

Appendix A. Research Findings: Opinions & Perceptions Study regarding Attorney Advertising
presented by SCI Research

WELCOME



And its counsel from
Liskow & Lewis



RESEARCH FINDINGS

Opinions & Perceptions Study

regarding

Attorney Advertising

presented by





RESEARCH FINDINGS

Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Objective and Methodology

- Provide insight with respect to opinions and perceptions of Louisiana residents, as well as of Louisiana State Bar Association (LSBA) members with respect to Louisiana attorney advertising and related issues.
- This research project consisted of three phases.
 - telephone interviews among Louisiana residents
 - conducted via telephone from SCI's C.A.T.I. call center in Baton Rouge
 - 600 targeted completions to 7 Louisiana geographic areas - stratified by population
 - web-based interviews among members of the LSBA
 - conducted via web-based email invitation to participate - sent to all LSBA members for whom an email address was available
 - 600 to 800 completions expected - 3,889 actually completed the interview
 - focus groups among Louisiana residents
 - conducted in three areas (New Orleans, Lafayette, Shreveport)
 - 6 to 10 participants targeted for each group

4

SCI Research
www.SCIresearch.com

SURVEY COMMUNICATIONS, INC.



RESEARCH FINDINGS

Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Objective and Methodology

- PHASE 1 – Telephone Interview Details
 - All calls were made from SCI's 70-station, C.A.T.I. (Computer Assisted Telephone Interviewing) call center, located in Baton Rouge, LA, using SCI's proprietary software.
- Respondents were selected from a randomly generated list of Louisiana residential phone numbers within 7 geographic regions of the State. —————→

5

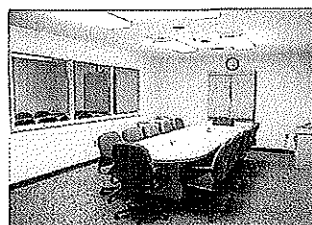
SCI Research
www.SCIresearch.com

SURVEY COMMUNICATIONS, INC.

**QUANTITATIVE
RESEARCH**
(telephone interviews)



SCI's
Computer
Assisted
Telephone
Interviewing
facility



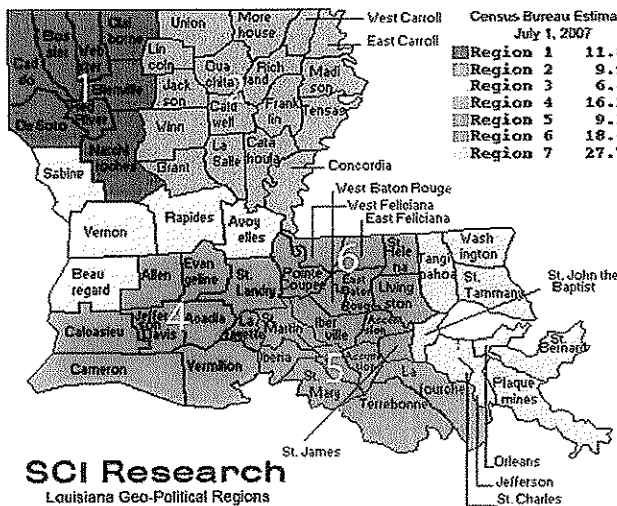
**QUALITATIVE
RESEARCH**
(focus groups)



**Louisiana State
Bar Association**

RESEARCH FINDINGS

Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups



Census Bureau Estimates
July 1, 2007

Region 1	11.84%
Region 2	9.92%
Region 3	6.48%
Region 4	16.22%
Region 5	9.36%
Region 6	18.44%
Region 7	27.73%

SCI Research
www.SCIresearch.com

SURVEY COMMUNICATIONS, INC.



RESEARCH FINDINGS

Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Objective and Methodology

- PHASE 1 – Telephone Interview Details
 - All calls were made from SCI's 70-station, C.A.T.I. (Computer Assisted Telephone Interviewing) call center, located in Baton Rouge, LA, using SCI's proprietary software.
- Respondents were selected from a randomly generated (RDD-Epsem) list of Louisiana residential phone numbers within 7 geographic regions of the State.
 - 40,654 call attempts were made, resulting in . . .
 - 600 completed interviews (margin of error +/- 4.0% at the 95% confidence level)
 - The average time per completed interview was exactly 12 minutes, 24 seconds. —————→

8

SCI Research
www.SCIresearch.com

SURVEY COMMUNICATIONS, INC



RESEARCH FINDINGS

Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Objective and Methodology

```
-----+-----+-----+
| SURVEY COMMUNICATIONS ON-LINE MONITOR SYSTEM | Ver: 4.01 |
| DATE: 01-11-2009 | Survey: ba801 | Scan Freq. 30 Sec | TIME 21:06:19 |
|-----+-----+-----+
| Q7-1 No Answer | Q7-7 Ans Mach/Serv | | |
| 15708 39% | 5064 12% | | |
|-----+-----+-----+
| Q7-2 Busy | Q7-8 Non-Residence | | |
| 1866 5% | 1999 5% | | |
|-----+-----+-----+
| Q7-3 Respon Refuse | Q7-9 CONTINUE MALE | | |
| 3259 8% | 357 1% | | |
|-----+-----+-----+
| Q7-4 Disconnected | Q7-10 CONTIN FEMALE | | |
| 9826 24% | 510 1% | | |
|-----+-----+-----+
| Q7-5 Respon Unaval | COMPLETE MALE | | |
| 1194 3% | 256 4% | | |
|-----+-----+-----+
| Q7-6 Lang/Hr/FricD | COMPLETE FEMALE | | |
| 971 2% | 344 5% | | |
|-----+-----+-----+
| TOTAL CALLS MADE=40654 | AGREE TO SURVEY=867 | TOTAL SURVEYS COMPLETED=600 |
| COMMAND : 'Q=Quit, S=Scan Freq., N=New, H=More | Page : 1 AC: 968 |
```

9

SCI Research
www.SCIresearch.com

SURVEY COMMUNICATIONS, INC

Objective and Methodology

```

+-----+
| SURVEY COMMUNICATIONS ON-LINE MONITOR SYSTEM | Ver: 4.01 |
| DATE: 01-11-2009 | Survey: ha801 Scan Freq. 20 Sec | TIME 21:06:22 |
+-----+
| REGION 1 | 71 | REGION 7 | 166 | Q8-1 AutoTerminate | Total AutoTerminate |
| 71 12% A25 ON | 166 20% A21 ON | 101 12% | 106 |
+-----+
| **25** | **21** | **27** | **43** |
+-----+
| REGION 2 | 60 | Q8-2 AutoTerminate | Other Terminates |
| 60 10% A26 ON | 5 1% | 161 |
+-----+
| **26** | **26** | **44** |
+-----+
| REGION 3 | 39 | TOTAL Terminates |
| 39 6% A27 ON | 267 |
+-----+
| **27** | **45** |
+-----+
| REGION 4 | 97 | AutoTerm INCIDENCE |
| 97 16% A28 ON | 87.8 |
+-----+
| **28** | **56** |
+-----+
| REGION 5 | 56 | Agree/Comp INCIDENCE |
| 56 9% A29 ON | 69.4 |
+-----+
| **29** | **47** |
+-----+
| REGION 6 | 111 | Attempt/Completion |
| 111 19% A30 ON | 67.5 |
+-----+
| **30** | **48** |
+-----+
| TOTAL CALLS MADE=40654 | AGREE TO SURVEY=867 | TOTAL SURVEYS COMPLETED=600 |
| COMMAND : 'Q=Quit, S=Scan Freq., N=New, M=More | Page : 2 AC: 968 |
+-----+

```

10

Objective and Methodology

- PHASE 1 – Telephone Interview Details
 - All calls were made from SCI's 70-station, C.A.T.I. (Computer Assisted Telephone Interviewing) call center, located in Baton Rouge, LA, using SCI's proprietary software.
- Respondents were selected from a randomly generated (RDD-Epsem) list of Louisiana residential phone numbers within 7 geographic regions of the State.
 - 40,654 call attempts were made, resulting in . . .
 - 600 completed interviews (margin of error +/- 4.0% at the 95% confidence level)
 - The average time per completed interview was exactly 12 minutes, 24 seconds.
- Region targets and completions were as follows:
 - region 1 target 71; completed 71
 - region 2 target 60; completed 60
 - region 3 target 39; completed 39
 - region 4 target 97; completed 97
 - region 5 target 56; completed 56
 - region 6 target 112; completed 112
 - region 7 target 165; completed 165

SCI MET ALL
TARGETS DEAD ON

11



RESEARCH FINDINGS

Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Objective and Methodology

- PHASE 2 – Web-based Interview Details
 - All web-based interviews were conducted using SCI's proprietary software and were completed by members of the LSBA utilizing SCI's in-house servers.
- The LSBA sent SCI its list of members with email addresses.
 - 17,762 LSBA members were given the opportunity to participate in the survey and were sent an introductory email containing the secure link to the survey instrument.
 - The survey was open from December 31, 2008 through January 11, 2009.
 - Approximately 1,566 emails were not delivered due to a bad address, mailbox full, etc.
 - At closing, 110 LSBA members had partially completed their surveys, which were discarded by SCI.
 - 3,889 LSBA members completed the interview, resulting in a 24.2% response rate.
 - The completion detail follows on the next page.

12

SCI Research
www.SCIresearch.com

SURVEY COMMUNICATIONS, INC



RESEARCH FINDINGS

Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Date	12-1a	1-2a	2-3a	3-4a	4-5a	5-6a	6-7a	7-8a	8-9a	9-10a	10-11a	11a-12p	12-1p	1-2p	2-3p	3-4p	4-5p	5-6p	6-7p	7-8p	8-9p	9-10p	10-11p	11p-12a	Totals
12.30.2008 Tuesday																									2
12.31.2008 Wednesday																41	25	43	14	4	5	1		6	139
01.01.2009 Thursday	1	1	2	1				2	3	9	4	5	6	2	5	3	3	15	11	11	6	6	1	4	101
01.02.2009 Friday	1						1	8	43	102	56	80	49	24	25	15	33	25	13	15	9	6	7	14	526
01.03.2009 Saturday	1	1		1		1	3	9	19	17	20	28	17	16	28	11	11	8	7	3	7	5	9	2	224
01.04.2009 Sunday	2	1					2	5	9	15	18	17	22	14	23	19	30	18	21	17	9	8	26	6	282
01.05.2009 Monday	6	2	3	1	3	4	7	54	192	253	159	137	132	97	121	75	104	68	22	11	18	16	11	12	1508
01.06.2009 Tuesday	5	5	2	3	3	2	7	28	74	160	95	56	34	49	38	37	41	33	11	9	5	9	2	3	711
01.07.2009 Wednesday	3				1		1	7	16	23	14	20	8	15	20	14	21	4	7	6	3	2	2	1	188
01.08.2009 Thursday							2		6	8	9	10	6	7	4	12	5	7	2	2		7	2		89
01.09.2009 Friday	1	1		1		1	4	6	9	3	5	3	15	9	3	7	5	4		1	3	2			83
01.10.2009 Saturday							1	3			1	1	2		1		1		1		1			1	13
01.11.2009 Sunday						1		1		1	2	1	2	1	5	2	1		1	4	1	1			25
Totals	20	11	7	6	9	7	26	120	369	598	380	361	280	240	320	216	259	198	103	84	60	64	68	43	3889

© 2009 InfoPlusTM Research Services / Survey Communications, Inc. / Baton Rouge, LA

13

SCI Research
www.SCIresearch.com

SURVEY COMMUNICATIONS, INC

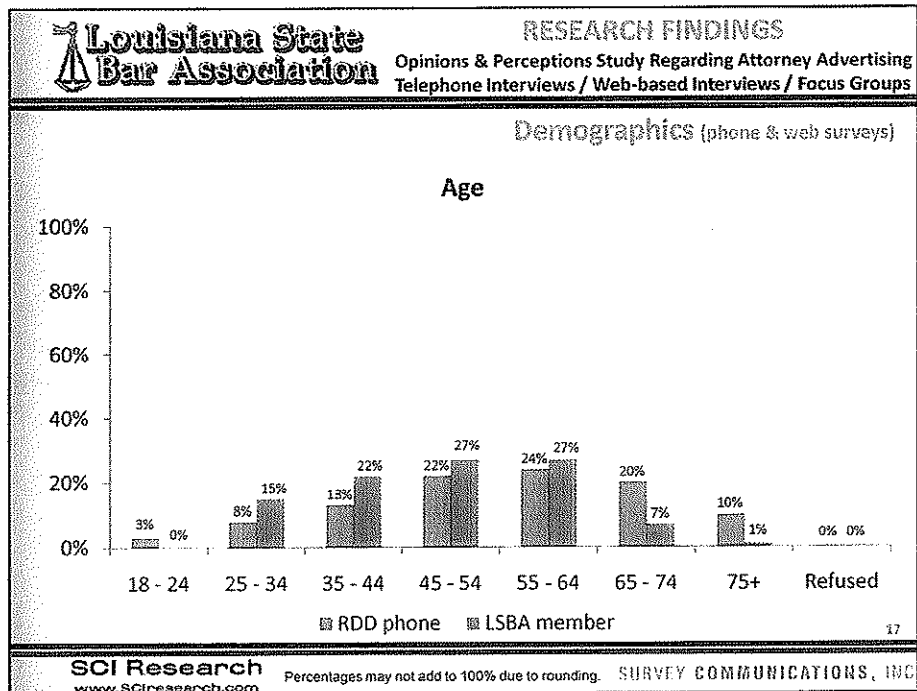
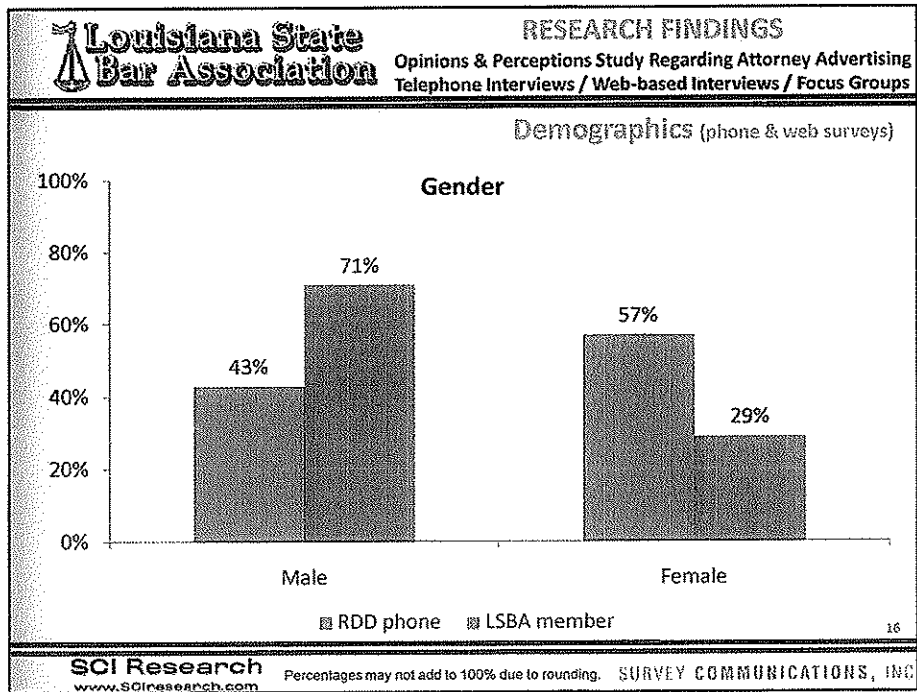
Objective and Methodology

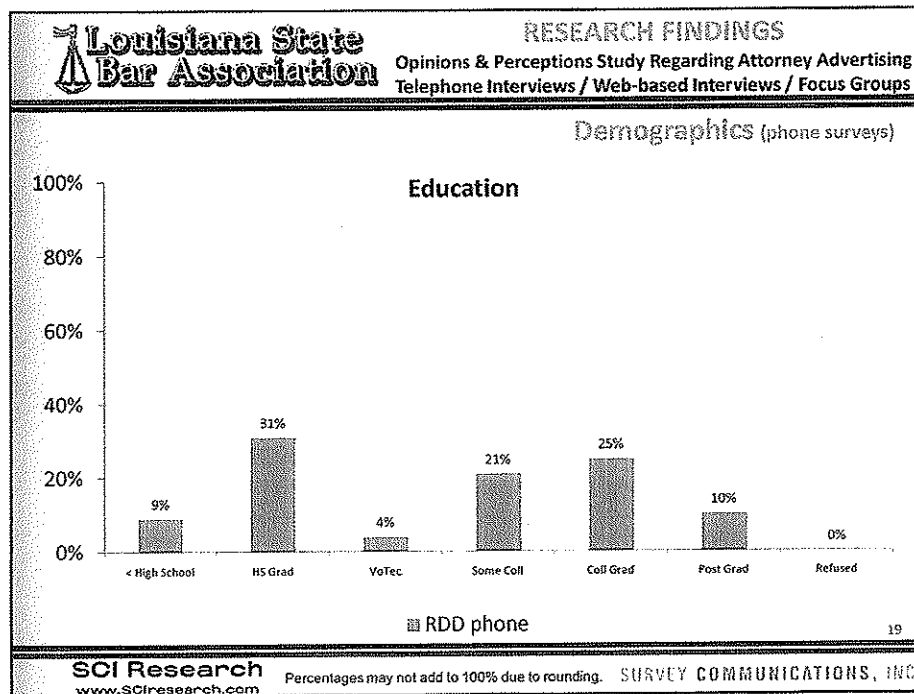
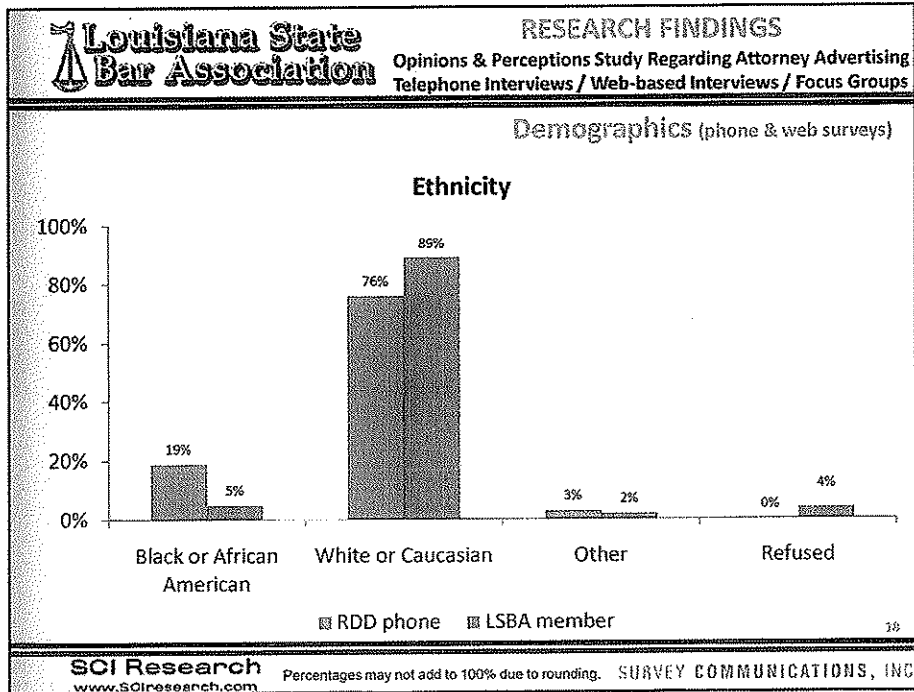
- PHASE 3 -- Focus Group Details
 - Focus groups among the general public were conducted in New Orleans (1/13/09), Lafayette (1/14/09), and Shreveport (1/15/09).
 - 6 to 10 participants were targeted for each group and recruited from SCI's call center in Baton Rouge.
 - A total of 25 Louisiana residents participated; 9 in New Orleans, 9 in Lafayette, and 7 in Shreveport.
 - All focus groups were moderated by SCI's John Boston.

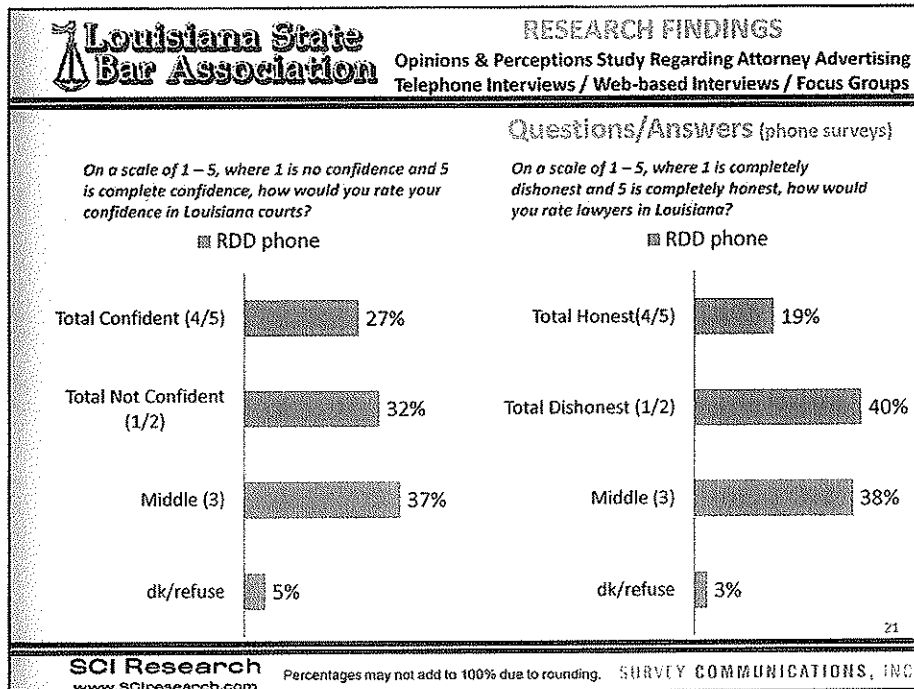
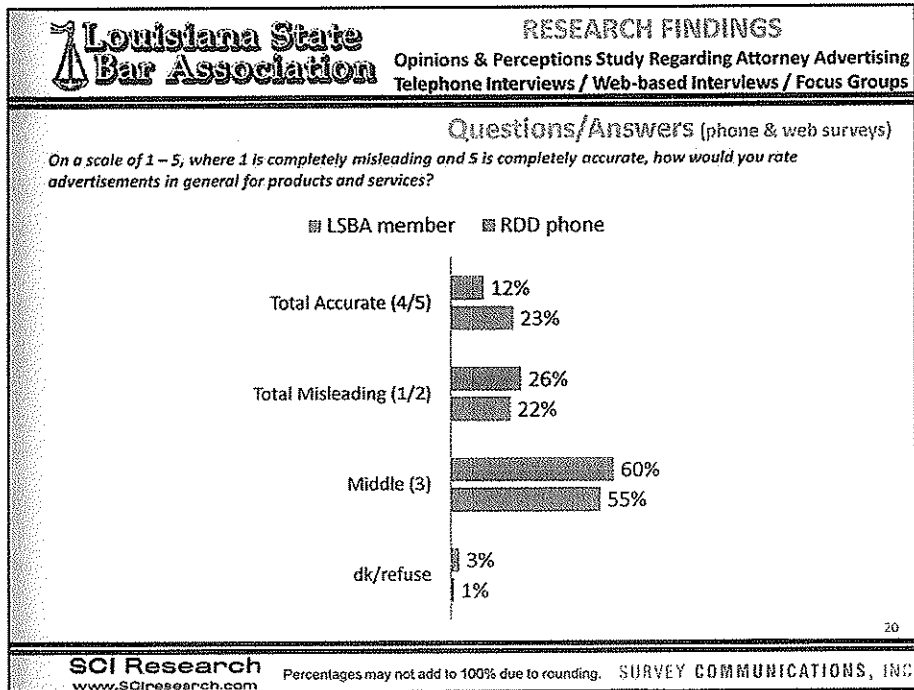
14

NOTE: we will first review quantitative results (the phone surveys from the general public, as well as the web-based surveys from members of the Louisiana State Bar Association). Focus group results will follow.

15









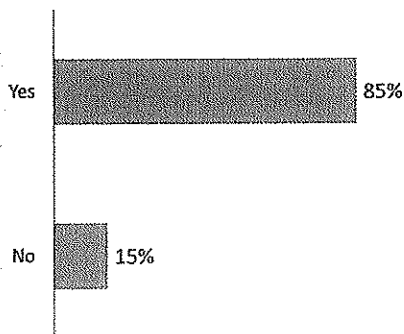
RESEARCH FINDINGS

Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Questions/Answers (LSBA surveys)

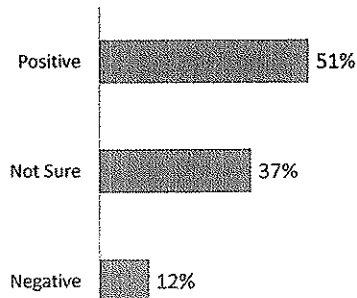
Are you aware of the revisions to the Louisiana Rules of Professional Conduct that deal with lawyer advertising and solicitation which will take effect on April 1, 2009?

■ LSBA member



Overall, do you think the revisions to the Louisiana Rules of Professional Conduct that deal with lawyer advertising and solicitation are positive or negative changes?

■ LSBA member



22

SCI Research
www.SCIresearch.com

Percentages may not add to 100% due to rounding.

SURVEY COMMUNICATIONS, INC.



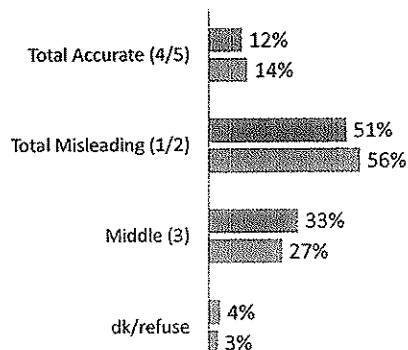
RESEARCH FINDINGS

Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Questions/Answers (phone & web surveys)

With respect to lawyer advertising that you may have seen, heard, or read: on a scale of 1 - 5, where 1 is completely misleading and 5 is completely accurate, how would you rate lawyer advertising in Louisiana?

■ LSBA member ■ RDD phone



23

SCI Research
www.SCIresearch.com

Percentages may not add to 100% due to rounding.

SURVEY COMMUNICATIONS, INC.

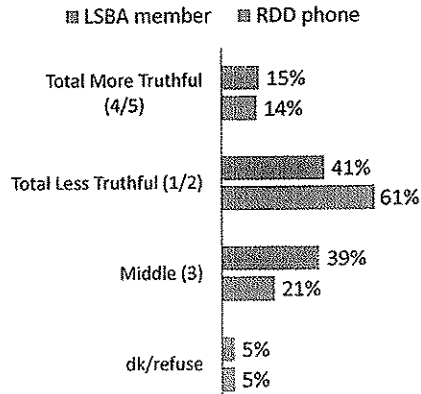


RESEARCH FINDINGS

Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Questions/Answers (phone & web surveys)

In general, would you say that lawyer advertising in Louisiana is [ROTATE] more or less truthful than advertisements for other businesses?



24

SCI Research
www.SCIresearch.com

Percentages may not add to 100% due to rounding.

SURVEY COMMUNICATIONS, INC

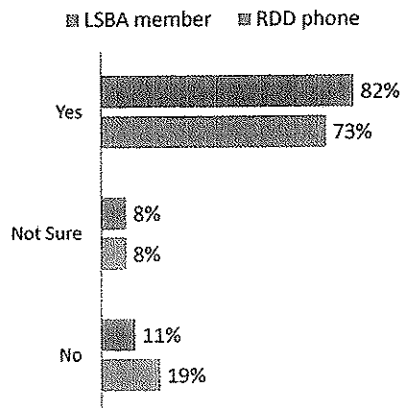


RESEARCH FINDINGS

Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Questions/Answers (phone & web surveys)

Have you ever seen or heard a disclaimer used in a print, a television, or a radio advertisement? (Note: definition of disclaimer was read to all RDD phone respondents.)



25

SCI Research
www.SCIresearch.com

Percentages may not add to 100% due to rounding.

SURVEY COMMUNICATIONS, INC

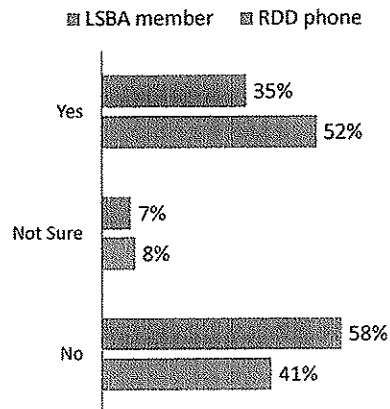


RESEARCH FINDINGS

Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Questions/Answers (phone & web surveys)

In general, are you able to clearly read, hear, or understand disclaimers in advertising? (Note: definition of disclaimer was read to all RDD phone respondents.)



26

SCI Research
www.SCIresearch.com

Percentages may not add to 100% due to rounding.

SURVEY COMMUNICATIONS, INC

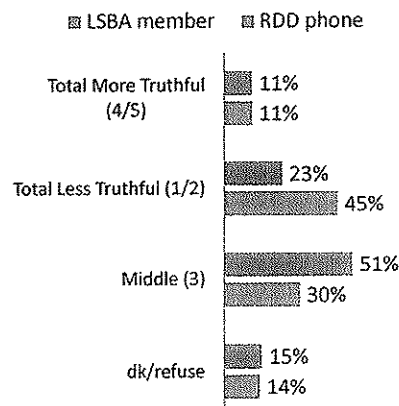


RESEARCH FINDINGS

Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Questions/Answers (phone & web surveys)

Do you think the use of disclaimers in lawyer advertising is [ROTATE] more or less truthful than the use of disclaimers in advertising for other businesses?



27

SCI Research
www.SCIresearch.com

Percentages may not add to 100% due to rounding.

SURVEY COMMUNICATIONS, INC



RESEARCH FINDINGS

Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Questions/Answers (phone & web surveys)

phone – I'm going to read a series of statements from Louisiana lawyer advertisements. As I read each one phone & web – please tell me/indicate if you have ever heard or seen the statement.

	RDD phone			LSBA member		
	Yes	No	dk/ref	Yes	No	dk/ref
One call, that's all.	91%	8%	1%	89%	8%	3%
The strong arm.	54%	45%	2%	61%	31%	8%
I'll make them pay.	81%	18%	2%	71%	17%	12%
Get the E guarantee.	58%	42%	1%	73%	23%	4%
Tell them you mean business.	59%	39%	3%	42%	34%	24%
Before you accept a quick check, check w/ me.	82%	18%	1%	81%	13%	6%
Don't get muscled around.	35%	62%	3%	14%	60%	26%
What big results? Call us.	72%	25%	3%	28%	45%	28%
Where a fair settlement is no accident.	47%	49%	4%	26%	50%	24%

SCI Research
www.SCIresearch.com

Percentages may not add to 100% due to rounding.

SURVEY COMMUNICATIONS, INC



RESEARCH FINDINGS

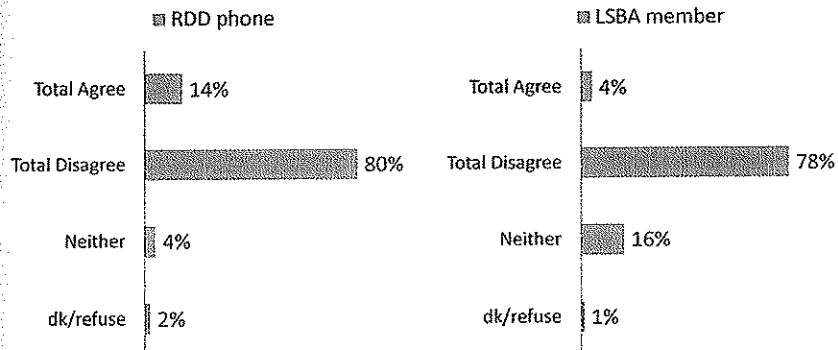
Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Questions/Answers (phone & web surveys)

With respect to the (previous) statements you said you recognized, please tell me/indicate to what extent you [ROTATE] agree or disagree with the following ... [probe for strongly or somewhat]

The lawyer ads that contain the statements I recognized raise my confidence in Louisiana courts.

The public's confidence in Louisiana courts is raised by the lawyer advertisements that contain the statements I recognized.



30

SCI Research
www.SCIresearch.com

Percentages may not add to 100% due to rounding.

SURVEY COMMUNICATIONS, INC



RESEARCH FINDINGS

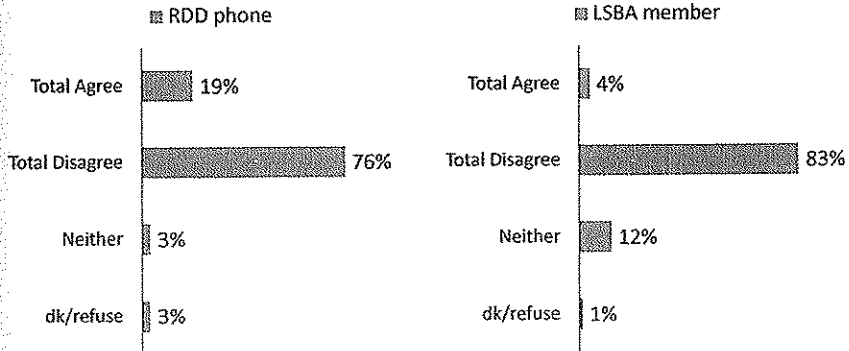
Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Questions/Answers (phone & web surveys)

With respect to the (previous) statements you said you recognized, please tell me/indicate to what extent you [ROTATE] agree or disagree with the following ... [probe for strongly or somewhat]

The lawyer ads that contain the statements I recognized raise my opinion of the integrity of Louisiana lawyers.

The lawyer ads that contain the statements I recognized raise the public's opinion of the integrity of Louisiana lawyers.



31

SCI Research
www.SCIresearch.com

Percentages may not add to 100% due to rounding.

SURVEY COMMUNICATIONS, INC



RESEARCH FINDINGS

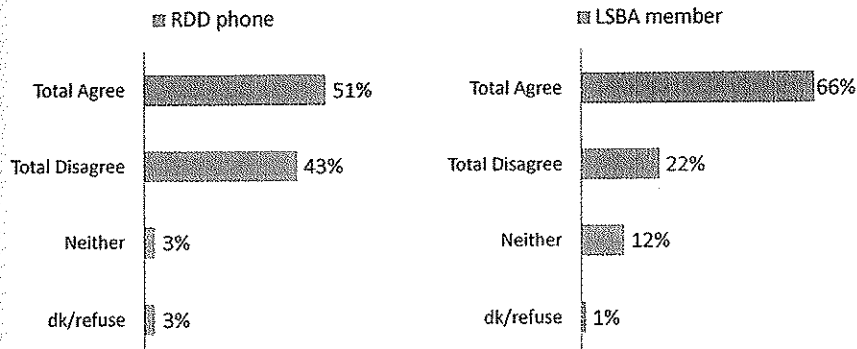
Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Questions/Answers (phone & web surveys)

With respect to the (previous) statements you said you recognized, please tell me/indicate to what extent you [ROTATE] agree or disagree with the following ... [probe for strongly or somewhat]

In the lawyer ads that contain the statements I recognized, I am able to tell who is a lawyer and who is an actor.

The lawyer ads that contain the statements I recognized are implicitly misleading.



32

SCI Research
www.SCIresearch.com

Percentages may not add to 100% due to rounding.

SURVEY COMMUNICATIONS, INC



RESEARCH FINDINGS

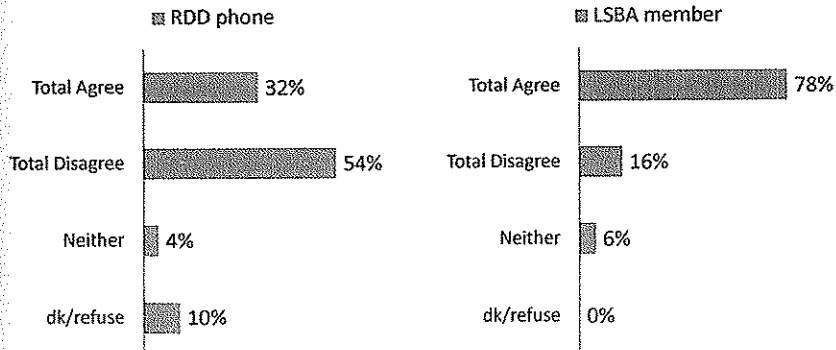
Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Questions/Answers (phone & web surveys)

With respect to the (previous) statements you said you recognized, please tell me/indicate to what extent you [ROTATE] agree or disagree with the following ... [probe for strongly or somewhat]

In the lawyer ads that contain the statements I recognized, these lawyers have more influence over Louisiana courts than other lawyers.

The lawyer ads that contain the statements I recognized imply that the lawyers advertised can obtain favorable results without regard to facts or law.



33

SCI Research
www.SCIresearch.com

Percentages may not add to 100% due to rounding.

SURVEY COMMUNICATIONS, INC



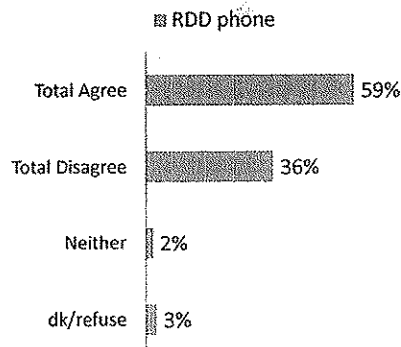
RESEARCH FINDINGS

Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Questions/Answers (phone surveys)

With respect to the (previous) statements you said you recognized, please tell me/indicate to what extent you [ROTATE] agree or disagree with the following ... [probe for strongly or somewhat]

The lawyer ads that contain the statements I recognized imply that Louisiana courts can be manipulated by the lawyers in the ads.



34

SCI Research
www.SCIresearch.com

Percentages may not add to 100% due to rounding.

SURVEY COMMUNICATIONS, INC



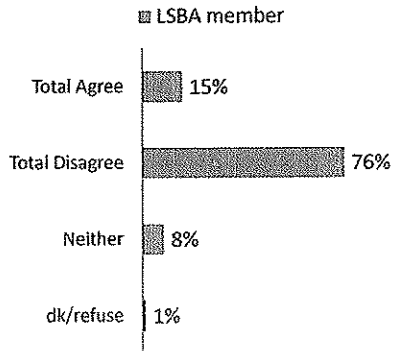
RESEARCH FINDINGS

Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Questions/Answers (web surveys)

With respect to the (previous) statements you said you recognized, please tell me/indicate to what extent you [ROTATE] agree or disagree with the following ... [probe for strongly or somewhat]

The public is not misled by the lawyer ads that contain the statements I recognized.



35

SCI Research
www.sciresearch.com

Percentages may not add to 100% due to rounding.

SURVEY COMMUNICATIONS, INC



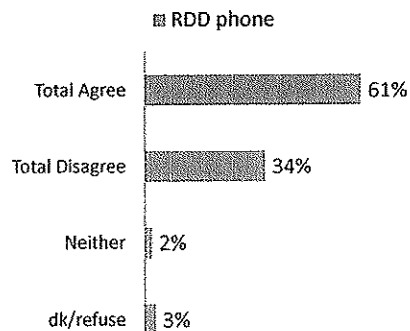
RESEARCH FINDINGS

Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Questions/Answers (phone surveys)

With respect to the (previous) statements you said you recognized, please tell me/indicate to what extent you [ROTATE] agree or disagree with the following ... [probe for strongly or somewhat]

The statements in the lawyer ads I recognized promise the lawyer will achieve a positive result.

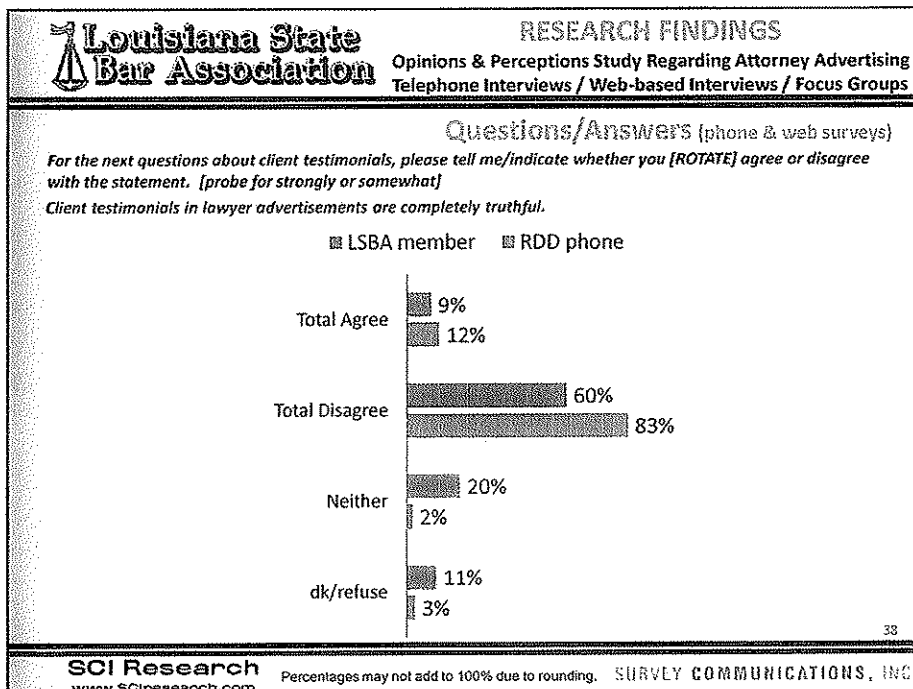
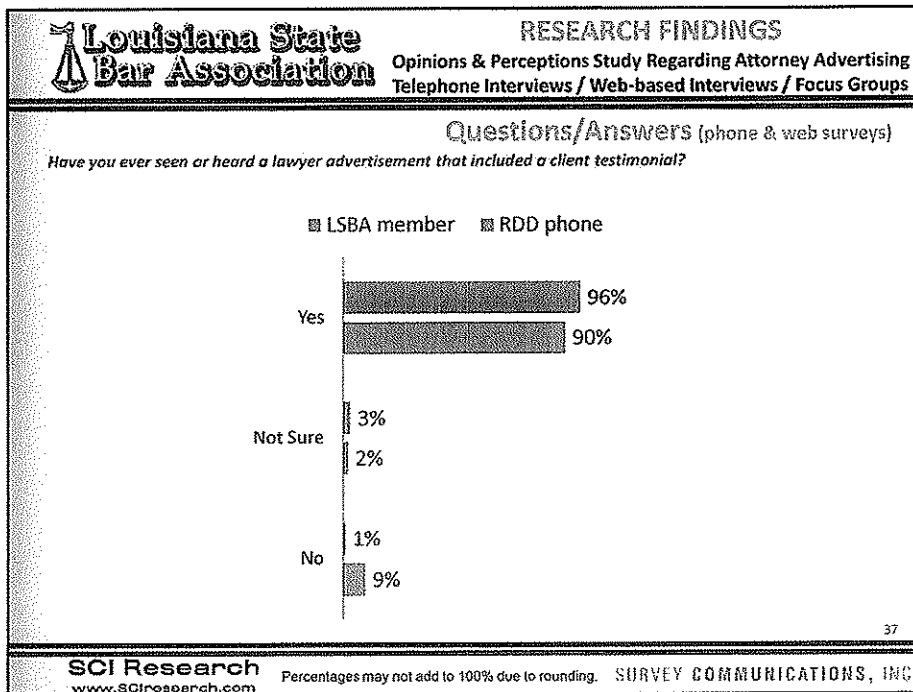


36

SCI Research
www.sciresearch.com

Percentages may not add to 100% due to rounding.

SURVEY COMMUNICATIONS, INC





RESEARCH FINDINGS

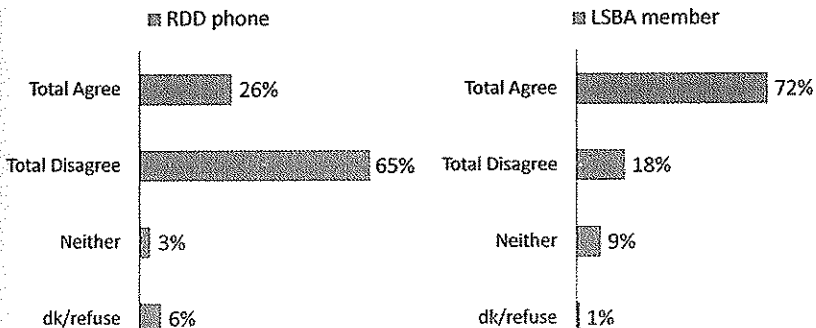
Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Questions/Answers (phone & web surveys)

For the next questions about client testimonials, please tell me/indicate whether you [ROTATE] agree or disagree with the statement. [probe for strongly or somewhat]

Lawyers endorsed by a testimonial have more influence on Louisiana courts than other lawyers.

Client testimonials imply that the endorsed attorney can obtain a positive result without regard to facts or law.



39

SCI Research
www.SCIresearch.com

Percentages may not add to 100% due to rounding.

SURVEY COMMUNICATIONS, INC



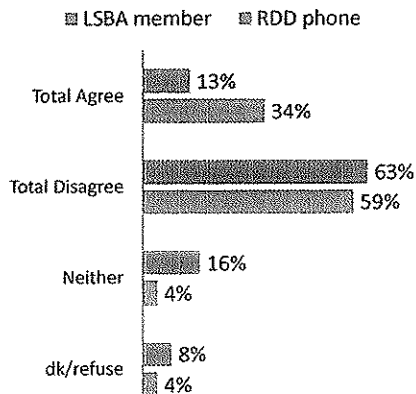
RESEARCH FINDINGS

Opinions & Perceptions Study Regarding Attorney Advertising
Telephone Interviews / Web-based Interviews / Focus Groups

Questions/Answers (phone & web surveys)

For the next questions about client testimonials, please tell me/indicate whether you [ROTATE] agree or disagree with the statement. [probe for strongly or somewhat]

I can always tell if a testimonial in a lawyer advertisement is made by a client and not by an actor.



40

SCI Research
www.SCIresearch.com

Percentages may not add to 100% due to rounding.

SURVEY COMMUNICATIONS, INC