

General Public Legal Services

Focus Group Report

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Prepared for

Utah State Bar



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General Public Legal Services Focus Group Report

TABLE OF CONTENTS

Introduction	1
Conclusions and Opportunities	5
Detailed Results	9
Appendix A: Participant Screener	A1
Appendix B: Moderator's Discussion Guide	A7
Appendix C: Participant Handout	A13

Introduction

Lighthouse Research & Development, Inc. was contracted by the Utah State Bar to conduct two focus groups with general public participants regarding their usage and perceptions of legal services.

Objectives

The main objective of this research project was to discover participants' perceptions and usage of legal services. To accomplish the project objectives, participants were guided through a discussion that encompassed the following topics and themes:

Identify Usage of and Perceptions of Legal Services

- Gather general perceptions of lawyers
- Identify the perceived value of lawyers, according to participants
- Determine the point at which participants would consider using a lawyer

Discover the Barriers Preventing Individuals from Using Legal Services

- Identify the barriers preventing individuals from using the services provided by a lawyer
- Determine if participants agree or disagree with possible barriers for using legal services

Understanding the Selection Process

- Identify the resources participants would rely on to find a lawyer
- Identify factors that are important to participants in choosing a lawyer
- Discover the process participants would go through to select the right lawyer for them

Determine Fee Preferences

- Determine why cost is such a barrier to using a lawyer's services (i.e. up-front cost, hourly cost, and cost vs. benefit)
- Discover whether participants prefer a flat fee or an income-based fee when paying for legal services
- Determine the reason for participants' preferences

Project Overview

The specific scope of work for this research project is described below:

- Recruitment of participants for each group
- Confirmation emails and reminder telephone calls to each participant
- Development of a moderator's guide and participant handout, including specific discussion topics, questions, and ratings
- Facilitation of the focus groups
- Development of a written report of results

Research Methodology

The research methods used to complete the project are outlined in detail below.

Screening Design and Development

Lighthouse Research, in consultation with Utah State Bar personnel, prepared the participant screener. The information collected during the screening process was used to verify participant eligibility and gather demographic information.

Sampling Procedures

The recruiting for the focus groups was conducted using general public sample.

Recruiting

Experienced executive recruiters from the Lighthouse Research facility in Riverton, Utah, conducted the recruiting. Interviewers were briefed thoroughly on the screener before proceeding with recruiting. Calling hours for this recruit were between 9:00 a.m. and 9:00 p.m. on weekdays. Participants received personal emails confirming their invitation to participate and indicating the date and time of the discussion group. Careful attention was paid during the recruiting process to ensure only qualified individuals were invited.

Development of Moderator's Guide

Lighthouse Research designed the moderator's guide for the focus groups. The questionnaire encompassed the following topic areas:

- Identify Usage of and Perceptions of Legal Services
- Discover the Barriers Preventing Individuals from Using Legal Services
- Understanding the Selection Process
- Determine Fee Preference

Focus Group Fulfillment

A total of two focus groups were facilitated by Christie Leake, who guided participants through the topic areas outlined in the moderator's guide. The focus groups were held February 6, 2018 at the offices of Lighthouse Research & Development, Inc. in Salt Lake City, Utah.

Organization of the Report

Data collected during the interviews was analyzed for reporting. The results were compiled and are presented in this report, organized by the following areas:

- Introduction
- Conclusions and Opportunities
- Detailed Results
- Appendices

The Conclusions and Opportunities section of this report includes a summary of the research findings from the focus groups.

The Detailed Results portion of this report presents the complete findings of the research organized by topic.

The Appendices section provides frequency of results for the participant screener and focus group handout questions, verbatim open-ended responses provided by participants, and a copy of the moderator's discussion guide.

This report represents the deliverable for this portion of this contract and is presented respectfully to the project sponsors.

Conclusions and Opportunities

Based on the results of the research findings, Lighthouse Research respectfully makes the following conclusions.

Identify Usage of and Perceptions of Legal Services

- When identifying the words, thoughts and phrases that come to mind when they think of lawyers, participants mentioned both positive and negative associations. When discussing their positive associations of lawyers, participants described them as knowledgeable advocates who can handle situations they themselves cannot. However, multiple participants reported having negative perceptions of lawyers, as they perceive them to be aggressive, contentious, argumentative, and dishonest.
- When asked to rate their perceptions of lawyers, participants, on average, gave a mid-range rating of 4.92 on the one-to-seven rating scale.

Value of Lawyers

- When discussing the value provided by lawyers, multiple participants commented that lawyers act as powerful advocates for their clients, asserting their rights and offering protection; lawyers are dependable and willing to do whatever is necessary for their clients; and lawyers have extensive knowledge that they themselves do not have.
- Participants who have used lawyers in the past overwhelmingly stated that despite the high cost of services, it was worth it.
- Some participants said it would “take a lot” for them to engage a lawyer, while others said they would only engage a lawyer as a last resort. Participants indicated that they would be more likely to secure a lawyer’s services if they stood to gain or lose a great deal.

Understanding the Selection Process

- When asked where they would go if they needed to find a lawyer, participants most frequently said they would ask their friends and family members for recommendations or referrals. Participants also mentioned that they would ask lawyers they know for referrals. Some participants said they would look for lawyers through online search engines and Google reviews.

- Participants identified the following as the step-by-step process they would implement to select a lawyer:
 - Step 1: Identify a need
 - Step 2: Identify the type of lawyer needed
 - Step 3: Ask for referrals, search for lawyers online
 - Step 4: Compile a list of lawyers
 - Step 5: Research recommended lawyers
 - Step 6: Schedule consultations with each lawyer
 - Step 7: Interview lawyers
 - Step 8: Choose a lawyer
- When asked to identify the top factors they would consider before choosing a lawyer, participants most frequently said they would consider 1) knowledge and specialized experience, followed by 2) cost.

Discover the Barriers Preventing Individuals from Using Legal Services

- In general, participants identified three main barriers that prevent individuals from using a lawyer's services: 1) cost, 2) fear, and 3) not knowing how to engage a lawyer.
- Cost is the number one barrier preventing individuals from engaging legal counsel. When asked why cost is such a barrier to engaging a lawyer, participants generally mentioned one of two things: 1) they perceive they can't afford a lawyer and 2) they are intimidated by an hourly cost and not knowing what a final cost will be.
- When asked to rate their agreement with various statements relating to potential barriers that may prevent individuals from seeking a lawyer, participants, on average, gave the highest rating to "lawyers' fees are too costly," indicating that this is the statement they agree with most. The statement receiving the second highest average mean rating was "I can take care of most issues myself without the help of a lawyer."

Determine Fee Preference

- Participants, in general, demonstrated only a basic knowledge of what lawyers do.
- When asked if they are aware of how lawyers bill, multiple others said lawyers charge "by the hour" or "by the minute." However, multiple participants said they are unsure of how lawyers charge, which is a barrier to them engaging the services of a lawyer.
- When asked to indicate what they would be willing to pay for legal services if they needed to use a lawyer today, most participants said they don't know what they would pay or that cost is dependent upon services provided. However, most participants said they would be willing to pay between \$100 and \$200 an hour for legal services.
- When asked how valuable they would consider a one-hour meeting with a lawyer to be in various situations, participants gave the highest average mean rating to "lawsuits" and the second highest rating to "serious traffic citations or criminal charges," indicating these are the situations where participants consider a consult with a lawyer to be most valuable.

- When asked how much they would be willing to pay for a one-hour meeting in each of the aforementioned situations, participants, on average, said they would pay the most for personal injury cases and the least for a dispute with a neighbor.
- Nearly three-fifths of participants (14) said they would prefer to pay an income-based sliding fee, while two-fifths (10) said they would prefer to pay a flat fee. Participants who said they would prefer a flat fee see this fee structure to be an advantage in that they know what their costs will be from the very beginning of the process. Participants who would prefer an income-based sliding scale said they see this fee structure as more affordable for them.

Conclusion

- At the conclusion of the groups, participants offered suggestions for making lawyers' services more attainable and appealing to the general public. In response, participants suggested offering free consultations, clinics, or seminars highlighting their areas of expertise. Participants also suggested making fees more affordable, or better communicating the affordability of fees. Some participants suggested capping fees or providing clear estimated fee structures.

Detailed Results

Identify Usage of and Perceptions of Legal Services

Word Association

When identifying the words, thoughts and phrases that come to mind when they think of lawyers, participants mentioned both positive and negative associations. When discussing their positive associations of lawyers, participants described them as knowledgeable advocates who can handle situations they, themselves, cannot. However, multiple participants reported having negative perceptions of lawyers, as they perceive them to be aggressive, contentious, argumentative, and dishonest. For details, please see Table 1.

Table 1
What words, thoughts, or phrases come to your mind when you think of “lawyers”?

Positive	Negative	Neutral
<ul style="list-style-type: none"> • Advocates • Eager • Educated • Good asset <ul style="list-style-type: none"> ○ “I think they’re a good asset to have in your back pocket. If you have a friend who is an attorney, it’s handy.” • Helpful • Knowledgeable • Powerful • Ready and willing • Representative • Smart • Studying • There if you need them • “They can say and do things I can’t.” • “They know the tricks.” • “They know what you can and can’t do.” <ul style="list-style-type: none"> ○ “They’re there to help you to see things that you don’t see from a legal aspect.” 	<ul style="list-style-type: none"> • Aggressive • Assertive • Charge by the minute • Contentious • Argumentative • Conversations with them are difficult • Dishonest • Expensive • Shark • “They’re always right. They know everything.” <ul style="list-style-type: none"> ○ “Some of my friends who are lawyers are always right. They make sure that you know it.” 	<ul style="list-style-type: none"> • Customers • Jokes • <i>Matlock</i> • Paperwork • Stepson • Wealthy • Debaters

When asked to rate their perceptions of lawyers, participants, on average, gave a mid-range rating of 4.92 on the one-to-seven rating scale.

Some participants indicated they have had positive experiences with lawyers, thus their high perception ratings. One participant said, “Most of the lawyers I know are very good people,” while another said, “My own interactions with lawyers have both been very positive.” One other participant said, “I was up against a big huge major, major firm. We went right to the top; this firm is an international firm, and they would have eaten me alive. They went and found the ins and outs. I’m part of their family now. Those guys really knew their stuff.”

Participants who gave low or mid-range ratings said they have had or have witnessed negative experiences with lawyers. One participant said, “In my own personal experiences and the experience of friends, they’ve just been more of a waste of time than a help. They just want more money than anything.” Another said, “Knowing several people who have been divorced, I hear these horror stories. Ten, fifteen, twenty thousand dollars later, and they are in the exact same place they would have been when they started.”

Value of Lawyers

When discussing the value provided by lawyers, multiple participants commented that lawyers act as powerful advocates for their clients, asserting their rights and offering protection. One participant said, “They do give you a voice if you don’t really have one,” while another said, “The good ones can be a really powerful advocate for you.”

Participants commented that lawyers are dependable and willing to do whatever is necessary to provide for their clients. One participant said, “They have a selfish perspective for your benefit,” while another said, “I feel like whatever attorney is on your side, because you pay them so much, they are gung-ho for you. Especially in a custody battle or something like that. They’re on your side, they’re there to protect you.”

Multiple participants commented that lawyers are valuable in that they have extensive knowledge that they themselves do not have. Participants indicated that lawyers “know the law,” “know the system,” and “understand risks.” One participant explained, “They have an extensive knowledge of the law that we don’t.”

Participants also mentioned that lawyers offer value in offering advice or counsel to their clients.

Participants who had used lawyers previously overwhelmingly stated that even with the high fees they paid, obtaining a lawyer was worth it. One participant said, “To me, they’re worth every penny.” Another said, “It was worth it to me because it was a case I had tried to win on my own and didn’t. I was referred to by an attorney...and it was successful.”

Engaging a Lawyer

Some participants said it would “take a lot” for them to engage a lawyer. One participant said, “It would take a lot because I know that it’s going to be more than I can afford.” Another said, “I think mine would be probably quite a ways down the line before I get a lawyer because of the expense. The only time we ever had a lawyer they billed by the minute and it was very expensive.”

Multiple participants said they would engage a lawyer, only as a last resort. One participant said, “I would try to do everything on my own at first. I feel like there are a lot of things you can do on your own. But if I wasn’t able to go any further or if it was something that I felt like I needed an advocate or a lawyer, then I would get one.” Another participant said, “I’m the kind of person that would try to solve problems on my own. I think it’s better. If you can negotiate with someone else and come to an agreement without, it can have a positive resolution.”

Participants explained that if they stood to lose or gain a lot, they would engage the services of a lawyer. One participant said, “If I stood to lose more than I have or a significant amount of money, it would be worth it to me.” Another said, “Fear is a big motivator for most people. A fear of losing your house or your kids [would cause me to engage a lawyer].” One other participant said, “It depends on the extent of the ramifications or if the effects of it are going to make a significant change in my life.”

Understanding the Selection Process

Useful Resources

When asked where they would go if they needed to find a lawyer, participants most frequently said they would ask their friends and family members for recommendations or referrals. Participants also mentioned that they would ask lawyers they know for referrals.

In addition, participants said they would seek legal services by using Social media, Google or online search engines, the Better Business Bureau, Thumbtack, and work resources.

Step-by-Step Process When Choosing a Lawyer

Participants, in general, identified eight main steps they would take when choosing a lawyer. Table 2 below outlines these steps and includes explanations as to why each step is included.

Table 2
What steps would you go through before choosing a lawyer?

	Process
Step 1	Identify a need <ul style="list-style-type: none"> “You have to have a reason to get a lawyer. That would be the first step, in my opinion.”
Step 2	Identify the type of lawyer needed
Step 3	Ask for referrals, search for lawyers online <ul style="list-style-type: none"> “My neighbor is a real estate attorney, but I know I could call him if I needed a tax attorney or whatever. I would call him for a referral.” “If I knew someone who had been through that situation, I would call them and find out who they went with.” “I would go to social media because I like to get a lot of opinions. I would post on social media and ask if anyone knows a good lawyer.” “I look at Google reviews as well.”
Step 4	Compile a list of lawyers
Step 5	Research recommended lawyers
Step 6	Schedule consultations with each lawyer
Step 7	Interview lawyers <ul style="list-style-type: none"> “They have to be engaged and interested in my case and what I need. I’m not just another case on their desk.” “Their experience of what cases have been worked that are similar to what they have.” “Some indication that your business is something they want.”
Step 8	Choose a lawyer

Important Factors in Choosing a Lawyer

When asked to identify the top factors they would consider before choosing a lawyer, participants most frequently said they would consider 1) knowledge and specialized experience, followed by 2) cost. Participants also felt that being a leader in their field and recommendations from others would be highly important in selecting a lawyer. For details, please see Table 3.

Table 3
What are the top factors you would consider before choosing a lawyer?

	Most	Second	Third	Overall
Knowledge, specialized experience	5	6	3	14
Cost, Billing	0	1	10	11
Leader in their field	3	3	2	8
Referrals	6	2	0	8
Respect for client, treatment, friendliness	4	1	0	5
Way they present information, passion	0	1	3	4
Reputation, credibility	0	4	0	4
If they are moral	3	0	1	4
Professionalism	0	3	0	3
Listen to clients	1	1	0	2
Adequate support system and resources	0	0	2	2
If they're successful	0	0	1	1
Where they graduated	0	0	1	1
Number of years of experience	0	1	0	1
If you trust them	1	0	0	1
If they are aggressive	0	1	0	1
Time management	0	0	1	1
Good communication	1	0	0	1

When asked how they know if an attorney is the right one for them, participants mentioned the following:

- “When I interview them, I want to know their philosophy, their experience, I even want to know what cases they’ve won that relate to my case.”
- “You need one with goals that are compatible with your own.”
- “I think I want to know their connection with the firm because there are a lot of resources and they can bounce ideas off them.”
- “You have to know and feel that they’re going to go to bat for you. You just have to feel it. You can usually tell when talking to someone if they’re interested and if they’re going to put in the effort you want.”

Discover the Barriers Preventing Individuals from Using Legal Services

Top Barriers

In general, participants identified three main barriers that prevent individuals from using a lawyer’s services: 1) cost, 2) fear, and 3) not knowing how to engage a lawyer.

Cost is the number one barrier preventing individuals from engaging legal counsel. One participant said, “I think a lot of it is cost, first and foremost. Is it worth the amount of time and money and effort to go through this?”

Multiple participants said they choose not to engage legal counsel as a result of fear. Specifically, participants are fearful of not knowing how much money they will end up paying for legal services and are fearful of the risks involved in securing legal counsel. Participants are also fearful of escalating their issues “to the next level.”

A handful of participants said they aren’t quite sure how to engage a lawyer. Specifically, participants questioned how to know if they need a lawyer, how to know which lawyer to go, and how to start the process of finding a lawyer.

A couple of participants mentioned that sometimes it is easier to handle a matter themselves, rather than securing the services of a lawyer.

Cost Barrier

When asked why cost is such a barrier to engaging a lawyer, participants generally mentioned one of two things: 1) they perceive they can’t afford a lawyer and 2) they are intimidated by an hourly cost and not knowing what a final cost will be.

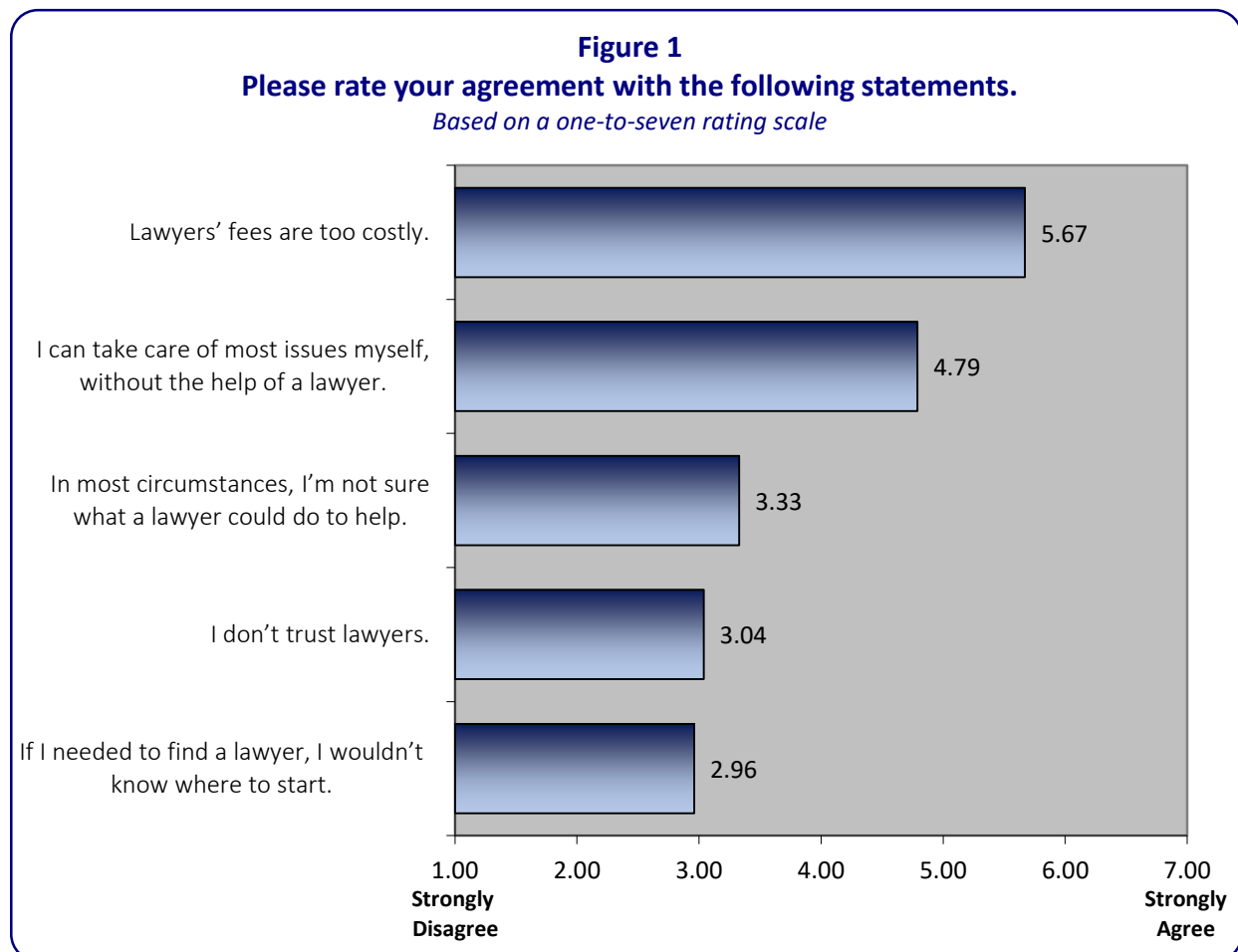
Multiple participants said they can’t afford the services provided by an attorney. One participant said, “We don’t all have money,” while another said, “I don’t have a lot of money to throw around.” One participant said, “Most of them want a retainer, at least two to five thousand, before they’ll even talk to you.” One more participant said, “I don’t know if I have a misconception, but my perception is that it’s always expensive. I don’t make near that much.” A couple of participants indicated that they would have hired an attorney in the past, except for the fact that they felt they couldn’t afford their services. One participant said, “If it wasn’t for the fact that it would cost me so much, I probably would have gotten a lawyer.”

Participants are also fearful of engaging a lawyer because they don't know what the final cost of their services will be. One participant said, "We have a fear of it skyrocketing beyond something you're capable of," while another said, "My assumption is that it's not going to be a flat rate, that it will be an hourly thing, and I have no idea how many hours it's going to take them. They might say they charge only \$25 an hour, but then it will take them 50,000 hours." One more participant said, "It's a fear of when is it going to stop? You're in a commitment, once you sign up for this, you're going to owe for something."

One participant who had used mediation for her divorce instead of a lawyer indicated that she avoided using a lawyer, as she perceived she couldn't afford one. However, when asked if she would pay a flat rate of \$300 for her divorce, she immediately answered, "Yes." She said, "We probably paid that for the arbitration anyway. If it was that relatively low in cost, absolutely, I didn't do research. I was just thinking it would be ten, fifteen, twenty thousand."

Barrier Ratings

When asked to rate their agreement with various statements relating to potential barriers that may prevent individuals from seeking a lawyer, participants, on average, gave the highest rating to "lawyers' fees are too costly," indicating that this is the statement they agree with most. The statement receiving the second highest average mean rating was "I can take care of most issues myself without the help of a lawyer." See Figure 1 for details



Determine Fee Preference

Awareness of What Lawyers Do

Participants, in general, demonstrated only a basic knowledge of what lawyers do. When asked what lawyers do, participants indicated that lawyers conduct research, file paperwork, advise their clients, negotiate, and represent people in court.

Awareness of How Lawyers Charge

When asked if they are aware of how lawyers bill, multiple others said lawyers charge “by the hour” or “by the minute.”

However, multiple participants said they are unsure of how lawyers charge, which is a barrier to them engaging the services of a lawyer. One participant said, “The understanding of billing is one of my biggest fears. The whole idea of all the different ways I could be charged, I’m almost afraid to ask what it’s going to cost me. They almost look down on me like, ‘If you have to ask how much, you can’t afford it.’ I feel like asking how much they’re going to charge almost puts me at a disadvantage.”

Other participants said it is difficult to know what lawyers charge, as their fees can vary from one lawyer to the next. One participant said, “Your question is do we know how they charge? Any way they want to. They’re all entrepreneurs running their own business. They set their pricing. That doesn’t mean they’re going to price everyone the same way. They may tell one person a flat fee, the other person will be 10% of whatever we get, and someone else \$250 an hour.”

Willingness to Pay

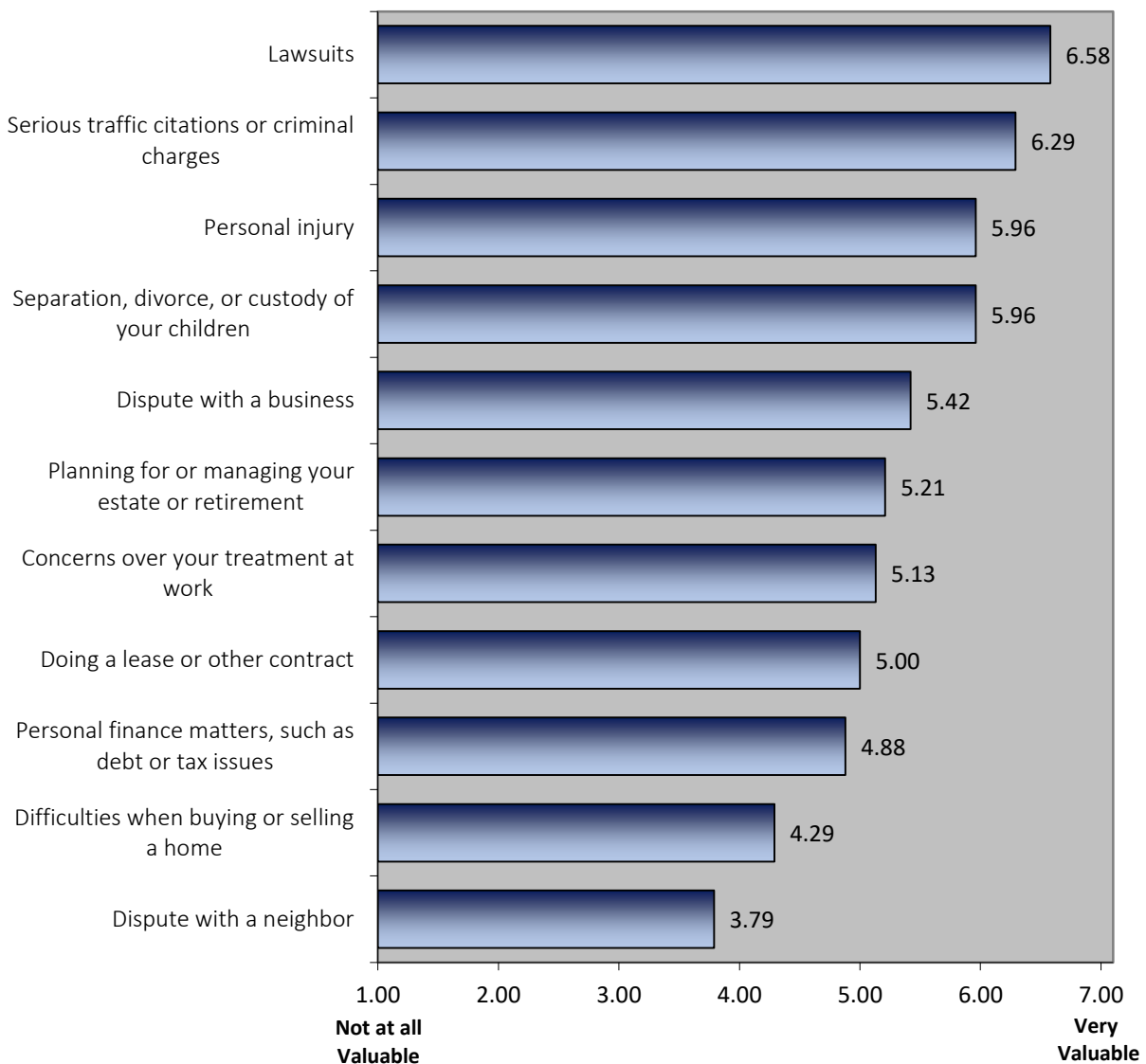
When asked to indicate what they would be willing to pay for legal services if they needed to use a lawyer today, most participants said they don’t know what they would pay or that cost is dependent upon services provided. Of those who identified prices, participants’ responses ranged from \$50 an hour to \$25,000; however, most participants said they would be willing to pay between \$100 and \$200 an hour for legal services.

Value of One-hour Meetings

When asked how valuable they would consider a one-hour meeting with a lawyer to be in various situations, participants gave the highest average mean rating to “lawsuits” and the second highest rating to “serious traffic citations or criminal charges,” indicating these are the situations where participants consider a consult with a lawyer to be most valuable. Participants gave the lowest rating to “dispute with a neighbor,” indicating this is the situation participants feel a consult with a lawyer would be less valuable. For further details, please see Figure 2.

Figure 2
How valuable would you consider a one-hour meeting with a lawyer to be in the following situations?

Based on a one-to-seven rating scale



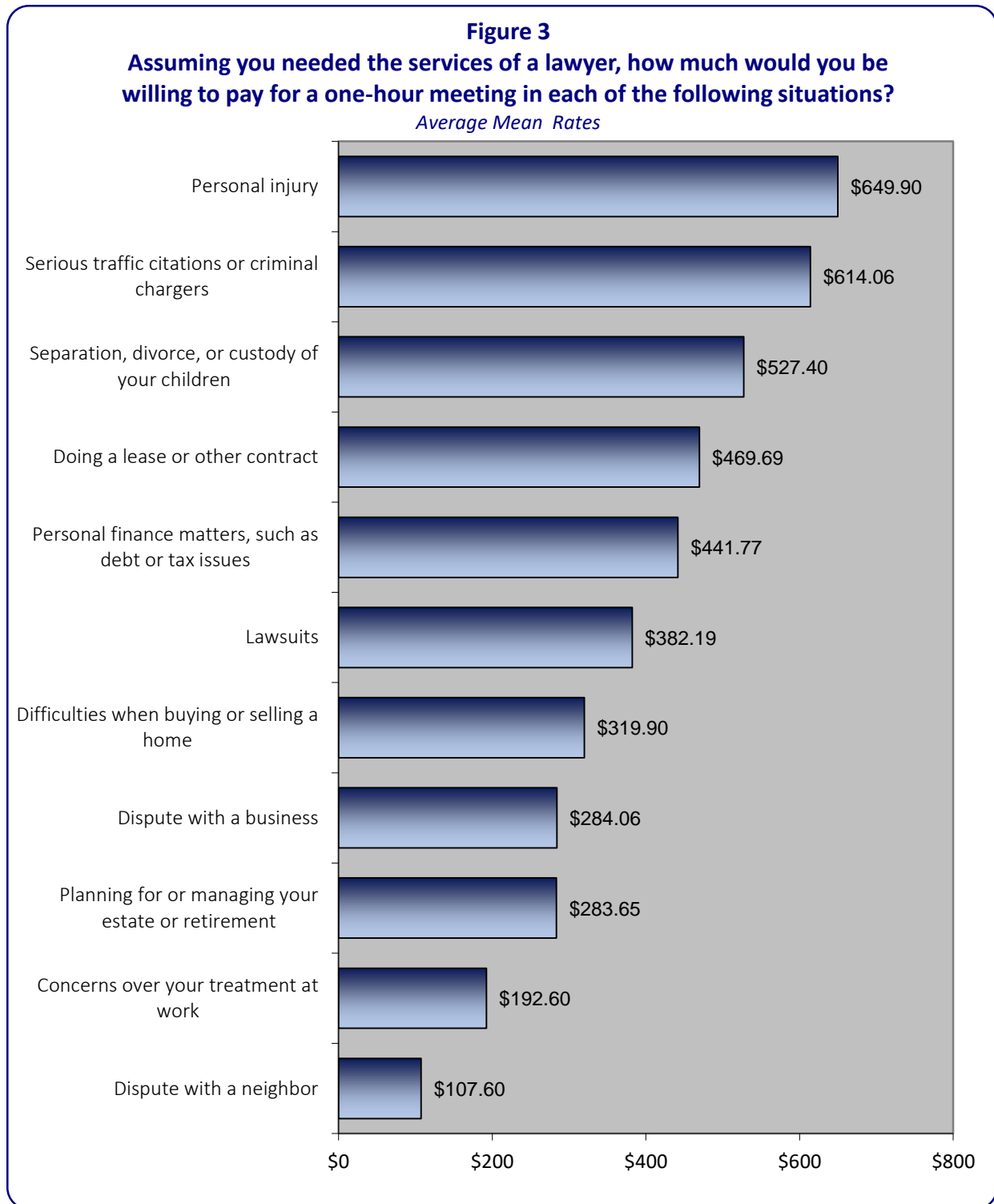
Participants, in general, indicated there are some situations they would be more likely to use a lawyer in than others. Specifically, participants mentioned the following:

- [Divorce or custody] “My lawyer when I was doing my divorce told me he makes more money fixing online divorces than he did in just regular divorces.”
- [Personal injury] “Whether it’s true or not, I’ve been trained by commercials that the longer you wait after an injury, the worse off it’s going to be for an attorney to come in and try to save you. So go to the attorney right off the bat.”
- [Personal injury] When you’re injured you need to focus on your injury and getting better, and it “is helpful to have someone else dealing with the stress of figuring out who’s going to pay for the injury.”

Participants indicated they would not be likely to seek legal counsel for certain situations. For these situations, participant explained:

- [Real estate] “I would look at other channels first. I just don’t think of a lawyer. I mean, you’d have to tell me what the difficulties were before I go to a lawyer. Otherwise, I’d talk to a realtor or title person.”
- [Dispute with neighbor] “I don’t want to live next door to someone I have had to have a lawsuit with. I’d try to solve it in some other way first.”
- [Dispute with neighbor] “Avoid lawyers when dealing with neighbors unless they lawyered up first or there was some extenuating circumstance.”
- [Lease or contract] “You can get those off the internet.”
- [Lease or contract] “I have enough copies of leases from places I’ve rented, I’d just use one of those.”
- [Personal injury] “My thought is that for most injuries there is a set amount that you can get, and I would go after that myself. If I couldn’t get it, then I would go for the attorney.”

When asked how much they would be willing to pay for a one-hour meeting in each of the aforementioned situations, participants, on average, said they would pay the most for personal injury cases and the least for a dispute with a neighbor. Figure 3 illustrates the average amounts participants would be willing to pay for a one-hour meeting in each of the following situations.



Fee Preference

Participants were asked to indicate if they would prefer paying 1) a flat fee with all legal services provided in one lump sum or 2) an income-based sliding fee where they pay for services based on what they can afford. In response, nearly three-fifths of participants (14) said they would prefer to pay an income-based sliding fee, while two-fifths (10) said they would prefer to pay a flat fee.

Participants who said they would prefer a flat fee see this fee structure to be an advantage in that they know what their costs will be from the very beginning of the process. One participant said, “It’s a known cost,” while another said, “With a flat amount, I can budget for that. It’s a fixed cost, a known cost.”

Participants who would prefer an income-based sliding scale said they see this fee structure as more affordable for them. One participant said, “In most cases where I can see myself really needing an attorney, it’s probably going to be something where I need it to be income based.” Another participant said, “I think for me it just makes it seem more accessible, more as an option sooner that I would look at.”

A couple of participants expressed concerns with an income-based sliding fee. One participant said, “With the sliding it sounds like it comes from subsidy, which means they will give me a cheaper price, but they’re going to give me the crappiest lawyer.” Another participant said, “I wouldn’t want my fees to go up and down every year depending on what I’m making.” One more participant said, “I have a pretty big income I don’t want to pay a higher percentage.”

Participants, in general, don’t feel it necessary to have a lawyer on retainer. One participant said, “For my situation, I can’t see buying a lawyer on retainer. Unless I had a business or something where I needed a lawyer on a regular basis.”

Conclusion

As a concluding question, participants were asked:

“Imagine you were part of a creative team tasked with increasing usage of legal services at a law firm. What three things would you do to overcome the barriers preventing individuals from using legal services and motivate them to use your firm?”

In response, participants offered the following recommendations:

- Advertise via social media
- Offer free initial consultations
- Offer clinics or classes on a specific service or area of expertise
- Provide clear pricing structures
- Present case scenarios similar to situations clients are facing, emphasizing how these individuals have been helped
- Offer a cap on pricing
- Make costs affordable
- Offer flat fee pricing when possible
- Offer payment plans with zero interest
- Include aforementioned information on a comprehensive website

Participants Demographics

There was an even distribution of male and female participants, as 12 participants were men and 12 participants were women.

Participants were representative of a variety of ages. The average age of participants was 44 (44.42 average mean, 44.00 median).

Most participants (17) reside within Salt Lake County, though some reside in Davis (5) or other (2) counties.

One-half of participants (12) are employed full-time, while the rest are homemakers (4), part-time employees (3), retired (2), and unemployed (3).

The majority of participants reported being married (17), though some reported being single (4) or divorced (3).

One-half of participants (12) reported having children under the age of 18.

All but one participant reported being White or of Caucasian descent.

More than one-third of participants (9) reported having some college or technical training, though nearly another one-third (7) reported being college graduates, and one-third (6) reported being post-college graduates.

Participants represented a range of annual household incomes. The average participant reported having an annual household income of \$50,000 to \$74,999 (3.33 average mean, 3.00 median).

APPENDIX A: PARTICIPANT SCREENER

Hello, this is _____ calling from Lighthouse Research. Our company is conducting a research discussion with residents in the Salt Lake City area. If you qualify, you will be invited to attend a discussion group, which will last no more than **90 minutes**. In appreciation for your help, you will receive **\$85.00 Cash** as a thank you for your time. I assure you that we are only interested in your opinions and you will not be asked to purchase anything. Do you mind if I ask you a few questions to see if you qualify?

1. Record gender by observation.

	Count
Male	12
Female	12

2. What is your age?

	Count
Younger than 25 [Terminate]	0
25 to 34	6
35 to 44	6
45 to 54	6
55 to 64	4
65 to 74	2
75 and older [Terminate]	0
<i>Average Mean</i>	44.42
<i>Median</i>	44.00

3. Have you or has anyone in your immediate family ever worked for a company in any of the following industries? **[If any of the industries below, Thank & Terminate]**

- ☐ Marketing
- ☐ Research
- ☐ Advertising
- ☐ Media (television, newspaper, radio, etc.)
- ☐ Legal sector (attorney, law, court system, etc.)
- ☐ No, none of the above **[Continue]**

Note: This question asked for verification purposes only.

4. Have you participated in a focus group within the last 12 months?

Note: This question asked for verification purposes only.

5. In which county do you live?

	Count
Salt Lake	17
Davis	5
Other	2

6. What is your current employment status?

	Count
Full-time employed	12
Homemaker	4
Part-time employed	3
Retired	2
Student	0
Unemployed	3

7. What is your marital status?

	Count
Single, Never Married	4
Married	17
Divorced / Separated	3
Widowed	0
Other	0

8. Do you have children under the age of 18?

	Count
Yes	12
No	12

9. Which of the following best describes your ethnicity?

	Count
White, Caucasian	23
Hispanic, Latino	0
Black, African-American	0
Asian, Pacific Islander	0
Native American	0
Other	1

Other

- White / Hispanic

10. Which of the following categories best describes the highest level of education you have completed?

	Count
Less than High School Graduate	0
High School Graduate	2
Some College / Technical School	9
College Graduate	7
Post-college Graduate	6

11. Which of the following ranges best describes your annual household income?

	Count
1 = Less than \$30,000	5
2 = \$30,000 to \$49,999	2
3 = \$50,000 to \$74,999	7
4 = \$75,000 to \$99,999	3
5 = \$100,000 to \$149,999	4
6 = \$150,000 or more	3
<i>Average Mean</i>	3.33
<i>Median</i>	3.00

12. If you could have a meal with anyone in history, who would it be? Why?

Note: This question asked for articulation screening only.

INVITATION [FOR THOSE WHO QUALIFY]:

We would like to invite you to participate in a group discussion that will take place on **Tuesday, February 6th, 2018 at the Lighthouse Research facility located at 375 East 500 South, Salt Lake City.**

Again, I assure you we are not selling anything and you will not be asked to share any personal information, only your opinions and ideas. As we mentioned earlier, you will receive **\$85.00** at the conclusion of the first **90-minute** discussion group. Would you be willing to participate?

☐ Group 1 – Tuesday, February 6th @ 5:00 PM

☐ Group 2 – Tuesday, February 6th @ 6:30 PM

Great! We would like to be able to send you directions and a reminder before the group. Can you please confirm your name, address, and contact information? **(Collect participant contact information below)**

CONTACT INFORMATION

NAME _____

MAILING ADDRESS _____

CITY _____ ZIPCODE _____

HOME PHONE _____ ALT. PHONE _____

E-MAIL ADDRESS _____

RECRUITED BY _____ DATE RECRUITED _____

SOURCE OF RECRUIT _____

**If you have any questions or find that you can't attend, please call us right away at 801-446-4000 so we can find a replacement. We will be giving you a reminder call prior to the group. If you care for children, please do not bring them with you because we are unable to provide child-care at our facility. Thank you for your time and for agreeing to participate in the discussion.*

APPENDIX B: MODERATOR'S DISCUSSION GUIDE

Objectives

The main objective of this research project is to discover participants' perceptions and usage of legal services. To accomplish the project objectives, participants will be guided through a discussion that encompasses the following topics and themes:

Identify Usage of and Perceptions of Legal Services

- Identify professionals participants would use in various situations
- Gather general perceptions of lawyers
- Identify the perceived value of lawyers, according to participants
- Identify situations in which participants would consider using a lawyer
- Determine the point at which participants would consider using a lawyer

Discover the Barriers Preventing Individuals from Using Legal Services

- Identify the barriers preventing individuals from using the services provided by a lawyer
- Determine if participants agree or disagree with possible barriers for using legal services

Understanding the Selection Process

- Determine if participants have used a lawyer's services in the past
- Discover how participants have found lawyers in the past
- Identify participants' reasons for choosing a particular lawyer
- Identify the resources participants would rely on to find a lawyer
- Identify factors that are important to participants in choosing a lawyer
- Discover the process participants would go through to select the right lawyer for them

Determine Fee Preferences

- Determine why cost is such a barrier to using a lawyer's services (i.e. up-front cost, hourly cost, and cost vs. benefit)
- Discover whether participants prefer a flat fee or an income-based fee when paying for legal services
- Determine the reason for participants' preferences

Part One: Introduction and Greeting

10 Minutes

Moderator Introduction

- Moderator introduction
- Ask participants to turn off cell phones
- Advise participants of video and audio taping
- Inform participants there is someone viewing the group to take notes and ensure participant ideas and opinions are recorded correctly

Purpose of Focus Group

“The reason we are here today is to gather your impressions about professional services you may or may not use. I will be leading you through some discussion questions and activities to help us learn more about what you think. We are very interested in each of your personal thoughts and opinions.”

Moderator Role

- To introduce the discussion topics, ask probing questions, and guide the discussion through each of the relevant issues
- The moderator is not to guide the participants’ responses or give advice

Discussion Rules

- Speak one at a time; we want to hear all of your ideas.
- Everyone needs to participate; we need everyone’s ideas and comments.
- There are no wrong or right answers; we invited each of you here so we could understand what you know and how you feel about these topics.
- It is likely that your opinions will differ from someone else’s in the room; as such, please be respectful of others and their opinions.
- Your comments and responses will remain confidential.
- I am not an expert on the topic we will discuss. You are the experts, so please speak freely.

Participant Icebreaker

Participants will be asked to introduce themselves, including the following items in their introductions:

- Name
- Occupation
- Number of people in the family
- Favorite hobby or activity

Part Two: Identify Usage of and Perceptions of Legal Services

10 Minutes

- Q1.** What words, thoughts, or phrases come to your mind when you hear the word, “lawyers”?

The moderator will capture participants’ responses on the flipchart.

The moderator will ask participants to complete **Page 1** in their handouts.

- Q2.** Using a one-to-seven rating scale where one is “very negative” and seven is “very positive,” please rate your perception of lawyers. Explain.
- Q3.** What value do lawyers provide?
- Prompt: What are the benefits of using a lawyer?
- Q4.** In what situations would you personally use a lawyer?
- Q5.** At what point would you decide that it’s time to engage the services of a lawyer? Explain.
- Prompt: At the onset of an issues, after receiving advice from others, when you can’t handle an issue yourself, as a last resort

Part Three: Understanding the Selection Process

15 Minutes

- Q6.** If you needed the services of a lawyer today, which resources would you turn to?
- Q7.** If you needed to find a lawyer today, what steps would you go through before choosing a lawyer?
- Prompt: Step 1...
 - Prompt: Step 2...
 - Prompt: Step 3...
- Q8.** How do you determine if a lawyer is the right lawyer for you?

The moderator will capture participants’ resources on the flipchart.

- Q9.** Imagine you needed to use the services of a lawyer. What factors would you consider before deciding which lawyer to use? Explain.

The moderator will capture each response on a separate index card.

Q10. Which three factors are **MOST** important to you in selecting a lawyer?

- **Green = Most important**
- **Yellow = Second most important**
- **Red = Third most important**

Part Four:

Discover the Barriers Preventing Individuals from Using Legal Services

15 Minutes

Q11. What barriers might prevent someone from using the services of a lawyer? Explain.

The moderator will capture participants' responses on the flipchart.

Q12. Of the barriers listed, which are the top three biggest barriers to using a lawyer? Explain.

The moderator will label these barriers on the flipchart.

The moderator will ask participants to complete **Page 2** in their handouts.

Q13. Using a one-to-seven scale where one is "strongly disagree" and seven is "strongly agree," please rate your agreement with the following statements. Explain.

- Lawyers' fees are too costly.
- If I needed to find a lawyer, I wouldn't know where to start.
- In most circumstances, I'm not sure what a lawyer could do to help.
- I don't trust lawyers.
- I can take care of most issues myself, without the help of a lawyer.

The moderator will use this time to briefly consult with the client.

The moderator will ask participants to display their rating cards and explain.

Q14. Which of these statements do you agree with **MOST**?

- Prompt *if "cost" is mentioned*: Aside from cost, which statement do you agree with most?

Q15. Which of these statements do you **LEAST** agree with?

Part Five:
Determine Fee Preference
25 Minutes

- Q16.** Do you know what lawyers do?
- Prompt: Please explain what you know.
 - Prompt: What interaction have you had with lawyers that has formed your perception of what they do (i.e. personal interaction, word of mouth, media portrayal, etc.)?
- Q17.** Do you think lawyers are portrayed accurately in the media? Explain.
- Prompt: How does the media portrayal of lawyers impact the general public's perception of lawyers?
 - Prompt: Does the media's portrayal of lawyers impact the general public's willingness to use a lawyer? Explain.
- Q18.** Are you aware of how lawyers charge for their services?
- Prompt: What do you know about how lawyers charge for services?

The moderator will ask participants to complete **Pages 3 and 4** in their handouts.

- Q19.** If you needed to use the services of a lawyer, what would you be willing to pay for legal services?
- Q20.** **[HANDOUT ONLY]** Using a one-to-seven rating scale where one is “not at all valuable” and seven is “very valuable,” how valuable would you consider a one-hour meeting with a lawyer to be in the following situations?
- Dispute with a business
 - Dispute with a neighbor
 - Difficulties when buying or selling a home
 - Concerns over your treatment at work
 - Doing a lease or other contract
 - Lawsuits
 - Separation, divorce, or custody of your children
 - Personal finance matters, such as debt or tax issues
 - Personal injury
 - Planning for or managing your estate or retirement
 - Serious traffic citations or criminal charges

The moderator will use this time to briefly consult with the client.

- Q21.** In which situations would a one-hour consultation with a lawyer be **MOST** valuable?
- Q22.** In which situations would a one-hour consultation with a lawyer be **LEAST** valuable?

- Q23.** Assuming you needed the services of a lawyer, how much would you be willing to pay for a one-hour meeting in each of the following situations?
- Dispute with a business
 - Dispute with a neighbor
 - Difficulties when buying or selling a home
 - Concerns over your treatment at work
 - Doing a lease or other contract
 - Lawsuits
 - Separation, divorce, or custody of your children
 - Personal finance matters, such as debt or tax issues
 - Personal injury
 - Planning for or managing your estate or retirement
 - Serious traffic citations or criminal charges
- Q24.** Some individuals consider cost as a barrier to using a lawyer's services.
- Prompt: **Why** is using a lawyer so cost prohibitive to some?
 - Prompt: **How**, exactly, is cost a barrier to using legal services? (i.e. What is it about cost that is such a barrier? Up-front costs, hourly costs, cost vs. benefit, etc.)
- Q25.** Which of the following would you prefer? Explain.
- A flat fee, with all legal services provided for one lump sum
 - An income-based sliding fee, where you pay for services based on what you can afford
- Q26.** Why would a flat fee be appealing to some?

Part Six: Conclusion

10 Minutes

Small Group Activity

The moderator will divide participants into small groups and ask them to complete **Page 5** in their handouts and answer the following question.

- Q1.** Imagine you were part of a creative team tasked with increasing usage of legal services at a law firm. What three things would you do to overcome the barriers preventing individuals from using legal services and motivate them to use your firm?

The moderator will use this time to briefly consult with the client.

Moderator will ask participants if they have any additional comments. Moderator will also thank participants for their participation and remind them to pick up incentive envelopes.

APPENDIX C: PARTICIPANT HANDOUT

- Using a one-to-seven rating scale where one is “very negative” and seven is “very positive,” please rate your perception of lawyers.

	Count
1 = Very negative	0
2	3
3	2
4	2
5	7
6	7
7 = Very positive	3
<i>Average Mean</i>	4.92
<i>Median</i>	5.00

- Using a one-to-seven scale where one is “strongly disagree” and seven is “strongly agree,” please rate your agreement with the following statements.

Lawyers’ fees are too costly.

	Count
1 = Strongly disagree	0
2	1
3	2
4	1
5	5
6	6
7 = Strongly agree	9
<i>Average Mean</i>	5.67
<i>Median</i>	6.00

If I needed to find a lawyer, I wouldn't know where to start.

	Count
1 = Strongly disagree	8
2	4
3	3
4	3
5	2
6	4
7 = Strongly agree	0
<i>Average Mean</i>	2.96
<i>Median</i>	2.50

In most circumstances, I'm not sure what a lawyer could do to help.

	Count
1 = Strongly disagree	4
2	4
3	5
4	5
5	3
6	3
7 = Strongly agree	0
<i>Average Mean</i>	3.33
<i>Median</i>	3.00

I don't trust lawyers.

	Count
1 = Strongly disagree	2
2	10
3	4
4	4
5	2
6	1
7 = Strongly agree	1
<i>Average Mean</i>	3.04
<i>Median</i>	2.50

I can take care of most issues myself, without the help of a lawyer.

	Count
1 = Strongly disagree	0
2	2
3	4
4	3
5	5
6	8
7 = Strongly agree	2
<i>Average Mean</i>	4.79
<i>Median</i>	5.00

3. If you needed to use the services of a lawyer, what would you be willing to pay for legal services?

- As much as it takes
- Depends on what they are doing
- Depends on what is at stake
- Depends on the cost of me losing whatever case I want their assistance on
- I have no idea
- I am not sure. It would be situation-specific.
- It depends on what services I need.
- Depending on what it is for; if it is for a life-altering circumstance, more, but no more than \$3,000.
- It depends on the services needed
- I don't know. It depends.
- As much as it takes
- \$50 an hour
- \$100 per hour
- \$100 an hour with a guaranteed maximum
- \$150
- \$75 to \$100 per hour (2)
- Up to \$200 per hour, depending on the specialty
- \$200 per hour
- \$300 for legal paperwork, \$20 an hour for all other cases
- Depends on what's at stake, \$500
- \$1,000
- \$200 for simple contracts, \$2500 for divorce, \$10,000 for PI
- If it was for services I personally want, probably \$25,000, but for services I need, probably less, like \$5,000

4. Using a one-to-seven rating scale where one is “not at all valuable” and seven is “very valuable,” how valuable would you consider a one-hour meeting with a lawyer to be in the following situations?

Dispute with a business

	Count
1 = Not at all valuable	0
2	1
3	3
4	2
5	5
6	5
7 = Very valuable	8
<i>Average Mean</i>	5.42
<i>Median</i>	6.00

Dispute with a neighbor

	Count
1 = Not at all valuable	1
2	5
3	7
4	3
5	2
6	5
7 = Very valuable	1
<i>Average Mean</i>	3.79
<i>Median</i>	3.00

Difficulties when buying or selling a home

	Count
1 = Not at all valuable	1
2	4
3	2
4	6
5	5
6	3
7 = Very valuable	3
<i>Average Mean</i>	4.29
<i>Median</i>	4.00

Concerns over your treatment at work

	Count
1 = Not at all valuable	0
2	3
3	0
4	4
5	7
6	4
7 = Very valuable	6
<i>Average Mean</i>	5.13
<i>Median</i>	5.00

Doing a lease or other contract

	Count
1 = Not at all valuable	1
2	1
3	4
4	1
5	6
6	6
7 = Very valuable	5
<i>Average Mean</i>	5.00
<i>Median</i>	5.00

Lawsuits

	Count
1 = Not at all valuable	0
2	0
3	0
4	1
5	2
6	3
7 = Very valuable	18
<i>Average Mean</i>	6.58
<i>Median</i>	7.00

Separation, divorce, or custody of your children

	Count
1 = Not at all valuable	0
2	0
3	0
4	3
5	5
6	6
7 = Very valuable	10
<i>Average Mean</i>	5.96
<i>Median</i>	6.00

Personal finance matters, such as debt or tax issues

	Count
1 = Not at all valuable	1
2	1
3	2
4	4
5	8
6	4
7 = Very valuable	4
<i>Average Mean</i>	4.88
<i>Median</i>	5.00

Personal injury

	Count
1 = Not at all valuable	0
2	0
3	1
4	2
5	5
6	5
7 = Very valuable	11
<i>Average Mean</i>	5.96
<i>Median</i>	6.00

Planning for or managing your estate or retirement

	Count
1 = Not at all valuable	0
2	4
3	2
4	1
5	4
6	4
7 = Very valuable	9
<i>Average Mean</i>	5.21
<i>Median</i>	6.00

Serious traffic citations or criminal charges

	Count
1 = Not at all valuable	0
2	0
3	1
4	2
5	1
6	5
7 = Very valuable	15
<i>Average Mean</i>	6.29
<i>Median</i>	7.00

5. Assuming you needed the services of a lawyer, how much would you be willing to pay for a one-hour meeting in each of the following situations?

Dispute with a business

Average Mean: \$284.06, Median: \$100.00

- \$30 (2)
- \$50 (5)
- \$70
- \$75 to \$100
- \$100 (6)
- \$150
- \$200 (3)
- \$300
- \$500 (2)
- \$1,200
- \$2,500

Dispute with a neighbor

Average Mean: \$107.60, Median: \$50.00

- \$0 (3)
- \$20
- \$25 (2)
- \$30 (2)
- \$40
- \$50 (5)
- \$75
- \$75 to \$100
- \$100 (3)
- \$150 (2)
- \$200
- \$1,000

Difficulties when buying or selling a home

Average Mean: \$319.90, Median: \$93.75

- \$0
- \$30 (3)
- \$40
- \$50 (5)
- \$60
- \$75 to \$100
- \$100 (6)
- \$150
- \$200 (2)
- \$500 (2)
- \$5,000

Concerns over your treatment at work

Average Mean: \$192.60, Median: \$81.25

- \$0
- \$25
- \$30
- \$45
- \$50 (6)
- \$60
- \$75
- \$75 to \$100
- \$100 (5)
- \$200 (5)
- \$2,500

Doing a lease or other contract

Average Mean: \$469.69, Median: \$93.75

- \$30 (2)
- \$50 (8)
- \$75
- \$75 to \$100
- \$100 (4)
- \$200 (4)
- \$250
- \$800
- \$900
- \$5,000 to \$10,000

Lawsuits

Average Mean: \$382.19, Median: \$175.00

- \$30
- \$50
- \$60
- \$70
- \$75
- \$75 to \$100
- \$100 (5)
- \$150
- \$200 (3)
- \$250
- \$300 (2)
- \$350
- \$500
- \$850
- \$1,000
- \$1,500
- \$2,500

Separation, divorce, or custody of your children

Average Mean: \$527.40, Median: \$100.00

- \$30
- \$50
- \$70 (2)
- \$75 (2)
- \$75 to \$100
- \$100 (6)
- \$150 (2)
- \$200 (4)
- \$500
- \$1,000 (2)
- \$2,000
- \$5,000 to \$7,000

Personal finance matters, such as debt or tax issues

Average Mean: \$441.77, Median: \$81.25

- \$30
- \$50 (7)
- \$60
- \$75 (3)
- \$75 to \$100
- \$100 (4)
- \$200 (2)
- \$300
- \$750
- \$1,000 (2)
- \$5,000 to \$7,000

Personal injury

Average Mean: \$649.90, Median: \$100.00

- \$0
- \$30
- \$50 (2)
- \$60
- \$70
- \$75 to \$100
- \$100 (9)
- \$150
- \$200 (2)
- \$300
- \$500
- \$1,000
- \$2,000
- \$10,000

Planning for or managing your estate or retirement

Average Mean: \$283.65, Median: \$100.00

- \$0 (2)
- \$20
- \$30
- \$50 (2)
- \$60 (2)
- \$75 to \$100
- \$100 (7)
- \$150
- \$200 (3)
- \$500
- \$1,000 (2)
- \$2,500

Serious traffic citations or criminal charges

Average Mean: \$614.06, Median: \$100.00

- \$30
- \$50 (3)
- \$60 (2)
- \$75 (2)
- \$75 to \$100
- \$100 (5)
- \$150 (2)
- \$200 (2)
- \$300
- \$400
- \$500
- \$800
- \$1,000
- \$10,000

6. Which of the following would you prefer?

	Count
A flat fee, with all legal services provided for one lump sum	10
An income-based sliding fee, where you pay for services based on what you can afford	14

7. Imagine you were part of a creative team tasked with increasing usage of legal services at a law firm. What three things would you do to overcome the barriers preventing individuals from using legal services and motivate them to use your firm?
- Advertising, seminars, word of mouth, community service. Invite people to be educated. Do a good honest job and people will talk about it.
 - Advertising to promote our firm; it should include our firm's specialty and different ways to contact the firm, including social media. Reach out to the public; have a free consult and clinic or classes where you share your services or expertise.
 - Bold, a very specific and clear pricing structure. Transparency; make fee structure and explanations of which fees would apply to you and your situation open and available to the public in an easy to access and understand manner. Make use case scenarios available for a broad range of situations and potential clients.
 - Case studies of how we helped individuals. Outside reviews from clients and observers. Prices clearly listed and future rates.
 - Cost effective. Social media advertising. Easily accessible.
 - Cost visibility based on historical costs, with a possible cap, or a flat fee when possible. Show actual cost examples. Free consultations, social media. Detailed professional experience, brochures. Olive Garden experience ("You're family").
 - Free seminar or class. Free brief consultation. Pro bono mentorship a percentage of their work time. Provide free services to low income clients or a percentage of workload.
 - Information hotline or website. Bidding service. Payment plans with zero interest.
 - Multiple access points, like a phone, in person, and online. Help line for knowledge. No interest payment plans, based on income. Clear pricing of services.
 - Positive advertising, not negative. Go to website for services and fees listed. Know what you are getting. All-encompassing form.
 - Promotional seminars on specialized topics. Informative webpage. Downloadable book. Partner with someone or a business I know (referral).
 - We would offer a free consultation to ALL potential clients. We would also offer upfront, flat rate pricing for specific services.