

# **General Public**

## **Telephone Survey Report**

February 2018

Prepared for

# **Utah State Bar**



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# General Public Telephone Survey Report

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## Introduction

Lighthouse Research & Development, Inc. was contracted by the Utah State Bar to conduct a statewide telephone survey with general public respondents regarding their perceptions and usage of legal services.

## Project Objectives

Specific objectives for each section of the report are outlined below.

- Determine where respondents would go for various services
- Identify the situations in which respondents would use a lawyer
- Determine if respondents have used a lawyer prior to the survey and gather information and perceptions regarding their experiences
- Identify the reasons respondents had for using a lawyer
- Determine where respondents would go to find a lawyer
- Gather respondents' perceptions of lawyers
- Determine respondents' likelihood to use a lawyer in various situations
- Identify barriers preventing individuals from using a lawyer
- Discover respondents' fee preferences
- Gather demographic profile information, including gender, age, education, annual household income, household size, and area of residence

## Project Overview

The research project consisted of a telephone survey designed to gather information from residents throughout the state of Utah. The scope of work for the research project included the following:

- Project consultation with Utah State Bar personnel
- Programming of the telephone survey instrument
- Completion of at least 800 interviews; a total of 808 interviews were conducted
- Analysis of the data, including: percentages of results, cross-tabulations, and coding of open-ended responses
- A written report describing the results of the survey including research methodology, an executive summary, and a detailed description of the results

## Research Methodology

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

### Sampling Procedures

A random sample of general public respondents was obtained by Lighthouse Research and used for data collection. Prior to data collection, the sample was randomized using the WinCati program.

### Pretest of the Questionnaire

A pretest was conducted on January 10, 2018, to determine the need for any modifications to the survey questions or procedures. Following the pretest, adjustments to the survey were made in consultation with Utah State Bar personnel.

### Data Collection

Lighthouse Research completed a total of 808 telephone interviews, for a confidence level of 95% with a  $\pm 3.45\%$  margin of error.

All data collection was conducted by an experienced team of telephone interviewers at the Lighthouse Research interviewing facility located in Riverton, Utah. All field staff members were thoroughly briefed and trained on the survey before proceeding with data collection. Calling hours for the survey were between 9:00 a.m. and 9:00 p.m. on weekdays and between 9:00 a.m. and 4:00 p.m. on Saturdays.

The survey was programmed in a Computer-Assisted Telephone Interviewing (CATI) format. Using the CATI system, survey responses were directly entered into the database by the interviewer as the interview was in progress. Interviews were automatically given a numeric code upon entry into the system to assist in the data analysis. All data collection for this survey was completed between January 10, 2018, and February 15, 2018.

### Data Analysis

The data analysis provides the following statistics upon which the written interpretative report is based:

- The frequency and valid percent of responses to each of the survey questions
- Responses to open-ended questions, coded for all occurrences of five or more mentions
- Cross-tabular analysis to compare the significant differences in responding among various demographic groups

## Organization of the Report

The remainder of the report is organized under the following areas:

- Executive Summary
- Detailed Results
- Segment Analysis
- Appendices

The Executive Summary section of this report includes the key research findings from the telephone survey.

The Detailed Results section includes charts and a written description of the results for that topic. The Detailed Results section also includes average means and medians that exclude those respondents who selected “don’t know” and “wouldn’t say.”

The Segment Analysis sections contain the results of the cross-tabular analysis and indicates significant differences in responding among respondents.

The Appendices section of the report provides a copy of the survey questionnaire with frequencies of responses, and complete lists of all verbatim responses collected during the survey. The responses given by respondents that were placed in the “other” category when the response did not fit any of the options for that question are also reported in the Appendices.

The following report represents the deliverable for this contract and is presented respectfully to the project sponsors.



## Executive Summary

The following represent a summary of the most pertinent findings of the telephone research.

### Detailed Results Summary

As the table below illustrates, respondents most frequently said they would go to a lawyer for “separation, divorce, or custody of children” or a “serious traffic citation or a criminal charge.”

- It is also interesting to note the percentage of respondents who said they would go to a friend, family member, or co-worker. This was most prevalent with regards to “buying or selling a home” or “personal finance matters.”

#### Where or who would you go to if you needed assistance with...

	Lawyer	Friend Family Member Co-worker
Difficulties When Buying or Selling a Home	4%	18%
Separation, Divorce, or Custody of Children	59%	9%
Personal Finance Matters, such as Bankruptcy or Tax Issues	9%	19%
Planning for or Managing Your Estate or Retirement	25%	14%
Serious Traffic Citation or a Criminal Charge	58%	11%

### Reasons for Using a Lawyer and Resources for Finding One

Among all respondents, 27% said they might use a lawyer for help with a “separation, divorce, or custody of children.”

When asked where they would go to find a lawyer if they needed assistance today, 44% of respondents said they would rely on a “referral from a friend or family member,” while another 30% said they would search for a lawyer on the Internet/Google.

**Past Experience with a Lawyer:** Overall, 48% of respondents said they have previously used a lawyer.

- 57% of these respondents found their lawyer through a recommendation or referral from others, while another 15% said they personally know the lawyer. 11% said they searched for their lawyer online.

### Using a Lawyer as Opposed to Other Means

- As opposed to handling situations by themselves or through some other means, respondents most frequently said they used a lawyer because the “situation was beyond what I could handle myself” (14%).
  - *“It was beyond the scope of my knowledge. It just seemed like the most reasonable person.”*
  - *“It’s impossible to deal with the tax people by yourself. They are too good.”*
- Respondents also said they went with a lawyer because of the “legal knowledge or expertise a lawyer provides” (14%).
  - *“To get an attorney to defend you. They know the law, can prepare you for court and being in front of the judge, and they know specialized fields.”*
- Some respondents said they went with a lawyer simply because the “situation required a lawyer or they needed legal representation” (10%).
  - *“The way the things are here in Utah, when you use cash on a big project like we did you have to use a lawyer.”*

Among respondents who have previously used a lawyer, 22% said they did so because they were “planning for or managing their estate or retirement,” while another 18% said they used a lawyer to assist them with a situation involving “separation, divorce, or custody of children.”

- It is interesting to note, however, the differences between the situations for which individuals might use a lawyer and the situations for which individuals have actually used a lawyer. See the table below for more details.

**Using a Lawyer  
Potential Situations vs. Actual Situations**

Top Mentions	MIGHT Use a Lawyer for...	HAVE Used a Lawyer for...
Separation, Divorce, or Custody of Children	27%	18%
Lawsuits	21%	4%
Planning for or Managing Your Estate or Retirement	20%	22%
Serious Traffic Citation or a Criminal Charge	19%	8%
Personal Injury (Car Accidents, Workers Comp, etc.)	12%	7%
Personal Finance Matters, such as Debt or Tax Issues	9%	8%



## Perceptions of Lawyers

On average, respondents gave a mid-range rating of 4.74 on the seven-point scale to describe their impression of lawyers. (*Scale: 1 = Very Negative; 4 = Neutral; 7 = Very Positive*)

- **Top 2 Box (positive):** 27% of respondents gave a rating of 6 or 7
- **Bottom 2 Box (negative):** Only 5% of respondents gave a rating of 1 or 2

The following table summarizes respondents' opinions about specific aspects of lawyers. Overall, respondents agreed most with the statement, "lawyers provide assistance to issues I cannot handle on my own" and "lawyers maintain strict confidentiality."

### Respondents' Opinions about Specific Aspects of Lawyers

*Scale: 1 = Strongly Disagree; 7 = Strongly Agree*

	Average Rating	% Who Gave a Rating of 6-7
Lawyers provide assistance to issues I cannot handle on my own.	6.13	77%
Lawyers maintain strict confidentiality.	6.00	73%
A lawyer can be a confidant, or someone I can trust.	5.40	53%
Lawyers act in the best interest of their clients.	5.16	42%

The table below shows the likelihood of respondents to use a lawyer for various situations. On average, respondents said they would be most likely to use a lawyer for "copyright, trademark, or patent issues" or the "purchase or sale of the business."

### Likelihood to Use a Lawyer for Various Situations

		Average Rating	Rating of 6-7
<b>Tier 1</b>	Lawsuits	6.31	84%
	Separation, Divorce, or Custody of Children	5.91	73%
	Serious Traffic Citation or a Criminal Charge	5.79	68%
<b>Tier 2</b>	Personal Injury	4.76	38%
	Planning for or Managing Your Estate or Retirement	4.53	36%
	A Dispute with a Business	4.50	32%
<b>Tier 3</b>	Doing a Lease or Other Contract	3.89	23%
	Personal Finance Matters, such as Debt or Tax Issues	3.53	19%
	Concerns Over Your Treatment at Work	3.51	13%
<b>Tier 4</b>	Difficulties with Buying or Selling a Home	2.98	9%
	A Dispute with a Neighbor	2.74	6%

## Barriers Preventing Individuals from Using a Lawyer

As expected, respondents identified “cost” as the biggest barrier preventing businesses from using the services provided by a lawyer.

- Aside from cost, respondents mentioned “lack of trust” and “not knowing how a lawyer can help” as the next biggest barriers.

	%
Cost	88%
Lack of Trust	23%
Not Knowing How a Lawyer Can Help	13%
Not Knowing Where to Start	11%
Lack of Knowledge (in general)	5%
Negative Perception of Lawyers	5%
Not Accessible or Available	4%
No Time	4%
Not Necessary / No Need	3%
Not Knowing What Lawyer to Go With	3%
Fear / Intimidation	3%
Other (Specify)	14%
Don't Know ( <i>1<sup>st</sup> Mention</i> )	3%

## Fee Preference

Regarding lawyer fee arrangements, 28% of respondents would prefer “a firm quote for an entire case or project,” while 24% said they would prefer “a fee that depended on the result, whether in part or in whole,” and 23% said they would prefer “a set amount for a specific task or service.”

## Statistical Analysis Summary

The following charts, tables, and descriptions summarize the key findings from the statistical analysis or survey results. For more detailed information please see the segment analysis portion of the report.

### Impressions of Lawyers

The following market segments had a more positive impression of lawyers:

- Women had a slightly more positive impression of lawyers than did men.
- Utah County residents had a more positive impression of lawyers than did Non-Wasatch Front residents.

### Using a Lawyer for Various Situations

**Difficulties When Buying or Selling a Home:** On average, high school graduates gave a higher rating than respondents with more education to their likelihood of using a lawyer for help with “difficulties when buying or selling a home.”

#### Planning / Managing Estate or Retirement

- 26% of Caucasian respondents said they would go to a lawyer for assistance with “planning or managing their estate or retirement,” compared to only 10% of respondents of other races.
- On average, Caucasian respondents gave a higher rating than respondents of other races to their likelihood of using a lawyer for help with “planning or managing an estate or retirement.”

#### Separation, Divorce, Custody of Children

- Respondents with an incomes of \$100,000 or more (72%) were more likely than respondents with an income less than 100,000 (46-64%) to say they would go to a lawyer for assistance if they needed help with “separation, divorce, or custody of children.”
- Divorced/separated respondents (47%) were more likely than respondents who are single (25%) or married (25%) to say “separation, divorce, or custody of children” is a situation for which they might use a lawyer.
- Among those who have used a lawyer, women (24%) were more likely than men (12%) to say they most recently used a lawyer for a situation involving “separation, divorce, or custody of children.”

**Serious Traffic Citation or Criminal Charge:** Respondents with an income of \$50,000 or more (61-68%) were more likely than respondents with an income less than \$35,000 (43%) to say they would go to a lawyer for assistance if they needed help with a “serious traffic citation or criminal charge.”

**Personal Finance Matters:** On average, high school graduates gave a higher rating than respondents with more education to their likelihood of using a lawyer for help with “personal finance matters, such as debt or tax issues.”

### Have Used a Lawyer

The following market segments were more likely to have previously used a lawyer.

- Utah County residents (63%) were more likely than Salt Lake County residents (46%) and Non-Wasatch Front residents (49%)
- Divorced/separated respondents (90%) were more likely than married respondents (49%), who were more likely than single respondents (29%)
- Post-college graduates (62%) were more likely than high school graduates (38%), respondents with some college education (47%), and college graduates (47%)
- Respondents with an income of \$100,000 or more (62%) were more likely than respondents with an income less than \$75,000 (38-45%)

### Finding a Lawyer

**Internet/Google:** When asked where they would go to find a lawyer if they needed their assistance today, respondents of other races (44%) were more likely than Caucasian respondents (30%) to say they would find one through an “Internet search or Google.”

**Word of Mouth:** Of those who have used a lawyer, respondents with an income of \$100,000 or more (62%) were more likely than respondents with an income less than \$35,000 (37%) to say they found the lawyer through “word of mouth.”

### Barriers to Using a Lawyer

**Cost:** Overall, respondents ages 18 to 64 (88-93%) were more likely than those ages 65 or older (73%) to mention “cost” as one of the biggest barriers.

**Lack of Trust:** Respondents with some college education (26%), college graduates (22%), and post-college graduates (26%) were more likely than high school graduates (8%) to mention “lack of trust” as one of the biggest barriers.

### Analysis by Respondents Who Have Used a Lawyer

The following table shows the percentage of respondents who said they would go to a lawyer if they needed assistance in various situations. In all cases, if the respondent had previously used a lawyer, they were more likely to say they would use one again.

#### % Who Would Go to a Lawyer for Assistance in Various Situations

*Statistically Higher Percentages Are Highlighted in Green*

% Who Would go to a Lawyer	Have Used a Lawyer	Have NOT Used a Lawyer
Difficulties when Buying or Selling a Home	6%	2%
Separation, Divorce, or Custody of Children	65%	53%
Personal Finance Matters, such as Debt or Tax Issues	13%	5%
Planning for or Managing Your Estate or Retirement	32%	18%
Serious Traffic Citation or a Criminal Charge	70%	47%

It is interesting to note the differences between respondents at companies that have previously used a lawyer and respondents at companies that have not, when it came to where they would go if their company needed the assistance of a lawyer today.

#### Where Respondents Would Go to Find a Lawyer if They Needed Their Assistance Today

*Statistically Higher Percentages Are Highlighted in Green*

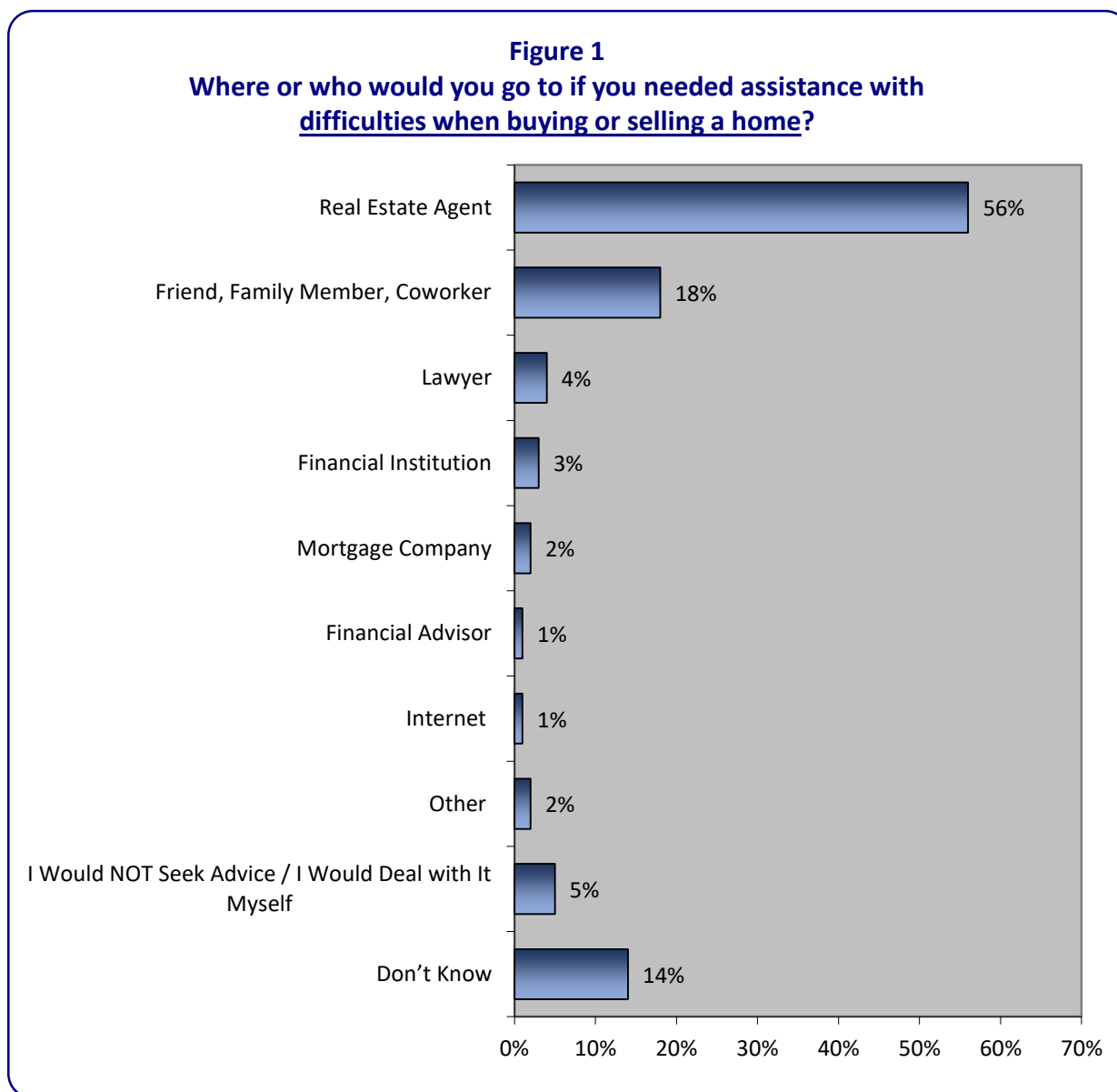
	Have Used a Lawyer	Have NOT Used a Lawyer
Already Have a Lawyer	21%	5%
Personally Know a Lawyer	17%	12%
Internet Search / Google	20%	41%
Referral / Word of Mouth	45%	44%
Don't Know	3%	6%



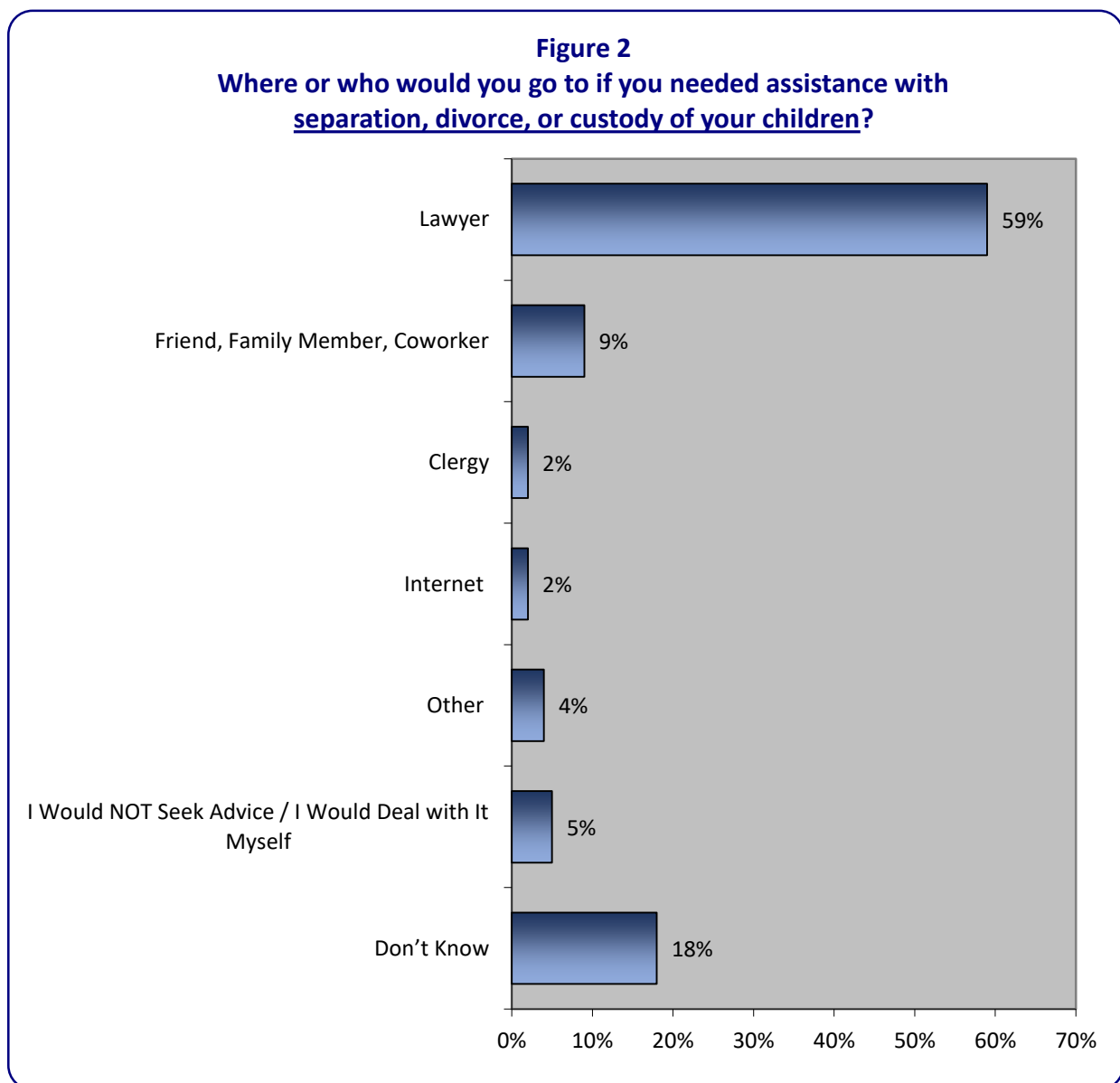
## Detailed Results

### Where Respondents would go for Various Needs

As Figure 1 illustrates, 56% of respondents said they would go to a real estate agent if they had “difficulties when buying or selling a home.” Four percent of respondents said they would go to a lawyer.



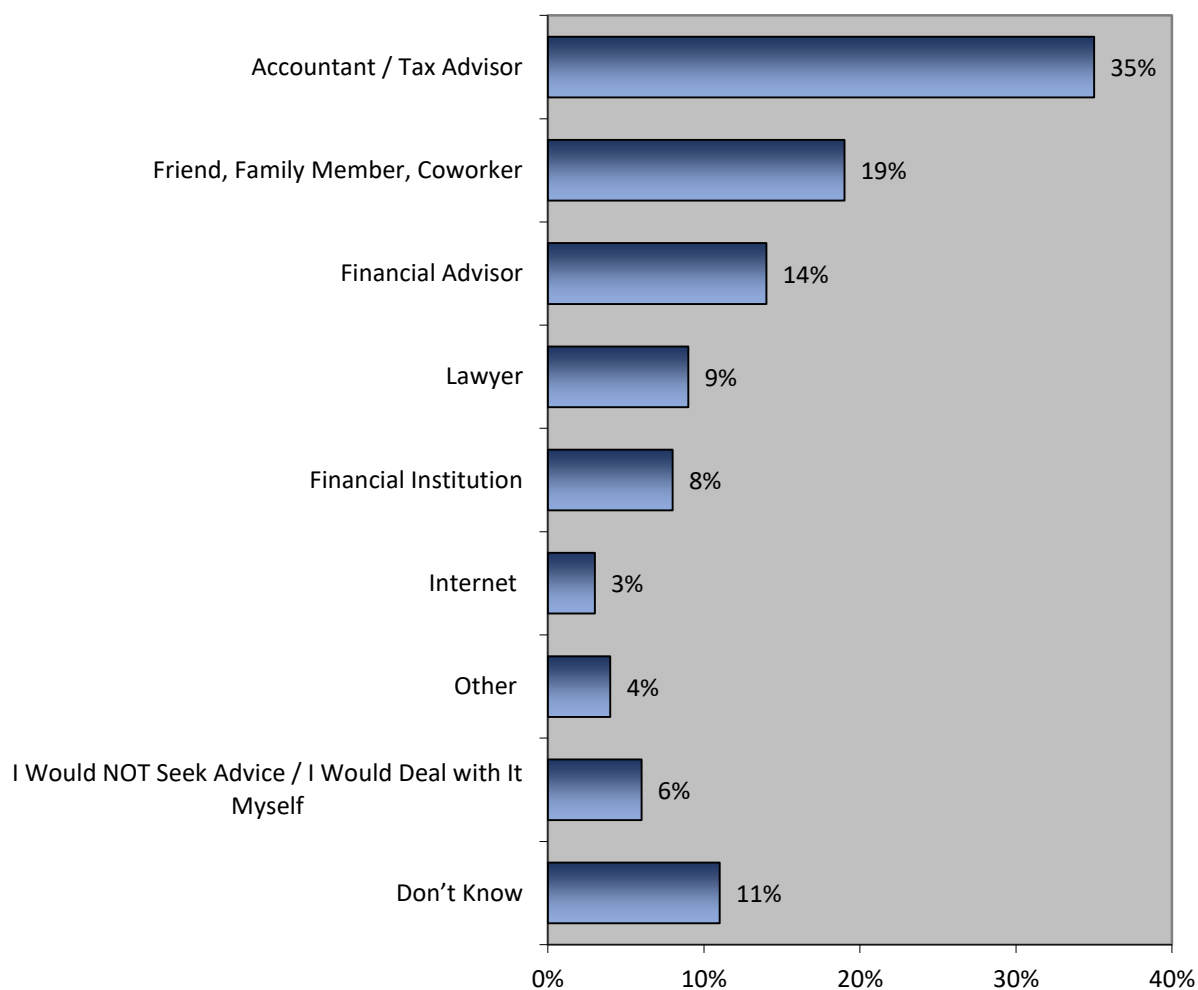
As Figure 2 illustrates, 59% of respondents said they would go to a lawyer if they needed assistance with “separation, divorce, or custody of their children.”



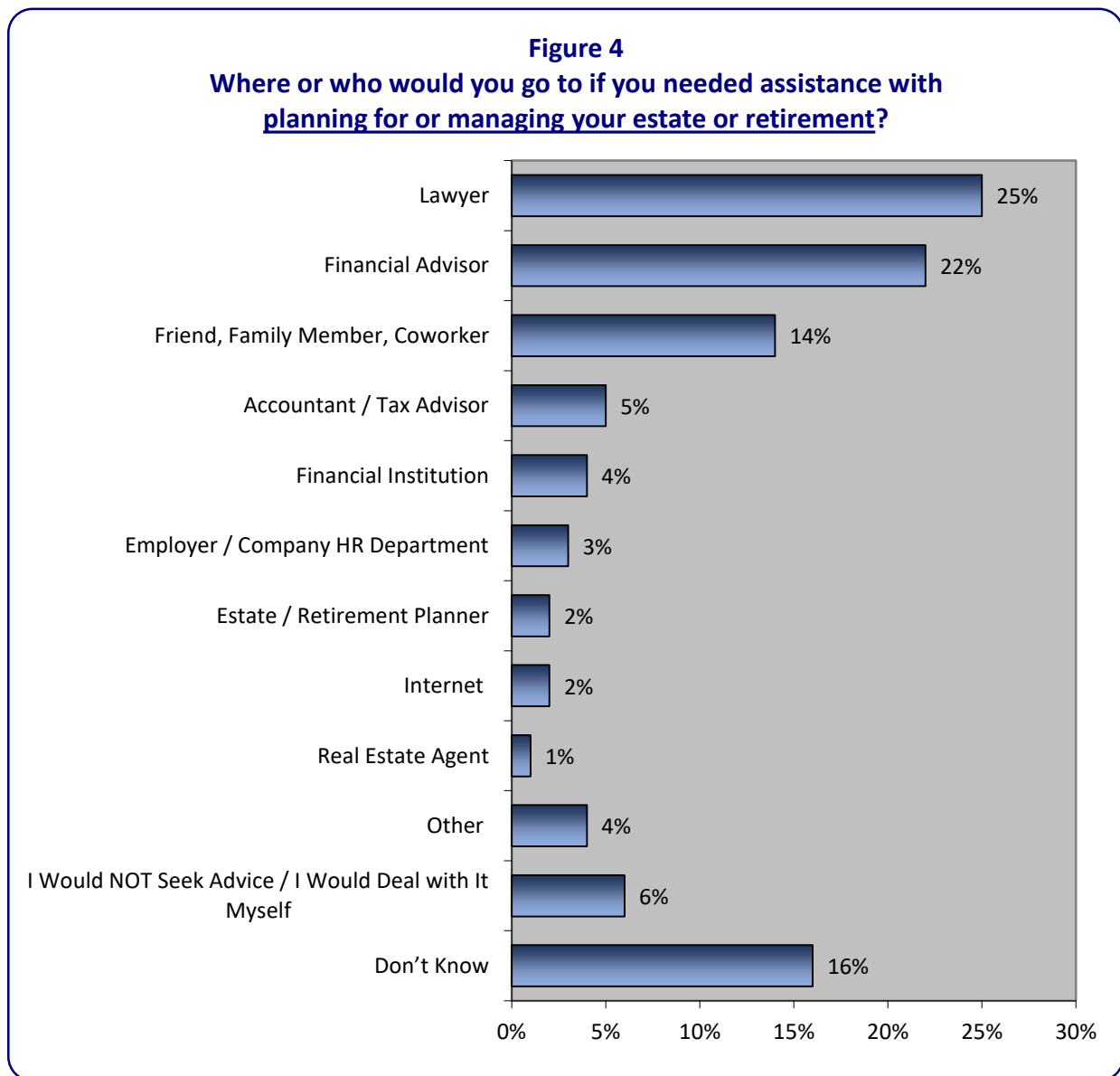


When asked where they would go to if they needed assistance with “personal finance matters, such as bankruptcy or tax issues,” respondents most frequently said they would go to an accountant or tax advisor. Nine percent of respondents said they would go to a lawyer. Please see Figure 3.

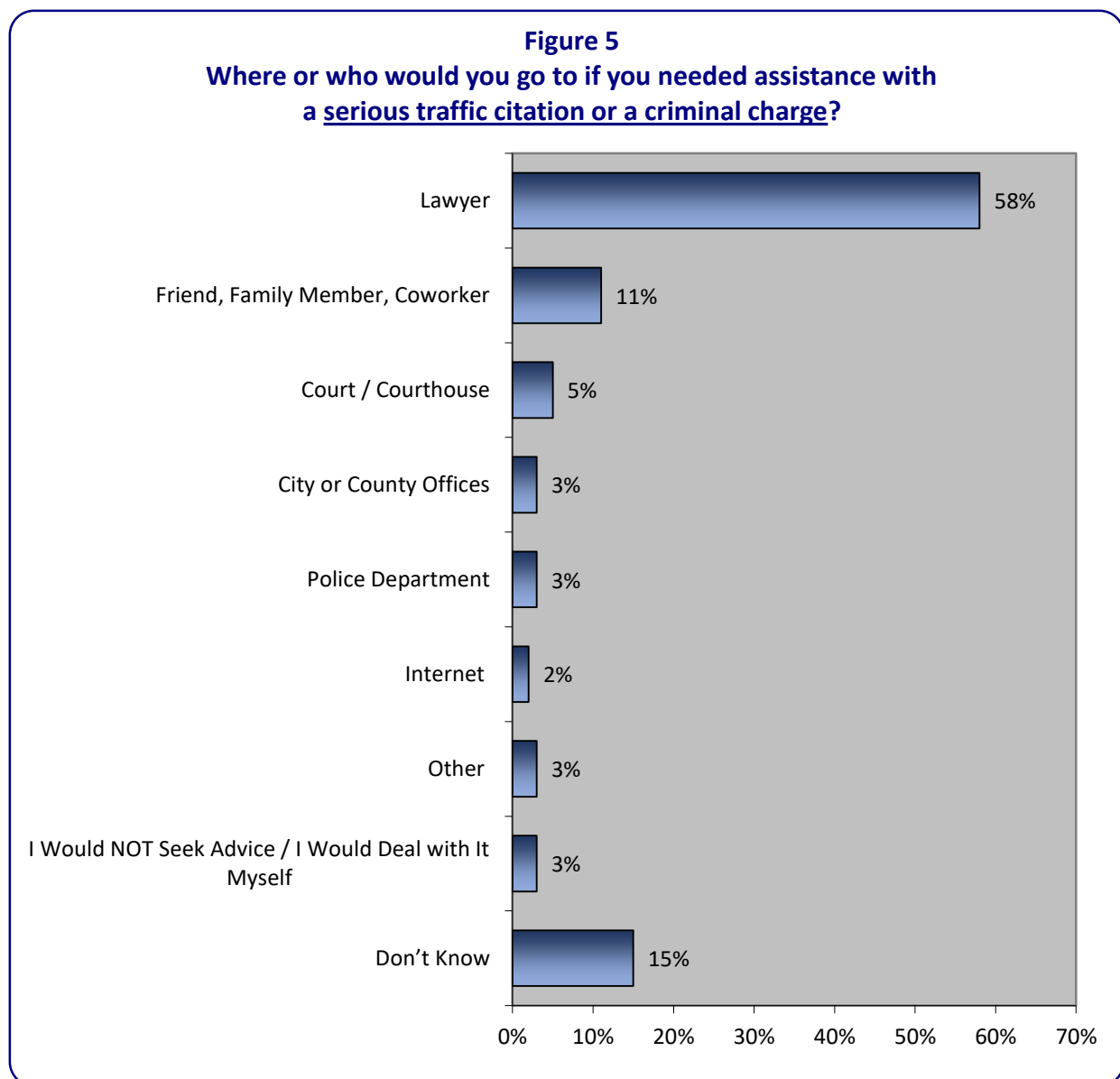
**Figure 3**  
**Where or who would you go to if you needed assistance with personal finance matters, such as bankruptcy or tax issues?**



As Figure 4 illustrates, 25% of respondents said they would go to a lawyer if they needed assistance with “planning for or managing their estate or retirement,” while 22% said they would go to a financial advisor.

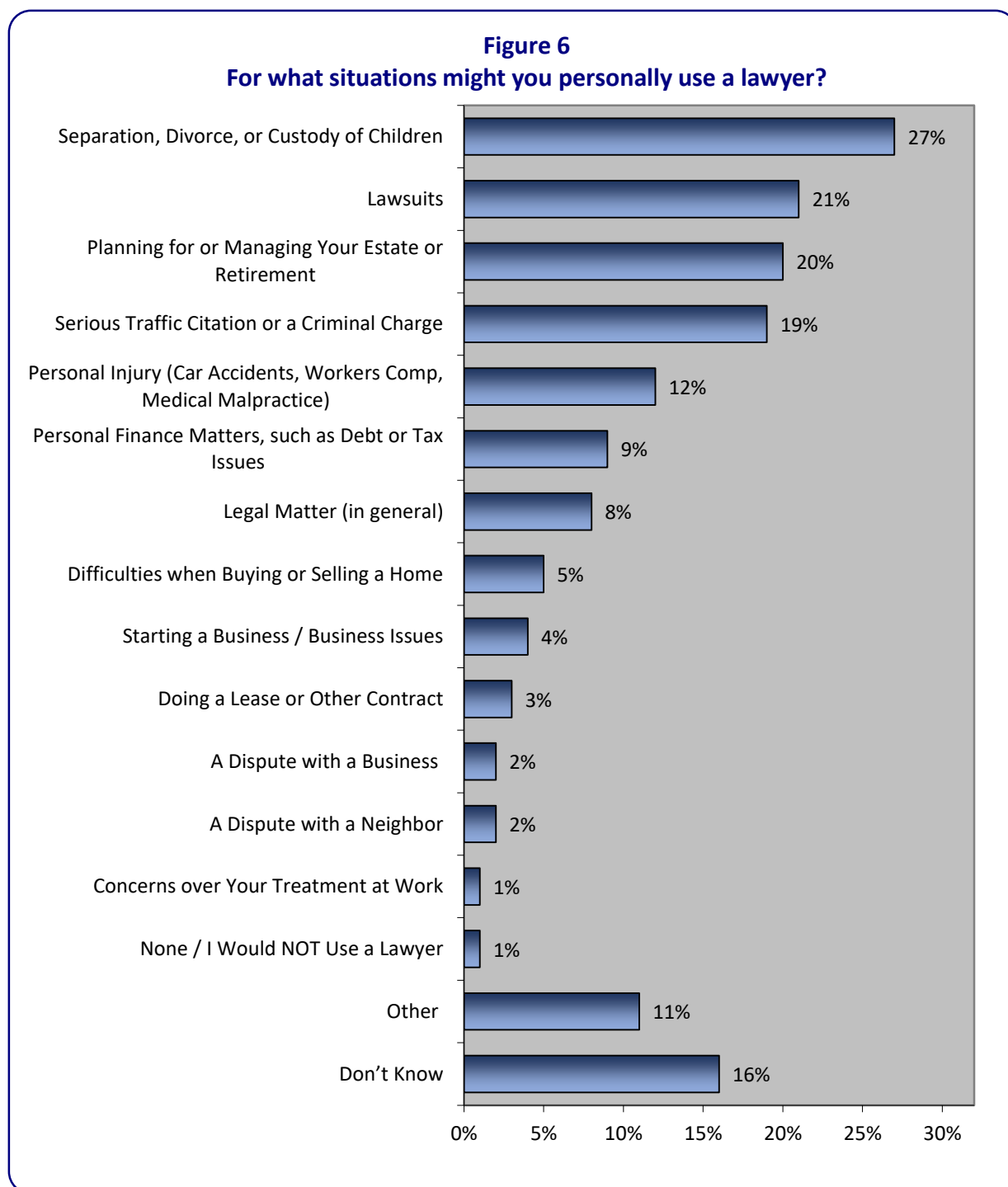


When asked where they would go to if they needed assistance with a “serious traffic citation or a criminal charge,” respondents most frequently said they would go to a lawyer (58%). Please see Figure 5.

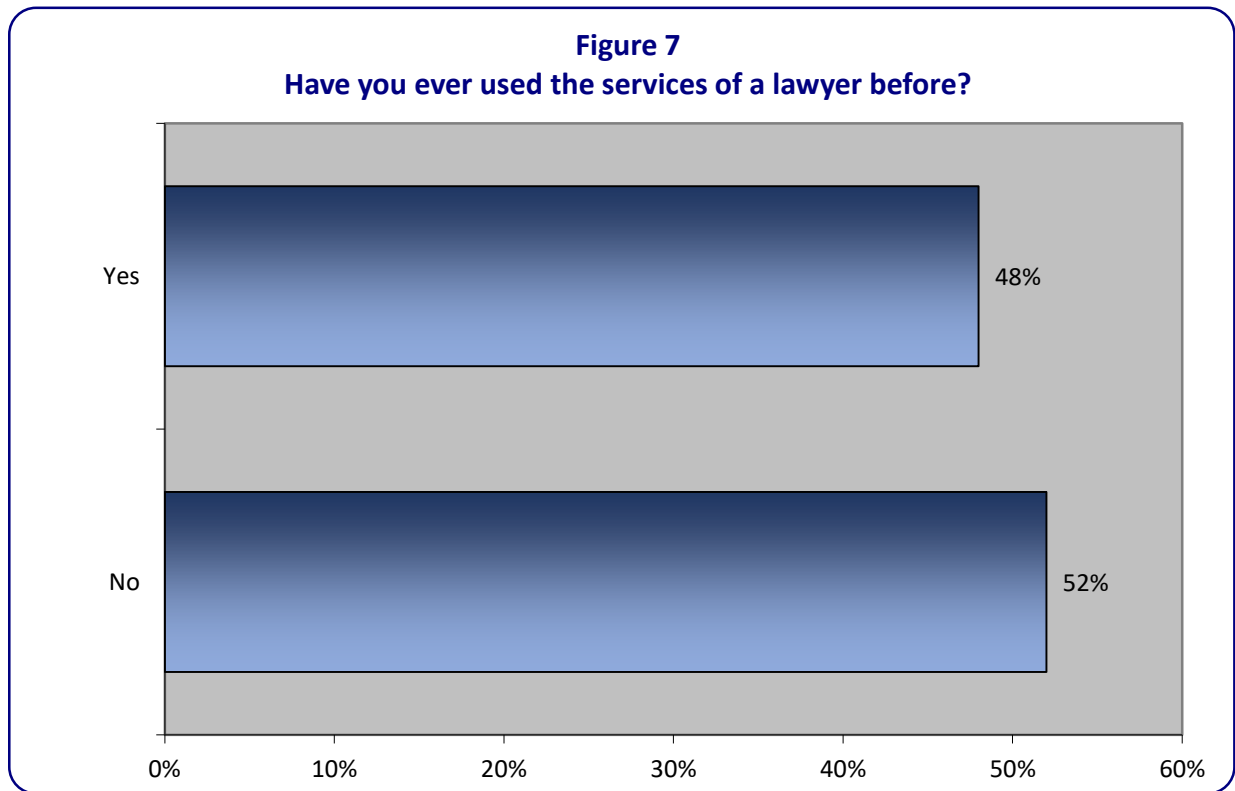


## Reasons for Using a Lawyer and Resources for Finding One

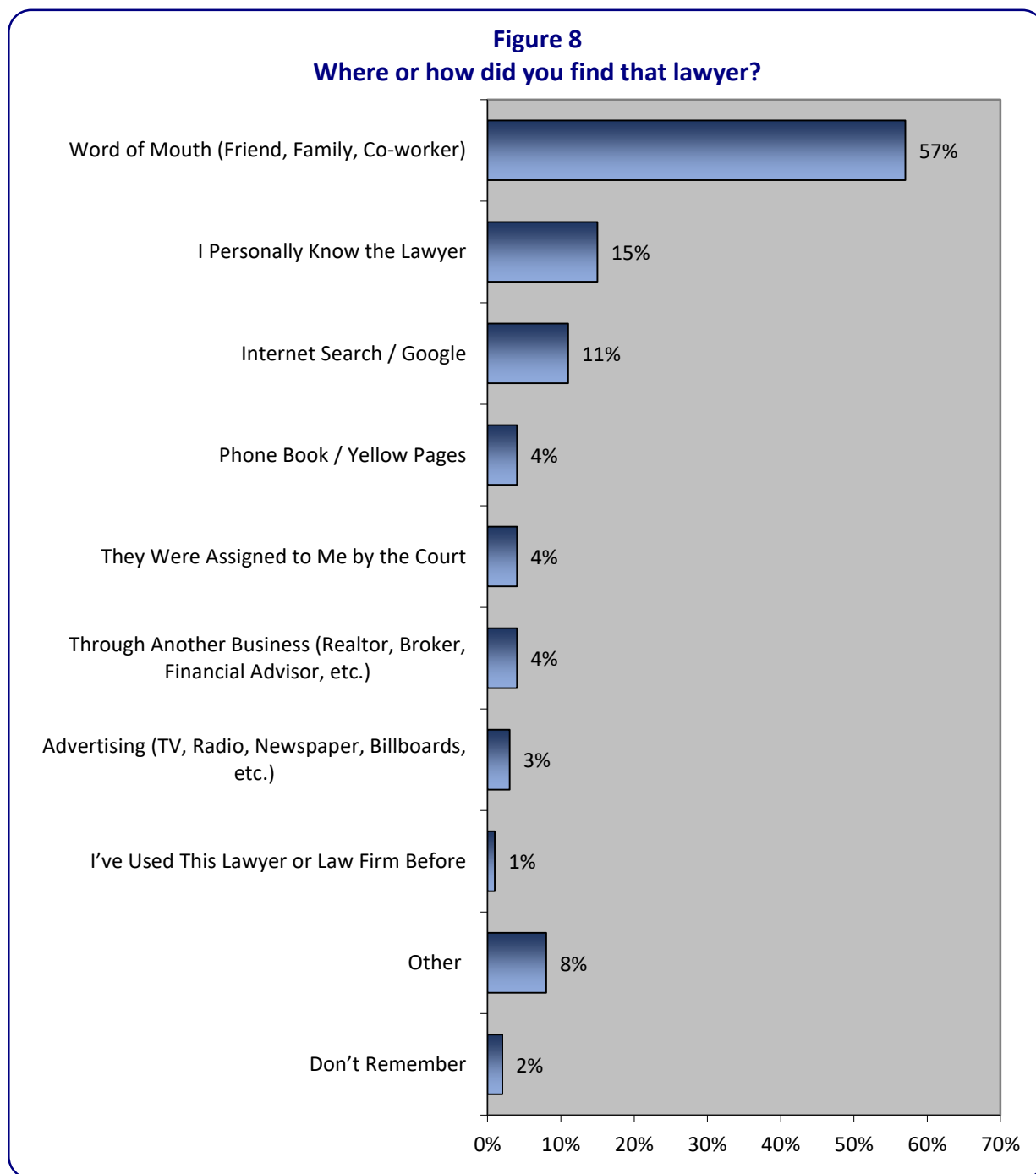
When identifying the situations in which they would personally use a lawyer, respondents most frequently said they would use a lawyer for “separation, divorce, or custody of children” (27%), followed by “lawsuits” (21%), “planning for or managing [their] estate or retirement” (20%), or a “serious traffic citation or criminal charge” (19%). Please see Figure 6 for further details.



As Figure 7 illustrates, nearly one-half of respondents (48%) said they have used the services of a lawyer at some point in the past.

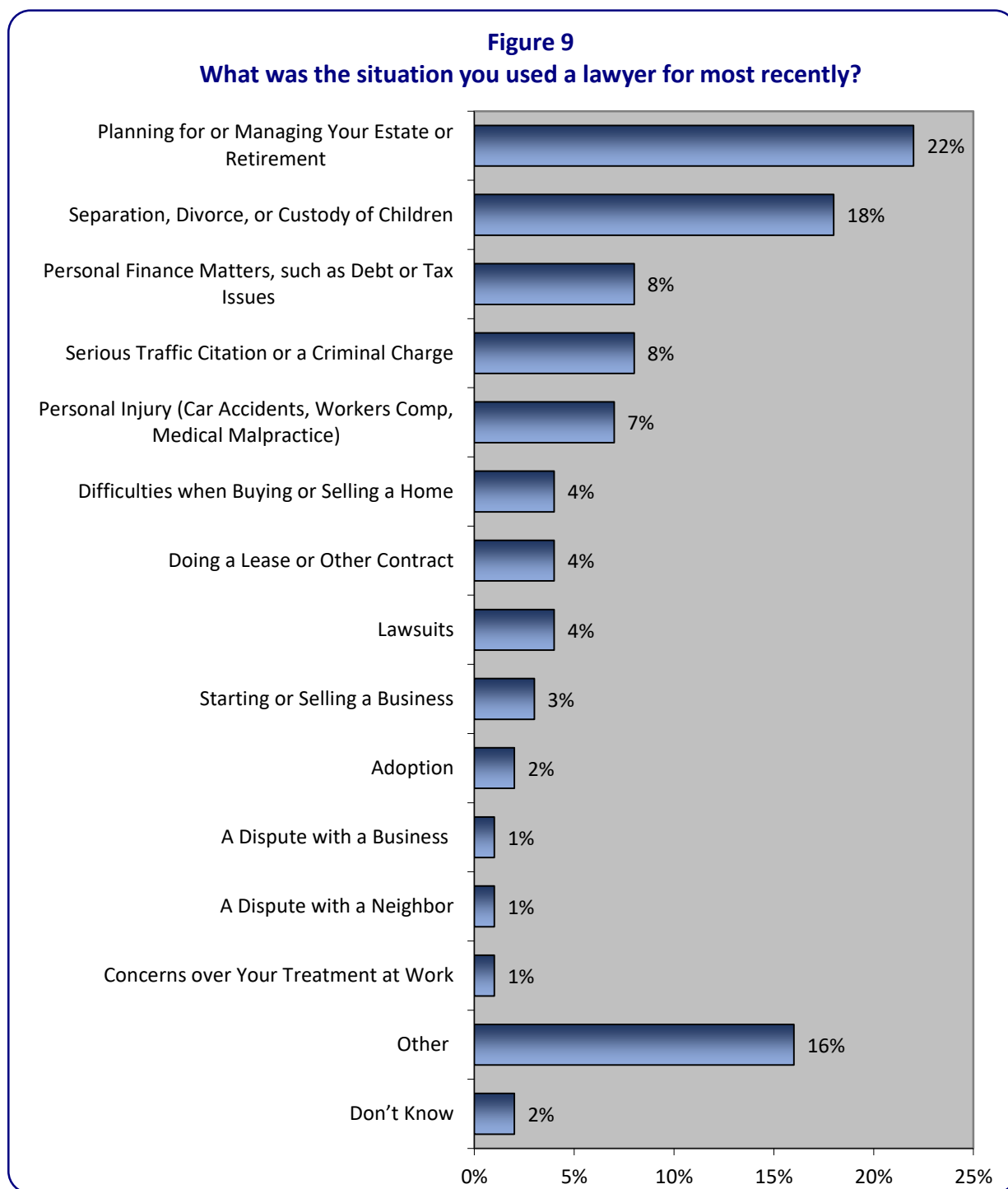


Of respondents who have used a lawyer, 57% found their lawyer through a recommendation or referral. Please see Figure 8.



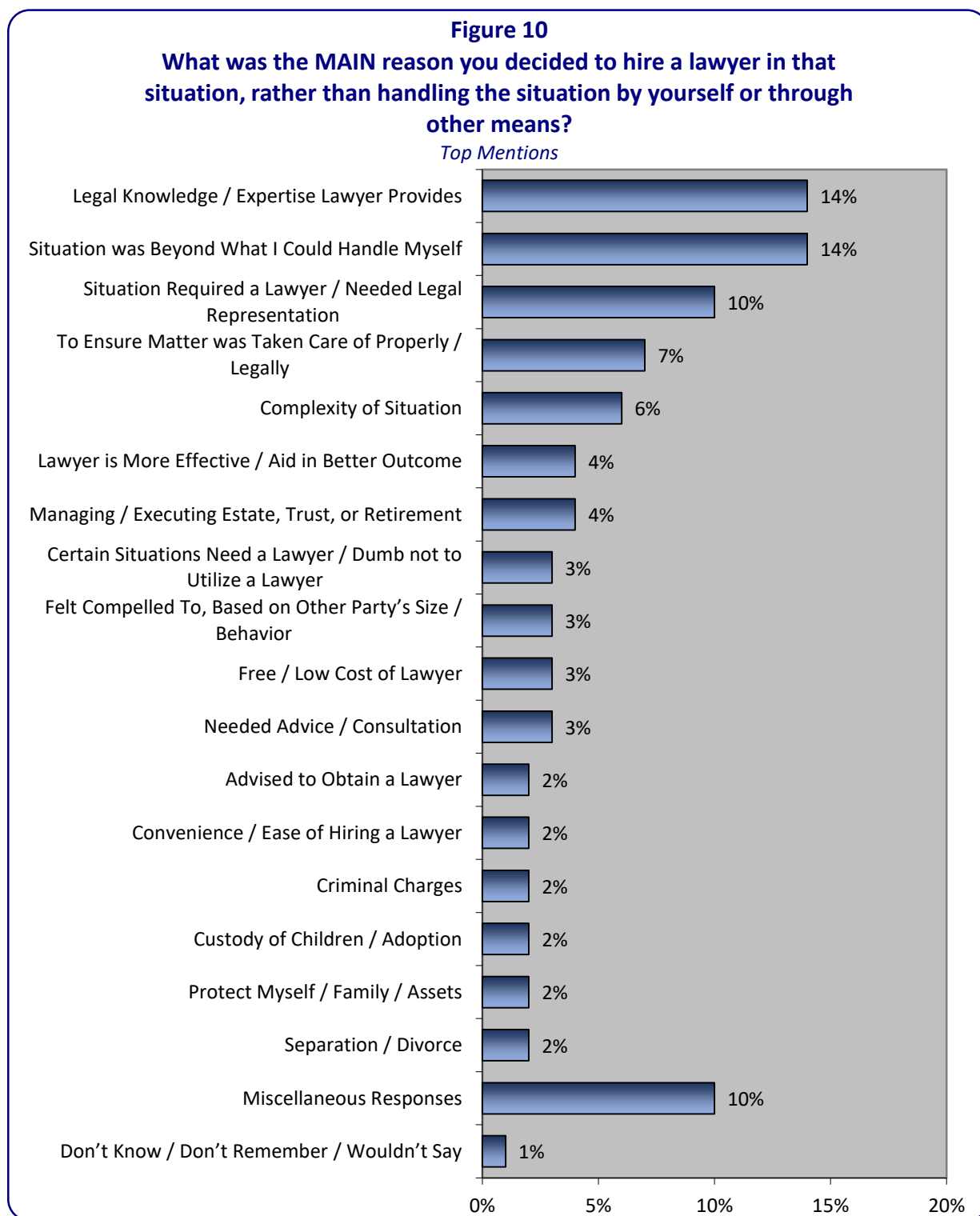
*Note: Percentages in the above chart are based on those respondents who have used a lawyer.*

Of respondents who have used a lawyer, 22% said they most recently used a lawyer for “planning for or managing [their] estate or retirement,” while 18% most recently used a lawyer for “separation, divorce, or custody of children.” Please refer to Figure 9 for details.



*Note: Percentages in the above chart are based on those respondents who have used a lawyer.*

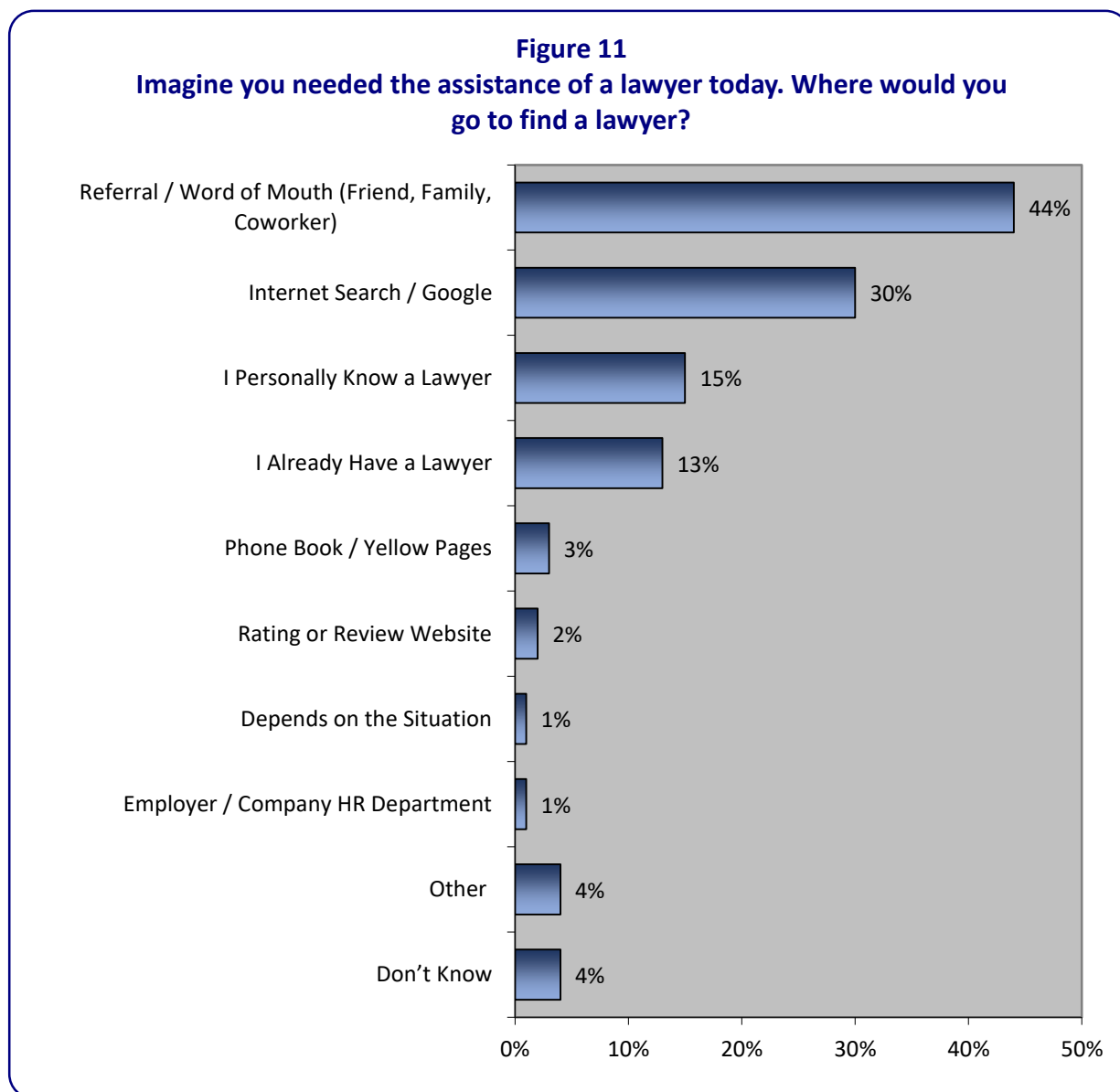
When asked to identify the main reason they chose to hire a lawyer rather than handle the situation themselves, 14% of respondents *each* reported using a lawyer for their “legal knowledge or expertise” or because the situation was beyond what they could handle. For details, see Figure 10.



*Note: Percentages in the above chart are based on those respondents who have used a lawyer.*

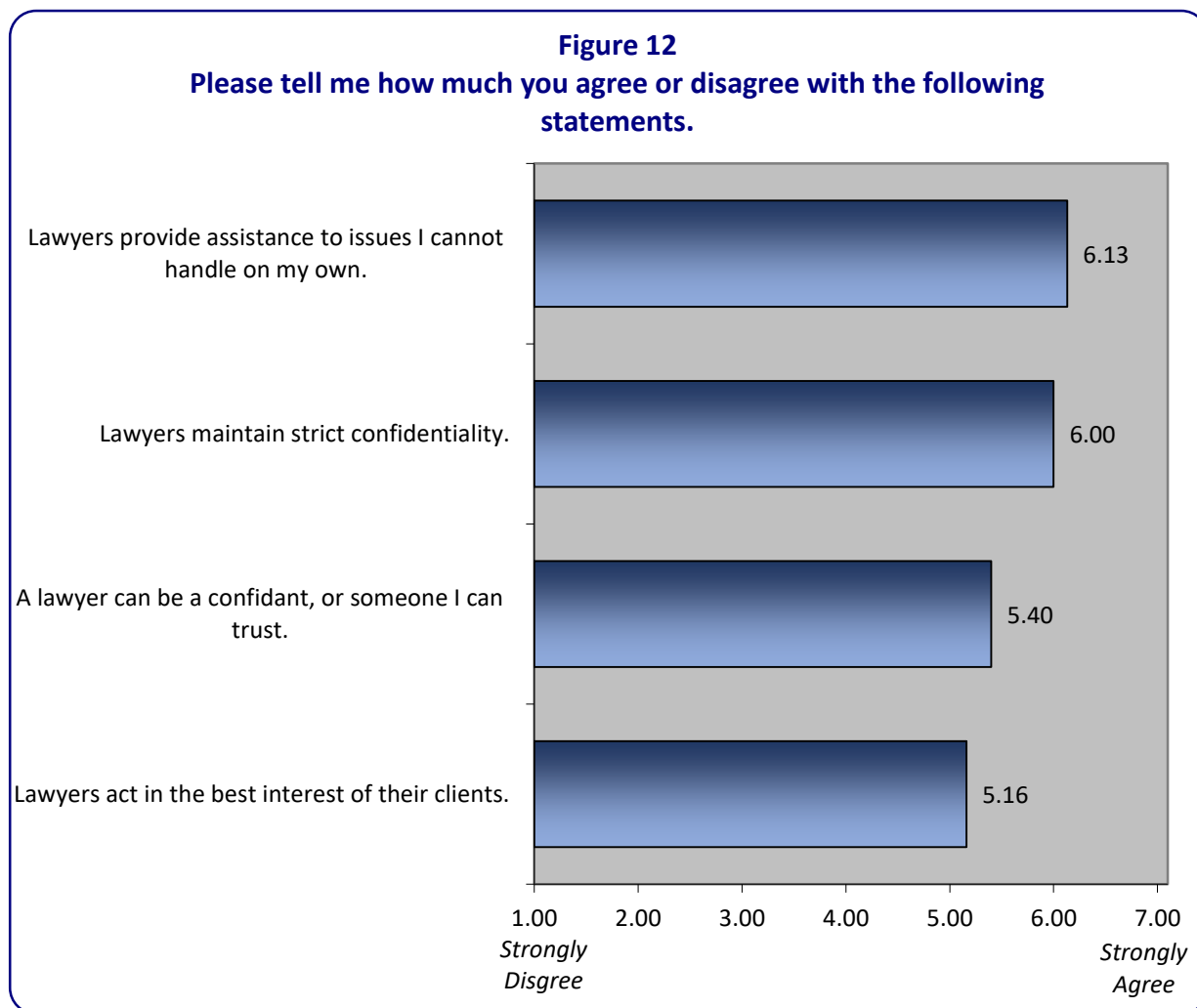


As Figure 11 illustrates, 44% of respondents said that if they needed the assistance of a lawyer today, they would rely on a referral from a friend or family member.

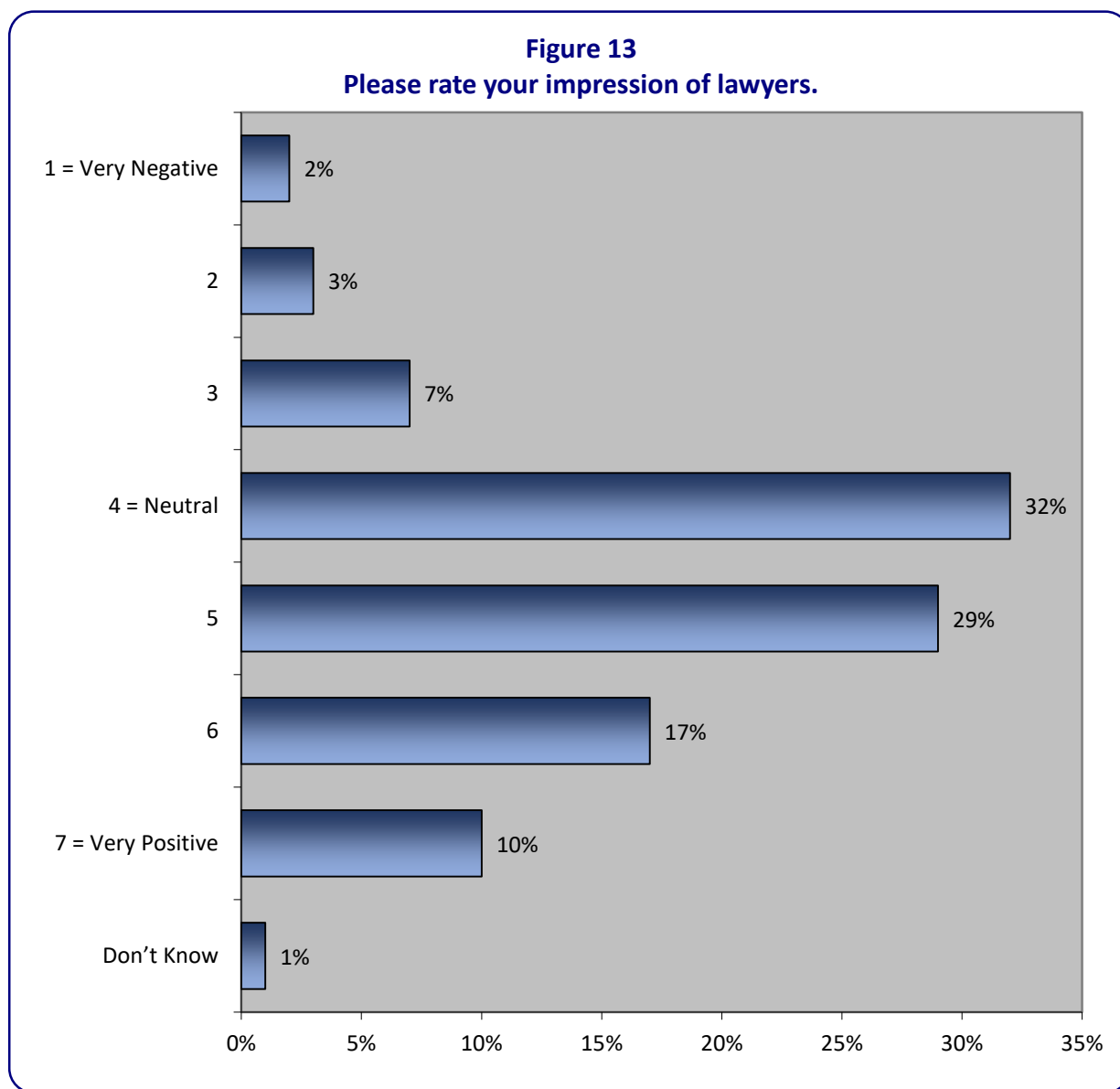


## Perceptions of Lawyers

When asked to indicate their level of agreement with various statements, respondents, on average, agreed most with the statement, “lawyers provide assistance to issues I cannot handle on my own” (6.13 average mean) and “lawyers maintain strict confidentiality” (6.00). Please see Figure 12 for details.

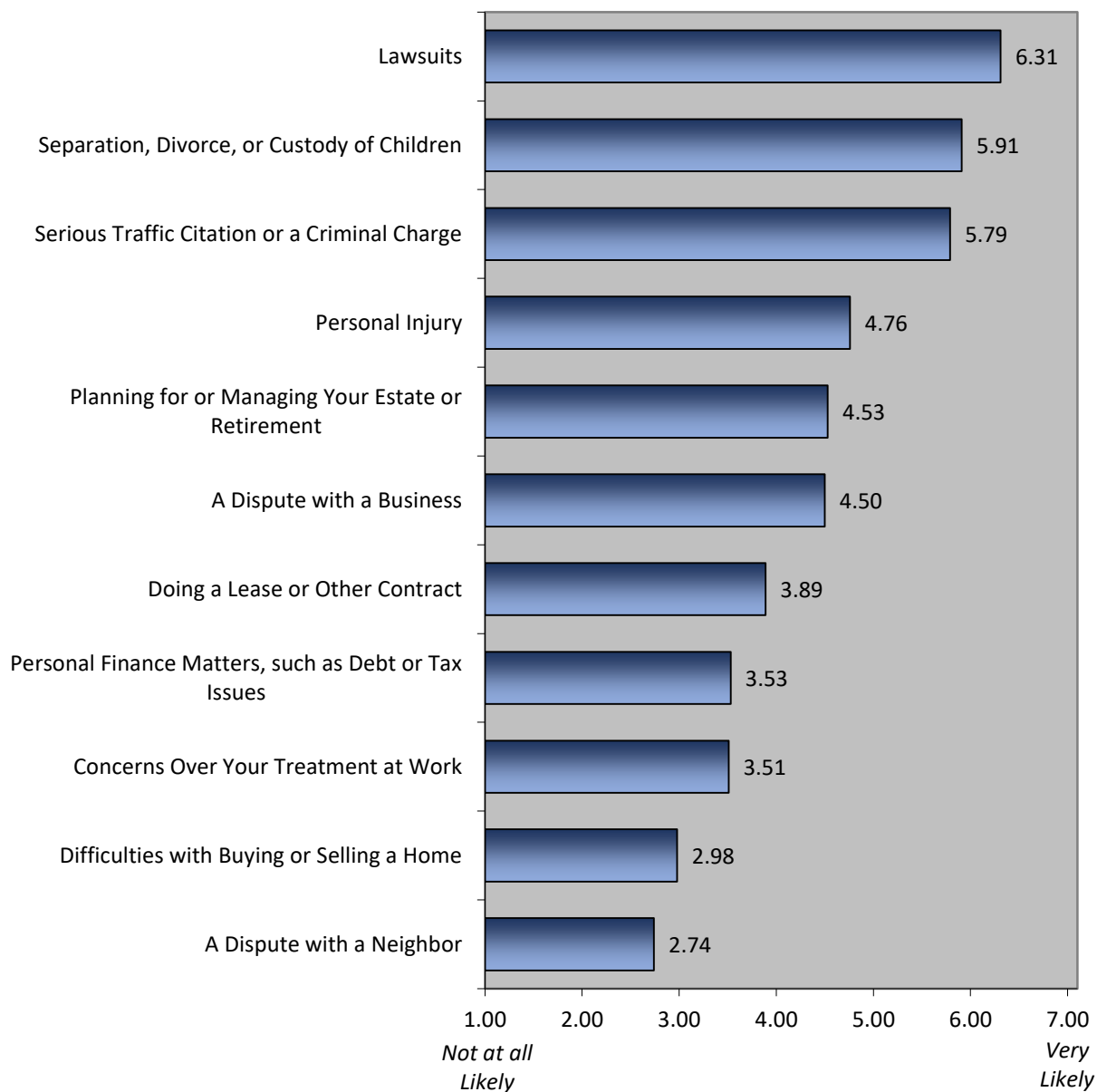


When asked to rate their impressions of lawyers, one-third of respondents (32%) gave a neutral rating of “4” on the seven-point scale. On average, respondents gave a rating of 4.74 to describe their impression of lawyers. See Figure 13.



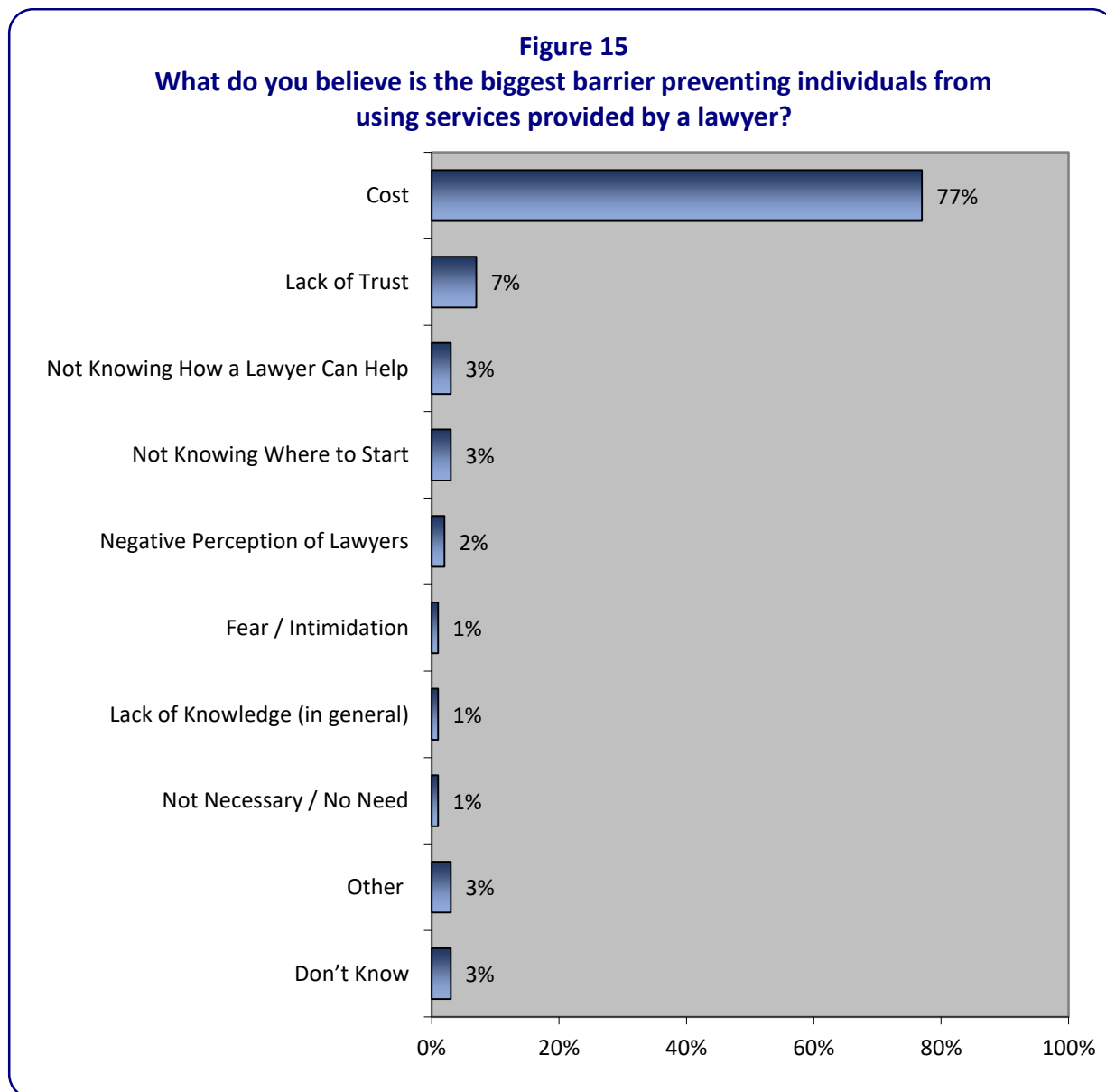
When asked how likely they would be to use a lawyer in various situations, respondents, on average, said they would be most likely to use a lawyer for “lawsuits” (6.31 average mean), followed by “separation, divorce, or custody of children” (5.91)” and a “serious traffic citation or a criminal charge” (5.79). Respondents indicated they would be least likely to use a lawyer for “a dispute with a neighbor.” Please refer to Figure 14 for details.

**Figure 14**  
**How likely you would be to use a lawyer if you were in each of the following situations?**

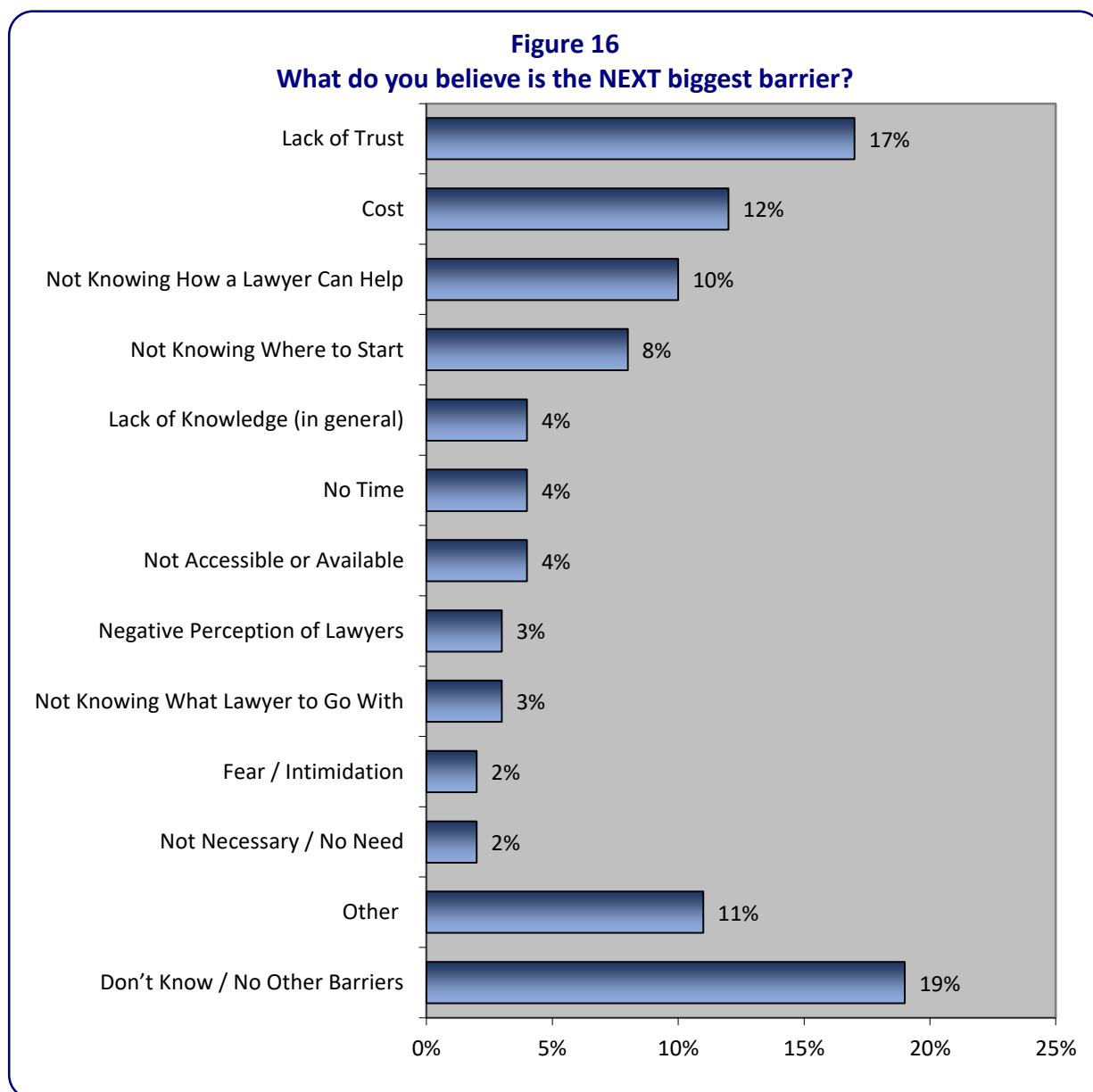


## Barriers Preventing Individuals from Using a Lawyer

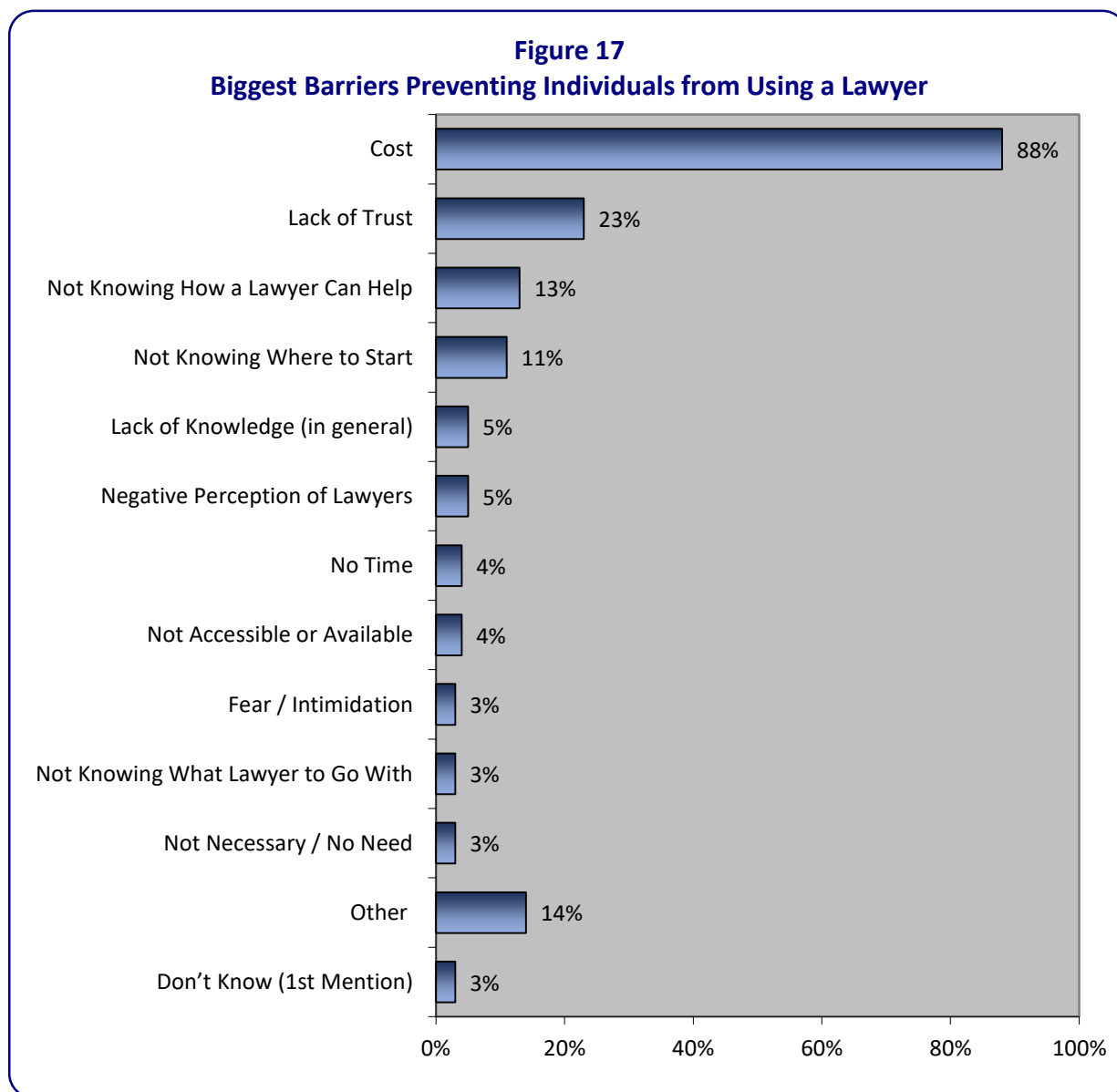
As Figure 15 illustrates, more than three-quarters of respondents (77%) identified “cost” as the biggest barrier preventing individuals from using the services provided by a lawyer.



When asked to identify the second biggest barrier to using a lawyer, 17% of respondents mentioned a “lack of trust” in lawyers, while 10% said that individuals are unaware of how a lawyer can help. Please see Figure 16.

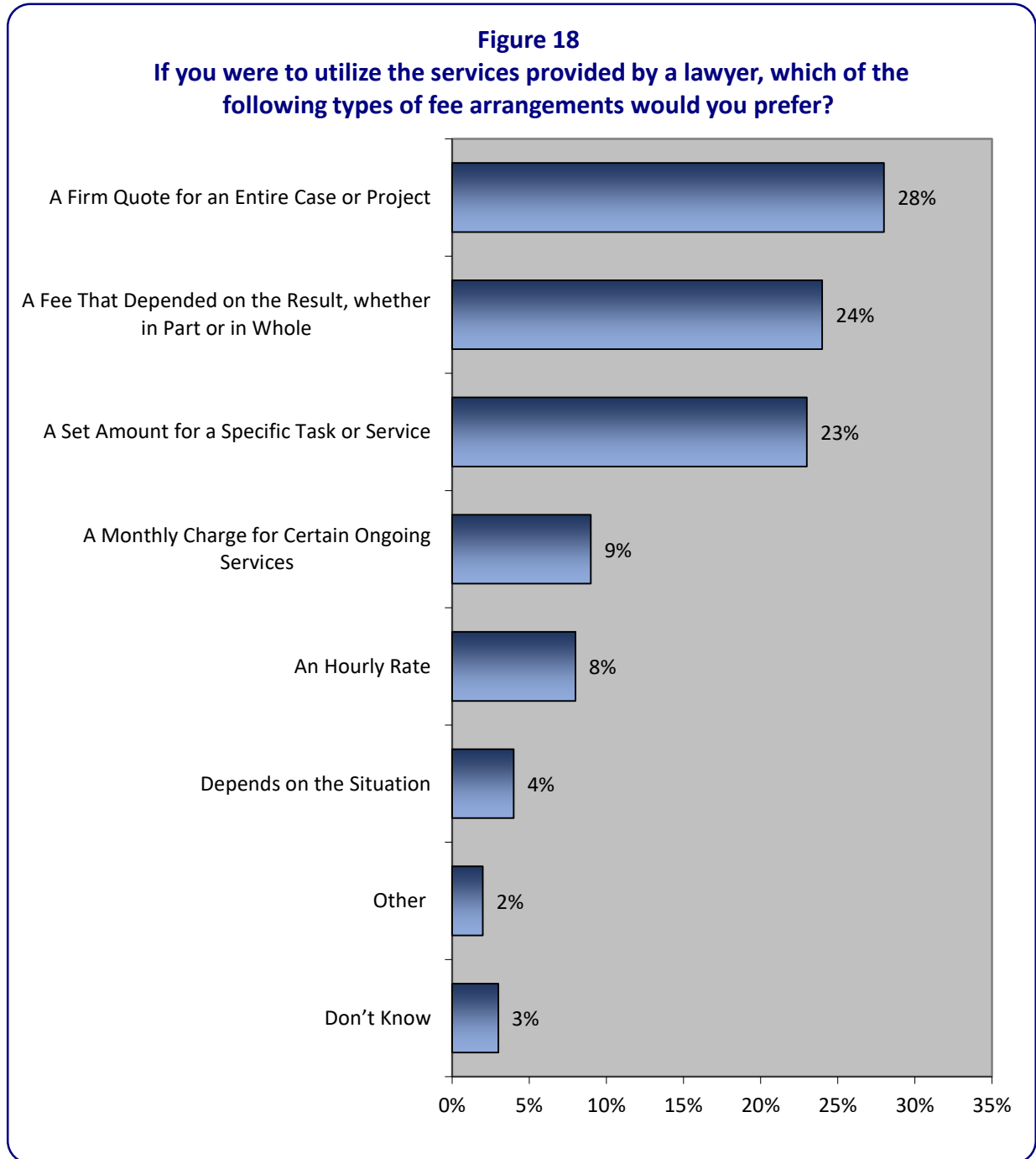


Overall, 88% of respondents identified “cost” as a barrier preventing individuals from utilizing the services of a lawyer. Please refer to Figure 17.



## Fee Preference

When asked which lawyer fee arrangement they would prefer, more than one-quarter of respondents (28%) said they would prefer “a firm quote for an entire case or project,” while 24% said they would prefer “a fee that depended on the result, whether in part or in whole,” and 23% said they would prefer “a set amount for a specific task or service.” See Figure 18.





## Respondent Demographics

As Figure 19 illustrates, there was an even distribution of male and female respondents, as 49% of respondents were men and 51% were women.

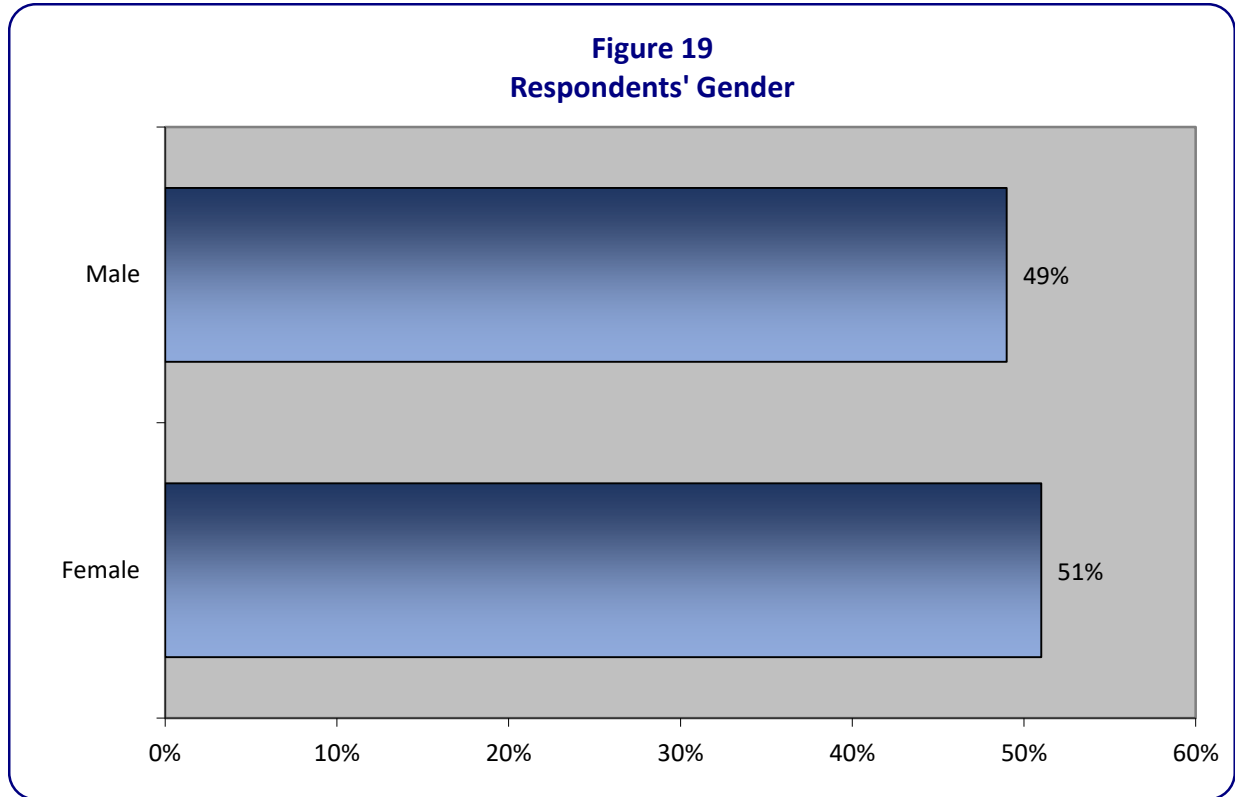
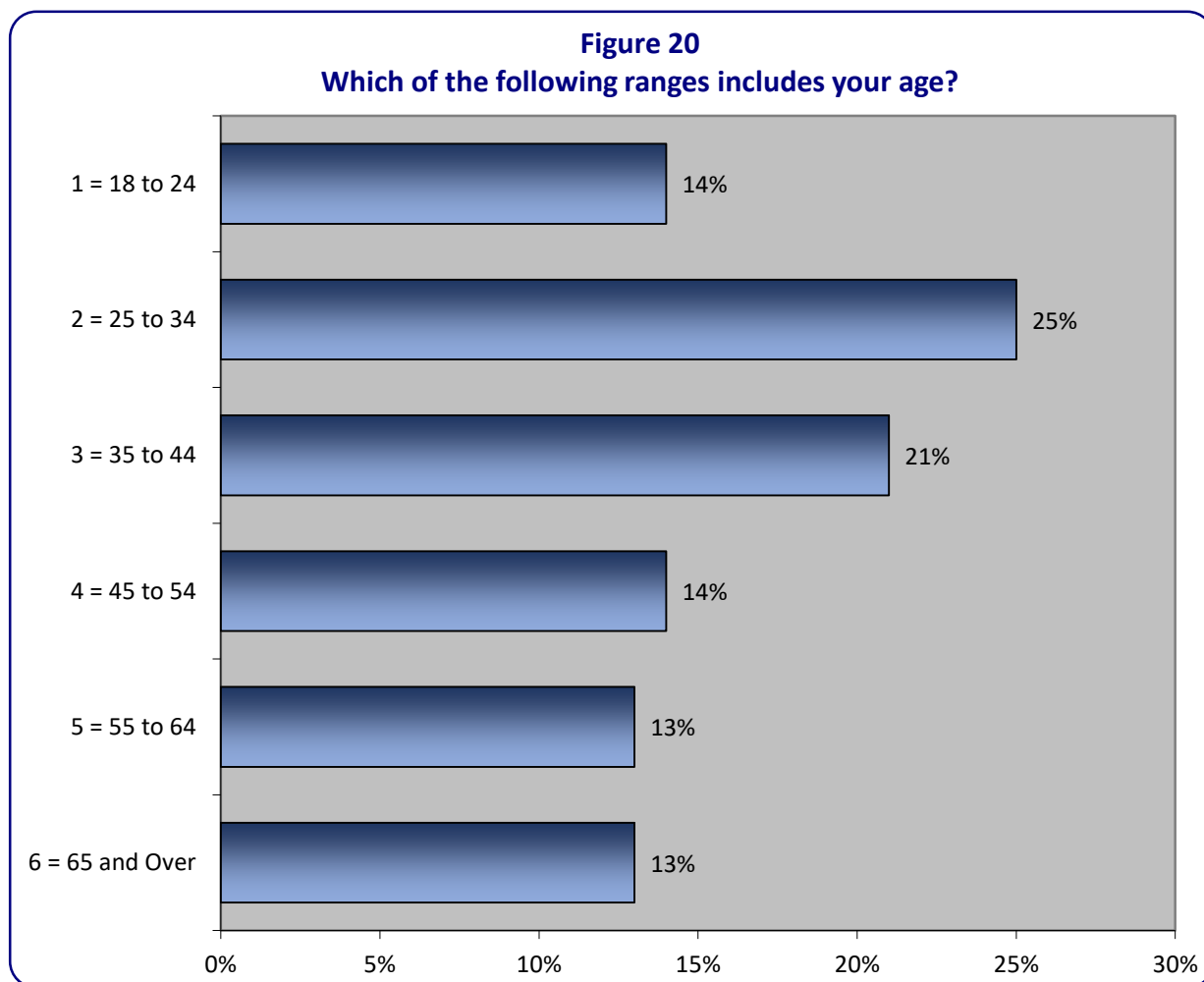
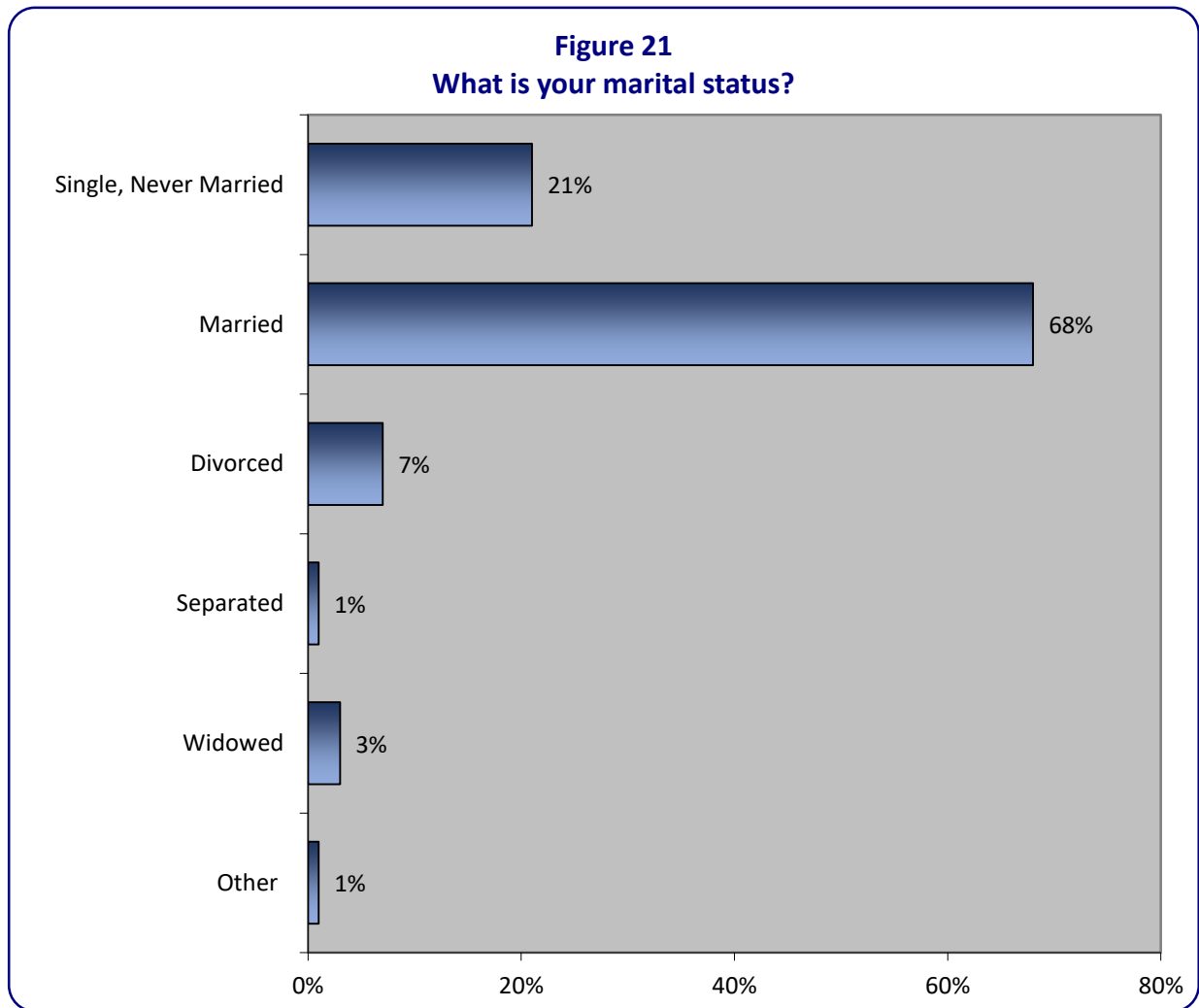


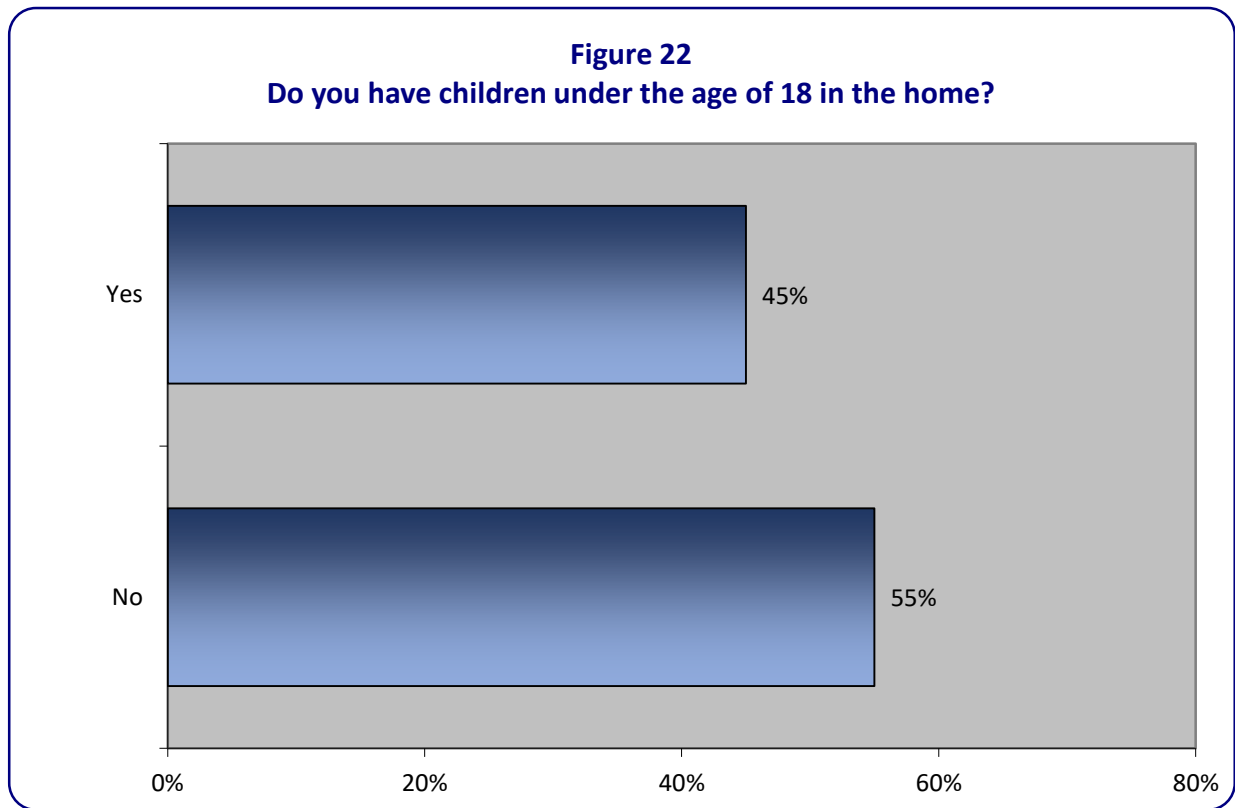
Figure 20 illustrates the percentage of respondents within each age category. The average age of respondents was 35 to 44 years of age (3.25 average mean, 3.00 median).



As Figure 21 illustrates, two-thirds of respondents (68%) reported being married, while one-fifth (21%) reported being single.



As Figure 22 illustrates, 45% of respondents reported having children under the age of 18 in the home.



As Figure 23 illustrates, 92% of respondents were White or of Caucasian descent.

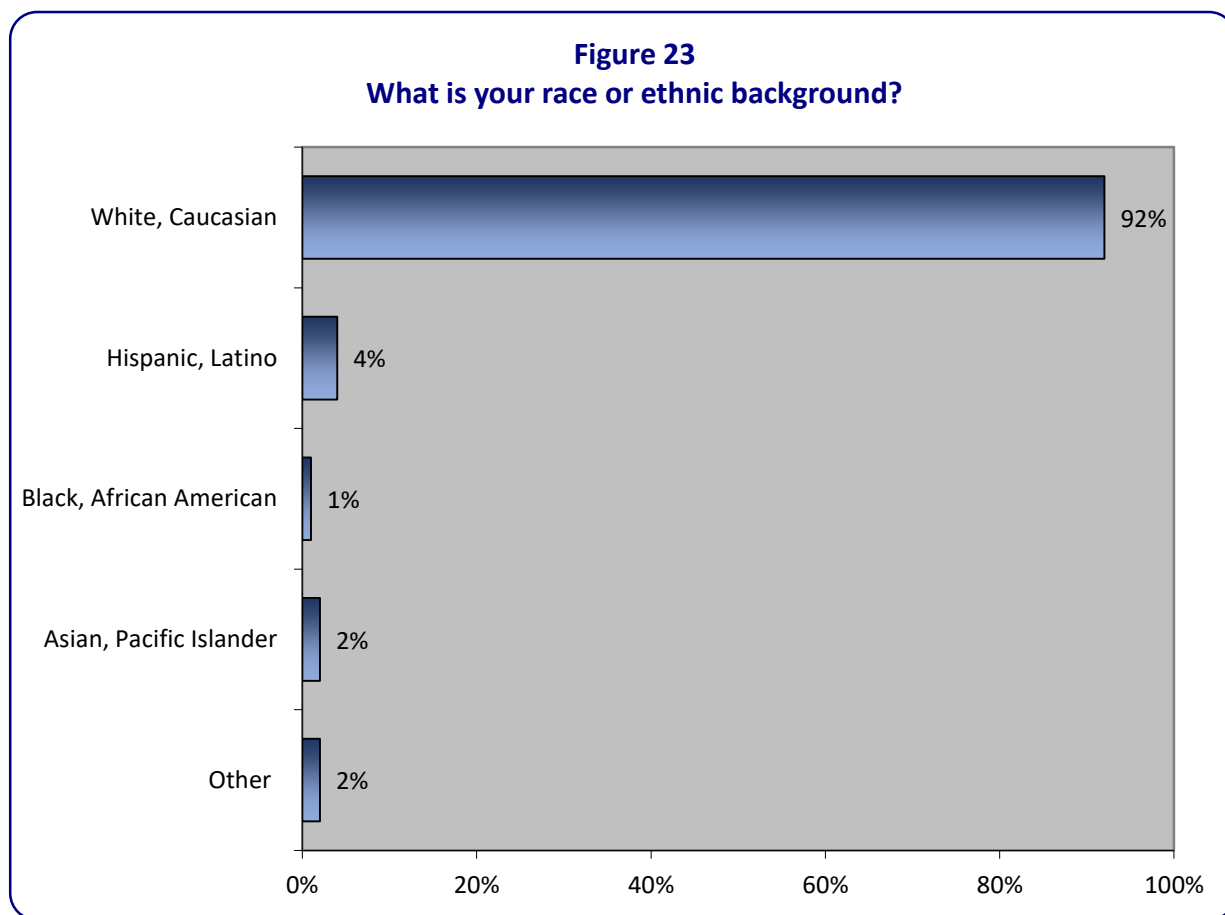


Figure 24 illustrates the percentage of respondents that have obtained each level of education.

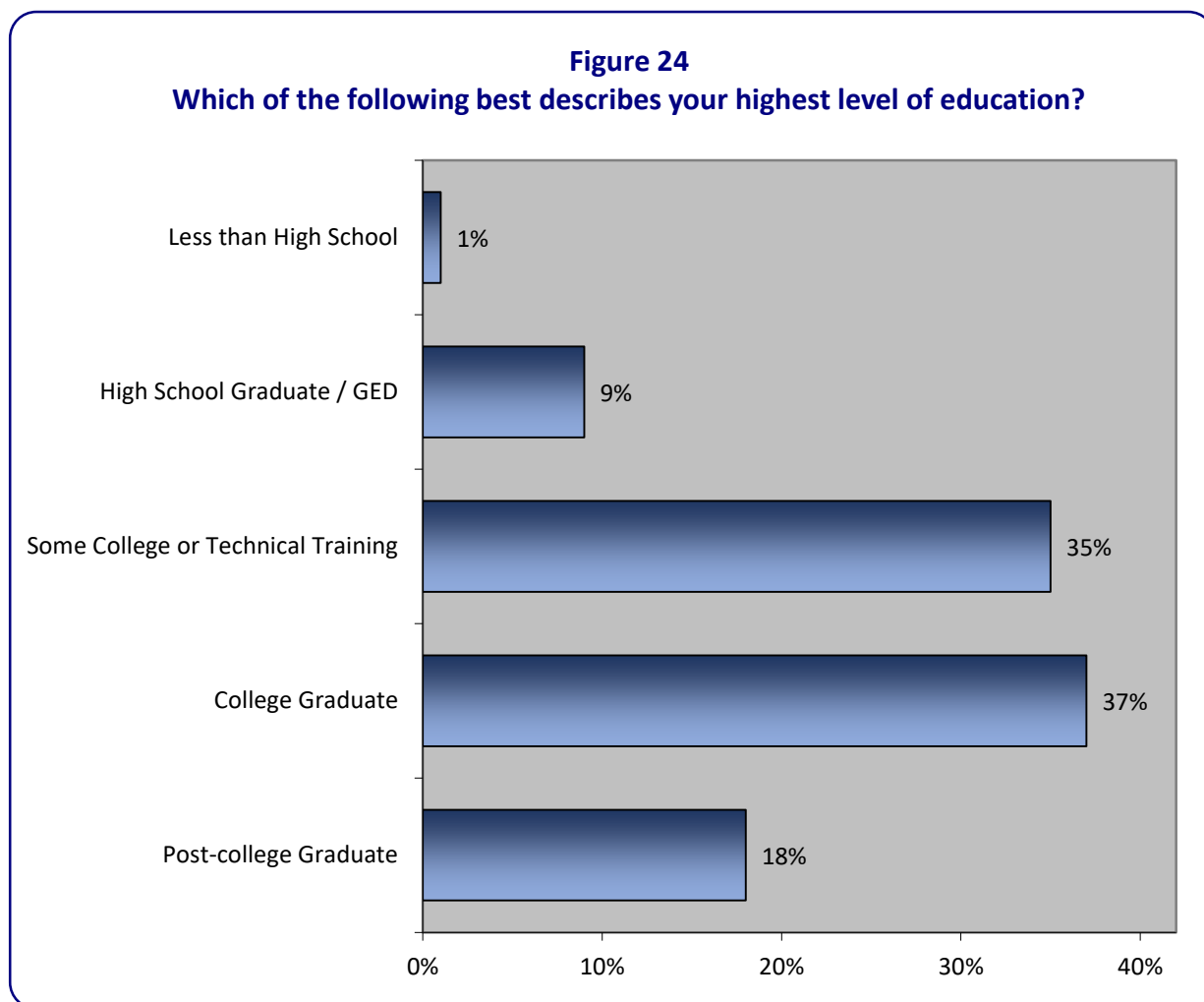


Figure 25 illustrates the percentage of respondents within each annual household income category. The average respondent reported having an annual household income of \$50,000 to \$74,999 (4.10 average mean, 4.00 median).

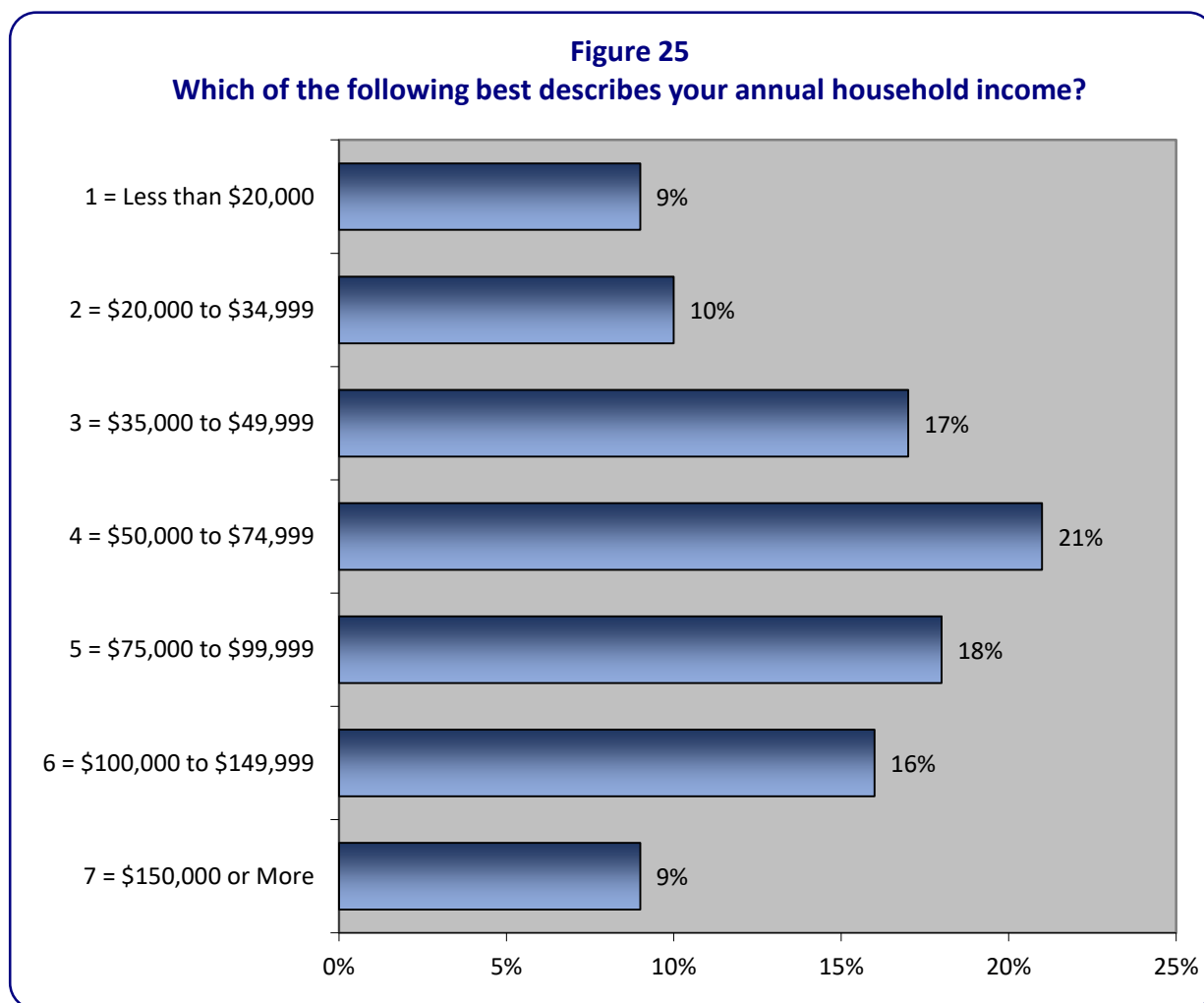
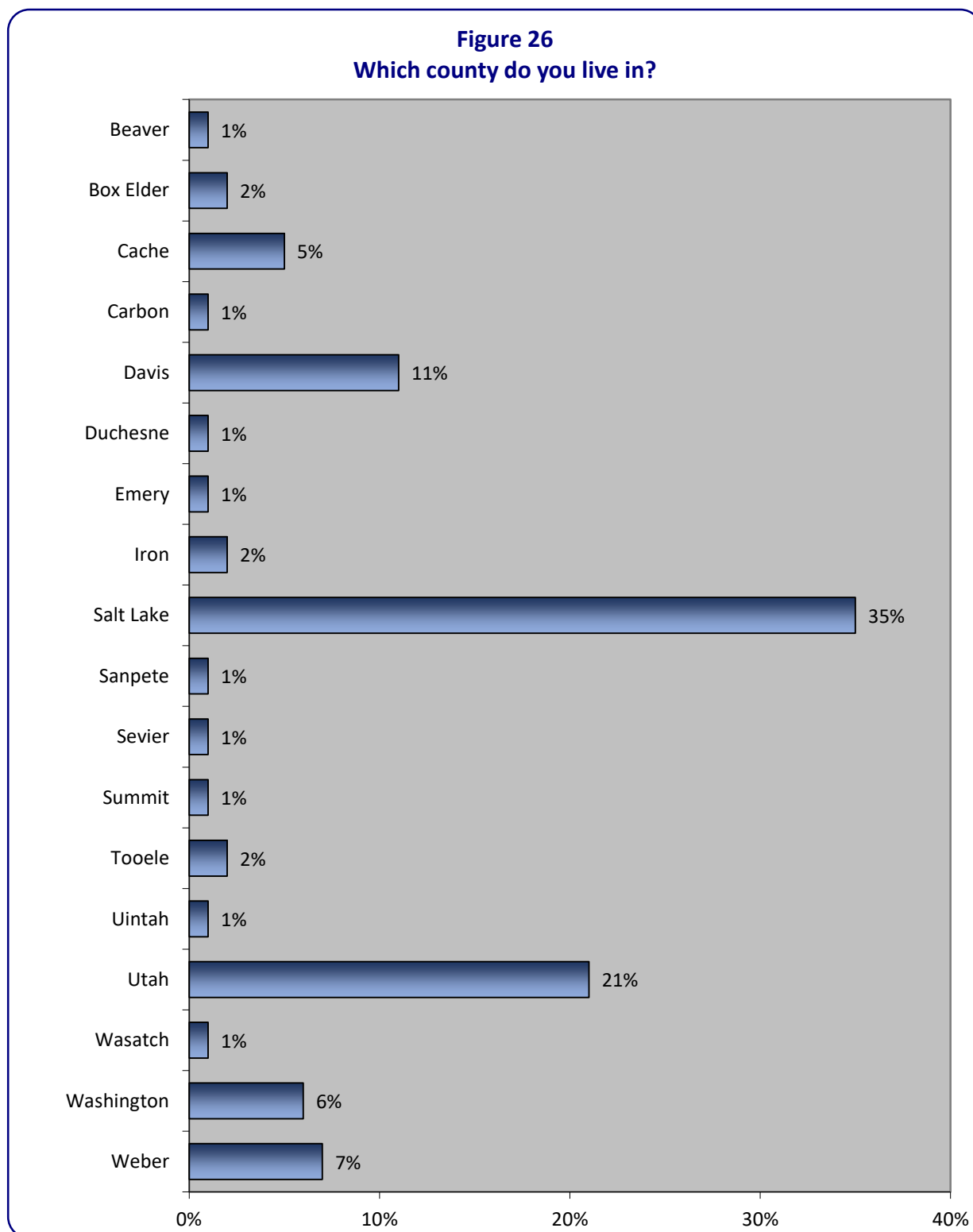


Figure 26 illustrates the percentage of respondents residing within each county in Utah.





## Segment Analysis

In this section of the report, similarities and differences among segments within the survey population are examined. The following descriptions and charts present the statistically significant differences among respondents by segment. These include the following:

- Gender
- Area
- Age
- Marital Status
- Whether or Not Respondents Have Children Under 18
- Race
- Education
- Income
- Whether or Not Respondents Have Used a Lawyer

Statistical significance is defined as a difference in value that is too large to be attributed to chance alone, thus describing the relationship that exists between the demographic variable of interest and the survey responses.

## Segment Analysis by Gender

In this portion of the analysis, differences between male and female respondents are examined.

### Who to Go to For Assistance in Various Situations

- **Difficulties Buying or Selling a Home:** Women (4%) were more likely than men (1%) to say they would go to a financial institution for assistance if they needed help with “difficulties buying or selling a home.”
- **Serious Traffic Citation or Criminal Charge:** Men (15%) were more likely than women (8%) to say they would go to a family member, friend, or coworker for assistance if they needed help with a “serious traffic citation or criminal charge.”
  - Women (5%) were more likely than men (1%) to say they would go to a police department for assistance.

**Situations for Using a Lawyer:** Women (31%) were more likely than men (23%) to say that “separation, divorce, or custody of children” is a situation for which they might use a lawyer.

**Most Recent Use of a Lawyer:** Of the respondents that have used a lawyer, women (24%) were more likely than men (12%) to say they most recently used a lawyer for a situation involving “separation, divorce, or custody of children.”

**Finding a Lawyer:** When asked where they would go to find a lawyer if they needed their assistance today, women (48%) were more likely than men (40%) to say they would find one through “referrals/word of mouth.”

### Biggest Barriers to Using Services of a Lawyer

- Lack of Trust (1<sup>st</sup> Mention): Men (8%) were more likely than women (5%) to say that a “lack of trust” is the biggest barrier preventing individuals from using services provided by a lawyer.
- Cost: Women (90%) were more likely than men (86%) to mention “cost” as one of the biggest barriers.
- Not Knowing Where to Start: Women (13%) were more likely than men (8%) to mention “not knowing where to start” as one of the biggest barriers.

**Providing Assistance to Issues:** On average, women (6.27 average mean) agreed more than men (5.97) with the statement “lawyers provide assistance to issues I cannot handle on my own.”

**Impression of Lawyers:** On average, women (4.84 average mean) had a slightly more positive impression of lawyers than did men (4.63).

### Likelihood of Using a Lawyer in Various Situations

- Doing a Lease or Other Contract: On average, women (4.05 average mean) gave a higher rating than men (3.73) to their likelihood of using a lawyer for help “doing a lease or other contract.”
- Planning for or Managing Estate or Retirement: On average, women (4.66 average mean) gave a higher rating than men (4.40) to their likelihood of using a lawyer for help “planning for or managing their estate or retirement.”

## Segment Analysis by Area

In this portion of the analysis, respondents were segmented into four groups based on the region of Utah in which they live. The four regions are: Salt Lake County, Utah County, Davis/Weber Counties, or Non-Wasatch Front Counties.

### Situations for Using a Lawyer

- Utah County residents (18%) were more likely than Non-Wasatch Front residents (8%) to say “personal injury” is a situation for which they might use a lawyer.
- Utah County residents (8%) were also more likely than Non-Wasatch Front residents (1%) to say “starting a business / business issues” is a situation for which they might use a lawyer.

**Have Used a Lawyer:** Utah County residents (63%) were more likely than Salt Lake County residents (46%) and Non-Wasatch Front residents (49%) to say they have previously used the services of a lawyer.

**Finding a Lawyer:** When asked where they would go to find a lawyer if they needed their assistance today, Utah County residents (54%) were more likely than Davis/Weber residents (34%) and Non-Wasatch Front residents (41%) to say they would find one through “referrals/word of mouth.”

**Impression of Lawyers:** On average, Utah County residents (4.98 average mean) had a more positive impression of lawyers than did Non-Wasatch Front residents (4.55).

## Segment Analysis by Age

In this portion of the analysis, respondents were segmented into six groups based on their age: 18-24, 25-34, 35-44, 45-54, 55-64, and 65 or Older.

**Difficulties Buying or Selling a Home:** Segment Analysis Table 1 illustrates the differences among respondents of various ages when it came to where they would go for help if they had difficulties buying or selling a home.

**SEGMENT ANALYSIS TABLE 1**  
**Where Respondents Would Go for Help with Difficulties Buying or Selling a Home**

*Statistically Higher Percentages Are Highlighted in Green*

*Statistically Lower Percentages Are Highlighted in Red*

	18-24	25-34	35-44	45-54	55-64	65+
Friend, Family Member, Coworker	30%	20%	14%	10%	16%	17%
Lawyer	0%	3%	3%	7%	5%	6%
Real Estate Agent	44%	58%	60%	67%	52%	52%
Not Seek Advice / Deal with It Myself	2%	4%	5%	6%	8%	9%
Don't Know	17%	15%	13%	5%	20%	15%

**Separation, Divorce, or Custody of Children:** Respondents ages 45 to 54 (70%) were more likely than respondents ages 18 to 24 (49%) to say they would go to a “lawyer” if they needed help with a situation involving “separation, divorce, or custody of children.”

- Interestingly, respondents ages 65 or older (13%) were more likely than respondents younger than 55 (1-4%) to say they “would not seek advice or would deal with it themselves.”

**Personal Finance Matters:** Segment Analysis Table 2 illustrates the differences among respondents of various ages when it came to where they would go for help if they had personal finance matters.

**SEGMENT ANALYSIS TABLE 2**  
**Where Respondents Would Go for Help with Personal Finance Matters**

*Statistically Higher Percentages Are Highlighted in Green*

*Statistically Lower Percentages Are Highlighted in Red*

	18-24	25-34	35-44	45-54	55-64	65+
Accountant / Tax Advisor	21%	31%	39%	47%	41%	37%
Friend, Family Member, Coworker	34%	22%	20%	10%	10%	12%
Financial Advisor	18%	10%	14%	13%	15%	16%
Lawyer	2%	6%	10%	7%	17%	13%
Not Seek Advice / Deal with It Myself	4%	6%	2%	5%	6%	12%
Financial Institution	13%	11%	6%	3%	4%	8%

**Planning/Managing Estate or Retirement:** Segment Analysis Table 3 illustrates the differences among respondents of various ages when it came to where they would go for help if they were planning for or managing their estate or retirement.

**SEGMENT ANALYSIS TABLE 3**  
**Where Respondents Would Go for Help with Planning/Managing Their Estate or Retirement**

*Statistically Higher Percentages Are Highlighted in Green*

*Statistically Lower Percentages Are Highlighted in Red*

	18-24	25-34	35-44	45-54	55-64	65+
Accountant / Tax Advisor	4%	5%	4%	5%	4%	4%
Friend, Family Member, Coworker	25%	13%	12%	15%	5%	11%
Financial Advisor	17%	21%	26%	19%	29%	22%
Lawyer	15%	20%	25%	30%	33%	30%
Financial Institution	8%	5%	5%	2%	1%	2%
Not Seek Advice / Deal with It Myself	2%	3%	6%	7%	7%	16%
Don't Know	23%	22%	16%	13%	11%	8%

**Serious Traffic Citation / Criminal Charge:** Respondents ages 25 or older were more likely than respondents ages 18 to 24 to say they would use a “lawyer” if they needed help with a serious traffic citation or criminal charge.

- 18-24 = 37%
- 25-34 = 54%
- 35-44 = 63%
- 45-54 = 69%
- 55-64 = 67%
- 65+ = 62%

**Situations for Using a Lawyer:** Respondents ages 45 to 54 (27%), 55 to 64 (31%), and 65 or older (31%) were more likely than respondents ages 18 to 24 (9%) and 25 to 34 (15%) to say “planning for or managing an estate or retirement” is a situation for which they might use a lawyer.

**Have Used a Lawyer:** In general, older respondents were more likely than younger respondents to say they have previously used the services of a lawyer.

- 18-24 = 10%
- 25-34 = 29%
- 35-44 = 58%
- 45-54 = 64%
- 55-64 = 76%
- 65+ = 67%

**Where / How Lawyer was Found:** Of those who have used a lawyer, respondents ages 25 to 34 (24%) were more likely than respondents ages 65 or older (1%) to say they found the lawyer through an “internet search or Google.”

**Most Recent Use of a Lawyer:** Of those who have used a lawyer, respondents ages 65 or older were more likely than younger respondents to say they most recently used a lawyer for a situation involving “planning for or managing an estate or retirement.”

- 18-24 = 0%
- 25-34 = 5%
- 35-44 = 13%
- 45-54 = 17%
- 55-64 = 28%
- 65+ = 51%

**Finding a Lawyer:** Segment Analysis Table 4 illustrates the differences between younger and older respondents when it came to where they would go to find a lawyer if they needed their assistance today

**SEGMENT ANALYSIS TABLE 4**  
**Where Respondents Would Go to Find a Lawyer**  
*Statistically Higher Percentages Are Highlighted in Green*  
*Statistically Lower Percentages Are Highlighted in Red*

	18-24	25-34	35-44	45-54	55-64	65+
I Already Have a Lawyer	4%	9%	16%	12%	17%	21%
I Personally Know a Lawyer	11%	10%	17%	13%	16%	20%
Internet Search / Google	48%	48%	30%	21%	18%	3%
Referral / Word of Mouth	39%	37%	50%	55%	45%	43%
Rating or Review Website	1%	5%	2%	2%	1%	1%
Phone Book / Yellow Pages	1%	3%	1%	5%	3%	8%
Don't Know	9%	3%	2%	2%	6%	6%

**Likelihood of Using a Lawyer in Various Situations:** Segment Analysis Table 5 shows the differences between younger and older respondents when it came to their likelihood of using a lawyer for various situations. In general, older respondents seemed to give a higher likelihood than younger respondents to using a lawyer in various situations.

**SEGMENT ANALYSIS TABLE 5**  
**Likelihood of Using a Lawyer for Various Situations**  
*Statistically Higher Averages Are Highlighted in Green*  
*Statistically Lower Averages Are Highlighted in Red*

	18-24	25-34	35-44	45-54	55-64	65+
A Dispute with a Business	4.85	4.34	4.42	4.51	4.63	4.47
A Dispute with a Neighbor	2.43	2.50	2.57	3.12	3.12	3.00
Difficulties When Buying / Selling a Home	2.86	2.73	2.84	2.91	3.28	3.62
Concerns Over Your Treatment at Work	3.60	3.45	3.55	3.54	3.40	3.51
Doing a Lease or Other Contract	4.04	3.41	3.80	3.91	4.31	4.27
Lawsuits	6.50	6.39	6.34	6.30	6.19	6.02
Separation, Divorce, or Custody of Your Children	6.17	6.06	5.80	5.82	6.04	5.48
Personal Finance Matters, such as Debt or Tax Issues	3.36	3.36	3.38	3.49	3.91	3.96
Personal Injury	4.27	4.38	4.79	5.19	5.17	5.14
Planning for / Managing Your Estate or Retirement	4.17	4.45	4.52	4.58	4.70	4.91
Serious Traffic Citation or a Criminal Charge	5.74	5.65	5.74	5.90	6.16	5.67

#### **Biggest Barriers to Using Services of a Lawyer**

- Cost: Overall, respondents ages 18 to 64 (88-93%) were more likely than those ages 65 or older (73%) to mention “cost” as one of the biggest barriers.
  - Cost (1<sup>st</sup> Mention): Respondents ages 18 to 24 (79%), 25 to 34 (79%), 35 to 44 (80%), and 55 to 64 (82%) were more likely than respondents ages 65 or older (64%) to say “cost” is the biggest barrier preventing individuals from using services provided by a lawyer.
- Not Knowing How a Lawyer Can Help: Respondents ages 18 to 24 (17%) and 25 to 34 (15%) were more likely than respondents ages 55 to 64 (4%) to mention “not knowing how a lawyer can help” as one of the biggest barriers.

## Segment Analysis by Marital Status

In this portion of the analysis, respondents were segmented into three groups based on their marital status: single and never married, married, or divorced/separated.

**Difficulties Buying or Selling a Home:** Segment Analysis Table 6 illustrates the differences among single, married, and divorced/separated respondents when it came to who they would go to if they needed help with “difficulties buying or selling a home.”

**SEGMENT ANALYSIS TABLE 6**  
**Who Respondents Would Go to for Help with Difficulties when Buying or Selling a Home**

*Statistically Higher Percentages Are Highlighted in Green*

*Statistically Lower Percentages Are Highlighted in Red*

	Single	Married	Divorced / Separated
Friend, Family Member, Coworker	26%	16%	11%
Lawyer	4%	4%	5%
Real Estate Agent	45%	60%	53%
Would NOT Seek Advice / Deal with it Myself	1%	6%	13%
Don't Know	23%	12%	8%

**Separation, Divorce, or Custody of Children:** Segment Analysis Table 7 illustrates the differences among single, married, and divorced/separated respondents when it came to who they would go to if they needed help with the situation of “separation, divorce, or custody of children.”

**SEGMENT ANALYSIS TABLE 7**  
**Who Respondents Would Go to for Help with Separation, Divorce, or Custody of Children**

*Statistically Higher Percentages Are Highlighted in Green*

*Statistically Lower Percentages Are Highlighted in Red*

	Single	Married	Divorced / Separated
Friend, Family Member, Coworker	13%	9%	7%
Lawyer	50%	61%	69%
Would NOT Seek Advice / Deal with it Myself	2%	4%	15%
Don't Know	22%	19%	3%

**Planning / Managing Estate or Retirement:** 24% of single respondents said they don't know where they would go for assistance with “planning or managing their estate or retirement,” compared to only 14% of married respondents.



**Personal Finance Matters:** Married (37%) and divorced/separated (44%) respondents were more likely than single respondents (25%) to say they would go to an accountant / tax advisor for assistance if they needed help with “personal finance matters, such as debt or tax issues.”

- In contrast, single respondents (28%) were more likely than those who are married (17%) or divorced/separated (10%) to say they would go to a friend, family member, or co-worker for assistance.

**Serious Traffic Citation or Criminal Charge:** Single respondents (20%) were more likely than those who are married (9%) or divorced/separated (3%) to say they would go to a family member, friend, or coworker for assistance if they needed help with a “serious traffic citation or criminal charge.”

- In contrast, married (60%) and divorced/separated (69%) respondents were more likely than single respondents (47%) to say they would go to a lawyer for assistance.

**Situations for Using a Lawyer:** Divorced/separated respondents (47%) were more likely than respondents who are single (25%) or married (25%) to say “separation, divorce, or custody of children” is a situation for which they might use a lawyer.

**Have Used a Lawyer:** Divorced/separated respondents (90%) were more likely than married respondents (49%), who were more likely than single respondents (29%) to say they have used the services of a lawyer.

- **Where Found:** Of those who have used a lawyer, married (18%) and divorced/separated (13%) respondents were more likely than single respondents (2%) to say they found the lawyer because they “personally knew the lawyer.”
- **Reason Used:** Of those who have used a lawyer, 49% of divorced/separated respondents said they most recently used a lawyer for a situation involving “separation, divorce, or custody of children,” compared to only 13% of both single and married respondents.

**Providing Assistance to Issues:** On average, divorced/separated respondents (6.37 average mean) agreed more than single respondents (5.97) with the statement “lawyers provide assistance to issues I cannot handle on my own.”

#### **Likelihood of Using a Lawyer in Various Situations**

- A Dispute with a Neighbor: On average, divorced/separated respondents (3.35 average mean) gave a higher rating than single respondents (2.71) and married respondents (2.68) to their likelihood of using a lawyer for help with “a dispute with a neighbor.”
- Difficulties When Buying or Selling a Home: On average, single respondents (3.22 average mean) gave a higher rating than married respondents (2.85) to their likelihood of using a lawyer for help with “difficulties when buying or selling a home.”
- Personal Injury: On average, divorced/separated respondents (5.31 average mean) gave a higher rating than single (4.62) and married (4.72) respondents to their likelihood of using a lawyer for help with a “personal injury.”

**Lawyer Fee Arrangements:** When utilizing the services provided by a lawyer, single respondents (16%) were more likely than married (8%) and divorced/separated (3%) respondents to say they would prefer “a monthly charge for certain ongoing services.”

## Segment Analysis by Whether or Not Respondents Have Children Under 18

In this portion of the analysis, respondents were segmented based on whether or not they have a child under 18.

**Difficulties Buying or Selling a Home:** Respondents with children (63%) were more likely than respondents without children (50%) to say they would go to a real estate agent for assistance if they needed help with “difficulties buying or selling a home.”

- 18% of respondents without children said they don’t know where they would go for assistance, compared to 10% of those with children.

**Separation, Divorce, Custody of Children:** Respondents with children (66%) were more likely than respondents without children (54%) to say they would go to a lawyer for assistance if they needed help with “separation, divorce, or custody of children.”

- Respondents without children (7%) were more likely than those with children (2%) to say they would not seek advice in this situation.

**Personal Finance Matters:** Respondents with children (40%) were more likely than respondents without children (32%) to say they would go to an accountant / tax advisor for assistance if they needed help with “personal finance matters, such as debt or tax issues.”

**Serious Traffic Citation or Criminal Charge:** Respondents without children (4%) were more likely than those with children (1%) to say they would go to city or county offices for assistance if they needed help with a “serious traffic citation or criminal charge.”

**Situations for Using a Lawyer:** 33% of respondents with children said they might use a lawyer for a situation involving “separation, divorce, or custody of children,” compared to only 22% of respondents without children.

**Where Respondents Found a Previous Lawyer:** Of those who have used a lawyer, 16% of respondents with children said they found the lawyer through an “Internet search or Google,” compared to only 6% of respondents without children.

### Most Recent Use of a Lawyer

- Of those who have used a lawyer, respondents without children (30%) were more likely than those with children (12%) to say they used a lawyer for “planning or managing an estate or retirement.
- 27% of respondents with children said they most recently used a lawyer for “separation, divorce, or custody of children,” compared to only 12% of those without children.
- Respondents with children (6%) were more likely than respondents without children (1%) to say they most recently used a lawyer because they were “starting/selling a business.”

### **Finding a Lawyer**

- When asked where they would go to find a lawyer if they needed their assistance today, respondents with children (37%) were more likely than those without children (26%) to say they would find one through an “Internet search or Google.”
- Respondents with children (49%) were also more likely than those without children (41%) to say they would find a lawyer through “referrals/word of mouth.”
- 6% of respondents without children said they “don’t know” how they would find a lawyer, compared to only 3% of respondents with children.

### **Likelihood of Using a Lawyer in Various Situations**

- A Dispute with a Neighbor: On average, respondents without children (2.88 average mean) gave a higher rating than respondents with children (2.59) to their likelihood of using a lawyer for help with “a dispute with a neighbor.”
- Difficulties When Buying or Selling a Home: On average, respondents without children (3.18 average mean) gave a higher rating than respondents with children (2.72) to their likelihood of using a lawyer for help with “difficulties when buying or selling a home.”
- Doing a Lease or Other Contract: On average, respondents without children (4.04 average mean) gave a higher rating than respondents with children (3.69) to their likelihood of using a lawyer for help with “doing a lease or other contract.”

### **Biggest Barriers to Using Services of a Lawyer**

- Not Knowing How a Lawyer Can Help: Respondents with children (17%) were more likely than those without children (10%) to mention “not knowing how a lawyer can help” as one of the biggest barriers.
- Not Necessary / No Need: Respondents with children (5%) were more likely than those without children (2%) to say it is “not necessary or there is no need” to hire a lawyer as one of the biggest barriers.

## Segment Analysis by Race

In this portion of the analysis, respondents were segmented into two groups based on whether they are white/Caucasian or another race.

### Who to Go to For Assistance in Various Situations

- **Planning / Managing Estate or Retirement:** 26% of Caucasian respondents said they would go to a lawyer for assistance with “planning or managing their estate or retirement,” compared to only 10% of respondents of other races.

### Finding a Lawyer

- When asked where they would go to find a lawyer if they needed their assistance today, Caucasian respondents (13%) were more likely than respondents of other races (5%) to say they “already have a lawyer.”
- In contrast, respondents of other races (44%) were more likely than Caucasian respondents (30%) to say they would find one through an “Internet search or Google.”

### Likelihood of Using a Lawyer in Various Situations

- Planning / Managing Estate or Retirement: On average, Caucasian respondents (4.59 average mean) gave a higher rating than respondents of other races (4.02) to their likelihood of using a lawyer for help with “planning or managing an estate or retirement.”

**Lawyer Fee Arrangements:** When utilizing the services provided by a lawyer, respondents of other races (24%) were more likely than Caucasian respondents (8%) to say they would prefer “a monthly charge for certain ongoing services.”

## Segment Analysis by Education

In this portion of the analysis, respondents were segmented into four groups based on the last level of education that they completed:

- High School Graduate or Less
- Some College or Technical School
- College Graduate
- Post-college Graduate

### Difficulties Buying or Selling a Home

- Post-college graduates (66%) were more likely than high school graduates (43%) and those with some college education (53%) to say they would go to a real estate agent for assistance if they needed help with “difficulties buying or selling a home.”
- High school graduates (25%), respondents with some college education (15%), and college graduates (14%) were more likely than post-college graduates (6%) to say they don’t know where they would go for assistance.

**Separation, Divorce, Custody of Children:** College graduates (64%) were more likely than high school graduates (44%) to say they would go to a lawyer for assistance if they needed help with “separation, divorce, or custody of children.”

### Planning / Managing Estate or Retirement

- College graduates (25%), post-college graduates (30%), and respondents with some college education (21%) were more likely than high school graduates (7%) to say they would go to a financial advisor for assistance with “planning or managing their estate or retirement.”
- High school graduates (29%) were more likely than college graduates (14%) and post-college graduates (8%) to say they don’t know where they would go for assistance.

**Serious Traffic Citation or Criminal Charge:** Post-college graduates (72%) were more likely than high school graduates (48%), respondents with some college education (56%), and college graduates (57%) to say they would go to lawyer for assistance if they needed help with a “serious traffic citation or criminal charge.”

**Situations for Using a Lawyer:** College graduates (24%) and post-college graduates (28%) were more likely than respondents with some college education (14%) to say they might use a lawyer for a situation involving “planning or managing an estate or retirement.”

**Have Used a Lawyer:** Post-college graduates (62%) were more likely than high school graduates (38%), respondents with some college education (47%), and college graduates (47%) to say they have previously used the services of a lawyer.

### **Finding a Lawyer**

- When asked where they would go to find a lawyer if they needed their assistance today, post-college graduates (24%) were more likely to say they “personally know a lawyer” than were high school graduates (11%), respondents with some college education (11%), and college graduates (13%).
- 35% of respondents with some college education said they would find a lawyer through an “Internet search or Google,” compared to only 21% of post-college graduates.

### **Likelihood of Using a Lawyer in Various Situations**

- Difficulties When Buying or Selling a Home: On average, high school graduates (3.97 average mean) gave a higher rating than respondents with some college education (2.89), college graduates (2.83), and post-college graduates (2.90) to their likelihood of using a lawyer for help with “difficulties when buying or selling a home.”
- Personal Finance Matters: On average, high school graduates (4.30 average mean) gave a higher rating than respondents with some college education (3.67), college graduates (3.38), and post-college graduates (3.20) to their likelihood of using a lawyer for help with “personal finance matters, such as debt or tax issues.”
  - Respondents with some college education, on average, gave a higher rating than post-college graduates.

### **Biggest Barriers to Using Services of a Lawyer**

- Cost: College graduates (93%) were more likely than high school graduates (81%) and post-college graduates (83%) to mention “cost” as one of the biggest barriers to people using the services of a lawyer.
- Lack of Trust: Respondents with some college education (26%), college graduates (22%), and post-college graduates (26%) were more likely than high school graduates (8%) to mention “lack of trust” as one of the biggest barriers.

## Segment Analysis by Income

In this portion of the analysis, respondents were segmented into five groups based on their yearly income: less than \$35,000, \$35,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, and \$100,000 or more.

**Difficulties Buying or Selling a Home:** Segment Analysis Table 8 illustrates the differences among respondents with various incomes when it came to who they would go to if they needed help with “difficulties buying or selling a home.”

**SEGMENT ANALYSIS TABLE 8**  
**Who Respondents Would Go to for Help with Difficulties when Buying or Selling a Home**

*Statistically Higher Percentages Are Highlighted in Green*

*Statistically Lower Percentages Are Highlighted in Red*

	Less than \$35K	\$35-49K	\$50-74K	\$75-99K	\$100K or More
Friend, Family Member, Coworker	33%	18%	15%	14%	12%
Lawyer	4%	3%	3%	1%	7%
Real Estate Agent	36%	49%	59%	62%	68%
Financial Institution	4%	1%	3%	6%	0%
Would NOT Seek Advice / Deal with it Myself	2%	7%	5%	6%	6%
Don't Know	20%	20%	14%	9%	8%

**Separation, Divorce, Custody of Children:** Respondents with an incomes of \$100,000 or more were more likely than respondents with an income of \$49,999 or less and \$75,000 to \$99,999 to say they would go to a lawyer for assistance if they needed help with “separation, divorce, or custody of children.”

- **Less than \$35,000: 46%**
- **\$35,000 to \$49,999: 52%**
- **\$50,000 to \$74,999: 64%**
- **\$75,000 to \$99,999: 58%**
- **\$100,000 or more: 72%**

**Personal Finance Matters:** Respondents with an income of \$75,000 to \$99,999 (41%) and \$100,000 or more (46%) were more likely than respondents with an income less than \$35,000 (25%) to say they would go to an account / tax advisor for assistance if they needed help with “personal finance matters, such as debt or tax issues.”

- Respondents with an income less than \$35,000 (29%) were more likely than respondents with an income of \$50,000 to \$74,999 (13%) and \$100,000 or more (15%) to say they would go to a friend, family member, or co-worker for assistance.

**Planning / Managing Estate or Retirement**

- Respondents with an income of \$75,000 to \$99,999 (29%) and \$100,000 or more (34%) were more likely than respondents with an income less than \$35,000 (12%) to say they would go to a financial advisor for assistance if they needed help with “planning or managing an estate or retirement.”
- Respondents with an income of \$99,999 or less (16% to 27%) were more likely than respondents with an income of \$100,000 or more (6%) to say they don’t know where they would go for assistance.

**Serious Traffic Citation or Criminal Charge:** Respondents with an income of \$50,000 to \$74,999 (62%), \$75,000 to \$99,999 (61%), and \$100,000 or more (68%) were more likely than respondents with an income less than \$35,000 (43%) to say they would go to a lawyer for assistance if they needed help with a “serious traffic citation or criminal charge.”

**Situations for Using a Lawyer:** 25% of respondents with an income of \$100,000 or more said they might use a lawyer for “planning or managing an estate or retirement.” This is compared to only 12% of respondents with an income less than \$35,000.

**Have Used a Lawyer:** Respondents with an income of \$100,000 or more (62%) were more likely to say they have previously used the services of a lawyer than have respondents with an income less than \$35,000 (38%), \$35,000 to \$49,999 (45%), and \$50,000 to \$74,999 (42%).

- **Where Found:** Of those who have used a lawyer, respondents with an income of \$100,000 or more (62%) were more likely than respondents with an income less than \$35,000 (37%) to say they found the lawyer through “word of mouth.”

**Finding a Lawyer:** When asked where they would go to find a lawyer if they needed their assistance today, respondents with an income of \$100,000 or more (19%) were more likely than respondents with an income of \$35,000 to \$49,999 (6%) to say they “personally know a lawyer.”



## Segment Analysis by Whether or Not Respondents Have Used a Lawyer

In this portion of the analysis, respondents were segmented based on whether or not they have previously used a lawyer.

Segment Analysis Table 9 shows the differences between respondents who have previously used a lawyer and those who have not, when it came to where they would go if they needed assistance in various situations.

**SEGMENT ANALYSIS TABLE 9**  
**Where Respondents Would Go for Assistance in Various Situations**

*Statistically Higher Percentages Are Highlighted in Green*

		Have Used a Lawyer	Have NOT Used a Lawyer
Difficulties when Buying or Selling a Home	Friend, Family, Co-worker	15%	21%
	Lawyer	6%	2%
	Real Estate Agent	59%	53%
	Would NOT Seek Advice	7%	4%
Separation, Divorce, or Custody of Children	Friend, Family, Co-worker	6%	12%
	Lawyer	65%	53%
	Don't Know	14%	22%
Personal Finance Matters, such as Debt or Tax Issues	Accountant / Tax Advisor	41%	30%
	Friend, Family, Co-worker	14%	23%
	Financial Advisor	15%	13%
	Lawyer	13%	5%
	Financial Institution	5%	10%
Planning for or Managing Your Estate or Retirement	Friend, Family, Co-worker	9%	18%
	Financial Advisor	26%	19%
	Lawyer	32%	18%
	Company HR Department	2%	5%
	Don't Know	10%	22%
Serious Traffic Citation or a Criminal Charge	Friend, Family, Co-worker	10%	12%
	Lawyer	70%	47%
	City or County Offices	0%	5%
	Police Department	2%	5%
	Don't Know	11%	18%

**Situations for Using a Lawyer:** Overall, 27% of respondents who have used a lawyer said they might use a lawyer for “planning for or managing an estate or retirement.” This is compared to only 14% of respondents who have not used a lawyer.

- Respondents who have not used a lawyer (21%) were more likely than those who have (9%) to say they “don’t know” for what situations they might personally use a lawyer.

**Providing Assistance to Issues:** On average, respondents who have used a lawyer (6.25 average mean) agreed more than respondents who have not used a lawyer (6.01) with the statement “lawyers provide assistance to issues I cannot handle on my own.”

**A Lawyer Can be a Confidant:** On average, respondents who have used a lawyer (5.48 average mean) agreed more than respondents who have not used a lawyer (5.32) with the statement “a lawyer can be a confidant, or someone I can trust.”

**Finding a Lawyer:** Segment Analysis Table 10 illustrates the differences between respondents who have previously used a lawyer and those who have not, when it came to where they would go to find a lawyer if they needed their assistance today.

**SEGMENT ANALYSIS TABLE 10**  
**Where Respondents Would Go to Find a Lawyer if They Needed Their Assistance Today**  
*Statistically Higher Percentages Are Highlighted in Green*

	Have Used a Lawyer	Have NOT Used a Lawyer
Already Have a Lawyer	21%	5%
Personally Know a Lawyer	17%	12%
Internet Search / Google	20%	41%
Referral / Word of Mouth	45%	44%
Don’t Know	3%	6%

**Likelihood of Using a Lawyer in Various Situations:** Segment Analysis Table 11 shows the differences between respondents who have previously used a lawyer and those who have not, when it came to their likelihood of using a lawyer for various situations.

**SEGMENT ANALYSIS TABLE 11**  
**Likelihood of Using a Lawyer for Various Situations**  
*Statistically Higher Averages Are Highlighted in Green*

	Have Used a Lawyer	Have NOT Used a Lawyer
A Dispute with a Business	4.56	4.46
A Dispute with a Neighbor	<b>2.90</b>	2.58
Difficulties When Buying / Selling a Home	3.12	2.84
Concerns Over Your Treatment at Work	3.52	3.50
Doing a Lease or Other Contract	<b>4.10</b>	3.69
Lawsuits	6.34	6.29
Separation, Divorce, or Custody of Your Children	<b>6.01</b>	5.81
Personal Finance Matters, such as Debt or Tax Issues	<b>3.75</b>	3.32
Personal Injury	<b>5.10</b>	4.44
Planning for / Managing Your Estate or Retirement	<b>4.87</b>	4.22
Serious Traffic Citation or a Criminal Charge	<b>6.03</b>	5.57

**Biggest Barriers to Using Services of a Lawyer**

- Not Knowing Where to Start: 14% of respondents who have not used a lawyer mentioned “not knowing where to start” as one of the biggest barriers preventing individuals from using services provided by a lawyer. This is compared to only 7% of respondents who have used a lawyer.
- Lack of Trust: 27% of respondents who have used a lawyer mentioned a “lack of trust” as one of the biggest barriers, compared to only 19% of respondents who have not used a lawyer.



## APPENDIX A: SURVEY RESULTS

Hello, my name is \_\_\_\_\_, calling with Lighthouse Research. We're conducting a survey with residents in the area about their perceptions and usage of various local services. May I ask you some questions?

1. I first need to verify that you live in the state of Utah. Is that correct?

	Count	%
Yes	808	100%
No [Thank & Terminate]	0	0%

2. What county do you LIVE in?

	Count	%
Beaver	6	1%
Box Elder	16	2%
Cache	37	5%
Carbon	5	1%
Daggett	0	0%
Davis	86	11%
Duchesne	7	1%
Emery	7	1%
Garfield	2	0%
Grand	2	0%
Iron	12	2%
Juab	2	0%
Kane	2	0%
Millard	3	0%
Morgan	2	0%

	Count	%
Piute	0	0%
Rich	2	0%
Salt Lake	285	35%
San Juan	2	0%
Sanpete	7	1%
Sevier	7	1%
Summit	10	1%
Tooele	15	2%
Uintah	11	1%
Utah	170	21%
Wasatch	6	1%
Washington	46	6%
Wayne	2	0%
Weber	56	7%

## 3. Record gender by observation.

	Count	%
Male	394	49%
Female	414	51%

## 4. Which of the following ranges includes your age?

	Count	%
0 = Younger than 18 [Thank & Terminate]	0	0%
1 = 18 to 24	115	14%
2 = 25 to 34	202	25%
3 = 35 to 44	167	21%
4 = 45 to 54	112	14%
5 = 55 to 64	105	13%
6 = 65 and Over	103	13%
<i>Average Mean</i>	3.25	
<i>Median</i>	3.00	

## 5. Do you or does anyone in your household work in any of the following industries? Please say yes or no to each.

	Count	%
Education	151	20%
Healthcare	168	22%
Legal Services [Thank & Terminate]	0	0%
Marketing Research	27	4%
None of the Above	456	60%

6. First, I would like to ask you where or who would you go to if you needed assistance with each of the following? Where or who would you go to if you needed assistance with...

<b>Difficulties When Buying or Selling a Home</b>	<b>Count</b>	<b>%</b>
Real Estate Agent	450	56%
Friend, Family Member, Coworker	145	18%
Lawyer	30	4%
Financial Institution	23	3%
Mortgage Company	13	2%
Internet (specify)	11	1%
Financial Advisor	7	1%
Accountant / Tax Advisor	1	0%
Other (Specify)	12	2%
I Would NOT Seek Advice / I Would Deal with It Myself	43	5%
Don't Know	115	14%

*(For a list of verbatim 'other' responses, see Appendix C.)*

<b>Separation, Divorce, or Custody of your Children</b>	<b>Count</b>	<b>%</b>
Lawyer	478	59%
Friend, Family Member, Coworker	73	9%
Internet (specify)	15	2%
Clergy	14	2%
Accountant / Tax Advisor	1	0%
Financial Advisor	0	0%
Real Estate Agent	0	0%
Other (Specify)	34	4%
I Would NOT Seek Advice / I Would Deal with It Myself	37	5%
Don't Know	146	18%

*(For a list of verbatim 'other' responses, see Appendix C.)*

<b>Personal Finance Matters, such as Bankruptcy or Tax Issues</b>	<b>Count</b>	<b>%</b>
Accountant / Tax Advisor	285	35%
Friend, Family Member, Coworker	150	19%
Financial Advisor	112	14%
Lawyer	70	9%
Financial Institution	62	8%
Internet (specify)	22	3%
Real Estate Agent	1	0%
Other (Specify)	28	4%
I Would NOT Seek Advice / I Would Deal with It Myself	45	6%
Don't Know	85	11%

*(For a list of verbatim 'other' responses, see Appendix C.)*

<b>Planning for or Managing Your Estate or Retirement</b>	<b>Count</b>	<b>%</b>
Lawyer	199	25%
Financial Advisor	181	22%
Friend, Family Member, Coworker	109	14%
Accountant / Tax Advisor	36	5%
Financial Institution	33	4%
Employer / Company HR Department	26	3%
Internet (specify)	15	2%
Estate / Retirement Planner	13	2%
Real Estate Agent	5	1%
Other (Specify)	34	4%
I Would NOT Seek Advice / I Would Deal with It Myself	50	6%
Don't Know	132	16%

*(For a list of verbatim 'other' responses, see Appendix C.)*



Serious Traffic Citation or a Criminal Charge	Count	%
Lawyer	469	58%
Friend, Family Member, Coworker	89	11%
Court / Courthouse	42	5%
Police Department	25	3%
City or County Offices	21	3%
Internet (specify)	13	2%
Financial Advisor	3	0%
Accountant / Tax Advisor	1	0%
Real Estate Agent	0	0%
Other (Specify)	27	3%
I Would NOT Seek Advice / I Would Deal with It Myself	20	3%
Don't Know	118	15%

*(For a list of verbatim 'other' responses, see Appendix C.)*

7. For what situations might you personally use a lawyer?

	Count	%
Separation, Divorce, or Custody of Children	217	27%
Lawsuits	172	21%
Planning for or Managing Your Estate or Retirement	164	20%
Serious Traffic Citation or a Criminal Charge	150	19%
Personal Injury (Car Accidents, Workers Comp, Medical Malpractice)	100	12%
Personal Finance Matters, such as Debt or Tax Issues	69	9%
Legal Matter (in general)	61	8%
Difficulties when Buying or Selling a Home	39	5%
Starting a Business / Business Issues	30	4%
Doing a Lease or Other Contract	22	3%
A Dispute with a Business	17	2%
A Dispute with a Neighbor	13	2%
Concerns over Your Treatment at Work	10	1%
None / I Would NOT Use a Lawyer	11	1%
Other (Specify)	90	11%
Don't Know	125	16%

*(For a list of verbatim 'other' responses, see Appendix C.)*

8. Have you ever used the services of a lawyer before?

	Count	%
Yes	390	48%
No	417	52%

9. If “Yes” in Q8: Where or how did you find that lawyer?

	Count	%
Word of Mouth (Friend, Family, Co-worker)	221	57%
I Personally Know the Lawyer	59	15%
Internet Search / Google	41	11%
Phone Book / Yellow Pages	17	4%
Through Another Business (Realtor, Broker, Financial Advisor, etc.)	15	4%
They Were Assigned to Me by the Court	14	4%
Advertising (TV, Radio, Newspaper, Billboards, etc.)	13	3%
I’ve Used This Lawyer or Law Firm Before	5	1%
Other (Specify)	30	8%
Don’t Remember	6	2%

*(For a list of verbatim ‘other’ responses, see Appendix C.)*

10. If “Yes” in Q8: What was the situation you used a lawyer for most recently?

	Count	%
Planning for or Managing Your Estate or Retirement	81	22%
Separation, Divorce, or Custody of Children	67	18%
Serious Traffic Citation or a Criminal Charge	31	8%
Personal Finance Matters, such as Debt or Tax Issues	28	8%
Personal Injury (Car Accidents, Workers Comp, Medical Malpractice)	26	7%
Lawsuits	16	4%
Doing a Lease or Other Contract	15	4%
Difficulties when Buying or Selling a Home	13	4%
Starting or Selling a Business	11	3%
Adoption	8	2%
A Dispute with a Business	4	1%
Concerns over Your Treatment at Work	3	1%
A Dispute with a Neighbor	2	1%
Other (Specify)	57	16%
Don’t Know	6	2%

*(For a list of verbatim ‘other’ responses, see Appendix C.)*

11. If “yes” in Q8, ASK: What was the **MAIN** reason you decided to hire a lawyer in that situation, rather than handling the situation by yourself or through other means? **[Open Ended]**

	Count	%
Situation was Beyond What I Could Handle Myself	56	14%
Legal Knowledge / Expertise Lawyer Provides	55	14%
Situation Required a Lawyer / Needed Legal Representation	39	10%
To Ensure Matter was Taken Care of Properly / Legally	26	7%
Complexity of Situation	24	6%
Lawyer is More Effective / Aid in Better Outcome	15	4%
Managing / Executing Estate, Trust, or Retirement	14	4%
Felt Compelled To, Based on Other Party’s Size / Behavior	13	3%
Needed Advice / Consultation	12	3%
Free / Low Cost of Lawyer	11	3%
Certain Situations Need a Lawyer / Dumb not to Utilize a Lawyer	11	3%
Protect Myself / Family / Assets	9	2%
Separation / Divorce	9	2%
Custody of Children / Adoption	8	2%
Advised to Obtain a Lawyer	8	2%
Convenience / Ease of Hiring a Lawyer	7	2%
Criminal Charges	6	2%
Injury / Medical Malpractice	5	1%
Write a Legal Document / Contract	4	1%
Using a Lawyer is the Only Option	4	1%
Timeliness	3	1%
To Ensure Settlement / Claim was Sufficient	3	1%
Real Estate Laws / Situations	3	1%
Miscellaneous Responses	40	10%
Don’t Know / Don’t Remember / Wouldn’t Say	5	1%

(For a list of verbatim responses, see Appendix B.)

12. Using a one-to-seven rating scale where one is "strongly disagree" and seven is "strongly agree," please tell me how much you agree or disagree with the following statements.

**Lawyers provide assistance to issues I cannot handle on my own.**

	Count	%
1 = Strongly Disagree	15	2%
2	5	1%
3	12	2%
4	33	4%
5	126	16%
6	191	24%
7 = Strongly Agree	424	53%
Average Mean	6.13	
Median	7.00	
Don't Know	1	0%

**Lawyers act in the best interest of their clients.**

	Count	%
1 = Strongly Disagree	18	2%
2	25	3%
3	50	6%
4	111	14%
5	256	32%
6	181	23%
7 = Strongly Agree	151	19%
Average Mean	5.16	
Median	5.00	
Don't Know	13	2%

**Lawyers maintain strict confidentiality.**

	Count	%
1 = Strongly Disagree	15	2%
2	4	1%
3	31	4%
4	37	5%
5	121	15%
6	206	26%
7 = Strongly Agree	380	47%
Average Mean	6.00	
Median	6.00	
Don't Know	12	2%

**A lawyer can be a confidant, or someone I can trust.**

	Count	%
1 = Strongly Disagree	23	3%
2	23	3%
3	55	7%
4	76	9%
5	195	24%
6	195	24%
7 = Strongly Agree	235	29%
Average Mean	5.40	
Median	6.00	
Don't Know	6	1%

13. Imagine you needed the assistance of a lawyer today. Where would you go to find a lawyer?

	Count	%
Referral / Word of Mouth (Friend, Family, Coworker)	357	44%
Internet Search / Google	246	30%
I Personally Know a Lawyer	117	15%
I Already Have a Lawyer	103	13%
Phone Book / Yellow Pages	24	3%
Rating or Review Website	19	2%
Depends on the Situation	7	1%
Employer / Company HR Department	11	1%
Other (Specify)	34	4%
Don't Know	34	4%

14. Using a one-to-seven rating scale where one is "very negative," seven is "very positive," and four is "neutral," please rate your impression of lawyers.

	Count	%
1 = Very Negative	18	2%
2	23	3%
3	53	7%
4 = Neutral	254	32%
5	230	29%
6	140	17%
7 = Very Positive	76	10%
Average Mean	4.74	
Median	5.00	
Don't Know	10	1%



15. I am now going to read you a list of various situations individuals may find themselves in, and I would like you to rate how likely you would be to use a lawyer if you were in each of those situations. Please use a one-to-seven scale where one is "not at all likely" and seven is "very likely."

#### A Dispute with a Business

	Count	%
1 = Not at all Likely	65	8%
2	73	9%
3	75	9%
4	154	19%
5	182	23%
6	118	15%
7 = Very Likely	134	17%
Average Mean	4.50	
Median	5.00	
Don't Know	5	1%

#### A Dispute with a Neighbor

	Count	%
1 = Not at all Likely	254	32%
2	163	20%
3	123	15%
4	133	17%
5	85	11%
6	24	3%
7 = Very Likely	21	3%
Average Mean	2.74	
Median	2.00	
Don't Know	2	0%

**Difficulties with Buying or Selling a Home**

	Count	%
1 = Not at all Likely	216	27%
2	172	21%
3	106	13%
4	137	17%
5	97	12%
6	33	4%
7 = Very Likely	39	5%
Average Mean	2.98	
Median	3.00	
Don't Know	3	0%

**Concerns Over Your Treatment at Work**

	Count	%
1 = Not at all Likely	150	19%
2	110	14%
3	108	14%
4	184	23%
5	127	16%
6	59	7%
7 = Very Likely	49	6%
Average Mean	3.51	
Median	4.00	
Don't Know	9	1%

**Doing a Lease or Other Contract**

	Count	%
1 = Not at all Likely	134	17%
2	99	12%
3	95	12%
4	146	18%
5	148	18%
6	89	11%
7 = Very Likely	93	12%
Average Mean	3.89	
Median	4.00	
Don't Know	3	0%

**Lawsuits**

	Count	%
1 = Not at all Likely	19	3%
2	7	1%
3	11	2%
4	19	3%
5	65	9%
6	138	18%
7 = Very Likely	495	66%
Average Mean	6.31	
Median	7.00	
Don't Know	2	0%

**Separation, Divorce, or Custody of Children**

	Count	%
1 = Not at all Likely	38	5%
2	19	2%
3	17	2%
4	50	6%
5	89	11%
6	150	19%
7 = Very Likely	434	54%
Average Mean	5.91	
Median	7.00	
Don't Know	7	1%

**Personal Finance Matters, such as Debt or Tax Issues**

	Count	%
1 = Not at all Likely	168	21%
2	127	16%
3	102	13%
4	140	17%
5	116	14%
6	69	9%
7 = Very Likely	77	10%
Average Mean	3.53	
Median	4.00	
Don't Know	5	1%

**Personal Injury**

	Count	%
1 = Not at all Likely	63	8%
2	38	5%
3	67	9%
4	135	18%
5	163	22%
6	119	16%
7 = Very Likely	167	22%
Average Mean	4.76	
Median	5.00	
Don't Know	4	1%

**Planning for or Managing Your Estate or Retirement**

	Count	%
1 = Not at all Likely	89	11%
2	71	9%
3	70	9%
4	130	16%
5	149	19%
6	121	15%
7 = Very Likely	172	21%
Average Mean	4.53	
Median	5.00	
Don't Know	2	0%

**Serious Traffic Citation or a Criminal Charge**

	Count	%
1 = Not at all Likely	33	4%
2	13	2%
3	26	3%
4	62	8%
5	118	15%
6	177	22%
7 = Very Likely	371	46%
Average Mean	5.79	
Median	6.00	
Don't Know	5	1%

16. What do you believe is the biggest barrier preventing individuals from using services provided by a lawyer?

	Count	%
Cost	618	77%
Lack of Trust	52	7%
Not Knowing How a Lawyer Can Help	26	3%
Not Knowing Where to Start	25	3%
Negative Perception of Lawyers	14	2%
Not Necessary / No Need	9	1%
Lack of Knowledge (in general)	6	1%
Fear / Intimidation	4	1%
No Time	1	0%
Not Accessible or Available	0	0%
Not Knowing What Lawyer to Go With	0	0%
Other (Specify)	27	3%
Don't Know	24	3%

(For a list of verbatim 'other' responses, see Appendix C.)

17. What do you believe is the NEXT biggest barrier?

	Count	%
Lack of Trust	132	17%
Cost	93	12%
Not Knowing How a Lawyer Can Help	80	10%
Not Knowing Where to Start	61	8%
Not Accessible or Available	34	4%
Lack of Knowledge (in general)	32	4%
No Time	29	4%
Negative Perception of Lawyers	23	3%
Not Knowing What Lawyer to Go With	23	3%
Fear / Intimidation	17	2%
Not Necessary / No Need	15	2%
Other (Specify)	86	11%
Don't Know / No Other Barriers	150	19%

*(For a list of verbatim 'other' responses, see Appendix C.)*



**Biggest Barriers Preventing Individuals from Using a Lawyer**  
(Combined 1<sup>st</sup> and 2<sup>nd</sup> Mentions)

	Count	%
Cost	711	88%
Lack of Trust	184	23%
Not Knowing How a Lawyer Can Help	106	13%
Not Knowing Where to Start	86	11%
Lack of Knowledge (in general)	38	5%
Negative Perception of Lawyers	37	5%
Not Accessible or Available	34	4%
No Time	30	4%
Not Necessary / No Need	24	3%
Not Knowing What Lawyer to Go With	23	3%
Fear / Intimidation	21	3%
Other (Specify)	109	14%
Don't Know (1 <sup>st</sup> Mention)	24	3%

18. If you were to utilize the services provided by a lawyer, which of the following types of fee arrangements would you prefer? Would you prefer...

	Count	%
A Set Amount for a Specific Task or Service	182	23%
A Firm Quote for an Entire Case or Project	221	28%
An Hourly Rate	60	8%
A Fee That Depended on the Result, whether in Part or in Whole	191	24%
A Monthly Charge for Certain Ongoing Services	75	9%
Depends on the Situation	32	4%
Other (Specify)	15	2%
Don't Know	24	3%

(For a list of verbatim 'other' responses, see Appendix C.)

**I just have a few more questions for statistical purposes.**

19. What is your marital status?

	Count	%
Single, Never Married	168	21%
Married	543	68%
Divorced	52	7%
Separated	10	1%
Widowed	22	3%
Other (Specify)	2	1%

*(For a list of verbatim 'other' responses, see Appendix C.)*

20. Do you have children under the age of 18 in the home?

	Count	%
Yes	359	45%
No	438	55%

21. What is your race or ethnic background?

	Count	%
White, Caucasian	711	92%
Hispanic, Latino	29	4%
Black, African American	6	1%
Asian, Pacific Islander	12	2%
Native American, Alaska Native	3	0%
Other (Specify)	13	2%

*(For a list of verbatim 'other' responses, see Appendix C.)*

22. Which of the following best describes your highest level of education?

	Count	%
Less than High School	4	1%
High School Graduate / GED	69	9%
Some College or Technical Training	282	35%
College Graduate	298	37%
Post-college Graduate	145	18%

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

	Count	%
1 = Less than \$20,000	69	9%
2 = \$20,000 to \$34,999	74	10%
3 = \$35,000 to \$49,999	128	17%
4 = \$50,000 to \$74,999	151	21%
5 = \$75,000 to \$99,999	133	18%
6 = \$100,000 to \$149,999	119	16%
7 = \$150,000 or More	63	9%
<i>Average Mean</i>	4.10	
<i>Median</i>	4.00	

**This concludes our survey. We thank you for your time and opinions.**



## **APPENDIX B: REASONS RESPONDENTS HIRED A LAWYER**

***What was the MAIN reason you decided to hire a lawyer in that situation, rather than handling the situation by yourself or through other means?***

### **Situation was Beyond What I Could Handle Myself (56) 14%**

- By myself and through other means had already been exhausted.
- Exhausted other means
- Filing legal paperwork. I'm not a very educated man and there is a lot of big words.
- I could not do it.
- I did not feel that my understanding with the law was adequate.
- I didn't have any darn clue what needed to be done.
- I didn't have the expertise to understand all the legal wording.
- I didn't know anything about it.
- I didn't know how to do it.
- I didn't know how to handle it myself.
- I didn't know how to handle that situation.
- I didn't know how.
- I didn't know the laws.
- I don't have the legal expertise.
- I don't know anything.
- I don't know how to do it myself.
- I don't know how to handle it by myself.
- I don't know the ins and outs of the law.
- I don't know the law.
- I don't know what I'm doing.
- I had no idea how to do it, and he knows how so we paid him.
- I have no idea what my legal rights were if I didn't have a lawyer.
- I just didn't know the appropriate laws and we needed one.
- I tried at first to handle it by self but didn't work.
- I tried to do it on my own and it was too hard.
- I was uneducated in how to help myself so I called for a lawyer to help.
- I was way over my head legally.
- I was young and I didn't know how to handle it.
- I wasn't qualified to handle it, but an attorney was.
- I wasn't qualified.
- I'm not very good with settling situations.
- Incompetence
- It was an issue through the county on the particular issue, and the county was not helping me so I had to through the lawyer.
- It was beyond the scope of my knowledge. It just seemed like the most reasonable person.
- It was completely unfamiliar with me.
- It was not my area of expertise.
- It was too complex for me.
- It was way outside of my expertise.

- It wasn't possible to handle on our own.
- It's impossible to deal with the tax people by yourself. They are too good.
- Lack of expertise, they have knowledge that an average person does not have
- Lack of knowledge (3)
- Lack of knowledge of inheritance laws
- Lack of knowledge, subject expert matter
- Mediation didn't work and the attorney was a friend.
- No expertise
- Not my area of expertise
- There were legal things that I did not understand and that I needed a better opinion on.
- These guys were beyond my knowledge and we needed to garnish wages.
- Their situation was already attempted without a lawyer.
- We couldn't do it, we needed someone knowledgeable who knew the law.
- We didn't have the expertise to do it on our own.
- We had handled it through ourselves and the situation was not changing.
- We tried and they did not yield any results, so we got an attorney.

#### **Legal Knowledge / Expertise Lawyer Provides (55) 14%**

- Contractual clarification
- Correct terms for mitigation purposes
- Each data retention policy is 1800 pages, I needed someone who could give me just the part I needed.
- Education
- Expertise of the lawyer
- Expertise with court system and proceedings
- He had more experience.
- He had the skills I needed.
- He knew more.
- He was just capable and willing.
- He's an expert.
- I felt that they were more qualified and knowledgeable.
- I needed an expert.
- I needed an expertise.
- I needed information on current law.
- I needed someone with legal knowledge.
- I needed their legal expertise.
- I wanted someone who knew what they were doing.
- I wanted their expertise.
- I wanted to find out more of what the copyright was all about, what I had made.
- I wanted to make sure the pre-nup was not going to put me in any sort of bind if a divorce happened.
- It required somebody with an expertise of law.
- It was just trying to find out my rights and their obligations.
- More knowledgeable
- Professional help
- She knew what she was doing and she was free.

- Sometimes you have to. They had good professional knowledge.
- That was their field of expertise, and I didn't want to screw myself or my business over.
- That's what they went to school for, they know the laws better than I do.
- That's what they're paid to do, corporation stuff.
- The experience that they brought to the table.
- The knowledge of a lawyer.
- The laws of the state.
- The lawyer knows more.
- The lawyer was trained.
- Their knowledge
- They are a professional and know what they are doing.
- They are a whole lot more knowledgeable about that particular thing than I am.
- They are more educated in the process.
- They are professional.
- They had the experience of dealing with insurance and police, I didn't want to deal with that.
- They have an expertise in that field that I do not possess.
- They have more knowledge.
- They have much more experience than I do and I don't want to get in trouble.
- They know more than I do.
- They know the laws of the state because different states have different laws, so you need to know how to get around those laws to keep your money and assets to keep and give to your family.
- They know what they're doing and I've never done anything like that before.
- They were qualified and I'm not.
- They're more trained.
- They're the experts.
- To be honest I'm not sure, I don't know how to deal with policemen so I hired a lawyer.
- To get an attorney to defend you. They know the law, can prepare you for court and being in front of the judge, and they know specialized fields.
- To legally be backed up by someone that knows what they're doing.
- We thought he could do it better than us.
- We've never done it before, we wanted an expert.

#### **Situation Required a Lawyer / Needed Legal Representation (39) 10%**

- I felt it was a delicate situation that needed to be handled by a professional.
- I felt like it needed to be done by someone who knew what they were doing.
- I had to have one.
- I knew I'd need a lawyer.
- I needed representation.
- I think we were required to go to an attorney to make that situation legally binding.
- I was being sued or subpoenaed to court, so I needed a lawyer. I needed a representative. Then it ended up resulting in an adoption.
- I was being sued.
- It had to be done through a judge.
- It had to be legal.
- It had to be; it was so legal, it had to be.
- It needed to be done legally.

- It needed to be recorded with the state and we needed to do it legally.
- It needed to be through the court and a lawyer needed to do that.
- It requires a lawyer.
- It was a lawsuit.
- It was a legal affair.
- It was a legal manner.
- It was necessary.
- It was required. (3)
- It's a legal issue.
- It's mandatory.
- Mediation was not working.
- Needed legal representation
- That was a situation that just, that specific area of law, I needed a professional.
- The law says I had to.
- The state requires it for the paperwork.
- The way the things are here in Utah, when you use cash on a big project like we did you have to use a lawyer.
- There is a bunch of legal documents that are required. You have to be certified.
- There was no other way around it. We didn't have a choice.
- We knew we needed professional help.
- We needed a lawyer.
- We needed help settling disagreements.
- We needed to do something to protect our assets.
- We needed to settle a problem in a court.
- We traded stuff out of a trust into an LLC - a family owned LLC - we needed legal help.
- With a bankruptcy, I don't think you have a choice.

**To Ensure Matter was Taken Care of Properly / Legally (26) 7%**

- Be better to put on paper than legally so there weren't any problems.
- I actually did through go other means, mediation. I just had him put the final stamp on it so it was handled correctly.
- I just wanted to make sure it went right.
- I wanted it to be maximally official.
- I wanted it to be something no one could argue with.
- I wanted to be extra sure about what I was doing.
- I wanted to ensure my success.
- I wanted to make sure it is done right.
- I wanted to make sure it was legally perfect, I guess.
- It would be binding by the laws of Utah, so it couldn't be contested.
- It's just a clean method.
- Just in case there were any loose ends anywhere, to make sure everything was closed.
- Make sure it was taken care of the right way. I didn't have the knowledge and I didn't want to pretend like I did.
- Making sure everything was done correctly due to the court of law.
- Making sure that we didn't miss anything important.
- So it was done correctly.



- The contractor we were buying from, we had to make sure he was doing everything right.
- To get it done correctly and professionally.
- To have it done right
- To make sure it was done properly.
- To make sure it was done right.
- To make sure it was handled carefully.
- To make sure it was handled correctly.
- We wanted to do it right.
- We wanted to double check and make sure it was done correctly.
- You wanted to get it right.

#### **Complexity of Situation (24) 6%**

- Complexity
- Complexity of the deal
- Complicated
- I think it was a problem too big to handle on my own.
- It was a pretty complicated process, and I didn't know how to cover the bases.
- It was a very complicated situation that involved different parties, it involved many conflicts.
- It was complex enough that I needed professional help.
- It was complicated and I needed more help.
- It was complicated, and included our children.
- It was complicated.
- It was hard.
- It was more complex than I understood.
- It was something that seemed more complicated than what I could handle on my own.
- It's complicated and I didn't know how to handle it without.
- It's quite a bit of money that was borrowed with my identity.
- Situation was complicated
- The amount of problems with her situation was overwhelming.
- The legal system is too complicated.
- The severity of it, all the possible outcomes. I wanted to have somebody who is really knowledgeable of family law in that system.
- There was a lot involved with property and assets.
- There were complications, so I hired an attorney.
- Too complex
- Too complicated, needed the expertise
- Too much paperwork, confusing

#### **Lawyer is More Effective / Aid in Better Outcome (15) 4%**

- A lawyer can pull a lot more strings than I could and could explain it to the judge.
- I did some research online and I knew the amount that worker's comp was going to give me. I thought it wasn't fair, and I was recommended to a lawyer for advice.
- I do not think we would have got the outcome we wanted.
- I felt like the insurance company wasn't going to give the right amount.
- I figured I would get taken to the cleaners if I didn't have a lawyer on my side.

- I got hit by a snow plow, which is UDOT, which is the state of Utah, and you can't fight them without an attorney.
- I knew a lawyer, she could handle it better than I could.
- I knew I couldn't win without one.
- I knew it would be better to have a professional handle it rather than myself.
- I need a lawyer to do a better job than I can with the car insurance.
- I thought it'd be more effective to let an attorney handle it.
- I was sure that I would not get anything if I did not have someone who knew their stuff.
- If you don't have a lawyer you get hosed.
- We wanted to be sure that there was a settlement and that the immediate bills were paid.
- You have a better chance with an attorney.

**Managing / Executing Estate, Trust, or Retirement (14) 4%**

- For family trust
- I can't produce a will or power of attorney myself.
- I don't know the laws concerning living wills.
- I don't know the laws on wills and trusts.
- I wanted to go to someone whose area of expertise was settling a will.
- It involved a trust and things I couldn't do myself.
- Legal will and living well, I guess.
- None of it held up what, my grandpa had done with the will and estate over a will, so we hired a lawyer.
- To make sure everything would be taken care of before I pass away.
- We had a set fee for a will.
- We were having problems with my siblings agreeing with what was in the trust.
- When it comes to estate planning, you need somebody. I guess you can get all the forms online.
- When my father died, we needed to divide.
- You can't do it by yourself, not a trust.

**Felt Compelled To, Based on Other Party's Size / Behavior (13) 3%**

- Before we left the restaurant we made sure that the manager had been aware and is responsible for it, but after that they refused to help us so we utilized a lawyer.
- Her mother is uncompliant with what I want.
- I don't really know what I'm doing and those guys did; I wanted somebody with the knowledge, there's a lot at stake there.
- I was dealing with a large drug company.
- I was forced to because my ex got a lawyer.
- The insurance company wouldn't cooperate.
- The insurance of the other party didn't want to pay for anything when their client was at fault.
- The other family members had an attorney and we felt it was best to fight attorney to attorney.
- The other individuals who were sewing me had an attorney.
- The other party didn't think I was hurt.
- They would not take no for an answer.
- We tried but the harassment got to the point where it was not safe for my children.
- We weren't getting anywhere, unreasonable neighbor.

**Needed Advice / Consultation (12) 3%**

- Come to think of it, I think the lawyer told us we could do it ourselves with the court and we did.
- For probably advice, to have someone represent me.
- I just needed advice.
- I only had a lawyer for research and I took them to court.
- I thought I would get better advice and that she would have some contacts that would be useful.
- I wanted his guidance on whether I should settle.
- I wanted the legal advice on how I set it up.
- I wanted to secure the advice of an expert rather than something I assumed.
- I wasn't sure the methodology so we went to get professional advice.
- Needed legal advice
- Technically I didn't hire a lawyer, I just sought advice in their expertise.
- We didn't hire the lawyer, we just consulted because we needed advice.

**Free / Low Cost of Lawyer (11) 3%**

- A friend was helping me out
- All I had to do was ask questions because it was part of pre-paid legal.
- Free service
- He helped for free.
- He offered for free, and why not?
- He was provided.
- It was a benefit for the whole base.
- It was free.
- Our insurance covered it. It was free.
- The services were available at low costs, right tool for the job
- We went to a seminar for another lawyer and he charged \$1,500 to do a trust. The one in our family does family stuff for free, we didn't know that at the time. We went to pay him, but he didn't want any money.

**Certain Situations Need a Lawyer / Dumb not to Utilize a Lawyer (11) 3%**

- A lawyer was the only one that could help me.
- A person who acts as a lawyer for themselves is a fool.
- I do not deal with those things when I know I need a lawyer
- I know when to trust myself versus someone else.
- I needed professional help.
- I wanted legal representation.
- It was important enough that we wanted a professional to be doing it.
- It was the best course of action.
- Professional reasons, it's something that someone should not do on their own. You need legal counsel.
- You need to go to the appropriate person and that would have been the attorney.
- You're dumb if you don't get a lawyer.

#### **Protect Myself / Family / Assets (9) 2%**

- I didn't want to risk losing my house.
- I have a business, to protect my family and my home. I wanted to know what my rights were and what the employees' rights were rather than just blurting out incorrect information that I couldn't back up and it ended up being a lot quicker. I didn't have a problem with my employee and I didn't want them to be hurt either.
- I just wanted legal protections provided by a professional rather than relying on myself.
- Just to make sure I was financially protected.
- Protection
- Protection of assets
- So that we could have asset protection.
- To make sure that I didn't get screwed over.
- To protect myself.

#### **Separation / Divorce (9) 2%**

- Divorce
- Having a lawyer in a divorce helps you know your rights.
- I only used the lawyer for the divorce, so if I wasn't married to the man I probably wouldn't have used an attorney to divorce him.
- I was married to a marine and he was unfaithful, but he was a soldier so it was hard. He hired a lawyer so I lawyered up.
- It was a divorce. (2)
- My ex is annoying.
- My ex-husband was trying to file orders against me.
- My ex-husband wouldn't settle so I needed one.

#### **Custody of Children / Adoption (8) 2%**

- Custody battle
- Custody issues
- I don't believe we could handle guardianship paperwork without a lawyer.
- It was too complex and I needed to assure that I would get full custody of my child to protect her.
- My husband got an attorney and was fighting me for custody.
- There were kids involved.
- To ensure I got full custody
- You can't be legally adopted by your father if you don't have a lawyer.

#### **Advised to Obtain a Lawyer (8) 2%**

- He was recommended to us by our financial planner.
- I was advised by my brother to contact a lawyer.
- I was advised to by the judge; forced to by the judge, actually.
- I was advised to.
- My dad said it was the best option because if he asked too much money it would be good to get someone who knew what they were doing.
- Product of a conversation with a friend
- Referral
- We were just sent there on advice, we were given that this lawyer who was very trustworthy.

**Convenience / Ease of Hiring a Lawyer (7) 2%**

- Convenience and ease of them knowing the system and their profession.
- Easier
- Easier to be represented
- For convenience and the lawyer knew what he was doing better than we did.
- It was just easier to go with someone who had that knowledge.
- It was just easier to hire an attorney to do it for me, it was faster and easier and done right.
- It was just easier.

**Criminal Charges (6) 2%**

- Avoid jail time
- Felony charge
- I was charged with a felony.
- I was in criminal court. I wanted to defend myself, but the judge made it clear I wouldn't be allowed to.
- She was misrepresented badly when she was sent to prison by a public defender, she was sent on a first degree felony instead of a second. She will be on a list for the rest of her life. We talked to some guys and they said there was nothing they could do and that was that. They said if we came to us before the 18 month mark they could do something but since it had been longer than that, there was nothing they could do.
- They filed criminal charges against me.

**Injury / Medical Malpractice (5) 1%**

- I had already applied for disability for three to four years ago, and my leg was paralyzed with no damage.
- I had gone in for a colonoscopy to a surgical center and was injured in their recovery room when the gurney fell out from under me. I felt I needed as much help as I could since I was dealing with a medical group/entity. They were telling me what to do.
- I wasn't treated right. It was malpractice.
- It was a hit and run, so we used the lawyer to get settlement money to get some of the healthcare costs covered.
- It was an injury and they could handle it best.

**Write a Legal Document / Contract (4) 1%**

- I don't legally have the right to create that document and have it be valid.
- I needed a legal document for my business that was about 250 pages, and it would normally cost about \$30,000 if I had somebody else do it.
- I needed documentation.
- Legal documents I didn't know how to make.

**Using a Lawyer is the Only Option (4) 1%**

- At that time we didn't know you had other choices.
- I don't know that you couldn't go through an attorney. I didn't know any other way to handle it.
- I think it's your only option.
- It wasn't an option.

**Timeliness (3) 1%**

- Get it done quicker and done right
- I didn't have time to handle it myself.
- I didn't want to spend my time on it and wanted to make sure it was done right.

**To Ensure Settlement / Claim was Sufficient (3) 1%**

- It was a lot of money.
- Money
- To get money from the insurance

**Real Estate Laws / Situations (3) 1%**

- Tenants refused to vacate
- To get out a contract of one house to buy another house
- We weren't able to sell our house because there's a lawsuit with a building company.

**Miscellaneous Responses (40) 10%**

- All the lawyers in the documentation
- Damages would be \$3 million if I would lose.
- Dispute between the water rights.
- Family was heavily favored
- Fear
- Good references
- He had already been retained to do that.
- I didn't hire him. He was given to me to protect my work. He came to me to say, 'Hey, we have a deposition,' and he generated the request to me.
- I was active duty military.
- I was not being treated fairly by law enforcement.
- I was scared.
- I wasn't sure of the proper incorporation type or how to do it so my business liability and personal liability remained separate.
- I wish I had handled it by myself.
- If I did it wrong, it could have shut down my business so therefore I needed a lawyer.
- Insurance fraud was causing problems.
- It was a company vehicle that the employee shouldn't have been driving.
- It was a federal job.
- It was helpful.
- It was repeat offense.
- It's in another state.
- Lawyers work for you rather than waste your time. It depends on lawyer.
- My father was incapacitated and not able to make decisions for himself so we needed to involve a lawyer for that reason.
- My mother went through a time of people taking her money and threatening her. We had the police there twice, she lost tens of thousands of dollars.
- Not being 18 yet, they needed some advice about what to do with their living situation.
- Something didn't seem right.
- That's personal.

- That's private.
- The amount of money involved and expertise.
- The attorney was on retainer and I wanted to make sure I made the right choice.
- The lawyer has the best interest represent you in that situation.
- The lawyer was a friend.
- The lawyer was available.
- They go through the Navajo Nation.
- They wanted over \$5,000.
- To help me with the bank; it had to be done, it was a bank bankruptcy claim.
- To see if the other guy had a case
- We don't have the title.
- We had problems with Obamacare.
- We kind of thought that's the way you do it.
- We were traveling and we wanted to make sure everything was handled for our children.

**Don't Know / Don't Remember / Wouldn't Say (5) 1%**

- I don't know.
- I don't remember.
- I'd rather not say.
- Wouldn't say (2)





## APPENDIX C: 'OTHER' RESPONSES

### Where or who would you go to if you needed assistance with difficulties when buying or selling a home?

#### Internet

- Google (6)
- Homie
- Look up a realtor
- Not specified
- Probably Google and try to find a local real estate agent
- Someone who specializes in that

#### Other

- Advertising
- Better Business Bureau
- BogleHeads.org
- Government-assisted agency
- I rent.
- Insurance
- Local company
- Phonebook
- Realtor or myself
- Sell the house
- The person we bought our house from
- To Davis County

### Where or who would you go to if you needed assistance with separation, divorce, or custody of your children?

#### Internet

- Google (11)
- Not specified
- State website (2)
- To the court website where you can get papers.

#### Other

- A state-sponsored group
- Arbitrator
- Business
- City hall
- Counseling (2)
- Counselor
- Court house
- DCFS
- Family court

- Hill Air Force Base
- Insurance
- It would be dependent on the kids.
- Judge
- LDS Family Services
- Legal services where I work
- Mediation
- Mediator (2)
- My company
- Phonebook
- Social services
- Someone who specializes in that
- Summit County
- TAP access line
- The city or the court
- The court (3)
- Therapist
- Through work
- Turn to God
- Work benefits
- Work resources

**Where or who would you go to if you needed assistance with personal finance matters, such as debt or tax issues?**

*Internet*

- Google (9)
- Google search for 'debt and finance relief'
- I'd just look it up.
- I'd look up an accountant for tax issues.
- I'd search for something related to the situation and find a good source.
- Not specified (3)
- Research online
- Self research
- The web
- TurboTax (2)
- We would do our own research online.

*Other*

- A professional
- AAA
- BogleHeads.org
- BYU professors or staff
- Credit counseling group
- Debt consolidators and counselors

- Definitely not the IRS
- Family counseling
- Family Life Center
- Fiduciary
- If you claim you aren't a resident of the USA and they will help you if you are illegal.
- Insight group
- Insurance person near here.
- IRS
- IRS agent
- Loan company
- My own business.
- My work because we have an employee assistance program.
- Myself and solid CPAs
- Pay them
- Professional
- Salt Lake
- The IRS
- The Navy because they're the ones that make sure I have my checks.
- The State of Utah
- Work
- Work advisor
- Work benefit

**Where or who would you go to if you needed assistance with [planning for or managing your estate or retirement?](#)**

*Internet*

- DaveRamsey.com
- Google (6)
- Google sources
- Not specified (3)
- Search bar
- Self-help stuff

*Other*

- A funeral home.
- BogleHeads.org
- BYU Staff
- Consultants
- Dave Ramsey
- Dave Ramsey local list
- Fiduciary
- I'm already retired. (4)
- Insight group
- Insurance agent

- Insurance person around here
- It's already taken care of.
- I've already done that. (2)
- I've already had that taken care of.
- I've already used that.
- LegalZoom
- Life insurance
- Mortuary
- My insurance agent
- My life insurance agent
- Myself, financial planner and advisor
- Our insurance man did that.
- Planning
- Social security
- Some local insurance help
- Someone good with money and planning ahead, not sure who
- The VA
- The VA system
- Union Hall
- UPS

**Where or who would you go to if you needed assistance with serious traffic citation or a criminal charge?**

*Internet*

- Facebook group for our neighborhood
- Google (8)
- Google what to do
- Not specified (2)

*Other*

- A state-sponsored group like the police or a judicial court
- After being in the military we have resources from that.
- DMV (4)
- Go to jail
- I'd call the number for the county that it was issued in.
- Insurance
- Insurance agent
- Judge (2)
- Legal benefits through work
- Legal services
- Legal services at work
- My own company
- My work- legal resources.
- One of the agency groups.

- Pay the ticket
- Phone book
- Someone with the state
- The state of Utah
- Traffic school
- Turn to my Heavenly Father
- Where it tells me to. There's usually an address or phone number.
- Wherever they told me to go on the ticket.
- Yellow Pages

**For what situations might you personally use a lawyer?**

- A break in, civil dispute.
- A plan for my business.
- Accused of something in the education field ethically speaking. If one of our parents died we might get someone to take care of all of that.
- Adoption (4)
- Adoption, legal counsel
- Almost everything
- Any legal document
- Any matter that couldn't be civilly solved.
- Anything for offhand questions and if anything got too crazy with legal questions. Also, if anything created an interaction between me and the state that had a lasting effect.
- Anything of family nature
- Anything that could get into trouble.
- Anytime I need to be intimately familiar with the law.
- Assault (2)
- Being taken advantage of
- Cases when I don't know the law or can't do it on my own
- Certain things that you don't want to do yourself.
- City controlling things in the neighborhood.
- Civil issues
- Copyright matters for our publishing business, navigating copyright
- Court
- Damage or dispute to our property
- Disability
- Disability, disillusionment
- Dispute
- Family difficulties
- Family matters
- For a lot of different situations, a patent, or advice.
- Fraud case
- Green card
- Health matters
- Home invasion
- I dislike lawyers.

- I guess if our hands were tied and we couldn't do anything else, otherwise we would just work it out.
- I would have to decide when that moment arose.
- I'd avoid it at all costs.
- If a landlord was trying to do something
- If I had an issue come up and needed to look into it further.
- If I needed one I have one
- If I was wronged in someway
- If there was insurance that didn't do what they were supposed to.
- Immigration purposes
- Insurance (2)
- Investigation
- It depends on the severity of situation. I would go to family. If it was serious enough I would go to lawyer.
- It depends on the situation.
- It depends.
- Land codes or land encroaching or if they were building bigger buildings than they should.
- Lawyer will help with the program.
- Legal affairs that were more serious than a citation.
- Legal boundaries
- Liability (2)
- Liability issues with home or work, establishing a business
- Medical insurance.
- Name change (2)
- No other choice
- One was for a favor, the other was in a different state.
- Parking tickets
- People who portray fraud against me
- Personal rights
- Power of attorney for out of the country
- Property
- Property, being wronged in some way causing difficulties
- Protective order, patents
- Real estate advice
- Regulations
- Small claims court
- Something I didn't do.
- Something I don't regularly get into.
- Started fire on house
- Starting a business or starting the process of starting a business.
- Theft (2)
- Ticket, unlawful eviction
- To secure patents, trademarks
- Trust fund
- Try to avoid using them.

- Verbal dispute
- Warranty issues
- Whatever my needs are.
- When I feel it would be beneficial
- When I need legal counsel. It just depending on my needs.
- When problems or situations arise
- Whenever I need help

**Where or how did you find that lawyer?**

- Board member
- Calling the attorney
- He came up here from Salt Lake and he was telling us what he could do.
- I called around.
- I called the phone number.
- I found the lawyer.
- I walked into his office in Payson.
- In my town
- In St. George
- Lawyer referral service
- Legal service
- Letter on my door
- Local area
- Local attorney
- Military (2)
- On our insurance plan
- Pre-paid legal (2)
- Reputation
- They found me.
- They found us.
- Through LegalShield
- Through my union
- Through our business
- Through our company
- Through the military JAG office
- Through the school district
- Through work
- Work

**What was the situation you used a lawyer for most recently?**

- A home boundary that was disputed
- A legal name change
- Activist situation
- Advice
- Assault at KFC

- Background check
- Basement flooded
- Businesses, estate planning
- Citizenship of my wife when we got married
- Cleaning up my credit
- Consultation of rezoning a building
- Copyright laws
- Corporate paperwork
- Corporation reasons
- Court
- Credit card fraud
- Damage to our house with a water leak
- Dealing with a break in for my storage facility
- Defamation of character
- Disability
- Dispute of property
- Division of property
- Domestic dispute
- Drug conditions for my son
- Evicted tenant
- Eviction
- Family matter
- Family matters
- Fight with ex-wife
- Husband's problem
- I had a situation in Davis County
- I had to contact an attorney that had a specialty in EU Data Retention loss.
- Identity theft (2)
- Just after my husband passed away
- Juvenile domestic issue
- Land dispute
- Legal advice about the fair housing act
- Legal matters
- Legal problems I had on my house
- Minor traffic citation
- My divorce and bankruptcy
- My husband found out that his adoption he thought had happened when he was a baby hadn't happened so he had to go to a judge to keep his name.
- Name change
- Prenuptial agreement
- Property
- Real estate planning
- Social Security disability
- Tenant issues
- Theft



- To help my children with a legal problem.
- To help my mother take care of her financial issues, medical
- Traffic citation
- Water rights (2)
- Work
- Work deposition

**Imagine you needed the assistance of a lawyer today. Where would you go to find a lawyer?**

- 1800lawyers.com
- A legal aid service that deals with certain situations
- A local firm
- ACLU
- Advertisements
- Better Business Bureau, a reliable agency
- Call a number
- City hall
- Down the street around the corner
- DWS
- Here in town
- I would go to you.
- I wouldn't even try.
- I wouldn't.
- In Salt Lake City
- In town
- LDS stake or ward
- Legal aid
- Legal aid services
- Logan, Utah
- Make a phone call
- On the TV
- One of the local ones
- Personal calls
- Price, Utah
- Probably over in Cache Valley
- Richfield (2)
- Somewhere not in Wayne County
- The bar association.
- Through my insurance
- TV
- TV and radio advertising
- Various advertisement

**What do you believe is the biggest barrier preventing individuals from using services provided by a lawyer?**

- Bad experiences with lawyers that aren't ethical.
- Bad reputation and work too much with the other attorney and things that aren't in the best interest unless you have enough money to pay them what they want.
- Education
- Ethics
- How long it takes
- I don't interact with them.
- I don't think they care.
- If they have family members that are lawyers.
- Internet
- It's referred.
- Language barriers
- Lawyers act in their own self-interest.
- Location, distance from my home to the lawyer.
- Media
- Notoriety
- Other resources are available; using legal services is probably a last resort.
- Past history.
- People sue over things over unnecessary things.
- Personal injury lawyers are harder to get, but business ones are important.
- Propaganda
- Severity of the case
- Shadiness of the industry
- That they don't know what's going on.
- The lawyer's education
- The only person who wins is the attorney.
- The stigma where if you're using a lawyer you're in trouble.
- Unfairness, inequality

**What do you believe is the NEXT biggest barrier?**

- Awareness
- Bad experiences
- Being a hassle or trouble
- Being taken advantage of
- Changing your mind
- Commitment
- Confidence
- Confidence in local lawyers
- Confidence of taking care of things on your own.
- Confidentiality
- Convenience
- Depending on what your case is they won't accept it.
- Don't want to involve them, want it to not be serious
- Embarrassment
- Ethics
- Fear or ignorance
- Handling it on their own
- Hassle
- Hassle of it
- I can't relate.
- I know that often times they will get the client to sue.
- If they can't win, they won't take your case.
- If you feel like he is representing you in your best interest.
- Impersonality of the lawyer. Where they are in it just for the money and not for the client.
- Incompetence, Fees, Cost, Charged by the minute
- Inconvenience
- Interest level, how the lawyer presents themselves
- It might make matters worse.
- It's too much work.
- Knowing how bad you need one.
- Knowing one you can trust and specializes in what you need, and cost.
- Lack of experience
- Lack of resources
- Language barrier
- Language barrier, location
- Legal aid
- Location
- Location if they were in a rural area
- Location, restrictions of the lawyer
- Misconception that it may make it more difficult, lack of knowledge.
- Misunderstanding (2)
- My own independence
- No one listens, they just want to argue.
- Not being able to see good ratings for attorneys

- Not having a positive experience
- Not knowing enough lawyers in my area
- Not understanding the law itself.
- Not understanding the situation we are in.
- On-time payments, trust issues
- Over complicating things
- People don't want to disclose their problems
- People need to resolve problems and communicate better with themselves.
- Personal bias
- Personal morale
- Previous experience
- Pride (4)
- Reliability
- Reluctance to be involved with the legal procedure
- Self-absorbed
- Taking the time to help your case.
- The hassle
- The law
- The mindset of, "I'll try myself and look for other resources."
- The morality, a lot of people think it's immoral to use lawyers when they believe it should be solved person to person.
- The severity of the situation
- There are too many of them.
- They don't know their rights.
- They don't really do much.
- They don't tell the truth.
- They don't think it's that serious.
- They're out more for themselves than for you. I used one and had the chance to get \$26,000. I ended up with \$2,000.
- Too specialized
- Transportation to the office of lawyer
- Uncertainty of the outcome
- Unfamiliarity of when to use them
- Using the legal system is overrated.
- Value of what they could lose
- Wanting to get along
- Way they handle themselves in court
- When you hire attorneys to do things and it's one attorney against another, the client gets caught in the middle of who's going to win between the two of them, even though they're fighting for you.
- Word of mouth
- Work load for the lawyer

**If you were to utilize the services provided by a lawyer, which of the following types of fee arrangements would you prefer?**

- A flat rate
- A payment arrangement
- A set amount for a specific task or purpose or a monthly charge for certain ongoing services
- A set rate
- A set rate that I have right now.
- A strict rate.
- For a civil thing I'd do a set amount. If we could make money off of it, I'd do a percentage or something like that.
- I have two or three attorneys in my family. I would go to those closest to the situation.
- It's all about the money. It's all about cheating and lying to get more money, it's not about doing the right thing. That's the problem with them.
- Ongoing fee for each month and a firm quote
- Pay by the hour or some kind of quote
- Probably a standard fee
- There is no fair answer.
- Up front bid, and work out the payment from there.
- Whatever I can pay upfront and be the cheapest.

**What is your marital status?**

- Partner
- Domestic partner

**What is your race or ethnic background?**

- American
- Asian, Caucasian
- Biracial
- Black, White
- Caucasian mixed
- German, Mexican
- Mixed (4)
- Vietnamese-American
- White, Middle Eastern, Jewish
- White-Latino