 18.6	15 23.4	31 23.8	17 27.9	14 20.3
Netflix	27 10.7	15 12.5	12 9.0	12 9.8	5 8.5	7 10.9	15 11.5	10 16.4	5 7.2
Books/Magazines	12 4.7	7 5.8	5 3.8	4 3.3	3 5.1	1 1.6	8 6.2	4 6.6	4 5.8
Music/Radio sites	10 4.0	2 1.7	8 6.0	8 6.5	2 3.4	6 9.4	2 1.5	- -	2 2.9
Hulu	10 4.0	7 5.8	3 2.3	5 4.1	3 5.1	2 3.1	5 3.8	4 6.6	1 1.4
Games	9 3.6	4 3.3	5 3.8	2 1.6	1 1.7	1 1.6	7 5.4	3 4.9	4 5.8
Movies n/s	3 1.2	2 1.7	1 0.8	2 1.6	1 1.7	1 1.6	1 0.8	1 1.6	- -
Audible.com	3 1.2	- -	3 2.3	2 1.6	- -	2 3.1	1 0.8	- -	1 1.4
Other Entertainment Services	4 1.6	1 0.8	3 2.3	2 1.6	- -	2 3.1	2 1.5	1 1.6	1 1.4

Table 38  
 Q.15b/c Names of business that offer Free Trials

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Encountered Free Trial Offers online	253 100.0	120 100.0	133 100.0	123 100.0	59 100.0	64 100.0	130 100.0	61 100.0	69 100.0
Computer/Software Services (Net)	17 6.7	7 5.8	10 7.5	11 8.9	4 6.8	7 10.9	6 4.6	3 4.9	3 4.3
Computer/Software services	4 1.6	1 0.8	3 2.3	3 2.4	1 1.7	2 3.1	1 0.8	- -	1 1.4
Adobe	3 1.2	3 2.5	- -	2 1.6	2 3.4	- -	1 0.8	1 1.6	- -
Antivirus software	3 1.2	2 1.7	1 0.8	1 0.8	1 1.7	- -	2 1.5	1 1.6	1 1.4
Other Computer/Software Services	8 3.2	2 1.7	6 4.5	5 4.1	- -	5 7.8	3 2.3	2 3.3	1 1.4
Shopping Services (Net)	21 8.3	9 7.5	12 9.0	13 10.6	5 8.5	8 12.5	8 6.2	4 6.6	4 5.8
Amazon/Amazon Prime	21 8.3	9 7.5	12 9.0	13 10.6	5 8.5	8 12.5	8 6.2	4 6.6	4 5.8
Shopper	1 0.4	1 0.8	- -	1 0.8	1 1.7	- -	- -	- -	- -
Consumer Reports	1 0.4	- -	1 0.8	1 0.8	- -	1 1.6	- -	- -	- -
Health Related (Net)	13 5.1	8 6.7	5 3.8	7 5.7	4 6.8	3 4.7	6 4.6	4 6.6	2 2.9
Health/Fitness/Energy supplement sites	12 4.7	8 6.7	4 3.0	6 4.9	4 6.8	2 3.1	6 4.6	4 6.6	2 2.9
Other Health Related mentions	1 0.4	- -	1 0.8	1 0.8	- -	1 1.6	- -	- -	- -
Miscellaneous									
Credit Score sites	24 9.5	12 10.0	12 9.0	10 8.1	6 10.2	4 6.3	14 10.8	6 9.8	8 11.6



Table 38  
 Q.15b/c Names of business that offer Free Trials

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Encountered Free Trial Offers online	253 100.0	120 100.0	133 100.0	123 100.0	59 100.0	64 100.0	130 100.0	61 100.0	69 100.0
Genealogy sites (ancestry.com, archives.com)	10 4.0	6 5.0	4 3.0	4 3.3	3 5.1	1 1.6	6 4.6	3 4.9	3 4.3
Cosmetics/Personal care items	9 3.6	2 1.7	7 5.3	5 4.1	1 1.7	4 6.3	4 3.1	1 1.6	3 4.3
Phones/Phone Apps	5 2.0	2 1.7	3 2.3	1 0.8	- -	1 1.6	4 3.1	2 3.3	2 2.9
Travel companies	3 1.2	1 0.8	2 1.5	- -	- -	- -	3 2.3	1 1.6	2 2.9
Dating services	3 1.2	2 1.7	1 0.8	3 2.4	2 3.4	1 1.6	- -	- -	- -
Pet services	3 1.2	1 0.8	2 1.5	2 1.6	- -	2 3.1	1 0.8	1 1.6	- -
Linked In	2 0.8	1 0.8	1 0.8	1 0.8	1 1.7	- -	1 0.8	- -	1 1.4
Angie's List	2 0.8	- -	2 1.5	1 0.8	- -	1 1.6	1 0.8	- -	1 1.4
HR/Employment services	2 0.8	- -	2 1.5	1 0.8	- -	1 1.6	1 0.8	- -	1 1.4
Lots of companies do	5 2.0	2 1.7	3 2.3	1 0.8	- -	1 1.6	4 3.1	2 3.3	2 2.9
Other mentions	66 26.1	28 23.3	38 28.6	31 25.2	15 25.4	16 25.0	35 26.9	13 21.3	22 31.9
Nothing	23 9.1	9 7.5	14 10.5	7 5.7	3 5.1	4 6.3	16 12.3	6 9.8	10 14.5
Don't know	35 13.8	24 20.0	11 8.3	17 13.8	11 18.6	6 9.4	18 13.8	13 21.3	5 7.2

Table 38  
 Q.15b/c Names of business that offer Free Trials

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Encountered Free Trial Offers online	253 100.0	120 100.0	133 100.0	123 100.0	59 100.0	64 100.0	130 100.0	61 100.0	69 100.0
No answer	19 7.5	9 7.5	10 7.5	10 8.1	5 8.5	5 7.8	9 6.9	4 6.6	5 7.2
Yes.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
AOL.	1 0.4	1 0.8	- -	- -	- -	- -	1 0.8	1 1.6	- -
Zoom.	1 0.4	1 0.8	- -	- -	- -	- -	1 0.8	1 1.6	- -
Narx.	1 0.4	- -	1 0.8	1 0.8	- -	1 1.6	- -	- -	- -
Tide.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
Good.	1 0.4	1 0.8	- -	1 0.8	1 1.7	- -	- -	- -	- -
Mmos.	1 0.4	1 0.8	- -	- -	- -	- -	1 0.8	1 1.6	- -
Avast.	1 0.4	1 0.8	- -	- -	- -	- -	1 0.8	1 1.6	- -
Sensa.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
Yidio.	1 0.4	1 0.8	- -	1 0.8	1 1.7	- -	- -	- -	- -
Is good.	1 0.4	1 0.8	- -	- -	- -	- -	1 0.8	1 1.6	- -
Ask.co,.	1 0.4	1 0.8	- -	- -	- -	- -	1 0.8	1 1.6	- -

Table 38  
 Q.15b/c Names of business that offer Free Trials

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Encountered Free Trial Offers online	253 100.0	120 100.0	133 100.0	123 100.0	59 100.0	64 100.0	130 100.0	61 100.0	69 100.0
Various.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
E cards.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
CVS Tide.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
Cabela's.	1 0.4	- -	1 0.8	1 0.8	- -	1 1.6	- -	- -	- -
Bow Flex.	1 0.4	- -	1 0.8	1 0.8	- -	1 1.6	- -	- -	- -
NY times.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
Tax help.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
Turbo tax.	1 0.4	- -	1 0.8	1 0.8	- -	1 1.6	- -	- -	- -
Cable TV,.	1 0.4	- -	1 0.8	1 0.8	- -	1 1.6	- -	- -	- -
Luminosity.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
Equity Lines.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
Go Daddy Wix.	1 0.4	1 0.8	- -	1 0.8	1 1.7	- -	- -	- -	- -
Buying service.	1 0.4	1 0.8	- -	- -	- -	- -	1 0.8	1 1.6	- -

Table 38  
 Q.15b/c Names of business that offer Free Trials

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Encountered Free Trial Offers online	253 100.0	120 100.0	133 100.0	123 100.0	59 100.0	64 100.0	130 100.0	61 100.0	69 100.0
Pimsleur Method.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
Reverse Look up.	1 0.4	1 0.8	- -	1 0.8	1 1.7	- -	- -	- -	- -
Dating services.	1 0.4	- -	1 0.8	1 0.8	- -	1 1.6	- -	- -	- -
Imvu and Cappex.	1 0.4	1 0.8	- -	- -	- -	- -	1 0.8	1 1.6	- -
Modcloth Wendys.	1 0.4	1 0.8	- -	- -	- -	- -	1 0.8	1 1.6	- -
Pimliar language.	1 0.4	- -	1 0.8	1 0.8	- -	1 1.6	- -	- -	- -
Stamps.com, efax.	1 0.4	- -	1 0.8	1 0.8	- -	1 1.6	- -	- -	- -
Fraud protection.	1 0.4	1 0.8	- -	1 0.8	1 1.7	- -	- -	- -	- -
American Express.	1 0.4	1 0.8	- -	- -	- -	- -	1 0.8	1 1.6	- -
Linked In premium.	1 0.4	- -	1 0.8	1 0.8	- -	1 1.6	- -	- -	- -
Zoosk, Beezid.com.	1 0.4	1 0.8	- -	1 0.8	1 1.7	- -	- -	- -	- -
Pimsuels language.	1 0.4	1 0.8	- -	- -	- -	- -	1 0.8	1 1.6	- -
Stock news letters.	1 0.4	1 0.8	- -	1 0.8	1 1.7	- -	- -	- -	- -

Table 38  
 Q.15b/c Names of business that offer Free Trials

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Encountered Free Trial Offers online	253 100.0	120 100.0	133 100.0	123 100.0	59 100.0	64 100.0	130 100.0	61 100.0	69 100.0
News source access.	1 0.4	- -	1 0.8	1 0.8	- -	1 1.6	- -	- -	- -
Auto payment needed.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
Background searches.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
Blog Reader service.	1 0.4	- -	1 0.8	1 0.8	- -	1 1.6	- -	- -	- -
Job search websites.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
Experian transunion.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
Investment services.	1 0.4	1 0.8	- -	1 0.8	1 1.7	- -	- -	- -	- -
Real estate searches.	1 0.4	- -	1 0.8	1 0.8	- -	1 1.6	- -	- -	- -
Business card makers.	1 0.4	- -	1 0.8	1 0.8	- -	1 1.6	- -	- -	- -
Subscription services.	1 0.4	1 0.8	- -	1 0.8	1 1.7	- -	- -	- -	- -
LinkedIn, The Ladders.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
Military History sites.	1 0.4	1 0.8	- -	- -	- -	- -	1 0.8	1 1.6	- -
Can't remember. Freeinc.	1 0.4	1 0.8	- -	1 0.8	1 1.7	- -	- -	- -	- -

Table 38  
 Q.15b/c Names of business that offer Free Trials

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Encountered Free Trial Offers online	253 100.0	120 100.0	133 100.0	123 100.0	59 100.0	64 100.0	130 100.0	61 100.0	69 100.0
American Greeting, Join Me.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
Web Search (People Search).	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
Businesses that offer printing.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
Free business cards from a printer.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
Not good site (probe) not good site.	1 0.4	1 0.8	- -	- -	- -	- -	1 0.8	1 1.6	- -
Freebies women get it free turbo tax.	1 0.4	1 0.8	- -	1 0.8	1 1.7	- -	- -	- -	- -
IHOP free meal, Chili's free appetizer.	1 0.4	- -	1 0.8	1 0.8	- -	1 1.6	- -	- -	- -
Hosiery companies (probe) Can't remember.	1 0.4	1 0.8	- -	1 0.8	1 1.7	- -	- -	- -	- -
It seemed legitimate. (probe) It seemed legitimate.	1 0.4	- -	1 0.8	1 0.8	- -	1 1.6	- -	- -	- -
Quoting systems meeting systems (GoToMeeting, etc.).	1 0.4	- -	1 0.8	1 0.8	- -	1 1.6	- -	- -	- -
Vacuum companies Many of the kitchen gadget manufacturers.	1 0.4	1 0.8	- -	1 0.8	1 1.7	- -	- -	- -	- -
Car maintenance products, but I don't recall the exact product.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
Web conferencing companies email marketing companies recipe sites.	1 0.4	1 0.8	- -	1 0.8	1 1.7	- -	- -	- -	- -

Table 38  
 Q.15b/c Names of business that offer Free Trials

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Encountered Free Trial Offers online	253 100.0	120 100.0	133 100.0	123 100.0	59 100.0	64 100.0	130 100.0	61 100.0	69 100.0
Free trial on how to fix cars, and a free trial on getting contacts.	1 0.4	- -	1 0.8	- -	- -	- -	1 0.8	- -	1 1.4
No (probe) most are come-ons and not really free. Require action to cancel service.	1 0.4	1 0.8	- -	- -	- -	- -	1 0.8	1 1.6	- -
Almost everyone on the net offers free trials. I view them as a way to get my credit card number. Nothing in life is free.	1 0.4	1 0.8	- -	1 0.8	1 1.7	- -	- -	- -	- -

Table 39  
 Q.15d Enrollment of Online Free Trial Offers

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Encountered Free Trial Offers online	253 100.0	120 100.0	133 100.0	123 100.0	59 100.0	64 100.0	130 100.0	61 100.0	69 100.0
Yes	120 47.4	59 49.2	61 45.9	61 49.6	28 47.5	33 51.6	59 45.4	31 50.8	28 40.6
No	124 49.0	58 48.3	66 49.6	58 47.2	29 49.2	29 45.3	66 50.8	29 47.5	37 53.6
I don't know	9 3.6	3 2.5	6 4.5	4 3.3	2 3.4	2 3.1	5 3.8	1 1.6	4 5.8
Sigma	253 100.0	120 100.0	133 100.0	123 100.0	59 100.0	64 100.0	130 100.0	61 100.0	69 100.0



Table 40  
 Scr Q.3 Gender

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Consumer Panel	172 100.0	88 100.0	84 100.0	53 100.0	28 100.0	25 100.0	119 100.0	60 100.0	59 100.0
Male	92 53.5	48 54.5	44 52.4	27 50.9	15 53.6	12 48.0	65 54.6	33 55.0	32 54.2
Female	80 46.5	40 45.5	40 47.6	26 49.1	13 46.4	13 52.0	54 45.4	27 45.0	27 45.8
Sigma	172 100.0	88 100.0	84 100.0	53 100.0	28 100.0	25 100.0	119 100.0	60 100.0	59 100.0

Table 41  
 Scr Q.4 Age

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Consumer Panel	172 100.0	88 100.0	84 100.0	53 100.0	28 100.0	25 100.0	119 100.0	60 100.0	59 100.0
18-34 (Net)	65 37.8	35 39.8	30 35.7	19 35.8	11 39.3	8 32.0	46 38.7	24 40.0	22 37.3
18-24	29 16.9	14 15.9	15 17.9	7 13.2	2 7.1	5 20.0	22 18.5	12 20.0	10 16.9
25-34	36 20.9	21 23.9	15 17.9	12 22.6	9 32.1	3 12.0	24 20.2	12 20.0	12 20.3
35-64 (Net)	97 56.4	46 52.3	51 60.7	34 64.2	17 60.7	17 68.0	63 52.9	29 48.3	34 57.6
35-44	50 29.1	24 27.3	26 31.0	18 34.0	10 35.7	8 32.0	32 26.9	14 23.3	18 30.5
45-54	38 22.1	19 21.6	19 22.6	16 30.2	7 25.0	9 36.0	22 18.5	12 20.0	10 16.9
55-64	9 5.2	3 3.4	6 7.1	- -	- -	- -	9 7.6	3 5.0	6 10.2
65 or older (70)	10 5.8	7 8.0	3 3.6	- -	- -	- -	10 8.4	7 11.7	3 5.1
Sigma	172 100.0	88 100.0	84 100.0	53 100.0	28 100.0	25 100.0	119 100.0	60 100.0	59 100.0
Mean	39.32	39.44	39.19	37.81	37.46	38.20	39.99	40.36	39.61
Std. Err.	1.01	1.47	1.40	1.35	1.69	2.19	1.33	2.00	1.78
Std. Dev.	13.29	13.77	12.86	9.85	8.96	10.93	14.56	15.50	13.65
Median	39.10	38.65	39.52	39.07	37.90	40.53	39.12	39.19	39.07

Table 42  
 Scr Q.5 Region

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Northeast	70 16.6	35 16.5	35 16.7	23 11.1	11 10.6	12 11.7	47 21.9	24 22.2	23 21.5
Midwest	110 26.1	52 24.5	58 27.6	63 30.4	30 28.8	33 32.0	47 21.9	22 20.4	25 23.4
South	157 37.2	81 38.2	76 36.2	88 42.5	46 44.2	42 40.8	69 32.1	35 32.4	34 31.8
West	85 20.1	44 20.8	41 19.5	33 15.9	17 16.3	16 15.5	52 24.2	27 25.0	25 23.4
Sigma	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0

Table 43  
 Scr Q.7 Employment Status

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Employed (Net)	337 79.9	173 81.6	164 78.1	171 82.6	89 85.6	82 79.6	166 77.2	84 77.8	82 76.6
Employed full-time	309 73.2	160 75.5	149 71.0	162 78.3	85 81.7	77 74.8	147 68.4	75 69.4	72 67.3
Employed part-time	28 6.6	13 6.1	15 7.1	9 4.3	4 3.8	5 4.9	19 8.8	9 8.3	10 9.3
Not Employed (Net)	84 19.9	38 17.9	46 21.9	36 17.4	15 14.4	21 20.4	48 22.3	23 21.3	25 23.4
Self employed	22 5.2	5 2.4	17 8.1	12 5.8	4 3.8	8 7.8	10 4.7	1 0.9	9 8.4
Retired	18 4.3	13 6.1	5 2.4	2 1.0	1 1.0	1 1.0	16 7.4	12 11.1	4 3.7
Temporarily unemployed	17 4.0	6 2.8	11 5.2	10 4.8	4 3.8	6 5.8	7 3.3	2 1.9	5 4.7
Homemaker	13 3.1	7 3.3	6 2.9	7 3.4	4 3.8	3 2.9	6 2.8	3 2.8	3 2.8
Student	14 3.3	7 3.3	7 3.3	5 2.4	2 1.9	3 2.9	9 4.2	5 4.6	4 3.7
Prefer not to answer	1 0.2	1 0.5	- -	- -	- -	- -	1 0.5	1 0.9	- -
Sigma	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0

Table 44  
 Scr Q.8a Position with Company

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Employed full-time/part-time	337 100.0	173 100.0	164 100.0	171 100.0	89 100.0	82 100.0	166 100.0	84 100.0	82 100.0
Owner/Proprietor	35 10.4	20 11.6	15 9.1	21 12.3	12 13.5	9 11.0	14 8.4	8 9.5	6 7.3
Owner/Proprietor (Net)	302 89.6	153 88.4	149 90.9	150 87.7	77 86.5	73 89.0	152 91.6	76 90.5	76 92.7
Executive	40 11.9	18 10.4	22 13.4	23 13.5	11 12.4	12 14.6	17 10.2	7 8.3	10 12.2
Upper Management	68 20.2	34 19.7	34 20.7	39 22.8	16 18.0	23 28.0	29 17.5	18 21.4	11 13.4
Middle Management	129 38.3	66 38.2	63 38.4	69 40.4	39 43.8	30 36.6	60 36.1	27 32.1	33 40.2
Intermediate level	45 13.4	27 15.6	18 11.0	13 7.6	8 9.0	5 6.1	32 19.3	19 22.6	13 15.9
Entry Level	8 2.4	2 1.2	6 3.7	3 1.8	1 1.1	2 2.4	5 3.0	1 1.2	4 4.9
Some other level	12 3.6	6 3.5	6 3.7	3 1.8	2 2.2	1 1.2	9 5.4	4 4.8	5 6.1
Sigma	337 100.0	173 100.0	164 100.0	171 100.0	89 100.0	82 100.0	166 100.0	84 100.0	82 100.0

Table 45  
 Scr Q.8b Aspirations of owning a company/business

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Not a current Owner/Proprietor	387 100.0	192 100.0	195 100.0	186 100.0	92 100.0	94 100.0	201 100.0	100 100.0	101 100.0
Yes	276 71.3	134 69.8	142 72.8	186 100.0	92 100.0	94 100.0	90 44.8	42 42.0	48 47.5
No	111 28.7	58 30.2	53 27.2	- -	- -	- -	111 55.2	58 58.0	53 52.5
Sigma	387 100.0	192 100.0	195 100.0	186 100.0	92 100.0	94 100.0	201 100.0	100 100.0	101 100.0

Table 46  
 Scr Q.9 Looked for Online Legal Service in the Past

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Yes	262 62.1	129 60.8	133 63.3	136 65.7	65 62.5	71 68.9	126 58.6	64 59.3	62 57.9
No	150 35.5	78 36.8	72 34.3	68 32.9	37 35.6	31 30.1	82 38.1	41 38.0	41 38.3
I don't know	10 2.4	5 2.4	5 2.4	3 1.4	2 1.9	1 1.0	7 3.3	3 2.8	4 3.7
Sigma	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0

Table 47  
 Scr Q.10a Online Legal Service Looked for

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Looked for Online Legal Service	262 100.0	129 100.0	133 100.0	136 100.0	65 100.0	71 100.0	126 100.0	64 100.0	62 100.0
Incorporation/forming a business or organization	151 57.6	71 55.0	80 60.2	115 84.6	53 81.5	62 87.3	36 28.6	18 28.1	18 29.0
Family law	90 34.4	47 36.4	43 32.3	34 25.0	20 30.8	14 19.7	56 44.4	27 42.2	29 46.8
Bill of sale	58 22.1	32 24.8	26 19.5	27 19.9	16 24.6	11 15.5	31 24.6	16 25.0	15 24.2
Landlord/tenant matters	83 31.7	47 36.4	36 27.1	35 25.7	18 27.7	17 23.9	48 38.1	29 45.3	19 30.6
Estate planning	118 45.0	56 43.4	62 46.6	57 41.9	25 38.5	32 45.1	61 48.4	31 48.4	30 48.4
Some Other type of legal service	41 15.6	19 14.7	22 16.5	27 19.9	12 18.5	15 21.1	14 11.1	7 10.9	7 11.3
Mean number of items selected	2.06	2.11	2.02	2.17	2.22	2.13	1.95	2.00	1.90
Std. Err.	0.06	0.10	0.08	0.09	0.15	0.11	0.09	0.13	0.12
Std. Dev.	1.05	1.15	0.95	1.09	1.24	0.92	1.00	1.04	0.97



Table 48  
 Scr Q.10b Specific Type of Online Legal Service Looked for Online

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Looked for Some Other Online Legal Service	41 100.0	19 100.0	22 100.0	27 100.0	12 100.0	15 100.0	14 100.0	7 100.0	7 100.0
Employment law	1 2.4	1 5.3	-	1 3.7	1 8.3	-	-	-	-
Real Estate law	1 2.4	1 5.3	-	1 3.7	1 8.3	-	-	-	-
Will	1 2.4	-	1 4.5	1 3.7	-	1 6.7	-	-	-
Medical	-	-	-	-	-	-	-	-	-
Social Security issues	1 2.4	-	1 4.5	1 3.7	-	1 6.7	-	-	-
Insurance	-	-	-	-	-	-	-	-	-
Immigration	-	-	-	-	-	-	-	-	-
Disability	-	-	-	-	-	-	-	-	-
Criminal law	-	-	-	-	-	-	-	-	-
Bankruptcy	1 2.4	1 5.3	-	1 3.7	1 8.3	-	-	-	-
Legal Zoom n/s	-	-	-	-	-	-	-	-	-
Intellectual property	-	-	-	-	-	-	-	-	-
Family law	-	-	-	-	-	-	-	-	-

Table 48  
 Scr Q.10b Specific Type of Online Legal Service Looked for Online

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Looked for Some Other Online Legal Service	41 100.0	19 100.0	22 100.0	27 100.0	12 100.0	15 100.0	14 100.0	7 100.0	7 100.0
Custody	-	-	-	-	-	-	-	-	-
Patent law	1 2.4	-	1 4.5	-	-	-	1 7.1	-	1 14.3
Juvenile law	-	-	-	-	-	-	-	-	-
Trademark	-	-	-	-	-	-	-	-	-
Personal injury	-	-	-	-	-	-	-	-	-
Lemon laws	-	-	-	-	-	-	-	-	-
Foreclosure	-	-	-	-	-	-	-	-	-
Discrimination	-	-	-	-	-	-	-	-	-
Corporate Governance	-	-	-	-	-	-	-	-	-
Contracts	-	-	-	-	-	-	-	-	-
Labor law	-	-	-	-	-	-	-	-	-
Harassment	-	-	-	-	-	-	-	-	-
Other	3 7.3	3 15.8	-	1 3.7	1 8.3	-	2 14.3	2 28.6	-

Table 48  
 Scr Q.10b Specific Type of Online Legal Service Looked for Online

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Looked for Some Other Online Legal Service	41	19	22	27	12	15	14	7	7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/No answer	-	-	-	-	-	-	-	-	-
I don't know/don't remember	-	-	-	-	-	-	-	-	-

Table 49  
 Scr Q.10c Actually Purchase online Legal Service Looked for Online

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Yes	96 22.7	53 25.0	43 20.5	48 23.2	28 26.9	20 19.4	48 22.3	25 23.1	23 21.5
No	326 77.3	159 75.0	167 79.5	159 76.8	76 73.1	83 80.6	167 77.7	83 76.9	84 78.5
Sigma	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0

Table 50  
 Scr Q.10c Actually Purchase online Legal Service Looked for Online - Incorporation/forming a business or organization

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Looked for Online Legal Service - Incorporation/forming a business or organization	151 100.0	71 100.0	80 100.0	115 100.0	53 100.0	62 100.0	36 100.0	18 100.0	18 100.0
Yes	48 31.8	31 43.7	17 21.3	30 26.1	20 37.7	10 16.1	18 50.0	11 61.1	7 38.9
No	103 68.2	40 56.3	63 78.8	85 73.9	33 62.3	52 83.9	18 50.0	7 38.9	11 61.1
Sigma	151 100.0	71 100.0	80 100.0	115 100.0	53 100.0	62 100.0	36 100.0	18 100.0	18 100.0

Table 51  
 Scr Q.10c Actually Purchase online Legal Service Looked for Online - Divorce

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Looked for Online Legal Service - Divorce	90 100.0	47 100.0	43 100.0	34 100.0	20 100.0	14 100.0	56 100.0	27 100.0	29 100.0
Yes	26 28.9	13 27.7	13 30.2	8 23.5	6 30.0	2 14.3	18 32.1	7 25.9	11 37.9
No	64 71.1	34 72.3	30 69.8	26 76.5	14 70.0	12 85.7	38 67.9	20 74.1	18 62.1
Sigma	90 100.0	47 100.0	43 100.0	34 100.0	20 100.0	14 100.0	56 100.0	27 100.0	29 100.0

Table 52  
 Scr Q.10c Actually Purchase online Legal Service Looked for Online - Bill of Sale

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Looked for Online Legal Service - Bill of Sale	58 100.0	32 100.0	26 100.0	27 100.0	16 100.0	11 100.0	31 100.0	16 100.0	15 100.0
Yes	23 39.7	14 43.8	9 34.6	10 37.0	6 37.5	4 36.4	13 41.9	8 50.0	5 33.3
No	35 60.3	18 56.3	17 65.4	17 63.0	10 62.5	7 63.6	18 58.1	8 50.0	10 66.7
Sigma	58 100.0	32 100.0	26 100.0	27 100.0	16 100.0	11 100.0	31 100.0	16 100.0	15 100.0

Table 53  
 Scr Q.10c Actually Purchase online Legal Service Looked for Online - Lease Agreement

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Looked for Online Legal Service - Lease Agreement	83 100.0	47 100.0	36 100.0	35 100.0	18 100.0	17 100.0	48 100.0	29 100.0	19 100.0
Yes	16 19.3	10 21.3	6 16.7	7 20.0	4 22.2	3 17.6	9 18.8	6 20.7	3 15.8
No	67 80.7	37 78.7	30 83.3	28 80.0	14 77.8	14 82.4	39 81.3	23 79.3	16 84.2
Sigma	83 100.0	47 100.0	36 100.0	35 100.0	18 100.0	17 100.0	48 100.0	29 100.0	19 100.0



Table 54  
 Scr Q.10c Actually Purchase online Legal Service Looked for Online - Power of Attorney

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Looked for Online Legal Service - Power of Attorney	118 100.0	56 100.0	62 100.0	57 100.0	25 100.0	32 100.0	61 100.0	31 100.0	30 100.0
Yes	33 28.0	15 26.8	18 29.0	17 29.8	8 32.0	9 28.1	16 26.2	7 22.6	9 30.0
No	85 72.0	41 73.2	44 71.0	40 70.2	17 68.0	23 71.9	45 73.8	24 77.4	21 70.0
Sigma	118 100.0	56 100.0	62 100.0	57 100.0	25 100.0	32 100.0	61 100.0	31 100.0	30 100.0

Table 55  
 Scr Q.11a Willingness to Look for Online Legal Service Looked in Next 6 Months

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Total Respondents	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Top 3 Box (Net)	398 94.3	202 95.3	196 93.3	200 96.6	101 97.1	99 96.1	198 92.1	101 93.5	97 90.7
Top 2 Box (Sub-Net)	222 52.6	111 52.4	111 52.9	129 62.3	61 58.7	68 66.0	93 43.3	50 46.3	43 40.2
Definitely will 5	57 13.5	29 13.7	28 13.3	29 14.0	16 15.4	13 12.6	28 13.0	13 12.0	15 14.0
Probably will 4	165 39.1	82 38.7	83 39.5	100 48.3	45 43.3	55 53.4	65 30.2	37 34.3	28 26.2
May or may not 3	176 41.7	91 42.9	85 40.5	71 34.3	40 38.5	31 30.1	105 48.8	51 47.2	54 50.5
Bottom 2 Box (Net)	24 5.7	10 4.7	14 6.7	7 3.4	3 2.9	4 3.9	17 7.9	7 6.5	10 9.3
Probably will not 2	20 4.7	9 4.2	11 5.2	6 2.9	3 2.9	3 2.9	14 6.5	6 5.6	8 7.5
Definitely will Not 1	4 0.9	1 0.5	3 1.4	1 0.5	- -	1 1.0	3 1.4	1 0.9	2 1.9
Sigma	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0

Table 56  
 Scr Q.11b Which Online Legal Service Will Look for in Next 6 Months

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Will Look for Online Legal Service in Next 6 Months	398 100.0	202 100.0	196 100.0	200 100.0	101 100.0	99 100.0	198 100.0	101 100.0	97 100.0
Incorporation/forming a business or organization	203 51.0	100 49.5	103 52.6	167 83.5	83 82.2	84 84.8	36 18.2	17 16.8	19 19.6
Family law	98 24.6	44 21.8	54 27.6	31 15.5	15 14.9	16 16.2	67 33.8	29 28.7	38 39.2
Bill of Sale	82 20.6	46 22.8	36 18.4	29 14.5	19 18.8	10 10.1	53 26.8	27 26.7	26 26.8
Landlord/Tenant Matters	90 22.6	49 24.3	41 20.9	33 16.5	21 20.8	12 12.1	57 28.8	28 27.7	29 29.9
Estate planning	190 47.7	98 48.5	92 46.9	85 42.5	41 40.6	44 44.4	105 53.0	57 56.4	48 49.5
Some Other type of legal service	48 12.1	16 7.9	32 16.3	30 15.0	10 9.9	20 20.2	18 9.1	6 5.9	12 12.4
Mean number of items selected	1.79	1.75	1.83	1.88	1.87	1.88	1.70	1.62	1.77
Std. Err.	0.05	0.07	0.07	0.07	0.09	0.09	0.07	0.09	0.11
Std. Dev.	0.96	0.95	0.98	0.93	0.95	0.92	0.99	0.94	1.04

Table 57  
 Scr Q.11c Specific Type of Online Legal Service Looking for Online

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Looked for Some Other Online Legal Service	48 100.0	16 100.0	32 100.0	30 100.0	10 100.0	20 100.0	18 100.0	6 100.0	12 100.0
Employment law	-	-	-	-	-	-	-	-	-
Real Estate law	1 2.1	1 6.3	-	1 3.3	1 10.0	-	-	-	-
Will	-	-	-	-	-	-	-	-	-
Medical	-	-	-	-	-	-	-	-	-
Social Security issues	-	-	-	-	-	-	-	-	-
Insurance	-	-	-	-	-	-	-	-	-
Immigration	-	-	-	-	-	-	-	-	-
Disability	-	-	-	-	-	-	-	-	-
Criminal law	-	-	-	-	-	-	-	-	-
Bankruptcy	-	-	-	-	-	-	-	-	-
Legal Zoom n/s	-	-	-	-	-	-	-	-	-
Intellectual property	2 4.2	1 6.3	1 3.1	2 6.7	1 10.0	1 5.0	-	-	-
Family law	-	-	-	-	-	-	-	-	-

Table 57  
 Scr Q.11c Specific Type of Online Legal Service Looking for Online

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Looked for Some Other Online Legal Service	48 100.0	16 100.0	32 100.0	30 100.0	10 100.0	20 100.0	18 100.0	6 100.0	12 100.0
Custody	-	-	-	-	-	-	-	-	-
Patent law	-	-	-	-	-	-	-	-	-
Juvenile law	-	-	-	-	-	-	-	-	-
Trademark	-	-	-	-	-	-	-	-	-
Personal injury	1 2.1	-	1 3.1	-	-	-	1 5.6	-	1 8.3
Lemon laws	-	-	-	-	-	-	-	-	-
Foreclosure	-	-	-	-	-	-	-	-	-
Discrimination	-	-	-	-	-	-	-	-	-
Corporate Governance	-	-	-	-	-	-	-	-	-
Contracts	-	-	-	-	-	-	-	-	-
Labor law	-	-	-	-	-	-	-	-	-
Harassment	-	-	-	-	-	-	-	-	-
Other	4 8.3	2 12.5	2 6.3	-	-	-	4 22.2	2 33.3	2 16.7

Table 57  
 Scr Q.11c Specific Type of Online Legal Service Looking for Online

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Looked for Some Other Online Legal Service	48 100.0	16 100.0	32 100.0	30 100.0	10 100.0	20 100.0	18 100.0	6 100.0	12 100.0
Don't know/No answer	- -	- -	- -	- -	- -	- -	- -	- -	- -
I don't know/don't remember	2 4.2	1 6.3	1 3.1	1 3.3	- -	1 5.0	1 5.6	1 16.7	- -

Table 58  
 Scr Q.12 Decision Maker Role

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Base:Interested in "Incorporation"	258 100.0	129 100.0	129 100.0	207 100.0	104 100.0	103 100.0	51 100.0	25 100.0	26 100.0
I am or would be the primary decision maker	206 79.8	105 81.4	101 78.3	165 79.7	83 79.8	82 79.6	41 80.4	22 88.0	19 73.1
I share or would share this responsibility with others	52 20.2	24 18.6	28 21.7	42 20.3	21 20.2	21 20.4	10 19.6	3 12.0	7 26.9
Someone else is or would be the primary decision maker	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	258 100.0	129 100.0	129 100.0	207 100.0	104 100.0	103 100.0	51 100.0	25 100.0	26 100.0

Table 59  
 BANNER X BANNER

	Total All Services			Total Incorporation Service			Total Consumer Service		
	Test And Control	Test	Control	Test And Control	Test	Control	Test And Control	Test	Control
Total All Services - Test and Control	422 100.0	212 100.0	210 100.0	207 100.0	104 100.0	103 100.0	215 100.0	108 100.0	107 100.0
Total All Services - Test	212 50.2	212 100.0	- -	104 50.2	104 100.0	- -	108 50.2	108 100.0	- -
Total All Services - Control	210 49.8	- -	210 100.0	103 49.8	- -	103 100.0	107 49.8	- -	107 100.0
Total Incorporation - Test and Control	207 49.1	104 49.1	103 49.0	207 100.0	104 100.0	103 100.0	- -	- -	- -
Total Incorporation - Test	104 24.6	104 49.1	- -	104 50.2	104 100.0	- -	- -	- -	- -
Total Incorporation - Control	103 24.4	- -	103 49.0	103 49.8	- -	103 100.0	- -	- -	- -
Total Consumer Services - Test and Control	215 50.9	108 50.9	107 51.0	- -	- -	- -	215 100.0	108 100.0	107 100.0
Total Consumer Services - Test	108 25.6	108 50.9	- -	- -	- -	- -	108 50.2	108 100.0	- -
Total Consumer Services - Control	107 25.4	- -	107 51.0	- -	- -	- -	107 49.8	- -	107 100.0





Table 1  
 Consumer Services  
 Not Choose Rocket Lawyer - Gen Pop (Including Q12a)

	Total Consumer Service		
	Test Control	Test	Control
Level 1			
Chose Rocket Lawyer after seeing advertisement			
Base:Total Consumer Services	215 100.0	108 100.0	107 100.0
Yes	122 56.7	52 48.1	70 65.4
No	93 43.3	56 51.9	37 34.6
Level 2			
Recall the free trial offer on website			
Base:Yes RL Q2,Q4	122 100.0	52 100.0	70 100.0
Yes	108 88.5	47 90.4	61 87.1
No	8 6.6	3 5.8	5 7.1
Don't know	6 4.9	2 3.8	4 5.7
Level 3			
Perceived the free offer as valuable			
Base:Yes RL Q2,Q4, Yes QC9a	108 100.0	47 100.0	61 100.0
Yes	85 78.7	36 76.6	49 80.3
No	23 21.3	11 23.4	12 19.7

Table 1  
 Consumer Services  
 Not Choose Rocket Lawyer - Gen Pop (Including Q12a)

	Total Consumer Service		
	Test Control	Test	Control
Level 4			
Understood the offer (time limit...)			
Base:Yes RL Q2,Q4, Yes QC9a, Yes QC7/8 OR QC10/C11	85 100.0	36 100.0	49 100.0
Understanding (Net)			
	31 36.5	17 47.2	14 28.6
No time limit (Punch 2) at 12a			
	10 11.8	6 16.7	4 8.2
Yes time limit (Punch 1) at 12a BUT 'No' at 12bc			
	8 9.4	4 11.1	4 8.2
Yes time limit (Punch 1) at 12a BUT 'Ambiguous' at 12bc			
	13 15.3	7 19.4	6 12.2
Yes time limit (Punch 1) at 12a AND 'Yes' at 12bc			
	39 45.9	14 38.9	25 51.0
Don't know at Q.12a			
	15 17.6	5 13.9	10 20.4
Level 5			
Accepted the free trial offer			
Base:Yes RL Q2,Q4, Yes QC9a, Yes QC7/8 OR QC10/C11, No time limit at 12a OR Yes time limit at 12a BUT 'No' at 12bc OR Yes time limit at 12a BUT 'Ambiguous' at 12bc	31 100.0	17 100.0	14 100.0
Accepted the Free Trial Offer or Bought Products from RL (Net)			
	14 45.2	8 47.1	6 42.9
Yes (Punch 2)			
	13 41.9	8 47.1	5 35.7

Table 1  
 Consumer Services  
 Not Choose Rocket Lawyer - Gen Pop (Including Q12a)

	Total Consumer Service		
	Test Control	Test	Control
Base:Yes RL Q2,Q4, Yes QC9a, Yes QC7/8 OR QC10/ C11,No time limit at 12a OR Yes time limit at 12a BUT 'No' at 12bc OR Yes time limit at 12a BUT 'Ambiguous' at 12bc	31 100.0	17 100.0	14 100.0
No but pay for RL (Punch 6-9)	1 3.2	- -	1 7.1
No RL (Punch 3-5)	14 45.2	8 47.1	6 42.9
Other/Don't know	3 9.7	1 5.9	2 14.3
Level 6			
Accepted the offer for reasons consistent with Plaintiff's complaint (Yes Q14a)			
Base:Yes RL Q2,Q4, Yes QC9a, Yes QC7/8 OR QC10/ C11,No time limit at 12a OR Yes time limit at 12a BUT 'No' at 12bc OR Yes time limit at 12a BUT 'Ambiguous' at 12bc, Select free trial or pay for services at Q.14a	14 100.0	8 100.0	6 100.0
Yes	8 57.1	4 50.0	4 66.7
No	6 42.9	4 50.0	2 33.3

Table 2  
 Consumer Service  
 Did Not Choose Rocket Lawyer - Chose LZ (Including Q12a)

	Total Consumer Service		
	Test Control	Test	Control
Level 1			
Chose Rocket Lawyer after seeing advertisement			
Base:Total Consumer Services	215 100.0	108 100.0	107 100.0
Yes Rocket Lawyer	122 56.7	52 48.1	70 65.4
No Rocket Lawyer but Chose Legal Zoom	23 10.7	15 13.9	8 7.5
Chose other companies	70 32.6	41 38.0	29 27.1
Level 2			
Recall the free trial offer on website			
Base:No RL Q2,Q4	23 100.0	15 100.0	8 100.0
Yes	22 95.7	14 93.3	8 100.0
No	-	-	-
Don't know	1 4.3	1 6.7	-
Level 3			
Perceived the free offer as valuable			
Base:No RL Q2,Q4, Yes QC9a	22 100.0	14 100.0	8 100.0
Yes	20 90.9	13 92.9	7 87.5

Table 2  
 Consumer Service  
 Did Not Choose Rocket Lawyer - Chose LZ (Including Q12a)

	Total Consumer Service		
	Test Control	Test	Control
Base:No RL Q2,Q4, Yes QC9a	22 100.0	14 100.0	8 100.0
No	2 9.1	1 7.1	1 12.5
Level 4			
Understood the offer (time limit...)			
Base:No RL Q2,Q4, Yes QC9a, Yes QC7/8 OR QC10/C11	20 100.0	13 100.0	7 100.0
Understanding (Net)	7 35.0	5 38.5	2 28.6
No time limit (Punch 2) at 12a	2 10.0	2 15.4	- -
Yes time limit (Punch 1) at 12a BUT 'No' at 12bc	1 5.0	1 7.7	- -
Yes time limit (Punch 1) at 12a BUT 'Ambiguous' at 12bc	4 20.0	2 15.4	2 28.6
Yes time limit (Punch 1) at 12a AND 'Yes' at 12bc	9 45.0	5 38.5	4 57.1
Don't know at Q.12a	4 20.0	3 23.1	1 14.3
Level 5			
Accepted the free trial offer			
Base:No RL Q2,Q4, Yes QC9a, Yes QC7/8 OR QC10/C11, No time limit at 12a OR Yes time limit at 12a BUT 'No' at 12bc OR Yes time limit at 12a BUT 'Ambiguous' at 12bc	7 100.0	5 100.0	2 100.0

Table 2  
 Consumer Service  
 Did Not Choose Rocket Lawyer - Chose LZ (Including Q12a)

	Total Consumer Service		
	Test Control	Test	Control
Base:No RL Q2,Q4, Yes QC9a, Yes QC7/8 OR QC10/C11,No time limit at 12a OR Yes time limit at 12a BUT 'No' at 12bc OR Yes time limit at 12a BUT 'Ambiguous' at 12bc	7 100.0	5 100.0	2 100.0
Accepted the Free Trial Offer or Bought Products from RL (Net)	5 71.4	3 60.0	2 100.0
Yes (Punch 2)	4 57.1	2 40.0	2 100.0
No but pay for RL (Punch 6-9)	1 14.3	1 20.0	- -
No RL (Punch 3-5)	2 28.6	2 40.0	- -
Other/Don't know	- -	- -	- -
Level 6			
Accepted the offer for reasons consistent with Plaintiff's complaint (Yes Q14a)			
Base:No RL Q2,Q4, Yes QC9a, Yes QC7/8 OR QC10/C11,No time limit at 12a OR Yes time limit at 12a BUT 'No' at 12bc OR Yes time limit at 12a BUT 'Ambiguous' at 12bc, Select free trial or pay for services at Q.14a	5 100.0	3 100.0	2 100.0
Yes	1 20.0	- -	1 50.0
No	4 80.0	3 100.0	1 50.0

Table 3  
 Consumer Services  
 California Specific Issue(Including Q12a)

	Total Consumer Service		
	Test Control	Test	Control
Level 1			
Chose Rocket Lawyer after seeing advertisement			
Base:Total Consumer Services	215 100.0	108 100.0	107 100.0
Yes	122 56.7	52 48.1	70 65.4
No Rocket Lawyer because California Specific	-	-	-
No Rocket Lawyer	93 43.3	56 51.9	37 34.6
Level 2			
Recall the free trial offer on website			
Base:No RL Q2,Q4	-	-	-
Yes	-	-	-
No	-	-	-
Don't know	-	-	-
Level 3			
Perceived the free offer as valuable			
Base:No RL Q2,Q4, Yes QC9a	-	-	-
Yes	-	-	-



Table 3  
 Consumer Services  
 California Specific Issue(Including Q12a)

	Total Consumer Service		
	Test Control	Test	Control
Base:No RL Q2,Q4, Yes QC9a	-	-	-
No	-	-	-
Level 4			
Understood the offer (time limit...)			
Base:No RL Q2,Q4, Yes QC9a, Yes QC7/8 OR QC10/C11	-	-	-
Understanding (Net)	-	-	-
No time limit (Punch 2) at 12a	-	-	-
Yes time limit (Punch 1) at 12a BUT 'No' at 12bc	-	-	-
Don't know at Q.12a	-	-	-
Yes time limit (Punch 1) at 12a AND 'Yes' at 12bc	-	-	-
Don't know at Q.12a	-	-	-
Level 5			
Accepted the free trial offer			
Base:No RL Q2,Q4, Yes QC9a, Yes QC7/8 OR QC10/C11, No time limit at 12a OR Yes time limit at 12a BUT 'No' at 12bc OR Yes time limit at 12a BUT 'Ambiguous' at 12bc	-	-	-

Table 3  
 Consumer Services  
 California Specific Issue(Including Q12a)

	Total Consumer Service		
	Test Control	Test	Control
Base:No RL Q2,Q4, Yes QC9a, Yes QC7/8 OR QC10/C11,No time limit at 12a OR Yes time limit at 12a BUT 'No' at 12bc OR Yes time limit at 12a BUT 'Ambiguous' at 12bc	-	-	-
Accepted the Free Trial Offer or Bought Products from RL (Net)	-	-	-
Yes (Punch 2)	-	-	-
No but pay for RL (Punch 6-9)	-	-	-
No RL (Punch 3-5)	-	-	-
Other/Don't know	-	-	-
Level 6			
Accepted the offer for reasons consistent with Plaintiff's complaint (Yes Q14a)			
Base:No RL Q2,Q4, Yes QC9a, Yes QC7/8 OR QC10/C11,No time limit at 12a OR Yes time limit at 12a BUT 'No' at 12bc OR Yes time limit at 12a BUT 'Ambiguous' at 12bc, Select free trial or pay for services at Q.14a	-	-	-
Yes	-	-	-
No	-	-	-



Table 1  
 Incorporation Services  
 Did Not Choose Rocket Lawyer - Gen Pop (Including Q12a)

	Total Incorporation Service		
	Test Control	Test	Control
Level 1			
Chose Rocket Lawyer after seeing advertisement			
Base:Total Services	207 100.0	104 100.0	103 100.0
Yes	92 44.4	47 45.2	45 43.7
No	115 55.6	57 54.8	58 56.3
Level 2			
Recall the free trial offer on website			
Base:Yes RL Q2,Q4,	92 100.0	47 100.0	45 100.0
Yes	77 83.7	38 80.9	39 86.7
No	5 5.4	3 6.4	2 4.4
Don't Know	6 6.5	3 6.4	3 6.7
No/DK	4 4.3	3 6.4	1 2.2
Level 3			
Perceived the free offer as valuable			
Base:Yes RL Q2,Q4, Yes at QB9 or QB11	77 100.0	38 100.0	39 100.0
Yes	65 84.4	35 92.1	30 76.9

Table 1  
 Incorporation Services  
 Did Not Choose Rocket Lawyer - Gen Pop (Including Q12a)

	Total Incorporation Service		
	Test Control	Test	Control
Base:Yes RL Q2,Q4, Yes at QB9 or QB11	77 100.0	38 100.0	39 100.0
No	12 15.6	3 7.9	9 23.1
Level 4			
Understood the offer (time limit...)			
Base:Yes RL Q2,Q4, Yes at QB9 or QB11, Yes at QB7/8	65 100.0	35 100.0	30 100.0
Understanding (Net)	28 43.1	15 42.9	13 43.3
No	1 1.5	- -	1 3.3
Understood one of the offers	15 23.1	10 28.6	5 16.7
Understood state fees/some understanding of offer	5 7.7	1 2.9	4 13.3
Understood state fees/high understanding of offer	7 10.8	4 11.4	3 10.0
Understood state fees/highest understanding of offer	20 30.8	14 40.0	6 20.0
No/DK at Q.12a or QB10 or QB11	17 26.2	6 17.1	11 36.7
Level 5			
Accepted the free trial offer			
Base:Yes RL Q2,Q4, Yes at QB9,B11, Yes at QB7/8, Unstanding at QB10/12abc	28 100.0	15 100.0	13 100.0

Table 1  
 Incorporation Services  
 Did Not Choose Rocket Lawyer - Gen Pop (Including Q12a)

	Total Incorporation Service		
	Test Control	Test	Control
Base:Yes RL Q2,Q4, Yes at QB9,B11, Yes at QB7/8, Unstanding at QB10/12abc	28 100.0	15 100.0	13 100.0
Accepted the Free Trial Offer or Bought Products from RL (Net)	14 50.0	9 60.0	5 38.5
Yes (Punch 1)	11 39.3	7 46.7	4 30.8
No but pay for RL (Punch 6-9)	3 10.7	2 13.3	1 7.7
No RL (Punch 3-5)	13 46.4	5 33.3	8 61.5
Other or DK	1 3.6	1 6.7	- -
Level 6			
Accepted the offer for reasons consistent with Plaintiff's complaint (Yes at Q14a)			
Base:Yes RL Q2,Q4, Yes at QB9,B11, Yes at QB7/8, Understanding at QB10/12abc, Select free trial or pay for services at Q.14a	14 100.0	9 100.0	5 100.0
Yes	4 28.6	1 11.1	3 60.0
No	10 71.4	8 88.9	2 40.0
Don't know	- -	- -	- -

Table 2  
 Incorporation Services  
 Chose Legal Zoom but NOT Rocket Lawyer (Including Q12a)

	Total Incorporation Service		
	Test Control	Test	Control
Level 1			
Chose Rocket Lawyer after seeing advertisement			
Base:Total Incorporation	207 100.0	104 100.0	103 100.0
Yes Rocket Lawyer	92 44.4	47 45.2	45 43.7
No Rocket Lawyer but Chose Legal Zoom	90 43.5	44 42.3	46 44.7
Chose other companies	25 12.1	13 12.5	12 11.7
Level 2			
Recall the free trial offer on website			
Base:No RL Q2,Q4,	90 100.0	44 100.0	46 100.0
Yes	77 85.6	36 81.8	41 89.1
No	4 4.4	2 4.5	2 4.3
Don't Know	5 5.6	5 11.4	- -
No/DK	4 4.4	1 2.3	3 6.5
Level 3			
Perceived the free offer as valuable			
Base:No RL Q2,Q4, Yes at QB9 or QB11	77 100.0	36 100.0	41 100.0

Table 2  
 Incorporation Services  
 Chose Legal Zoom but NOT Rocket Lawyer (Including Q12a)

	Total Incorporation Service		
	Test Control	Test	Control
Base:No RL Q2,Q4, Yes at QB9 or QB11	77 100.0	36 100.0	41 100.0
Yes	64 83.1	31 86.1	33 80.5
No	13 16.9	5 13.9	8 19.5
Level 4			
Understood the offer (time limit...)			
Base:No RL Q2,Q4, Yes at QB9 or QB11, Yes at QB7/8	64 100.0	31 100.0	33 100.0
Understanding (Net)	34 53.1	19 61.3	15 45.5
No	3 4.7	1 3.2	2 6.1
Understood one of the offers	18 28.1	11 35.5	7 21.2
Understood state fees/some understanding of offer	4 6.3	2 6.5	2 6.1
Understood state fees/high understanding of offer	9 14.1	5 16.1	4 12.1
Understood state fees/highest understanding of offer	12 18.8	5 16.1	7 21.2
No/DK at Q.12a or QB10 or QB11	18 28.1	7 22.6	11 33.3



Table 2  
 Incorporation Services  
 Chose Legal Zoom but NOT Rocket Lawyer (Including Q12a)

	Total Incorporation Service		
	Test Control	Test	Control
Level 5			
Accepted the free trial offer			
Base:No RL Q2,Q4, Yes at QB9,B11, Yes at QB7/8, Understanding at QB10/12abc	34 100.0	19 100.0	15 100.0
Accepted the Free Trial Offer or Bought Products from RL (Net)	14 41.2	9 47.4	5 33.3
Yes (Punch 1)	9 26.5	6 31.6	3 20.0
No but pay for RL (Punch 6-9)	5 14.7	3 15.8	2 13.3
No RL (Punch 3-5)	18 52.9	9 47.4	9 60.0
Other or DK	2 5.9	1 5.3	1 6.7
Level 6			
Accepted the offer for reasons consistent with Plaintiff's complaint (Yes at Q14a)			
Base:No RL Q2,Q4, Yes at QB9,B11, Yes at QB7/8, Understanding at QB10/12abc, Select free trial or pay for services at Q.14a	14 100.0	9 100.0	5 100.0
Yes	1 7.1	1 11.1	- -
No	13 92.9	8 88.9	5 100.0
Don't know	- -	- -	- -

Table 3  
 Incorporation Services  
 California Specific Issue (Including Q12a)

	Total Incorporation Service		
	Test Control	Test	Control
Level 1			
Chose Rocket Lawyer after seeing advertisement			
Base:Total Incorporation Services	207 100.0	104 100.0	103 100.0
Yes	89 43.0	45 43.3	44 42.7
No Rocket Lawyer because California Specific	41 19.8	22 21.2	19 18.4
No Rocket Lawyer	77 37.2	37 35.6	40 38.8
Level 2			
Recall the free trial offer on website			
Base:No RL Q2,Q4,	41 100.0	22 100.0	19 100.0
Yes	33 80.5	18 81.8	15 78.9
No	4 9.8	2 9.1	2 10.5
Don't Know	1 2.4	1 4.5	- -
No/DK	3 7.3	1 4.5	2 10.5
Level 3			
Perceived the free offer as valuable			
Base:No RL Q2,Q4, Yes at QB9 or QB11	33 100.0	18 100.0	15 100.0

Table 3  
 Incorporation Services  
 California Specific Issue (Including Q12a)

	Total Incorporation Service		
	Test Control	Test	Control
Base:No RL Q2,Q4, Yes at QB9 or QB11	33 100.0	18 100.0	15 100.0
Yes	27 81.8	15 83.3	12 80.0
No	6 18.2	3 16.7	3 20.0
Level 4			
Understood the offer (time limit...)			
Base:No RL Q2,Q4, Yes at QB9 or QB11, Yes at QB7/8	27 100.0	15 100.0	12 100.0
Understanding (Net)	12 44.4	5 33.3	7 58.3
No	2 7.4	-	2 16.7
Understood one of the offers	5 18.5	4 26.7	1 8.3
Understood state fees/some understanding of offer	1 3.7	-	1 8.3
Understood state fees/high understanding of offer	4 14.8	1 6.7	3 25.0
Understood state fees/highest understanding of offer	8 29.6	5 33.3	3 25.0
No/DK at Q.12a or QB10 or QB11	7 25.9	5 33.3	2 16.7

Table 3  
 Incorporation Services  
 California Specific Issue (Including Q12a)

	Total Incorporation Service		
	Test Control	Test	Control
Level 5			
Accepted the free trial offer			
Base:No RL Q2,Q4, Yes at QB9,B11, Yes at QB7/8, Understanding at QB10/12abc	12 100.0	5 100.0	7 100.0
Accepted the Free Trial Offer or Bought Products from RL (Net)	4 33.3	2 40.0	2 28.6
Yes (Punch 1)	3 25.0	2 40.0	1 14.3
No but pay for RL (Punch 6-9)	1 8.3	- -	1 14.3
No RL (Punch 3-5)	8 66.7	3 60.0	5 71.4
Other or DK	- -	- -	- -
Level 6			
Accepted the offer for reasons consistent with Plaintiff's complaint (Yes at Q14a)			
Base:No RL Q2,Q4, Yes at QB9,B11, Yes at QB7/8, Understanding at QB10/12abc, Select free trial or pay for services at Q.14a	4 100.0	2 100.0	2 100.0
Yes	- -	- -	- -
No	4 100.0	2 100.0	2 100.0
Don't know	- -	- -	- -

*APPENDIX M*

*APPENDIX M*

Results for the Consumer Perception of Rocket Lawyer's Advertisement  
Incorporation Service

Table 1

	Test<Control	Test>Control	Test≠ Control
Rocket Lawyer	.6505	.4621	.8842
Legal Zoom	.3480	.7532	.6599

Table 2

	Test<Control	Test>Control	Test≠ Control
Rocket Lawyer	.6094	.5813	1.000
Legal Zoom	.6587	.5379	1.000

Table 3

	Test<Control	Test>Control	Test≠ Control
Rocket Lawyer +comments	.5139	1.000	1.000
Legal Zoom +comments	.4891	1.000	1.000
Rocket Lawyer -comments	1.000	1.000	1.000
Legal Zoom -comments	1.000	1.000	1.000

Table 4

	Test<Control	Test>Control	Test≠ Control
Aware	.2588	.8480	.4495
Not Aware	.6784	.4743	.8434

Table 5

	Test<Control	Test>Control	Test≠ Control
Positive (Neutral)	.5911	.5695	1.000
Fast/Easy To Use	.8861	.1777	.3259
Other Cost Related	.4849	.6440	.8694
Good/Reasonable	.9666	.0867	.1661
Good/cost Price	.8900	.2743	.5376
Fair/Reasonable	.9391	.2265	.4451
Other Cost	.8750	.5036	1.000
Happens After Trial	.2199	.8738	.3596
Other Happens After	.3369	.8963	.4451
Good for Specific Uses	.5695	.5911	1.000
Mention Free Trial	.4089	.7377	.6895
Other Mention Free	.4892	.6697	.8394
Other Service Features	.1210	.9398	.1888
Docs and Printing	.1814	.9710	.2119
Trial Offer (no fees)	.7735	.5054	1.000
Negative Comments	.1109	.9352	.1894
Cost-related	.1914	.8865	.3199
Pay State Fees	.7425	.4205	.8222
Not Really Free	.0505	.9862	.0656
Too Expensive	.7735	.5054	1.000
Dislike Extra Fees	.4946	.7814	.7212
Remember to Cancel	.5000	1.000	1.000

Table 6-8

	Test<Control	Test>Control	Test≠ Control
Table 6 Yes	.6361	.4816	.8807
Table 7 Yes	.2621	.8350	.5009
Table 8 Yes	.4888	.6292	.8810

Table 9

	Test<Control	Test>Control	Test≠ Control
Charged After Trial	.8128	.3286	.6572
One Week Trial	.8649	.3579	.7159
Other Length of Trial	.6911	.6911	1.000

Table 10

	Test<Control	Test>Control	Test≠ Control
Phone Net	.7767	.3149	.5778
Online Net	.8165	.2785	.5297
Other Net	.8709	.2018	.3770
Don't Know Net	.0234*	.9915	.0333*

Table 11

	Test<Control	Test>Control	Test≠ Control
Would Consider Try	.9532	.0889	.1438
Would Keep Researching	.0138*	.9974	.0167*
Would Not be Interested	.1232	.9355	.1991

Table 12

	Test<Control	Test>Control	Test≠ Control
Take the Free Trial	.8198	.2757	.5247
Continue Searching	.1173	.9294	.2050
Ask Other People	.6449	.5113	1.000
Decide Not to Buy	.6540	.6631	1.000
Pay Incorporation	.9743	.0852	.1646

Table 13

	Test<Control	Test>Control	Test≠ Control
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Positive/Neutral	.5472	1.000	1.000
Cost	.1307	.9544	.2590
It is Free	.3605	.8492	.5175
Good Deal	.5696	.7525	1.000
Not Charged if Cancel	.2003	1.000	.2003
Other Inexpensive	.7054	.7997	1.000

Table 14 and 16

	Test<Control	Test>Control	Test≠ Control
Positive/Neutral	.5328	.7261	1.000
Negative	.9410	.1412	.2338
Cost Related	.7118	.4278	.8506
Trial Time Too Short	.9496	.2002	.2671
Table 16 Yes	.2578	.8247	.4799

Figure 1.1, 2.1 and 3.1 Test versus Control Only need to test Yes: Note—Small Sample Size

	Test<Control	Test>Control	Test≠ Control
1.1 Accepted Free Trial	.8942	.3200	.4601
1.1 Bought other products	.8611	.5566	1.000
1.1 No	.1330	.9702	.2545
2.1 Accepted Free Trial	.8840	.3228	.4801
2.1 Bought other products	.7493	.6164	1.000
2.1 No	.3502	.8596	.5096
3.1 Accepted Free Trial	.9545	.3636	.5227
3.1 Bought Other Products	.5833	1.000	1.000
3.1 No	.5758	.8485	1.000

Other Legal Services

Table 1

	Test<Control	Test>Control	Test≠ Control
Rocket Lawyer Divorce	.2505	.8660	.3953
Rocket Lawyer Bill of Sale	.2242	.8951	.3369
Rocket Lawyer Lease	.3266	.8092	.5311
Rocket Lawyer Power Att.	.3084	.8369	.4822
Legal Zoom	.6231	.5133	1.000

Table 2

	Test<Control	Test>Control	Test≠ Control
Rocket Lawyer Divorce	.4671	.7767	.7425
Rocket Lawyer Bill of Sale	.1626	.9442	.2420
Rocket Lawyer Lease	.8169	.4003	.7478
Rocket Lawyer Power Att.	.4807	.8282	.6780
Legal Zoom	1.000	.5000	1.000

Table 3

	Test<Control	Test>Control	Test≠ Control
Positive (Neutral)	.9125	.1955	.3261
Mention Free Trial	.7598	.3501	.6321
Time Without Mention	.9218	.1447	.2864
Happens After Trial	.0889	.9525	.1503
Fast Easy to Use	.3582	.8045	.6243
Good for Specific Uses	.5690	.6474	1.000
Docs and Printing	.7012	.5360	1.000
Other Costs	.8126	.4066	.7482
Good Reasonable Costs	.8126	.4066	.7482
Other Service Features	.5934	.6584	1.000
Trial Offer	.9662	.2008	.3693
Negative Features	.8257	.2716	.5117
Cost-related	.4640	.7605	.7629
Not Really Free	.6339	.6829	1.000
Cancel or Charged	.6697	.7087	1.000
State Fees	.4870	1.000	.4870
Too Expensive	.4870	1.000	.4870

Tables 4

	Test<Control	Test>Control	Test≠ Control
Table 4 Yes	.6164	.5002	1.000

Table 5

	Test<Control	Test>Control	Test≠ Control
Charged After Trial	.2492	.8615	.4188
One Week Trial	.8608	.3098	.5628
Other Length of Trial	.8481	.3839	.7188

Table 6

	Test<Control	Test>Control	Test≠ Control
Phone Net	.9903	.0207*	.0374*
Online Net	.9483	.0889	.1617
Other Net	.0080*	.9966	.0125*
Don't Know Net	.0625	.9692	.0985

Table 7

	Test<Control	Test>Control	Test≠ Control
Would Consider Try	.7450	.3632	.6453
Would Keep Researching	.4948	.7811	.7214
Would Not be Interested	.4875	.6525	.8584

Table 8

	Test<Control	Test>Control	Test≠ Control
Take the Free Trial	.7390	.3588	.6768
Continue Searching	.8222	.2733	.5219
Ask Other People	.9847	.0548	.1056
Decide Not to Buy	.1519	.9388	.2176
Pay Incorporation	.6342	.6445	1.000

Table 9

	Test<Control	Test>Control	Test≠ Control
Positive/Neutral	.2709	1.000	.4952
Cost	.2937	.8402	.5010
It is Free	.2270	.8919	.3413
Nothing to Lose	.8761	.3837	.6783
Good Deal	.2244	1.000	.2244

Table 10 and 12

	Test<Control	Test>Control	Test≠ Control
Positive/Neutral	.9459	.2922	.3576
Negative	.9410	.1412	.2338
Cost Related	.7434	.4420	.8012
Trial Time Too Short	.7634	.7402	1.000
Table 12 Yes	.1444	.9099	.2651

Figure 1.1 and 2.1 Test versus Control Only need to test Yes: Note—Small Sample Size

	Test<Control	Test>Control	Test≠ Control
1.1 Accepted Free Trial	.8418	.3942	.7168
1.1 Bought other products	.4516	1.000	.4516
1.1 No	.7238	.5515	1.000
2.1 Accepted Free Trial	.2857	1.000	.4286
2.1 Bought other products	1.000	.7413	1.000
2.1 No	1.000	.4762	1.000

\*\* Samples of size 2 are too small to provide any information

### Supplement Incorporation Services

Table 1S

	Test<Control	Test>Control	Test≠ Control
Rocket Lawyer Positive	.9871	.0992	.1136
Rocket Lawyer Negative	.4877	.7460	.7618
Zoom Positive	.4336	.8041	.7343
Zoom Negative	.7987	.4104	.7610

Table 2S

	Test<Control	Test>Control	Test≠ Control
Positive	.9842	.0575	.0988
Just Recall Name	.8817	.2571	.4298
Cost Related	.3742	.8270	.5562
Negative Comments	.2789	.9215	.4374

Table 3S

	Test<Control	Test>Control	Test≠ Control
Yes	.0161*	.9926	.0285*

Table 4S

	Test<Control	Test>Control	Test≠ Control
To all Businesses	.8789	.2017	.3237
This and other on-line	.3765	.7933	.6213
Don't know	.2593	.8384	.4946

## Supplement Other Legal Services

Table 1S

	Test<Control	Test>Control	Test≠ Control
Rocket Lawyer Positive	.7011	.6535	1.000
Rocket Lawyer Negative	1.000	.4186	.4186
Zoom Positive	1.000	.4878	.4878
Zoom Negative	.4878	1.000	.4878

Table 2S

	Test<Control	Test>Control	Test≠ Control
Rocket Lawyer Positive	.8487	.4198	.6988
Rocket Lawyer Negative	.1057	.9666	.1736
Zoom Positive	1.000	1.000	1.000
Zoom Negative	.5000	.9167	1.000

Table 3S

	Test<Control	Test>Control	Test≠ Control
Positive (Neutral)	.0576	.9763	.1092
Mention Free Trial	.7856	.3051	.5741
Fast Easy to Use	.1182	.9289	.2046
Happens After Trial	.6624	.4554	.8781
Good for Specific Uses	.7073	.4354	.8484
Other Service Features	.0267*	.9887	.0401*
Other Costs	.0612	.9807	.0824
Good Reasonable Costs	.8126	.4066	.7482
Docs and Printing	.6013	.6153	1.000
Trial Offer	.3072	.9404	.3691
Negative Comments	.9664	.0682	.1278
Cost-related	.8086	..3904	.7679
Not Really Free	.8898	.2743	.5380

Cancel or Charged	.4977	1.000	.4977
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Table 4S

	Test<Control	Test>Control	Test≠ Control
Yes	.8747	.2429	.3780

## Statistical Appendix

There are multiple tests that are of the same form. We have test and control and Yes (Success) or No (Failure). Since the sample sizes could be small or proportions near the extremes of 0 or 1 the Fisher Exact test is recommended.

Note that we have a large number of tests. If we reject a null hypothesis when the p-value is 0.05 we should have about 5% of the tests to be significant if **nothing is going on**. This seems to be consistent with the results.

### Description of the Computation of the P-values Using Fisher Exact

The standard test for differences in proportions for the probabilities of “success” in the Test versus Control uses the normal distribution. This test is only approximate. This approximation loses accuracy, specifically when the counts in any of the four cells in the table below is small (conventionally taken to be less than five). For this reason we use the exact test, referred to in the statistical literature as “Fisher’s Exact Test”.

Formally, the data can be viewed as a 2 by 2 table as indicated below:

	Test	Control	Total
Success	x	S-x	S
Failure	T-x	C+x-S	F
Total	T	C	N

where N = Total sample size  
 S = Number of successes  
 F = Number of failures = N-S  
 T = Number of test cases  
 C = Number of controls = N-T

In Fisher’s exact test, we assume that S and T are fixed and the question is whether the number of successes in the sample is unlikely when the prevalences of success and failure are the same in the Test and Control (null hypothesis).

The basis for this test is the hypergeometric distribution. The probability that the number of successful Test cases is x is:

$$P(x) = \frac{\text{The number of samples in which there are } x \text{ successful Test cases}}{\text{The total number of samples}}$$

assuming a random sample of T draws in a population of size N without replacement, where each item in the population is either a success (there are S successes) or a failure (there are F failures).



To compute a P-value we need to add up  $P(x)$  as  $x$  varies from 0 to the observed number of successful Test cases. This is one-sided test. We add up  $P(x)$  for the smallest and largest  $x$  values to produce the P-value in the two sided case whose aim is to see if the prevalences are different.

We used Fisher's exact test to avoid the approximation, as some of the counts are small.